# The Right Time to Change Student Travel

# An Experimental Study

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#### AIMS

# Conduct an experimental evaluation of a travel behavior change intervention at UCLA

...because experiments are the gold standard for evaluation and they are not used often.

...because the effectiveness of interventions likely varies by location (compare to Rodriguez 2014 and others)

#### Evaluate heterogeneous treatment effects

...because people who move may be more likely to change their behaviors than non-movers.

... because the treatment may affect drivers differently than non-drivers.

#### Use a low-cost, scalable treatment

...because it can reach many people affordably and increases the likelihood of cost-effectiveness.

#### METHODS

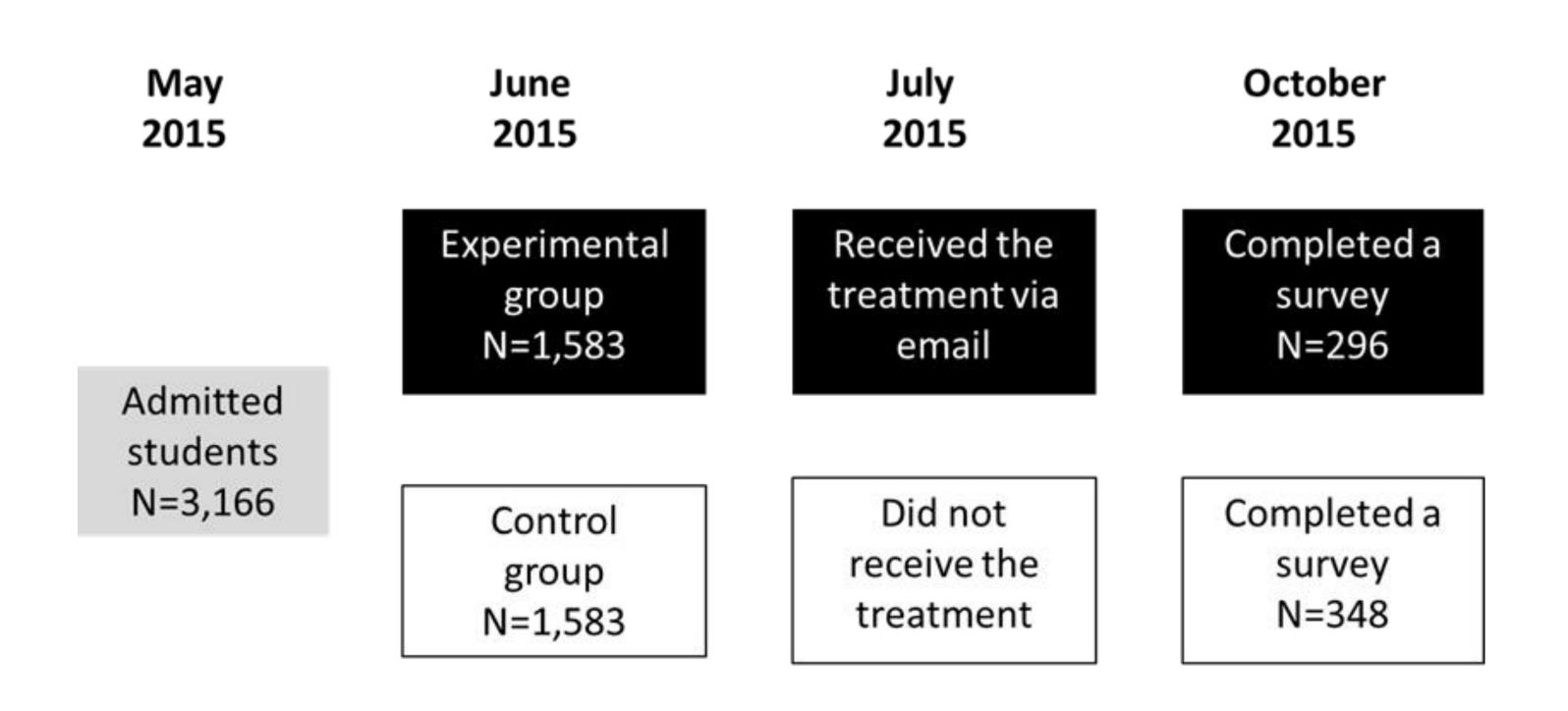
Targeted population: Admitted graduate students at UCLA

Treatment: Map of transit options serving campus

Dependent variables: Travel mode to school (Uses transit -and- Always uses transit)

Descriptive Analysis: Compare travel patterns between experimental & control groups

**Heterogeneous treatment effects:** Compare travel patterns of different groups, all of whom received the treatment, while controlling for differences in experimental and control groups.



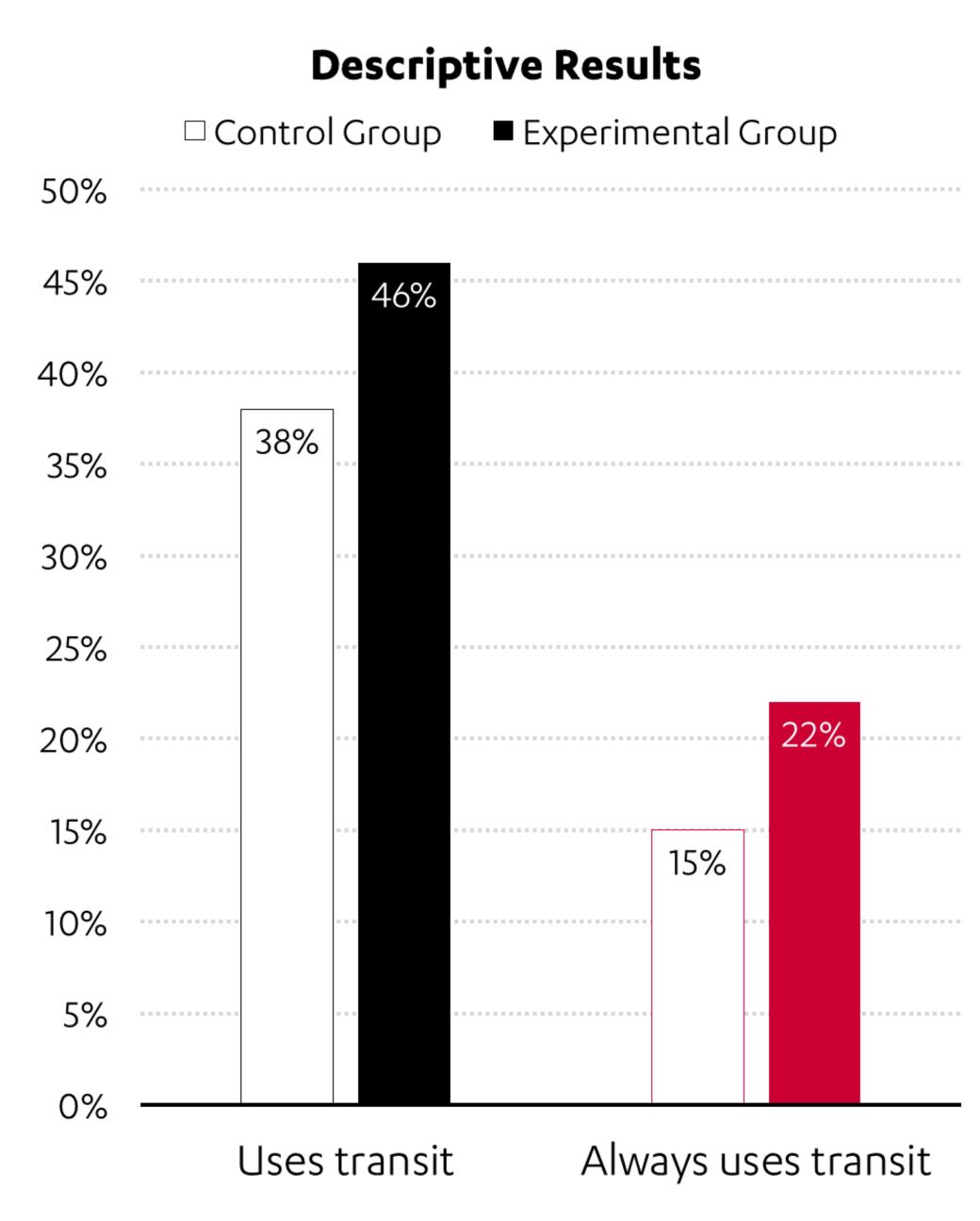
## EXPERIMENTAL GROUPS

	Control group (N=348)	Experimental group (N=296)	Unknown group (N=166)
Previous residential location			
Did not move	31%	21%	33%
Moved	69%	79%	67%
Previous travel mode			
Previously drove	51%	50%	53%
Previously used transit	20%	20%	16%
Female	59%	47%	47%
License	86%	84%	83%
Car	63%	59%	61%

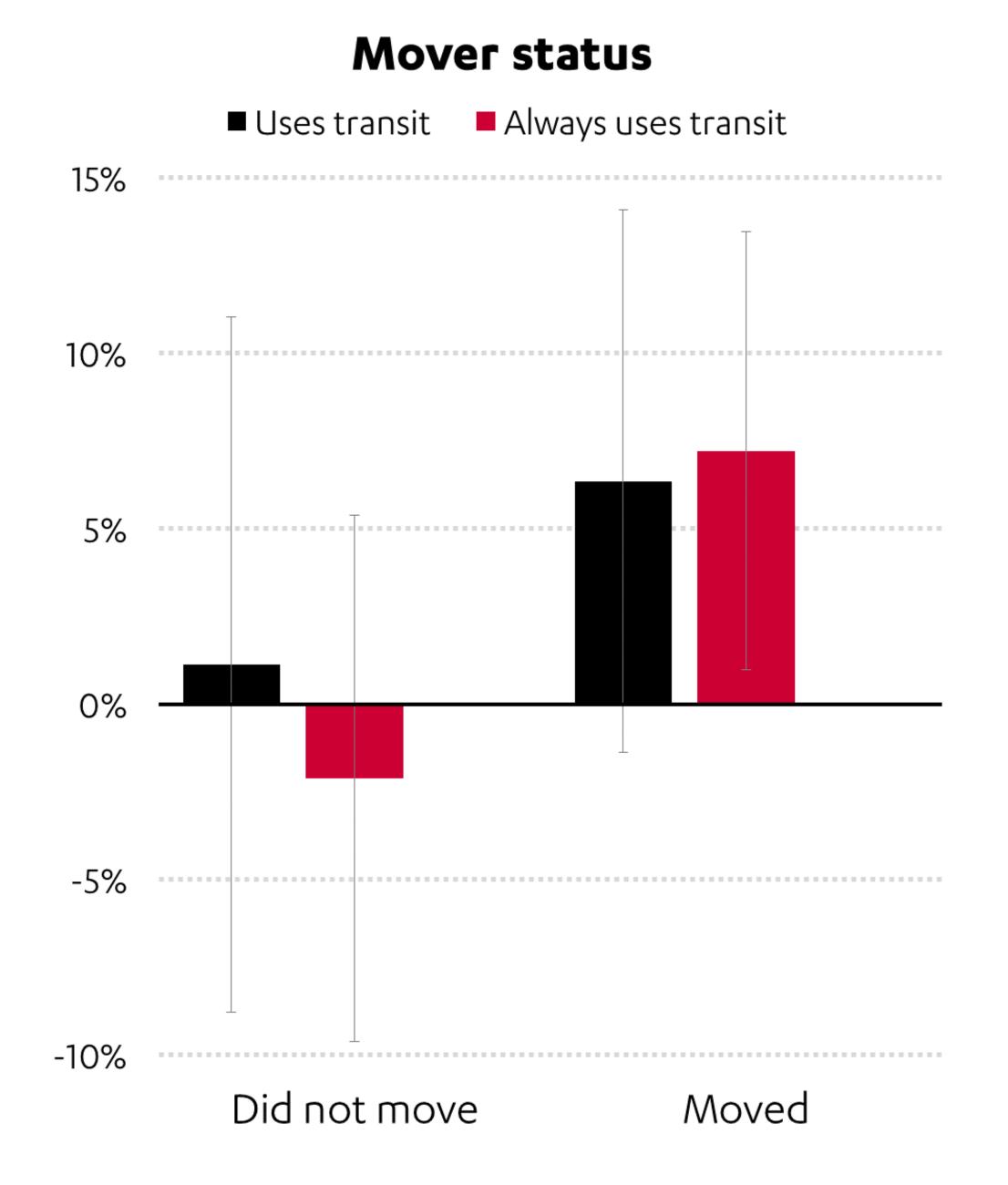
Even though the treatment was randomly assigned, there were still differences between the experimental and control groups. We control statistically for those differences.

#### RESULTS

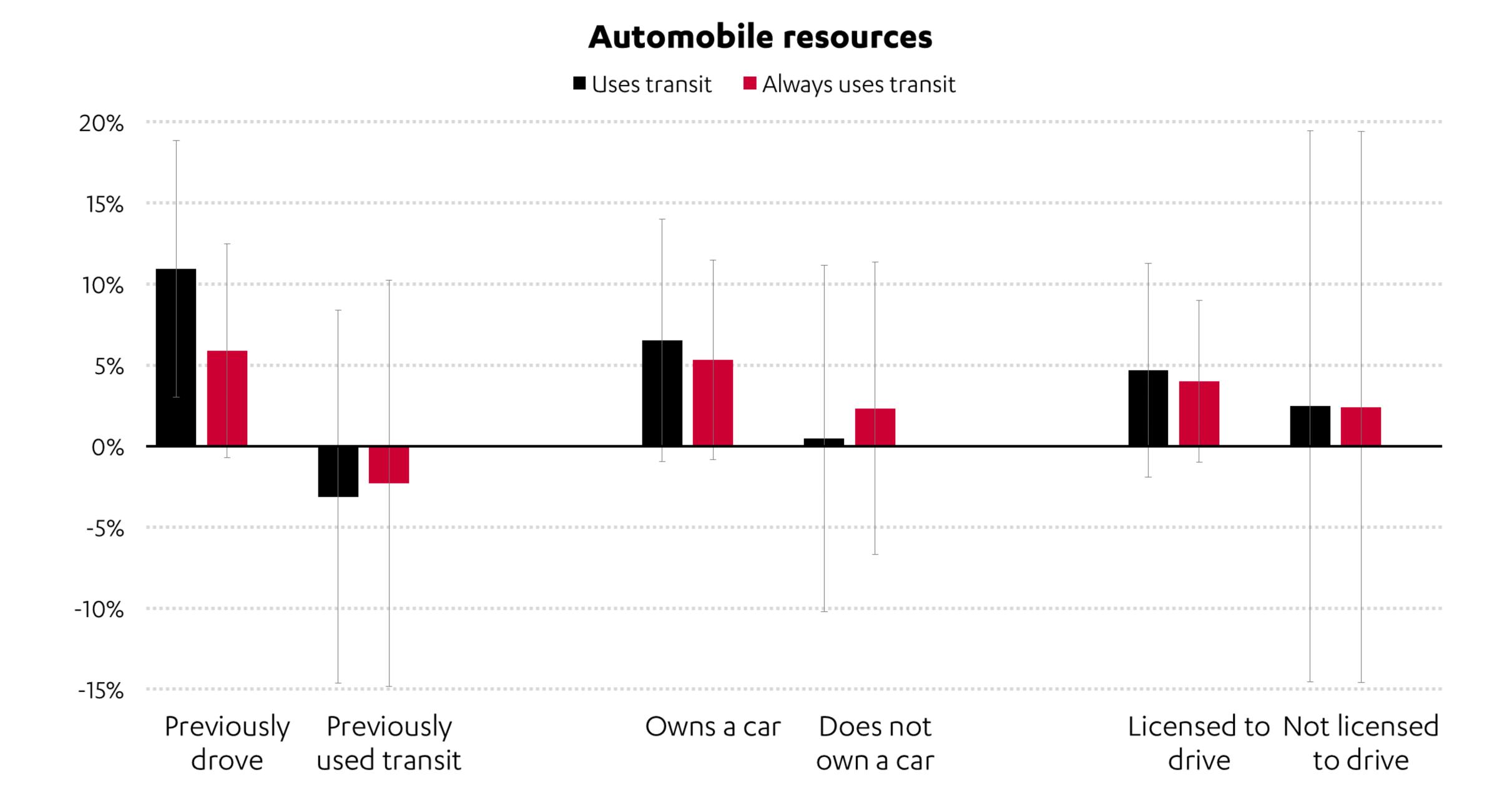
Students who received the treatment were more likely to take transit.



The treatment was only effective among students who moved within the past six months.



The treatment was only effective among students who have automobile resources.



## POLICY IMPLICATIONS

- •Low-cost interventions can encourage transit use among auto users.
- •Policies that seek to change travel patterns should focus efforts on people undergoing life changes.
- Evaluators should control for differences in the experimental and control groups.

#### ACKNOWLEDGEMENTS

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