GOING CASHLESS: THE EVOLUTION OF ALL-ELECTRONIC TOLLING

Jennifer Olson, P.E.
Deputy Executive Director & Chief Operating Officer

Nicola Liquori, CPA
Deputy Executive Director & Chief Financial Officer

Florida’s Turnpike Enterprise  •  Florida Department of Transportation
Opening Day
Evolution of Tolling on Florida’s Turnpike

1957: Cash Toll Ticket

1990: Cash Exact Coin

1999: SunPass-only Lanes

1999: Cash-SunPass Lanes

2003: Open Road Tolling

2011: All-Electronic Tolling
Why All-Electronic Tolling?

Safety

- Employees
- Customers
  → Weaving
Why All-Electronic Tolling?

Level of Service - Efficiency

<table>
<thead>
<tr>
<th>Lane Type</th>
<th>Vehicles/hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Electronic Lane</td>
<td>2100</td>
</tr>
<tr>
<td>SunPass-only Mainline</td>
<td>1700</td>
</tr>
<tr>
<td>SunPass-only Ramp</td>
<td>1300</td>
</tr>
<tr>
<td>Unstaffed Exact Coin</td>
<td>500</td>
</tr>
<tr>
<td>Staffed /Change Provided</td>
<td>400</td>
</tr>
<tr>
<td>Ticket - Entry</td>
<td>500</td>
</tr>
<tr>
<td>Ticket - Exit</td>
<td>250</td>
</tr>
</tbody>
</table>

- More throughput
- AET Lanes = 4x throughput of coin lanes
Why All-Electronic Tolling?

Environment - Green

- 22M gallons of fuel wasted idling and accelerating
- Decrease CO emissions by 200 tons per year
Electronic Tolling Strategy

ORT
Open Road Tolling with Cash option

AET
All-Electronic Tolling
Technology: AET/ORTEquipment

How Open Road Tolls Work

1. As the vehicle approaches the toll archway, underground loops count the number of axles to determine how much to charge.

2. Front camera takes photo of commercial and multi-axle vehicles.

3. Device reads the SunPass transponder attached to window of car and charges toll.

4. Rear camera takes a photo of license plate.

5. Photos from both cameras are stored in computers if a toll violation occurs.

Loops placed in shoulders prevent drivers from avoiding tolls and cameras.

By: Sun-Sentinel
HEFT Conversion
Phase 1-3

- Phase 1&2: $33M
  → 2 Mainline
  → 17 ramps sites

- Phase 3: $24M
  → 2 Mainline
  → 16 ramp sites

- Implementation Date
  February 2011
Mainline AET Conversion

- Phase 4
- Est. Cost: $27 M
  - 1 mainline plaza
  - 7 ramp sites
  - Ramp improvements at HEFT and Hollywood
- Design Summer 2010
- Letting Spring 2012
- Construction Summer 2012

All Electronic Tolling
Financial Considerations

Revenue
- Participation
- Technology
- Enforcement

Integrated approach to maximizing collectability

Operating Cost
Savings
- Reduction of manual toll collection
- Ability to pass on video costs

Capital Cost
Significant up-front investment
- Long-term savings
- Future customer expectations
SunPass Saturation

Over 5 Million Transponders Sold
Payment Options

- **SunPass**
  - 2011 – SunPass participation ~ 80%
  - “Good to Go” tag
  - Rental car agreements
  - Cash replenishment

- **TOLL-BY-PLATE**

- **Snapper Creek customer service center**
Cash Replenishment

- Customers can replenish SunPass accounts off the system with cash.
- Move cash customers to SunPass to reduce operating expenses.
Cash Replenishment

- Money services business agreement
- Four vendors selected
- Secure, convenient, fast and reliable processing of SunPass transactions:
  - Current
    - Cash replenishment of SunPass prepaid accounts
  - Future
    - Cash replenishment of TOLL-BY-PLATE (TBP) accounts
    - Payment: TBP invoices, Unpaid Toll Violations, Uniform Traffic Citations
SunPass Account Replenishment

- Blackstone - June 1, 2010
  → 746 active locations
- 126 additional locations through Ace Cash Express (cashier/agent) on July 1

872 TOTAL active locations
TOLL-BY-PLATE

→ Video toll account
→ Customer registers within 72 hours of first use
→ Credit cards, cash, check
→ Pre and post payment options
MDX and THEA status

- MDX:
  → SR 924 Go Live *June 2010*
  → SR 874/878 *July 2010*

- THEA
  → Selmon Expressway *Fall 2010*

- Interagency coordination
Public Outreach and Education

- Brochures and fliers
- Media
- Tourist and visitors
- Government coordination
- Web site

http://www.floridasturnpike.com/all-electronictolling/index.html
QUESTIONS?