Washington Toll Technology Pilot

Draft Work Plan

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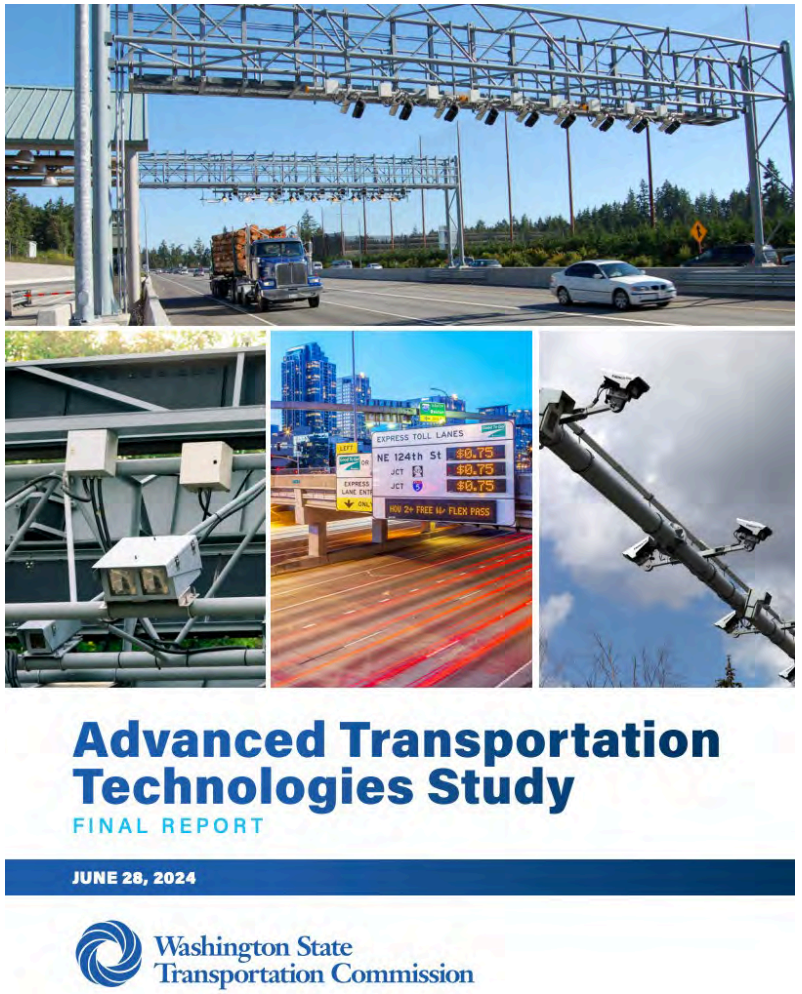
June 17, 2025

Background: WSTC Completed a study of advanced transportation technologies in 2024

- Assessed advanced technology approaches for increasing safety and compliance of high occupancy vehicle (HOV) lanes, express toll lanes (ETLs), tolled facilities, and construction zones
- Reviewed and assessed laws and underlying policies related to cost coverage coming from infractions or other revenues generated by advanced technology
- Identified provisions to enable a future technology-based safety and compliance program



Background: WSTC Completed a study of advanced transportation technologies in 2024

The study created a typology of advanced transportation technologies and illustrative vendors in each quadrant, many of which provide tolling applications.

2025 Legislative Proviso

- WSTC, in coordination with WSDOT, to conduct a pilot of advanced tolling technology.
- Purpose: assess the viability and accuracy of advanced technologies that may reduce the implementation and long-term costs of the toll system or enable more flexible operations.
- Report to legislature shall address:
  - Comparison of system performance, operations, costs, and revenue collection efficiencies between the test systems and the toll system in use today
  - Assessment of compatibility with the existing back-office system
  - Summary of how lessons the pilot can be incorporated into future procurements
  - Recommendations on next steps

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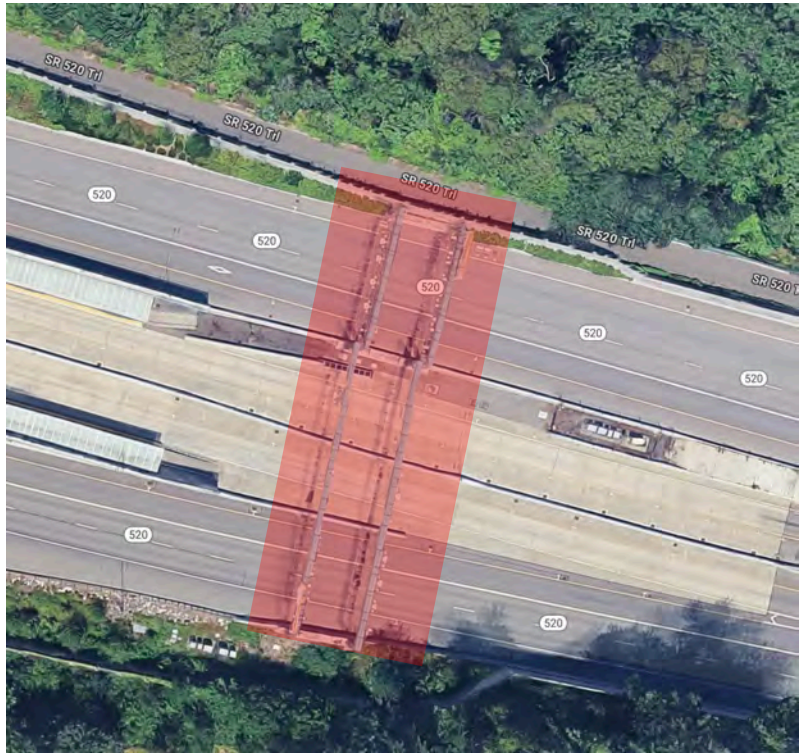
  - Summary of how lessons the pilot can be incorporated into future procurements
  - Recommendations on next steps

Tolling Technology Pilot Focus Areas

- **Accuracy**: ability of advanced tolling technology to correctly detect and/or identify vehicles (and/or vehicle occupancy) for purposes of applying tolls
- **Viability**
  - **Cost**: deployment and ongoing costs of advanced tolling applications
  - **Flexibility** : ability of advanced technology applications to evolve to meet future tolling policies
  - **User experience**: quality of overall experience, including ease of use and satisfaction, of customer-facing applications
  - **User acceptance**: degree to which customers are willing to use and comply with customer-facing advanced tolling applications
  - **Compatibility** : ability of advanced tolling technologies to integrate with existing tolling system to contribute to complete solutions

What Will Be Tested in the Tolling Technology Pilot: Single Point Tolling

	Single Point Tolling
Description	GPS-based tolling smartphone application to assess tolling at a toll point or plaza
Audience	Public testing with *Good To Go!* customers
Accuracy	✓
Cost	✓
Flexibility	✓
User experience	✓
User acceptance	✓
Compatibility	✓



What Will Be Tested in the Tolling Technology Pilot: Segment Tolling

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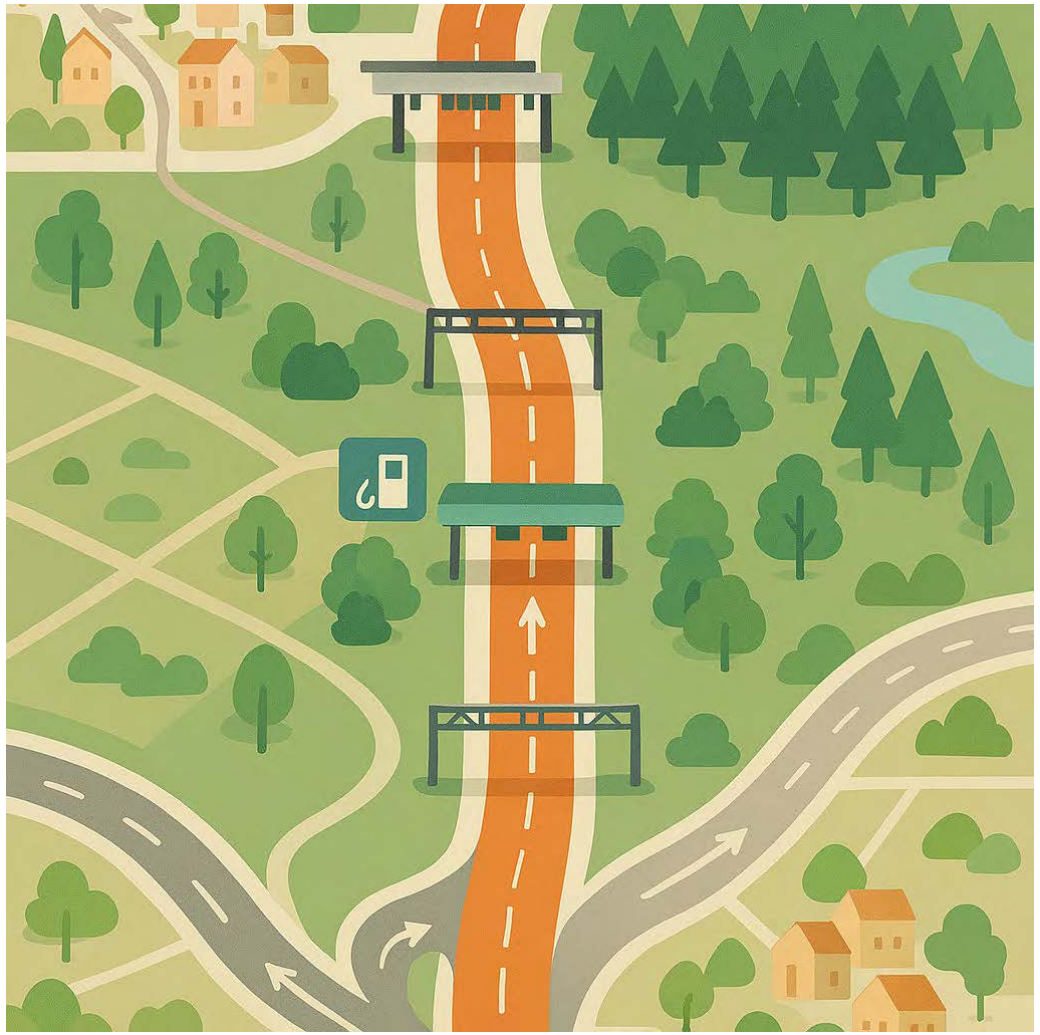
Description	GPS-based tolling smartphone application to assess tolling along a roadway segment
Audience	Focused, scripted testing
Accuracy	✓
Cost	✓
Flexibility	✓
User experience	
User acceptance	
Compatibility	✓



What Will Be Tested in the Tolling Technology Pilot: HOV Occupancy Confirmation

	HOV Occupancy Confirmation
Description	Smartphone application for verified HOV occupant detection and reporting.
Audience	Focused, scripted testing
Accuracy	✓
Cost	✓
Flexibility	✓
User experience	✓
User acceptance	
Compatibility	✓

HOV occupancy confirmation in the past has focused on external methods such as cameras and heat sensors or self-declaration using switchable transponders.

The tolling technology pilot will focus on novel techniques that rely on voluntary confirmation by customers through their smart devices.

Tolling Technology Pilot Summary: Three Tests in One

	Segment Point Tolling	Segment Tolling	HOV Occupancy Confirmation
Description	GPS-based tolling smartphone application to assess tolling at a toll point or plaza	GPS-based tolling smartphone application to assess tolling along a roadway segment	Smartphone application for verified HOV occupant detection and reporting.
Audience	Public testing with *Good To Go!* customers	Focused, scripted testing	Focused, scripted testing
Accuracy	✓	✓	✓
Cost	✓	✓	✓
Flexibility	✓	✓	✓
User experience	✓		✓
User acceptance	✓		
Compatibility	✓	✓	✓

Customer Journey:
Touch Points for *Good To Go!* Customers in Point Tolling Pilot

Customers will be invited to express interest in participating in the pilot via email.	Prospective participants will complete a screening survey.	Selected participants will be invited to take part in the pilot test via email	Participants will be asked to download a smartphone application and set it up by entering contact and vehicle information	Once the application is installed and configured, participants simply drive as normal.	Customers may review toll transactions recorded by the application at any time, but no payments will be collected	At the conclusion of the pilot period, participants will share their feedback through a brief survey.

Schedule

Task No.	Task Name	July	August	September	October	November	December	January
1	Design pilot and configure technology							
2	Finalize evaluation plan							
3	Recruit participants							
4	Pre-launch testing							
5	Conduct pilot and collect data							
6	Conduct data analysis							
7	Write report of findings							
8	Develop & deliver presentation of findings							

Questions?

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