

### 3.3 TRAVEL DEMAND MANAGEMENT

This user service develop and implement strategies to reduce the number of single occupancy vehicles while encouraging the use of high occupancy vehicles and the use of more efficient travel mode. The strategies adopted are:

1. Congestion pricing
2. Parking management and control
3. Mode change support
4. Telecommuting and alternate work

#### schedule. Emissions Testing and Mitigation

The main objective of this service is to monitor and implement strategies to divert traffic away from sensitive air quality areas, or control access to such areas using advanced sensors. This also used to identify vehicles emitting pollutants exceeding the standard values and to inform drivers to enable them to take corrective action. This helps in facilitating implementation and evaluation of various pollution control strategies by authorities.

#### Highway Rail Intersection

This service is to provide improved control of highway and train traffic to avoid or decrease the severity of collisions between trains and vehicles at highway-rail intersections. This also monitors the condition of various HRI equipments.

TDM techniques are aimed at reducing traffic flows, especially during the peak hour.

Some of the commonly adopted are:

1. Car pooling and other ride-sharing programs
2. Peripheral parking schemes
3. Chartered buses (Institutional buses) to serve areas of trip origins to common work place
4. Staggering of office hours and flexible time of work
5. Internal shuttle service in the CBD
6. Parking restraint
7. Road Pricing
8. Entry fee

9. Priority for buses in traffic

10. Restrictions on entry of trucks during day  
timeTraffic calming

Traffic calming consists of physical design and other measures for the intention of reducing the motor vehicle speed as well as to improve the safety of pedestrians and cyclists. Traffic calming includes the engineering measures such as:

- a) Narrowing traffic lanes
- b) Speed humps
- c) Speed cushions
- d) Speed tables

### **Tidal Flow Operation**

The morning peak results in a heavy attraction of flow towards the city centre, whereas the evening peak brings in heavier flow away from the city centre. In either case, the street space provided for the opposing traffic will be found to be in excess. This phenomenon is called as 'Tidal flow'. One method of dealing with the problem of tidal flow is to allot more than half the lanes for one direction during peak hours. This system is known as 'Tidal flow operation', or 'Reverse flow operation'.