

Supporting organisations in encouraging sustainable commutes to offices

June 2023



The Travel Choices team is partnering with businesses to shape a sustainable future together by supporting commuters as they adapt to change.

Why the program is important

As people return to offices, we are seeing an uneven demand on the transport network, underutilised office spaces, and uneven economic recovery in precincts.

Important city-shaping projects are under construction with more on the way. This includes major road upgrades that may impact how your employees commute to the office, with more congested roads and longer commutes.

What the program is

The Travel Choices program is delivering a Behavioural Science led approach that makes it easier for organisations to achieve these objectives. This approach focuses on implementing small but powerful nudges, that have been developed with insights from in-depth behavioural research with Sydney workers and commuters.



Nudges are small initiatives or changes that have been designed using Behavioural Science principles to influence people to make better decisions or to take action.

They are easy to implement, often cost-effective, and specific to each unique workplace context.

It's easy to get involved



We meet with you to understand your business' unique context and objectives.



We design the nudges with you to ensure they are relevant.



We provide expert advice and ongoing support to help you implement nudges, and continue to create behaviour change within your business.

To get involved contact: **Travel Choices Program**

travelchoices@transport.nsw.gov.au

Visit our website: **www.mysydney.nsw.gov.au/travel-choices**