



Solicitation No. 25-000: RFP for Traffic and Revenue Consulting Services

**PART 2
Scope of Services**

1. SRTA Background

SRTA is a state-level, independent authority created by the Georgia General Assembly to provide tolling services within the state of Georgia. SRTA also serves as a financing arm for transportation projects across the state. SRTA’s vision is to be an integral component of Georgia’s mobility network and a national leader for innovative transportation.

1.1. SRTA Toll Facilities and Operations

SRTA provides transaction processing and customer services for all of the state of Georgia’s Express Lanes through the Peach Pass program. As part of this, SRTA operates the Peach Pass and Xpress Customer Service Center – including a large retail center with three satellite locations (co-located with Department of Driver Services offices). The Customer Service Center supports upwards of 50 Customer Service representatives, image reviewers, supervisors, and managers. The Georgia Department of Transportation (GDOT) is responsible for the traffic operations and roadway maintenance of the state of Georgia’s Express Lanes. The Toll Operations Center is co-located in the GDOT Traffic Management Center and supports 24/7 operations of the Express Lanes. SRTA currently has approximately 756,500 active Peach Pass accounts. SRTA toll transponders are "Peach Pass" branded and are the open standard (ISO-18000 6C) technology. These are the only transponders currently being distributed by SRTA.

SRTA is currently responsible for the operation, collection of tolls, and maintenance of the tolling system on four Express Lanes in the Metro-Atlanta region as described in Table 1 below. All Express Lanes are registered lanes (all users must have a valid transponder) with trip building and dynamic pricing. SRTA is currently interoperable with Florida and E-ZPass through the Southeastern Hub.

Table 1: Existing SRTA Express Lanes

	I-85 Express	I-85 Express Extension	I-75 South Metro Express	Northwest Corridor Express
Toll Free Eligibility	HOV3+, Transit, Motorcycles, Alternative Fuel Vehicles		Transit	
Typical Section	1-lane in each direction		1 or 2 lanes, reversible	
Separation	Limited access, buffer stripe only		Barrier separated	
Toll Schema/Trip Building	Mainline (several transactions in each segment)		Entry-Exit (two transactions in each trip)	
Current Integrator	Electronic Transaction Consultants		Neology	

Length	15 miles	10 miles	12 miles	30 miles
Number of Lanes ¹	64	36	9/12 ¹	16/26 ¹
Avg. Trips per Weekday	35,154	13,363	14,903	28,658
Toll Rate Min/Max	\$0.50/\$17.00	\$0.50/\$3.50	\$0.50/\$3.95	\$0.50/\$6.95

¹Lane numbers for reversible lanes are calculated as: number of physical lanes/number of lanes in each direction (i.e. a reversible lane counts as 2)

2. Description of Anticipated Work for SRTA

2.1. Required Scope of Services

The scope of services required by the Consultant shall include the following:

- a) The preparation of one or more comprehensive Traffic and Revenue (T&R) studies, in anticipation of SRTA entering the financial capital markets to seek financing for various projects. The Traffic and Revenue Studies may be requested at varying levels up to and including “investment-grade.” The actual studies may be used to raise capital and be relied on to determine the amount of financing that could be supported by toll revenue.
- b) The toll facility types to be studied include, but are not limited to, the following: dynamically priced managed lanes, such as High Occupancy Toll or Express Toll Lanes, and traditional toll facilities. These projects may be financed through Public-Private Partnerships (P3s).
- c) The scope of a T&R study requires extensive field data collection efforts, travel pattern surveys, corridor economic analysis, travel model development, traffic and revenue analysis and sensitivity tests. The studies will identify traffic trends, economic/ tolling variables and travel characteristic data from stated preference surveys. These elements are needed to quantify value-of-time and produce estimates of travel on the lanes. Consultant will use the latest version of the Atlanta Regional Commission’s (ARC) activity-based model or GDOT statewide model as a basis.
- d) T&R studies may be requested by SRTA at the individual project level or for the entire Express Lane system.
- e) Consultant may be required to present reports and findings to SRTA staff, GDOT staff, rating agencies and investors, local interested parties or others as requested.
- f) Perform monitoring and analysis of the performance of the Express Lane System. This effort could include the evaluation and monitoring of traffic volumes, speeds and revenue, and other operational performance measures.

2.2. Optional Scope of Services

Optional scope of services may also include the following:

- a) Evaluating impacts to the traffic and revenue of Express Lane Corridors or toll facilities for:
 - Changes to lane eligibility (e.g. occupancy),
 - Changes to toll policy (e.g. addition of toll-by-plate),
 - Transit-related lane restrictions (e.g. restricting one lane to bus only during peak periods),
 - Changes in rate setting policy (e.g. real time dynamic pricing vs. time of day), or

- Other operational changes.
- b) The preparation of one or more parking studies. The parking study may be requested at varying levels from feasibility up to “investment-grade,” in anticipation of SRTA entering the financial capital markets to seek financing for various projects. The actual studies may be used to evaluate demand at existing or future park and ride lots for special event or long-term parking, evaluate parking fees and potential revenue, or to raise capital and be relied on to determine the amount of financing that could be supported by parking revenue.
- c) Perform special studies or reports as requested regarding traffic, revenues, mobility, toll collection methods and strategies, related technology and industry trends.