# New Zealand without Travel Demand Management?

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| Can New Zealand afford to continue to expand urban centres without embracing TDM?This paper will define Travel Demand Management (TDM) in the New Zealand context and explain why is it so important when planning robust, resilient, safe and accessible transport networks. TDM optimises existing network capacity whilst making best use of expanding networks to increase people movements and not just vehicle movements. TDM also encompasses behaviour change to remode (increase patronage of alternative modes to single occupant vehicles (SOV), retime (travel off peak) re-route (use a less congested route) and reduce or remove (take the trip off the network through for example, teleworking). TDM is not a modern concept but if historical lessons learned are applied to urban growth areas it unifies planning for all modes across all regions in New Zealand.Travel Demand Management (TDM), when implemented consistently across multi-dimensional planning disciplines, can provide the vehicle to deliver change and equity in transport. Successful TDM interventions seamlessly blend land use planning, transport planning and new technologies resulting in a mode shift from the currently dominant SOV trips, to more sustainable modes such as walking, cycling, micro-mobility, public transport, and shared transport (carpooling).The resulting equity will in turn improve safety, the health of our people, our standard of living, accessibility and the economy and deliver on the Governments key strategic priorities published the Government Policy Statement on Land Transport (2018).Examples of TDM interventions from Auckland demonstrate the benefits associated with applying the TDM lens to a range of transport projects ranging in scale from macro to micro projects including at a macro level: creating capacity and optimising capacity and at a micro level managing capacity through a rolling TDM programme and the implementation of travel demand management plans.A New Zealand TDM Policy and supporting training and resources will aid the delivery of TDM across the country. |