

Policy Advisory Council Orientation



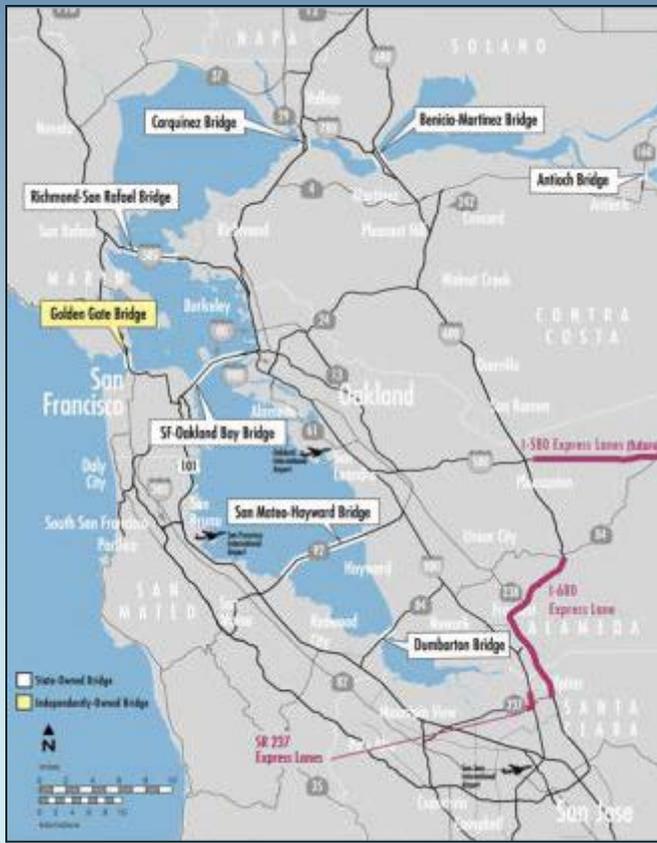
Electronic Payments Section
Carol Kuester, Director

December 2013

Electronic Payment Needs



Bridge and Express Lane Tolling



Electronic Payment Program Usage



Toll Tags / Cards in Circulation

1.8 M

1.7 M

Average Monthly:

Calls to Customer Service Center

125,000

29,600

(58% CSR, 42% IVR)

(98% CSR, 2% IVR)

Toll / Transit Revenue Collected

\$31 M

\$29 M

Average Weekday Saturation

65%

46%

Average monthly data from January to June 2012

Clipper Program Overview

- **San Francisco Bay Area's transit payment system**
 - Operating on 8 systems
 - Available to 95% of all riders
 - 45% market share
 - 1.3 million active cards
 - Processing \$30M+/month
- **Average weekday transaction volume: 600,000**
- **350 retail and merchant locations throughout the Bay Area**
- **Implementation**
 - Phased implementation from 2006-2012
 - Expansion to 7 additional systems in 2014
 - Additional expansion in 2015
 - Starting to plan next generation system



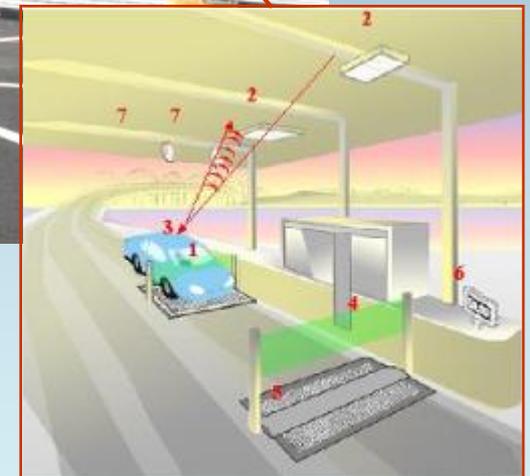
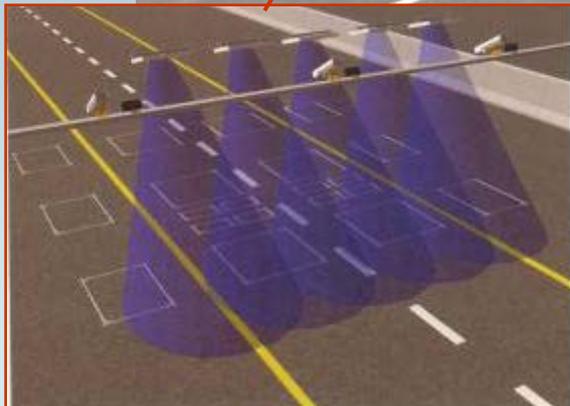
Growth in Monthly Transaction Volume



California Interoperable FasTrak® Tag



ETC Technology



1. Entry Light Curtain
2. Antenna
3. Toll Tag
4. Exit Light Curtain
5. Axle Counter (Treadle)
6. Patron Toll Display
7. Violation Camera

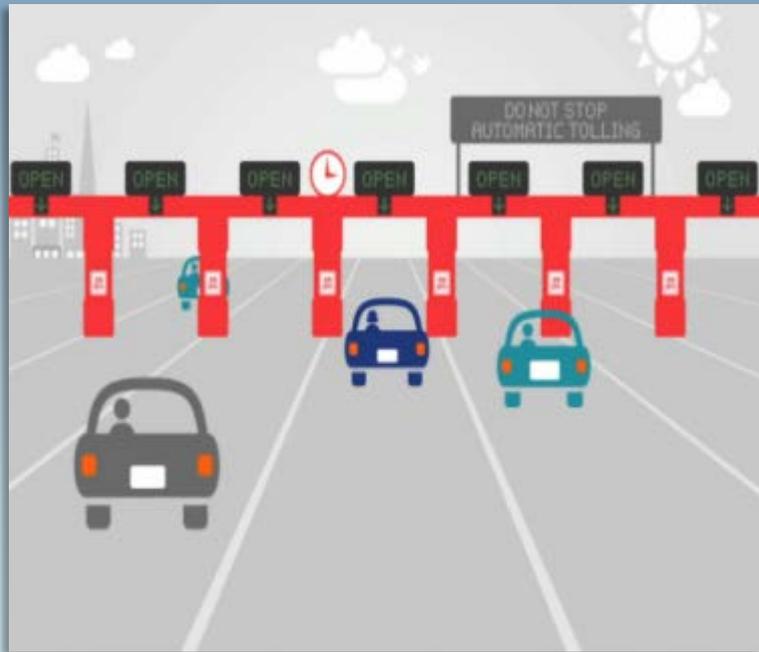
Bridge FasTrak Usage

Bridge	# of Staffed Lanes	# of FasTrak Lanes	Peak Period % FasTrak	Annual Traffic
SF Oakland Bay	10	10	78%	44,200,000
Carquinez	8	4	62%	20,000,000
Benicia-Martinez	9	3*	68%	18,200,000
San Mateo-Hayward	6	4	73%	16,200,000
Richmond-San Rafael	4	3	67%	12,500,000
Dumbarton	4	3	75%	9,900,000
Antioch	1	2	51%	2,200,000
TOTAL	42	29	75%	123,200,000

*Open Road Tolling

Golden Gate Bridge All Electronic Tolling (AET)

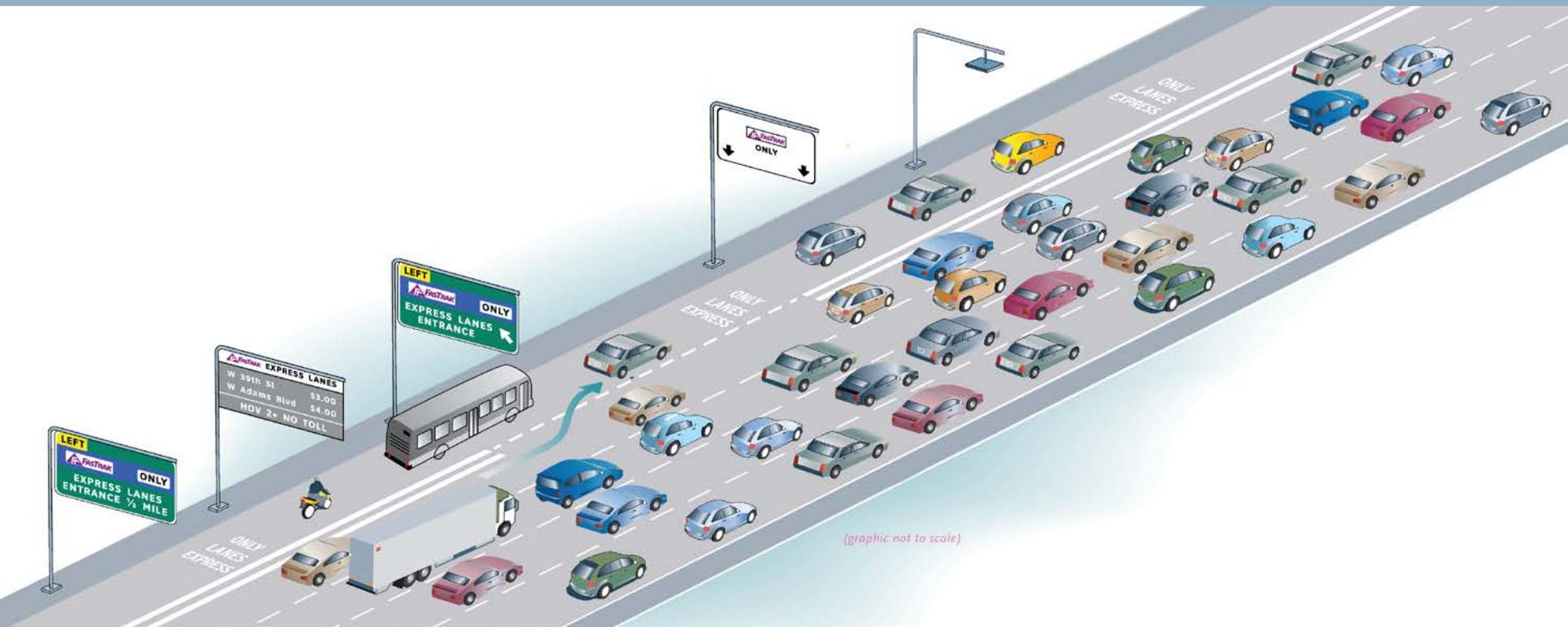
Cash collection removed from the Golden Gate Bridge toll plaza in March 2013



- **Toll collection methods**
 - License plate image used to bill the registered vehicle owner
 - FasTrak tag
- **Introduced new payment options**
 - Image based license plate accounts
 - Cash payment kiosks at retail locations
- **Other Bay Area bridges will be studied**

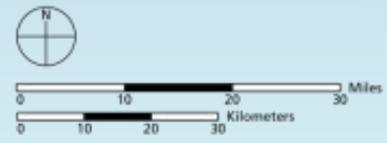
Bay Area Express Lanes

- Single lane, not reversible
- More open access configuration
- Dynamic tolls keeps lane free flowing (congestion pricing)
- Carpools, buses free



Express Lane Network

- **550 Miles of Express Lanes:**
 - 20 miles existing express lanes
 - 320 miles converted HOV lanes
 - 210 miles new lanes



HOT net System
Street base map © Thomas Bros. Maps. All rights reserved.
MTC Graphics/lpb — 3.20.2012



Looking to the Future: Program Consolidation?



Account-based



Integrated

Leverage system
similarities

Provide value for
customers

Simplify program
oversight



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