



# Video Tolling

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# 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





THANK YOU

