Edinburgh Presentation

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• Three questions:
  – What is the best way to introduce road pricing?
  – Why have things not gone in the way planned?
  – What are the key factors in your success?
Background

• City of Edinburgh Council is developing its Integrated Transport Initiative (ITI) to achieve two primary objectives:
  – Congestion reduction in and around Edinburgh
  – Substantial improvements in public transport

• The ITI aims to achieve these by:
  – Implementing a congestion charging scheme, and
  – Using the revenue to fund the public transport improvements

• Double cordon design has been developed...
What is the Best Way to Introduce Road Pricing?

• Six phase consultation strategy developed by the University of Westminster
• Consultation strategy results have shown:
  – Agreement that congestion needs to be reduced
  – Agreement that substantial public transport improvements are required
  – Opposition to the concept of road pricing as a direct traffic restraint measure
  – Improvements in public transport viewed as the best way to reduce congestion
  – Road pricing seen as the preferred means of raising the required revenue
What is the Best Way to Introduce Road Pricing?

Professional View

Congestion is a serious problem and needs to be reduced

Congestion is caused by road users not paying the full marginal cost of their trip

Pricing mechanism is required to make road users pay the full marginal cost

A road pricing scheme needs to be implemented

(as a proxy for payment of full marginal travel cost)

Public View

Congestion is caused because many car users do not have an alternative to car travel

Congestion could be reduced by improving public transport

A revenue source is required to fund these improvements

(to fund public transport improvements)
What is the Best Way to Introduce Road Pricing?

- Implications:
  - Importance of the “package approach”
  - Need to implement substantial improvements BEFORE road pricing starts
  - Framing the charging proposals
  - Setting charge level
  - Conditions in London versus other cities
Why have things not gone in the way planned?

- Pricing scheme still on course for implementation in 2006, but process has been hindered by:
  - Political instability within implementing authority / lack of political momentum
  - Distrust of implementing authority’s motives
  - Lack of powerful champion
  - Significant opposition from stakeholder groups
  - Commitment to a referendum
  - Difficulty retaining in-principle support through to detailed design stages.....
Why have things not gone in the way planned?

Resident Support for Edinburgh's Proposed Charging Scheme

- Phase I (1999)
- Phase II (2000)
- Phase III (2001)
- Phase IV (2002)

Support | Opposition
Why have things not gone in the way planned?

• Lessons learned:
  – Too many stakeholders:
    • Political
    • Public
    • Governmental
  – Start off designing a racehorse and end up with a camel
  – Total package is too big for people to grasp
  – No national campaign to win hearts and minds e.g. drink driving
Key factors in Success

• Identify high-profile project “champions”
• Retain on-going dialogue with stakeholder groups
• Raise awareness of scheme benefits, citing examples from existing schemes
• Identify a proposal highlight that can capture public imagination (e.g. new tram system)
• FRAME proposals in a manner that is consistent with public acceptance
• Implement as many improvements as possible BEFORE pricing scheme implementation
Key factors in Success

• Courage!
• Persistence!!
• Determination!!!
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• And, don’t tell anyone your home address!!!!