

## **Value Pricing Task Force September 10, 2003 Meeting Highlights**

### **Attendance**

#### *Members*

Catherine Hudgins, Fairfax County Board of Supervisors  
Michelle Martin, Maryland Department of Transportation (MDOT)  
Carol Petzold, Maryland House of Delegates  
Rick Rybeck, District Department of Transportation (DDOT)  
Peter Shapiro, Task Force and TPB Chair and Prince George's County Council Chair  
Jo Anne Sorenson, Virginia Department of Transportation (VDOT)  
Edward Thomas, Washington Metropolitan Area Transit Authority (WMATA)  
Richard White, Washington Metropolitan Area Transit Authority (WMATA)  
Chris Zimmerman, Arlington County Board

#### *Guests*

Rick Canizales, Prince William County  
Tim Nutter, Northern Virginia Transportation Alliance  
Kanti Srikanth, Virginia Department of Transportation (VDOT)  
Leonard Wolfenstein, Fairfax County Department of Transportation

#### *Staff*

Ron Kirby, COG/Department of Transportation Planning, Director  
Wendy Klancher, COG/Department of Transportation Planning  
Gerald Miller, COG/Department of Transportation Planning

### **Meeting Highlights**

- The task force was provided with an overview of the June 4 TPB conference on value pricing.
- The goals, scope and timeframe for the task force were discussed. A fourth goal will be added regarding the final product which will include recommendations from the task force to the TPB on value pricing in the region.
- The task force discussed the importance of evaluating pricing strategies with regional implications for the entire transportation network in mind. Implementing a transportation pricing strategy in one location in the region will have impacts on the entire region (i.e. traffic may divert to other routes).
- The pricing strategies that should be included in the Regional Mobility and Accessibility Study were discussed. Concern was expressed that too many pricing strategies in a scenario might complicate the interpretation of the model results.

- The task force discussed the importance of looking at peak hour transit fares because they could be implemented much more quickly than other pricing strategies. It was noted that WMATA had previously reviewed peak hour transit fare policies and results showed that these policies might not increase revenues.
- The task force recommended that six out of the eight strategies listed in the potential scope be examined. The two strategies that will not be examined are cordon area pricing and “pay as you go” strategies.
- The task force agreed that the following range of strategies will be evaluated:
  1. HOT Lanes
  2. Parking
    - A. Parking Charges
    - B. Parking Cash-Out
  3. Congestion pricing
    - A. Charging on an entire system or a corridor
    - B. Variable tolls on bridges and highways
    - C. Peak hour transit fares
- The task force expressed an interest in learning the most effective ways to market transportation pricing given that people make decisions at an emotional level.
- There was general agreement that pricing strategies should focus on educating people on the cost of driving with the end result changing behavior, not necessarily raising revenue.
- General symposia were discussed as a way to involve others in task force activities, which relates to the outreach and educational goal for the task force.
- The task force suggested meeting with the three legislative bodies on value pricing to educate legislators, perhaps by the end of the year and after the elections.
- The task force will meet next on Wednesday, October 15 at 10 a.m. Agenda items will include discussion of a pricing scenario for the Regional Mobility and Accessibility Study, discussion on the message the task force would like to promote, and outreach to legislative bodies and the public.