

## **Interview with Wendy Gerig, Executive Director of Roseville Chamber of Commerce**

Roseville, October 29, 2009

Conducted by Nancy Kays of MIG and Tad Widby of HNTB.

The meeting started with a basic overview of HOT lanes and the different forms they can take, given by Tad Widby. He then led the discussion through a series of probing questions.

### **Comments/Impressions/Questions**

- Sounds interesting. For people from this area, people notice the contrast between empty HOV lanes and bumper-to-bumper general purpose lanes.
- Question – How does someone use it without a transponder? (Answer – they must sign up first)
- What is the threshold for putting one in? (Answer – no textbook answer. When you anticipate it's useful – enough congestion).
- How well are the HOV lanes used?
- Improvements are definitely needed on I-80; what is the timing?
- Gut feeling – time is money, people want to get to work and to return to families. But there is another group that wouldn't need to use the lanes.
- Placer County is conservative.
- How do you enter the lanes, at intervals? (Answer: every 3-4 miles. Important to put the ingress/egress points at the proper locations to keep the system working smoothly (e.g. would need to have an egress point in time for people to transition over to Business 80, or a separate HOT lane flyover).
- What electronic system would be used? (Answer: could be FasTrak and have interoperability with the Bay Area).
- Traffic isn't that bad here according to newcomers; it's terrible according to old timers.

### **What would you like to know?**

How it works in other areas, what the improvements to flow are  
How trucks would be impacted?

### **What experiences have you had with tolling?**

- Dulles toll road in Washington D.C.
- Bay area bridges

### **What are the concerns of the business community?**

- Want to see solutions to the "Roseville bottleneck"

- Traffic is a real deterrent for auto dealers – perception is important

**Are there advantages?**

- Yes – it's interesting and creative, pro-active. We will continue to grow and need to travel.

**What other organizations should weigh in?**

- (there isn't an active manufacturing organization any more)
- Truckers

**What is the test of whether it is worthwhile?**

- Time is money – getting to businesses, getting home. Probably worth the money to people

**What about variable pricing?**

- Sounds interesting, but must be set up in a simple way. Simplicity to users is important.
- Weaving distance is necessary.