



Mobility Pricing Independent Commission launches It's Time: a region-wide conversation about new approaches to reducing congestion

[Ipsos survey shows nine-out-of-ten Metro Vancouver residents are frustrated with traffic](#)

October 25, 2017 (Vancouver, B.C.) – The Mobility Pricing Independent Commission today launched *It's Time*, a public engagement and research project that will study decongestion charging, a tool used in many cities around the world to combat congestion, and how it could work in Metro Vancouver.

The Commission also released new research that demonstrates how congestion is a real and growing problem in the region, and why so many residents are frustrated about the time they are spending stuck in traffic.

“Congestion is one of the biggest problems affecting residents and businesses in Metro Vancouver, and it’s only going to get worse unless we do something about it,” said Allan Seckel, Chair of the Mobility Pricing Independent Commission. “It’s time to have a conversation about new ways of approaching this issue, and our research shows Metro Vancouver residents are open to new ideas. The fact is, we already pay some forms of mobility pricing – such as gas taxes or transit fares – but those charges are not always applied in a fair and strategic way to help reduce congestion on our roads.”

It's Time includes technical experts, research analysts and a public engagement team whose work will be overseen by the Independent Commission of 14 community leaders from around the region. The public engagement program starts October 26 and wraps up in Spring 2018, when the Commission will submit a report on its findings to the TransLink Board of Directors and the Mayors’ Council on Regional Transportation.

The Commission’s work will focus on decongestion charging, which is one form of mobility pricing, and refers to a range of fees that can be charged for everyday use of the transportation system, such as distance- or time-based fees, congestion fees or tolls.

Unpredictability and traffic bottlenecks are widespread concerns among Metro Vancouver residents. A new [Ipsos survey](#) conducted region-wide on behalf of the Commission in September 2017 found that:



- nine-in-ten (89%) are frustrated with traffic delays caused by high volumes;
- eight-in-ten (80%) are frustrated with the unpredictability of travel times;
- eight-in-ten (81%) say transportation delays cause them lost time every week;
- 62% think it's a good idea to study ways to change mobility pricing in this region;
- 60% of residents would like to know and be able to track how much they are spending on transportation;
- almost half (46%) would change the way they move around the region if a system was in place where drivers paid directly for road use.

“Metro Vancouver will welcome more than one million new residents over the next 28 years; it's time for all of us who care about the future of our region to get involved and have a say in how we keep people and goods moving,” said Joy MacPhail, Vice Chair of the Mobility Pricing Independent Commission. “We're asking residents and stakeholders from across the region to join the conversation and help shape the future of our transportation system.”

To kick-off the public engagement, the Commission today released its first research report, ['Moving Around Metro Vancouver: Exploring New Approaches to Reducing Congestion'](#), which examines the current state of traffic in the region, factors influencing congestion today and into the future, and key considerations for the Commission as it looks at how decongestion charging could help to reduce congestion, improve fairness, and support investment in the transportation system.

The report describes how congestion isn't just isolated to certain routes or communities; traffic bottlenecks are spread across the region and congestion is set to get worse as our population grows. Other key findings:

- Congestion is worse and lasts longer in the afternoon rush hour, compared to the morning rush.
- The lowest average driving speeds occur during the afternoon rush hour on Thursdays and Fridays.
- Today, drivers in the rush hour are spending about 30 percent of their time sitting in congestion, and this is expected to grow to 40 per cent by 2045.

The Ipsos survey found the majority of Metro Vancouver residents are either supportive or neutral on the idea of introducing new forms of mobility pricing, which has been successfully



implemented in London, Stockholm, Singapore and Milan, and is being explored by cities throughout North America.

IT'S TIME PUBLIC and STAKEHOLDER ENGAGEMENT

- October 25 – Residents and interested stakeholders can sign up to receive updates on workshops and other engagement opportunities at ItsTimeMV.ca or follow the Commission on social media ([@ItsTimeMV](https://twitter.com/ItsTimeMV) or facebook.com/ItsTimeMV)
- October 26–November 30 – Stakeholder workshops
- November 6-24 – First phase of online public engagement (accessible via ItsTimeMV.ca)
- Winter – Public report for phase 1 and Commission public meeting
- January to February –Local and regional stakeholder engagement
- February – Public report for phase 2 and Commission public meeting
- March – Public and stakeholder engagement events and online engagement
- Spring 2018 – Final public report released

About the Mobility Pricing Independent Commission

The Mobility Pricing Independent Commission is overseeing a public engagement and research project studying how we price transportation in Metro Vancouver. The Commission will look at ways to reduce congestion, promote fairness, and support continued investment in transportation infrastructure, and will report on its findings in Spring 2018 to the Mayors' Council on Regional Transportation and the TransLink Board of Directors. The Commission is made up of 14 community leaders from across Metro Vancouver. www.ItsTimeMV.ca

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BACKGROUND INFORMATION

Moving Around Metro Vancouver: Exploring New Approaches to Reducing Congestion – October 2017

- [Summary](#)
- [Full Report](#)



[Ipsos public opinion survey on mobility pricing and congestion – September 2017](#)

[*It's Time* public engagement and research project timeline – October 2017–Spring 2018](#)

["What is mobility pricing?" Infographic](#)