



## **E-ZPass Virginia Update**

**John Lawson**  
**Chief Financial Officer**  
**June 19, 2013**



# Key Goals

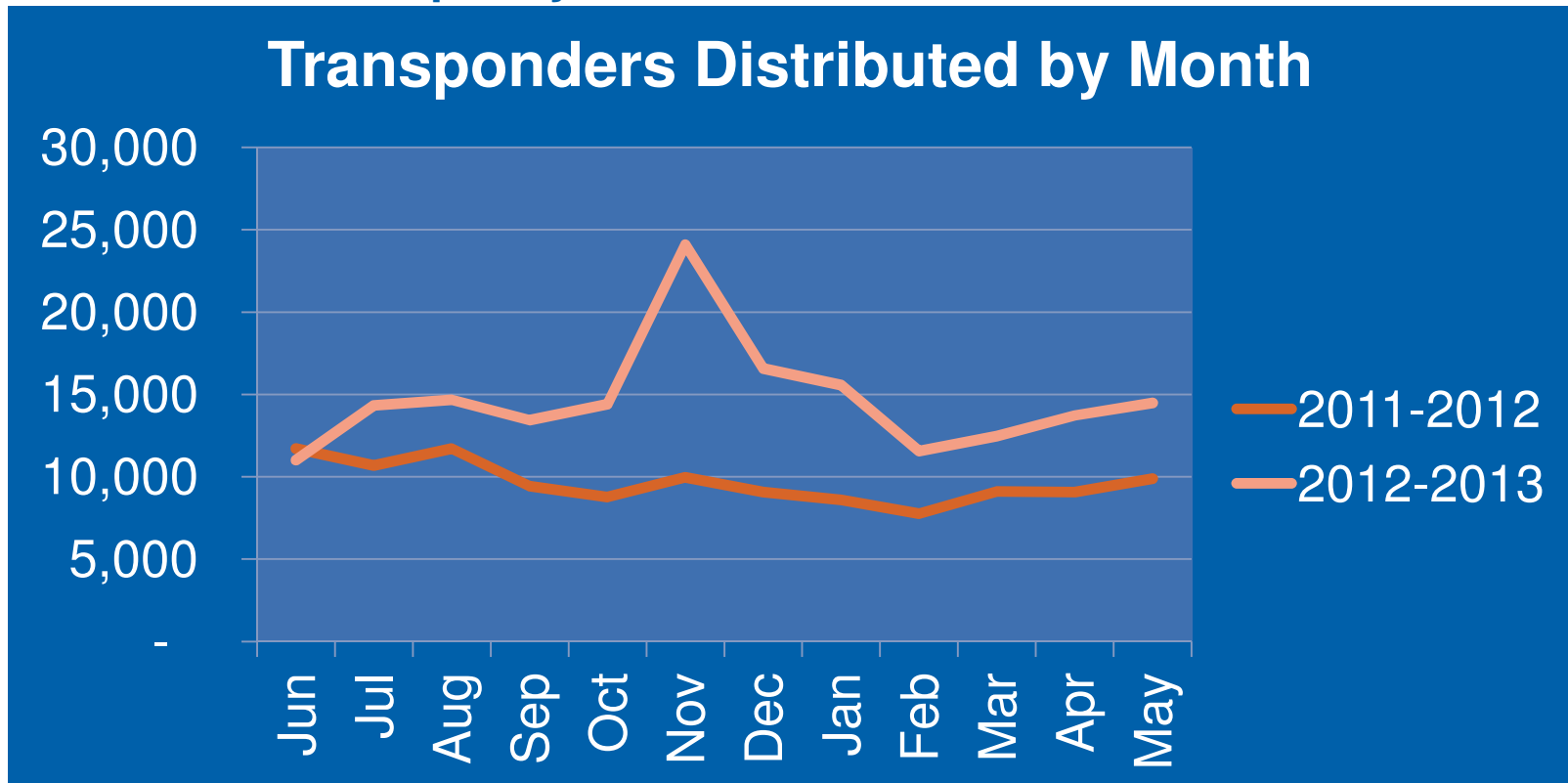
**E-ZPass Virginia continues to expand to support the opening of new toll facilities.**



- Raise awareness of the new facilities and the need for transponders
- Provide convenience and availability for obtaining transponders
- Create synergies through collaboration with new toll facilities

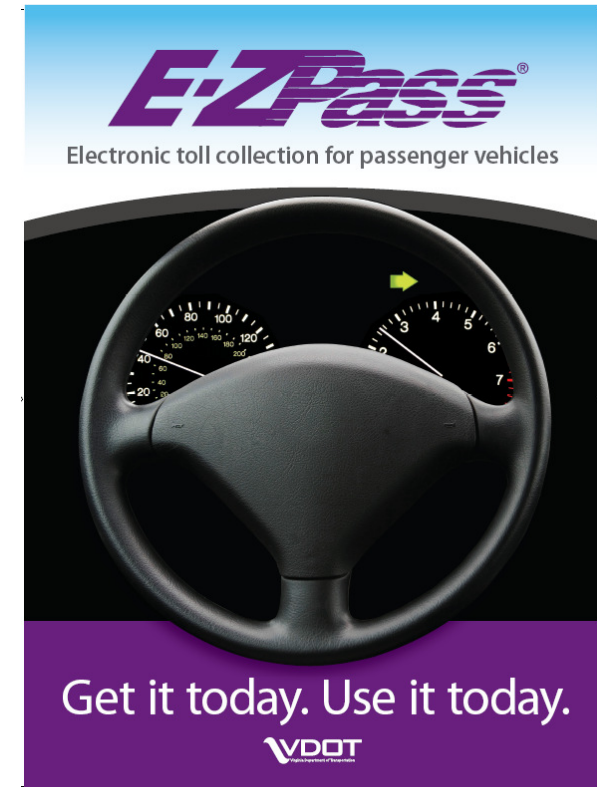
## Current Status

- **Status as of June 1, 2013**
  - Active accounts: 643,800
  - 1,004,690 total transponders
  - 176,000 transponders issued since June 2012
  - 52% increase over prior year



## Distribution

- **Current retail distribution available through**
  - AAA Mid-Atlantic
  - Wegmans
  - Giant
  - Ridefinders
  - Chesapeake DMV
  - Chesapeake Treasurer's Office, 4 locations
  - Jordan Bridge – Events sponsored by the toll facility
  - Chesapeake Bay Bridge-Tunnel



## Retail Distribution

- **Continue to market retail opportunities**
  - **Currently in discussion with nine potential retailers in Hampton Roads**
- **Established a Letter of Intent to pursue executing with potential retailers**
- **Retailers are hesitant to sign on with the requirement to stock transponders immediately**
- **The LOI establishes the following favorable contract terms available through July 30th:**
  - **A lower minimum order**
  - **Expected start date of October 1, 2013**
- **Our experience in Northern Virginia indicated that the community did not demonstrate a significant interest in acquiring an E-ZPass until a few weeks before and 4-6 weeks after the facility opened**

## Customer Service

- **The Hampton Roads market will likely be more difficult to reach than Northern Virginia**
- **Pending litigation concerning the commencement of tolling the Downtown/Midtown tunnel on February 1, 2014**
- **Very different market**
- **Additionally, retail distribution only accounts for about 20 percent of total transponders issued**
- **Planning to open at least one E-ZPass customer service center in the region; potentially one in Portsmouth and Norfolk**
- **Will continue to provide customer service through DMV locations as needed**
- **Also reviewing options to support easier cash replenishment of E-ZPass accounts. This is an important feature for the under-banked.**

## Moving Forward Together

- Will continue to work closely with our member toll facilities
- ERC has developed a marketing plan leading up to the opening of the facility on February 1, 2014
- E-ZPass Virginia will support their marketing efforts
- Additionally, E-ZPass Virginia will focus on increasing the awareness of E-ZPass and making the transponders readily available to the public