



# *Win-Win Transportation Solutions*

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# *What is “The” Transportation Problem?*

- Traffic congestion?
- Road construction costs?
- Parking congestion or costs?
- Excessive costs to consumers?
- Government costs?
- Traffic crashes?
- Lack of mobility for non-drivers?
- Poor freight services?
- Environmental impacts?
- Inadequate physical activity?
- Others?





# *Reductionist Decision-Making*

Current transportation planning tends to be *reductionist*, problems are considered individually. This often results in solutions to one problem that exacerbate other problems facing society, and tends to undervalue strategies that provide multiple but modest benefits.



# *Win-Win Strategies*

Put another way, more comprehensive planning helps identify “Win-Win” strategies: solutions to one problem that also help solve other problems facing society.

## **Ask:**

*“Which congestion-reduction strategy also reduces pollution emissions and saves consumers money...and which emission reduction strategy also reduces traffic and parking congestion”*

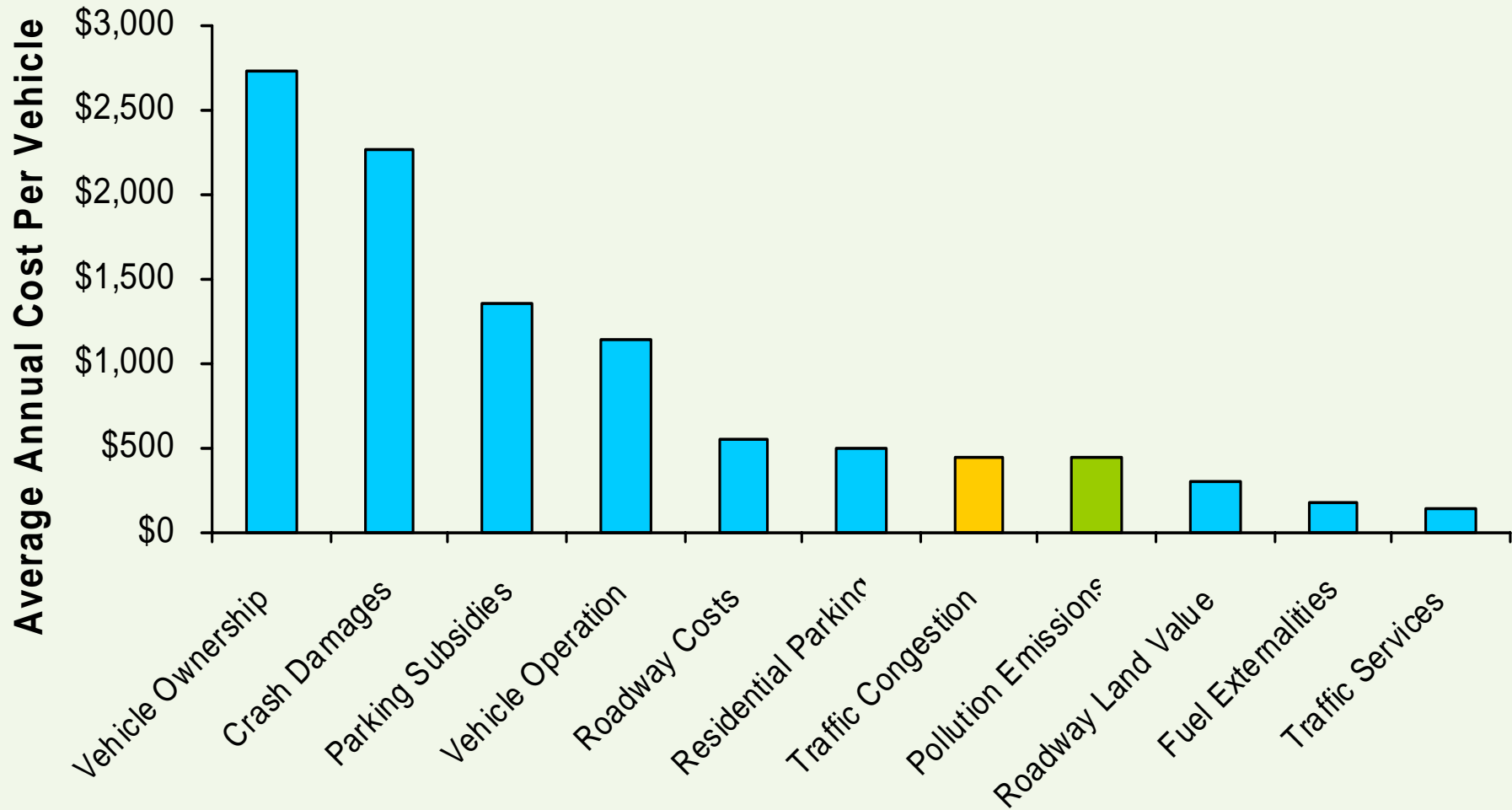
# Comparing Benefits

Planning Objectives	Reduce Vehicle Travel	Expand Roads	Efficient or Alt. Fuel Vehicles
Reduce congestion	✓	✓	
Roadway cost savings	✓		
Parking cost savings	✓		
Consumer cost savings	✓		
Better mobility options	✓		
Traffic safety	✓		
Reduce pollution	✓		✓
Energy conservation	✓		✓
Land use objectives	✓		
Improved fitness & health	✓		

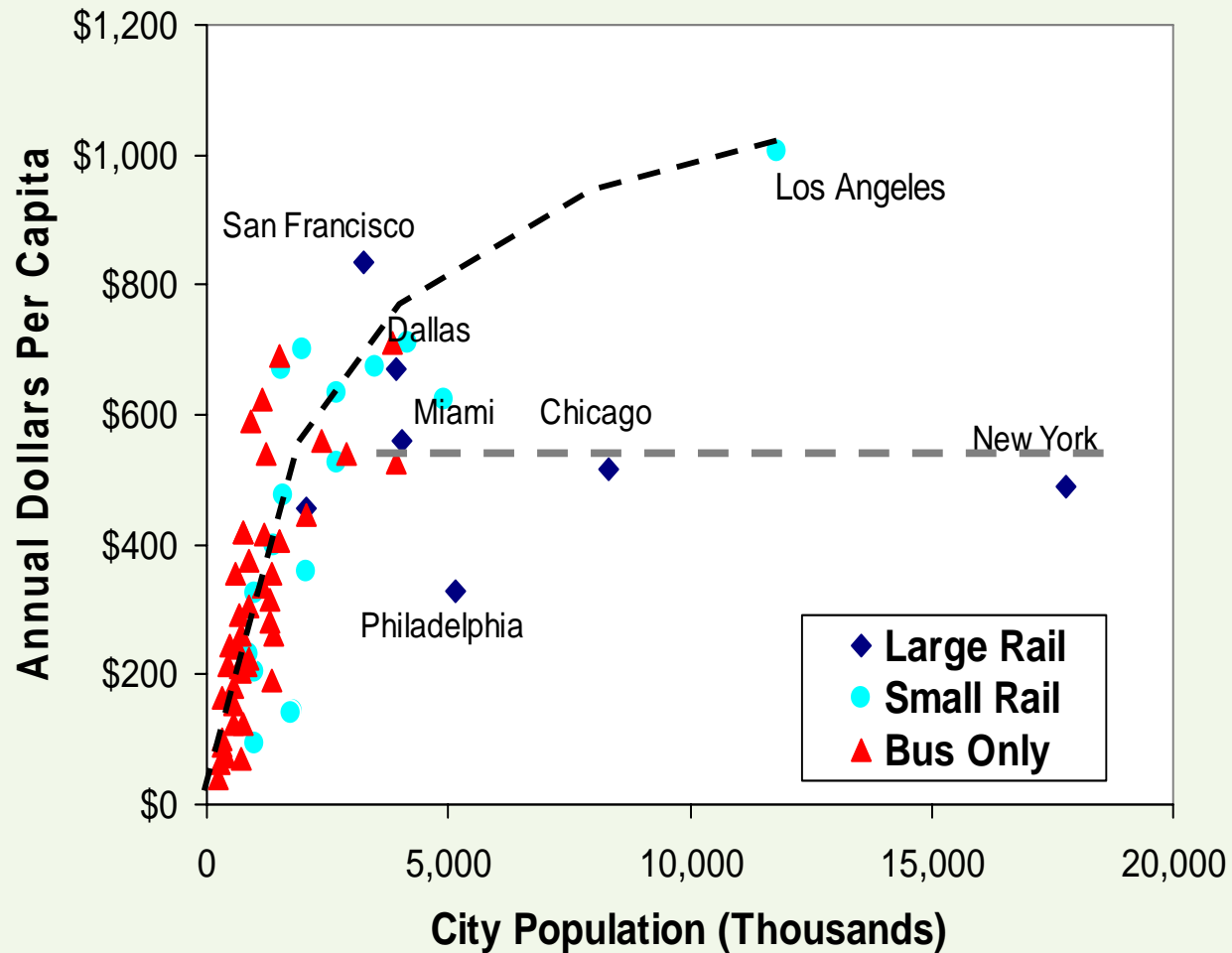
✓ = supports objective



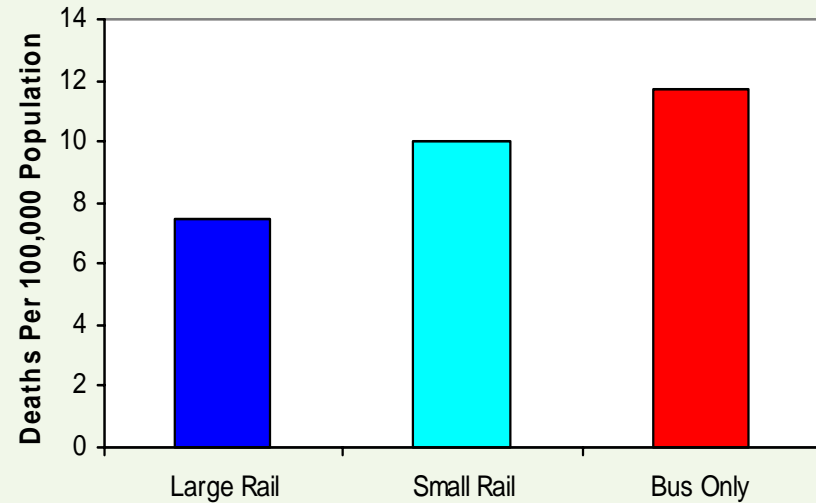
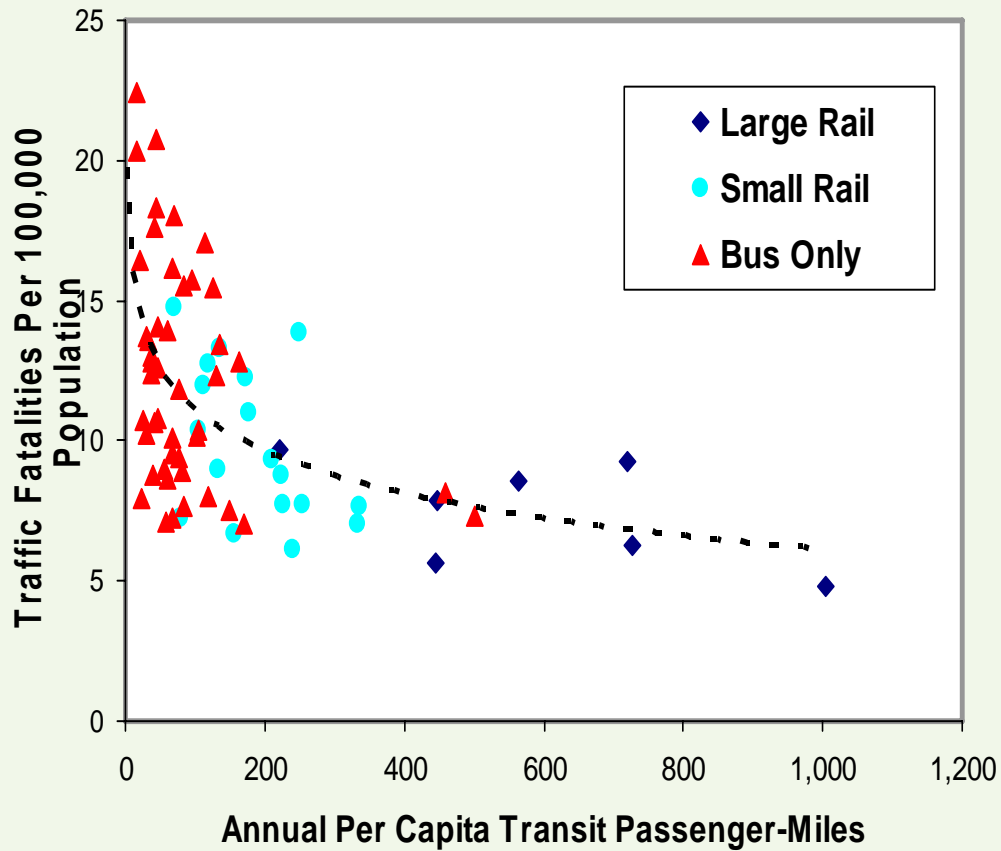
# Comparing Costs



# Congestion Costs

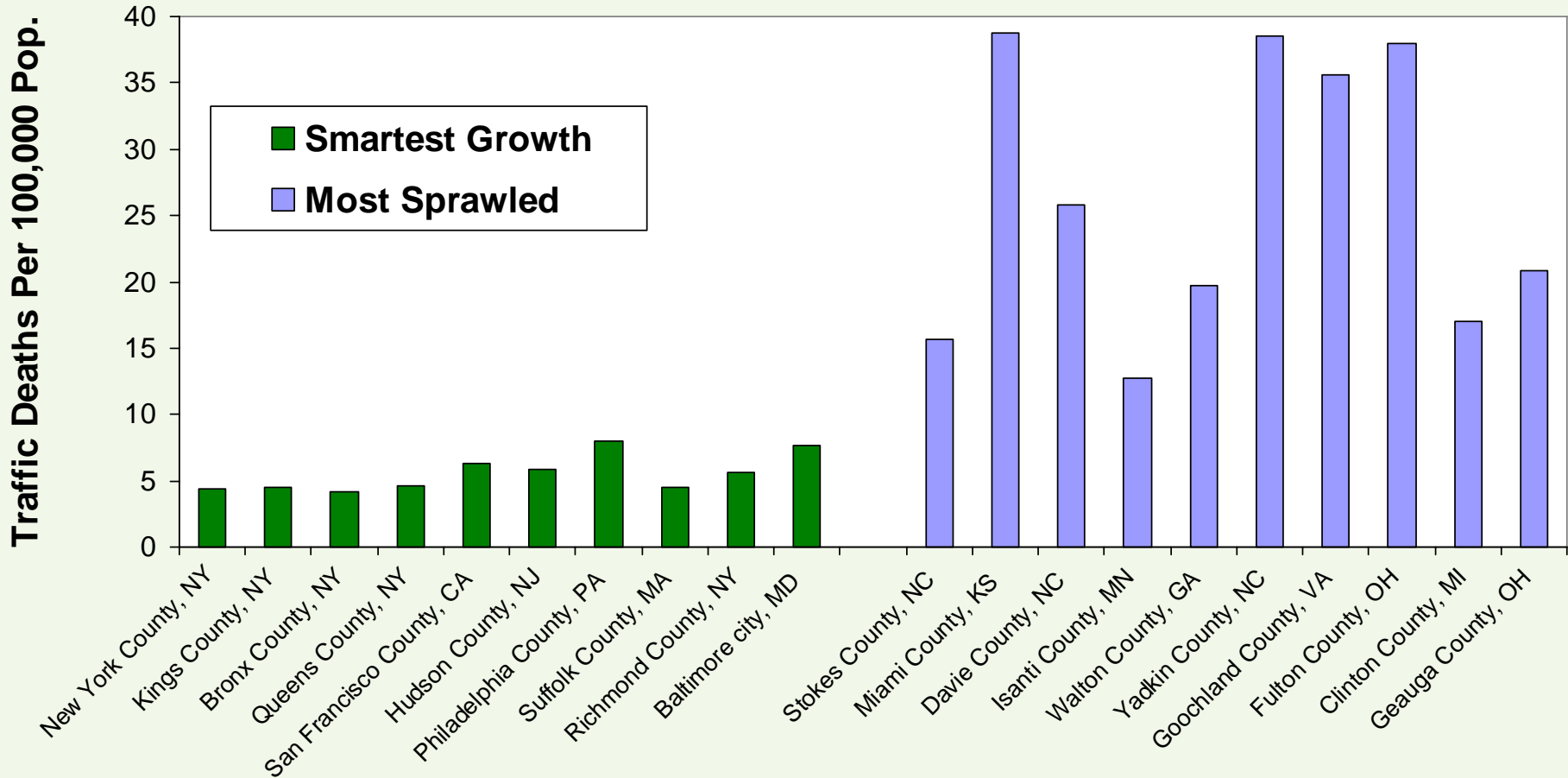


# Traffic Fatalities



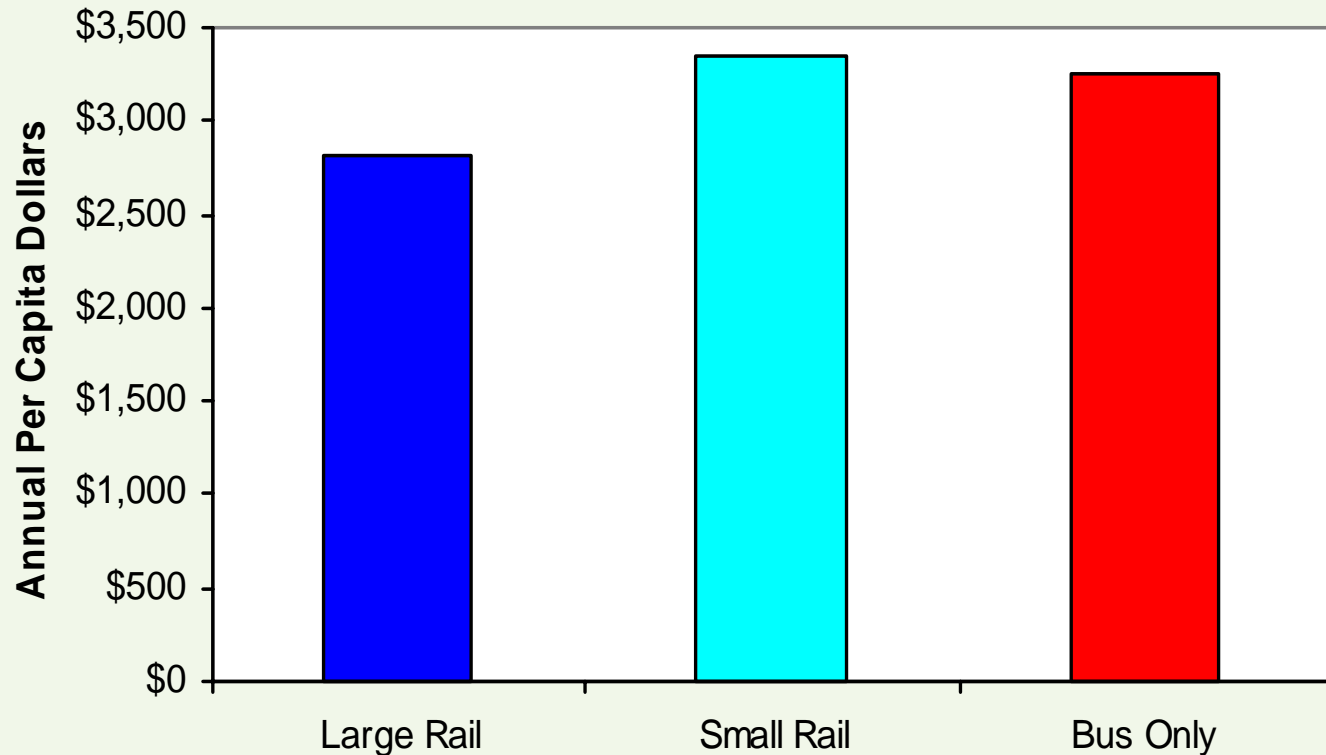


# Traffic Risk

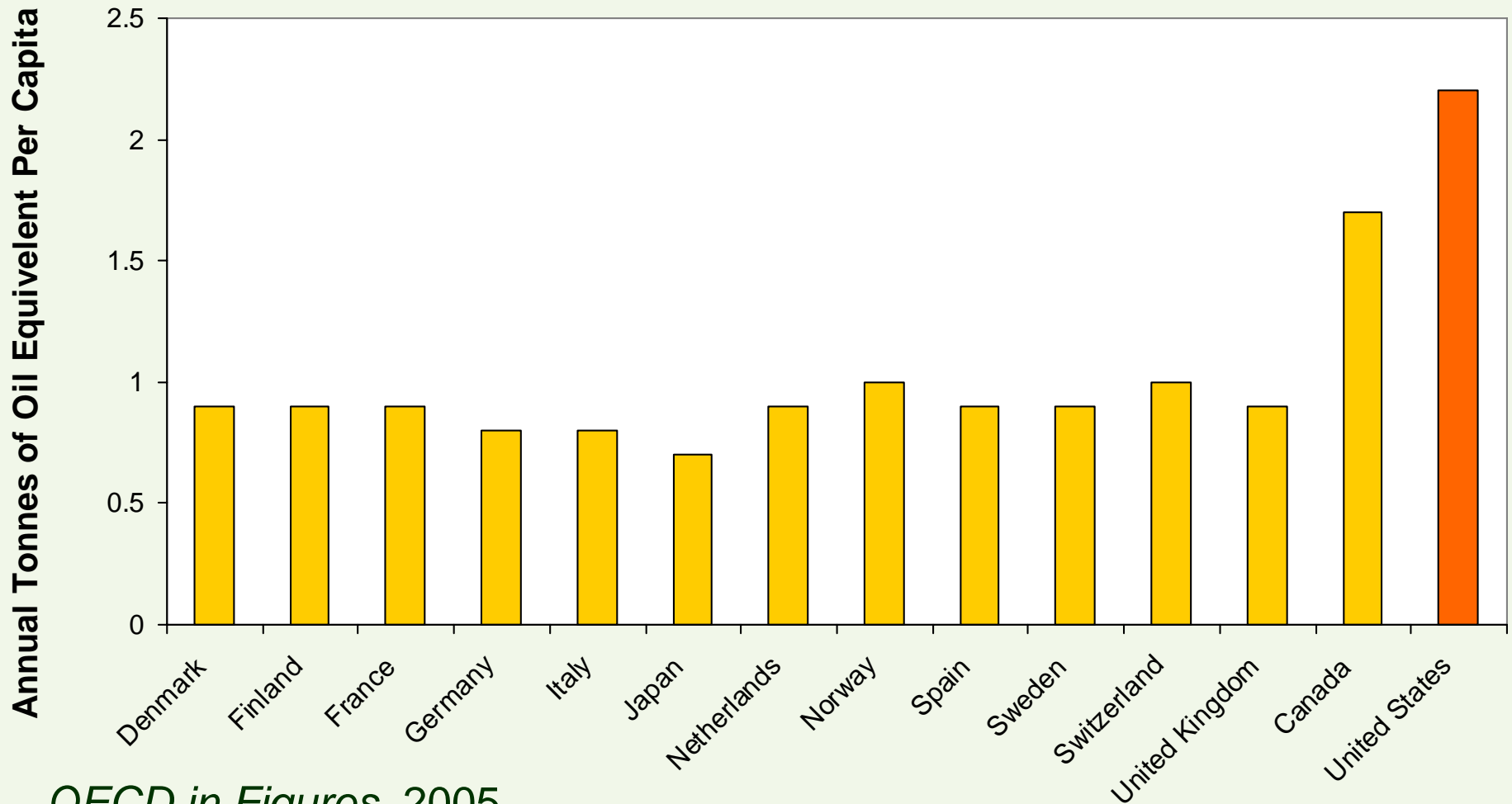


# Consumer Cost Savings

High quality transit provides about \$500 annual per capita consumer cost savings.



# *Per Capita Transport Energy*



OECD in Figures, 2005



# *Market Distortions - Examples*

- Roadway costs not borne directly by motorists.
- Free/underpriced parking.
- Fixed vehicle insurance and registration fees.
- Uncompensated environmental damages.
- Land use policies favoring lower-density, automobile-oriented development.
- Planning biases that favor mobility over accessibility and automobile travel over alternative modes.
- Others...



# *Win-Win Transportation Solutions*

Market reforms justified on economic principles that help provide various economic, social and environmental benefits.

- Improved travel options.
- Incentives to use travel alternatives.
- Accessible land use.
- Policy and market reforms.





# *Pay-As-You-Drive (PAYD) Pricing*

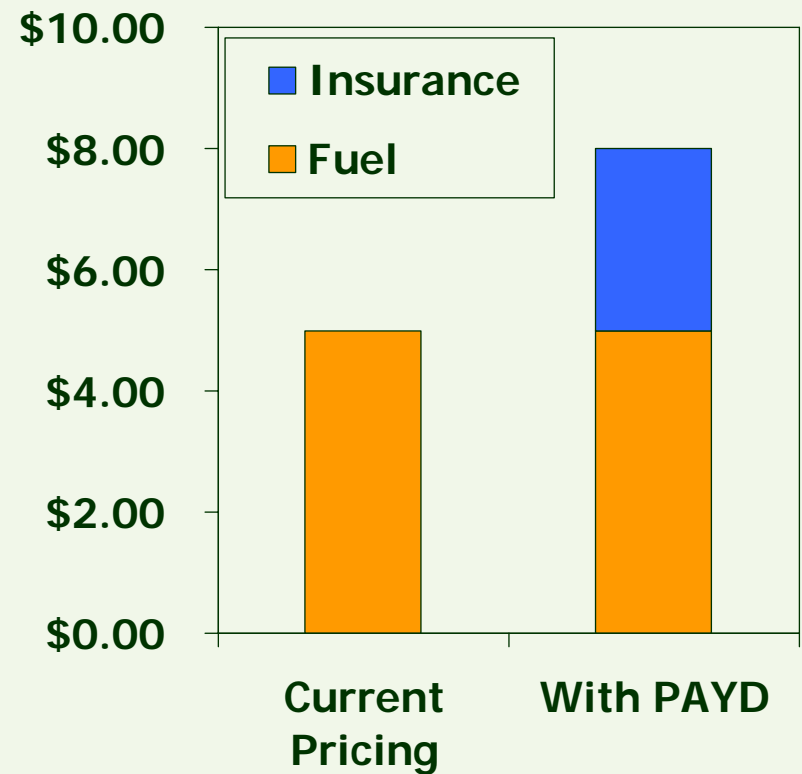


Motorists pay by the vehicle-km, so a \$600 annual premium becomes 5¢/mile and a \$1,200 annual premium becomes 10¢/mile. This gives motorists a significant financial incentive to drive less, but is not a new fee at all, simply a different way to pay an existing fee.



# *PAYD Savings*

A typical motorist with a 50-mile daily commute would save an additional \$3.00 each day they use alternative modes rather than drive alone.



# *Efficient Parking Management*

- Reduced and more flexible parking requirements.
- Shared parking
- Parking pricing
- Parking 'cash out'
- Parking property taxes





# *Parking Pricing and Cash Out*

Parking is never really free, consumers either pay directly or indirectly. Paying directly tends to be more fair and efficient, and typically reduces parking demand about 20%.





# Smart Financing



- Expand when and where on-street parking is priced.
- Per-space parking taxes.
- Increased vehicle fuel taxes.
- Local improvement districts around transit stations.
- Employer levies.
- Transportation management association fees.
- Road tolls and congestion pricing

# *Employee Trip Reduction Programs*



Employers encourage employees to walk, bicycle, carpool and ride transit rather than drive to work. For example, offer a tax incentive for businesses that have effective commute trip reduction programs.



# *Mode Shifts*



How do we convince people who drive luxury cars to shift mode?



# *Attracting Discretionary Riders*

- Quality service (convenient, fast, comfortable).
- Low fares.
- Support (walkable communities, park & ride facilities, commute trip reduction programs).
- Convenient information.
- Parking pricing or “cash out”.
- Integrated with special events.
- Positive Image.



# *Ridesharing*

Market studies suggest that a third of suburban automobile commuters would consider vanpooling, if it had:

- Flexibility.
- High Occupant Vehicle priority lanes and parking.
- Financial incentives.
- Integration with public transit.
- Employer support.





# *Walking and Cycling Improvements*



- More investment in sidewalks, crosswalks, paths and bike lanes.
- More traffic calming.
- Bicycle parking and changing facilities.
- Programs to encourage safe walking and cycling.



# *Freight Transport Management*

- Efficiently road pricing.
- Improve rail and marine transport services.
- Encourage more efficient local delivery services.



# *Significant Impacts and Benefits*



If implemented to the degree justified by economic principles, Win-Win strategies would reduce total vehicle travel by a third or more, while making consumers better off overall.



**For more information**

**[www.vtppi.org](http://www.vtppi.org)**

**“Online TDM Encyclopedia”**

**“Win-Win Transportation Solutions”**