



Transportation Corridor Agencies™

Cash to Cameras

All Electronic Tolling

IBTTA
Summit on AET, Managed Lanes & Interoperability
July 21-23, 2013

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Transportation Corridor Agencies

The Transportation Corridor Agencies

- **51 miles open**
 - First segment opened in 1993
 - Last segment opened in 1999
 - Largest System of tollways in California
 - 250,000 weekday trips
 - \$200M annual toll revenue
 - Pay with cash or electronically with FasTrak®
 - 16 miles of the system left to complete



The Toll Roads

- **Corridors**
 - Foothill/Eastern: 4 mainline and 9 ramp plazas
 - San Joaquin Hills: 1 mainline and 5 ramp plazas
- **FasTrak and cash lanes – 130 toll lanes**
 - 54 open-road toll lanes
 - 76 cash lanes
- **Toll Collection**
 - Electronic 82%
 - Cash 16%
 - Violations 2%
- **All Electronic Tolling (AET)**
 - Board approval June 2012





The AET Make-over

A New Look and Feel

- Introducing a new account type: License Plate Tolling
- Offering a non-account: Missed-A-Toll™
- Removing cash collection equipment & some toll booths
- Reducing toll collection lanes from 130 lanes to 73 lanes
- Designating truck ORT lanes at two main locations
- Designing new signs
- Adding new features to our website and mobile app
- Providing alternative payment locations

AET Conversion Timeline

Build Stage

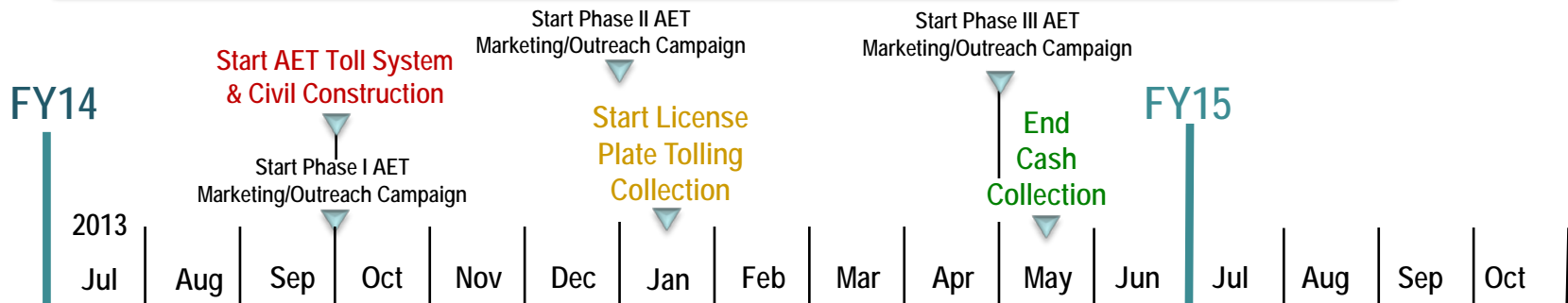
- Final civil design and plan approved
- Procurement & award of systems and civil contractors
- Back office systems updates
- Civil construction
- Systems installation & lane /plaza testing
- Marketing and public outreach campaign

Soft Launch Stage

- Acceptance testing complete
- Striping & signing
- Rollout of new payments options concurrently with cash
- Public outreach-media

All Electronic Tolling Stage

- Full conversion to AET/eliminating cash toll collection
- Close & decommission plazas and ramps
- Marketing awareness campaign
- Traffic & revenue management and monitoring





AET Marketing Goals: Awareness and Conversion

- **Introduce AET and educate on the new LPT and Missed-A-Toll payment options**
- **Increase the number of new FasTrak and LPT accounts**
- **Convert cash users and sign-up new/non-users**
 - Minimize diversion of cash users



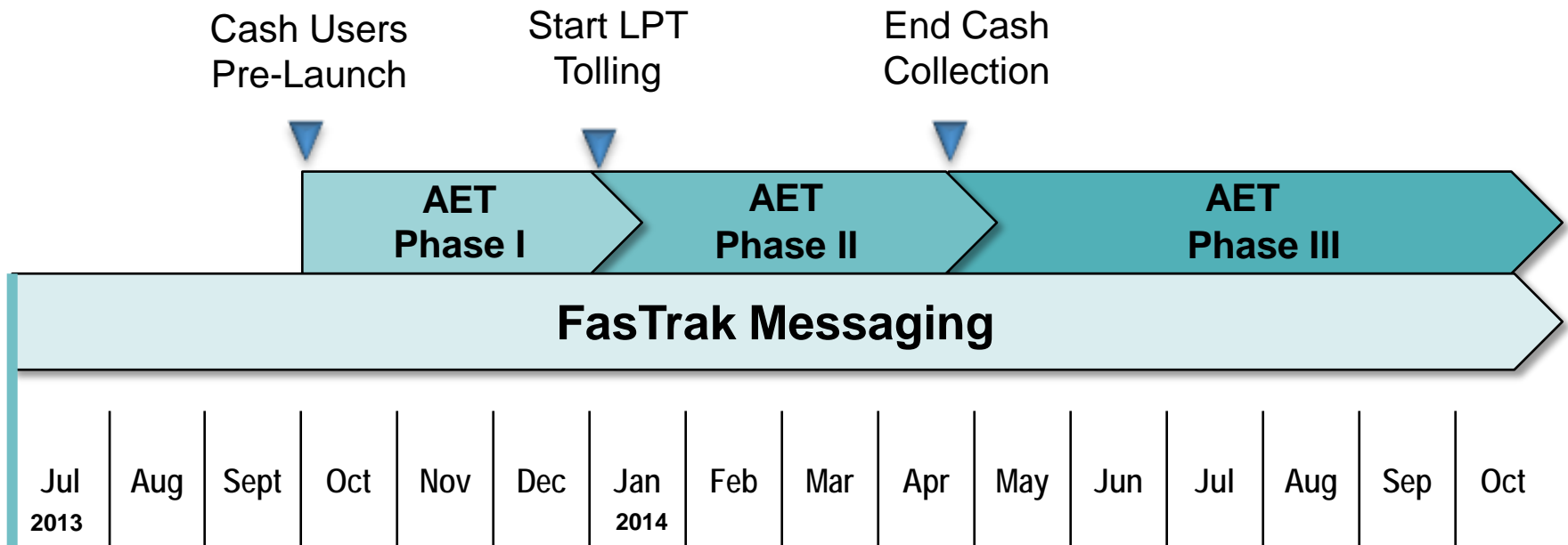
AET Messaging

- **Utilize marketing media to educate and inform cash users and non-account holders on new toll payment methods**
 - Radio and traffic reports
 - Online banners and video
 - Mobile media
 - Outdoor/billboard
 - Direct mail
- **Utilize communication tools to increase awareness of AET**
 - Email blasts
 - “How to Drive Cashless” videos
 - On-road handouts
 - Social media
 - Website
- **AET marketing and public relations plan is scheduled to launch in October 2013**



3-Phased Approach to AET

- Phase I: Promote FasTrak prior to the availability of LPT
- Phase II: Convert cash customers to FasTrak or new LPT accounts
- Phase III: Awareness campaign when cash is removed



Phase I: Promote FasTrak Benefits

- **Early awareness targeting existing cash users**
 - Toll booth flyers and planter signs
 - Changeable Message Signs (CMS)
 - Video: introduction to AET
 - YouTube
 - Website
 - Community events
 - Cash Payment Network (CPN)



Phase II: Convert Cash Users to LPT

- **Media blitz to educate on new Toll Accounts and to promote benefits of no stopping**
 - Paid media
 - Radio, online, mobile, print
 - Social media
 - Tourism marketing
 - Car rental, travel websites, airport and visitor bureaus
 - Educational “How-to-Drive Cashless” videos
 - New homeowner programs
 - Event marketing



Phase III: Awareness Campaign When Cash Is Removed

- **Extensive media and messaging dedicated to education on cashless tolling**
 - Benefits of non-stop tolling
 - Sign-up for a FasTrak or LPT account
 - Access CPNs for the cash-preferred
 - Missed-A-Toll for violation avoidance



General Market PR and Media Outreach

- **Press releases and media coverage**
- **Events & promotions**
 - Milestones: start of construction, launch of new accounts, FasTrak Mobile App, etc.
- **Tourism outreach**
- **Work with elected officials on key messaging**

THE ORANGE COUNTY
REGISTER



SC Times
LOCAL NEWS YOU CAN USE



Hispanic Media Relations & Outreach

- Work with Southern California Hispanic press and community organizations/events to educate on AET and gain support
- Develop Spanish-language press materials and secure media coverage
- Develop media events
- Support with CPN outreach
- Spanish-language spokesperson

La Opinión



- **Master Carpenter's Rule**
- **Bring your Board along...at least for the ride**
- **All Hands on Deck**