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COURSE BROCHURE

Transportation Demand Management and Mode Shift Analysis Training Course

15 – 19 March 2027
Milan

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Ref: 3286_125265 **Date:** 15 – 19 March 2027 **Location:** Milan **Fees:** 7200 GBP

Transportation Demand Management and Mode Shift Analysis is a 1-week training course for transport planners, mobility officers and traffic analysts, in which participants prepare a mode shift action plan for a corridor, campus or employment site. Road capacity can no longer be expanded fast enough to absorb growing trip volumes, so organisations must influence when, how and whether people travel. Jupiter Prime Training delivers this course in Transportation Demand Management.

Why Transportation Demand Management Matters Now

Three groups are pushing travel demand up the agenda. City authorities face peak-hour congestion that new lanes only relieve briefly; large employers, hospitals and universities struggle with parking shortages and staff commuting costs; and residents expect cleaner air and safer streets for walking and cycling. Those that manage demand well defer costly road schemes and free parking land; those that ignore it keep building capacity that soon fills again. The course rests on trip generation, mode choice and before-and-after evaluation practice.

Who Gains Most from Transportation Demand Management

- Planners who forecast trip volumes and test land-use and network scenarios
- Mobility officers who run commuter, school or visitor travel initiatives
- Traffic analysts who collect counts, journey times and occupancy surveys
- Parking and kerbside specialists who set supply, tariffs and enforcement rules
- Estate and facilities leads who manage access to large sites and campuses

The greatest gain comes when a city transport unit and the travel coordinators of major local employers attend together so network and workplace measures reinforce each other.

Transportation Demand Management Capabilities

Participants move from counting trips to testing levers that shift single-occupant car peaks.

- Assess current travel patterns using counts, origin-destination surveys and mode share data — network planners
- Design trip surveys and travel diaries that capture purpose, timing and mode choice — survey commissioners
- Apply basic trip generation and mode choice modelling to compare demand scenarios — transport modellers
- Weigh parking supply, pricing, flexible working, public transport and active travel measures — elected decision makers
- Build a monitoring approach with baselines, targets and before-and-after comparisons — funding bodies
- Communicate measure trade-offs to employers, residents and operators — community stakeholders

Key Transportation Demand Management Terms

- Mode share — the percentage of trips made by each travel mode, such as car, bus, rail, walking or cycling, in an area.
- Trip generation — the number of trips a land use produces or attracts, estimated from floor area, jobs or households.
- Peak spreading — moving trips away from the busiest hour through flexible hours, staggered shifts or time-based pricing.
- Parking cash-out — offering staff a payment instead of a free parking space.
- Origin-destination matrix — a table of trips between each pair of zones in a defined period.
- Active travel — walking, cycling and other human-powered movement treated as a measurable transport mode.

Transportation Demand Management Day by Day

Day 1: Reading Travel Demand

- Traffic Counts and Journey Time Surveys — Locating Peak Congestion Hotspots
- Mode Share Baselines — Setting the Starting Point for Change
- Origin-Destination Matrices — Showing Where Corridor Trips Begin and End
- Trip Purpose Profiles — Separating Commuting, School, Freight and Leisure Travel
- Stakeholder Mapping for Travel Demand — Identifying Who Controls Trip Choices

Day 2: Surveys and Modelling Basics

- Travel Diary and Workplace Survey Design — Capturing Reliable Mode Choice Data
- Parking Occupancy and Duration Surveys — Measuring True Parking Need
- Trip Generation Rates — Estimating Demand From New Developments
- Mode Choice Model Principles — Reading Elasticities to Time and Cost
- Scenario Testing With Simple Demand Models — Comparing Policy Packages

Day 3: Pricing and Parking Levers

- Parking Supply Caps and Maximum Standards — Limiting Car Trips at Source
- Tariff Structures and Demand-Responsive Pricing — Balancing Occupancy and Turnover
- Parking Cash-Out and Permit Schemes — Rewarding Staff Who Travel Differently
- Congestion and Cordon Charging Concepts — Managing Peak Road Space
- Kerbside Allocation Plans — Sharing Space Between Loading, Taxis and Bicycles

Day 4: Alternatives to the Car

- Public Transport Service Improvements — Matching Frequency to Shifted Demand
- Active Travel Networks — Designing Safe, Direct Walking and Cycling Routes
- Flexible Working and Peak Spreading — Moving Trips Out of the Busiest Hour
- Car Sharing and Shuttle Schemes — Raising Vehicle Occupancy for Commuters
- Personalised Travel Planning — Giving Households Targeted Journey Options

Day 5: Practising the Mode Shift Action Plan

- Measure Package Selection — Applying Survey Results to Choose Levers
- Impact Estimation — Using Elasticities to Forecast Mode Share Change
- Monitoring Indicators and Before-and-After Evaluation — Proving What Worked
- Engagement Sequencing — Timing Messages to Employers, Residents and Operators
- Mode Shift Action Plan — Final Measures, Targets, Owners and Review Points

Applying Transportation Demand Management After the Course

- Run a workplace travel survey at one large site and compare its mode share with the corridor baseline.
- Carry out a parking occupancy survey and propose a tariff or permit change backed by the measured demand.

Transportation Demand Management Questions FAQ

What is Transportation Demand Management and why does it matter now?

Transportation Demand Management is the set of measures that change when, how and whether people travel. It matters now because new lanes fill quickly, while parking, pricing and better alternatives deliver lasting congestion relief.

Which roles gain most from Transportation Demand Management training?

Transport planners, mobility officers and traffic analysts gain most from Transportation Demand Management training. Parking specialists and estate leads also benefit, as they control many commuting levers.

How does Transportation Demand Management differ from a traffic engineering course?

Transportation Demand Management works on travel behaviour, while traffic engineering works on the road network itself. A traffic engineering course covers junction design and signal timing; this course covers pricing, parking, surveys and alternatives that reduce car trips.

What do you bring back from Transportation Demand Management training?

You bring back a mode shift action plan for a corridor or site, built on Transportation Demand Management surveys and simple modelling. It lists measures, owners and progress indicators.

Transportation Demand Management: The Way Forward

The mode shift action plan first informs which measure package to fund and launch at the chosen site or corridor. Planners and employer travel coordinators use it to align actions. After the first monitoring round, the elasticity assumptions are worth revisiting: observed mode share change shows whether pricing or service improvements are doing more of the work.