Maryland Department of Transportation

MDTA
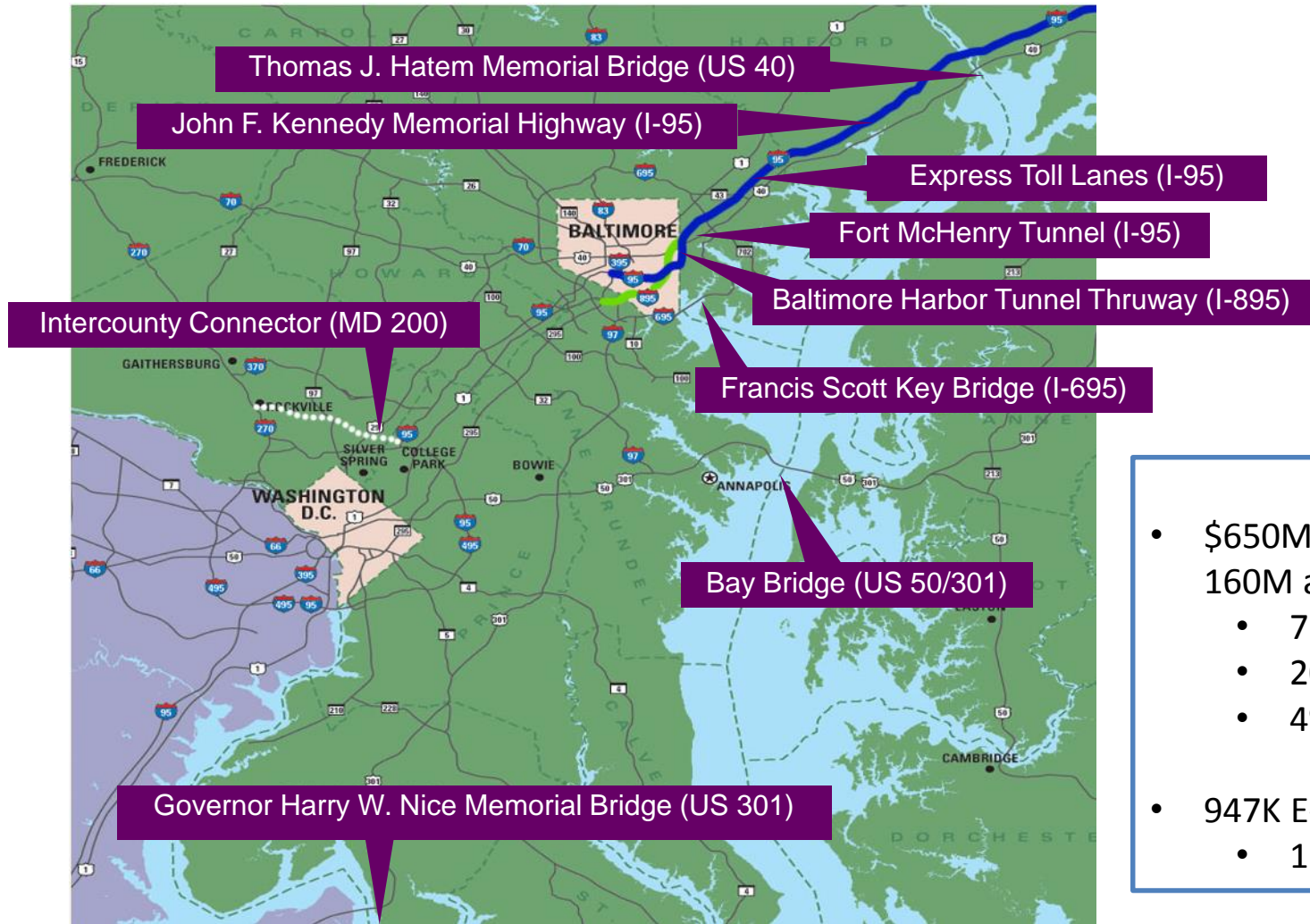Maryland Transportation Authority

Implementing a Customer Centric Video Toll Program
Maryland Transportation Authority

IBTTA – AET Conference Boston, 2016

Deborah Sharpless, CPA Deputy Executive Director

Maryland Transportation Authority (MDTA)

Thomas J. Hatem Memorial Bridge (US 40)

John F. Kennedy Memorial Highway (I-95)

Express Toll Lanes (I-95)

Fort McHenry Tunnel (I-95)

Baltimore Harbor Tunnel Thruway (I-895)

Intercounty Connector (MD 200)

Francis Scott Key Bridge (I-695)

Bay Bridge (US 50/301)

Governor Harry W. Nice Memorial Bridge (US 301)

- $650M annual revenue & 160M annual transactions
  - 76% E-ZPass®
  - 20% Cash
  - 4% Video

- 947K E-ZPass® Accounts
  - 1.5M transponders

Violations Enforcement - 2010

Toll Facilities

- Traditional toll plazas with designed Cash and E-ZPass lanes

    - 79 total lanes, 4 are free-flow lanes

- No All-Electronic Tolling

Violations

- Unpaid tolls were manageable

- Unpaid debt referred to the State Collection Unit

Enforcement

- Disconnect between the State statute, video toll operations, and enforcement actions

Goals

1. **Legitimize video tolling**
2. **Payment opportunities**
3. **Establish enforcement and collection processes**
4. **Customer service**
5. **Reciprocity with other toll agencies**
6. **Automated processing**
7. **Cost alignment**
8. **Maintain throughput**

Legislation: HB420 & HB1241

Customer Centered

- **Allow image based tolling (video tolling) at all facilities**
- **Tolls only become violations if unpaid after the due date**
- **Provide payment period before assessing civil penalty**
- **Provide appeals process through courts**

Cost Recovery

- **Video tolls are assessed a 50% surcharge**
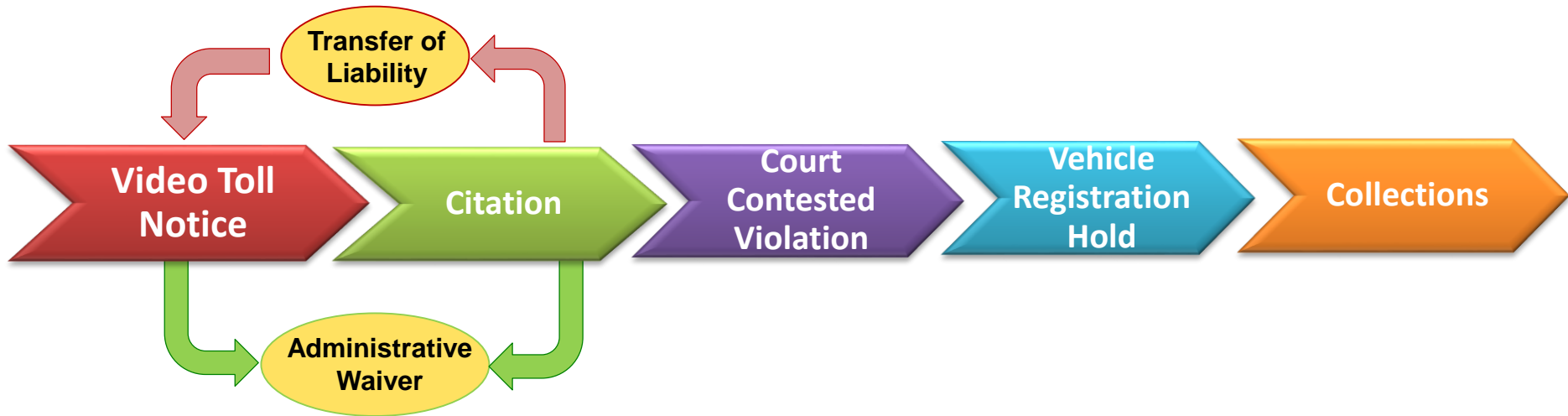
  (Min $1, Max $15)
- **Civil Penalties cover cost of enforcement and lost revenue**

Improve Payment Rates

- **Enforce with a civil penalty of $50 for unpaid tolls after 30 days**
- **Increase enforcement to include registration holds, suspension, and referral to collections at different levels of severity**

Video Toll Process

|	Annual Transactions
Video Toll Notices	6.4 Million
Citations	2.2 Million
Contested Tolls (Court)	28 Thousand
Registrations Flagged	900 Thousand
Collections	1.0 Million

Stakeholders
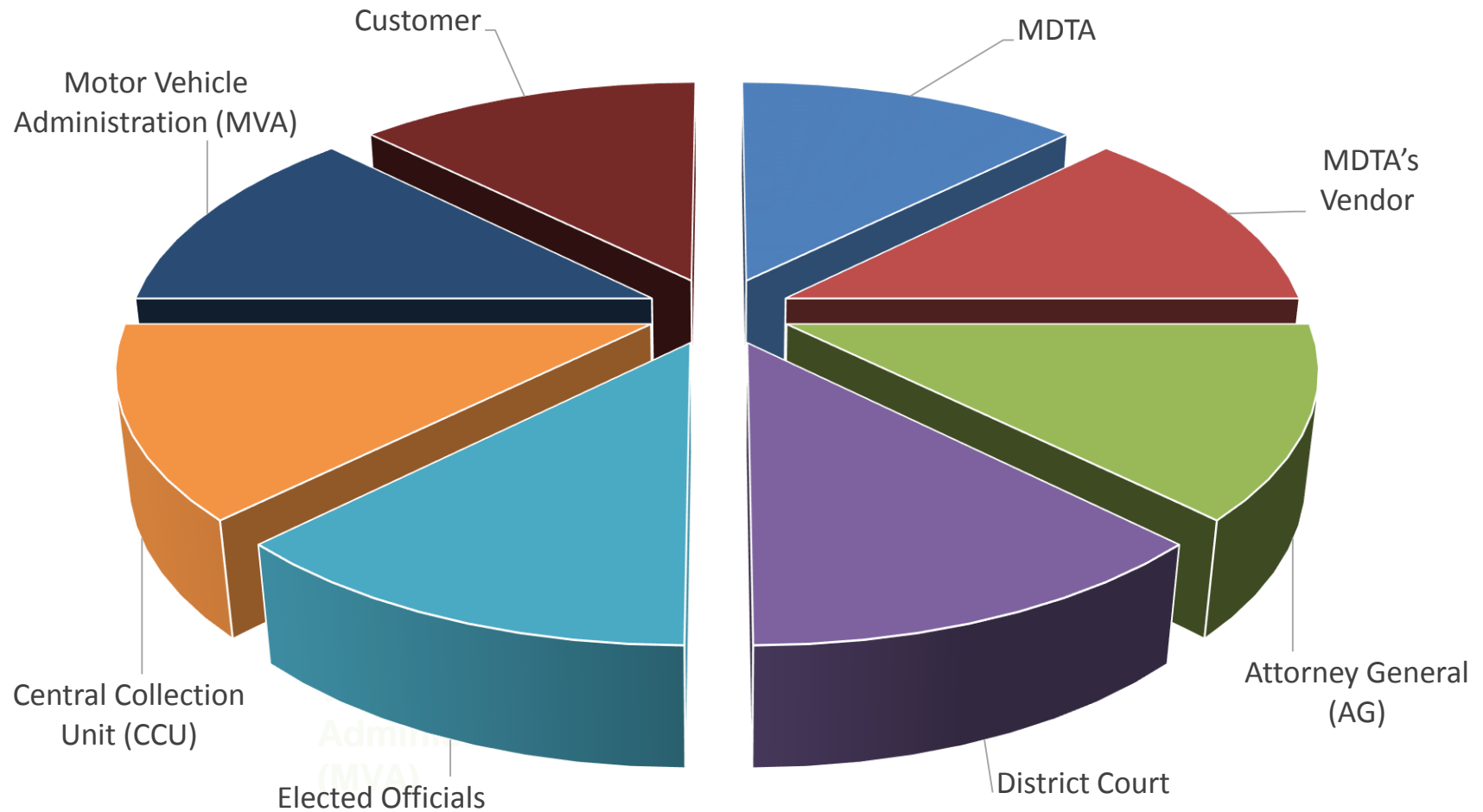
Any of the stakeholders could have put the entire enforcement process at risk

Design and Deployment

Deployed in Four Phases

Video Toll Notice and Citation

Court Contest

Vehicle Registration Hold and Collections

Adjustments & Waivers
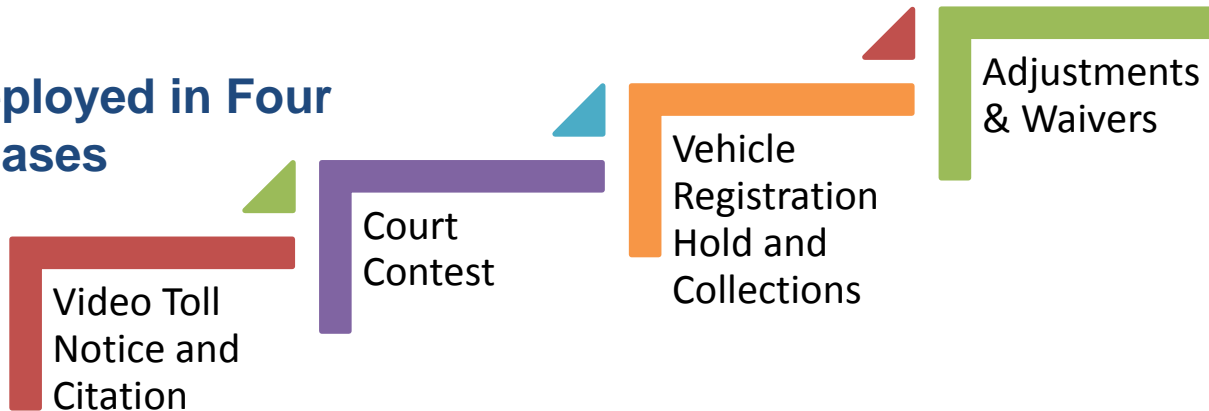
Benefits

– Incremental benefit from each module as it was deployed

– Ability to make adjustments based on lessons learned resulting in a better process overall

– Better management and reaction from key stakeholders, in some cases one at a time, resulting in buy-in

Challenges

– Extended timeline to deploy entire system

– Higher cost than projected

– Extended customer learning curve attributed to build-up of enforcement actions, resulting in large debts for non-responsive customers

Lessons Learned

- **Enormous demand on staff**
- **No such thing as over communicating or educating—early and often**
- **Plan for customer service impacts**
- **Manage short- and long-term expectations**
- **Be aware of over complicating**

Conclusions

Our Approach

- **Balance** the needs of all stakeholders

- **Align** our statute with industry design in video tolling

- **Treat** all roadway users as valued customers

- **Recognize** video tolls as valid payment method and

- **Enforce** violations after non-payment

Our Team

Special thanks and acknowledgement to a highly dedicated group of people who have made this endeavor such a success:

- MDTA E-ZPass Operations Leadership & Staff

- Project Management Team

- Account Specialists and Customer Service Representatives

- Legislative Office

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