



Taming Traffic

Webinar Series

**Changing Incentives for Vehicle Use:
Low Emission Zones and Congestion Pricing**

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#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!



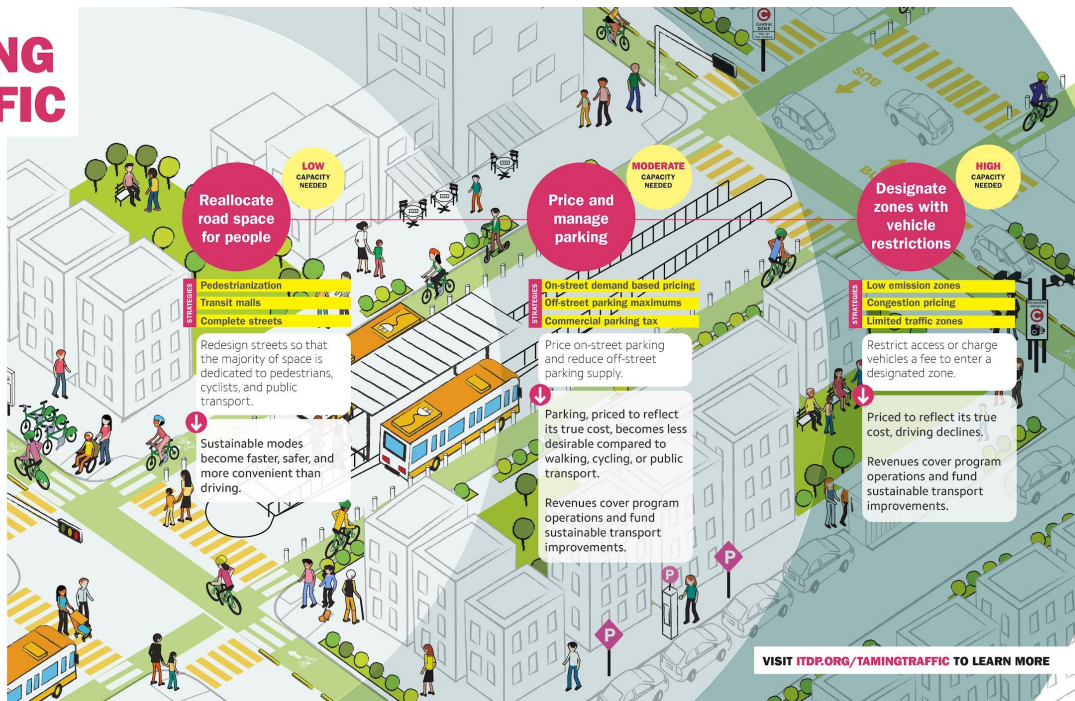
www.itdp.org/tamingtraffic

- Full report
- Executive summary
- Infographic

What can cities do to tame traffic?

TAMING TRAFFIC

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



CAPACITY

LIMITED

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

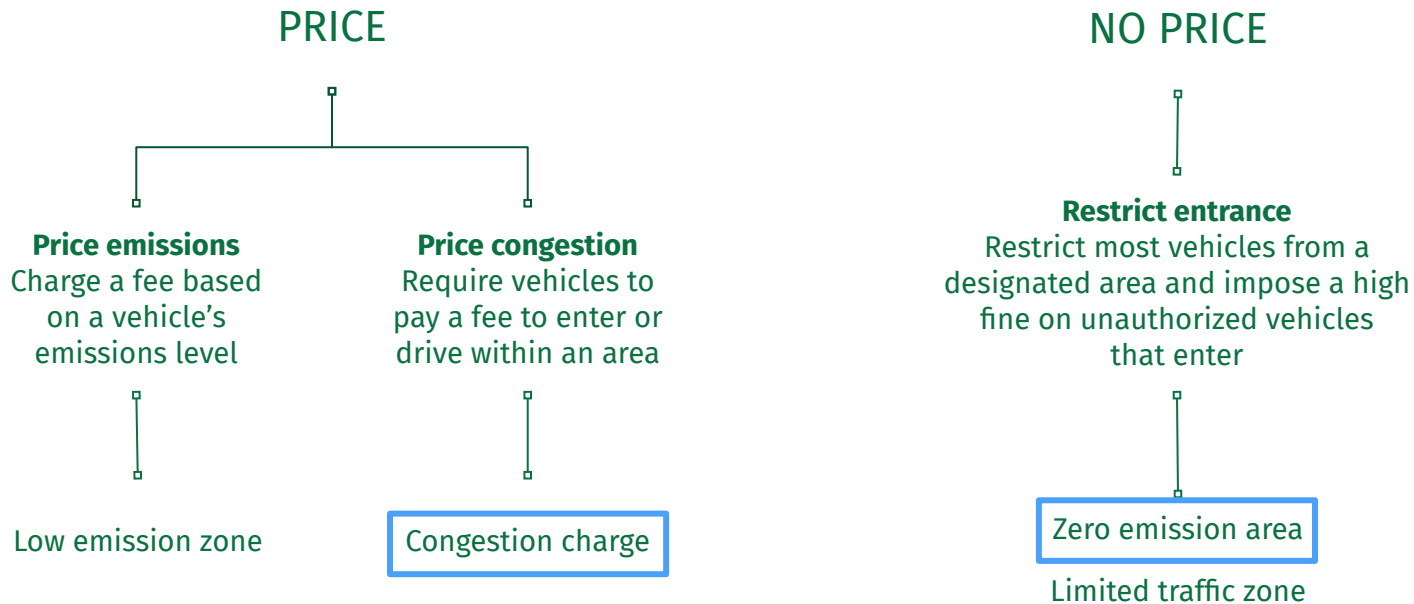
ROBUST

CONGESTION PRICING + LOW EMISSION ZONES

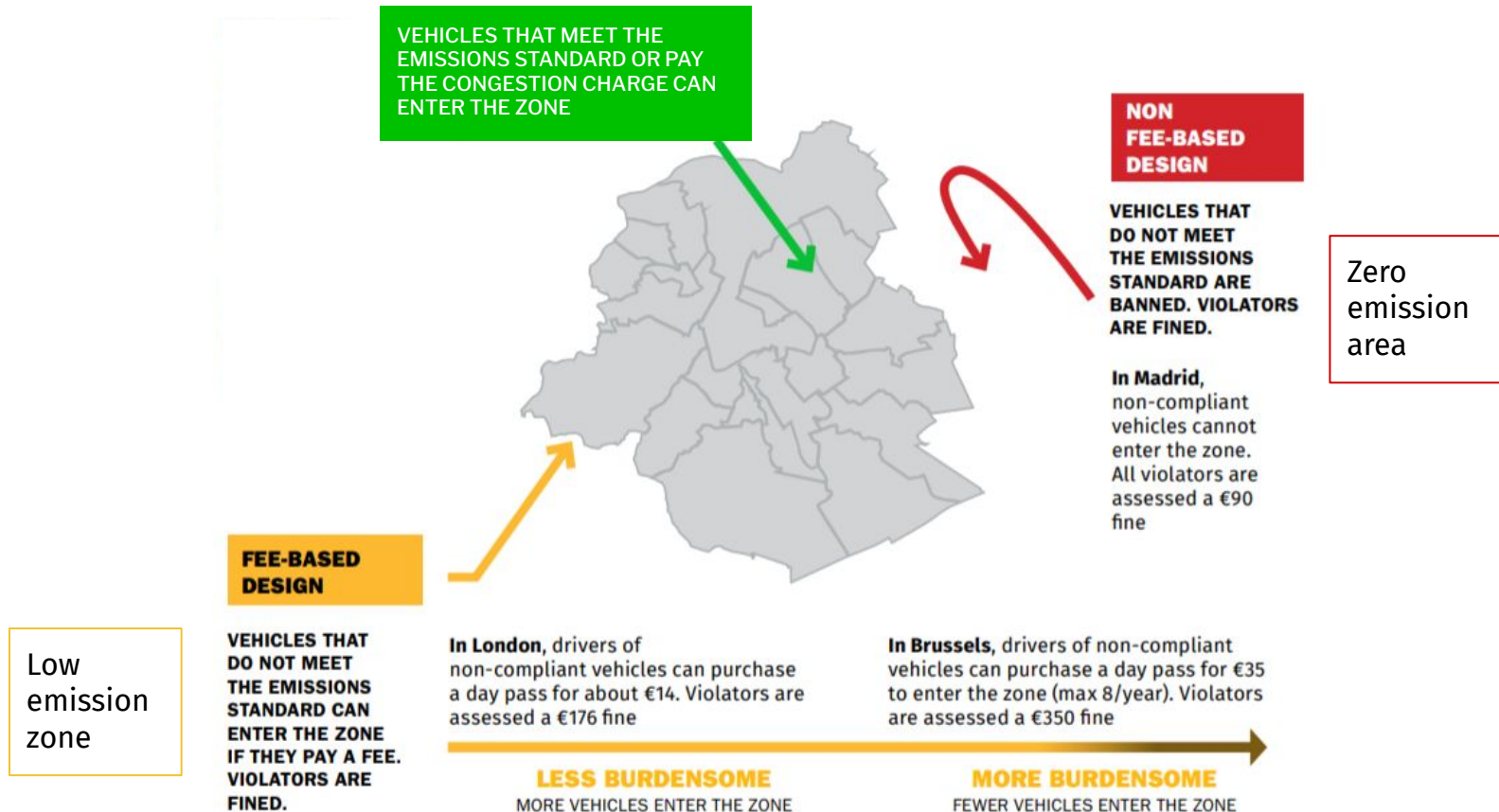
A large, high-quality sustainable transport network supports most urban trips

Fewest trips made by private vehicles

To price or not to price zones



To price or not to price zones



Zone-based restrictions require capacity...



...But can generate significant impacts

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

London | **£150 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.

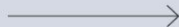
London | **15% fewer VKT**
within the zone after
one year

TAMING TRAFFIC

Key Takeaways

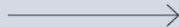


1



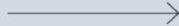
Implementing multiple traffic reduction strategies together maximizes impact and reduces potential challenges related to political will and equity.

2



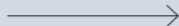
Reallocating road space for people over cars should be considered as part of a comprehensive traffic reduction strategy, especially in limited capacity cities.

3



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

4



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.

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