

CENTRAL FLORIDA EXPRESSWAY AUTHORITY

MINUTES CENTRAL FLORIDA EXPRESSWAY AUTHORITY BOARD WORKSHOP October 9, 2014

Board Members Present:

Commissioner Welton G. Cadwell, Lake County (Chairman)
Commissioner S. Scott Boyd, Orange County (Vice Chairman)
Commissioner Brenda Carey, Seminole County (Secretary-Treasurer)
Mayor Buddy Dyer, City of Orlando
Commissioner Fred Hawkins, Jr., Osceola County
Mayor Teresa Jacobs, Orange County
Walter A. Ketcham, Jr.

Non-Voting Advisor Present:

Diane Gutierrez-Scaccetti, Florida's Turnpike Enterprise

Staff Present at Dais:

Joseph A. Berenis, Deputy Executive Director
Joseph L. Passiatore, General Counsel
Darleen Mazzillo, Recording Secretary/Executive Assistant

CALL TO ORDER

The workshop was called to order at 10:30 a.m. by Chairman Welton Cadwell.

PUBLIC COMMENT

There was no public comment.

BRIEFING ON TOLL OPERATIONS

Director of Toll Operations David Wynne briefed the Board on CFX toll operations. See Exhibit "A" for presentation.

Mr. Wynne covered the following topics:

- 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

(Mayor Jacobs left during this presentation.)

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. In addition to the Customer Opinion Survey, an unofficial survey was emailed to the remaining 200,000+ E-PASS customers. 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.

BOARD MEMBER COMMENT

There were no comments from the Board members.

ADJOURNMENT

There being no further business to come before the Board, the Chairman adjourned the meeting at 11:35 a.m.



Commissioner Welton G. Cadwell
Chairman
Central Florida Expressway Authority



Darleen Mazzillo
Recording Secretary/Executive Assistant
Central Florida Expressway Authority

Minutes approved on Nov. 13, 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 or 4974 ORL Tower Road, Orlando, FL 32807. Additionally, video tapes of Board meetings commencing July 25, 2012 are available at the CFX website, www.expresswayauthority.com

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*

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

E. BOARD MEMBER COMMENT

F. ADJOURNMENT

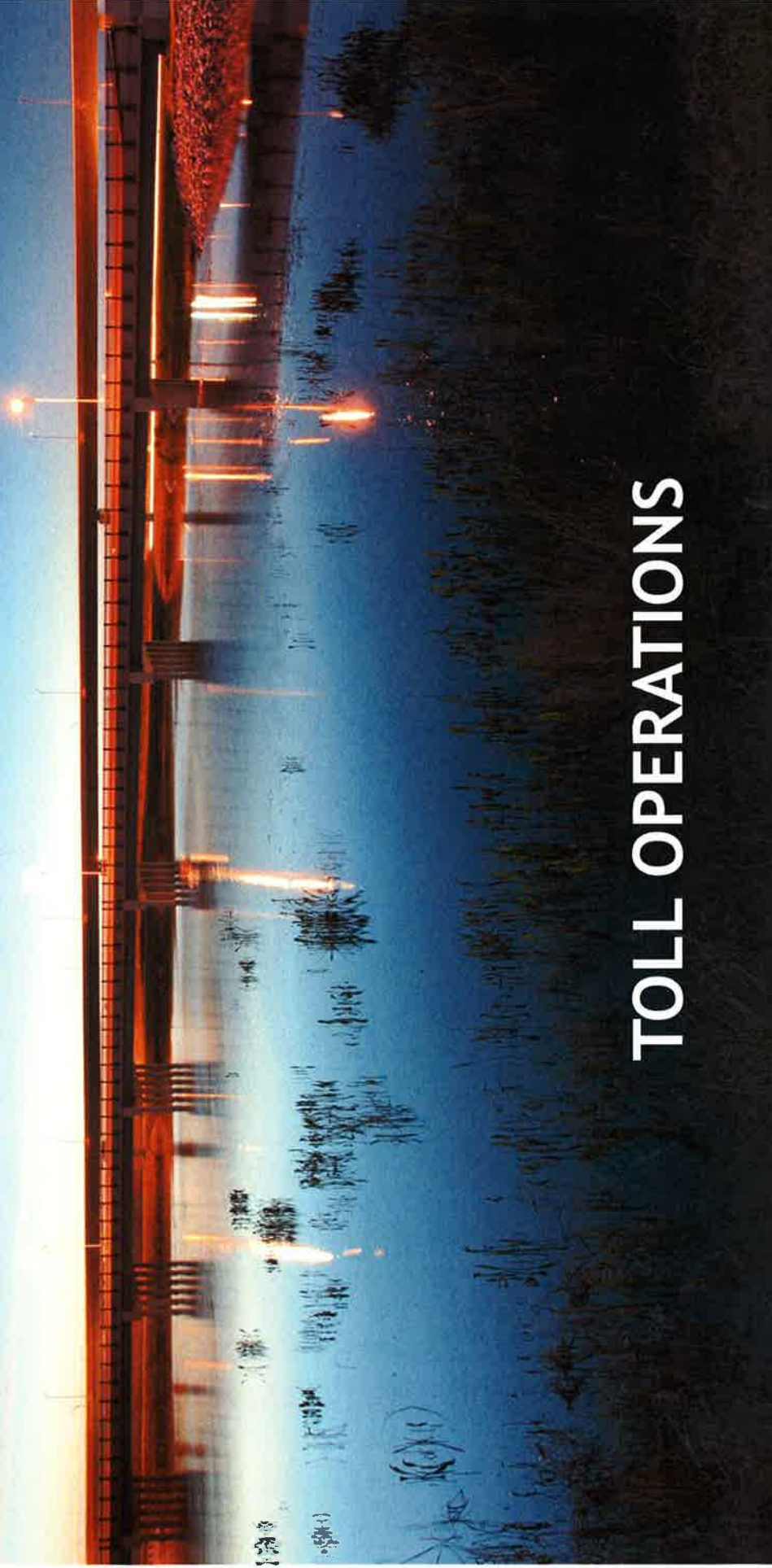
This meeting is open to the public.

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.

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 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



VIOLATION BUSINESS RULES

- Unpaid Toll Notice (UTN)
 - Invoice 30 days to pay
- Final Violation Notice (FVN)
 - Additional 15 days to pay
- Registration Hold
 - Stops customer from renewing registration
- Uniform Traffic Citation (UTC)
 - Requires payment or court hearing

Reference # LUD53917

Issue Date 06/01/2014
Due Date 08/02/2014
License Plate
Total Due \$5.20

Page 2 of 2

Unpaid Toll Notice (UTN)

Plate	License	Violation Description	Toll Amount	Fee Amount
REGISTRATION	FL	2014 FL REGISTRATION	\$1.00	\$1.00
DALLAS (TX)	TX	2014 TX REGISTRATION	\$1.00	\$1.00
		Subtotal:	\$2.00	\$2.00
		Document Fee		\$1.00
		Total Due:		\$3.00

Reference # UD53917

Plate	License	Violation Description	Toll Amount	Fee Amount
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DALLAS (TX)	TX	2014 TX REGISTRATION	\$1.00	\$1.00
		Subtotal:	\$2.00	\$2.00
		Document Fee		\$1.00
		Total Due:		\$3.00



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

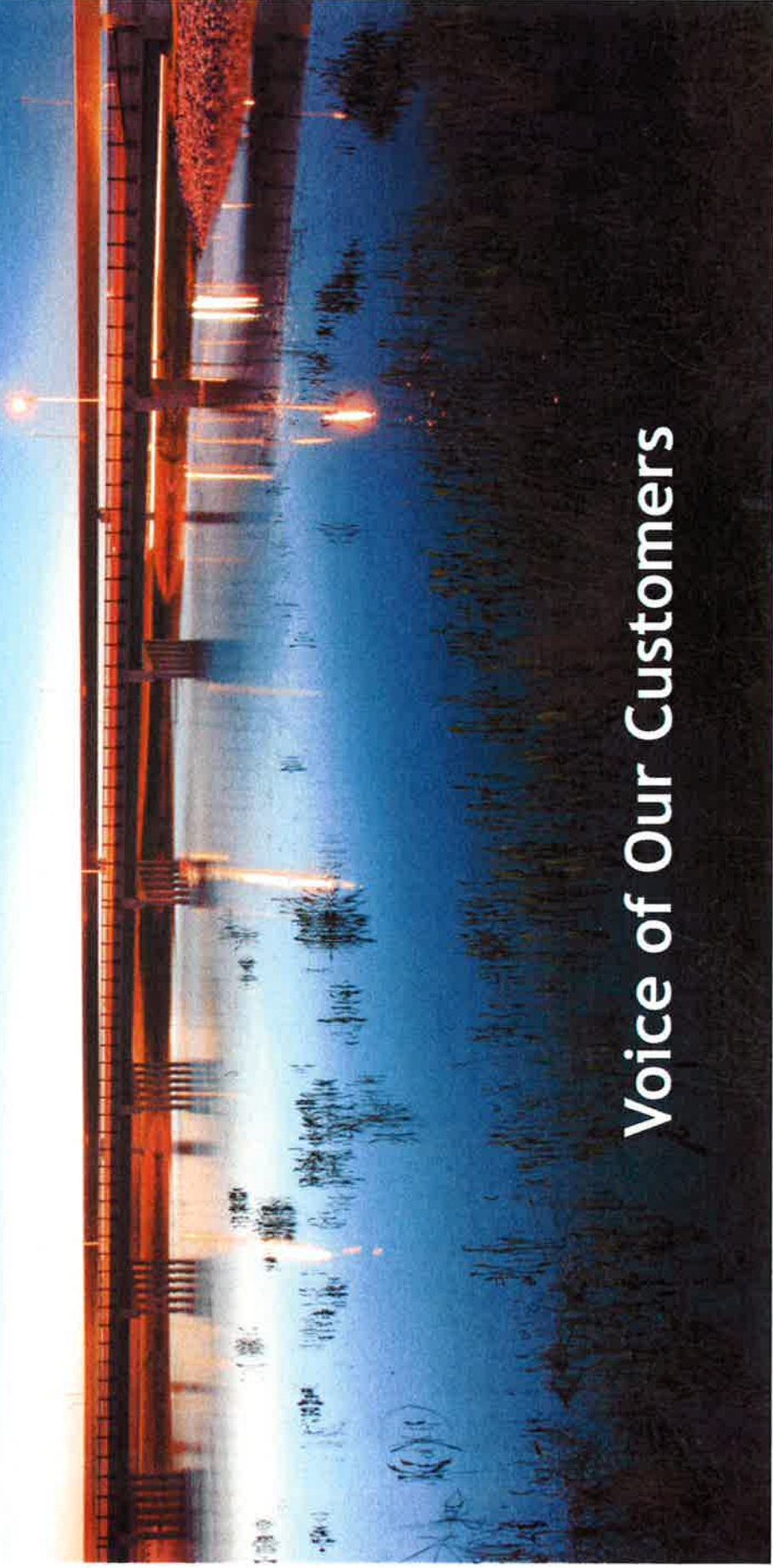
QUESTIONS?



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)
- 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

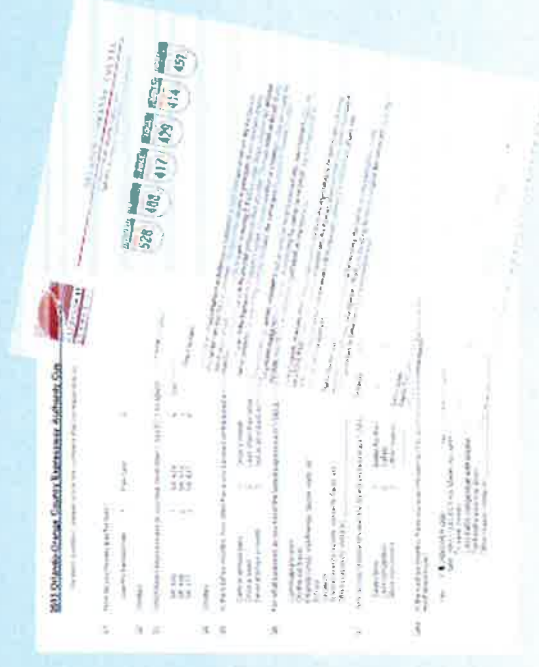
Emailed to remaining 200,000+ E-PASS customers

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

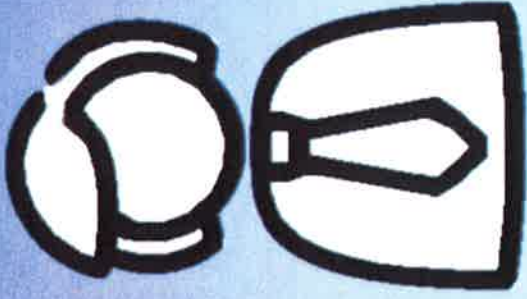


KEY FINDINGS

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



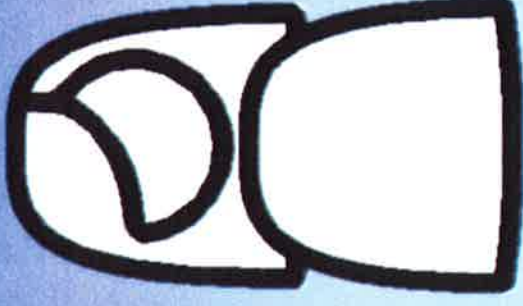
WHO ARE OUR CUSTOMERS?



MALE

E-PASS: 52%
CASH: 45%

VS

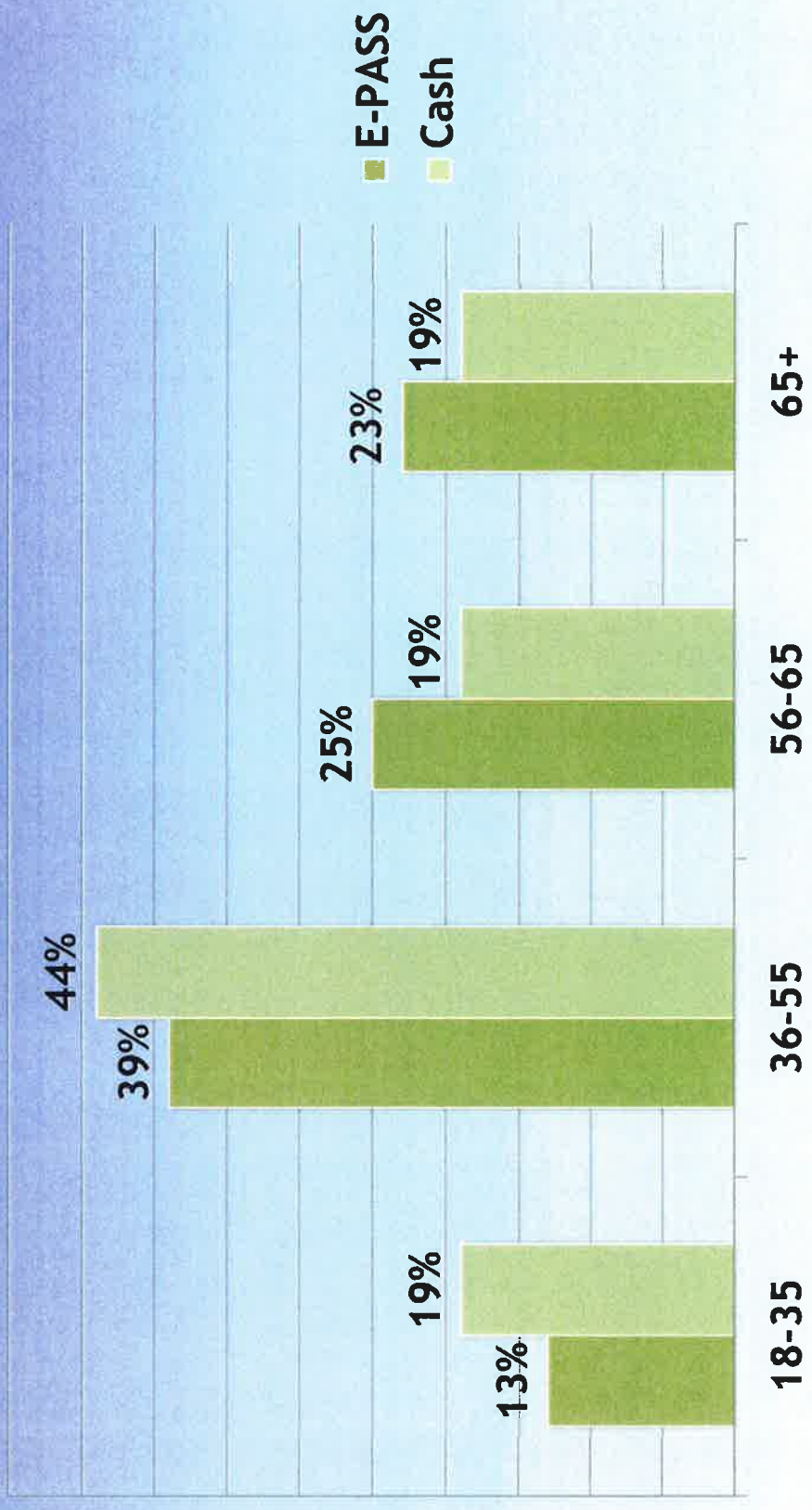


FEMALE

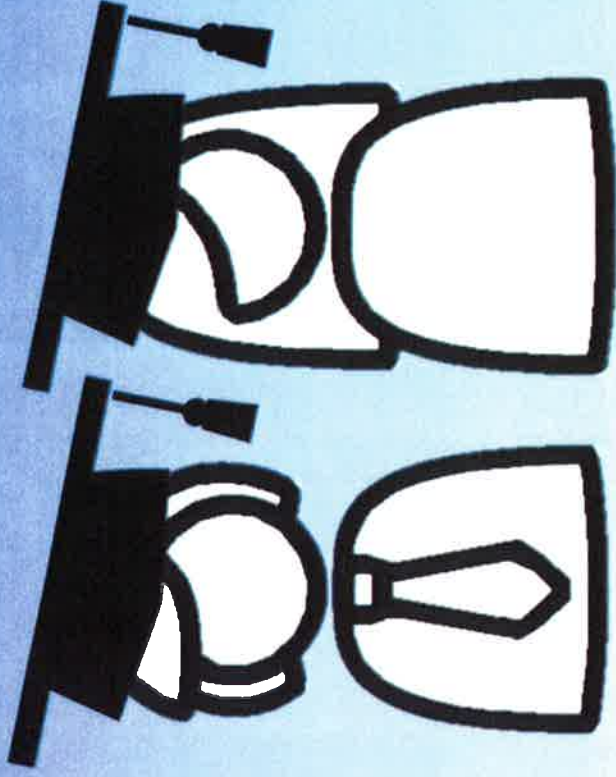
E-PASS: 48%
CASH: 55%

WHO ARE OUR CUSTOMERS?

AVERAGE AGE: 53



WHO ARE OUR CUSTOMERS?



EDUCATION

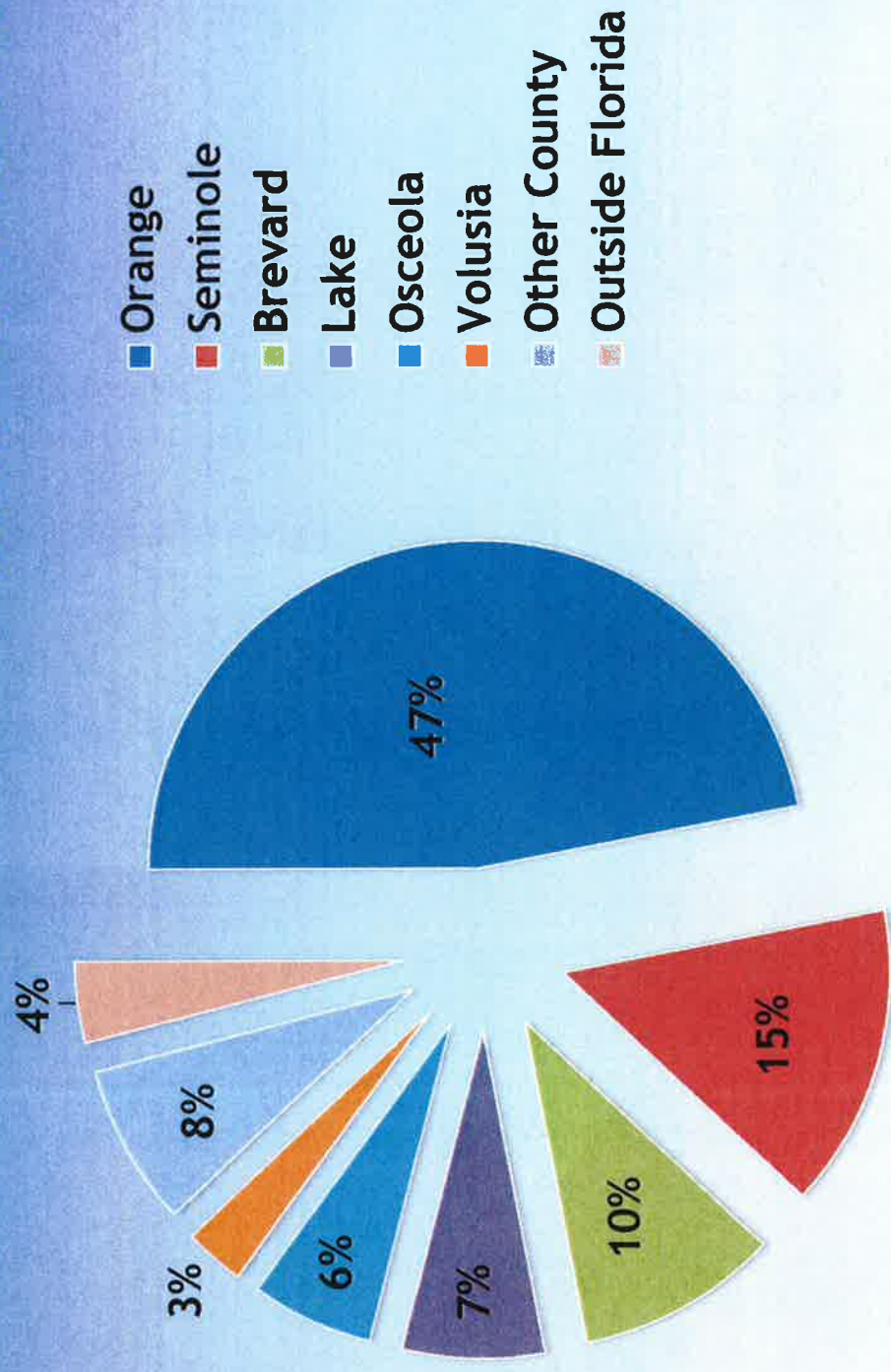
56%: College or Higher

30%: Some College

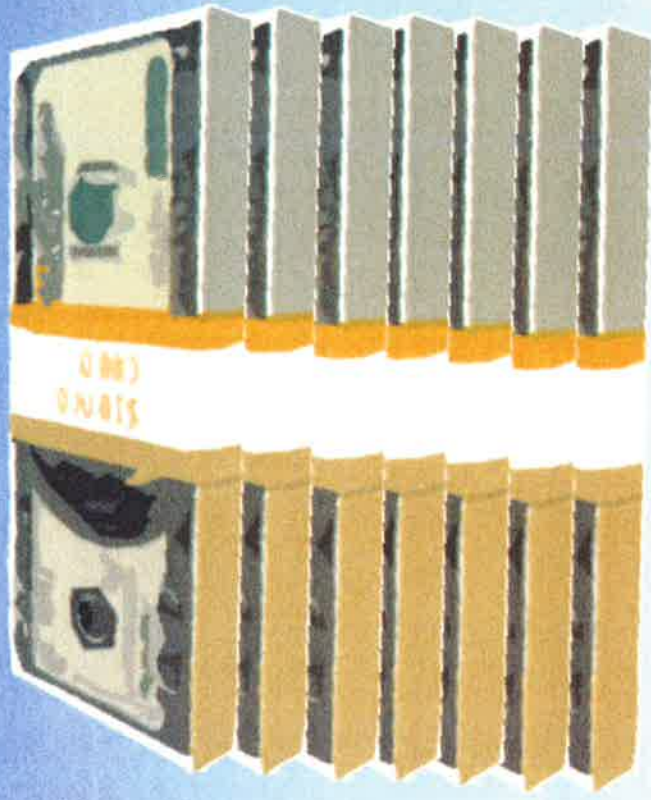
13% High School

WHO ARE OUR CUSTOMERS?

COUNTY OF RESIDENCE



WHO ARE OUR CUSTOMERS?

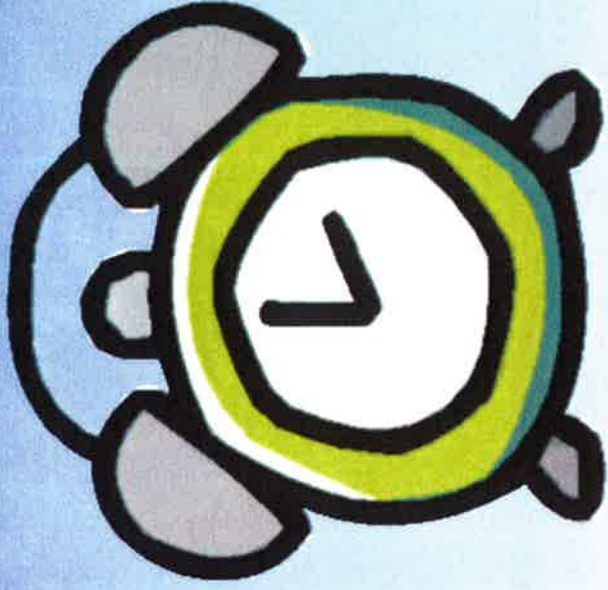


E-PASS: \$77.9K



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%

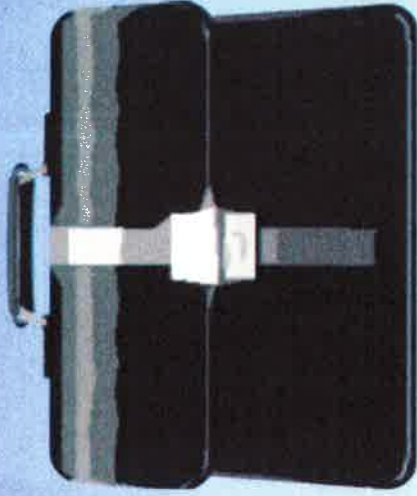
VS

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?

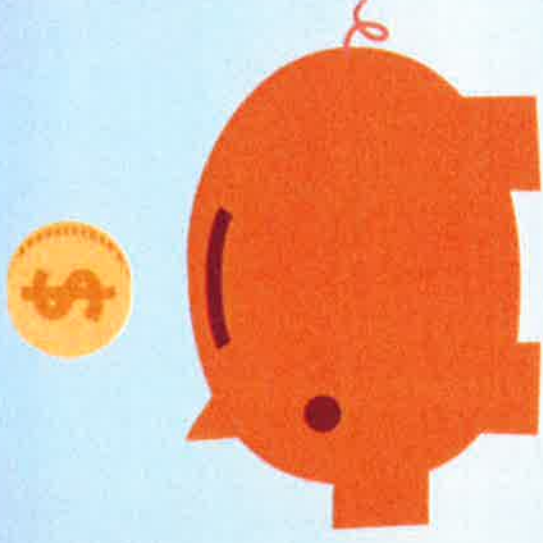
70% of E-PASS users who travel
for work say they use E-PASS
to pay other Florida tolls



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



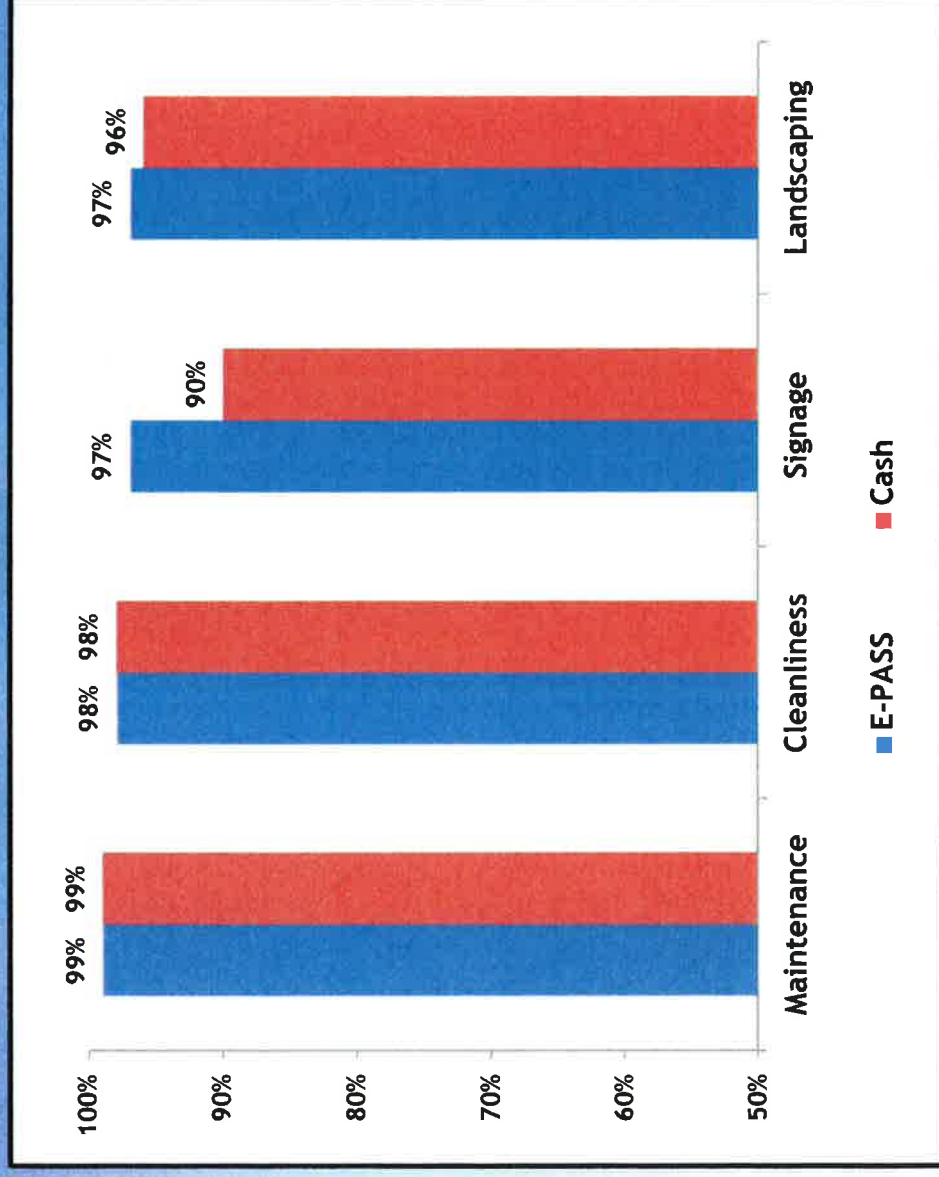
WHAT DO THEY THINK OF E-PASS?

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 *". Below the Username field is a link "Forgot your Username?". Below the Password field is a link "Forgot your Password?". To the right of the Password field is a "Login" button. 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?



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QUESTIONS?

