**TAMING TRAFFIC**

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

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**STRATEGIES**

- Reallocate road space for people
  - Pedestrianization
  - Transit malls
  - Complete streets
  - Redesign streets so that the majority of space is dedicated to pedestrians, cyclists, and public transport.

- Price and manage parking
  - On-street demand based pricing
  - Off-street parking maximums
  - Commercial parking tax
  - Price on-street parking and reduce off-street parking supply.

- Designate zones with vehicle restrictions
  - Low emission zones
  - Congestion pricing
  - Limited traffic zones
  - Restrict access or charge vehicles a fee to enter a designated zone.

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**LOW CAPACITY NEEDED**

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

**MODERATE CAPACITY NEEDED**

- 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.

**HIGH CAPACITY NEEDED**

- Priced to reflect its true cost, driving declines.
  - Revenues cover program operations and fund sustainable transport improvements.

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