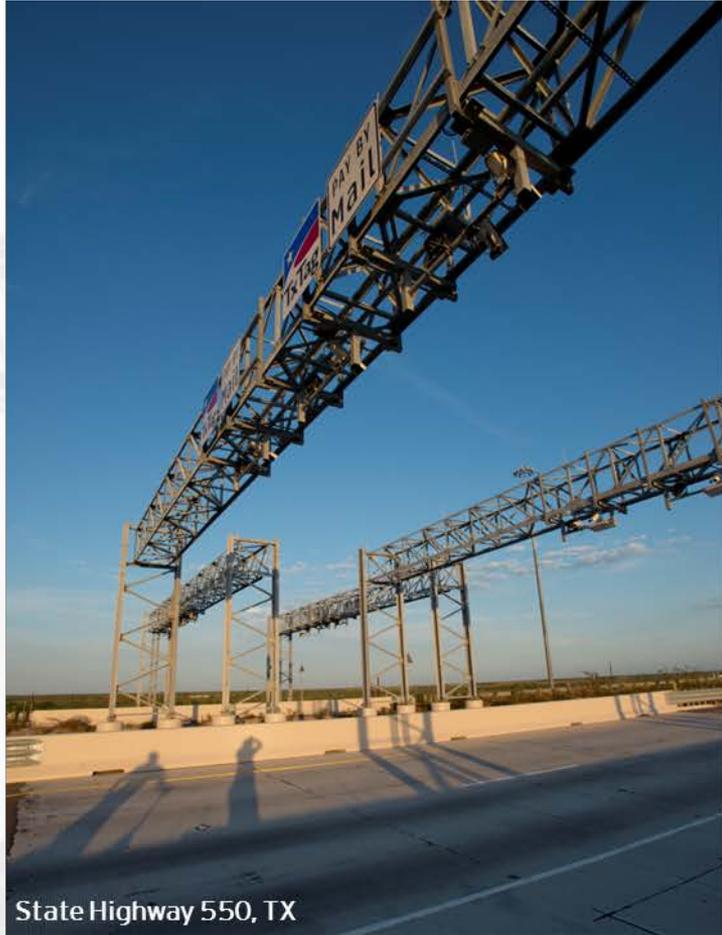


# AGENDA

- I. Introduction and Agenda
- II. Tolling Today – What Does it Look Like
- III. Tolling 101
  - A. How is a Toll Agency Different from DOT
  - B. The Basics – How Does it Work
  - C. Tolling Trends
  - D. Tolling in Virginia
- IV. Tolling Opportunities – What Could this Mean to You
- V. Testimonial – LaDetra White, CEO, Noble Insight
- VI. Focus on Services
  - A. Public Outreach/Marketing
  - B. Construction Management
  - C. Toll Facilities
  - D. Intelligent Transportation Services (ITS)
  - E. GEC Services
- VII. Subconsultan Role – What Does a Prime Look For
- VIII. Q & A – Open Dialogue
- IX. Next Steps



# Tolling Today – What Does it Look Like



## All-Electronic Tolling (AET)

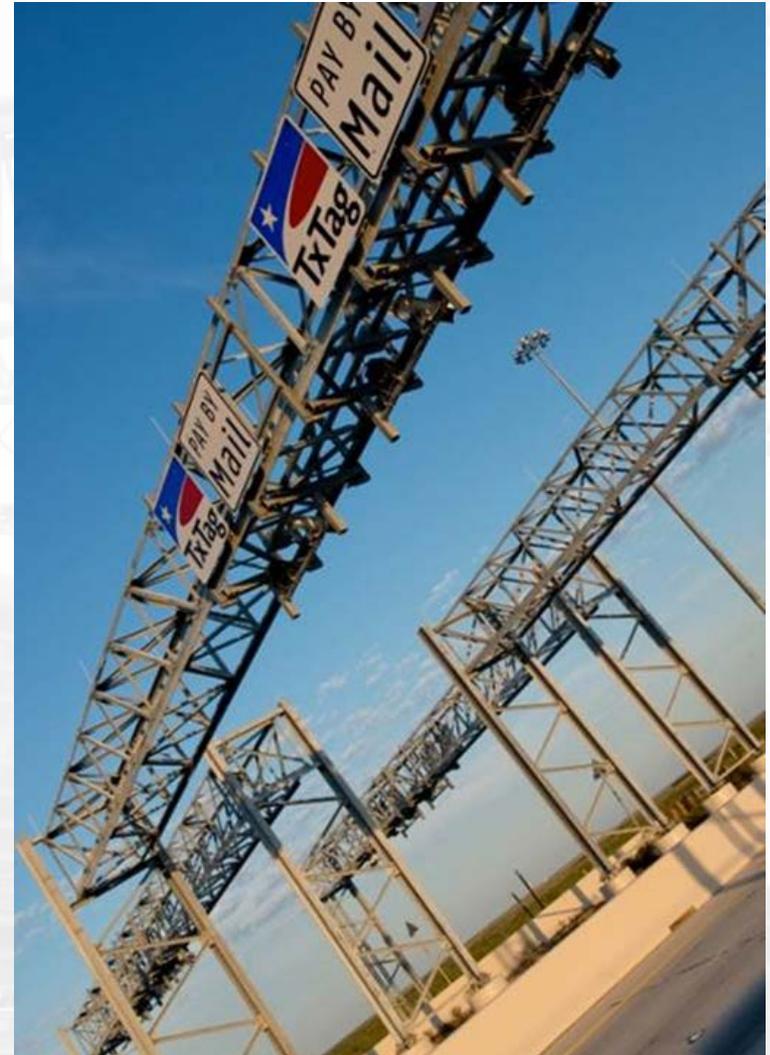
- No cash
- No barriers
- No booths
- No stopping



# Tolling Today – What Does it Look Like

## Benefits of AET

- Safety
- Speed
- Service
- Congestion relief
- Environmental (air quality/noise)



## Managed Lanes

- Manage congestion with pricing
  - Vary price based on demand
- New capacity on the Interstate
- Types
  - High Occupancy Vehicles (HOV)
  - High Occupancy Toll (HOT)
  - Priced Managed Lane (PML)



## Benefits of Priced Managed Lanes

- Trip reliability
- Time savings
- Customer has a choice
- Improved mobility
- Congestion management
- Generate Revenue

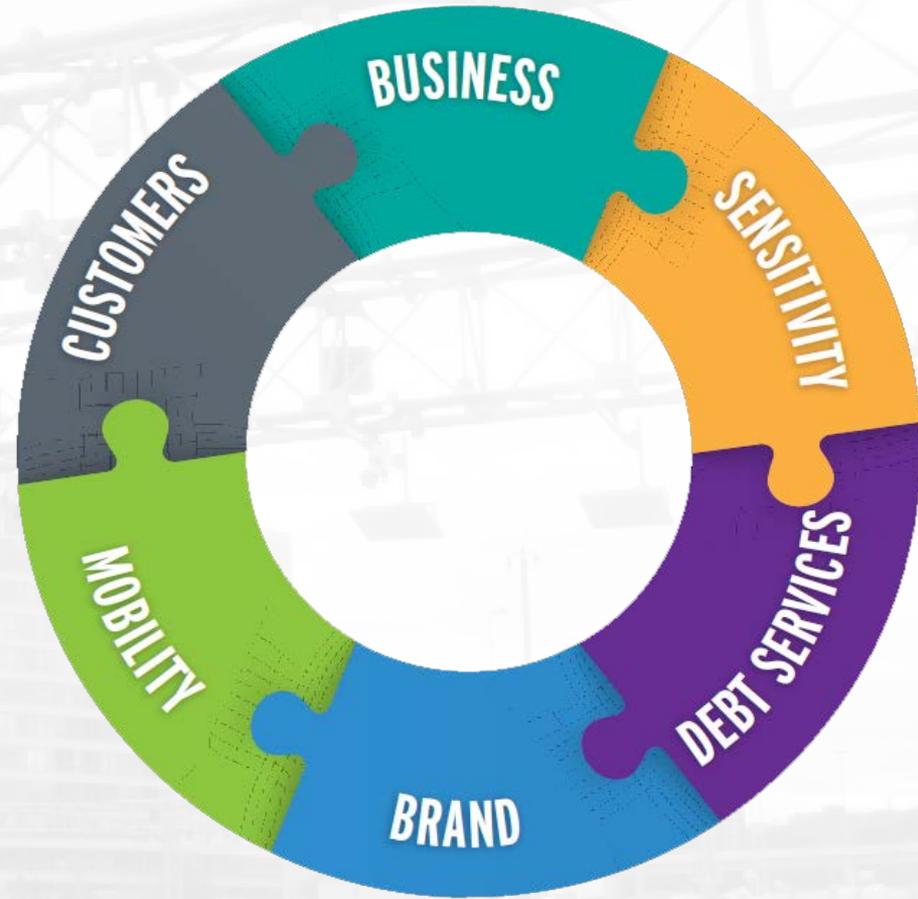


# Tolling 101



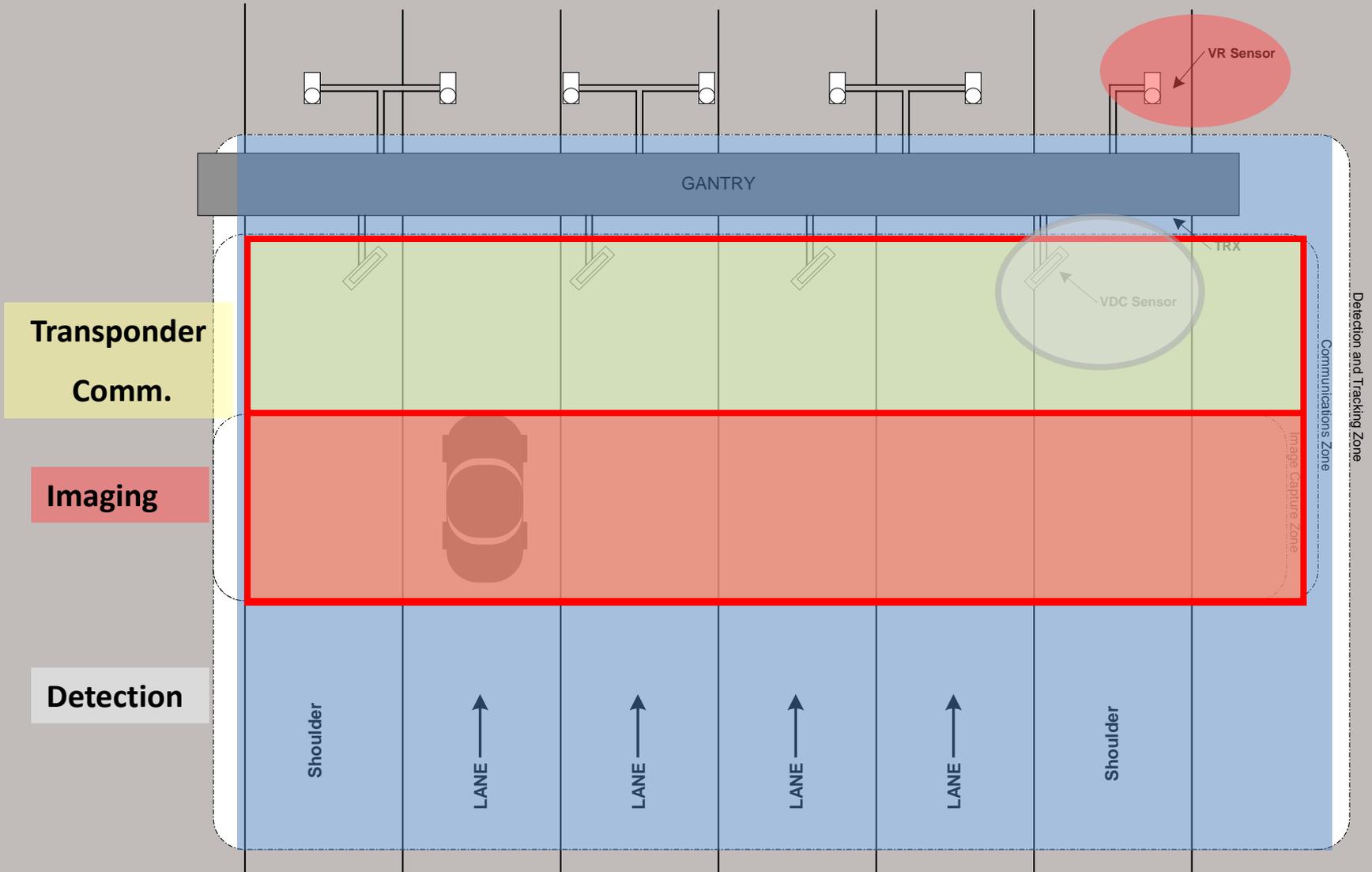
# How a Toll Agency is Different from DOT

- Operate like a **Business**
- Must consider **Debt Service** and Metrics when developing work program
- Provide **Mobility** services to paying customers
- Know who their **Customers** are
- Strong local **Brand** association
- Greater **Sensitivity** to local political, media and public interests



# The Basics – How Does It Work

Overhead View



## HOW OPEN ROAD TOLLS WORK

**1** As the vehicle approaches the toll archway, underground loops count the number of axles to determine how much to charge.

**2** Front camera takes photo of commercial and multi-axle vehicles.

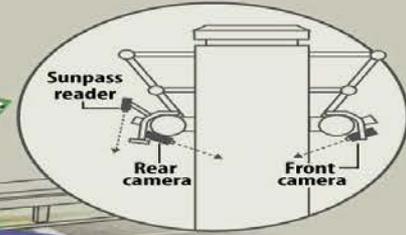
**3** Device reads the SunPass transponder attached to window of car and charges toll.

**4** Rear camera takes a photo of license plate.

**5** Photos from both cameras are stored in computers if a toll violation occurs.

Loops placed in shoulders prevent drivers from avoiding tolls and cameras.

Loops



### NEW TOLL PLAZAS

The Sawgrass' Sunrise toll plaza, shown below, is being converted to open road tolling. More barrier-free plazas are also planned on Florida's Turnpike.

→ SunPass open road tolls  
→ Cash toll exit/entrance  
→ Exit/entrance to cross road

Barriers separate high speed lanes from cash lanes.

# PAYING IN THE FAST LANE

Barriers for SunPass users are being eliminated at toll plazas in favor of open road tolling, which allows drivers with SunPass to pay tolls at full highway speeds. Drivers who pay cash would pull off to the side of the road to pay, then merge back into traffic.

SunPass lanes

Cash lanes

Cash lanes

SOURCE: Florida's Turnpike Enterprise, Sun-Sentinel research  
Staff graphic/  
Hiram Henriquez

Northbound

Southbound

AN



NO TRUCK  
LEFT LA

# Industry Snapshot



Growing Public  
Acceptance of Tolling



Increased Reliance On  
Market-Driven and  
Choice-Based Tolling



Push Towards  
Interoperability



Leveraging Toll Assets  
To Fund Needed  
Projects



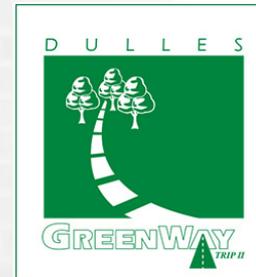
Widespread  
Conversion To  
All-Electronic Tolling

# Tolling Trends

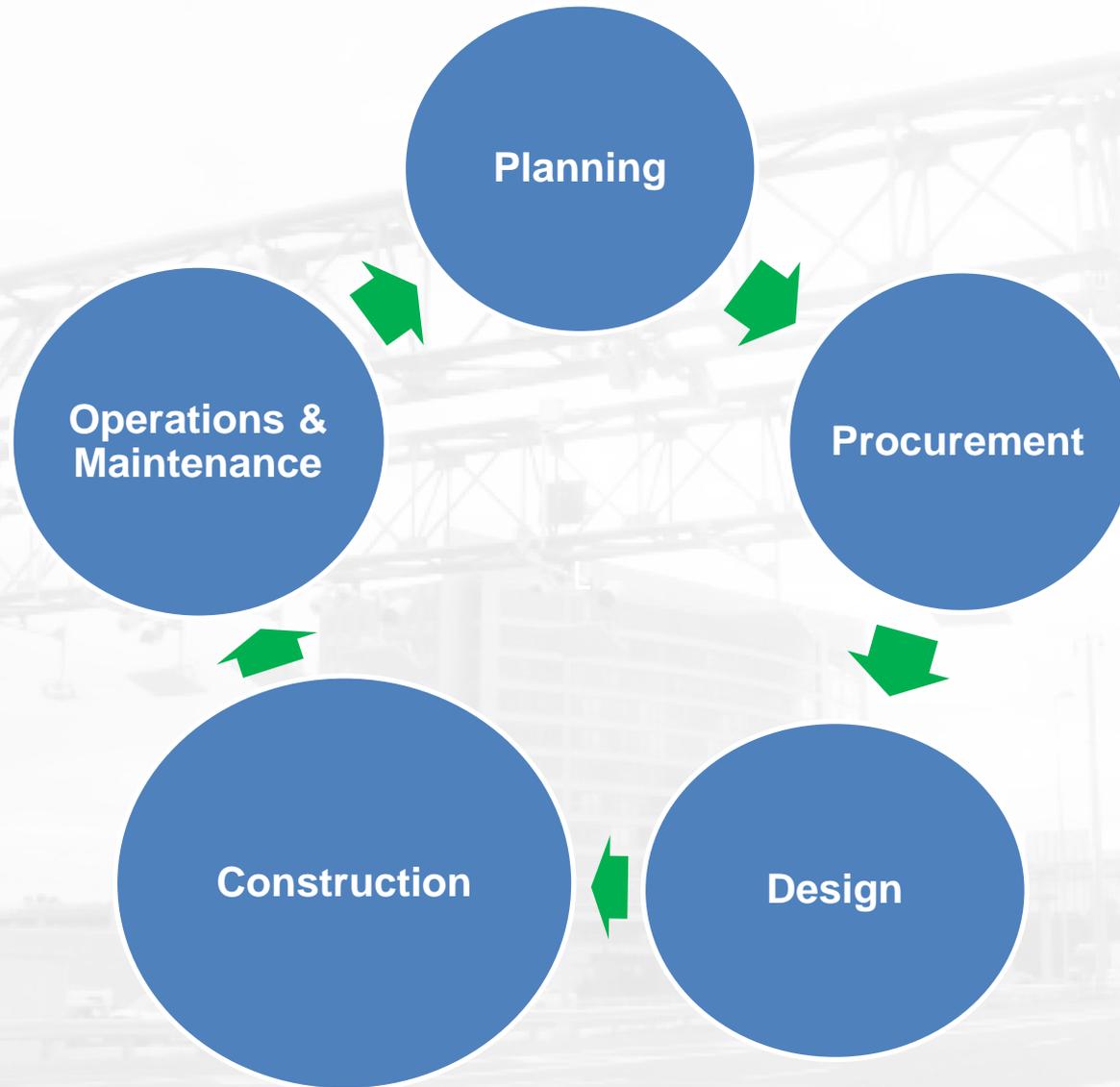
- Incremental tolling of urban interstates
- Regional & National Interoperability
- Tolling 2.0
  - Smartphone tolling and multi-modal payment
- Growth of Managed Lanes
- Regional Toll Authorities
- Convergence of Technology
  - In-vehicle technology
  - Roadside (ITS and Toll) technology
  - Smartphone/hand-held technology
- P3 projects with tolling
- Tolling with a transit component



# Tolling in Virginia



# Tolling Opportunities – Lifecycle of a Project





# Testimonial

La Detra White, CEO



# Focus on Services

- Public Outreach/Marketing
- Construction Management
- Toll Facilities
- Intelligent Transportation Services (ITS)
- GEC services



## Public Outreach/Marketing

- Customer vs. Driver:
  - How do you differentiate and market?
- Customer has a choice
- Marketing
  - Actual product must be marketed (e.g., EZPass, SunPass, TxTag)
  - Benefits of facility vs. a “free” road
- Message on the benefits of tolling
  - Safer roads
  - Time savings



## GET READY. NO MORE TOLL BOOTHS!

This Summer, the drive of the future is coming to MDX Expressways, and it's called Open Road Tolling (ORT)

ORT means easier travel with no more toll booths, safer roadways with no toll plaza accidents, greener driving with reduced emissions and all-electronic payment for only the miles you drive.

Soon, cash toll collection will end and you'll be able to experience ORT for yourself on the Gratigny (SR 924), Don Shula (SR 874) and Snapper Creek (SR 878) Expressways.

Get ready for this change by getting your SunPass TODAY and learn more about the many benefits of ORT, including exactly how to use it, at [www.MDXORT.com](http://www.MDXORT.com).

Goodbye, toll booths. *Hello ORT!*



924 Gratigny Parkway /  
878 Snapper Creek Expressway /  
874 Don Shula Expressway /  
836 Dolphin Expressway /  
112 Airport Expressway /

[MDXORT.com](http://MDXORT.com) Let's move forward together.

## Construction Management

- Construction inspection
- Scheduling
- Cost estimating
- Document Control
- Installation & Testing



## Toll Facilities

- Civil/site
- Drainage
- Architecture

## Intelligent Transportation Services (ITS)



## GEC Services

- Bond Requirements
- Full Lifecycle of a Project
  - Planning
  - Procurement
  - Design
  - Construction
  - Operations & Maintenance
- Support Delivery of the Work Program

## Range of Services Provides by GEC

- Bond Requirements
- Planning
- Procurement support
- Contractual services
- Design
- Project management
- Technical support
- Plans Review
- Right-of-Way
- Utilities
- Public Outreach and Marketing
- Survey
- Cost Estimating
- Scheduling
- Construction Oversight
- Inspections (bridge & annual)
- ITS support
- IT support
- Toll Operations
- Toll Technology
- Toll Facilities





## Subconsultant Role

# What Does a Prime Look For?

# Q & A

