#### CENTRAL FLORIDA EXPRESSWAY AUTHORITY

# AGENDA OPERATIONS COMMITTEE MEETING February 17, 2022 2:00 p.m.

Meeting location: Central Florida Expressway Authority
4974 ORL Tower Road
Orlando, FL 32807
Pelican Conference Room

#### A. CALL TO ORDER

#### B. PUBLIC COMMENT

Pursuant to Section 286.0114, Florida Statutes and CFX Rule 1-1.011, the Operations Committee provides for an opportunity for public comment at the beginning of each regular meeting. The Public may address the Committee on any matter of public interest under the Committee's authority and jurisdiction, regardless of whether the matter is on the Committee's agenda but excluding pending procurement issues. Public Comment speakers that are present and have submitted their completed Public Comment form to the Recording Secretary at least 5 minutes prior to the scheduled start of the meeting will be called to speak. Each speaker shall be limited to 3 minutes. Any member of the public may also submit written comments which, if received during regular business hours at least 48 hours in advance of the meeting, will be included as part of the record and distributed to the Committee members in advance of the meeting.

- C. APPROVAL OF MEETING MINUTES (action item)
  - 1. **DECEMBER 4, 2017 MINUTES**
  - 2. SEPTEMBER 19, 2018 MINUTES
  - 3. FEBRUARY 4, 2021 MINUTES

#### D. AGENDA ITEMS

- 1. **DASHBOARD DISCUSSION** Laura Kelley, Executive Director (info item)
- 2. **THIRD PARTY PAYMENT OPTIONS STRATEGY** *Tom Chully, Director of Service Strategy and Aneth Williams, Director of Procurement* (action item)
- 3. **RELOAD 2.0 UPDATE** *Jim Greer, Chief of Technology/Operations* (info item)
- 4. **VISITOR TOLL PASS (VTP) UPDATE** *Jim Greer, Chief of Technology/Operations* (info item)
- E. OTHER BUSINESS
- F. ADJOURNMENT

(CONTINUED ON PAGE 2)

#### CENTRAL FLORIDA EXPRESSWAY AUTHORITY

#### This meeting is open to the public.

Section 286.0105, Florida Statutes states that if a person decides to appeal any decision made by a board, agency, or commission with respect to any matter considered at a meeting or hearing, they will need a record of the proceedings, and that, for such purpose, they may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

Persons who require translation services, which are provided at no cost, should contact CFX at (407) 690-5000 x5316 or by email at Iranetta. Dennis@cfxway.com at least three (3) business days prior to the event.

In accordance with the Americans with Disabilities Act (ADA), if any person with a disability as defined by the ADA needs special accommodations to participate in this proceeding, then they should contact the Central Florida Expressway Authority at (407) 690-5000 no later than two (2) business days prior to the proceeding.

Please note that participants attending meetings held at the CFX Headquarters Building are subject to certain limitations and restrictions in order to adhere to the CDC guidelines and to ensure the safety and welfare of the public.

# C.1 APPROVAL OF MEETING MINUTES DECEMBER 4, 2017

#### CENTRAL FLORIDA EXPRESSWAY AUTHORITY

#### **DRAFT MINUTES**

# CENTRAL FLORIDA EXPRESSWAY AUTHORITY OPERATIONS COMMITTEE MEETING December 4, 2017

Location: CFX Board Room

#### **Committee Members Present:**

Fred Schneider, Lake County Representative, Chairman Steve Fussell, Seminole County Representative Francis Flynn, City of Orlando Representative Mark Massaro, Orange County Representative Tawny Olore, Osceola County Representative

#### Committee Members Not Present:

Mark Meyer, Citizen Representative

#### Also Present:

Ruth Valentin, Recording Secretary/Administrative Coordinator Laura Kelley, Executive Director Linda Lanosa, Deputy General Counsel Michelle Maikisch, Chief of Staff/Public Affairs Officer Corey Quinn, Chief of Technology/Operations Joann Chizlett, Director of Special Projects Bryan Homayouni, Manager of Traffic Operations David Wynne, Director of Toll Operations

#### 1. CALL TO ORDER

The meeting was called to order at 10:33 a.m. by Chairman Fred Schneider.

#### 2. PUBLIC COMMENT

There was no public comment.

#### 3. APPROVAL OF MINUTES

A motion was made by Mr. Fussell and seconded by Mr. Flynn to approve the February 27, 2017 and October 16, 2017 Operations Committee minutes as presented. The motion carried unanimously with five members present and voting AYE by voice vote, Mr. Meyer was not present.

MINUTES
CENTRAL FLORIDA EXPRESSWAY AUTHORITY
OPERATIONS COMMITTEE MEETING
December 4, 2017

#### 4. RENTAL CAR INITIATIVES UPDATE

Laura Kelley provided an update on Rental Car Initiatives. Ms. Kelley has informed the committee that a pilot program will be launched in the summer of 2018. This will allow rental car customers to borrow an E-PASS from CFX to pay tolls directly at the same rate as a customer would.

#### 5. TOLL OPERATIONS CUSTOMER SERVICE

David Wynne presented the Toll Operations Customer Service presentation to the committee.

(This item was presented for information only. No formal committee action was taken.)

#### 6. WRONG WAY DRIVING UPDATE

Bryan Homayouni presented a Wrong Way Driving Update to the committee.

(This item was presented for information only. No formal committee action was taken.)

#### 7. DASHBOARD DISCUSSION

Michelle Maikisch discussed the dashboard to the committee. The committee requested to receive the dashboard monthly.

(This item was presented for information only. No formal committee action was taken.)

#### 8. OTHER BUSINESS

There was no other business to come before the Operations Committee.

#### 9. ADJOURNMENT

The meeting adjourned at 11:41 a.m.

Minutes approved on \_\_\_\_\_\_, 2018.

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 <a href="mailto:publicrecords@CFXway.com">publicrecords@CFXway.com</a> or 4974 ORL Tower Road, Orlando, FL 32807.

# C.2 APPROVAL OF MEETING MINUTES SEPTEMBER 19, 2018

#### CENTRAL FLORIDA EXPRESSWAY AUTHORITY

#### **DRAFT MINUTES**

CENTRAL FLORIDA EXPRESSWAY AUTHORITY
OPERATIONS COMMITTEE MEETING
September 19, 2018

Location: Central Florida Expressway Authority
Boardroom
4974 ORL Tower Road
Orlando, FL 32807

#### **Committee Members Present:**

Tawny Olore, Osceola County Representative, Chairman Steve Fussell, Seminole County Representative Francis Flynn, City of Orlando Representative

#### Committee Members Not Present:

Mark Meyer, Citizen Representative Mark Massaro, Orange County Representative Fred Schneider, Lake County Representative Brevard County: Not appointed

#### Also Present:

Ruth Valentin, Recording Secretary/Administrative Coordinator Laura Kelley, Executive Director Linda Lanosa, Deputy General Counsel Michelle Maikisch, Chief of Staff/Public Affairs Officer Corey Quinn, Chief of Technology/Operations David Wynne, Director of Toll Operations Christie Seabury, Manager of Business Relations Brian Hutchings, Sr. Communications Specialist Daniel Macaluso, Channel 13 News

#### A. CALL TO ORDER

The meeting was called to order at approximately 1:06 p.m. by Chairman Tawny Olore.

#### **B. PUBLIC COMMENT**

There was no public comment.

#### C. APPROVAL OF MINUTES

Chairman Tawny Olore informed the committee that there was not a quorum present and item number three, approval of the December 4, 2017 minutes will be removed as an agenda item. This item will be added to the next Operations Committee meeting.

#### D. SUNPASS CENTRAL UPDATE

Laura Kelley, Executive Director, presented the SunPass Central Update.

(This item was presented for information only. No formal committee action was taken.)

#### E. <u>VISITOR TOLL PASS</u>

David Wynne, Director of Toll Operations, presented the Visitor Toll Pass presentation to the committee.

(This item was presented for information only. No formal committee action was taken.)

#### F. E-ZPASS

Christie Seabury, Manager of Business Relations, presented E-Zpass update to the committee.

(This item was presented for information only. No formal committee action was taken.)

#### G. DASHBOARD DISCUSSION

Ms. Kelley discussed the dashboard to the committee.

(This item was presented for information only. No formal committee action was taken.)

#### H. OTHER BUSINESS

There was no other business to come before the Operations Committee.

#### I. <u>ADJOURNMENT</u>

MINUTES CENTRAL FLORIDA EXPRESSWAY AUTHORITY OPERATIONS COMMITTEE MEETING September 19, 2018

The meeting adjourned at 1:41 p.m.

Minutes approved on \_\_\_\_\_\_, 2018.

Pursuant to the Florida Public Records Law and the CFX Records & Information Management Program Policy, audio tapes of all Board and applicable Committee meetings are maintained and available upon request to the Custodian of Public Records at (407) 690-5326, <a href="mailto:PublicRecords@CFXway.com">PublicRecords@CFXway.com</a>, or 4974 ORL Tower Road, Orlando, FL 32807.



# C.3 APPROVAL OF MEETING MINUTES FEBRUARY 4, 2021

#### CENTRAL FLORIDA EXPRESSWAY AUTHORITY

#### **DRAFT MINUTES**

CENTRAL FLORIDA EXPRESSWAY AUTHORITY
OPERATIONS COMMITTEE MEETING
February 4, 2021

Meeting location: Virtual Platform Call (872) 242-8200 Conference ID: 677 539 570#

#### Committee Members Appearing Virtually:

Steve Fussell, Seminole County Representative, Chairman Christopher C. Cairns, P.E., City of Orlando Representative Mark Meyer, Citizen Representative Tawny H. Olore, P.E., Osceola County Representative Fred Schneider, Lake County Representative

#### Others Appearing Virtually:

Laura Kelley, Executive Director
Michelle Maikisch, Chief of Staff/Public Affairs Officer
Glenn Pressimone, Chief of Infrastructure
Jim Greer, Chief Technology & Operating Officer
Woody Rodriguez, General Counsel
Aracelis Mercado, Recording Secretary/Office Coordinator

#### A. CALL TO ORDER

The meeting was called to order at 2:04 p.m. by Chairman Fussell. Recording Secretary Aracelis Mercado called the roll and announced there was a quorum with five (5) Committee Members present.

#### B. PUBLIC COMMENT

There was no public comment.

#### C. <u>MEMBER INTRODUCTIONS</u>

Chairman Fussell welcomed everyone to the Committee meeting and asked each committee member to communicate something about themselves.

MINUTES
CENTRAL FLORIDA EXPRESSWAY AUTHORITY
OPERATIONS COMMITTEE MEETING
February 4, 2021

# D. REVIEW OF MEETING MINUTES DECEMBER 4, 2017 MINUTES SEPTEMBER 19, 2018 MINUTES

Since the Operations Committee Meeting was held virtually, Chairman Fussell reminded the Committee Members that the minutes will be approved at the next in-person meeting.

#### E. AGENDA ITEMS

The following agenda item was heard out of order.

#### 4. DASHBOARD DISCUSSION

Ms. Laura Kelley, Executive Director, presented the 2020 October Dashboard to the Committee. She asked Committee Members for their suggestions and observations.

Committee Members asked questions which were answered by Ms. Kelley.

(This item was presented for information only. No committee action was taken.)

#### 1. **RELOAD 2.0**

Mr. Jim Greer, Chief Technology & Operating Officer, presented Reload 2.0 to the Committee. Highlights include: every staff lane is a full service Reload Lane with quick account sign-up, MS Dynamics & Azure, 46 total attended lanes and 24/7 operating hours.

Committee Members asked questions which were answered by Mr. Greer.

(This item was presented for information only. No committee action was taken.)

#### 2. VISITOR TOLL PASS (VTP)

Mr. Greer, Chief Technology & Operating Officer, presented VTP 2.0 to the Committee. Highlights include: fully automate, allow scalability and increase user convenience via vending machines and mobile app.

Committee Members asked questions which were answered by Mr. Greer.

(This item was presented for information only. No committee action was taken.)

MINUTES
CENTRAL FLORIDA EXPRESSWAY AUTHORITY
OPERATIONS COMMITTEE MEETING
February 4, 2021

#### 3. ASPIRE NATIONAL SCIENCE FOUNDATION ENGINEERING RESEARCH CENTER PROGRAM

Mr. Glenn Pressimone, Chief of Infrastructure, presented the ASPIRE National Science Foundation Engineering Research Center Program to the Committee. Highlights include: wireless and wired, in-motion and parked charging; co-optimized power grid and roadway networks; and retrofit/standard receiving modules on battery electric/hybrid car.

Committee Members asked questions which were answered by Mr. Pressimone.

(This item was presented for information only. No committee action was taken.)

#### F. OTHER BUSINESS

Chairman Fussell commenced a discussion on committee meeting frequency. By consensus, the Committee agreed to meet two times a year. The next meeting will be in July 2021.

#### G. ADJOURNMENT

| Chairman | Fussell   | adjourned | the | meeting | at 3·10 | n m    |
|----------|-----------|-----------|-----|---------|---------|--------|
| Onamian  | 1 4000011 | aajoannoa |     | mooung  | at 0.10 | P.111. |

| Minutes approved or     | , 2021.   |
|-------------------------|-----------|
| iviii lutes approved di | _, ∠∪∠ ۱. |

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 <a href="mailto:publicrecords@CFXway.com">publicrecords@CFXway.com</a> or 4974 ORL Tower Road, Orlando, FL 32807.

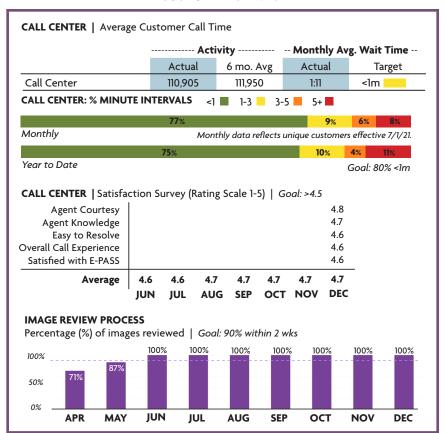
# D.1 DASHBOARD DISCUSSION



### PERFORMANCE DASHBOARD DECEMBER 2021

Fiscal year runs from July 1 - June 30

#### **CUSTOMER SERVICE**



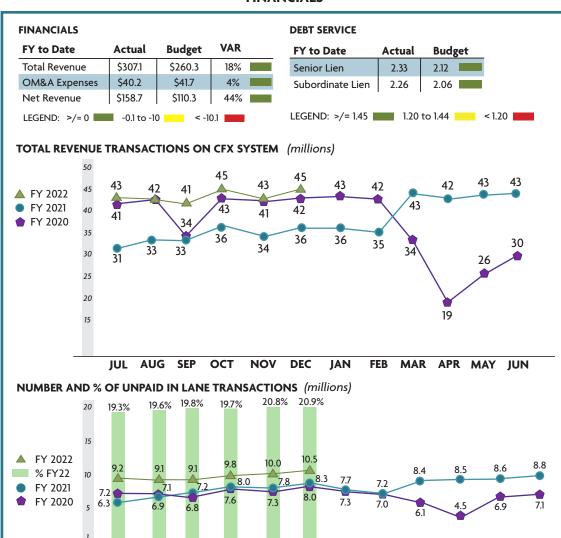
#### **RELOAD CUSTOMER SERVICE LANE ACTIVITY**



#### PROGRESS OF MAJOR CONSTRUCTION PROJECTS

|   | Contract<br>(millions) | Spent<br>(millions) | %<br>Time | %<br>Spent | VAR | Contract<br>Completion Date |
|---|------------------------|---------------------|-----------|------------|-----|-----------------------------|
| SR 528 / SR 436 Interchange Improvements              | \$107.6                | \$97.3              | 56%       | 90%        |     | Feb. 2023                   |
| SR 538 Widening, Ronald Reagan Pkwy to Cypress Pkwy   | \$94.3                 | \$49                | 39%       | 52%        |     | July 2023                   |
| SR 417 Widening, International Dr. to John Young Pwky | \$81.7                 | \$26.2              | 37%       | 32%        |     | July 2023                   |
| SR 417 Widening, John Young Pkwy to Landstar Blvd.    | \$116.8                | \$30                | 31%       | 26%        |     | Oct. 2023                   |
| SR 417 Widening, Landstar to Boggy Creek Rd.          | \$77.9                 | \$11.8              | 19%       | 15%        |     | Dec. 2023                   |
| SR 417 Widening, Narcoossee Rd. to SR 528             | \$92.3                 | \$8.7               | 16%       | 9%         |     | Feb. 2024                   |
| LEGEND: % Time - % Spent ≤ 10 11-20 ≥ 21              |                        |                     |           |            |     |                             |

#### **FINANCIALS**



AUG SEP

JUL

OCT

NOV DEC

JAN

FEB

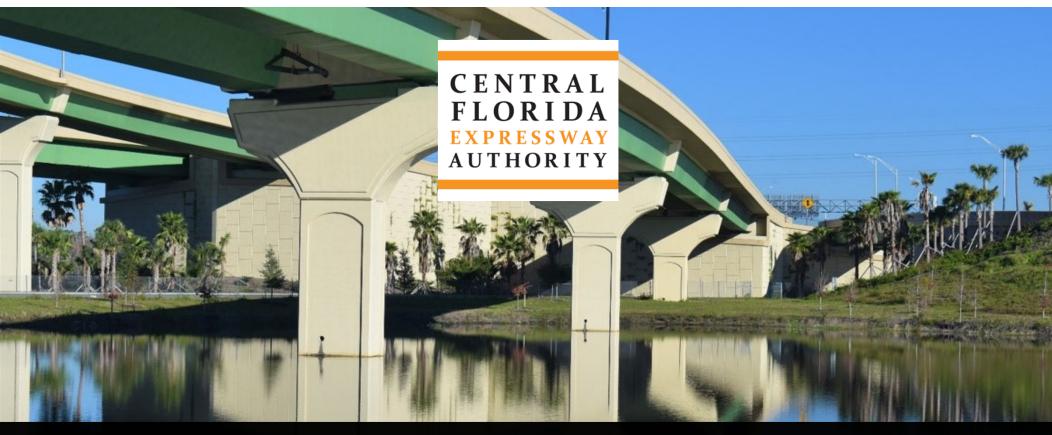
MAR

APR

MAY

JUN

# D.2 THIRD PARTY PAYMENT OPTIONS STRATEGY



# **Third Party Payment Options Strategy**

Tom Chully, Director of Service Strategy and Aneth Williams, Director of Procurement

— February 17, 2022—

## Third Party Payment Options Strategy Overview

#### Why We Need a Strategy

- Innovations in technology
- Increased number of vendors
- Tolling industry efforts

#### **Strategy Goals**

- Recover CFX costs
- Provide level playing field
- Protect CFX brand and customers
- Maintain interoperable relationships



### **Procurement Overview**



#### **Procurement Objectives**

It is the mission of CFXs Procurement Department to promote public confidence in procedures the agency follows to procure goods and services.



02 Facilities & Operations

03 Design Professional Services

O4 Commodities & Contractual Services





# What is an Unsolicited Proposal?

A written proposal for a new or innovative idea that is submitted to CFX on the initiative of the offeror for the purpose of obtaining a contract with CFX, and that is NOT in response to a Request for Proposals or Agency announcement.

# **Process**



Submitted to procurement department.



90 days to reject or accept the proposal which includes a review of the submittal.



CFX reserves the right to charge an administrative fee to cover the direct cost associated with evaluating the unsolicited proposal.



Proposal documents submitted to CFX from private entities are subject to public records laws. Chapter 119, Florida Statutes (Florida's Public Records Law).

## Third Party Payment Options Strategy Overview

#### Why We Need a Strategy

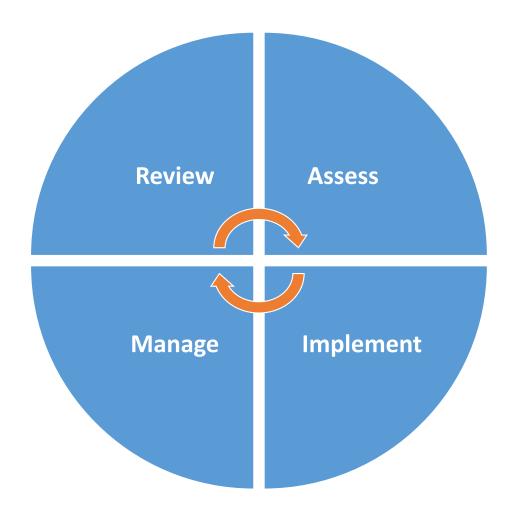
- Innovations in technology
- Increased number of vendors
- Tolling industry efforts

#### **Strategy Goals**

- Recover CFX costs
- Provide level playing field
- Protect CFX brand and customers
- Maintain interoperable relationships



# **Four Foundations**





## **Third Party Payment Options Strategy Overview**

#### Measurement

- KPIs
- Service Levels
- Benchmarking

#### **Oversight**

- Service
- Operations
- Maintenance



#### **Business Opportunity Review**

**Evaluation Criteria:** 

Strategic Alignment,
 Organization Impact &
 Financial Impact

#### **Business Priorities**

- Technology
- Business Model
- Data
- Service Standards
- Brand Management
- Contracting



### The "Assess Foundation"

CFX will assess each third party business opportunity across three dynamics:

| Strategic | Organization | Financial |
|-----------|--------------|-----------|
| Alignment | Impact       | Impact    |
|           | 403          |           |



# **Evaluation Criteria Tool - Template**

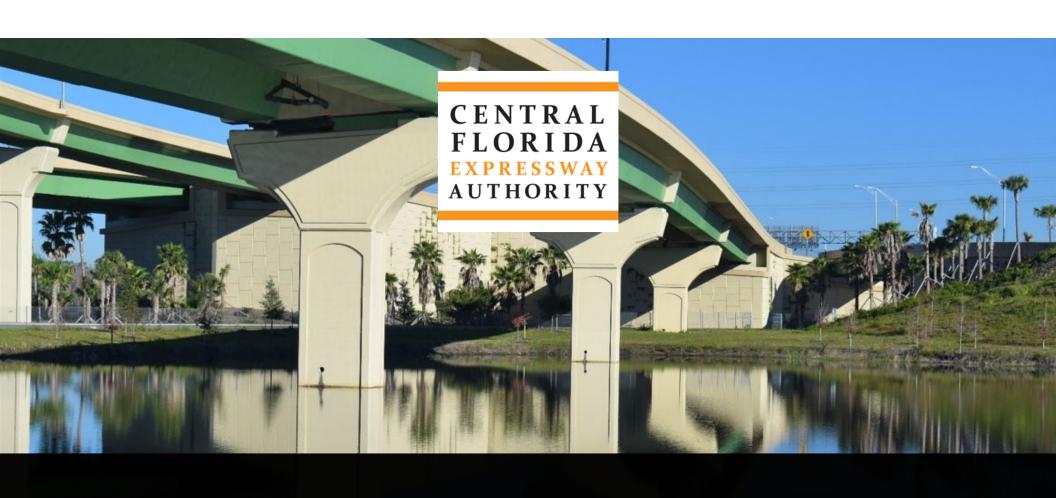
| Item   | Criterion   | Rating | Criterion Rating Explanation |
|--------|---|--------|------------------------------|
| Strate | egic Alignment (SA)   |        |                              |
| SA1    | Vision & Mission  Describe how the business opportunity aligns with both the CFX vision and mission:  —Provide the regions with a world-class, integrated mobility network that drives economic prosperity and quality of life (V).  —Build a mobility network through accountability, fiscally sound practices and a community focus (M).  | 10     |                              |
|        | Strategic Need  Detail how the business opportunity satisfies a strategic, critical need for CFX and E-PASS customers.  Provide quantifiable results to support the response.   | 10     |                              |
| SA3    | Efficiency Gains  Define how the business opportunity consolidates and streamlines CFX business practices and/or administrative processes.  | 10     |                              |
| SA4    | Customer Impacts Detail how this business opportunity positively impacts our E-PASS and/or non-E-PASS customers.  | 10     |                              |
|        | Opportunity Experience Provide a history of this business opportunity's implementation and operation in other tolling entities, or similar organizations (maximum of five examples). Outline the following for each of this business opportunity's prior implementation:  — Organization's name (or industry if this information is confidential) and project sponsor's contact information (Name, Title, telephone and email),  — Key operational data points since Go-Live including, but not limited to, number of customers activated (participating), total number of transactions processed and number of customers who contacted the one of the business opportunity's customer service channel(s) (annualized by each year since Go-live), and  — Marketing efforts undertaken to educate customers about the business opportunity. | 10     |                              |
|        | Strategic Alignment Total [50 Possible Points]  | 50     |                              |



### **Recommended Motion**

Recommend to the CFX Board approval of CFX's Third Party Payment Options Strategy as presented.





**Questions?** 

# D.3 RELOAD 2.0 UPDATE



## Reload 2.0

Jim Greer, Chief Technology & Operating Officer

- February 17, 2022 -





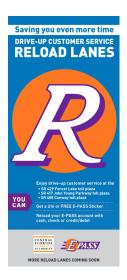
**Reload** is a drive-up service center where customers can get a FREE E-PASS Sticker, purchase a Uni, add funds (Reload) to their E-PASS account using cash or credit/debit card.

- Launched 2016
- >\$12M Collected
- > 46,000 New Customers



# Reload Program Value





- Customers save with E-PASS products on all CFX roads
- Convenient option for cash preferred customers
- Efficient method to sign-up new customers





# **Customer Enhancements**

- New software system
- All cash lanes available for Reload
- Reduced transaction times
- Retail option for purchasing products









#### **Reload Lane Metrics**

- New Accounts
- Payments
- Transponder Distribution
  - Sale vs. Free
- Transactions by Type
  - Hourly, Daily, Weekly



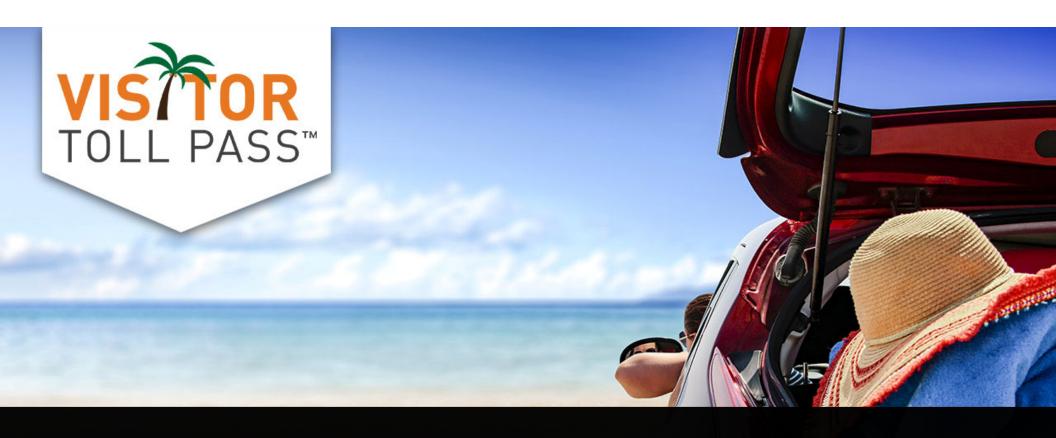
# **Project Schedule**

- Soft Launch Approach
  - Conway Plaza
  - Phased Launch 13 Plazas 93 Lanes
  - Completion Estimated Mid 2022
- Public Outreach Campaign





# D.4 VISITOR TOLL PASS (VTP) UPDATE



## VISITOR TOLL PASSTM

Jim Greer, Chief Technology & Operating Officer

— February 17, 2022 —



### **Visitor Toll Pass Program First of Its Kind**



Visitors hang the pass in the rental car Customers use the pass to pay for tolls electronically - just like an E-PASS

Visitors pick up Visitor Toll Pass at OIA

Airport gantries pair the pass with the rental vehicle Visitors return the pass at OIA



# VTP Saves Rental Car Customers 80% or More on Tolls

| Rental Car Company | Tolling Fees*                |
|--------------------|------------------------------|
| Advantage          | \$9.99 per day               |
| Alamo              | \$3.95 per day + tolls       |
| Avis               | \$5.95 per usage day + tolls |
| Budget             | \$5.95 per usage day + tolls |
| Enterprise         | \$3.95 per usage day + tolls |
| Hertz              | \$4.95 + tolls               |
| National           | \$3.95 per usage day + tolls |
| Payless            | \$6.95 per usage day + tolls |
| Visitor Toll Pass  | \$0 + Discounted Tolls       |

- √ Free to use
- ✓ Pay the lowest toll rate
- ✓ Works on all FL toll roads
- ✓ Nonstop toll travel
- ✓ Works in all rental cars



### 27,000 Visitors Participated In The Pilot

**97%** said the airport pick-up process was smooth

**78%** said the drop boxes were easy to locate

**99%** said they would recommend Visitor Toll Pass to other visitors



### **CFX Took Advantage of Paused Travel to Develop Technology to Scale Program**













27,000+ travelers utilized VTP in first months

Mar 2020
Program
temporarily
paused due to

COVID-19 impact

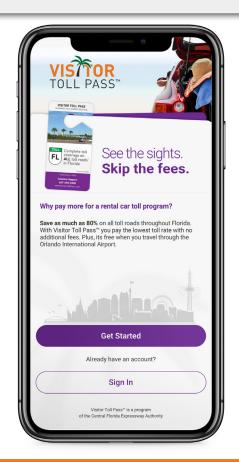
Mobile app developed to streamline customer process

June 2021

Mobile app
released and
program returns
to OIA



### Visitor Toll Pass Mobile App Makes Reservations and Trip Management Easier



- ✓ Make Visitor Toll Pass reservations
- ✓ Manage trip details
- ✓ Manage toll payment information
- ✓ Monitor toll activity in real-time
- √ Seamless pick-up at OIA







# Visitor Toll Pass Vending Machine Makes Airport Pick Up Seamless



- ✓ Syncs with Visitor Toll Pass app
- ✓ Automates pick-up to help reduce staff burden
- ✓ Located in Terminal A of OIA



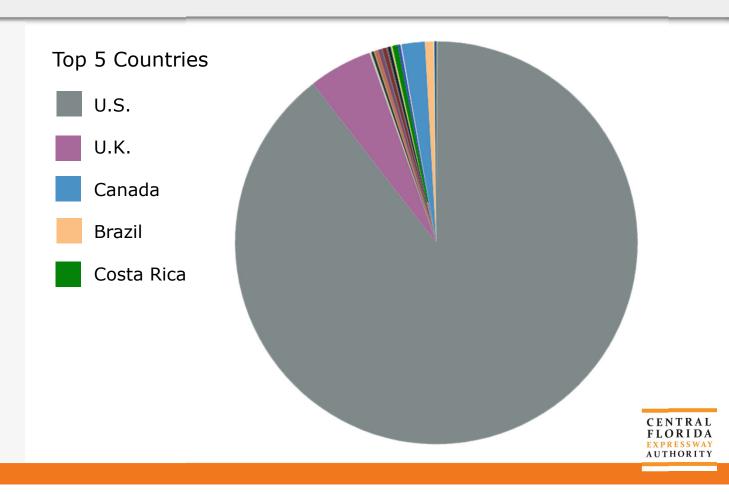


### 12,900+ Customers since June 2021

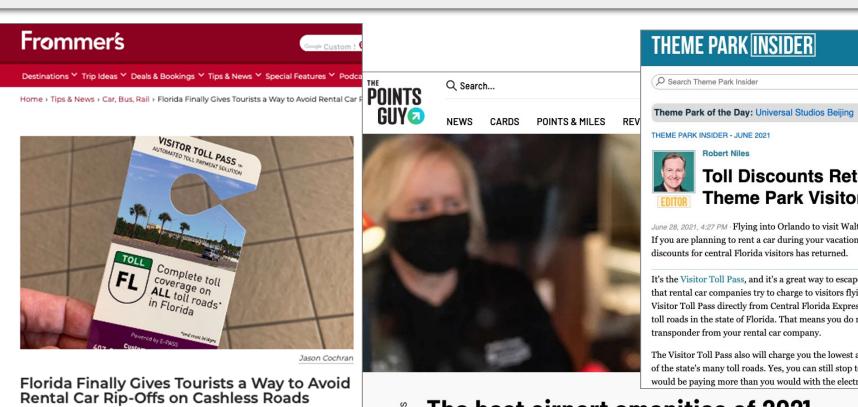
Visitors from over **60 countries** served worldwide

Top 3 rental car agencies:

Budget Avis Alamo



### **Visitor Toll Pass Receives Strong Reviews** from Top Travel Blogs



#### **Toll Discounts Return for Orlando Theme Park Visitors**

June 28, 2021, 4:27 PM · Flying into Orlando to visit Walt Disney World or Universal Orlando? If you are planning to rent a car during your vacation, check this out. One of my favorite

It's the Visitor Toll Pass, and it's a great way to escape the ridiculous surcharges and fees that rental car companies try to charge to visitors flying through Orlando. You buy the Visitor Toll Pass directly from Central Florida Expressway Authority, and it is good on all toll roads in the state of Florida. That means you do not have to pay any fee to rent a

The Visitor Toll Pass also will charge you the lowest available toll whenever you drive one of the state's many toll roads. Yes, you can still stop to pay cash on some roads, but you would be paying more than you would with the electronic pass. And you don't have to pull

The best airport amenities of 2021



### **Customer Feedback**

"Saves a ton of money! Wish I knew about this sooner!"

"We were very happy with this experience! The pick up process was easy and usage worked perfectly."

"As someone who visits Orlando a couple of times a year, I am so excited about this program and hope it expands throughout the rest of the state... and soon!"









