Instruments of Transport Demand Management

**Mechanisms**

- **Planning Instruments**
  - Planning and Provision
- **Regulatory Instruments**
  - Norms and Standards
- **Economic Instruments**
  - Pricing and Incentives
- **Information Instruments**
  - Awareness and Participation
- **Technological Instruments**
  - Efficiency and Reduction

**Measures**

- Compact and mixed land use
- Transit oriented development
- Provision of infrastructure for public transport and non-motorised modes
- Traffic calming
- Emissions limits
- Safety regulations
- Speed limits
- Parking organisation
- Road space allocation
- Production processes
- Flexible work hours
- Fuel taxes
- Road pricing
- Congestion charges
- Subsidies
- Purchase taxes
- Fees and levies
- Emissions trading
- Public awareness campaigns
- Mobility management
- Marketing schemes
- Co-operative agreements
- Eco-driving schemes
- Ride-sharing / carpooling
- Fuel improvement
- Cleaner technologies
- End-of-pipe control devices
- Cleaner production

**Travel impacts**

- Reducing the need to travel through bringing people and activities close together
- Implementing new transport infrastructure (road, rail, public transport, cycling and walking)
- Restricting the use of motorised vehicles
- Influencing the types of vehicles used and standards to adhere to (vehicle performance, road regulations)
- Discouraging the use of motorised vehicles
- Encouraging the use of alternative modes
- Reducing need to travel
- Improving accessibility without private vehicle through investments in transport infrastructure
- Increasing awareness for alternative modes
- Encouraging mode shift to walking or cycling
- Improving driving behaviour
- Reducing fuel consumption
- Reducing the impact of carbon emissions
- Developing cleaner fuels
- Improving vehicle efficiency

**Sustainable transport and reduced carbon emissions**