



HOW CAN TECHNOLOGY INFORM
TRAVEL CHOICE SO MORE
PEOPLE CHOOSE SAFER AND
GREENER OPTIONS?

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Why do people choose to travel by car over other modes?

People are different and have different needs, these needs can change depending on activity and 'baggage'

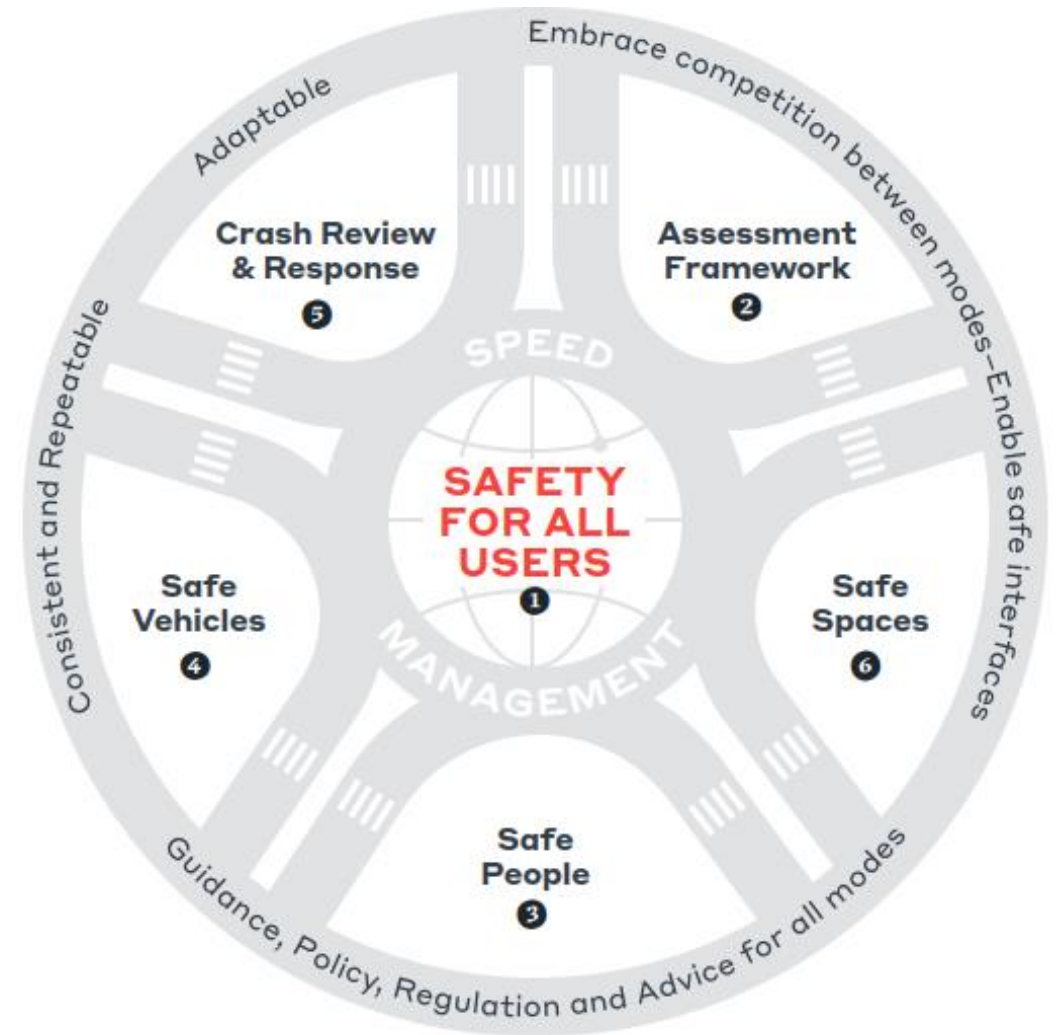
- Ease and Convenience
- Travel Time
- Comfort
- Encumbrance
- Habit
- Availability of Alternatives

Source: TFL Roads Taskforce



How can technology inform travel choice so more people choose safer and greener options?

- **Systems approach** – Whatever technology is introduced it is only one part of the system
- **Human centred design** – Any technology needs to be designed around people... all the technology in the world will not change people's mindset alone
- **Inclusive safety** – Doesn't just mean statistics, it is whether people feel safe too eg populations with protected characteristics





Changing mindsets

To nudge people to change their minds about driving, we need to consider a number of strategies

- Effective communication
- Incentives over penalties
- Engagement and participation
- Education and awareness





THANK YOU

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