

Congestion Pricing Social Toolkit

Background

On January 5, 2025, New York will debut the nation's first congestion pricing program. Established by the State Legislature in 2019, the program will reduce gridlock by charging vehicles for entering what will be known as the Congestion Relief Zone — local streets and avenues at or below 60 St. The revenue raised will support capital improvements to the transit system.

We want to educate the public about the benefits of the program: less traffic, cleaner air, safer streets, and better transit. We also want to ensure that those who will be subject to the toll have ample time to prepare, whether that's ensuring their E-ZPass account is up to date or helping them understand the discounts or exemptions they may be eligible for.

What's happening

- Starting January 5, 2025, vehicles entering the Congestion Relief Zone in Manhattan—local streets and avenues at or below 60 Street—will be charged a toll.
- The toll amount will depend on the type of vehicle, time of day, whether any crossing credits apply, and the method of payment. For example, passenger vehicles with E-ZPass will be charged \$9 in the peak period and \$2.25 overnight, once daily.
- [Visit our website](#) for details on toll rates, discounts and exemptions, and more.

Objectives

- 1) Educate drivers about the program and how to prepare for implementation
- 2) Inform eligible groups about available discounts and exemptions
- 3) Raise awareness of the benefits of congestion pricing

Audiences

- Drivers who need information about the program
- People who may be eligible for discounts and exemptions
- People who take public transit, or could be enticed to switch to transit

Tips and tricks

- Tag the MTA (@MTA across all social platforms) so that we can amplify your posts. We are active on Facebook, Instagram, Twitter, LinkedIn, TikTok, and Threads. On BlueSky, we are @mtainfo.bksy.info.
- Similarly, keep an eye on the MTA's social accounts for content that you can amplify to your own audience! We'll be posting regularly about the program.
- On Instagram, put congestionreliefzone.mta.info in your bio so your followers can access it.
- Use the suggested copy, images, and video below, or use the message as a jumping-off point to craft your own language.

SOCIAL MEDIA CONTENT

EXAMPLE COPY #1: E-ZPass Checklist

Congestion pricing starts January 5—are you ready? Do these three things now to prepare:

- ✓ Make sure your E-ZPass is up to date. If your vehicle's license plate doesn't match what's on your E-ZPass account, you'll receive a Toll by Mail, which is both less convenient and more expensive!
- ✓ If you don't have an E-ZPass, you can sign up here: www.e-zpassny.com
- ✓ Find out if you're eligible for a discount on, or an exemption from, the CRZ toll: mta.info/discounts

Learn more: congestionreliefzone.mta.info

EXAMPLE COPY #2: First in the nation

Starting January 5, vehicles entering the Congestion Relief Zone (local streets and avenues at or below 60 St) will be charged a toll as part of a new congestion pricing program.

This first-in-the-nation program will reduce congestion in Manhattan, and

the benefits—cleaner air, better transit, and safer streets—will make our region a more livable place.

Learn more: congestionreliefzone.mta.info

EXAMPLE COPY #3: Exemptions and Discounts

Starting on January 5, vehicles entering the Congestion Relief Zone (local streets and avenues at or below 60 St) will be charged a toll as part of a new congestion pricing program.

Special plans exist for low-income drivers and people with disabilities. Find out if you're eligible: congestionreliefzone.mta.info

EXAMPLE COPY #4: “If you drive into Manhattan”

If you typically drive into Manhattan, this is for you! Starting January 5, vehicles entering the Congestion Relief Zone (local streets and avenues at or below 60 St) will be charged a toll as part of a new congestion pricing program. Make sure you're ready for the toll before it's implemented:

- ✔ Make sure your E-ZPass is up to date. If your vehicle's license plate doesn't match what's on your E-ZPass account, you'll receive a Toll by Mail, which is both less convenient and more expensive!
- ✔ If you don't have an E-ZPass, you can sign up here: www.e-zpassny.com
- ✔ Find out if you're eligible for a discount on, or an exemption from, the CRZ toll: mta.info/discounts

Learn more: congestionreliefzone.mta.info

EXAMPLE COPY #5: Two things to do right now

The congestion pricing toll in NYC starts on January 5! Are you ready? Here are two things you should do right now:

- 1) Make sure your E-ZPass is up to date. If your vehicle's license plate doesn't match what's on your E-ZPass account, you'll receive a Toll by Mail, which is 50% more.
- 2) If you don't have an E-ZPass, you can sign up here: www.e-zpassny.com

For more info, visit: congestionreliefzone.mta.info

SHORTER COPY FOR TWITTER OR THREADS

The MTA is always working to improve and modernize service. With congestion pricing, more critical improvements can be made. Learn more: <https://congestionreliefzone.mta.info/>

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Bumper-to-bumper traffic reduces the quality of life in NYC. With congestion pricing, 80,000 fewer vehicles will enter Manhattan every day. That means less time sitting in gridlock, cleaner air, safer streets – and a better quality of life for all: congestionreliefzone.mta.info/

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Congestion pricing will not only reduce gridlock – it will also secure critical funding for transit improvements. Learn more: <https://congestionreliefzone.mta.info/>

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ICYMI: Starting January 5, vehicles entering the Congestion Relief Zone (local streets and avenues at or below 60 St) will be charged a toll as part of congestion pricing. Learn more about the program: <https://congestionreliefzone.mta.info/>

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Congestion pricing starts January 5—are you ready? Do this to prepare:

- Make sure your E-ZPass is up-to-date with your current license plate
- Don't have an E-ZPass? Sign up now!
- See if you're eligible for a discount or exemption

Learn more: congestionreliefzone.mta.info

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Starting January 5, vehicles entering Manhattan at or below 60 St will be charged a toll as part of congestion pricing. The benefits of this first-in-the-nation program include cleaner air, better transit, and safer streets! Learn more: congestionreliefzone.mta.info

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Starting on January 5, vehicles entering Manhattan below and including 60 St will be charged a toll as part of the MTA's congestion pricing program. Discounts and exemptions are available to eligible drivers & vehicles. Find out if you're eligible: congestionreliefzone.mta.info

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If you drive into Manhattan, this one's for you! Starting January 5, vehicles entering the Congestion Relief Zone (Manhattan at or below 60 St) will be charged a toll as part of a new congestion pricing program. Learn more: congestionreliefzone.mta.info

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Why does New York need congestion pricing? Fewer cars mean less traffic, cleaner air, safer streets and better transit throughout the region. It's time for a city that moves faster, breathes easier, and works better. Learn more: congestionreliefzone.mta.info

SOME BENEFITS YOU CAN HIGHLIGHT

- Reduces traffic congestion in & around the Congestion Relief Zone (CRZ).
- Accelerates travel times within the Congestion Relief Zone
- Improves regional air quality
- Decreases traffic noise
- Provides funds for transit improvements including:
 - Station accessibility projects
 - Signal modernization
 - New electric buses
 - State of good repair projects
 - Other critical system improvements

IMPORTANT LINKS

Websites to share:

- Congestion Relief Zone Site: congestionreliefzone.mta.info
- Discounts Homepage: new.mta.info/tolls/congestion-relief-zone/discounts-exemptions
- Toll Rates: congestionreliefzone.mta.info/tolling
- E-ZPass NY: e-zpassny.com
- Congestion Pricing FAQs: congestionreliefzone.mta.info/faqs

YouTube videos to share:

- [Congestion Pricing and Improving Transit](#)
- [Congestion Pricing and Quality of Life](#)
- [Better, Fairer, Faster Transit](#)
- [What is congestion pricing?](#)
- [Why Does NYC Need Congestion Pricing?](#)