
Abstract:

In most of the cities located in Germany and the United States of America the capacity limit of the traffic facilities is reached. Especially, during the rush hour there are lots of traffic jams and accidents. Instead of expanding and modernizing the existing roads to increase the capacity, the Transportation Demand Management was originated in the US and the mobility management in Germany. The German version was created by following the American example.

Both of them have the same purpose: they want to improve the current traffic conditions by reducing the number of cars on our streets while at the same time not expanding the existing roads. In order to do this, the "program" wants to get a lasting effect on people so that they will use busses, trains, trams, their own bicycles or other sorts of transportation like car sharing instead of their own car.

The following paper will analyse both programs. Their methods and their main purpose will be discussed in detail. A profile of each will be created so that it is possible to compare both programs and to point out advantages as well as disadvantages. To be able to compare both programs with each other, a morphological box is taken into account. All the given definitions and example cases can be applied to the box and analyzed with it. The parameters of the morphological box are: "reason of the measure", „target of the measure“, „area of operation“, „implementation“, „operator“, „target group“, „founding“ and „judicial binding“. Additionally, there is an explanation of the classic tools which both systems are using in ordinary cases.

Both programs have similar definitions. They say that a decrease in the number of cars is tried to be achieved by influencing the people's traffic behavior so that existing resources can be used more efficiently

While analyzing the case studies it was detected that both programs have the same purpose as well as the same measures which is to support the local public transportation system. The main difference is the implementation. The German mobility management tries to convince people with information and motivation saying that using busses or trains does not imply any restrictions in their mobility or to their quality of life. Especially for this reason information centers were installed. In cooperation with employees, job-tickets are being supported, commuter centers and bicycle parking areas are getting installed.

In the USA, the methods are focused on increasing the capacity of the public transportation system by developing the infrastructure especially in more rural areas and suburbs so that people are having a serious alternative to using their own car for their way to work. Additionally to that, the streets are getting redesigned so that some lanes are getting extra bicycle paths or exclusive public traffic lanes. It is also possible to change the urban development plans or to start pricing certain roads to reduce the traffic in the metropolises.

The difference is mainly that there are different methods which have a different range in their work. The German methods are trying to keep a low profile and to have a slight financial effort. People are not supposed to be forced to use public transportation because the alternative - using their own car - is not possible due to regulations.
