

## Range of Pricing Objectives

Electronic Toll Collection → Variable Pricing → More Tolling Options



Traffic flow target  
Minimum speed target  
Funding target  
Trip cost targets  
Multiple objectives



## HOT Lanes Provide...

- **CHOICE** — HOT lanes offer travelers an alternative to traffic congestion
- **VALUE** — HOT lanes provide the option of paying for travel time savings, while preserving HOV lane benefits for eligible carpools and buses
- **REVENUE** — An additional opportunity for funding corridor capital improvements, maintenance and/or operations
- **SAFETY** — Emergency response and police vehicles can avoid traffic jams



## **HOT Benefits Vary by Application**

- HOV to HOT conversion – makes use of extra space (capacity) in the HOV lane
  - ◆ HOT users get congestion-free travel
  - ◆ Some space is freed up in the adjacent toll-free lanes, improving flow and/or serving more vehicles
- HOT lane expansion – pricing ensures that the new lanes will operate at high efficiency
  - ◆ Congestion in toll-free lanes can cause traffic flow to break down, lowering overall vehicle throughput and efficiency



## **Public Opinion Favors HOT Lanes**

- All demographic groups value having a “pay per use” choice when pressed for time
- Public opinions of I-15 FasTrak Express Lanes:
  - ◆ 77% of corridor users agree that SOVs should be allowed to use the HOT lanes for a fee
    - no significant variation in response by ethnicity or income!
  - ◆ 66% of non-users and 88% of users approved of I-15 HOT lanes
  - ◆ 90% of HOT lane users and 73% of non-users agree that HOT lanes reduce I-15 congestion



## Infrequent / “Out of Town” Users

- Give every vehicle two “free passes” per year
- Equip rental car fleets with toll tags
- Secondary payment system based on license plate identification

Potential options for vehicles without toll tags

### User Takes Action

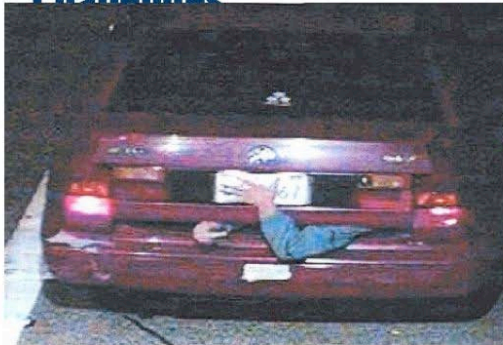
- 24 hour window for user to make pre/post payment
- Several options — dial 511, 800 number, web site, kiosks
- Credit and debit cards, cash at certain locations
- Surcharge or minimum may apply

### Toll Operator Takes Action

- Determine address of vehicle’s registered owner
- Mail invoice to owner for toll charge + administrative fee
- Owner may write a check or pay electronically via website



## License Plate Recognition for Secondary Payment and Violation Enforcement Poses a Few Minor Challenges



Make Your Car Plate Invisible To The Traffic Camera!



## Toll Tag Participation Incentives

- Subsidize purchase by applying part of cost toward toll travel
- Add surcharge for other secondary payment methods
- Make easily and widely available
  - ◆ Shopping centers
  - ◆ Gas & convenience stores
  - ◆ ATMs / vending machines
  - ◆ Internet sales
- Emerging technology standards allow widespread use
- Implement new, non-transportation applications
  - ◆ Restaurant and gas station "drive-thru" payment

