Based on the road pricing presentations and perspectives heard from technical experts and elected officials, you will help develop a focused "Public Education Campaign" (PEC). It will be designed primarily to inform and educate political incumbents and candidates about road pricing in advance of the 2018 provincial and municipal elections in Ontario. The goal is to keep current provincial road pricing projects moving forward, get the City of Toronto's toll aspirations back on track and, eventually, create a network of priced roads.

INSTRUCTIONS

- Breakout groups will discuss one of three PEC activities: (1) Research; (2) Communications and Education; (3) Stakeholders and Delivery. Choose an activity that is of interest to you and join a table that is discussing it. You can switch tables at any time.
- A facilitator will guide the discussion. Speakers will be moving between tables to provide feedback.
- Choose someone at your table to be a scribe and another to report back to the plenary group.
- Answer questions as broadly or specifically as you like – there are no wrong answers!

OBJECTIVES (10 minutes)

- Discuss the key objectives for introducing road pricing (e.g. congestion, revenue, emissions).

ACTIVITIES (20 minutes)

1) **Research** (Tables 9, 11, 17, 18)
   a) Identify road pricing research topics that politicians require to make evidence-based decisions (e.g. modelling, technology, best practices, public acceptance issues, pilot projects).
   b) If possible, name the title and/or author of existing research related to the above topics.
   c) What research gaps exist for politicians and who should conduct/fund it?
   d) Other comments/suggestions?

2) **Communications / Education** (Tables 5, 12, 13)
   a) Where do politicians obtain road pricing information? (e.g. media, meetings, learning events)
   b) Name sources of information that can be used to advise politicians about road pricing (e.g. title).
   c) Identify the best tools for communicating road pricing information to politicians and which ones should be avoided (e.g. social media, reports, letters to the editor).
   d) Other comments/suggestions?

3) **Stakeholders / Coordination** (Tables 14, 15)
   a) Identify and name sectors, organizations, institutions and individuals who support or oppose RP -- or who are undecided (e.g. political incumbents/candidates, policy makers, business, NGOs).
   b) Discuss how the PEC can be effectively structured and coordinated to ensure success (e.g. governance, personnel, planning, fund raising).
   c) Other comments/suggestions?

RANKING & ACTION (15 minutes)

- As a group, rank all suggestions for the PEC activity based on importance and/or best results
- For the 3 top ranked suggestions, what actions should be taken so the PEC is ready by early 2018?

REPORT BACK (15 minutes)