



CAMINO REAL
REGIONAL MOBILITY
AUTHORITY

**CÉSAR CHÁVEZ
EXPRESS TOLL LANES -
OUTREACH EFFORTS**

**Clayton Howe, Atkins
May 1, 2014**

Agenda

- Outreach Efforts – Phase I
 - Intent/Goals (introduce tolling & Chávez)
 - Steps Taken
- Outreach Efforts – Phase II
 - Intent/Goals (increase transponder use)
 - Proposed Steps
 - Performance Measurements

Chávez Outreach – Phase I



Intent/Goals of Initial Outreach

- Introduce the CRRMA, Tolling and the Express Toll Lanes to the Public
- Explain Transponder and Pay-By-Mail transactions
- Explain value of the Express Toll Lanes
- Identify savings with transponders

Chávez Outreach – Phase I



Broadcast

Television	Radio
228 spots in January	670 spots from January - March
KVIA (34)	XHNZ-FM (121)
KTSM (71)	KTSM-FM (46)
KINT (72)	KSII-FM (149)
KFOX (51)	KOFX-FM (264)
	KBNA-FM (90)

Chávez Outreach – Phase I



- Community Meetings
- New Project Website
- Billboard on I-10
- Local Distribution (One-Stop Shop)
- Pay by Mail Invoices and Buckslips
- Budget Expended - \$77,000 in 2013

SAVE 50% OFF YOUR TOLLS WITH TOLLTAG



César Chávez Express Toll Lanes are now open. Getting a TollTag is easy and affordable. Simply deposit \$20 in prepaid tolls into your TollTag account and you're ready to take the Express Toll Lanes. TollTag makes sense for most drivers since there are no additional fees and you can use your TollTag statewide.

For more information about César Chávez Express Toll Lanes or to sign up for a TollTag, visit www.EPexpress.org or call (915) 351-8655



375 TOLL BILL
 *QUESTIONS? CONTACT US AT <https://www.aaycaminoaltoll.com> OR CALL TOLL FREE 1-800-736-2695
 *PARA UNA EXPLICACIÓN EN ESPAÑOL LEA EL OTRO LADO DE ESTE DOCUMENTO

TOLL REFERENCE #: G59763
 BILL ID #: 5249763
 LICENSE PLATE #: AU1346520
 BILL DATE: 00/00/00

G59763-0G1
 Crma Text1
 123 Text Street
 Austin TX 78725-1111

SUMMARY OF CHARGES
 TOLL FEE \$1.46
 PROCESSING FEE \$0.00
 TOTAL AMOUNT DUE **\$1.46**
 MUST BE RECEIVED BY 00/00/00

WAYS TO PAY
 PHONE TOLL FREE 1-800-736-2695 LOCAL 915-852-5131 *use of credit only
 ONLINE <https://www.aaycaminoaltoll.com>
 MAIL WITH THE PAYMENT FORM BELOW

As the owner/driver of the vehicle on this bill, you are responsible under TEXAS TRANSPORTATION CODE §376.177 for payment of the tolls and processing fees listed for travel on the César Chávez Express Toll Lanes. Failure to pay by date due will result in the issuance of a NOTICE OF TOLL VIOLATION with additional administrative fees.

Date	Time	Location	Transaction	Amount
10/10/13	14:30:03	LOOP 375 EB PLANT	335479565	1.46

The first ten toll fees incurred during the current billing period are listed on page 1. Any additional toll fees will be located on the following page.

When you provide a check as payment, you authorize MSB either to use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. If your payment is returned unpaid, you authorize MSB to make two attempts to collect payment and make a one-time electronic fund transfer from your account to collect a fee of \$30 for the returned check.

MSB
 MUNICIPAL SERVICES BUREAU
 PRIVATE CORPORATION

MAKE CHECK OR MONEY ORDER OUT TO: **MUNICIPAL SERVICES BUREAU** • WRITE THE REFERENCE NUMBER ON YOUR CHECK • ALLOW 10-15 DAYS FOR MAILED PAYMENTS TO REACH US • DO NOT PAY MORE THAN TOTAL DUE • PAYMENTS DO NOT CREDIT TOLLTAG ACCOUNTS.

PAYMENT FORM Please detach this form & return with your payment.

PAY BY CREDIT CARD

CRMA PROCESSING
 PO BOX 16777
 AUSTIN, TX 78761-6777
 CHANGE SERVICE REQUESTED

659763000000146 8

G59763-0G1 00000001
 CRMA PROCESSING
 CRMA Text1
 123 Text Street
 Austin TX 78725

MUNICIPAL SERVICES BUREAU
 CRMA PROCESSING
 PO BOX 16777
 AUSTIN TX 78761-6777

Chávez Outreach – Phase II



Intent/Goals of Next Phase of Outreach

- Continue education efforts related to the CRRMA, Tolling and the Express Toll Lanes
- Continue Performance Measurement Monitoring and Improvement
- Increase Express Toll Lane Usage
- Convert Pay-By-Mail Users to TollTag

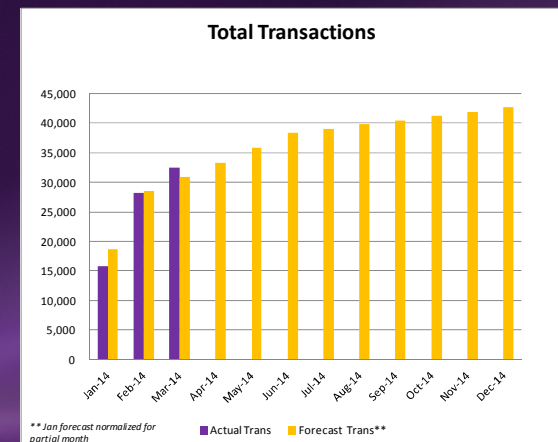
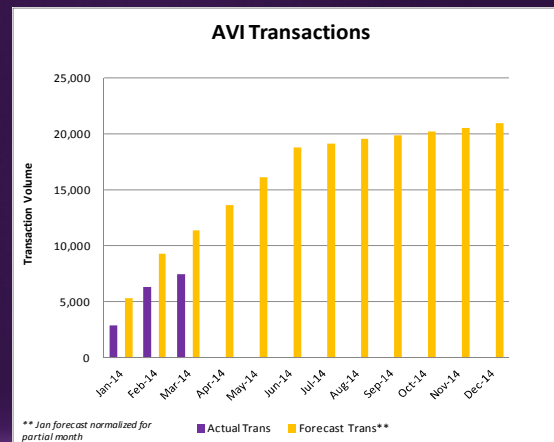
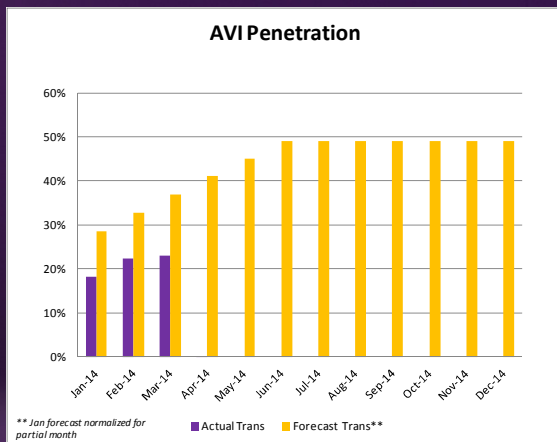
Chávez Outreach – Phase II



- Expand Local Distribution
 - Additional City/County Locations
 - Retail Locations
- Targeted Marketing to Pay-By-Mail Customers
 - Incentivize Collection to Convert to AVI
 - Direct Mail to High Use
- Broadcast
- Community Meetings
- Leverage Customer Feedback
- Budget - \$50,000 for 2014

Chávez Outreach – Phase II

- Performance Measurements
 - Quarterly Updates to the Board
 - Key Measurements
 - TollTag Usage as a % of Total Transactions
 - Transaction Totals
 - Revenue Totals



Questions?



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