



Webinar Series



✓ @ITDP_HQ



¶ @ITDP.org

#TamingTraffic



Taming Traffic webinar series

#1 | Road space reallocation - APR 20

#2 | Parking reform - JUN 2

#3 | Zone-based vehicle access restrictions (ZEA, CP) - TODAY!





Taming Traffic report available now!



www.itdp.org/tamingtraffic

- Full report
- Executive summary
- Infographic



What can cities do to tame traffic?



CAPACITY

ROAD SPACE REALLOCATION

More safe, comfortable spaces for people shifts trips to sustainable transport

Fewer trips made by private vehicles

PARKING REFORM

Revenue generated from pricing parking further expands sustainable transport

Even fewer trips made by private vehicles

CONGESTION PRICING + LOW EMISSION ZONES

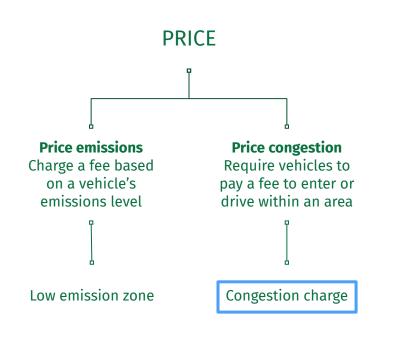
A large, high-quality sustainable transport network supports most urban trips

Fewest trips made by private vehicles

ROBUST



To price or not to price zones

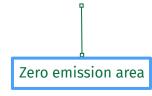


NO PRICE



Restrict entrance

Restrict most vehicles from a designated area and impose a high fine on unauthorized vehicles that enter



Limited traffic zone



To price or not to price zones

VEHICLES THAT MEET THE EMISSIONS STANDARD OR PAY THE CONGESTION CHARGE CAN **ENTER THE ZONE**

NON FEE-BASED DESIGN

VEHICLES THAT DO NOT MEET THE EMISSIONS STANDARD ARE **BANNED. VIOLATORS** ARE FINED.

In Madrid.

non-compliant vehicles cannot enter the zone. All violators are assessed a €90 fine

Zero emission area

FEE-BASED

VEHICLES THAT DO NOT MEET THE EMISSIONS STANDARD CAN **ENTER THE ZONE** IF THEY PAY A FEE. **VIOLATORS ARE** FINED.

In London, drivers of non-compliant vehicles can purchase a day pass for about €14. Violators are assessed a €176 fine

> **LESS BURDENSOME** MORE VEHICLES ENTER THE ZONE

In Brussels, drivers of non-compliant

are assessed a €350 fine

vehicles can purchase a day pass for €35

to enter the zone (max 8/year). Violators

MORE BURDENSOME FEWER VEHICLES ENTER THE ZONE

DESIGN

Low

zone

emission



Zone-based restrictions require capacity...

	Privacy concerns	Technology needs	Political complexity	Upfront govt investment	Capacity required for effective im- plementation
PARKING REFORM (ON- AND	NONE	00	00	00	MED
OFF-STREET)					
COMMERCIAL PARKING TAX	NONE	NONE	••	•	LOW
EMISSIONS-					
PRICING AND CONGESTION	••	00	000	000	HIGH
CHARGING					
REALLOCATING ROAD SPACE FOR PEOPLE	NONE	•	00	•	LOW
LIMITED TRAFFIC ZONE	••	00	000	000	MED



...But can generate significant impacts

REVENUE GENERATION strengthens the program when used to support public transport, cycling, or pedestrian infrastructure improvements.

London E150 million/year or more between 2014-2018

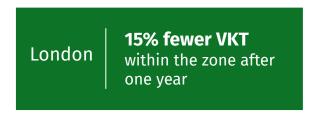
Stockholm | \$155 million/year | \$12 million to | operate

MODE SHIFT away from private vehicles when cheaper, reliable alternatives are available.

London

Bus + bicycle
ridership increased
after congestion charge
was introduced

REDUCED VEHICLE KILOMETERS TRAVELED leads to fewer emissions and improves road safety.



TAMING TRAFFIC

Key Takeaways



Reallocating road space for people over cars should be considered as part of a comprehensive traffic reduction strategy, especially in limited capacity cities.

The presence of alternative transportation options is critical, particularly when most or all private vehicles are restricted from a zone.

If capacity is limited, adoption of traffic reduction strategies could follow a progression, starting with low-cost, low-technology options and working toward more robust, complex strategies.





::: itdp.org ::: @ITDP-HQ :::

dana.yanocha@itdp.org