

Tolling Update

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Joint Transportation Committee
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Presentation Overview

- Tolling background
- Tacoma Narrows Bridge transition
- Progress and next steps for SR 520 tolling



Tolling in Washington State

What are we doing?

- Transitioning from a single facility to a statewide program with multiple facilities
- Looking to the future: all-electronic tolling is the national trend
- Setting up a unique financial and accounting system that tracks and keeps revenue at the specific facility

Why are we doing it?

- Tolling offers potential benefits to keep traffic moving
- Toll can help address funding needs for key transportation improvements



Tolling in Washington State

Tolling timeline

- **2007:** Tolling reintroduced to Washington State on Tacoma Narrows Bridge.
- **2009:** Legislature authorizes tolling the existing SR 520 bridge and directs Joint Transportation Committee to assemble an Expert Review Panel (ERP) to review costs and strategies for all electronic tolling.
- **December 2009:** WSDOT awards statewide toll customer center contract to ETCC.
- **2010:** ESSB 6499 introduces photo tolling in response to ERP recommendations.
- **February 2011:** New statewide toll customer center opens with insufficient resources to address customer needs.
- **March 2011:** Revisited expectations with ETCC.



Tolling in Washington State

Expert Review Panel recommendations:

- Provide a range of payment options to avoid expensive billing or court process
- Greater focus on prepaid tolls using license plate accounts

WSDOT actions resulting from recommendations:

- Posted a more fully developed set of business rules
- Developed greater detail regarding prepayment toll options using license plate accounts
- Relaxed the date for collecting tolls on SR 520
- Provided incentives for contractor to implement tolling sooner
- Removed restrictive language that might limit number of bidders

Why photo tolling?



- **More payment options:** The photo may be linked to a prepaid account *Pay By Plate*, or may be paid in response to a bill *Pay By Mail*.
- **Better customer service:** Eliminates toll violations being issued within seven days. Drivers without a *Good to Go!* account receive a bill in the mail and WSDOT has authority to issue a civil penalty if toll is unpaid after 80 days.
- **Reduces expensive capital and operating costs for toll booths:** Eliminates need for right-of-way, construction of toll plaza, as well as staffing toll booths.

Challenges of all-electronic tolling

- Toll revenue must be credited to each appropriate facility.
- Vendor must be able to:
 - determine which license plates already have *Good To Go!* accounts
 - pull the license plate information for drivers without a *Good To Go!* account
 - obtain addresses for these license plates
 - on a daily basis, send tens of thousands of bills to customers without accounts (Pay By Mail)



Tacoma Narrows Bridge Transition

ETCC challenges

- Missed key deadlines.
- February start up issues with customer service:
 - Web access
 - Phone
 - Correspondence
 - Pass fulfillment
- Month end financial reconciliation of back-office system has not met contract requirements for completeness and accuracy.
- Backlogged toll transactions and missed Notices of Infractions.



Backlogged transactions

- ETCC system problems that resulted in backlogged transactions:
 - Did not auto-replenish
 - Did not warn account holders about low balances
 - Did not distinguish between valid accounts and invalid accounts
 - Did not track violations by windshield pass and license plate number
- *Good To Go!* customers had until July 6 to update accounts and approximately 9,000 customers have done this
- The remaining transactions are being processed this week as late toll postings

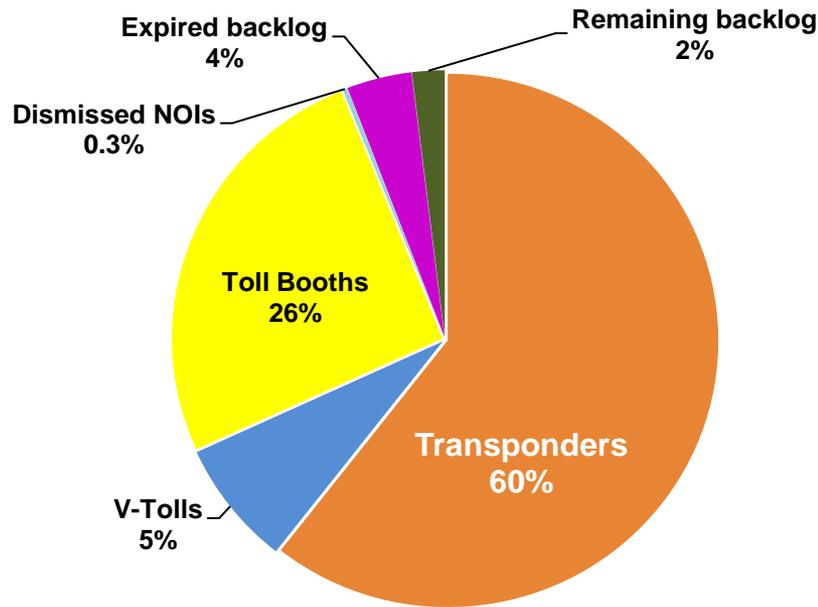


Notice of Infraction issues

- Less than 3 percent of TNB users were affected by these problems
- 15,000 infractions that went to Good To Go! customers in error were converted to tolls
- 11,000 infractions were dismissed by the Pierce County Court at WSDOT's request
- Washington State Patrol will restart issuing Notices of Infractions (process restarts July 7)



Breakdown of Toll Payment Methods on TNB Since Migration to New Back Office System



Feb. 12, 2011 - July 8, 2011

Percent of total

Method	Count	Percent of total
Total transactions	5,447,000	100%
Transponders	3,300,000	60.6%
V-Tolls	414,000	7.6%
Toll Booths	1,400,000	25.7%
Dismissed NOIs	15,000	0.3%
Expired backlog (60 day limit)	212,000	3.9%
Remaining backlog	106,000	1.9%

Disclaimer: Transaction data is preliminary and subject to change. WSDOT has determined TNB Tolling data may be understated due to system defects in the new tolling system. The issues are being addressed and correcting entries will occur to reflect the appropriate amounts. Due to timing of the close of each fiscal month, reported revenue may not be reflected in the month in which the transactions occurred.

Double-check your *Good To Go!* account

- *Good to Go!* Account holders are encouraged to check their accounts:
 - Check that all license plates are listed correctly on their account
 - Make sure credit card information is current and accurate
- Contact the customer service center at 1-866-936-8246 if you see an error on your account or have questions
- Narrows Bridge users with new tags should expect to see a lag in posting transactions until new readers are installed



Promotions with *Good To Go!* Customers

- A recent incident raised questions about public outreach and education related to special promotions with businesses.
- This type of outreach is used by other agencies and provides benefits to WSDOT and *Good To Go!* customers as a way to reward existing customers and encourage new customers to sign up and install their passes.
- No further promotions currently scheduled, although discussions have been held with some other businesses about future promotions.
- We'll continue to explore ways to provide the most value for our customers.
- We look forward to discussions on broader policies related to customer-oriented activities throughout the entire department.

New *Good To Go!* passes



Old pass: \$12
Large & clunky

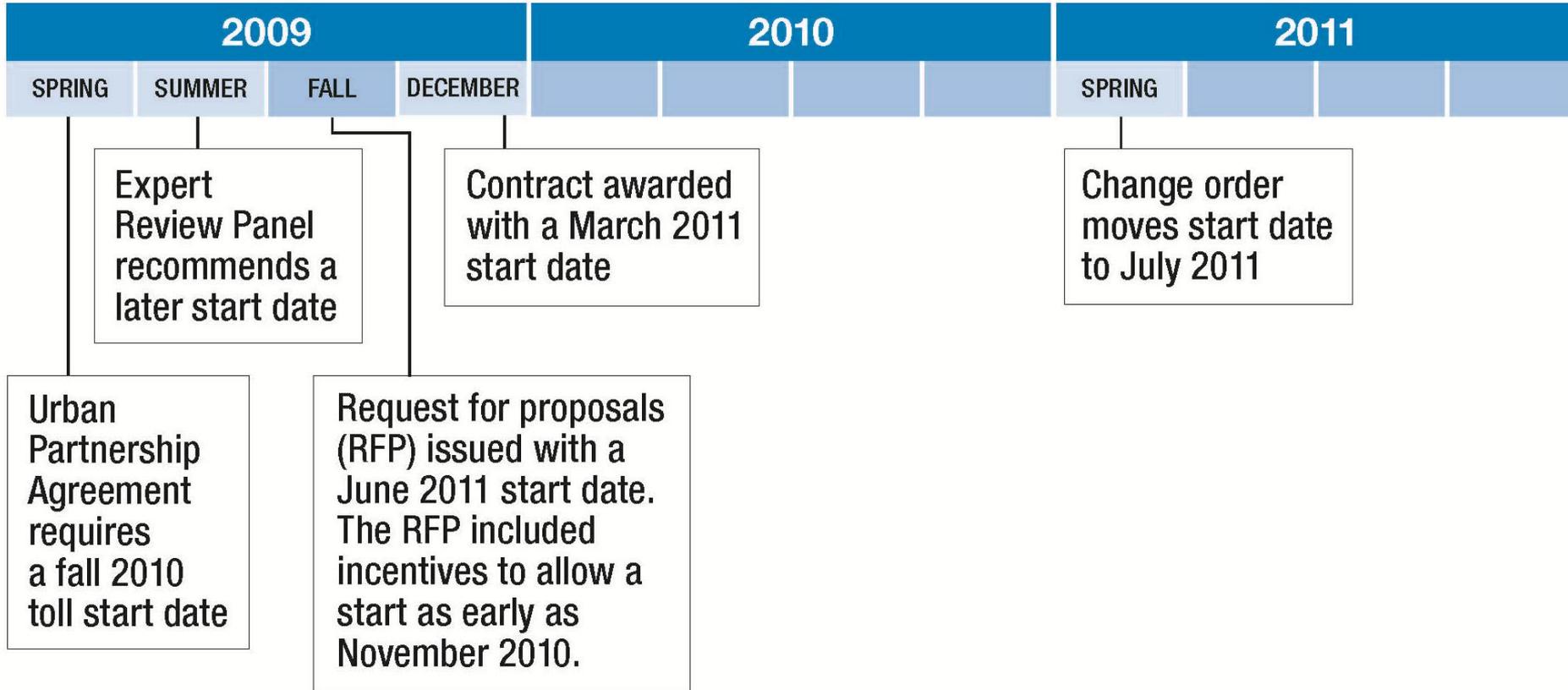


New pass: \$5
Small & sleek!

- Transcore will install new readers that will read the legacy passes and new 6c passes this fall on TNB. (Readers are already in place for SR 167 and SR 520)
- Currently, tolls are still collected through the video toll system.
- SR 520 project is paying the \$310,000 cost.
- Preconstruction kick-off in July.
- Customers will notice quicker toll postings for 6c tag holders once new readers are installed.

Progress and Next Steps for SR 520 Tolling

SR 520 toll start date timeline



Progress on preparation for tolling on SR 520

Each of these elements need to be ready before we start tolling:

- ✓ Transponders/passes
- ✓ Marketing
- ✓ Toll rates & WACs
- ✓ Tolling signing
- Customer Service Center
- Toll Collection System

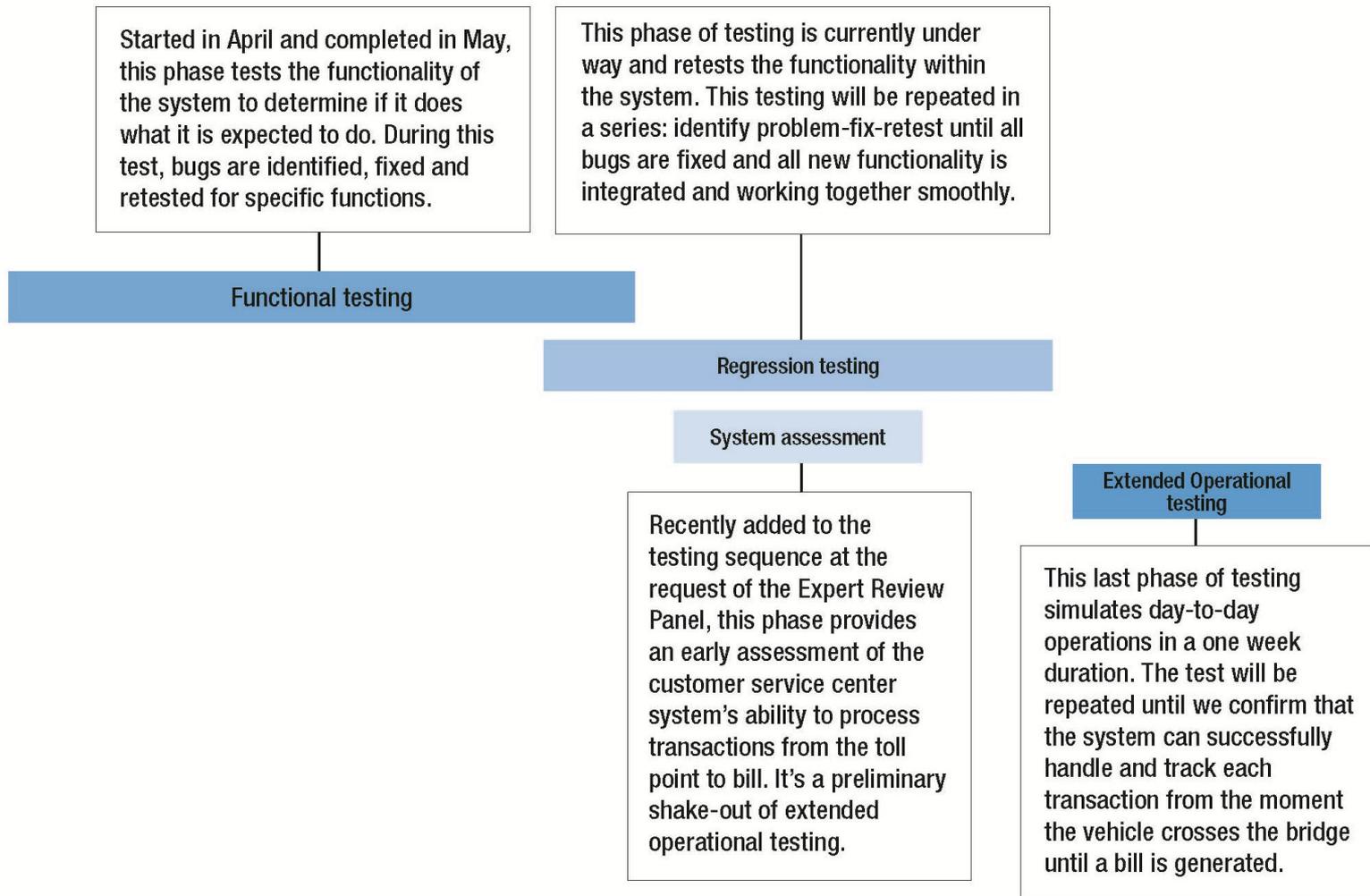


Good To Go! progress

- Over 94,000 new accounts opened and 135,000 passes sold since February 2011
- Over 155,000 calls received and 53,000 customers served at the customer center
- Several new retailers soon will sell *Good To Go!* passes
- 200,000 calls/visits at *Good To Go!* call centers and mobile centers.
- Major tests of toll readers and cameras complete
- Testing for photo tolling and account reconciliation is currently under way



Testing



Customer service center update

- WSDOT Deputy Transportation Secretary Dave Dye and Toll Division Director Craig Stone traveled to Texas to meet with ETCC executives to discuss expectations for successful tolling in Washington State.
- ETCC has been placed on notice to be assessed damages if the contract is not delivered in a timely manner.
- WSDOT is working aggressively with all vendors involved with tolling.
- ETCC is committed to improving program management, quality control, quality assurance and program implementation.



Toll Collection System Status

- **Installation**
 - Server and roadside equipment installed
 - Toll signs installed
- **Testing**
 - System completed 30 day operational test
 - System will start 15 day operational test next week
 - Toll rate signs will start 20 day test next week
- **Optical reader**
 - Third round of upgrades next week
 - Processing 200,000 – 220,000 images per day



Costs and budget

- Federal Urban Partnership funds will be used to cover some operating costs. Delays are not expected to affect federal funding.
- ETCC has will not receive \$2 million in compensation from change order.
- WSDOT will pursue new added damages from ETCC.
- Tacoma Narrows Bridge is currently not incurring operational costs.
- WSDOT has decreased operating costs associated with the start of tolling.
- The statewide toll customer service center will result in an annual cost reductions of \$2 million to TNB. Additional cost reductions are being realized with change order.



dollars in millions 0 \$500,000 \$1,000,000 \$1,500,000 \$2,000,000 \$2,500,000 \$3,000,000 \$3,500,000

* estimated amount for June

Questions?

For more information,
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