

# SPUR

**Ideas + Action for a Better City**

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The background image is a composite of three scenes. The top half shows the intricate steel truss structure of a bridge at dusk, with a clear blue sky. The bottom left shows a city skyline at night, with various skyscrapers illuminated. The bottom right shows a blurred high-speed train in motion, with red and orange light trails. A white rectangular box with a thin border is centered over the bridge structure, containing the main title text.

# Congestion Pricing Study Tour Briefing October 2019

London & Stockholm

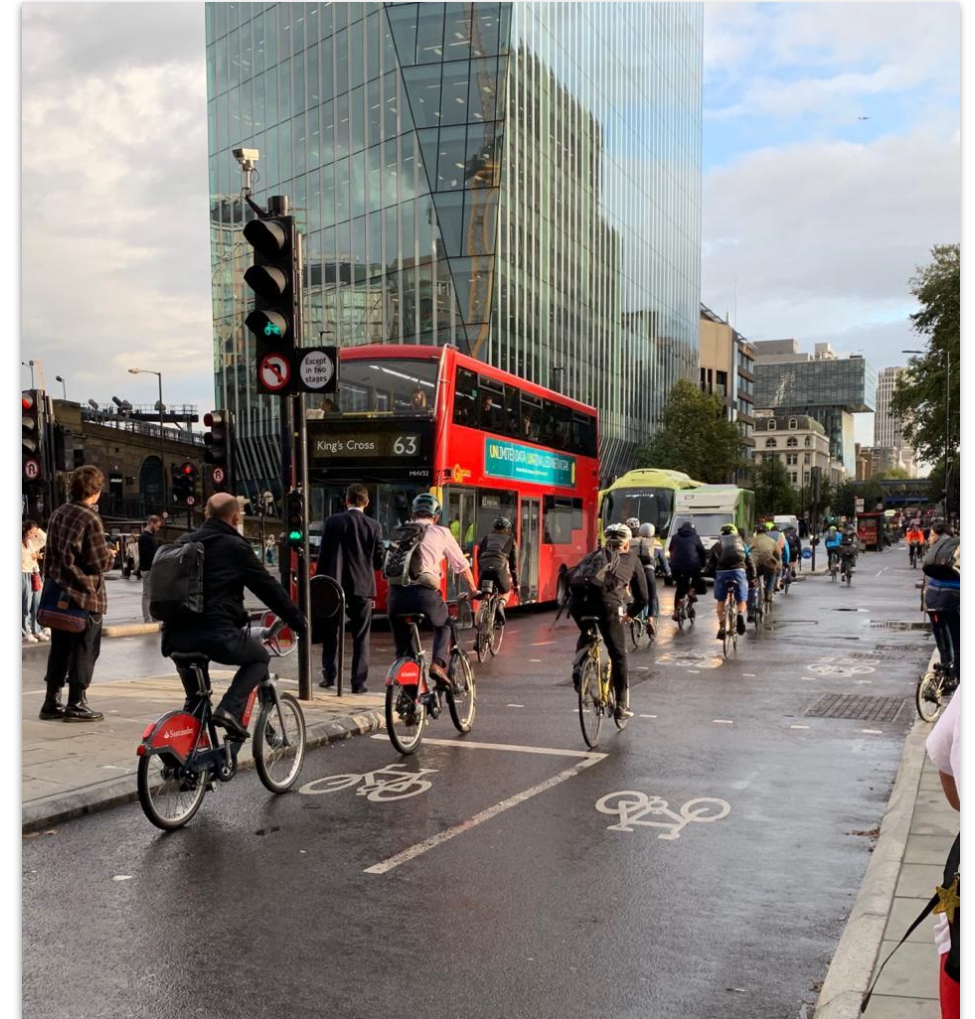
# Top 10 Lessons Learned on the October 2019 Congestion Pricing Study Tour

- 1 Invest in public transit and bike/ped network as you plan congestion pricing
- 2 Process is everything
- 3 Determine your data needs and start collecting data immediately
- 4 Use pilots to allow the results to speak for themselves
- 5 Design your system with the #1 goal to advance equity - make it the “why”, the “crisis”
- 6 Fearless political leadership is key; prepare for a political moment with grassroots support
- 7 Build a big tent for discussion with business, health, equity, environmental, political, and other communities
- 8 Congestion pricing is a powerful, dextrous tool, so build your objectives into your design
- 9 Don’t focus on revenue as the main reason for congestion pricing policy
- 10 It works!



# Lesson 1: Invest in public transit, bike, and pedestrian networks as you plan congestion pricing

- London: **300 new buses** added to the city network prior to start of congestion charge
- Stockholm: **14 new bus lines** plus added capacity on existing lines (for a total of **18 high frequency bus lines**), more high frequency trains



# Lesson 2: Process is everything

- Build a strong foundation with a **thoughtful, strategic process**
- Commit to **full participation of vulnerable communities** from the beginning - solve for them first



# Lesson 3: Determine your data needs, start collecting data immediately

- Use data to **assess** existing conditions and **define** the problem
- Analyze **benefits and burdens** of various scenarios with a **strong model**
- Be open to being surprised by the results!





## Lesson 4: Use pilots to allow the results to speak for themselves

- Allow public to **experience improvements** before rolling out full policy, as public support is often lowest right before policy roll-out
- **Be ready to rapidly iterate.** Learn lessons and make changes based on small-scale trials



# Lesson 5: Design your system with the #1 goal of advancing equity—it's the “why”, the “crisis”

- **Lack of access to opportunity** is the #1 factor limiting upward social mobility in the United States
- **Revenue** from the charge can prioritize transportation improvements for **those who need it most**





# Lesson 6: Political leadership is key; prepare for a political moment with grassroot/grasstop support

- **Political leadership** is essential to success
- If champion is still emerging:
  - Build **diverse coalitions**
  - Understand stakeholder **needs**
  - Craft **winning proposals** in lead up to political moment



# Lesson 7: Build a big tent for discussion with business, health, equity, political, enviro, other communities

- **Understand goals** of diverse stakeholder groups and allow these needs to **define problem statement** new policy will address
- Expect that **different benefits may appeal to different groups**, allow for a dynamic message



# Lesson 8: Congestion pricing is a dextrous tool, so build your objectives into the design

- Congestion pricing can be tailored to achieve a variety of different specific goals:
  - Lower **emissions**
  - Improved **safety**
  - Better **air quality**
- Be intentional; design the tool to **shift with evolving context**





# Lesson 9: Don't focus on revenue as the main reason for congestion pricing policy

- Citizens already feel overtaxed, so **revenue is generally not received as a compelling rationale** for congestion pricing
- **Gothenburg** is a cautionary tale:
  - Rationale was **revenue for new rail tunnel** construction
  - **Voters rejected the charge since the expenditure plan was unpopular**



# Lesson 10: It works!

- **Vehicles entering central business district:** down 20% in London and Stockholm
- **Road delay:** up to 50% reduction
- **Transit delay:** 60% reduction in London
- **Childhood asthma:** 45% reduction in hospitalizations in Stockholm
- **Carbon emissions:** 16% lower in London

## Livingstone hails congestion charge 'success'

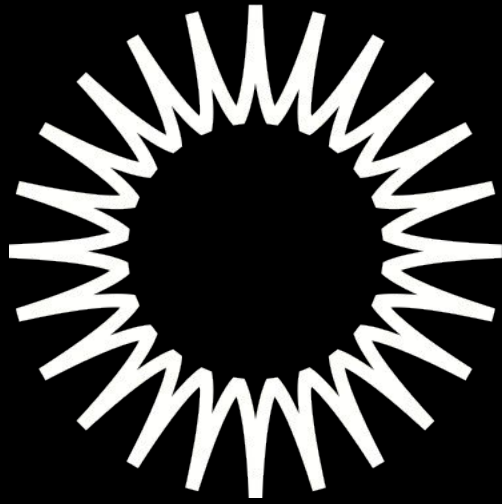
The £5 daily fee has cut traffic delays by 30%, led to an 18% reduction in traffic entering the zone and a 30% reduction in cars entering the zone, according to new **Transport** for London performance figures.

## Driving Fee Rolls Back Asthma Attacks in Stockholm

Study estimates that without new "congestion pricing" policy, kids would have suffered 45 percent more asthma attacks.

**TODAY** *Singapore*

**Number of off-peak cars shrinks to 13,400, dropping 73% from 2010**



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