

## Attachment 2

### Performance Measures

Because the Oklahoma Turnpike Authority continues to run a fairly modest staff, most of the improvements to the Authority cannot be attributed to just one Division or Program. The improvements that the Authority would consider good performance measures are listed below.

- The Oklahoma Turnpike Authority (OTA) provides detailed information concerning its operations on the Authority's website [www.pikepass.com](http://www.pikepass.com). Information includes turnpike authority governance & staff information, history & contact information, public meeting notices, financial reports, construction contracts (with plans) for bid, traffic data & updates, toll rates & a toll rate calculator, engineering services contracts, turnpike services information, etc. In addition to website access, the Authority offers customers an opportunity to receive text alerts for turnpike travel information. The Authority recently opened a twitter account to better communicate with customers through additional outlets.
- Through an OTA website portal, PIKEPASS customers can conduct online business updating account information, making payments, ordering PIKEPASS transponders, recycling older transponders, adding or removing vehicles from their account, etc. This provides better customer service and reduces the cost of the Authority. Those customers not conducting business electronically receive PIKEPASS transaction and turnpike information through monthly and quarterly statements sent to them by USPS.
- OTA completed Payment Card Industry (PCI) audits and made findings available to the OTA Audit Committee of the Authority's PCI compliance and payment card protection for over 300,000 of the OTA credit card customers. The Authority continues to upgrade all aspects of the Information Technology System to provide more comprehensive information in a secure and protected IT environment.
- Notified over 590,000 PIKEPASS customers of the need to transition to a new technology PIKEPASS. With transition to the new technology, the old units are being systematically taken out of service. Prior to removing the old transponders from service, attempts were made to contact all customers through as many as 5 postcards sent each customer, numerous e-mail notices to customers with e-mail accounts and over 86,000 telephone calls made to customers not responding to postcards or e-mails. The Authority worked in conjunction with the local media and press publishing ads and providing information for news stories describing the needed transition.
- As part of the Authority's recent bond issues to refinance debt and issue new bonds for turnpike modernization and widening, the Authority met on site with all three major rating agencies to allow them the opportunity to evaluate the Authority's operations and future debt structure. As part of the debt offerings, the Authority also conduct face to face meeting with investors and worked in conjunction with underwriters conducting

“internet road shows” communicating the Authority’s debt and planned sale of bonds. The Authority’s existing debt structure and improvement plans were available for investors, regulatory agencies, rating agencies and the public to view during these offerings.

- The OTA provided information concerning the financing, contracting, operations and project specific information to legislative committees. This was provided during legislative committee meetings as well as special legislative interim studies. Provide similar information to local governments along the turnpikes as requested. Made presentation of information to local civic and community interest groups as requested.
- The Authority worked in conjunction with ODOT and DEQ to develop a comprehensive “Storm-water Run-off Pollution Prevention Plan” for those properties owned and managed by the OTA. Plan included posting plan information on OTA website, providing educational information to local schools and civic groups, developing a bookmark that can be provided to customers and partners of OTA.
- The Authority expanded Dynamic Message Sign (DMS) along the turnpikes to better inform customers of projects, traffic hazards, accidents, burn bans, amber alerts, ozone alert days, etc. This program was a cooperative effort with ODOT and DPS.
- The Authority sold bonds to complete widening of approximately 15 miles of urban turnpike. This widening effort was part of the Governor’s Bridge Replacement & Turnpike Modernization Plan announced in the fall of 2011. Because of the competitive construction market, bids for the turnpike widening came in less than expected allowing the Authority to accelerate planned turnpike improvements include bridge replacements, cable barrier installation, and pavement reconstruction. All turnpike structurally deficient bridges were addressed as part of this initiative. The favorable bond market and efficient turnpike operations allowed the additional bonds to be sold and improvement made without increasing tolls paid by turnpike customers.
- The Authority worked with local governments (Broken Arrow, Oklahoma City, Oklahoma County, ODOT) providing new or improved turnpike access. These new access points provided improved traffic flow and safety while offering opportunities for economic development and expansion in the local communities.
- In March, 2011 PIKEPASS began a 2 year transition to the new technology sticker tag. This effort required issuing 1.6 million new sticker tags and the retirement of 950,000 old technology Pikepass toll tags. As of November 2012 this effort was 90% complete. This transition improves transaction accuracy and provides customers with continued non-stop use of the System. This newer technology also opens the opportunity for OTA to pursue interoperability opportunities with other states.
- Between September 2008 and November 2012 more than 100,000 PIKEPASS account holders transitioned from paper to email statements as a result of the PIKEPASS “Go

Green” email campaign. As part of the continuing “Go Green” email campaign, 110,000 new account holders were signed up for email statements instead of USPS delivered statements. During this period approximately 11.5 million sheets of paper and envelopes were saved with an estimated print and mail cost savings of \$2.3 million. Each customer contact is used as an opportunity to persuade customers to transition to email statements and notices.

- The Authority placed an order to purchase 40 CNG powered work trucks to replace aging vehicles used for maintenance of the Turnpike System. This was a cooperative effort with ODOT and other Oklahoma entities as an initiative of the Governor. The competitive price received on the new vehicles and the increasing cost of gas will result in significant return on investment of the replacement vehicles purchased.
- Reduced energy consumption in the Authority’s toll operations by replacing lane computer system and camera technology with a more energy efficient system; annualized savings of approximately \$58,500.
- In cooperation with McDonalds, EZGo, and Kum & Go, the Authority reconstructed new service plaza locations along the turnpikes adding expanded services and improved facilities for turnpike customers.
- The Authority continues to keep its toll rates per mile on average approximately 39% below the national average for passenger vehicles and 45% below the national average for heavy trucks.