

Transport Demand Management – Challenges and Objectives



- Urban areas require proper road networks
- New roads attract more traffic and reduce the viability of public transport
- Transport benefits will be offset by future congestion

- Reduce the total volume of traffic
- Promote shifts towards more sustainable modes of transport

- Reduce traffic congestion
- Reduce adverse effects on the environment or public health
- Generate additional revenue to improve public and non-motorised transport by pricing mechanisms