



**Bridges and Tunnels**

# Cashless Tolling: The Customer Experience

October 2021



# TRANSITION TO CASHLESS TOLLING

| B & T Facility                         | Original Go Live | Achieved Go Live |
|--|------------------|------------------|
| Henry Hudson Bridge                    | 11/2016          | 11/2016          |
| Hugh L Carey Tunnel                    | 1/2017           | 1/2017           |
| Queens Midtown Tunnel                  | 1/2017           | 1/2017           |
| Cross Bay Bridge                       | 6/2017           | 4/2017           |
| Marine Parkway Bridge                  | 6/2017           | 4/2017           |
| Robert F Kennedy Bridge – Bronx/Queens | 8/2017           | 6/2017           |
| Robert F Kennedy Bridge - Manhattan    | 8/2017           | 6/2017           |
| Verrazano-Narrows Bridge               | 11/2017          | 7/2017           |
| Throgs Neck Bridge                     | 11/2017          | 9/2017           |
| Bronx-Whitestone Bridge                | 11/2017          | 9/2017           |

- Completed conversion of 10 facilities *in 11 months*
- *Eliminated* Cash, Ticket, and Token Collection
- Created new back-office *Customer Service Center*
- Implemented *Tolls by Mail* program
- Deployed Vehicle Occupant Detection System for 3+ carpool at Verrazzano-Narrows Bridge

**PRE-ORT QMT QUEENS PLAZA**



**POST-ORT QMT QUEENS PLAZA**





## CASHLESS TOLLING AND OUR GOALS

- ***SAFETY*** – of our customers and employees
- ***REVENUE PRESERVATION*** – collect our tolls: reinvest in facilities; support to mass transit
- ***CUSTOMER SERVICE*** – continue to provide excellent service

To continue meeting these goals, MTA B&T engaged in a multi-pronged, robust customer outreach and messaging campaign before each facility transitioned to Cashless Tolling, specifically targeting:

- ***Cash-Paying Customers***
- ***E-ZPass Customers with Cash Replenishment Method***
- ***Token- and Ticket-Paying Resident Plan Customers***





# CUSTOMER OUTREACH - PRE-CONVERSION

## Television and Radio Ads



Get automatic notifications about your **E-ZPass** account – sign up for Mobile Alerts today!

## E-ZPass Statement Inserts

Ahorrar 30% nunca ha sido **E-Z**er  
Saving 30% has never been **E-Z**er

MTA Bridges and Tunnels  
2 Broadway, B2B 24  
New York, NY 10004

Ahorrar 30% nunca ha sido **E-Z**er  
Saving 30% has never been **E-Z**er

Robert F. Kennedy Bridge

## Multi-Lingual Mailers

### USING TOKENS TO PAY YOUR TOLL?

Get **E-ZPass** with a Resident Plan and You'll Save Even More.

The Marine Parkway-Gil Hodges Memorial and Cross Bay Veterans Memorial Bridges are switching to Cashless Tolling on April 30, 2017.

This means **no more tollbooths**, and **no need to stop** ever again when paying tolls at these bridges.

Cashless Tolling also means metal tokens will no longer be accepted starting April 30. To make sure you get the best deal possible on future tolls at these two bridges, sign up for E-ZPass at [mta.info/ezpass](http://mta.info/ezpass) today!

If you qualify for the **Rockaway Resident Program**, contact the Customer Service Center at **1-800-333-8655** after receiving your E-ZPass.

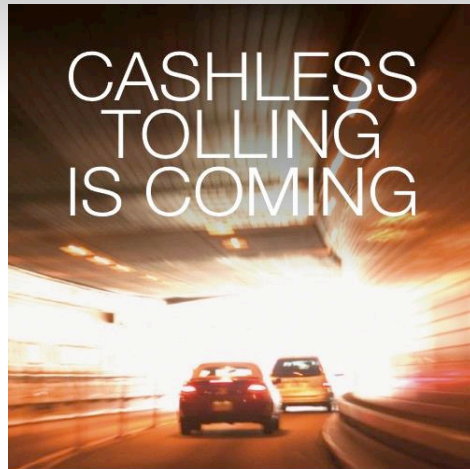
## Handouts to Token Users





# CUSTOMER OUTREACH – PRE-CONVERSION

## In-Lane Hand Outs - Cash Customers



Get your **E-ZPass** today

All MTA bridges and tunnels are going cashless in 2017. You'll never stop to pay cash tolls anymore. Instead, you'll pay with E-ZPass, or receive a toll bill in the mail – but only E-ZPass gives you a discount, so act now:

1. Get a preloaded, renewable NY E-ZPass in any cash lane for just \$30
2. You can also sign-up online at [mta.info/ezpass](http://mta.info/ezpass)
3. Save 30–50% on every MTA toll

Relax, knowing you made the smart choice and won't get any toll bills in the mail.

## In-Lane Tag Sales

NO CASH ACCEPTED AT THE VERRAZANO-NARROWS BRIDGE STARTING JULY 8

### NOTICE

**THIS TOLLBOOTH IS GOING AWAY!**  
**CASHLESS TOLLING IS HERE**

**TO AVOID TOLL BILLS & SAVE 30% TO 50%, GET E-ZPASS NOW**

**\$30 IN CASH LANES WHILE YOU CAN OR AT MTA.INFO/EZPASS**



### CASHLESS TOLLS



**BEGINNING JANUARY 10, 2017:**

Cash payments WILL NOT be accepted at

**Queens Midtown Tunnel toll booths.**

Get E-ZPass® today, and save 30% – 50% on every toll.

*(see other side for more details)*

**E-ZPass®**

[mta.info/ezpass](http://mta.info/ezpass)



## Community Board Meetings and Elected Official Briefings

### 4 Use Your New E-ZPass Customer Card

We know that there are times when you may need to update your account, check your usage, or ask us a question. And we'd like to make that easy for you. So just keep this personalized E-ZPass Customer Card someplace handy, and your account details and contact information will always be readily available.

Thanks again for taking trips with E-ZPass.

Sincerely,



## Targeted Mailings – Cash Replenishment



## POST-CONVERSION TO CASHLESS TOLLING

### ***HIGHLIGHTS:***

- E-ZPass market share increased from 86% to 95%
- Over *1 million* E-ZPass tags were issued in 2017
- Travel time reduced by 26%
- Annual carbon emissions reduced by approximately 15.4K tons

### ***CUSTOMER BEHAVIOR:***

- Former cash customers became E-ZPass account holders
- Some E-ZPass customers became *Tolls by Mail* customers
- Some customers alternated between E-ZPass and *Tolls by Mail*



## CUSTOMER FOCUS GROUPS

| <b>What we learned</b>   | <b>Solution</b>   |
|--|---|
| <b>Customers hear rumors and become misinformed about their account</b>                            | <b>A go-to source with clear information</b>  |
| <b>Customers want to keep a well-maintained account</b>  | <b>User-friendly tool that gives them the ability to self-serve</b>                 |
| <b>Customers struggle to know the status of their account</b>                                      | <b>Increased transparency of their account balance and activity</b>                 |
| <b>Customers can feel restricted by payment options that may not fit their financial situation</b> | <b>Better awareness of available payment options and a quick payment experience</b> |
| <b>Customers can simply be forgetful</b>   | <b>More timely communication and reminders when action is required</b>              |





# TOLLS NY MOBILE APPLICATION

**TOLLS NY**  
E-ZPass TOLLS BY MAIL

Vehicle Owner Information  
JPM Pass  
12345 Berry Street  
Brooklyn, NY USA 11223

POWT AUTHORITY NY NJ  
NEW YORK STATE  
Thruway Authority

**TOLLS BY MAIL**  
Pay your bills quickly and easily

Jan 21, 2020  
Toll Bill \$24.00  
Due By: Feb 24, 2020  
Toll Pass for Vehicle \$11.35

**E-ZPass**  
Manage your E-ZPass account

Account Balance  
Account #: 012345678

ADD FUNDS

\$25.00 Auto-Refill Amount  
\$10.00 Auto-Refill Threshold

Checking Account \*\*\*\*\*7890  
Pay Type Auto-Pay

Recent Transactions  
Prepaid Payment +\$25.00 \$34.68  
George Washington Bri... -\$12.50 \$22.18

Easily add funds and change payment methods

Add Funds  
\$25  
default amount based on recent toll history

1 2 3  
4 5 6  
7 8 9  
. 0 ←

Visa \*\*\*\* \* 1112

CONTINUE

George Washington Bri... -\$12.50 \$15.80  
Hugh L. Carey Tunnel -\$6.12 \$28.30  
Prepaid Payment +\$25.00 \$34.42

Jan 27, 2020  
Robert F. Kennedy Bri... -\$6.12 \$9.42  
Bayonne Bridge -\$10.50 \$15.54  
Hugh L. Carey Tunnel -\$6.12 \$26.04

Jan 26, 2020  
George Washington Bri... -\$12.50 \$32.16

Home Transactions My Account Notifications More

View your toll and payment history

Update your E-ZPass profile

My Account

JP Joy Pass  
Account #: 012345678  
Pay Type: Auto-Pay

Edit Profile  
Banks & Cards  
Pay Types  
Vehicles  
Tags  
Statements  
Account Settings  
Log Out



## CUSTOMER FEEDBACK

**“It’s comprehensive and has all the necessary features. I wouldn’t take anything out.”**  
-Jason

**“It helps me not fall behind.**  
It shows me my activity, sends me notifications, and gives me quick options to pay.”  
-Mohammad

**“It’s simple, easy and quick.**  
It’s much faster than going through the website and navigating your way through.”  
-Makie

**“It’s reliable.**  
It makes me ready to cross a toll knowing I have a balance in my account.”  
-Luis

**“I would definitely get an E-ZPass.**  
I’ll be saving so much more.”  
-Juana

**“A million others will use this, not only me.”**  
-Luis



## TOLLS NY MOBILE APP RESULTS

**1M+**

**Downloads**

**\$75M+**

**Payments**

**4.8/5**

**App Store Rating**





Thank you.