***The Future of Auckland’s City Centre – The importance of Travel Demand Management***

*Auckland’s recently refreshed City Centre Masterplan (CCMP) sets the strategic direction for the city centre over the next 20 years with a vision to ensure the heart of the city remains ‘a vibrant, bountiful place for everyone’.  The CCMP includes the innovative ‘Access for Everyone’ concept, designed to enable the vision by transforming the city centre into a number of low-traffic neighbourhoods, creating more places for people and opening up space for people walking, cycling and using public transport.*

*Achievement of this vision is dependent on multiple factors, including a change in people’s travel behaviour towards more walking, cycling, and use of public and other shared transport modes.*

*Travel Demand Management (TDM) is a proven technique for managing demand on the transport network and delivering more sustainable patterns of travel behaviour. TDM has an excellent track record in Auckland, and is a tool used by cities across the world. The opportunity now, is to position TDM principles centre stage, into all planning decisions for the city centre, from consenting to implementation and beyond, to help support and enable the Access for Everyone concept. A City Centre TDM Plan has been developed, outlining the range of innovative measures necessary to support mode shift and achieve the CCMP outcomes.*

*The recent unprecedented restrictions placed on the movement of Aucklanders as a result of COVID-19, and in particular the requirements for physical distancing, enabled some of the CCMP to be realised through reallocating traffic lanes to footway space on Queen Street and removing parking for cycle lanes along the waterfront.  This demonstrated the need for organisations to be agile in adapting to new opportunities and the importance of close working relationships with the community and local businesses and the valuable insight they bring.*

*Daniel Newcombe from Auckland Transport and Lucy Millier from Mott MacDonald will present on a coordinated City Centre TDM Plan aimed at achieving behaviour change and enabling the CCMP outcomes to be realised.  They will present on how opportunities created by these emergency measures can be built upon and how this can help shape emerging travel patterns as part of people’s return to a ‘new normal’.*