



## ‘Disruption’: a useful metaphor for transport policy change?

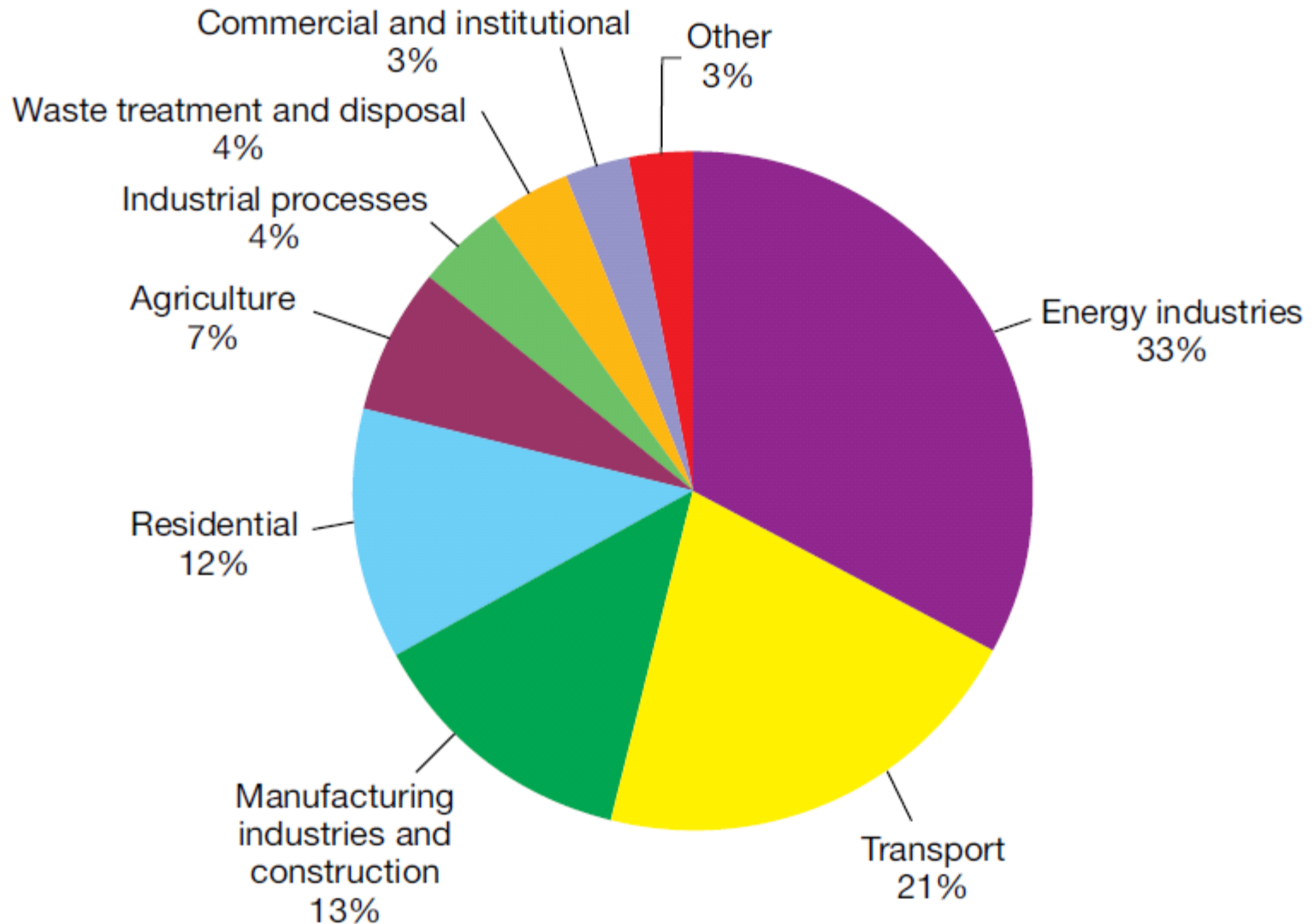
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Professor Iain Docherty – University of Glasgow

@drgregmarsden  
@disruptionproj

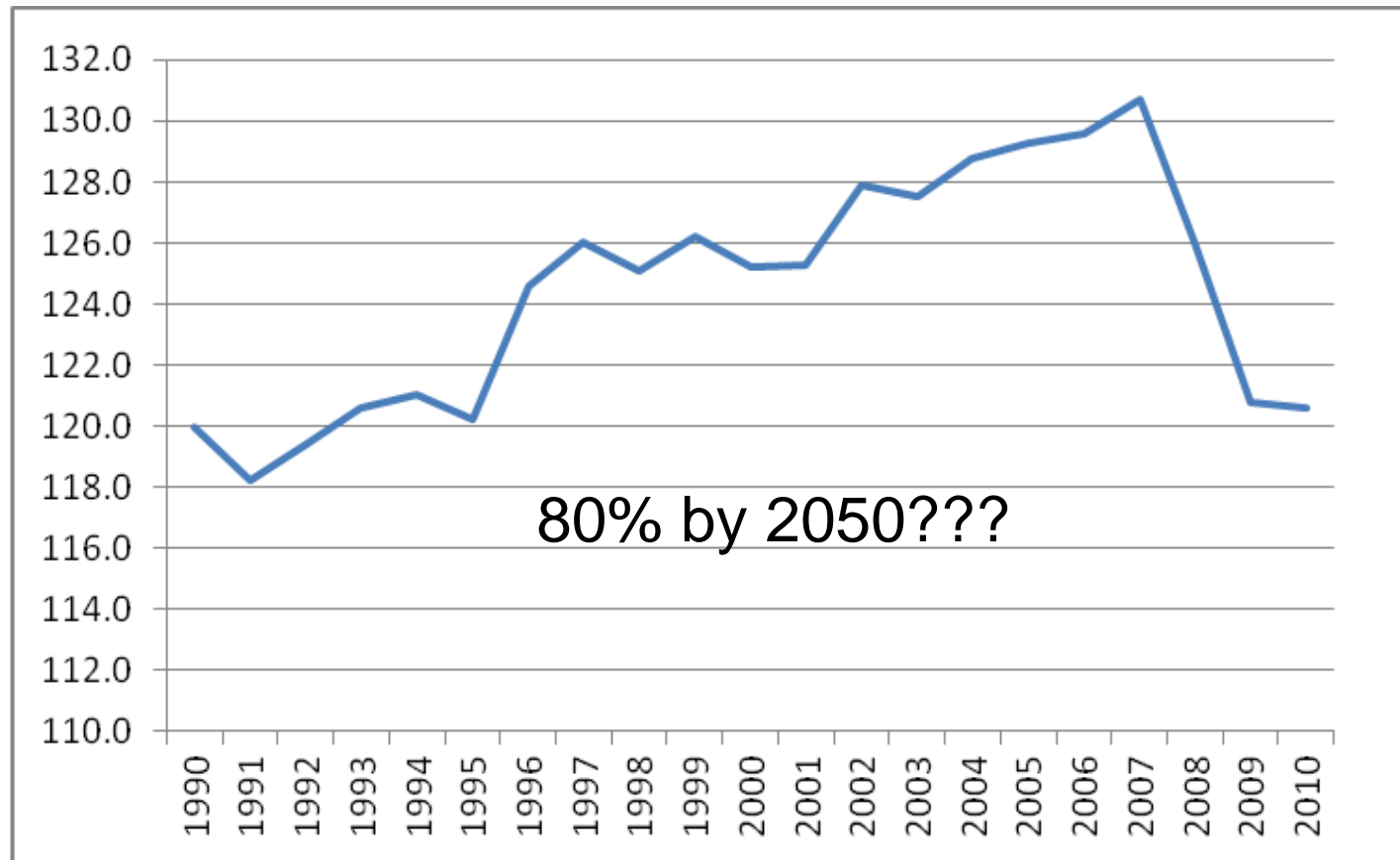
# Key Contentions

- Climate policy implies a radical response but how much, what and by when?
- We currently look at transport through a lens of stability and habit – marginal change
- Evidence that behaviour is far more adaptable than considered
- Many disruptive events which show us potential to adapt
- Implications

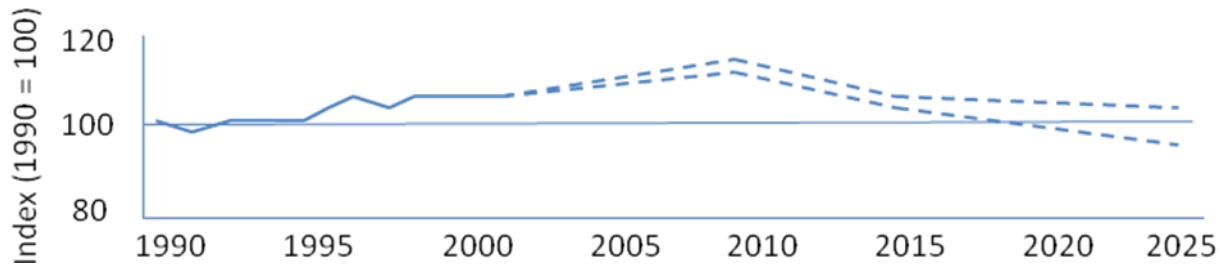
# Transport is a major Source of Emissions



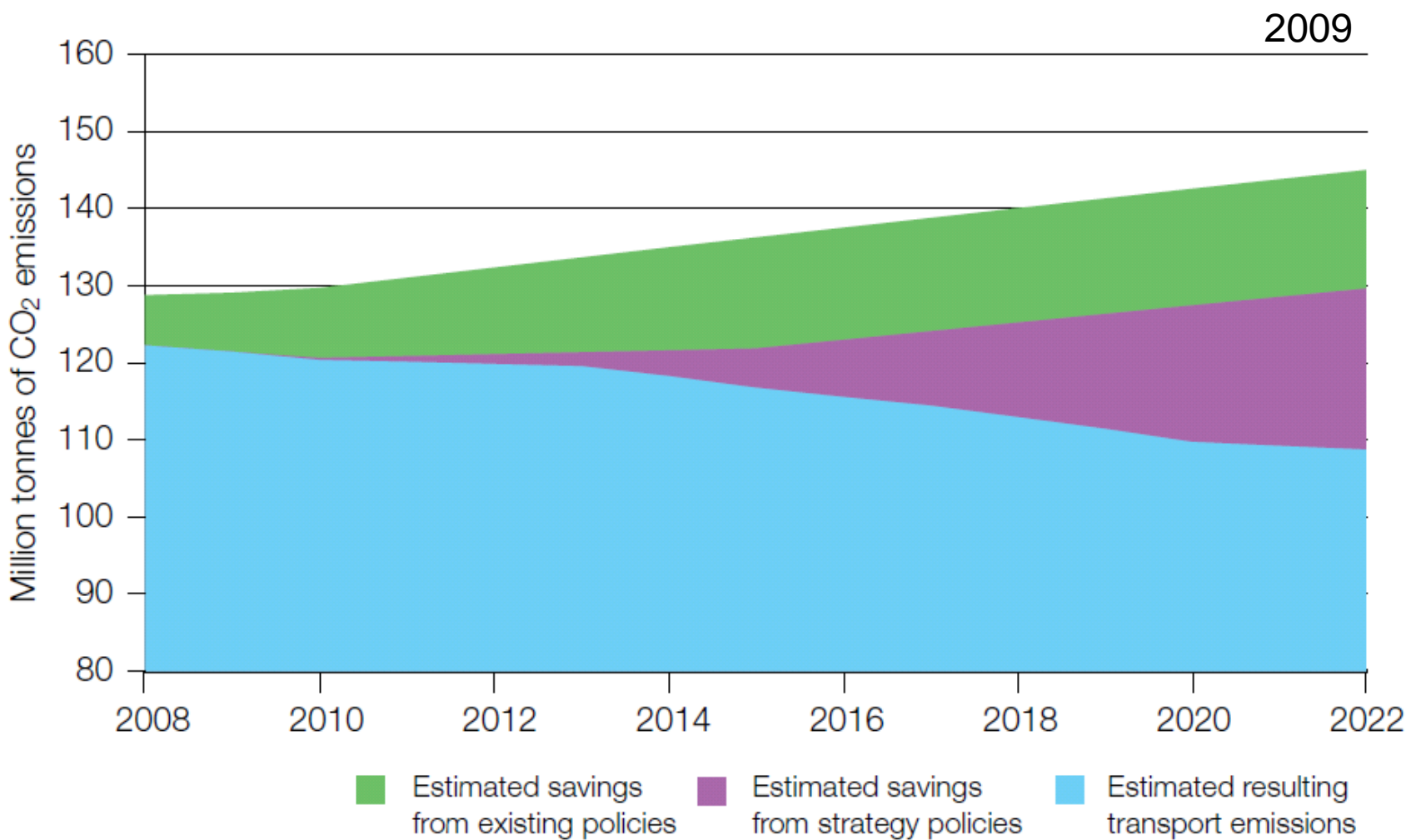
# It is a sector where limited change has been achieved



Source: DECC - UK



2004



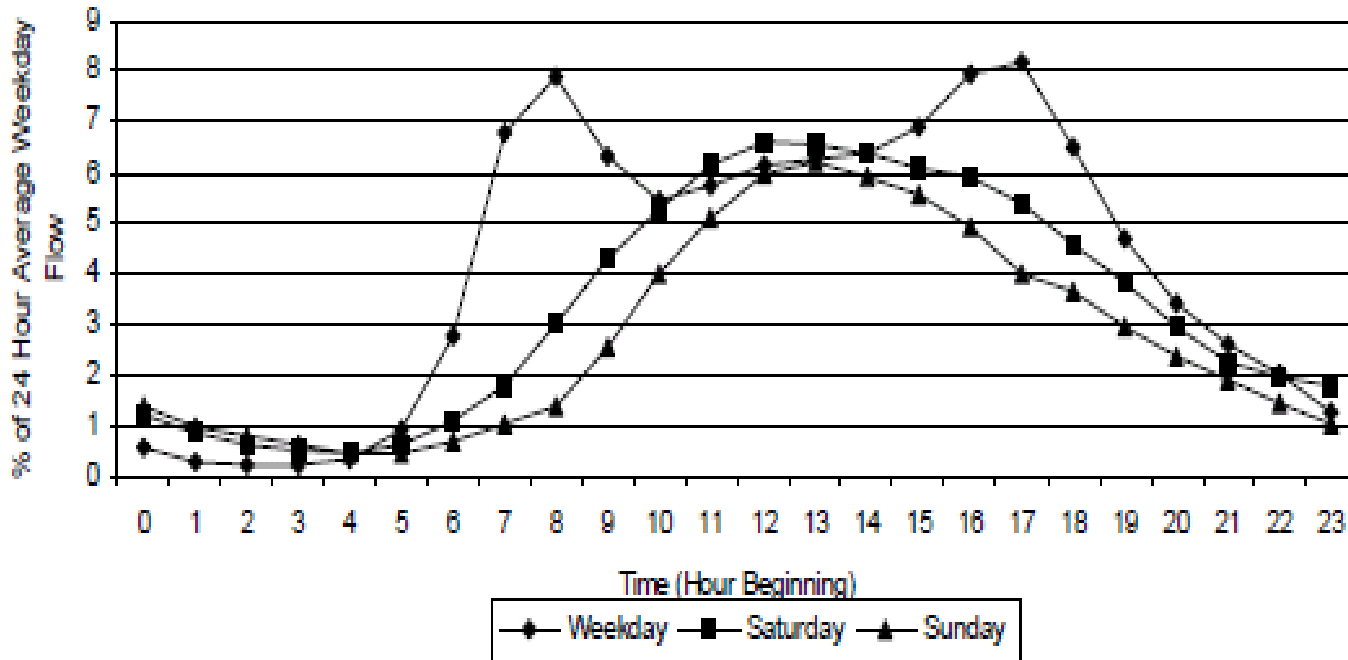
2009

■ Estimated savings from existing policies
 ■ Estimated savings from strategy policies
 ■ Estimated resulting transport emissions

# Policy is slow to change



# Travel Behaviour is habitual and difficult to change



Hourly profile based on 33 tw o-way sites.

# The data we use...

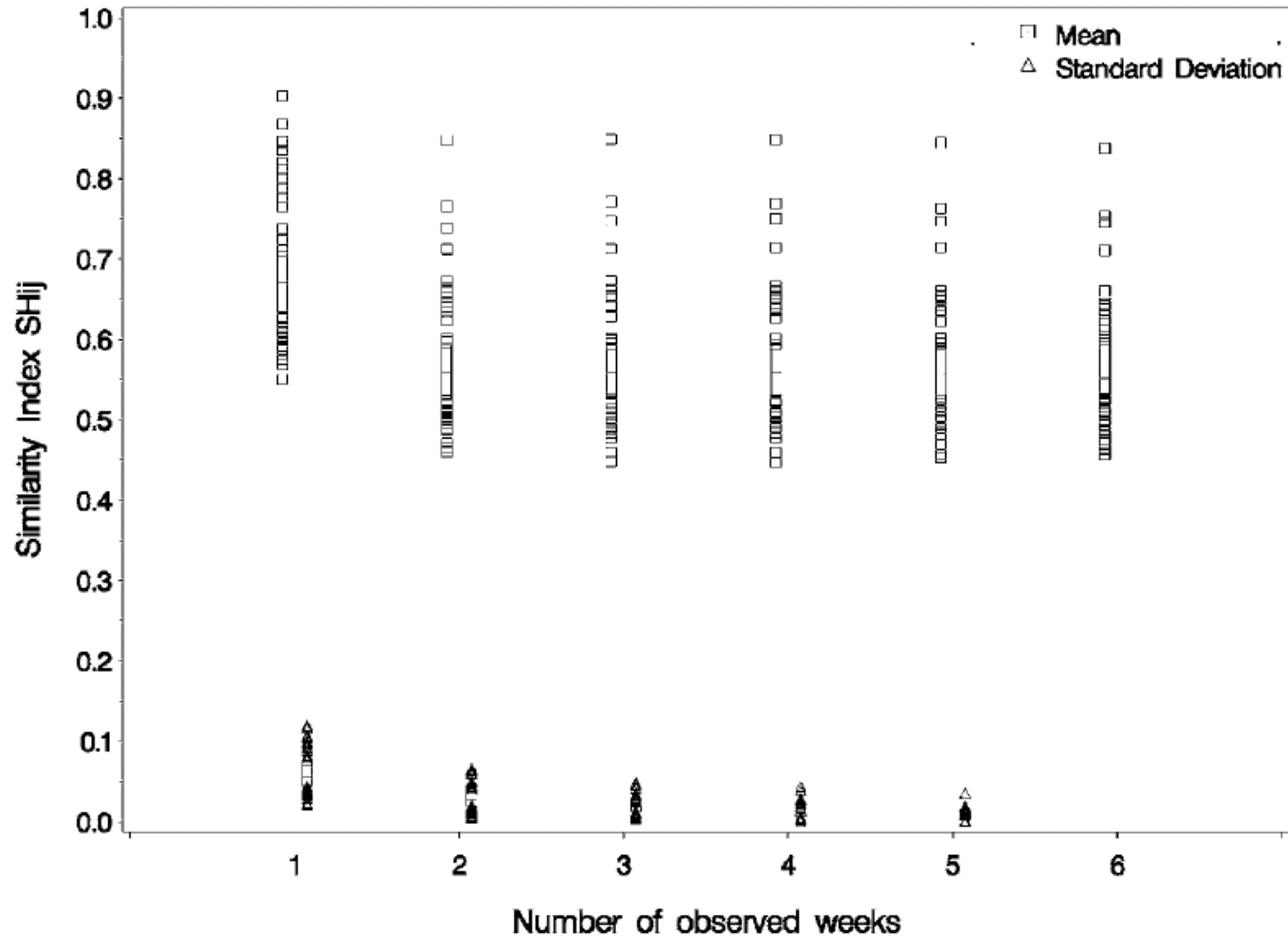


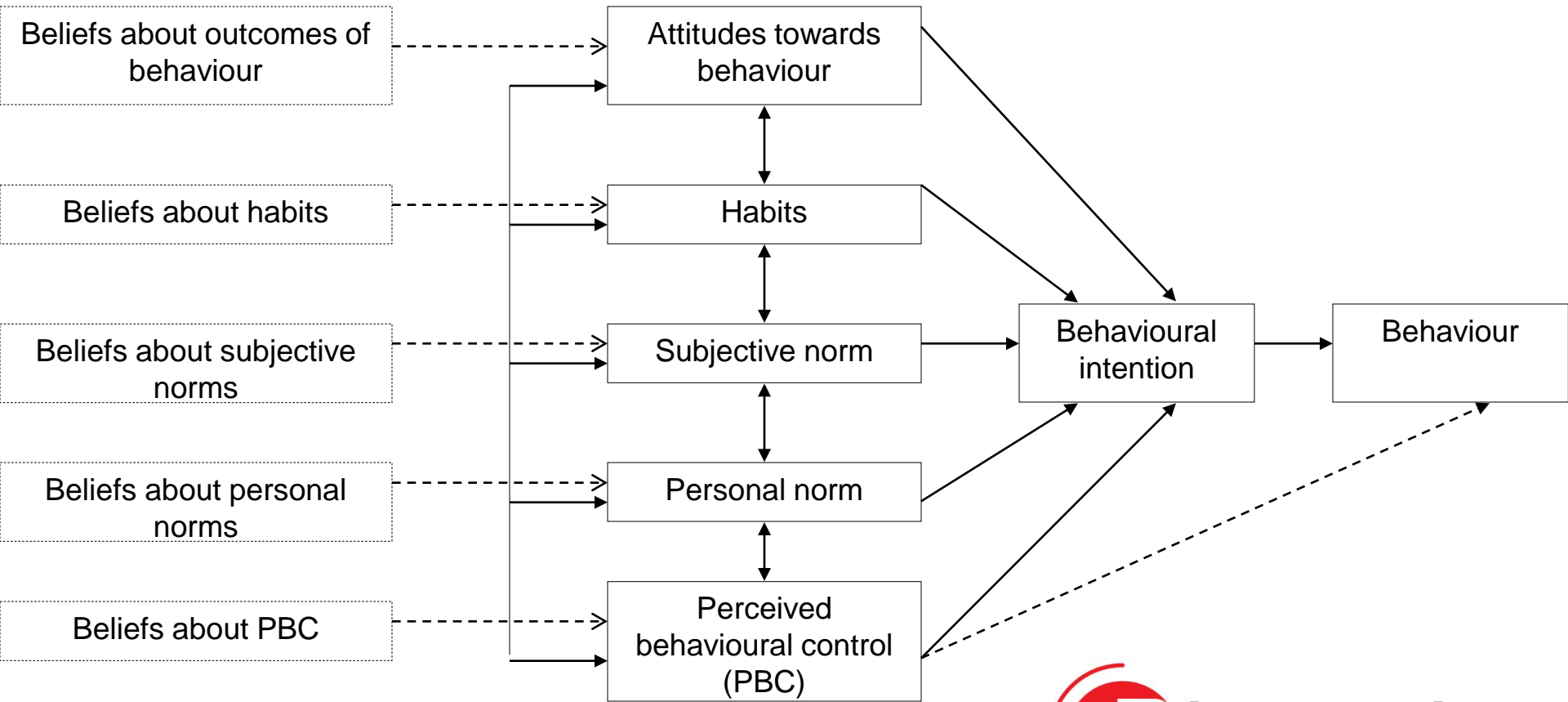
Figure 6. Distribution of intrapersonal mean and standard deviation of the Similarity index ( $SH_{ij}$ ) for different observation periods.



# Habitual and difficult to change...

## BELIEFS MEASURED

## ANTECEDENT BELIEFS



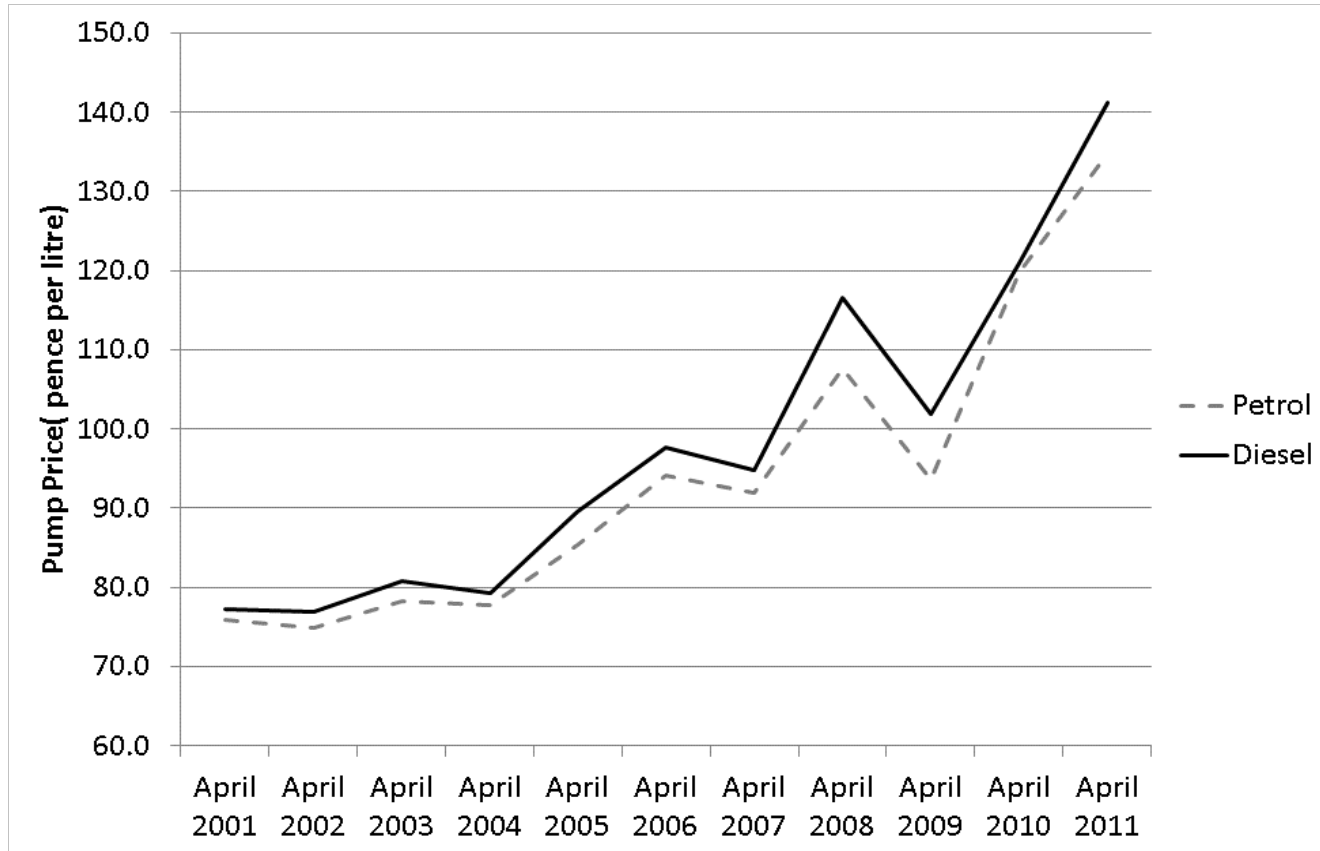
# But events tell us otherwise

## Macro



# But events tell us otherwise

## Macro

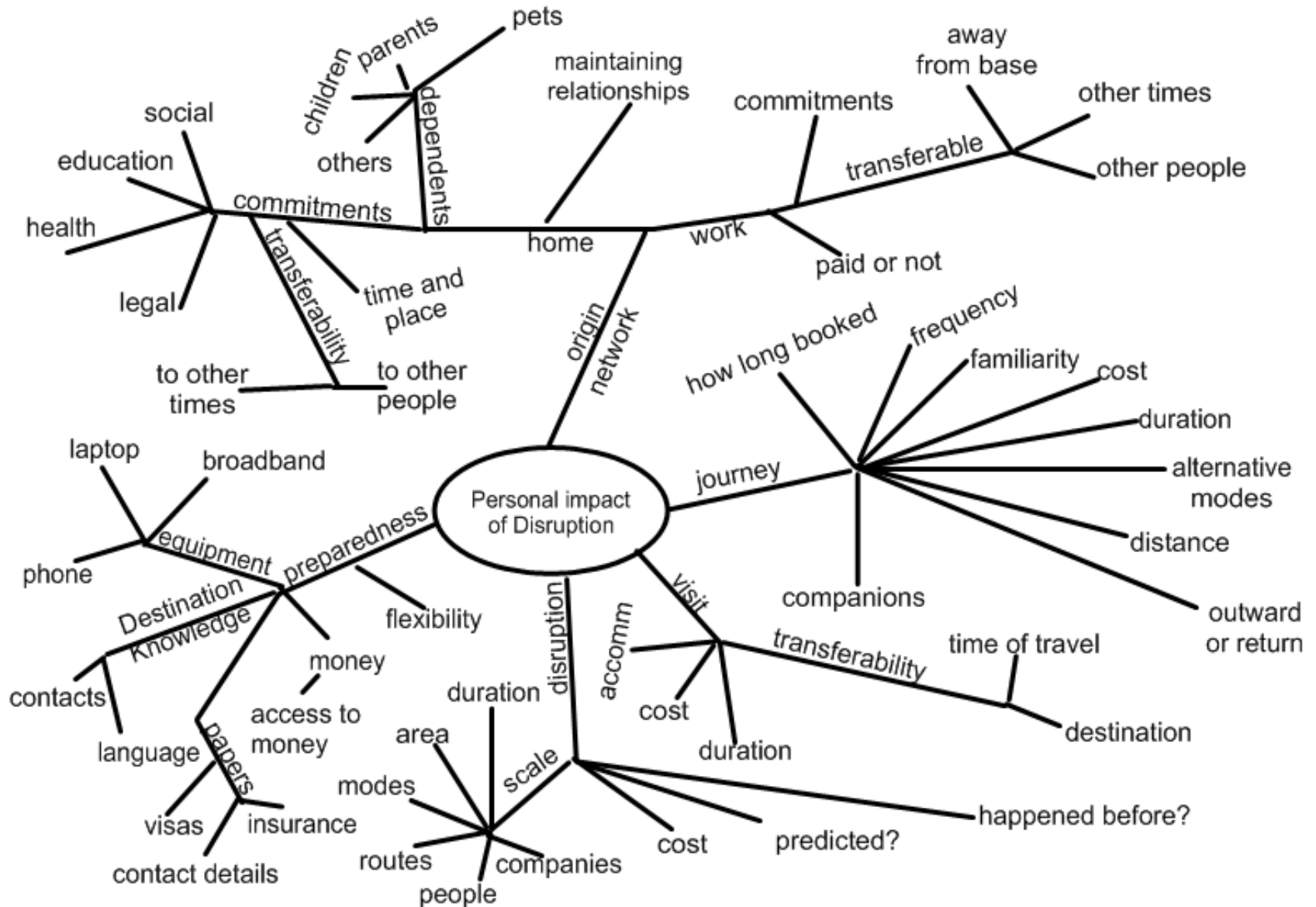


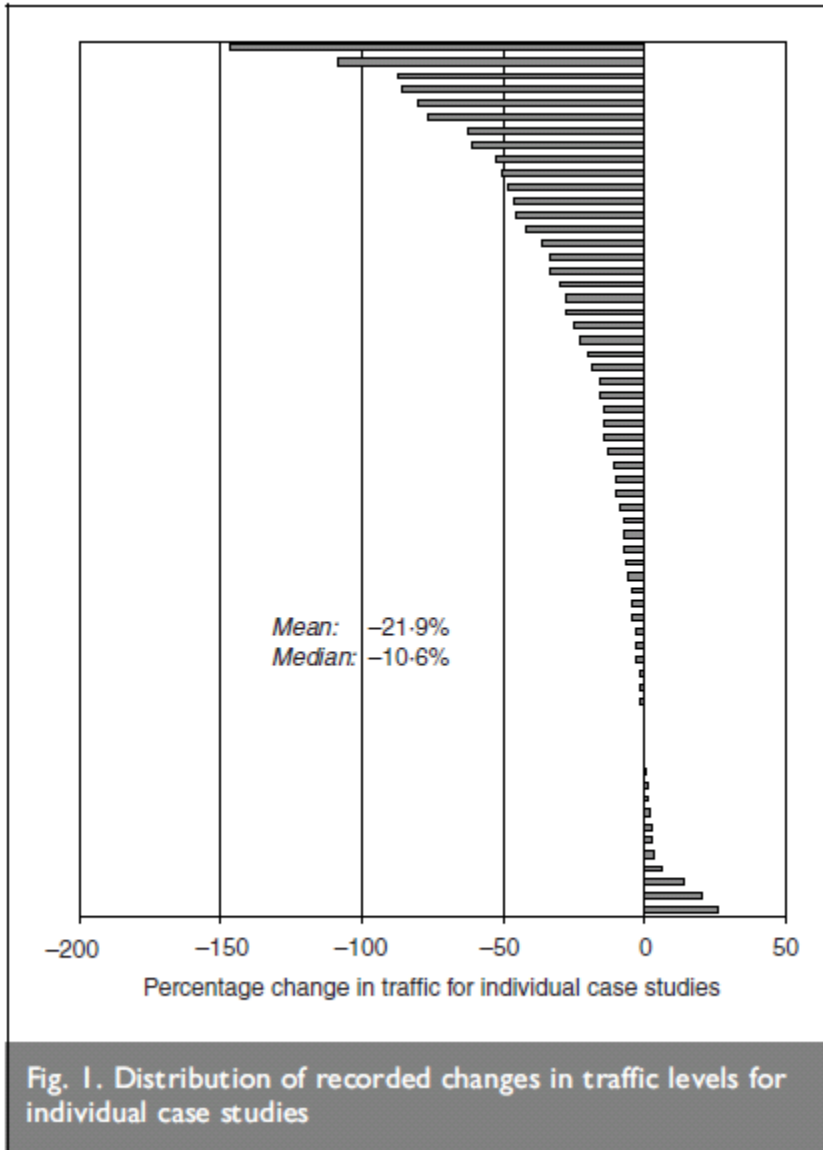
# But events tell us otherwise

## Meso



Source: Jo Guiver, UCLAN





“Although the stimulus for change varied, in each case drivers needed to decide what to do when their **normal** travel patterns were **disrupted**, and there were useful insights from all the examples as to how they reacted.”

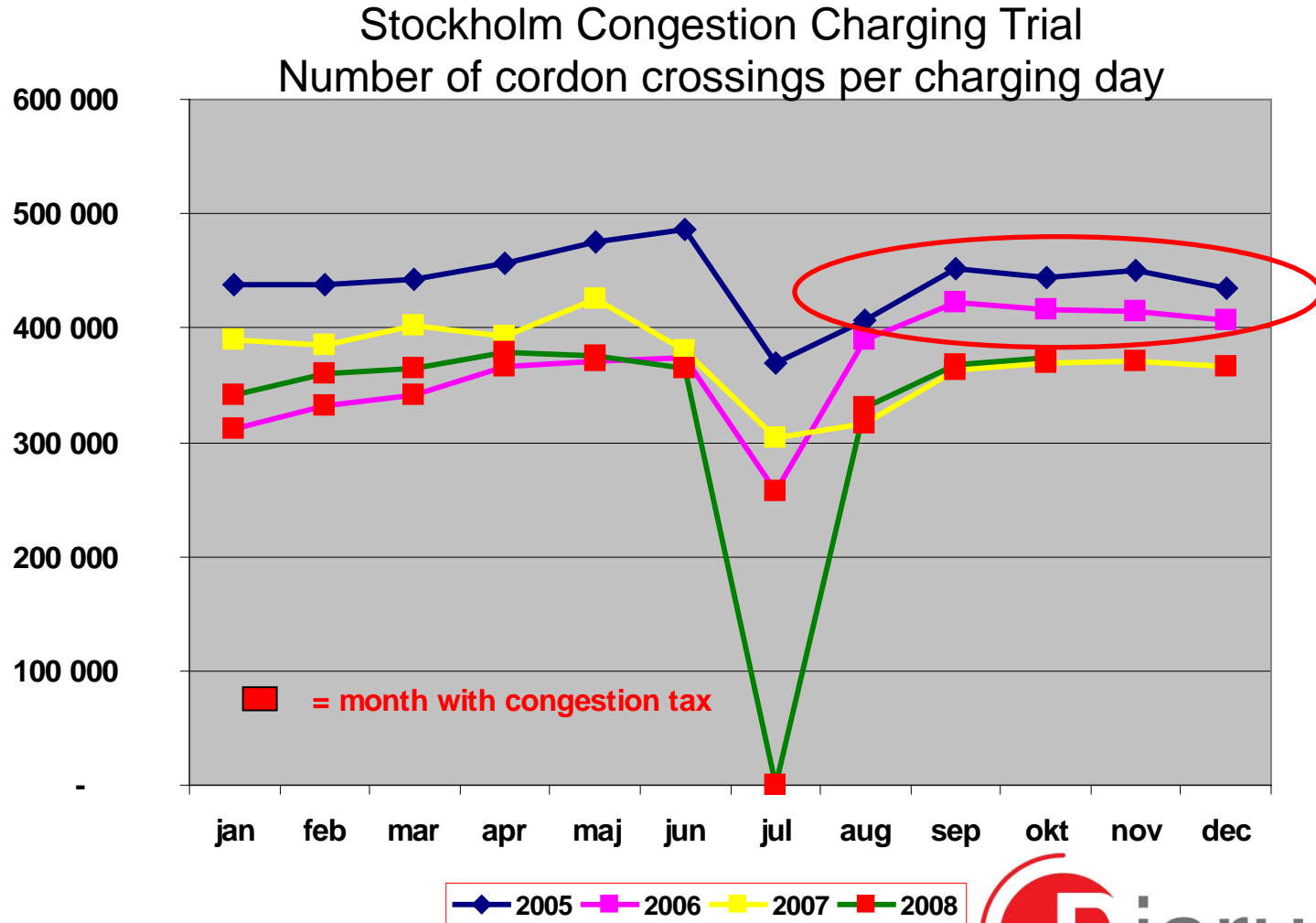
Cairns, S., Atkins, S. and Goodwin, P.G. (2002) Disappearing Traffic? The story so far, Proceedings of the Institution of Civil Engineers: Municipal Engineer 151 (1), 13-22

# But events tell us otherwise

## Micro



# Policy Change is a Disruption





# Conclusions

- There is much more disruption and change than is considered
- External events can far outweigh transport policies in terms of impacts on travel
- Disruptions cause problems when set against framing of stability and habit
- Disruption may be a more realistic and effective lens for policy change