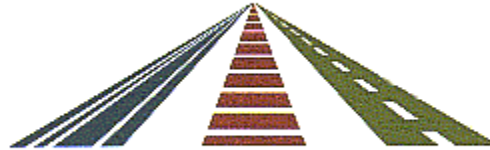


TRI-STATE TRANSPORTATION CAMPAIGN



Mobilizing the Region

Congestion Pricing: Support Among New York City Residents

Key Findings of:

**Telephone Survey of 800 New York City Residents
May-June, 2006**

Conducted for Tri-State Transportation Campaign

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Overview



Project Objectives

To explore and benchmark:

- New York City residents' awareness of congestion pricing.
- Factors that will contribute to support or opposition to congestion pricing.
- Concepts to inform the development of a communications program, including identification of relevant messages and consumer end-benefits.

Method

Random-digit-dial (RDD) telephone survey of 800 New York City residents, 18 years of age and older. Sample distribution includes proportional representation across all five boroughs and questionnaire administered in Spanish language for non-English speaking Hispanic residents.

Final data were weighted using demographic information from the US Census Bureau to adjust for sampling and other non-sampling deviations from population distributions. Weights were assigned so the proportion in cells for borough, age, and race/ethnicity reflects the actual New York City adult population according to the US Census Bureau's most recent data.

Sample Error

For total sample results based on weighted data from 800 completed telephone interviews, the margin of error calculated at the 95 percent confidence level is ± 3.5 percentage points.

Research Highlights

- The results of the citywide survey of New York City residents suggest strong potential for a congestion pricing program in the Central Business District (CBD) of Manhattan. Despite that only a few city residents (18%) have ever heard or read anything about congestion pricing, they grasp the concept easily, and thoughtfully consider and accept many arguments in support of a program below 60th Street in Manhattan.
- Overall, the public believes traffic congestion is a major problem plaguing New York City and they express strong dissatisfaction with the job Mayor Bloomberg is doing to address traffic problems throughout the city. For example, the survey discovers that:
 - 79% believe traffic jams on city streets are a problem and 50% believe congestion in Manhattan on a normal work day is unacceptable.
 - While the majority of New Yorkers give positive ratings to the Mayor's performance in keeping parks and neighborhoods clean, reducing crime and increasing access to public transportation, he fares far worse on his accomplishments relating to increasing affordable housing, healthcare for the uninsured and increasing employment opportunities for minorities.
 - When assessing the Mayor's attention to reducing traffic jams throughout the five boroughs of New York, 59% give him a negative rating. In fact, only his performance on increasing affordable housing is rated more harshly at 60% negative.
 - Discontent with the Mayor's performance on traffic issues cuts across most segments of the city's population, but people in Manhattan and Staten Island are especially displeased with the Mayor's performance...and so are motor vehicle owners and non-owners alike (62% and 56%, respectively).
- New Yorkers say traffic issues are impacting the quality of life in their neighborhoods and this appears to have an influence on their willingness to hear and support arguments in favor of congestion pricing.
 - According to half of New Yorkers, noise and air pollution are traffic-related problems in their neighborhoods. Among those in Manhattan, from 63% to 66% cite these conditions as problems in their neighborhoods.
 - Among the strongest arguments to prompt support for congestion pricing is the contention that it will reduce noise and air pollution in the city – 77% agree this will be a benefit and 50% strongly agree.
 - Nine-in-10 New Yorkers, including those who think congestion pricing is a bad idea, believe less traffic resulting from congestion pricing will lead to faster emergency response in Manhattan.

Research Highlights, continued

- Still, the research indicates that in the absence of intensive communications to explain and demonstrate the benefits of congestion pricing, support for the concept is fragile.
 - Regardless of the London experience, 45% of New Yorkers think congestion pricing is a bad idea. They tend to believe there are enough tolls already, it will unfairly target workers, will be too expensive for people already paying a lot to live in New York City...and has the potential to achieve the opposite effect by increasing traffic congestion surrounding the CBD.
 - Among the 44% who think congestion pricing will be a good idea, the perceived benefits center on reduced congestion and pushing people toward use of public transportation.
- Arguments against congestion pricing, however, never secure solid majorities of agreement among New Yorkers. About half or just under half of city residents accept the position that congestion pricing will discourage people from coming into the city and, thus, lead to a loss in revenue or agree that the city will eventually spend more money enforcing the program than it will receive from it. And the public is split over whether congestion pricing will lead to greater congestion outside the CBD.
- Underlying these responses for and against congestion pricing, the survey does uncover an important obstacle and opportunity in the public's thinking – 42% don't believe traffic congestion in Manhattan is severe enough to warrant a congestion pricing program, while those in Manhattan (56%) and who travel to their jobs in cars and trucks solidly disagree (62%).



DETAILED FINDINGS



Chapter 1: Performance Ratings of Mayor Bloomberg

Issues of Concern

RATINGS OF MAYOR BLOOMBERG'S JOB PERFORMANCE IN . . .

	-----BOROUGH OF RESIDENCE-----					
	TOTAL	Bronx	Brooklyn	Man- hattan	Queens	S.I.
Keeping parks clean and safe						
Excellent	16%	15%	12%	25%	15%	9%
Good	47	46	43	50	47	57
Fair	24	26	26	19	26	24
Poor	8	9	12	3	5	6
Reducing crime						
Excellent	18%	18%	14%	22%	18%	23%
Good	39	32	35	46	42	42
Fair	27	33	29	23	27	25
Poor	12	15	18	7	8	10
Keeping the city clean of litter and illegal dumping						
Excellent	11%	17%	9%	13%	9%	8%
Good	44	37	40	46	48	53
Fair	27	24	31	22	28	29
Poor	15	17	17	16	13	7
Increasing access to public transportation—buses and subways						
Excellent	11%	14%	8%	9%	14%	13%
Good	42	39	41	43	46	38
Fair	27	28	33	26	23	24
Poor	12	13	13	13	9	10
Improving education standards at city schools						
Excellent	15%	16%	14%	20%	14%	14%
Good	35	35	35	32	39	34
Fair	23	22	24	23	25	16
Poor	17	22	19	12	14	27

DK/NA not shown. For weighted Total, n=800.

Rating the Mayor of New York

- New Yorkers give Mayor Michael Bloomberg decidedly mixed reviews when evaluating his performance as Mayor across a range of issues that impact the quality of life in New York City.
- Though a majority of the public leans in a positive direction when rating the Mayor's performance on several key issues, very few give top-box or "excellent" ratings. There is also a solid and often sizeable negative base to evaluations of the job Mr. Bloomberg is currently doing as Mayor of New York City.
- Overall, a majority of New Yorkers give the Mayor positive ratings for his performance in keeping parks clean and safe, reducing crime, keeping the city clean of litter and illegal dumping, increasing access to public transportation.....and by a slim margin.....improving education standards at city schools.
 - Yet, never more than 18% give the Mayor an "excellent" rating for his handling of these issues.
 - For his performance reducing crime, residents of the Bronx and Brooklyn are split, with half giving the Mayor positive ratings and half giving him negative ratings. Those in Manhattan, Queens and Staten Island are solidly positive about the Mayor's response to crime.
 - Brooklyn residents are also divided about the Mayor's attention to illegal garbage and increasing access to public transportation.
- For those issues where the majority give overall positive ratings, Manhattan residents tend to be more positive about the Mayor's performance than residents of other boroughs. Women are consistently more negative than men about the Mayor's response to key city issues.

Negative Ratings of Mayor Bloomberg

RATINGS OF MAYOR BLOOMBERG'S JOB PERFORMANCE IN . . .

	-----BOROUGH OF RESIDENCE-----					
	TOTAL	Bronx	Brooklyn	Manhattan	Queens	S.I.
Increasing affordable housing for working families						
Excellent	6%	6%	9%	3%	5%	4%
Good	21	25	18	18	25	18
Fair	24	22	23	23	25	39
Poor	36	37	43	35	30	29
Reducing traffic jams and delays on city streets, highways and bridges						
Excellent	5%	6%	5%	4%	6%	*%
Good	26	23	27	24	31	12
Fair	30	30	29	32	29	34
Poor	29	32	28	29	25	48
Reducing air pollution						
Excellent	4%	10%	3%	4%	2%	5%
Good	25	19	23	29	30	21
Fair	31	34	31	26	28	49
Poor	21	18	26	21	19	8
Improving employment opportunities for minorities						
Excellent	8%	11%	6%	6%	7%	14%
Good	23	24	15	22	33	24
Fair	26	29	28	25	24	32
Poor	25	29	34	21	19	11
Reducing noise						
Excellent	7%	11%	9%	7%	4%	10%
Good	35	27	36	31	39	44
Fair	31	32	32	31	29	35
Poor	17	22	16	22	15	*
Providing health care to the uninsured						
Excellent	8%	9%	9%	8%	6%	2%
Good	28	27	28	21	32	28
Fair	22	29	16	27	21	29
Poor	23	24	29	18	21	16

DK/NA not shown. For weighted Total, n=800.

- Across all boroughs the Mayor's performance ratings are solidly negative on issues relating to increasing affordable housing, improving opportunities for minorities, healthcare for the uninsured, pollution andimportantly.... traffic and congestion on city streets, highways and bridges.

The Mayor's Performance on Traffic Issues

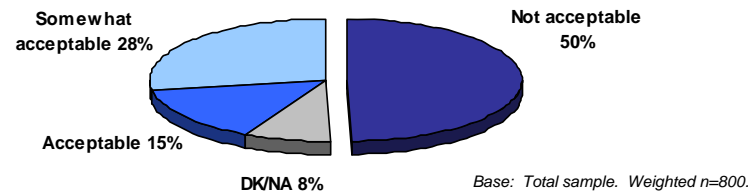
- In fact, 59% of New Yorkers give the Mayor a negative rating for the way he has addressed traffic issues in the city, and on only one other issue—affordable housing—does he score mildly worse with a 60% negative rating.
- Among sub-groups of New Yorkers:
 - 62% of motor vehicle owners give the Mayor a negative rating on reducing traffic jams and delays throughout the city. Non-vehicle owners are not satisfied with his performance as well (56% negative), nor are those who drive to work (70% negative).
 - Residents of Staten Island appear especially angry about traffic issues – 82% give an overall negative rating – while slightly more of those in Manhattan and the Bronx (60%-62%) give negative ratings than residents of Brooklyn and Queens (55%-57%).
 - Discontent with the Mayor's performance on traffic issues cuts across age and income groups, though a solid third of middle and upper income residents give intensely negative ratings (33%-36% rate the job he is doing on traffic issues as "poor").
 - And among the working population, 59% of those who work below 60th Street in Manhattan and 67% of those working outside Manhattan say the Mayor has done, at best, a fair-to-poor job reducing traffic on city streets, highways and bridges.



Chapter 2: Perceptions of Traffic Issues in NYC

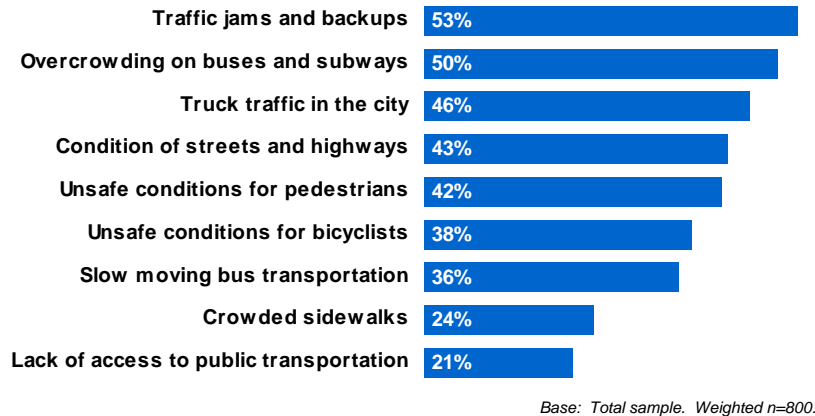
How Big A Problem is Traffic?

Rating Traffic Congestion in Manhattan On A Normal Work Day



Rating Transportation Issues in New York City

■ Percent "Major Problem"

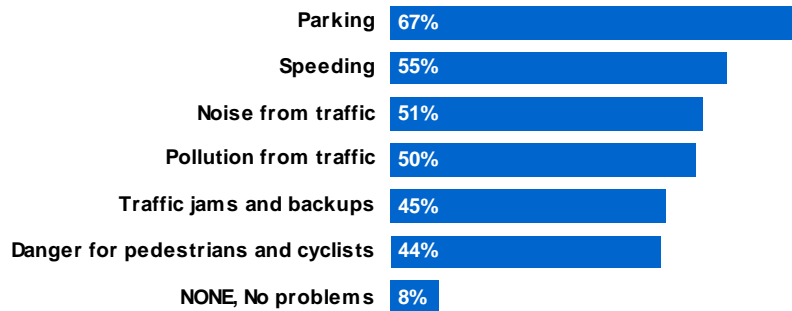


- Regardless of the borough in which they live, fully 50% of the New Yorkers surveyed believe that traffic congestion in Manhattan on a normal work day is **unacceptable**.
 - Not surprisingly, those who drive to work are among those most likely to say traffic in Manhattan is unacceptable (57%). Yet even those who use public transportation strongly share the view that traffic in Manhattan is unacceptable (50%).
- According to 79% of New Yorkers, traffic jams on city streets, highways and bridges are a problem in the city and 53% consider congestion a "major problem."
 - Residents who drive to their jobs are particularly apt to say traffic jams are a "major" problem (65%), as are those who work outside of Manhattan (62%).
- Overcrowding on subways and buses is also considered a significant problem by New Yorkers, with younger adults (60%) and those traveling to work on public transportation most likely to express this view (56%).
- Over four-in-10 residents also consider truck traffic, the condition of roads and safety conditions for pedestrians to be major problems in the city.
 - Truck traffic is judged as an especially acute problem by those who use their own vehicles to travel to work (53%).
 - And Manhattan residents are more likely than others to consider unsafe conditions for bicyclists a significant problem (43%).
- A third of New Yorkers also contend that slow moving public buses are a significant problem.
 - Notably, those who are especially likely to consider slow moving buses a "major" traffic-related problem are city residents in their 40s and 50s (40%-46%) and New Yorkers who work in Manhattan above 60th Street (62%).

Neighborhood Traffic Problems

Traffic-Related Problems in "Your Neighborhood"

■ Percent "Yes, Is A Problem"



Base: Total sample. Weighted n=800.

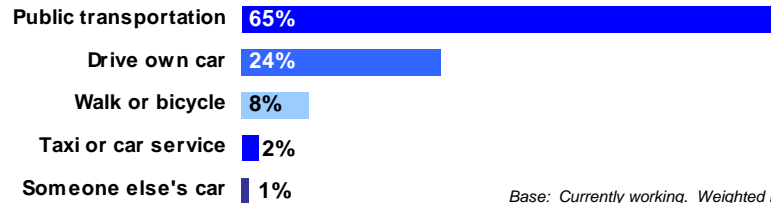
	-----BOROUGH OF RESIDENCE-----					
	TOTAL	Bronx	Brooklyn	Manhattan	Queens	S.I.
Parking	67%	78%	72%	76%	58%	32%
Speeding	55	60	55	44	54	81
Noise from traffic	51	60	44	66	46	27
Pollution from traffic	50	51	50	63	44	34
Traffic jams and backups	45	49	43	56	37	56
Dangerous conditions for pedestrians or bicycles	44	51	40	53	38	47
None of these problems	8	8	7	4	14	6

For Total, weighted n=800.

- New Yorkers identify a range of traffic-related problems that plague their neighborhoods.
 - More than three-fourths of Bronx and Manhattan residents say parking is a problem in their neighborhoods. Almost as many (72%) make this report from Brooklyn.
 - Speeding is also a frequently cited neighborhood problem for New Yorkers (55%), but less often among those in Manhattan (44%).
 - Noise from traffic is an especially acute problem for those in Manhattan (66%) and the Bronx (60%).
 - 50% citywide say their neighborhoods suffer from traffic pollution, but significantly more from Manhattan make this report (63%).
 - Traffic jams and dangerous conditions for pedestrians and bicyclists are each cited by about 45% of New Yorkers as neighborhood problems. Manhattan residents are especially likely to report traffic jams as a problem in their neighborhoods (56%).

The Driving Public

How Do You Usually Get To Work?



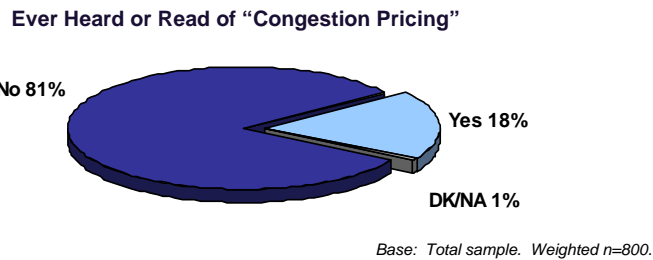
Base: Currently working. Weighted n=565.

- New Yorkers tend to over-estimate the percentage of city households that own at least one motor vehicle. They also believe the majority of people driving into Manhattan for work each day are not city residents.
 - New Yorkers estimate that only 45% of the work-related traffic into Manhattan each day is composed of city residents. They are also inclined to believe that workers who drive into Manhattan hold middle-income and high-paying jobs.
 - New Yorkers estimate household motor vehicle ownership in the city at 60%...significantly higher than the actual level of 44% according to the latest Census reports.
- Two-thirds of those surveyed who are currently employed (65%) say they rely on public transportation for traveling to their jobs, while one-in-four report driving to their jobs in their own cars or trucks (24%).
 - Fully 74% of New Yorkers who drive to work in their own cars or trucks say they do not incur parking fees at their work location. While the number of interview cases is too small for statistical reliability, it's not surprising that those who drive to work in Manhattan are the group most likely to be paying parking fees.



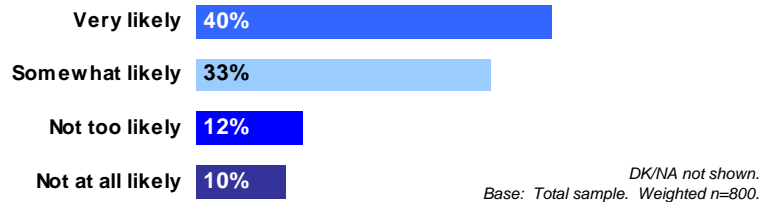
Chapter 3: Reactions to Congestion Pricing

Awareness and Impact of Congestion Pricing Plans



[After hearing description below of London’s congestion pricing program]

Q: If this program were in place for cars and trucks entering Manhattan below 60th Street, how likely do you think it would be to reduce traffic congestion in this area of Manhattan?



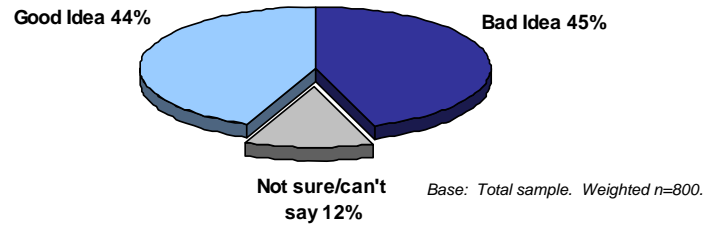
Description of London’s congestion pricing program:

“As you may have heard, a traffic-control program called “congestion pricing” was started three years ago in the city of London, England. Drivers are charged a toll for entering the center or busiest part of the city. Since the toll started, traffic in the center of London has been reduced and public bus speeds have improved.”

- New Yorkers’ awareness of “congestion pricing” as a traffic control program is minimal—only about one-in-five city residents (18%) say they have ever heard or read anything about congestion pricing.
 - Notably though, New Yorkers who work in Manhattan are twice as likely as those who work elsewhere to report being aware of congestion pricing (24% vs. 12%, respectively).
- Despite their initial unfamiliarity with the concept and after hearing a description of the congestion pricing program implemented in London, nearly three-fourths of New York City residents (73%) think congestion pricing would be likely to reduce traffic congestion in Manhattan below 60th Street if put into operation in that area.
 - In fact, regardless of the borough in which they live or work and whether they own vehicles or not, fully four-in-10 New Yorkers think it is “very likely” that traffic would be reduced if a congestion pricing plan was put into effect in Manhattan.
 - And top-box assessments that a congestion pricing plan would “very likely” reduce traffic below 60th Street attain majority level among New Yorkers in their 40s (51%) and among residents who have heard of congestion pricing programs (51%).
- Still, a sizeable minority of New Yorkers (27%) think that congestion pricing would be unlikely to ease traffic below 60th Street (22%), or they are uncertain of its impact (5%).

Congestion Pricing A Good or Bad Idea?

Attitudes Toward Congestion Pricing for Manhattan Below 60th Street



Q: Do you think traffic congestion pricing or charging a toll to cars and trucks entering Manhattan below 60th Street would be a good idea or a bad idea?

		<u>Good Idea</u>	<u>Bad Idea</u>	<u>Can't Say</u>
Total:		44%	45%	12%
Likely to Reduce Congestion:	Very likely	62%	31%	7%
	Somewhat likely	43	45	13
	Not likely	19	65	16
Residence Borough:	Bronx	42%	48%	10%
	Brooklyn	37	49	14
	Manhattan	49	39	15
	Queens	44	45	11
	Staten Island	58	38	4
Work:	In Manhattan	50%	41%	10%
	Above 60 th Street	46	45	9
	Below 60 th Street	52	38	10
	Elsewhere	40	48	11
Vehicle(s) in Household:	Yes	41%	49%	10%
	No	47	38	14
Travel to Work:	By public transportation	49%	40%	12%
	In own car	39	55	6
Age:	Under 30	34%	53%	12%
	30-39	45	43	13
	40-49	52	37	11
	50-59	53	39	7
	60+	41	46	13

For Total, weighted n=800.

- Even though a significant majority of New Yorkers believe that implementation of congestion pricing in Manhattan would be likely to reduce traffic below 60th Street, they are evenly divided over whether charging a toll to cars and trucks entering Manhattan below 60th Street is a “good idea” (44%) or a “bad idea” (45%).
- Although perceptions of the likelihood of success in reducing congestion appear to underlie positive attitudes toward congestion pricing as a “good idea” for New York, there are significant segments of even the most optimistic New Yorkers who see it as a “bad idea.”
 - Among those who believe congestion pricing is “very likely” to reduce traffic below 60th Street, 62% also think congestion pricing is a “good idea,” but nearly a third (31%) view it as a “bad idea” and 7% are uncertain.
 - New Yorkers who see congestion pricing as “somewhat likely” to reduce traffic below 60th Street are split between judging congestion pricing a “good” (43%) or “bad” (45%) idea.
 - And not surprisingly, two-thirds (65%) of those with little confidence that congestion pricing would ease traffic see it as a “bad” idea.
- Further, support for or rejection of congestion pricing below 60th Street is divided across nearly all segments of New Yorkers, although the intensity of opinions does vary. Congestion pricing is seen:
 - As a “good idea” by Manhattan (49%) and Staten Island (58%) residents at significantly higher levels than by Brooklyn residents (37%), and by those working in Manhattan (50%) more often than by residents working elsewhere (40%).
 - As a “bad idea” by those who travel to work in their own cars (55%) more often than those taking public transportation (40%), by those in households with cars (49%) more often than those without cars (38%), and by residents under age 30 (53%) more often than by those in their 40s and 50s (38%).

What Makes Congestion Pricing A Good or Bad Idea?

Congestion pricing a Good Idea, because . . .	<u>Percent Mentions</u>
Will reduce traffic/jams/congestion	28%
Will encourage use of public transportation	11
Will keep unnecessary people/cars/trucks out	10
City needs/can use the revenues/good way to collect money	8
Too many people use cars in NYC/too much congestion	8
Cut down on pollution	7
Will improve below 60 th Street/too many cars below 60 th Street	6
People can move through city faster/improve flow	5
Better for pedestrians/safer	5
It worked in London	3
No reason for people to drive/public transportation	1
Other mentions	12
DK/NA	7

Base: Traffic congestion pricing a "good idea." Weighted n=350.

Congestion pricing a Bad Idea, because . . .	<u>Percent Mentions</u>
Too many tolls/taxes already	15%
Will be too expensive/people paying too much already	13
Will increase traffic/congestion	12
People can't afford it/will hurt them	9
Unfair charge to workers/New Yorkers	8
Not right to charge to enter the city/Manhattan	7
Will hurt businesses/economy/increase prices	7
Won't solve the problem	6
Unspecified negative/will cause problems	3
People/cars/trucks won't cooperate/won't pay	3
Will lead to delays/take too long around the city	2
Traffic can't be avoided/necessary/won't work	2
Don't like/take/depends on public transportation	2
Other mentions	14
DK/NA	5

Base: Traffic congestion pricing a "bad idea." Weighted n=357.

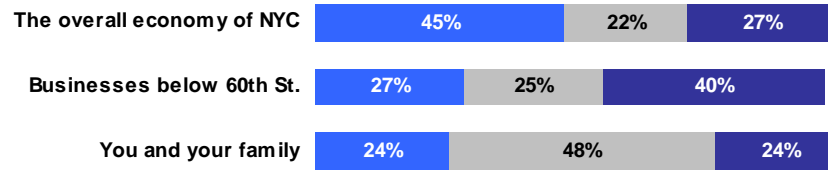
- In explaining the thinking behind their support for congestion pricing in Manhattan below 60th Street, those who view it as a "good idea" for New York most frequently volunteer that they believe it would reduce traffic, traffic jams and congestion in the area (28%).
 - Other benefits they cite include increased use of public transportation; a drop in "unnecessary" cars, trucks and people in the area; increased revenue to the city; and reduced pollution.

- New Yorkers who say imposing a congestion pricing plan would be a "bad idea" most often volunteer monetary reasons for their opposition—that there are already "too many tolls" or taxes (15%) or that it will be "too expensive" for people who are already "paying too much" (13%).
 - In addition, among the most frequent reasons given for calling congestion pricing a "bad idea" is a belief that it will *increase* traffic and congestion, rather than diminish it (12%) or that it "won't solve the problem" (6%).
 - Mentions of other negatives associated with congestion pricing include a sense of it being "unfair" or "not right" to charge to enter Manhattan, and that it will hurt businesses and increase prices.

The Perceived Impact of Congestion Pricing

Impact of Congestion Pricing On . . .

■ Positive impact ■ No impact ■ Negative impact



DK/NA not shown.
 Base: Total sample. Weighted n=800.

Impact of Congestion Pricing On . . . BUSINESSES IN MANHATTAN BELOW 60TH ST.

	TOTAL	-----WORKING-----		
		Below 60 th St.	Above 60 th St.	Else-where
Positive impact	27%	28%	24%	24%
No impact	25	30	21	23
Negative impact	40	37	50	45

DK/NA not shown.
 For Total, weighted n=800.

Impact of Congestion Pricing On . . . YOU AND YOUR FAMILY

	TOTAL	-----BOROUGH OF RESIDENCE-----					VEHICLES IN HOUSEHOLD	
		Bronx	Brooklyn	Manhattan	Queens	S.I.	Yes	No
Positive impact	24%	23%	20%	33%	22%	16%	20%	28%
No impact	48	46	45	52	54	69	50	46
Negative impact	24	28	30	21	21	12	27	19

DK/NA not shown.
 For Total, weighted n=800.

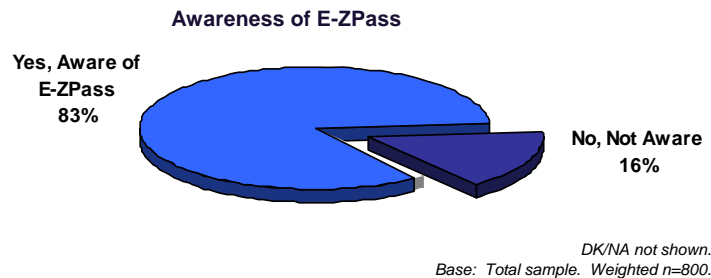
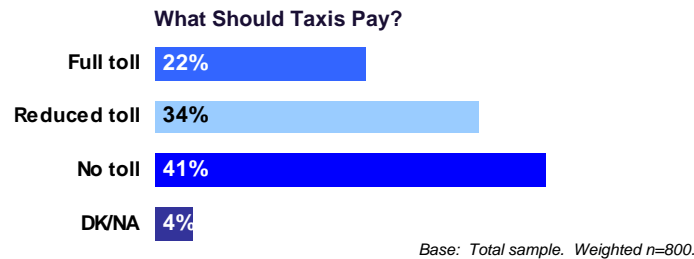
- In assessing the effect of congestion pricing on the **overall economy** of the city, New Yorkers citywide tend to believe it will have a positive (45%) rather than negative (27%) impact.
 - Among city residents who think congestion pricing is a “bad idea,” four-in-ten (41%) foresee negative consequences for the city’s economy, but the majority say it would have either a positive impact (32%) or no impact (23%).
- For **businesses below 60th Street**, however, New Yorkers citywide predict that the impact of congestion pricing will be negative (40%), rather than positive (27%).
 - This negative view is held by those working *above* 60th Street (50%) and in other areas (45%), far more often than by residents working in the congestion pricing CBD *below* 60th Street (37% negative).
- And when it comes to the impact on **their lives and the lives of their families**, New Yorkers overall are more likely to think that congestion pricing will have no impact on them (48%) than they are to perceive either positive or negative (both 24%) personal consequences.
 - Still, expectations of a positive personal impact as a result of congestion pricing is strongest among Manhattan residents (33%), while Bronx and Brooklyn residents are more likely than those in other boroughs to expect negative consequences (28%-30%) for themselves and their families.
 - Notably, half of New York residents in car-owning households anticipate that congestion pricing would have no impact on them or their families, with only about one-fourth (27%) expecting to be affected negatively.

Implementing Congestion Pricing

The “Reasonable” Amount To Charge To Enter Manhattan Below 60th Street

	-----BOROUGH OF RESIDENCE-----					
	<u>TOTAL</u>	<u>Bronx</u>	<u>Brooklyn</u>	<u>Man- hattan</u>	<u>Queens</u>	<u>S.I.</u>
Mean (including \$0)	\$4.20	\$4.00	\$3.80	\$3.80	\$5.20	\$3.10
Median (including \$0)	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$3.00
Percent “nothing”	16%	22%	12%	16%	14%	26%
Percent DK/NA	15	17	15	18	12	6

For weighted Total, n=800.



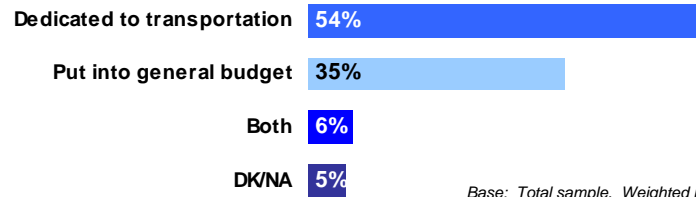
- Support for and resistance to a congestion pricing program in Manhattan below 60th Street is reflected in New Yorkers’ estimates of a “reasonable” amount to charge to drivers each time they enter the area.
 - Overall, New Yorkers suggest tolls that range from “nothing” to well over \$10, although a median of \$2 is considered a “reasonable” charge across most segments of the population.
 - But *averages* of suggested tolls vary significantly—from nearly \$6 among those who support congestion pricing as a “good” idea, to about \$3 among those who think it is a “bad” idea, even when including a significant 30% who would charge nothing.
 - Notably, across boroughs, the average suggested toll is highest among Queens residents at just over \$5. And those who drive to work, as well as those who take public transportation, both suggest on average a toll of about \$4.

- If there is a toll for driving into Manhattan below 60th Street, three-fourths of New Yorkers believe that taxis should be exempt (41%) or pay a reduced toll (34%). Fully half of city residents who either live in Manhattan or work below 60th Street would exempt taxis from paying a congestion pricing toll.
 - And if tolls from congestion pricing resulted in an increase in taxi fares, a majority Manhattan residents (53%), say the increase would effect them and their families “greatly” (21%) or “somewhat” (32%). Majorities of residents in other boroughs say that any taxi fare increase would have little or no impact on them.

- In light of the technology that is likely to be utilized in the implementation of a congestion pricing plan in New York City, it is notable that fully 83% of New Yorkers, including 76% of those without cars, are aware of the E-ZPass program used to collect tolls around the region. And among them, more than six-in-10 (62%) say they know that the current technology collects tolls from vehicles traveling at highway speeds.

Using The Revenue From Congestion Pricing

Where Should Congestion Pricing Revenues Go?



Base: Total sample. Weighted n=800.

-----BOROUGH OF RESIDENCE-----

	<u>TOTAL</u>	<u>Bronx</u>	<u>Brooklyn</u>	<u>Man- hattan</u>	<u>Queens</u>	<u>S.I.</u>
To transportation	54%	45%	48%	56%	60%	80%
Into general budget	35	44	40	32	31	12
Both (volunteered)	6	6	8	6	4	*
DK/NA	5	5	4	6	4	8

For Total, weighted n=800.

- Overall, public support for dedicating the revenue from congestion pricing to improving transportation throughout the city is far stronger (54%) than it is for transferring congestion pricing revenue into the city's general budget (35%).
 - Even stronger support for dedicating congestion pricing revenue to transportation comes from New Yorkers who work in Manhattan (63%) and from residents of Queens (60%) and Staten Island (80%).
 - However, Bronx residents are divided about where to best use the income from congestion pricing, as are New Yorkers under the age of 30.

Chapter 4: Arguments For/Against Congestion Pricing

Agreement With Positive Arguments

Agreement With Statements

■ Agree strongly ■ Agree somewhat ■ Disagree somewhat ■ Disagree strongly

Ambulances, fire trucks and the police will be able to get to emergencies faster if there is less traffic in Manhattan.



Congestion pricing will reduce air and noise pollution because fewer people would be driving into the city.



Travel time in buses, taxis and cars would be faster.



It will be safer for pedestrians in Manhattan.



Congestion pricing is a good way to raise needed money for improvements to mass transit, city streets, highways and bridges.



There will be an overall improvement in the quality of life in the city.



DK/NA not shown.
 Base: Total sample. Weighted n=800.

- The public's reactions to a series of arguments either in support of or opposition to congestion pricing in Manhattan clearly indicate that New Yorkers are highly receptive when congestion pricing is linked to positive outcomes that improve emergency services and contribute to the health, safety and overall quality of life for city residents.
- Overall, the positive contribution of improved traffic flow to faster vehicle movement throughout Manhattan below 60th Street is an exceptionally strong argument in support of congestion pricing. For example:
 - Fully 91% agree, and 75% *strongly*, that congestion pricing will facilitate faster emergency services from first responders in Manhattan. Indeed, only 8% disagree that less traffic, as a result of congestion pricing, would result in faster response from emergency vehicles.
 - Another 77% agree, and 50% *strongly*, that congestion pricing will reduce air and noise pollution in the city by diminishing traffic. An almost equal percentage, 78%, say travel time for buses, cars and taxis will also improve.
 - Citywide, 74% also support the argument that congestion pricing will lead to a safer environment for pedestrians in Manhattan.
- Even those who believe congestion pricing is a *bad idea* acknowledge that it could result in faster city emergency services, faster vehicle transportation below 60th Street, and reduced air and noise pollution.
- New Yorkers also accept the notion that congestion pricing would be a good way to raise the money needed to improve mass transit, streets, highways and bridges throughout the metro area.
 - 69% citywide believe congestion pricing is a good revenue generator for area transportation improvements, including 88% of those who think congestion pricing is a good idea and 52% of those who think it's a bad idea.

Reactions To Negative Arguments

Agreement With Statements

■ Agree strongly ■ Agree somewhat ■ Disagree somewhat ■ Disagree strongly

People who work in Manhattan shouldn't have to pay extra if they choose to drive.



The city would spend more to enforce congestion pricing than it would get from the tolls.



Traffic will increase in the areas surrounding Manhattan below 60th Street.



The city would lose money because fewer people would be using the toll bridges and tunnels into the city.



Traffic congestion in Manhattan isn't bad enough to start a program like this.



Bus, train and subway fares will have to be increased to provide more service for the extra people riding them.



DK/NA not shown.
 Base: Total sample. Weighted n=800.

- Arguments that weaken public support for congestion pricing involve concerns about fairness, cost and economic impact, but the public is clearly divided.
- Though 46% disagree, half of New Yorkers (50%) are apt to agree that congestion pricing unfairly targets people who work in Manhattan.
 - Nearly two-thirds (64%) of those who oppose congestion pricing are in agreement that people who work in Manhattan should not have to pay extra if they choose to drive to their jobs.
 - Those who actually work in the CBD are divided: 48% agree they shouldn't have to pay while 50% disagree, while those in Queens are more likely to be persuaded by this argument (56% of them agree).
- Just under half are inclined to agree (48%) that the city will spend more trying to enforce congestion pricing than it will gain from the tolls, but a bare majority don't accept that argument, with 42% *disagreeing* and 10% uncertain. Again, those who work in the CBD are divided.
- New Yorkers split again over the impact of congestion pricing on traffic *above* 60th Street – 47% support the notion that congestion will increase outside the CBD, while 46% disagree. Indeed, even though the number of cases is statistically unreliable, only a slim margin of those working above 60th Street agree congestion in that area of the city will intensify if congestion pricing is instituted below 60th Street.

Reactions To Negative Arguments, continued

- Half of New Yorkers (50%) also reject the idea that congestion pricing will result in the city losing money because fewer people will travel into the city. This opposition argument has traction, however, with 45% of residents citywide and 53% of those who travel to work in their own vehicles.
- Importantly, there's also a significant group of New Yorkers who accept the argument that traffic congestion isn't bad enough to start a congestion pricing program (42%). Manhattan residents disagree (56%), as do motor vehicle owners (55%), and those who travel to work in their cars or trucks (62%).
- Only the opposition argument that mass transportation fares will increase to accommodate increased passenger flow is solidly rejected – two-thirds citywide disagree fare raises will be an outcome (63%) and this includes “strong” disagreement from 54% of those who currently use public transportation to travel to their jobs.
- As the prior tables show, arguments in support of congestion pricing prompt far more intense levels of agreement than arguments in opposition to congestion pricing.



Appendix: Top-Line Results