

Chapter 7: Travel demand management

7.1 The travel demand management concept

Travel demand management measures seek to meet a portion of the community's needs without increasing the capacity of the transport system; in effect, to restrain the growth of travel demand and make better use of the existing transport system. This will save resources that can be better used for government services in other areas. It will also reduce the impact of new transport infrastructure on the community.

The primary focus is on influencing travel demand to generate more efficient use of existing transport capacity. In particular, this can be achieved by discouraging the growth of single occupant vehicle travel in peak periods where there are more sustainable modes of transport available. Measures will include:

- well-researched campaigns of public education and promotion of alternative modes;
- priority to higher efficiency passenger vehicles around the road network as discussed in the public transport and road chapters of this IRTP;
- facilitating ride-sharing schemes (including car-pooling and van-pooling);
- encouraging businesses and households to reduce trips to avoid unnecessary travel;
- using technology and supporting more flexible operating hours for shopping and employment to share the load better and make best use of available transport system capacity;
- managing access to, and operations along, major roads with measures such as ramp metering;
- rationalised parking policy to discourage all day commuter parking in centres and ensure that parking is not easier and cheaper than using public transport; and
- considering charges for using roads on a pay-as-you-go basis, so the cost of each trip becomes more obvious.



7.2 Public education

Success in restraining the growth of travel demand depends on the support of the travelling public. For this reason, the IRTP concentrates on developing community understanding of the need to reduce car trips.

Community surveys have already been undertaken to ascertain the needs and views of the community on transport and travel





and on future policy options. Building on the results of these, a public information campaign will increase awareness of the implications of excessive car use and educate people on efficient travel behaviour. Many people are simply unaware of the high costs of maintaining a motor vehicle, and of the continuing improvements to public transport in the region. Providing quality information will allow people to make better travel decisions.

ACTIONS:

- KA 7.1 Public education to support travel demand management
- A 7.2 Publish travel option bulletins e.g. with rates notices
- A 7.3 Provide real time information on traffic conditions and travel alternatives

7.3 Active trip reduction measures

The IRTTP incorporates a number of trip reduction measures to actively support public education campaigns.

Transport planning processes will consider how each transport network improvement can contribute to the achievement of the IRTTP targets for vehicle occupancy and public transport. Actions discussed in the public transport and road chapters of this IRTTP, which give priority to higher passenger efficiency vehicles, are measures which actively encourage people to share rides or use public transport, rather than each person travelling in single occupant vehicles.

It is estimated that most businesses and households could reduce their number of trips by 15% without suffering loss of access to desired services.

An area to address is the inclusion of benefits in employment packages such as company cars and free parking. This practice causes many commuters to become “car captive” in that they are forced to drive to work. These employment packages could be restructured to minimise this effect and encourage more responsible travel. Private and public sector organisations would be encouraged to facilitate employee use of public transport, ride-sharing in vehicle fleets, and use of taxis to reduce unnecessary car use and demand for car parking spaces.

The same sort of trip reduction strategies could be applied to household travel. Households could be provided with information, for example through a “kit” of ideas to reduce trips.

New technology will allow the development of “Intelligent Transport Systems” which, for example, provide traffic signals which smooth traffic flows by responding to traffic conditions, as well as warning motorists of congestion so they can choose an alternative route.

Changes to travel patterns can also share the load around the network better. More flexible working patterns have already extended the peak period and reduced the load on the network so that peak commuting trips are spread over a larger proportion of the day. With the agreement of retailers, shopping hours in major centres could be altered to reduce conflicts between shopping and commuter traffic.

ACTIONS:

- KA 7.4 Incorporate IRTP mode share targets in transport planning
- A 7.5 Collaborate on incentives for corporate trip reduction plans and ride sharing schemes
- A 7.6 Investigate tax incentives to reduce car commuting
- A 7.7 Establish program focusing on household trip reduction
- A 7.8 Investigate options to achieve peak spreading

Note: actions in public transport and road chapters also support active trip reduction measures

7.4 Car parking

Car parking policy is one area where opportunities exist for more rational pricing and supply policies. The provision of parking spaces and the cost of using them has a strong relationship with public transport usage. If there is nowhere to park or parking is expensive, people will be encouraged to ride-share or use good public transport services instead of driving.

Currently it is possible for a motorist to park quite close to the heart of Brisbane for only \$4 per day, which is less than the cost of most public transport fares. Increasing the cost of long stay parking, for example through a levy which is used for improving public transport, could reduce the incentive for people to drive and postpone the need to provide additional road system capacity.

Local planning policies often set high requirements for car parks to be provided as part of new development. These could be reviewed in areas where quality public transport is available.

ACTIONS:

- KA 7.9 Develop and implement parking plans for all Major Centres
- KA 7.10 Reduce planning requirements for parking where public transport is available

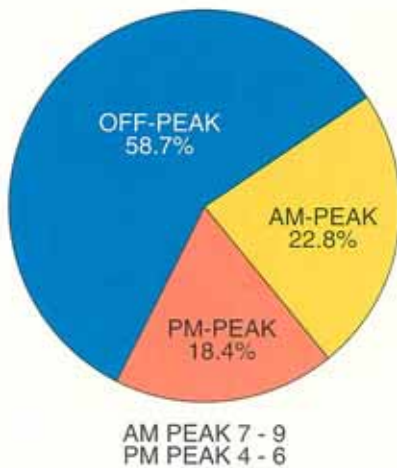
7.5 Transport pricing

A major issue for the future is the way revenue for transport system improvements is raised.

At present, transport system improvements are largely funded from consolidated public revenue sources which are not related to the amount of transport activity by individual tax

Peak demand factors

Proportion of travel on a weekday in 1992



22.8% of all trips occurred in the morning peak

Education and shopping trips coincide with work trips in the am peak.

payers. In addition, vehicle owners pay sales tax, registration charges, and insurance which bear little relationship to how often they use their vehicle. This means the major costs of car use are either paid in general taxes or are fixed costs related to owning a vehicle, rather than the "marginal" costs of actually driving it. Because revenue is not linked to transport activity, it does not automatically grow to keep pace with travel demands.

Public transport trips are priced more closely to the amount of individual travel, and so on a single trip basis, driving can actually appear much cheaper than using public transport. This affects decisions about how trips are made.

Many urban roads are becoming congested because people tend to use their cars inefficiently, by driving alone in peak hours. This is wasteful of road space and creates demands for further road system capacity. It could be argued that those who either do not own a car, or drive their cars in off-peak periods or on less congested routes, subsidise (through fixed taxes and charges) others who drive alone in peak hours.

Transport pricing measures have been used in other jurisdictions to fund transport improvements and generate more efficient use of transport system capacity. There is some evidence that the very existence of transport pricing measures can achieve significant reductions in travel demand.

Part C of the IRTP discusses a predicted shortfall in funding for transport over the next 25 years. This shortfall arises from the fact that travel demand is growing much faster than population. Alternative funding options, linked to usage, would help to avoid such a shortfall occurring through:

- aligning revenue more closely with transport activity; and
- restraining the growth of excessive vehicle use.

The initial IRTP consultation phase indicated the community was reluctant to consider changes to the present revenue raising arrangements unless these were accompanied by a significant reduction in current tax arrangements.

The IRTP recognises transport pricing can be an efficient way to restrain travel demand, and an equitable way to fund predicted shortfalls in transport investment needs. As the transport task becomes increasingly difficult to meet, such options must continue to be discussed in the community.

ACTIONS:

- S 7.11 Progress key transport elements of the Queensland Commission of Audit Report
- A 7.12 Convene a community summit on funding transport