

Title of the doctoral thesis

Study of the effects of travel behaviour change programs on activity-travel scheduling process

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Abstract

Activity-travel scheduling process is the decision process followed by a person since they think about doing an activity or trip for the first time till the moment they execute it, or decide to not execute it. On the other hand, travel behaviour change programs (TBCP) are policy interventions which rely on information, persuasion and motivation strategies, to induce people to reduce their car use by shifting travel mode choices to more sustainable options. Given that trips come from the need of developing activities in different places, it is obvious that travel behaviour change requires variations in decisions taken during activity-travel scheduling process.

A two-wave activity scheduling process panel survey was conducted over a two-year period in the city of Valencia. Respondents were usual drivers who were randomly selected regardless their willingness to reduce their car use. The first and the second wave took place during autumn of 2010 and autumn of 2011, respectively.

Between both waves, part of respondents participated in TBCP while the rest were included in the control group in order to compare the results. Tobit, Bivariate Probit and Ordered Probit models have been used to study the effects of participation in TBCP on several decisions taken during the activity-travel scheduling process. Results show that participation in TBCP has a significant influence not only in car use, by reducing the proportion of daily time allocated to driving, but also in scheduling and rescheduling decisions. Thus, participants in TBCP are more likely to think about their agendas when scheduling activities and trips, as well as they are stricter when executing them. Results also prove that participation in TBCP does not affect everyone in a similar way.