

Traffic Reduction Strategies

The City of Pasadena has developed proactive policy goals and innovative programs to encourage the most efficient use of the city's existing transportation infrastructure through a balanced multimodal approach. In order to build on and complement these successful multimodal transportation initiatives, and to accommodate future residential and employment growth without increasing vehicle traffic on city streets, the City of Pasadena asked Nelson\Nygaard to analyze the best strategies in traffic reduction.

Nelson\Nygaard asserted that traffic congestion is not an inevitable side effect of growth and conducted a comprehensive study of international best practices to develop a two-tiered package of policies and programs to reduce vehicle trips on city streets in the PM peak period by 10% and 25%. The study included measures ranging from cordon-based congestion charging to guaranteeing equal incentives for alternative modes of transportation. Nelson\Nygaard integrated transportation demand management (TDM) measures into the City's program to maximize transportation investment and achieve community goals.

The recommendations for traffic reduction have been enthusiastically received by the Pasadena City Council and Nelson\Nygaard is currently preparing to engage in a follow-up congestion pricing study for the city.



Project Duration: 2006-2007

Total Budget: \$99,600

Nelson\Nygaard Budget: \$76,200

For more information:

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