



Cordon Pricing

Requested by Vice Mayor Speake

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The Ask

That the City Council provide direction on exploring a Cordon Pricing program for the Green River Road/Foothill Parkway corridor to deter cut-through traffic.

Vice Mayor Speake's Request

- On October 14, 2025, Vice Mayor Speake requested staff to explore a Cordon Pricing program for the Green River Road/Foothill Parkway corridor to deter cut-through traffic
 - Concept: the city would charge a toll to vehicles entering/exiting the city from the 91 and 15 freeways within an allotted time frame
 - The purpose would be to reduce the impacts of motorists cutting through Corona to avoid traffic on the 91 and 15 freeways
 - Corona residents who enter and exit the area would be exempted



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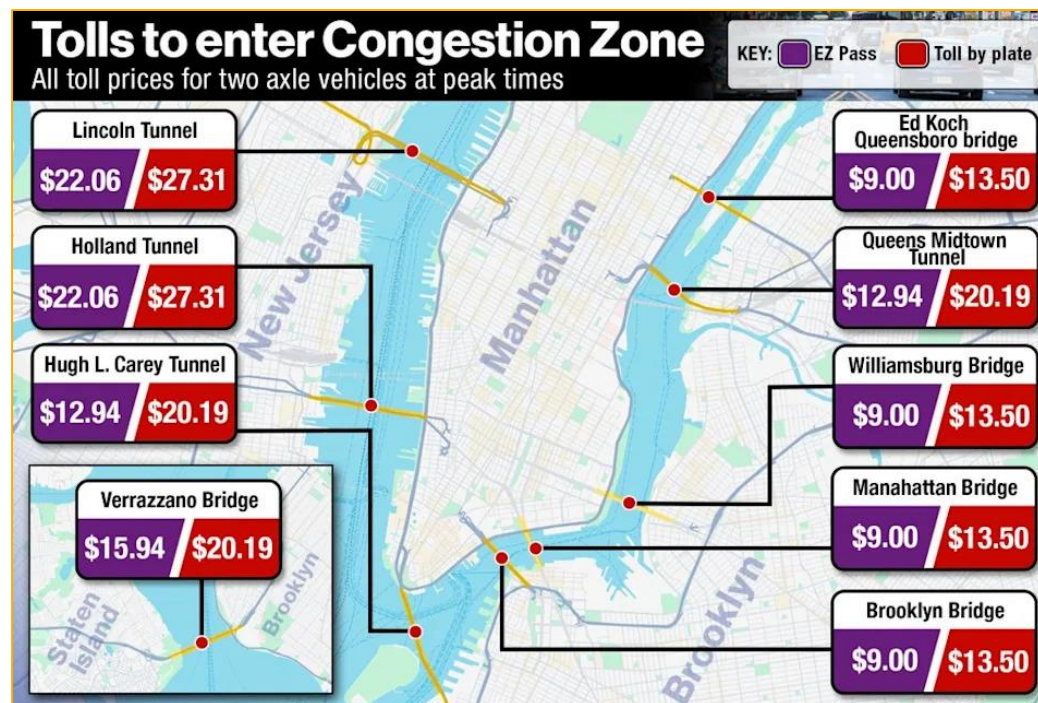


Cordon Pricing vs. Toll Road

Cordon Pricing

Is a type of dynamic zone-based pricing implemented during times of heavy vehicle congestion. Any motorist who enters and exits the designated zone must pay a fee.

Example: New York City (further explored in presentation)



Toll Road

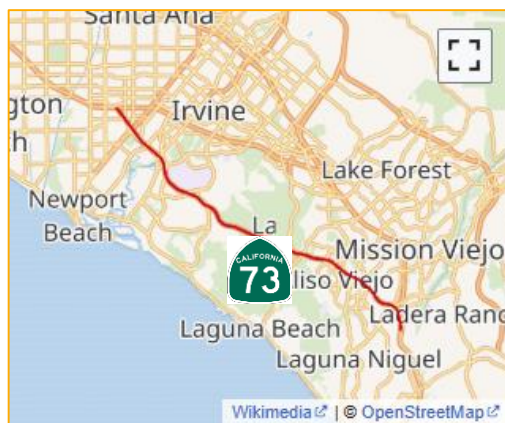
A public or private road, bridge, or tunnel that requires a fee to use. Generated revenue is often used to finance the roadway's construction, maintenance, and operation.

Examples:

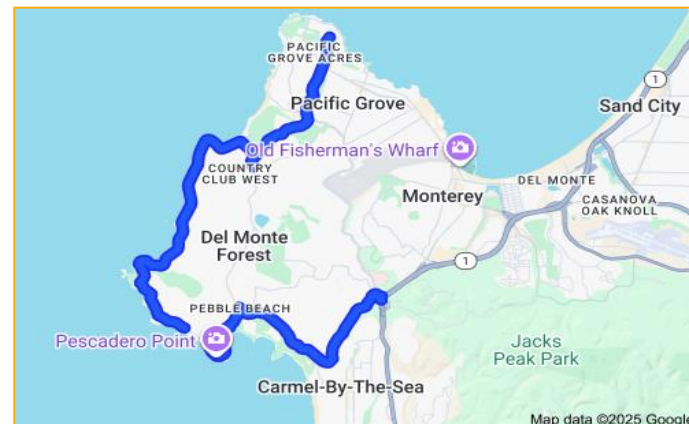
❖ 91 Express Lanes



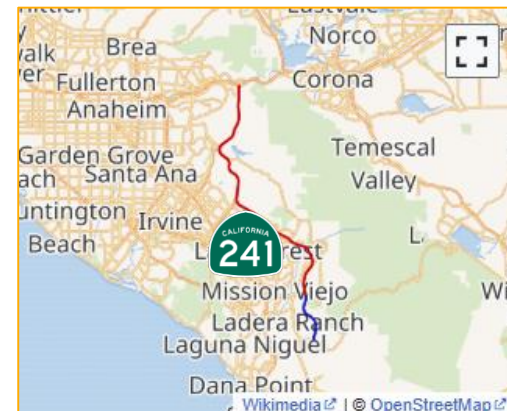
❖ CA SR-73



❖ 17-Mile Drive at Pebble Beach



❖ CA SR-241



Cordon Pricing vs. Toll Road

	Cordon Pricing	Toll Roads
Primary Goal	To manage traffic demand and reduce congestion, emissions, and noise in a specific, dense urban area.	To generate revenue for the construction, maintenance, and operation of a specific road, bridge, or tunnel.
Area of Effect	Charges drivers for crossing a defined boundary or "cordon" around a city center or highly congested zone, rather than for using a specific road.	Applies to a specific road. Drivers pay for the privilege of using that particular piece of infrastructure.
Fee Structure	Often a flat daily fee to enter or drive within the zone. Some schemes use variable pricing that changes based on the time of day.	The toll can be a fixed fee or vary by distance traveled, vehicle type, or time of day.
Examples	Systems have been fully implemented in city centers like London, Stockholm, and Singapore.	Found across many highways, bridges, and tunnels worldwide, including the Pennsylvania Turnpike, New Jersey Turnpike, and California's toll roads.
Potential Impacts	Encourages the use of public transit, cycling, and walking within the city center. It can also reduce traffic delays and improve air quality.	Provides a faster travel option for drivers willing to pay and can fund transportation projects without relying solely on general taxation.

Examples of Cordon Pricing

Cordon Pricing

Case Studies



Study on Pause

Downtown Area

Has paused the study "in light of the changing and fluid conditions surrounding traffic conditions and transit use."

San Francisco



Refining Concepts
(Not Implemented)

Santa Monica Mountains,
I-10 West, Downtown LA

Forecasted to open in 2028

"Metro is refining the concept design for these potential pricing areas based on modeling results and public feedback."

Los Angeles



Implemented
January 2025

Downtown Area

60,000 fewer vehicles entering zone per day
\$48 million generated during the project's first month

Various lawsuits against congestion pricing are currently in review by the courts, including one involving the current federal administration.

New York

San Francisco

Study Paused



Location Concepts

- Smaller zone in the downtown area (shown in darker shade)
- Larger zone that adds Mission Bay and northeast neighborhoods (shown in lighter shade)



Project Goals

- Get traffic moving
- Increase safety
- Improve air quality
- Advance equity



Fee Structure Concepts

- Applied during weekdays 6 AM – 9 AM and 3:30 PM – 6:30 PM
- Based on driver's income
- Applied to enter the zone but not to exit
- Uber and Lyft rides would be charged to enter the zone and any ride that starts within the zone (income-based discounts would apply)
- 50% discount for residents within the zone
- Bridge fee discount for individuals who cross the bridge to enter the city
- Expanded Muni discounts for low-income earners



Additional Items to Note

- Has paused the study "in light of the changing and fluid conditions surrounding traffic conditions and transit use"
- If the program is implemented, a 5-year phased approach to pricing is proposed



Case Study

Los Angeles

Refining Concepts



Location Concepts

- Santa Monica Mountains
- I-10 West
- Downtown Los Angeles



Project Goals

- Reduce congestion
- Enhance economic opportunity
- Reduce air and climate pollution
- Make roads safer and transit faster
- Reinvest in the communities



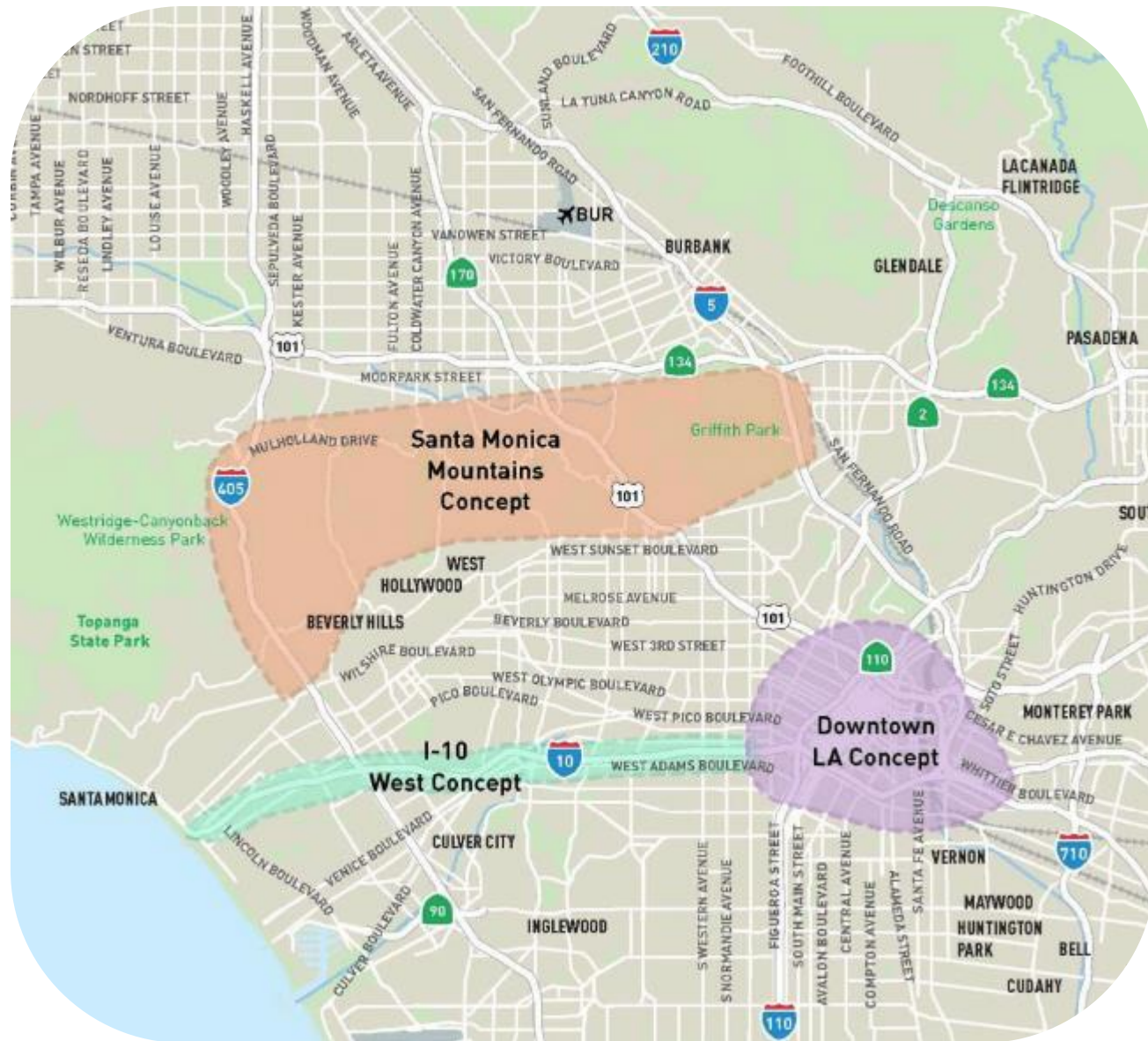
Fee Structure Concepts

- Full exceptions for 3 or more passengers or low-income motorists
- Reduced fee for low-income motorists
- Transit credit reward program for those who choose alternative transportation options



Additional Items to Note

- Forecasted to open in 2028
- Currently refining concept designs for potential pricing zones based on modeling results and public feedback



Case Study

New York Implemented January 2025



Location

- Manhattan Downtown Area



Project Goals

- Reduce traffic and travel time
- Lead to safer streets and cleaner air
- Reduce emissions
- Improve quality of life
- Raise revenue for public transit improvements



Fee Structure

- **Time of Day:** 5 AM – 9 PM weekdays, 9 AM – 9 PM weekends
- **Type of Vehicle:** passenger, small commercial vehicles, motorcycles, trucks, buses, taxis, vehicles for hire
- **Crossing Credits:** received if using a valid E-Z Pass during peak times
- **Connecting Between a River Crossing and Excluded Roadway:** no fee applied
- **Discounts and Exemptions:** available for low-income drivers and individuals with disabilities or organizations transporting people with disabilities, emergency vehicles, buses, and specialized government vehicles
- **E-Z Pass and Fees by Mail:** must be paid within 30 days
- **Ultimate Fees will be Phased in by 2031**



Additional Items to Note

- Various lawsuits against congestion pricing are currently in review by the courts, including one involving the current federal administration.



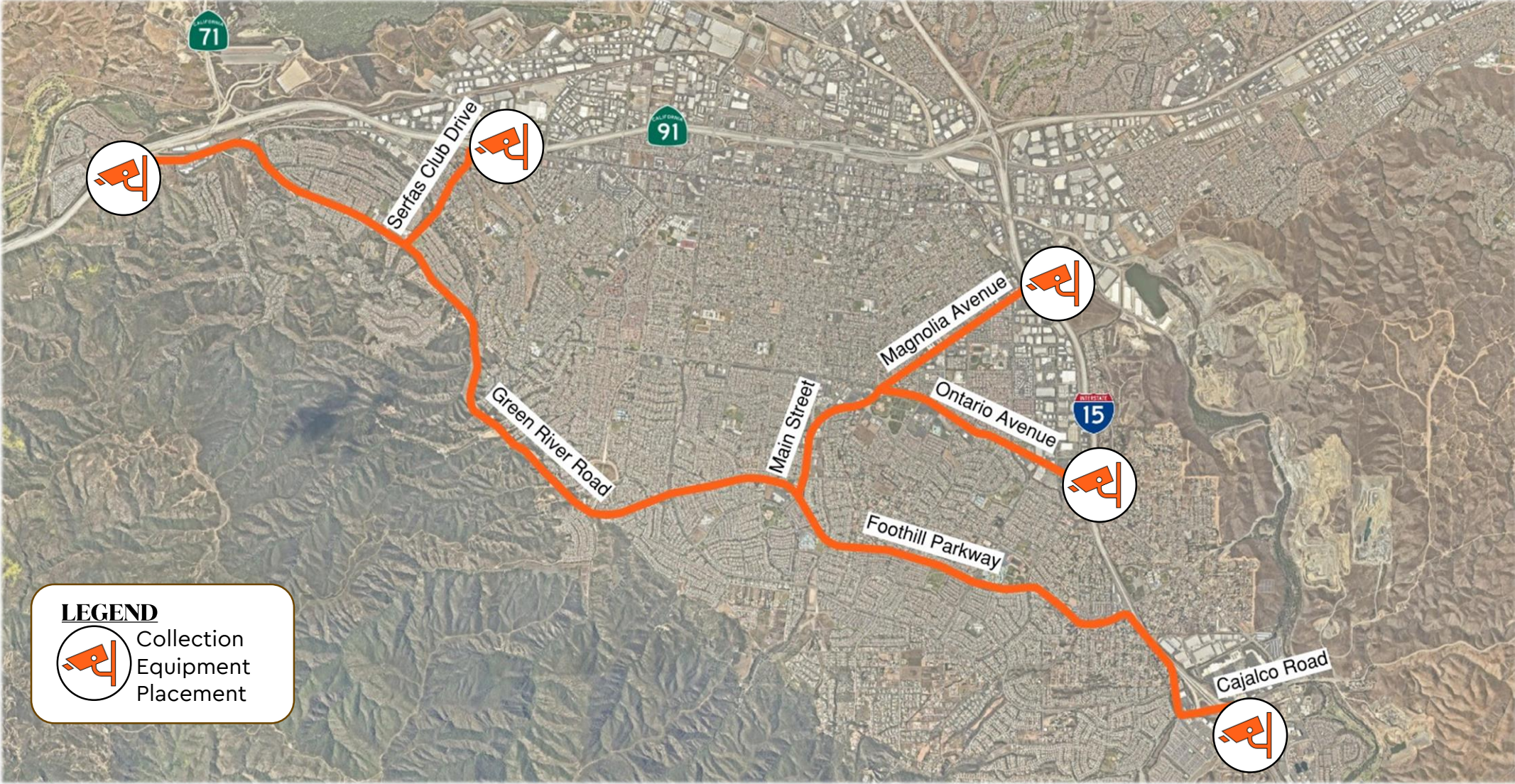
Cities Around the World



What could this look
like in Corona?

Vice Mayor Speake's Suggested Location Focus

Green River Road/Foothill Parkway



Factors to Consider

Cities with existing/proposed Cordon Pricing have:	Corona Comparison: Green River Road/Foothill Parkway
1. Legislation that allows applying fees to publicly funded and maintained roadways	Green River Road/Foothill Parkway was built utilizing public funds and will need to consider legality and possible legislation to allow this.
2. A strong public transportation system	Corona falls short of the scaled public transportation infrastructure found in other cities.
3. Robust fee collection technology	The City would need a fee collection company with technology to easily identify vehicles that enter and exit the corridor and verify who qualifies for a discount is needed. Information should be reviewed regularly to adjust for changing patterns.
4. Easily identified and controlled entrance and exit locations for a specified zone	Green River Road/Foothill Parkway is more of a corridor (like a toll road) than a zone, providing a clear message to people about which entrance and exit points trigger a fee, which can be challenging. An analysis of which locations will and will not trigger a fee must be carefully planned, as there are many access points along the corridor, and negative impacts on adjacent roadways may occur .

Factors to Consider

Cities with existing/proposed Cordon Pricing have the following	Corona Comparison: Green River Road/Foothill Parkway
5. Visitors who travel to the zone for various attractions such as shopping and dining (typically a downtown area).	Case studies are mostly in downtown areas, with an attraction to a "zone" rather than pass-by or cut-through traffic . Implementation may deter non-residents who frequent businesses or establishments within the city.
6. A pricing schedule that advances equity while balancing operation costs and financial objectives to raise revenue for public improvements.	Per Vice Mayor Speake's vision, Corona residents who trigger an on/off ramp on both the 91 and 15 freeways within a period of time will be exempted from paying the fee. However, other cities use a 50% or less discount for zone residents. The program may struggle to self-support with the proposed exception.
7. Close relationship with neighboring agencies.	Coordination with Caltrans is required to locate license plate readers at the 91/15 freeway on/off-ramps. Also, neighboring agencies should be included in the discussion, as the 91 and 15 freeway access could lead to additional strain on their current infrastructure.

Options

A

Do not Proceed

Keep the status quo.

Pros:

- No additional resources and funding required.

Cons:

- Congestion on Green River Road/Foothill Parkway may continue with cut-through traffic.
- Maintenance costs may continue to increase due to traffic volume.

B

Wait and Observe

Observe how other programs are progressing. Bring back to City Council at a future meeting and revisit potential implementation.

Pros:

- City can analyze lessons learned from other cities that have implemented the program.
- Observe if upcoming RCTC/Caltrans projects positively address congestion in the city.

Cons:

- Congestion & maintenance costs on Green River Road/Foothill Parkway may continue due to cut-through traffic.

C

Prepare Focused Case Study

Procure a consultant to prepare a feasibility study to determine legality, constructability, & Cordon Pricing strategy. Bring back to Council with options.

Pros:

- Will determine if Cordon Pricing works in Corona
- A holistic understanding of congestion data collected as part of the study

Cons:

- Study cost from \$300K-\$600K (not budgeted)
- Study would reduce available funding for other projects

The Ask

That the City Council provide direction on exploring a Cordon Pricing program for the Green River Road/Foothill Parkway corridor to deter cut-through traffic.

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