Critical Role of Outreach and Education for Successful Implementation of Pricing Projects

Ferrol O. Robinson, Research Fellow
Humphrey H. Institute of Public Affairs
University of Minnesota
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Transportation Problem: Underpriced Capacity

- Underpriced highway capacity leads to overuse
- Overuse leads to congestion and delays
- Crashes and emissions increase with congestion
- Congestion analysis can lead to inefficient investments
- Ultimately, underpricing leads to growing gap between transportation revenue and expenditures
Why Pricing?

- Pricing can be used to manage overused system capacity.
- Pricing, with other measures, may be the single most important strategy for achieving transportation access and mobility, providing choices, and reducing emissions and greenhouse gases.

**Other Measures:** Investment in transit systems/services and walk and bicycle modes, effective parking pricing, PAYD insurance, telecommuting.
What Do We Mean By Outreach And Education?

- Market Research: Understanding issues/concerns
- Education: Learning--A two-way street
- Outreach: Involving all stakeholders
- Communication: How we address concerns
- Marketing – Persuading using key messages
- Evaluation – Measuring whether we achieve our objectives
The Critical Role of Outreach and Education in Pricing Projects

This presentation attempts to answer questions such as:

• Why does O&E play a critical role?

• Are there consequences to ignoring the O&E process?

• What lessons have we learned from successful projects?

• How can lessons help us be more successful in the future?
Sample of Successful Pricing Projects Referenced

• Singapore Electronic Road Pricing (1975/1978)
• Germany Heavy Vehicle Tolling (2005)
• London Central Area Congestion Charge (2003/2007)
• Stockholm’s Central Area Congestion Charging Trial (2006/2007)
• Trondheim Toll Cordon (1991-2005)
• Oslo’s Toll Ring (1990)
• Czech Republic Truck Tolling (2007)
• Twin Cities HOV-to-HOT Lane Conversion (2005/2009)
• SR91 (Orange Co.); Katy Fwy (Houston); I-15 (San Diego)
What Basic Steps Are Needed to Conduct the O&E Process?

- Clear statement of problem we are trying to solve
- Clear statement of objectives: How they address problems
- Description of project and concept of operations
- Awareness of stakeholders directly or indirectly affected
- Listening and answering stakeholder’s questions: FAQs
- Willingness to go back to stakeholders times with answers
1. It takes time and effort to do O & E, especially if there is no pricing experience locally

   • Twin Cities

   • Stockholm Trial

   • London – Mayoral race
Lessons Learned From Key Pricing Projects

2. O&E can help change public opinion--from opposition to support

- Stockholm
- Twin Cities
- Oslo: A special case
3. Need “champions” who are influential: A necessary but not sufficient condition

- London – Mayor Livingstone
- Stockholm – Political coalition and Mayor
- Germany – Political Coalition
- Twin Cities – Humphrey Institute & legislature
- New York City – Mayor Bloomberg (not sufficient)
4. Find out what is important to stakeholders

**Transit is important**: Provides travelers with choices; encourages shift from autos; accommodates shifts; helps address equity concerns

Singapore, London, Stockholm, Twin Cities
5. O&E is a good process for getting important feedback about operational features

London, Twin Cities, Stockholm
Lessons Learned From Referenced Projects

6. Clearly articulate the problem
- Is more revenue needed? Oslo, Germany, Czech Rep.
- Is demand difficult to handle? London
- Inefficiently used facility? Twin Cities, Kathy Fwy
- Reduce emissions/fuel consumption? London, Oslo, Stockholm
7. Once problems are understood, clearly state project objectives in terms of solving the problem(s) and articulate benefits.

London, Stockholm, Oslo, Twin Cities
8. Clear, focused objectives ensure that project is measured by what it promised to do

- Success is measured against project objectives
  Twin Cities, Germany, London, Stockholm
- Objectives affect system requirements and design
  Germany, Twin Cities
Lessons Learned From Referenced Projects

9. Develop sound principles to guide system deployment and build support

• User pays and benefits: fairness principle
• Payments based on cost imposed
• Polluters pay
• Dedication of revenues to transportation
• Transit is important: equity principle
Lessons Learned From Referenced Projects

10. Once principles and policy objectives are in place, technology will follow

Stockholm, Germany, Twin Cities
For further information, contact:

Ferrol O. Robinson, Research Fellow
State and Local Policy Program
Hubert H. Humphrey Institute of Public Affairs
University of Minnesota
612-210-9552

robin684@umn.edu