



# All Electronic Tolling Update

November 14, 2013



# Agenda

- **All Electronic Tolling Update**
  - Civil Construction and Toll System Installation
  - On-road Signs
  - Marketing and Outreach
  - Account Management

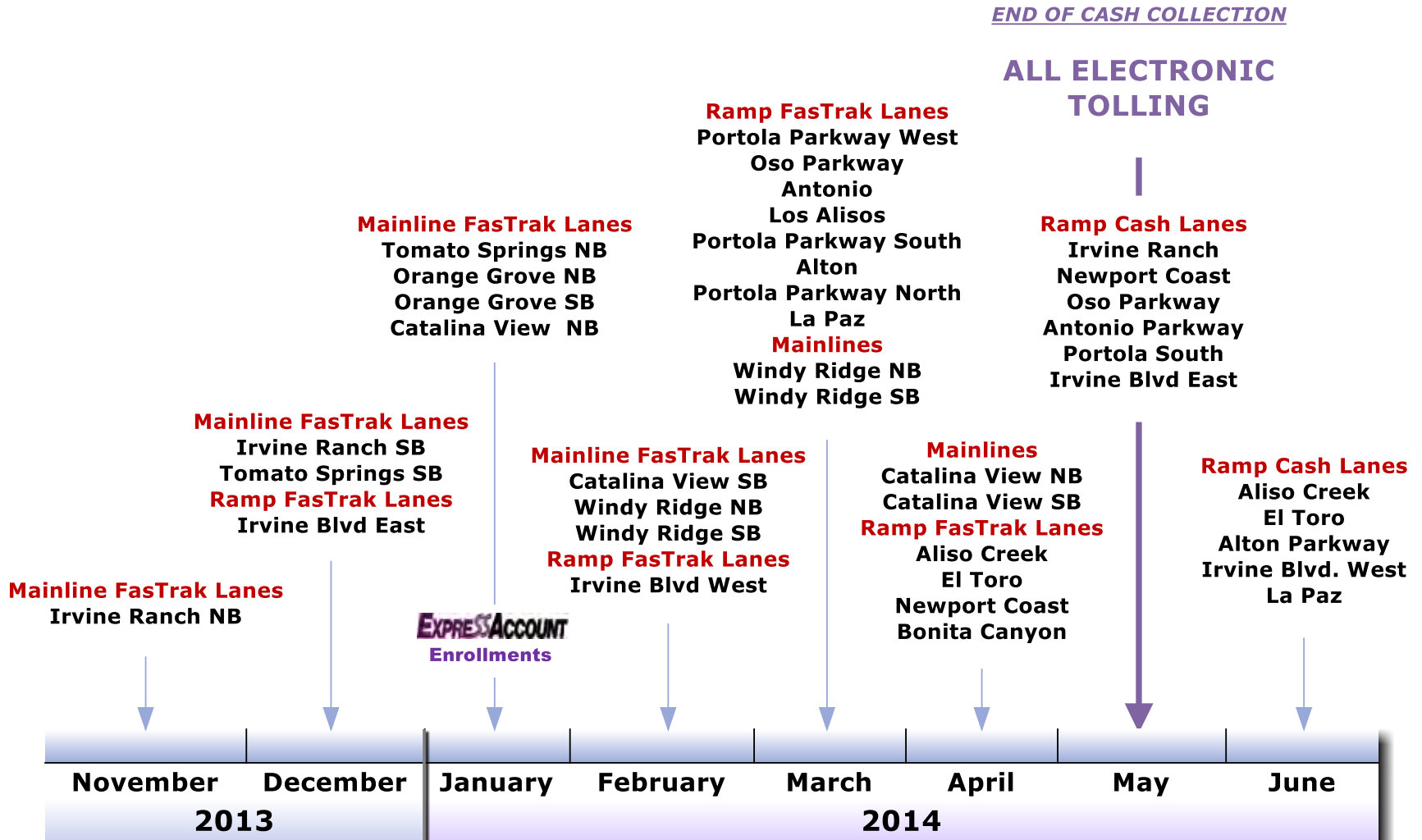


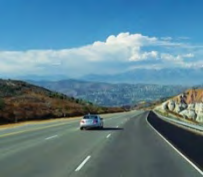
# On-road AET Activity

- **Mainline: FasTrak lanes - 26 lanes**
  - Starts mid-November
- **Ramps: FasTrak Lanes - 28 lanes**
  - Starts late February
- **Windy Ridge and Catalina View Mainline Plazas – 4 lanes**
  - Starts early March
  - Truck Open Road Tolling lanes
  - Windy Ridge: Lanes 3 and 4 combined
  - Catalina View: Lanes 4 and 5 combined
- **Ramps: Cash Lanes - 15 lanes**
  - Starts early May
  - Geometric and traffic volume requirements



# AET Installation Schedule





# Prepared and Ready

- **Detailed work plan and schedule**
- **Structured road closures**
- **Additional toll attendant coverage**
- **Construction Engineer Manager on-site**
- **Daily work progress updates**
- **Public notification and awareness**



# Toll Plaza Cash Lanes – Mainline Closure







# Toll Plaza Cash Lanes – Ramp Closure





# Toll Plaza Cash Lanes – Mainline TORT





# Mainline Toll Plaza - Approach



# Mainline Toll Plaza – Truck Lane Diverge





# Mainline Toll Plaza – Beyond Toll Point





# Schedule

- **November**
  - Obtain Caltrans Headquarter sign concurrence
- **December**
  - HDR redesign and submittal to Caltrans Permits
  - NTP for signs to civil contractor
- **January**
  - Shop drawings submittal and review
- **Late February**
  - Begin fabrication
- **April**
  - Sign delivery and installation

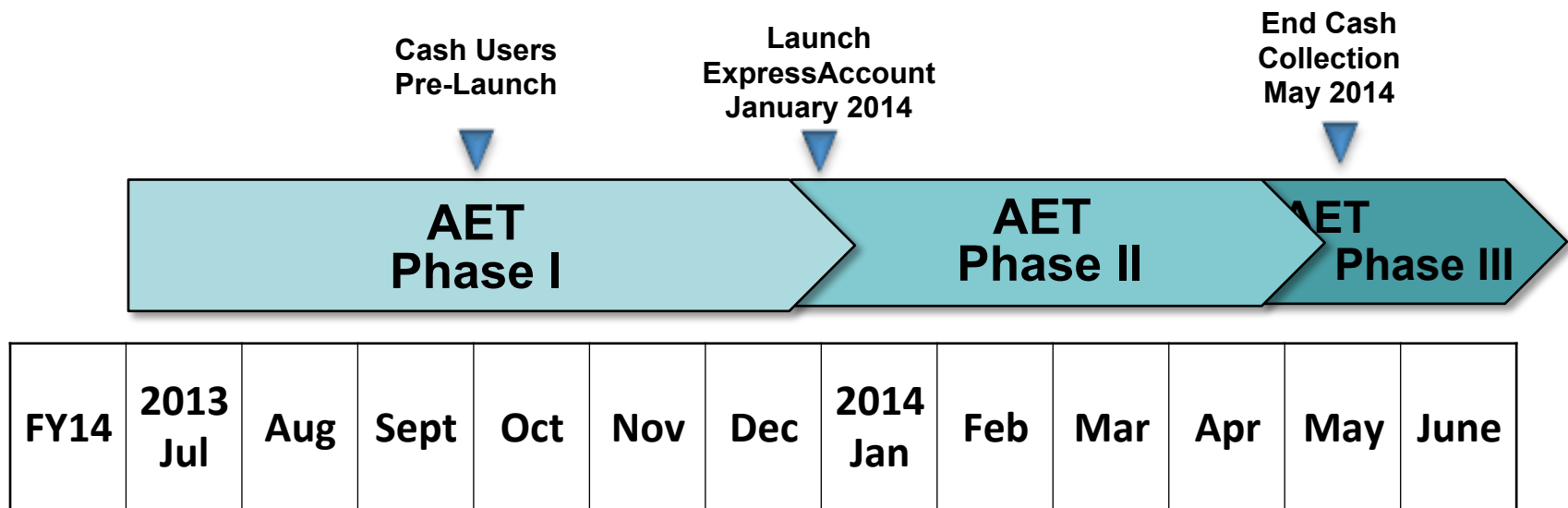




## Marketing, Public Relations and Outreach

# 3-Phased Approach to AET

- **Phase I: Jul to Dec, 2013 - Increase FasTrak accounts**
- **Phase II: Jan to May, 2014 - Launch ExpressAccount™**
- **Phase III: Ongoing - Awareness and account acquisition**



# Phase 1: Marketing and Advertising

July	August
<b>Campaign Launch: Introduce Layne</b>	
<b>Rev: +2.4%</b> <b>Trans: +2.0%</b> <b>Account: +20%</b>	<b>Rev: +7.3%</b> <b>Trans: +5.6%</b> <b>Account: +35.5%</b>

September	October	November
<b>Phase 1: FasTrak Conversion/ Mobile App/\$30 Free Tolls</b>		
<b>Rev: +4.0</b> <b>Trans: +2.1%</b> <b>Account: +36.2%</b> <b>% w/promo: 17%</b>	<b>Rev: +8.2%</b> <b>Trans: +5.7%</b> <b>Account: +42.1%</b> <b>% with promo: 20%</b>	<b>MTD:</b> <b>Rev: +7.3%</b> <b>Trans: +5.4%</b> <b>Account: +28%</b>



# Phase II: ExpressAccount Launch (Jan-May)

- **Marketing and PR Goals**
    - **Awareness and education**
    - **Conversion**
      - 70,000\* new ExpressAccounts™  
January 2014 – May 2015
- \*Source: traffic and revenue study



**EXPRESS** ACCOUNT™





# Marketing and PR Tool Box



## MARKETING

- **Paid Advertising- AWARENESS**
  - OC, LA & IE; GM & Hispanic
  - High impressions and frequency
- **Website**
- **Educational videos**
- **Collateral**
  - Fact sheet
  - Brochure/rate card/map
  - Statement stuffers
  - Toll attendant flyers/handouts
  - “One-Time-Toll” business card
- **Social media**
- **Promotions and partnerships**

## PR and OUTREACH

- **Media relations/earned media**
- **Issues management matrix**
- **Messaging & talking points**
- **Speakers bureau**
- **Media events**
- **Booths and community outreach**
- **Construction outreach**

# Segmented: Current Users

- **FasTrak customers** - “No change is needed; tell a friend”
  - Statement stuffers
  - Social media
  - Email blasts
  - Changeable message signs
  - Text message
  - Website
- **Cash customers** - New ExpressAccount and non-stop tolling
  - Toll booth flyers, planter signs and TA scripts
  - Limited time incentives, i.e. \$30 Free Tolls
  - Educational videos
  - Changeable message signs
  - Website





# Additional Segmented Audience

- **Hispanics**
  - 1<sup>st</sup> generation, non-native Spanish-speaking Latinos and 2<sup>nd</sup> generation
- **Tourists and Visitors**
  - Hotels, airports, car rentals destinations and travel associations
- **New Homeowners/Renters**
- **College**
- **Senior**



# Messaging and Limited Time Offers

FY 14 Q3 and Q4 Marketing Calendar

	<u>December</u>	<u>January</u>	<u>February</u>	<u>March</u>	<u>April</u>	<u>May 1-5</u>	<u>May 6-31</u>	<u>June</u>
Key Events	<u>Phase I</u> FasTrak Conversion	<u>Phase II</u> ExpressAccount Launch, Education and Conversion					<u>Phase III</u> Non-Stop Driving and New Ways to Pay	
Media Message	<i>FasTrak Benefits</i>	<i>Total Market Media: New ExpressAccount and non-stop driving on The Toll Roads</i>						
LTO Promotion	Albertson's \$5 "Gift"	OCR \$50	\$30 Free Tolls		Drive a Week Free		TBD	TBD
Targeted Offers	Welcome Express \$30							
	AAA 20%							
	Albertsons \$40							
	Costco \$40							





# AET Account Management



# Upcoming Dates

- **December 4: AET Website LIVE**
- **January 6, 2014: *EXPRESS*ACCOUNT™ Open Enrollment**
- **May 7, 2014: End of Cash Collection**