

**MINUTES**  
**ORLANDO-ORANGE COUNTY EXPRESSWAY AUTHORITY**  
**OPERATIONS COMMITTEE MEETING**  
**October 6, 2014**

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Committee Members Present:

Charles Ramdatt, City of Orlando (Committee Chairman)  
Jim Harrison, Orange County  
Hector Lizasuain, Osceola County  
Steve Fussell, Seminole County  
Fred Schneider, Lake County

Also Present:

Joseph A. Berenis, Deputy Executive Director of Engineering, Operations, Construction & Maintenance  
Laura Kelley, Deputy Executive Director of Finance & Administration  
Joseph Passiatore, General Counsel  
David Wynne, Director of Toll Operations  
Joann Chizlett, Director of IT  
Michelle Maikisch, Director of Public Affairs & Communication  
Corey Quinn, Director of Expressway Operations  
Darleen Mazzillo, Recording Secretary/Executive Assistant  
Dan Goff, Florida Toll Services  
Barbara Salvo, Florida Toll Services  
Amanda Day, Day Communications

**CALL TO ORDER**

The meeting was called to order at 9:04 a.m. by Committee Chairman Charles Ramdatt.

**PUBLIC COMMENT**

There was no public comment.

**APPROVAL OF MINUTES OF OCTOBER 22, 2013**

Mr. Ramdatt questioned whether the committee members have the authority to approve these minutes, since none were present at the October 22, 2013 meeting. General Counsel Joseph Passiatore explained that, as a sunshine committee, the committee does have an obligation to approve these minutes. We looked into this previously when a similar situation occurred with the new CFX Board approving the OOCEA Board meeting minutes. Laura Kelley and David Wynne, who were in attendance at the October

22, 2013 Operations Committee meeting, affirmed that the minutes are true and accurate to the best of their recollection.

A motion was made by Mr. Schneider and seconded by Mr. Fussell to approve the October 22, 2013 Operations Committee minutes as presented, noting the above affirmations. The motion carried with 3 members present and voting AYE by voice vote; Mr. Harrison and Mr. Lizasuain were not present.

### **BRIEFING ON TOLL OPERATIONS**

(Mr. Lizasuain and Mr. Harrison arrived during this presentation.)

Director of Toll Operations David Wynne briefed the committee about CFX's toll operations. See Exhibit "A" for presentation.

Highlights of the presentation:

- CFX Toll Operation Staff
- System Overview
- Area of Operations
- E-PASS Operations
- E-PASS Statistics
- Cash Operations Statistics
- Special Projects
- Violation Business Rules
- Violation Statistics
- Toll System Maintenance

The committee members asked various questions during the presentation, which were answered by Mr. Wynne.

This item will be presented at the Board Workshop on October 9.

### **CUSTOMER OPINION SURVEY**

Michelle Maikisch, Director of Public Affairs and Communication, presented information regarding the Customer Opinion Survey, which was conducted in October 2013. The survey is conducted every two years to gather opinions of E-PASS and cash customers. Ms. Maikisch also talked about customer feedback and communications. See Exhibit "B" for presentation.

Key findings from the Customer Opinion Survey:

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

Ms. Maikisch presented statistics obtained from the survey responses.

This item will be presented at the Board Workshop on October 9.

#### **SPEED LIMIT ADJUSTMENT FOR S.R. 417 AND S.R. 429**

Director of Expressway Operations Corey Quinn gave a presentation regarding a speed limit adjustment for S.R. 417 and S.R. 429. Presentation attached as Exhibit "C."

In early 2013 the Board requested that a speed study be conducted on various segments of our system. In accordance with Florida Statute 316.187 we submitted the speed studies to FDOT for approval. FDOT approved the speed limit modifications on August 21, 2014.

Florida's Turnpike Enterprise has completed their independent studies for their segments of S.R. 417 and S.R. 429. Their results are consistent with ours; their study recommends a change to 70 mph on their system.

The cost for replacement/modification of existing signs is estimated to be \$76,000.

At the October 9 Board meeting staff will request Board approval to adjust the speed limit from 65 mph to 70 mph on CFX portions of S.R. 417 and S.R. 429.

Mr. Ramdatt recommended that we consider looking at variable speed limits during peak periods at the S.R. 408/S.R. 417 interchange. He also recommended that we delay the speed limit increase on a portion of S.R. 417 during construction of the widening project.

#### **OTHER BUSINESS**

Mr. Ramdatt would like to tour the system occasionally with CFX staff and suggested the same to the other committee members.

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It was mentioned that staff will be scheduling tours for the Board members to visit the operations facilities, in particular the E-PASS call center, toll collection operations center and toll plaza. Committee members will be invited also.

It was suggested that the following items be discussed at the next meeting and/or future meetings:

- Operations Committee Charter Review
- Vision/overview of the Operations Committee
- Future meeting schedule
- Safety concerns and project coordination with the I-4/SR 408 Interchange construction project.
- Variable speed limits on SR 408/SR 417 Interchange
- Centralized Customer Service System (CCSS)
- E-PASS in City of Orlando parking garages

#### **ADJOURNMENT**

The meeting was adjourned at 10:55 a.m.

Minutes approved on \_\_\_\_\_, 2014.

*Pursuant to the Florida Public Records Law and CFX Records Management Policy, audio tapes of all Board and applicable Committee meetings are maintained and available upon request to the Records Management Liaison Officer at [publicrecords@CFXWay.com](mailto:publicrecords@CFXWay.com) or 4974 ORL Tower Road, Orlando, FL 32807. Additionally, video tapes of Board meetings commencing July 25, 2012 are available on the CFX website, [www.expresswayauthority.com](http://www.expresswayauthority.com).*

# CENTRAL FLORIDA EXPRESSWAY AUTHORITY

## **Agenda** **Central Florida Expressway Authority** **OPERATIONS COMMITTEE**

**October 6, 2014**  
**9:00 a.m.**  
**Starling Conference Room 352**

**A. CALL TO ORDER / INTRODUCTIONS** – *Charles Ramdatt, Operations Committee Chairman*

**B. PUBLIC COMMENT**

Pursuant to Florida Statute 286.0114 (2013) the Operations Committee will allow public comment on any matter either identified on this meeting agenda as requiring action, or anticipated to come before the Committee for action in reasonable proximity to this meeting. Speakers shall be limited to three minutes per person and the assignment of one person's time to another or designation of group spokesperson shall be allowed at the discretion of the Committee Chairman.

**C. APPROVAL OF OCTOBER 22, 2013 MINUTES** – *Charles Ramdatt, Operations Committee Chairman*

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

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

**F. SPEED LIMIT ADJUSTMENT FOR S.R. 417 AND S.R. 429** - *Corey Quinn, Director of Expressway Operations*

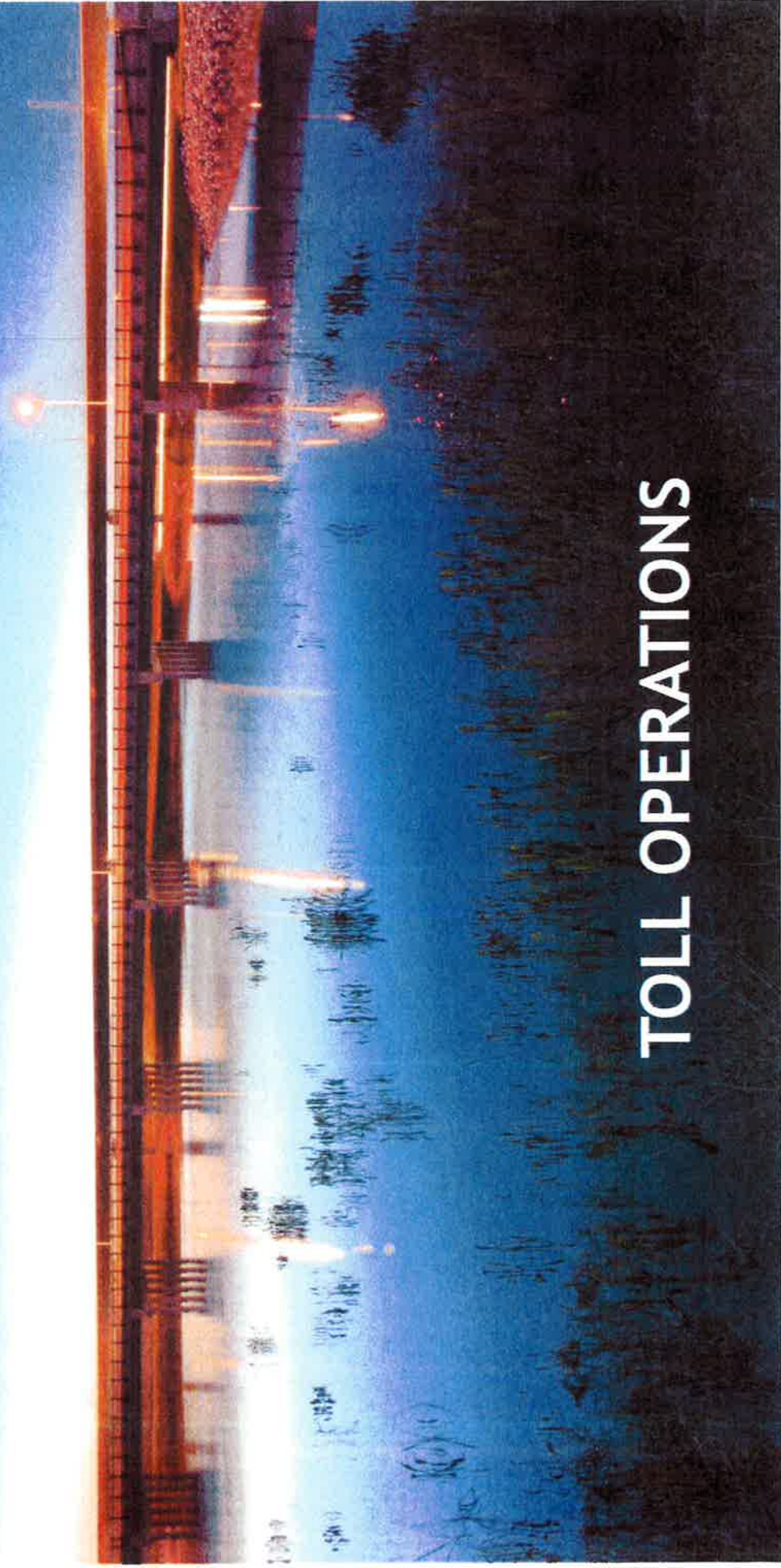
**G. OTHER BUSINESS**

**H. ADJOURNMENT**

# EXHIBIT “A”

# 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 2<sup>nd</sup> 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



- |  |  |
|--|--|
| <p>           1. <b>Project Name:</b> [Project Name]<br/>           2. <b>Client:</b> [Client Name]<br/>           3. <b>Location:</b> [Location]<br/>           4. <b>Start Date:</b> [Start Date]<br/>           5. <b>End Date:</b> [End Date] </p> |  |
| <p>           6. <b>Project Manager:</b> [Project Manager]<br/>           7. <b>Team Lead:</b> [Team Lead]<br/>           8. <b>Team Members:</b> [Team Members] </p>  |  |
| <p>           9. <b>Project Description:</b> [Project Description]<br/>           10. <b>Project Objectives:</b> [Project Objectives] </p>   |  |
| <p>           11. <b>Project Scope:</b> [Project Scope]<br/>           12. <b>Project Budget:</b> [Project Budget] </p>  |  |
| <p>           13. <b>Project Risks:</b> [Project Risks]<br/>           14. <b>Project Status:</b> [Project Status] </p>  |  |
| <p>           15. <b>Project Deliverables:</b> [Project Deliverables]<br/>           16. <b>Project Milestones:</b> [Project Milestones] </p>  |  |
| <p>           17. <b>Project Communication:</b> [Project Communication]<br/>           18. <b>Project Reporting:</b> [Project Reporting] </p>  |  |
| <p>           19. <b>Project Approval:</b> [Project Approval]<br/>           20. <b>Project Sign-off:</b> [Project Sign-off] </p>  |  |



## 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



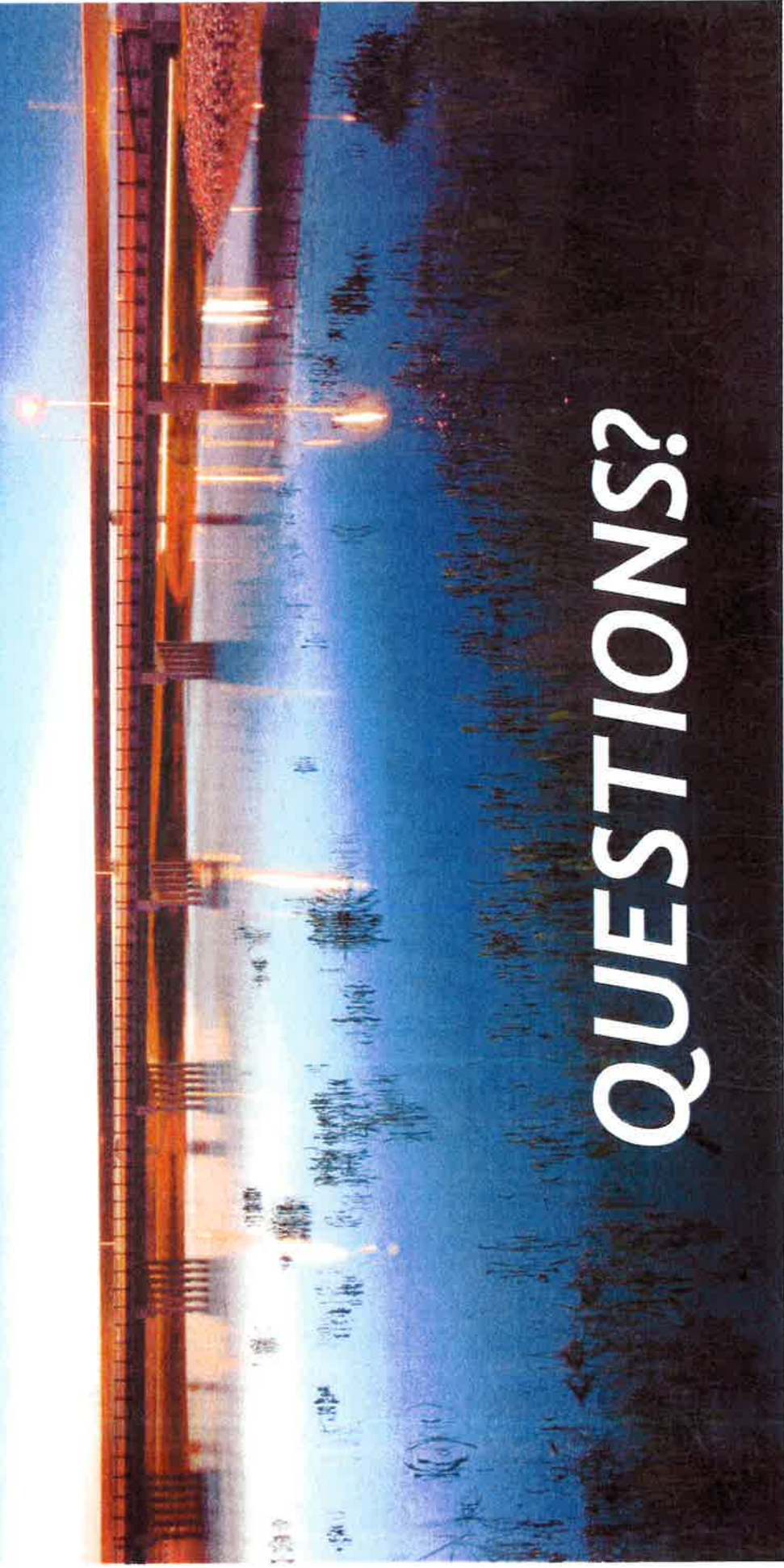
## TOLL SYSTEM MAINTENANCE

- 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?

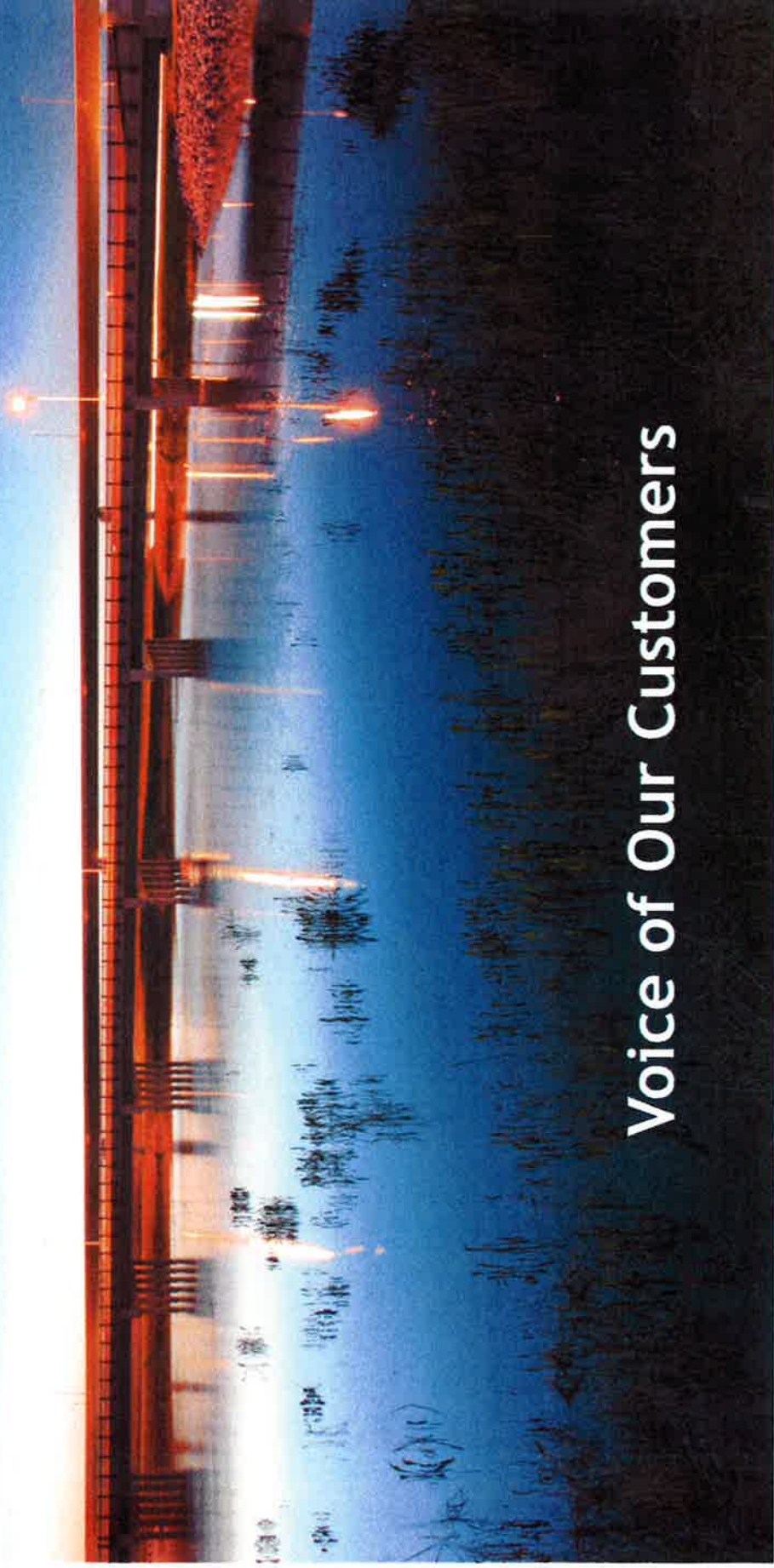


# EXHIBIT “B”



# 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](mailto: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

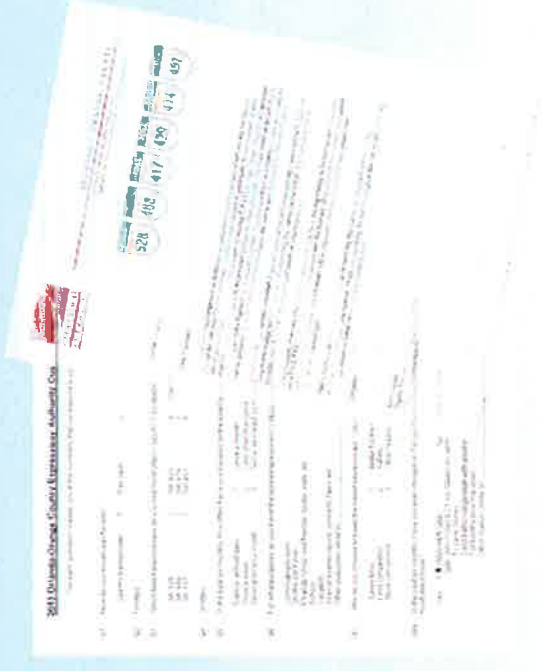
- 28,111 responses
- Opportunity to receive E-PASS credits
- Thousands of comments and questions currently being addressed by PIO





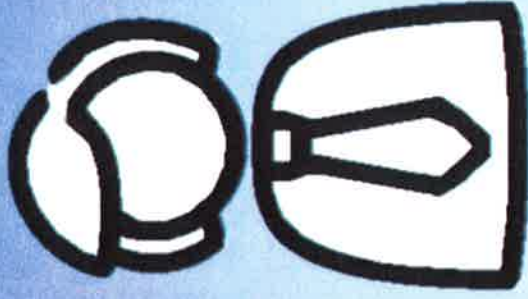
# KEY FINDINGS

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





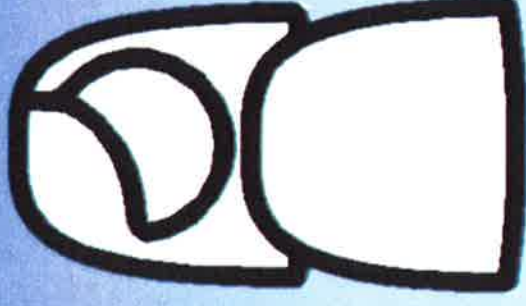
# WHO ARE OUR CUSTOMERS?



**MALE**

**E-PASS: 52%**  
**CASH: 45%**

**VS**

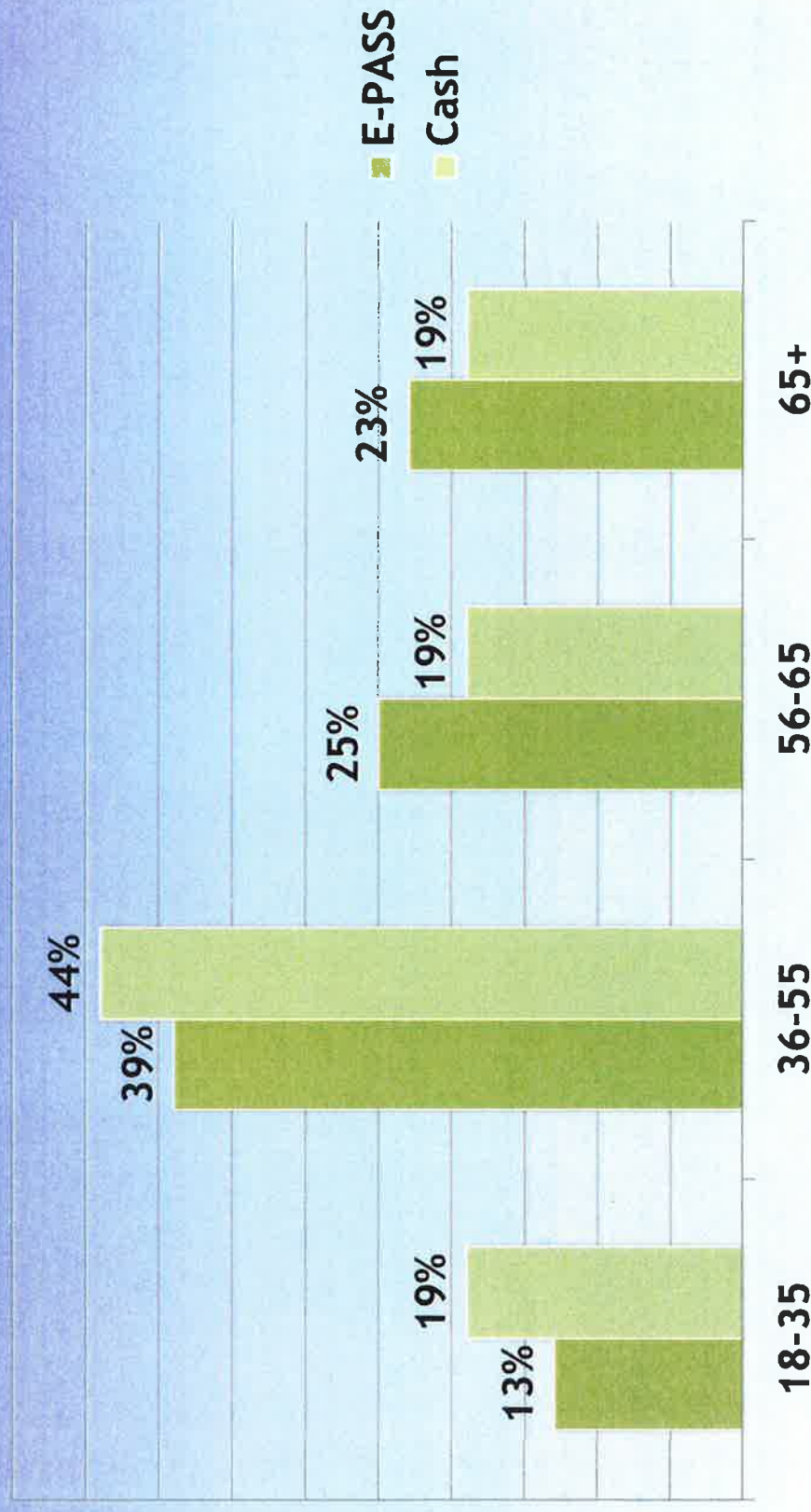


**FEMALE**

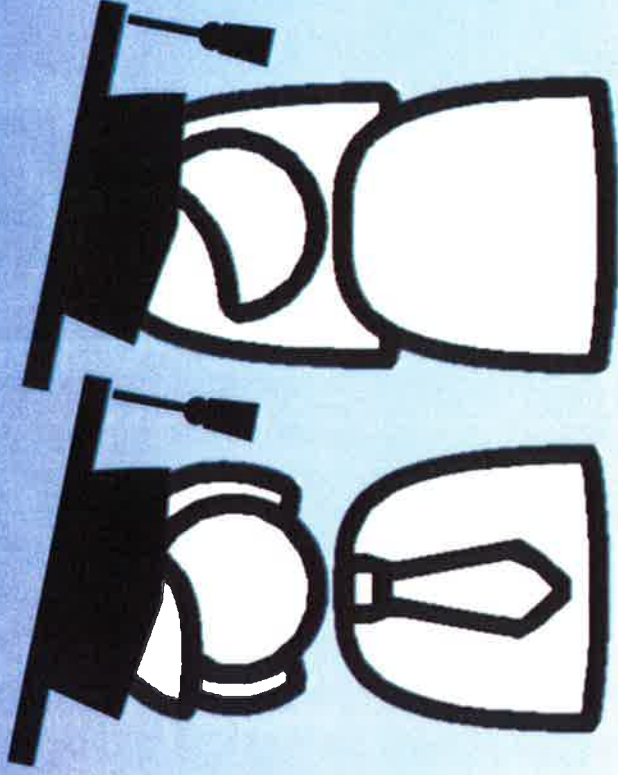
**E-PASS: 48%**  
**CASH: 55%**

# WHO ARE OUR CUSTOMERS?

AVERAGE AGE: 53



# WHO ARE OUR CUSTOMERS?



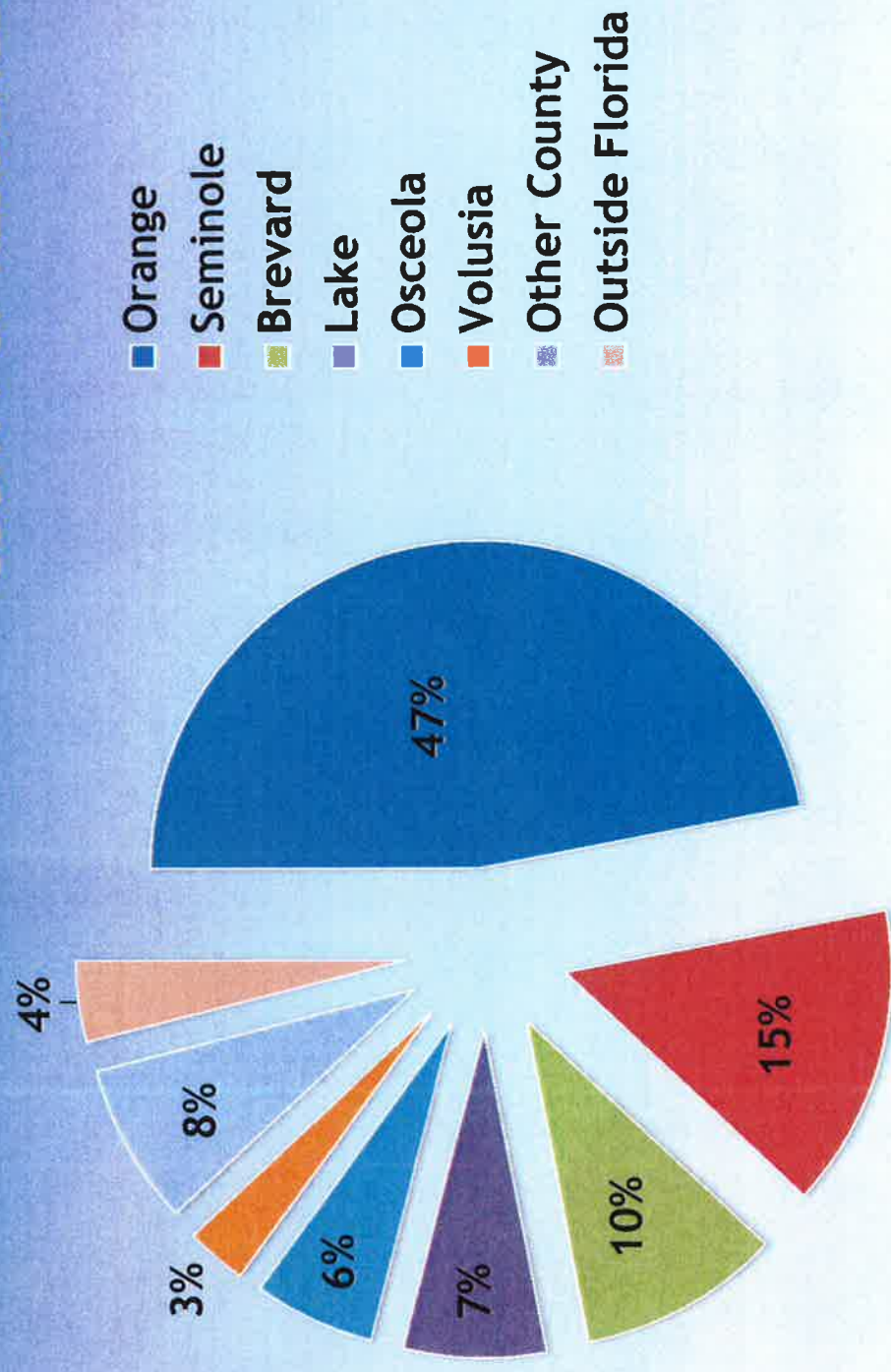
## EDUCATION

56%: College or Higher  
30%: Some College  
13% High School

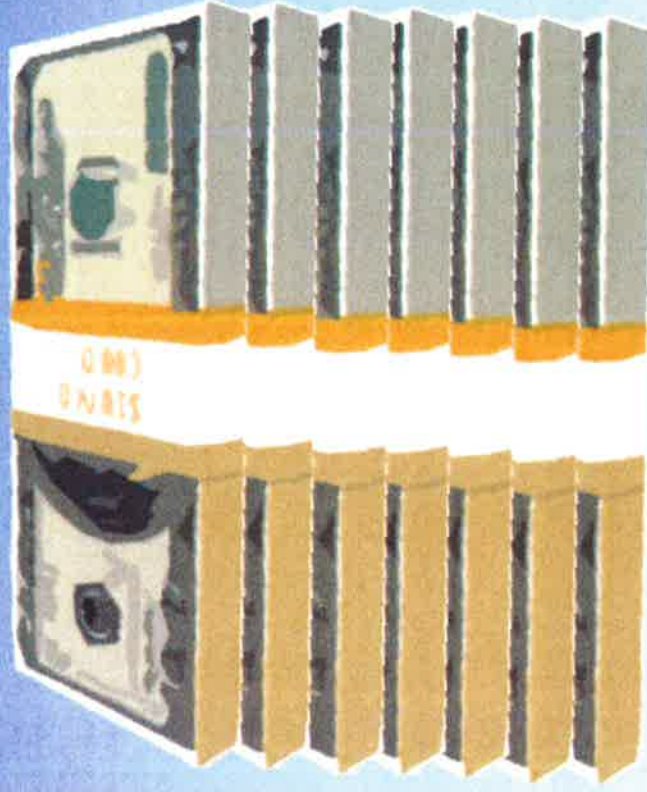


# WHO ARE OUR CUSTOMERS?

## COUNTY OF RESIDENCE



# WHO ARE OUR CUSTOMERS?



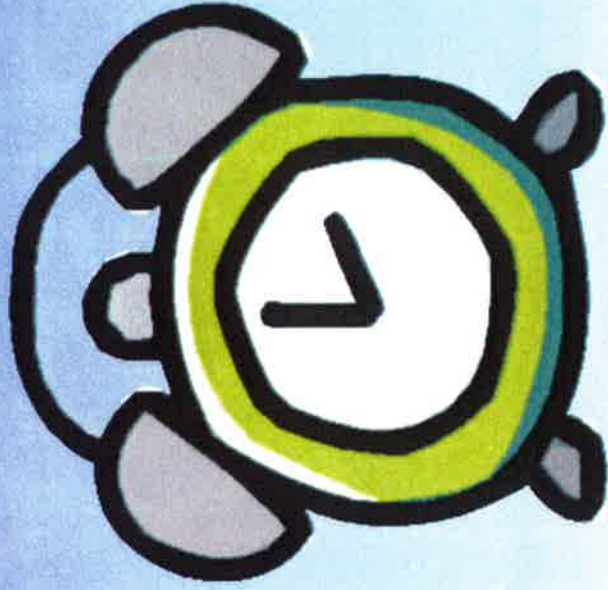
**E-PASS: \$77.9K**



**CASH: \$55.5K**



# WHY DO THEY CHOOSE US?



**90% - Save Time**

**Other Reasons:**

- Convenience
- Less Congestion
- Safety



# WHY DO THEY CHOOSE US?

**PAY**  
**TOLL**

**75%**

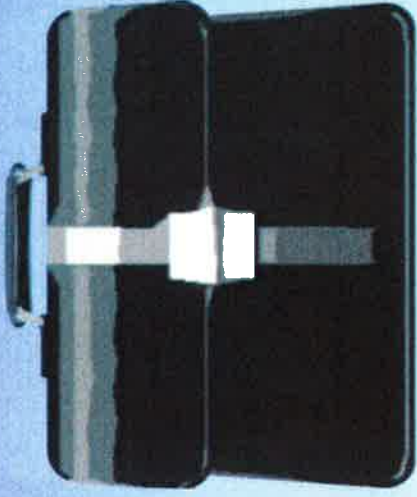
**VS**

**PAY**  
**TAX**

**25%**

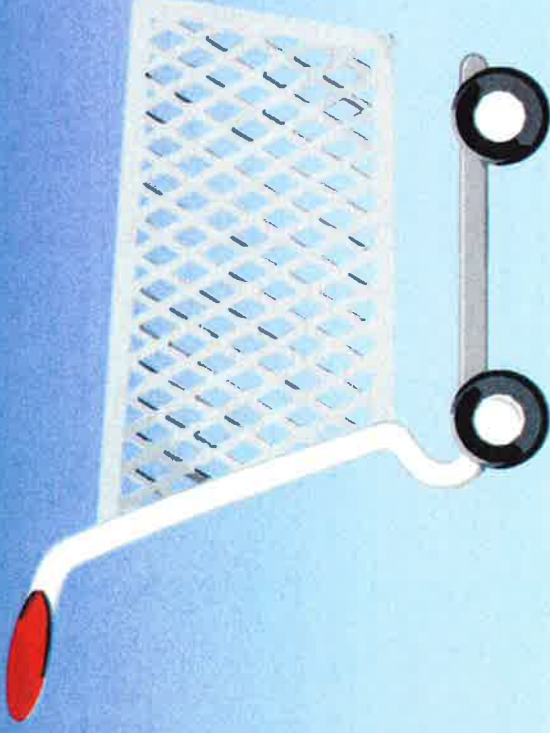
# WHY DO THEY TRAVEL EXPRESSWAYS?

*\*Check all that apply*



**52% WORK**

Commuting on-the-job



**65% PERSONAL**

Errands  
Special Events  
Vacation  
School

# WHY DO THEY TRAVEL EXPRESSWAYS?



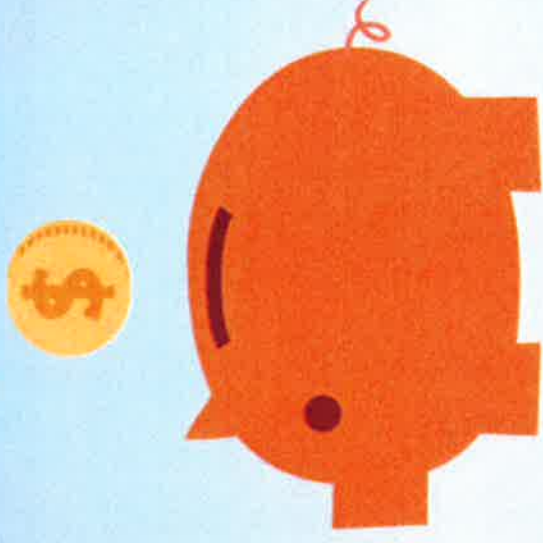
**70%** of E-PASS users who travel  
for work say they use E-PASS  
to pay other Florida tolls



# 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 text "Login" is followed by "Required fields are marked with \*". There are two input fields: "Username" and "Password", both marked with a red asterisk. Below the "Username" field is a link that says "Forgot your Username?". Below the "Password" field is a link that says "Forgot your Password?". To the right of the "Password" field is a "Login" button. Below the login fields, there are three links: "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!".

**E-PASS**

**Login**  
Required fields are marked with \*

Username \*  
[Forgot your Username?](#)

Password \*  
[Forgot your Password?](#)

Login

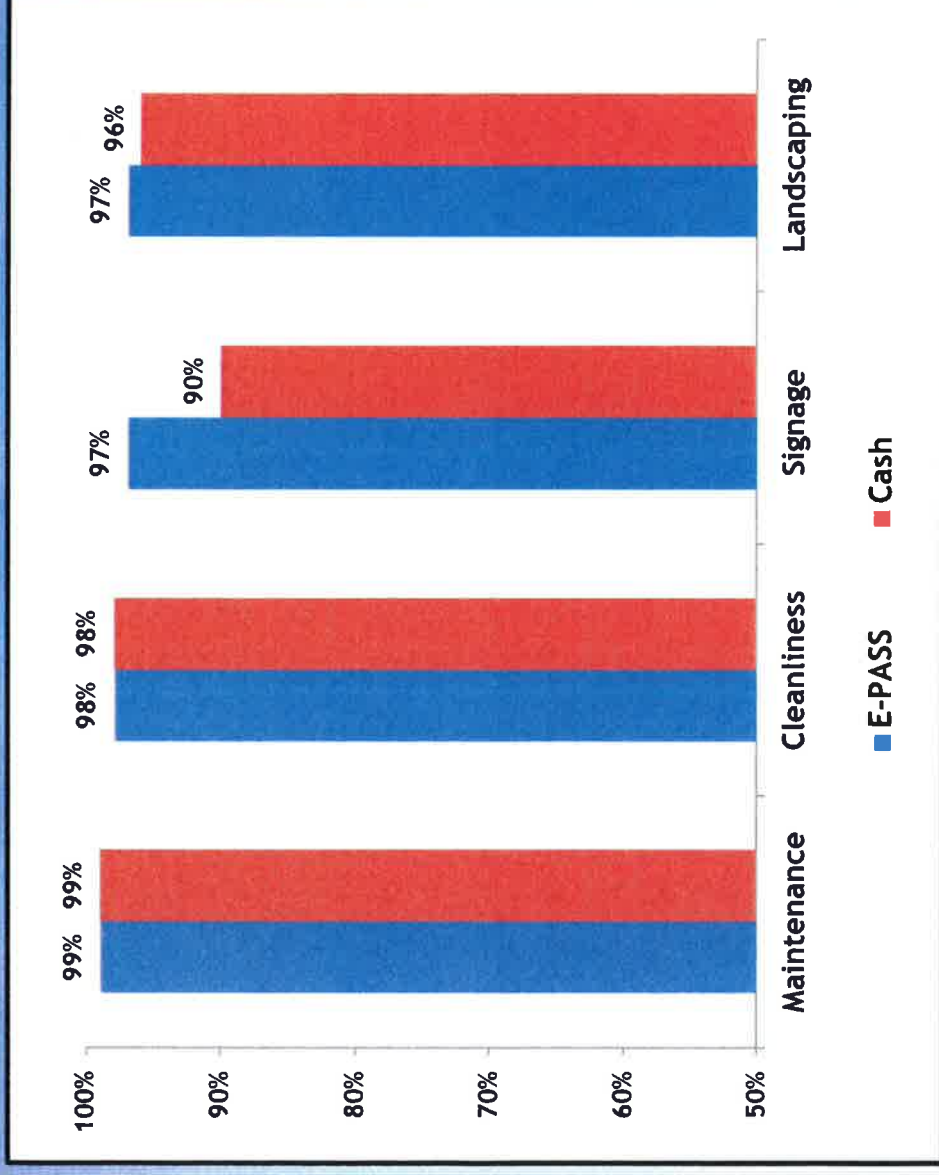
Don't have a Password? Enter your PIN in the password field.

Don't have a Username? [Click Here](#)

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

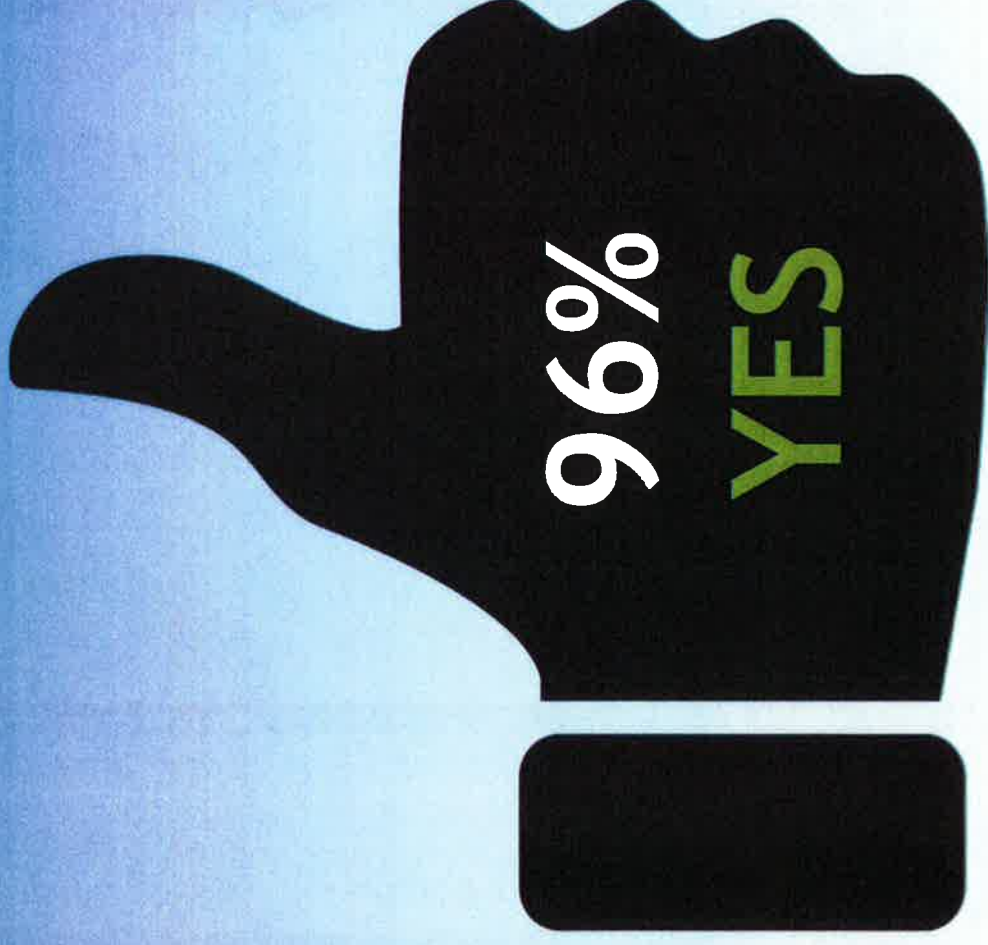


**66%** were unaware  
that we use social  
media



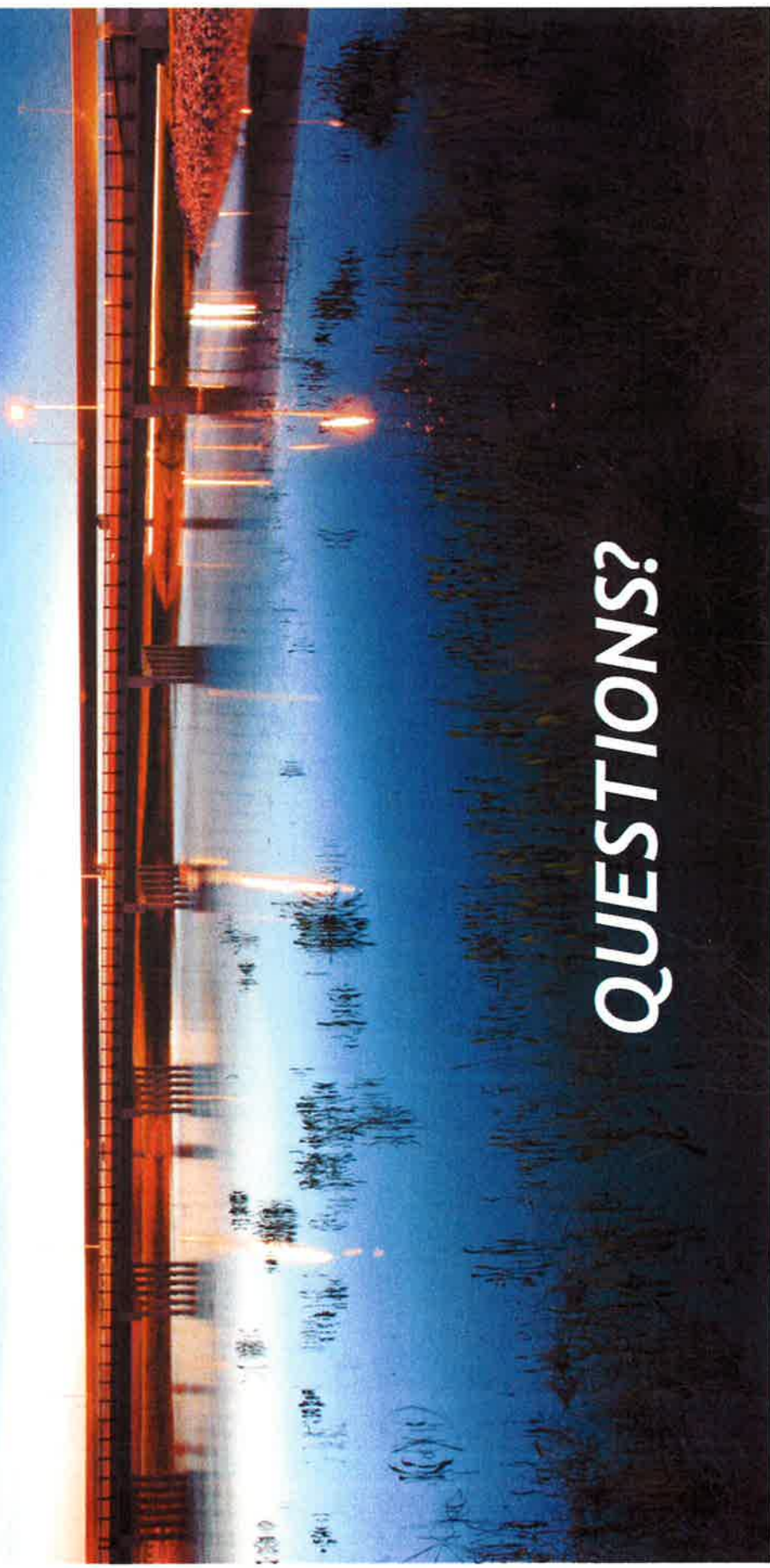


ARE THEY SATISFIED CUSTOMERS?



# CENTRAL FLORIDA EXPRESSWAY AUTHORITY

QUESTIONS?



# EXHIBIT “C”



# CENTRAL FLORIDA EXPRESSWAY AUTHORITY

Proposed Speed Limit Adjustment on SR 417 and SR 429



October 9, 2014



## Overview

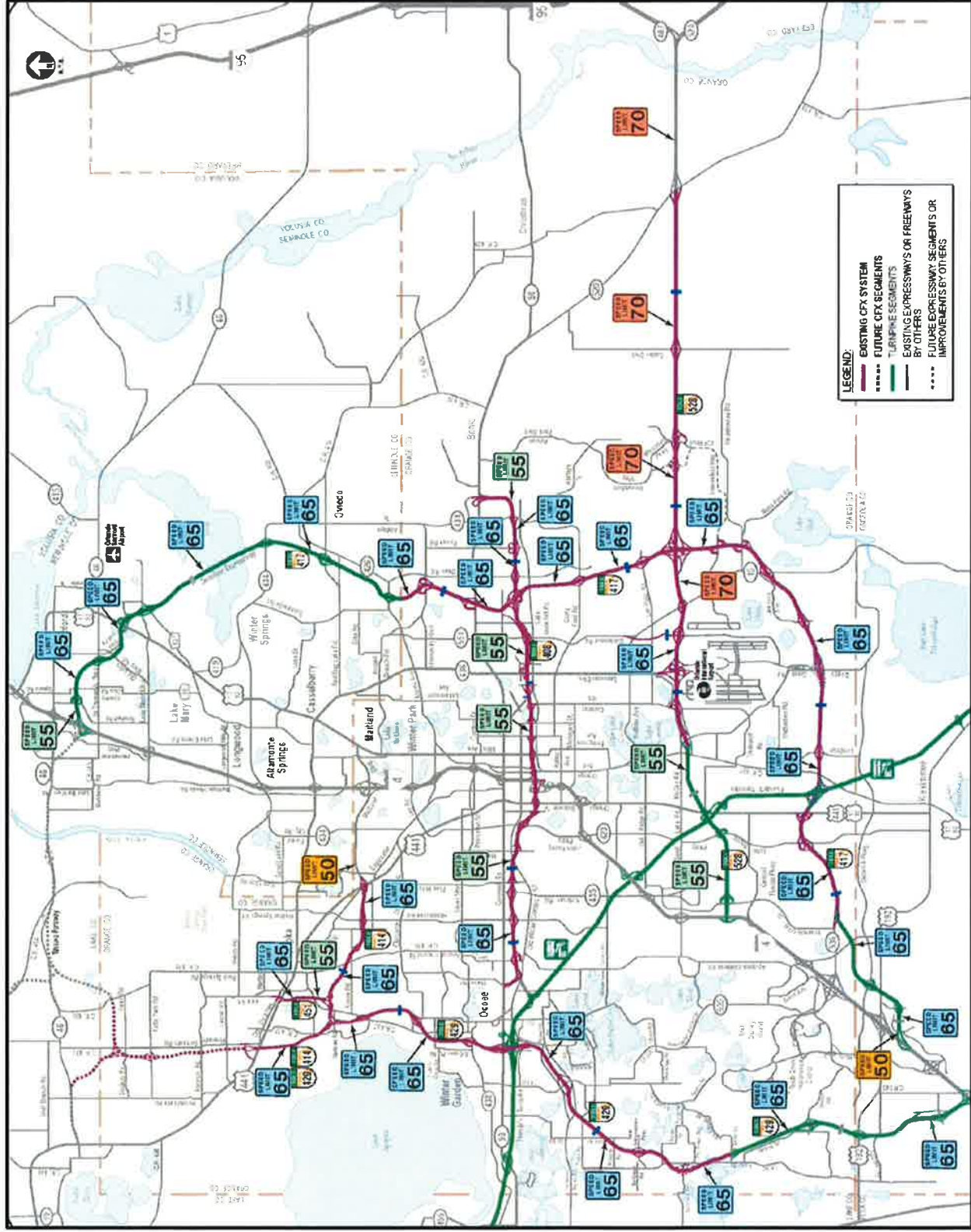
- Early 2013 OOC EA board requested speed study on various segments of our system
- Florida Statutes 316.187 describes the process for FDOT approval to modify speed limits; maximum allowable limit is 70 mph



## Overview

- Study per Speed Zoning for Highway Zoning and Streets manual
- Traffic study submitted to FDOT and approved 8/21/14
- CFX speed limit adjustment occurred in 1997; speed limit on portions of SR 408 adjusted to 65 mph





# Current Speed Limits



## Study Considerations

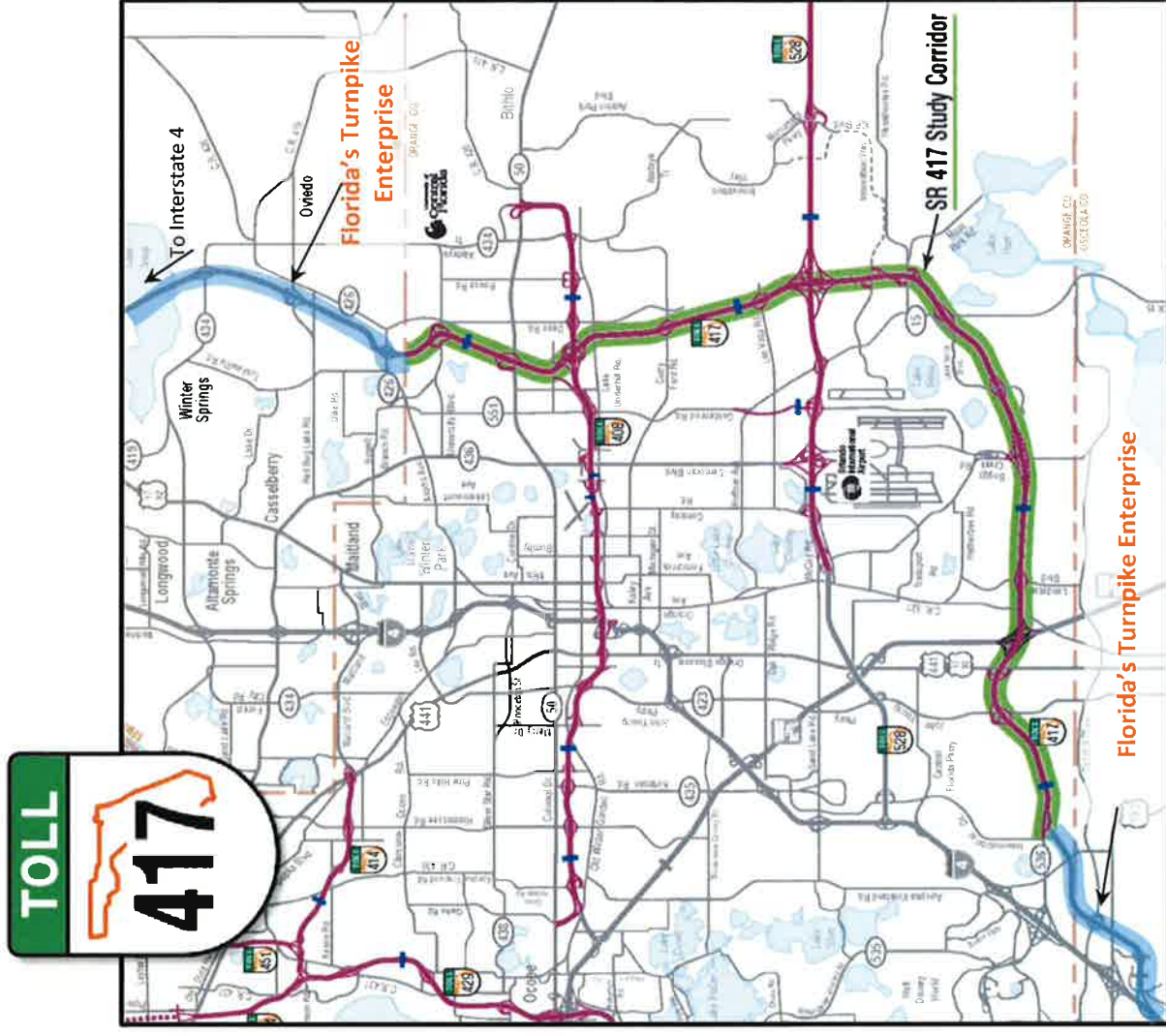
Collect and evaluate:

- Existing traffic volumes and speeds
- Accident history
- Roadway design criteria

Limit should reflect 85<sup>th</sup> percentile\* of speeds traffic is traveling

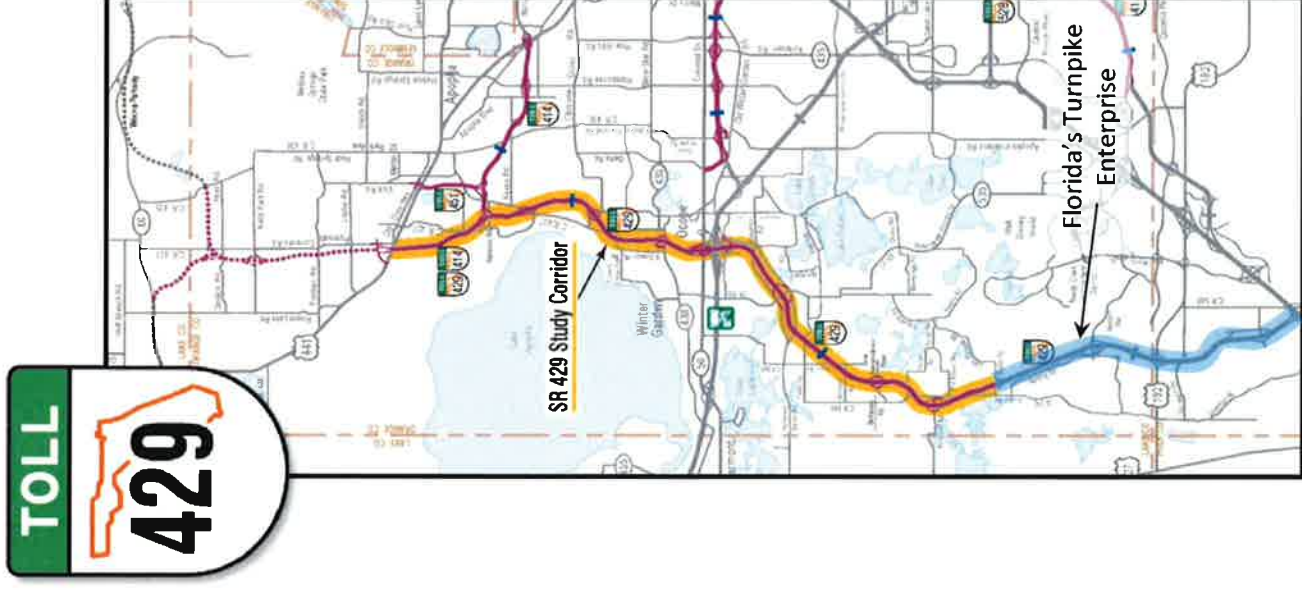
\*The speed at or below which 85 percent of all vehicles are observed to travel under free flow conditions past a specified point.

- From I-Drive to Seminole County Line
- Opened in phases: 1988 and 1993
- Current speed limit: 65 mph
- Roadway design criteria: 70 mph
- 85<sup>th</sup> percentile speed: 72-79 mph





- From Seidel Road to US 441
- Opened in phases:  
2000 and 2005
- Current speed limit:  
65 mph
- Roadway design criteria:  
70 mph
- 85th percentile speed:  
70-79 mph





# Speed Limit Adjustment Coordination



- Florida's Turnpike Enterprise
  - Completed independent studies for their segments of SR 417 and SR 429
  - Consistent results; study recommends a change to 70 mph



- Florida Highway Patrol
  - Coordination throughout the study



## Implementation Costs and Schedule

- 65 existing signs to be replaced/modified
- Estimated cost: \$76,000
- 60-90 days to complete
- Public outreach
  - Customer Email
  - Traditional Media
  - Online Newsletters
  - Social Media





## Requested Action

Staff requests Board approval to:

**Adjust the speed limit from  
65 mph to 70 mph  
on CFX portions of SR 417 and SR 429**