Avoid Shift Improve - Traffic Generation



First decision

How far do you have to go?

Avoid

Avoid or reduce travel or the need to travel

Reduce the need for travel through smart infrastructure planning

Second decision

Which mode of transport will you (have to) use?

Shift

Shift to more energy efficient modes

Encourage the use of non-motorised and public transport

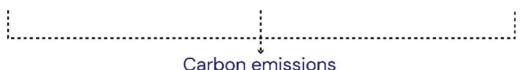
Third decision

Which type of vehicle and for which purpose?

Improve

Improve efficiency through vehicle technology

Reduce vehicle size and energy consumption, use alternative fuels



(Transport activity x modal share x energy consumption)