



VIOLATORS AND VIOLATIONS

The Eternal Tolling Challenge!



BILL CRAMER

Communications Director
IBTTA

Upcoming Meetings

Exhibit and Sponsorship Opportunities Available Now!
Contact Terri Lankford, tlankford@ibtta.org.

Summit on All-Electronic Tolling, Managed Lanes & Interoperability
July 24-26 | Boston, MA | www.ibtta.org/BOSTON

IBTTA 84th Annual Meeting & Exhibition
September 11-14 | Denver, CO | www.ibtta.org/DENVER

Global Summit of Mexico
October 16-18 | Mexico City, Mexico | www.ibtta.org/MEXICOCITY

Professional Development Hours & Logistics for Today

- Professional Development certificate: email kdavis@ibtta.org
- Submit Questions via the Q&A Pod
- Files can be downloaded from the Files Pod
- The Webinar will last one hour
- Slides and recorded audio will be on the website within a day. www.ibtta.org/webinars



DOUG CHASTAIN

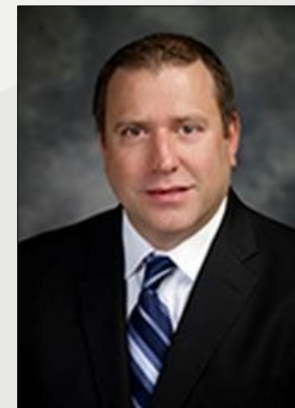




James Hofmann



Kimberly Jackson



Gio Rodriguez

Toll Enforcement Remedies: **NTTA's** **5-year journey**

James Hofmann, Assistant Executive Director of Operations

Kim Jackson, Sr. Director of Public Affairs

Gio Rodriguez, Director of Contact Center and Collections

June 22, 2016



NTTA Snapshot



7.4
million
customers
& growing



4 million
active
TollTags



97%
customer
service
satisfaction

Est. in
1997

Locally
owned &
operated



TollTag
market share
79%



950
lane miles



2 million
daily
transactions

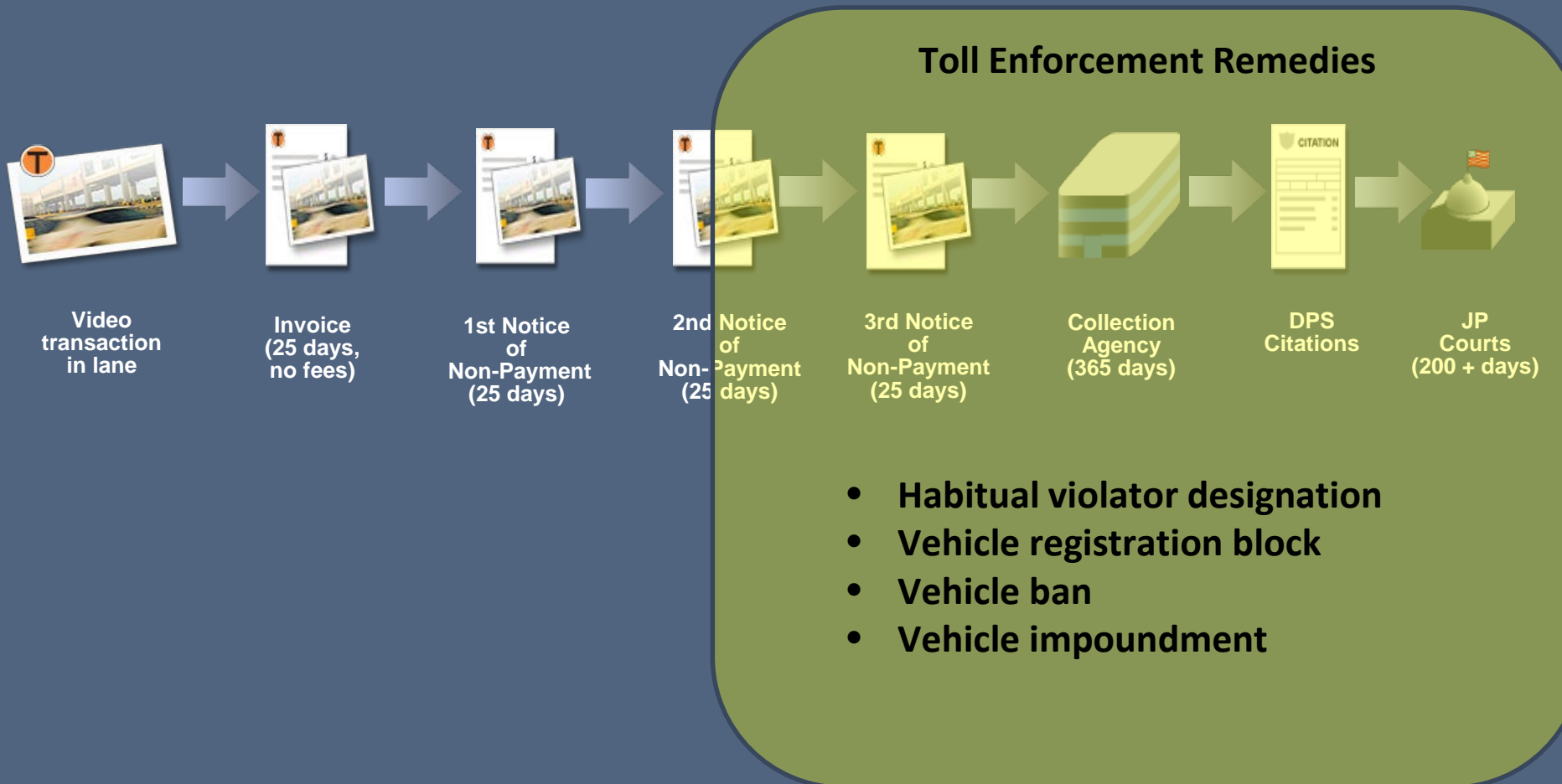


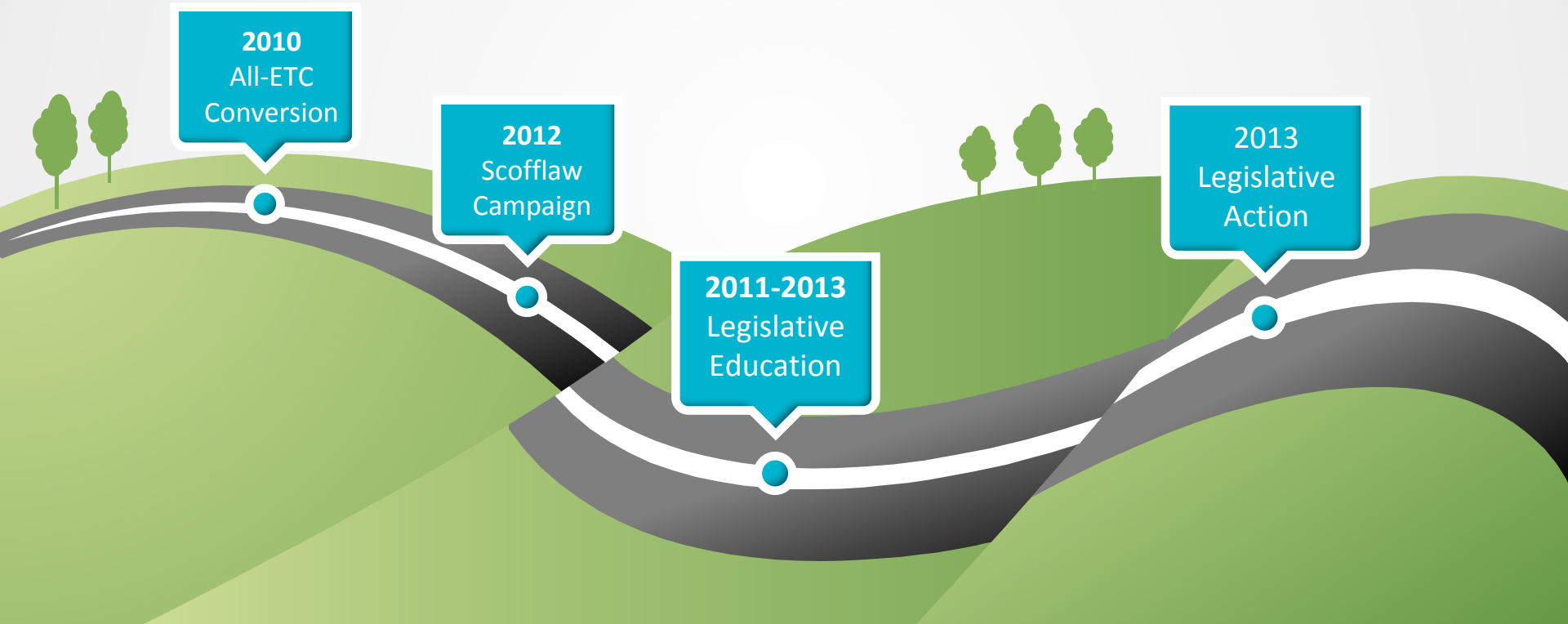
All
electronic
9 years



Daily video
transactions
450,000

ZipCash Invoice and Collection Process





Toll Enforcement Remedy Journey

Educate the Customer/Scofflaw



Goals

1. Encourage payment from ZipCash pay-by-mail customer
2. Gather support from partners and stakeholders to prompt legislative action
3. Encourage fairness

Legislative Groundwork

01

Pre-session work laid the foundation for S.B. 1792

02

Over 600 meetings during session

03

Presented unified coalition with TxDOT and RMAs

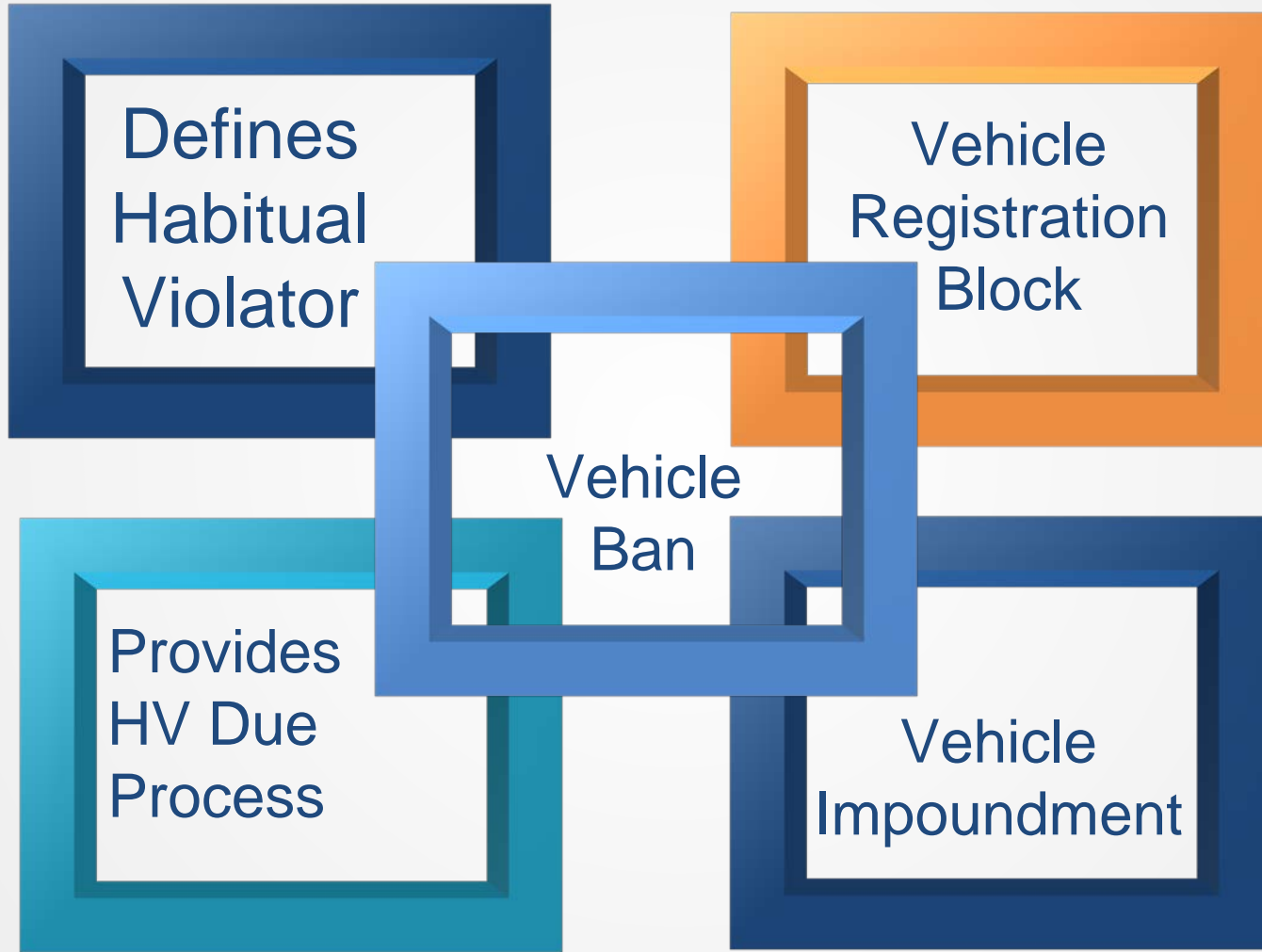
04

Strong member county and local support

05

Strategic involvement of NTTA board & senior staff

Statewide Toll Enforcement Remedies





It Takes a Village

N. Texas Counties

- Collin County
- Dallas County
- Denton County
- Tarrant County
- Ellis County
- Grayson County
- Johnson County
- Rockwall County

Tolling Partners

- Regional mobility authorities
- Harris County Toll Road Authority
- Texas Department of Transportation
- IBTTA

State Partners

- Texas Department of Motor Vehicles
- Texas Department of Public Safety
- Tax Assessor Collectors Association
- Justice of the Peace-Constable Association
- Conference of Urban Counties

Local Partner

- North Central Texas Council of Governments
- Dallas Regional Mobility Coalition
- Tarrant Regional Transportation Coalition
- Metroplex Mayors
- Chamber of Commerce

90-Day Grace Period – Habitual Violators

1

Administrative fees waived

2

Notice to habitual violators
within 30 days of effective date

3

Option 1) Open TollTag account &
pay tolls plus up to 10% of tolls
Option 2) Challenge HV status

Grace Period: June 14 – Sept 18, 2013



Customer Commentary

“Thanks for the prompt response, your customer service representatives were professional and very helpful.”

"We're relieved ... Especially when they say you can't register your car, we won't do that again."

“I am finally done, and I will never let this go again – Always pay your tolls!”

Grace Period Summary

Collected from all violators

\$4.7 Million

\$9.1 Million

Total collections and payment plans

During the last week, **65,958 calls** were received

694,000 calls

22% increase

TollTag distribution during the same three-month period in 2012

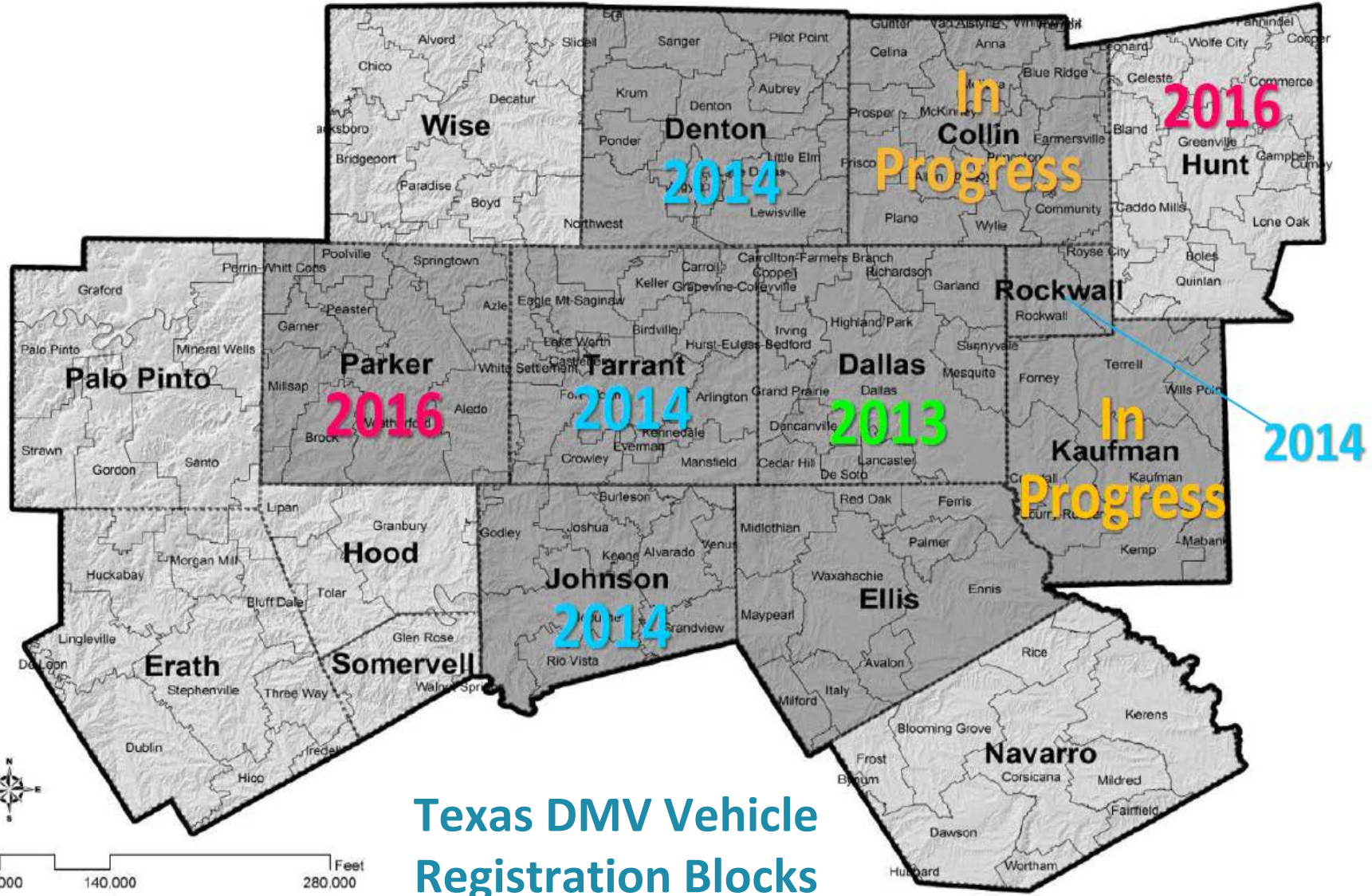
Toll Enforcement Remedies Process



Toll Enforcement Remedies may be applied after 100 unpaid toll transactions and at least two notices of nonpayment have been issued within a year.

Habitual Violator (HV) has the opportunity to request an administrative hearing in JP court before final determination as an HV.

Registration Block Progress



Texas DMV Vehicle Registration Blocks

Toll Enforcement Efforts – Enforcement Type



Vehicle Registration Blocks
155,618

Vehicles Banned
from Facilities
78,883



Impounds:
4

Dollars Collected
\$61.5M



Effectiveness by Toll Enforcement Tool

Remedy	# Notices	Effectiveness Percentage
HV Initial Notice	223,199	17%
Registration Block	155,618	14%
Ban Notice	78,883	21%
Overall Effectiveness	74,546	33%

At Your Service



AT YOUR SERVICE

Make a customer service appointment on **YOUR** time.

Type of Appointment

Number

TollTag Account Maintenance

2,875

ZipCash

2,738

Habitual Violators

2,177

New TollTag Account

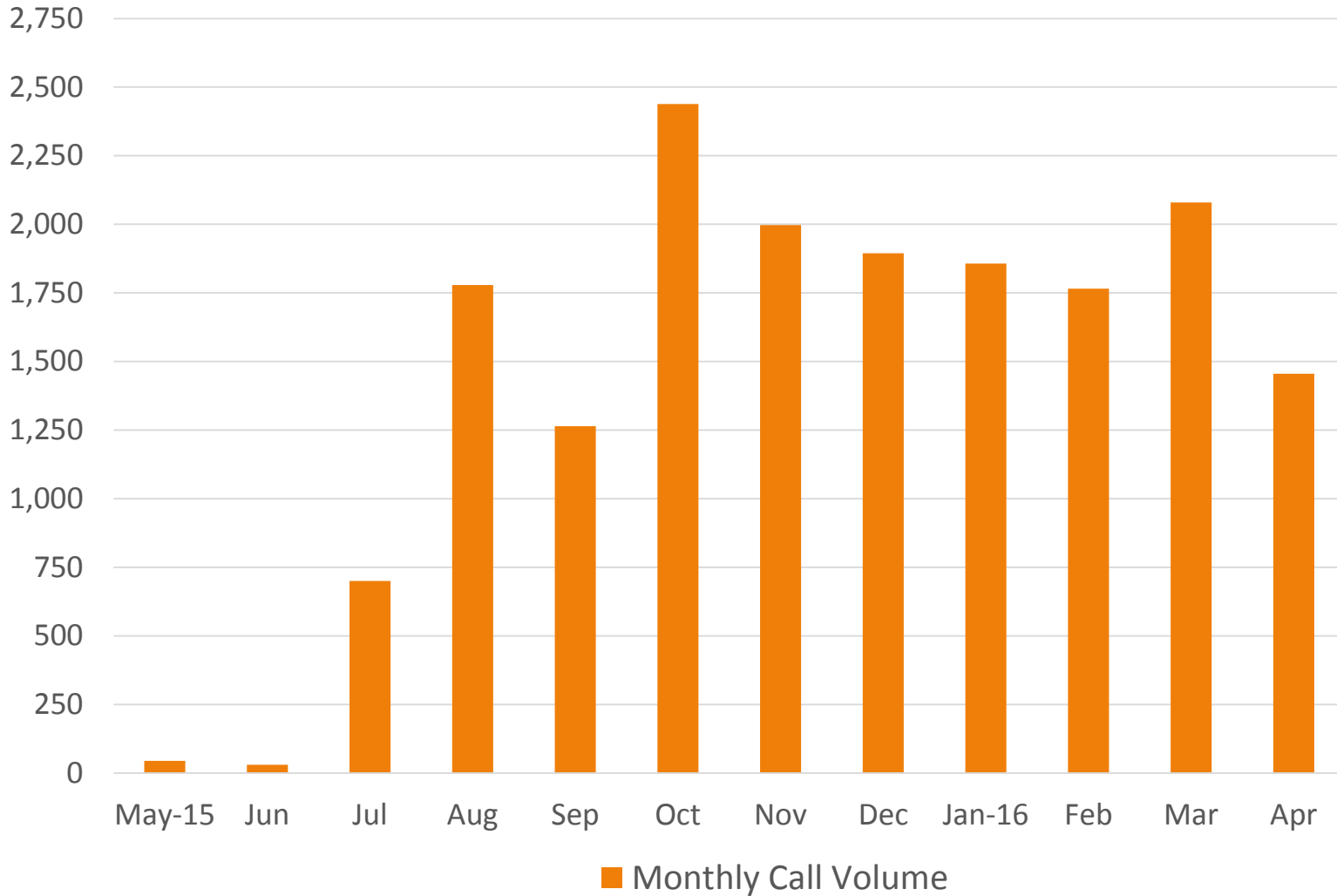
654

Total

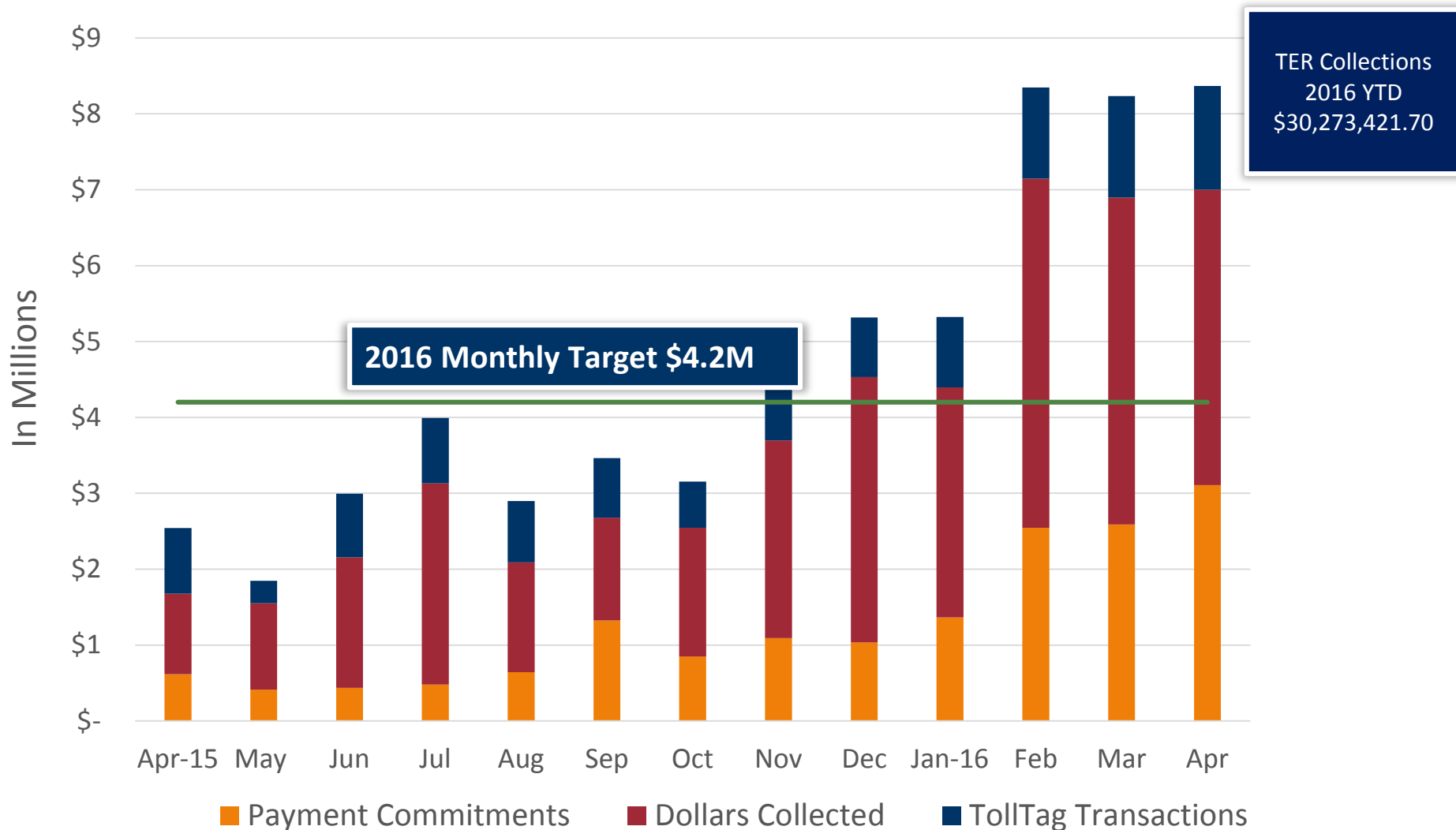
8,444

January 2016– April 2016

Toll Enforcement Remedies – Call Volumes



Toll Enforcement Remedies



2016 Target: \$50M

North Texas Tollway Authority

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



SHANA WHITEHEAD





Illinois Tollway Violations Overview

June 22, 2016

Shana Whitehead



Violations Versus Invoicing

Key benefits of a violations model (immediate debt, large fines)

- Easier to gain access to DMV records in some states
- Encourages greater transponder usage
- Possibly motivates faster and more decisive action from violation recipients
- Typically enables greater recovery of cost-to-pursue
- Provides greatest control of revenue “leakage”

Key benefits of an invoicing model (initial bill, smaller fee)

- Common for open road electronic tolling
- Accommodates infrequent drivers
- Popular with the public



Violations Versus Invoicing

Making a violations model successful

- Multiple payment options to avoid a violation
- Extensive and responsive customer service to violation recipients
- Recognize known customers who receive violations
- Consider financial hardship

Making an invoicing model successful

- Maximize the capture of good (pursuable) images in the lane
- Find the right “price point” for an administrative fee

Successful Revenue Collection

Enhance customer service

- Provide clear signage and communications
- Make it easy to sign up for and update accounts
- Provide timely notices or invoices, as well as reliable customer service
- Maximize availability of self-service options
- Make it easy for drivers of rental cars to pay tolls
- Maximize interoperability with other toll organizations

Leverage technology

- Robust, flexible technology for quality customer relationship management
- Robust analytics for constant calibration of rules and operations
- Maximize access to accurate registered owner data

Provide incentives

- Pricing differentials for transponder usage
- Exchange of expired, broken or lost transponders
- Payments with escalation of fees or fines, as well as punitive action through collection processes



Key Considerations

How easy is it to miss a toll payment?

How easy is it to be a customer – and one in good standing?

What are the demographics of the drivers?

How feasible is it to incrementally raise tolls?

What is the political tolerance for major enforcement action?

Current Illinois Model

	sun	mon	tue	wed	thu	fri	sat
Month 1	FIRST NOTICE (30 days to pay) <ul style="list-style-type: none"> • Original Unpaid Toll charges • \$20 fine per violation • Option to request a hearing 						
Month 2	SECOND NOTICE (30 days to pay) <ul style="list-style-type: none"> • Confirms that you have missed the 1st Notice deadline • No longer have option to request hearing • Warns of additional \$50 fine per violation if 2nd Notice is not paid in full 						
Month 3	THIRD NOTICE* (30 days to pay) <ul style="list-style-type: none"> • Additional \$50 fine per violation is added • Warns of additional penalties should this deadline be ignored • Potential penalties after deadline include: <ul style="list-style-type: none"> – License plate and driver's license suspension – Referral to a collection agency 						

*Illinois drivers with five or more violations





THANK YOU





RICHARD CARRIER



PennCredit

Service • Integrity • Results

IBTTA Webinar

Violators and Violations –

The Eternal Tolling Challenge



Violations: The Eternal Challenge

- Proliferation of AET = increase in toll transactions and violations
- Obstacles to identifying and collecting from pay-by-plate:
 - No national standard for license plates numbering
 - Difficult to access state DMVs for registration lookup
 - No shared database of toll agency customers
 - Motorists fail to update address changes at the DMV
 - All states do not employ DMV registration holds
 - Limited reciprocity between states for DMV Holds
 - Not all motorists have ability to open a toll account

Solutions to Improve Efficiency

I. Assist the Unbanked Population

- 7.7% - 9.6M households in the US are Unbanked
- 20% - 20.8M are under banked
- Choose to pay cash for financial transactions
 - USPO, Western Union, bill payment outlets
- Reluctant to open an account with a government agency
- **Industry Best Practice:**
 - Anonymous Accounts:
 - Establish a retail network for anonymous cash purchase of transponders, toll fee payment, account maintenance & replenishment
 - Touch -n-Buy Kiosks an industry best practice

Solutions to Reduce Violations

II. Undeliverable as Addressed

- ▣ 4.7% of first class mail is undeliverable
- ▣ Average 47 days to return to sender:
 - Additional violations and notices with increased penalties
- ▣ Collection agency often first contact with “violator”
- ▣ **Best Practices Options:**
 - Send notices First Class Mail Return Address Requested
 - Use a mail house for NCOA, Address Change Service
 - Utilize skip tracing techniques via LexisNexis and others
 - Partner with your collection agency to identify best solution
 - UAAs to collection agency for long term skip tracing

Solutions to Reduce Violations

III. Out-of-State Motorists

- ▣ Not pursuing all motorists opens agency to many issues
- ▣ DMV RO retrieval a maze of rules and formats
- ▣ Various sources, services available to make the best effort attempt to identify motorist
- ▣ IBTTA & ATI investigating central industry resource
- ▣ **Best Practices:**
 - “Top Down analysis of unique plates by state
 - Current costs to obtain ROs vs. DMV direct fee
 - Cost analysis of going direct to DMV with in-house resources, using a service provider or a combination of both

Solutions to Reduce Violations

IV. Utilizing a Collection Agency

- ▣ Toll agency sets rules and tone for collection activities
- ▣ All forms of communication should inform customer of assignment to C.A. for non-payment
- ▣ Persistent advanced skip tracing will locate violators
- ▣ Determine C.A.'s involvement in converting violators to patrons
- ▣ **Emerging Trends:**
 - Utilize multiple collection agencies
 - Utilize a secondary collection agency
 - Have C.A. advance payment for toll fee

Thank You

MODERATOR

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PANELISTS

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Illinois Tollway'

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