

Travel Demand Management

Some insights

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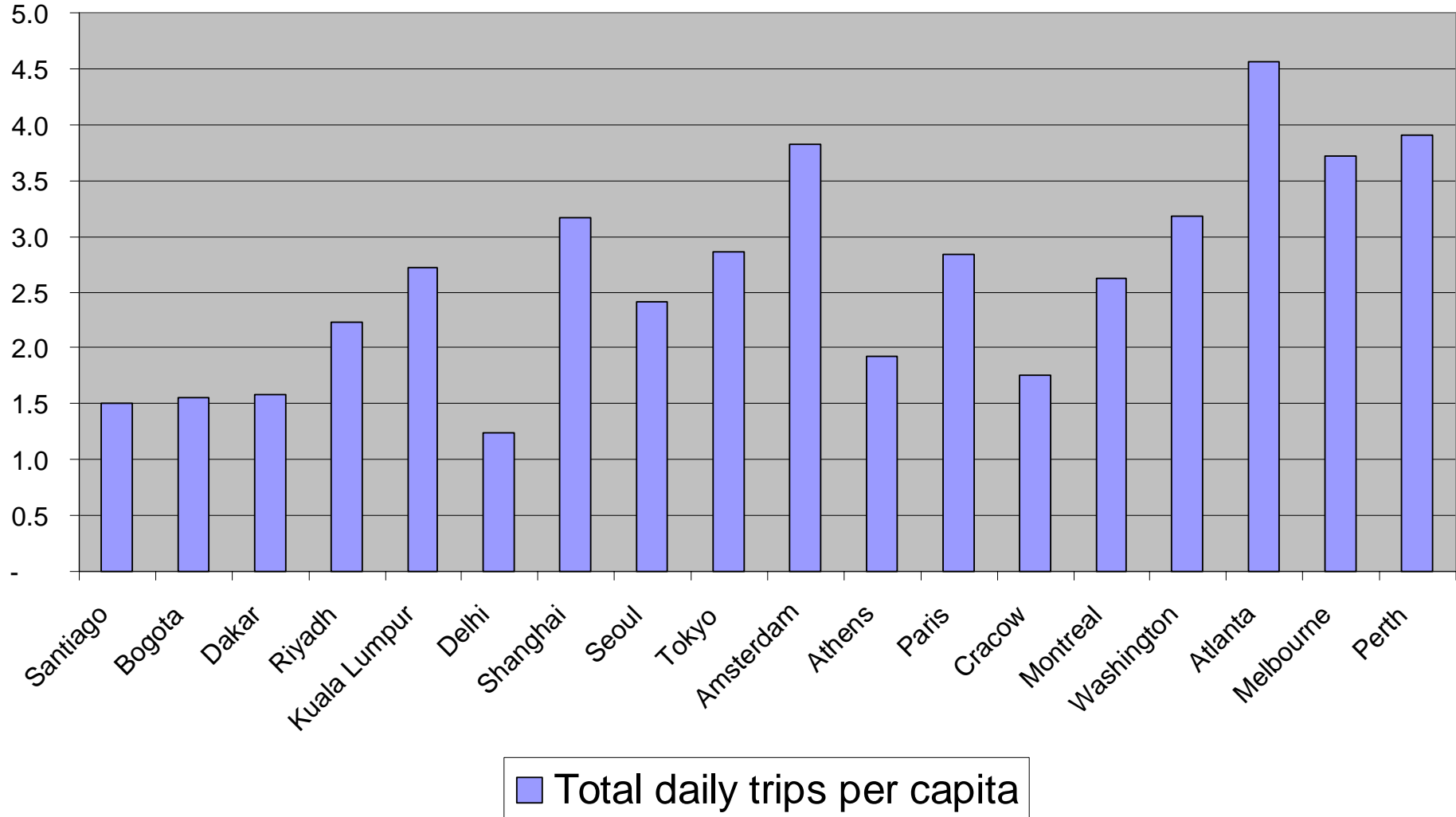
International Energy Agency

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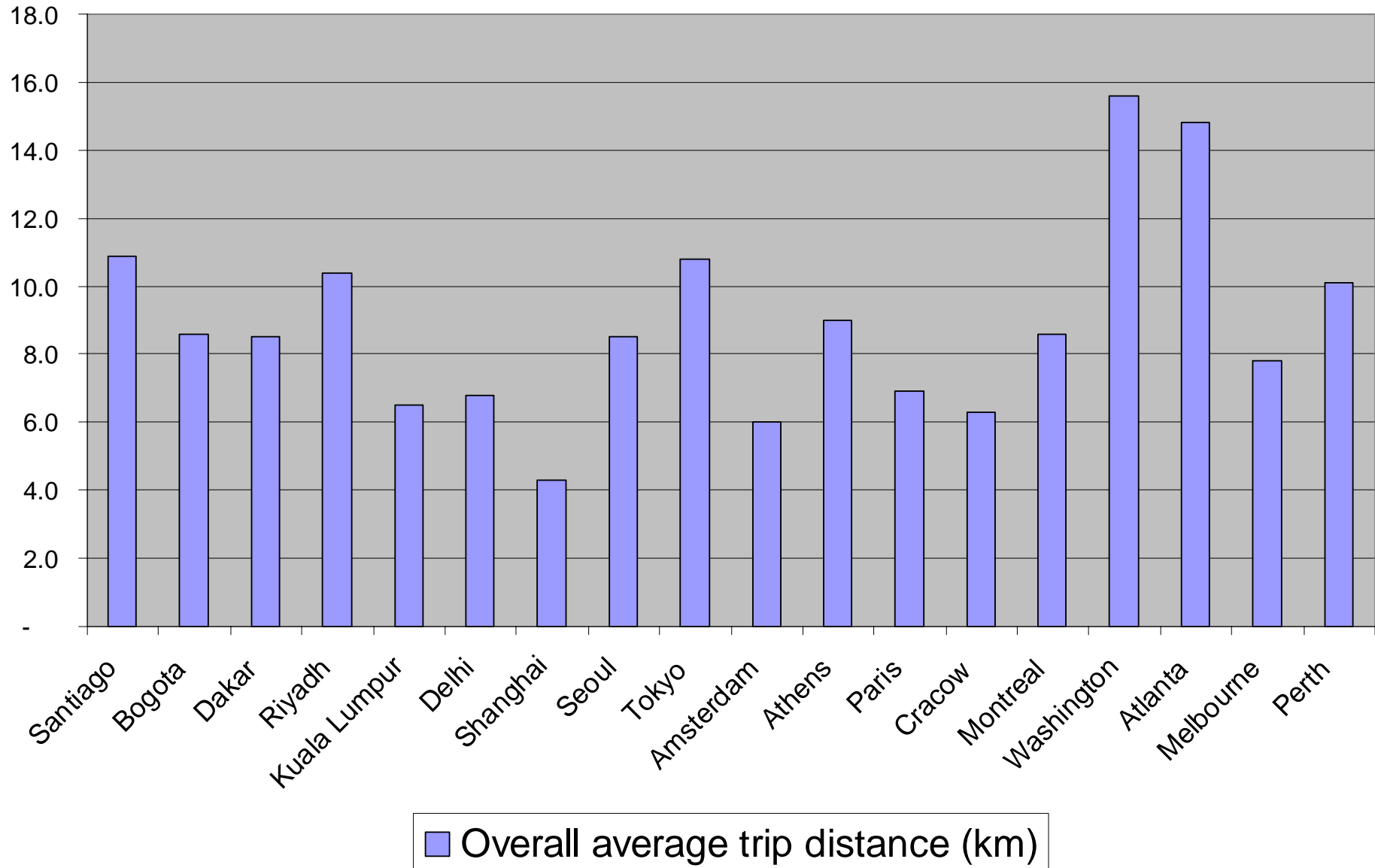
Travel Demand Management (TDM)

- A short definition of TDM and its parameters
- A few examples of potentials and of past experiences
- The link to urban organization and planning
- Local authorities are key players in these matters
- Yet the role of national and regional authorities is very important

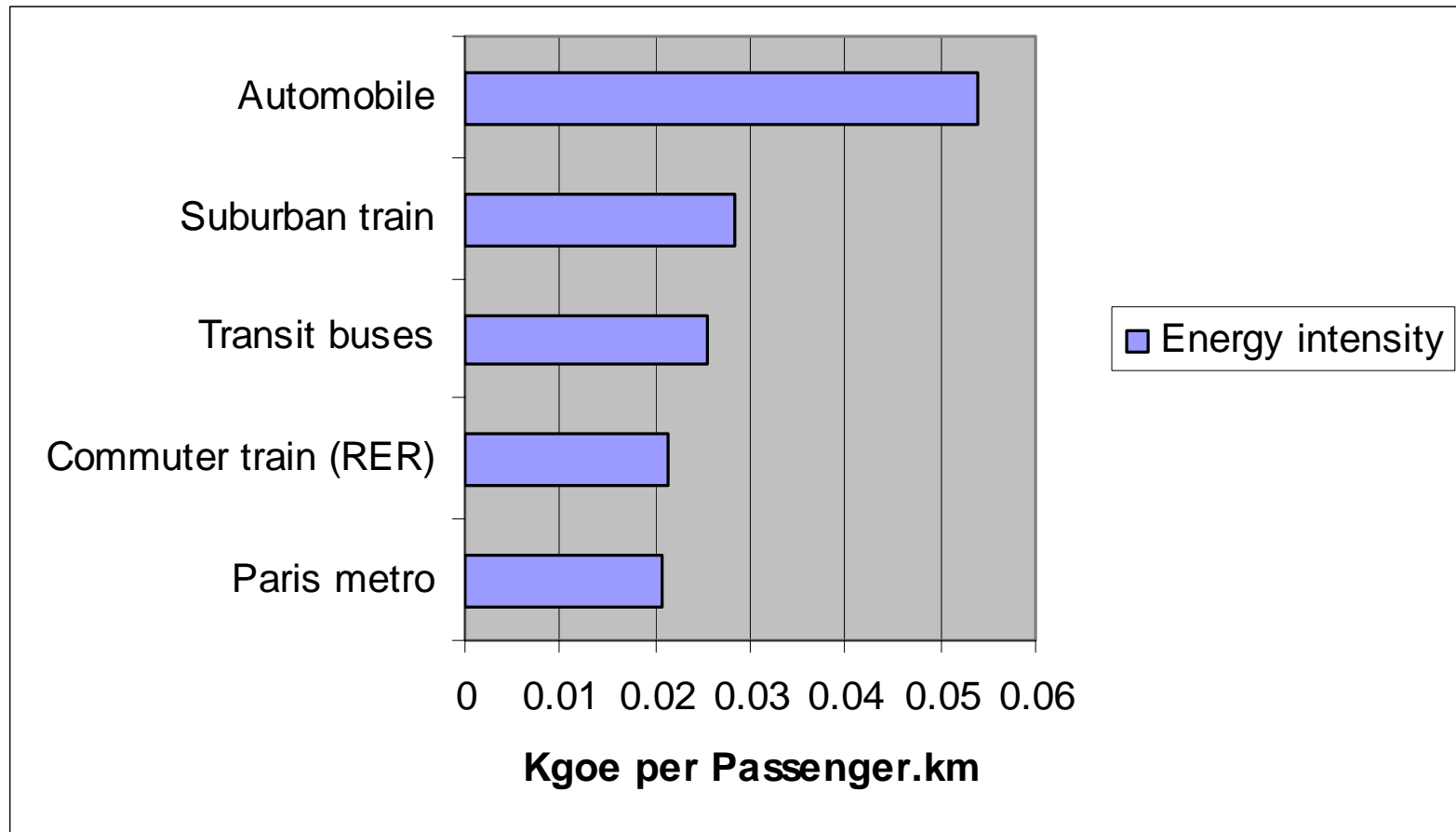
Total daily trips per capita



Overall average trip distance (km)

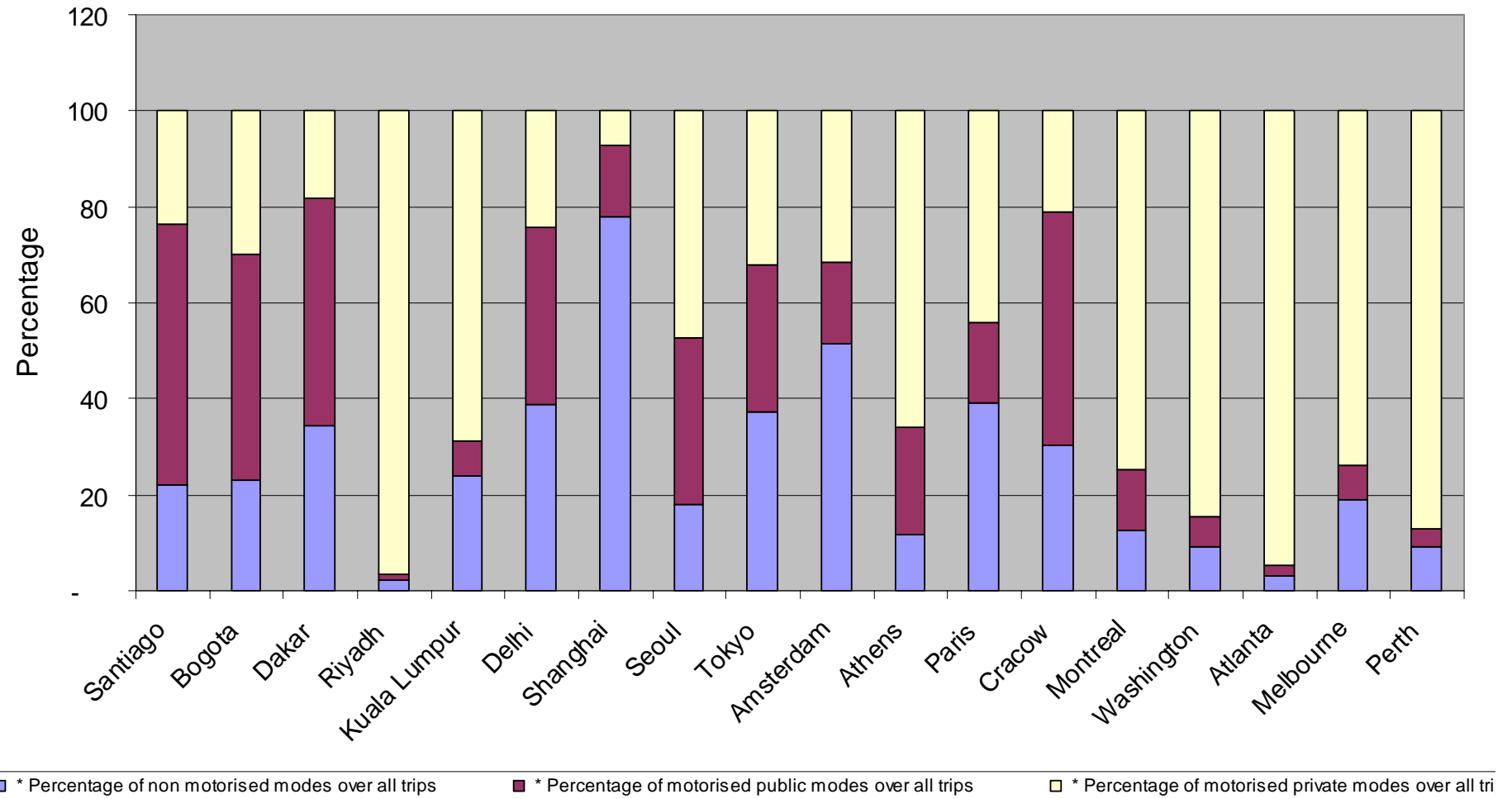


Energy intensity by modes (France)

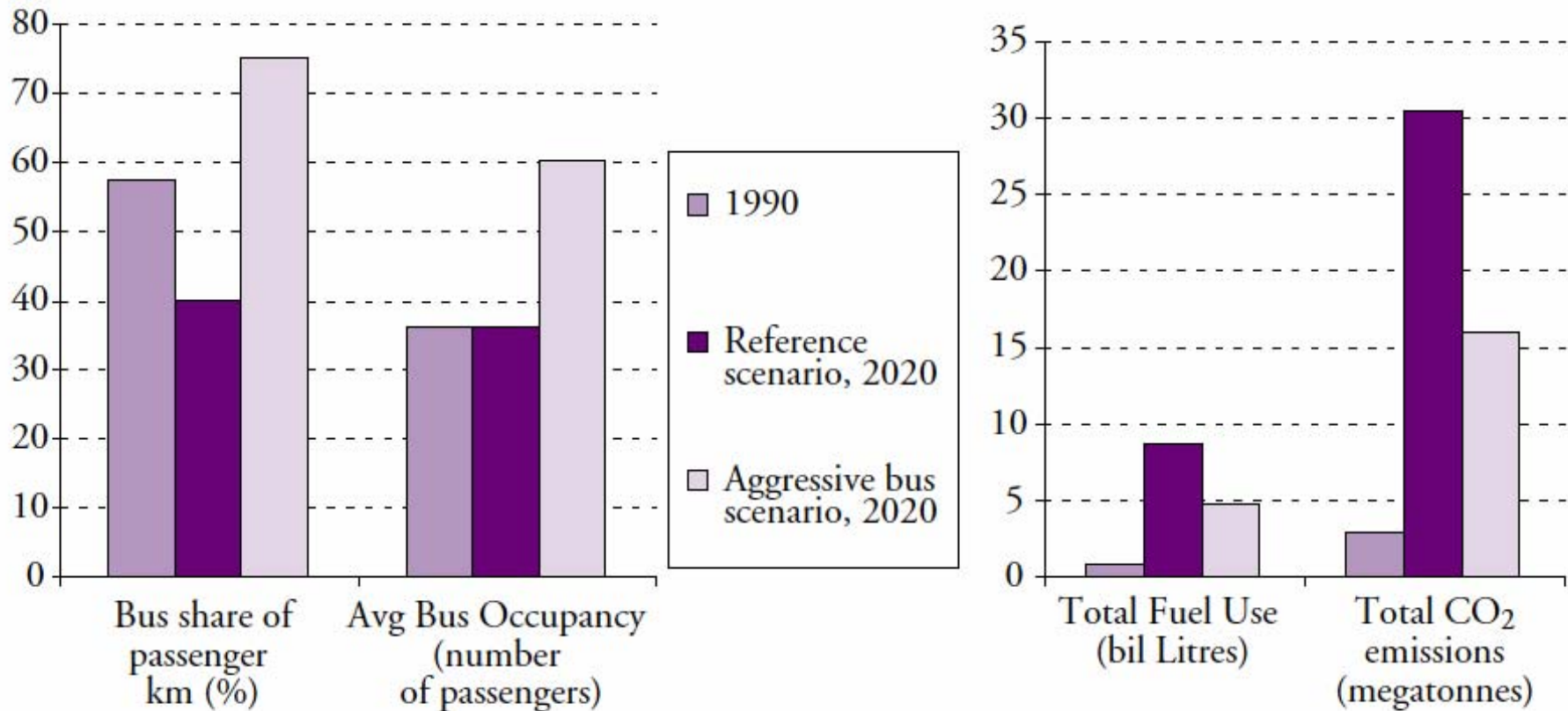


(Source: Ministère de l'équipement, des transports et du logement)

The modal share

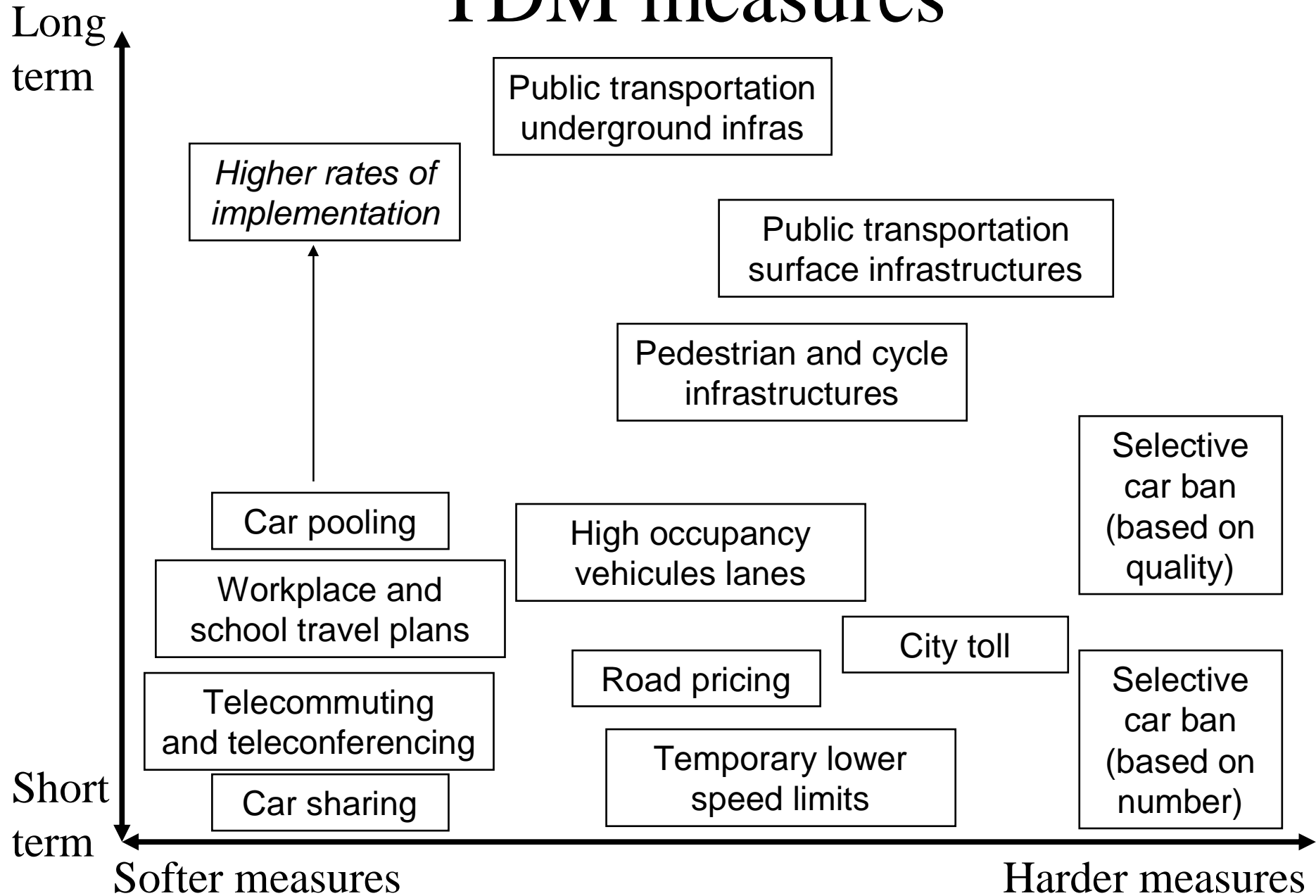


The possible role of BRT: two future visions for Delhi



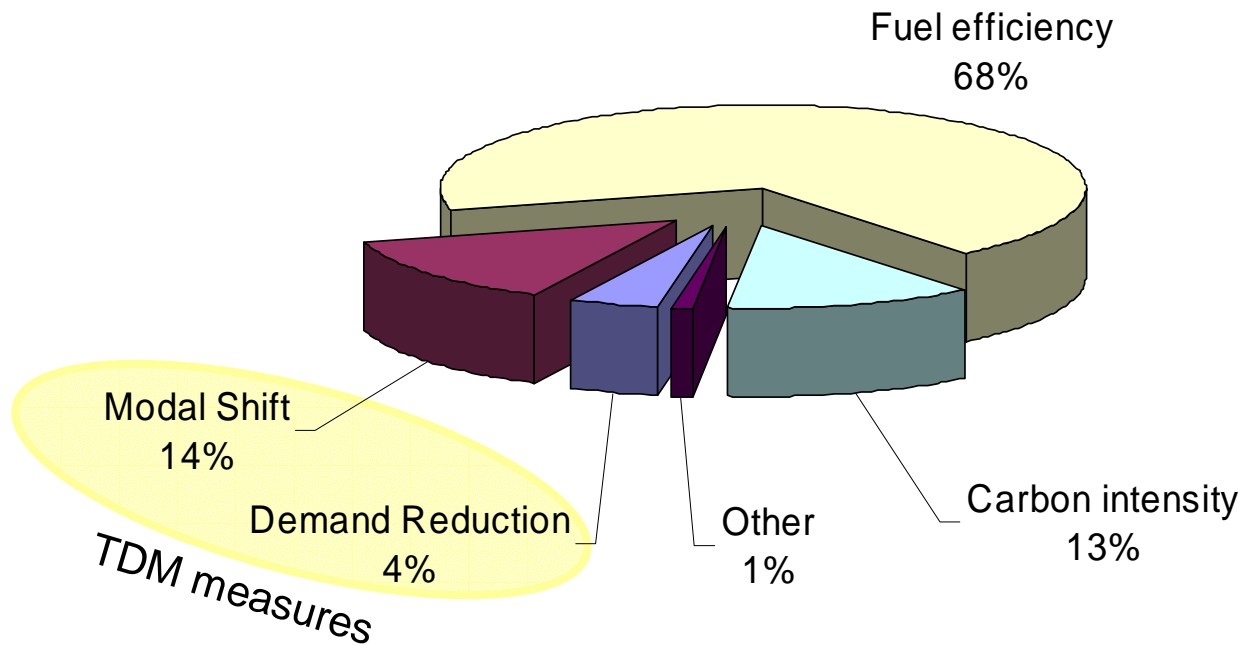
Source: IEA, 2002. *Bus systems for the future.*

TDM measures



Is TDM used?

Expected savings in policies being applied in ECMT countries



The Potential (some examples)

- UK
 - *Smarter choices – changing the way we travel*
 - Package of “soft” TDM measures
 - 2.5 to 11 % reduction in national traffic
- Australia
 - National Travel Behaviour Change Project
 - 14 % reduction in target v-km from soft measures
 - 2008-12: avoid 3.9 billion v-km; 1.2m t(CO₂)

Travel demand and urban planning

