



# I-85 HOT LANES Partnership for Progress

[www.dot.ga.gov/I85hotlanes](http://www.dot.ga.gov/I85hotlanes)

FEBRUARY 2010

## About HOT News

The I-85 HOT Lanes newsletter is designed to keep members of the community informed on the progress of the High Occupancy Vehicle (HOV) to High Occupancy Toll (HOT) lane conversion project. The proposed 16-mile HOT lane along I-85 will run from Chamblee Tucker Road just south of I-285 to Old Peachtree Road in Gwinnett County.

Readers are encouraged to forward the newsletter to others that may be interested in the project. For more information, visit [www.dot.ga.gov/I85hotlanes](http://www.dot.ga.gov/I85hotlanes).

## National Experts to Discuss HOT Lanes At Atlanta Breakfast Forum February 16

Experts from across the United States who have been involved with implementing High Occupancy Tolling (HOT) programs in their respective communities will provide insight and lessons learned during a breakfast forum at the Georgia Railroad Freight Depot, Tuesday, February 16 from 7:30 a.m. to 10:30 a.m.

Called "Successful HOT Lane Projects" A National Perspective," the program is designed as an educational forum on the HOT lanes currently planned for the Atlanta Metropolitan area. Invited speakers include Governor Sonny Perdue and Georgia Department of Transportation (GDOT) Commissioner Vance Smith. GDOT and the State Road & Tollway Authority (SRTA) are sponsoring the forum.



MnPASS - Minneapolis, MN

The audience will have an opportunity to hear the opinions and ask questions of experts from Minnesota, Colorado and Texas who have been successfully involved with the implementation of HOT lanes in their geographic areas. Panel members include:

- Linda Koblick, Former Commissioner, Hennepin County (Minneapolis, MN) was a political champion who advocated for Minnesota's first HOT Lane (I-394 MnPASS), which opened in 2005.
- Peggy Catlin, Deputy Director, Colorado Department of Transportation led the planning and implementation of Denver's I-25 Express Lanes.
- Tina Geiselbrecht, Assistant Research Scientist, Texas Transportation Institute (TTI) is an expert on HOT lanes both in Texas and on the national level.

The three hour information session will focus on the history of HOT lanes, how they were perceived and eventually implemented in other areas of the country. A Q&A will follow with expert panel members.

State and local government officials, the business community, community activists, the media, members of the transportation industry and others who have expressed an interest in the Georgia HOV to HOT

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Office of Governor Sonny Perdue



conversion project are all invited to attend.

The free event will include a continental breakfast. The Freight Depot facility is located at 65 Martin Luther King, Jr. Drive, downtown Atlanta, 30334.

For additional information or to make reservations contact Kristine Hansen-Dederick at [hansen-dederick@sycamoreconsulting.net](mailto:hansen-dederick@sycamoreconsulting.net) or (404) 377-9147.

## Successful HOT Lane Projects - A National Perspective

*Tuesday, February 16  
7:30 a.m. - 10:30 a.m.  
The Georgia Railroad Freight Depot  
65 Martin Luther King Drive  
Atlanta, GA 30334*

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## Industry Changing Procurement Underway

Procurement for tolling RFID equipment using open protocol, non proprietary transponders concluded in the selection of TransCore ISO1800-6C technology costing \$1.59 per transponder. After successful accuracy testing of the transponders, SRTA will finalize the contract within the next few weeks. This represents the first part of a two phased procurement that will provide the tolling equipment, technology and related services for the I-85 HOT Lanes project. The tolling system integrator procurement has pre-qualified five companies from twelve interested companies. These proposals are under review for the next several weeks and contract execution is expected by April, 2010. The State Road & Tollway Authority (SRTA), the tolling agency for the project, is extremely encouraged by the outcome of the procurement process so far. The two phased procurement process, which may be an industry first, is receiving a lot of interest from other tolling agencies. The number of bidders as well as the competitive pricing points is considered validation of SRTA's process and an early indication of a successful procurement.

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## Transportation Expert Lauds GA's Managed Lanes Plans;

### Tells Atlanta Group They Can Save Money & Time

Robert Poole, the Reason Foundation's Director of Transportation, gave the managed lanes network concept plan approved by the Georgia State Transportation Board a grade of A minus or B plus.

Speaking to a full house on December 10 at the Georgia Public Policy Foundation's "Moving Ahead on Mobility in Georgia" luncheon, Poole strongly endorsed the managed lanes concept for both congestion and economic reasons.

Georgia Department of Public Safety





According to Poole, managed lanes have proven so successful that they are being added in cities throughout the country; most recently in Chicago. He cited studies that showed Atlanta area commuters' access to downtown could increase by almost 200 percent with \$37 billion in savings and a 27 percent reduction in vehicle hours if a full network of managed lanes were to be implemented across the metropolitan area. "The monetary and congestion benefits are complimented by productivity and transit benefits," he says. "The key is to sell fast, reliable congestion relief trips to customers."

Using Orange County, California, as an example he said that the state's success with the Highway 91 Express Lanes quickly dispelled the notion that tolled managed pricing lanes are only for those who can afford them. He said the traffic patterns on the managed lanes know no socio-economic barriers.

In addition to express toll lanes, Poole says other solutions to Atlanta's traffic could be met with a North-South tunnel, an East-West toll-way, and truck only lanes.

Poole also suggested that public-private partnerships (PPPs) could lead to lower costs and higher revenues citing Virginia and Texas as examples of two states that have successfully combined PPPs and congestion pricing.

He concluded his presentation suggesting that businesses, schools and other organizations could get together to organize registered carpools as a verification tool to aid in the enforcement process. To successfully implement congestion pricing he stressed that communities need to "show the large scale benefits that the average person can relate to."

The event was attended by business people, local and state elected officials, employees of the state's transportation agencies, journalists, and consultants among others.

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## GA Tech Congestion Pricing Study

### Urges Aggressive Public Outreach

A congestion pricing study conducted by Georgia Tech for the Georgia Department of Transportation (GDOT) concludes that a vigorous public education program spearheaded by testimonials from experts from other communities with a history of congestion pricing success will be instrumental in the Atlanta community's acceptance of High Occupancy Toll (HOT) lanes.

Called "Congestion Pricing Response" a Study for Potential Implementation in the Metropolitan Atlanta Area", the study was prepared by Georgia Tech's Center for Quality Growth and Regional Development (CQGRD) & the School of Civil and Environmental Engineering (CEE).

The study concedes that congestion is one of the foremost challenges facing densely populated areas in the US today and that congestion pricing in the form of HOT lanes is a proven long-term solution.

However, it states that the major challenges to the HOT lane concept are familiarizing the public with the tolling procedure and explaining the potential benefits. The paper said that in most cases where HOT lanes

have been implemented, public acceptance increased once the congestion pricing project was implemented and shown to function smoothly.

A workshop is scheduled on February 16 for the Atlanta community that features experts from other states where HOT lanes are successfully being operated. (See "National Experts to Discuss HOT Lanes At Atlanta Breakfast Forum February 16" above.)

The study went on to report that the public needs to understand that a HOT lane system provides users three distinct choices:

- They can choose to pay and use the system,
- They can choose not to pay into the HOT lane and use the general purpose lanes, or
- They can choose to use the improved transit service.

Users should also understand, says the study, that revenues generated by the tolls are not a major revenue source for the state.

Both Catherine L. Ross, Ph.D., who served as Director, and Harry Weiss, Chair, CQGRD were the Principal Investigators of the study. Randall Guensler, Ph.D., Professor CEE, was Co-Principal Investigator of the study. To read the complete study, click [Here](#).

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## Hot Lanes Continue To Make News\*

HOT lanes continue to make news across the country generating articles in national and local publications and commentary on radio and television.

### Miami TV Station Says "HOT Lanes Are a Success"

ABC affiliate WPLG, Channel 10 in Miami aired an almost three-minute segment in late 2009 declaring the eight-mile stretch of HOT lanes along I-95 a "government program that works... with studies showing they have eased congestion."



WPLG - Click image for video

### Consumer Advocate Clark Howard Acclaims HOT Lanes

Clark Howard, an Atlanta-based nationally syndicated talk radio show (The Clark Howard Show) host and consumer advocate airing from WSB AM, broadcasted a three-minute segment this fall championing HOT lanes and citing his experience using them in Orange County, California. ([Listen](#))

### USA TODAY Says New HOT Lanes Untangle Commutes

Writer Larry Copeland looked at HOT lane implementation around the USA and concluded that the lanes are "easing congestion and improving travel times" and are "far cheaper than building new roads." ([Read Article](#))

*\*The above links provide information about successful HOT implementations in other states. The ideas and concepts discussed are being shared as information only and do not necessarily represent or reflect the policies, practices, plans or operations of Georgia's proposed I-85 HOT Lane project.*

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