

# MANAGED LANES & DYNAMIC PRICING

## Why choose dynamic pricing?

### BENEFIT 1



Relieve congestion

It prevents the congestion issues found with traditional tolling methods, allowing managed lanes to function as intended.

### BENEFIT 2



Satisfy public demand

64 percent of Americans support priced managed lanes. 79 percent favor paying tolls to reduce congestion & ensure travel time predictability.

### BENEFIT 3



Fill the funding gap

With gas taxes generating less revenue, dynamic pricing can step in to fund road operations & maintenance.

## Where to start

### STEP 1

Complete traffic & revenue analysis first.

### STEP 2

Consider funding options. Private partnerships are often the best bet.

### STEP 3

Get guidance from other agencies.