



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
- 2nd 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????



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