

MANAGED LANES

Marketing Managed Lanes

Presentation for the 11th
International HOV Conference
October 27-30, 2002
Seattle WA

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MANAGED LANES

Managed Lanes

"A facility that increases freeway efficiency by packaging various operational and design actions. Lane management operations may be adjusted at any time to better match regional goals."

- TxDOT Project Monitoring Committee




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What are Managed Lanes?

- **A lane or group of lanes with a combination of operating and design strategies**
 - ✓ Maximize person moving capacity
 - ✓ Optimize vehicle carrying capacity
 - ✓ Provide travel options & increase flexibility
 - ✓ Achieve corridor and community goals
- **Designed for flexibility so service options can be modified over time**



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Public Involvement v. Public Education



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Research Approach

- **Ten Case Studies Documented**
 - ✓ Public Perception
 - ✓ Methods of Communicating
 - ✓ Messages
 - ✓ Techniques for Gaining Support



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Messages – What Works and What Doesn't

- **How are they communicated?**
- **How are they received?**
- **Who delivers the message?**
- **Who receives the message?**
- **What should the message convey?**




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The Messages

- **Mobility Choice**
- **Travel Choice**
- **Efficient Use of Capacity**
- **Operations – How does it work?**
- **Enforcement**
- **Revenue Use**
- **Transportation Funding**



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The Audience

- **Elected Officials**
- **Community/Business Leaders**
- **Special Interest Groups**
- **Neighborhood Groups**
- **Media**
- **Commuters in the Corridor**
- **General Public**



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The Moses of Managed Lanes (or Who Should Deliver the Message?)

- **Not the local transportation agency**
- **Maybe not an elected official or anyone from the government**
- **Find a project champion**



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Communicating with the Public

- **Surveys**
- **Focus Groups**
- **Stakeholder Interviews**
- **Media Coverage**
- **Websites**
- **Mailings**
- **Exhibits**




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The Public Responds

- **Negative Reactions**
 - ✓ Double taxation
 - ✓ Won't impact traffic congestion
 - ✓ "Band-Aid" solution
- **Positive Reactions**
 - ✓ Choice
 - ✓ Provides funding
 - ✓ Encourages ride-sharing and/or transit use



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PROJECT INFORMATION

TxDOT Project 0-4160: Operating Freeways with Managed Lanes

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