

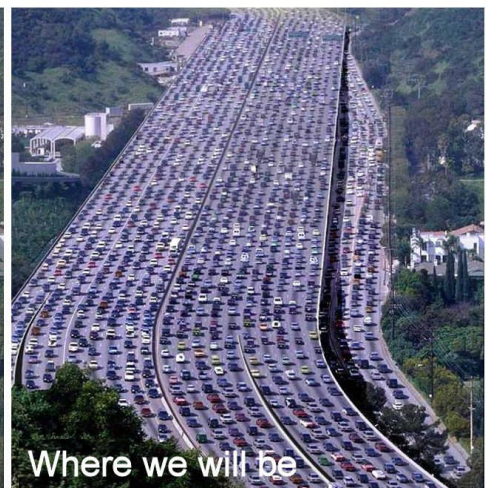
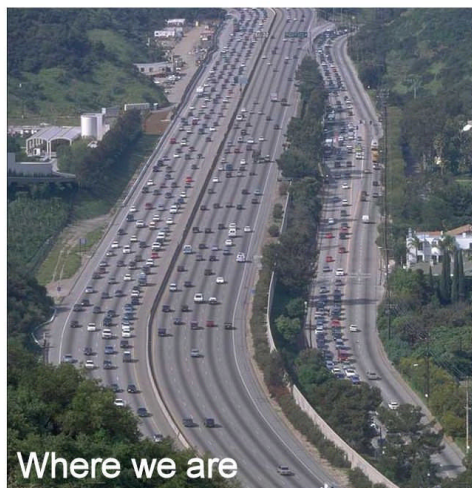
# TOP TEN

## Top Ten Advantages of Congestion Pricing

- 10. More use of off-peak capacity:** To avoid fees, many alter schedules to off-peak periods.
- 9. Increased transit usage:** To avoid fees, more people will use transit, car-pooling, telecommuting.
- 8. Recovers “lost” capacity:** In stop-and-go, freeways move 30% fewer vehicles. Pricing guarantees high speeds *AND* recovers the lost 30% capacity, reducing need for new construction.
- 7. Reduces spill-over to side streets:** Some divert to side streets, but even more who already diverted will come back to the freeway in spite of the price. Counter-intuitive, but true.
- 6. Brings A closer to B:** When auto travel is fast and free, people tend to live very far away from work (induced demand). With pricing, we eventually shorten our “live, work, play” decisions.
- 5. It is sustainable!** Fast usually means sprawl, but fast + distance based pricing discourages long trips, and encourages transit use. That reduces foreign oil, and improves air quality.
- 4. It is fast! – and that helps the economy!** Fast means reduced shipping costs and economic productivity gains, which means more and better jobs worth many billions to your local economy.
- 3. Avoids “Tragedy of the Commons:”** Defined as ‘No personal incentive to conserve, which ultimately dooms the resource for everyone.’ Congestion pricing protects freeways as a resource.
- 2. Revenue for Alternatives:** CP is NOT about generating revenue, but it does so anyway. Invest proceeds to upgrade parallel arterials, improve transit, reduce transit fares, etc.
- 1. Free-Market Win-Win!** Paying for “free-ways” is not our tradition. But we can’t afford the price of both free *and* fast any longer. Happily, another All-American tradition can solve it! If we sell premium time slots at fair market value, we can all get home to see a child’s winning goal, ambulances can save more lives, and our businesses will boom!

*Note: Political compromise can result in “partial pricing” by building a paid freeway inside a free freeway.*

*That requires major construction to safely manage traffic, which in turn requires high prices, resulting in under-utilization of the paid system.*



*Pricing the entire facility takes little construction, which means rates can be far cheaper. Afterall, you only have to divert 5% for a few minutes to avoid 30% loss for hours thereafter.*

*Download this and other ideas at [MetroAnalytics.com](http://MetroAnalytics.com), or contact us at [info@metroanalytics.com](mailto:info@metroanalytics.com).*