

Marketing Managed Lanes in Texas

TRB 81st Annual
Meeting
January 2002

Managed Lane Projects Under Development

- Houston
 - Dallas
 - Ft. Worth
 - San Antonio
 - Austin
 - Waco
- Managing demand through
- Operational actions
 - Physical restrictions
 - Pricing

Managed Lanes

- HOV lanes
- HOT lanes
- Value priced lanes
- Express lanes
- Dual facilities
- Lane restrictions
- Separation and bypass lanes



TxDOT Managed Lanes Research

- Five-year study to provide guidelines to TxDOT for planning, designing, and operating managed lanes
- “Concept Marketing” one of 26 research tasks
- Public education/communication one of the top managed lane issues identified in February 2001 Symposium

Defining 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

Research Objectives

- Document public perception and public outreach efforts on managed lane projects in Texas and nationally
- Develop position papers for TxDOT to distribute to policy makers and the media

Marketing Managed Lanes

- Messages – What Works and What Doesn't
 - What do the messages convey?
 - Who receives them?
 - How are they received?
 - How are they communicated?
 - Who delivers the message?

The Messages

- Mobility Tool
- Travel Choice
- Efficient use of capacity
- Operations – How does it work?
- Enforcement
- Revenue Use
- Transportation Funding

The Audience

- Elected officials
- Business/Community leaders
- Special interest groups
- Neighborhood groups
- Media
- Commuters in the corridor
- General public

The Public Responds

- Negative Reactions
 - Double taxation
 - Would not impact traffic congestion
 - Discourages ridesharing/transit use
 - "Band-Aid" solution
- Positive Reactions
 - Choice
 - Provides funding
 - Encourages ridesharing/transit use

Communicating with the Public

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

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

- Not the local transportation agency
- Elected official, community leader
- Find a champion

TxDOT Position Papers

Basic structure:

- The Problem
- What are managed lanes?
- How do they work?
- What do they offer?
- Where it's working
- Where are they being considered in Texas?

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