



TDM Policy and Effect During 2008 Olympic Games

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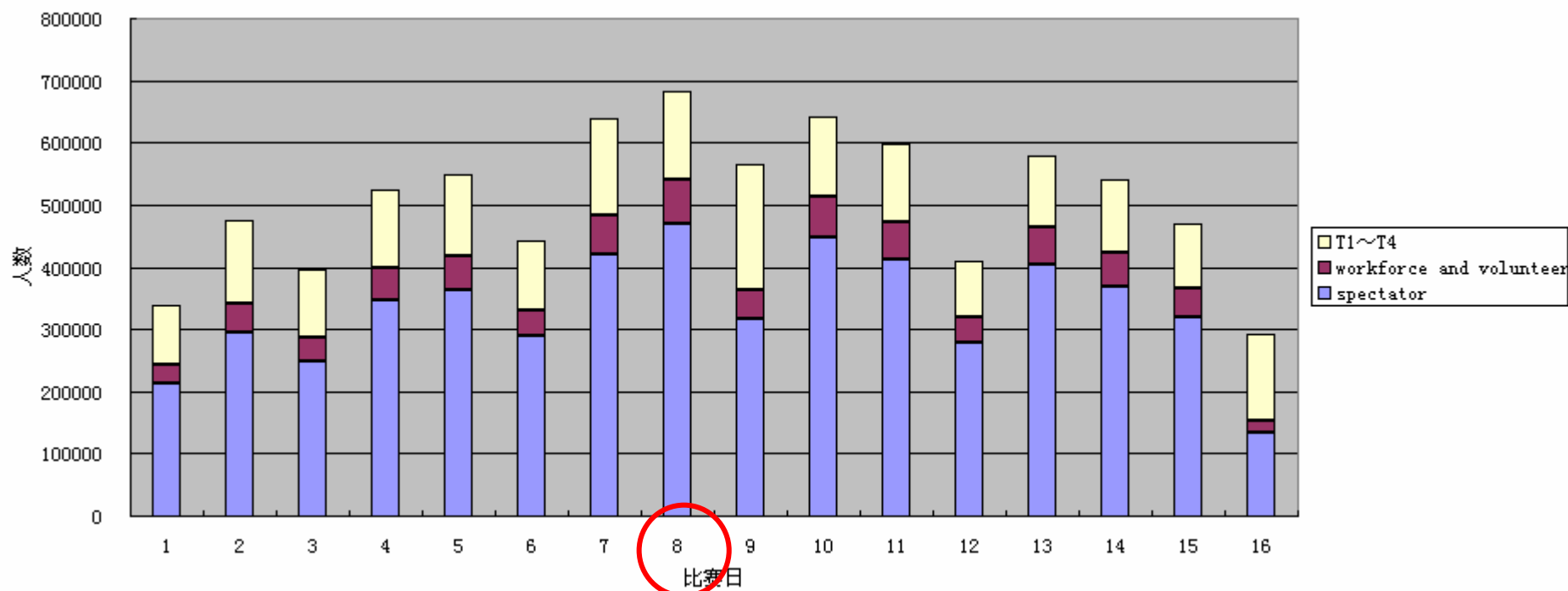


- 1 Olympic TDM Policy
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- 3 Change Olympic TDM to Long-term Policy?

1.1 Olympic Transport Total Demand



■ Total travel demand of the whole city is about 20 million trips per day.



Peak day demand is about 690,000 persons

1.2 Dedicated Olympic Lanes and venues



venue 场馆
hotels 驻地

- Olympic registered vehicles using
- Total length : 264.16km
- Connecting venues and hotels
- runtime : 63 days



1.3 Olympic TDM Policy

Compulsory measures

- The most effective, and controllable measures
- Combine the requirements of environment and security
- Consider the Olympic spirit fully



Encourage and Guide measures

- Guide people to change travel mode by encouraging policy



Advice and Publicity measures

- Give full use of the media publicity role
- Make the TDM popular
- Guarantee the implementation effectiveness of TDM

Compulsory measures



- Raise standards for environmental protection, restrict high-emission vehicles travel
- Vehicle using prohibition according to license number, odd or even
- Adjust parking lots supply and price
- Restrict the criteria of other province cars entering Beijing
- Stop the approval of construction procedures
- Category control and management to tourists coming to Beijing

Encourage and Guide measures



- Spectator with tickets enjoy free public transport
- Improve public transport, enhance the attractiveness
- Promoting ITS technology, and provide Dial-a-Cab service
- Encourage Vacation with salary
- Flexible office time, internet office

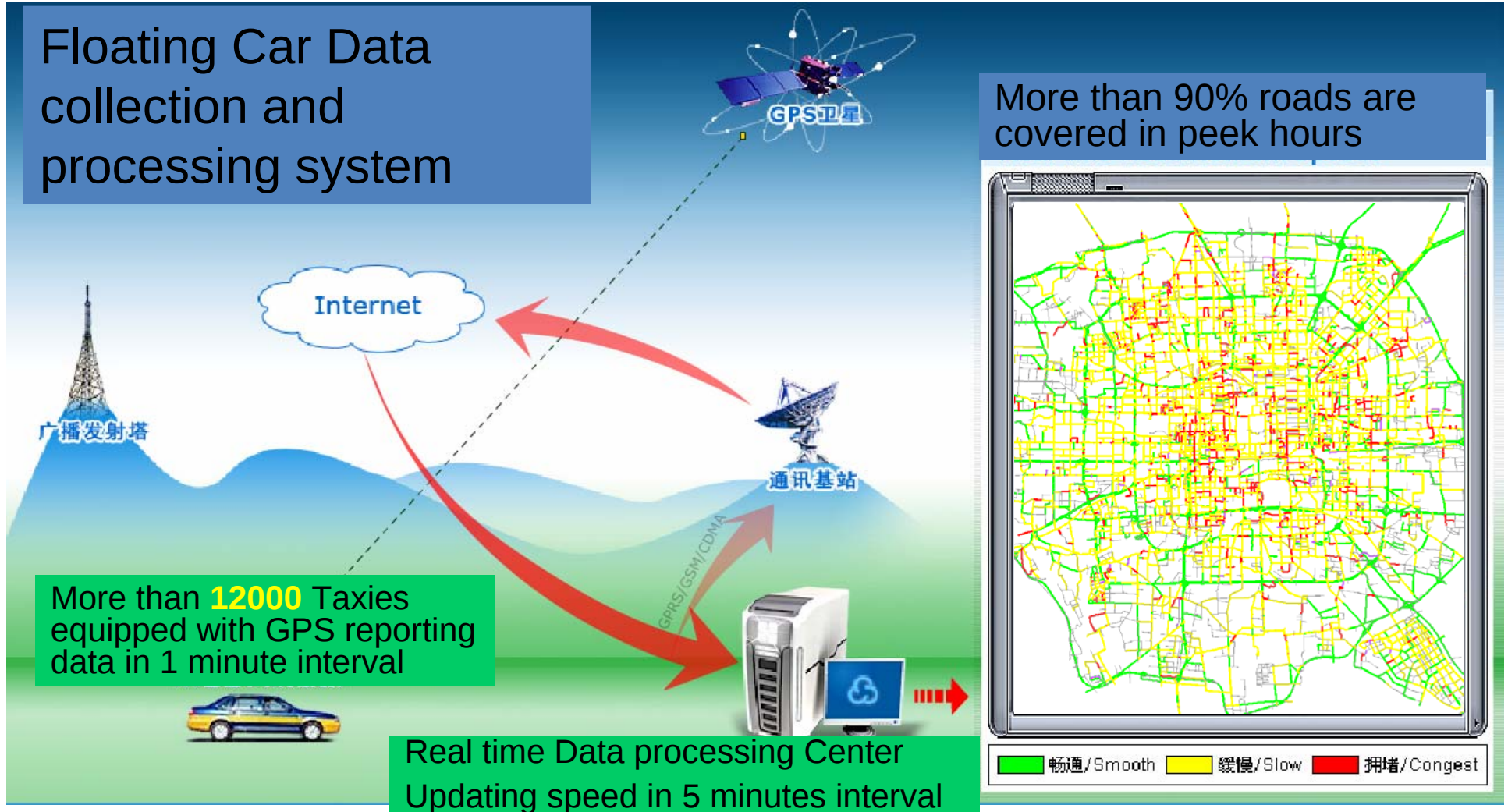
Advice and Publicity measures

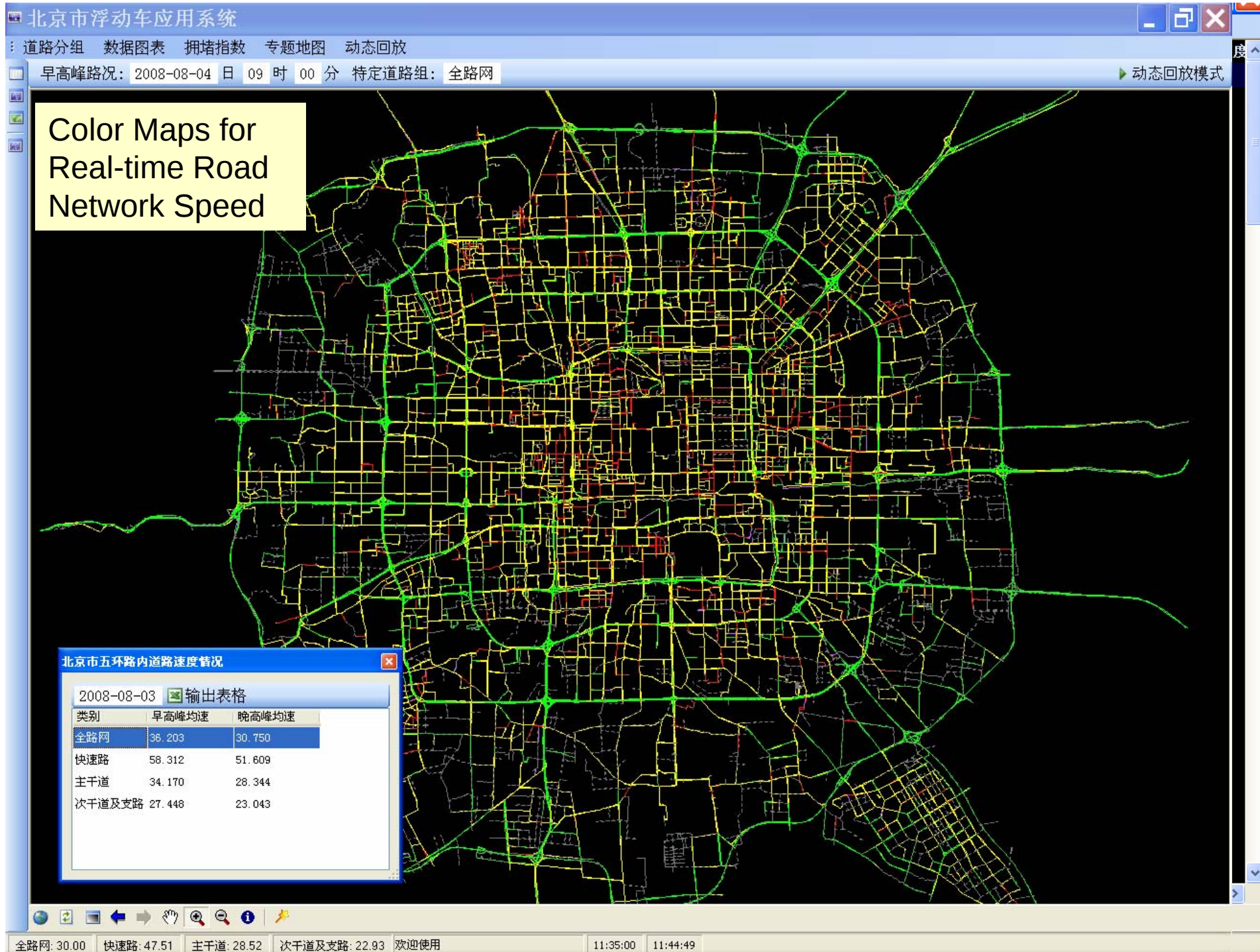


- Provide high quality competitions and entertainment programs
- Encourage bicycle or walking travel
- Send out Olympic traffic and travel handbooks
- Through variety of medias, variety of ways to make the public aware of the measures

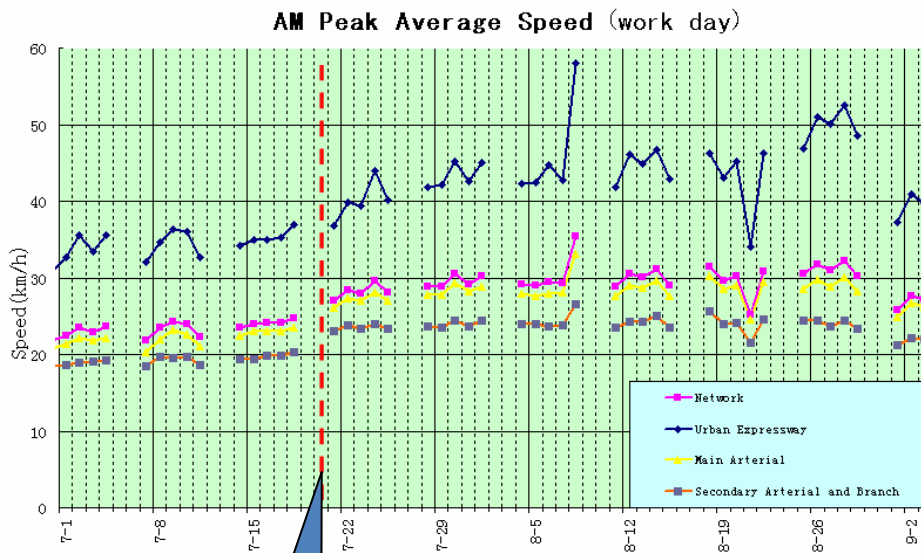
2 Effects and Evaluation

Floating Car Data collection and processing system





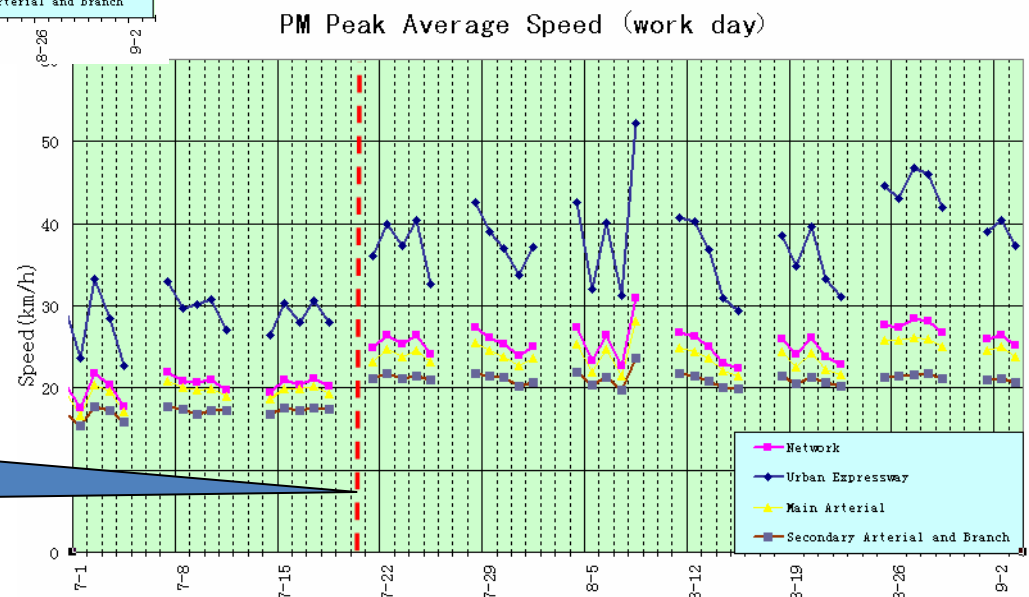
Road Network Speed Varying Due to TDM Policies



Obvious rising of
road network speed
With 22%

Obvious rising of
road network
speed
With 23.5%

Vehicles permitted
according to odd and
even numbers from
July 20



Road Network Speed Varying Due to the Vehicle Restriction Policies



Road Network Speed Varying Due to the Vehicle Restriction Policies



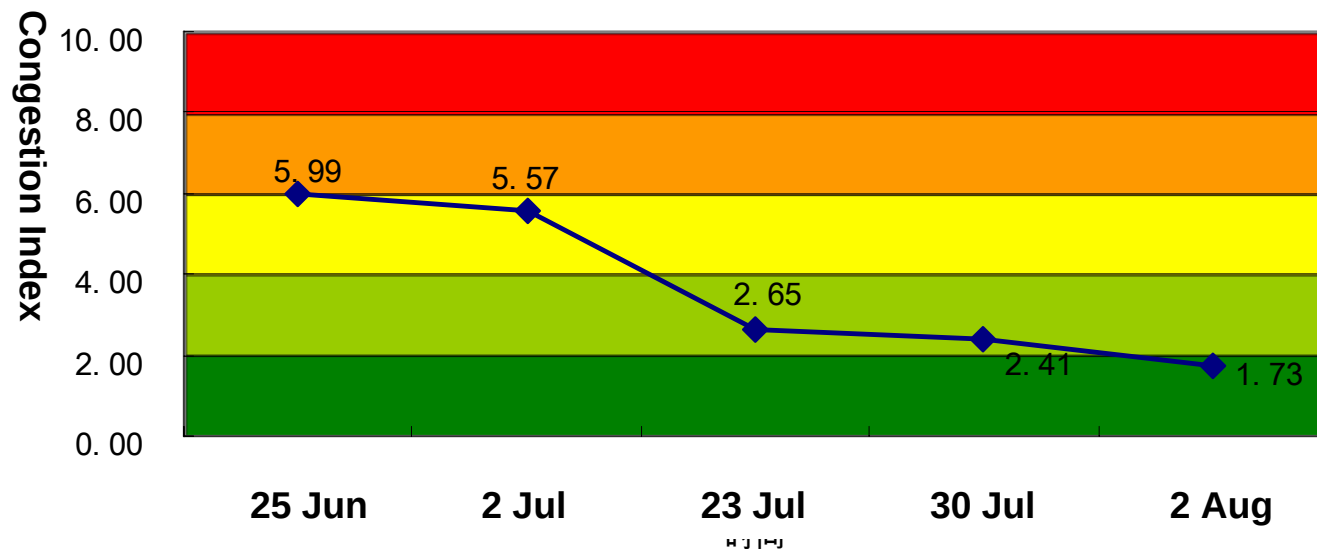
Road Network Speed Varying Due to the Vehicle Restriction Policies



Road Network Speed Varying Due to the Vehicle Restriction Policies



Congestion Compare before and after Olympic TDM Policy



color						
intensity	null	very smooth	smooth	Light congested	Medium congested	Heavy congested
Congestion Index	—	[0, 2]	(2, 4]	(4, 6]	(6, 8]	(8, 10]

3 Change Olympic TDM to Long-term Policy?



- Vehicle Using prohibition according to licenses plate number, 5day, 10 day.
- During Olympic Games, to improve and strengthen traffic operation measures through real-time traffic monitoring
- Variable lane in peak hours
- More bus lane
- Encourage car pool
- Different price and supply for different area.

Thank you !

