We Already Paid for It!

THE ROAD TO PUBLIC UNDERSTANDING OF OUR TRANSPORTATION FUNDING PROBLEMS SO THEY CAN ACCEPT AND SUPPORT A SOLUTION

Issue: Many people don't know what they pay in gas taxes, or that there's a state and federal gas tax. But most highly value their transportation network and want it there when they need it. So when decision-makers put forth new, better or more fair ways to offset gas tax revenue, it's challenging to get the public's support for a solution to a problem they may not even know they have.

"The challenge is getting the public's support for a solution to a problem they may not even know they have."

60% did not know they were paying 49 cents/gallon in combined fuels tax.

SOURCE: ODOT Road Usage Charging Research February 2015

Express Toll Lanes	Tolling	Road Use Charge	Public-Private Partnerships

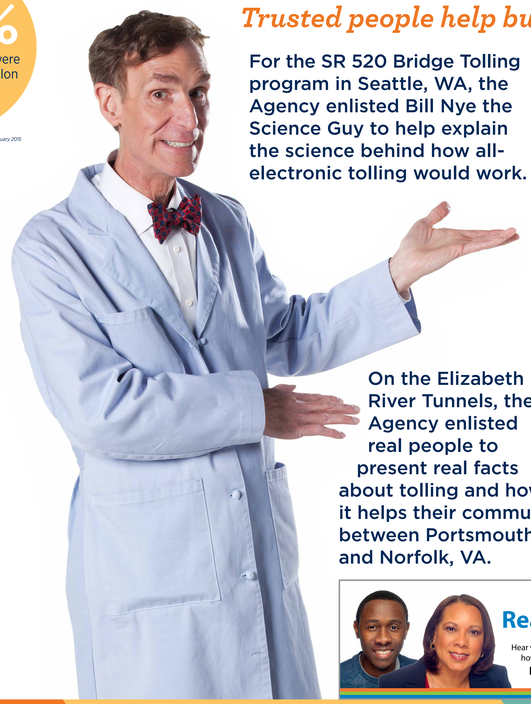
Each strategy seeks to complement or offer a sustainable funding alternative to the current gas tax method of funding transportation. People don't intuitively understand why agencies implement a user-pays method of funding to manage demand, or seek private investment to help build transportation improvements.

Gaps in Understanding

Before Express Toll Lanes, people have questions around:

- How do they function?
- How will revenue generated by tolls be used in future transportation endeavors in the region?
- What is the difference between Express Toll Lanes and HOV lanes?
- How do Express Toll Lanes benefit non-users (in the general purpose lanes)?
- Are Express Toll Lanes just for the rich?
- How does the variable pricing of the lanes work to reduce traffic congestion?
- Where are Express Toll Lanes being implemented elsewhere in the country successfully?
- What if Express Toll Lanes do not work then what?

Trusted people help bust myths and explain complicated information



For the SR 520 Bridge Tolling program in Seattle, WA, the Agency enlisted Bill Nye the Science Guy to help explain the science behind how all-electronic tolling would work.

On the Elizabeth River Tunnels, the Agency enlisted real people to present real facts about tolling and how it helps their commute between Portsmouth and Norfolk, VA.

Real People. Real Facts.

Hear what real people have to say about how the Project impacts their lives.
DriveERT.com/FACTS

Elizabeth River Tunnels

DID YOU KNOW CAMPAIGN

To address misinformation and lingering questions

In Virginia, people still didn't understand – why are you tolling us when there's no construction yet? Nothing is changing. Where is the money going? How does the P3 work? Didn't know revenue pays for other transportation options. Provides local jobs.

The Agency launched TV, radio and billboards featuring Jimmy Ray, a well-known, trusted local personality who had previously spoken of not understanding the need for tolls on his radio program.

53% were unconcerned how transportation is funded, yet maintaining roads and highways was their top priority.

SOURCE: ODOT Road Usage Charging Research February 2015

Information compiled from experience:

- Elizabeth River Tunnels
- SR 520 Bridge Tolling
- I-405 Express Toll Lanes
- SR 167 HOT Lanes
- LA Metro I-10 and 110
- I-85 HOT Lanes
- ODOT Road Usage Charge

BEST PRACTICES

- **Clear problem statement – what is not working today?**
- **Early research informs outreach, messaging and marketing.**
- **Big Picture – explain how system fits with regional plans.**
- **Successes – where else is it being done?**
- **Tolled lanes support and sometimes finance express bus service.**
- **Choice – express toll lanes are there when you need a faster trip.**
- **Try it and be patient in the first year of operation.**

GO

For acceptance, you must collect a **YES** at each stage

Do not skip a step

AWARENESS
I didn't even know there was a problem to solve.
- Does the general public know how much they pay in gas tax? Or where the money goes?
- Do people know that the gas tax doesn't cover all transportation expenses/costs?

UNDERSTANDING
I understand the problem – need to understand your proposed solution.
- Do people understand that you are tolling for safety and congestion improvements?
- Do people understand how tolling works and that it's a fair user fee for all?

ACCEPTANCE
I may not like the solution, but I get it and can accept it.
- Implied consent comes when people get it and can see big picture benefits for all.
- People can see that the need is there, so what are the next steps?

TAKE ACTION
I see the need, so I'll try it.
- What do I need to participate?
- How can you make it as easy for me as possible?

MAINTENANCE
It's working for me and I like it.
- I still have questions, but it's working for me.
- I have been using the toll roads and seeing benefits.

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