

Nudge Me Baby, One More Time:

Why Timing Matters More Than You Think for your TDM Program

Jessica Roberts
Alta Planning + Design

YEAH!

WE'RE GONNA CHANGE COMMUTE BEHAVIOR!

WHEN might be more important than WHAT



Fresh Start Effect



Moving Homes



Traffic Disruption



Make a Fresh Start



Build on Personal Experience



Don't Fight with Your Policies



Please: Test Your Ideas!



Kirkman 2019 - **Free riding or discounted riding? How the framing of a bike share offer impacts offer-redemption**

Bamberg 2006 - **Is a Residential Relocation a Good Opportunity to Change People's Travel Behavior?**

Verplanken, Walker, Davis, & Jurasek 2008 - **Context change and travel mode choice**

Thøgersen 2012 - **The importance of timing for breaking commuters' car driving habits**

Fujii, Gärling, & Kitamura 2001 - **Changes in Drivers' Perceptions and Use of Public Transport during a Freeway Closure**

VanWynsberghe, Bischel, Gatzeva, Hambrock, Kwan, & Lim 2011 - **Olympic Games Impact (OGI) Study for the 2010 Olympic and Paralympic Winter Games**

Jones, Wooley, & Currie 2015 - **Impacts and Lessons on Travel in London During the 2012 Summer Olympic Games**

Friedman, Powell, Hutwagner, Graham, Teague 2001 - **Impact of changes in transportation and commuting behaviors during the 1996 Summer Olympic Games in Atlanta**

Dai, Milkman, & Riis 2014 - **The Fresh Start Effect: Temporal Landmarks Motivate Aspirational Behavior**



Jessica Roberts
Alta Planning + Design
jessicaroberts@altaplanning.com
Twitter: @jessicaroberts