



DATE: May 24, 2018

SUBJECT: Meeting Minutes

A meeting was held on Wednesday, May 23, 2018 at 10:00 A.M. in the Cabinet Room, Third Floor, Orlando City Hall, 400 South Orange Avenue, Orlando, FL between Mayor Buddy Dyer and GOAA Chairman Frank Kruppenbacher. Also in attendance at the meeting were:

Tanya Wilder, Transportation Policy Advisor

Cassandra Lafser, Press Secretary

Wesley Powell, Assistant City Attorney

Laura Kelley, Executive Director of the Central Florida Expressway Authority (CFX)

Michele Maikisch, Chief of Staff & Public Affairs Director of CFX

Kevin Spear, Orlando Sentinel

Ms. Kelley noted that the current toll payment options for rental car customers is not customer-friendly and imposes additional fees and surcharges to customers. She stated that CFX plans to launch a rental car pilot program in August, 2018. The program is voluntary and Enterprise Rent-A-Car, which represents 44% of car rentals on airport property, has agreed to participate. She provided the attached handout describing the program.

Discussion ensued

Discussion continued with Chairman Kruppenbacher stating that he would set up a meeting with the other rental car companies regarding the pilot program.

Discussion continued related to GOAA's planned issuance of an RFQ/RFP for rental cars on airport property, and including in the RFP a requirement for Epass toll transponders in all such rental cars.

The meeting concluded at approximately 10:35 A.M.

Submitted by:

Wesley Powell
Assistant City Attorney

CURRENT CHALLENGE: An estimated 72 million people visit Central Florida each year, of those 12.5 million rent cars from the Orlando International Airport (OIA). Because the majority of tolls are collected with license plate matches, for visitors in rental cars, it means extra fees. Rental car companies levy fees and additional surcharges when drivers use the rental car company's toll program. Too often visitors are frustrated by the lack of options and seemingly unavoidable, excessive fees, and are surprised when they receive a bill from a third party weeks later.

CURRENT TOLL PAYMENT OPTIONS FOR RENTAL CAR CUSTOMERS

1

RENTAL CAR TOLL PROGRAM

Customers pay tolls through a toll by plate program. "High convenience fees" *plus* the tolls are charged to the customer.

2

PAY WITH CASH

This option is problematic because many toll roads utilize all electronic tolling and cash is not an option, requiring customers to use the rental car toll program.

The Visitor Toll Pass™ is a new automated toll payment solution for visitors to Central Florida renting a car from the Orlando International Airport (OIA).



PROPOSED SOLUTION: With **Visitor Toll Pass™** rental car customers can seamlessly drive on all toll roads in Florida, pay tolls electronically, and avoid excess fees. Here's how it works:

Step 1: Reserve Visitor Toll Pass™

- ▶ Travelers will receive a link via email to reserve Visitor Toll Pass™ online as part of the travel booking process
- ▶ Customers will be asked to provide:
 - Valid credit card for reservation and toll payments
 - Contact Information: name, billing address, phone, e-mail
 - Travel itinerary including estimated arrival and departure dates

Step 2: Pick-Up Visitor Toll Pass™ at Orlando International Airport

- ▶ Customers visit a designated airport counter to retrieve the reserved Visitor Toll Pass™
- ▶ Renter hangs Visitor Toll Pass™ from the rear-view mirror of rented vehicle prior to leaving the OIA parking garage. Technology installed in the garage gantry will detect the pass, take a picture of the vehicle license plate, and match the pass and license plate - activating the Visitor Toll Pass™.

Step 3: Use Visitor Toll Pass™

- ▶ Drivers pay tolls electronically while traveling non-stop on Florida toll roads

Step 4: Return Visitor Toll Pass™ at Orlando International Airport

- ▶ Drivers enter the rental car return area at OIA and the installed technology will again read the pass and the license plate and unpair the account. *If a car is not returned to OIA garage or other designated locations, the departure date provided will be used to de-activate the account.*
- ▶ Driver returns Visitor Toll Pass™ to a designated drop box located near the rental car return. *If the pass is not returned the credit card on file will be charged \$10. Returned passes will not be reissued to another customer for a minimum of 3 days.*

Step 5: Tolls Charged to Credit Card

- ▶ CFX charges customer credit card for tolls paid with Visitor Toll Pass™ three days after return of rental car. *Should CFX be notified of any additional toll(s), customers will be notified via e-mail and the credit card on file will be charged.*

CUSTOMER BENEFITS:

- ▶ Save 80% compared to current rental car toll programs
- ▶ Easy check out and return at OIA
- ▶ Pay tolls with your credit card
- ▶ Works on all toll roads in FL
- ▶ Frequent travelers can purchase the pass for \$10 and use it on return trips