

CENTRAL FLORIDA EXPRESSWAY AUTHORITY

AGENDA CENTRAL FLORIDA EXPRESSWAY AUTHORITY BOARD WORKSHOP October 9, 2014

Immediately following the conclusion of the 9:00 a.m. Board Meeting

Meeting Location: CFX Boardroom
4974 ORL Tower Road, Orlando, FL 32807

A. CALL TO ORDER

B. PUBLIC COMMENT

Pursuant to Rule 1-1.011, the governing Board for CFX has set aside at least 15 minutes at the beginning of each regular meeting for citizens to speak to the Board on any matter of public interest under the Board's authority and jurisdiction, regardless of whether the public interest is on the Board's agenda, but excluding pending procurement issues. Each speaker shall be limited to 3 minutes.

C. BRIEFING ON TOLL OPERATIONS – *David Wynne, Director of Toll Operations*

Tab 1

D. CUSTOMER OPINION SURVEY – *Michelle Maikisch, Director of Public Affairs and Communication*

Tab 2

E. BOARD MEMBER COMMENT

F. ADJOURNMENT

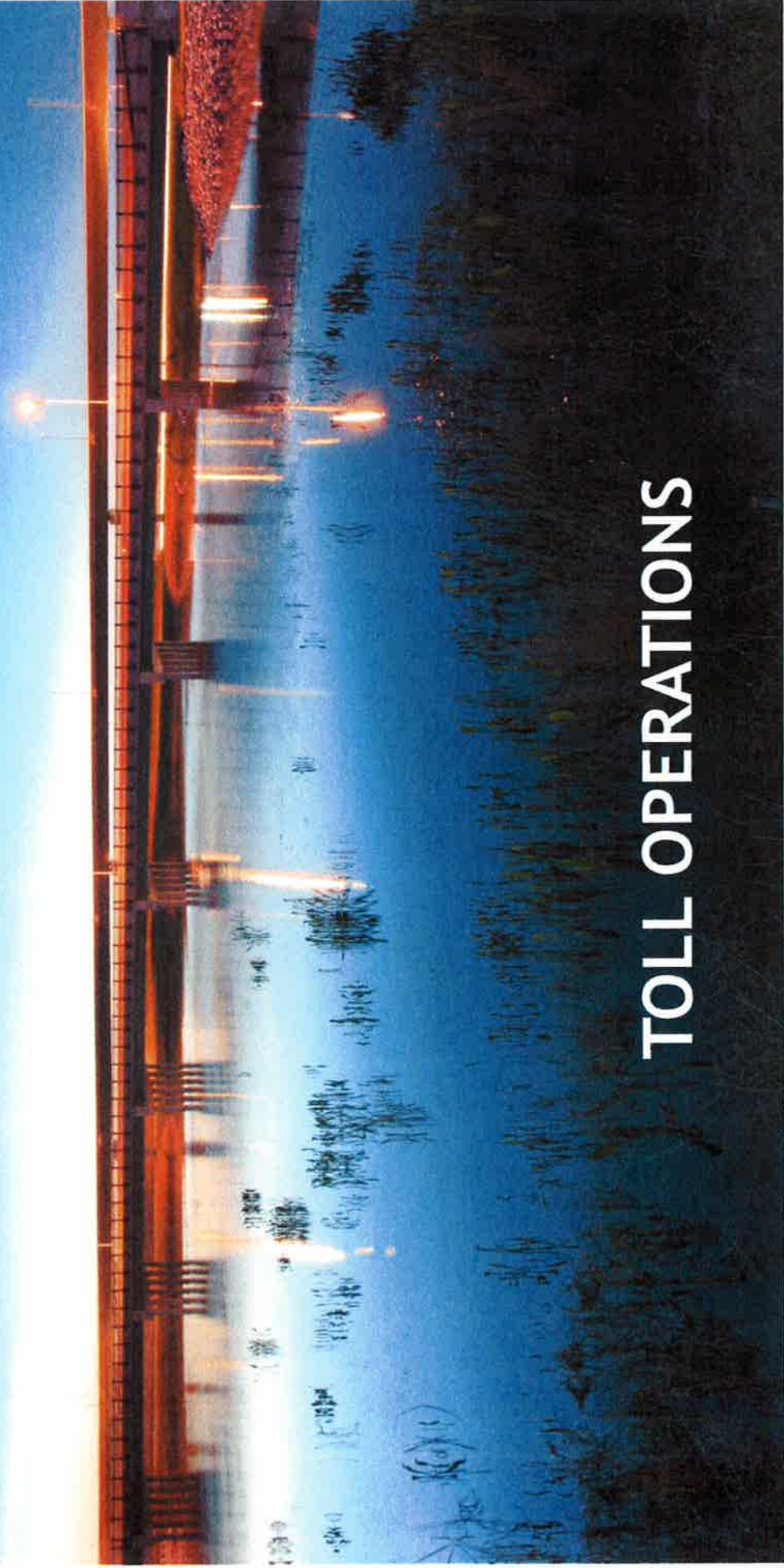
This meeting is open to the public.

Note: Any person who decides to appeal any decision made at this meeting will need record of the proceedings and for that purpose, may need to ensure that a verbatim record of the proceedings is made which includes the testimony and evidence upon which the appeal is to be based, per Florida Statutes 286.0105.

TAB 1

CENTRAL FLORIDA EXPRESSWAY AUTHORITY

TOLL OPERATIONS



CFX TOLL OPERATION STAFF

CFX Staff of 4

- E-PASS
 - Contractor - Xerox - Staff of 71
- Violation Enforcement Systems (VES)
 - Contractor - Xerox, Sub PRWT - Staff of 47
- Cash Collection
 - Contractor - Florida Toll Services - Staff of 337
- Toll System Hardware Maintenance
 - Contractor - Transcore - Staff of 16

Total: ~475

CFX SYSTEM OVERVIEW

**CENTRAL
FLORIDA
EXPRESSWAY
AUTHORITY**

- CFX system miles - 109
- Total tolling lanes - 307
- Mainline plazas - 14 & Goldenrod Plaza
- Ramp plazas - 64
- Open Road Tolling (ORT) lanes
- Florida Interoperable Transponder Brands
 - E-PASS, SunPass and LeeWay



AREA OF OPERATIONS

- E-PASS - Electronic Collection
- Cash Collection
- Special Projects
- Violation Enforcement Systems (VES)
- Toll System Hardware Maintenance





E-PASS OPERATIONS

82% of CFX
transactions are
electronic



- E-PASS Accounts - 287,615
- E-PASS Transponders - 524,757
- E-PASS Service Centers
 - Call Center & Back Office - CFX 2nd Floor
 - Walk-in Locations
 - 762 S. Goldenrod Road (SR 408 & Goldenrod)
 - 8919 W. Colonial Drive (SR 408 & Good Homes)

2014 E-PASS STATISTICS



- New Accounts - 13,019
- One Time Payments - 151,314
- Account Information Changes - 381,278
- Incoming Email - 27,481
- Incoming Calls - 227,943 (Avg. Wait 1:26)
- Outgoing Letters - 295,041



2014 CASH OPERATIONS STATISTICS

- Customer face of CFX
- Customers processed - 24,517,584
- 12% of all tolls processed





SPECIAL PROJECTS

- **Airport Parking - GOAA**
 - Pay with transponder
- **Rental Cars**
 - Third party providers for all major companies
 - Primarily image based tolling
- **Law Enforcement**
 - FHP vehicle equipped with cameras



2014 SPECIAL PROJECTS STATISTICS

- **Airport Parking**
 - Process 35% of all airport parking charges
 - Parking transactions - 733,098
- **Rental Car**
 - Rental fees collected - \$756,000 FY 2014
 - Rental transactions - 2,840,736

1. **Introduction**
 2. **Background**
 3. **Methodology**
 4. **Results**
 5. **Conclusion**
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 217. **Figure 208**



2014 VIOLATION STATISTICS

- Images Reviewed - 21,009,882
- Calls Received - 83,363
- UTNs Issued - 695,205
- FVN Letters Issued - 269,957
- UTCs Issued- 18,722
- Violation Rate - FY 2014
 - Gross 4.29%
 - Net 2.04% - Decreases based on collections

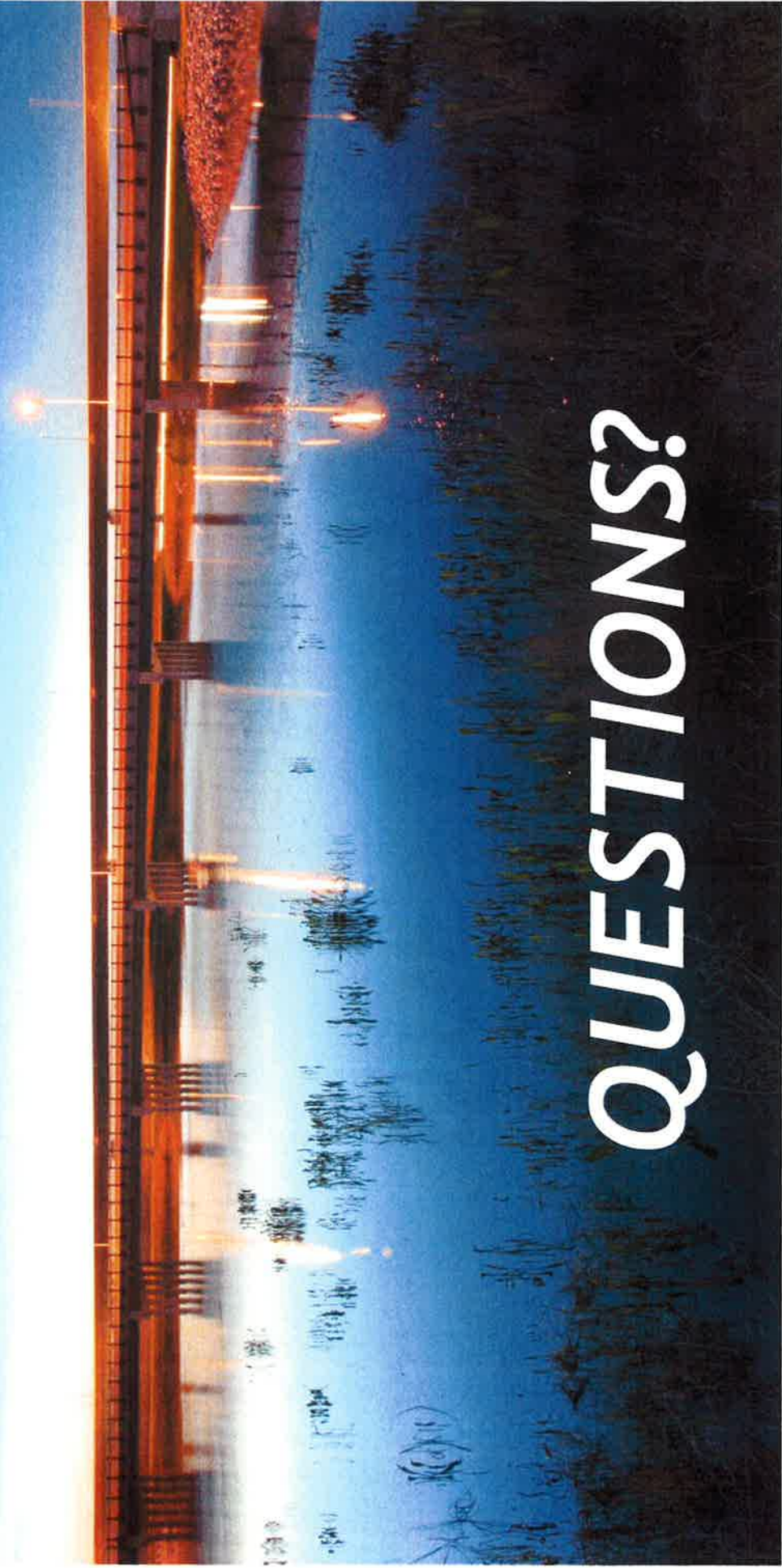


TOLL SYSTEM MAINTENANCE

- Perform preventative maintenance daily
- System provides notifications of issues
- Respond to issues within 2 hours
- Repair identified issues within 4 hours
- Primary causes of maintenance issues
 - Coin Machines - vandalism & coin quality
 - Electronics - lightning

CENTRAL FLORIDA EXPRESSWAY AUTHORITY

QUESTIONS?



TAB 2

CENTRAL FLORIDA EXPRESSWAY AUTHORITY

Voice of Our Customers

COMMUNICATION:

PUBLIC INVOLVEMENT & BEYOND

AUDIENCES—

- Current/Potential Customers
- Public/Media
- Board Members
- Internal Staff

MESSAGES—

- Promote Agency
- Build Trust through Transparency
- Communicate Value - Savings, Safety & Job Creation

EVERYDAY FEEDBACK

We hear from our customers every day via:

- Customer service representatives
- Road Rangers
- Service Centers
- Email (info@CFXWay.com)
- Social Media
- Public Outreach



CUSTOMER OPINION SURVEY

Conducted every 2 years to gather opinions of E-PASS and cash customers

Report to Florida Transportation Commission

AnswerSearch Inc. - October 2013

- Online, printed surveys distributed at toll plazas
- \$50 E-PASS credits
- 1,576 responses



UNOFFICIAL SURVEY

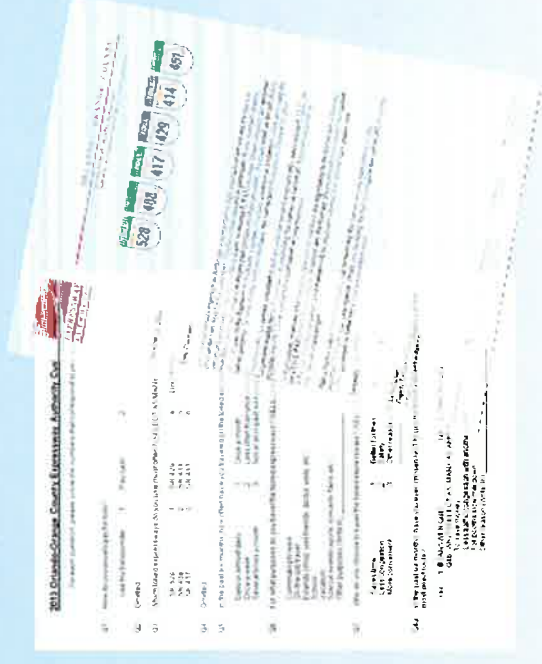
Emailed to remaining 200,000+ E-PASS customers

- 28,111 responses
- Opportunity to receive E-PASS credits
- Thousands of comments and questions currently being addressed by PIO

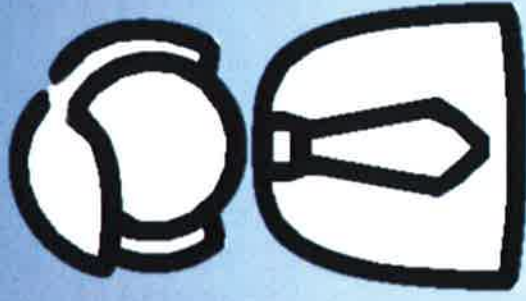


KEY FINDINGS

1. Time savings are important
2. High satisfaction with the E-PASS program
3. High likelihood of recommending E-PASS
4. Prefer tolls over taxes
5. CFX roads are:
 - Faster than others
 - Well maintained
 - Safer



WHO ARE OUR CUSTOMERS?



MALE

E-PASS: 52%

CASH: 45%

VS



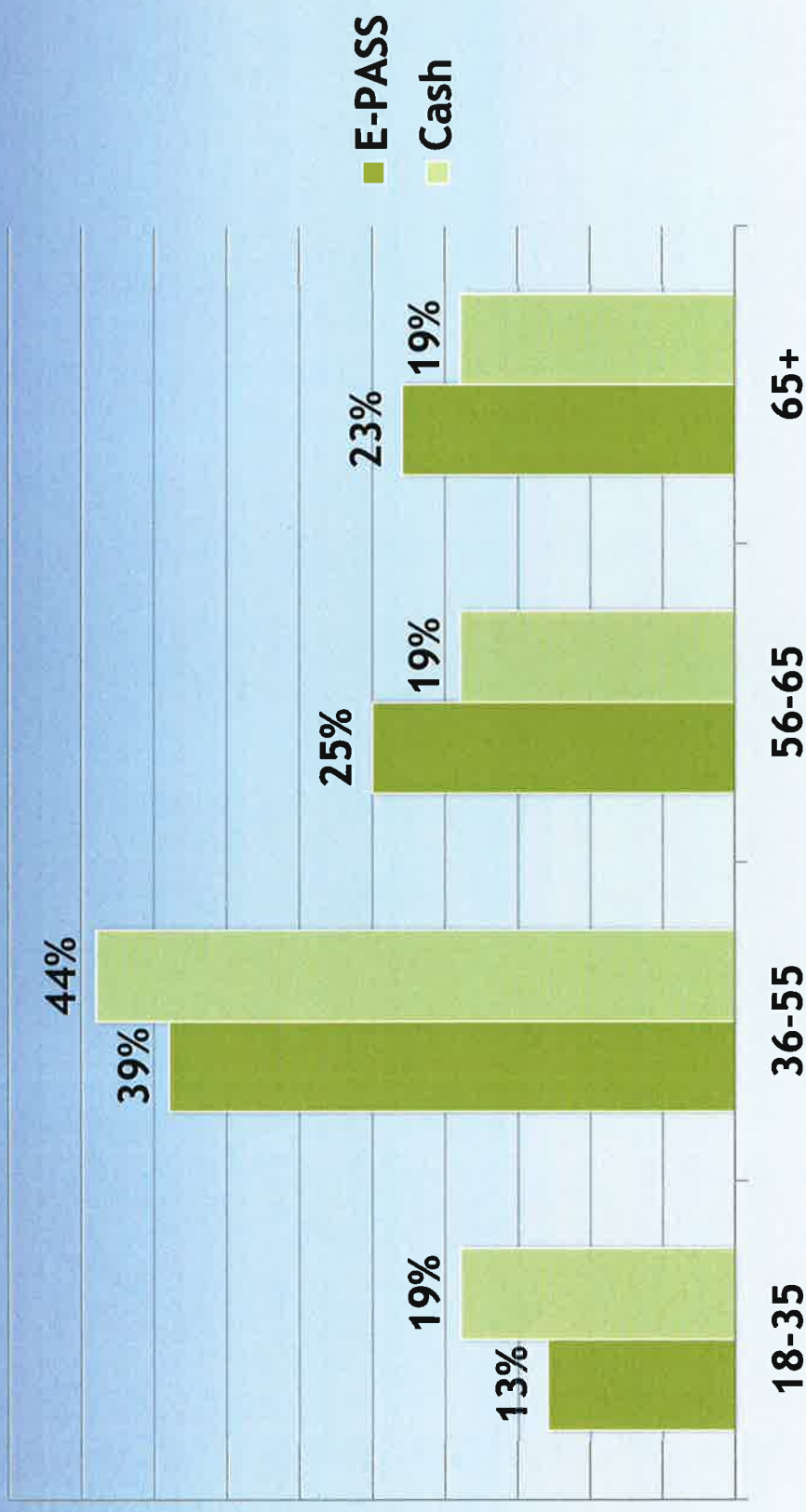
FEMALE

E-PASS: 48%

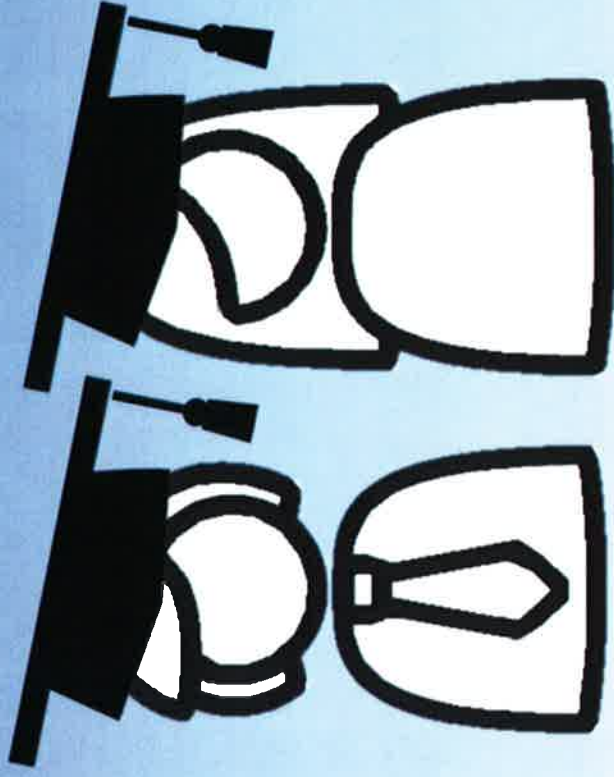
CASH: 55%

WHO ARE OUR CUSTOMERS?

AVERAGE AGE: 53



WHO ARE OUR CUSTOMERS?



EDUCATION

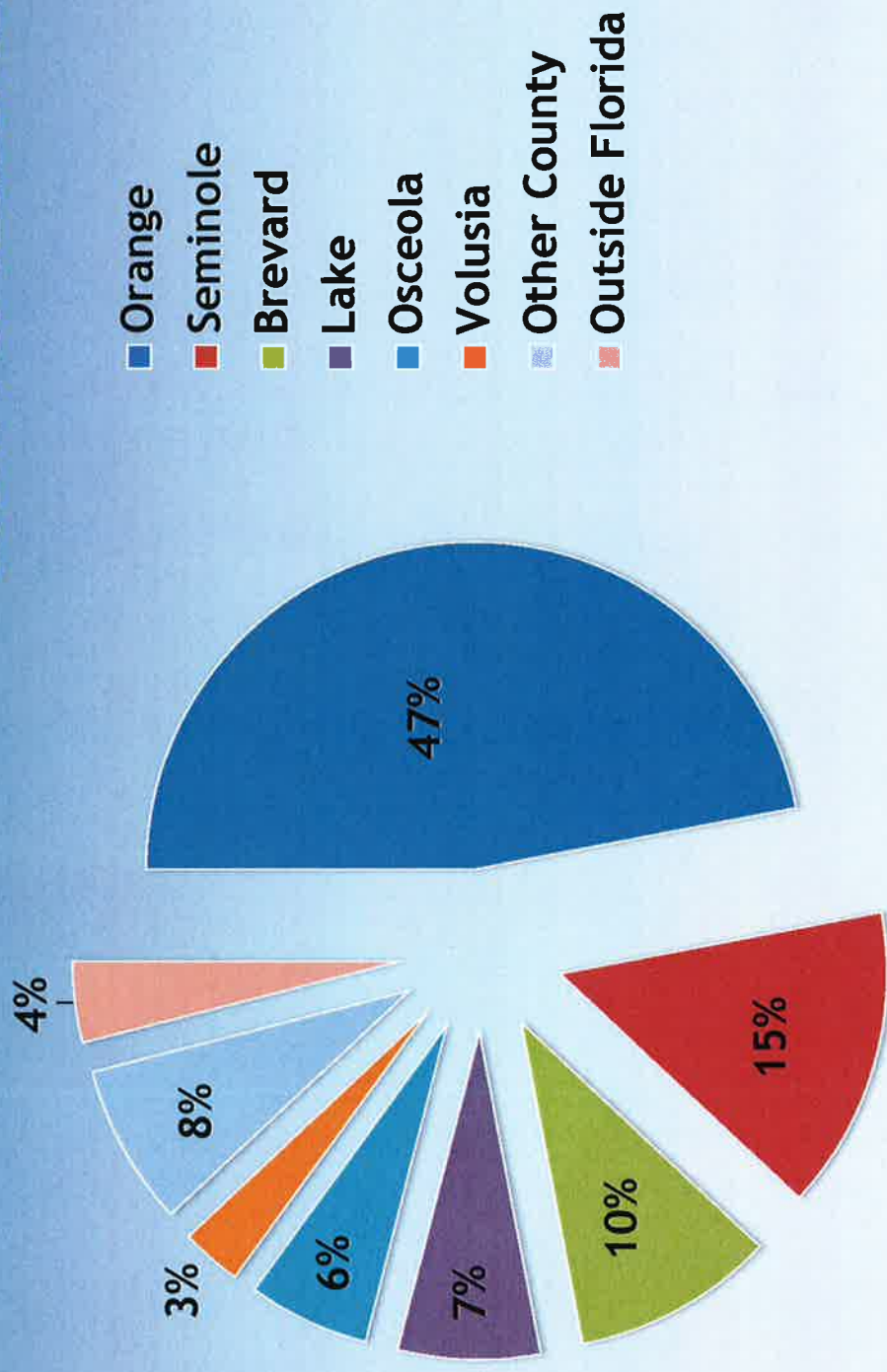
56%: College or Higher

30%: Some College

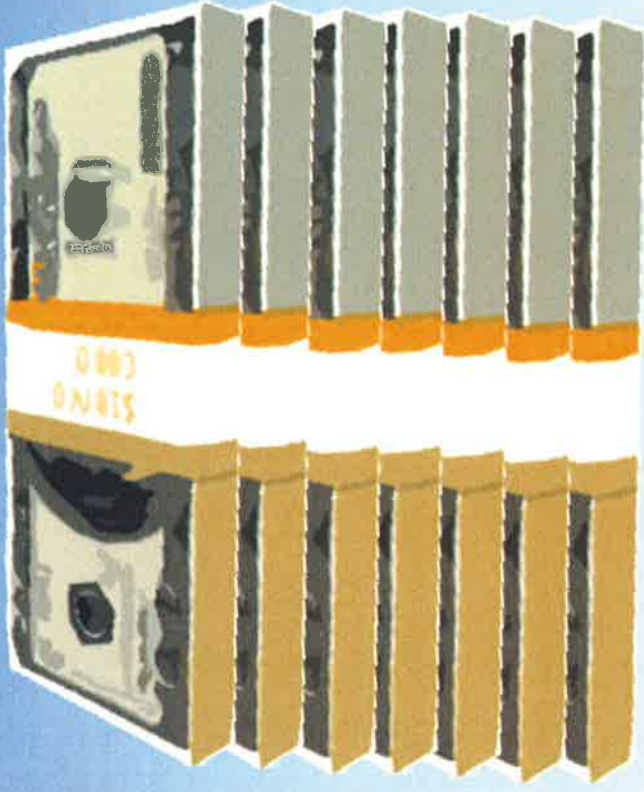
13% High School

WHO ARE OUR CUSTOMERS?

COUNTY OF RESIDENCE



WHO ARE OUR CUSTOMERS?

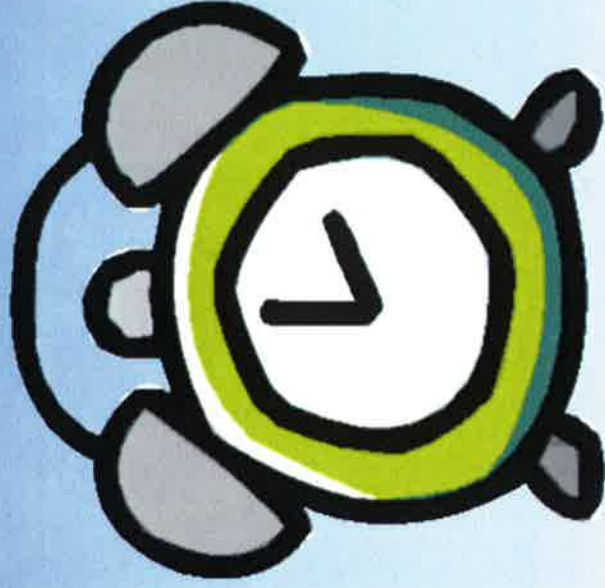


E-PASS: \$77.9K



CASH: \$55.5K

WHY DO THEY CHOOSE US?



90% - Save Time

Other Reasons:

- Convenience
- Less Congestion
- Safety

WHY DO THEY CHOOSE US?

**PAY
TOLL**

VS

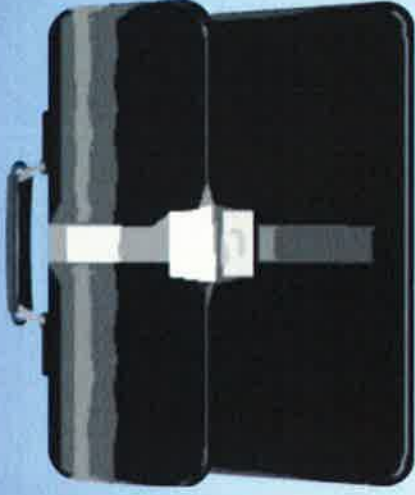
**PAY
TAX**

75%

25%

WHY DO THEY TRAVEL EXPRESSWAYS?

**Check all that apply*



52% WORK

Commuting on-the-job



65% PERSONAL

Errands
Special Events
Vacation
School

WHY DO THEY TRAVEL EXPRESSWAYS?

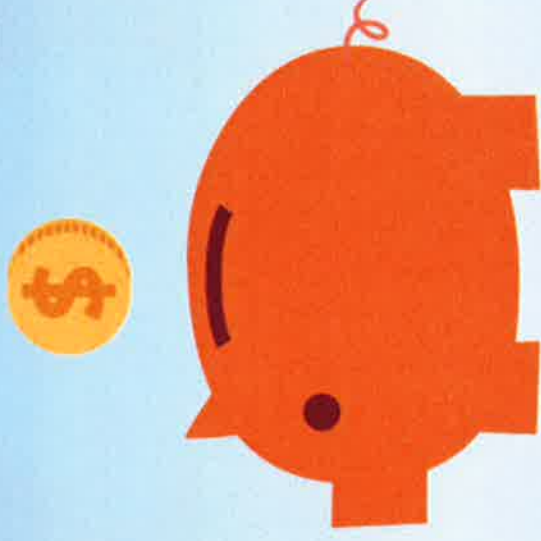


70% of E-PASS users who travel
for work say they use E-PASS
to pay other Florida tolls

WHY DO THEY AVOID EXPRESSWAYS?

41% sometimes take an alternate route, even when the expressway is the most direct

- 83% say it's to save money
- Cash users are more likely to avoid



WHAT DO THEY THINK OF E-PASS?

99.7% agree that using E-PASS saves time

93% agree that using E-PASS is safer

93% agree that E-PASS provides good value



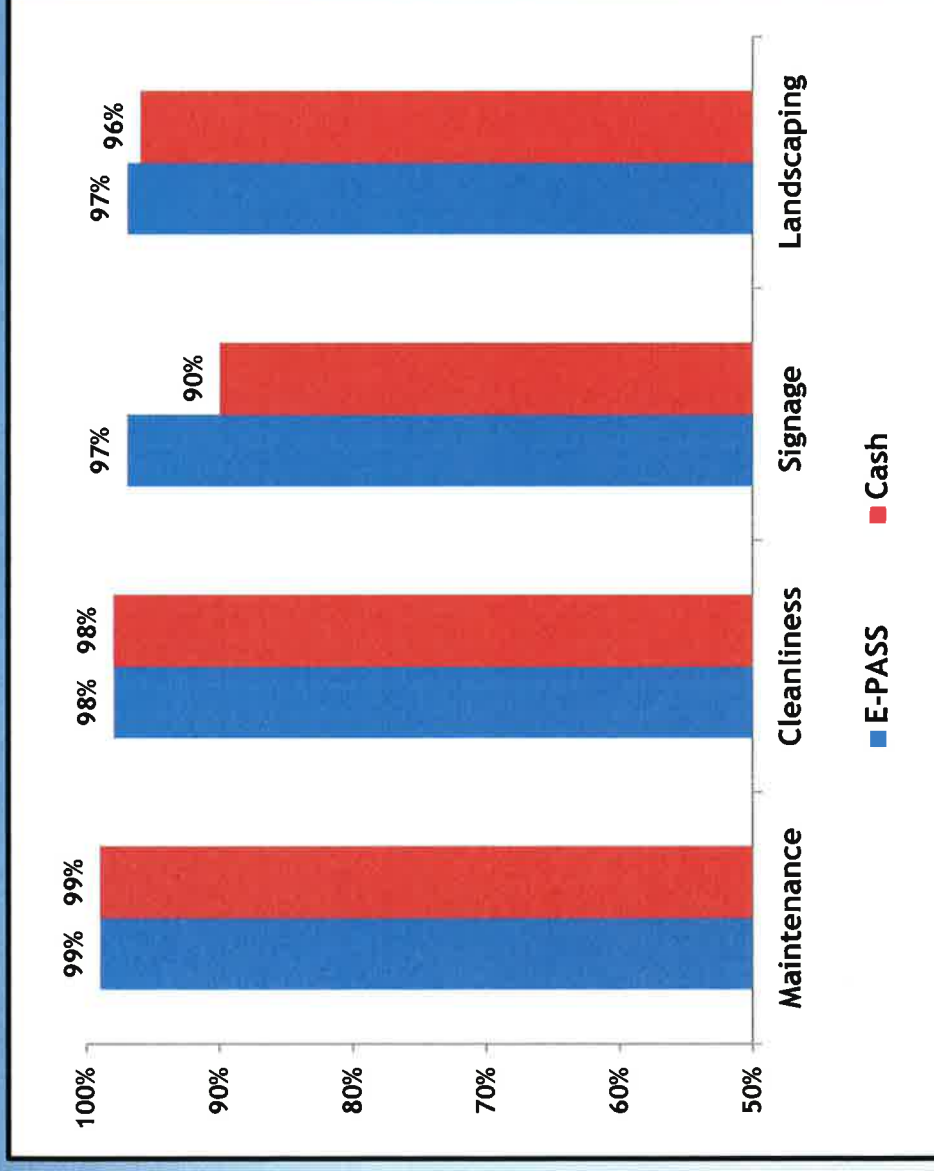
WHAT DO THEY THINK OF E-PASS?

94% of people who
visit our website use it
to check their E-PASS
account



The screenshot shows the E-PASS login interface. At the top left is the E-PASS logo. Below it, the word "Login" is displayed. A note states "Required fields are marked with *". There are two input fields: "Username *" and "Password *". Below the Username field is a link "Forgot your Username?". Below the Password field is a link "Forgot your Password?". A "Login" button is positioned below the Password field. Below the login fields, there are three lines of text: "Don't have a Password? Enter your PIN in the password field.", "Don't have a Username? [Click Here](#)", and "Don't have an E-PASS Account? [Get E-PASS Now!](#)".

WHAT DO THEY THINK OF OUR EXPRESSWAY?



“Please indicate how much you agree or disagree with the following statements.

The tolled expressways...”

WHAT DO THEY THINK OF US?

96% say toll
collectors are friendly
and treat each person
as valued customer



ARE THEY ONLINE?

4% of respondents
who use social media
follow CFX



66% were unaware
that we use social
media



ARE THEY SATISFIED CUSTOMERS?



CENTRAL FLORIDA EXPRESSWAY AUTHORITY

QUESTIONS?

