Travel Demand Management
Travel Demand Management

Travel demand management balances the transport network by first understanding where there are current and forecast pressures, and then working out where there is spare capacity for these to move to. These movements are then redistributed to different modes, times, and routes with spare capacity.

You need to use capacity enhancement, network management, and behaviour change practices to achieve it.

Behaviour change is the core area of work, we use the 4Rs principle of Retime, Reroute, Remode, Reduce
An effective TDM campaign can:

- **Manage expectation** – so that reasonable passenger and business expectations are set
- **Manage total demand** at hotspots – retime, re-mode, re-route, spread the peak
- Help **optimise the transport network** – by providing all users with guidance on the most appropriate routes available (including non-intuitive)
- Support transport **reputation**
- Provide **legacy** foundations for long-term positive behavioural change
Normal Load: Reduced Capacity

TDM OPPORTUNITY

WHO TO INFLUENCE?
WHEN TO INFLUENCE?
HOW TO INFLUENCE?
WHAT WILL INFLUENCE THEM?
Behaviour Change Interventions & Audience Segmentation

- **Travel Advice for CBD Organisations**
  - Working with business & intermediaries
  - Sliding scale of support
  - Targeted self help material
  - Targeted areas of focus

- **Travel Advice for Freight**
  - Engagement with the industry
  - Change to delivery patterns
  - Web toolkit & Focus group

- **TDM Communications**
  - Melbourne wide awareness campaign
  - Business focus campaign
  - CBD hotspots campaign
  - Visitor hotspots campaign

- **Travel Advice for Visitors**
  - Travel web pages
  - Visitor journey planner
  - Real time travel information
  - Maps and guides and info points
There is a common approach with every program

- Define the problem – it is always data led
- Understand what capacity you have available
- Develop your message to ensure the network is balanced and achieve sign up from stakeholders (internal and external)
- Define the relevant audiences and the right communicate channels that will reach them
- Deliver the message and engage with your audience to change behaviours
- Feed a consistent message through these channels
In summary it is

The right information

To the right people

At the right time

In the right way
TDM in Practice
Using data to define your problem and define your message
Agency collaboration on message and communication
As at 02 AUGUST 2016, subject to change
Keeping Sydney Moving

Up to 15% change in journeys to/through the CBD

20,000 vehicle trips

Our target for Sydney is to influence 20,000 private vehicle trips to move outside of the peak periods or to move to public transport and active travel options as well as use better routes (designated by us)
WE’RE HERE TO HELP KEEP SYDNEY MOVING

L T R E M O D E
Roads will be significantly busier, take public transport for a more reliable journey

F B R E T I M E
Avoid travelling in the peak periods

R E R O U T E
Avoid driving in the CBD, use the preferred driving routes that take you around the city where possible

R E D U C E
Use technology, plan ahead, and reduce unnecessary peak travel

www.mysydney.nsw.gov.au
An approach to reaching CBD employees that drive

12,000 businesses in Sydney CBD employ approx. 360,000 people. Going to just 18% of these 12,000 businesses get us a 75% capture. Developing ‘hotspots’ makes this even more targeted, effective & efficient.
Defining and supporting a hotspot

Example Case Study

Darling Park: CBD business hotspot

8,262 employees
27 businesses
1,157 vehicle drivers (14%)
9 businesses have over 500 employees
Engaging with business

Size, Location and how affected

Level of Support

Small

Under 500

Drop In Session & printed toolkit

Between 500 and 1,000 people

Workshop

Large (over 1,000 people)

Website visit & download toolkit

Site Specific Advice
Is driving still your best option?

Host of George Street will be closed to general traffic to the end of this year for major light rail construction. Travelling by car will take longer, especially during AM and PM peak hours. Use public transport, or if you need to drive, avoid travelling during peak times.

To find out more, visit:
www.sydney.nsw.gov.au

Allow more time for your journey today, for the exciting changes tomorrow

Roads will be busier during light rail construction.
Allow extra time when travelling by car or bus to Sydney TAFE - Randwick College, especially between 8-9am and 5-6pm.

Why not walk it?

Making a short walk to work can be a great way to incorporate exercise into your work day. For example, you can walk all of George Street in less than 20 minutes.

That's your daily exercise sorted.
Find your best travel choices at transport.nsw.gov.au
### Year 1 Results

<table>
<thead>
<tr>
<th>Our Audience</th>
<th>Target</th>
<th>At the end of Year 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of BIs engaged with the program</td>
<td>40</td>
<td>46</td>
</tr>
<tr>
<td>Number of SSAs actively engaged with the program</td>
<td>78</td>
<td>81</td>
</tr>
<tr>
<td>Number of employees reached (‘the audience’)</td>
<td>100,000</td>
<td>162,000</td>
</tr>
<tr>
<td>Workshop attendance (orgs)</td>
<td>460</td>
<td>498</td>
</tr>
</tbody>
</table>

600 businesses now part of the program