

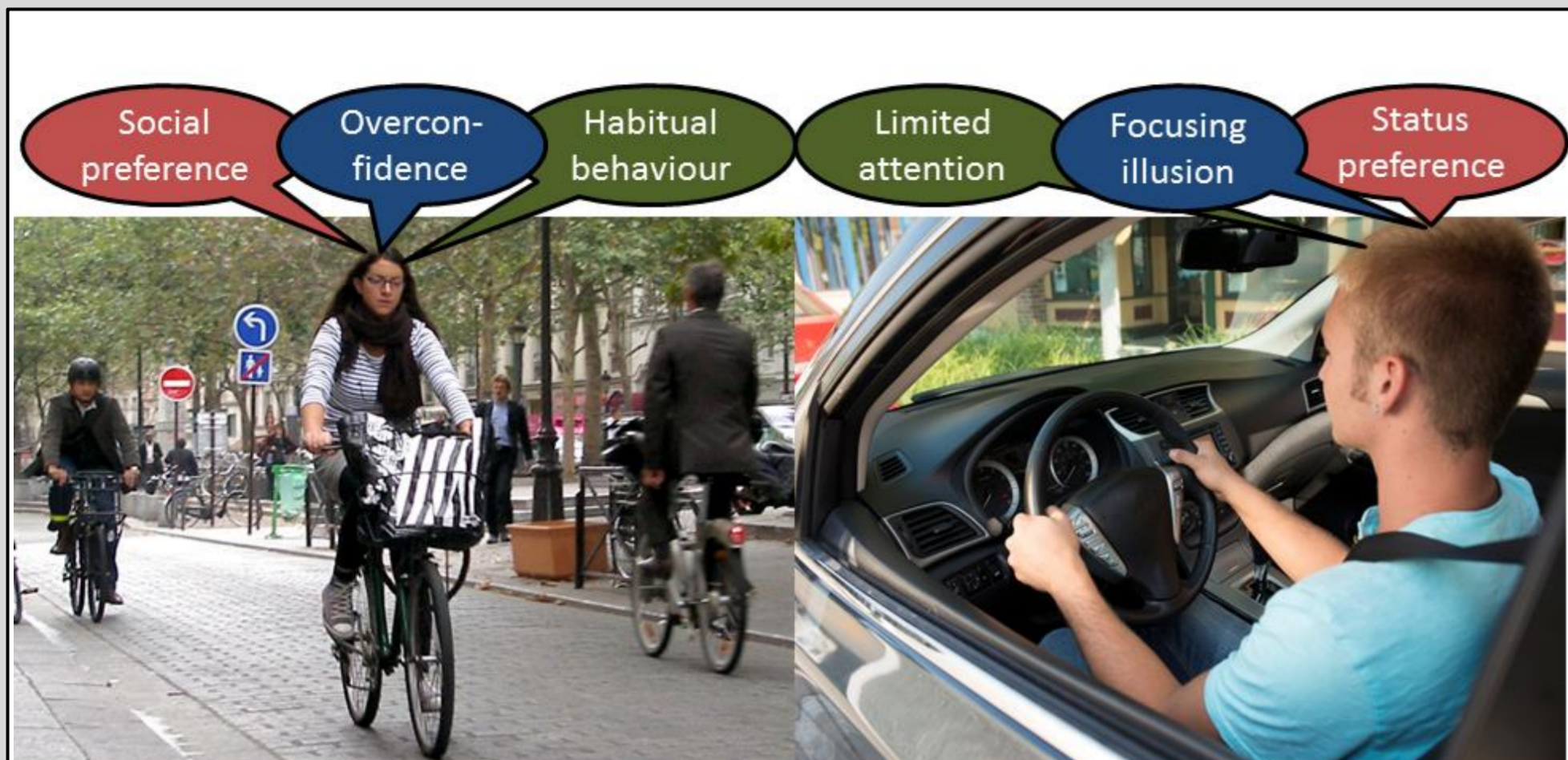
The Behavioural Economics of Mobility

Linus Mattauch, Monica Ridgway, Felix Creutzig – mattauch@mcc-berlin.net

Mercator Research Institute on Global Commons and Climate Change



Mobility Choices



How can behavioural aspects of mobility decisions be analysed systematically?

What are their policy implications for decarbonization and beyond?

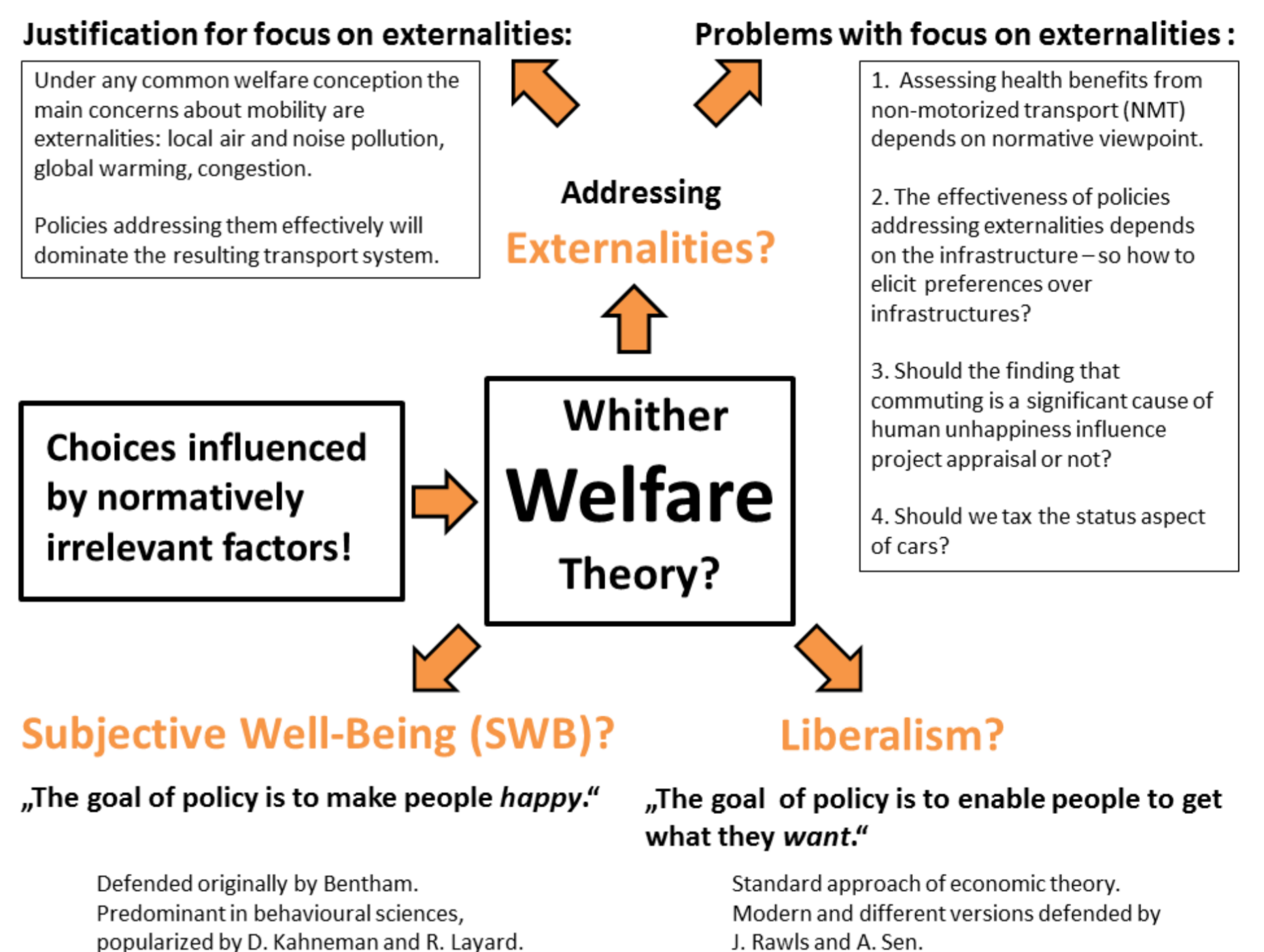
Normative Implications

Option Space for Mitigation Policies

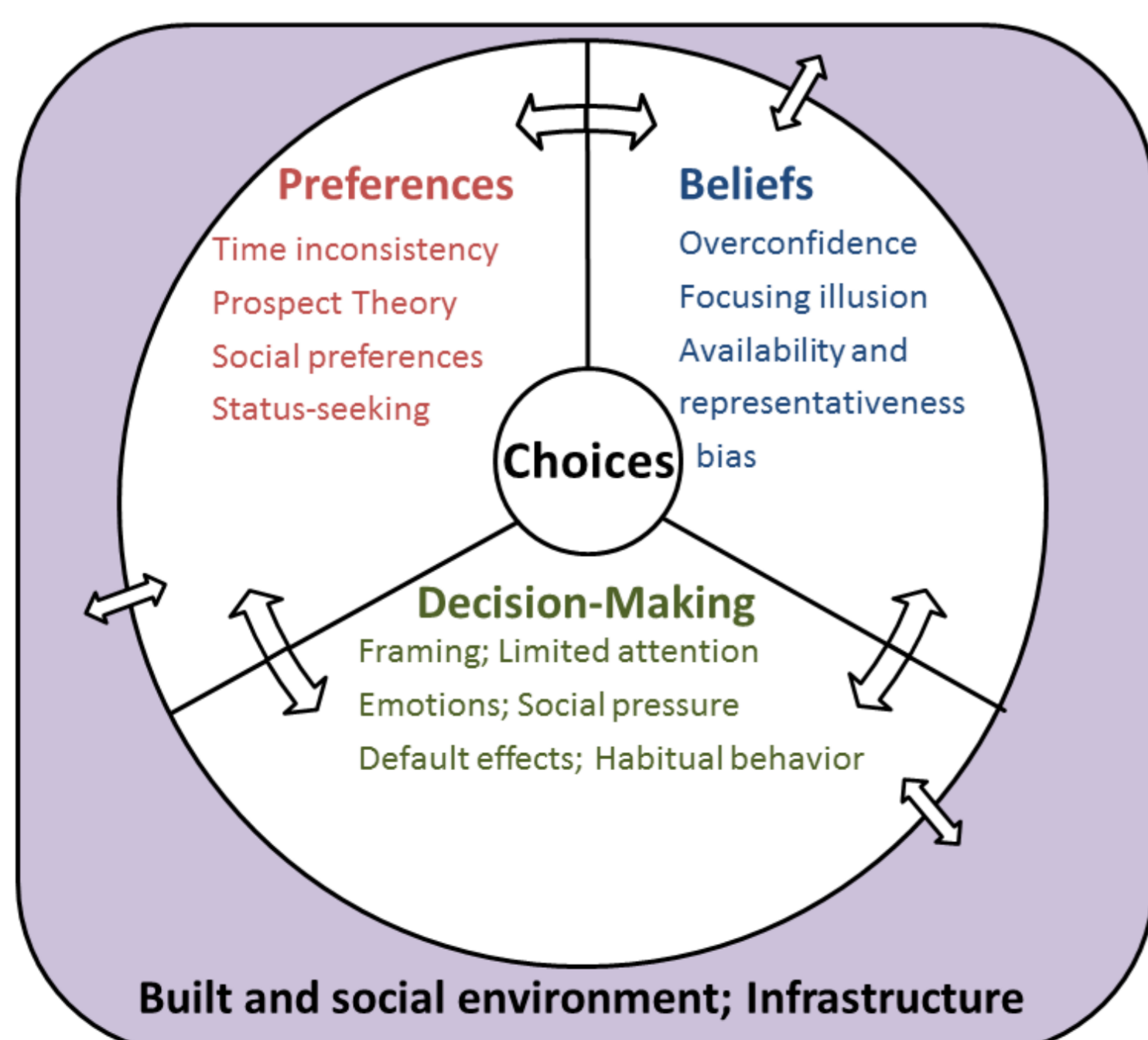
Concerning behavioral effects

	Sticks (Bans, regulations)	Carrots (Monetary incentives)	Sermons (Education, information)	Context (Infrastructure, culture)
Environmental awareness	-	Crowding in social preferences	Salient information about emissions; feedback compared to others	Changing cultural norms (campaigns, first adopters circles)
Mode choice	Ban on cars in some parts of cities	Incentives for self-control; active choosing; free initial public transport tickets	Education: self-control; lower public transport search costs; encouraging social learning about NMT	Changing built environment (regarding habitual effect, default, representativeness, safety)
Commuting	-	Commuting tax; incentives for moving close to work	Education: effects of commuting; personalised travel planning	Enabling wider use of infrastructure (e.g. high occupancy vehicle lanes)
Travel time	Limiting kms travelled	-	Informing about expected delays and alternative routes	Road diet.
Fuel economy and car purchases	Fuel efficiency standards	Taxation of status aspect of cars	Active choosing in purchases; salient information; car labelling	Changing cultural norms

Mobility Aspects	Behavioral Effects
Environmental awareness	Social preferences; framing
Mode choice	Time-inconsistency; representativeness; status quo; default effects
Safety	Prospect theory; overconfidence; emotions
Commuting	Adaptation; focusing illusion; habitual behaviour
Travel time	Direct utility of travel; Prospect theory
Fuel economy	Prospect theory
Car purchases	Status-seeking; social pressure; limited attention; emotions
Infrastructure	Default effects; influence on preference-formation; self-selection



Behavioural Economics



Which policy types are endorsed by....

SWB maximization? Liberalism?

	SWB maximization?	Liberalism?
Environmental awareness	Rewards for individual altruistic behavior	No particular rewards
Mode choice	Incentives for NMT choices; change in social norms and cues against biases	Degree of incentivising NMT depends on type of liberalism; information about biases
Safety	Disincentives for risky behaviour	Only disincentives if others at risk or preferences inconsistent
Commuting	Disincentives for commuting	No disincentives for commuting
Car purchases	Vehicle tax according to status component of car	Status tax depends on the type of liberalism
Infrastructure	NMT priority; urban planning for short commutes	Not directly applicable, alternative: elicit preferences in simplest context