



# “The Development of a Total Quality Indicator for the Assessment of Travel Demand Management Measures: Focus on Road Safety Policy”

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## Outline

- Overview
- Goal
- Background
- Road Safety Focus
- Model Structure
- Methodology
- Output
- Conclusions and further research



- Overview

- Total Quality Management
- Development Indicator
- TDM-Measures
- Road Safety Policy



- Goal

- Position local road safety policy
- Guide to local policy makers
- Allow for benchlearning
- Direct to TQM-level in road safety



- Background

- 2001: Mobility Plan Flanders

- Directives for sustainable mobility policy
    - Local mobility plans
    - Domains of interest: 'accessibility', 'road safety', 'liveability', 'attainability' and 'nature and environment'

- 2008: Evaluation stage

- Update
    - Integral policy

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- Road Safety Focus

- Limited scope
  - Major issue in policy plans
  - Socially unacceptable
  - Clear (ambitious) targets
  - Multi-level responsibility

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- Model Structure

- Total Quality Environment

- TQM = “all manners in which an organization meets the needs and expectations of its customers, personnel, financial stakeholders and society” (EFQM)
    - Applied in public sector

- Staged: ladder of development

1. Ad-hoc oriented
2. Isolated approach
3. System oriented
4. Integrated approach (level of TQM)



- Conceptual model

- Road safety policy making

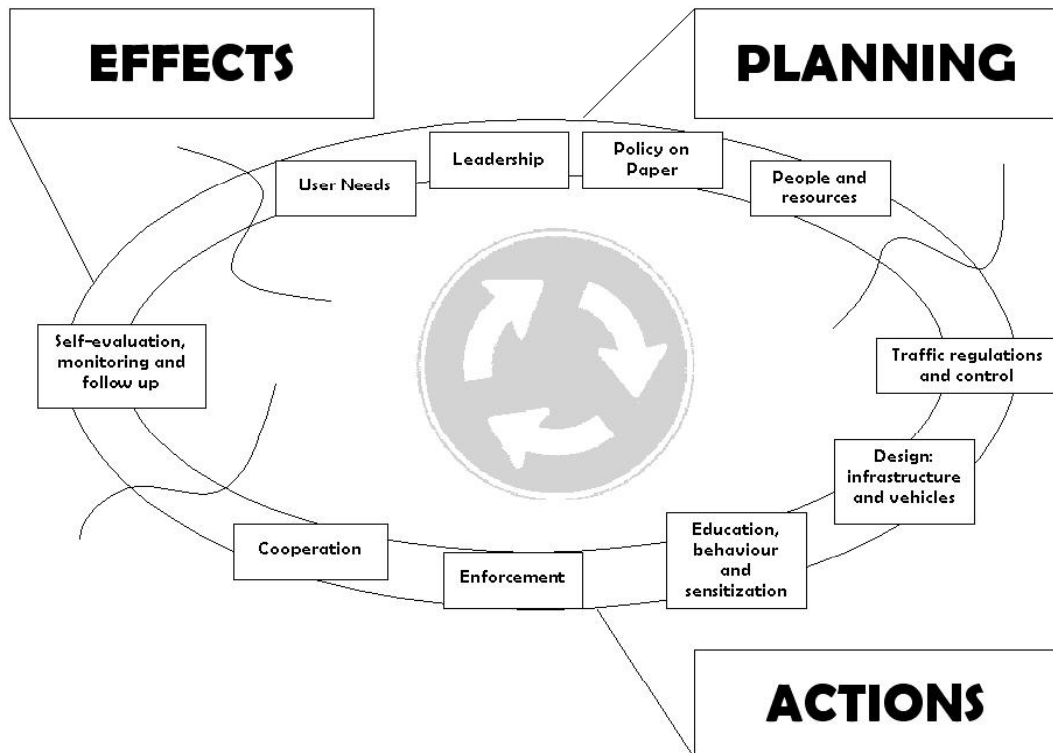
- Dynamic
    - Circular process (cfr. Deming cycle)
    - Based on continuous improvement

- Phases (3)

- Modules (10)

- Aspects (1-4)

- Levels (4)



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## • Methodology

- Marking based on indicators
- Focus on organizational and operational aspects
- Positioning, not evaluating
- Criteria for indicators
- Development of questionnaires



- Output

- Guide towards higher quality and sustainability
- Suggestions based on (international) best practices
- Introduction of new, promising concepts
- Estimation of effects (AB-modelling)

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- Conclusions and further research

- Adapt model to other domains
- Benchlearning vs. benchmarking
- Implementation in practice
- Inputation of proposed strategy in travel prediction model (Feathers)
- Validation issues
- Weighting considerations

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Thank you!



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