Congestion Pricing in the United States

Principles for Developing a Viable Program to Advance Sustainability and Equity Goals

Brianne Eby, Senior Policy Analyst, Eno
Martha Roskowski, Principal, Further Strategies
Robert Puentes, President and CEO, Eno

May 28, 2020
Congestion pricing can take a variety of shapes

London

Stockholm

Northern Virginia
Congestion pricing is a proven, viable, and effective tool
Congestion pricing requires bold leadership
Principle 1: Situate the policy within a clear vision and purpose

Idea: Places should have a clear and compelling purpose for pursuing congestion pricing.

Examples:
- Maintain economic competitiveness (London)
- Improve transit system (NYC)
- Facilitate mobility for all (San Francisco)
Principle 2: Ensure a rational nexus between revenue and spending

Idea: The revenue from congestion pricing should support the benefits of the program, like improving non-auto mobility options.

Examples:
• Reducing congestion to promote zero-fare transit (Los Angeles)
• Investing in transportation demand management (Northern Virginia dynamic tolling)
Principle 3: Improve mobility options to provide choices

Idea: Travelers need viable options and alternatives to paying the congestion charge.

Examples:
- 16 new bus lines plus added capacity and frequency on existing transit (Stockholm)
- 300 new buses, temporary freeze on transit fares, better transit travel info (London)
Principle 4:
Create fair programs

Idea: Social equity must be at the heart of both the process of planning congestion pricing and the policy itself.

Examples:
• “Pricing for Equitable Mobility” Task Force (Portland)
• Allocating revenue toward fare-free transit (Los Angeles)
• Providing tax credits equal to toll amount for low-income households (NYC)
Principle 5: Build strong cross-sector partnerships

Idea: Broad civic, corporate, and political support is essential, as elected officials need strong backing to lead on congestion pricing.

Examples:
- Ken Livingstone campaign slogan: “Getting London Moving” (London)
- Simultaneous grassroots and grasstops organizing (NYC)
Principle 6: Communicate transparently and strategically

**Idea:** Communicating about congestion pricing requires clear, concise messaging about why it is happening, its benefits, and how travelers can prepare for changes.

**Example:**
- Media relations team and three-phase messaging strategy (London)
Principle 7: Build a strong foundation first

Idea: A congestion pricing policy can be built incrementally, first by collecting data and conducting extensive outreach, then by testing related policies.

Examples:
• Seven-month congestion pricing pilot program (Stockholm)
• Pilots of related policies like demand-based parking pricing (Washington, DC)
Principle 8: Commit to transparency with performance targets

**Idea:** Performance monitoring can quantify the benefits of congestion pricing and document success or a need to make policy changes.

**Examples:**
- Impact monitoring reports (London)
- Widely distributed trial results (Stockholm)
Principle 9: Limit exemptions to essential services

Idea: Providing too many exemptions for certain drivers or vehicles will counteract the revenue-generating ability of a congestion charge.

Example:
• Removal of a clean vehicle discount when congestion increased (Stockholm)
Principle 10: Be nimble

Idea: A congestion pricing policy should be able to adapt to unpredictable factors.

Examples:
• Suggested shift toward a distance-based charge (London)
• Changing revenue allocation year over year (Northern Virginia toll lanes)
Questions?

Learn more:
https://www.enotrans.org/eno-resources/enocongestionpricing/

@EnoTrans
@brianne_eby
@rpuentes
@martharoskowski