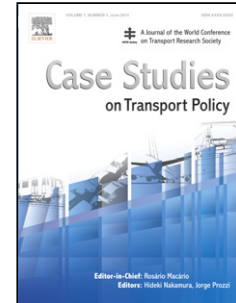


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Barriers, motivators and strategies for sustainable mobility at the USP campus in São Carlos, Brazil

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HIGHLIGHTS

- We investigated barriers, motivators and strategies that could potentially promote sustainable mobility to graduate and undergraduate students, staff and faculty members at the University of São Paulo campus in São Carlos, Brazil.
- The transtheoretical model of behavior change was used to support the data analysis.
- Users from all the groups claimed that they would possibly change to another travel mode, but 13.6% of the respondents claimed they would change to automobiles.
- Among those who said they would change to sustainable modes (16.7% of all respondents), 27.1% stated they would rather walk, whereas 46.2% would cycle.
- Owning a motorized vehicle was identified as the main obstacle to adopting sustainable modes.

Abstract

The objective of this study was to investigate barriers, motivators and strategies to potentially promote sustainable mobility for graduate and undergraduate students, staff and faculty members at the University of São Paulo campus in São Carlos, Brazil. The transtheoretical model of behavior change was used to support the data analysis. Users from all the groups claimed that they would possibly change to another travel mode. Among those who said they would change to sustainable modes (16.7% of all respondents), 27.1% stated they would rather walk, whereas 46.2% would cycle. However, 13.6% of the respondents claimed they would change to cars, which would mean an additional demand of approximately 330 parking spaces on the campus. Owning a motorized vehicle was identified as the main obstacle to adopting sustainable modes.

Keywords: Sustainable mobility, Transportation demand management, Transtheoretical model, Behaviour change

1. Introduction

Universities play an important role in society as they produce and apply knowledge to improve the quality of urban life, among other aspects. However, university campuses can be large trip generators. If this is the case, the

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