Sustainable urban transport policy: How do we get there?
Cities – the foundation of civilization
Generators of innovations, productivity, quality of life
Congestion is inevitable

Urban land is scarce and valuable

Space-efficient accessibility is key for sustainable growth
Attractive public transport

Walkability

Compact planning

Restrain car traffic

4 principles of efficient urban transport policy
Stockholm – a city on water

High congestion levels despite road investments and efficient transit
Simply not enough land for more roads or metros!
The Stockholm congestion charges

Introduced 2006 as a 7-month trial, permanent after a referendum
2 € per passage in peak hours, 1€ mid-day,
no charge evenings/weekends
Toll gantries

Free-flow identification (no "toll plazas")
Monthly bill is sent to vehicle owner, or deducted automatically from pre-specified account
The two questions of politics

Will it work?

Will they hate me?
It works.
(≈20% persistent traffic decrease across cordon)
What 20% less traffic does to congestion
The U-curve of public support

- Decision
- Charges introduced
- Referendum
- Govt. decision
Why do people change their minds?

It’s better than you thought

It’s not as bad as you thought
"How much less do you drive across the cordon compared to before the charges?" (2005=>2006)
To achieve public and political support, changes must...

- Yield tangible benefits
- Associate to attitudes/values with strong positive emotions
- Be supported by other policies (part of strategy)
- Have a design consistent with the purpose

- Align political credit, blame and responsibility
  - … and don’t upset delicate political negotiation games

- Honesty helps: Admit uncertainties, dont exaggerate benefits
- Trials can be a good idea
When solving complex social problems:

Don’t plan in detail what people should do.

Create incentives, people will figure out how to adapt.

If done right – they’ll embrace the change.