Georgia’s Express Lane
Commuter Credits Program

Washington State Transportation Commission Briefing – December 13, 2016

Christopher Tomlinson
Executive Director
State Road and Tollway Authority
Georgia Regional Transportation Authority
The State Road & Tollway Authority (SRTA) is a statewide independent authority that:

• Operates Georgia toll facilities

• Operates Peach Pass Customer Service Center & Back Office System

• Serves as a transportation financing arm:
  ➢ Issue & service toll revenue financed debt
  ➢ Manage ~ $1B in transportation bonds
  ➢ Administer GTIB Program
  ➢ Administer GO Transit Capital Program

Key Peach Pass Initiatives
1. Pay n GO! Peach Pass
2. FL/NC Interoperability
3. Commuter Credits
4. Peach Pass GO! Mobile App

Governor (Chair)
<table>
<thead>
<tr>
<th>GDOT Commissioner</th>
<th>State CFO/OPB Director</th>
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<tr>
<td>Lt. Gov.’s Appointee</td>
<td>Speaker’s Appointee</td>
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GRTA Overview

Regional Commuter Transit Service

• Operate the Xpress Commuter Coach Service through contract with private companies

• Administer the Atlanta region’s vanpool network through coordination with businesses and private vendors

Transportation Performance Management

• Review and approve Developments of Regional Impact in metro Atlanta

• Evaluate and approve the Atlanta Regional Commission’s short-range transportation investment plan

Key Xpress Initiatives

1. Comprehensive Operations Analysis
2. Fleet Rehab/Reinvestment Program
3. Major Technology Upgrade Program

15 Member Board

All Appointed by Governor
SRTA-GRTA: Our Commuter-Facing Operations

- More than 300,000 Accounts
- More than 500,000 Peach Pass Transponders
- More than 28,000 I-85 HOT lane trips per weekday average
- Interoperable with Florida & North Carolina Toll Roads

- 25 Routes served by 166 coaches
- 30 Park and Ride lots in 12 metro Atlanta counties
- Draws ridership from 40 counties
- 2 million passenger boardings in FY16
Georgia’s Major Mobility Investments

PROJECTS OPENING IN THE NEXT 2 YEARS
- I-85 Express (already in operation)
- I-75 South Metro Express – January 2017
- Northwest Corridor Express – Spring 2018
- I-85 Express Extension – Fall 2018

MAJOR MOBILITY INVESTMENTS IN NEXT 10 YEARS
- I-285E Wall Express Lanes
- I-285W Express Lanes
- Revive 285 Express Lanes
- GA 400 Express Lanes
Coordinating Express Toll Lanes and Xpress Transit Service

Existing and future Xpress service will leverage Express Lanes to provide better, more reliable connectivity to employment centers in Downtown, Midtown, and Perimeter Center.

- Maintain/improve current Xpress service
- Expand service along Managed lane corridors
- Potentially Provide Future Airport service
I-85 Express Lanes Overview

- 15.5 miles
- 1 lane in each direction
- Painted buffer; no physical barriers
- 67 toll points, ½ mile apart
- Dynamically priced
- 24/7 operations
- Registered lane, even for toll-exempt vehicles
Overview: I-85 Express Lane Users

<table>
<thead>
<tr>
<th>Toll-Exempt*</th>
<th>Tolled</th>
<th>Prohibited</th>
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<tbody>
<tr>
<td>Transit</td>
<td>• SOVs</td>
<td>• more than 6 wheels</td>
</tr>
<tr>
<td>3 or more person carpools</td>
<td>• 2 person carpools</td>
<td></td>
</tr>
<tr>
<td>Motorcycles</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alternative Fuel Vehicles (AFV)**</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Emergency vehicles (i.e. First Responders)</td>
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* All Express Lane Users must register prior to using the lanes
** AFV Vehicles must have the proper license plate (does not include hybrids)
I-85 Express Lanes & the UPA/CRD

- Previous Conditions:
  - No room to widen roadway
  - Limited transit options
  - Unreliable throughput in HOV 2+

- Nov 2008 -- $110M USDOT Congestion Reduction Demonstration (CRD) Grant Awarded

- $180M project
  - $60M to Express Lanes Program
  - Innovative Gantry Controlled Access/Enforcement Technology
  - $120M to Transit

- Project opened Oct 2011
  - 75,000 Transponders
  - 7,000 trips/day in month 1
  - $1.55 High Toll*

HOV I-85 conditions before Express Lanes
Today in the I-85 Express Lanes

- 29,547 daily trips on average
- 540,000+ Peach Passes issued
- 321,000 Peach Pass Accounts
- Daily average peak hour fare $4.30
- Highest toll for full-length trip is $13.95
- 85% toll-paying vehicles; 15% toll-exempt
- 92% of Peach Pass Customer Satisfaction

- Transit (Xpress & GCT) 9 Routes
- 3,216 total average daily boardings
- 400 - average daily boardings per route
- 25 - average boardings/trip per bus
- 32 - average number of empty seats
- 82% of Xpress Customer Satisfaction
The Problem

The Challenge
The Challenge

• Daily express lane trip count averages have increased from 7,500 to 29,000; This increased demand has begun to compromise reliable trips times

• As dynamic pricing increases in response to greater congestion/demand, customers showing willingness to pay higher toll rates & are inherently less price sensitive

• Lower gas prices are increasing single occupant vehicles & decreasing transit ridership
WHAT IF I TOLD YOU

YOU'RE NOT STUCK IN TRAFFIC;
YOU ARE TRAFFIC
### The Potential of Public Transit

<table>
<thead>
<tr>
<th></th>
<th>Number of vehicles needed to carry 45 people</th>
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<tbody>
<tr>
<td>Bus</td>
<td>1</td>
</tr>
<tr>
<td>Vanpool</td>
<td>2</td>
</tr>
<tr>
<td>1 Person Carpool</td>
<td>3</td>
</tr>
<tr>
<td>2 Person Carpool</td>
<td>5</td>
</tr>
<tr>
<td>Single Occupant Automobile</td>
<td>9</td>
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</table>
Less than 2% of Vehicles during Morning Commute are express commuter buses...

...But they move 26% of the commuters travelling thru the Lane!
Commuter Credits Pilot Project
Commuter Credits Pilot Goals

1. Promote alternate transportation modes for Peach Pass users traveling Georgia’s Express Lanes

2. Provide an incentive for Peach Pass users to change their driving behavior and shift some SOV usage away from peak periods

3. Increase usage of express commuter transit service in the I-85 corridor

4. Offer options that offset the costs of increasing tolls due to increasing demand

5. Reinforce the “4Ts Strategies” of congestion reduction
UPA/CRD 4 T’s of Congestion Reduction

- Transit
- Teleworking
- Commuter Credits
- Technology
- Tolling
3 Innovative Pilot Programs

- Shift Commute - Earn Toll Credits Pilot
- Start a Carpool – Earn Toll Credits
- Ride Transit- Earn Toll Credits Pilot
Shift Commute - Earn Toll Credits Pilot

- **Goal:** To reduce southbound congestion between 7 - 8 a.m.

- **Eligibility:** Peach Pass drivers who use the I-85 Express Lanes southbound between 7 - 8 a.m. 4 - 5 weekdays per week

- **Toll Credits:** $3 per week if they travel 3 times or less in the I-85 Express Lanes on weekdays, 7 - 8 a.m.; up to $50 over 6 mos.

- **Registration:** By invitation only; participants sent a link to web form

- **Validation:** Transponder# of invited customers

- **Rewards:** Monthly

- **Launch:** February 2015
Shift Commute Pilot Program: A 4-Step Process

1. Receive invitation email
2. Register for program
3. Verify transponder usage
4. Post toll credits (monthly)
**Start A Carpool – Earn Toll Credits Pilot**

- **Goal:** Attract 2+ person carpools to use the Express Lanes
- **Eligibility:** Carpools with at least one Peach Pass Customer who live or work in any of the 22 Regional MPO counties
- **Toll Credits:**
  - $3/day toll credits (up to $100), in addition to the standard commute options cash payment of $3 (also up to $100 thru the regional Air Quality Program).
  - $25 toll credits via random monthly drawing to eligible carpooling Peach Pass customers
- **Registration:** Online at [www.GACommuteOptions.com](http://www.GACommuteOptions.com)
- **Validation:** Trips in I-85 Express Lanes, transponder #
- **Rewards:** Monthly
- **Launch:** May 2015
**Start a Carpool Pilot: A 5-Step Process**

1. Register for $3/day program
2. Validate Peach Pass account
3. Log trips; note I-85 Express Lane commutes
4. Verify transponder usage
5. Post toll credits (monthly)
Ride Transit - Earn Toll Credits Pilot

- **Goal:** Entice SOV Peach Pass drivers to try transit

- **Eligibility:** Peach Pass customers who ride *Xpress* and GCT buses along the I-85 Express Lanes (8 routes)

- **Toll Credits:** Up to $10 per month ($2 per trip up to 5 trips); up to $60 over 6 months

- **Registration:** Goto [www.PeachPass.com](http://www.PeachPass.com) and provide valid *Xpress* or Breeze serial #s along with valid transponder #

- **Validation:** Transponder # & *Xpress* or Breeze #

- **Rewards:** Monthly

- **Launch:** Registration Mar. 16 – Apr. 30, 2015
Ride Transit- Earn Toll Credits Pilot: A 3-Step Process

1. Register for program
2. Verify transit/transponder usage
3. Post toll credits (monthly)
Pilot Program Timelines

- Shift Commute - Earn Toll Credits Pilot
  - Launch Date: February 15, 2015

- Ride Transit - Earn Toll Credits Pilot
  - Launch and Registration Window Date: March 16, 2015 – April 30, 2015

- Start a Carpool – Earn Toll Credits
  - Launch and Registration Window: May 1, 2015 – May 31, 2015

Commuter Credits Pilot Assessment & Findings
Shift Commute Pilot

243 Eligible Participants
14% Participation Rate
100% Participants Received Credits

Total Credits Issued
$1,446.00

Post-Program Customer Research Insights:

- 90% found the program easy to understand
- 70% would recommend the program to a friend
- 70% would be very likely to continue to use the program if it were extended
- 80% said that their reason for trying the program was to save money; 70% said to earn toll credits
- 44% felt that a benefit was reduced commute time
- More than half of the participants said that the toll credits were sufficient
- Drawbacks were inconvenient commute window and lack of commute flexibility for emergencies.
Shift Commute – Lasting Effect

Percentage of Participants Qualifying for Toll Credit Before, During & After Shift Commute Program

- Before Program
- During Program
- After Program

Nov’14: 38%
Dec’14: 68%
Jan’15: 76%
Sep’15: 88%
Oct’15: 88%
Nov’15: 82%
Ride Transit Pilot

210 (out of 260) Participants
Received Credits – 80%

Total Credits Issued
$8,994.00

Post-Program Customer Research Insights:

- 96% found the program easy to understand
- 88% would consider continuing to use the program if it were extended
- 88% tried the program because of the toll credits
- 42% said increased commute times were a drawback; 39% said lack of commute flexibility
- 84% used Breeze cards
- Greatest challenges came with the transit experience itself, not the program implementation
Ride Transit

10% used transit for the first time

Segmented email had strongest affect (*Cogensia*)
The “Ride Transit” Program received local, national and international media coverage. Transportation professionals from all over the world were curious and intrigued of this ground-breaking effort of leveraging transit and tolling. In addition to the media coverage, the program also won a Public Relations Society of America Georgia Phoenix Award in October 2015.
**Start a Carpool Pilot**

4 (out of 20) Participants Received Credits

Total Credits Issued $325.00

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**Post-Program Customer Research Insights:**

- Participants were unsure if they’d recommend program to a friend or participate again
- Participants were motivated by money
- Participants were already carpooling when program began and used this pilot program as an additional bonus (versus trying carpooling as a result of the added incentive)
- Sizeable drawbacks were lack of commute flexibility, inconvenient commute times and getting along with their carpool partner
**Post-Pilot Customer Benefits**

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<tr>
<th>Program</th>
<th>Top Program Benefits for Customers</th>
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<tbody>
<tr>
<td></td>
<td>▪ Reduced commute times and traffic stress (44%/33%)</td>
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<td></td>
<td>▪ Most participants noted saving money (tolls) and earning toll credits were their reasons for trying the program</td>
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<tr>
<td></td>
<td>▪ Avoiding traffic</td>
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<td></td>
<td>▪ Reduced traffic stress</td>
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<td></td>
<td>▪ Time to relax or work during commute</td>
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<td></td>
<td>▪ Reduced gas/car spending</td>
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<td>▪ Two participants noted they felt safer on transit than riding on the highway.</td>
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<tr>
<td></td>
<td>▪ Participants were neutral about the program</td>
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<tr>
<td></td>
<td>▪ Reduced traffic stress</td>
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<tr>
<td></td>
<td>▪ Reduced gas/car costs</td>
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<tr>
<td>Shift Commute</td>
<td>Ride Transit</td>
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<tr>
<td>Continue Program</td>
<td>Continue Program</td>
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<tr>
<td>▪ Develop a process for telephone and text approval of the terms and conditions for the program</td>
<td>▪ Increase education efforts &amp; paid media to promote program for existing Peach Pass customers</td>
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<tr>
<td>▪ Open the registration window (4 weeks) twice a year for six months</td>
<td>▪ Launch program with <em>Breeze</em> cards</td>
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<tr>
<td>▪ Consider including the evening rush hour time frames or widening the rush hour window</td>
<td>▪ Open registration window (4 weeks) twice a year for six months</td>
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<tr>
<td>▪ Increase shift incentive to $5 per week (up from $3 per week)</td>
<td>▪ Maintain toll credit amount of $2 per trip; $10 per month max</td>
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<td></td>
<td>▪ Consideration renaming program to “Try Transit – Earn Toll Credits”</td>
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<td></td>
<td>▪ Explore incorporating the program in the launch campaign of the I-75 South Metro Express Lanes</td>
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<td>▪ Consider “Universal Credits”</td>
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SRTA/GRTA will continue to promote the Georgia Commute Options programs to offer alternative commute options for the Atlanta Metro Area.
Shift Commute Program

FY17 Recommendation:

- Target 500 participants from larger eligibility pool
- Two registration windows per year
- Increase toll incentive to at least $5 per week
- Participants to opt-in the program, online, via phone or in person

34 (out of 34) Participants Received Credits – 100%

Total Credits Issued $1,446.00
Ride Try Transit Program

FY17 Recommendations:
- Change the Name!
- Rolling registration window; monthly for 10 months
- Earn up to $10 per month in toll credits OR universal credits (transit trips or tolls)*
- Breeze only – Encourages use of the Regional Fare Media System run by MARTA

*Note: Recommend the option for participants to choose which credit they want

210 (out of 260) Participants Received Credits – 80%
Total Credits Issued $8,994.00

- 80% of participants received credits
- Total credits issued: $8,994.00
Next Steps

• Targeting Mid 2017 Roll Out
• Determining Incentive Amount Level based on budgetary considerations
• Identifying Marketing Window so as not to conflict with other Campaigns and Promotions
• Exploring Automation of Credit Posting to Transit Accounts
Conclusions & Observations.... Thus Far

- “Pay It Forward” Approaches = Demand Management too!
- Demand Management Strategies can and should be multi-layered
- Marketing is essential factor for success
- Be sure to understand the financial implications of your program
  - Credits that have No Cash Value can potentially be much higher; however not transferable to 3rd Party Transit Providers or other Third Party Partners
- Potential Opportunities exist to partner with local businesses and Private Sector
  - LA Metro Credit Program
  - Universal Transportation Account and Mobility as a Service (MaaS)
  - Ridesharing Services
Thank You!

Questions?

Christopher Tomlinson
Executive Director
ctomlinson@georgiatolls.com