



Introducing congestion charges – Frequently Asked Questions

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It works.

TISDAG
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Bröder
som
spelar
bröder

NÖJE, S/24

metro 

STOCKHOLM

Daniela
slår ett
slag för
vårens
mode

NYHETER, S/03

**KLARASTRANDSLEDEN 16.30
MÅNDAG 2 JANUARI**



**KLARASTRANDSLEDEN 16.30
TISDAG 3 JANUARI**



**KLARASTRANDSLEDEN 16.30
MÅNDAG 9 JANUARI**



LUGNT PÅ KLARASTRANDSLEDEN. Lugnt på Essingeleden. Lugnt i kollektivtrafiken. Ingen visste i går med säkerhet vart stockholmarna tagit vägen.

Stockholmare, vart tog ni vägen?

VAR TREDJE BILIST ställde bilen i går. Samtidigt var det lugnt i kollektivtrafiken och på Essingeleden.

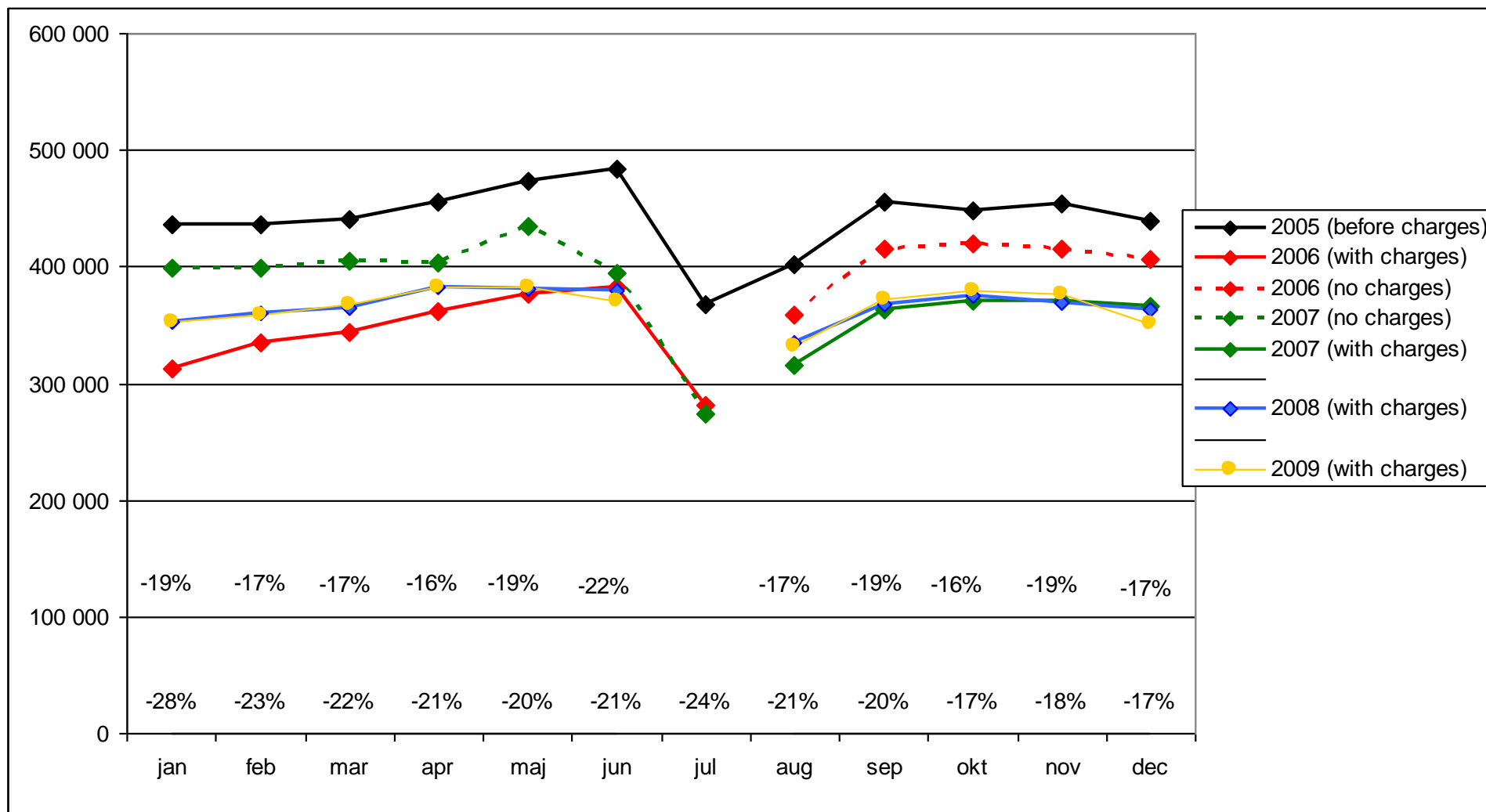
inte tänkt åka tåg i dag i alla fall. Några har kanske skjtit upp sin resa om de tänkt åka och handla. Andra har kanske

Mellan klockan 6.30 och 18.30 passerade 287 761 fordon någon betalstation, vilket är en trafikminskning med ungefär 55 pro-

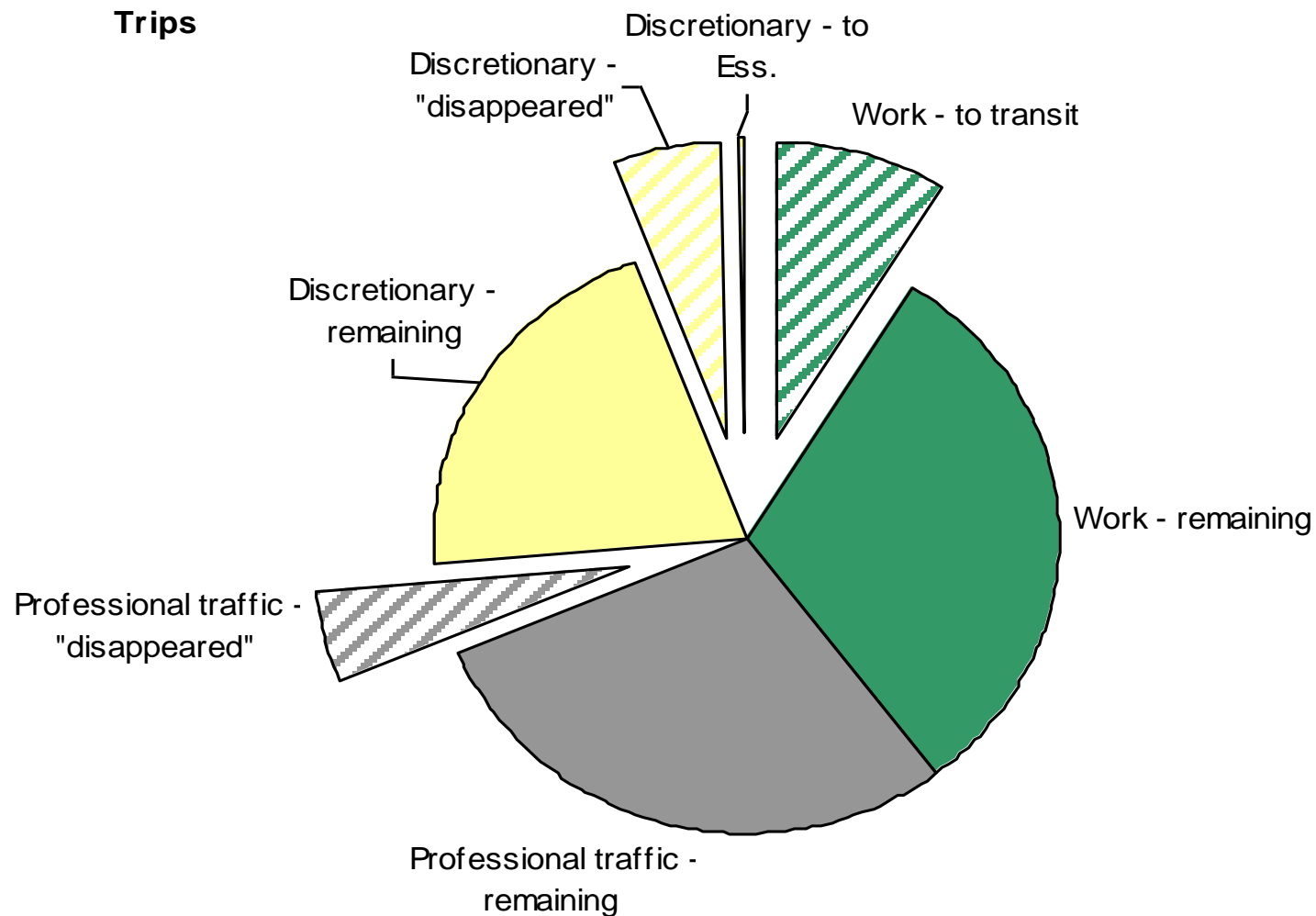
klockan 6.30, då skatten börjar tas ut. På SL märkte man inte heller av någon anströmning av nya rese-



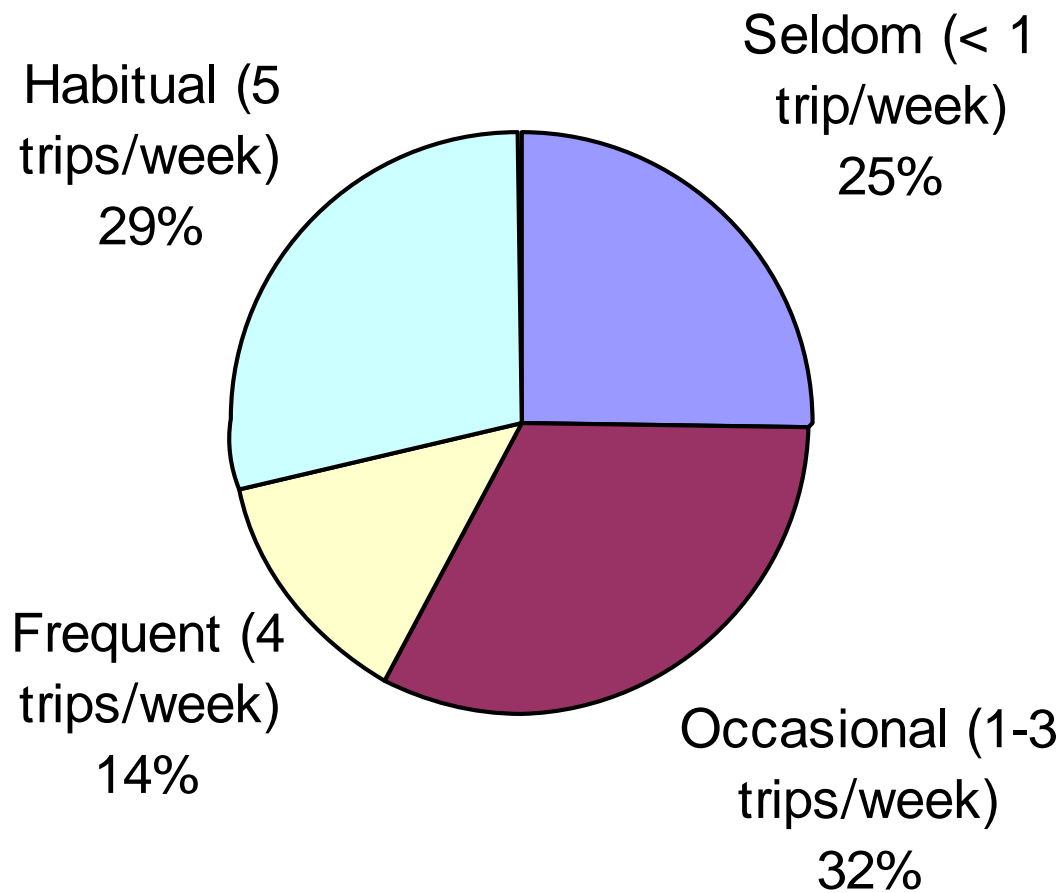
Effects are persistent



There are many ways to adapt

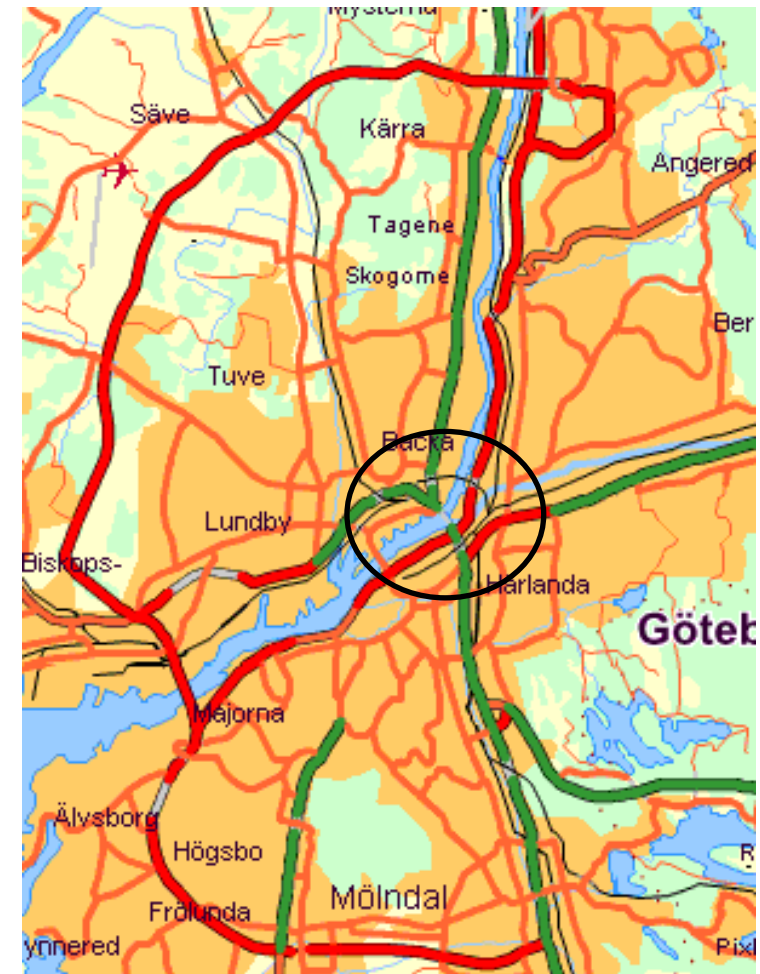
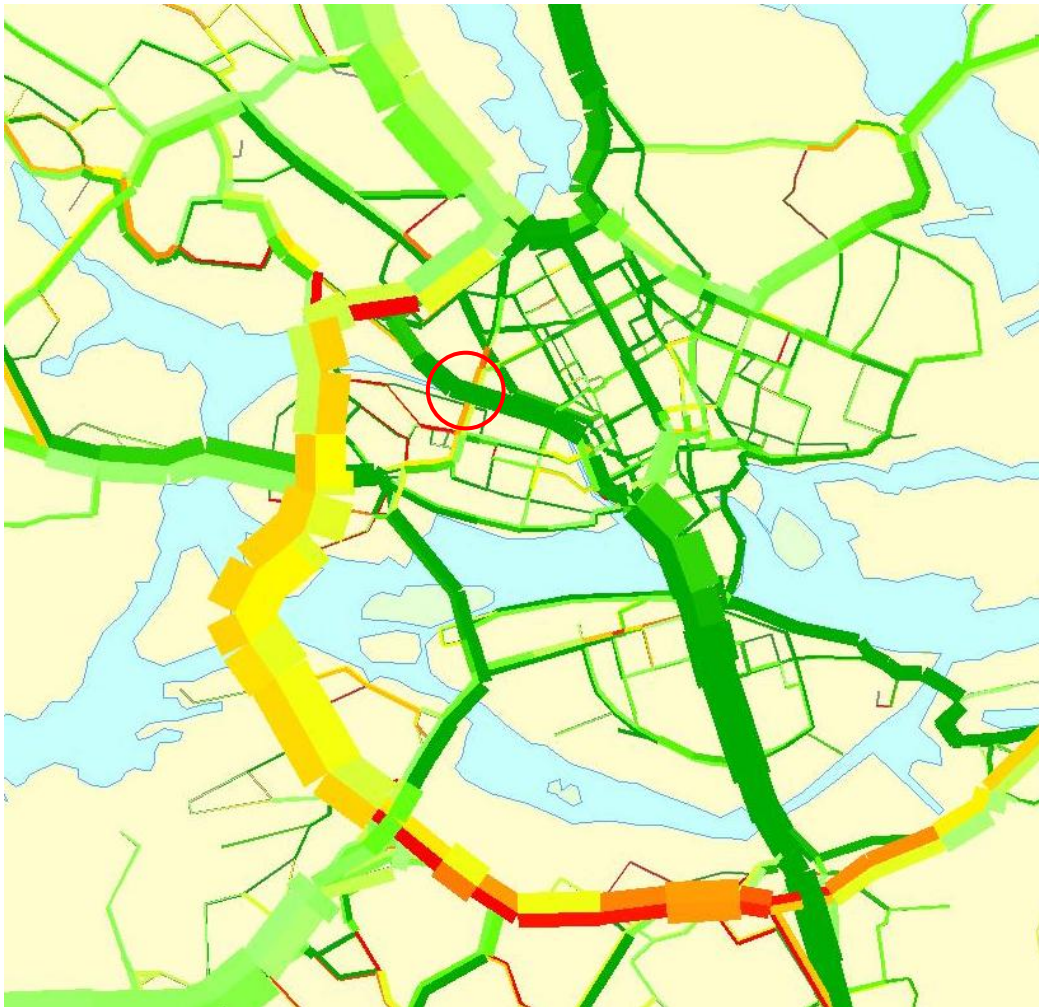


People change from day to day



*Private cars
across cordon*

Designing charges is difficult



Attitudes change after introduction



"Charges heading for the ditch"
"Bypass threatened by chaos"
"Charging chaos continues"

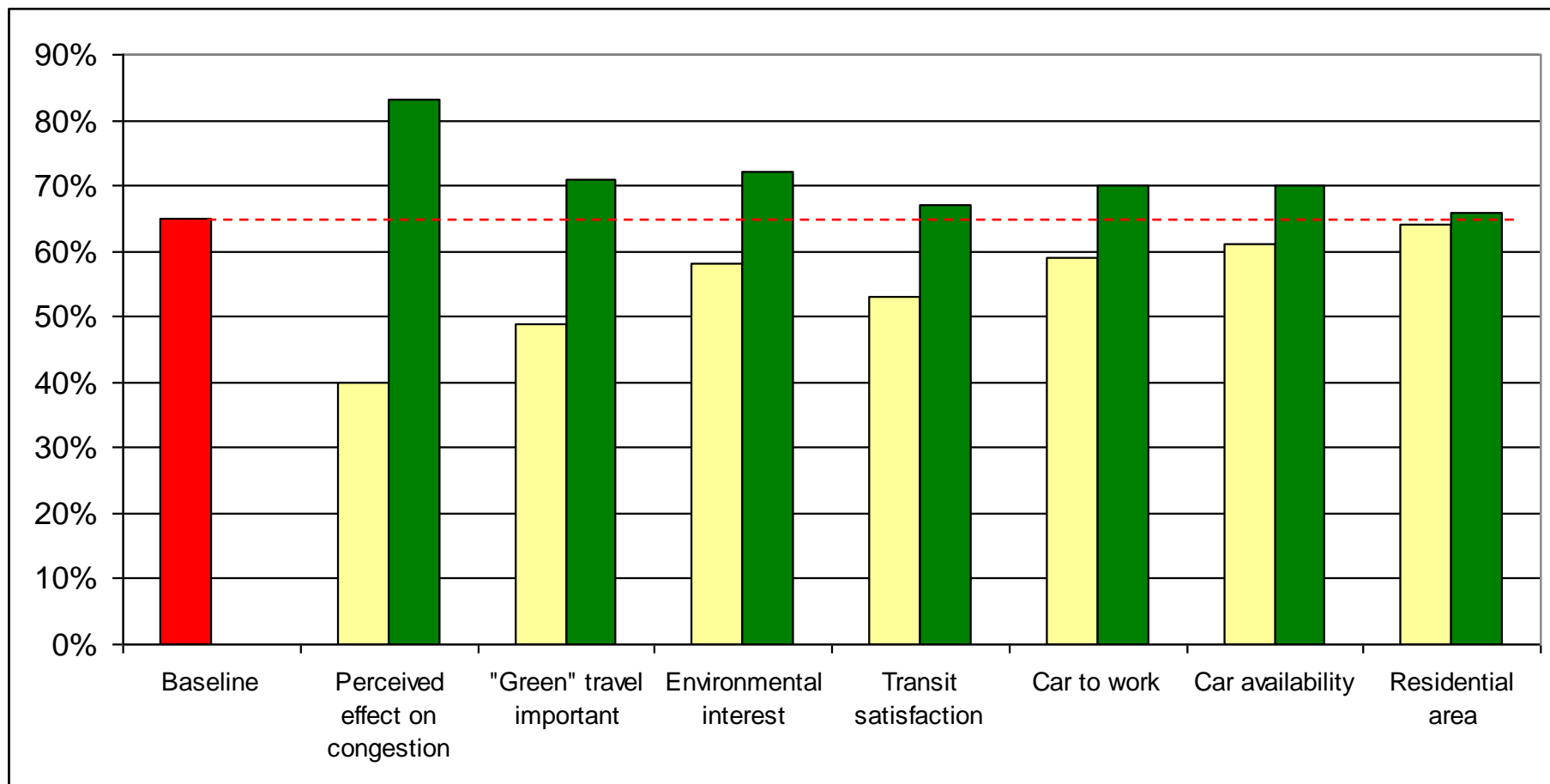


"Stockholm loves the charges"
"Charges a success"
"Thumbs up for the charges"

"Familiarity breeds acceptability"— but why?

- It's better than you thought
- It's not as bad as you thought
- Accept the unavoidable
- Pricing scarce things isn't so strange, after all

Decisive factors for acceptability: Effects and "branding"



Political acceptance

- Mistrust between cities, regions, national level
- Power over revenues and charge levels?
- What happens to national grants to regional infrastructure?



You paid *what* for a congestion charging system?

Revisiting the cost of the
Stockholm Congestion Charging system
Carl Hamilton, CTS Stockholm

Expensive?

Cost / Revenue

Cost / ~~Revenue~~



7 Major Cost Drivers

Political Context

“the biggest political suicide in
history...

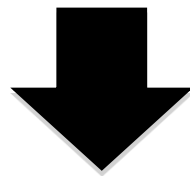
...stand back and watch the
Left-Green coalition commit it”

Gunnar Söderholm
Stockholm City

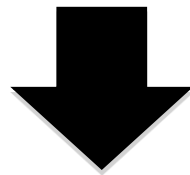
“I told IBM several times: ‘It is fully possible
that this all goes to hell.
But if it does, I will make sure that
you are going down with me.’”

Birger Höök
Road Administration

Political Risk



Administration's Risk



Commercial Risk

Risk reduction: Redundant components

Insurance



A wide-angle photograph of a city intersection. In the foreground, there are several traffic lights and crosswalks with white stripes. A few cars are visible, including a red one and a silver one. In the background, there are trees and a large red brick building. The sky is cloudy. A large white text overlay 'Thank you' is centered in the middle of the image.

Thank you