

MANAGED LANES

Involving the Public in a New Concept: Marketing Managed Lanes

Presentation for the 82nd Annual Transportation Research Board Meeting

Tina Collier


 <http://managed-lanes.tamu.edu>

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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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Research Approach

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

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***Public Involvement
v.
Public Education***

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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**
- **One Tool**
- **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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What is Texas Doing?

- **Position Papers**
 - ✓ One for Policy-Makers
 - ✓ One for a Media Audience



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Tina Collier – TTI



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Questions?

***TxDOT Project 0-4160: Operating
Freeways with Managed Lanes***

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