



PLENARY ROADS DENVER
US-36 and I-25 Central
Express Lanes
Dynamic Pricing
Informational Update

September 2018



DYNAMIC PRICING UPDATE

▪ Overview

- Plenary Roads Denver (PRD) is pleased to provide this informational update for the HPTE Board regarding the implementation of dynamic pricing
- Design/implementation update
- Time-of-day Tolling Adjustment

DYNAMIC PRICING UPDATE

▪ Updates

- Progressing the algorithm development and tolling system design
- As part of the transition to dynamic express lane pricing, PRD is making adjustments to time-of-day tolling rates.
 - Better manage traffic flow
 - Calibrate traffic response to provide a more indicative baseline for the dynamic express lane pricing and implementation.
 - Provide data for the development of parameters within the dynamic tolling algorithm.
 - Specific adjustments are designed to inform PRD on parameters within the dynamic algorithm such as step functions (frequency and price), peak travel times, price change sensitivities.



DYNAMIC PRICING UPDATE

■ Pricing Specifics

- On average, rates are increasing about 4 percent
- Example:
 - Eastbound trip at 7 a.m. from Boulder to Downtown Denver will be adjusted from \$7.30 to \$7.65.
 - An 8 a.m. trip from Boulder to Downtown Denver will decrease from \$8.35 to \$8.30.
 - Extend peak hour time from 8:45 a.m. to 9 a.m.



DYNAMIC PRICING UPDATE

Proposed Tolling Adjustment Schedule (Peak times shown):

(Please note the extended peak travel period from 8:45 a.m. to 9 a.m.)

US-36 and I-25 (eastbound)

AVI's
Whole
Corridor

AM Peak

Time	Old	New	Delta
06:00-06:30	5.15	5.30	0.15
06:30-07:00	7.25	7.45	0.20
07:00-07:15	7.30	7.65	0.35
07:15-07:30	8.15	8.30	0.15
07:30-08:00	8.25	8.30	0.05
08:00-08:15	8.35	8.30	-0.05
08:15-08:30	7.90	8.30	0.40
08:30-08:45	7.90	7.85	-0.05
08:45-09:00	4.95	7.65	2.70

US-36 & I-25 (westbound)

AVI's
Whole
Corridor

PM Peak

Time	Old	New	Delta
15:30-16:15	5.60	5.70	0.10
16:15-16:30	7.75	7.95	0.20
16:30-17:45	8.05	8.15	0.10
17:45-18:00	5.95	6.05	0.10
18:00-18:15	5.70	5.95	0.25
18:15-18:30	5.50	5.80	0.30

DYNAMIC PRICING TIMELINE

- **In Progress:** Working with tolling vendor on implementation; working on the design of the tolling system and development of the algorithm
- **September 23, 2018:** Make initial toll adjustments as part of transition to dynamic pricing,
- **2019:** Continued testing along the corridor
- **2020:** Roll out dynamic pricing on US 36 and I-25 Central Express Lanes



DYNAMIC PRICING COMMUNICATIONS

- Each phase of the transition to dynamic pricing will include an outreach component, similar to the outreach component leading up to and following the HPTE board's approval of dynamic pricing and rate adjustments in June. Here's an overview:
 - **Drivers:** Outreach through overhead message boards in advance of the adjustment
 - **Media and social media:** PRD communications team will notify the media and to post relevant information on social media and the website
 - **Community:** We will continue to share relevant updates with community organizations including Commuting Solutions, as well as with elected officials

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