

A Public Awareness Campaign to promote tolling worldwide

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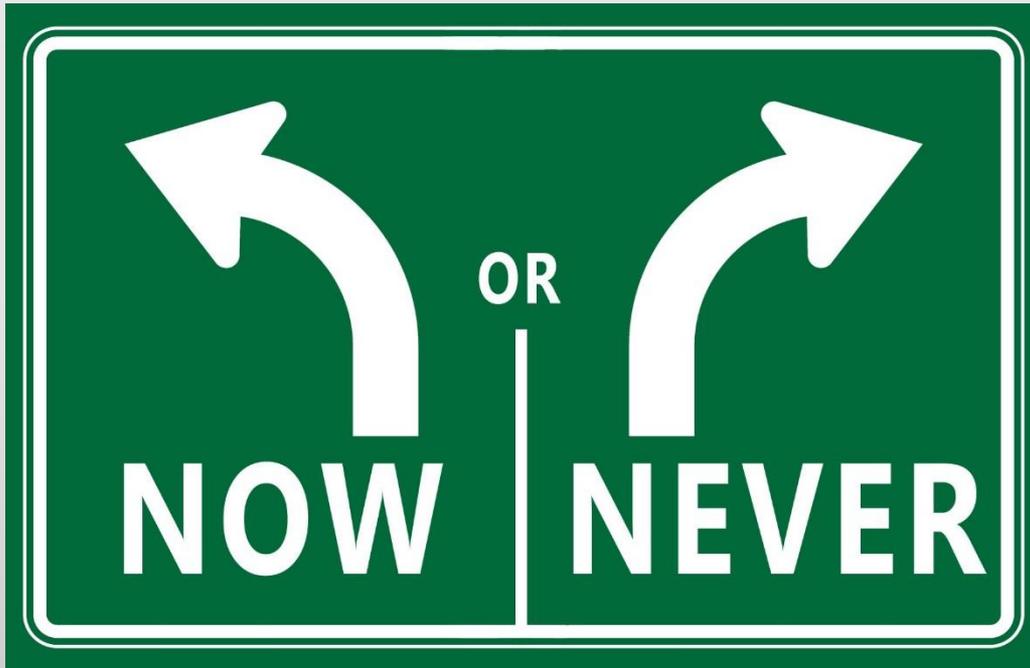


INTERNATIONAL TOLL FACILITY OPERATORS



LEGEND
 COUNTRIES WITH IBTTA MEMBER AGENCIES

2013



**MOVING
AMERICA
FORWARD**

STRATEGIC GOALS

- ▶ **Raise the voice, visibility and benefits of tolling;**
- ▶ **Highlight the vital role tolling plays in building and rebuilding our surface transportation infrastructure;**
- ▶ **Educate and inform elected officials at all levels, policymaker, the media and the general public about tolling and the nation's transportation infrastructure crisis.**

A key message from the tolling industry

Tolling is the best tool for building, operating, improving, maintaining safe, efficient and reliable road infrastructure for the benefit of users and citizens

To be communicated to:

- Policy makers/legislators
- Stakeholders, representatives of the transportation industry
- Members
- Users/customers of different ages and generations



Raising awareness of the vital role that tolling can play in building and re-building America's surface transportation infrastructure.

Began in January/March 2013 timeframe with the following goals:

- Building the visibility of IBTTA
- Building awareness of the campaign
- Becoming part of the conversation and driving it
- **Positioning IBTTA as a Thought Leader in the Industry**
- Working with leadership, communications and marketing professionals throughout IBTTA members to emphasize and deliver a unified message on tolling.

The IBTTA campaign for the Members

Enhancing communications to IBTTA members

Produce materials for members with elected officials and policy makers:

- One-pagers
- Success Stories
- Studies and Reports
- campaign web page

The collage features several key documents:

- ASECAP Report:** "BY THE NUMBERS IN EUROPE" and "ABOUT ASECAP". It highlights that tolling is one of the most effective, equitable ways to pay for highway transportation and delivers the safety and reliability that users expect. It also notes that ASECAP is the European Association of Operators of Road Infrastructure, representing 16 countries and 100 toll roads.
- FAST FACTS (Europe):**
 - 173 Number of toll roads in Europe
 - 24,968,875 Number of toll road vehicles annually
 - 46,475.91 Number of toll road vehicles per mile
- IBTTA TOLLING THE INTERSTATES:** "THE CASE FOR FLEXIBILITY". It discusses the Interstate Highway System as a \$420 billion investment and notes that tolling is a proven, reliable funding method. It also mentions that tolling is a proven, reliable funding method that is already delivering results in 14 more states.
- FAST FACTS (Interstates):**
 - 36 Number of U.S. states with toll roads
 - 5 BILLION Number of toll road vehicles annually
 - 5,431 Miles of toll roads
- IBTTA TOLLING THE INTERSTATES:** "PAYING FOR WHAT WE USE". It states that many portions of the Interstate system are now more than 50 years old and that tolling is a proven, reliable funding method.
- IBTTA TOLLING THE INTERSTATES:** "THE INTERSTATE HIGHWAYS...". It lists statistics such as "Are 17% of America's total public road miles" and "Are 4% of miles open to the jurisdiction of state departments of transportation".
- IBTTA TOLLING IN BRIEF:** "THE GAS TAX ISN'T ENOUGH TO FUND TRANSPORTATION". It notes that the 18.4 cents per gallon federal gas tax was last raised in 1993 and that tolling is a proven, reliable funding method.
- IBTTA TOLLING IN BRIEF:** "FAST FACTS ON THE U.S. TOLLING INDUSTRY". It lists statistics such as "There are more than 5,000 miles of U.S. toll roads" and "35 U.S. states and territories have at least one toll road".
- IBTTA TOLLING IN BRIEF:** "NUMBERS IN THE U.S.". It provides statistics on tolling in the United States, including "National U.S. toll road revenue" and "National U.S. toll road vehicles per mile".

The IBTTA campaign involving the Members

Success Stories from the Members

SmartMove...

SUCCESS STORIES FROM THE TOLLING INDUSTRY

Agency
E-470 Public Highway Authority

Project
Local Governments Take Charge of Toll Road Development

Purpose
Congestion relief in a growing metropolitan area.

Vital Stats
• 47-mile controlled-access toll road traversing the eastern portion of the Denver Metropolitan Area.
• First phase opened in June 1991; road complete in January 2003.

History
Based on a 1982 transportation study, three suburban counties surrounding the city and county of Denver agreed to build a semi-circular eastern beltway to accommodate projected population growth and serve as a focal point for urban planning. But with declining state and federal resources, elected officials in Adams, Arapahoe, and Douglas counties realized the road would only be built if they financed it themselves. In February 1985, they formed the E-470 Authority, the predecessor of today's E-470 Public Highway Authority.

In 1986, the Authority awarded a \$712 million bond issue, the largest in Colorado's history at that time. The funds were placed in escrow for two years while the agency finalized its design and cost estimates and came up with a repayment plan that relied on tolls as the primary source of revenue. The E-470 Public Highway Authority was formed in 1988, and, in addition to the three counties, its membership soon grew to include five municipalities located in those three counties. In 1988, voters approved a \$10 vehicle registration fee that enabled E-470 to

break escrow. Construction began in early 1989 and the first five-mile segment of the new road opened in June 1991, linking I-25 and I-470 south of Denver to the growing suburb of Parker, in northern Douglas County.

Results
With the construction of E-470, committees in Adams, Arapahoe, and Douglas County showed that local governments can raise financing to meet their own surface transportation needs, without state or federal tax support. The project successfully redistributed traffic from roadways that were already congested and provided a crucial link to the new Denver International Airport, an important gateway in and out of the region. Thanks in part to E-470, traffic is moving much more freely in the area than it otherwise would have.

By introducing a 2009 use of North America's first all-electronic tolling systems, E-470 made it much easier for drivers to use the road, with or without an ExpressToll account. Traffic volume has grown steadily, reaching a peak of 54 million transactions in 2012.

And by commissioning 42 miles of the 47-mile facility as a design-build project, the E-470 Public Highway Authority sped up project delivery, saved money and gained the



www.express toll.com
(800) 470-4700

SmartMove...

SUCCESS STORIES FROM THE TOLLING INDUSTRY

Agency
Tampa Hillsborough Expressway Authority (THEA)

Project
Bus Toll Lanes (BTU) Proof-of-Concept Study

Purpose
Demonstrate a model for financially sustainable transportation by combining transit with value pricing and congestion relief by adding new capacity as pre-managed lanes.

Vital Stats
• Projected 375 percent to 1,816 percent increase in transit ridership.
• Guaranteed capacity, level of service, reliability and lower fares for bus rapid transit and express bus service.
• 100 percent coverage of operating costs through operating revenue.

History
With a grant from the U.S. Federal Highway Administration, the Tampa Hillsborough Expressway Authority (THEA) and Hillsborough Area Regional Transit (HART) studied whether they could combine transit with pre-managed lanes to boost capacity in congested urban corridors. With about 100 miles of managed lanes planned, THEA chose three highway networks for a deep analysis.

In contrast to a conventional managed lane, the roadways in the Tampa Hillsborough study would be dedicated first to rapid transit and express buses, with the goal of making transit a reliable, affordable and therefore competitive choice for commuters. Users would either travel by bus

or pay to drive on the toll lane. The approach offers two advantages over HOT lanes:
• Revenue is more sustainable, since the system does not allow HOV discounts.
• Users do not need to pay for the ground enforcement, since all private vehicles are required to pay the toll.

The combination of modes would nearly solve a problem that could otherwise become an insurmountable barrier to project financing. Toll roads are in a good position to generate operating revenue, but are sometimes challenged to raise sufficient capital funds. Transit agencies often have access to capital dollars, but typically have trouble meeting their operating expenses. In the THEA-HART model, the transit company would receive an ownership interest in the lanes and gain access to a toll revenue stream that THEA calls the New Transit Fare Box.



www.tampawway.com
(813) 272-4740

SmartMove...

SUCCESS STORIES FROM THE TOLLING INDUSTRY

Agency
North Carolina Turnpike Authority (NCTA)

Project
Triangle Expressway

Purpose
The Triangle Expressway opened in three phases in December 2011, August 2012 and December 2012. The purpose of the 18-mile urban loop is to deliver badly needed congestion relief to a growing metropolitan area. North Carolina anticipates 50 percent population growth over the next 20 years, most of it concentrated in 16 counties, and the state sees transportation as one of the biggest challenges in the future.

Results
Rather than charging tolls in the first four to six weeks of operation, NCTA used the initial period of operations to test the technology and hone its procedures and back office practices. Since then, monthly traffic and revenue have varied from 180 percent to 190 percent of target, with half of the customers using transponder and the



www.nctdot.gov/turnpike
(919) 707-2000

SmartMove...

SUCCESS STORIES FROM THE TOLLING INDUSTRY

Agency
North Carolina Turnpike Authority (NCTA)

Project
I-95 Economic Impact Assessment

Purpose
To measure and compare the economic impact of funding the reconstruction of Interstate 95 through tolling, against other options.

Vital Stats
• I-95/84 billions in needed highway improvements in eight North Carolina counties.
• 70 to 100-year project horizon if funding is limited to traditional sources.
• 20-year turnaround with tolling.

History
North Carolina's sections of Interstate 95 were built between 1956 and 1979, and will not accommodate the increased traffic volume the state forecasts in eight high-growth counties through 2030 to 2035. The North Carolina Turnpike Authority (NCTA) determined that it would cost \$4.4 billion to improve the roads. It would take 70 to 100 years to complete the project if funding depended on traditional revenue streams, but only 20 years with tolling.

During an initial series of nine public engagement meetings, many participants expressed a keen interest in the economic impact of tolling. In 2012, NCTA launched an assessment study to determine the wider economic effects of continuing the current pattern of funding, relying on new taxes or other traditional financing options to pay for the improvements, or funding the project with tolls.

Based on a review of past studies and engagement with the public and elected officials, NCTA analyzed the impact of each scenario on local and regional economies, and in specific areas of interest like freight and logistics, through 2050. Key impact variables included:
• Direct user impacts like travel time, vehicle operating costs, safety costs, reliability and traffic volume.
• Business competitiveness issues, including productivity, market access, business revenue and spending and profits.
• Economic impacts, reflected in gross domestic product, employment and incomes.

An external advisory committee drew input from many of the stakeholders with the greatest concerns about tolling, including retailers, truckers, the state chamber of commerce, farm bureau, travel and tourism and the No Toll! I-95 Coalition.

Results
The scenarios that involved tolling and mitigated tolling offset the best economic impact, without requiring a tax increase.



www.nctdot.gov/turnpike
(919) 707-2000

SmartMove...

SUCCESS STORIES FROM THE TOLLING INDUSTRY

Agency
State Road & Tollway Authority (SRTA), Georgia

Project
I-85 Express Lanes - HOV to HOT Conversion

Purpose
The I-85 was originally built in the 1950s as part of the Eisenhower Interstate System. Before the 1996 Summer

crucial to position tolling as part of the solution to highway congestion, SRTA organized more than 120 public outreach, community and municipal meetings or events on the project, met with legislators who represented districts along the corridor, coordinated messaging with key project partners, produced a video in which satisfied users told their stories and held multiple media briefings, including special sessions for traffic reporters.

The weeks and months devoted to setting public expectations, the project encountered resistance when HOT lanes first opened. SRTA responded by using daily data on the highest and lowest toll rates, 45 time data and other trip related information. The utility responded to queries within 24 to 48 hours and shared an online feedback tool to welcome customer comments on how to make their daily commute efficient. In six months, the performance data became the focus for news coverage of the new lanes.

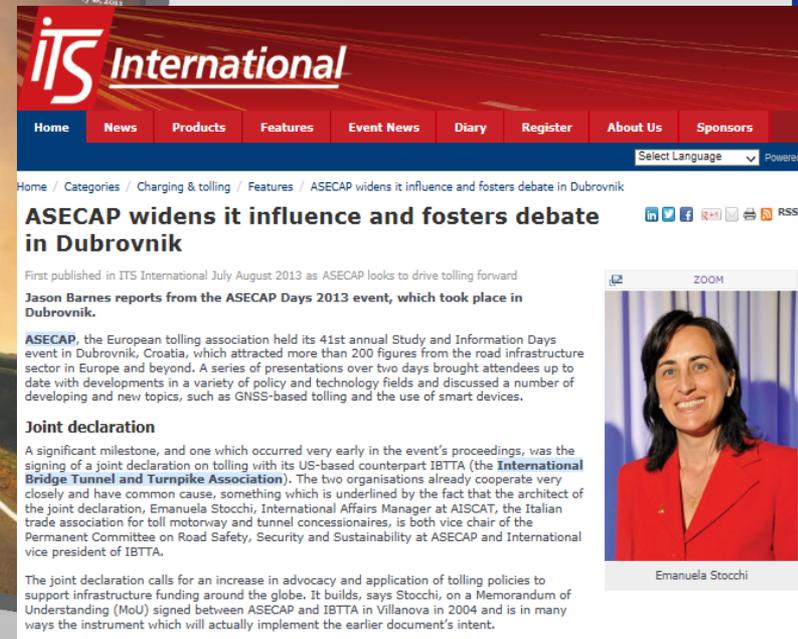


www.georgiatolls.com
(855) 724-7277



The IBTTA campaign and the Media

- media mentions of IBTTA in print
- articles in International and US publications specifically highlighting IBTTA and tolling



GATHER DATA, TO BECOME THE CREDIBLE, TRUSTED RESOURCE FOR THE TOLLING INDUSTRY



*The IBTTA campaign: think **International***

*Promote the advantages
of tolling in a
JOINT DECLARATION
with **ASECAP**,
signed in May 2013*



A JOINT TOLLING DECLARATION

Preamble

Tolling is one of the most powerful and effective tools to finance, build, maintain, and improve road infrastructure for the benefit of road users and citizens.

ASECAP, the European Association of Operators of Toll Road Infrastructures and **IBTTA**, the worldwide Association for the owners and operators of toll facilities and the businesses that serve tolling, strongly believe in the positive effects of using tolls to support road infrastructure in all the countries they represent around the world.

ASECAP and **IBTTA** think that a wider application of tolling policies, based on the user pays principle, will be highly beneficial for governments - especially those that face severe economic pressure and may not have enough funds either to support new infrastructure or improve existing ones - and the users, who can immediately see the benefits they receive for the fees they pay on the road infrastructure they use.

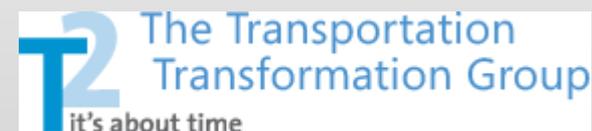
Based on these beliefs and our strong commitment to implement our Memorandum of Understanding and Cooperation, we are proud to present this joint Tolling Declaration and to demonstrate the reasons why tolling supports mobility and economic growth in North America and in Europe, as well as in other regions of the world.

The IBTTA campaign: building coalitions and alliances



AMERICAN ASSOCIATION OF
STATE HIGHWAY AND
TRANSPORTATION OFFICIALS

AASHTO
THE VOICE OF TRANSPORTATION



The IBTTA campaign and the SOCIAL NETWORKS



<https://www.facebook.com/IBTTA>



[@IBTTA](https://twitter.com/IBTTA)



<http://www.linkedin.com/groups/IBTTA-Campaign-Tolling-Industry>

TOLLING POINTS
IBTTA'S OFFICIAL BLOG

<http://blog.ibtta.org/>

QUANTITATIVE ANALYTICS – 2012 >> 2018



21%



1,960%



233%



59%



21%



Are we still using the «old» recipes to communicate?

- **Main targets of the IBTTA positioning campaign: IBTTA members, Institutions, policy makers, users/clients**
- **The IBTTA campaign is a good mix of TRADITION and INNOVATION**
- **More traditional communications' tools to explain tolling, but at the same time modern, effective and displaying a harmonized image of the Association (logo, colors, formats, layout, etc.)**
- **More innovative, faster and digital communications' tools for another kind of communications' targets: young generation of users (current and future ones)**

DEVELOP YOUR MESSAGE – CLEAR AND CONCISE

“Tolling is a smart way to fund and finance the highways, bridges and tunnels that get drivers where they need to go. It’s all about greater mobility. Convenient, predictable mobility for every American depends on adequate funding for highway infrastructure, and tolling is one proven tool in the transportation funding toolbox.”

“Tolling is a smart way to fund and finance the highways, bridges and tunnels that get drivers where they need to go. It’s all about greater mobility. Convenient, predictable mobility for every American depends on adequate funding for highway infrastructure, and tolling is one proven tool in the transportation funding toolbox.”

Communications' examples from the IBTTA members

*The Road Safety Campaign **W8 2 TXT***

North Texas Tollway Authority Red Thumb Story.

<https://www.youtube.com/watch?v=9NY2v5uRRgo&feature=youtu.be>





Representing
the worldwide
tolling industry

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TOLLING. MOVING SMARTER.



Thousand Islands Bridge Authority. IBTTA member since 1938.

EMANUELA STOCCHI - AISCAT

Immediate Past President

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Communications' examples from the IBTTA members



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