

# A Practical Guide to Travel Demand Management

## 2 Day Programme

### Overview

This two-day course gives you the opportunity to develop and enhance your travel demand management skills and expertise. Whether you are brand new to the discipline, it's a core part of your role, or you are intrigued as to how you can incorporate it into your role, this course will support you with a greater understanding of the principles and implementation measures of TDM.

We will work through case studies, scenarios and some group exercises to explore practical tips you can take back to your organisation.

### Who should attend?

- Those new to Travel Demand Management as a discipline
- Those looking to gain accreditation and a course for their CVs
- Those looking to learn more and apply TDM in their organisation
- Those wishing to solidify skills and experience in TDM as it's own discipline

### Topics covered

- ✓ A definition of Travel Demand Management
- ✓ The key principles of TDM including objectives and aims, key strategic context and transport demand
- ✓ Best practice examples and case studies
- ✓ Modelling and appraisals, behaviour change including marketing and communications, and capacity creation and network management



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To book on to the programme, please fill in the attached form and send to [info@ptrc-training.co.uk](mailto:info@ptrc-training.co.uk)

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### Learning Outcomes: On completion of the course, delegates will:

- ✓ Have a clear understanding of a definition of Travel Demand Management
- ✓ Understand the skills, experience and competencies that make up our TDM framework and how these apply to their role in TDM
- ✓ Have a greater awareness of the principles of TDM and scope of TDM

### Day One: Principles of TDM

Day one will focus on discussing the main principles of TDM and understanding how this knowledge can be applied within your day to day role.

- ·Getting to know course attendees and assessing current levels of knowledge/ experience
- ·Discuss the definition of TDM and how this is distinct from other areas of transport planning
- ·Develop an understanding of the TDM framework
- ·Understand TDM objectives and aims, and how transport infrastructure and demand for transport are interlinked and can affect TDM policies
- ·What defines a TDM measure? And what are the different types of measures that can be implemented?
- ·Practical examples and interactive sessions throughout

### Day Two: Implementation of TDM

Day two will focus on taking your understanding of TDM (as covered in day one) and explore how this can be operationalised to solve real world challenges.

- ·Understand how to develop an effective Travel Demand Management strategy from start to finish; what tools can be used to develop research, analyse data, how to select the best measures and effectively monitor these?
- ·A deep dive of best practice case studies and examples from across the world looking at different scales - from events based TDM, to new infrastructure to strategies for whole towns and cities
- ·Practical examples and interactive sessions to enhance learning and enable you to apply these skills in your day to day role

**\*Please note the above is a preliminary programme and subject to change.**

