

Session 2:

Sustainable Mobility - The Role of Local Authorities in Behaviour Change

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Sustainable Mobility - The Role of Local Authorities in Behaviour Change

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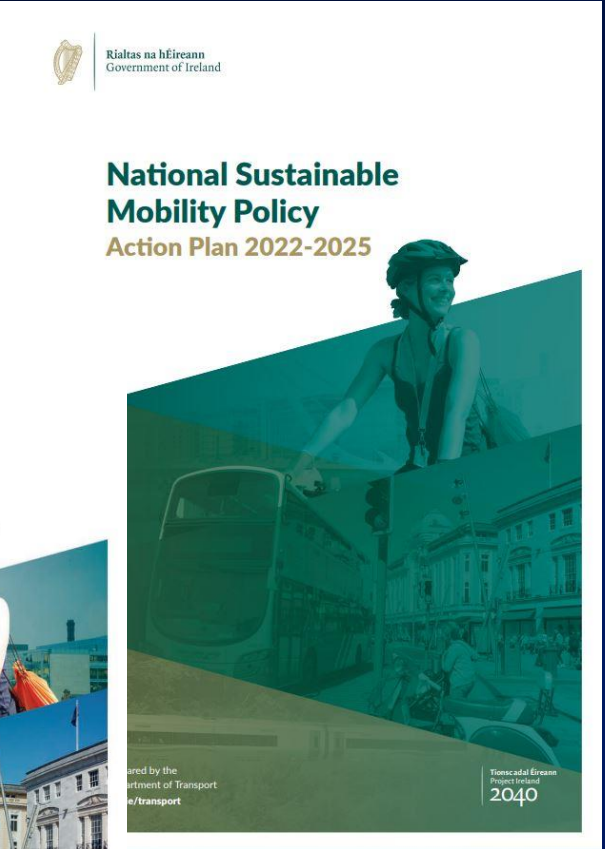
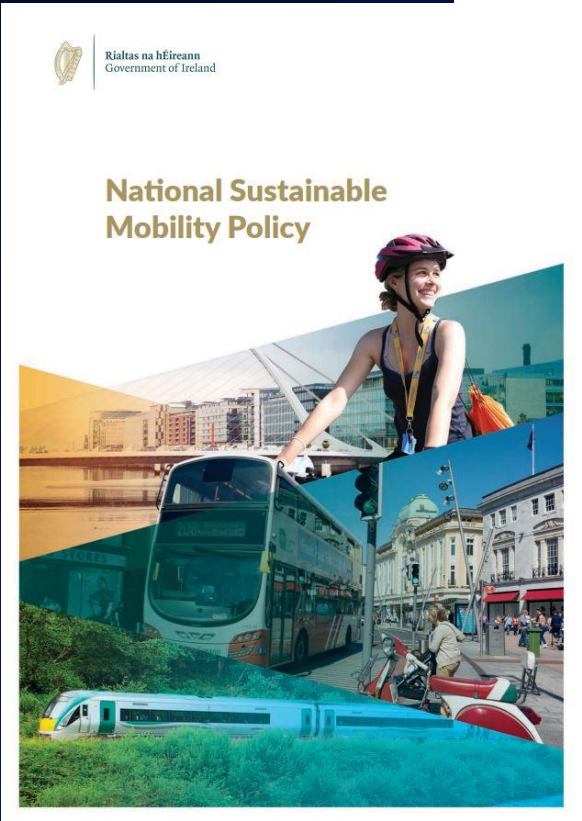
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National Sustainable Mobility Policy



An Roinn Iompair
Department of Transport



RSTG ANNUAL CONFERENCE
2025
20TH-21ST MAY | MULLINGAR PARK HOTEL, CO. WESTMEATH

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- Three overarching themes:
 - Safe and green mobility
 - People focussed mobility
 - Better integrated mobility
- Focus of Policy is on providing more options for people and making it easier to access those options
- Annual progress report each August



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- 50% increase in daily active travel journeys
- 130% increase in daily public transport journeys
- 20% reduction in total vehicle kilometres travelled by 2030
- All require a **transformative change** in our transport patterns



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Developing the next Action Plan – what needs consideration?

- Emerging areas of focus – gaps in the existing SMP and Action Plan
- Build **and communicating** new infrastructure – do people see the changes?
- Who is included? What is needed to ensure that investment in sustainable mobility considers everyone?
- What can be delivered within existing constraints?



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Examples of Behaviour Change Initiatives



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Beat the Street



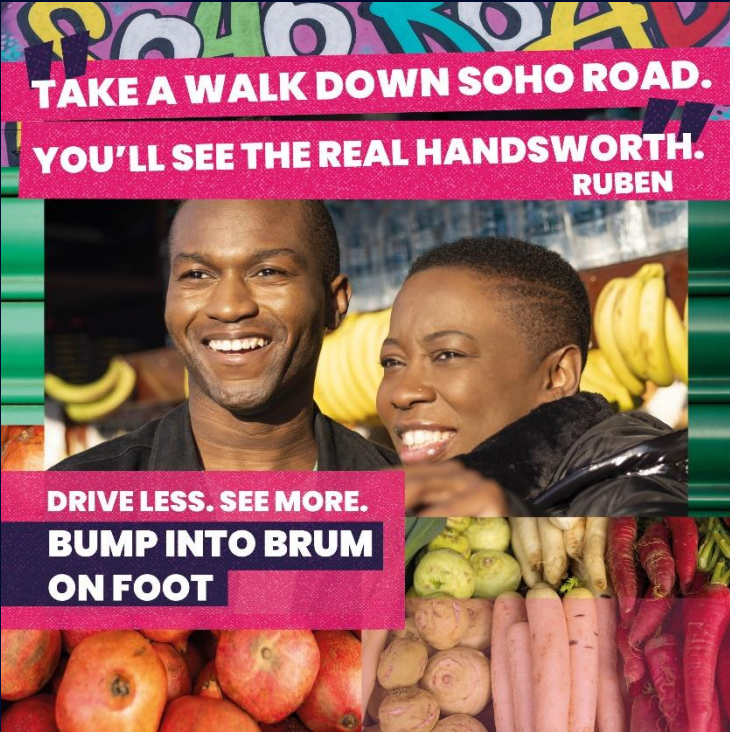
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Bike Library



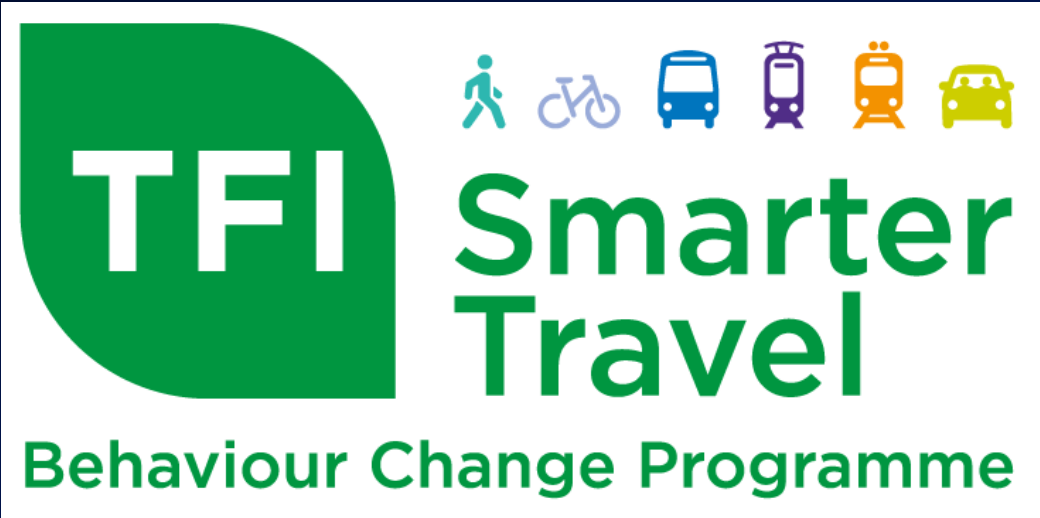
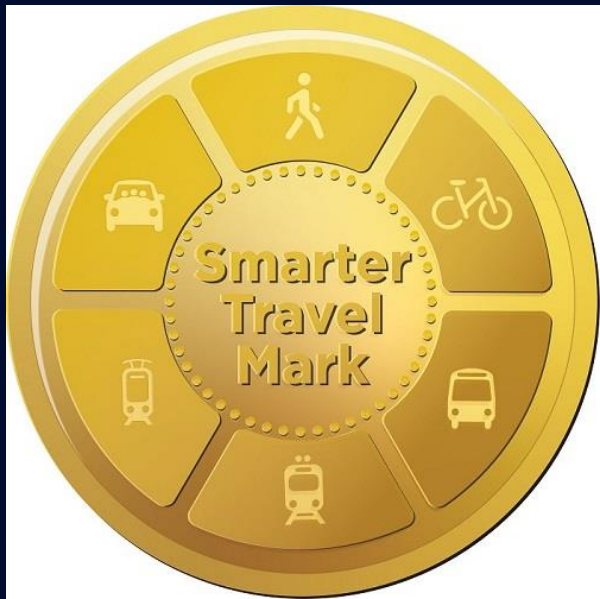
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Bump into Brum



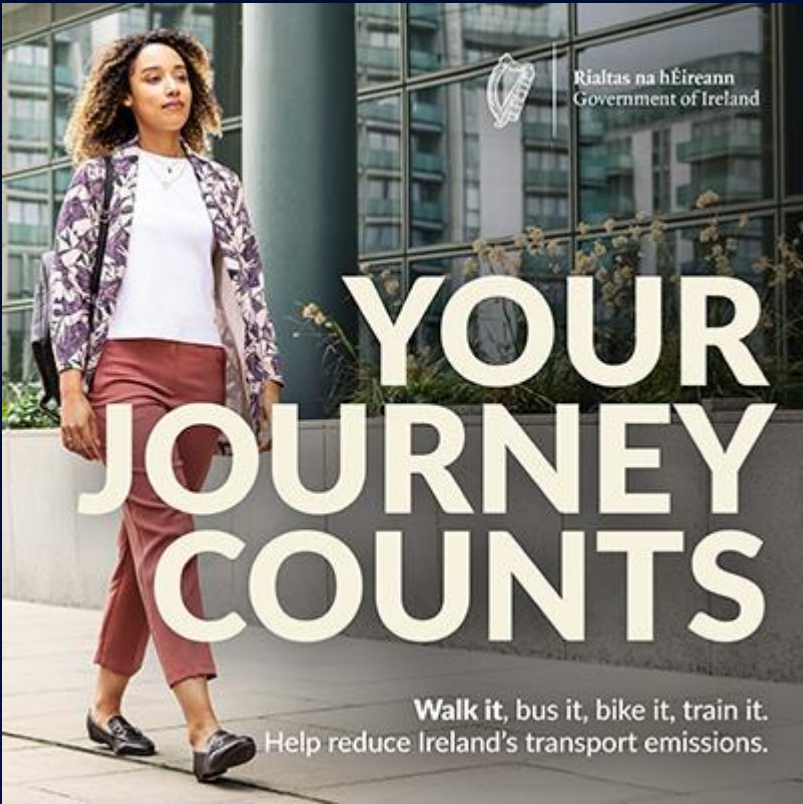
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Smarter Travel



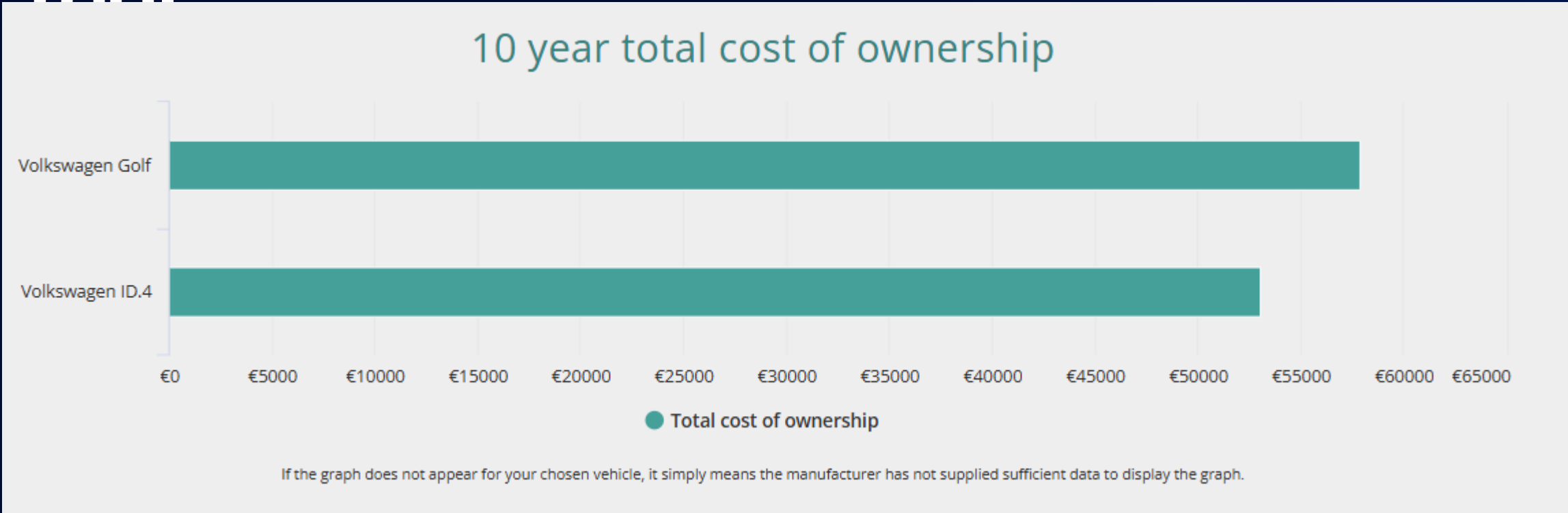
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Your Journey Counts



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SEAI Total Cost of Ownership Tool



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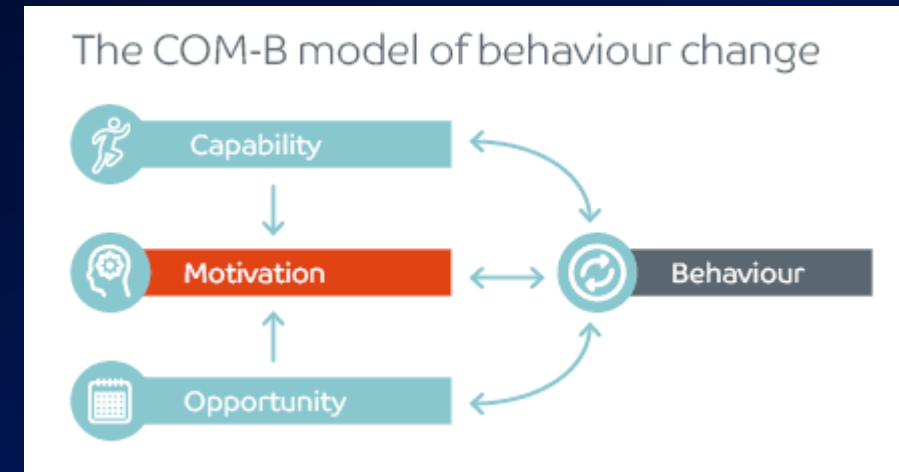
Behaviour Change – What does the evidence tell us?

- Build it and they will come* - yes, but up to a point
- Many other barriers equally important: identity, beliefs, social norms, skills, memory, attention, decision processes, motivation, status quo bias etc.
- Without addressing these barriers, the success of other policies and initiatives will not achieve their potential impact
- Similarly, behaviour change campaigns on their own will not have a major impact – all are needed together.

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How can LAs help

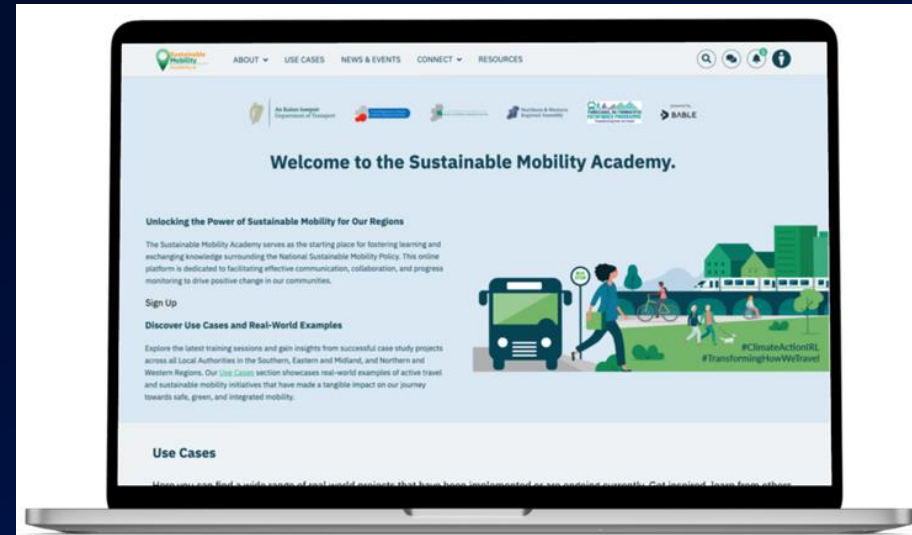
- Build internal capability, help staff develop behaviour science expertise.
- Embed behaviour science tools and frameworks into project design AND evaluation.
- Explore links between national and campaigns and local campaigns (e.g. Your Journey Counts).



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Sustainable Mobility Academy

- **Digital Hub** to share knowledge, experiences and insight
- **Single point of reference**, pulling together disparate information in one place
- **Content can be Public or Private (Public Sector Only)** and grouped by news, use cases and publications; content moderation in-place
- **Lunched in May 2024** – 340 registered users and 100 use cases to-date



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THANK YOU

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**Join the Q&A session at
Slido.com and enter 3873601
or via the QR Code.
Questions must include name
and associated Local Authority
to be considered by the panel.**

