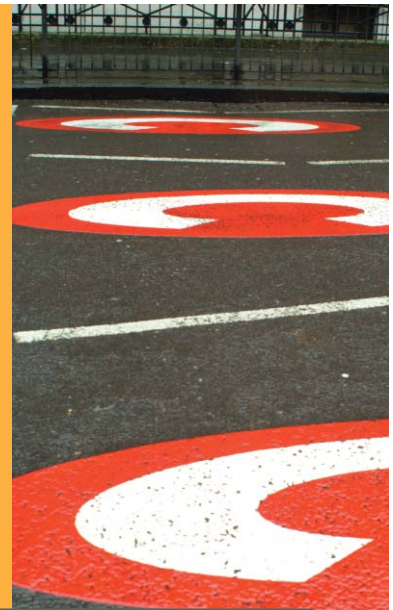


# Successful congestion charging

Developing Congestion Charging schemes is high-risk. We offer expertise and proven experience in design, management, monitoring and assessment - helping policy-makers develop schemes that succeed.

## The issues

Congestion charging is now a key component of many local transport strategies as well as national transport policy. The contrasting experience in London and Edinburgh underlines some of the critical factors for success: soundly-based scheme design and linkage with complementary measures; wide-ranging option appraisals; choice of appropriate technology; effective public communications; and consultation throughout all stages of design, development and implementation.



## How we can help

Through our extensive experience in the UK and internationally, including London, we offer the tools, resources and expert knowledge to address the many challenges to securing stakeholder acceptance and successful implementation. We offer:

- scheme design;
- complementary measures;
- choice of technology and operational planning;
- demand and revenue forecasting;
- researching driver responses and impacts on vulnerable groups;
- accessibility planning to address social exclusion issues;
- assessing economic, social, environmental, business and land-use impacts;
- public and stakeholder consultation;
- monitoring and evaluation.

### Congestion charging in London

- managing DfT's major research programme to guide the London Congestion Charging scheme assessment and technology choice;
- since 2001, delivering high quality monitoring survey data, advice and research to TfL on the traffic, transport and social impacts of congestion charging in London;
- our ongoing advice is helping to guide TfL's design, operational planning and public communications activities for the original scheme and future extensions.

### National road pricing

- we are assessing traffic diversion impacts of motorway charging for DfT, and the feasibility of trunk road charging for the Highways Agency;
- our research into consumer perceptions of pricing structures is helping DfT to develop an appropriate national road pricing structure;
- we have advised the Netherlands Ministry of Transport on congestion impacts of road pricing and had key responsibilities for planning the Hong Kong Electronic Road Pricing scheme.

### Urban congestion charging

- our strategic transport planning studies for seven major cities - London, Birmingham, Bristol, Edinburgh, Leicester, Liverpool and Manchester - have developed congestion charging options;
- for DfT, we appraised workplace parking levies in Nottingham and Westminster, and for the Scottish Executive, the merits of urban cordon charging;
- we assessed road pricing and workplace parking levies for the Leeds Local Transport Plan.

### Forecasting and appraisal

- our state-of-the-art strategic and land use modelling has provided robust forecasts for London and elsewhere. We also continually improve forecasting and appraisal methods. For DfT we produced guidance for multi-modal studies, for major schemes evaluations and for the Common Appraisal Framework, to address charging policies specifically.

### Developing effective complementary measures

- as well as being centrally involved in the London Bus Initiative our advice has been central to bus, rail and light rail scheme developments in Manchester (Metrolink), South Yorkshire (Supertram) and Croydon (Tramlink).

### Public and stakeholder consultation

- our effective use of carefully designed social research and consultation involving the public, businesses and minority groups has helped identify and ameliorate concerns, and improve awareness and acceptance. Our experience covers LTP development as well as congestion charging and workplace parking levies.

### Technology choice

- our enforcement technology expertise includes developing a harmonised approach to digital imaging enforcement techniques within the EU VERA project.

