

**CITY OF EL PASO, TEXAS
AGENDA ITEM
DEPARTMENT HEAD'S SUMMARY FORM**

DEPARTMENT: International Bridges

AGENDA DATE: December 12, 2017

CONTACT PERSON/PHONE: Monica Lombrana – Aviation & International Bridges, Managing Director (915) 212-7501
Paul A. Stresow – International Bridges, Assistant Director (915) 212-7502

DISTRICT(S) AFFECTED: 6 and 8

STRATEGIC GOAL: NO. 1: Create an Environment Conducive to Strong, Sustainable Economic Development

SUBJECT:

Presentation on International Bridges Automated Vehicle Identification (AVI) Program.

BACKGROUND / DISCUSSION:

Not Applicable

SELECTION SUMMARY:

Not Applicable

COMPENSATION ANALYSIS (Use only on contracts related to Security Guards, Janitorial, Mowing, and/or Labor services):

Not Applicable

PROTEST

No protest received for this requirement.

Protest received.

COUNCIL REPRESENTATIVE BRIEFING:

Was a briefing provided? Yes or No
If yes, select the applicable districts.

- District 1
- District 2
- District 3
- District 4
- District 5
- District 6
- District 7
- District 8

All Districts

PRIOR COUNCIL ACTION:

November 28, 2017, Council requested presentation on AVI Program.

AMOUNT AND SOURCE OF FUNDING:

Not Applicable

BOARD / COMMISSION ACTION:

Not Applicable

*****REQUIRED AUTHORIZATION*****

DEPARTMENT HEAD:

Monica Subravia



EL PASO
INTERNATIONAL BRIDGES

Item # 19.2

Automatic Vehicle Identification Program (AVI)

December 12, 2017

**Strategic Goal # 1 – Create an Environment Conducive to
Strong, Sustainable Economic Development**

**1.5. Stimulate Economic Growth Through Transit Integration,
Cross Border Mobility, Trade and Tourism**

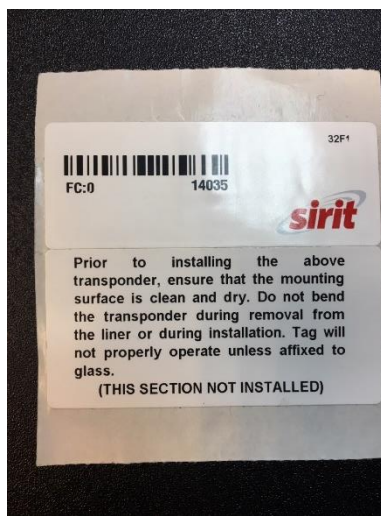
“Delivering Outstanding Services”



History of Project

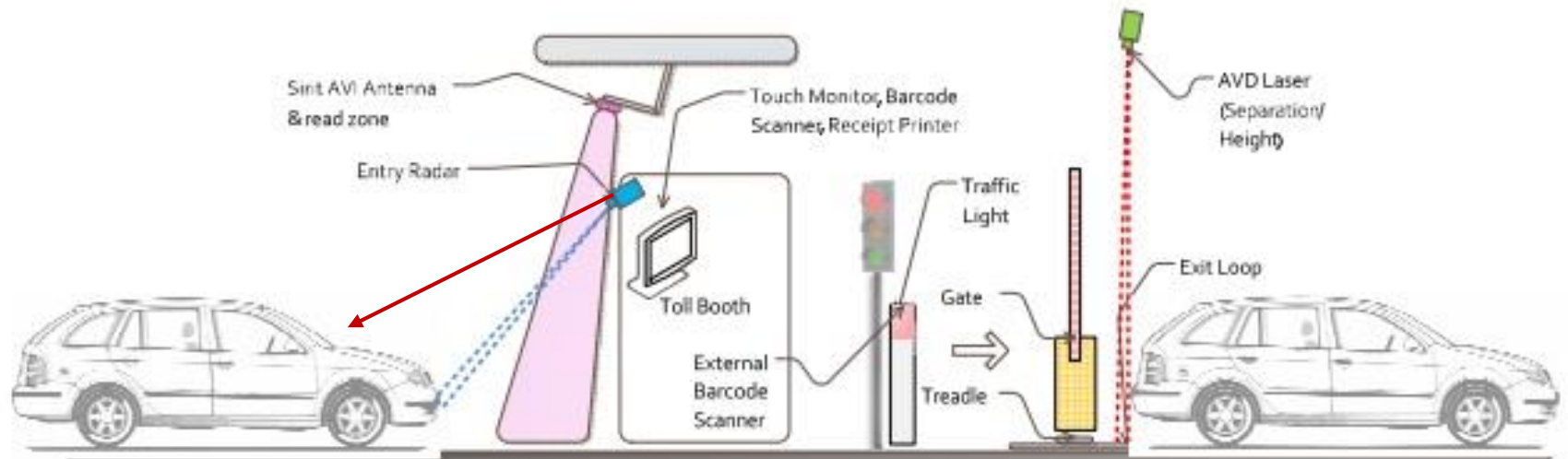
- 1990- Installation of Automatic Toll Collection and Audit Control System
 - First system in U.S. with networked PCs in each booth
 - Barcode readers and tags for automatic vehicle identification system for pre-paid passes
- 2011- AVI windshield tags





Functionality

The diagram below shows the uniform physical lane configuration.





Commercial Trucks In Action



“Delivering Outstanding Services”



By the Numbers

FY 2017 Zaragoza Bridge Traffic

Commercial Trucks

AVI 83%

Cash 17%

Passenger Vehicles

AVI 10%

Cash 90%

FY 2017 Stanton Bridge Traffic

AVI 2%

Cash 98%



By the Numbers

FY 2018 Zaragoza Bridge Traffic

September 2017

Commercial Trucks

AVI 85%

Cash 15%

Passenger Vehicles

AVI 13%

Cash 87%

October 2017

AVI 85%

Cash 15%

AVI 14%

Cash 86%



By the Numbers

FY 2017 Zaragoza Bridge AVI Usage

Commercial Trucks vs Passenger Vehicles

AVI Trucks 57%

AVI Cars 43%



User Benefits

- Faster throughput
- Less wait times
- Approximately 14.29% savings for AVI users vs. cash users
- Convenience



Department Benefits

- Lower staffing costs
- Lower processing costs if paid by credit card online
 - Per vehicle cost per cash transaction: \$0.66
 - Per vehicle cost per AVI transaction: \$0.54



Market

- Daily users- **Target Market**
- Weekly users
- Occasional users
- Seasonal users



Marketing

Ongoing:

- Webpage
- Dynamic Messaging at Bridges



Programmed:

- Targeted Ads – Metropia, UTEP Prospector, El Diario, Mexican Radio
- State of Chihuahua Offices for DCL Tags, City of Juarez locations
- City TV
- Local Media
- Fliers – Bridges, Airport, UTEP
- Mayor & Council newsletters



Marketing

Currently Available:

- Online
- In person – Zaragoza Toll Plaza

A screenshot of a web application interface for the City of El Paso, Texas. The header includes the text "City of El Paso, Texas International Bridges" and the "El Paso" logo. Below the header, the page is titled "TRMI Guardian™ On-Line Accounts Login". There are two input fields: "Username" and "Password". Below the password field, there is a blue link labeled "Apply Online" which is circled in red. At the bottom right of the form, there is a "Login" button.

Programmed:

One Stop Shop



Questions?