



Organising Authorities

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Taking into account Demand management in transport strategies: raising awareness

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Controversy?



“ 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!’ ”

said **Christian Hochfeld** of Agora Verkehrswende.



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MEETING AGENDA

- Context
- Focus on the holly supply side
- What about demand side

CONTEXT



DIAGNOSTIC

Growth of urban population

Growth of transport supply:
infrastructures + services

Growth of mobility: prior to COVID,
prediction of air traffic!

(Personal/society) **development**

Global **Warming**

Local **pollution**

Accidents & Health problems

Lower **life quality**

ANSWER

Increase transport supply

Compete with the private car



- **New infrastructures**
- **New rolling stock**
- **New services (shared economy)**
- **Digitalisation**

ATM Milano Journey Planner Options



> RESULTS

Over **supply of mobility** with
excellent results for PT services
and other services



Increase in **car usage**
& **ownership**

Trust in **technological progress**
Car supporters?

High **dependency** upon
travelling

Is this what we are looking for?



Electric Bus

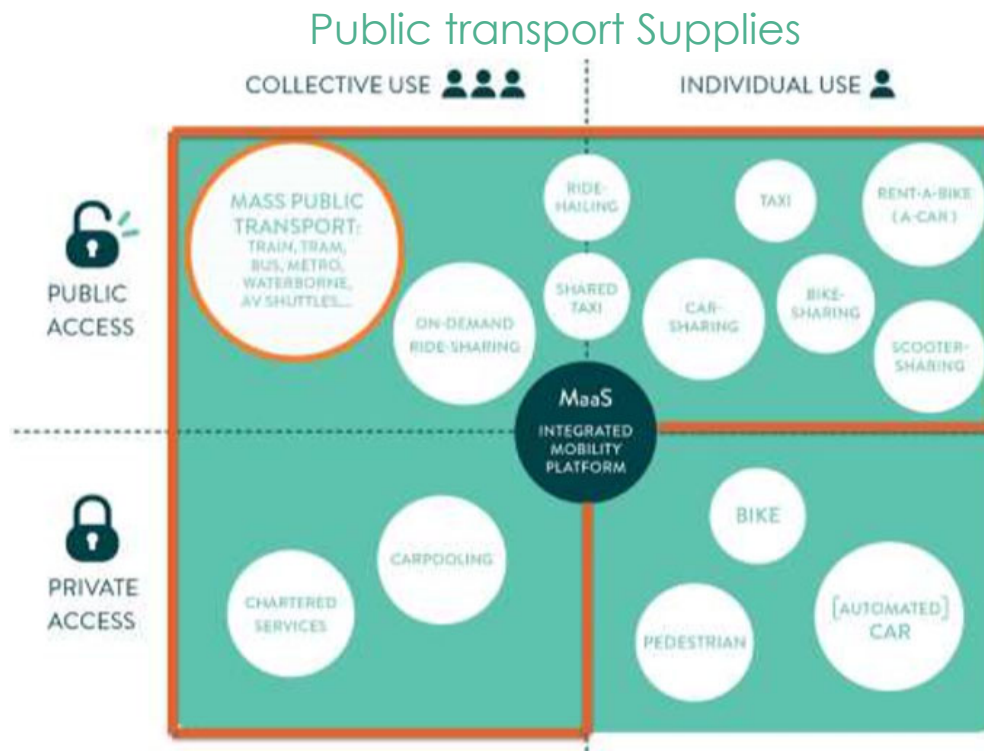


SO FAR: THE SUPPLY!



➤ THE UNSOLVABLE EQUATION

Public Transport & Shared Mobility Solutions have been developed following a logic of **growth**, with the hypothesis that the market **share PT mobility** could benefit from a **global increase in mobility**.



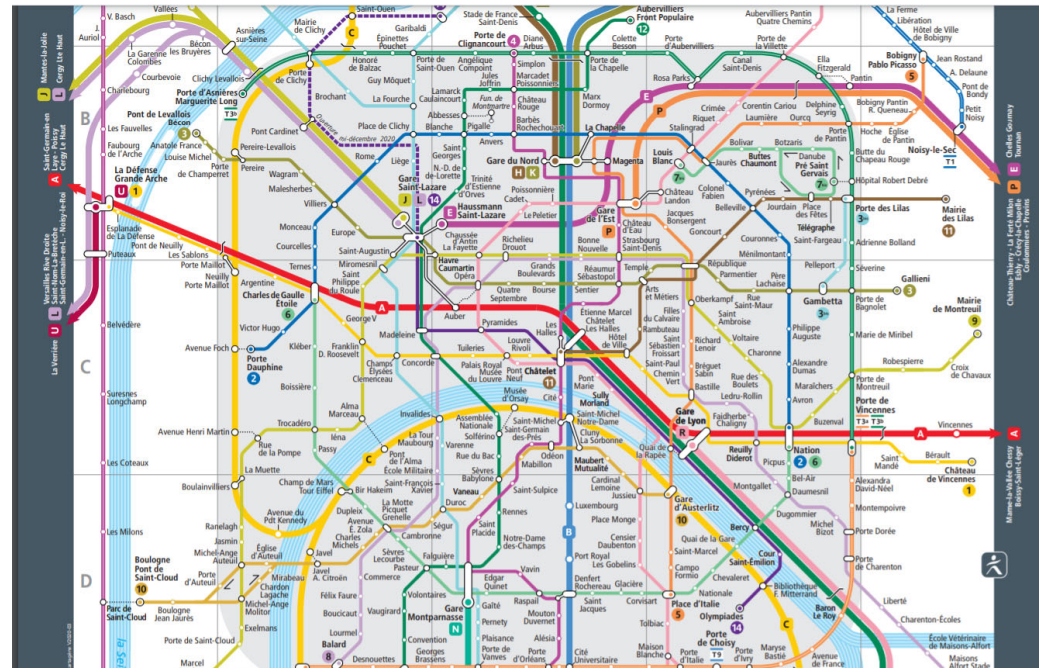
➤ THE UNSOLVABLE EQUATION

1st consequence: over-supply and concentration of transport services:

- Congestion and low occupancy of cars (suburban areas)
- Overlapping & multiple public transport and shared mobility solutions (denser urban areas)

Central Paris High Capacity PT Network

- Line 1: 1900
- Line A: 1977
- Line 14: 1999



➤ THE UNSOLVABLE EQUATION

2nd consequence: running after peak time demand

- High Capacity/Mass Transit: peak time mainly (mass transit being the flagship), authorities & operators have tried to regularly increase capacity.
- But, demand increases faster than supply

The unsolvable equation?



CHANGE OF APPROACH

Facing a **shortage** of public & private fundings,

Facing mass transit project running **overcost** and implemented beyond **schedule**,

A **shift of the approach** has happened:

- Downsizing project: from high to low cost trams or BRTs
- Up-grading existing infrastructure rather than creation new ones

But we are still looking at... the **supply side**.

WHAT ABOUT DEMAND



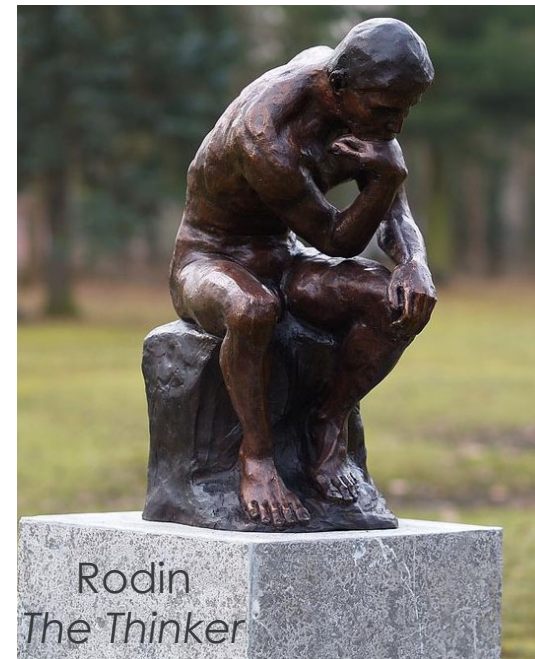
➤ FROM SUPPLY TO DEMAND

Why do we focus on supply?

- Easy: “we ‘ve always done that way!”
- Development approach vs Management approach
- Provide an alternative: no constraint onto private spheres
- Come up with a fancy project: political benefits
- Generates jobs, profits for the industry
- Allow to show-case the know-how

What about focusing on demand?

- Influence our representation?
- Influence our consumptions wishes?
- Influence our travel patterns?



DEMAND MANAGEMENT: BRIEF INSIGHT

Overall **goal: adapt demand** (which can be adjusted) to supply (which is limited and sticky)

Demand management **measures**

- Physical measures: *limiting access to platform; car restrictions*
- Market regulation tools (pricing): *dynamic pricing, congestion/P charge*
- Planning accessibility to services/amenities: *short distance city*
- Modifying representation and way-of life: *work from home, consumption habits, modes of transport used...*

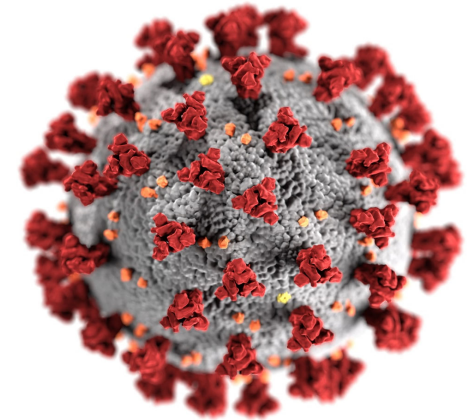
Concretely: **consciousness** process before travelling

- Step 1) What I am planning to do?
- Step 2) Why am I planning to do this?
- Step 3) Do I need to travel? Yes/No
- Step 4) Where/How far/With what mode should I travel?

➤ A GLOBAL DM EXPERIENCE

Effect of COVID19 on mobility

- Dramatic drop in mobility: empty streets, empty platforms
- Increase in walking, cycling: *creation of pop up infrastructures*
- Reduction in use/supply of Combined Mobility Providers
- Role/Visibility of goods delivery
- Come-back of car usage



COVID 19

Today: slow recovery of PT patronage in some networks: 50% to 80% of peak time: is there a future for DM?

- Contribute to social distancing objectives
- Provide better travel conditions for PT users
- But revenue & funding crisis

➤ SHIFTING MORNING PEAK IN BUDAPEST

Budapest, school/university students identified as a group to flatten the morning peak travel period from 7- 8 a.m.



Demand **analysis**:

- 33% of the passengers are school children.
- 80% of these were old enough to travel without an attendee so their trips could be flexibly shaped over time.

Demand **prediction**:

- By enabling travel in a later period for schoolchildren studying in high school, colleges and universities and extending the peak hours to 9 a.m., demand could be decreased by 20% on a vehicle utilised at 80% capacity,

Looking to adjust and optimize **society's schedule** in order to bring about a change in commuter behaviour is an innovative technique that could further help to distribute the demand.

CONCLUSION

Demand management: work program of UITP OAC

Why should we do this?

- To prepare for and shape a “**post COVID new normal**”,
- To adopt a **more reasonable approach to supply provision & development**

Transport & Mobility Policies should integrate **demand management**

- Social Sciences should be valorised
- Start with a drop of water and build up a river flow





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QUESTIONS?



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THANK YOU!

