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# **HOW TO WIN PUBLIC SUPPORT FOR ROAD USER CHARGING (RUC)**

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## Introduction

### ■ Why is public support so important?

- Popularity of government may decrease
- Delay or stop of project
- Non-Compliance with the RUC-scheme after it has started

### ■ Why is RUC so important?

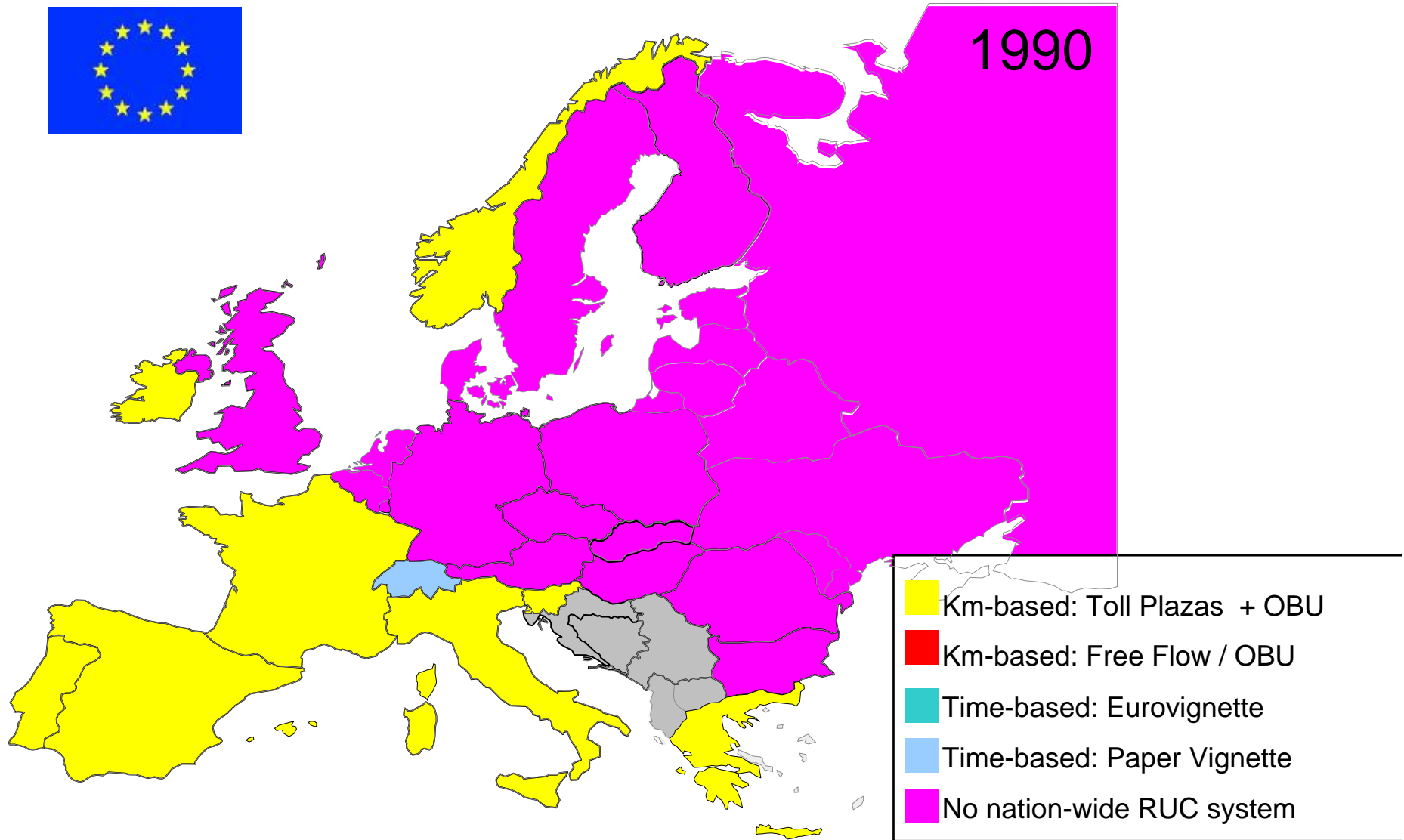
- They can be a cornerstone in the state budget
- They give politicians (financial) means to reach political goals

### ■ About this presentation

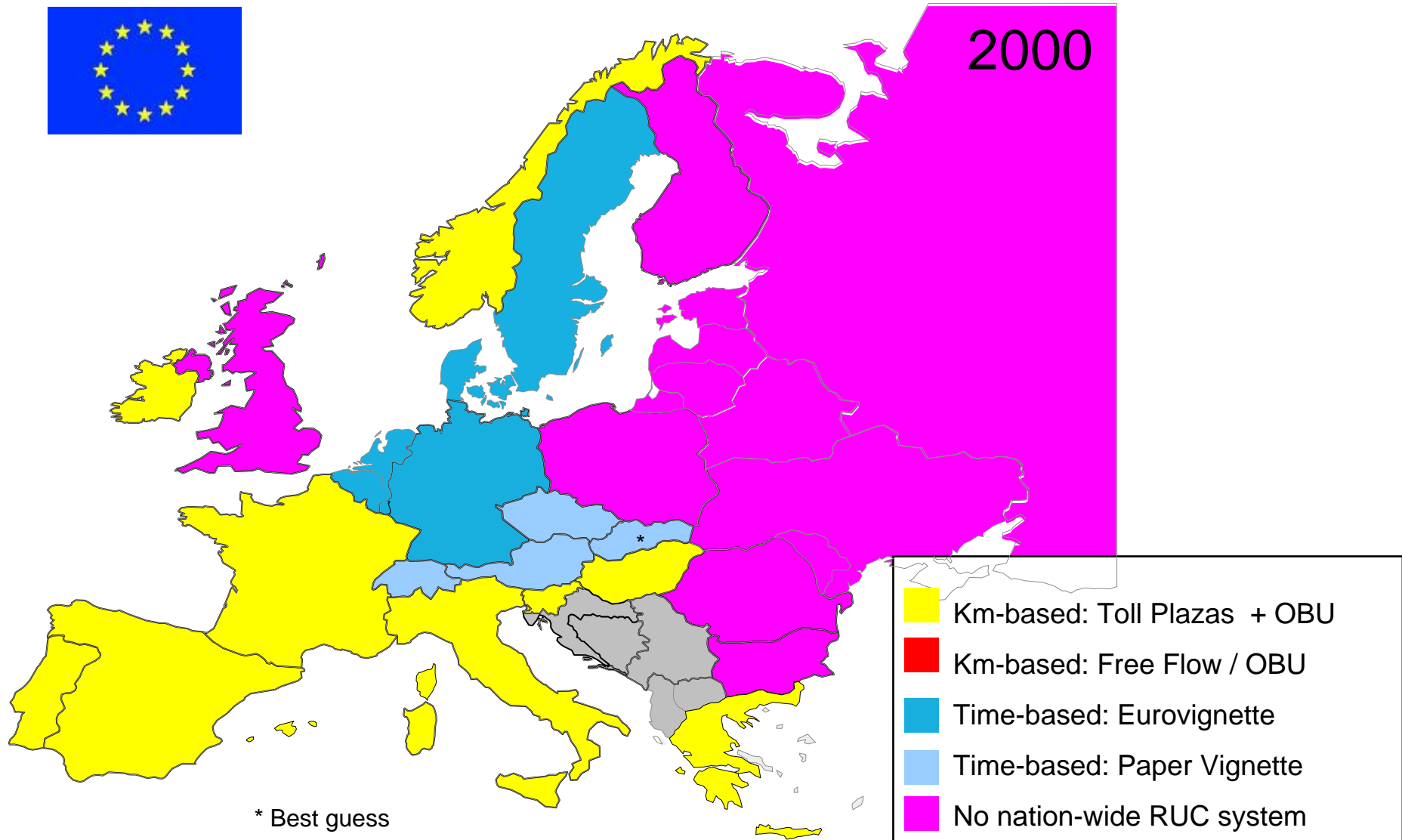
- Focus: On nation-wide system for lorries and cars
- Method: Comparison of projects in several European countries over time
- Aim: To find similarities and identify rules which could work in future projects. (No in-depth analysis)
- Goal: To give recommendations for successful future projects with special attention for car related projects



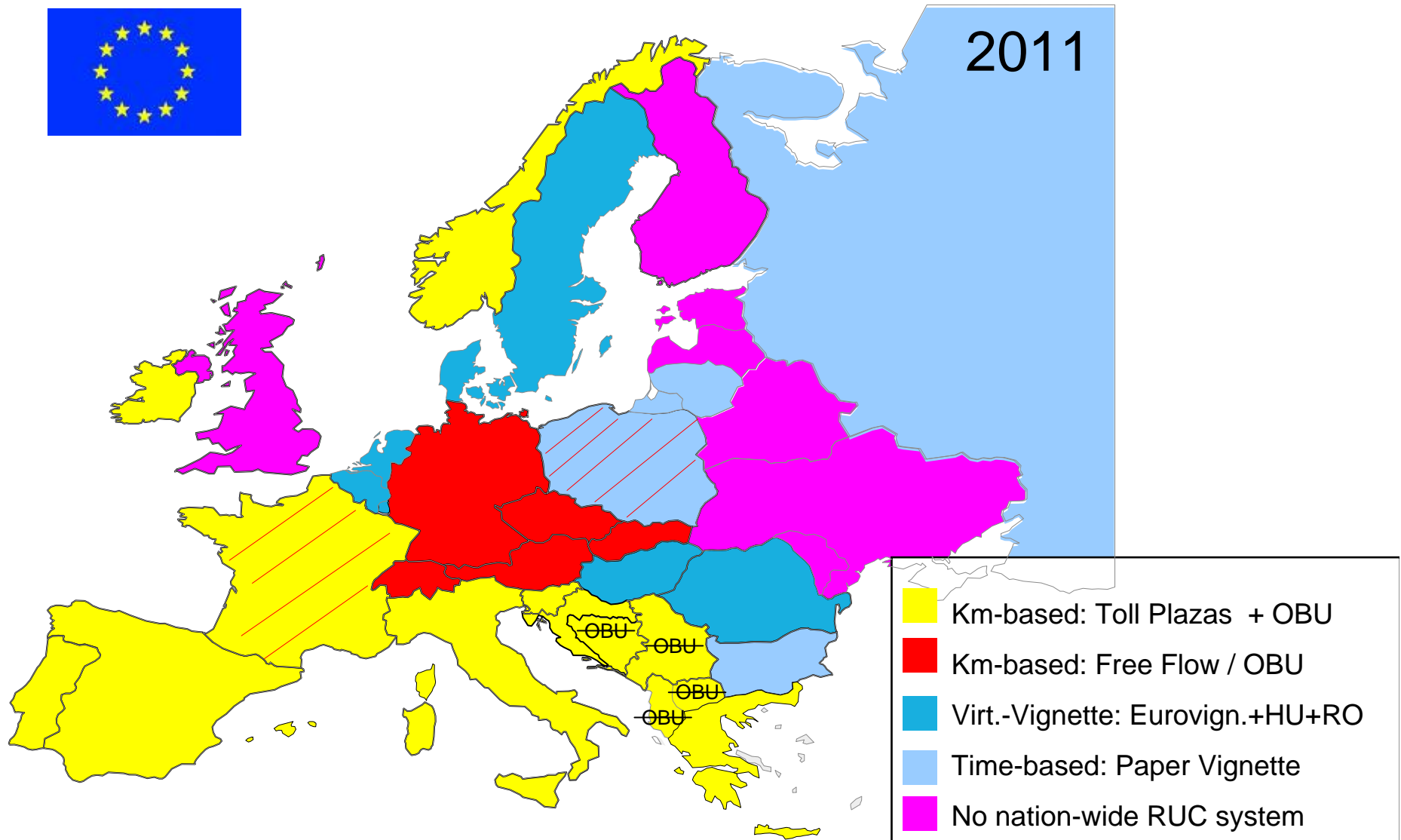
# Experience in Europe – RUC for lorries



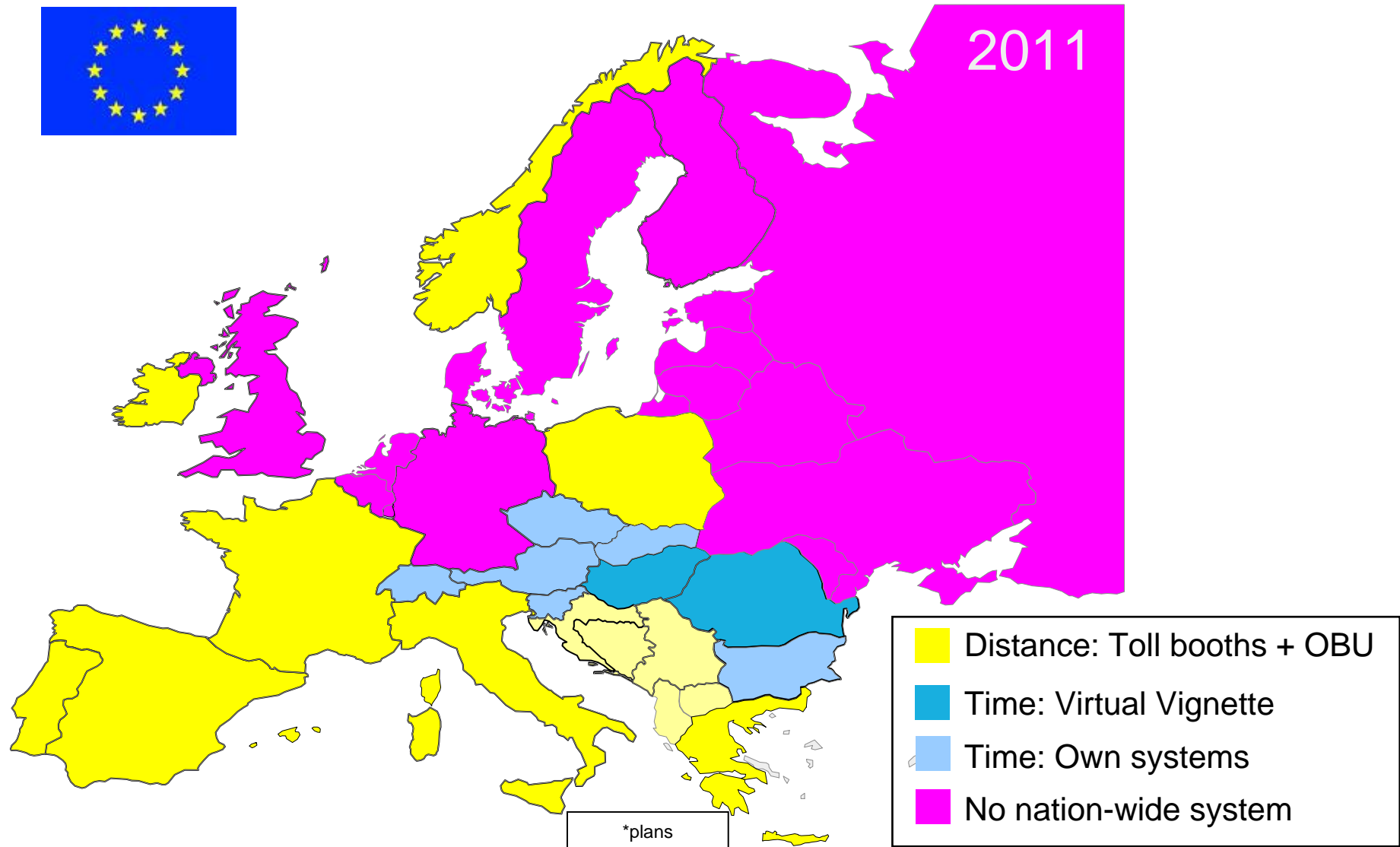
# Experience in Europe – RUC for lorries



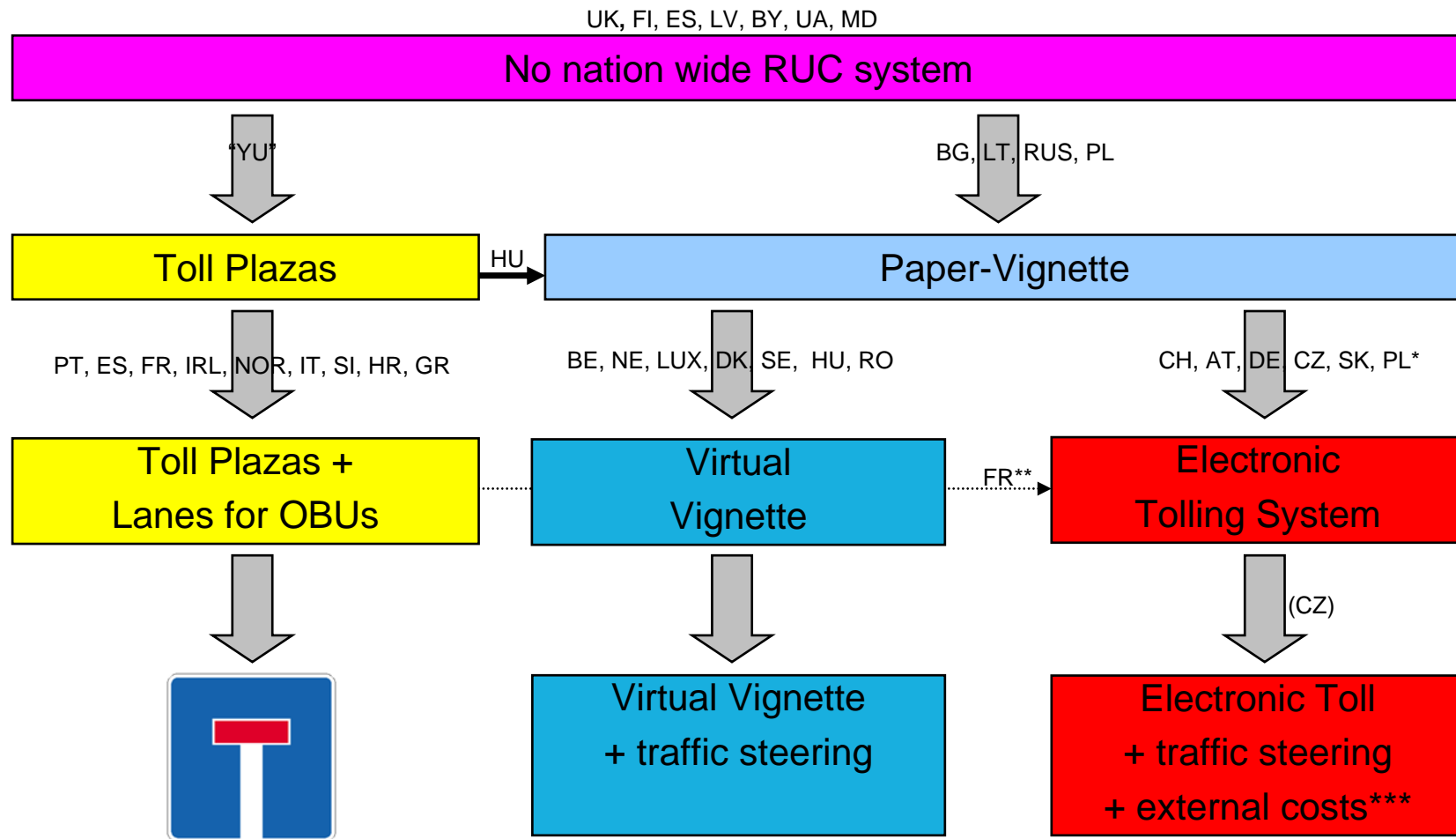
# Experience in Europe – RUC for lorries



# Experience in Europe – RUC for cars



# Summary of past development paths - trucks



PL\* = in preparation, F\*\* = supplementary network, in preparation,  
 \*\*\* when Revision of Eurovignette Directive is passed



## Lessons learned from the past - trucks

- Number of countries directly going to km-based RUC system of 7

0

- Percentage of countries going to a time-based RUC system first

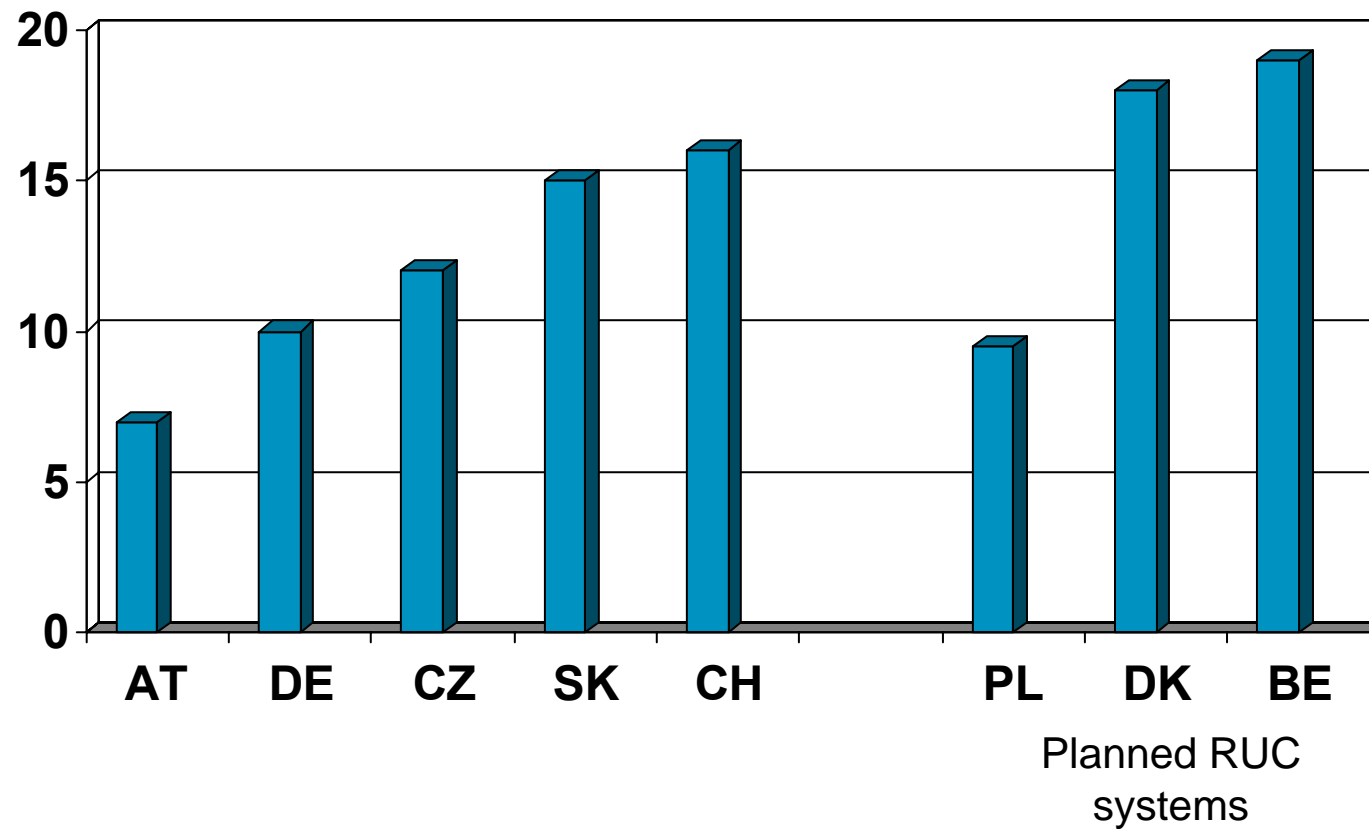
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## Lessons learned from the past - trucks

Number of years in a vignette scheme before going over to a km-based RUC system



## Non-realized km-based projects - lorries

Year	State	Name	Lorry	Car	Reason for stop
2003	DE	Lkw-Maut	upgrade	---	Technical problems during implementation. Start 2005
2005	UK	L-RUC	new	---	“very expensive and overly-sophisticated system” DfT
2008	HU	---	upgrade	---	Government internal matters
2008	SLO	FF HGV ETC	upgrade	---	Government internal matters – General elections
2010	NL	AbvM	upgrade	new	Government stability, complexity, privacy, costs
2010	SE	Arena	upgrade	---	General elections
2013	DK	---	upgrade	---	Good luck!
2014	BE	Slimme km-heffing	upgrade	new	Good luck!
2014	UK	HGV-RUC	new	---	Good luck!



## Non-realized projects - cars

Year	State	Name	Lorry	Car	Reason for stop
2007	UK	---	---	new	Uproar in public
2008	CH	Road pricing	---	new	Remained at research level
2010	CZ	Elektronické viněty	---	upgrade	Government: "Too expensive"
2010	NL	AbvM	upgrade	new	Government stability, complexity, privacy, costs
2014	BE	Slimme km-heffing	upgrade	new	Good luck!



## Lessons learned from non-realized projects

### ■ Show stopper - Lorries

- Stability of the government, General elections
- Total cost of the system (mostly km-based)
- Complexity of the (set up of the) system

### ■ Show stopper - Cars

- Complexity of the system (e.g. tariffs)
- Privacy (“Big brother”, “spy in the sky”)
- Equity and justice (Calculation basis, external costs, foreigners)
- Too high prices for citizens (“stealth tax”, overall tax burden, tax burden of car drivers)
- Too high pressure from public (campaigns and votings in newspapers)



## Success factors for RUC implementation 1/2

- **Clear definition of RUC aims:**
  - Fund raising, environment, congestion fighting, external costs, mode shifting etc.
- **Clear definition of users benefit**
  - Better roads, less traffic jams
- **Structured design of the tax system:**
  - Carefully balance RUC with other (car-related) taxes
  - Do not overburden the price eco-system of RUC with too many tasks (Tinbergen theorem)
  - Think about compensation
- **Choose right calculation basis:**
  - Kilometre-based for HGV, time-based for cars. -> 60,000



## Success factors for RUC implementation 2/2

- **Be careful with external costs:**
  - This is one of the most sensitive areas among the public
- **Stepwise introduction:**
  - Trucks: First time-based, later distance-based system. Think about external costs at the end.
- **Take utmost care with privacy:**
  - Avoid collecting unnecessary data. Allow anonymous usage.
- **Win broad support in the population**
  - Societal platform e..g. NL: Nauwen accord, BE: MORA)
- **Communicate, communicate, communicate:**
  - Initiate forums, advertise, invite stakeholders, etc.

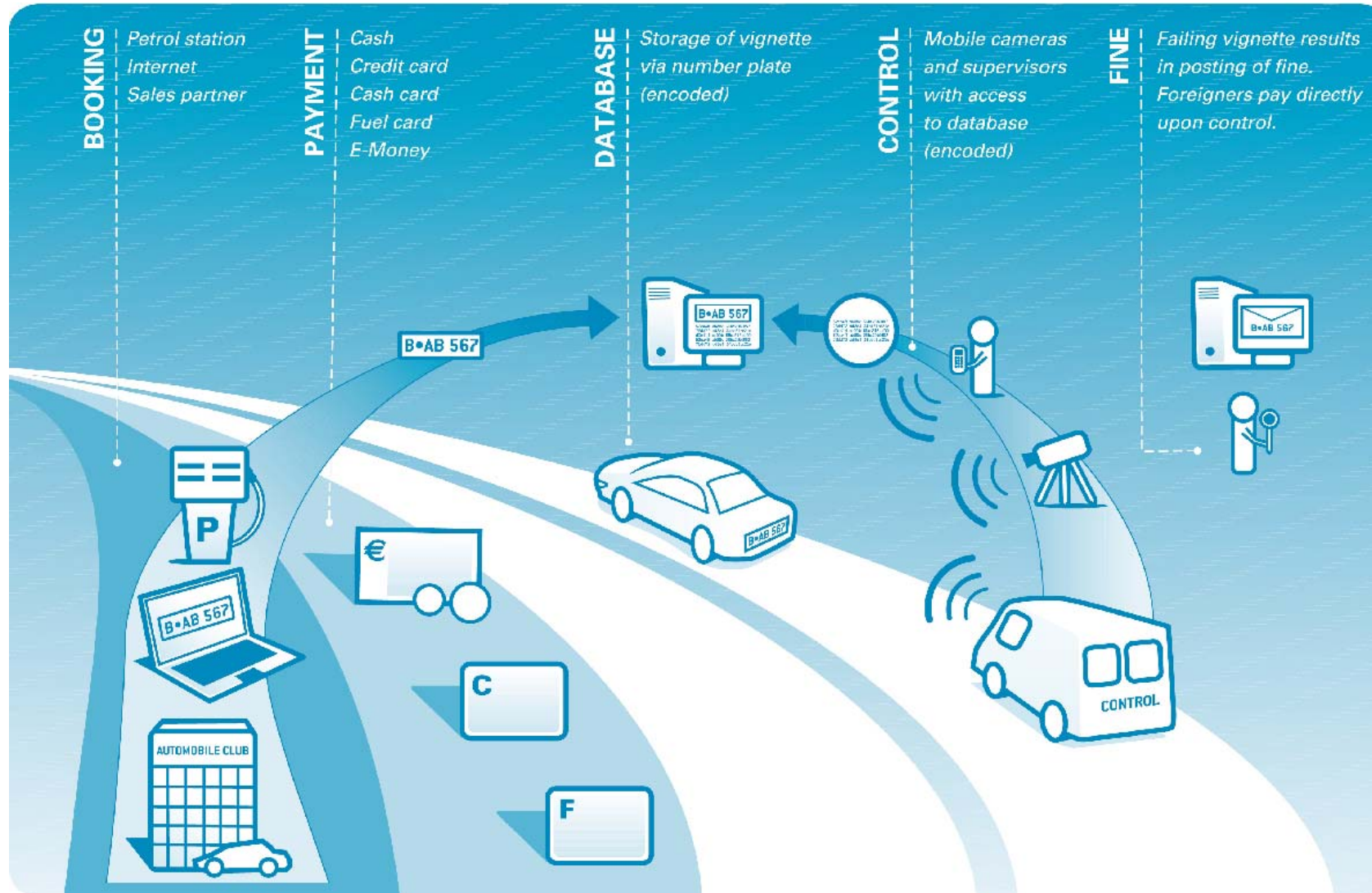


## Recommendations for countries introducing RUC for cars

- Point out the benefits for the citizens
- Invite relevant societal groups at the start to reach consensus
- Start early in the legislative period
- Go for a simple system whose implementation does not take long
- Go for a flat-fee system. This is what people know and accept as equitable. For example: [www.virtualvignette.com](http://www.virtualvignette.com)
- Choose a private service provider (-> speed, experience, financing)
- Take utmost care in preparing / conducting the Call for tender
- In future: Think about next steps



# Functioning of the Virtual Vignette





## Good Bye



**Thank you very much for your attention!**

**I am looking forward to a lively discussion**

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