

# Road Trip: all-electronic tolling

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# journey into the unknown



“necessity is the mother of invention”

# here's what we can tell you

it's hard to  
turn back



consistency is key



Early adoption is not  
always easy

1

talk straight with  
customers & employees



A young woman with long dark hair, wearing a black hat with a white band, a black top, a denim vest, and denim shorts, is smiling and holding a large white speech bubble. The background is a light-colored brick wall.

**NTTA:  
the teen  
years**

All-electronic  
tolling today

just the facts

- Years as AET system 8
- Daily transactions 2.0M
- Daily video transactions 450K
- TollTag/video split 78/22
- AET payment model:
  - Initial invoice (no fees)
  - Late notice (1<sup>st</sup> notice of nonpayment)
  - 2<sup>nd</sup> notice of nonpayment
  - Collection agency (3<sup>rd</sup> notice of nonpayment)
- Toll enforcement
  - JP courts (citation)
  - Vehicle registration block
  - Vehicle ban
  - Vehicle impoundment

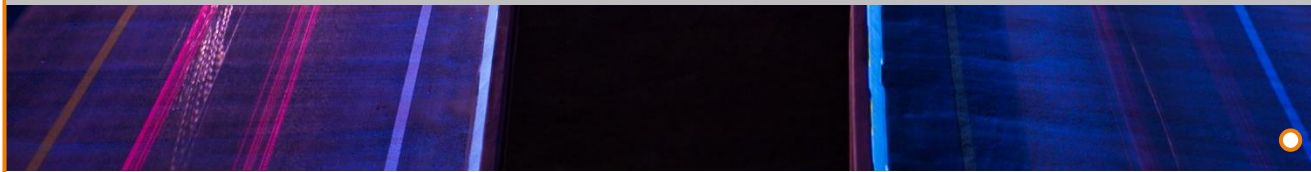
# the customer



## General Public Acceptance

*“I love the speediness of cashless tolls.”*

2011 Travel Survey



Transaction Growth

**Focus**  
on your  
good  
customer



analyze top to bottom

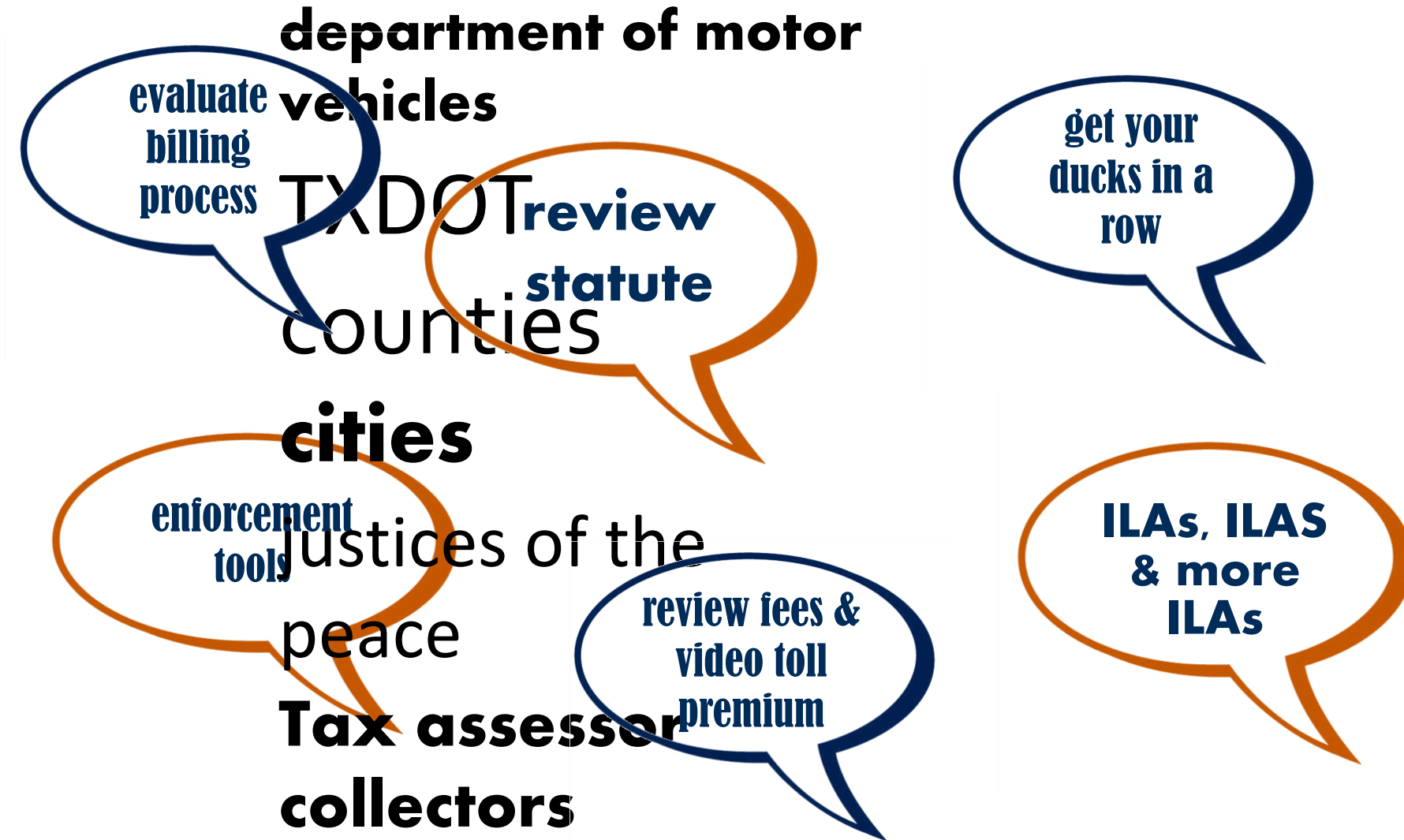
contemplate unpursuables

copious images and invoices

metrics & analytics

**SIMPLIFY, SIMPLIFY, SIMPLIFY**





**volume**

- lots more bills & contacts

**consistency**

- get your billing in order

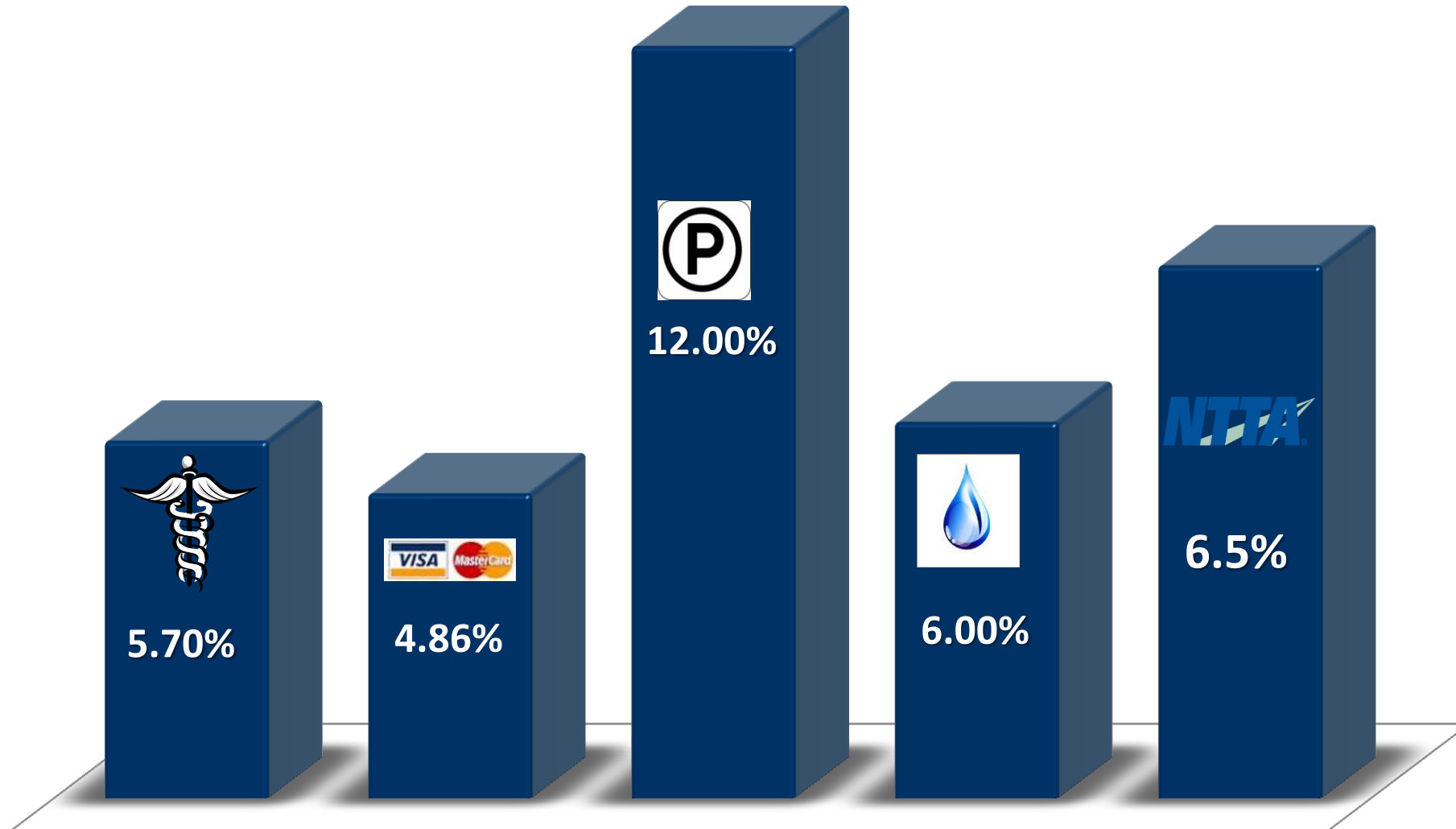
**humans**

- overestimate what folks will do to avoid tolls

**budget**

- anticipate steep increases

# measure performance





Top Road Trip Rule: **Enjoy the ride!**

# North Texas Tollway Authority

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## Our Mission

❖ **Provide** a safe and reliable toll road system ❖ **Increase** value and mobility options for customers ❖ **Operate** the Authority in a businesslike manner ❖ **Protect** our bondholders ❖ **Partner** to meet our region's growing need for transportation infrastructure