## Instruments of Transport Demand Management

### Mechanisms

- **Planning Instruments**
  - Compact and mixed land use
  - Transit oriented development
  - Provision of infrastructure for public transport and non-motorised modes
  - Traffic calming

### Measures

- **Regulatory Instruments**
  - Emissions limits
  - Safety regulations
  - Speed limits
  - Parking organisation
  - Road space allocation
  - Production processes
  - Flexible work hours

- **Economic Instruments**
  - Fuel taxes
  - Road pricing
  - Congestion charges
  - Subsidies
  - Purchase taxes
  - Fees and levies
  - Emissions trading

- **Information Instruments**
  - Public awareness campaigns
  - Mobility management
  - Marketing schemes
  - Co-operative agreements
  - Eco-driving schemes
  - Ride-sharing / carpooling

### Travel Impacts

- **Technological Instruments**
  - Fuel improvement
  - Cleaner technologies
  - End-of-pipe control devices
  - Cleaner production

- **Planning and Provision**
  - Restricting the use of motorised vehicles
  - Influencing the types of vehicles used and standards to adhere to (vehicle performance, road regulations)

- **Regulatory Norms and Standards**
  - 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

- **Economic Pricing and Incentives**
  - Increasing awareness for alternative modes
  - Encouraging mode shift to walking or cycling
  - Improving driving behaviour
  - Reducing fuel consumption

### Sustainable transport and reduced carbon emissions