Nudge Me Baby, One More Time:

Why Timing Matters More Than You Think for your TDM Program

Jessica Roberts Alta Planning + Design

WE'RE GONNA CHANGE COMMUTE BEHAVIORI

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WHEN might be more important than WHAT

TIMING MATTERSP

Fresh Start Effect



Moving Homes





Traffic Disruption



Make a Fresh Start





Build on Personal Experience



Don't Fight with Your Policies





Kirkman 2019 - Free riding or discounted riding? How the framing of a bike share offer impacts offer-redemption Please: Test Your Ideas Bamberg 2006 - Is a Residential Relocation a Good Opportunity of Change People's Travel Behavior?



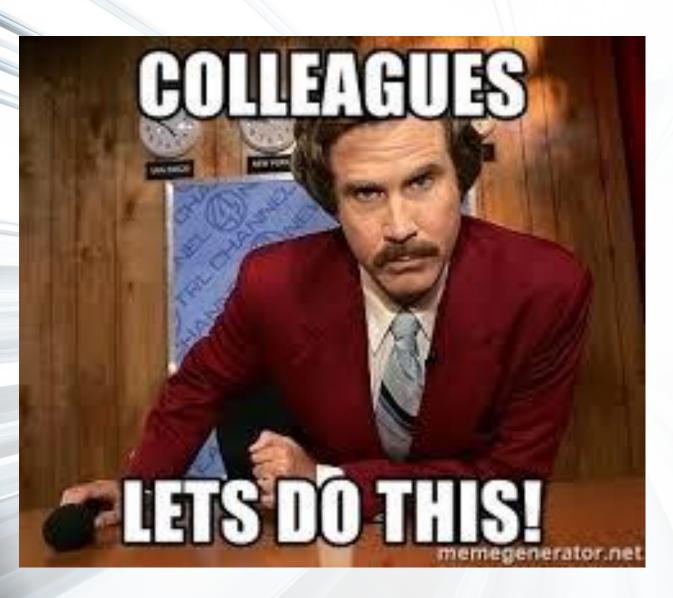
Verplanken, Walker, Davis, & Jurasek 2008 - Context change and travel mode choice

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



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