



PRESS RELEASE

IMPROVING DEMAND MANAGEMENT IN PUBLIC TRANSPORT: LEARNING LESSONS FROM COVID-19 WITH NEW POLICY BRIEF



BRUSSELS, 6 SEPT 2022

The coronavirus pandemic had a major impact on the way we move – and now UITP is taking a detailed look at how best to manage demand across our cities.

We know that it is possible to improve the quality of our urban environments, giving better priority to pedestrians, more space for cyclists and more efficient and comfortable journeys.

It's possible to break habits, and allow for contemporary trends and expectations to emerge.

With this in mind, UITP has outlined five key policy recommendations for demand management and measures to implement them in our latest Policy Brief '**Managing the demand for mobility: A transformational policy instrument**'.

From ensuring user-centricity, to strong governance, and influencing commuter behaviour, Demand Management has proven to be a win-win solution.

Improving the quality of our urban environments beyond Covid-19...

The pandemic generated negative impressions of public transport and shared services with the level of ridership in public transport still lower today than in pre-pandemic times.

Now our cities are looking to re-evaluate mobility planning as part of their wider urban planning strategies and subsequent policy regulations.

Leading us to ask the important questions: Will pre-Covid lifestyles remain, or will new travel habits persist? How can we maintain the positive changes while limiting undesirable trends? And What policy tools will reinforce public transport as the backbone of urban mobility?

"When well defined, demand management can offer benefits to users, transport authorities, operators, and society as a whole. The fundamental nature of demand management is transformational, and will support a transition in our mobility."

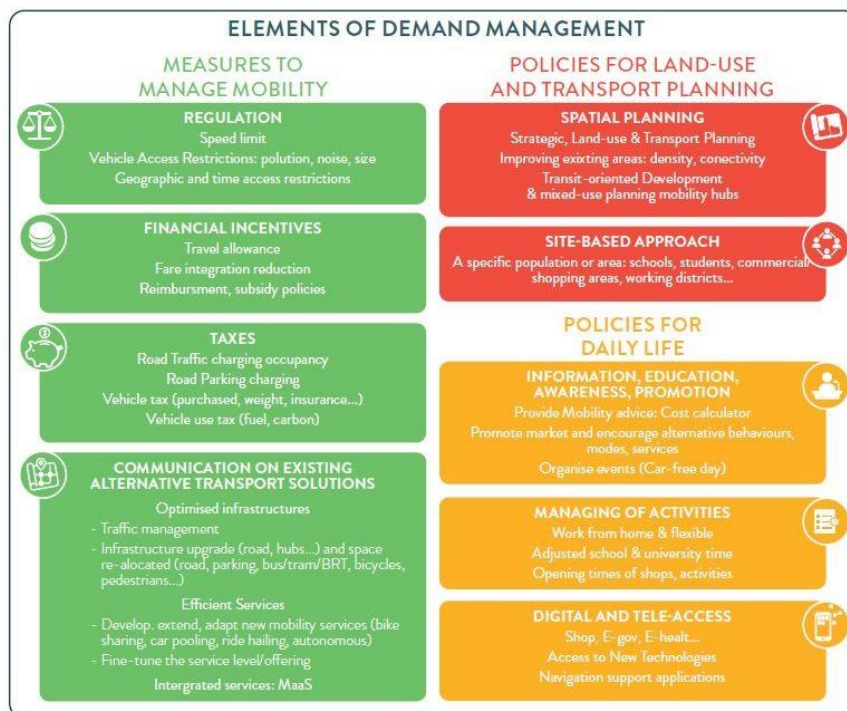
Emmanuel Dommergues
Senior Manager, UITP Organising Authorities Committee

Letting Demand Management step in...

Demand management can be a major strategy and policy tool as public transport authorities, operators and even non-transport stakeholders solve mobility challenges by influencing demand for mobility.

Influencing demand starts with measures to manage traffic, movements, trips and requires the use of regulation, financial incentives, and taxes.

In doing so, passenger travel expectations are more likely to be met, widening the potential to reach destinations as various travel options are provided.



UITP's new Policy Brief makes recommendations, focuses on key initiatives, and gives global city examples.

Demand Management is a relevant tool in responding to crises or unexpected events and to support crisis recovery phases – making our mobility systems more resilient along the way.

[Demand Management in public transport: The UITP Policy Brief](#)

FOR EDITORS

(UITP) The International Association of Public Transport works to enhance quality of life and economic well-being by supporting and promoting sustainable transport in urban areas worldwide. As a passionate champion of sustainable urban mobility, UITP is internationally recognised for its work to advance the development of this critical policy agenda. With more than **1900 members** in **100 countries**, UITP has a long history to its name, and is the only worldwide network to bring together all public transport stakeholders and all sustainable transport modes. Visit the [newsroom](#) and follow us on [Twitter](#).

**Questions? Quotes? Interview requests? Contact Scott Shepherd
UITP Senior Press and Media Manager**

scott.shepherd@uitp.org

0032-2-663-66-73 / [@UITPpress](#)