Pilot Road Pricing in Amsterdam

Ton Buffing
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Structure of presentation

1. Introduction
2. Nationwide road-pricing
3. Pilot Road Pricing with volunteers
4. Regional Mobility Program
Amsterdam Metropolitan Area

Amsterdam plus surrounding cities

2.5 million inhabitants
Amsterdam and the region:

- Interdependency between economic centers
- Focus on regional development and links
- Regional traffic is biggest challenge
Threats we’re facing

- Increasing congestion;
- Limits to Public Transport
- Air quality is decreasing
- City becomes less attractive
Forecast for 2020

Road congestion
- slow traffic
- congestion
- heavy congestion
The Dutch Approach

- Nationwide: Road Pricing Scheme
  ‘Paying Differently For Mobility’

- Regional: Mobility Management Program
  *pilot road pricing is one of the measures*
Nationwide scheme
‘Paying Differently For Mobility’

- Transformation from fixed road taxes to road user charge (kilometer price).
- GPS based: every car pays for every kilometer.
- Higher tariffs at main roads in rush hours (to be started in Amsterdam region).
Meanwhile....
Pilot Road Pricing
in the Amsterdam region

- On a voluntary basis
- Participants get their road taxes reimbursed (€ 100)
- They’re going to pay per kilometre

- If they change their behaviour they profit
  (and if they keep on driving as usual, they won’t)

- Starts in 2010 with 1,000 participants
- New groups will join in later
Participants pay:

- 6,5ct per kilometer
- an extra 4, 6 or 8 cents per km in rush-hours on selected roads
6,5 ct / km and extra 4, 6 or 8 cents per km in rush-hours on selected roads
Goals

- Improve accessibility preceding national scheme
- Gain insight in behavioural effects
- Stimulate awareness of mobility choices
- Test technology (GPS) and the principles of the *Paying Differently For Mobility* scheme

- Different test groups with altered circumstances to research effects and behaviour
Regional Mobility Management

*Pilot is part of a regional plan*

- Companies and governments work together to reduce congestion
- Focus on the roads connecting important business locations
- Smart Working Centres, Van-Pools, Flexible Workhours, Car-sharing, bicycles……
- 15 of the largest companies share ‘best practices’