

# THE PATH TO PUBLIC ACCEPTANCE FOR PPP AND TOLL ROADS

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## CONFLICTING VIEWS FROM PLANNERS AND TAXPAYERS

- Public-private partnerships and toll roads are seen by planners as an innovative funding alternative when traditional road construction funding is non-existent or far in the future
- Taxpayers, a wary public, key stakeholder groups and the media are skeptical

## Finding the Path to Public Acceptance

- What is the public environment for these policy and funding innovations?
- What are the conditions for public acceptance of PPP and tolling in the U.S.?
- How should PPP's and tolling proposals be framed and positioned to improve chances for success

## THE PUBLIC'S CONCERNS ABOUT TRANSPORTATION IMPROVEMENTS AND THE PPP APPROACH

- Education, healthcare and economic problems are main concerns – transportation projects must compete
- Citizens who pay state gas tax believe that is enough to fix transportation problems and government should do the rest
- PPP and modern tolling are innovations – public with choices that require change select status quo
- Problem and need being addressed must be clearly identified and communicated so people understand

## EDUCATING THE PUBLIC ABOUT PUBLIC PRIVATE PARTNERSHIPS

- Research has found good awareness of government/private company cooperation on highway building – people aware of public-private partnerships generally approve at greater than 2:1
- Main reason – two entities check and balance each other – one party's strength compensates for other's weakness
- Concerns exist that out of state/foreign partnering might take away business from local firms

## EDUCATING THE PUBLIC ABOUT PUBLIC-PRIVATE PARTNERSHIPS

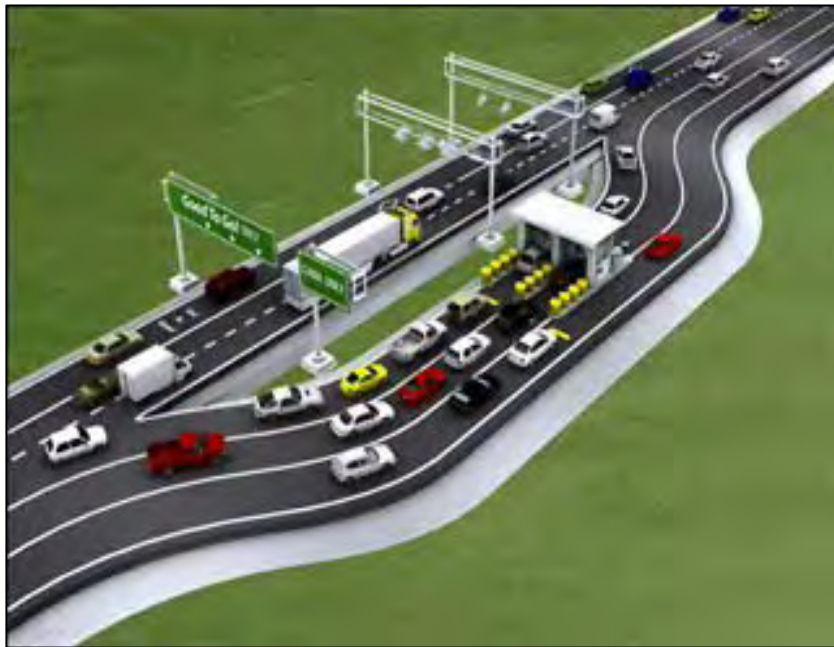
- Participant concerns allayed as they learn public partner's role for private firm and their plans to use local firms and labor
- Experience, capability, track record in other states of private firm important to decision makers, stakeholders and public
- Frequent idea that emerges is to have oversight committee watching both sides of partnership or performance bond or money placed in escrow account because of fears that private company could go out of business

## BUILDING PUBLIC SUPPORT FOR TOLL ROADS: THE PUBLIC SPEAKS ABOUT ITS NEEDS

- Drivers need to have a choice of a free option
- Tolls can't slow down traffic – no waiting at toll booths
- Tolls should end when the project is paid for

## THE PUBLIC SPEAKS ABOUT TOLL ROADS: MOST COMMON POSITIVE/NEGATIVE COMMENTS HEARD IN FOCUS GROUPS

- Positive - Pay only if you use it – user pay system; toll roads can avoid congestion/frustration, controlled choice
- Negative – The cost, slows traffic at toll booths, limited on/off access
- Expectations – faster/smoothier/consistent traffic flow, safety
- Recognition – problem only gets worse if nothing done



Animation and  
3D Rendering

Toll roads are inevitable.

Involving the public at the outset will create the path to public acceptance – and ultimately support for the project and transponder sales.



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Questions?

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