Status Report on LA 1 Toll Operations

July 18, 2013
Commitments to Accomplishments

• Lengthen Cash Lane
  – Cash Lane Increased by 2000 feet
  – From 650 feet long to 2650 feet long
  – Can accommodate over 100 cars
• Added a Toll Booth on the Island
• Hired Toll Collection Staff
• Monitored the Traffic and Added Shifts as needed
• Continuing to Hire Backup and Part-Time Staff
Adjusted Staffing Plan

• Off Peak Months (October to April)
  – Staffed during Peak Hours
  – ATPMs used during Non-Peak Hours

• Peak Months (May to September)
  – Staffed 24/7

• Just completed Memorial Day and Fourth of July Holiday Weekends with no major lines or complaints
Commitments to Accomplishments

• Toll Violation Processing
  – Notices are being sent out within 30 days of violation
  – Backlog of Images
    • All images were manually reviewed
    • Resulting Violation Notices are on schedule to be mailed by July 22nd
  – Texas Violation Notices sent 2013 YTD - 670
  – Mississippi Violation Notices sent 2013 YTD - 472
Commitments to Accomplishments

• Implement software enhancements to improve communications with customers
  – Sent Notification Letters to GeauxPass Account Holders
    • Credit Card Expiration Letters - May 424 June 367
    • Credit Card Auto Replenishment Letters - 92 46
    • Low Balance Letters - 2,680 900
    • Negative Balance Letters - 560 618

• Develop guidelines for resolution of violations due to a low balance, negative balance, expired or stolen credit cards
GeauxPass Efforts in May

• First Violation Hearings Held on May 23rd At Public Library In Galliano

• Will continue scheduling hearings locally
  – For those customers that do not want to conduct their hearings in New Orleans or over the phone

• Gave Away 156 Toll Tags through LA 1 Coalition Sponsored Program
  – Just purchased an additional 1,000 tags for the giveaway
  – Need driver’s license, email address, and a minimum of $30 to place on the account to qualify
More GeauxPass Efforts in May

• Sold 340 Toll Tags

• Total Revenue for May 2013 was $530k
  – the single highest month since opening
  – Average Collection Rate this FY = 98.9%

• Open Road Tolling (ORT) transactions were ~66%
  – 56% Automated Vehicle Identification (AVI) using toll tag
  – 10% V-toll using license plate image
GeauxPass Changes

• Establish New User Agreement that clearly spells out rights and obligations of Patron when setting up a GeauxPass Account

• Act 206 of 2013 Regular Session
  • Effective June 10, 2013
  • Reduces the required late notices for 3 to 1
  • Reduces late fees
  • Allows for communications by electronic mail
  • System Modifications and Business Rules Changes are Underway
Future Plans

• Testing AVI Multiprotocol Reader over the Northbound Lane
  – to determine the effectiveness of this new reader to pick up tags from other States and Toll Authorities
  – 6B, 6C, and IAG tags
  – If testing goes well, will upgrade lane equipment for 6C technology and reading tags from other toll authorities

• Exploring Single-Trip Option with American Road Technologies
  – To provide more payment options in lieu of cash
2013 Grand Isle International Tarpon Rodeo

- During the 2012 Tarpon Rodeo, we collected tolls manually and through the ATPM
- We had a plan in 2012 and have a plan for 2013
- This year we’ll collect tolls via the toll booth
Questions????