

Behavioral Design for Car-Free Commutes in Pristina, Kosovo

"Give Your Car (and Wallet) a Break!"

BECC 2023 Presentation

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ideas ⁴²



Takeaways from the next 7 minutes



The “what”:

- A behaviorally informed campaign with municipality government employees in Pristina, Kosovo reduced car usage, increased alternative commuting and improved satisfaction, and relaxation during commutes.



The “so what”:

- Applied behavioral science can be an impactful tool for driving transformation - even in more challenging contexts
- “Transformation” cannot forget the basics: enabling infrastructure is necessary for changing transportation behavior

Pristina suffers from high air pollution

In 2018, Pristina's **Air Quality Index** reached **400**, requiring residents to stay indoors.

Air quality is **"unhealthy"** **50%** of the time.

For the last 6 years, as of 2018.

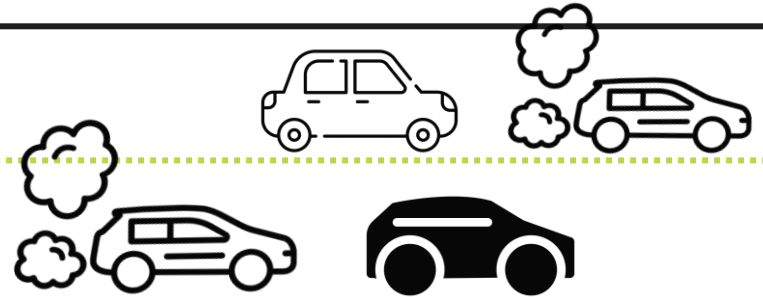
And cars are a significant contributor...

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Air quality is **"unhealthy"** **50%** of the time.

Road transportation accounts for **10%** of emissions in Kosovo.

Cars are the main transportation mode (44%). Most vehicles in Kosovo run on diesel & do not meet current EU emission standards.



For the last 6 years, as of 2018.

...with additional negative consequences

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High car usage also entails costs for:

Road safety

Time and stress

Personal finances

GhG Emissions

Equity



How did we approach this challenge?

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A package of behaviorally-informed designs in the form of a campaign with Pristina Municipality employees . The campaign was centered around the slogan:

“Give the car (and your wallet) a break!”

JEPNI MAKINËS
(DHE KULETËS TUAJ)

PUSHIM!



Campaign design components

**JEPNI MAKINËS
(DHE KULETËS TUAJ)
PUSHIM**

NAME

14 NËNOR - 14 DEKETOR 2022

Logos of the Municipality of Prishtina and UNDP are visible at the bottom.

**JEPNI MAKINËS
(DHE KULETËS TUAJ)
PUSHIM!**

Harta e rrjetit të Linjave të TU

FREE BUS
for municipality employees only

**GIVE THE CAR
(and your wallet)
A BREAK**

SAVE MONEY, SAVE TIME, LESS STRESS, LESS POLLUTION, TURN FOR BIG SCHEDULE

Logos for 'SAVE MONEY', 'SAVE TIME', 'LESS STRESS', 'LESS POLLUTION', and 'TURN FOR BIG SCHEDULE' are at the bottom.

Join your colleagues at the municipality: Give the car (and your wallet) a break!

Driving has many disadvantages:

- Wasted money - 1000 Euros per year. This is the average cost of car ownership in Prishtina.
- Wasted time - Driving to work, taking traffic jams, and parking instead!

How will you get to work instead of the car?!

Do you prefer to:

- Drive your car to work
- Take the bus, train or metro to work
- Walk, get your bicycle or use a shared bike

Get your car to work instead of the car!

Thank you Cecilia!

Here is your plan to give the car (and your wallet) a break next week:

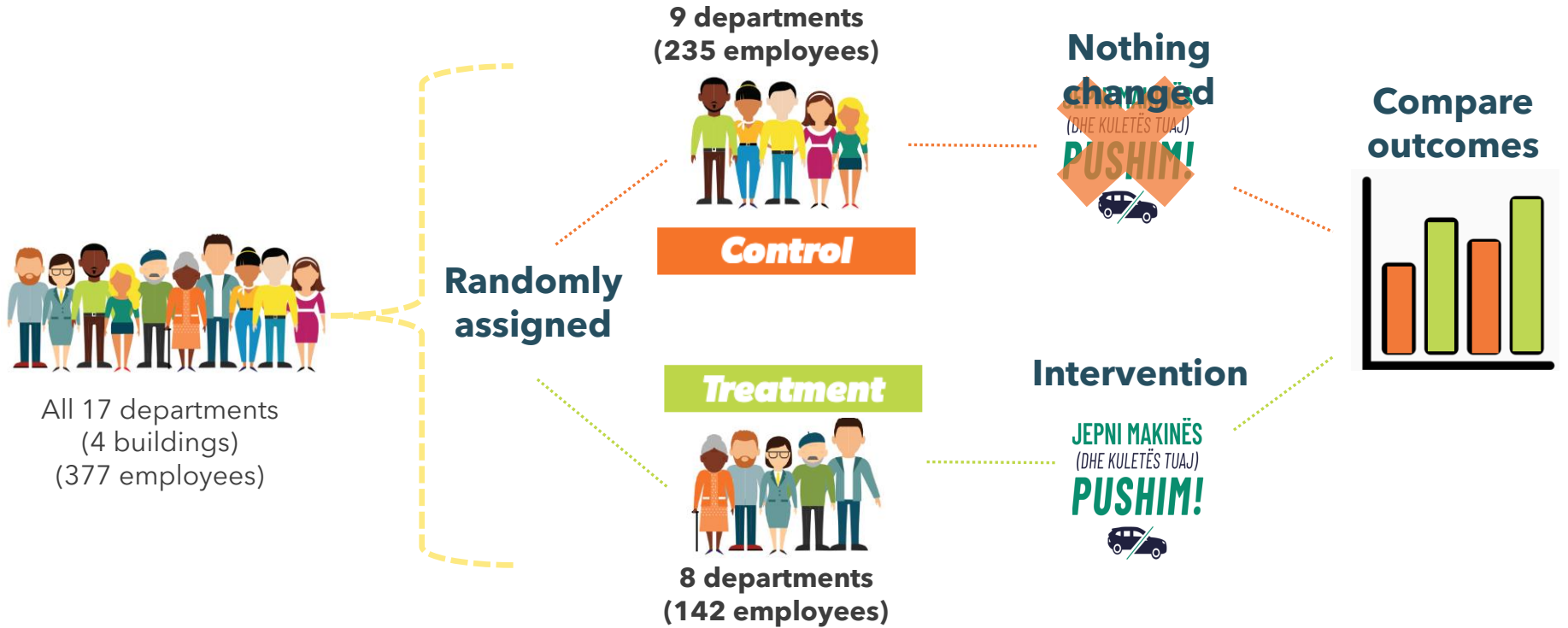
This upcoming week I will give the car a break for 4 days, on Monday, Wednesday, Thursday. Instead, I will be walking to work.

My motivation for achieving this goal: I want to enjoy the fresh air and be more active

We'll send you a reminder of this plan via email.



We used a randomized controlled trial to evaluate the impact of the campaign

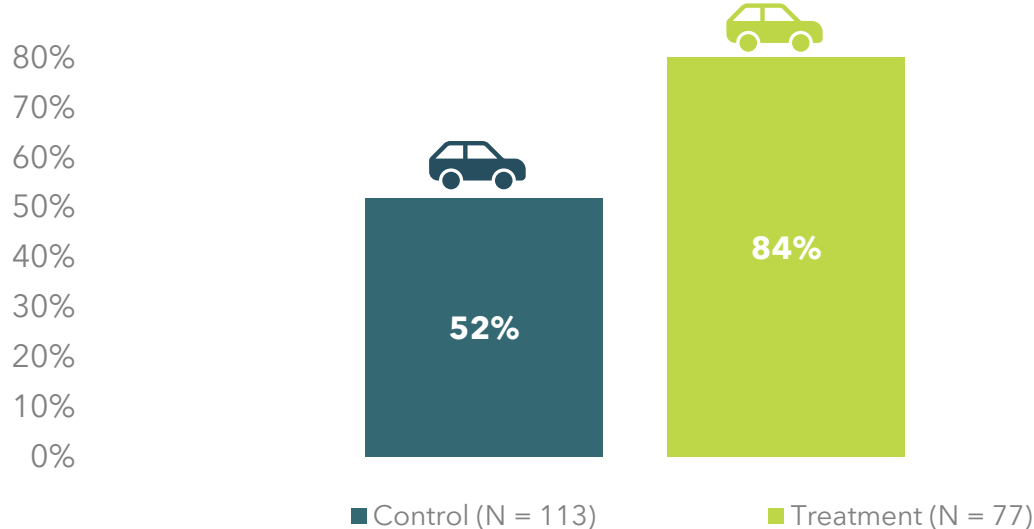


So...what did we find?



The intervention was effective at reducing employees' overall reported car usage...

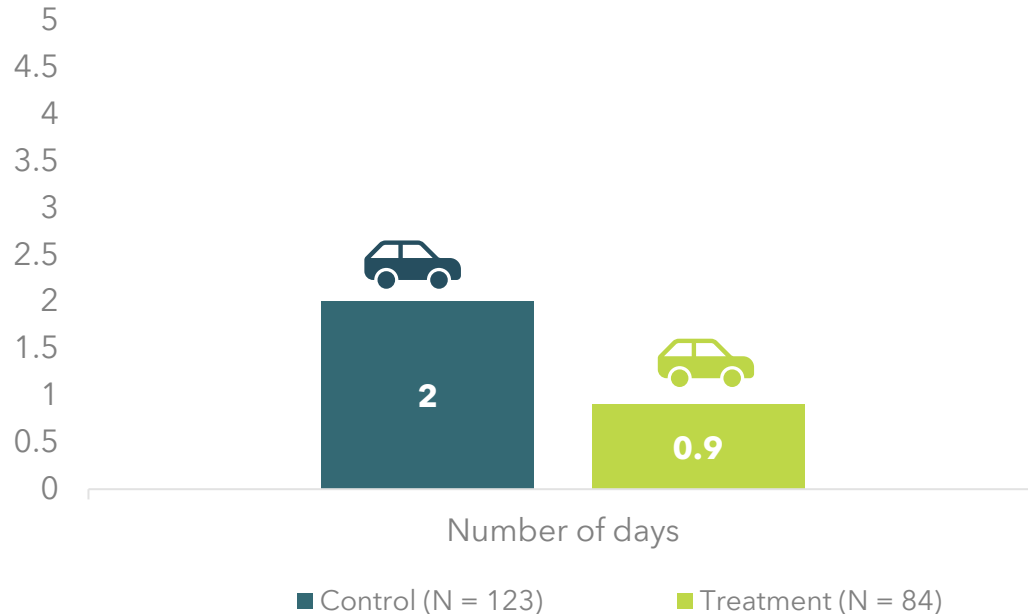
Employees who reported driving "a little" or "much less" than usual in the past week



***p < 0.01

...and reducing the frequency of commuting by car

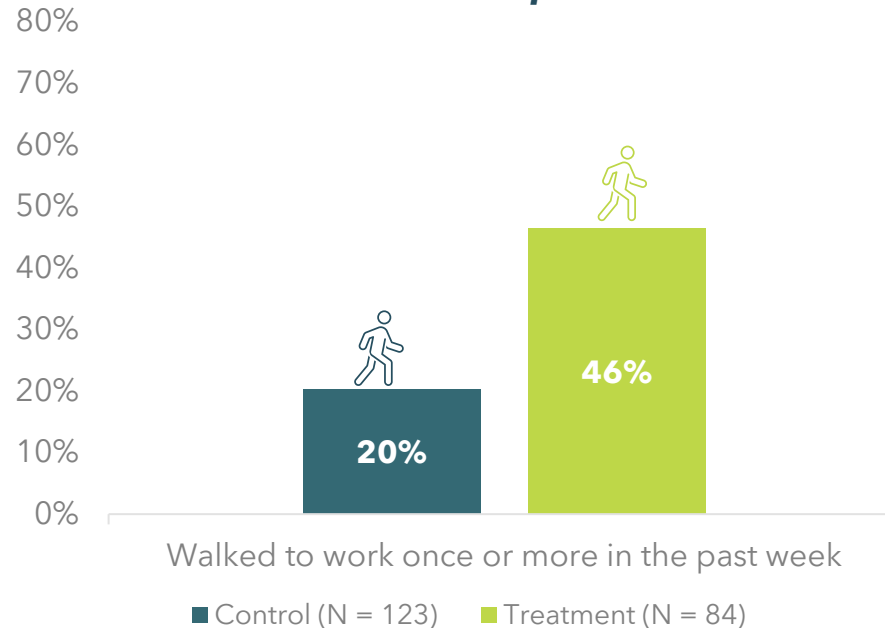
Average number of days an employee took a car to work in the previous week



***p < 0.01

...which shifted employees to commute via more active modes of travel

Employees who reported working to work at least once in the past week



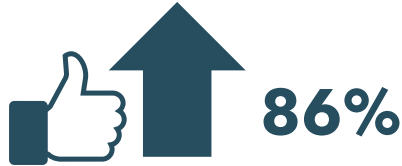
***p < 0.01

Employees in the treatment group rated their commutes as more satisfying and relaxing...



Commuting experience

Compared to the control group...



More employees in the treatment group reported being **somewhat or very satisfied** with their commute to work***
(Control 35% vs. Treatment 66%)



More employees in the treatment group reported being **somewhat or very relaxed** by their commute to work***
(Control 24% vs. Treatment 49%)

//

At the end of the day, traveling by bus in heavy traffic is very pleasant.

//

- Municipal employee participant

p < 0.05, *p < 0.01

...and had lower concerns about the costs and time required to travel to work



Commuting experience

Compared to the control group...



Fewer employees who reported being **somewhat or very concerned about the cost** of daily travel*
(Control 29% vs. Treatment 16%)



Fewer employees who reported being **somewhat or very concerned with the amount of time** spent traveling**
(Control 27% vs. Treatment 14%)

//

...a relaxed trip because you don't worry about driving, nor about the cost of the ticket, nor where I will park the car and how much the parking will cost.

//

- Municipal employee participant

*p<0.1; **p<0.05

Areas where we didn't see significant changes are equally interesting and valuable

No statistical significance for:

- Frequency of bus use
 - Some employees find current bus options unfeasible and inaccessible. Structural changes like additional routes and bus lanes may improve accessibility and behavior change.
- Level of concern with environmental impact of travel
 - The observed change in behavior without reported change in environmental concern suggests environmental impact can be shifted in a positive direction without needing to 'convince' or change minds.

Note: The small sample may explain the lack of statistical significance.

Takeaways



- **Transformation requires understanding human behavior:** Applied behavioral science can be an impactful tool for driving transformation – even in a non-Western context, and for a deeply engrained behavior like commuting
- **Transformation requires the basics (even if not “new”):** Behavioral interventions will be limited if enabling structural changes aren’t made first (e.g., people can’t take the bus if there aren’t lines that reach them)

For more details on the project, you can find the project brief here:



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ideas **42**

Stay in touch!

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