



Association Européenne des Concessionnaires
d'Autoroutes et d'Ouvrages à Péage



2nd Annual
ASECAP Marketing Workshop

Mobility Pricing in Road Transport Paradigm Shift to improve congestion, environment, road safety, and financing.

Josef A. Czako, Kapsch TrafficCom

Paris, 6th February 2015

AGENDA

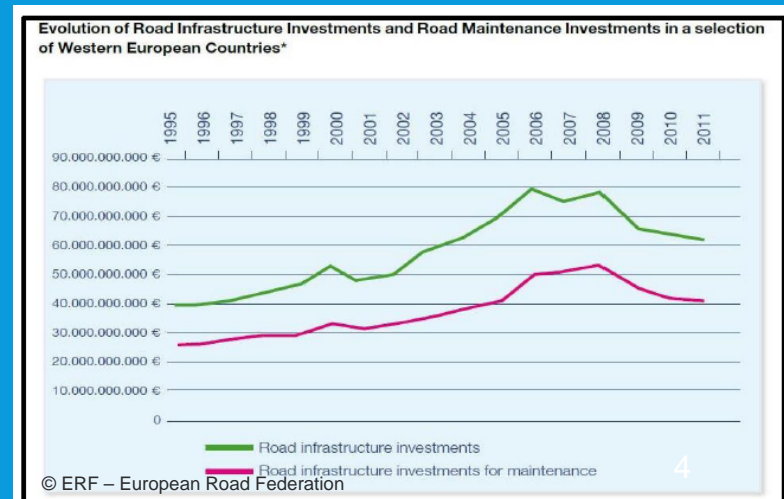
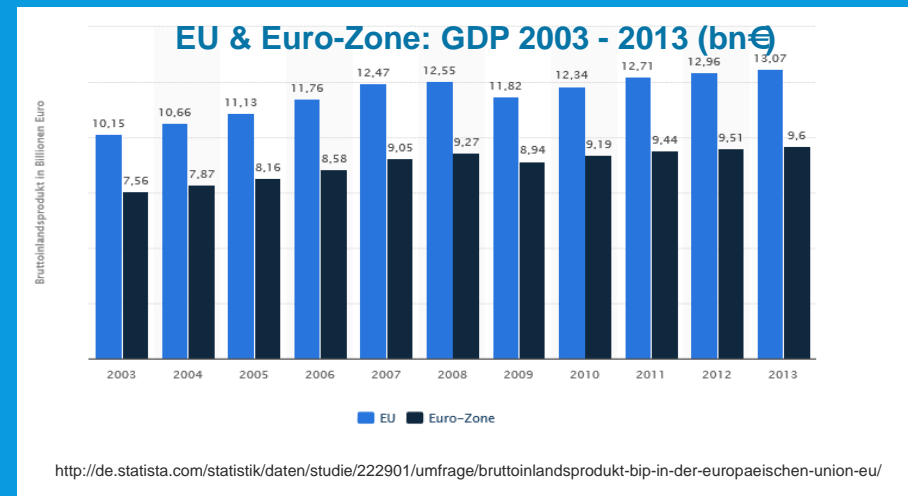
- Sustainable Mobility - Areas of Action
- What is Mobility Pricing ?
- Benefits, Roadmap and Recommendations
- Discussion

AREAS OF ACTION TO SECURE SUSTAINABLE MOBILITY.



AREA OF ACTION : FINANCING

- Passengers and Freight are increasing constantly since 1990, on both, inter-urban and urban roads:
 - Goods inland transport: 75%
 - Passenger inland transport: 80%
- Infrastructure is aging.
- GDP is constantly climbing, but:
- Budgets for Road Infrastructure (investment and maintenance) are constantly decreasing.



AREA OF ACTION : CONGESTION

Social Economic Cost of Congestion are continuously CLIMBING.

- Europe:
Annual cost of congestion € 110 Billion
(EC, 2012)
- United States of America:
Congestion cost the economy about € 95 Billion in lost output
(Texas A&M University, 2011)



AREA OF ACTION : ROAD SAFETY

NUMBER OF PEOPLE THAT DIED IN ROAD CRASHES IN 2013 :

- Europe: 5.5 people per 100.000 inhabitants are dying on roads.
- U.S.: 11.4 people per 100.000 inhabitants are dying on roads.
- Note: The „best“ Country worldwide is Sweden: 3 road deaths per 100.000 inhabitants per year .

Source: The Economist, 2014

→ **HUGE external cost (to the society)**



AREA OF ACTION: HEALTH & ENVIRONMENT

Environmental Research Letters, 2013:

- More than two million deaths occur globally each year as a direct result of human-caused outdoor air pollution.
- The study also shows that changing climate has a minimal effect and only accounts for a small proportion of current deaths related to air pollution.

Austria: 22,8% of CO₂ is resulting from Transport, with an increase of 83% since 1990.

Source: Umweltbundesamt

→ HUGE external cost (to the health system and society).



AREAS OF ACTION : SUMMARY

1. For increase of sustainability and efficiency, appropriate financing of road transport infrastructure is needed.
2. Road capacity is limited, for both, within Cities and Interurban traffic. Therefore, demand and capacity needs to be managed.
3. Accident and fatality rates are unacceptable high.
4. External costs of traffic are only partly considered (CO₂, pollution, noise, accidents).

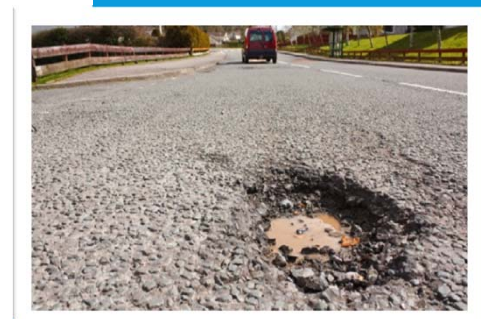
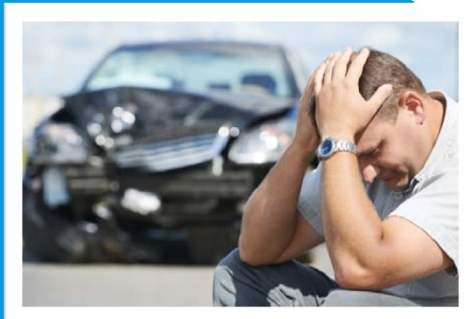
→ Huge losses in GDP !



MOBILITY PRICING IS AN INNOVATIVE TOOL FOR A PARADIGM SHIFT OF ROAD USE



MOBILITY PRICING FOCUSES TO IMPROVE SUSTAINABLE MOBILITY



WHAT IS MOBILITY PRICING (1)



Mobility Pricing is the application of an innovative and sustainable pricing model for Tolling or Charging, based on real internal and external cost (noise, pollution, congestion, safety), with the goal to increase the sustainability of road usage.

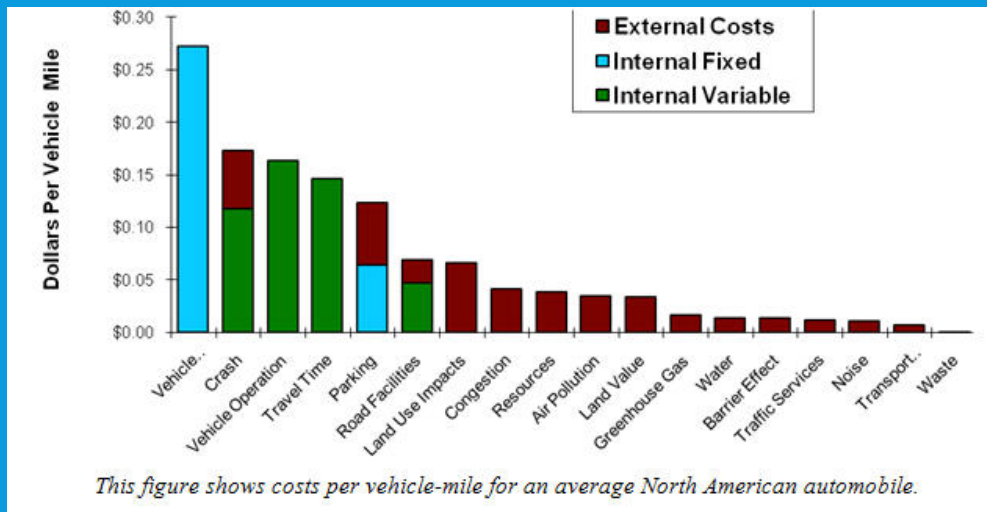
WHAT IS MOBILITY PRICING (2)



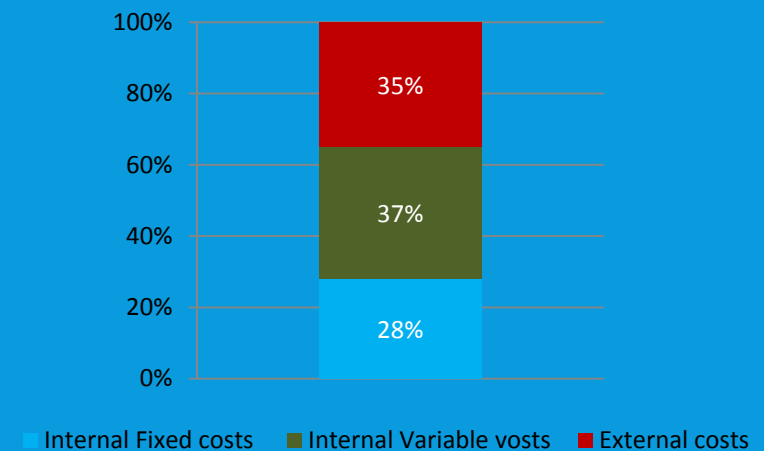
- **M**anages mobility demand and the road capacity.
- **S**trengthens the “user pay principle” to relief tax financing of road infrastructure, and to replace declining gas tax incomes.
- **B**ased on incentives rather than on prescriptions.
- **F**osters change to more sustainable mobility behavior.
- **A**pplicable for all roads, for all modes of transport, also in Cities.
- **R**evenues are dedicated to improve the sustainability.
- **F**air

INTERNAL AND EXTERNAL COST

Cost ranked by magnitude:



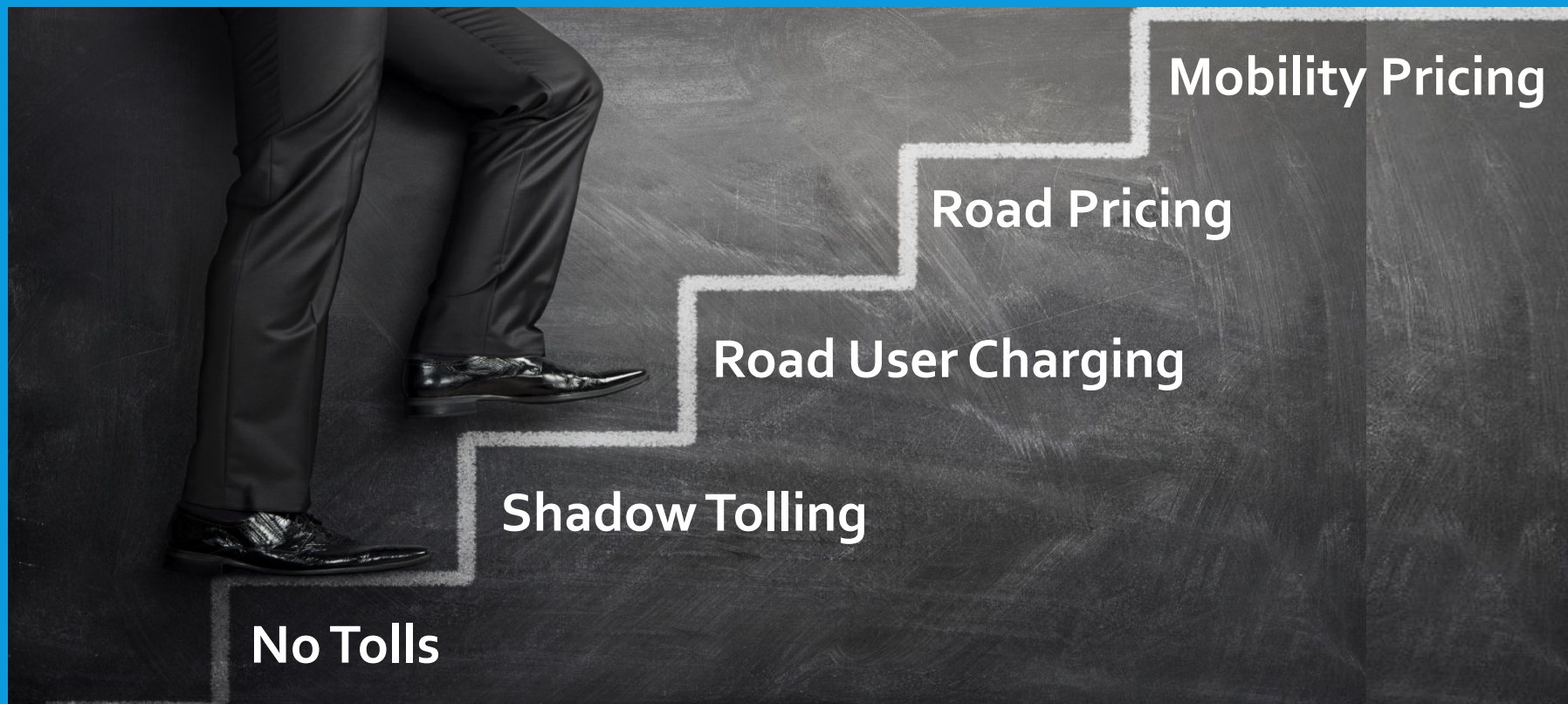
Cost distribution:



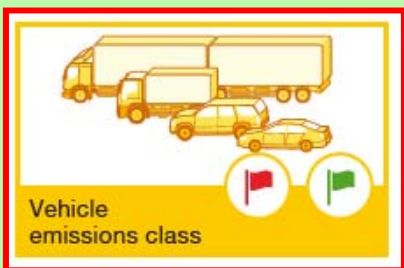
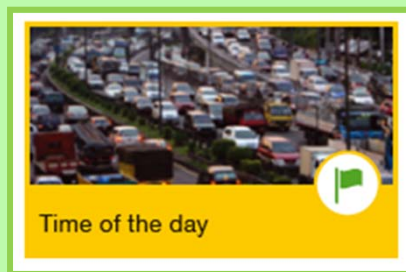
Source: Transportation Cost Analysis, Litman 2011

External cost, if not internalized with Mobility Pricing, are not taken into account when it comes to mobility decisions !

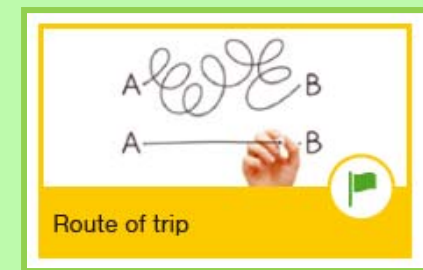
MOBILITY PRICING : BEST & SUSTAINABLE FINANCING TOOL



TARIFF EXAMPLES IN MOBILITY OF PRICING

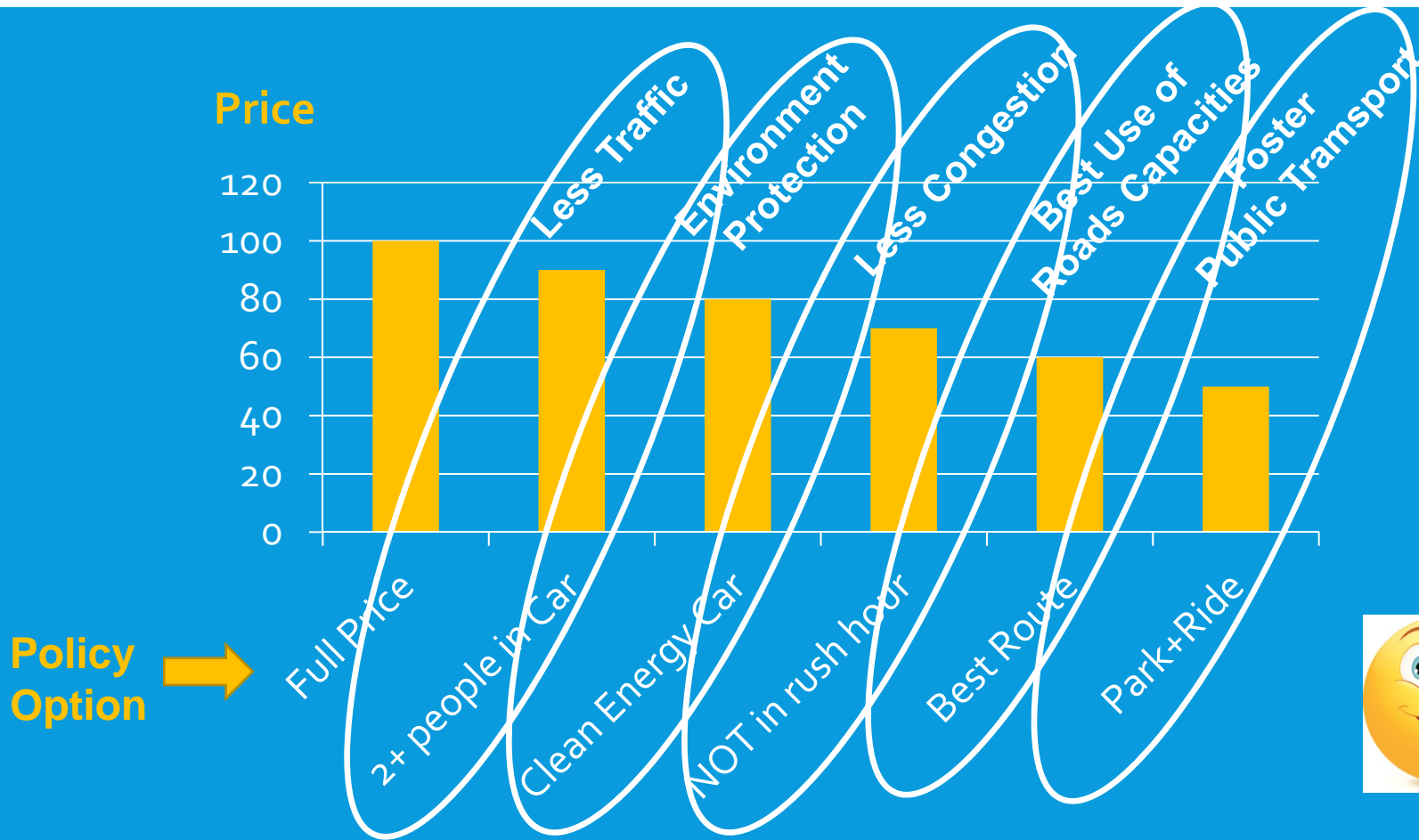


 Road Pricing  Mobility Pricing

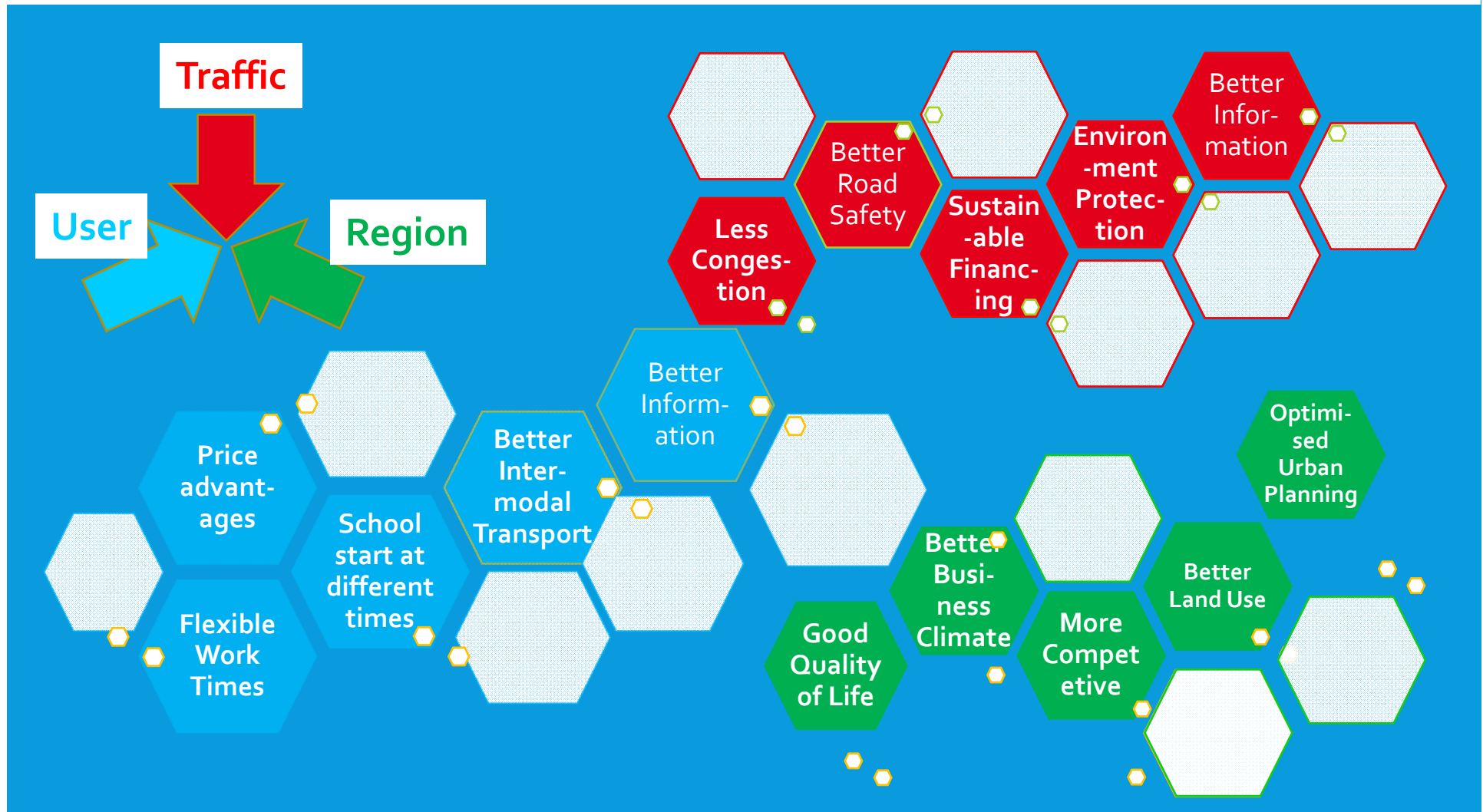


Mobility Pricing

BETTER MOBILITY BEHAVIOUR BENEFITS – AND PRICE INCENTIVES



MOBILITY PRICING. INTERRELATION WITH OTHER SECTORS.



MOBILITY PRICING, INTERNATIONAL DEVELOPMENTS.



Finland's future scenario includes to introduce incentives for a change of mobility behavior with new smart devices and services based on a new "Pay as you go" Model. Discussions contain also tax and insurance payments.



Singapore was the first City in the world to manage congestion by implementing the ERP - Electronic Road Pricing - System. The next generation (ERP II) is testing the use of Smart Devices and the use of GNSS (Global Navigation Satellite System).



Switzerland is active in regard of the necessities to increase the Sustainability of Road Transport while also working on a study on Mobility Pricing, to be published by end of 2014.



The U.S. State of Oregon is currently testing in the VMT Project the model of charging according to the vehicle miles traveled (VMT), while replacing the gas tax.

BENEFITS OF MOBILITY PRICING.



WIN WIN:
Benefits for Trip
&
Price Benefit



Inclusion of
road users in
decision
making trip,
adds
“intelligence”
to traffic
management



The “User
Pays”
Principle
supports
sustainable
financing.



Mobility
Pricing
Model
results in
reduction of
congestion,
accidents,
pollution.

Value for
Money:
Better
Service

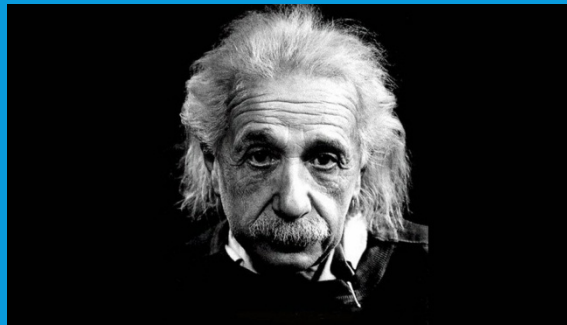
**Macroeconomic Benefits
of Mobility Pricing
exceed by far the costs !**

RECOMMENDATIONS



1. Analysis of socio-economic benefits of Mobility Pricing on a project by project base.
2. Fact based discussion of Mobility Pricing potentials with all relevant Stakeholders.
3. Development of Mobility Pricing Policy.
4. Implementation into existing tolling & charging schemes.
5. Mobility Pricing gives also good support to introduce new charging schemes, especially for private car tolling.

You can not solve problems
with the same methodology
which created them.



Albert Einstein
(1879-1955)



Josef A. Czako
Kapsch TrafficCom AG
Vice President

International Business Development
Am Europlatz 2 | A-1120 Vienna | Austria
Mobile +43 664 628 2150
Email josef.czako@kapsch.net

Thank You For Your Attention !

QUESTIONS
DISCUSSION



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