

ENHANCING DEMAND MANAGEMENT



This measure looked at a range of demand management measures for Aberdeen City to increase modal shift. This involved looking at car parking, P&R usage, introduction of a LEZ and improving EV Infrastructure.

CONTEXT & CHALLENGES

Aberdeen is Scotland's third largest city, with around 228,990 inhabitants. As the regional centre for the North East of Scotland, large numbers of movements take place to, from and within the City every day, with people travelling into the area for work, education and to use Aberdeen's many services and facilities. Despite periodic downturns, the offshore oil and gas industry has brought wealth and prosperity to the North East, meaning that car ownership



(c) Aberdeen City Council

in the region is high. These factors have led to high car usage in the city and wider region, causing congestion and air quality which exceeds both EU and national objective limits. To help support the ambition of being a sustainable and more attractive city officers investigated a range of measures to support demand management policies to support a change in modal split and reduce car usage.

The objectives on measure level were

- Undertake an option appraisal of various travel demand management measures with a specific focus on car parking policies;

- Engage with stakeholders during the appraisal; and
- Implement measures/policies and monitor success in terms of travel behaviour.

Consideration 1: Consider how other strategy work and measures being implemented are complementary to each other as it is a combination of different measures which will help achieve mode shift aspirations.

Consideration 2: Undertake a baseline of car parking in the city as this data will be helpful to informing future decisions when looking at demand management.



(c) Aberdeen City Council

RESULTS - FINDINGS - LESSONS LEARNED



Aberdeen City Council undertook a 'Strategic Car Parking Review' (SCPR) which was reported to Committee and approved. The recommendations from the review are currently underway and data suggests that figures are moving in the right direction, a

PORTIS legacy has been left as we continue to implement all recommendations from the SCPR. Aberdeen was also successful in obtaining additional funding for implementation of a Low Emission Zone and options are currently being appraised. The City was also successful for funding to improve the Car Club and the EV Charge Point Infrastructure.

- **Lesson 1:** It is important to establish robust and reliable long-term data sources for accurate monitoring.
- **Lesson 2:** One measure alone is unlikely to be sufficient in encouraging the change required e.g. car parking policies alone are

unlikely to realise mode shift aspirations, but must be combined with other measures (especially active travel and public transport improvements) to achieve the desired results.



CONTACT

Will Hekelaar / City of Aberdeen

Email: WHekelaar@aberdeencity.gov.uk

More info about CIVITAS PORTIS can be found on our website <http://civitas.eu/portis>

Imprint: All content and pictures were provided by the CIVITAS PORTIS project partners of Aberdeen. The content of this city factsheet does not reflect the official opinion of the European Union. Responsibility for the information and views expressed therein lies entirely with the authors.