

# Commercial Account Managers— A Bridge Between RUC and Tolling

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# Agenda

- No Competition or Conflict Between RUC and Tolling
- Commercial Account Managers (CAMs)
- CAMs Could Provide Service to Toll Agencies
- Toll Agencies Will Still Be Needed Under RUC
- CAMs in the California Road Charge Pilot

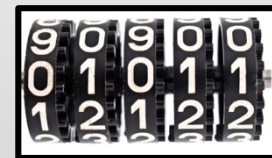
# No Competition/Conflict Between RUC & Tolling (1)

- Rely on different technologies

- Electronic tolling uses RFID tag/readers & ALPR cameras
- RUC uses dongles (with and without GPS), smartphones, telematics, manual

- Will continue to rely on different technologies

- Tag/reader needed for HOT lanes, superior for image-based transactions
- RUC needs universal (statewide) coverage





# No Competition/Conflict Between RUC & Tolling (2)

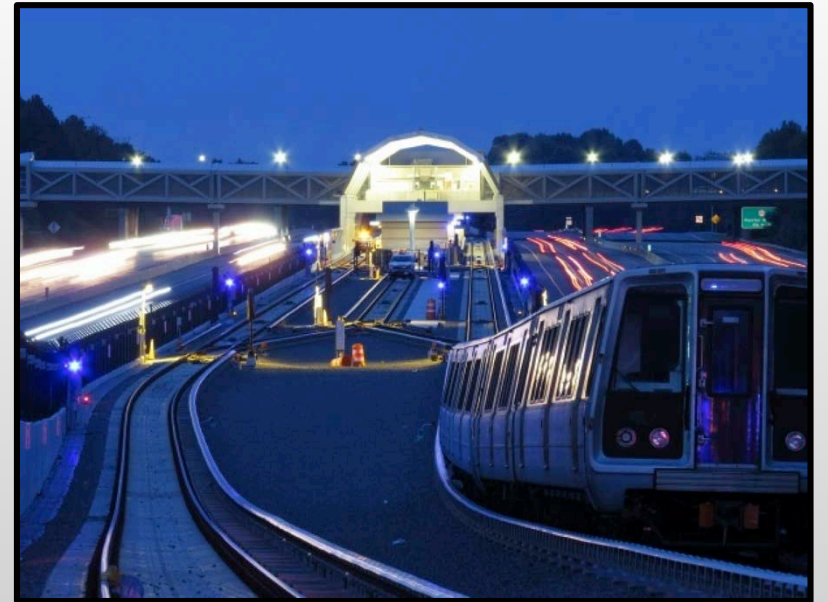
## Different revenue usage

- Tolling:

- Primarily for toll road maintenance, operations, and debt repayment
- Sometimes support neighboring arterials and related transportation services

- RUC

- Replace gas tax
- Stop revenue erosion
- Fund entire road network



# Unifying Trend: Commercial Account Managers

- Commercial Account Managers (CAMs): firms that service customer accounts for RUC.
- Collect RUC payments from drivers, pass them to the state.
- May receive some compensation from the state,
- May earn money by selling value-added services.
- Provides pathway to interoperability
- Cost of collection lower than agency-run systems
- Superior technology management



# CAMs Could Provide Service to Tolling Agencies

- Customer account management decoupled from tolling agency
- CAMs focus on account management, providing value-added services
- CAMs compete directly for customers
- Results in lower overall costs, additional services for customers
- Such a system exists in Ireland
- Massive scale of RUC could push this even further in the USA





# Toll Agencies Will Still Be Needed Under RUC

- Support existing financial and legal obligations
- Support HOT/Express lane systems
- Support new infrastructure projects
- CAMs may make tolling more cost-effective



# CAMs in the California Road Charge Pilot

## Commercial Account Managers



1. OBD-II without location
2. OBD-II with location
3. Smartphone without location



4. Smartphone with location



5. Telematics



1. OBD-II without location
2. OBD-II with location
3. Telematics



1. Heavy truck mileage meter

## State Account Manager



powered by  
**arvato**  
BERTELSMANN

1. Time permit
2. Mileage permit
3. Odometer charge





# Thank You!

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