

# State Transportation Board

## *SRTA Update*

August 20, 2014



**PEACH PASS**  
*Keep Moving.*



# Agenda

- Georgia Transportation Infrastructure Bank (GTIB)
- Pay n GO! Peach Pass
- Interoperability
- Questions and Answers

# GA Transportation Infrastructure Bank

- Established by House Bill 1019 in April 2008 and policies approved by SRTA's Board of Directors on June 29, 2009
- A revolving infrastructure investment fund that provides grants and loans to community improvement districts (CIDs) and state, regional and local government entities
- Funds much needed transportation improvement projects and adds economic value to local communities, boost local economies and strengthen local transportation networks
- Awarded \$55 million in grants and loans since the program's inception to CIDs and Governments
  - Total project value of nearly \$200 million dollars



Diverging Diamond



Traffic Signal Safety Improvements

# GTIB Ranking Methodology

GRANTS	LOANS
<ul style="list-style-type: none"><li>• Transportation/Engineering Merit</li></ul>	<ul style="list-style-type: none"><li>• Transportation/Engineering Merit</li></ul>
<ul style="list-style-type: none"><li>• Economic Merit</li></ul>	<ul style="list-style-type: none"><li>• Economic Merit</li></ul>
<ul style="list-style-type: none"><li>• Matching</li></ul>	<ul style="list-style-type: none"><li>• Borrower Type, Project Type, Requested Loan Terms (Spend-down and Repayment Terms)</li></ul>
<ul style="list-style-type: none"><li>• Project Phase</li></ul>	<ul style="list-style-type: none"><li>• Project Phase</li></ul>
<ul style="list-style-type: none"><li>• Project Feasibility</li></ul>	<ul style="list-style-type: none"><li>• Project Feasibility</li></ul>

# GTIB 3<sup>rd</sup> Round Application Summary

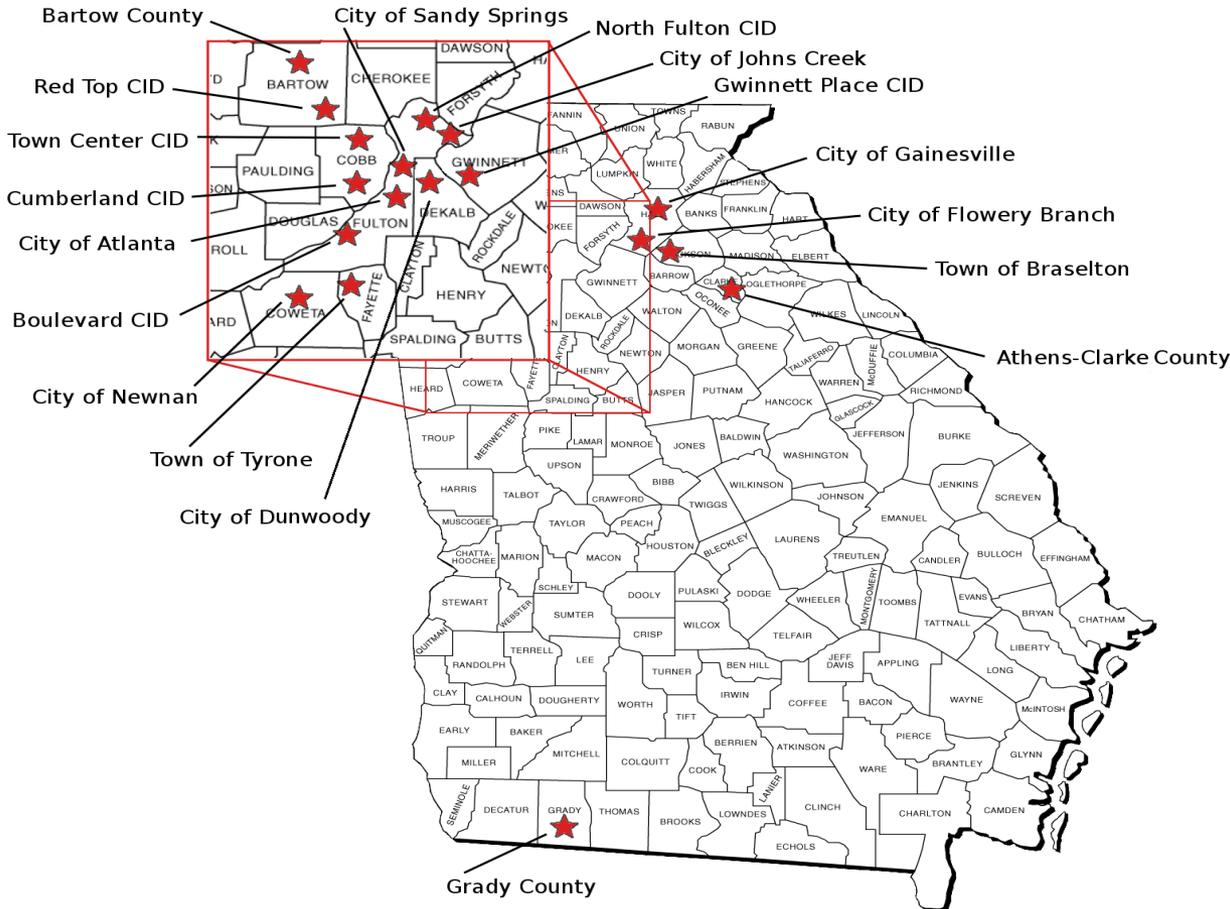
- 58 applications requesting a total of \$80.7 million for projects valued at a total of more than \$196.8 million:

50 Grant Applications Received:	\$66,708,386
<u>+8 Loan Applications Received:</u>	<u>\$13,966,410</u>
Total GTIB Funding Requested:	\$80,674,796
Other non-GTIB Fund Contributions:	\$116,116,333
Total Projects Value:	\$196,791,129

# Georgia Transportation Infrastructure Bank

## 3<sup>rd</sup> Round Project Awardees

*By the numbers...*



- 16 Grants awarded
  - 6 Loans awarded
  - \$21.9M in Grant funds
  - \$11.3M Loans
- 
- \$100M total project value

# GTIB Funding Summary

GTIB Program	Funding	Awarded To-Date	Uncommitted
Grant Program	\$ 34,060,348	\$ 34,060,348	\$ 0
Loan Program	\$ 13,205,523	\$ 13,205,523	\$ 0
Additional AFY14 Funding (HB743)	\$10,133,736	Grant - \$5,729,473 Loan - \$2,031,962	\$2,372,301
FY15 Funding	\$12,999,055	\$0	\$12,999,055
<b>Total</b>	<b>\$ 70,398,662</b>	<b>\$ 55,027,306</b>	<b>\$ 15,371,356</b>

# Pay n GO! Peach Pass

- Does not require debit or credit card to purchase and access Express Lanes.
- Similar to a prepaid gift card and includes convenience fees (\$2.50 Starter Kit and \$1.50 each reload)
- Available in local Walgreens and CVS stores
- Public Launch – June 2, 2014
  - Media buy
  - PR and Social Media
- Phase II Launch – Fall 2014



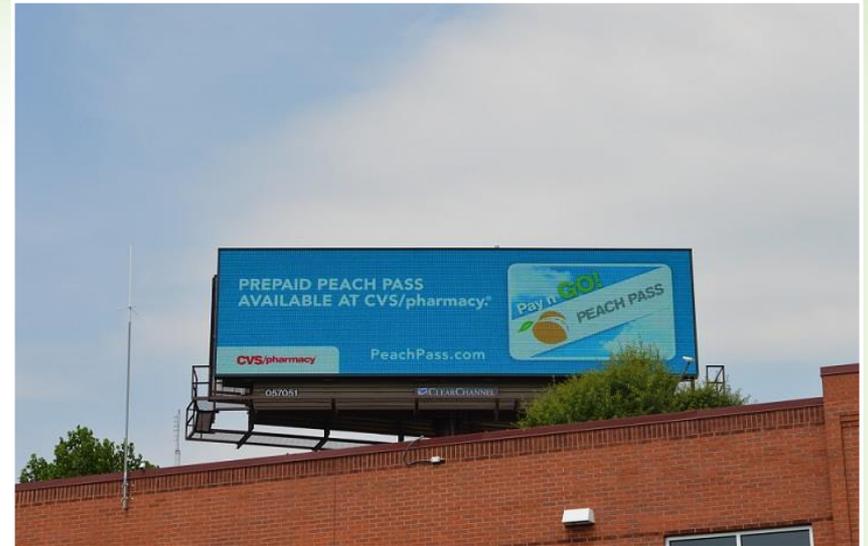
CVS/Pharmacy



# Pay n GO! Features Checklist

Features	Pay n Go Peach Pass	Personal Toll Peach Pass
Access to I-85 Express Lanes (and future Peach Pass tolling facilities)	√	√
Convenience fee to set up or reload account	√	
No contact or vehicle information required	√	
Purchase/Reload with cash at participating CVS and Walgreens stores	√	
Free trips (\$5) for converting Pay n Go to standard Peach Pass account		√
Funds never expire		√
Online Peach Pass account access		√
Automatically reloads with credit or debit card tied to account		√
Link multiple transponders to one account		√
Switch to toll-free mode with 3+ occupants		√
Email alerts for low balance, violations, expired credit/debit cards		√
<i>Peach Pass Press</i> e-newsletter		√
Use on FL and NC toll roads (2015)		√

# Pay n GO! Billboards



# Pay n GO! Progress

Program Pre-launch started in July 2013 and sales have been increasing

## Pre Launch

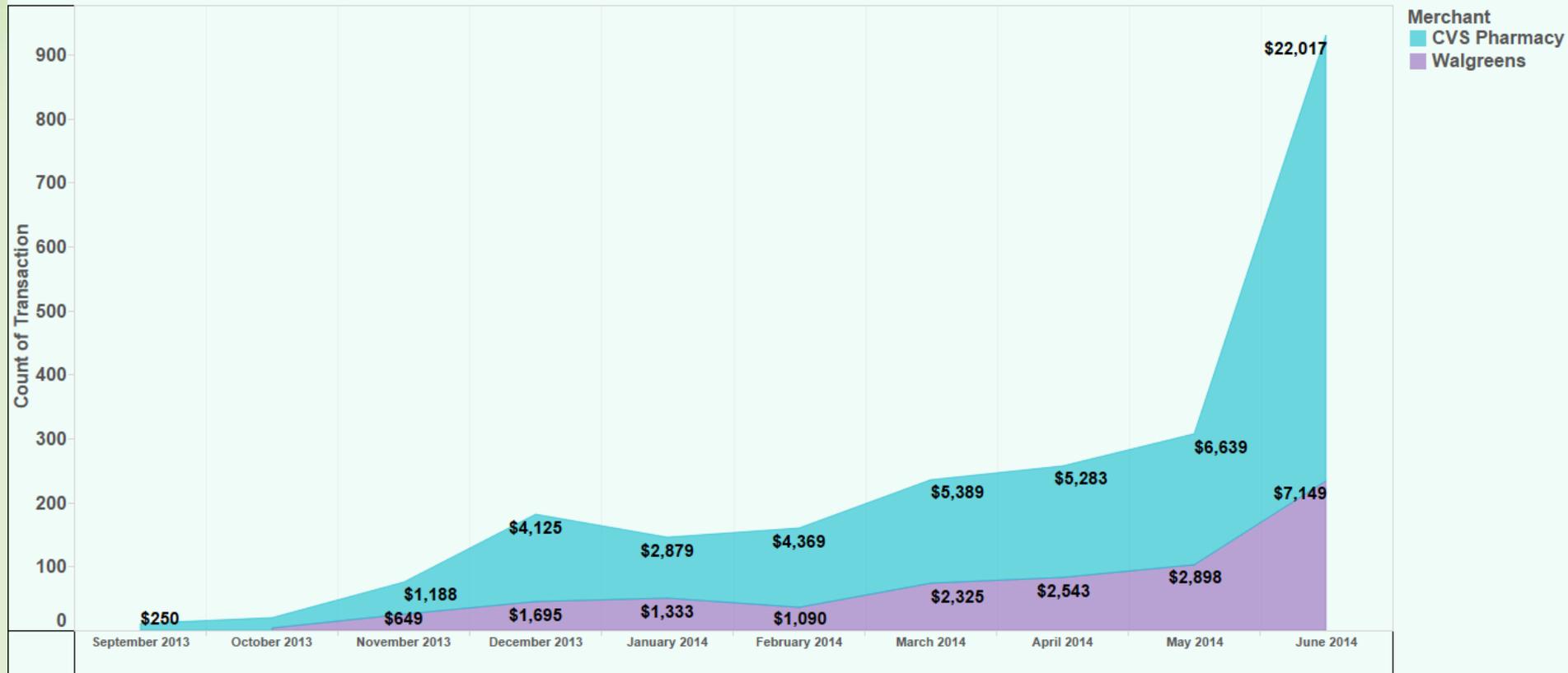
- Pay n GO! Starter Kits and Reload cards sales averaged 205 sales per month from Nov '13 through May '14, with a total of 1,438 transactions
- Pay n GO! Prepaid Toll Deposits from Nov '13 - May '14 averaged \$6,405
- 86% of all prepaid toll cash deposit payments from Nov '13 - May '14 are Pay n Go transactions

## Post Launch - June 2014

- Pay n GO! Prepaid Toll Deposits in June '2014 amounted to \$29,190; tripling sales
- Pay n GO! Starter Kits and Reload cards sales in June '14 totaled 931 transactions
- 98% of all prepaid toll cash deposit payments in June '14 are Pay n GO! Peach Pass transactions

# Pay n GO! Progress

Monthly Transaction and Sales Count by Merchant



Count of Transaction for each Month (MY). Color shows details about Merchant. The marks are labeled by sum of Transaction Amount. The data is filtered on Month Month, which excludes July and August. The view is filtered on Locations, which keeps 2 members.

**June 2014 marks 300% increase in sales since media launch**



# Interoperability

- Georgia (Peach Pass) to be interoperable with Florida (Sun Pass) and North Carolina (Quick Pass) by the end of 2014
- Interoperability Steering Committee working on national interoperability (MAP 21 unfunded mandate)
- Florida and North Carolina currently Interoperable with each other
- Preliminary Discussions with E-ZPass underway
- Pay n Go Customers **MUST** upgrade their accounts to standard accounts in order to be interoperable



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# Thank You and Questions



Go to [www.PeachPass.com](http://www.PeachPass.com) to learn more!