Transport Demand Management – Push and Pull

**Measures with push effects**
- Area-wide parking management and restricted zones
- Car limited zones
- Permanent or temporary car bans
- Congestion management
- Speed reductions
- Road pricing

**Measures with push and pull effects**
- Redistribution of road space (cycle or bus lanes, sidewalks, planting buffers)
- Adjustment of traffic light time-cycles
- Public awareness campaigns, marketing and participation
- Enforcement and penalising

**Measures with pull effects**
- Public transport priorities
- High service frequency
- Comfortable stops and surroundings
- Park-and-ride
- Cycle networks
- Pedestrian connections