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

Petros Ieromonachou
The Open University
United Kingdom
PIARC Seminar on Road Pricing
Cancun, Mexico, 2005, April 11-13
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, 80% of revenue for road-building
- Partially funded construction of tram and metro lines
- 2001: New transport package devotes 98% of revenue to public transport
Serious traffic congestion for many years
Various measures failed to provide long term solution
Mayor Ken Livingstone championed the Congestion Charge
17 February 2003, introduction of the charge
£5 (US$9.3) to enter Central London (inner ring road)
Results: 20% less cars entering the zone and 30% less congestion + £90m ($165m) revenue
Exemptions: 90% for residents + 100% for taxis, emergency vehicles, disabled
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!
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
SPNM Analysis: Durham

- Project Aims
- Partner/Actor Network
- Project Champion
- Expectations/Motivations
- Learning
- Acceptance

- General Public
- Durham Access Group
- Durham County Council
- Public Transport Operator
- NCP
- ATG
- Employees on the Peninsula
- Local Traders & other Businesses
- Permanent Residents
- Dean and Chapter of Durham Cathedral
- Durham University Estates Department
- The Chorister School
- Durham City Council
- Durham County Council
- Department for Transport
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.