



SAFETY, TRAVEL INFORMATION AND PAYMENT TECHNOLOGIES

PA TURNPIKE TRIPTALK – THE NEXT GENERATION

IBTTA Annual Meeting & Exhibition
September, 2014

Back in time 2011 There was a problem to solve

We needed

a traveler information system

that gave geographically relevant or nearby information

and

involved no user interaction for mobile devices.

PA Turnpike TripTalk was developed and launched that year

Delivers information SAFELY – Hands-free, eyes-free.

Delivers only information the driver selects.

Delivers only information in the drivers area.



This was step 1 of an app-based dialogue with our customers.

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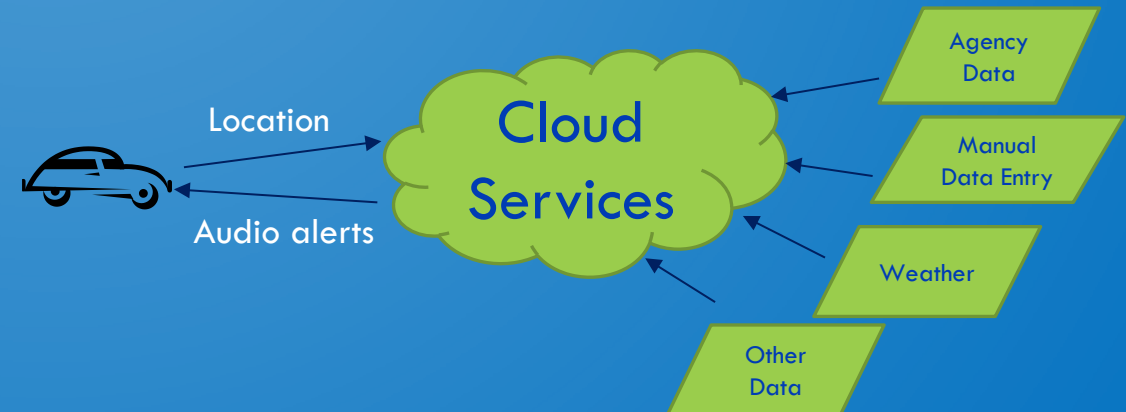
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This was step 1 of an app-based dialogue with our customers.

Incorporates new technologies/services

- Little or no infrastructure/hardware costs
- Rapid deployment
- High reliability/availability
- Responds to demand
- Updates included (SaaS)
- Low cost – high benefits
- **Ability to expand into many new services**



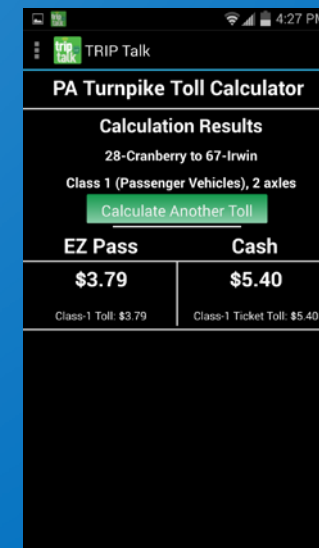
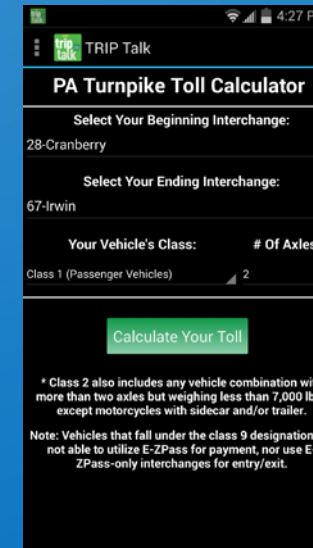
The Public liked it BUT...

Feedback: *We want more features!*



Added a section for “not driving”:

- Google map with nearby information “pinned”
- Emergency number listings
- Toll calculator
- User feedback option



The Public liked it even more... BUT...

Feedback: *We want more features!*

This year ... Added



- Where am I feature
- Added PennDOT information
- Added information from NJDOT/NJTP/GSP and WVDOT
- Added speed change announcements



Where do we go from here?





Back to the core capabilities of the PA Turnpike TripTalk tool.

It is a system that can safely broadcast and display all types of information to users where they are & when they need it.

What else is it good for?

Easy answers:

- It is already streaming audio.
Let's test Internet Radio.
- It can stream audio for a local geographic area.
Let's test and see if it can help make HAR better.
- Let's add an ability for agencies to place a virtual VMS sign on a route. Let's also let users to customize where they want their "virtual VMS signs".
- How about a non-distracted way to get user feedback.

Test Stage	P-Type Stage	Specs Stage
		
		
		
		

But what *else* is it good for?

We already have a toll calculator function on the app. 

Can we combine location information and toll rates and determine the toll for a trip? 

Can it address other user requests?

- some people do not want a special tag or transponder for tolling
- some people don't use credit/debit cards
- some people don't want to pre-pay far in advance of travels
- some people are "just passing through" visitors

A formula for innovation.



Pennsylvania Turnpike Innovation Council

+



Information Logistics GeoTalker Platform

Confirmed by user request.

Are there any plans for developing an E-ZPass iPhone app to take the place of the car unit?

- Kathleen K., PA

E-Cash Tolling for PA Turnpike TripTalk



The new module on the horizon

E-Cash Toll module concept

- Use the app's toll calculator to determine the toll for your trip.
- Deposit money into your PA Turnpike TripTalk e-cash account (cash or credit, at a retail location or online).
- Turn on the toll module before entering the Turnpike.
- Use E-ZPass lanes for entrance and exit.
- Toll is automatically calculated on the app, and deducted from your deposit.

Benefits of E-Cash Toll

- Targets non-transponder users
- Targets cash-only customers
- Targets customers who want to pay only at time of use
- Reduces cash toll lines
- Provides travelers with discount tolls

Challenges of E-Cash Toll

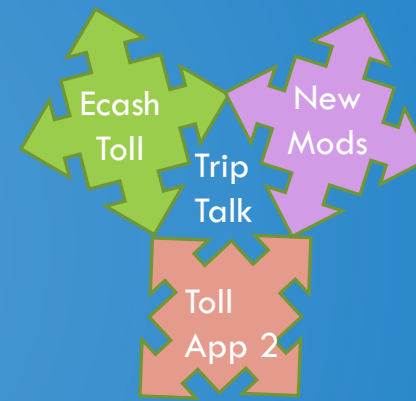
- Needs coordination with backend processor for transaction completions
- Needs coordination with retail partners
- Requires some modifications/consideration of business rules
 - Do e-cash users get E-ZPass rate?
 - How to route customer service questions
 - Public education

There are many mobile-app approaches to tolling that will also be considered or tested

Perhaps ...

- POS solutions
- Transponder-to-app solutions
- Transponder emulation solutions
- Photo solutions

PA Turnpike TripTalk as a base



Regardless of one or more possible future app tolling solutions, the overall objective is:

- Address as many segments of the public as possible
- All solutions interoperable
- One agency app (linking/working with) other apps
- Reduce costs wherever possible