



Comparing Urban Road Pricing Implementation and Management Strategies from the UK and Norway



Petros Ieromonachou
The Open University
United Kingdom

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Scope of Presentation

- Briefly present the important points of the paper's 4 case studies
- Explain the origins and framework of the suggested analysis method: Strategic Policy Niche Management (SPNM)
- Concentrate on one case for analysis with SPNM

Bergen, 1986

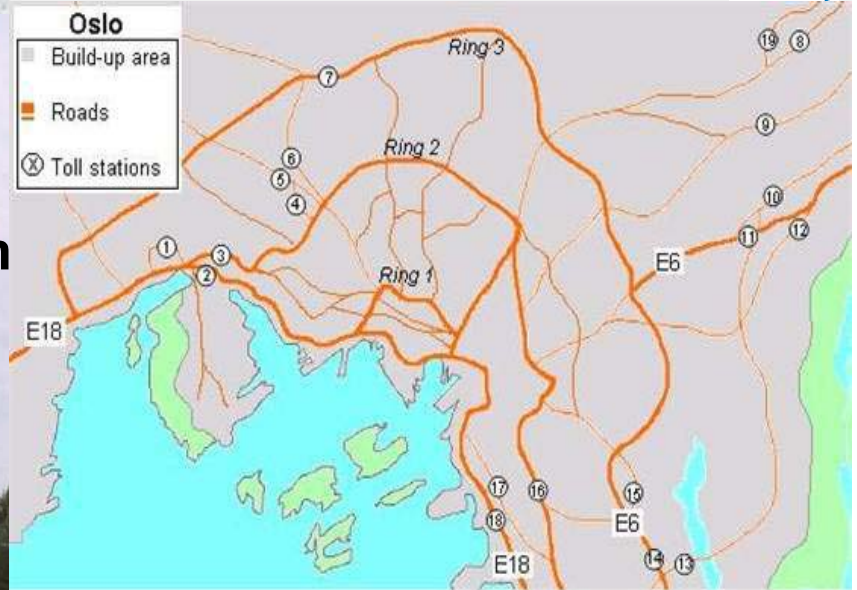


- Toll ring renewed until 2013 → 55% of income to non-road infrastructure
- Changes in 2004 → electronic toll fee collection

Oslo, 1990

- Largest urban tolled area (64km²)
- Initially 10% of revenue for road-building
- Partially funded construction of tram and metro lines
- 2001 - New transport package devotes 98% of revenue to public transport

Electronic



London, 2003



London, 2003

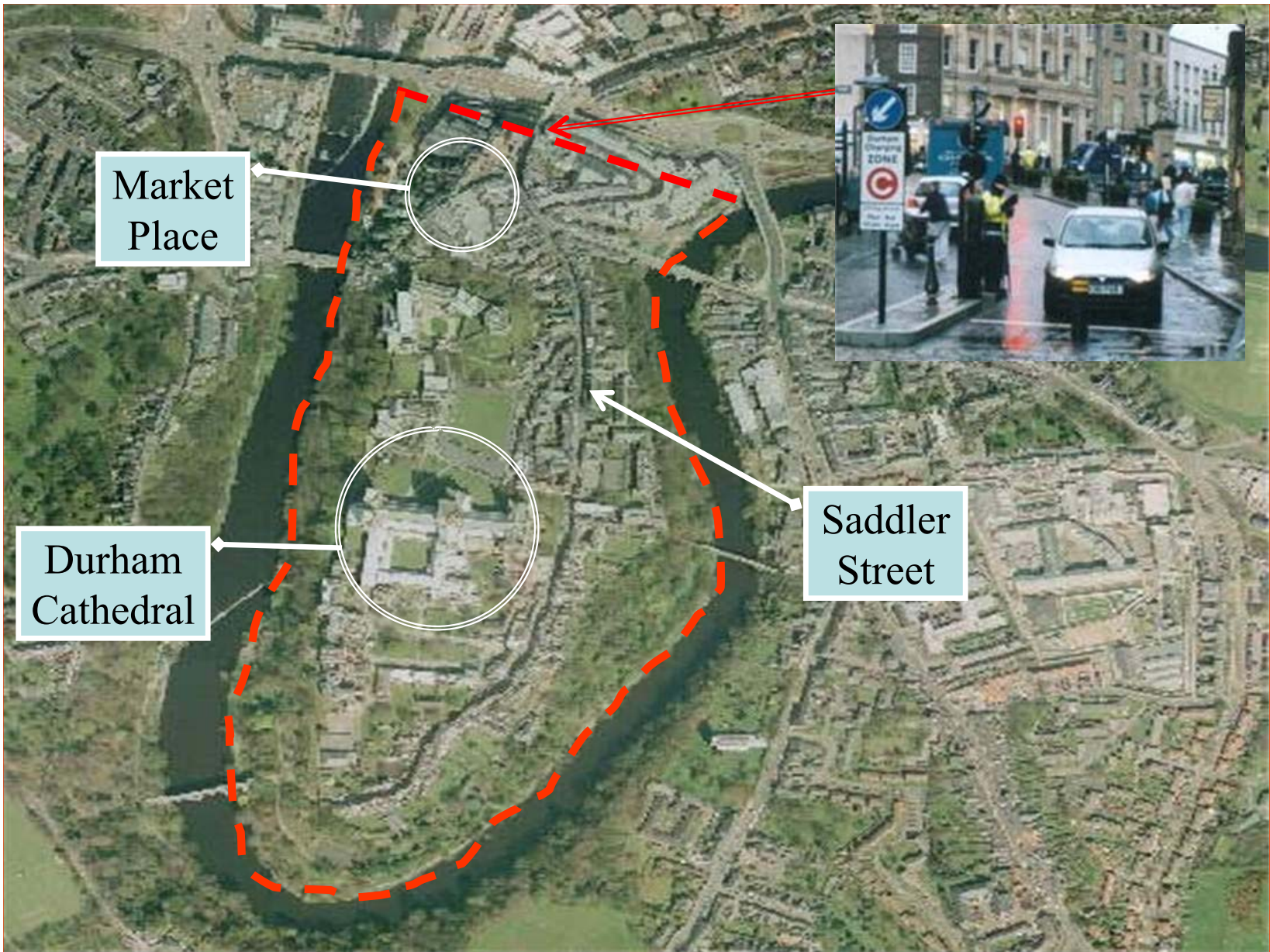
- Enforcement: Video Cameras + OCR (number plate recognition)
- 700 video cameras (230 locations) + mobile units
- Payment: 9,500 Pay-points, Phone, SMS text, Internet
- Revenue earmarked for PT
- 300 extra buses (11,000 places) → 7% bus use increase



Durham, 2002

- Small historical city (North England)
- Big traffic problems on historic Peninsula (World Heritage site)
- Previous traffic control measures proved ineffective
- Introduction of charge - (1st Oct 2002)
- “Cathedral bus” service - (19th Aug 2002)
- £2 (US\$3.7) payable 10am – 4pm Mon - Sat
- Permits granted to residents and major establishments
- Exempted: motorcycles, bikes, mopeds
- A phenomenal 85% reduction in traffic!





Market Place

Durham Cathedral

Saddler Street



Implementing Road Pricing

- Urban Road Pricing is a complex and controversial policy
- Design and Technology seem less problematic than the process of implementation
- Developing a method to analyse the implementation process
- Method is an adaptation of Strategic Niche Management
- SNM was developed through analysing key factors in the management of clean transport technology demonstration projects

Strategic Niche Management

- Niches
- Accepts the need for experimentation and learning
- SNM structures experimental demonstration projects in which actors learn about:
 - A technology's design
 - User needs
 - Cultural and political acceptability
 - The benefits to them of supporting its diffusion

SNM for Policy Implementation

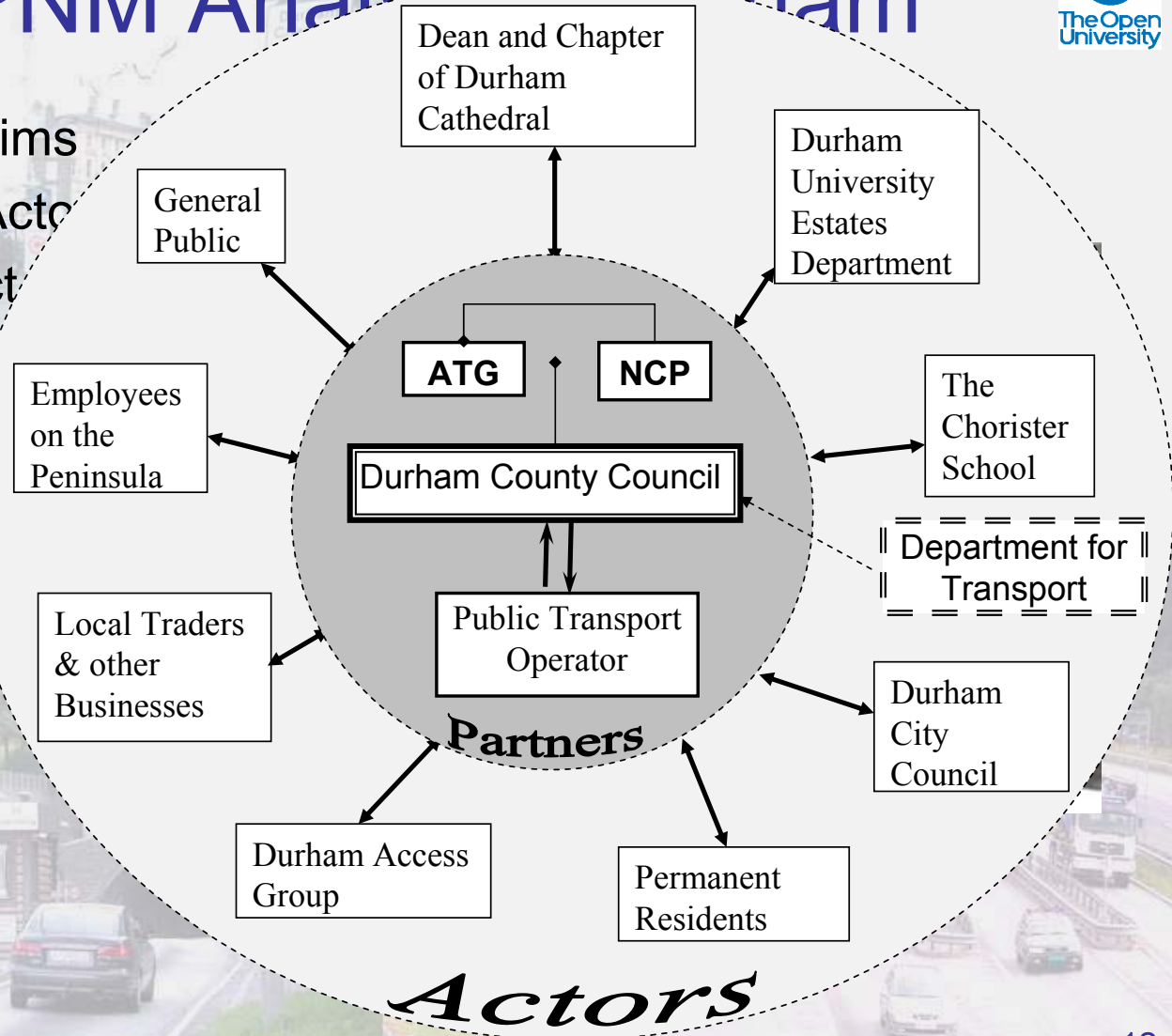
- Much of the SNM framework relates to processes that could also apply in developing Demand Management policies
- Same processes seem key:
 - enabling learning,
 - support measures,
 - motivations of key actors,
 - evolution of expectations,
 - barriers,
 - acceptance and relationship to the existing regime



Congestion charging...

SPNM Analysis: Durham

- Project Aims
- Partner/Actors
- Project
- Expectations
- Learning
- Acceptance



Conclusions

- Key factors from both countries:
 - Network
 - Incremental approach
 - Protection
- Technological factors seem sorted
- Complexity appears when pulling together:
 - Network needed for implementation (*Partners*)
 - Network needed for support (*Actors*)
- This analysis aims to help policy makers and industry in further understanding and managing the complexity of these schemes
- Research on the topic is still ongoing – Feedback is welcome to enhance development.



