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## Implementing Value Pricing for U.S. Roadways

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### Abstract

This paper reviews the current status of congestion-based road pricing in the United States and examines some of the characteristics of successful and unsuccessful projects, including their marketing aspects. It is concluded that forward momentum has been established for innovative road pricing, but future progress toward more widespread use of congestion-based pricing is likely to take advantage of local opportunities which present themselves, and will proceed cautiously. Considerable emphasis will be placed on marketing strategies in order to win consumer acceptance.

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