



Traffic and Revenue Studies – New Realities, New Solutions?

Are the changes in tolling strategies resulting in changes in traffic modeling?

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MPO Perspective: The Long-term View

- ◆ **The role of the MPO is to plan the regional transportation networks of the future**
 - If tolling and alternative financing becomes more prevalent into the future, MPOs need to establish appropriate policies today
- ◆ **How are MPOs modifying the way they model tolled facilities?**
 - What advancements have been made in regional modeling?
 - What advancements have been made in surveying socio-economic and trip behavior?
 - How is GPS information improving regional congestion monitoring?
 - Beyond tolling, what advancements have been made in modeling potential value-capture?

Revenue Forecasting for Managed Lanes is Very Challenging

- ◆ Introduction of Managed Lanes generally allows certain vehicles (buses, HOV) to use the project without a toll
- ◆ This results in additional available capacity on the General Purpose Lanes when the Managed Lanes open and some travelers shift
 - Use of the Managed Lanes requires a travel time benefit over the General Purpose Lanes (i.e., congestion), so demand for the Managed Lanes may be diminished in the early years of operation



Revenue Forecasting for Managed Lanes is Very Challenging

- ◆ Forecasting for Managed Lanes require a finer resolution of global demand by time of day and representation of driver behavior than for traditional toll roads
 - Alteration in travel patterns (peak spreading) to avoid congested peak hours can impair the accuracy of an Managed Lane traffic forecasts



Managed Lanes: With 3 Projects under construction, how will their traffic forecasts look once open?

- ◆ Are the forecasts going to hold up over the short-term? Over the long-term?
- ◆ How does a traffic engineer estimate changes in commuting patterns resulting from dynamic pricing?
- ◆ How do you model HOV usage? How do you measure actual?

Account fees are becoming more prevalent, how do you forecast these?

ETC Program	Account Fees	Statement Fees
E-Z Pass	\$0-\$18/year	Yes
FasTrak	\$0-\$84/year	Yes
TxTag	No	Yes
PlatePass	\$2.50/day	No
SunPass	No	Yes
Good to Go!	No	Yes
407 ETR	\$2.50/mth or \$21.50/yr	No
Autoexpreso	No	Yes

What has changed in developing traffic models?

- ◆ Not all TAZ's are created equal
- ◆ Less reliance on existing regional models
- ◆ Greater opportunities to use revealed preference as opposed to survey data/better data
- ◆ Better technology makes more data available

Why is my forecast wrong?

- ◆ Should certain forecasts be set out as a range of values as opposed to a single value?
- ◆ Should the industry resist the desire of the financial community to have a single revenue forecast?
- ◆ How do you forecast leakage in the absence of universal reciprocity?



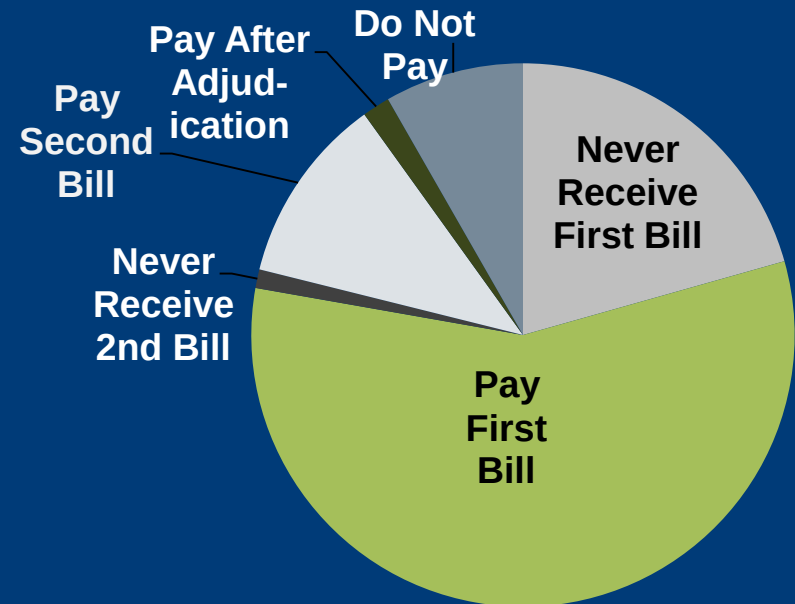
AET: What new challenges are posed and how are they forecast?

◆ How to size the ETC & video collection market shares

- How to treat the behavior of each group

◆ Uncollected revenue / Leakage

- Bad images
- Bad addresses
- Untraceable license plates
- Customers who do not pay



AET: What new challenges are posed and how are they forecast?

◆ HVideo toll customers

- How do we estimate how many there are?
- What fees do we charge?
- How do these fees affect usage?
- Infrequent customers drive up costs
- How much effort should be put into finding/billing/collecting from very infrequent customers?

◆ Will video tolling become obsolete?

