



# E-ZPass Virginia Update

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## Preparing Hampton Roads

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**October 17, 2013**



## Key Goals

- **E-ZPass Virginia continues to expand its presence and to educate and emphasize the benefits of the E-ZPass electronic toll payment service.**
  - ❑ **Raise awareness of the expanding opportunities to use the E-ZPass electronic toll payment service**
  - ❑ **Communicate the savings potentials**
  - ❑ **Provide convenient availability for obtaining transponders and servicing the accounts**
  
- **Create synergies through collaboration with new toll facilities**

- There are four existing toll facilities in Hampton Roads
- Three more are expected to begin by 2018

Facility	Location	Opened
Chesapeake Bay Bridge Tunnel	Virginia Beach to Cape Charles	1964
Coleman Bridge	Between Yorktown and Gloucester Point	1996
Chesapeake Expressway	Chesapeake to NC state line	2001
South Norfolk Jordan Bridge Replacement	Norfolk	2012
Downtown Tunnel/Midtown Tunnel/MLK Extension	Portsmouth/Norfolk	February 2014
Dominion Boulevard	Chesapeake	Early 2017
New Route 460	Between Prince George and Sussex Counties	2018

- There are six existing toll facilities in other areas of Virginia
- Another is scheduled to open in 2015

Facility	Location	Opened
Powhite Parkway/Downtown Expressway	Richmond; surrounding Counties	1973
Dulles Toll Road	Falls Church; through Fairfax County to Dulles Airport	1984
Powhite Parkway Extension	Chesterfield County	1988
Dulles Greenway	Leesburg; connects to Dulles Toll Road	1995
Pocahontas Parkway	Chesterfield and Henrico Counties	2002
I-495 Express Lanes	Capital Beltway between Springfield and Dulles Toll Road	2012
I-95 Express Lanes	Stafford/ Fairfax Counties; Northern VA	2015

## All Electronic Tolling (AET)

- **New facilities will not have toll booths or accept on the road cash payments**
- **They will be AET facilities**
- **AET facilities offer two basic forms of payment**
  - Electronic - E-ZPass Transponder**
  - Video Tolling – Image of license plate is captured to identify customer to be billed toll plus processing fee**
- **E-ZPass is the most cost effective option – Other options will incur an additional cost**

- **Challenge 1 - Provide an effective marketing campaign to address customer questions and concerns**
  - Do I really need a transponder?
  - I don't have a credit card or bank account.
  - It is too difficult to get a transponder.
  
- **Challenge 2 - Distribute 175,000 transponders**
  - 75,000 by February 2014
  - 100,000 between February and June 2014
  - Based on anticipated usage and desired E-ZPass penetration by ERT

- **To address Challenge 1, VDOT is engaging a marketing firm to develop and execute an E-ZPass marketing campaign**
- **Marketing firm will develop plan**
  - ❑ **Include paid marketing activities to coincide with Hampton Roads CSC openings**
  - ❑ **Will present details of plan at December meeting**
- **Have attended special events to promote and distribute transponders**
  - ❑ **Jordan Bridge - every other Saturday from February 2012 to May 2012**
  - ❑ **July 4<sup>th</sup> City of Chesapeake “hoopla” event**
  - ❑ **Shipyard Gates – October and November 2012**
  - ❑ **Portsmouth Naval Hospital - twice a month since December 2012**
  - ❑ **Will coordinate closely and participate with ERT’s upcoming events**
- **Provide ready access to transponders and account services**
  - ❑ **Open new customer services centers**
  - ❑ **Implement cash card reload program**

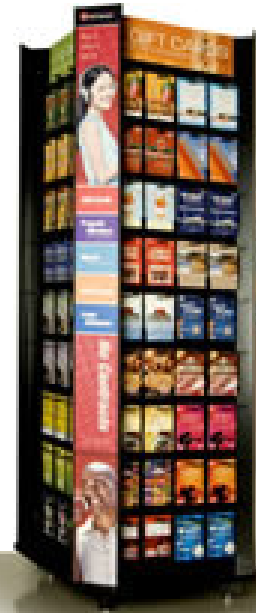
# Customer Service

## ➤ Cash Card

- Industry leader in store cash products
- Currently located in retail establishments throughout the region
- Serve as alternative to in-person cash replenishment
- Similar to a pre-paid iTunes card

## ➤ Existing payment options

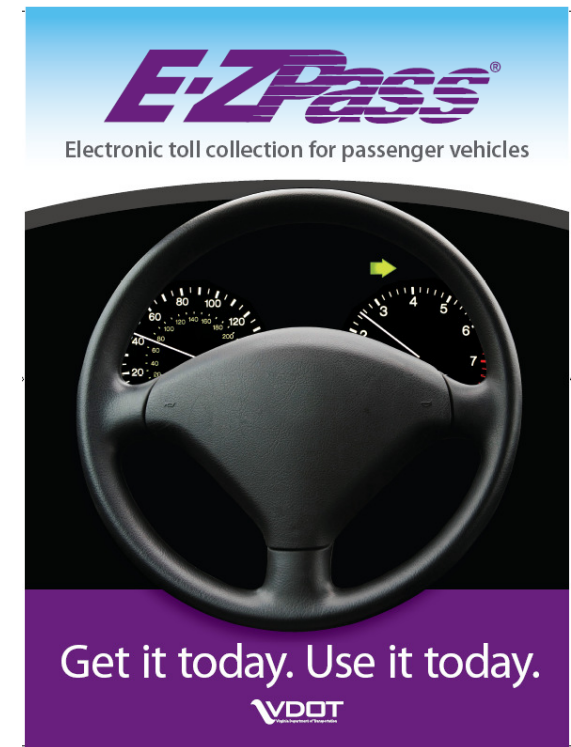
- Credit or Debit card (CSC/online)
- Gift cards (CSC/online)
- ACH (CSC/online)
- Check (CSC/mail)
- Cash (CSC)





## Increase E-ZPass Availability

- **The following actions are being pursued to address Challenge 2, to increase transponder availability:**
  - ❑ **Open two new customer service centers by December 2013**
    - Portsmouth
    - Norfolk
  - ❑ **Temporary co-location**
    - Elizabeth River Tunnels (ERT) office - began October 7
    - Chesapeake DMV – June 2012
    - DMV Mobile – August 2013
  - ❑ **Expand the retail program**
    - Have established 53 retail sites in Northern Virginia
    - Working to obtain similar retail presence in Hampton Roads
      - Chesapeake Treasurer's Office, 4 locations
      - Chesapeake Bay Bridge-Tunnel
      - Norfolk Convention and Visitors Bureau



## Increase E-ZPass Availability

### □ Promote and make available at Special Events

- Portsmouth Naval Hospital – twice a month since December 2012
- July 4<sup>th</sup> City of Chesapeake “hoopla” event
- Jordan Bridge – every other Saturday from February 2012 to May 2012
- Shipyard Gates – October and November 2012
- South Norfolk Jordan Bridge Bash & River Run – October 2013

## Current E-ZPass Availability

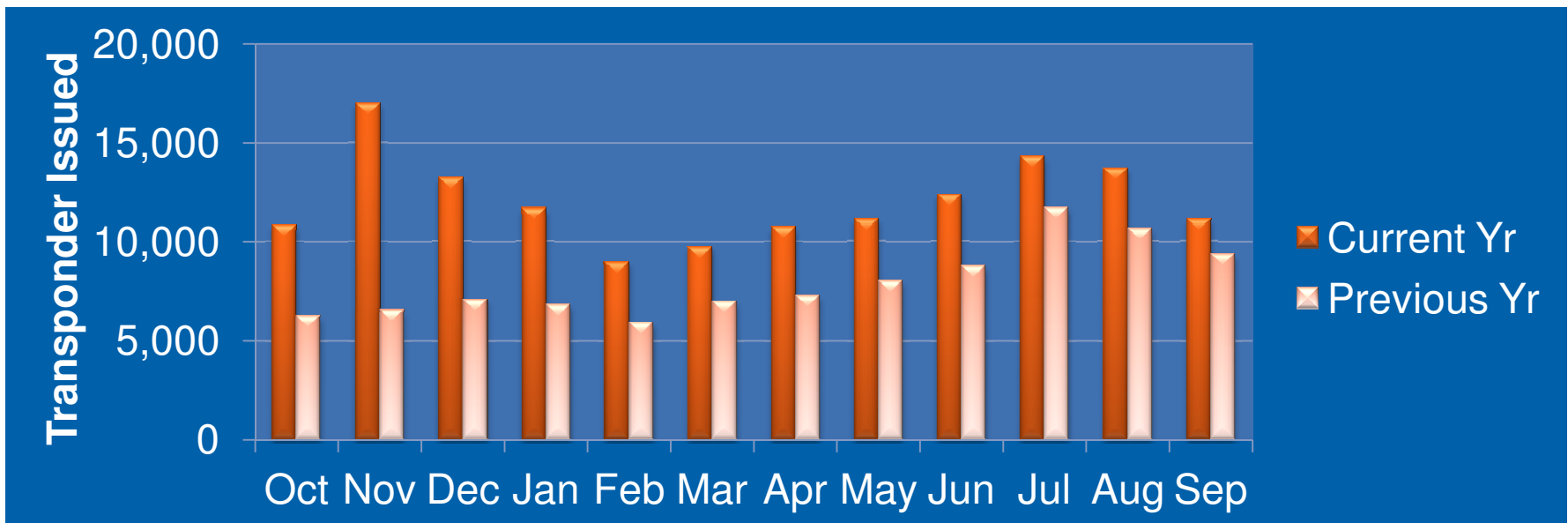
➤ **E-ZPass transponders are currently available through the following options:**

- Online - [www.ezpassva.com](http://www.ezpassva.com)**
- Retail purchase**
- Phone - Toll Free number – 877-762-7824**
- Existing Customer Service Centers**
  - Coleman Bridge – Gloucester
  - Chesterfield
  - Herndon
- Online Transponder registration (Website and Retail) represent 75% E-ZPass activity over the last 12 months**

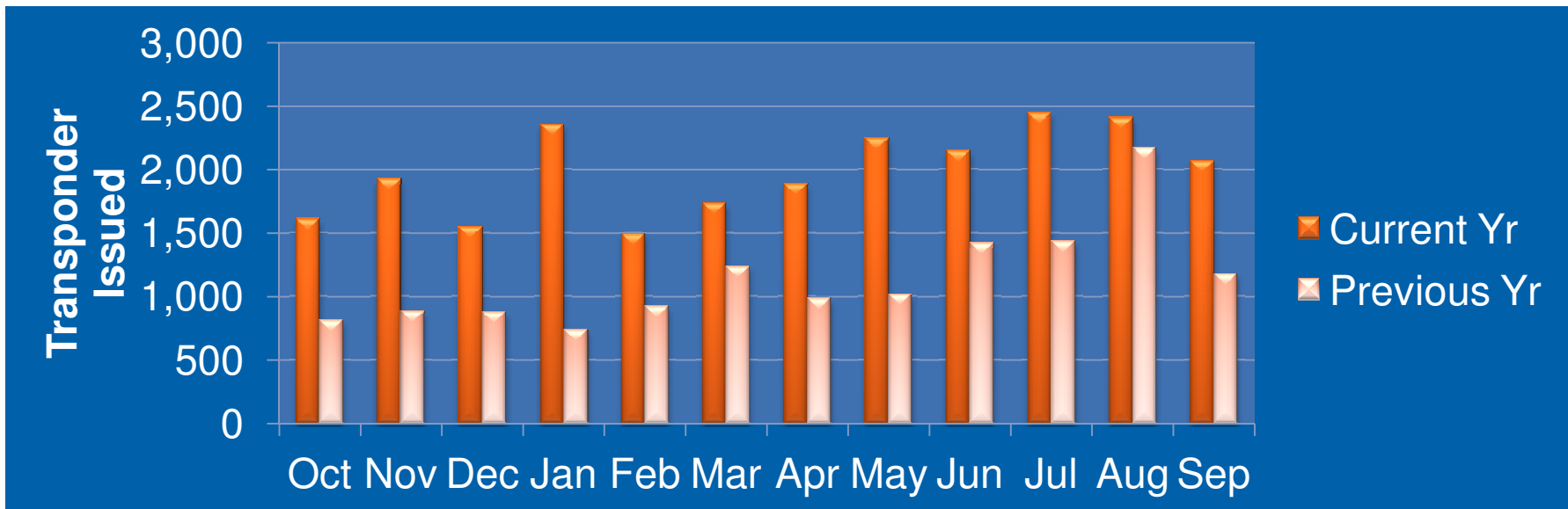


	Statewide
Active Accounts	695,000
Transponders in service	1,060,000
Transponders issued since October 2012	145,000
Annual Increase	52%

### Spike in activity around November 2012 related to 495 Express Lanes opening



	Hampton Roads
Active Accounts	81,300
Transponders in service	127,300
Transponders issued since October 2012	23,900
Annual Increase	75%



- **October – Begin temporary co-location with Elizabeth River Tunnels to offer full E-ZPass customer services**
- **November – Initiate E-ZPass marketing plan, coordinating message with toll facilities**
- **December**
  - ❑ **Open new customer service centers**
  - ❑ **Present marketing plan to CTB**
- **February/March – Rollout cash replenishment card program**
- **Ongoing**
  - ❑ **Expand retail sales market in the region**
  - ❑ **Continue to provide customer service through DMV locations as needed**