

TAMING TRAFFIC

Prioritizing people over cars makes streets calmer, cleaner, and safer for all.



Reallocate road space for people

LOW
CAPACITY
NEEDED

STRATEGIES

Pedestrianization
Transit malls
Complete streets

Redesign streets so that the majority of space is dedicated to pedestrians, cyclists, and public transport.



Sustainable modes become faster, safer, and more convenient than driving.

Price and manage parking

MODERATE
CAPACITY
NEEDED

STRATEGIES

On-street demand based pricing
Off-street parking maximums
Commercial parking tax

Price on-street parking and reduce off-street parking supply.



Parking, priced to reflect its true cost, becomes less desirable compared to walking, cycling, or public transport.

Revenues cover program operations and fund sustainable transport improvements.

Designate zones with vehicle restrictions

HIGH
CAPACITY
NEEDED

STRATEGIES

Low emission zones
Congestion pricing
Limited traffic zones

Restrict access or charge vehicles a fee to enter a designated zone.



Priced to reflect its true cost, driving declines.

Revenues cover program operations and fund sustainable transport improvements.

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