



ALISON STETTNER
Turnpike Planning Manager
Florida's Turnpike Enterprise

Using Smartphone Apps to Improve Customers' Driving Experience



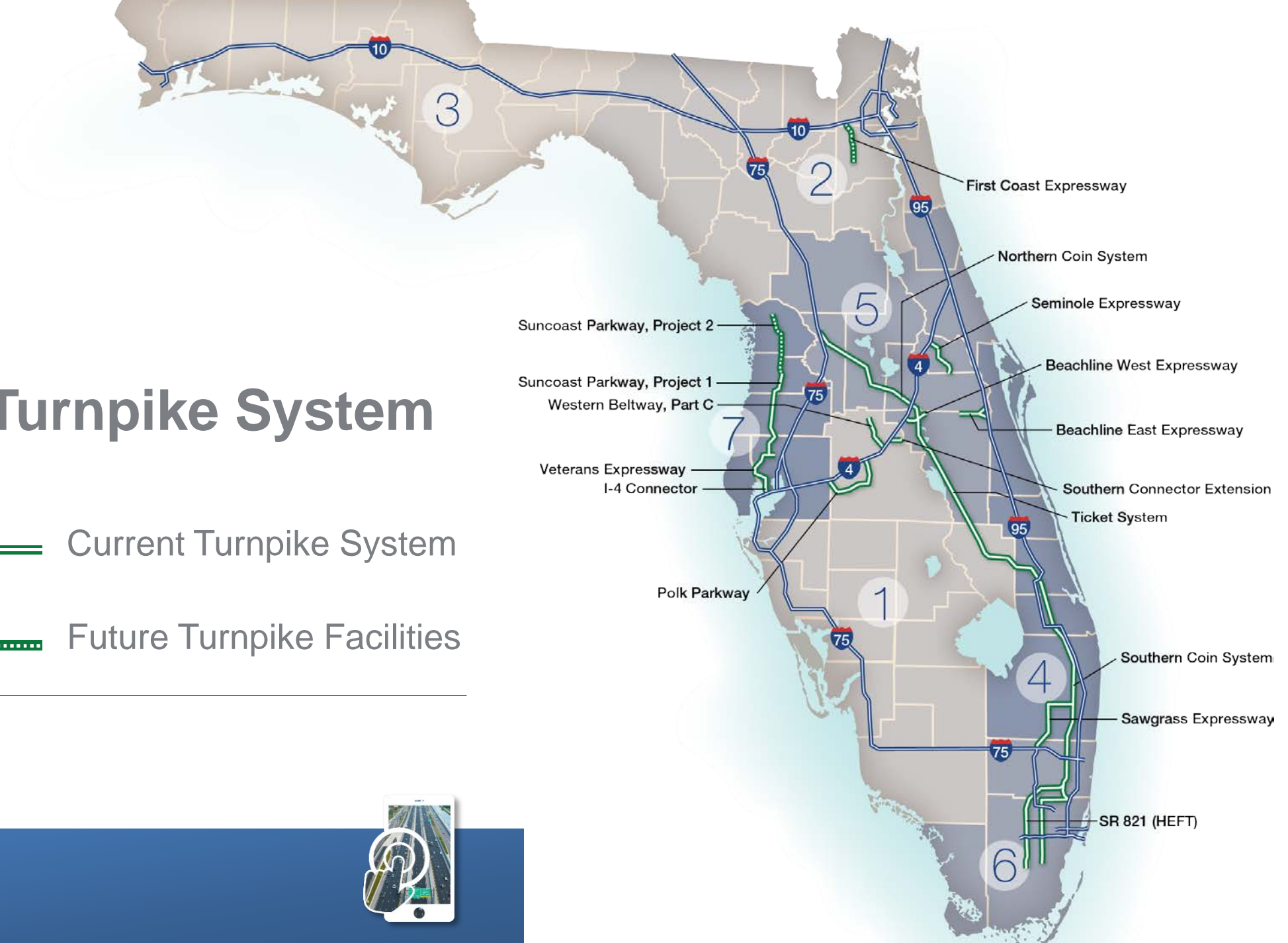


Florida's Turnpike System

483 miles  Current Turnpike System

28 miles  Future Turnpike Facilities

511 miles





Florida's Express Lanes



In Operation: 30 miles



Under Construction: 108 miles



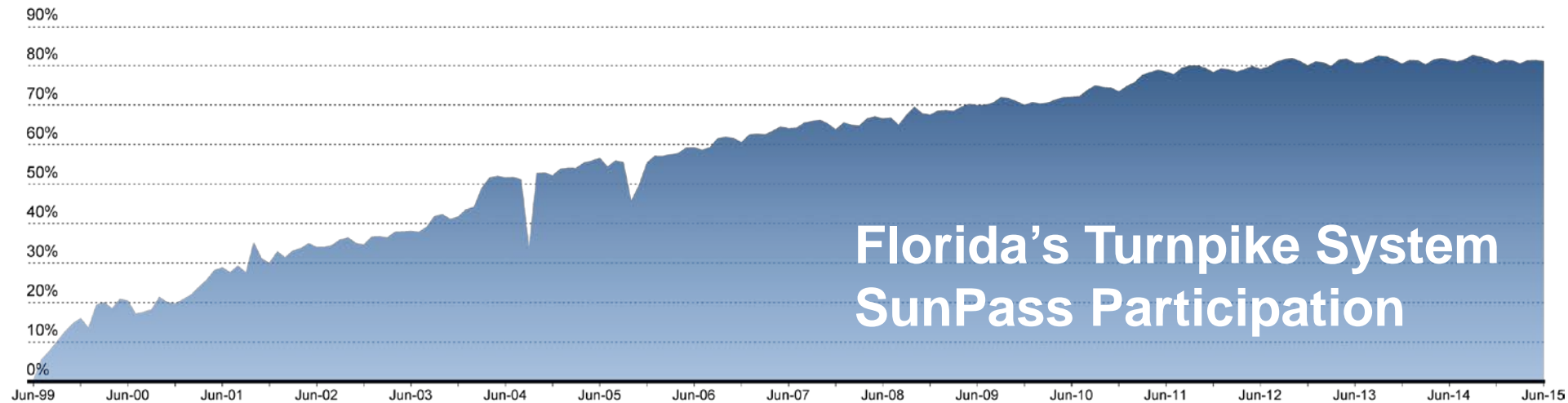
In Planning: 293 miles

Total: 431 miles

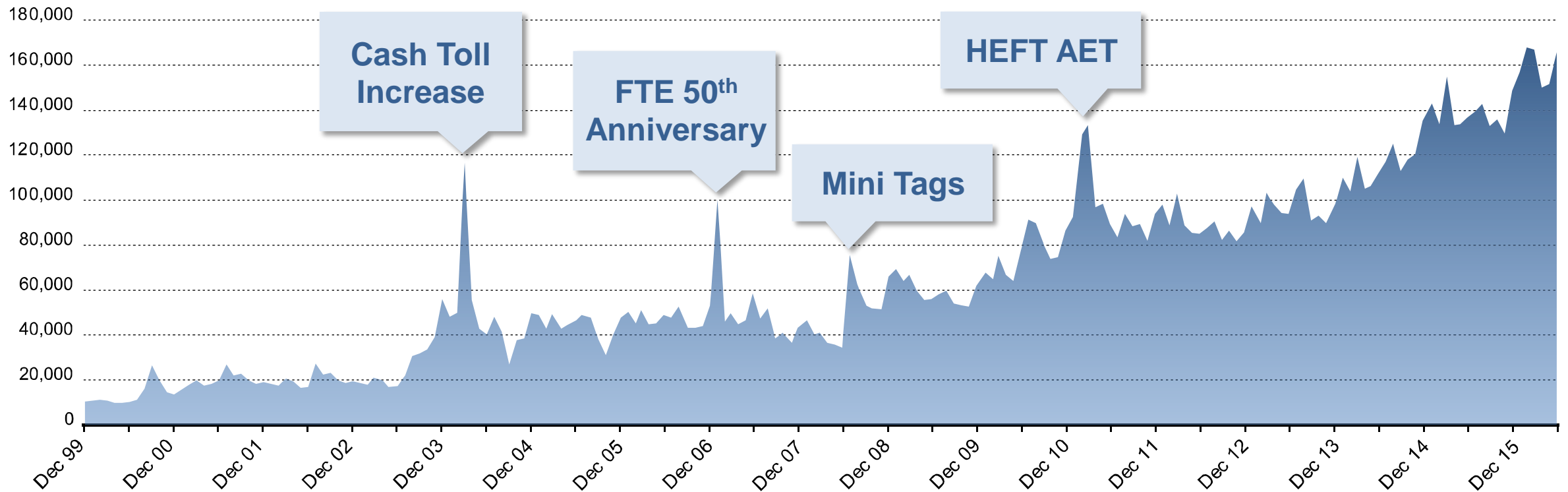


SUN PASS® Prepaid Toll Program

- Implementation Started in 1999
- Over 7 Million Active Transponders
- Statewide Participation Exceeds 80%



Monthly Transponder Sales (through June 2016)



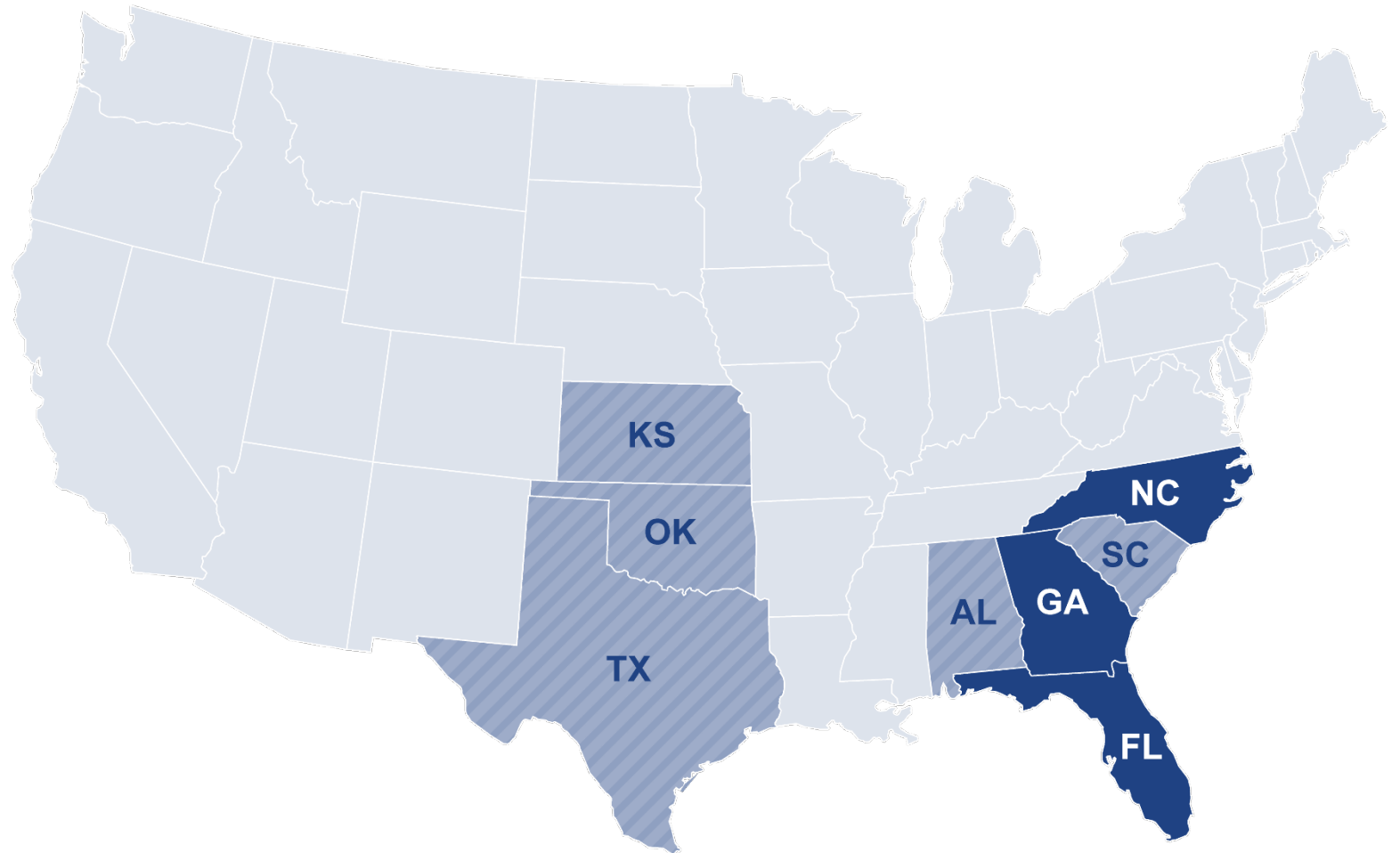
Interoperability

■ Current Interoperable Partner

- Florida
- Georgia
- North Carolina

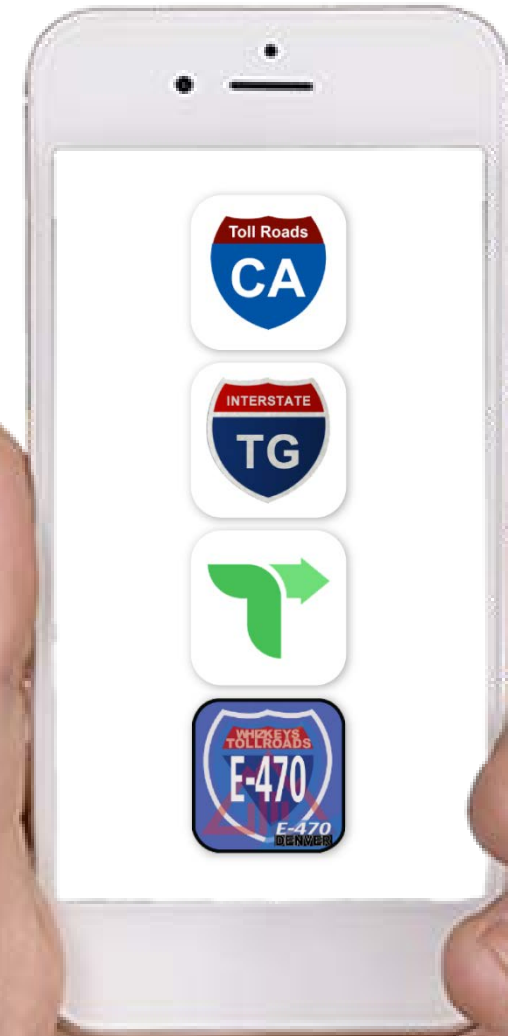
■ Future Interoperable Partner

- Alabama
- Kansas
- Oklahoma
- South Carolina
- Texas



Examples of Apps Used in Transportation

- Free Apps
 - Toll Roads (CA)
 - Toll Gnome (VA)
- Pay Apps
 - Tollsmart Toll Calculator
 - Denver E-470 Toll Road 2016



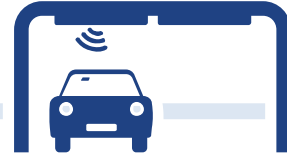
Benefits of Transportation Apps



Show
Delays and
Alternative
Routes



Budget for
Toll
Expenses



Save Using
ETC vs.
Cash



List
Amenities
at Service
Plazas



Obtain
Weather-
Related
Information



SunPass® Mobile App

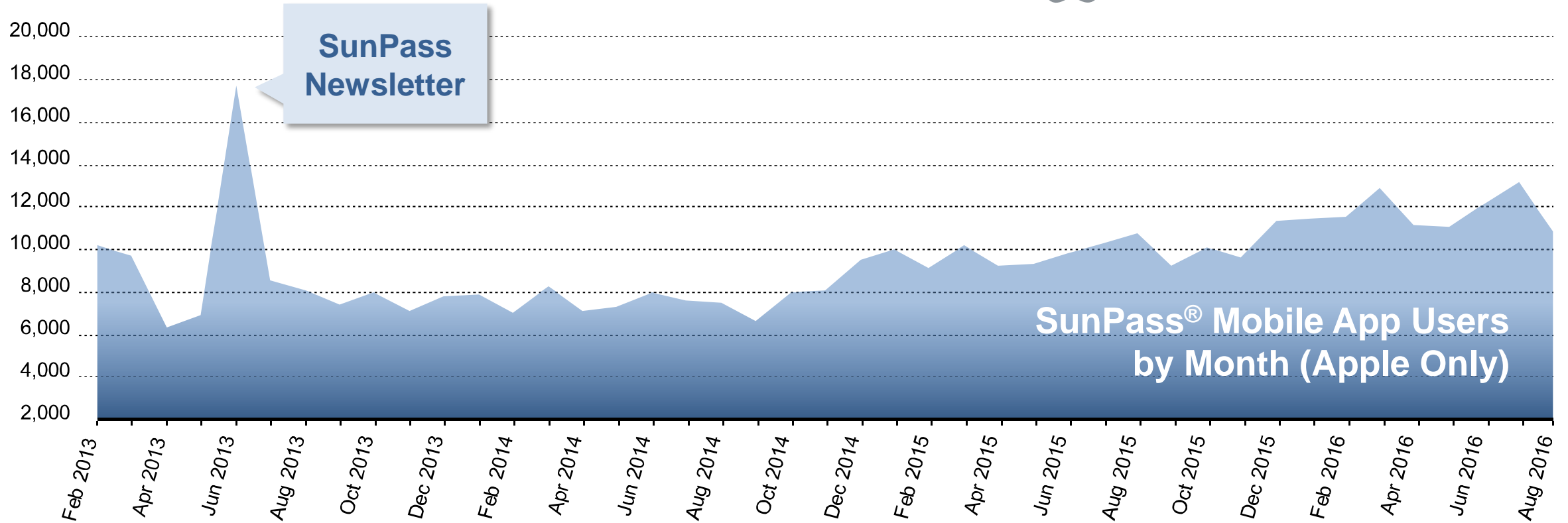
- Developed in January 2013
- Account Balance
- New User Interface
- Push Notifications
- Real-Time Assistance



SunPass® Mobile App

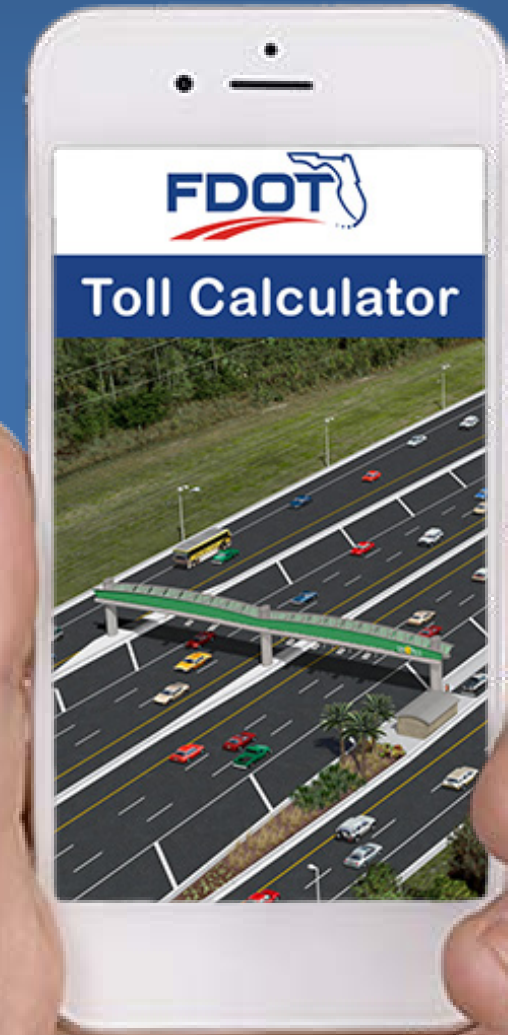


Apple: 400,000 Users



Toll Calculator App

- Developed in July 2015
- Payment Method
(SunPass, Cash, Toll-by-Plate)
- Vehicle Class by Axle
- Downloads (One Year)
 - Apple: 5,000
 - Android: 5,000



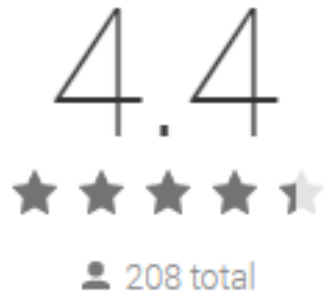
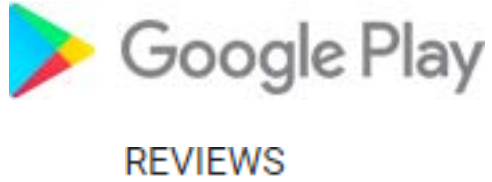
Toll Calculator App: Improvements



- Dynamic Tolls for Express Lanes
- Favorite Trips
- Voice Interaction / Hands-Free
- Other Agency Toll Data
- Video Tutorial on Express Lane Usage



SunPass® User App: Reviews



Mike Anthony Moore July 13, 2016



Super Fast I can add funds on the go in less than a minute. Definitely 5 stars. Super Fast



Keith Moodie July 6, 2016



Moods It's great and very easy to use and good design



Marcos Villalta May 10, 2016



Works perfect



Christine Kimball August 19, 2016



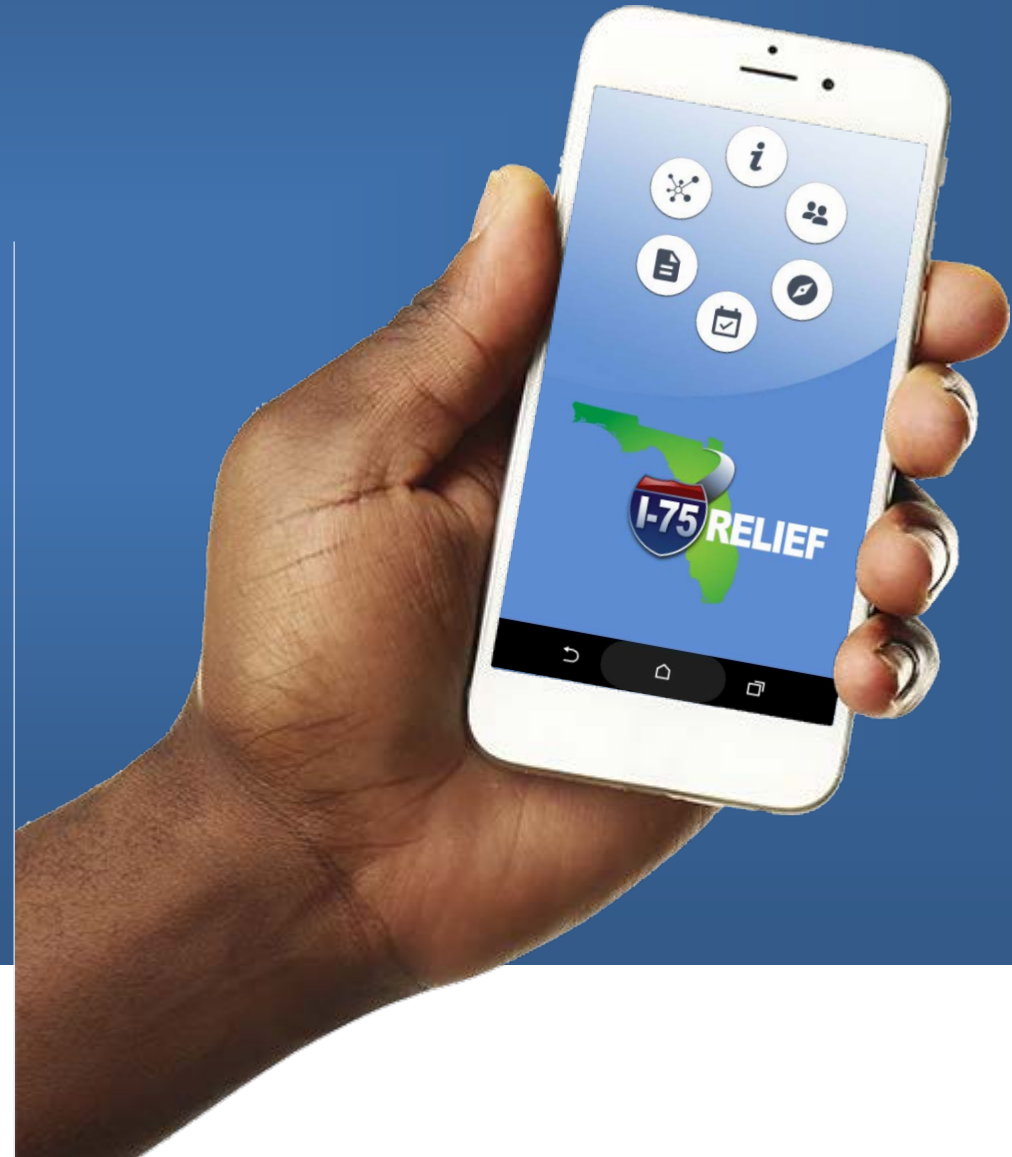
Perfect exactly what i need



Other App Initiatives

Public Involvement App

- Project Description
- Alternatives Under Study
- Schedule of Activities
- Interactive Map
- Public Outreach



Other App Initiatives

Frame My Florida App

- Sponsorship
- SunPass® Branding
- Different Designs

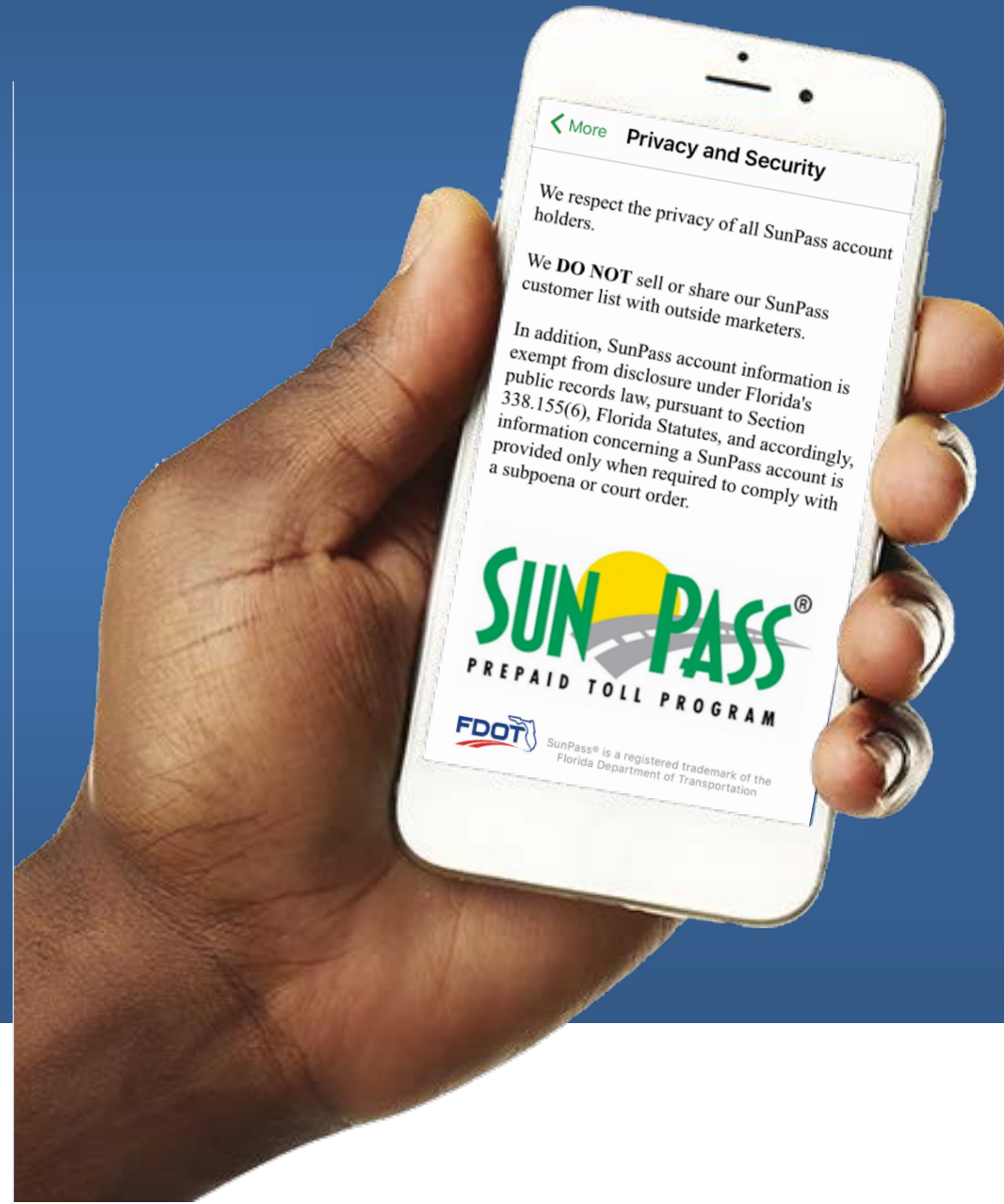


Challenges in Mobile App Development



Policy Issues

- Sunshine Law
- Public Records Retention
- Privacy of Users



Challenges in Mobile App Development

Technical

Coordination



Security
of Servers



Equipment
Acquisition



In Closing



- Apps Save Time and Money
- Helps Strengthen the SunPass® Brand
- Toll Calculator App Useful for Less Frequent Users and Visitors
- Working on Several App Improvements
- **Designate a Passenger to Use the App!**

