



E-470's Case to Adopt the 6C Protocol: Customers, Costs and Coincidence



The Costs



- **December 2009: All ETC**
- **Approaching 750,000 Tags In Force**
- **\$2MM Annual Cost to Replace/Replenish**
- **Unsolicited Proposal by Sirit (Pre-FSTech)**



The Customers



- **280,000 Customers/750,000 Tags**
- **Existing Policy: No Tag Charge for Customers**
- **First Easy Way to Transition at Little or No Cost to Customers**
- **Transition Must Appear Transparent but Without System Performance Problems**



The Coincidence



- **WSDOT, GA STRA and UDOT Also in the Mix**
- **Easy to Coordinate, Ability to Formulate Policies without Distractions**
- **Ability to Influence Standards**
- **Separate but Opportunities for Interoperability**



The Outcome



- **AET Allowed for Easy Testing**
 - **Cameras**
 - **Existing Image Handling**
- **In-house Technicians; Partner Motivation**
- **Willingness to Risk**
- **Rapid Ideation-to-Implementation Cycle**

