

Nudging sustainable commutes to support hybrid working

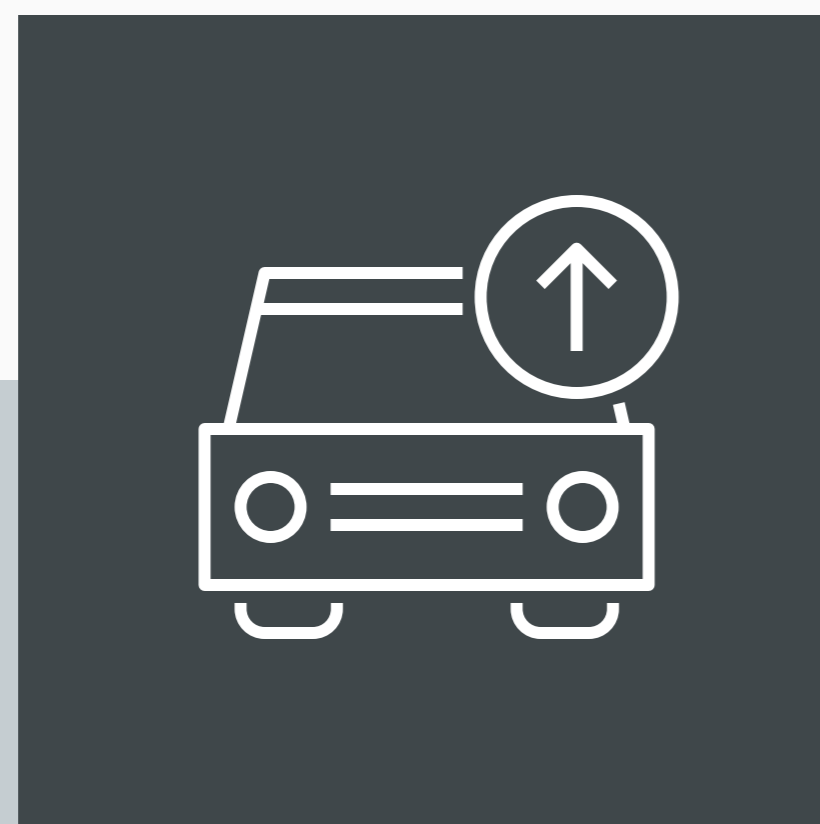
2023

Travel Choices Program 2023



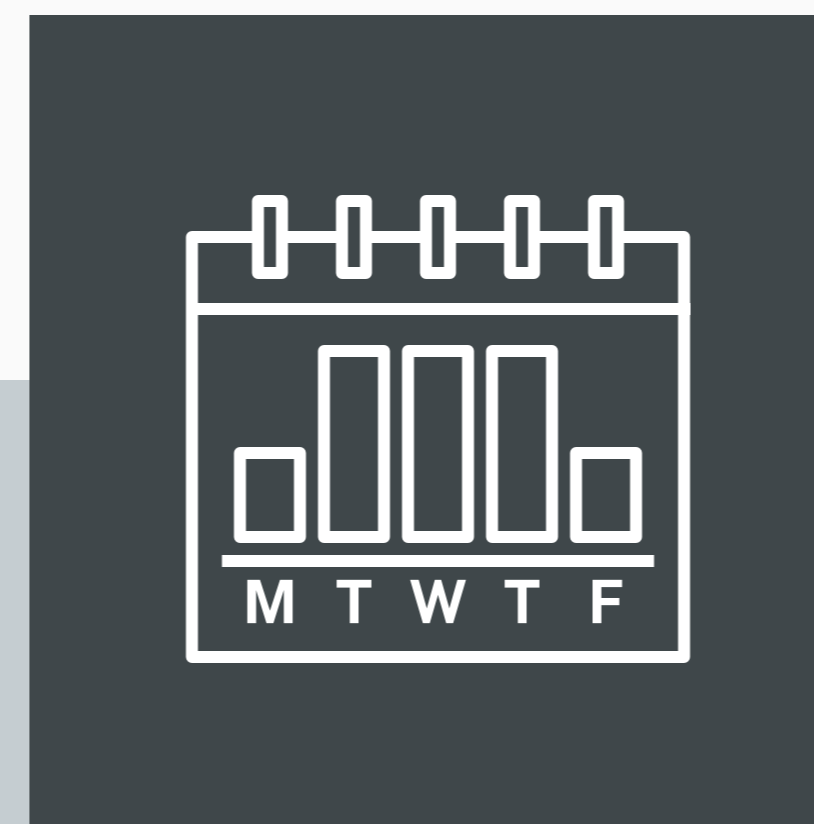
Catalyst for change

The emergence of key trends in 2022, and significant disruptions occurring on major roads in Sydney, presents an opportunity to shift sustainable commuting behaviours to support a balanced economic recovery, better office utilisation, reduced congestion, and improved health and wellbeing for individuals.



Congested Roads and Transport Services

Overall increased car usage
Congested roads
Peak travel days and times
on public



Economic and Office Disparity

Slower retail and hospitality
trading days
Peak days in offices
Under utilised office spaces
on Mondays and Fridays



Upcoming Major Road Disruptions

Major disruptions occurring
across major roads in Sydney

Transport is partnering with Sydney organisations to turn the dial on sustainable commutes in 2023

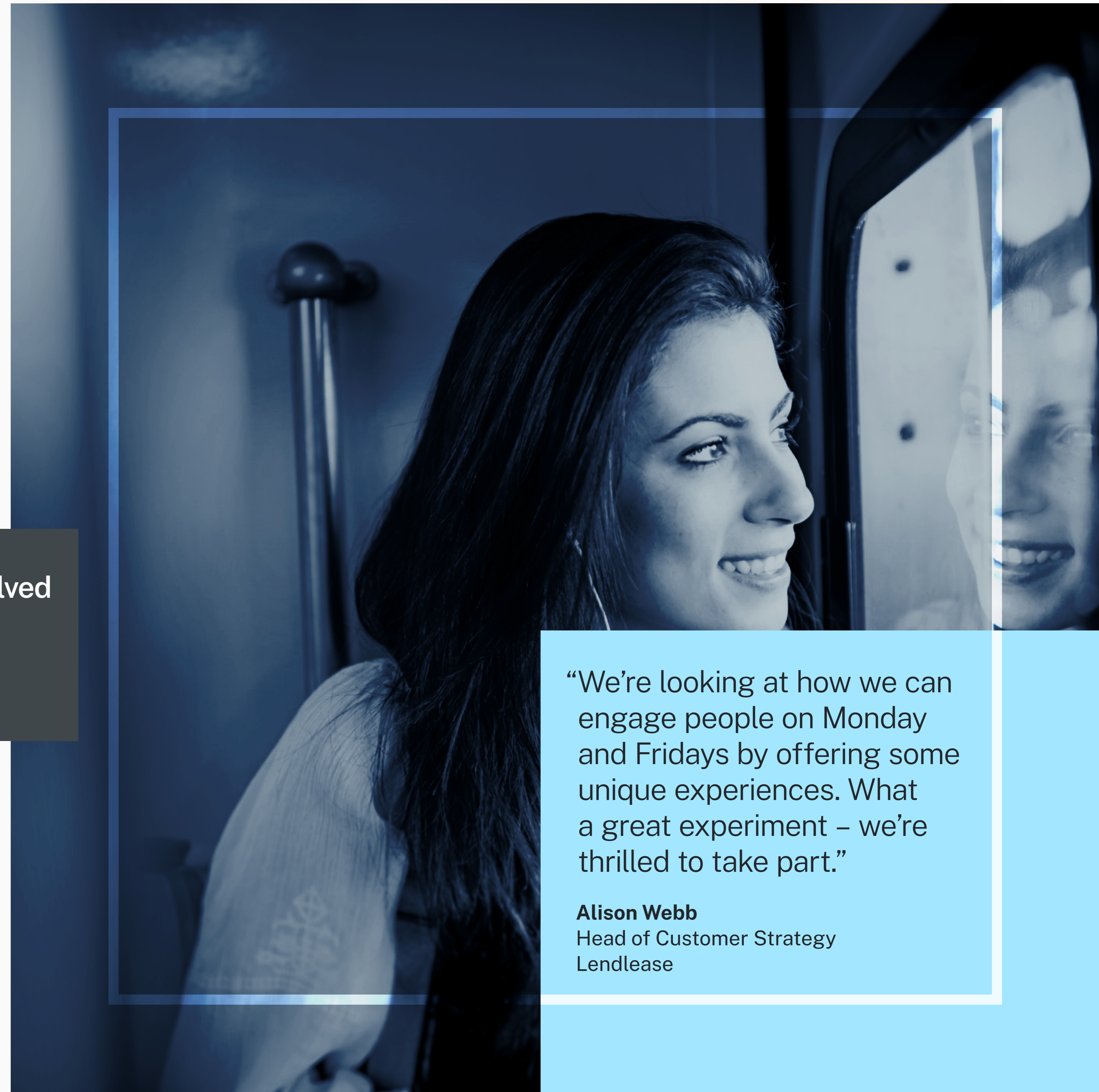
Nudging sustainable commutes

TfNSW is partnering with behavioural specialists. The Behavioural Architects to deliver a Behavioural Science approach for organisations that nudge sustainable commutes to office.

TfNSW is inviting Sydney organisations to get involved in this unique opportunity to realise efficiencies in office space usage, enjoy healthier, more engaged employees, and achieve sustainability targets.

How organisations can benefit:

- Deliver innovative nudges which turn the dial on improving commuter and worker behaviours in a post-COVID world
- Ongoing support and capability building in behaviour change within your organisation
- The latest transport updates, insights and resources to make informed organisational decision making



“We’re looking at how we can engage people on Monday and Fridays by offering some unique experiences. What a great experiment – we’re thrilled to take part.”

Alison Webb
Head of Customer Strategy
Lendlease

Small nudges can have big impacts

Nudges designed to be simple, cost effective and specific to each workplace to address what's most important to them.



Reducing ambiguity about flexible working policies

Through a simple email to remind people of the policy gives people permission to take advantage of it



Simply communicating what others are doing

Communicating a growing trend of people doing something makes others want to jump on the bandwagon too



Leaders modelling sustainable and enjoyable commuting behaviours

And making these behaviours visible to others in the organisations



Rewarding sustainable commuting

To build habits for the desired behaviours and act as an incentive to encourage people to start a new behaviour



Go into the office on Fridays and be in the draw to win 1 of 5 **\$500 dining voucher at Macquarie Centre**



Comfy Mondays
Wear your active wear or comfy clothes

Lifestyle Fridays

Come into the office and enjoy access to life admin amenities

Join other organisations, facing challenges like yours with hybrid working to nudge sustainable commutes.

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