



Georgia's State Road and Tollway Authority



The project converts 15 miles of existing High Occupancy Vehicle (HOV) lanes to High Occupancy Toll (HOT) lanes on I-85.

ETC will implement SRTA's I-85 Express Lanes project, which includes a sophisticated dynamic pricing algorithm and provides back office systems via Software-as-a-Service.

Advanced Solutions

- Powered by RITE®
- Dynamic Pricing Solution
- Customer Service Center
- Integrated Account Management
- Violation Enforcement Center
- Host

Systems Maintenance

- Centralized Maintenance Team

Innovative Solutions

- Back Office Systems Hosted at ETC's Richardson Technology Center
- Double-White-Line Violation Logic
- Trip Building Functionality
- Fully Integrated IVR and Web Site

Georgia's State Road and Tollway Authority (SRTA) has selected ETC Corporation as its systems integrator for the implementation and maintenance of High Occupancy Toll (HOT) lanes on select portions of Interstate 85 in north metropolitan Atlanta. The project converts 15 miles of existing High Occupancy Vehicle (HOV) lanes to HOT lanes and incorporates several innovative solutions that will enable the state of Georgia to more effectively manage congestion in this heavily traveled corridor. A key component of the system is ETC's predictive, formula-based Dynamic Pricing Module that will vary the toll rate depending on traffic levels.

The roadside system will be interfaced with ETC's RITE® back office solution, which will be hosted at ETC's Richardson, Texas Technology Center. The data from the existing GA 400 operations will be migrated to the new system, providing SRTA and its customers with consolidated, integrated account management capability.

The back office system will "go live" in advance of the roadside to enable account opening and transponder distribution activities. Both the back office and the roadside system are anticipated to be operational in mid-2011.

The New Solution. The I-85 HOT lanes are important elements of SRTA's goal to keep traffic flowing and provide its customers with reliable travel times. The new back office provides the critical systems support for SRTA's toll collection, account management, and violation enforcement activities. Elements of the new solution include:

- **Hosted Solutions and Operations** – SRTA's back office solution is being provided via Software-as-a-Service and will be hosted at ETC's Technology Center located at its headquarters in Richardson, Texas.
- **Innovative Technologies** – The dynamically priced HOT lane solution will incorporate enhanced and expanded congestion management, transponder and video trip management, and violation enforcement functionality.
- **Interface to Multiple Roadside Systems** – The new back office will be interfaced to both the new I-85 HOT lanes as well as the existing GA 400 toll road.
- **Efficient, Consolidated Account Management** – The new back office solution will be integrated with customer-enabling IVR and Web site systems to provide 24/7 customer self service. With the migration of the GA 400 accounts to the new solution, SRTA will be able to manage combined accounts for the I-85 and GA 400 facilities.

About the State Road and Tollway Authority. The State Road and Tollway Authority (SRTA) is best known as the organization that operates Georgia's toll roads and it serves a vital role as one of the financing arms for state transportation agencies. SRTA is an essential partner in the transportation industry providing, cutting-edge solutions through financial, technological, and service innovations. Visit www.georgiatolls.com for further information.