

CENTRAL FLORIDA EXPRESSWAY AUTHORITY

A wide-angle photograph of a multi-lane bridge spanning a body of water at dusk. The bridge is illuminated by streetlights, and the lights reflect on the calm water. The sky is a deep blue with some light clouds. The text 'CENTRAL FLORIDA EXPRESSWAY AUTHORITY' is overlaid on the top left of the image in a large, white, sans-serif font. The words 'CENTRAL FLORIDA' are on one line, and 'EXPRESSWAY AUTHORITY' is on the line below. There are orange dotted lines above 'EXPRESSWAY AUTHORITY' and below 'CENTRAL FLORIDA'.

Reload



RELOAD: Pilot Program Progress

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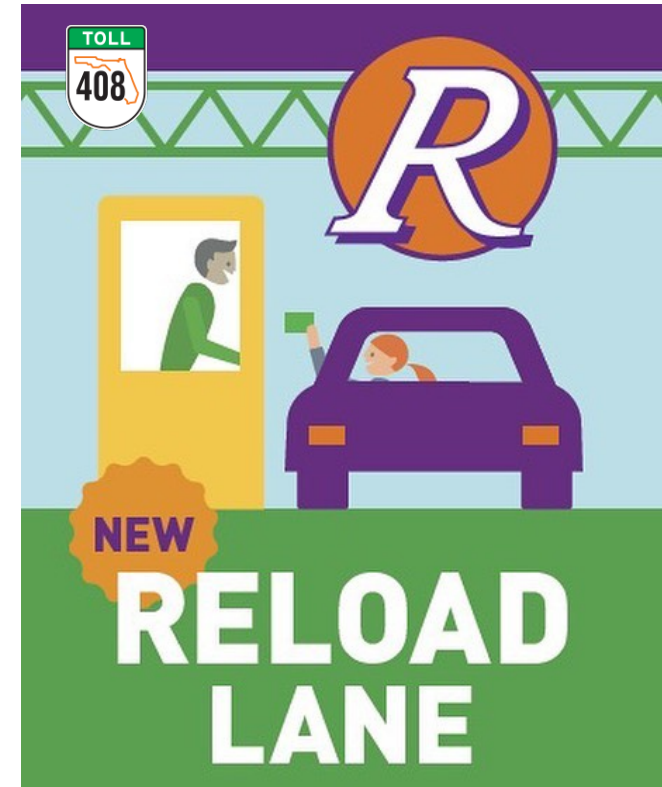
In-lane, drive-up customer service program is first of its kind in the continental United States

ABOUT

- Drive-thru customer service lanes to reload E-PASS accounts or get a FREE E-PASS
- Piloting at the SR 408 Conway Toll Plaza
- Launched Wednesday, May 11
- Reload lane open 7 days a week, 6am – 8pm

BENEFITS

- Customer convenience
- Additional payment options
- Faster way to get a FREE E-Pass

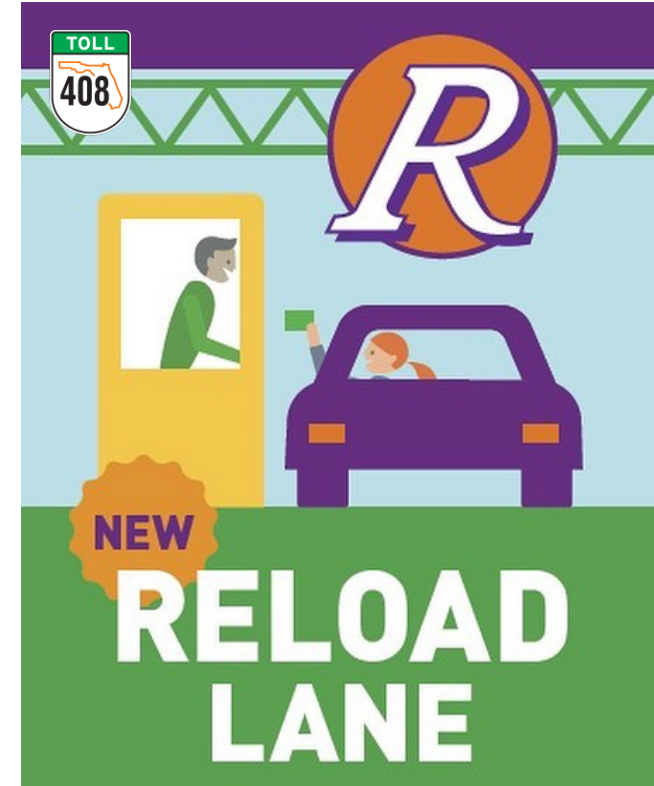
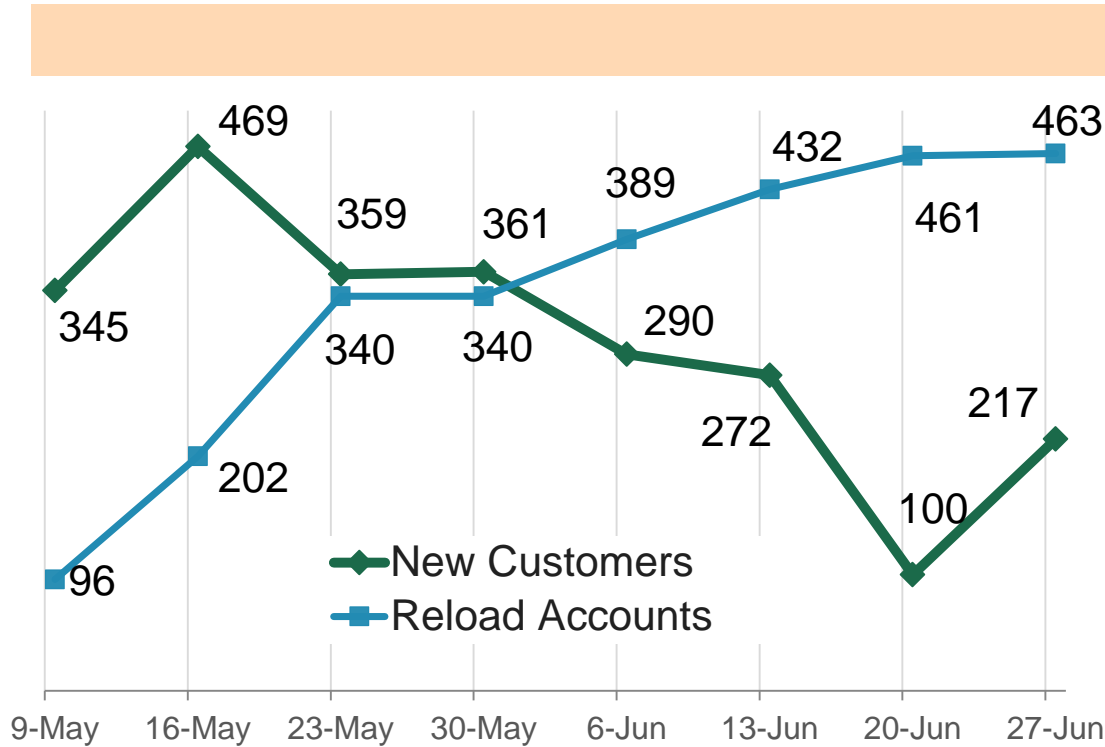




E-PASS Sales & Reload Use by Week

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Averaging 300 per week in E-PASS sales and 340 in E-PASS account reloads.





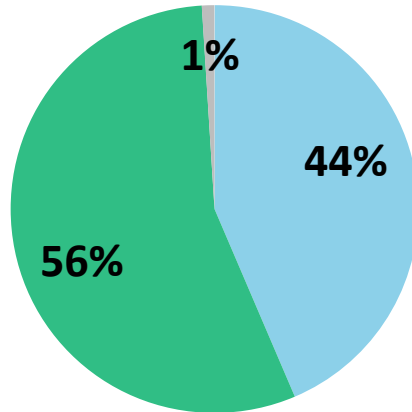
Breakdown of Types of Payment

New E-PASS customers require a minimum of \$10 to activate the pre-paid account



New Customers

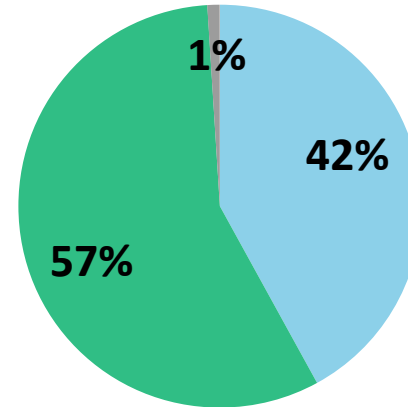
Payment for Activation Fee



- Credit
- Cash
- Check

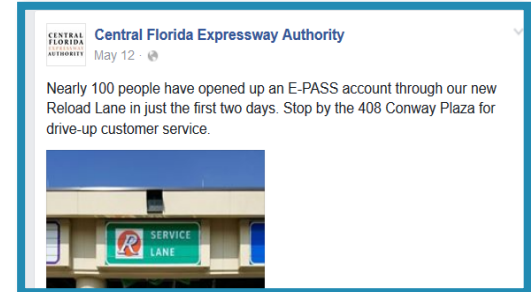
Current Customers

Payment to Reload Account



Media coverage of Reload

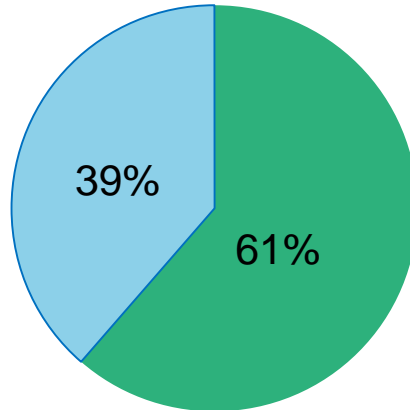
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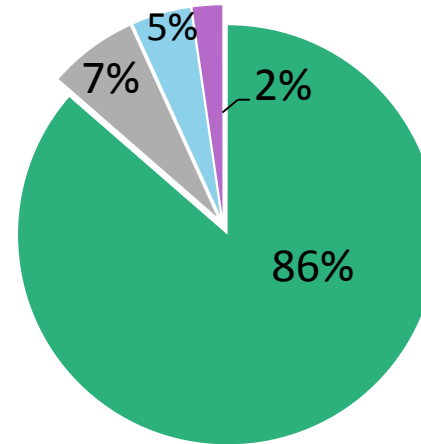
Customer Survey Responses

Reason you visited the
Reload lane today.



■ Reload Funds ■ Get E-PASS

Rate your experience at
Reload lane today.



■ Excellent ■ Good ■ Fair ■ Poor



Feedback - New and Current Customers

Surveyed 45 customers to date

*I think its the best idea --
makes it very convenient!
Just love it!*

*The people were soooooo
friendly :))))*

*The gentleman that
assisted me was very nice. I
just moved to the area and
this was a big help.*



Thought bubble from customer survey