

Table



**South Bay Expressway**

*Put the fun back in driving!*

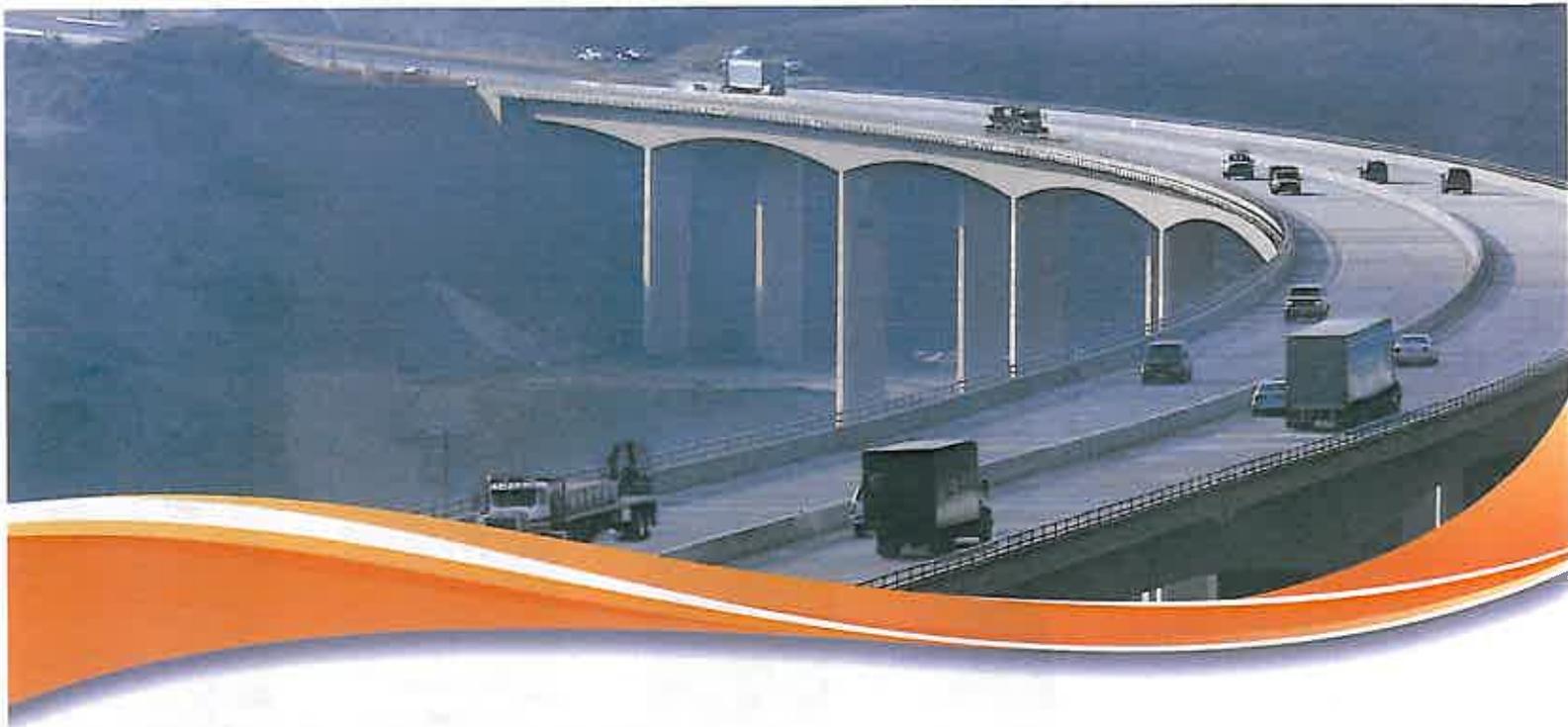
**Project Update**

Summer 2008



1129 La Mesa





# South Bay Expressway

## Putting the Fun Back in Driving!

*“South Bay Expressway” represents the best in public-private partnerships... It is probably one of the best examples of partnership we can cite as we move forward with infrastructure development in the State of California.”*

–Will Kempton, Director, California Department of Transportation

**South Bay Expressway opened to traffic** on November 19, 2007, immediately slashing many motorists' driving times in half.

More than six months later, we are pleased to report that South Bay Expressway is doing well.

- The road has carried more than 6.5 million trips to date and averages approximately 30,000 trips each weekday.
- More than two-thirds of the trips are paid using FasTrak®; and our customers are using their FasTrak transponders on other toll facilities throughout California.
- New customers are signing up for FasTrak and experiencing South Bay Expressway every week.
- Toll revenue is used to pay for toll road operation costs, including CHP costs and Caltrans maintenance and project debt. All costs are paid for by tolls – not taxpayers.

Here's what the *San Diego Union Tribune* said about South Bay Expressway's first six months<sup>1</sup>:

- Nearly six months after its debut, San Diego County's first tollway is living up to its promise of giving harried commuters badly needed breathing room.
- The privately run South Bay Expressway draws an average of 30,000 drivers each weekday, about what state transportation officials expected.
- Ben Monzon of Chula Vista said the road has cut about 20 minutes off the morning drive to his Rancho Bernardo office. “And to me, time is everything,” he said.
- Transportation experts say the tollway is having a noticeable ripple effect on other major roads. According to Caltrans, the volume of morning traffic on northbound Interstate 805 in Chula Vista has dropped 11 percent in the past six months. Driving speeds average 65 mph, up from 45 mph.

<sup>1</sup>San Diego Union-Tribune May 5, 2008

## ... And just who are our customers?

When we talk about our customers, some people are surprised. Here's what we've learned so far:

- Our commuter customers are largely bilingual working families with household incomes averaging less than \$75,000 per year.
- Many work more than one job.
- Most drive low to mid-priced cars.
- Our customers tend to be time-sensitive families with a need to be at work on time and home to attend to family and household affairs.



- Commercial customers including UPS, Fed Ex and a host of other local and international shippers, appreciate the speedy new connection South Bay Expressway provides to ports, the international border, regional highway system and local customers.

## Customer Satisfaction

In April, we had an opportunity to listen to more than 50 people discuss South Bay Expressway in several small "focus



groups". Both customers and non-customers had lots to say about the road, what they like and what they think we should change.

Here's what customers had to say:

*"I am a mom of four young children and live in the Paradise Hills area of San Diego. I love using the new South Bay Expressway and my new FasTrak to streamline my grocery shopping in the new Eastlake Village Shopping Center, popping down to have lunch or browsing at the Otay Ranch Town Center. It has cut at least 15 minutes off my drive time! I can also get to the YMCA and Costco much faster, and it's a much more interesting drive without all the stops involved in driving the surface streets or the 805 ... which saves gas, time AND money! I love South Bay Expressway!"*

– Leslie A., San Diego

*"I absolutely love it! It's worth every dollar that I pay because now my drive home is stress-free. I also save on gas, wear and tear on my vehicle and, most importantly, time, which is priceless. It used to take me approximately 40 minutes to get home ... now, in 10 minutes ... I'm there! Thank you so much!"*

– Patricia K., Spring Valley

*"I do not know how I survived without South Bay Expressway. Thank you to the many individuals that made South Bay Expressway possible. It was a determining factor for me regarding keeping my job in La Jolla (which I get to in 40 minutes instead of 1 hour 15 minutes now) and staying in the South Bay area. THANKYOU, THANKYOU, THANKYOU!"*

– Sharina T., Chula Vista

We're also interviewing commercial vehicle operators to see how we can better serve our business customers. Every few months we conduct informal "customer roundtables", and we will conduct a customer satisfaction survey this summer. It's all part of our commitment to customer service and continuous improvement of every aspect of our operations.

## Awards



We continue to receive awards for our world-class environmental programs and construction.

- South Bay Expressway was recently honored with the Construction Management Association of America San Diego Chapter's Transportation Project Achievement Award.

- On May 20, South Bay Expressway received the Globe Award from the American Road and Transportation Builders Association (ARTBA) for its environmental program.
- Along with our partner, Caltrans District 11, South Bay Expressway was awarded the prestigious Excellence in Transportation Award in the Urban Highway category, and for the second straight year in a row, received a "TRANNNY" award - this year for "Project of the Year."

## Local Stimulus

Impact on the local economy continues to be positive. Local merchants report improved access and sales. In addition, South Bay Expressway created:

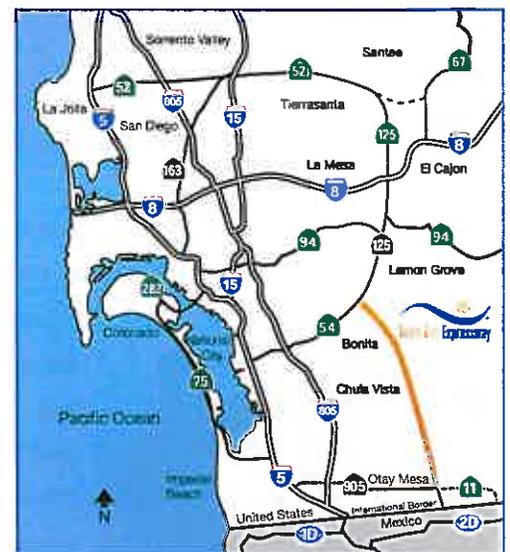
- Improved access to local businesses, resulting in increased customer traffic. A major shopping mall reported a 30% increase in traffic immediately after South Bay Expressway opened.
- More than \$64 million in contracts to 60 local small businesses exceeding the project's Disadvantaged Business Enterprise (DBE) goal, earning it recognition by the Caltrans Small Business Council as a "model project."
- Ongoing employment for more than 60 full-and part-time staff who live in surrounding communities.

## Partnerships

- South Bay Expressway was designed, built and maintained to Caltrans standards;
  - During construction, Caltrans engineers and support staff provided more than 100 personnel years of design review, oversight, inspection and other services to the project.
  - The road is maintained by Caltrans and patrolled by the California Highway Patrol under a contract with South Bay Expressway. These operating costs are paid through tolls, not with tax dollars.
- We are working with our contractors and local trails groups to complete a large trail improvement program in the Bonita area this summer.
- We are working closely with Caltrans and SANDAG on the design and construction of the new SR-905 in Otay Mesa, which will eventually include a high speed connector to South Bay Expressway. The 905, the proposed SR-11 and expanded Otay Mesa border crossing are critical projects for San Diego County and our growing cross-border economy.
- We continue our active community involvement with local organizations and community groups.

*"Public and private partnerships like you see here can provide a way to bring congestion relief years sooner than would otherwise be possible using traditional financing methods. South Bay Expressway accomplishes this."*

-Vice Admiral Thomas J. Barrett,  
U.S. Deputy Secretary of Transportation



South Bay Expressway is a 10-mile express toll road that provides convenient access to Downtown San Diego, South County, East County, Otay Mesa and Mexico.



Put the fun back in driving!

1129 La Media Road, San Diego, CA 92154  
619-661-7070

[southbayexpressway.com](http://southbayexpressway.com)

# The Sun

South Bay Expressway

SUMMER 2008



## THIS ISSUE

- ☀ Update from Greg
- ☀ Customers Weigh In
- ☀ Wags for Wishes
- ☀ Meet Lorenzo
- ☀ Introducing: SBX Courtesy Patrol
- ☀ SBX Hot Spots

## Update from Greg

South Bay Expressway has been open for more than six months, and I'm pleased to report that we're doing well!

- Traffic is averaging about 30,000 trips per weekday.
- About 70 percent of those trips use FasTrak®, saving our customers time and money.
- We were recently honored with the Construction Management Association of America S.D. Chapter's Transportation Project Achievement Award and the Globe Award from the American Road and Transportation Builders Association (ARTBA) for our environmental programs. Here at home, we took second place in the recent Bonita Chili Cook-Off!
- We are working with our contractors and local trails groups to complete trail improvements in the Bonita area. A community dedication event will be held this summer.



Greg Hulsizer, CEO

But more importantly, I recently had the opportunity to listen to more than 50 people discuss South Bay Expressway in several small "roundtables" (see story below).

In the months ahead, we'll be conducting a customer satisfaction survey and meeting regularly with South Bay Expressway customers. Your ideas, comments and suggestions are important to us, and I encourage you to let us know what you're thinking and how we can improve your experience on South Bay Expressway. If you have a question or an idea, please take a minute to drop me an e-mail at [ceo@southbayexpressway.com](mailto:ceo@southbayexpressway.com).

Thanks again for letting us serve you. Here's to a fun summer and fun driving! ☀

## Customers Give Praise, Offer Suggestions for Improvements – and We're Listening!

At recent customer roundtables, drivers expressed their excitement about the time, money and gas they've saved by using South Bay Expressway. In addition, traffic is lighter on Chula Vista's surface streets. Here's what one customer had to say:



*"I am a mom of four young children and live in the Paradise Hills area of San Diego. I love using the new South Bay Expressway and my new FasTrak to streamline my grocery shopping in Eastlake. It has cut at least 15 minutes off my drive time! It's a much more interesting drive without all the stops involved in driving the surface streets or the 805 ... which saves gas, time AND money! I love South Bay Expressway!"*

— Leslie

Story continues on next page

## WAGS FOR WISHES COMES TO CHULA VISTA

Family fun for everyone! The Make-A-Wish Foundation® of San Diego is hosting the 6th annual Wags for Wishes, a family event featuring a variety of dog competitions, vendors, pet adoptions and entertainment. Taking place July 11th-13th, Make-A-Wish will transform the Otay Ranch Town Center into a one-of-a-kind, three-day doggie extravaganza. Bring your dog and join the fun! Your participation will help make wishes to San Diego children who are battling life-threatening medical conditions. Admission and parking are free. Otay Ranch Town Center is an easy stop off South Bay Expressway – just take the Olympic Parkway or Birch Road exit. For more information visit [www.wagsforwishes.com](http://www.wagsforwishes.com).

## WE'RE LISTENING (CONT'D)

We've also heard your concerns and ideas, and we are working hard to address them. Here's what we've gathered so far:

"The cash machines are difficult to use." While South Bay Expressway was designed to be used with FasTrak, we know that some users still prefer to pay cash to drive the road. Some cash users have told us that the bill acceptors are difficult to reach. We hear you. We are adjusting the placement of the bill acceptors to make them easier to reach. We plan to complete this improvement in the next several months.

"It's dark." Some of you have told us it's dark when traveling at night on portions of South Bay Expressway. Along stretches of the road, South Bay Expressway was prohibited from lighting certain areas due to environmentally sensitive species habitat as well as community concerns. Both the communities surrounding the road and the land we are sharing with wildlife and other species are very important to us, and we feel strongly about protecting their needs. However, we are happy to report that drivers will soon see new reflectors along various parts of the road, including Otay River Bridge and other areas with limited lighting.

"Traffic is light." It's hard to believe that light traffic has been a concern for some, but we've heard it! Rest assured — traffic is supposed to be light on South Bay Expressway. After all, we promise our customers a fast, reliable, scenic drive, free of traffic gridlock — and that is exactly what the road delivers!

SBX is providing approximately 30,000 traffic-free trips per weekday. Because we are largely a commuter road, most of these trips are



made during the morning and evening drive times — and we are coming up soon on our 6 millionth trip since

opening! Of course, we have room to grow, so tell your friends to join you on South Bay Expressway. We'll even give them two free weeks when they sign up for FasTrak!

As always, our goal is to make your drive with us as enjoyable and stress-free as possible. So keep talking ... we hear you! ☀️

## MEET THE SBX TEAM: INTRODUCING LORENZO GARRIDO

While driving South Bay Expressway, you may see director of project development Lorenzo Garrido hard at work ... or in off-hours, you may see him cruising the road on his Harley!

"South Bay Expressway is one of my favorite roads," Lorenzo says. "Not just because I've worked on it, but because it's truly one of the best stretches of road with some of the greatest scenery in San Diego."

A civil engineer with more than 18 years experience working on major transportation infrastructure projects, Lorenzo is the perfect person to lead the construction management team for San Diego's first toll road. He oversees the completion of all South Bay Expressway's construction, expansion and renovation and is responsible for carrying out the road's environmental and long-term improvement programs. What does that mean for you? Lorenzo will ensure that your driving experience on South Bay Expressway is first-class!

A San Diego native and San Diego State University alumni, Lorenzo is a big San Diego sports fan, from the Chargers to the Padres to the Aztecs. When he isn't busy keeping South Bay Expressway in top-notch shape, he enjoys being with his wife, Karen, and his 4-year-old daughter and 8-month-old son. ☀️



Lorenzo and his Harley put the fun back in driving!

## COURTESY PATROL

Did you know that we have a Courtesy Patrol? That's right! SBX is monitored via video cameras, and if we see a customer in need, our Courtesy Patrol is on the way. You can also get help by calling SBX customer service at (619) 661-7070 during business hours (Monday - Friday, 9 a.m. - 6 p.m.), or you can use your cell phone to call 511 for assistance. Run out of gas? Need a tow? A jumpstart? SBX Courtesy Patrol offers complimentary service to all SBX drivers. We're dedicated to keeping you safe! ☀️

## MORE GREAT SHOPPING AND DINING CLOSE TO SOUTH BAY EXPRESSWAY

South Bay Expressway takes you to the South Bay's hottest new shopping and dining destinations — H&M, an affordable, chic Euro-style clothing store and Best Buy, with great deals on home electronics and more. Both are now open at Otay Ranch Town Center at the Olympic Parkway or Birch Road exits of South Bay Expressway. Hungry? Just off the Otay Lakes exit, you can now experience quality service, great food and good times at the Brew House at Eastlake. It's located in the Eastlake Design Center, and the food is fantastic! You might also want to try the new restaurants at The Village Walk — including Broken Yolk Café, Brigantine and others. ☀️

1129 La Media Road, San Diego, CA 92154

Need a speaker?  
Contact Patty Talamantes  
at 619 661 7070

P: 619-661-7070

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southbayexpressway.com





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# Bringing South Bay Expressway To Market

California Transportation Commission  
Sacramento, California  
June 25, 2005



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# South Bay Expressway





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# Why South Bay Expressway Makes Sense

- ✓ High growth corridor
- ✓ High existing traffic volumes
- ✓ Favorable commuting patterns
- ✓ Strong local economy
- ✓ Development activity
- ✓ Favorable customer demographics and psychographics
- ✓ Public partner support





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# SBX Public Policy Goals

- ✓ Serve existing and future planned and approved development in the South Bay and Otay Mesa
- ✓ Reduce traffic congestion on interstates 5, 805, 94 and 15 and local arterials.
- ✓ Improve regional mobility in the South Bay and access for residents and businesses to employment centers
- ✓ Support the existing Otay Mesa Port of Entry future Otay Mesa POE expansion

**The Road to South County's Future Is Under Construction**

**Investment Roadmaps Available from Voit Commercial Brokerage**

The South Bay Expressway, now under construction, opens in early 2007. This new transportation link and the planned expansion of I-905 will continue to drive the South County economy forward in the years ahead.

Voit's South County experts, Michael Messmer, Rob Miller and Brian Kilkenny, are using their extensive market knowledge to guide clients into investment and business properties that are positioned to benefit from continuing economic expansion in the South County area. Voit's South County team has closed more transactions than any other brokerage company in the South County in 2005 and 2006.

If you are looking for investment opportunities in commercial real estate or just need to expand your business, look to the South. From National City, to Chula Vista to Otay Mesa, Voit Commercial Brokerage can help you get on the road to South County's future.

**Voit** 858.453.0505  
www.voitco.com

Visit our website for:  
Free San Diego Quarterly Market Reports  
4370 La Jolla Village Dr., Suite 990  
San Diego, CA 92122

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# Public Policy Concerns

- Jurisdictional boundaries
- “Lexus Lanes”
- Environmental issues
- Risk transfer
- Job creation/elimination
- Community impacts
- Sprawl inducing
- Economic development



## The San Diego Union-Tribune.

Union-Tribune Editorial

### The county's environmentally friendly highway

September 18, 2003

Many people today don't remember what traffic was like in Santee and the Mission Gorge area before the eastern extension of state Route 52 was completed a decade ago.

Overnight, severe traffic congestion on Mission Gorge Road from Santee to Interstate 8 decreased as commuters began using the faster route out of town. Sometimes, a new road can make all the difference in the world.

State Route 125 from East County to the South Bay will create an even more dramatic transformation. Construction work was finally begun on the last leg of this important highway earlier this month. Despite all the delays created by opponents of this project, once this north-south route is completed, residents - particularly those of eastern Chula Vista - won't know how they got along without it for so many years. Like the vanishing traffic on Mission Gorge Road through San Carlos and Allied Gardens, congestion on the east-west arterial roads in Chula Vista will greatly decrease.

The opponents of SR 125 must be given their due, however. This road, when completed, will be one of the most environmentally friendly highways in the country. The northern portion already has a scenic designation from Caltrans for its views of Cowles Mountain, Mt. Helix, Dictionary Hill and San Miguel Mountain. The southern portions of the project include about 1,000 acres of natural habitat preservation, restoration of wetlands in the Sweetwater and Otay river valleys, wildlife corridors protected by bridge spans, along with six new baseball fields and significant improvements to parkland near Sweetwater Reservoir. Landscaping will be extensive, and bridges were designed for aesthetics as well as function. And finally, the developer of the toll road paid off opponents \$3 million for other environmental preservation to end their opposition once and for all. Continued next page.



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# Consensus And Support

- Build and maintain strong relationships - early
- Immerse yourself in the community
- Commitment to the environment
- Move toward, not away from, opposition
- Deal with controversial issues before opening





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# Involve Stakeholders Early





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# SBX Business Model

- Establish SBX as the preferred travel choice in the minds of customers
- Provide premium service
  - First-class road; First-class service
  - Earn customer loyalty
- Maintain positive relations with public partners and stakeholders



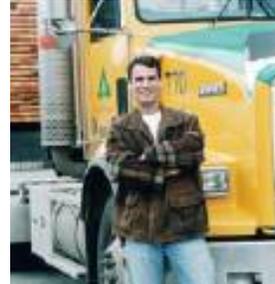


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South Bay Expressway

# Know Your Customer



*“I think everyone has a potential to use that road: commuters, families, truck drivers, firemen, even the lady with spiked hair.”*



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South Bay Expressway

# Customer Profile

- Lives or works in South Bay or East County
- Regular commuter
- \$75K average household income
- Many Spanish speaking
- Time sensitive
- Cost conscious





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# Customer Expectations

## *I want:*

- Convenient, non-stop travel *on a...*
- Scenic, safe and well maintained road *which creates a...*
- Better commute *that is...*
- More reliable *which helps me to be...*
- Less stressed and...

***Arrive at my destination relaxed.***

**Great Gas Mileage.  
No Stress.**

South Bay Expressway  
South Bay's New Express Toll Road

Sign up to win a year of free tolls!  
Pick up a brochure inside  
or visit [southbayexpressway.com](http://southbayexpressway.com)

**"If you think  
the shopping  
is fun,  
you should  
try the  
commute!"**

South Bay Expressway  
*For the fun drive to work!*

Sign Up today for your  
chance to WIN  
one year of **FREE** tolls!  
visit [southbayexpressway.com](http://southbayexpressway.com)



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South Bay Expressway

# Connect With Your Customer

- Grass roots marketing program
- Direct mail
- Advertising
- Website
- Traffic Radio
- Special Events
- Word of mouth
- Aggressive commercial customer acquisition program
- Marketing tie-ins





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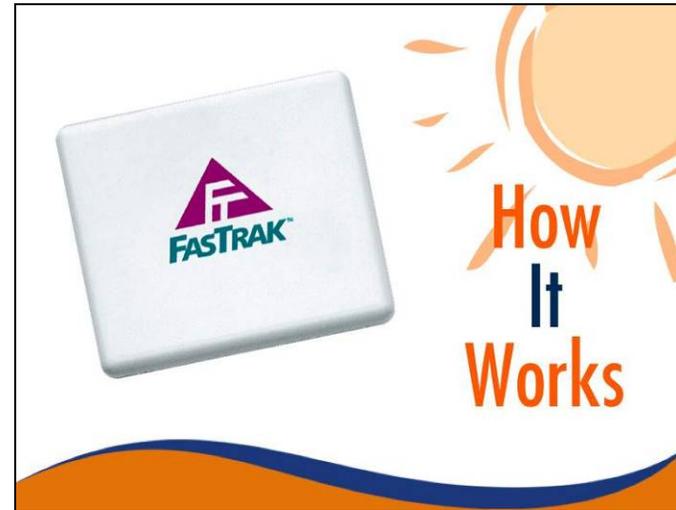


South Bay Expressway

# Communicate Early And Often

- Team
- Stakeholders
- Future customer base
- Media

*Common message*  
*Answer key questions early*





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# Be Visible And Memorable

- Participation in community events and business organizations
- Stakeholder project updates
- Website
- News events
- Media briefings
- Newsletters
- Testimonials





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# Work With The Media

## DRIVERS SAY TOLLWAY IS ON ROAD TO SUCCESS

### First pay highway opens in county

By **Steve Schmidt**  
STAFF WRITER

**T**hey came, they saw, they slipped into high gear.

The county's first toll road debuted yesterday, offering South Bay drivers an alternative to the rush-hour tangle on Interstate 805 and other major roads.

No less an expert than commuter, John Garcia was already declaring it a success.

The Eastlake resident said it normally takes an hour on weekday mornings to get to his job in Poway. Yesterday, he cut at least 20 minutes off the trip by jumping on the new 10-mile extension of state



**Motorists can drive the 10-mile South Bay Expressway – the first toll road in the county – for free until Dec. 3. The tollway opened yesterday.** *Jim Baird / Union-Tribune*

Route 125.

"It was basically a straight shot up 125 all the way," Garcia said. "It's great."

The four-lane tollway runs between state Route 54 in Spring Valley and state Route

905 in Otay Mesa. Traffic appeared light to moderate through most of the day.

South Bay Expressway Ltd. funded and built the road

**SEE Toll road, B3**



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# Celebrate Milestones





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South Bay Expressway

## The Result

*I travel the South Bay Expressway daily. It is absolutely a dream come true!!! Because of the new 125 Toll Road, my week-day commute time has been cut in half, from 50 minutes drive time to Downtown San Diego from Otay Lakes Rd., to 25 minutes. Also, it has cut my Sunday commute in half as well, from 30 minutes to get to and from my church in Encanto to just 15 minutes. It feels too good to be true. Finally my traffic nightmares have ended! – Lucy Levett, Chula Vista*



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# Wishing You Great Success!



**Greg Hulsizer**

**South Bay Expressway**

**San Diego, California**

**[www.southbayexpressway.com](http://www.southbayexpressway.com)**

**(619) 661-7070**



# *Understanding Your Customers*

*The Role of Public Education  
and Marketing for Tolling and PPP's*

*Presentation to  
California Transportation Commission*



# Overview

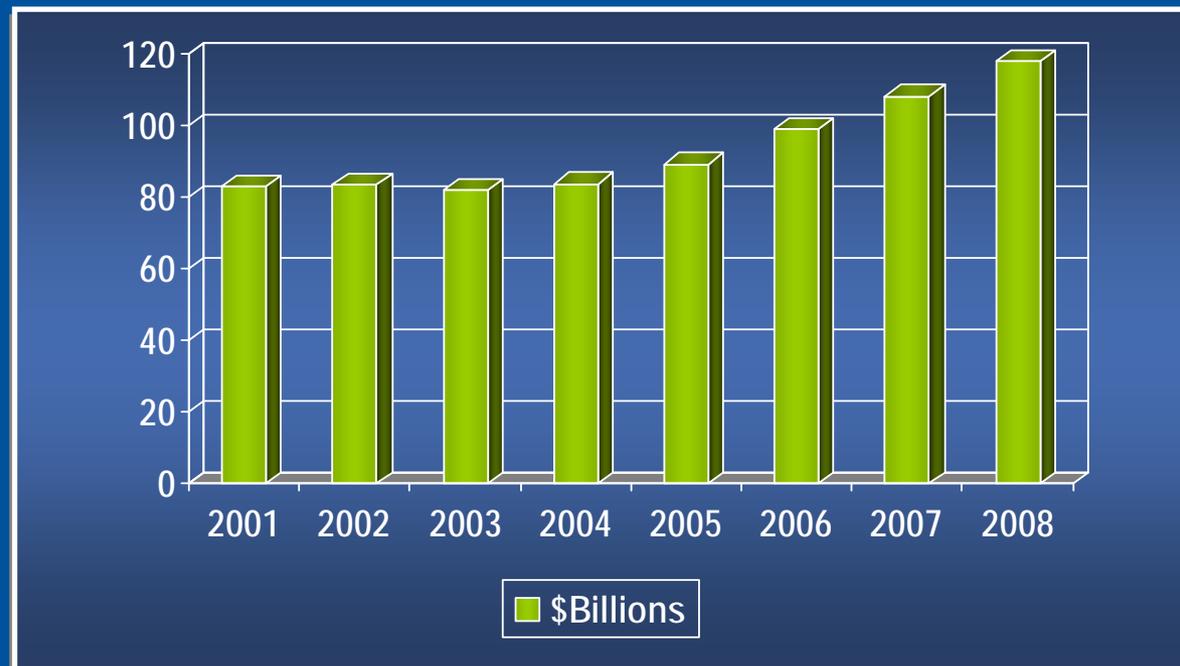
- Why the emergence of tolling and public-private partnerships (PPPs)?
- Why is public information/education important?
- Essential elements
- Understanding your customers
- Case studies and public opinions
- Summary



# Why the Emergence of Tolling and PPPs?

- Limited funding/reduced purchasing power
- Growing transportation demands
- Aging infrastructure
- Gas tax is flat- fuel economy promises declines

*Has led State to consider innovative funding and financing options such as tolling and PPPs*



# Which Has Led to Recent Activity....

- Chicago Skyway
  - \$1.8 Billion – 99 years
- Indiana Toll Road
  - \$3.8 Billion – 75 years
- Texas SH 130 (Segments 5 & 6)
  - \$25 Million up front payment - 50 years
- Texas – SH 121
  - \$2.46 Billion – 50 years



*Chicago Skyway*



*Trans Texas Corridor*

# But the Public Had Some Concerns.....

## Issues such as

- Why are we selling U.S. assets to foreign investors?
- Did we structure the best deal for the public?
- What is being done with the money?
- Are the concession terms too long?
- Who is looking out for the public good and how are toll rates regulated?

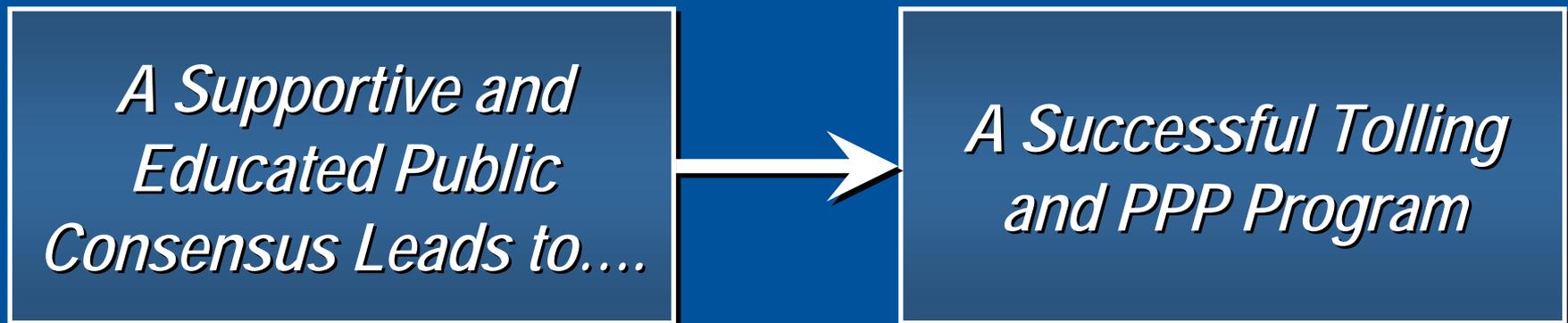
## Results

- Indiana election results – voter backlash
- Texas “moratorium” – state legislators involvement
- Florida taking a cautious approach
- Pennsylvania and New Jersey looking at “public-public” partnerships
- House T&I Committee Hearing (February 13, 2007)
- Oberstar/DeFazio letter

# Why is Public Education and Marketing Important to Implementing a Successful Tolling and PPP Program?

What have we learned:

- Public wants to be involved and have a voice
- Public opinion is linked to public acceptance and policy making
- Public acceptance leads to support program implementation



# Understanding the Public's Perception on Tolling and PPPs

## The Public....

- Wants to see value
- Wants to react to tangible and specific examples
- Cares about the use of revenues
- Learns from experience
- Uses knowledge and available information
- Believes in equity but wants fairness
- Wants simplicity
- Favors tolls over taxes



# Successful Projects Engage a Comprehensive Program

<i>Market Identification</i>	<i>Who is your target audience? Public, special interest groups, legislators....</i>
<i>Baseline Opinion Poll</i>	<i>What are the current opinions, knowledge and perceptions?</i>
<i>Data Analysis</i>	<i>What are the informational trends?</i>
<i>Marketing Message</i>	<i>What do you wish to tell them?</i>
<i>Marketing Plan</i>	<i>How to you wish to inform them?</i>
<i>Follow-Up Poll</i>	<i>Was your message effective?</i>

# Understanding the Public's Perception on Tolling and PPPs

Recent and previous surveys indicate the public majority support tolling and road pricing

	<i>Tolling or Road Pricing</i>	<i>Tax-Related Initiative</i>
Majority Support	57%	27%
Majority Opposition	31%	60%
Neither Majority	13%	13%
Total Percent	100%	100%
Total Cases	103	15

# Understanding the Public's Perception on Tolling and PPPs

Recent and previous surveys indicate the public majority support tolling and road pricing....

However, when complex road pricing is factored into the equation, support decreases

	<i>Cordon Tolling</i>	<i>PPP</i>	<i>Express Toll Lanes</i>	<i>Traditional Toll Road</i>	<i>HOT Lanes</i>
Majority Support	32%	0%	62%	71%	73%
Majority Opposition	53%	60%	23%	26%	15%
Neither Majority	16%	40%	15%	3%	12%
Total Percent	100%	100%	100%	100%	100%
Total Cases	19	10	13	35	26

# Case Studies

- Nevada Department of Transportation
- Washington Department of Transportation



The screenshot shows the website for the Pioneer Program. At the top, there is a navigation menu with links for HOME, FREQUENTLY ASKED QUESTIONS, NEWS & PUBLIC INFORMATION, I-15/US 95 DEMONSTRATION PROJECT, CONTACT US, and LINKS. The main content area features a 'WELCOME TAKE A LOOK AROUND' box on the left. The central text explains the program's goal: 'It's a solution-oriented transportation program that explores innovative ways to deliver the roads that Nevada needs.' It also lists 'Why?' reasons: Earlier delivery of transportation projects, Less congestion, More efficient transportation, Less public money spent, Better mobility, and Enhanced lifestyle for a growing Nevada. A yellow double-headed arrow sign is shown to the right. At the bottom, there are three buttons: 'More about the Program', 'I-15/US 95 Demonstration Project', and 'Comments & Questions'. The Nevada DOT logo is in the bottom left corner.

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The advertisement features a blue header with the text 'Get there Faster!' in a large, stylized font, followed by 'Get Good To Go!' in a smaller font. Below this, it says 'Application Inside' and shows a woman smiling from the driver's seat of a car. The bottom section has the text 'You'll save both time and money.' and a close-up of a 'Good To Go!' toll tag with the WSDOT logo and some technical details.

# Tolling/PPP Case Study: NDOT Pioneer Program

## Survey Results

- Public majority view crime, education and growth as the top issues facing their communities
- Traffic is the number one issue in Clark County, but ranked fourth overall
  - 60% feel Nevada's economic strength is dependent on improving the current traffic situation
  - 51% feel the state is going in the right direction



# Tolling/PPP Case Study: NDOT Pioneer Program

Survey results indicate the public doesn't understand Nevada is faced with a transportation funding crisis

53%

*The state has enough funding to improve traffic already*

82%

*The state would have enough funding to improve traffic if they would just spend more wisely*

59%

*The gasoline tax provides adequate funds for transportation needs if government would use the money efficiently*

31%

*The gasoline tax doesn't provide adequate funds for transportation needs and more funding must be found if Nevada is to have a quality transportation system*

# Tolling/PPP Case Study: NDOT Pioneer Program

When presented with details about tolling, the public was ready to approve toll lanes under certain conditions

<i>Before</i>		<i>After</i>
38%	<i>Approval of toll lanes if drivers have a choice of taking either a toll or a free lane</i>	54%
44%	<i>Approval if tolls are collected electronically so there is no stopping at toll booths that cross the whole highway</i>	49%
45%	<i>If the toll was put only on a new highway or lane, but not on anything that is already built</i>	50%
46%	<i>If the toll was put on a new highway or lane but carpools and buses could travel for free</i>	50%
31%	<i>If the toll money is spent only on new highway and that when it is paid off, the toll money is spent on highway maintenance</i>	65%
38%	<i>If the toll money is spent only on the new highway and that when its is paid off, the toll is eliminated</i>	57%

# Tolling/PPP Case Study: NDOT Pioneer Program

- Six out of ten survey participants were informed of PPPs
- Informed participants approve of PPPs by a 2:1 margin

46%

*The state should only rely solely on state revenues to fund new highways even if it would result in an increase in the gasoline tax or other fees.*

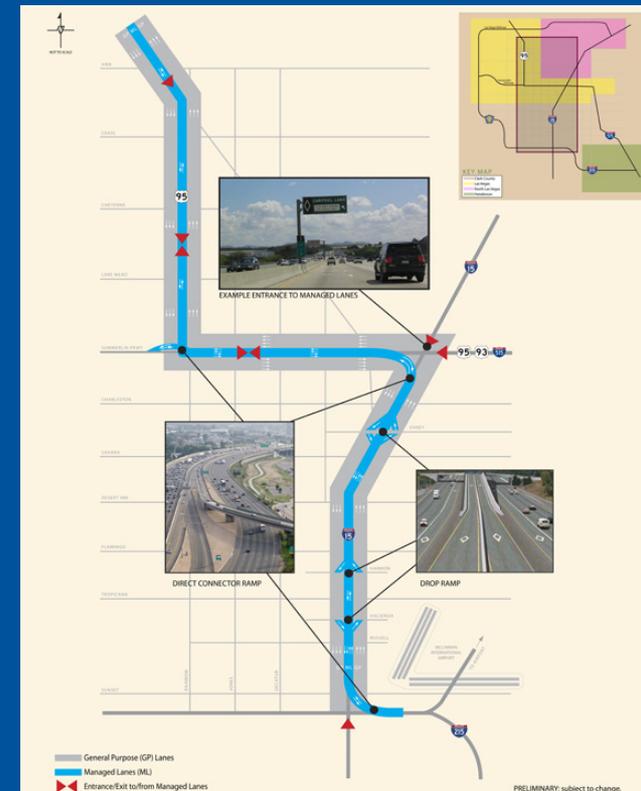
40%

*The state should allow a PPP for road projects in which a private company would pay for and build the highway under state supervision, and then operate it as a toll road until the cost of building it has been paid back, plus a fair return on their investments. The road then reverts back to state ownership.*

# NDOT Pioneer Program Outreach Strategy

## Managed Lane (HOT Lane) Demonstration Project

- Comprehensive Communication Plan
  - Targets three groups: public, special interest groups and state legislators
  - Message focuses on:
    - Limited Transportation Funding
    - Pioneer Program and its benefits to funding
    - Benefits of the HOT Lane Project
  - Media
    - One on one meetings
    - Website
    - Public Forums/Public Meetings
    - Informational Brochures



# Tolling Case Study: Washington State

## Survey Results

- The public wants improvements that will ease traffic congestion and improve safety, sooner rather than later
- The public is amenable to using tolls to fund specific projects and in specific situations
- The public wants reassurances from government leaders that if tolls are used, they will be used efficiently and implemented fairly

*Source: What Washingtonians understand and believe about transportation and tolling and what that may mean for the future, Washington State Transportation Commission Presentation*



# Tolling Case Study: Washington State

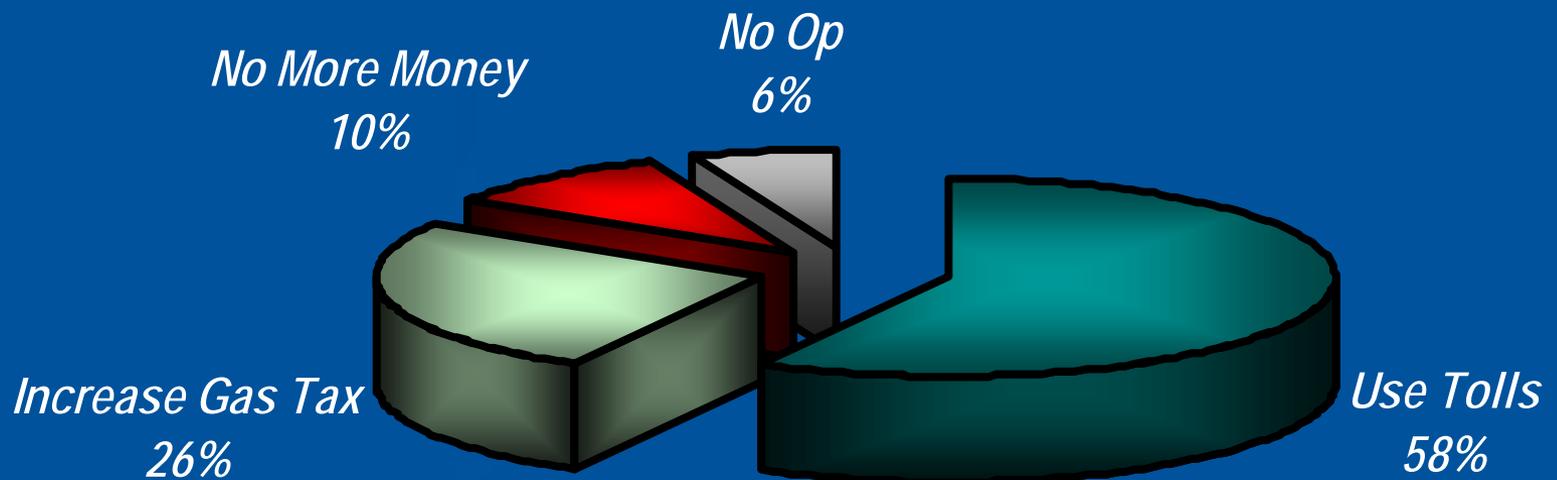
## Survey Results

- Public majority understands the problem of deteriorating transportation infrastructure
- They're skeptical about the state's ability to deliver improvements
- They don't understand how tolling can be used to manage traffic
- They disagree on ways to fund solutions

# Tolling Case Study: Washington State

## Primary Conclusions About Tolling

- If more funds are needed, tolls are preferred to increasing the gas tax
- Tolls are generally seen as fair because the users who benefit the most pay the toll
- Tolling for revenue is preferred to tolling for traffic management



# Tolling Case Study: Washington State

## Toll Program Policies

- Apply tolls on a project-by-project basis, especially for bridges and new roads
- Spend all toll revenue on the tolled facility
- If tolled routes have a free alternative, and/or are presented as a new choice, they are more likely to be accepted



# Washington State Toll Program Outreach Strategy

## Project: SR 167 HOT Lanes

- Transportation Champion – Secretary of Transportation
- Extensive Communication Plan
  - Targets three groups: public, special interest groups and state legislators
  - Message focuses on:
    - Congestion Management
    - Benefits of the HOT Lane Project- Direct benefits to the public
  - Media
    - Public Forums/Public Meetings
    - Hiring of Public Information Team
    - Website
    - Informational Brochure



# In Summary....

## Key Lessons Learned

- Separate tolling/PPP from traditional highway project development issues
- Build sustainable stakeholder support
- Conduct initial research to understand issues
- Listen to the public and gauge public perception
- Develop a public outreach plan using perception data
- Educate the public with facts and successful tangible examples
- Identify Champions to support the educational effort and help influence public acceptance
- Clearly explain the benefits on a personal level



# For More Information....

- National Cooperative Highway Research Program (NCHRP)
  - Compilation of Public Opinion Data on Tolls and Road Pricing
  - [www.trb.org/CRP/NCHRP/NCHRP](http://www.trb.org/CRP/NCHRP/NCHRP)
- Texas Transportation Institute: <http://tti.tamu.edu/>
- Katie Nees, [Katie.Nees@jacobs.com](mailto:Katie.Nees@jacobs.com)
- Scott Rawlins, NDOT Deputy Director,  
[srawlins@dot.state.nv.us](mailto:srawlins@dot.state.nv.us)