

What to do with that

- SPECIAL Customer...



Steve Corbin – Toll Operations Manager

Tampa Hillsborough Expressway Authority

The First....

- First in the State of Florida to:
 - Open Road Tolling (ORT) 2006 – Reversible Express Lanes (REL)
 - All lanes - all access points converted to AET: September 17, 2010



The Three Food Groups

- Cash – now – Video/ETC
- ETC
- Not the “Terminator”, the “Violator”!



The Good Ole....Customer

- Paid Cash for Years!
- Loved that social interaction with the toll plaza staff
- Fear of the unknown
- May not have a credit card
- Convert.....



The Why.....Explain and try to Educate!

- There are many benefits to converting to AET:
 - Cost savings – drivers who use a transponder in Florida save 25 cents for each transaction versus those who choose “We Bill You” by video toll collection. All drivers should see some savings by using less gas without stop-and-go traffic around toll booths
 - Convenience – no cash or exact change needed
 - Time Savings – no waiting in line to pay or slowing down around toll plazas
 - Safety – 58 percent of all accidents occur at toll booths; since there are no toll booths, accidents are expected to be greatly reduced
 - Environmentally Friendly – with no stop-and-go traffic, the amount of emissions produced by idling vehicles is dramatically decreased



Video Billing



TOLL-BY-PLATE INVOICE	
SUMMARY OF CHARGES	
Account Number:	13196
Invoice Number:	S100047010-4
Invoice Date:	07/20/2010
Payment Due Date:	08/04/2010
Previous Balance Due:	\$6.25
Payment and Adjustments:	\$0.00
Current Charges:	\$8.65
TOTAL AMOUNT DUE:	\$14.90
Save \$25 at every toll point with SunPass	

Pay online at www.SaveOnTolls.com or call 1.800.???-???? or use the payment coupon below.

Thank you for using the Selmon Expressway, Florida's first all-electronic toll highway. **Please pay the charges for your toll transactions by the due date to avoid any additional fees or violation penalties.** You may pay by mail with a check or money order with the coupon at the bottom of the page or you may pay online or by phone. Please do not send cash in the mail. For more information, please read the other side of this invoice.



To avoid late fees, remit payment by this date:

08/04/2010

PAY ONLINE: www.SaveOnTolls.com

MAIL PAYMENT: THEA Toll Payment Center
PO Box ???
Orlando, FL ?????

CALLING: 1.888.???-????

Avoid Late Fees – Pay by Due Date

Please return this payment slip along with your check or money order made payable to THEA Toll Payment Center. DO NOT MAIL CASH. To pay using a credit/debit card, go to www.SaveOnTolls.com or call 1.888.???-????

Account Number: 13196
Invoice Number: S100047010-4
Payment Due Date: 08/04/2010
Amount Due: \$14.90

Amount Remitted \$

THEA Toll Payment Center
PO Box ???
Orlando, FL ?????

A00000131964S1000470102010080400001490AA1

- Keep it simple
- Images **HAVE TO BE UNDISPUTABLE!**
- Ensure website provides images for customer review
- Invoicing escalation process described



When the System...burps!

- ETC Account Holders
 - When a Video Invoice is sent
 - Customer.....is never at fault
 - Interagency reciprocity
 - Account status is in question
 - Still want the ETC rate for all transactions



The Violator – who “R” they?

- Are they in front of you....
- Are they behind you....
- Are they next to you.....
- Are you one of them?
- What can be done to deter “SPECIAL” Customers like this one so they become a “Paying” Customer.....



How to I.D. them....

- On Road Enforcement
- Image Review
- Finger Printing
- Luck!

Toll Evader Notice

- Purpose
 - Give the motorist a chance – customer relations approach first
 - Keeping motorists honest
 - Collection of Tolls
 - The start of the legal process
 - Public outreach



TOLL EVADER INVOICE

Date: Mar 24, 2011

Re: Toll Violations Case # 03242011-001

Dear Mr. Michael :

An investigation by the Tampa-Hillsborough County Expressway Authority (THEA) has identified that you were responsible for a total of at least \$14.00 in toll violations (violation **§316.1001 and §320.061, Fla. Stat. 2010) at THEA Toll Facilities while driving your 2008 GMC White Pickup Truck with the Florida tag # 825IGE attached during the period of Feb 1, 2011 through Feb 23, 2011. Pursuant to §322.264(2), Fla. Stat. (2008), THEA has the authority to issue Florida Uniform Traffic Citations for each toll violation listed on the attached document. Each citation could result in a civil penalty up to \$500, plus court costs, plus the amount of the unpaid tolls, plus points on your driver's license per citation, which could lead to a license suspension, if the full unpaid toll amount of \$14.00 is not received by Apr 23, 2011.

****Please Note: For vehicles registered to a company, §316.1001(2)(c), Fla. Stat. places responsibility and liability on the owner of the vehicles involved in toll violations. Furthermore, as the vehicles are in your company's name, your entire fleet is subject to having both new and renewed registrations suspended, pursuant to §316.1001(4), Fla. Stat. for failure to comply with a citation.**

Therefore, please remit a check or money order made payable to "THEA" in the amount of \$14.00 by Apr 23, 2011. (Reference case # 03242011-001 on the payment.) Please mail payment to: *Attn: Steve Corbin, Toll Investigator; Tampa-Hillsborough County Expressway Authority, 1104 E. Twigg Street, Suite 300, Tampa, FL 33602.* Attached to this letter is a detailed listing of the unpaid tolls and one of the violation images.

If you have any questions, do not hesitate to contact me during normal business hours at 813-272-6740.

Sincerely,

Steve Corbin
Toll Investigator
Tampa-Hillsborough County Expressway Authority