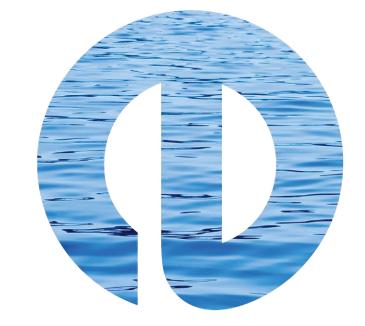
# Downtown Tunnel / Midtown Tunnel / MLK Extension Project



Presentation to the Commonwealth Transportation Board

By Greg Woodsmall, Interim CEO Elizabeth River Crossings OpCo, LLC



### **Project Status**



- Entered into the Comprehensive Agreement (Dec 2011)
- Key business terms consistent with IRP recommendations and CTB approval
  - Includes subsidy to enhance bus service
- Performing work as required by the Comprehensive Agreement
  - Tolling Mobilization Activities
  - Operations & Maintenance Planning
  - Construction Planning
  - Tolling Strategy & Marketing
  - Public Info & Communications
- Financial Close: 1Q 2012
- Toll commencement: 3Q 2012
  - Tolls at Downtown and Midtown Tunnels
  - ~2016 MLK Extension tolls



### **Preparing for Tolling**



- Metrics and schedule on target for Tolling Mobilization Activities
  - Steel acquisition and gantry fabrication
  - —Back-office software
  - —Hardware testing
  - ConstructionAuthorizations
  - —Signage
  - Website and Toll-FreeCustomer Service Hotline
  - Collaboration with Dept of Motor Vehicles
- Drivers may use E-ZPass or Pay by Plate



### **E-ZPass Stats for Project**

ELIZABETH RIVER

- Goal: majority E-ZPass customers
- Last measured study reflects low penetration

Collaborative analysis undertaken by Toll Working Group

#### **Key quantity data points:**

- Anticipated 120,000 transactions per day:
  - —At Downtown and Midtown Tunnels combined
- One driver may generate multiple trips
  - —Example: round-trip commute
- Transponder quantities estimated and on order by VDOT

Ample supply: 100,000 initial order



### **Obtaining an E-ZPass**



#### Tunnel Users

- Largely commuters
- Regional travel

#### Recognition and accommodation of various users

- Military personnel
- Tourism-related
- Temporary residents
- Fleet services/taxis
- Unbanked and underbanked

#### Enhanced ways to obtain an E-ZPass

- √ By Telephone
- √ Website Project and E-ZPass
- ✓ In-person at walk-in centers
  Exploring additional centers, co-location
- ✓ Coordination with major employers, military

#### Customer Service Representatives

- ✓ Trained and ready
- ✓ Flexibility to work with customers
- √ Seamless experience

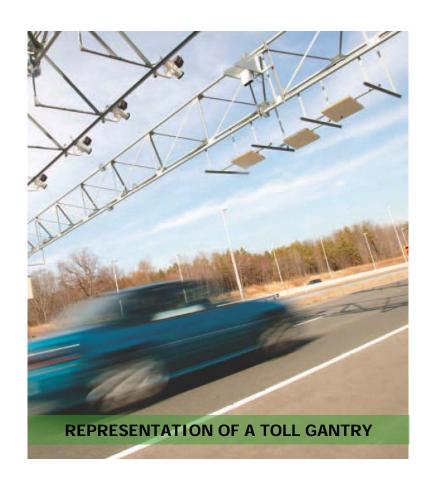
### TRANSPONDER DEMAND

Heaviest in the month before and after tolls start

### Pay by Plate



- License plate used to generate invoice
- Alternate to E-ZPass
  - —Allows cash payment at ERC storefronts
  - —ERC storefronts would enable, encourage conversion to E-ZPass
  - —Payment possible by phone and online
- Processing fee not to exceed \$3.18
  - Infrequent users may prefer to become regular Pay by Plate customers
    - May elect to register for a Pay by Plate account
    - Registered accounts may receive discounted processing fee, promotions



### **Public Outreach**



#### **Current and Future:**

- New informational materials, website
- Coordination with other projects and organizations (Jordan Bridge, HRT, USN)
- Community Outreach and Briefings
- Focus groups for public input
- Subcontracting Opportunities, Events

#### Late April/May: Advertising

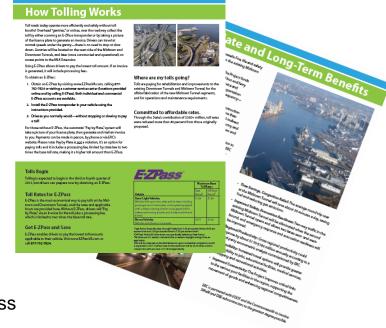
- Regional
- Television, radio, newspaper, outdoor and online
- First educational campaign, next: obtain an E-ZPass
- Messages will reach nearly all tunnel users, repeatedly

#### Marketing incentives being considered

Prior to toll commencement, obtain an E-ZPass and get 10 trips free

Can implement at intervals throughout operations

- Convert to E-ZPass within 72 hours, processing fee waived
- Pay by Plate, register and fees are reduced
- ...and More; financial close is trigger for finalizing incentives











Extension Project is located in the cities of Norfolk and Portsmouth, Virginia



## Thank you



