

Demand Side Management as a Green Growth Policy Tool Applied to Urban Transport in Australia

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Why Demand Issue Scanning?

Are You Looking Behind You?



**Land Use and
Infrastructure
Planning**

**Government
Economic
Incentives**

Green Growth and Urban Transport

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- What is Urban Transport Eco-efficiency?
 - **Maximise** goods and services: travel, freight, commute
 - **Minimise** ecological and social impacts: habitat, air and noise pollution, obesity, social vulnerability
 - **Minimise** resource intensity: land, oil, construction materials, waste (e.g. time to market).
- Demand Pressures & how to look ***behind*** them:
 - land use, proximity, density, infrastructure types
- Demand Side Management Tools:
 - Derived from land and transport **market analysis**.
 - Economic **AND** Capacity/Education **AND** Legal Tools
 - Current Actions *proactive* for Future Objectives

Thank You

*Suggestions, questions, & comments
very welcome.*

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