



TRAVEL HABITS BOARD GAME

Consultation and education on actions to change travel habits

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1 Introduction – about the project

This report is one in a set of four reports and a memorandum that summarise the results of the project *Enabling City Transformations (ECT): Developing the Future of the Climate Neutral City*. The project was carried out in collaboration between the City of Reykjavík and VSÓ Consulting, with professional assistance from NetZeroCities and funded by the European Union through a grant to which the City of Reykjavík gained access on the basis of the city's Climate City Contract.

The ECT project is linked to the City of Reykjavík's goals for a carbon-neutral city and the transformation that needs to take place to achieve them. Transport and travel habits are an important factor in this development and are determined, among other things, by the city's planning, access to different modes of transport and incentives that influence the choice of travel mode. The project specifically looked at the role of parking in this context, considering how its availability, location and design can affect travel habits, land use, development and carbon footprint. The aim of the project was to increase knowledge of these connections, carry out analyses and submit proposals for tools that can be useful to the City of Reykjavík in its continued policy-making. The topic was examined from different perspectives, including from the experience and views of stakeholders, policy-making and governance tools of municipalities in the Nordic countries, and the environmental impact of different parking solutions. The project's components are interconnected and together form a basis for recommendations on continued policy-making in the field of travel habits and parking.

The project's output is summarised in four reports and a memorandum:

- *Policy formulation on changing travel habits – analysis of the City of Reykjavík's policy and comparison with Nordic cities:* A literature review of how different parking policies can be implemented in different ways and a review of the available data on their impact on travel habits. A case analysis of the City of Reykjavík's policy on changing travel habits and the role of parking policy in that context. The City of Reykjavík's policy is compared with the approach of two Nordic cities at a similar latitude, Trondheim in Norway and Umeå in Sweden.
- *Parking solutions of the future – community views:* An analysis of stakeholder views on parking solutions and changing travel habits, based on interviews with property developers, real estate agents, bank employees and residents in densification areas. The aim is to shed light on the experience and perspectives of different parties and how parking arrangements can affect development, housing and travel habits.
- *Mobility hubs and the carbon footprint of parking solutions: prospects and possibilities of parking solution.* The development of the use of multi-storey car parks is examined and how they have acquired a new role in neighbourhood planning as mobility hubs. The carbon footprint of a multi-storey car park and an underground car park were compared. Also, how circular building can affect the use of buildings as well as the challenges that often arise in the design of underground car parks.
- *The Travel Habits Game:* A memorandum and data explaining *The Travel Habits Game*, a simple workshop model that is set up and presented as a board game, where participants have to choose actions together to achieve the goal of changing travel habits. The aim of the game is both to steer discussions and investigate people's attitudes towards actions, but it can also be used as part of education and awareness-raising.
- *Recommendations on policy-making for changing travel habits:* A summary of the main results of the project, which draws together recommendations based on

research, analyses and other components of the ECT project. The recommendations are intended to be useful for the City of Reykjavík's continued policy-making on changing travel habits and parking issues.

2 Summary

The Travel Habits Board Game was developed as a workshop model for professionals working in planning and transportation, providing a framework for cross-disciplinary discussions between professions, municipalities, and stakeholders. Numerous variables influence travel habits, and the tools that affect them are controlled by different actors. In the hustle and bustle of daily life, there is a risk that each actor will use the tools at their disposal without sufficient opportunity to shape and develop a holistic vision.

The Travel Habits Game can serve as a *framework for discussion*, allowing the actors who are responsible for these tools and policies to explore how they relate to one another. It can also function as a *platform for co-creation and coordination*. In addition, the game is useful for *education and awareness-raising*, as participants gain a better understanding of the impacts of each action. Not least, the method can be used for *research*, with each game group treated as a focus group. The scribe's script includes research questions that can be adapted to each case. With only minor adjustments, the game can be used to focus attention on different aspects, for example:

- Timeline: How can the tools be aligned with upcoming infrastructure developments and societal development? Which tools carry the greatest risk of a backlash? When and how is it right to phase them in? This was the primary focus when the game was first played and has shaped how it is described below.
- Target groups: Which target groups should the tools be directed toward at any given time? In what order are they added? Which tools are broadly applicable, and where is a target-group approach most beneficial? How does the target-group perspective change as infrastructure improves?

The game was tested in a workshop held at Borgartún on 10 June 2026, with participation from professionals representing the City of Reykjavík, the Municipalities of Kópavogur, Hafnarfjörður, and Mosfellsbær, as well as the Association of Municipalities in the Capital Area, Better Transport, and Public Transport of the Capital Area. Staff from VSÓ Consulting facilitated the workshop, serving both as moderators and table scribes.

Participants spoke gave positive feedback on the workshop. Discussion started quickly and proceeded smoothly. At some tables, a sense of friendly competition emerged. Participants appreciated taking part in a non-traditional workshop format that did not rely on yellow sticky notes.

The role of the scribe/table moderator is extremely important and flexible. The scribe's research questions ensure that consistent discussions take place at all tables and that the groups' perspectives on various issues can be explored.

The program was designed as a two-hour session, but presentations of the project's preliminary findings took longer than expected. As a result, only about 45 minutes were available for the workshop and wrap-up. In general, the groups managed to complete the exercise, but it would have been beneficial to give them more time to discuss the alternatives and to spend more time on the scribe's research questions. Sixty to seventy-five minutes would have been preferable.

Below are the workshop materials as they were used on 10 June 2026. The concept and first prototype of the Travel Habits Board Game were designed by Herdís Sigurgrímsdóttir, with support and review from staff at VSÓ Consulting and in collaboration with the City of Reykjavík. Funding was provided by the European Union. The materials are open and freely available, and people are encouraged to further develop and use the concept wherever it may be useful.

Translation for the Game Cards is in Annex.

3 Workshop Introduction

Here are talking points that describe the workshop model for participants:

Okay. Your task now is to change travel habits. The timeline in front of you ends in 2040, when the City of Reykjavík has set a goal for car journeys to account for less than half of all journeys.

Your job is to put together an action package, or policy package. Your first package will cover the period up to 2031, when plans anticipate that the first phase of The City Line (Bas Rapid Transit system) will be operational. To begin with, you need to choose a parking policy for residential areas. What policy will you choose until the first phase of the The City Line is operational?

You have complete decision-making authority over all tools that could influence travel habits, whether they fall under the responsibility of the national government, municipalities, regional planning authorities, or other actors. In this exercise, there are no elected representatives. The only thing you need to consider is public opinion and society's reaction.

The first thing you do is choose a parking standard. Are you going to keep it as it is now in Reykjavík, increase it slightly or significantly? The reason we are having you to choose this first is that it is the focus of the project we have been working on.

Once that is done, you will have a range of other actions to choose from. All actions have a financial cost, a popularity penalty (unpopularity score), and a success score. Each team can use 10 cost points and 10 unpopularity points in each round. This is not a competition to maximize success scores, but rather to assemble the best overall action package.

For the period from 2031 to 2040, the process repeats. You begin by choosing a parking policy. Now, the option of lowering the parking standard to below what it is now is added. Then you get the other actions. Again, your task is to choose an action package. Are you going to choose the same actions for this time-period? Or do you think it is time for other actions now that the City Line is operational?

At each table there is a scribe who will record your discussions to the best of their ability. With your permission, we will record the discussion at each table to help the scribe remember. The recordings will be deleted afterwards.

There are three joker cards:

1. You have several **blank cards** on which you can add your own actions. You also decide their cost, impact, and other characteristics. You are effectively a super-administration and may add actions that fall under the authority of the national government, regional planning bodies, or municipalities.
2. The group **may agree to adjust the scores** assigned to individual actions. However, any such proposal must be recorded by the scribe, **and** you must provide a justification for why you believe a particular action is more effective or less unpopular than indicated. That said, be aware that time is limited. Do not spend the entire session debating the scoring of individual actions.
3. **And there is one action that is in a class of its own: road tolls.** This is the most unpopular action **BUT** if you choose to use road tolls in the first action package, you will get three more cost points in the second action package.

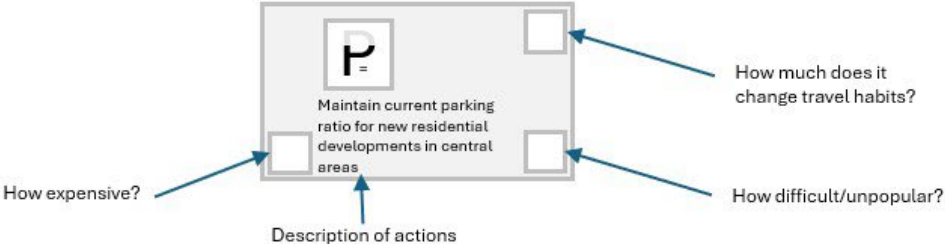
The scoring system is not highly scientific, as is obvious from the fact that the scale only runs from zero to three. The purpose is to encourage discussion about different

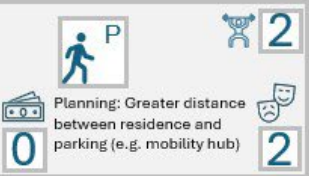
actions. However, while it is not highly scientific, we are still relying on the best data we have found on the effects of various actions.

Some actions receive get zero for impact. This is not because they have no real impact, but because they are considered to have little measurable effect on travel habits on their own. Planting, for example, can make the environment more pleasant for pedestrians, but how much impact does it have on the influence on the choice of travel? The same can be said for advertising campaigns and games, which can have short-term effect, but for it to be long-lasting, other actions will probably need to work alongside them. **Important:** These can still be decisive actions as part of a broader action package. While they may not achieve much on their own, they can provide important support for other actions.

Some actions probably do not have a significant effect on travel habits but may produce other benefits. An on-demand bus can improve the freedom of movement for people in the outermost suburbs, but it probably won't shift many journeys from cars to public transport. Those journeys might not have been made otherwise. Other actions may have an impact on economic justice or are good for other reasons. But right here today, it's travel habits that you should focus on.

4 Actions and Game cards



						
	Awareness and information campaigns.	Maintain current parking ratio for new residential developments in central areas	Lower parking ratio for new residential developments in central areas	Increase parking ratio for new residential developments in central areas	Significantly increase parking ratio for new residential developments in central areas	Free public transport
						
Planning: Greater distance between residence and parking (e.g. mobility hub)	Increase public transportation frequency on more routes	Safer environment for pedestrians	Only permit rented parking spaces in new residential developments in the central area	More pedestrianized streets in the city centre and neighbourhood centres	Lower public transportation fee	
						
On-demand public transportation more widely available and easier to use	Parking charges in more residential areas in the central area	Parking charges at upper secondary schools and universities	Tolls for driving in and out of main central areas	Parking charges in more areas near shops and services in the central urban area	Green and beautiful environment along walking routes	
						
Traffic lights favouring pedestrians and cyclists	Cohesive network of cycle paths	Advocate for car-sharing vehicles at fixed locations in the central areas	Access to parking at work taxed as a fringe benefit		Target groups receive bus passes or increased discounts	



**Municipal plan,
Region plan:**
Densification and
transport corridors

Public transportation:
Increased frequency

Settlement plan:
Densification prioritised

The City Line:
Planned end of phase 1

Objective:
Private car share of all
journeys not to exceed 50%

2014 2015 2025

2031

2040

5 Scribe's script

The scribe's script was set up to be easy to refer to during the workshop. All scribes received a printed script for reference at the workshop. The moderator kept track of the time and reminded the scribes of the research questions.

The margins were narrowed for printing so that the workshop schedule was on one side and the background, objectives and role of the scribe were on the other.

In addition, the workshop model and the role of the scribe were reviewed with everyone who was to take on that role. The script is as follows:

Firstly: ask the group for permission to record the audio.

If yes, start recording.

If no, that's fine, just take extra good notes.

Part One: 2026

Provide the group with the parking policy options.

The group selects a parking standard (parking ratio) for 2026.

Then provide the group with the other options.

- Advise the group to spread out the cards.
- You have draft sheets showing all the options for anyone who would otherwise need to read cards upside down.
- Encourage participants to write new actions on the joker cards.
- Remind participants that they can adjust the scoring.

If the group has trouble getting the discussion started:

- ▶ "You can start by discussing whether there are any modes of transport you want to prioritise, or any target groups that you feel are important."

Research questions once the group has made its selections:

- Which modes of transport did emphasise the most? And why?
- Did you place more emphasis on improving sustainable modes of transport, or on making private cars a less competitive mode of transport?

Part Two: 2031

Provide the group with the parking policy options.

The group selects a parking standard (parking ratio) for 2031.

Research question:

- Have the criteria for parking ratio in residential areas changed at all, now that the City Line is operational?

Provide the group with the other options.

Your introduction: "You can see that the first phase of the City Line is now in operation. You need to consider how that changes anything. Would you choose the same actions as

before? Or is there something that you think is timely to implement now, which wasn't before?"

- The participants then repeat the exercise.

Research questions once the group has made its selections:

- What changed compared with the previous period?
- Now that the City Line is in place, are there any tools or actions that can be implemented that weren't timely before?

Purpose and Objectives

We are exploring how professionals in planning and transport envision measures to change travel habits. We are particularly interested in what changes (if anything) once the City Line is operational. Are there any measures that only become feasible after high-quality public transport is in place? Also: which modes of transport do people emphasise the most? And which target groups? Why?

Role of the scribe

Scribes are neutral. You do not participate in the conversation except to give instructions, answer the group's questions, or ask the group questions about their choices. You must, at a minimum, ask the group the research questions. You may ask the group more questions based on the conversation. This is both to map the group's opinions and to help the group in its deliberations.

Your role is also to monitor whether one or two participants are dominating the discussion. Do others need help to join the conversation? That is your responsibility. All voices should have access to the conversation. Of course, people may remain silent if they do not wish to speak, but it should not be because they cannot get a word in.

People may add measures that they think of to the wildcards (with the question marks). People often say something like: "There should be a measure where..." Seize that and encourage people to write it on a note. We want to capture these ideas.

People may also change the numerical values. Please do tell them to do so. That is part of the discussion we want to have.

Timing

The moderator has the main responsibility for timings and reminds the groups when it is time to move on to the next phase and pushes for decisions. You then follow up at your table.

Groups may be quicker than the schedule. If a group has chosen options and answered questions, the next phase can be handed over, even if you haven't started to hurry them along.

If a group is lightning-fast and has finished everything long before the others, you can use extra research questions to keep them engaged in conversation. If that is not enough, they may sneak off for coffee until the summary.