



➤ From canalized to free-flow tolling

Santiago Rodríguez

Madrid – 25th May 2016



- **emovis** (formerly Sanef ITS) is the Abertis' tolling services and technology subsidiary
- Main activity: **deployment and operation of tolling solutions** for public authorities or for private concessionaires
- World **free-flow tolling excellence center** for the Abertis group

600+
employees on
7 countries



Case study: Dublin Ring Road M50

Revenue increase

- Replacement of the toll plaza by free-flow to ease traffic
- Target to be « customer friendly »: 1,200 retail shops, 7/7 call center, website
- Management of different type of customers: unregistered, DSRC registered, video registered
- Segmented commercial policy to meet local requirements (fleet, rent-a-car, etc)
- Enforcement policy aims to register customer, then maximize revenue
- Additional services developed



Benefits:

- Traffic growth: ADT from 80,000 to 120,000 now
- Morning/evening peaks disappeared
- Net toll revenue increase by +8%/year



Case study: London M25 Congestion reduction

- One of the most busiest urban motorway in Europe (180,000 ADT): replacement of the toll plaza by free-flow to reduce congestion
- Management of different type of customers: unregistered, DSRC registered, video registered
- Multiple payment methods accepted: phone, internet, mail, retail
- More than 1,000,000 of registered vehicles to date
- Need for high efficient and quality call center and website attendance



Benefits:

- Weekly journey reduced by 90 minutes, increase of average speed by 60%
- Increase of number of registered users, from 160,000 to 960,000

Case study: Rhode Island (U.S.) Phasing a project

- Integration of a free-flow solution to an existing conventional lanes toll plaza with minimum impact on plaza layout
- Requests an in-depth knowledge of the existing constraints
- Violation enforcement system was already in effect
- Management of different type of customers: E-Zpass, video registered
- Unified architecture between road side and back office that allow unified maintenance and supervision



Benefits:

- Increase toll plaza throughput without increasing toll plaza dimension, protecting initial investment
- Phased approach

- Free-flow tolling is a powerful tool to reduce congestion
- Free-flow is socially speaking more acceptable than stop-and-go
- Enforcement is one of the key factors to success
- The loss of toll revenue in free-flow can be compensated
- Phasing a project enables to protect initial investment
- Need for European common systems for:
 - Interoperability
 - Enforcement



Thank you