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Looking at a new Mobility Policy Paradigm: **Demand Management**

U-Mob Conference, Working together, Part 1

Emmanuel Dommergues

Head of the Governance Unit, K&I, UITP



Who we are? We are the only worldwide network to bring together all public transport stakeholders and all sustainable transport modes

1900

UITP has over 1,900 members

Committee of Research & Universities
Committee of Transport Authorities, Policy-Makers

100

Spread out over more than 100 countries

15

With 15 offices across the globe

Advocacy

We engage with decision makers & key international organisations to promote sustainable mobility solutions.

Knowledge

We inspire excellence and innovation by generating cutting-edge knowledge and expertise.

Networking

We bring people together to exchange ideas, find solutions and forge partnerships.

What we do

We are working to enhance quality of life and economic well-being by supporting and promoting sustainable transport in urban areas worldwide.

Concretely :

- We release [publications and statistics](#)
- We organise [events](#)
- We lead [research & innovation projects](#)
- We deliver [training programmes](#)

QUOTE

“ Forget clever fixes: (...) instead of tech solutions people must be forced to switch away from planet-damaging transport modes.

There is no technological solution to a societal problem! ”

Christian Hochfeld

#Network
#Complexity
#Stakeholders

DEFINITION

What is Demand Management and why should we use this policy tool?

A new look over mobility

- **New paradigm:**

1-Understand demand for mobility & the determinant	2-Orchestrate and influence representation, behaviour & lifestyle
<ul style="list-style-type: none">• Mobility Survey, Data: understand and track changes in mobility consumption/behaviour• Scope of the analysis mobility: not just trip from A to B but all what is behind	<ul style="list-style-type: none">▪ Measures/Actions to mitigate the need or change the perception of a need to travel:<ul style="list-style-type: none">○ Shift in mode○ Shift in time & geography travel○ Avoided trips

- **DM applies to...**

- persons & goods
- all modes of transport, from network level to mobility level
- real/virtual mobility,
- different geographical areas

- **DM complements supply side policies.**

How to trigger behavioural change? Through a process of Awareness, Change of representation, Acting differently

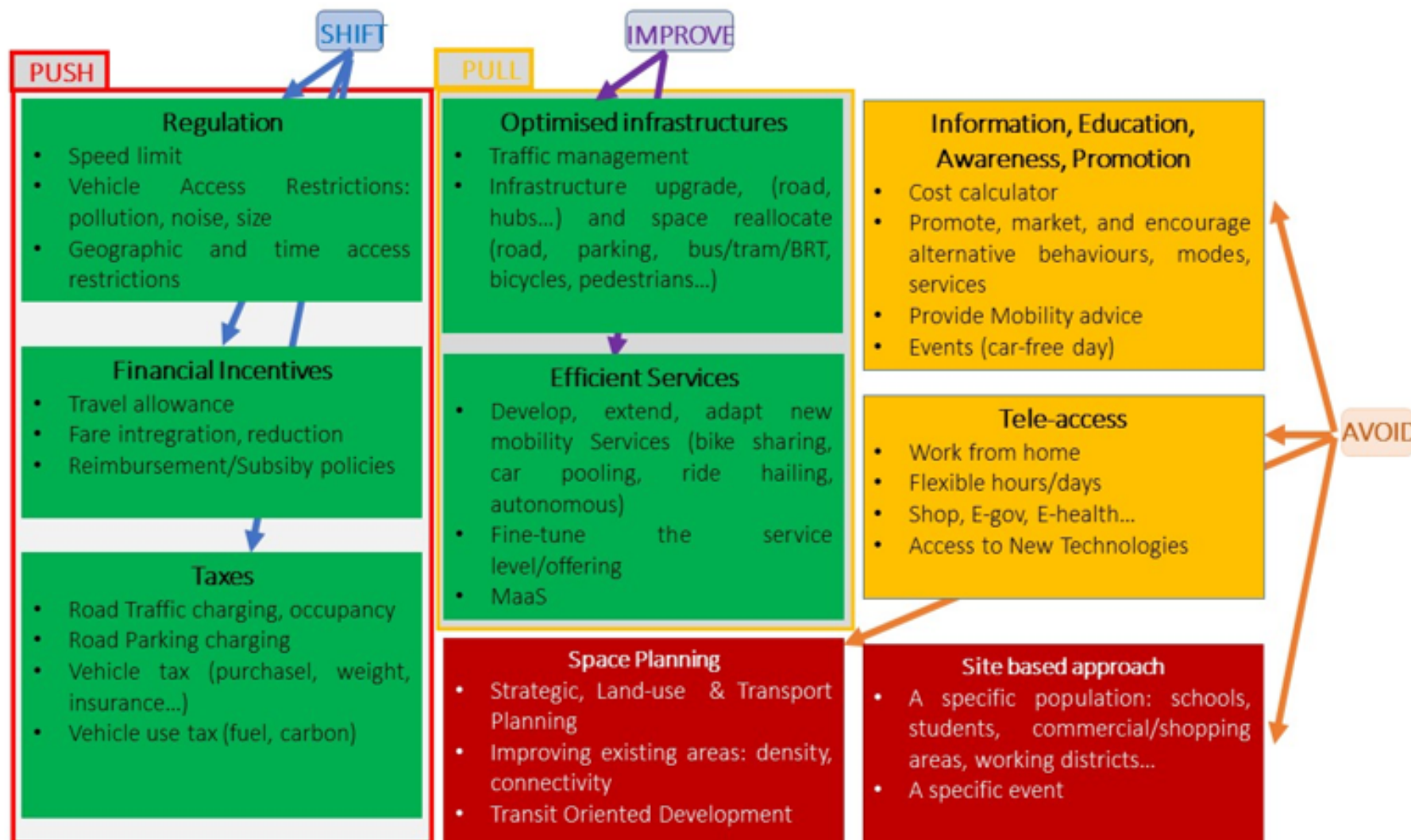
- **Economics** > pricing and regulation tools
- **Sociology** > understand social habit and behaviours > support change in behaviour
- **Psychology** > understand our mindset > communicate & nudge rightly

> TAXONOMY

Measures

A UITP taxonomy of DM actions showing the wide range of options: different ways:

- In **green**: measures applying to traffic and movement/transport
- In **yellow**: measures applying to lifestyle,
- In **red**: measures applying to land use



DM is a powerful policy tool:

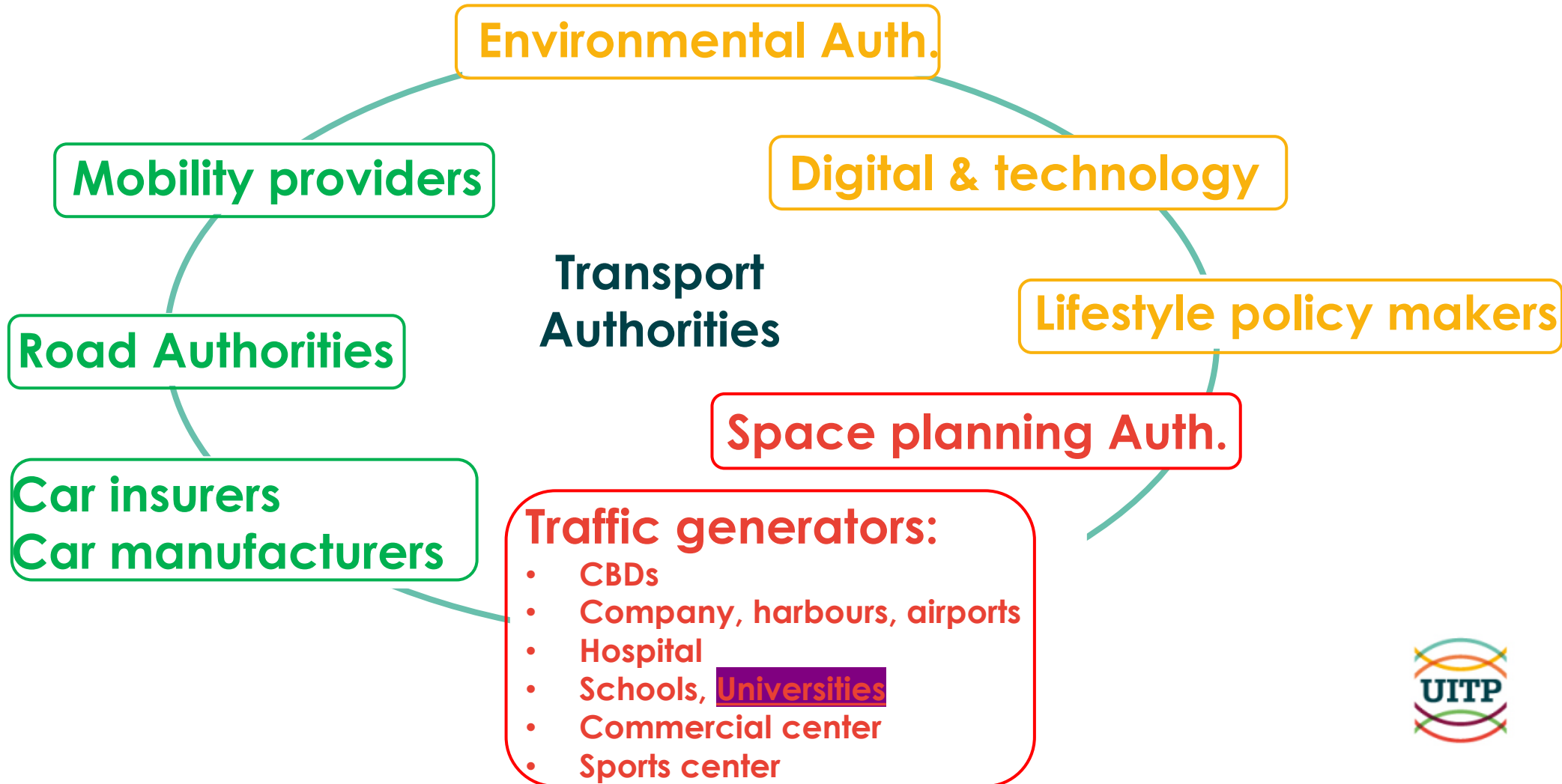
- Avoid, Improve & Shift
- Push & Pull side
- From short to long term > ubiquitous

TAXONOMY

Stakeholders

A UITP taxonomy of DM actions showing the wide range of options: different ways:

- In **green**: measures applying to traffic and movement/transport
- In **yellow**: measures applying to lifestyle,
- In **red**: measures applying to land-use.



OPPORTUNITY

Why are we looking at Demand Management?

- **Physical distancing** in closed places has been a major requirement and the **digital revolution** has been an enabler to substitute real mobility by digital accessibility.
- DM has been **implemented in real life**, and visible before our eyes: because of governmental restrictions due to the pandemic: DM tools have related to **lifestyle measures**.
 - DM is a **golden opportunity**. Covid19 has changed people's mindset about travel.
- DM is a now it is an **imperative**. Because of the acute financial situations of authorities, it is an imperative to treat the demand side to have a better match with the supply side.
- **Significant reduction in externalities** due to transport and mobility in urban areas has been observed and enjoyed by urbanites.

REQUIREMENTS

What are the requirements to implement Demand Management?

- **DM should become a priority:**
 - Need for “hard infrastructures & supply” where lacking
 - General public acceptability, resistance to change & time needed for a change in behaviours
 - PT professional working culture
- **DM requires to go beyond our comfort zone:**
 - Where to start DM? What should be the approach?
 - Lack of technical framework
 - **A multi stakeholder governance**
 - Who is in charge?
 - Who benefits?
 - Who pays?

➤ BENEFITS 1/2

What are the Benefits for users: an expansion of mobility & accessibility.

- In the **short and medium term**: as a response to the crisis (recovery)
 - ⇒ **Regaining passengers' trust** in & appetite for PT and sustainable modes: social distancing
 - ⇒ **Adapting to passenger's needs** & providing the best possible transport condition: comfort, service quality: taking into account commuters/passengers/users/urban dwellers needs & look at traffic generators (barriers...)
 - ⇒ Enlarge travel **optionalities & accessibility**
- In the **long term**:
 - ⇒ Educate and create **awareness** of the general public of a “**car lite**” and **sustainable lifestyle**.

➤ BENEFITS 2/2

What are the Benefits for Authorities: promote a sustainable mobility system?

Funding & financing efficiency:

- Avoid cost of chasing the peak and reduce the need for costly investment (OPEX)
- Propose alternative to expensive services and infrastructures (CAPEX)
- Optimise the use of limited resources (street space, capacity....)

Sustainability & Climate Change

- Reduce/alter number of trips, promote short distance trips... by integrated land-use & transport planning
- Promote and nudge healthy and environmentally friendly modes
- De-motorisation of households and multimodal behaviours

Equity, fairness & inclusiveness:

- Serving low-income areas and essential workers
- Ensuring special demographic needs are considered: age, gender (women carriage only), physical condition...
- Improving accessibility to plan future networks

EVALUATION

How to evaluate DM policies?

- How to capture the value?
- How to distribute the value between the different stakeholders?

Focusing on users & demand	Focusing on the system
<ul style="list-style-type: none">• Quantitative transport indicators:<ul style="list-style-type: none">○ modal share (number, time, geography of trips);○ congestion level;○ environmental impact of behaviour change: less km, less CO2, less carbon-intensive modes...• Qualitative evaluation of behavioural change, preferences, representations, values and mindset: adoption of new values and change in lifestyle (how to develop a car-lite life-style).	<ul style="list-style-type: none">• Quantitative economic indicators<ul style="list-style-type: none">○ cost of measures and comparison with other measures (opportunity cost for public budget)• Quantitative/Qualitative societal indicators:<ul style="list-style-type: none">○ share of work-from-home, type of households (young, family, senior),○ development of local life/local jobs/businesses/activities and liveability;• Quantitative/Qualitative environmental indicators:<ul style="list-style-type: none">○ environmental impact (air, noise, fatalities and security, GHG emission);○ comfort and pleasure;

CONCLUSION

Key messages

1. A change of paradigm: from supply to demand, interfering with other lifestyle, rhythm, time... policies
2. Consider Demand Management as “transformational”
3. Promote the overarching goals of a sustainable PT system (rather than rely on transport to adjust to our lifestyle needs)
4. Enlarge the ecosystem of stakeholders





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Thank you!

Have a look at the UITP "Mobility for life" Campaign.

Emmanuel Dommergues

Head of the Governance Unit, K&I, UITP

emmanuel.dommergues@uitp.org

