Industry Forum
Road to Success – This Exit

Centralized Customer Service System (CCSS)
Welcome to the Centralized Customer Service System Industry Forum
Welcome to the Centralized Customer Service System Industry Forum

Participating Agencies

• Tampa-Hillsborough Expressway Authority
  Executive Director: Joe Waggoner

• Florida’s Turnpike Enterprise
  Executive Director: Diane Gutierrez-Scaccetti

• Orlando-Orange County Expressway Authority
  Executive Director: Max Crumit

• Miami-Dade Expressway Authority
  Executive Director: Javier Rodriguez
“The Board of TEAMFL acknowledges and supports the cooperation of the Orlando-Orange County Expressway Authority, Tampa-Hillsborough Expressway Authority, Miami-Dade Expressway Authority and Florida’s Turnpike Enterprise of the Florida Department of Transportation in their efforts to examine the merits of the development of a single, fully integrated, back-office operation for all of Florida’s toll systems.”
Project Development & Agency Participation

- Multi-agency coordinated effort
- Cross-functional teams
- More than 40 agency subject matter experts
- Sharing lessons learned and identifying best practices
Today’s Agenda

1. Industry Forum Goals
2. About the Agencies
3. Project Goals
4. Life of a Toll Transaction
5. CCSS Draft Scope
6. Procurement Plan
7. Project Schedule
8. Next Steps & Beyond the Industry Forum
9. Questions & Answers
Industry Forum Goals
Industry Forum Goals

1. Provide the vendor community with an overview of the CCSS Project
2. Obtain input from the vendor community
3. Facilitate partnering
4. Inform vendors of the non-traditional approach to the CCSS

“Place this important, statewide, multi-agency project on your radar.”
About the Agencies
Tampa-Hillsborough Expressway Authority (THEA)

1. Selmon Expressway – 15 miles
2. Reversible Express Lanes
3. All Electronic Tolling (Entire Facility)
4. Expansion Projects
   • Bus Toll Lanes
Florida’s Turnpike Enterprise (FTE)

1. 592 Miles of Toll Facilities
   - 460 Miles of Turnpike Facilities
   - 125 Miles of FDOT Owned
   - 7 Miles of Operated

2. Southern 47 miles - All Electronic Toll Collection (Homestead Extension – ‘HEFT’)

3. Express Lanes: I-95

4. Cash, Toll-by-Plate & SunPass Transactions, & Violations

5. Current ‘SunPass’ Back Office Provider
Florida’s Turnpike Enterprise (FTE)

Expansion Projects

- I-4 Connector
- I-595 Express Lanes (DOT)
- I-95 Phase 2 Express Lanes (DOT)
- First Coast Outer Beltway
- Wekiva Parkway (Turnpike & OOCEA)
- I-4 Express Lanes (DOT)

AET Conversions

- Veterans Expressway & Suncoast Parkway
- Sawgrass Expressway
- Southern Coin (Section of Turnpike Mainline)
- Golden Glades (Section of Turnpike Mainline)
- Ticket System (Section of Turnpike Mainline)
Orlando-Orange County Expressway Authority (OOCEA)

1. 109 miles of Toll Facilities
2. Cash & E-Pass Transactions, & Violations
3. Current ‘E-Pass’ Back Office Provider
4. Expansion Planned Over Next Five Years
   • John Land Apopka Expressway
   • Wekiva Parkway (OOCEA & DOT)
 Miami-Dade Expressway Authority (MDX)

1. 34 Miles of Toll Facilities
2. Cash, Toll-by-Plate & SunPass Transactions
3. Conversion to AET for remainder of facilities (2014)
   • Dolphin Expressway (SR 836)
   • Airport Expressway (SR 112)
Collective Agency Statistics

Active Transponder Accounts ~ 5.6 million
Total Transponders Issued ~ 11 million
Active Video (Toll-by-Plate) Accounts ~ 11 million
Annual First-use Invoices ~ 4.5 million

* Note that duplicate accounts will be combined in the CCSS, and customers are currently invoiced multiple agencies.
Collective Agency Statistics

Credit Card Payments for Transponder Accounts ~ 99%
Credit Card Payments for Video Accounts ~ 55%
Annual Credit Card Transactions ~ 40 million
Average Credit Card Transaction Amount ~ $15 - $25
Monthly Transponder Sales ~ 100,000
Daily Phone Calls ~ 20,000
Project Goals
CCSS Project Goals
Why are we doing this CCSS?

1. Provide a single point of contact for customer toll transactions
2. Enhance customer service functionality
3. Reduce the cost of electronic toll collection
Evolution of Toll Transaction Activity

Cash

Mixed Use

Dedicated

ORT

AET
Toll Transaction Activity

Transponder

Cash @ the Lane

Video
Toll Transaction Processing

Pre-paid Account

Cash @ the Lane
CCSS VIDEO

CCSS Concept
CCSS Transaction Processing
CCSS Transaction Processing
SunPass Pre-paid Toll Example
CCSS Transaction Processing
Toll-by-Plate Example

Customer Pays

<table>
<thead>
<tr>
<th>CCSS</th>
<th>Authority 1</th>
<th>Authority 2</th>
<th>Customer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bill Generation</td>
<td>Lane Transaction</td>
<td>Lane Transaction</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Bill</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Customer Pays</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Authority Paid</td>
<td>Authority Paid</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
CCSS Transaction Processing
Toll-by-Plate Example - Escalation

Customer Does Not Pay → Collections → Reg. Hold → UTC

<table>
<thead>
<tr>
<th>CCSS</th>
<th>Authority 1</th>
<th>Authority 2</th>
<th>Customer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bill</td>
<td>Bill</td>
<td>Bill</td>
<td>Bill</td>
</tr>
<tr>
<td>Generation</td>
<td>Transaction</td>
<td>Transaction</td>
<td>Customer Does Not Pay</td>
</tr>
<tr>
<td>Registration Hold</td>
<td></td>
<td></td>
<td>Customer Does Not Pay</td>
</tr>
<tr>
<td>Collections</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UTC Generation</td>
<td></td>
<td></td>
<td>Customer Does Not Pay</td>
</tr>
<tr>
<td>Court</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
CCSS Functions

- Process transactions from participating agencies
- Interact with interoperable partners
- Maintain pre-paid and post-paid accounts
- Perform customer relationship management (CRM)
- Obtain registered owner of vehicle (ROV) information
- Send invoices for post-paid transactions
- Process payments & customer disputes
- Escalate unpaid transactions
- Distribute transponders & track inventory
What makes the CCSS Project different?

1. **Financially-focused – “It’s a transaction”**
   a) Focus is account management, transaction processing, collections & adjudication; not image review
   b) Similar to banking industry, retail, utilities, medical

2. **Four agencies participating (initially)**
   a) Well established operations
   b) Different statutory requirements, operating philosophies, business rules, but joined together in a common operating implementation

3. **Video tolling is a major part of the system**

4. **National & regional interoperability**
Comparison to transaction/payment processing industry

**Similarities**
1. Transaction traceability
2. Account-based invoicing
3. Account management
4. Fees
5. Aged accounts receivable (A/R)
6. Escalation – collections
7. Reporting & reconciliation

**Differences**
1. Enforcement against registered-owner of vehicle (*not necessarily the account owner*)
2. Name of the customer may initially be unknown
3. Government requirements & public realm
4. Bond indenture requirements
Other Transactions

1. Discount/Pass Programs
   - Agency-specific
   - Reduced toll rates

2. Express Lanes
   - Variable pricing

3. Transit
   - Stored-value cards

4. Airport Parking
   - Higher-value transactions
Airport Parking

- Tampa
- Orlando
- West Palm Beach
- Miami
- Fort Lauderdale
Regional & National Interoperability
Uniform Financial Message (UFM)

1. Standardized, single message format for all transactions
2. Equipment status & deficiency reports for lane equipment
3. Image data link (for license plate images)
4. Provides potential format for all interoperability transaction data exchange
Performance Standards

- Procurement is not specifying size, make, model or software for CCSS system
- Performance-based contract
- Potential for liquidated damages & performance incentives
**Performance Standards**

**System Availability Requirements**

- 99.98% Availability
  - Critical Transaction Processing Subsystems
  - Customer Service Subsystems
  - Revenue/Payment Subsystems
  - Critical 3rd Party Interfaces
- 99.95% Availability
  - Less Critical Subsystems

*Excludes planned, scheduled & coordinated ‘down time’ for system maintenance*
The performance-based requirements for the CCSS are stringent. How do these requirements compare to your current projects?

Suggestions?

- 99.98% Availability for Critical Systems
- 99.95% Availability for non-Critical Systems
Financial Traceability

- Complete Reporting on Transaction Disposition Throughout Revenue Cycle
- Timely & Accurate Financial Reporting
- Integrated, Streamlined Balancing & Reconciliation
- SSAE-16 Type II Annual Audit
Data Warehouse

- Agency access to account information
- Contains both detailed (raw) transaction & summarized data
- Export an extract of the database
- No access to credit card information
Data Warehouse

- Full query & reporting capabilities
  - standard reports
  - ad-hoc reports
  - large data set reports
- Full support to analytics application
- Indexing to support optimal ad-hoc reporting
- Sophisticated data summarization support
The agencies intend to access the CCSS data for reporting and queries using a common data warehouse. What are your thoughts on this approach?
Payment Card Industry (PCI) Compliance

- More than 40 million credit card transactions per year
  - Tier I Merchant
- Yearly on-site PCI assessment by a qualified security assessor (QSA)
- Yearly internal/external penetration testing
- Quarterly external network scans performed by an approved scanning vendor (ASV)
Customer Interfaces

- Internet
- Mobile Apps
- Text / SMS
- Walk-in Centers
- Money Services Locations
- Phone / Call Center
- Interactive Voice Response (IVR)
Significant External Interfaces

- Participating Agency Host Systems
- Interoperable Partners
- Airports
- Credit Card Processing
- Rental Car Companies
- Courts
- Collections
- Lockbox Services
- ROV Lookup
Collections

- Relationship with CCSS prime contractor
- ‘One call to pay it all’ concept
- Payments processed in CCSS system
The agencies intend for collections payments to be made in the CCSS Application, and for customers to be able to pay their entire debt, including amounts in collections, via the CCSS application. What is your perspective on this approach?
Governance & Agency Management

- Change Management Board
- Operations Management Team
  - Monitor performance against standards
- Agency Oversight (but no direct agency management of operations)
Florida Operations?

- Walk-in Centers
- CCSS Operations
- Data Center
- Disaster Recovery
- Development & Project Management
Enhancing the job market in Florida is important to the agencies. How does this goal affect your current business practices in System Development & Operations?

What suggestions do you have for the Agencies?
Customer Relationship Management (CRM) & Case Management

- **Goal:** Single contact resolution
  - All other become a ‘case’
  - Case management system
- All customer contacts recorded in one location in the system
- Consistent operations & communications protocols
Data & Account Migration

- Four agencies existing accounts & data
- Different platforms & database structures
- Vendor responsible for data migration plan
- Planned phased migration
- Concurrent testing with live data
Procurement Plan
Procurement

1. Single procurement for development & implementation, operations & maintenance
2. Turnkey system
3. Demonstration/presentation
4. Customized Commercial Off The Shelf (COTS) Product
5. Evaluation – qualifications & price based selection
6. Implementation phase-based, five year operations with additional option years
## CCSS Project Schedule

<table>
<thead>
<tr>
<th>Task</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry Forum</td>
<td>April 25-26, 2013</td>
</tr>
<tr>
<td>Procurement Document Issued</td>
<td>August 2013</td>
</tr>
<tr>
<td>Proposals Due</td>
<td>November 2013</td>
</tr>
<tr>
<td>Contractor Selected</td>
<td>January 2014</td>
</tr>
<tr>
<td>System Go Live</td>
<td>June 2015</td>
</tr>
</tbody>
</table>
Caution Work in Progress

Subject to Change
Next Steps & Beyond the Industry Forum
Next Steps & Beyond the Industry Forum

1. Industry Forum - Meetings with Agency Staff (One-on-One Meetings)
2. Maintaining the Industry Forum Website
   - Updated & New Documents (drafts)
   - Questions & Answers
   - Project Schedule and Status

Following the Industry Forum, please do not request meetings with the agencies regarding the CCSS Project.
Questions?
Questions?

What do you see as the greatest challenge in this project?
Questions?

If the agencies desire to accept cash at their Regional Walk-in Centers, how would that affect the price of operations?

What is your recommendation?
Questions?

What emerging payment technologies do you see benefiting this project?
Questions?

What are your thoughts on addressing transit payment methodologies, such as stored value cards and real-time account status?
Audience Questions?