

Getting to the First Day Of Tolling on SR 520

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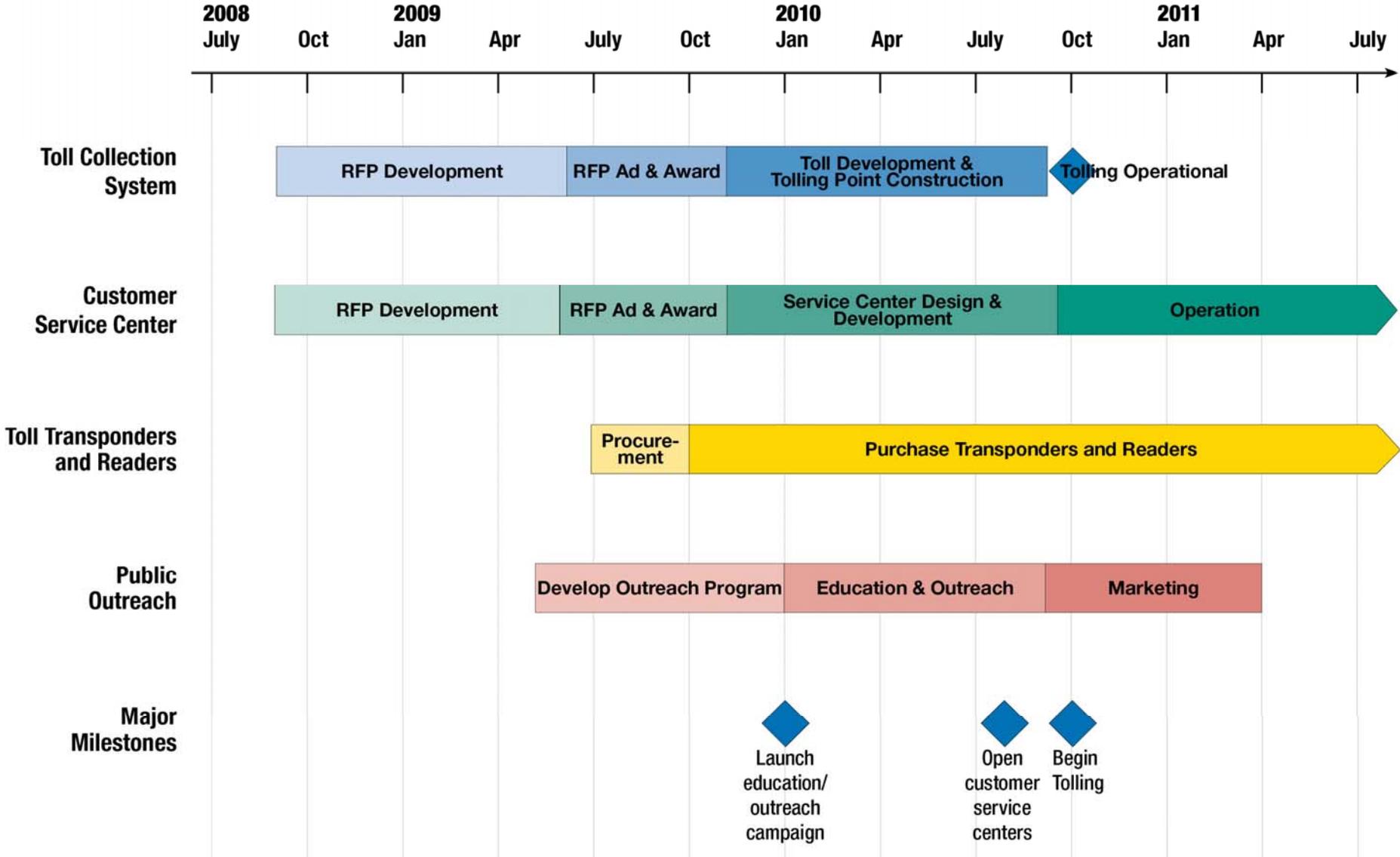
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Schedule to get to tolling on SR 520



Three Tolling Procurements

- **Toll Equipment**, including toll tags and readers. WSDOT will purchase and supply to vendors.
- **Toll Collection System (TCS)** including civil structures, communications and system integration
- **Customer Service Center (CSC)** including back office service provider



Changes from Tacoma Narrows Bridge procurement



- WSDOT-led open competitive process.
- Fewer variable components to pricing
- Input from all-electronic toll facilities across the nation
- Draw upon real-life experiences in customer service, accounting, transponder distribution, tolling technology, and performance measures
- Set benchmarks and incentives and implement efficiencies

Transponders and readers

- WSDOT will purchase the transponders, vendor will distribute and manage inventory
- Advertising for three formats
 - eGo Sticker tag
 - CVISN tag
 - 5.9 GHz new standard
- Readers may recognize more than one tag protocol
- Will accept proposals to migrate to new standard
 - 5.9 GHz emerging national standard
 - Proposer would need to identify migration path



Toll collection system

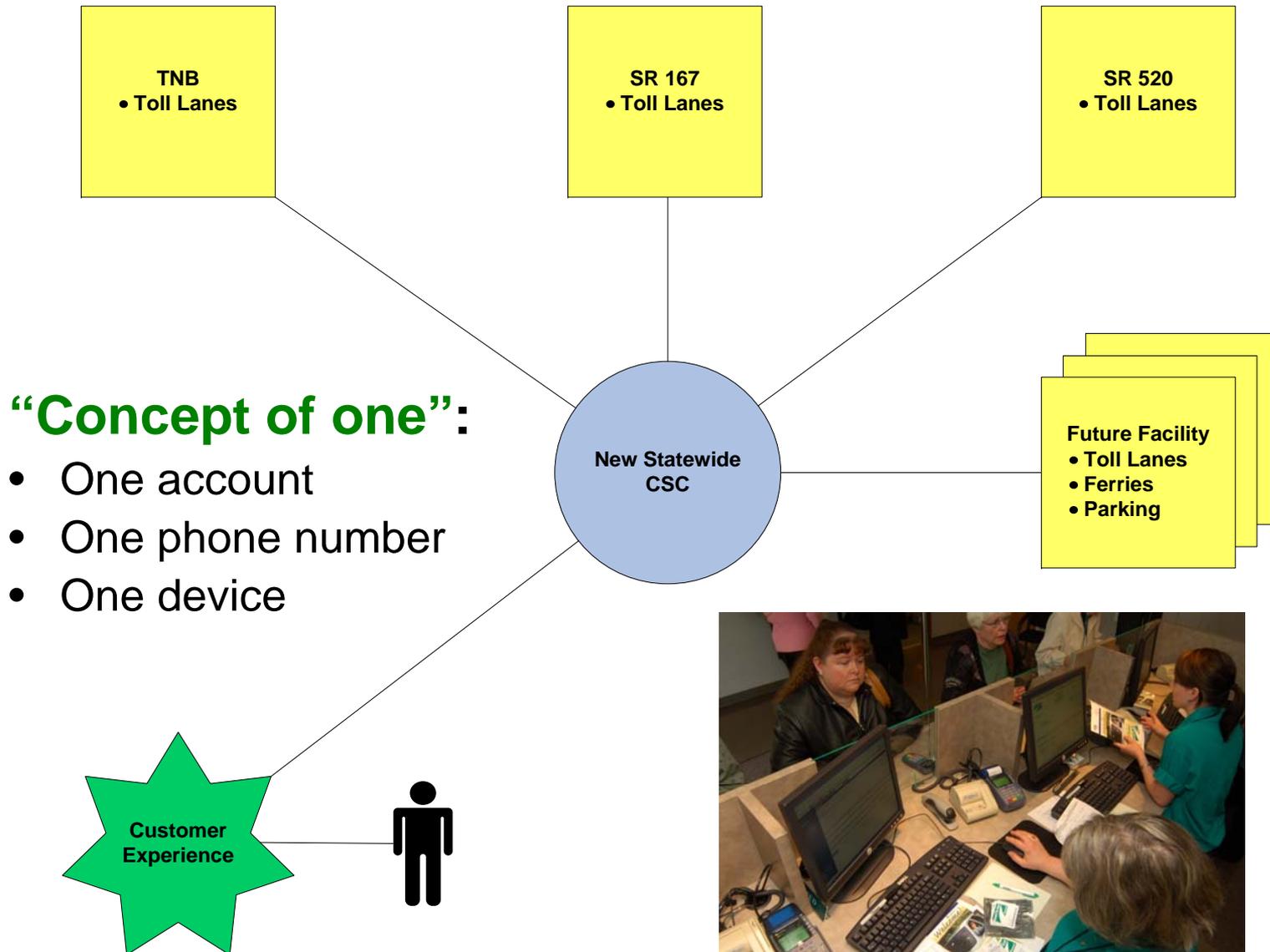


Includes:

- Civil structures
- Communications
- Identifying and properly recording transactions



Customer Service Center



Customer Service Center Goals

- Maintain WSDOT's motto of the Concept of One:
 - One account
 - One phone number
 - One device.
- Provide excellent customer service
- Provide timely and accurate services
- Have every event recordable, traceable and reportable
- Be flexible and nimble to accommodate future operations
- Establish effective performance standards
- Make use of modern technology and industry best practices
- Meet or beat budget and schedule performance targets

Customer Service Center Objectives

- Provide services at lowest effective costs
 - O&M target - 25% of gross revenue.
- Accurately migrate Tacoma Narrows and SR 167 accounts and operations to new CSC in 2010
- Allow for expansion of the CSC over the next 5-10 years.
- Support operational performance targets of:
 - 75% *Good To Go!* electronic tags
 - 75% billable toll collections
 - 6% or less adjudication by district courts.
- Support distribution and operations of multiple transponder tags with full network interoperability

Multi-phase education and outreach campaign

- **First phase** – market research, concept designs, material development.
- **Second phase** – education and outreach to consumers, develop interest list.



- **Third phase** – open customer service centers and establish accounts.

The next 18 months – outreach and education

- Spring 2009:** Conduct market research
- Summer 2009:** Produce initial materials and begin media relations activities
- January 2010:** Launch preliminary education/outreach campaign
- Winter 2010:** Develop speakers bureau and launch advertising campaign
- Spring 2010:** Conduct intense education and marketing activities
- August 2010:** Open customer service centers
- Summer 2010:** Focus on ensuring drivers know how the system works and are signed up for *Good To Go!*
- October 2010:** Begin tolling

