



DATE: JUNE 15, 2018
TO: HIGH PERFORMANCE TRANSPORTATION ENTERPRISE BOARD
FROM: DAVID SPECTOR, HPTE DIRECTOR
SUBJECT: PUBLIC OUTREACH SUMMARY - PLENARY ROAD DENVER'S US 36 MANAGED LANES PROJECT
- PROPOSED TOLL AND PENALTY SCHEDULE AND DYNAMIC TOLLING IMPLEMENTATION
PLAN

Purpose

The purpose of this memo is to summarize the public comments received from the direct outreach effort which was sent to Express Toll customers and other users in and around the US 36/I-25 Central Express Lane corridor regarding Plenary Road Denver's (PRD) Proposed Toll and Penalty Schedule and Dynamic Tolling Implementation Plan, and the I-25 North Segment 2 toll rate adjustment and to recommend approval of the updated toll schedules presented to the Board by Plenary Roads Denver and HPTE Staff.

Action

For information only.

Communications Summary

HPTE staff believes that sufficient public outreach has taken place since the May Board Meeting on the PRD proposal for dynamic pricing and I-25 North: US 36 and I20th Avenue Express Lanes toll rate adjustment, and HPTE will continue to take steps to keep the public informed on the tolling operation of the Express Lanes. As part of the public outreach for the proposed Toll Rate Adjustment, HPTE and Plenary Roads Denver (PRD) sent press release on May 21 following the May Board meeting. Also, HPTE and PRD an announcement/information email to Express Toll customers and other users of the US 36/I-25 Central Express Lanes, encouraging them to weigh in on their support/opposition to the I-25 adjustment (please see attached outreach email sent). The email reached approximately 200,000 people and follow up to any questions will be conducted.

Among the respondents, there is little support for the toll rate adjustment or dynamic pricing. Many of the comments also included feedback about the switch to HOV3, and toll roads/Express Lanes. The following is a summary of the outreach to date:

- Press Release sent May 21
- 15 media hits (TV, Online)
- 24 responses on Social Media/Facebook
- 118 emails received
- 8 phone calls received
- Corridor transportation partners shared with their members

Attachments

Attachment A - Media coverage summary
Attachment B - Eblast example

Attachment A:
Media Coverage Summary for Proposed Toll Rate Adjustments and Dynamic Pricing for US 36 and I-25
North: US 36 to 120th Avenue

5/21/2018 13:04	KOA-AM (Radio)	N/A
5/21/2018 16:31	KWGN (CW)	Channel 2 News at 4P
5/21/2018 17:07	KMGH-DEN (ABC)	7 News at 5 PM
5/21/2018 18:09	KCNC-DEN (CBS)	CBS4 News at 6PM
5/21/2018 18:13	KCNC-DEN (CBS)	CBS4 News at 6PM
5/21/2018 19:20	KWGN (CW)	Channel 2 News at 7P
5/21/2018 21:47	KDVR-DEN (FOX)	FOX 31 Denver News at 9:30PM
5/21/2018 22:11	KMGH-DEN (ABC)	7 News at 10 PM
5/22/2018 1:47	KDVR-DEN (FOX)	FOX 31 Denver News at 9:30PM
5/22/2018 5:07	KMGH-DEN (ABC)	7 News Now at 5 AM
5/22/2018 6:32	KMGH-DEN (ABC)	7 News Now at 6 AM
5/29/2018 5:33	KDVR-DEN (FOX)	FOX 31 Morning News at 5:30am
5/29/2018 6:04	KWGN (CW)	Daybreak 6A
22-May-2018 06:57AM	Express lane rates may be adjusted dynamically	Biz West
21-May-2018 06:54PM	Toll Rates For Portion Of Express Lanes To Increase Soon	CBS 4 website
21-May-2018 04:08PM	Toll Rates For Portion Of Express Lanes To Increase Soon	CBS 4 website

Express Lanes Toll Rate Adjustments

[Toll Adjustment News Release](#) \\ [Toll Adjustment Fact Sheet](#) \\ [Manage Your ExpressToll Account](#)

Dear Valued Customer,

The High Performance Transportation Enterprise (HPTE) Board has received requests for toll adjustments along the US 36, I-25 Central, and I-25 North Express Lanes. Below is information about the proposed toll rate adjustments and dynamic pricing. [Read the news release for more details.](#)

Dynamic Tolling

Plenary Roads Denver (PRD), the private concessionaire managing the US 36 and I-25 Central Express Lanes (from downtown Denver to US 36), has proposed to transition the US 36 and I-25 Central Express Lanes corridors from fixed time-of-day pricing to dynamic pricing.

With dynamic pricing, Express Lanes rates would be continually adjusted according to real-time traffic conditions to help maintain free-flowing levels of traffic and reliable travel times. Toll rates would rise as traffic volume increases in the Express Lanes, and toll rates would decline as traffic volume decreases in the Express Lanes.

As part of the request to move to dynamic tolling to respond to traffic conditions, PRD has asked the HPTE Board to allow for the flexibility up to the current maximum rate for one way from Boulder to Denver, and from Denver to Boulder. The current maximum toll rate is \$15.76 for ExpressToll customers, and it is \$23.64 for License Plate Toll customers. Although PRD is asking for the flexibility, drivers can expect to see dynamic pricing rates to be similar to current peak-hour rates with off-peak rates fluctuating based on traffic congestion.

If approved by the HPTE Board, PRD will begin testing dynamic Express Lanes pricing this fall 2018, with plans to complete the transition to full dynamic tolling in 2020.

Toll Rate Adjustment

Additionally, the HPTE Board received a staff recommendation to adjust toll rates along the I-25 North Express Lanes (from US 36 to 120th Avenue) in order to account for increased operations and maintenance costs. This is the first toll rate adjustment request for this corridor since it opened in 2016.

Depending on the time of travel, the proposed toll rate adjustment is an increase of 5 - 15

cents for ExpressToll customers, and an increase of 21 - 40 cents for License Plate Toll customers. The I-25 North Express Lanes toll rates will remain as fixed time-of-day rates.

The HPTE Board will consider and take action on the proposed toll rate adjustment at the regularly scheduled June 20, 2018 Board Meeting. If approved, the new rates will go into effect on July 1, 2018. If you would like to provide feedback regarding this change, please call 720-729-0805 or email dot_hp@state.co.us.

Sincerely,



Quick Links

[Click here for the Toll Adjustment News Release](#)

[Click here for the Toll Adjustment Fact Sheet](#)

[Click here to manage your ExpressToll account](#)