

Tolling Update

Edward Barry, Toll Division Director
Washington State Transportation Commission Meeting
October 16, 2019

Tolling coming Nov. 9

Tolling begins Nov. 9

- Drivers have just under a month to prepare for tolling.
- We are encouraging drivers to act now to avoid the rush.
- That means getting a pass, creating an account, or considering alternative commute options.

Tolls for the SR 99 Tunnel

MONDAY THROUGH FRIDAY	GOOD TO GO! PASS	PAY BY MAIL
6 a.m. to 7 a.m.	\$1.25	\$3.25
7 a.m. to 9 a.m.	\$1.50	\$3.50
9 a.m. to 3 p.m.	\$1.25	\$3.25
3 p.m. to 6 p.m.	\$2.25	\$4.25
6 p.m. to 11 p.m.	\$1.25	\$3.25
11 p.m. to 6 a.m.	\$1.00	\$3.00
WEEKENDS	GOOD TO GO! PASS	PAY BY MAIL
All day	\$1.00	\$3.00

Get a *Good to Go!* Pass at 99tunnel.com

Getting the public ready for tolling

Public Outreach

- Launched incentive program in May offering free *Good To Go!* sticker passes for SR 99 tunnel users.
- Ongoing outreach and briefings to stakeholders, neighborhoods, business and community service organizations.
- Continued attendance at fairs and festivals to share information with communities.
- Coordination with the City of Seattle to use translation, trusted community liaisons and in-language paid media to expand access to tolling information.

Resources and Updates at 99tunnel.com

- Translated information available
- How-to videos available in October

Educational Marketing

Save \$2 every time you tunnel with *Good To Go!*

SR 99 tolling begins November 9.

99Tunnel.com



- Campaign focuses on how travelers with a *Good To Go!* pass can save \$2 off every trip in the tunnel and other toll roads in Washington.
- Campaign uses radio, digital, print, television, billboard, gas pump-toppers and transit.

SR 99 incentive program

- 99tunnel.com provides information about tolling and offers a link to a short survey drivers can take to receive a free *Good To Go!* sticker pass.
- The program is intended for drivers who currently use, or plan to use, the tunnel once tolling begins.



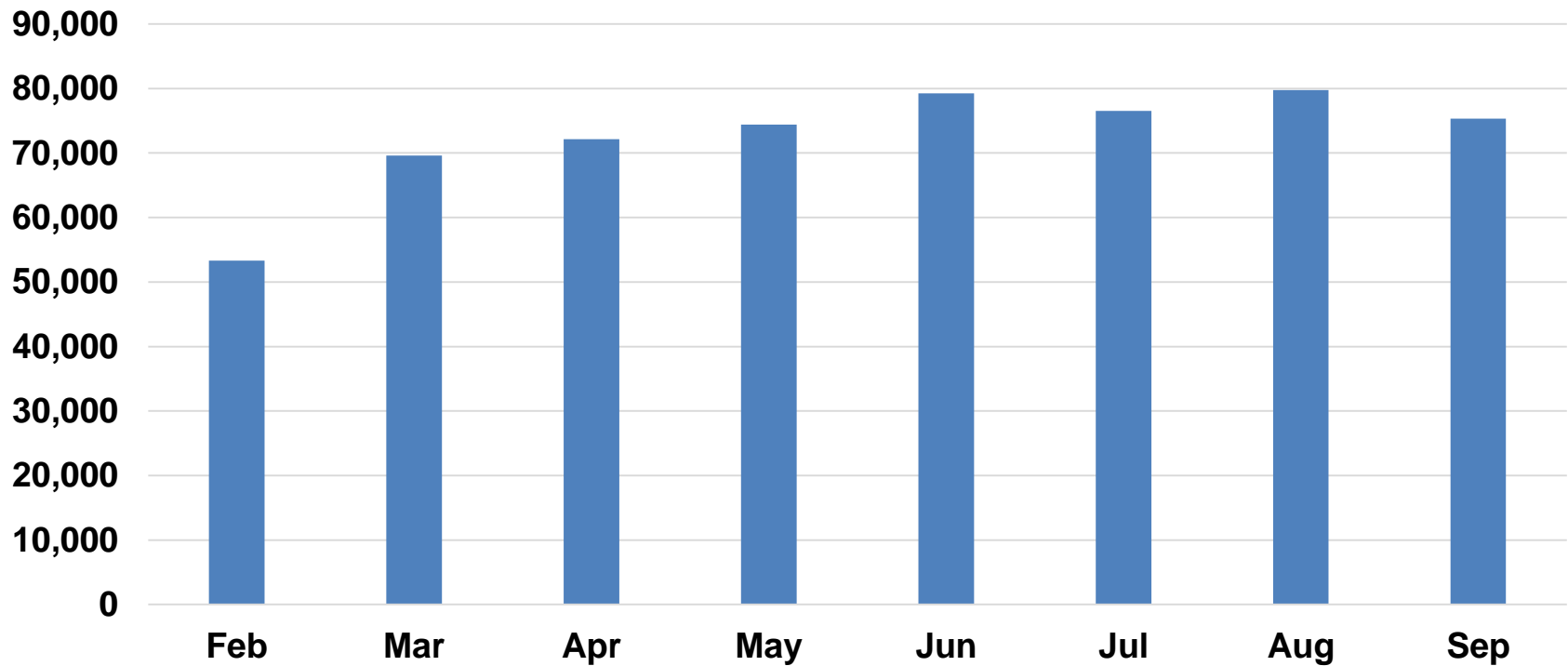
Monitoring traffic

- **Gather and analyze data about traffic patterns at three time periods:**
 - Before tunnel opens
 - After tunnel opens
 - After tolling starts
- **Work closely with City of Seattle, King County and Port of Seattle.**



SR 99 tunnel volumes

SR 99 Tunnel
Average weekday traffic
Both directions combined



New toll exemptions

- New toll exemptions went into effect on August 1, 2019, to standardize exemptions across all toll facilities.
- Vanpools with state-issued rideshare license plates, on-duty emergency vehicles, authorized tow trucks, in-service incident response vehicles and buses (transit, school, and qualifying private buses) are eligible for exemptions.



Exemption outreach

- We've reached out to nearly 300 organizations with vehicles that meet the new exemption requirements, in an effort to provide the information necessary to obtain an exemption.
 - Updated 119 accounts
 - 43 of these accounts had existing exemptions, but added Tacoma Narrows Bridge
 - Created 17 new accounts
- WSDOT website addresses the new exemptions and provides contact information and the exemption forms.
wsdot.wa.gov/goodtogo/toll-exemptions

Questions?

Edward Barry, P.E.
Toll Division Director
BarryEd@wsdot.wa.gov