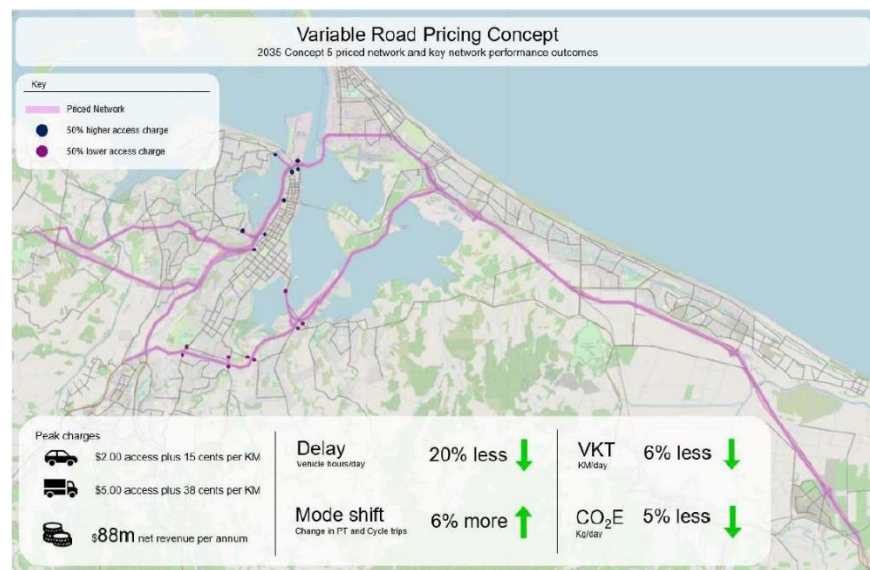


## SmartTrip - Testing a road pricing concept to secure smart futures

A TCC/Waka Kotahi study to explore potential and options for introducing a Variable Road Pricing (VRP) scheme in Tauranga has shown that road pricing could provide a range of benefits including reduced congestion and faster, more reliable journey times. It could also deliver significant economic benefits, encourage different transport choices, reduce transport-related greenhouse gas emissions, and support the Government’s anticipated objective of network optimisation in main urban centres. Community feedback on the concept (through Long Term Plan consultation) however has been more centred on the concerns for negative financial impacts to people and businesses across the sub-region.

This presentation will outline the study intent, describe the proof-of-concept, findings and key considerations. The contrast between potential city-wide benefits versus perceptions of personal cost concerns will be discussed when comparing the study findings with community feedback.



The need for proactive comms messaging and managing media releases to support continued investigation will be discussed. In conjunction, responding to key concerns from community feedback and more detailed work on the benefits and implications of the concept, such as equity and social licence, would be important aspects of any next stage of investigation should this be considered by Government or Council.

How this study integrates with national political agendas regarding road pricing / congestion charging legislation discussions, and the potential for influencing changes at a broader road user charges network level will also be highlighted.



*Relevant conference sub-themes:*

*1. Papa Whenua, Pūtea & Te Taiiao - Infrastructure, Economy and the Natural World*

- *Reducing the carbon footprint of our transport network*
- *Mode shift to active modes and public transport*
- *Sustainable transport and economic outcomes*

*2. Mātauranga & Rangatiratanga - Knowledge and Leadership*

- *Accountability and taking action*