

## **ATRC On the Move: Perspectives 2021 Webinar – Changing Transportation Behavior: What Really Works? Tuesday, March 16, 2021**

### **Resources noted in Jessica Roberts' Presentation:**

Durham Bus Lottery: <https://advanced-hindsight.com/case-study/personalized-routes-and-bus-lottery/>

Durham Personalized Routes: <https://advanced-hindsight.com/case-study/north-carolina-central-university-nccu>

Best practice in road safety mass media campaigns: A literature review. [includes overview of behavior change theories]: <https://tinyurl.com/CASRLitReview>

Safe Routes Partnership - Sustainable Transportation Attitudes and Health Behavior Change: Evaluation of a Brief Stage-Targeted Video Intervention:  
<https://www.saferoutespartnership.org/resources/research/sustainable-transportation-attitudes>

Washington State DOT - Commute Trip Reduction Guidebook, See Appendix F:  
<https://tinyurl.com/CTRHandbook>

How do People Actually Change?: <https://lithub.com/how-do-people-actually-change/>

Dill, J. and Mohr, C. (2010) Long term evaluation of individualized marketing programs for travel demand management: <https://tinyurl.com/DillMohr>

Bamberg, Sebastian. Is a Residential Relocation a Good Opportunity to Change People's Travel Behavior?: <https://tinyurl.com/Bamberg2006>

Dan Ariely, TED Talk "How to Change Your Behavior for the Better": <https://tinyurl.com/ArielyTalk>

Nudging the Commute: Using Behaviorally-Informed Interventions to Promote Sustainable Transportation in US Cities: <https://tinyurl.com/WhillansPaper>

PeopleForBikes blog post - Engineering an Innovation: The Inside Story of the Green Lane Project:  
<https://tinyurl.com/PFBGLP>

Therrien, Brauer, Fuller, Gauvin, Teschke, Winters. Identifying the leaders: applying diffusion of innovation theory to use of a public bikeshare system in Vancouver, Canada.  
<https://summit.sfu.ca/item/17402>

Measures for Success: New Tools for Shaping Transportation Behavior (pg. 12):  
<https://transitcenter.org/wp-content/uploads/2017/07/TDM-paper.pdf>

### **Other resources:**

Tools of Change website-Provides fundamental ways of motivating people to take the action you wish them to take. <https://toolsofchange.com/en/tools-of-change/>

Drive-Less Program - Ride Amigos. <https://patagonia.rideamigos.com/#/>

Worksite Leave as an Incentive in Puyallup, WA:  
<http://www.cityofpuyallup.org/DocumentCenter/View/10035/551-Commute-Trip-Reduction-CTR-Incentive-Progr-?bidId=>

**CA Active Transportation Resource Center: [caatpresources.org](http://caatpresources.org)**