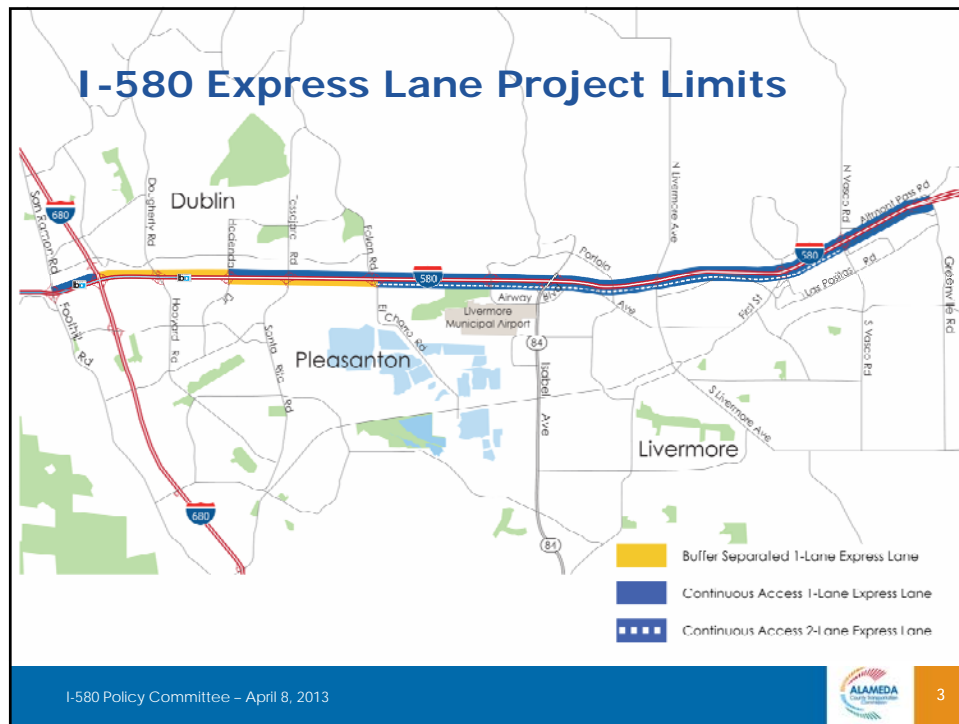


Presentation Outline

- Project Limits & Schedule
- Purpose of Work Plan
- Primary Implementation Areas
- Work Task Activities



Project Schedule

Project Approval	Aug 2013
Ready to List (Final Design Approval)	Jun 2014
ETS Design	Jun 2014
Begin Construction	Sep 2014
Open Express Lanes	Oct 2015
End Construction	Jan 2016

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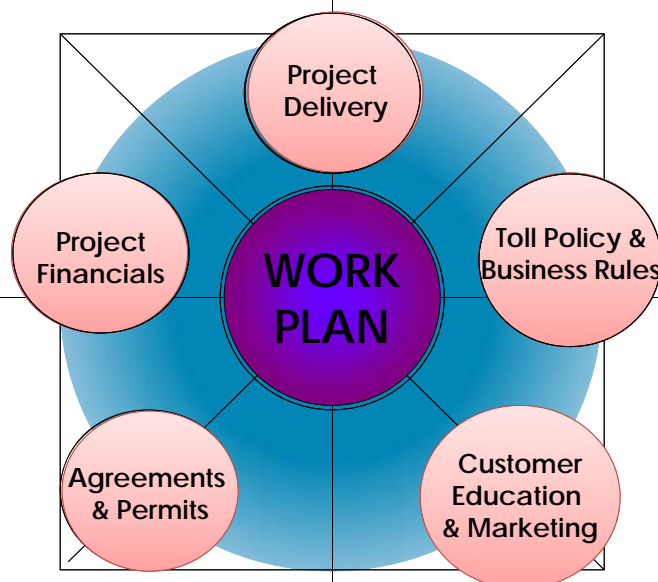
ALAMEDA County Transportation Authority

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Purpose of Work Plan

- ❖ Guide for delivering the Project within
 - Scope
 - Schedule, and
 - Budget
- ❖ Define timeline for seeking approval of
 - Toll Policies
 - Business Rules

Primary Implementation Areas



Section 1: Project Delivery

1) Civil Infrastructure:

- Design Exception
- Traffic Operational Analysis Report
- Project Report
- Environmental Document
- Contract Change Order
- Final Design
- Construction

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Section 1: Project Delivery (Continued)

2) Electronic Toll System (ETS) Implementation:

- Concept of Operations
- System Enforcement Plan
- System Engineering Management Plan (SEMP)
- Detailed Design Document
- Software and Hardware Design
- Factory Acceptance Test (FAT)

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Section 1: Project Delivery (Continued)

2) Electronic Toll System (ETS) Implementation:

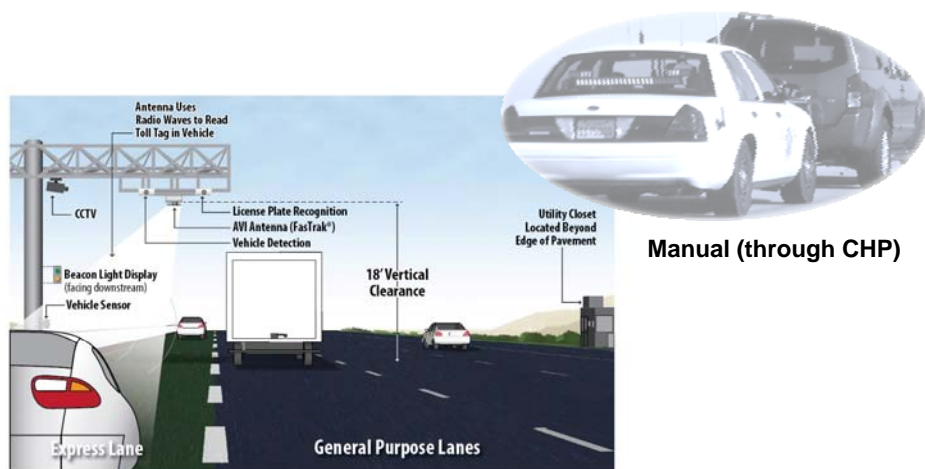
- Equipment Procurement & Installation
- Field Testing
- Open Toll Lanes
- Final System Acceptance
- 12-Month Warranty Period

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Enforcement Plan



Automated (via VES)

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Section 2: Toll Policies & Business Rules

1) Toll Policies:

- Toll Collection Method
- Hours of Operation
- Toll Rates
- HOV Eligibility
- Review Cycle, etc.

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Section 2: Toll Policies & Business Rules (Continued)

2) Business Rules:

- Tolling Implementation
- Toll Waivers & Reductions
- Revenue Reconciliation
- Penalties, etc.

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Section 2: Toll Policies & Business Rules (Continued)

Automated Violation Enforcement

Will Require ...

- License Plate Read
- Switchable Transponder for HOV



Section 3: Customer Education & Marketing

1) Goals:

- Rapid Acceptance
- Smooth & Safe Operations
- Positive Coverage

Section 3: Customer Education & Marketing (Continued)

2) Strategies Include:

- Interactive Website
- Social Media
- Promotional Campaign
- Mail-out, Advertisement, Training via Internet
- Press Release/Conferences, Facility Tours, etc.

Section 4: Stakeholder Agmts. & Permits

1) W/ FHWA:

- Oversight Agreement

2) W/ State:

- Tolling Agreement
- Operations and Maintenance Agreement
- Encroachment Permits
- Enforcement Agreements

3) W/ BATA:

- Toll Collection & Customer Service

Section 5: Project Financials

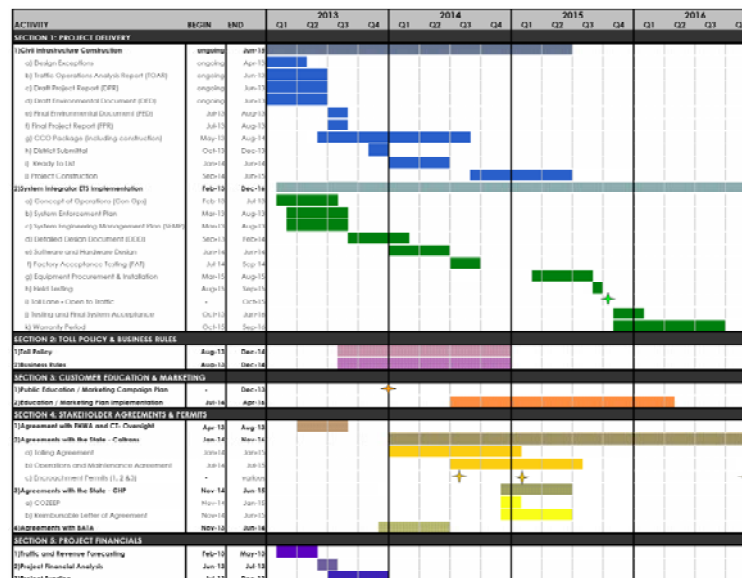
- 1) Traffic & Revenue Forecasts
- 2) Financial Analysis
- 3) Project Funding

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Work Plan Schedule Activities



Questions / Answers