Taming Traffic

Strategies to reduce driving and promote sustainable transportation in cities

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ITDP Webinar | April 2021

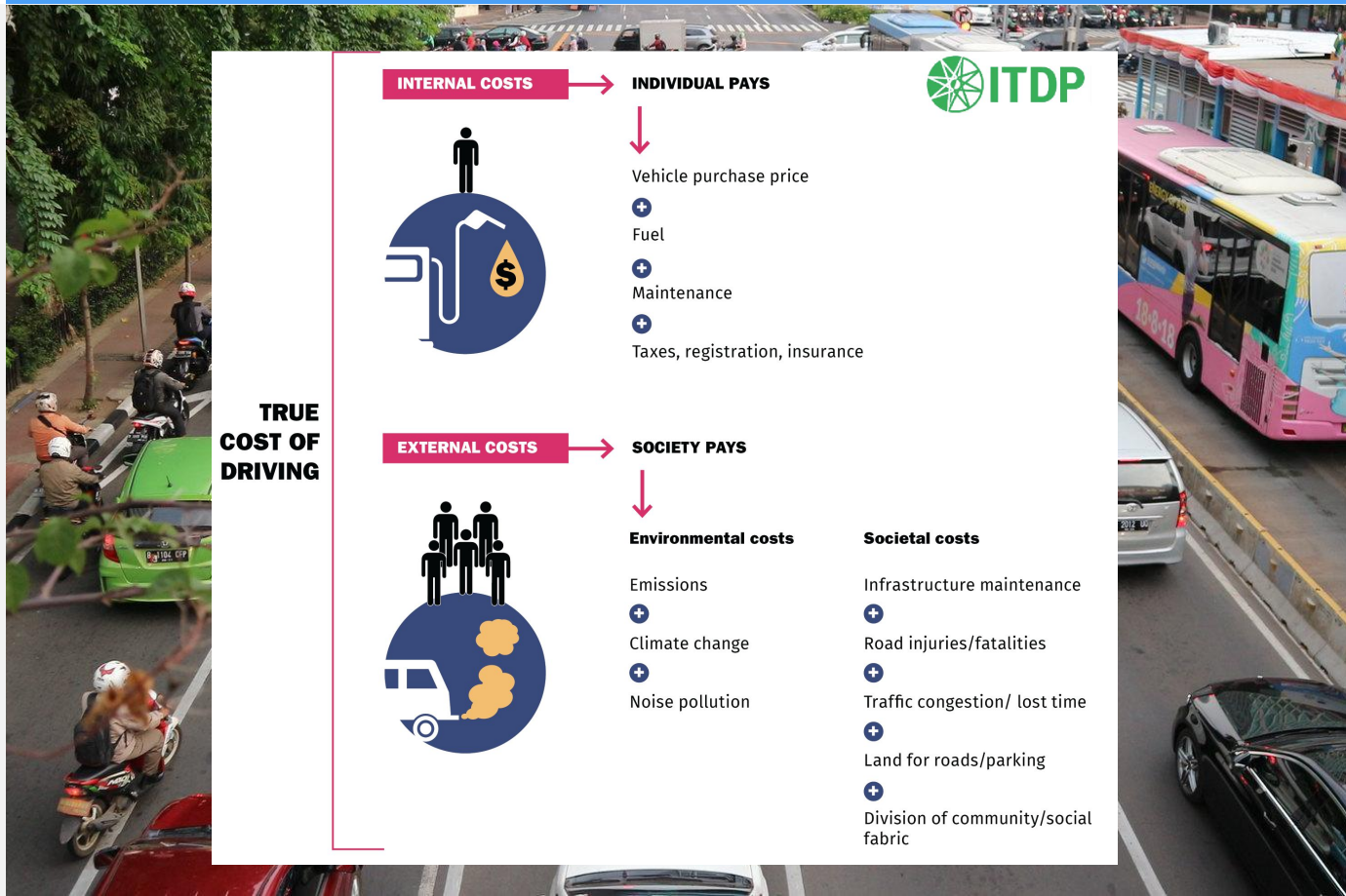**ITDP** | Institute for Transportation & Development Policy

Concern about poor local air quality

Reduce private vehicle mode share

Generate revenue

Building more roads ≠ less traffic

Car control – TDM

PUSH

PUSH & PULL

PULL

PRICE DRIVING TO REFLECT ITS TRUE COST

- Congestion pricing
- Low emission zones
- On-and off-street parking pricing
- Parking maximums
- Fuel taxes
- Vehicle registration fees/quotas
- Toll roads

- Reallocate road space for people
- Limited traffic zones
- Transit-oriented development
- Traffic bans (e.g.: odd/even license plate schemes)

IMPROVE SUSTAINABLE TRANSPORT, SERVICE AND AFFORDABILITY

- Improve public transit frequency, reliability
- Improve walking and cycling facilities
- Shared micromobility
- Carshare
- Multimodal integration
- Transit-only lanes
- Commuter benefits for transit, cycling & walking

OFF-PEAK TRIP PRIORITY/TRIP AVOIDANCE

- Flexible working hours
- Work from home
- Teleservices (grocery delivery, telemedicine)
- Off-peak transit fare discount

OPTIMIZE STREET NETWORKS OR VEHICLE OCCUPANCY

- High occupancy toll (HOT) lanes
- High occupancy vehicle (HOV) lanes
- Carpool/vanpool/employer shuttles
- Rideshare/shared taxi
- Intelligent transportation systems (ITS), rerouting tools

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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Reduce traffic + improve well-being

- Reduce VKT
- More trips by sustainable modes
- Cleaner vehicles
- Revenue generation

Advance sustainable transport goals

- Improve access
- Maintain safety
- Protect environment and health
- Efficient use of resources + space

Consider capacity needs

- Privacy concerns
- Political complexity
- Technological needs
- Capital needs

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.

ITDP

Taming Traffic report available now!

www.itdp.org/tamingtraffic

- Full report
- Executive summary
- Infographic

Taming Traffic webinar series

#1 | Road space reallocation - TODAY!

#2 | Parking reform

#3 | Zone-based vehicle access restrictions (LEZ, CP)

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