

STUDY OF PUBLIC ACCEPTANCE OF FEE LANES STUDY METHODOLOGY



**HUBERT H. HUMPHREY
INSTITUTE OF PUBLIC AFFAIRS**

UNIVERSITY OF MINNESOTA

Driven to DiscoverSM

PURPOSE

No market research to date to test public opinion of a diverse range of transportation stakeholders such as transit users, peak period drivers and commercial drivers about Fee lanes

FOCUS GROUPS

- Six Focus groups, 9 to 12 participants
- Conducted May 20th and 21st in Minneapolis
- Peak period
 - 6:00am to 9:30 am
 - 3:00pm to 6:30 pm

Focus Groups

- Two groups of peak period drivers
- One group of non-peak period drivers
- One group of transit users
- One group of MnPASS use
- One Group of Business Owners/Managers whose employees need to drive to do their work



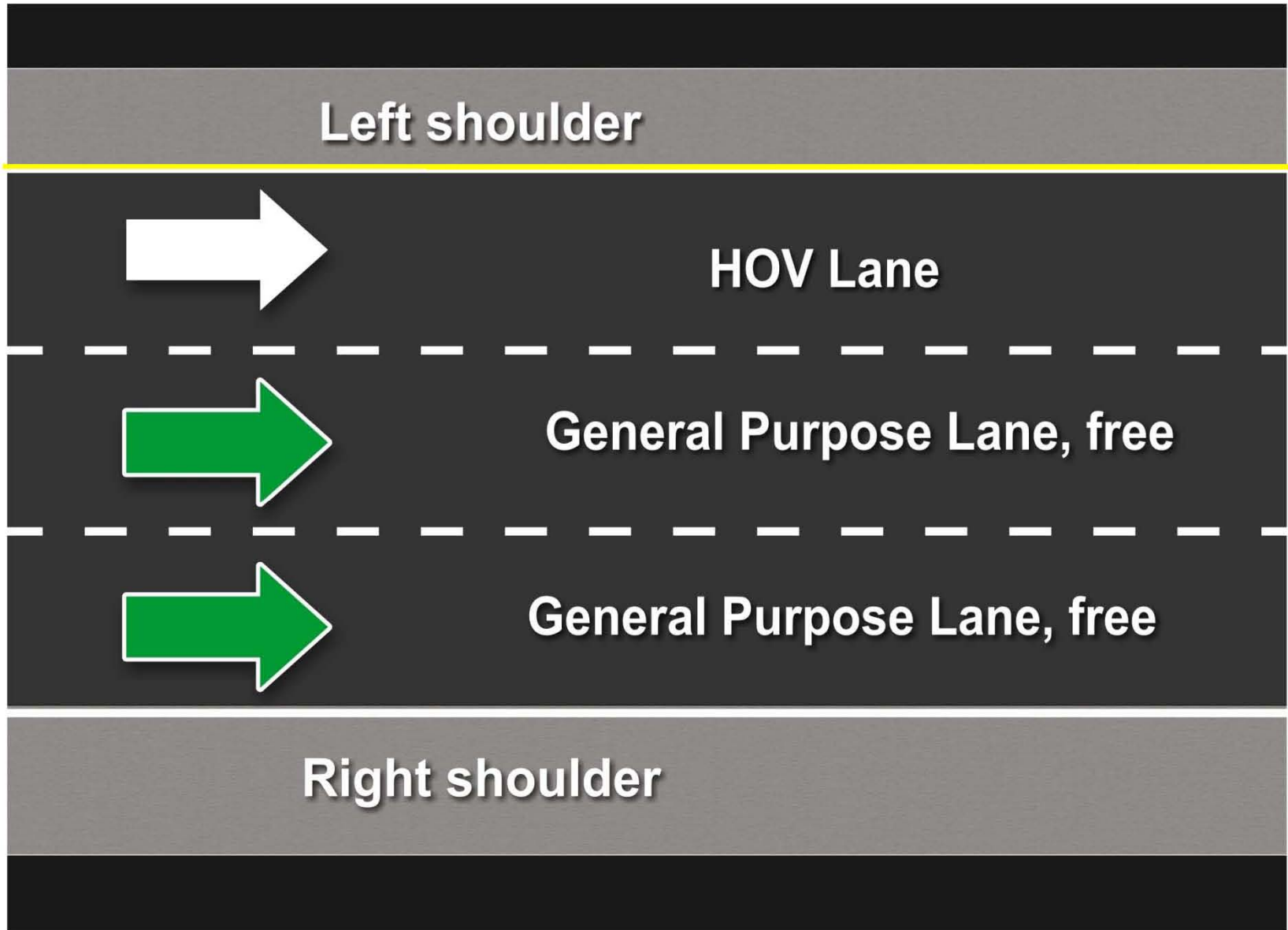
WELCOME

Focus Group

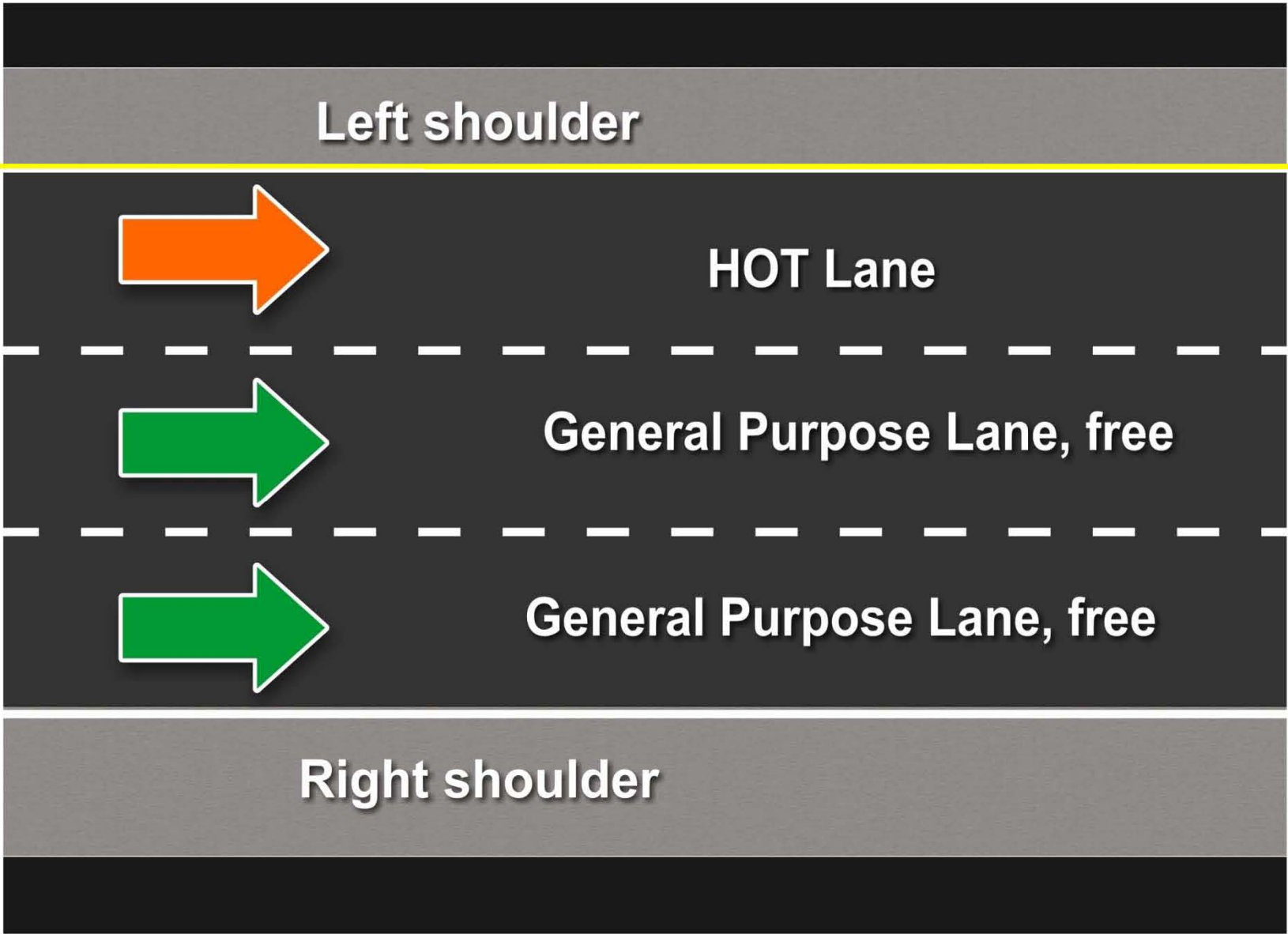
- Introduction
- Current Experience on Twin Cities freeway/highways?
- What is your commute like? As a Driver, bus or rail rider, MnPASS user?
- Have you changed the way you drive vs. 5 years ago?

Focus Group

- Introduction to Fee lane concept
- Ask for initial reactions
- Do you think traffic will move more efficiently?
- Introduce the idea of credits to motorists



Existing Configuration



Fee Configuration



61
Your Street
3/4 MILE

Your Street ↗

HOT

FREE

FREE

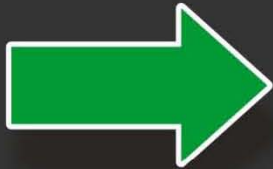
EXIT 1B

EXIT 1C

Left shoulder



General Purpose Lane, free



General Purpose Lane, free



General Purpose Lane, free

Right shoulder

Non-Peak Configuration



EXIT 1B

61
Your Street
3/4 MILE

FREE

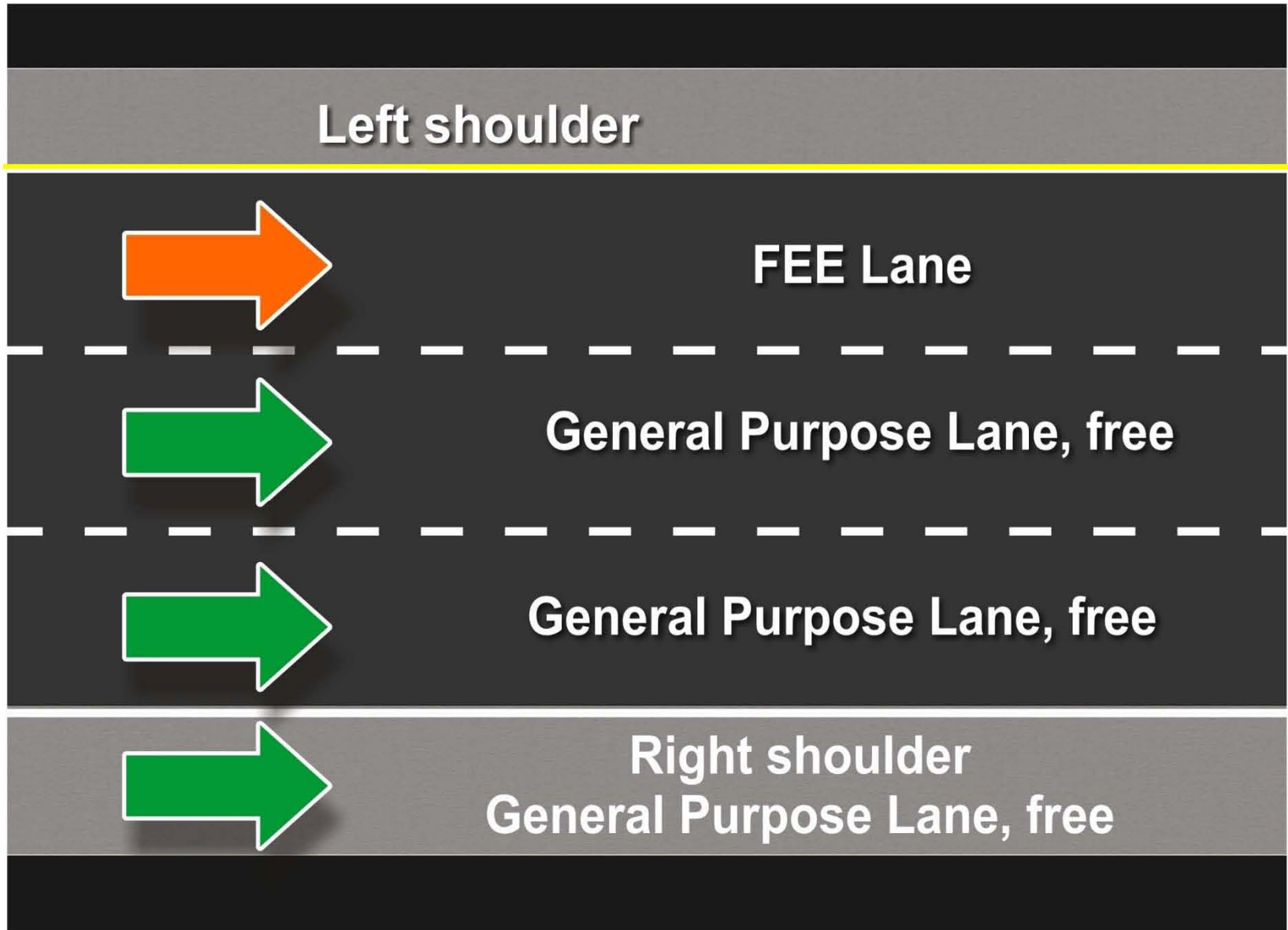
FREE

EXIT 1C

Your Street ↗

FREE





Fee Configuration A



61
Your Street
3/4 MILE

EXIT 1B

EXIT 1C

Your Street ↗

FEE

FREE

FREE

FREE

Left shoulder



General Purpose Lane, free



General Purpose Lane, free



General Purpose Lane, free

Right shoulder

Non-Peak Configuration



EXIT 1B

EXIT 1C

61
Your Street
3/4 MILE

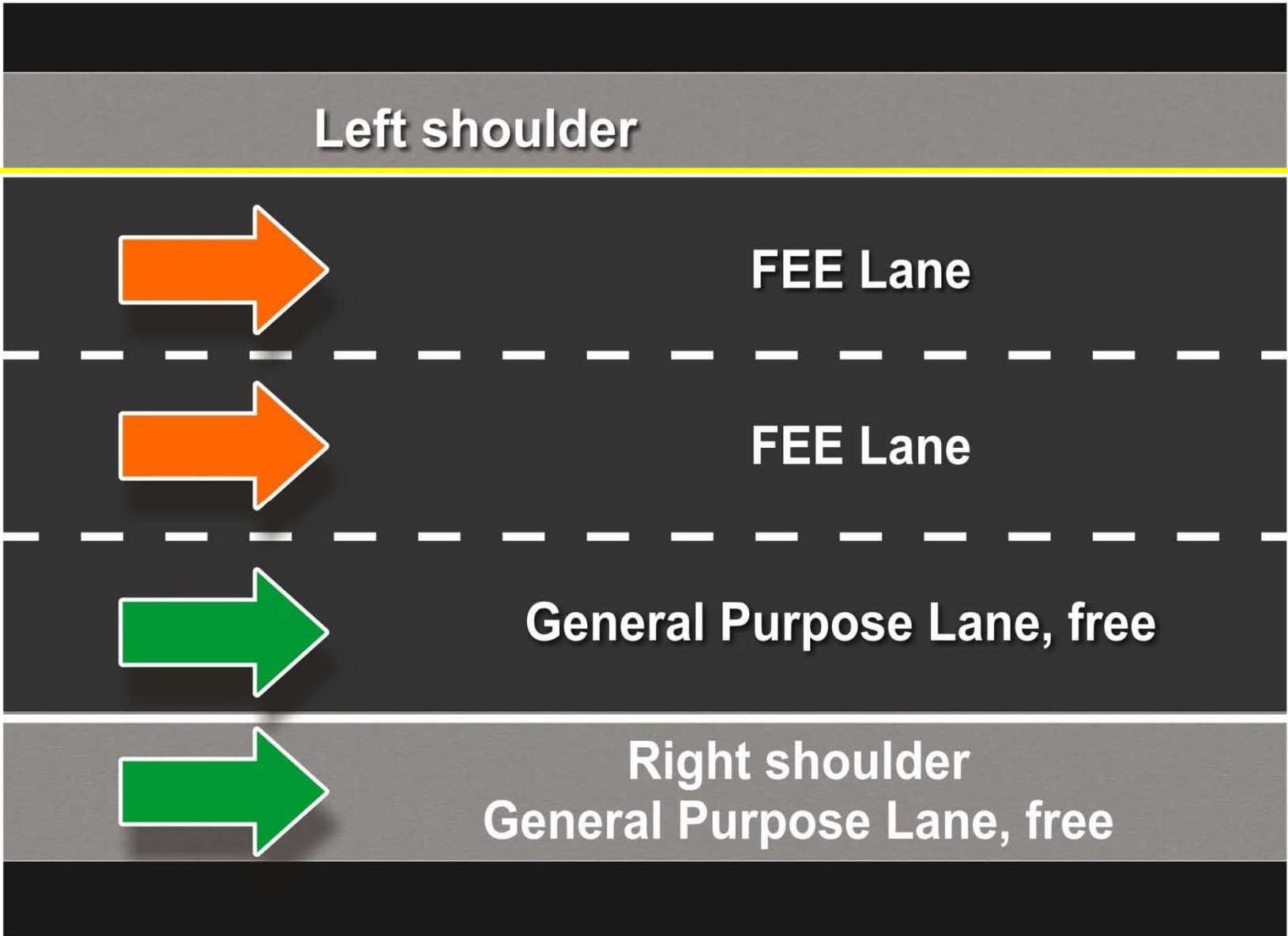
Your Street ↗

FREE

FREE

FREE

X



Fee Configuration B



61
Your Street
3/4 MILE

Your Street ↗

EXIT 1B

EXIT 1C

FEE

FEE

FREE

FREE

Left shoulder



General Purpose Lane, free



General Purpose Lane, free



General Purpose Lane, free

Right shoulder

Non-Peak Configuration



EXIT 1B

61
Your Street
3/4 MILE

EXIT 1C

Your Street ↗

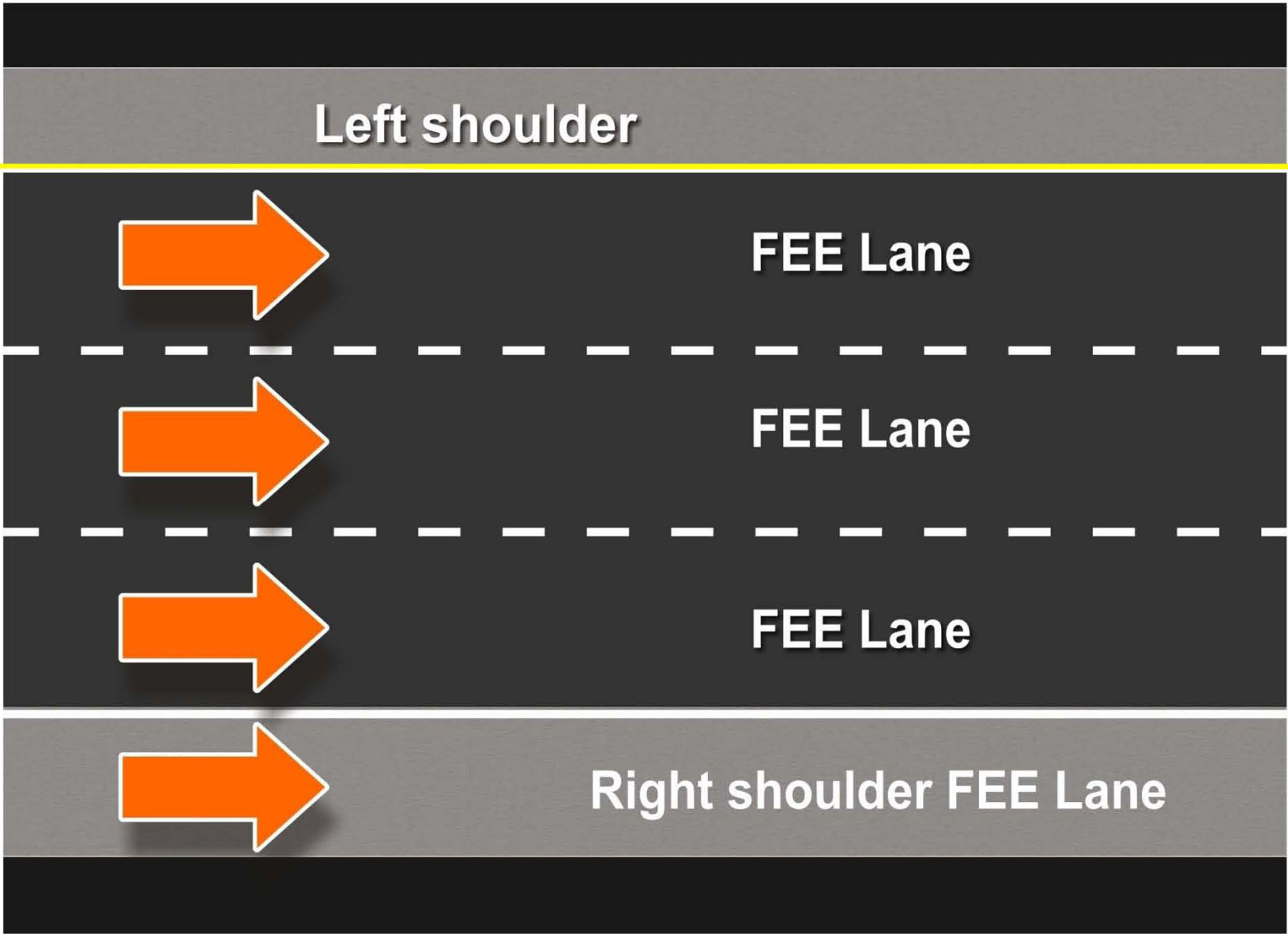
FREE

FREE

FREE

X





Fee Configuration C



EXIT 1B

EXIT 1C

61
Your Street
3/4 MILE

Your Street ↗

FEE

FEE

FEE

FEE

Left shoulder



General Purpose Lane, free



General Purpose Lane, free



General Purpose Lane, free

Right shoulder

Non-Peak Configuration



EXIT 1B

EXIT 1C

61
Your Street
3/4 MILE

Your Street ↗

FREE

FREE

FREE

X

