Transportation Nudges: Experiments in Improving Urban Mobility

Design for Flow: Low and High Tech Remedies to Ease Congestion and Improve Safety

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Protecting Cyclists/Saving Lives: What the Evidence Tells Us

Format - Easier to Complex:

• Six evidence-based citations (cream)
• Six related nudges (green)
1. Evidence – The old public participation process doesn’t work.

In a study in 2004, the authors concluded that the public participation process caused anger and mistrust. In 2015, transportation engineers are still using the same antiquated public participation by presenting their Power Points to citizens in the audience. Citizens can only comment.

On December 3rd, 2014, citizen groups presented their own Power Points in Brookline to Town officials, engineers, MassDOT, and Toole Design:

- Brookline High School parents
- Brookline Lincoln Elementary School parents
- Seniors
- Representatives from a community group
- Boston Cyclist Union
- Brookline Bicycle Advisory Committee

On December 9th, 2014, citizen groups presented their own Power Points in Allston about Com Ave to officials, engineers, and MassDOT:

- Boston Cyclist Union
- WalkBoston
- LivableStreets
- MassBike

The citizens got their requested cycle tracks.
2. Evidence – A tent over a cycle track lessens red light running in China.

2. Nudge – Test whether a foot rest lessens red light running.

Because we don’t have wide cycle tracks for tents, perhaps we could test a foot rest and text. This states:

"Hi, cyclist! Rest your foot here... and thank you for cycling in the city."
3. Evidence – Bike crashes are more frequent near bus stops, especially if the stops are near intersections.


3. Nudge – Move bus stops to midblock and ideally put a cycle track behind.

Include vegetation to enhance the bus stop and direct pedestrians to cross a narrow pathway. Direct bicyclists to wait for disembarking passengers.
4. Evidence – Many won’t bike because the distance is too far.

4. Nudge – Test a Bike Bus or Bike Shuttle

In Cuba, all the bus seats are removed so bicyclists could ride through a tunnel. In Colorado, a bus carries 12 bikes inside. In San Francisco and Cape Cod, a van shuttles riders while the trailer carries the bikes. A passenger’s comment, “My People. Bike People.”
5. Evidence – Our cycle tracks are 6 feet wide but parents want to bicycle beside their child.


5. Nudge - Build wide cycle tracks for side-by-side riding to train the Climate Change-adaptation generation to ride.
6. Evidence – Cycle tracks are safer but parked cars are where the cycle tracks should be.


6. Nudge – As in 1905 in NYC, sell interior parking spaces to nearby homeowners and build affordable housing above (was for chauffeurs).
Nudges Review:

2. Test whether a foot rest lessens red light running.
3. Move bus stops to midblock and ideally put a cycle track behind.
4. Test a Bike Bus or Bike Shuttle
5. Build wide cycle tracks for side-by-side riding to train the Climate Change-adaptation generation to ride.
6. As in 1905 in NYC, sell interior parking spaces to nearby homeowners and build affordable housing above (was for chauffeurs).

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