Mobility Pricing: Smashing Car Culture with Sticks
What is car culture and how did we get here?
Is it just a part of our DNA?
We started by prioritizing cars through public policy.
Transportation and Space Priorities Officially Reverse.
With this new priority, we built roads and transportation networks to handle vehicle throughput instead of person throughput.

Level of Service Guidelines

- Traffic flows at or above the posted speed limit
- **Motorists** have complete mobility between lanes
- **Motorists** have a high level of physical and psychological comfort
And used the public sector to subsidize the “choice” of car travel.

1. Direct Road Subsidies
   Non-user-fee/general revenue to fund road construction and maintenance.

2. Zoning Laws
   Non-dense development and parking requirements.

3. Free Parking
   Free or low-priced public space parking (curbs, residential permits, etc.)

4. Tax Laws
   Write-offs for vehicle purchases and usage.

5. Insurance Premiums
   Flat insurance rates vs. usage based rates

6. Negative Externalities
   Pollution, congestion, public health and safety impacts not priced into vehicle cost nor usage.
Given these subsidies, I’d posit “mobility pricing” is not a stick…