

Appraisal and Evaluation of Travel Demand Management Measures

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Building on Australia's National Guidelines for Transport Systems Management, a framework has been developed for appraisal and evaluation of Travel Demand Management (TDM) measures. This seminar will describe the framework and its relationship to TDM practice in Australia. The framework will provide a basis for more informed choices between non-infrastructure and infrastructure solutions, a better understanding of how and when to use TDM measures and it will also enable TDM investment decisions to be considered and integrated with other investment choices. A TDM Measure Selection Toolkit guides the selection of a set of short-listed TDM measures which are then subjected to appraisal. The Selection Toolkit comprises a Selection Checklist, which identifies a series of steps to be followed in identifying appropriate TDM measures, and a TDM measure Selection Table, which draws on the temporal and spatial character of the underlying problem to highlight potentially relevant TDM measures. The short-listed set of TDM measures are then subjected to a two stage appraisal process. The application of the framework will be illustrated through a case study example.



Geoff Rose is an Associate Professor of Civil Engineering, Director of the Institute of Transport Studies, and Transport Theme Leader in the Monash Sustainability Institute. He joined Monash in 1994 having previously worked in academia, government and private practice. Geoff holds a Bachelor of Civil Engineering Degree from Queensland Institute of Technology along with Masters and PhD degrees from Northwestern University in the USA. Geoff's research interests cover sustainable transport, travel behaviour change and intelligent transport systems.