

## BEHAVIOURAL CHANGE

Carrots

Over 60s bus travel - buses at capacity with over 60s?

Bus info - are people able/willing to find this?

More affordable/public transport? <sup>Already</sup> affordable?  
frequent. Consumer rewards.

Better integrated transport. <sup>De-marketing</sup> the car.

Buses with bike racks

~~Car rationing~~: Serious electronic info. like "Walk it"

Free travel on buses for under 21s?  
<sup>personalised + other</sup> Travel planning + Education

Sticks

- Car rationing - Drive 2 days per wk
- One car per household
  - No personal car ownership
  - Car sharing lanes
  - Roads closed to SOVs
  - Road pricing.
  - Non-residential car parking tax.

We'd like to take this to Ian Hudspeth.

Our big ideas

- Make ~~bus~~ public transport as easy to travel by as car travel is currently + vice versa. <sup>cycling + walking</sup>
- Dare to change image of car driving / cycling.
- Bring in carbon rationing

Specifics.

- non-residential car parking tax
- road pricing / congestion charge

Charge for parking not riding on park + ride. (gives passengers free ride)

Give each household a smart card + information on public transport.

Produce an Oxford cycle map

Bike racks at bus stops + buses. <sup>(long distance!)</sup>

Free bus travel for under 2/5 (free the child!)

Include <sup>how to travel</sup> ~~hand~~ use in education - children - adults

• have a viral ad competition  
 & - anti-car ads by young people  
 'drink don't drive'  
 YouTube / billboard <sup>Free the child</sup>