Tolling, Congestion Priced Tolling, and Electronic Tolling in Hampton Roads, Virginia
Summary: May 2008

- Three phases of research were conducted to examine general community response to tolling, congestion pricing and electronic tolling in Hampton Roads, and at the Downtown and Midtown tunnels, specifically: an exploratory online survey; focus groups and one-on-ones with residents and commercial fleet managers; and, a telephone survey.
- 117 respondents participated in an ***exploratory online survey*** conducted in November 2006. The survey was sent to approximately 800 respondents who had participated in previous transportation research in Hampton Roads, yielding a response rate of 7%. Due to the nature of the sample, results were not projectable to the larger population of Hampton Roads.
    - 11% of these respondents supported instituting tolls at the Downtown and Midtown tunnels. 21% were more supportive of the tolls when informed that revenues generated would be used for roadway maintenance and construction. 13% were less supportive based on this information.
    - When informed that the tolling would be congestion priced, 10% supported the tolls.
    - 9% believed congestion pricing would reduce congestion.
    - When informed that tolling would be electronic, 26% of these respondents were more supportive of tolls at the tunnels.
- 2 ***Focus groups*** and 16 ***one-on-one interviews*** conducted in January 2007 with motorists and business fleet managers in Hampton Roads supported the findings of the exploratory survey. Respondents did not support instituting tolls at the Downtown and Midtown tunnels, and congestion pricing seemed to make it even less acceptable. Learning that the tolling would utilize an advanced electronic system made it marginally better, but not acceptable.
- 606 respondents participated in a ***telephone survey*** in January 2008 about tolling in Hampton Roads: 200 E-ZPass users, 201 motorists who travelled on tolled facilities and could use E-ZPass but did not, and 205 motorists who did not use tolled facilities in Hampton Roads.
    - Awareness of E-ZPass was high, even among those who did not use the pass, as 79% of prospects and 82% of residents were aware of the service. Familiarity was also high. 97% of users, 70% of prospects, and 62% of residents said they were familiar with E-ZPass.
    - 65% of users used their E-ZPass at least several times a week, including 31% who used it every day. 92% of users said they were satisfied with E-ZPass, and 93% said they were likely to recommend E-ZPass.
    - Those who did not have an E-ZPass and said they were not likely to get one in the near future indicated that they did not have a need for it (40%), would not use it enough (32%), or did not travel much (8%).
    - Cost seemed to play a role in the decision not to obtain an E-ZPass. 82% of E-ZPass users compared to only 50% of prospects believed that tolls were cheaper with E-ZPass. 73% of E-ZPass users said that the cost to obtain an E-ZPass was not prohibitive compared to 60% of prospects.
    - 74% of E-ZPass users, 63% of prospects and 67% of other commuters said they would make no changes in their commutes if new tolls were instituted in Hampton Roads. Approximately 20% of each group said they would try carpooling if new tolls were instituted.
    - 20% of E-ZPass users, 19% of prospects and 16% of other motorists had heard or read about congestion pricing. 53% of E-ZPass users, 47% of prospects and 51% of other motorists had heard or read about advanced electronic tolling (open road tolling).
    - 27% of users, 35% of prospects, and 37% of residents supported implementation of HOT (High Occupancy Toll) lanes on I-64. 28% of users, 34% of prospects and 37% of users supported implementation of HOT lanes on I-264.