Goals: Video Toll Transaction Charges

• Increase transponder use among drivers
• Increase tolling accuracy
• Decrease costs of capturing tolls
  • Transponder tolls cost $.08 per dollar of revenue, while video tolls cost more than $.23 per dollar of revenue
• Maximize cost-effectiveness of toll capture to prepare for cashless tolling
• Eliminate intentional video tolls while limiting action on situations that are unintentional and short-term
Recommendation: Video Toll Transaction Charges

Charge additional 50 percent for video toll transactions to recoup additional costs and to encourage transponder use.

Key next steps:

- Determine video tolling business rules, including allowable thresholds, account requirements, dispute framework and notifications.
- Implement system changes to support new business rules.
- Determine if revisions to the I-PASS Agreement are required.
- Ensure transponder inventory is adequate to meet additional demand.
- Develop public communication plan.
Recommendation: Business Rule

Trigger additional 50 percent transaction charge after 10 video tolls on a single license plate in one month period

Key considerations

• Represents intentional video tolling, capturing approximately 70 percent of video tolls – less than 3 percent of I-PASS accounts
• E-ZPass video tolls receive additional charge on each transaction
• Allows warning emails and text messages
• Represents an estimated $20 million increase in annual revenues
• Represents an estimated $5 million decrease in annual costs
Recommendation: Detail

Establish capacity to exclude license plates from additional video tolling charge on a case-by-case basis

Key considerations

• Windshields that limit transponder effectiveness
• Vehicle shapes that limit transponder effectiveness
Recommendation: Business Rule

Continue to collect a $10 deposit for each transponder

Key considerations

• No other E-ZPass organization provides free transponders with no deposit
• Free transponders would attract E-ZPass fleets, raising Tollway costs
• I-PASS customers represents a national customer base, making it difficult to enforce a residency requirement
• Tollway spends more than $10 for each transponder, including packaging, distribution, and marketing
• Annual Tollway expenditures for transponders are approximately $10 million, which the deposits offset
• The deposit encourages customers to return transponders, which the Tollway then recycles according to leading environmental guidelines

Presented by Shana Whitehead on November 14, 2016
THANK YOU