PROGRESS
Gothenburg report on acceptance
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Current transport situation

- "Little London"
- City divided by river
- 740,000 inhabitants in the region
- Mode shares:
  - 65 % car
  - 20 % PT
  - 15 % walk/bicycle
- Average trip length by car: 10-15 km
- Average journey time by car: 10-15 min
- Departure time (to work): 07.00-08.00
Two scenarios - per km charging

**CONGESTION PRICING**

- Aim: “reduced travel during peak on overloaded roads”
- High charges in congested area
- Charges only during peak-hour

**ENVIRONMENTAL PRICING**

- Aim: “reduced emissions”
- Three cordons
- Low charges all day
Comprehensive evaluation

Data overview
- Log data
- Travel diary data
- Survey data
- Simulation data
- Technical data
Acceptance
Attitudes change over time

Negative attitudes becomes less negative. Positive attitudes becomes more positive.
Acceptance

• **Traffic situation:**
  travel times by car ok
  travel times by PT too long

• **RP justified if:**
  PT and environment is improved

• **Preferred RP:**
  RP at times and on roads where congestion exists
  Prefer high charges in peak to low charges all day

• **Revenues:**
  return to the traffic system

*Knowledge increases acceptance!*
Behaviour
Fewer "bottle necks"

Traffic reduction: city center 22%, 6% GUA, 2% region
Test drivers changed departure times

(log data)
Differences in journey time between genders
(travel diary data)

Gothenburg
Low income groups: reduce journey time more

(travel diary data)
Deviations from plan

- **Technical problems**
  - Bad quality of GPS reception and loss of signals
  - Loss of battery power
  - Loose plug…

- **Extra test round**

- **Stated preference-exercise on departure time was added**
Recommendations

Higher acceptance is reached if:

• fee only at peak hour
• the RP-system reduces queues
• revenues are returned to the traffic system in the region
• extensive consultations are applied

Generally:

• use ANPR for urban areas
• expect adjustments: technique, charging levels etc
• expect delays in implementation process
What is the best way to introduce RP?

1. Present facts
2. Develop an appropriate scheme (evaluate several schemes)
3. Undertake an extensive dialogue
4. Fine-tune design and technique before introduction
5. Constantly adapt to current conditions
Key factors in the Gothenburg success?

- Information strategy
- Extensive evaluation
- Several rounds enabled improvement of technique
- Cooperation with city council

- Activities in Stockholm and London increased interest at the final stage - focus on facts!