

# Transferability



FLICKR.COM

## Why is transferability important for the implementation of road user charging?

Success in implementing road user charging in one city does not imply success in implementing it elsewhere, even within the same country. Transferability covers all issues related to how evidence gained about the performance of road user charging systems in one context may be applied to others. It should incorporate evidence from both real and synthesised implementations and include all the themes that are considered important in assessing the success of schemes.

Transferability of experience from one city to another will be affected by a wide range of factors, including city size, density and transport supply and demand; cultural impacts on user response and acceptability; the detailed design of the scheme, any complementary policies and the ways in which revenues are used; and, fundamentally, the objectives of a given scheme. It is altogether more complex to assess transferability where the two cities have differing objectives.

It may also be useful to distinguish key issues that affect transferability in the context of urban road user charging schemes, such as:

- the attributes of people and their perceptions;
- the nature of public transport provision;
- the nature of the road system and traffic;
- political perspectives and engagement; and
- forms of institutions and governance.

## What is currently known about transferability?

Three types of transfer can be identified:

- territorial transfers, described as “horizontal” and covering the full range of situations where experience may be transferred between different locations
- transfers between institutions at different levels, described as “vertical” and covering issues relating to the scaling up or scaling down of policies

- transplanting of institutions and related competence instruments, covering situations where changes of institutional structures may be required.

Ten logical steps can be defined for actions in receptor cities:

- 1 diagnosis of the problems requiring action;
- 2 characterisation of the city context;
- 3 analysis of the city context and of implications these may have for problems identified in (i);
- 4 search for similar contexts;
- 5 selection of examples of sources to transfer from;
- 6 identification of measures with potential to transfer;
- 7 packaging and dimensioning of measures to be transferred;
- 8 ex-ante assessment of measures;
- 9 identification of need for adjustments; and
- 10 implementation of measures.

### What further research is needed?

The transferability of road user charging schemes is an area that has generally been under-researched, at least partly due to the limited opportunities that have existed to compare expectations with actual outcomes. Most considerations of transferability issues to date have been very informal, lacking both scope and structure.

Further research should cover transferability of both predicted and actual outcomes of road user charging systems. It also seems likely that a simple methodology which focuses on issues that are likely to be appreciated as useful by end users will prove best.



### What can we conclude at present?

The following DO's and DON'Ts should help to increase the likelihood of a successful urban road user charging implementation.

#### DOs

Adopt a demonstration phase to identify best practices in the originator city

Adopt a transferability phase to appraise the compatibility of best practices in the receptor city

Adopt an assessment phase to identify any specific barriers amenable to change and factors of success in the receptor city

Adopt an implementation phase where best practices are implemented in the receptor city

#### DON'Ts

Do not adopt a scheme which has worked well in another city without adapting to local needs

Do not expect the same results as determined in a different city