









Programme, July 09, 2008

4th International Symposium on **Travel Demand Management**

"Visions, Concepts and Experiences of Travel Demand Management"

July 16 – 18, 2008 Vienna – Semmering, Austria

Information on the symposium venue

Semmering is only 90 km away from Vienna and 95 km from Graz. The resort is situated at an altitude of 1000m in the midst of wooded slopes. At this time of the year the weather should be nice and temperatures should range from 15 degrees in the morning up to 30 degrees (Celsius) in the afternoons. At nights, however, it can be chilly. So please bring some warm clothes for the evening and hiking shoes or sports shoes. In principle it should be rather sunny, but rain and thunderstorms are also possible at this time of the year. You can find information about and the actual weather forecasts for example on: http://www.wetter.at/wetter/oesterreich/steiermark/.

Travel

Vienna Airport to the city centre

From Vienna airport, trains are the most convenient option to reach the city centre. A train ride by commuter-rail (S-Bahn) will take about 24 minutes; a ticket for two tariff-zones is necessary (single \in 3.40, also valid for public transport within the city-zone). Alternatively, the City-Airport train (CAT) runs non-stop in 16 minutes, single ticket \in 9,-, not valid for city transport, http://www.cityairporttrain.com/). Both train connections will bring you from "Flughafen Wien" to "Wien Mitte-Landstraße" – a station where commuter-rail services and regional trains are available (south-bound direction "Suedbahnhof"). There is also a taxi service available with a fixed price of \in 27.-, which must be booked in advance (C&K Taxi Servive tel.: +43 (0) 1-44444)











Vienna to Semmering

Regional trains from "Wien Mitte-Landstraße" to "Semmering" via "Payerbach-Reichenau" (change trains there, direction "Muerzzuschlag") run every hour, the train ride takes 2 hours and 6 minutes, single tickets € 32,-). For all train connections see: http://www.oebb.at/en/. When you use the train you can call the number (+43) (0)664-9124826 for a taxi (Euro 8,--) from the railwaystation Semmering to hotel Panhans or you can call (+43) (0)650-2611210 (Ms. Stern ´s mobile phone number) and she will pick you up with a minibus and bring you to the hotel.

If you like to go by **taxi from Vienna airport to hotel Panhans** (Euro 95,-- car; Euro 105,-- stationwagon) please contact us so that we can prebook this for you. Please let us know your flight number, from where you are coming and your arrival time, so that we have a chance to organise shared transport. We will inform you whether we were able to find other participants to share the trip and fare with you.

We have organised a **coach transfer** from the airport to Hotel Panhans, Semmering: On Wednesday, July 16, the bus will leave at 9:15 from the arrival area (look for the signboard "TDM2008") and will stop also in Vienna "Schwedenplatz" at 10:00 at the bus parking station near underground Station U1 and U4. In case you would like to use this shuttle service on July 16, 2008, please contact us, if you did not already (price about € 25,- please pay at the registration table at Panhans).

Semmering to Vienna and Vienna Airport

Basically these travel details also apply in the reverse order, when you will leave the conference. The coach shuttle will leave on Friday, July 18, 2008 from hotel Panhans, Semmering at 16:00 and bring passengers to Vienna airport first (arrival about 17:15h) and go then to Vienna, Schwedenplatz again with the remaining passengers.











Symposium programme (Overview – status July 09, 2008)

2008	Wednesday, July 16	Thursday, July 17	Friday, July 18
8:30			0. Diopary cossion
9:00		4. A/B Parallel sessions 9:00 – 10:30	9. Plenary session 8:30 – 10:30 Festsaal
10:00		A Festsaal; B Le Jardin 5. Poster session contin.	
	Arrival and registration	Festsaal	Coffee break
11:00	Reception area	Coffee break	10. Plenary session
12:00		6. A/B Parallel sessions 11:30 – 13:00	11:00 – 12:30 Festsaal
	Lunch	A Festsaal; B Le Jardin	Lunch
13:00	Restaurant	Lunch Restaurant	Restaurant
14:00	1. Opening session	Nestauram	11. Closing session
15:00	14:00 – 15:30 Festsaal	7. A/B Parallel sessions 14:30 – 16:00	14:00 - 15:30 Festsaal
	Coffee break	A Festsaal; B Le Jardin	Farewell coffee
16:00	2. Plenary session	Coffee break	16:00 Coach departure
17:00	16:00 – 17:30 Festsaal	8. A/B Parallel sessions 16:30 – 18:30	to airport and Vienna
	3. Poster session opening - Festsaal	A Festsaal; B Le Jardin	
18:00			
	Walk to "Hirschenkogel" approx 90 min. with		
19:00	walking shoes (shuttle transfer on request)	Official symposium	
20:00	Dinner at the mountain lodge Hirschenkogel	formal dinner 19:30 – 22:00 <i>Kaminsalon</i>	
22:00	22:00 - 23:00 back to the hotel		











Detailed programme

(status July 9, 2008)

Wednesday, July 16

14:00 – 15:30: *1. Opening Session*

Festsaal

Welcome: Gerd Sammer, University of Natural Resources and Applied Life Sciences, Vienna

Michael Bell, Imperial College, London Wafaa Saleh, Napier University, Edinburgh Friedrich Zibuschka, State of Lower Austria

Plenary Presentations:

Chair: Michael Bell, Imperial College, London, UK

 GLOBAL PROBLEMS NEED GLOBAL SOLUTIONS - BEHAVIOUR CHANGE IN THREE CONTINENTS Werner Brög

Socialdata, Institut für

Verkehrs- und Infrastrukturforschung GmbH; Munich, DE

 WHICH FACTORS COULD INCITE PEOPLE TO REDUCE THEIR CAR USE WITHIN CITIES? RESULTS FROM A SURVEY Bruno Faivre d Árcier

University of Lyons; Lyons, FR

15:30 – 16:00: *Coffee Break*

16:00 - 17:30: 2. Plenary Session:

Evaluation of TDM measures

Festsaal

Chair: Martin Lee-Gosselin, Université Laval, Québec, Canada

 THE DEVELOPMENT OF A TOTAL QUALITY INDICATOR FOR THE ASSESMENT OF TRAVEL DEMAND MANAGEMENT Tormanns Hans Bruno Kochan Tom Bellemans Davy Janssens Hasselt University, Diepenbeek, BE

 ECONOMIC COST-EFFECTIVENESS OF TDM-MEASURES AND ITS ENVIRONMENTAL IMPACTS **Gerd Sammer**

Geert Wets

University of Natural Resources, Vienna; AT

 BEHAVIORAL ADJUSTMENTS AND EQUITY EFFECTS OF CONGESTION PRICING – ANALYSIS OF MORNING COMMUTES DURING THE STOCKHOLM TRIAL

Joel P. Franklin Anders Karlström Royal Institute of Technology, Stockholm, SE











Wednesday, July 16, 2008

17:30 – 18:00: 3. Opening of Poster Session:

Festsaal

Chair: Michael Meschik, University of Natural Resources and Applied Life Sciences, Vienna

 TRAVEL DEMAND MANAGEMENT ROAD PRICING AND CLIMATE CHANGE AT IV. TEN-T CORRIDOR IN HUNGARY Adam Torok Daniel Varkonyi Mate Zoldy KTI Institute for Transport Studies Non-Profit Ltd., Hu

 DEMAND PREDICTION FOR INTERCITY RAIL TRAVEL IN A VIBRANT TRAVEL MARKET **Selva Kumar** Thamizh Arasan Institute of Technology Madras, Madras, IN

• CAR POSSESSION AS PROBLEMATIC FOR URBAN TRAVEL MARKETS **Paul Barter**

University of Singapore,

Singapore, SG

• EMISSIONS INVENTORY

Rahman Lutfur Hasibul Hasan Hasib Department f Environment, Air Quality Management

Project, Dhaka, BD

 HOW TO INTERNALIZE THE ENVIRONMENTAL COST IN THE METROPOLITAN AREA OF MADRID? Andres Monzón

Floridea Di Ciommo

Universidad Politecnica de Madrid. ES

Floridea Di Ciommo Mad

 MAXIMIZING THE TOTAL EMISSION BENEFITS OF ITS TRAFFIC IMPROVEMENTS –
A MICROSIMULATION APPROACH

Robert Schönauer

University of Natural Resources and Applied Life Sciences, Vienna, Vienna,

ΑT

18:30: Departure for walkers on the evening hike to the

mountain lodge Hirschenkogel with dinner

Meeting point: hotel entrance; with walking shoes; duration of the walk 90 minutes

19:15: Departure for the shuttle transfer to the mountain

lodge Hirschenkogel

Meeting point: hotel entrance

22:00 - 23:00: Departure for the shuttle transfers back to the

hotel











Thursday, July 17

Parallel Sessions A

09:00 – 10:30: *4A Parallel Session:*

Festsaal

TDM - Road Design and Built Environment

Chair: Georg Hauger, Technical University Vienna, AT

 SHARED SURFACES: TRAVEL DEMAND UNMANAGED

 PROVISION OF EXCLUSIVE LANES FOR BUSES ON ROADS CARRYING HETEROGENEOUS TRAFFIC

 BUILT ENVIRONMENT AND MINORS' TRAVEL Michael G.H. Bell Ioannis Kaparias

Vedagiri Perumal

Thamiz Arasan

Owen Waygood Ryuichi Kitamura Imperial College London, UK

Indian Institute of Technology Madras, Madras, IN

Kyoto University, Kyoto, JP

10:30 – 11:00: 5. Poster Session Continuation Festsaal

11:00 - 11:30: Coffee Break

11:30 – 13:00: *6A Parallel Session: TDM and ITS* Festsaal

Chair: Csaba Koren, Szechenyi Istvan University, Györ, HU

 ALPINE LEISURE TRIPS AND TRAVELLER INFORMATION SYSTEMS

 AN INVESTIGATION ONTO THE IMPACTS OF VMS ON SCOTTISH TRUNK ROADS

DATA FUSION FOR TRAVEL DEMAND
 MANAGEMENT: STATE OF THE PRACTICE

Martin Berger
Martin Fellendorf

Wafaa Saleh Craig Walker

Chris Zegras
Carlos Bento
Francisco C. Pereira
Andrew.Amey
Diana Carvalho

Graz University of Technology, Graz, AT

Transport Research Institute Napier University, Napier, GB

Massachusetts Institute of Technology MIT, Massachusetts, USA, Centro de Informática e Sistemas da Universidade de Coimbra, Coimbra, PT

13:00 – 14:30: Lunch Break Restaurant











Thursday, July 17, 2008

14:30 – 16:00: *7A Parallel Session:*

Public Transport Pricing

Festsaal

Chair: Yusak Susilo, University of the West of England, Bristol, UK

 A CASE STUDY ABOUT THE "FAMILIES NOMBREUSES" RAIL CARD TREATED WITH STATED CHOICE METHODS

Sandrine de Boras
Pons Damien
Luc Baumstark
Yves Croissant

LET Transport economic laboratory, Lyon, FR

 TDM EXPERIMENT OF RAILWAY AND A SHOPPING CENTRE USING SMART CARD SYSTEM Yasuo Asakura Takamasa Iryo Yoshiki Nakajima Kaoruko Sugita Kobe University, Kobe, JP

 MORE PASSENGERS AND REDUCED COSTS - THE OPTIMIZATION OF THE BERLIN PUBLIC TRANSPORT NETWORK **Tom Reinhold**

A.T. Kearney, Berlin, D

16:00 – 16:30: *Coffee Break*

16:30 - 18:30: *8A Parallel Session:*

Festsaal

Pricing and Tradable Driving Rights

Chair: Peter Stopher, University of Sydney, Sydney, AU

• CAMBRIDGE CONGESTION CHARGING: LESSONS FROM PREVIOUS EXPERIENCE Stephen Ison Hughes Graham Bob Tuckwell Loughborough University, Loughborough, UK

• IMPACTS OF TOLLING IN DIFFERENT AREAS

Max Herry Norbert Sedlacek Herry Consult, Vienna, Austria

 TRADEABLE DRIVING RIGHTS IN URBAN AREAS: A RELEVANT AND REALISTIC ALTERNATIVE TO URBAN ROAD PRICING? Charles Raux

Transport Economics Laboratory, Lyon,FR

 PARKING MANAGEMENT MEASURES FOR PRIVATE CAR PARKS – APPROPRIATE TDM-TOOLS TO REDUCE CAR TRAFFIC?

Juliane Stark

University of Natural Resources and Applied Life

Sciences, Vienna

19:30 – 22:00: Official Symposium Dinner

Kaminsalon











Thursday, July 17

Parallel Sessions B

09:00 – 10:30: 4B Parallel Session: Modelling for TDM Le Jardin

Chair: Martin Fellendorf, University of Technology, Graz, AT

A PANEL DATA MODEL TO FORECAST THE Maria Francisca EFFECT OF A RADICAL PUBLIC TRANSPORT INNOVATION

MODELLING USAGE RATE OF DRT SERVICE: A DISCRETE CHOICE MODEL WITH LATENT VARIABLES

ASSESSING THE IMPACT OF FUEL COST ON TRAFFIC DEMAND IN FLANDERS USING ACIVITY-BASED MODELS

Yañez

Juan de Dios Ortúzar

John D Nelson

Thanawat Phonphitakchai

Tormanns Hans

Kochan Bruno **Bellemans Tom** Janssens Davy Wets Geert

Pontificia Universidad Católica

de Chile, CL

University of Aberdeen, Aberdeen, UK

Hasselt University, Diepenbeek, BE

10:30 - 11:00: 5. Poster Session Continuation Festsaal

11:00 – 11:30: Coffee Break

11:30 - 13:00: 6B Parallel Session:

Modelling and behavioural Analysis for TDM

Chair: Michael Meschik, University of Natural Resources, Vienna, AT

MAXIMISING SUCCESS: APPLYING PSYCHOLOGICAL METHODS AND PRINCIPLES TO ENHANCE MOBILITY MANAGEMENT INTERVENTIONS

REVEALING PREFERRED DEPARTURE TIMES FOR LARGE-SCALE TRANSPORT **MODELLING**

THE PACE OF COMMUTER BEHAVIOUR CHANGE AND IMPLICATIONS FOR TDM IMPLEMENTATION: FINDINGS OF A RETROSPECTIVE TRAVEL SURVEY IN CAPE TOWN

Michael Carreno

Tom Rye

Steve Stradling

Leonid Engelson

Ida Kristoffersson

Christo Venter Roger Behrens Romano Del Mistro

Transport Research Institute Napier University, Edinburgh,

Le Jardin

UK

Royal Institute of Technology, Stockholm, SE

University of Pretoria,

Pretoria, South Africa

University of Cape Town, University of Cape Town











Thursday, July 17, 2008

13:00 – 14:30: Lunch Break

7B Parallel Session: 14:30 - 16:00:

TDM - Action programmes

Le Jardin

Chair: Bruno Faivre d Árcier, University of Lyons, FR

KLIMA: AKTIV MOBIL - THE AUSTRIAN INITIATIVE FOR CLIMATE PROTECTION IN TRANSPORT LAUNCHED BY THE

"LEBENSMINISTERIUM"

Robert Thaler Willy Raimund Iris Ehrnleitner

Federal Ministry of Agriculture, Forestry, **Environment and Water**

Management, Austrian Energy Agency, AT

Charles Rivasplata

San Jose State University

USA

SAN FRANCISCO'S TRANSIT FIRST POLICY: WHAT ROLE HAS TDM PLAYED IN ITS IMPLEMENTATION AND IN CITY EFFORTS TO PROMOTE SUSTAINABLE **DEVELOPMENT?**

TRAFFIC REDUCTION IN THE VIENNA WOODS REGION (2003-2006) -MEASURES, METHOD OF MEASUREMENT AND RESULTS

Max Herry

Markus Schuster Michael Praschl Christoph Westhauser Herry Consult, Vienna; AT; Praschl Mobilitätsforschung, Vienna, AT; State Government of Lower Austria, St. Pölten,

AT

Coffee Break 16:00 – 16:30:

8B Parallel Session: TDM - Policies 16:30 – 18:00: Le Jardin

Chris Zegras, Massachusetts Institute of Technology, Boston, USA Chair:

TARGETING TDM POLICIES BASED ON INDIVIDUAL TRANSPORT EMISSIONS

Yusak O. Susilo **Dominic Stead**

University of the West of

England UK, Delft University of Technology, NL

TOWARD COMPREHENSIVE POLICIES OF URBAN FREIGHT DEMAND MANAGEMENT José Holguin-Veras

Renssellaer Polytechnic Institute, Troy, USA

TRAVEL DEMAND MANAGEMENT IN NEW **ZEALAND**

Alan Nicholson

University of Canterbury, NZ

19:30 – 22:00: Official Symposium Dinner

Kaminsalon











Friday, July 18

8:30 – 10:30: *9. Plenary Session:*

Festsaal

Voluntary Travel Behaviour Change

Chair: John Nelson, University of Aberdeen, Aberdeen, UK

 HOW TO INTEGRATE PLANNING AND COMMUNICATION TO CREATE A SUSTAINABLE MOBILITY CULTURE? **Jutta Deffner** Konrad Goetz Institute for Social-ecological Research, Frankfurt/M., D

 VOLUNTARY TRAVEL BEHAVIOUR CHANGE IN AUSTRALIA - IMPACTS, EVALUATIONS AND PREDICTIONS

Michael A. P. Taylor

University of South Australia,

AUS

 A PERSONAL RESPONSIBILITY PERSPECTIVE TO BEHAVIOUR CHANGE Elizabeth Ampt

Sinclair Knight Merz, AUS

• EVALUATING A VOLUNTARY TRAVEL BEHAVIOUR CHANGE BY MEANS OF A 3-YEAR GPS PANEL **Peter Stopher**

The University of Sydney, AUS

10:30 - 11:00 Coffee Break

11:00 - 12:30: 10. Plenary Session:

Parking and Mobility Pricing

Festsaal

Chair: Wafaa Saleh, Napier University Merchiston Campus, UK

 APPLYING MOBILITY PRICING INSTRUMENTS TO OPTIMIZE TRAFFIC AND TRANSPORT Nadine Roth Manfred Boltze Technische Universität Darmstadt, D

• IMPACT ASSESSMENT OF A NEW PARKING PRICING SCHEME IN MADRID CITY CENTRE Andres Monzon Maria E. Lopez-Lambas Universidad Politécnica de Madrid, E

 A COMPARATIVE STUDY ON ACCEPTANCE AND IMPLENTATION OF PARKING POLICY AND LOCAL EARMARKED PARKING TAXES **Shoji Matsumoto** George Brown

Nagaoka University of Technology, J; Department for Planning and Infrastructure, Swanbourne, AUS

12:30 - 14:00 Lunch

Restaurant











Friday, July 18, 2008

14:00 – 15:30: *11. Closing Session Festsaal*

Chair: Andres Monzon, Universidad Politecnica de Madrid, Madrid, ES

• SUMMARY OF PARALLEL SESSION A Georg Hauger Technical University Vienna

• SUMMARY OF PARALLEL SESSION B Bruno Faivre University of Lyons; Lyons, FR

d Árcier

FUTURE TRENDS AND RESEARCH NEEDS Martin Université Laval, Québec,
- A REFLECTION OF THE TDM 2008 Lee- Gosselin Canada

- A REFLECTION OF THE TDM 2008 Lee- Gosselin Canada VIENNA – SYMPOSIUM

• FAREWELL Gerd Sammer University of Natural

Resources and Applied Life

Scienes Vienna

15:30: Farewell Coffee

16:00: Departure of Coach service to Vienna and Airport











Our Sponsors:

Protection of honor: Head of the State Government of Lower Austria, Dr. Erwin Pröll



Austrian Federal Ministry of Science and Research



The Austrian Federal Economic Chamber

Members of the local Symposium Committee

- Gerd Sammer, Prof. and Head of the Institute for Transport Studies, University of Natural Resources and Applied Life Sciences, Vienna
- Michael Meschik, Senior Lecturer, Institute for Transport Studies, University of Natural Resources and Applied Life Sciences, Vienna
- Georg Hauger, Prof., Institute for Transport System Planning, Technical University Vienna
- Michaela Stern (Symposium Secretary), Institute for Transport Studies, University of Natural Resources and Applied Life Sciences, Vienna.

Members of the Scientific Committee

- Kai W. Axhausen, Prof., Institute for Transport Planning and Systems, ETH Zurich, Switzerland
- Michael G.H. Bell, Prof., Centre for Transport Studies, Imperial College London, UK.
- Bystrik Bezak, Prof., Faculty of Civil Engineering, Slovak University of Technology Bratislava, Slovakia
- Manfred Boltze, Prof., Institute for Transport Planning and Traffic Engineering, University of Technology Darmstadt, Germany
- Martin Fellendorf, Prof., Institute for Road and Transport Planning, Graz University of Technology, Austria
- Georg Hauger, Prof., Institute for Transport System Planning, Technical University Vienna, Austria
- Ryuichi Kitamura, Prof., Institute for Travel Behaviour Analyses, Kyoto University, Japan
- Csaba Koren, Prof., Department of Civil and Municipal Engineering, Szechenyi Istvan University, Györ, Hungaria
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- John D. Nelson, Prof., Centre for Transport Research (CTR), Geography and Environment, University of Aberdeen,
- Juan de Dios Ortúzar, Prof. Department of Transport Engineering and Logistics, Pontificia Universidad Catolica de Chile, Chile
- John Polak, Prof., Centre for Transport Studies, Imperial College London, UK
- Hing Po Lo, Head of Department of Management Sciences, City University of Hong Kong, China
- Tom Rye, Reader, School of the Built Environment, Napier University Edinburgh, UK
- Wafaa Saleh, Senior Lecturer, School of the Built Environment, Napier University Edinburgh, UK
- Gerd Sammer, Prof., Institute for Transport Studies, University of Natural Resources and Applied Life Sciences, Vienna
- Yusak Susilo, Lect., Transport Planning Centre for Transport & Society Faculty of the Built Environment, University of West of England, Bristol, UK