



## Transport Demand Management (Beijing, China)

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### **The Project:**

Beijing – the capital of China – has a population of over 21 million, and has faced urban transport challenges, especially congestion, air pollution and noise emissions for many years; problems which pose a significant challenge sustainable development both in Beijing and many other cities in China.

Transport Demand Management (TDM) strategies and measures can affect travel behaviour and help to encourage modal shift to public transport modes, reducing the energy consumption of the overall transport sector. The TDM project in Beijing aims to identify suitable non-technical measures and evaluate their effects on GHG emissions reductions.

This project was initially implemented during the 2008 Olympic Games in the city, and has been operational since. It is part of a package of solutions coordinated by a number of stakeholders who cooperate closely. For example, the city government is responsible for developing transport strategy, the police department deploys the ITS systems and the bus and metro corporations develop the necessary increase in PT capacity.



### **Current successes/problems**

The average speed of motor vehicles using the road network increased by 20% after the introduction of the TDM solutions in the city, ensuring that the Transport Performance Index does not worsen past the level of 'light-congestion'.