

Cycling for Short Trips

Overview

Cycling is an important mode of non-motorised transport (NMT) to curb GHG emissions from urban mobility. While cycling has historically been a popular mode of commuting in India, recent trends indicate a sharp rise in motorised transport ownership (Waghmare, 2024). Policy support and infrastructure development for cycling is crucial, shifting commuting patterns involve addressing behavioural barriers.

NMT can mitigate
10%
of urban transport
emissions

The Low Carbon Lifestyles (LCL) programme by CSBC leverages behavioural science for sustainable lifestyle choices. Through a detailed literature review, diagnostic field work, and design ideation workshops, we identified behavioural pathways and interventions to encourage cycling as a mode of commuting in urban India.

To encourage cycling as a form of commuting, interventions can focus on reframing the benefits of cycling, such as saving time, holding community events, and offering workplace incentives.

Behavioural Barriers

Target behaviour

Switch to cycling for short and local trips including last-mile connectivity

Target population

Cyclists in cities who use private motorised vehicles for short trips

- **Associated preparation and effort required:** people are overwhelmed with requirements like clothing, shoes, or helmets, and view the additional effort of finding parking or storage for trip chaining challenging
- **Perceived as a recreational activity:** middle- and high-income groups perceive cycling as a sport or social activity and are accustomed to using motorised vehicles for commuting



Behavioural Pathways

BEHAVIOURAL PATHWAY

INTERVENTION IDEA



Create status-signaling campaigns

Position cycling as a socially desirable or aspirational activity by portraying influential figures accepting cycling as a form of commuting



Organize city-wide cycling events

Conduct community events like cycle-only streets on weekends, car-free days, or cycling competitions to emphasise the social aspects of cycling



Introduce incentives for cycling to work

Provide financial incentives like tax breaks to employees to promote a cycle-to-work culture



Reframe cycling benefits based on user values

Link cycling to time-saving benefits like avoiding traffic