Status Report
Addition of LA 1 Cash Toll Lane

Presented to the LTA
July 18, 2012
Background

- **Bridge Opens – July 2009**
  - Funding
    - $94 million Senior Bonds
    - $66 million Transportation Infrastructure Finance and Innovation Act (TIFIA) Loan
    - Remaining funds comprised of Federal/State and Local Sources

- Toll revenues have been committed to pay for bonds and TIFIA Loan
- **DOTD is responsible for toll collections**
Background

- Toll System Assessment Report by HNTB (04/2011)
- Pre-pay/Post-pay collection method inefficient and ineffective
  - Unable to locate out of state violators
  - Low reliability yielding high violation rate
  - Kiosks required customers to exit their vehicles
Basis for Change

• **Automatic Toll Payment Machine (ATPM)**
  – Remote, un-staffed, 24/7 operations necessary to collect non-GeauxPass tolls
  – Security for personnel and cash
  – Proven effective and efficient method of collecting tolls for a low volume toll facility
    • Deployed at multiple locations across the U.S. over the last 10 years
Current Status

• Constructed New Cash Lane
• Installed 1st Automatic Toll Payment Machine
• Removed Kiosks for Pre-pay
• Removed Post-pay options
• Opened to traffic on June 20th
Current Status - New Cash Lane
Current Status - ATPM
Issues

• Longer than desired traffic queues during peak hours and special events (visitors/commuters)
• Single point of failure with only one ATPM installed
• Longer than desired ATPM transaction times
• Inclement weather
Adjustments

- Personnel on-site to assist/educate customers
- Restriped LA 1 approach to bridge to allow for more ATPM users queue
- Added signage and pavement markings
- Technical staff on-site to repair ATPM
- Provided Traffic Control Staff
- 24/7 Police Presence
Adjustments

• Developed solutions for addressing long queues
  – Exchanging coins for bills
  – Manual Collection

• Additional Variable Message Signs

• Extended Golden Meadow Customer Service Center hours to include Saturdays and Sundays (8am – 2pm) through July
Positive Impacts

• Higher revenue collection rate
• Lower violation rate
• Higher Penetration of GeauxPass Customers
  – 40% to 44% in 14 days
• GeauxPass Sales increased
  – Prior to Cash Lane (week prior cash lane) – 25 per day
  – Post Cash Lane (last 5 weekdays) – 135 per day
Future Plans

• Canopy and enclosure to environmentally protect ATPMs and customer experience – September 2012
• 2\textsuperscript{nd} ATPM for redundancy – October 2012
• Continued Public Outreach Efforts
• Further Improvements to Intersection and Lane Geometry
Future Plans

• Continue to Simplify ATPM Process
• Options for Single Trip Passes
  – Tokens or Magnetic Card
Steps for Success

• Continue to increase GeauxPass Penetration with public communications/marketing
  – Focused on commuters and frequent users
  – GeauxPass Lane has no delays

• Decrease ATPM transaction times
  – Coins are the quickest
  – Credit Cards/Debit Cards are quicker than bills
  – Use the fewest number of bills possible
Questions????