

Pay by Plate on the Golden Gate

AET: The Next Generation Lessons Learned


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Traffic Technologies, Inc.*

July 21, 2013



GOLDEN GATE BRIDGE
HIGHWAY & TRANSPORTATION DISTRICT

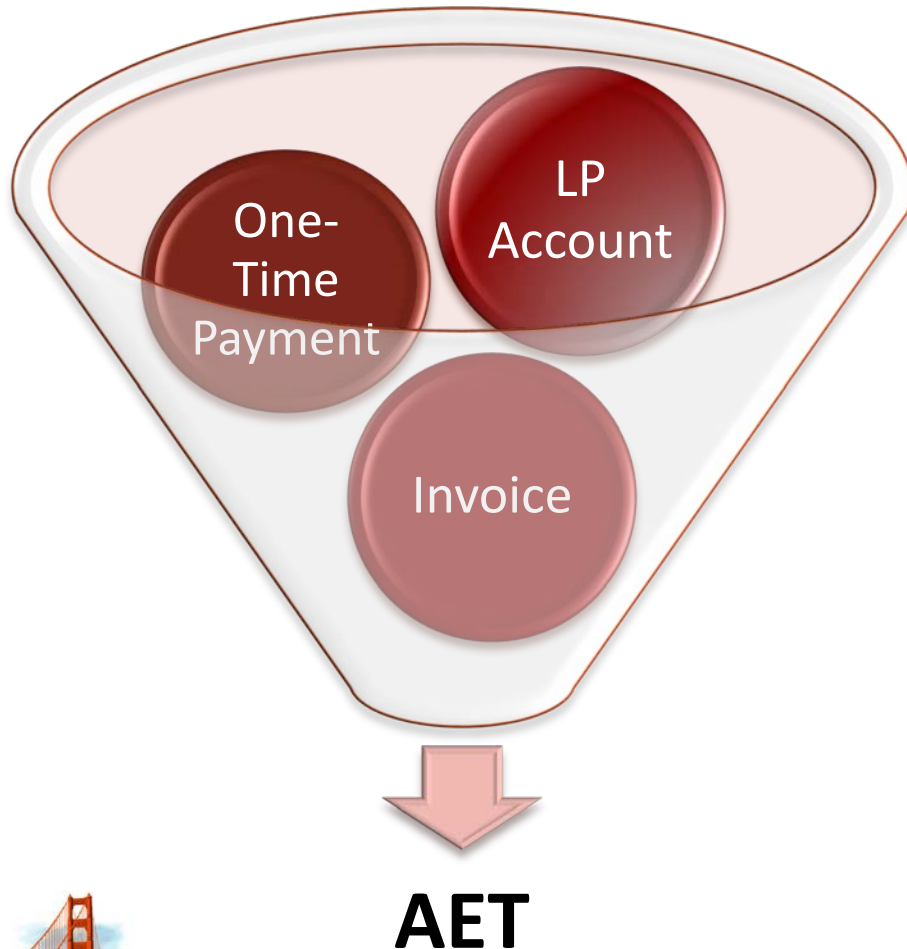
AET Guiding Principles

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- Maintain Existing Toll Rates
 - Encourage FasTrak for Frequent Customers
 - Accommodate Cash Preferred
 - Leverage Existing Hardware & Software
 - Accommodate Infrequent Customers

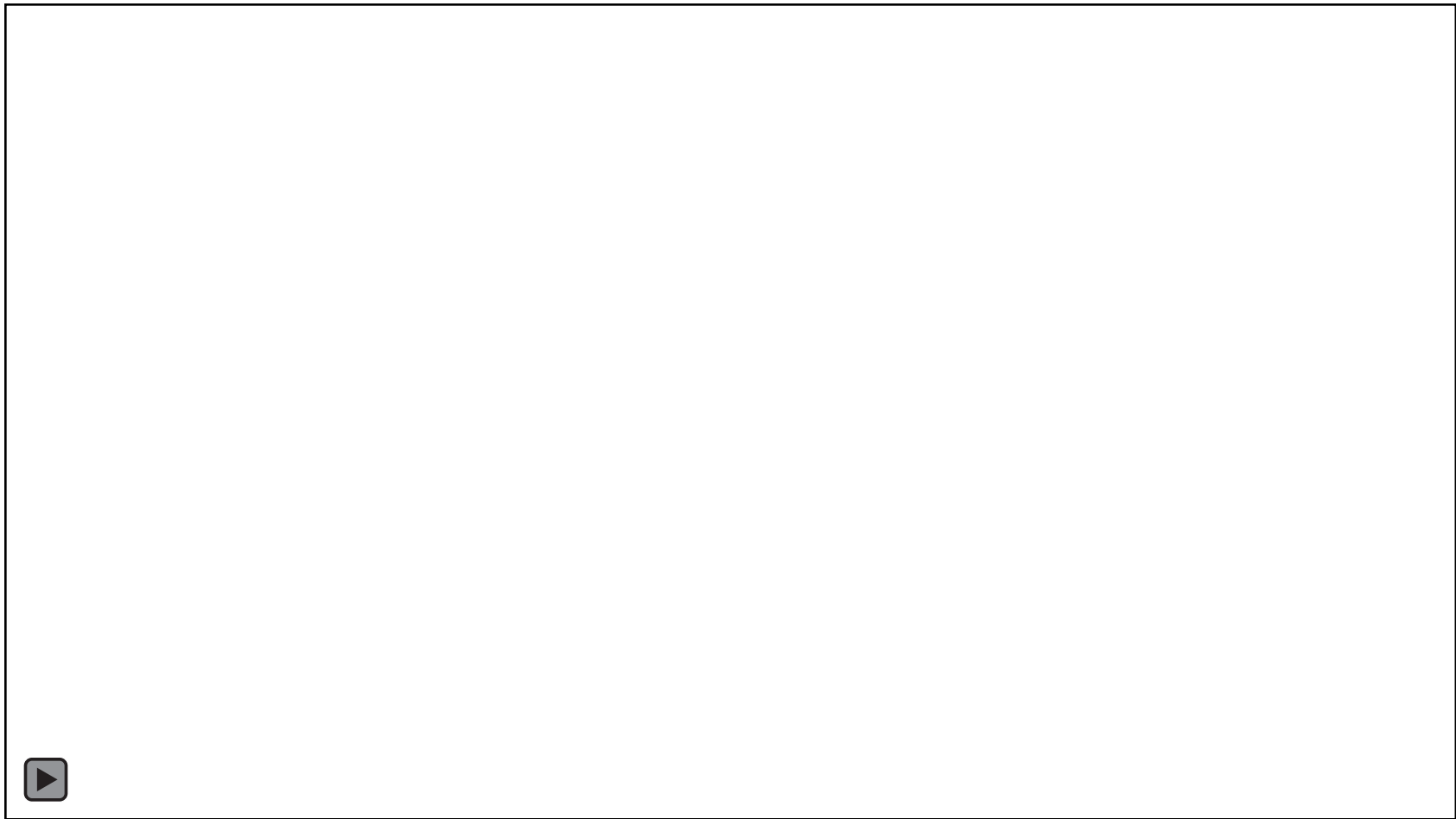
AET Planning

- Development of Financial Model
- Definition of New Account Types and Payment Methods
- Change Order Specifications for Lane and CSC
- Roadway Signage Plan Development
- Marketing
- Cash Payment Network Definition and Implementation

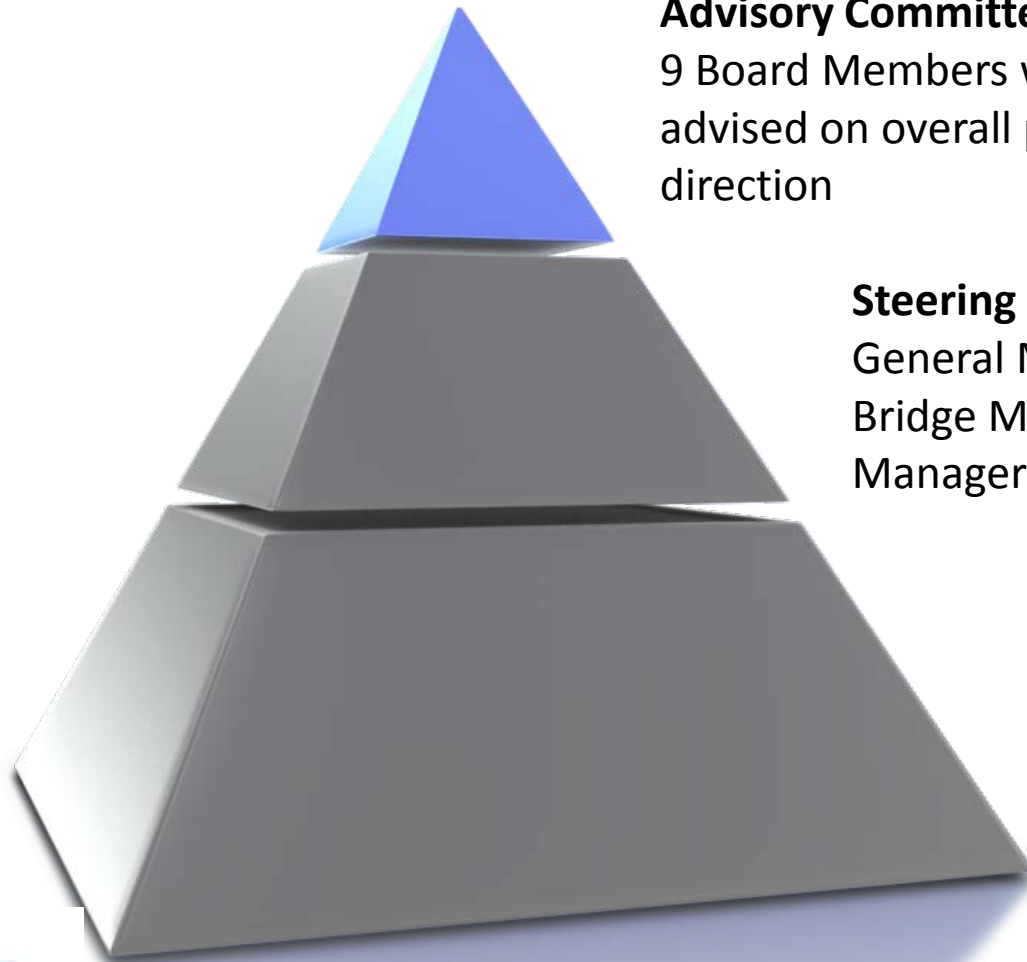
AET In Action



- One new Account Type
- Two new Ways to Pay



3 Layered Management Approach



Advisory Committee

9 Board Members who advised on overall project direction

Steering Committee

General Manager, CFO, Bridge Manager, Program Manager

Project Team

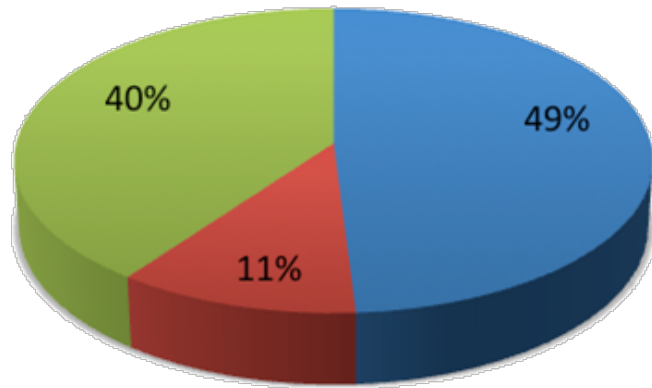
Agency staff, Project Management, Consultant team, Contract staff

Soft Launch



- New AET Functionality Live
- No change to cash collection
- Marketing Ramp-up
- Extensive User Testing
- Allowed us to tweak new functions
 - Cash Payment Network
 - Customer Correspondence

One-Time Payments



■ Total FasTrak Accounts

■ Total LP Accounts

■ Total One Time Payment

- Short-term Alternative to an “Account”
- Pay As You Go
- Targets
 - Significant visitor market
 - Occasional user
 - “Invoice worriers”

ETC Market Share

- Significant FasTrak Market Share Increase
 - Before AET: 70% overall
 - After AET: 81% overall
- New Accounts
- Conversions to FasTrak



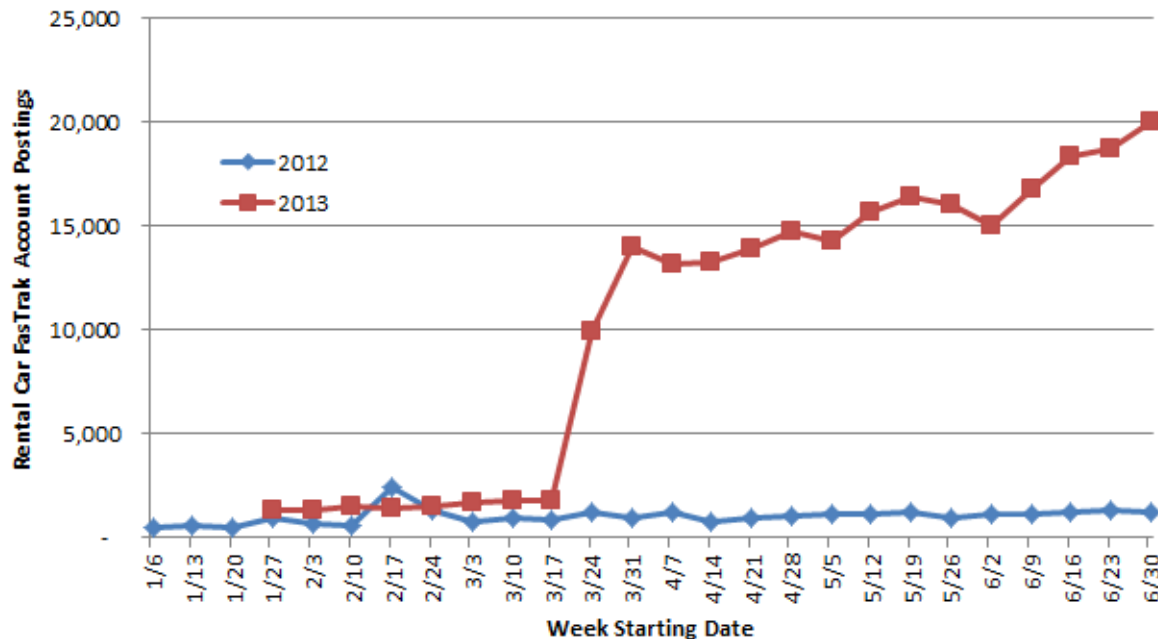
Customers Using Rental Car Programs

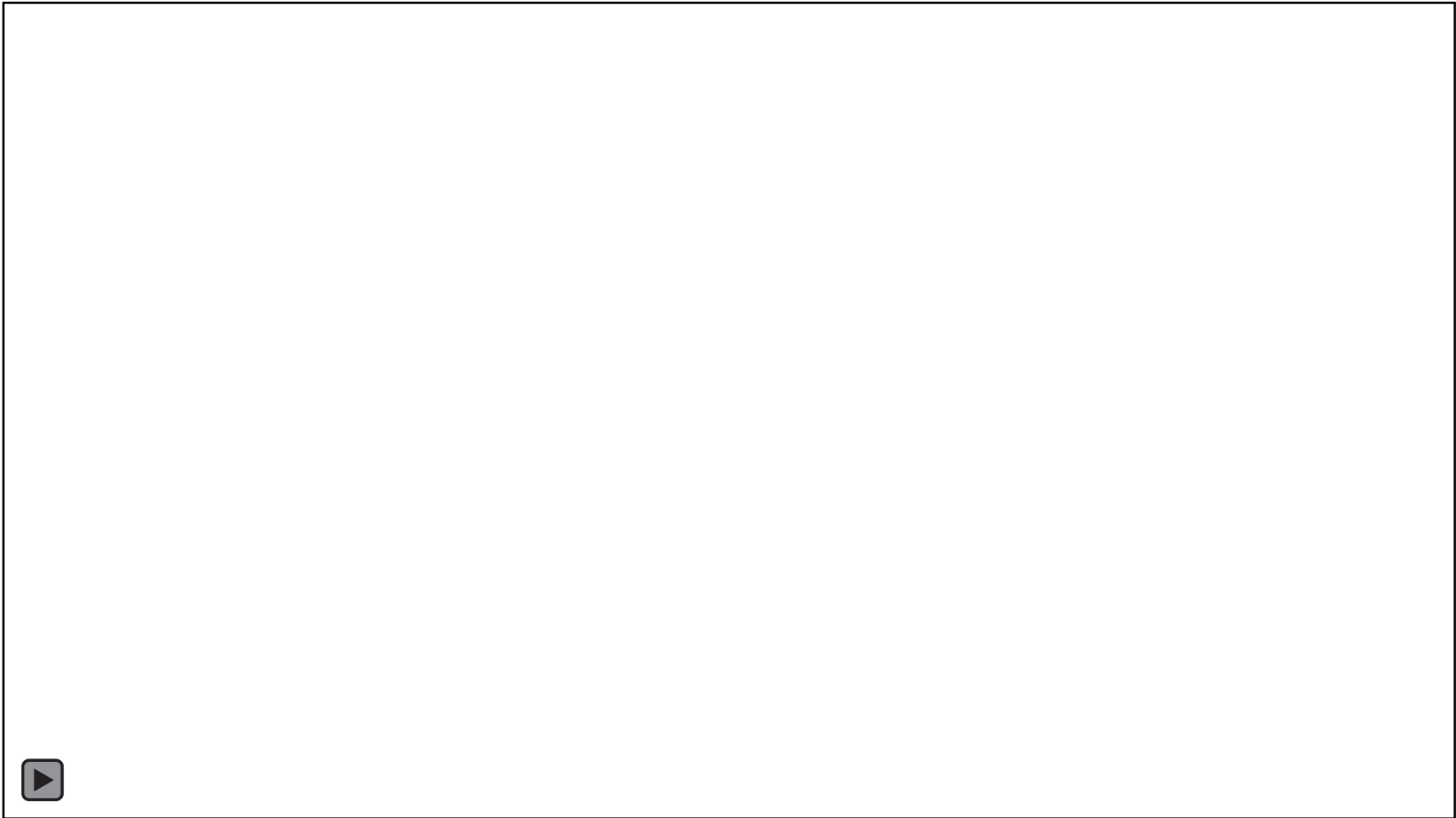
% of Total Traffic

- Before AET 0.5%
- After AET 4%

- Lessons from others:
 - Get out in Front

Weekly Rental Car FasTrak Transactions





Brand Association

- A conversion has many messages
- What message does the brand convey?
- Desire to differentiate from ETC
 - In parallel – explain customer options
- Key customer outreach – “How to pay your toll”

PAY-BY-PLATE

Invoice Processing Department
 P.O. Box 26879, San Francisco, CA 94126
 www.bayareafastrak.org
 877-BAY-TOLL (877-229-8655)
 Fax 415-956-1663
 TDD/TTY 415-486-2492

TOLL INVOICE

FOR TRAVEL ON THE GOLDEN GATE BRIDGE



0000002-0000005 APPET 001 ----- 021221 INV
 LISA SURNAME



INVOICE NUMBER: [REDACTED]
 INVOICE DATE: 01/23/2013
 TOTAL AMOUNT DUE: \$6.00
 DUE DATE: 02/13/2013

Welcome to the Golden Gate Bridge All-Electronic Tolling system! You are receiving this invoice because cash is no longer accepted at the Golden Gate Bridge toll booths and we have no record of payment for your recent crossing(s).

You can SAVE TIME AND MONEY by opening a FasTrak account! See FAQs for details.

Golden Gate Bridge Toll Transactions for: LICENSE PLATE: CA 5BFX053 VEHICLE MAKE: FORD

Toll(s)	Returned Check Fee (if applicable)	Total Amount Due
\$6.00	\$0.00	\$6.00

(Detailed toll transactions are shown starting on the reverse side.)

INVOICES NOT PAID IN FULL BY THE DUE DATE WILL RESULT IN ISSUANCE OF A NOTICE OF TOLL EVASION.

Notice of Toll Evasion will include a \$25 penalty for each unpaid toll. Further payment delays will result in additional penalties. Toll Evasion (violation) penalties are pursuant to California Streets & Highway Code (Section 30843 et seq.) and California Vehicle Code (Section 23302 et seq.).

If paying by mail, return this portion with your payment.



Keep Moving.

Invoice Number	Total Amount Due	Due Date
[REDACTED]	\$6.00	02/13/2013

LISA SURNAME



Invoice Processing Department
 P.O. Box 26879
 San Francisco, CA 94126

Please provide the information below. We accept VISA, American Express, Discover, MasterCard.

EXPIRATION DATE: / /

SIGNATURE: _____ DATE: _____ PHONE: (____) _____

(Make checks payable to Pay-by-Plate and use the Courtesy Reply Envelope)
 A Fee of \$25 will be assessed for any returned check.

01232013021320131212800004000635



Invoice Design

- Original design based on violation notice
- Paystub at the bottom
- Payment options on the back

Result?

- Higher than expected check volume




Invoice Redesign

- Made GGB more prominent
- Listed Payment Options up front
- Highlighted added fees for non payment

Goals?



- Clear direction
- Drive payments online & on phone




GOLDEN GATE BRIDGE TOLL INVOICE

INVOICE NUMBER	LICENSE PLATE	STATE	INVOICE DATE	DUE DATE	TOTAL AMOUNT DUE
112345678	1A2B3C4	CA	06/06/2013	06/27/2013	\$66.00

You are receiving this invoice for toll transactions listed on the following page:



PAYMENT OPTIONS


PAY ONLINE www.bayareafastrak.org/invoice	PAY BY PHONE (877) 229-8655 Press Option 3 at the Main Menu	PAY BY MAIL See Payment Coupon Below
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Notice of Toll Evasion will include a \$25 penalty for each unpaid toll. Further payment delays will result in additional penalties. Toll Evasion (violation) policies are pursuant to California Streets & Highways Code (Section 63043 et seq) and California Vehicle Code (Section 21302 et seq).

Invoices not paid in full by the due date will result in the issuance of a notice of toll evasion (violation) plus a \$25 penalty for each transaction.

You can save time and money by opening a FasTrak account! Visit www.bayareafastrak.org for more information and to sign up today!

If paying by mail, return this portion with your payment.



GOLDEN GATE BRIDGE TOLL INVOICE
PAYMENT COUPON
SAVE TIME - PAY ONLINE: WWW.BAYAREAFASTRAK.ORG

Plate: 1ABC123 Amount Due: \$66.00

Invoice Number: 112345678 Due Date: 06/27/2013


Amount Enclosed: \$

First Name Last Name
123 Main St
San Francisco CA, 94123

Golden Gate Bridge Toll Invoice Processing Department
P.O. Box 26879
San Francisco, CA 94126

IL ADDRESS

Checks payable to Pay-by-Plate and use the Courtesy Reply Envelope. Please include your invoice number on your check.
DO NOT SEND CASH. A fee of \$25 will be assessed for any returned check.



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Envelope Updates

- Made GGB more prominent



Payment Period Flexibility

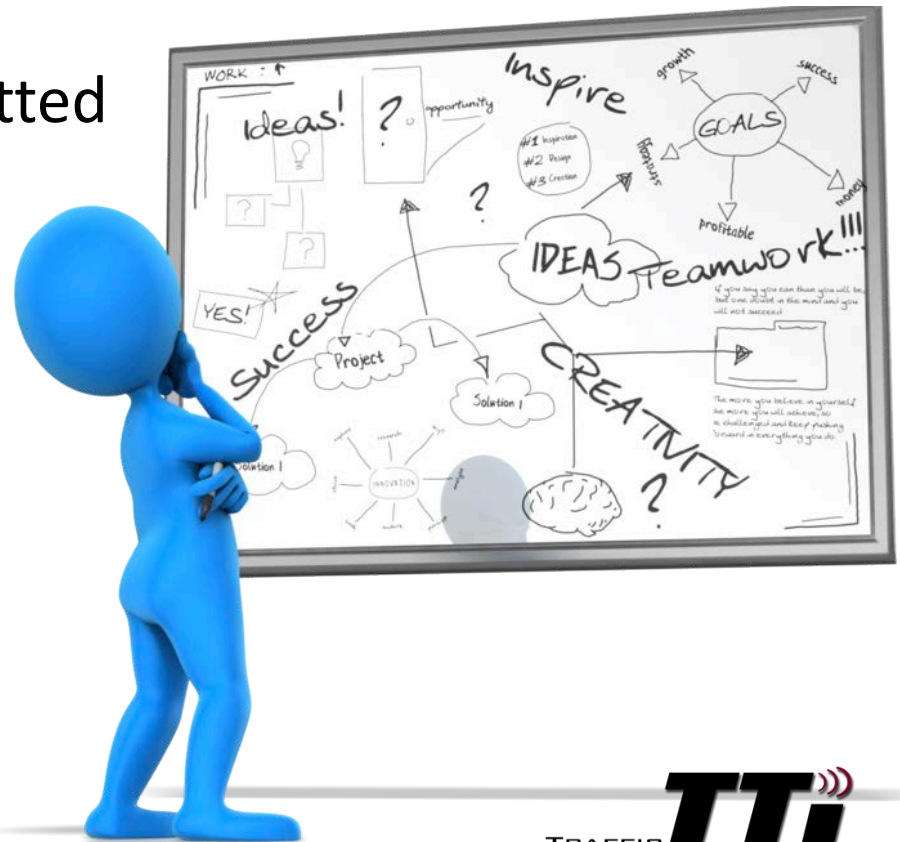
- 3 day grace period – before invoice issued
- 21 days to pay invoice
- 5 - 7 days processing period – BEFORE escalation

Goal?

- Configurable timeframes
- Allow in-transit payments to be received and applied
- Allow sufficient payment processing time

Extensive User Testing

- Every account type established
- Every payment method tested
- All business rules assessed
- All Cash Payment locations vetted



Summary

- Traffic moving smoothly through the toll plaza, weekend backups are now a thing of the past
- Take a step back and look at the big picture

