



Let's Try It, Maybe We'll Like it!

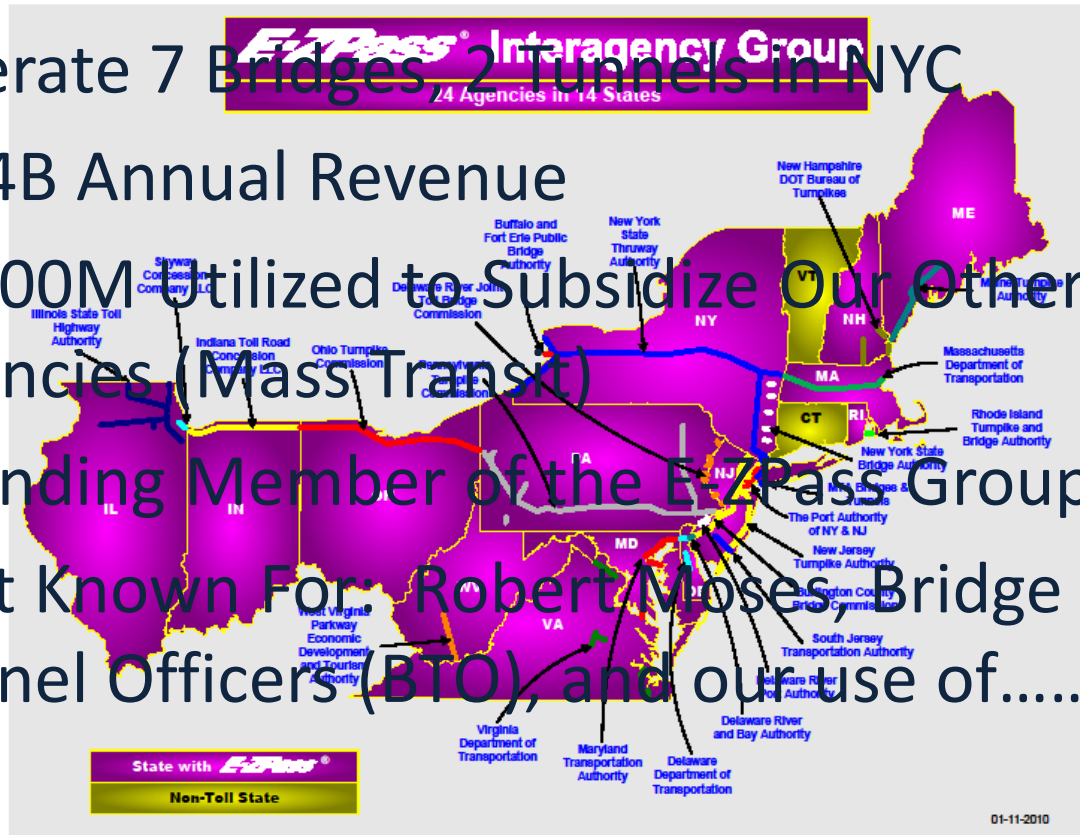
Bob Redding
MTA Bridges and Tunnels
New York City

Outline

- MTA Bridges and Tunnels Overview
- Why Try AET?
- Our AET Challenges
- Pilot Project Parameters
- Status and Plans

MTA Bridges and Tunnels Overview

- Operate 7 Bridges, 2 Tunnels in NYC
- \$1.4B Annual Revenue
- ~\$800M Utilized to Subsidize Our Other MTA Agencies (Mass Transit)
- Founding Member of the E-ZPass Group
- Best Known For: Robert Moses, Bridge and Tunnel Officers (BTO), and our use of.....





Why Try AET?

- Operational Efficiencies
- Increased Safety
- Reduced Emissions
- Reduced Capital Expense on Plaza Repairs/Replacements
- Reduce Capital Expense for Other Large Construction Projects

Our AET Challenges

- Highly Urban Environment
 - Slow Moving, Closely-Spaced Vehicles
 - Significant Truck Traffic
- Traffic From Out-of-State: 18 % of passenger traffic
 - Difficulty in getting some DMV's to cooperate
- Inadequate Enforcement Legislation
- We Share Our CSC With Other Agencies
- We Currently Collect “ALL” the Tolls
- **SECRET VIDEO OF B&T MEETING**



Why a Pilot Project?

- Walk Before We Run (or Walk Before We Walk)
- Limited Financial Exposure
- Much of the Work Could Be Done “In-House”



Pilot Project Parameters (Phasing)

 **Bridges and Tunnels**

MONDAY, MAY 16

3:30pm – 5:00pm



MTA Reload Card – Everywhere Cash Customers Want To Be

Daniel Jacobs, Director of Planning and Analysis, MTA Bridges and Tunnels, New York, NY

ALL-ELECTRONIC TOLL COLLECTION (AETC)

Challenges with the Video Bill Customer

Colorado (Level 2)

Image: worradmu / FreeDigitalPhotos.net

IBTTA Interoperability

Conference

May, 2011

Image: Michelle Meiklejohn / FreeDigitalPhotos.net



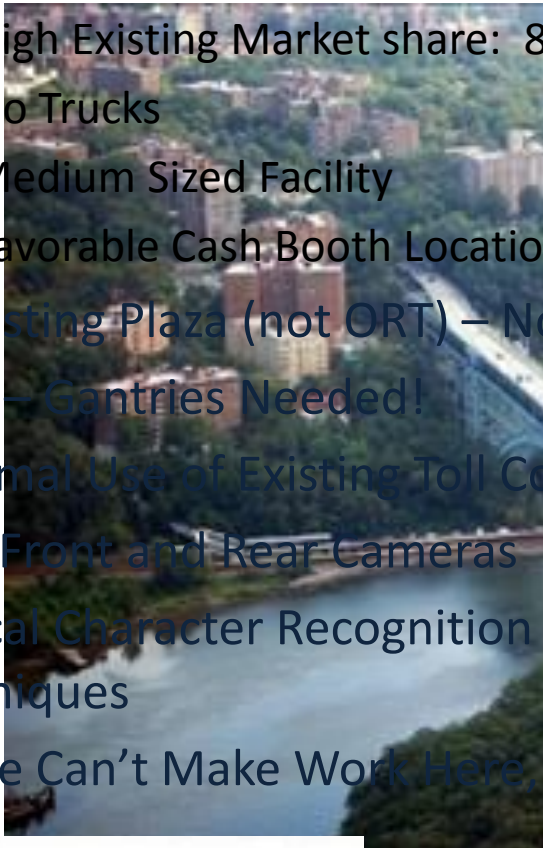
Pilot Project Parameters (Phasing)

- Phase 2b: Cashless Operation (early 2012)
 - Video Billing
 - Invoice Payment Options to include Cash at Retailer



Pilot Project Parameters (Plaza)

- Henry Hudson Bridge
 - High Existing Market share: 8
 - No Trucks
 - Medium Sized Facility
 - Favorable Cash Booth Location
- In Existing Plaza (not ORT) – No
- oops – Gantries Needed!
- Maximal Use of Existing Toll Co
- New Front and Rear Cameras
- Optical Character Recognition Techniques
- “If We Can’t Make Work Here,



Pilot Parameters (Business Rules)

- Video Toll “Accounts”
 - Unregistered Video Accounts (initial offering)
 - Other Options (for later introduction if needed)
- Significant Flexibility
 - Dozens of configurable parameters allowing us to experiment during the pilot, including:
 - Billing Cycles
 - Billing Thresholds



Status and Plans



What Next?

- Good Question!!!
- Future Will be Driven by the Results of the Pilot
- Questions?