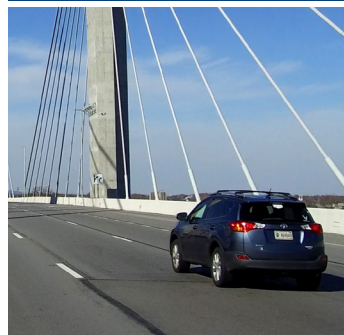
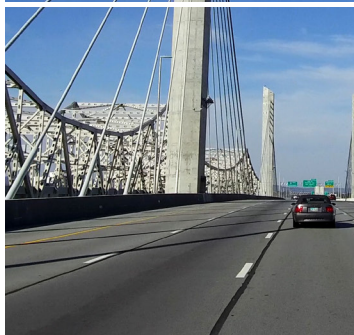


# 2017

Revised

Annual Progress Report



The Annual Progress Report summarizes 2017 activities and accomplishments of RiverLink, the bi-state tolling system for the Ohio River Bridges Project.

The Report includes an assessment of transponder usage by members of Environmental Justice (EJ) communities and will serve as a baseline for future assessments and recommendations.

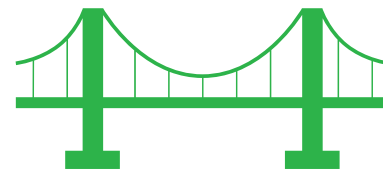


## Overview

2017 marked the first year of tolling on the three bridges connecting Louisville and Southern Indiana. Tolling on the I-65 Abraham Lincoln Bridge, I-65 Kennedy Bridge and SR265/KY 841 Lewis and Clark Bridge started Dec. 30, 2016.

Both the number of RiverLink prepaid accounts opened and transponders requested nearly doubled in the first year of tolling.

The majority of prepaid account holders were satisfied with the service RiverLink provided, based on a customer satisfaction survey administered in April 2018.



**30 million  
crossings**



**80 million  
in revenue**

# Prepaid Accounts and Transponders



Number of prepaid accounts

149,790

↑ 91%

From Dec. 2016 to Dec. 2017



Number of RiverLink transponders

333,449

↑ 94%

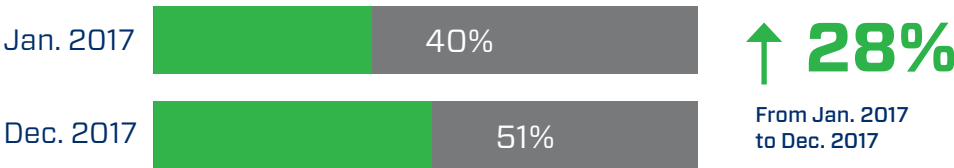
From Dec. 2016 to Dec. 2017

Significant growth was seen in the number of drivers crossing tolled bridges with transponders.

## Weekday drivers crossing bridges with transponders



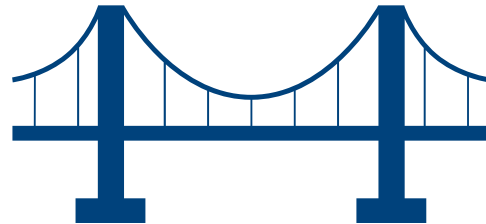
## Weekend drivers crossing bridges with transponders



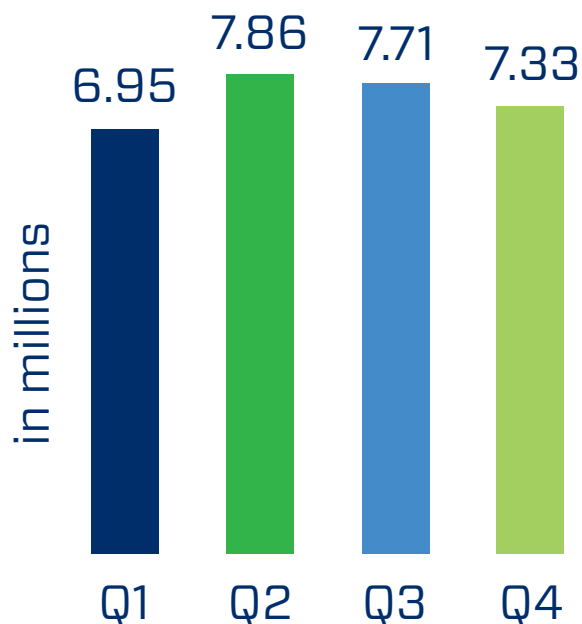
Frequent-User Discount *	
Q1	7,194
Q2	7,365
Q3	7,140
Q4	6,238
*Average number of frequent users per month	

## Crossings on Tolled Bridges

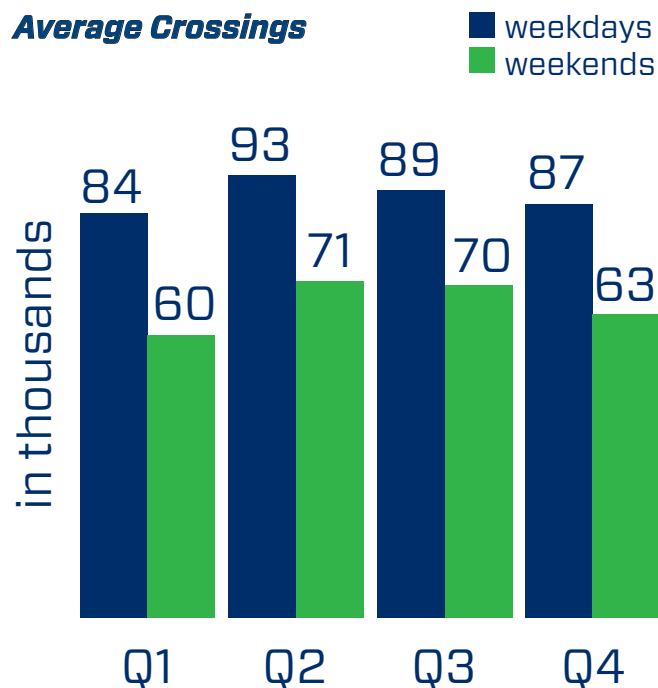
Consistent crossings were seen on all three tolled bridges, with nearly 30 million crossings in 2017.



**Total Crossings**



**Average Crossings**



## Crossings on Non-Tolled Bridges

An increase in traffic was noted on the two non-tolled bridges, I-64 Sherman Minton Bridge and US 31 Clark Memorial Bridge. Overall, traffic increased approximately 36% on non-tolled facilities.

Approximately 10% of the 2018 average annual daily traffic (AADT) moved to the new, tolled Lewis and Clark Bridge connecting Prospect, KY and Utica, IN.\*



Sherman Minton  
AADT  
**increased 23%\*\***

Clark Memorial  
AADT  
**increased 75%\*\***

\* LSIORB Post-Construction Traffic Data Report, published July 2018

\*\* From 2013-2018

## Customer Satisfaction

RiverLink account holders were satisfied with the service RiverLink provided.

**79% of respondents indicated their overall experience with RiverLink was positive.\***



**78%**

said it was easy  
to open an account



**97%**

said it was very easy (81%)  
or somewhat easy (16%)  
to cross the bridges



**47%**

have contacted RiverLink  
customer service since  
signing up for an account



**70%**

of those respondents said  
their experience was excellent  
(41%) or good (29%)

Additional questions and responses from the customer satisfaction survey, including responses specific to identified zip codes with income levels less than \$40,000 per year, are available (see Appendix A).

## Overall Experience



### Methodology

**Survey sample = 610 current RiverLink account holders**

*200 respondents by cell phone*

*200 respondents by landline*

*210 respondents online*

*(weighted down from 2,100 total online responses)*

**IN = 308 respondents**

**KY = 302 respondents**

\*A customer satisfaction survey was conducted by a third-party vendor in April 2018, with a survey sample of 610 current RiverLink account holders.

# Environmental Justice (EJ) Assessment

Environmental Justice is the fair treatment and meaningful involvement of all people regardless of race, color, national origin or income. It includes identifying and addressing disproportionately high and adverse effects on minority or low-income populations.

## Overview

The Tolling Mitigation Plan was designed to mitigate the adverse effects of tolling on EJ populations and was adopted by the States' Tolling Body (May 2016). It included measures to minimize the adverse economic impacts of tolling on EJ populations (See Appendix B).

An assessment of transponder usage by members of EJ communities is used to determine if the objective of the Tolling Mitigation Plan is being met.

2017 was the first full year of tolling on the Ohio River Bridges Project. This report will serve as a baseline for future assessments and recommendations related to the Tolling Mitigation Plan.

## Assessment

- The low-income level was established at adjusted gross incomes less than \$40,000, generally accommodating for small and larger family sizes.
- Ten counties with 27 zip codes identified in the Greater Louisville Metro Area have income levels less than \$40,000 per year.
- According to the U.S. Census Bureau, about 17.7% of individuals in the Louisville Metro area were living in poverty in 2016.

### Impacted Zip Codes

47151	47131	40296	40203	40208	40256	40221	40218	40232
47129	40212	40298	40201	40217	40215	40219	40261	40285
47190	40289	40202	40210	40211	40216	40259	40231	40287

### Counties Evaluated (Louisville Metro Area)

1. Jefferson County	3. Oldham County	5. Trimble County	7. Harrison County	9. Clark County
2. Shelby County	4. Henry County	6. Bullitt County	8. Floyd County	10. Washington County

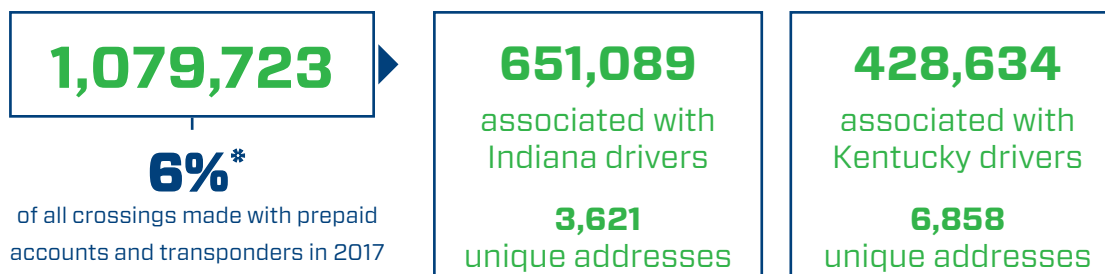
## Data

Crossings on tolled bridges from December 30, 2016 through December 31, 2017 were evaluated for drivers with personal prepaid accounts and transponders and drivers crossing the bridges without prepaid accounts and transponders.

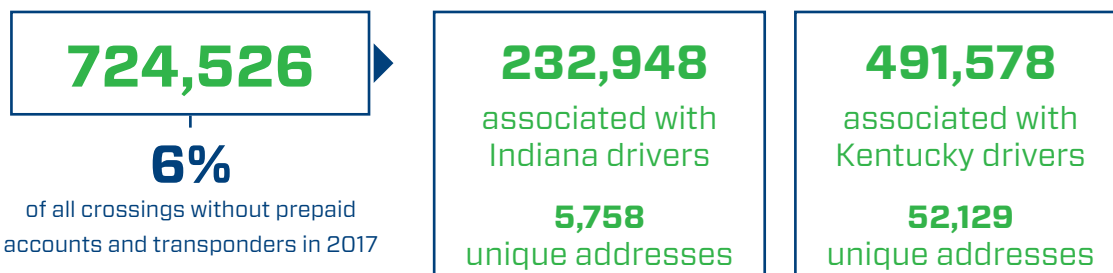
**The data is for drivers in the 27 identified zip codes with income levels less than \$40,000 per year:**

### *Crossings with Personal Prepaid Accounts and Transponders*

(recorded with RiverLink local and E-ZPass transponders):



### *Crossings without Prepaid Accounts and Transponders*



### *Transponder Usage*

**61%** of crossings by all drivers made with transponders

**60%\*** of crossings by drivers in identified zip codes made with transponders

**Transponder usage for low-income populations will be assessed annually to determine strategies and recommendations for consideration.**

\*Calculations revised from report published Oct. 2018.



## Appendix A: Customer Satisfaction Results from Respondents in Identified Zip Codes

Of the 610 respondents who took part in a customer satisfaction survey in April 2018, 205 of the respondents resided in the zip codes identified in the EJ Assessment portion of this report. The identified zip codes have income levels less than \$40,000 per year.

**75% of respondents indicated their overall experience with RiverLink was positive.\***



**77%**

said it was easy to open an account



**96%**

said it was very easy (71%) or somewhat easy (25%) to cross the bridges



**48%**

have contacted RiverLink customer service since signing up for an account



**61%**

of those respondents said their experience was excellent (37%) or good (24%)

### Overall Experience



#### Crosstab Results

The April 2018 customer satisfaction survey included a survey sample of 610 current RiverLink account holders.

Crosstab results identified responses from the 205 respondents who lived in the zip codes identified for EJ assessment.

\*The cross tabulation was run by a third-party vendor to identify responses from individuals living in the zip codes identified for EJ assessment.



## Additional Questions and Responses

### Use of Bridges

**How frequently do you use any of the Ohio River bridges including the downtown Kennedy and Lincoln bridges, the Second Street Bridge, the Lewis and Clark Bridge or the Sherman Minton Bridge?**

	All Respondents	Respondents in Identified Zip Codes
One day a week	27%	27%
2-3 days a week	9%	16%
4-5 days a week	12%	14%
6-7 days a week	10%	14%
No opinion	42%	29%

**Which of these bridges do you use the most?**

	All Respondents	Respondents in Identified Zip Codes
Downtown Kennedy and Lincoln	37%	48%
Second Street	15%	23%
Lewis and Clark	22%	7%
Sherman Minton	20%	18%
No opinion	8%	3%

**Asked to drivers who responded they use the Downtown Kennedy and Lincoln bridges or the Lewis and Clark Bridge the most: What is the main reason you use that bridge?**

	All Respondents	Respondents in Identified Zip Codes
Closest route to my destination	64%	69%
It saves me time	20%	20%
The tolling system moves traffic faster	4%	4%
Other	11%	5%
No Opinion	2%	1%

**Asked to drivers who responded they use the Second Street or Sherman Minton Bridge the most: What is the main reason you use that bridge?**

	All Respondents	Respondents in Identified Zip Codes
Closest route to my path of travel	51%	45%
To avoid paying a toll	35%	46%
To avoid receiving a RiverLink invoice	1%	0%
Other	11%	9%
No Opinion	1%	0%

## All-Electronic Tolling

Here are a few transportation phrases and names. For each one, please tell me whether you've heard of it. Then, if so, tell me whether your impression is strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable.

### All-electronic tolling (AET)

	All Respondents	Respondents in Identified Zip Codes
<b>Strongly Favorable</b>	<b>21%</b>	<b>22%</b>
<b>Somewhat Favorable</b>	<b>18%</b>	<b>23%</b>
<b>Somewhat Unfavorable</b>	<b>4%</b>	<b>4%</b>
<b>Strongly Unfavorable</b>	<b>7%</b>	<b>6%</b>
<b>No Opinion</b>	<b>9%</b>	<b>13%</b>
<b>Never Heard of It</b>	<b>41%</b>	<b>32%</b>

### The transponder method of collecting tolls

	All Respondents	Respondents in Identified Zip Codes
<b>Strongly Favorable</b>	<b>47%</b>	<b>50%</b>
<b>Somewhat Favorable</b>	<b>32%</b>	<b>27%</b>
<b>Somewhat Unfavorable</b>	<b>5%</b>	<b>7%</b>
<b>Strongly Unfavorable</b>	<b>7%</b>	<b>7%</b>
<b>No Opinion</b>	<b>6%</b>	<b>7%</b>
<b>Never Heard of It</b>	<b>4%</b>	<b>1%</b>

### The license plate capture method of collecting tolls

	All Respondents	Respondents in Identified Zip Codes
<b>Strongly Favorable</b>	<b>22%</b>	<b>18%</b>
<b>Somewhat Favorable</b>	<b>35%</b>	<b>34%</b>
<b>Somewhat Unfavorable</b>	<b>13%</b>	<b>15%</b>
<b>Strongly Unfavorable</b>	<b>16%</b>	<b>15%</b>
<b>No Opinion</b>	<b>10%</b>	<b>14%</b>
<b>Never Heard of It</b>	<b>5%</b>	<b>3%</b>

### The method of collecting tolls in which a picture is taken of the car's license plate and the owner receives an invoice.

	All Respondents	Respondents in Identified Zip Codes
<b>Strongly Favorable</b>	<b>20%</b>	<b>26%</b>
<b>Somewhat Favorable</b>	<b>32%</b>	<b>27%</b>
<b>Somewhat Unfavorable</b>	<b>13%</b>	<b>17%</b>
<b>Strongly Unfavorable</b>	<b>21%</b>	<b>21%</b>
<b>No Opinion</b>	<b>11%</b>	<b>8%</b>
<b>Never Heard of It</b>	<b>3%</b>	<b>1%</b>

## RiverLink Tolling

When you first chose a method of paying for bridge tolls, did you choose the RiverLink local transponder, the RiverLink E-ZPass transponder, the registered license plate method or the unregistered method where they take a picture of your license plate and send you the bill?

	All Respondents	Respondents in Identified Zip Codes
<b>RiverLink local transponder</b>	<b>52%</b>	<b>62%</b>
<b>RiverLink E-ZPass transponder</b>	<b>37%</b>	<b>31%</b>
<b>Registered license plate method</b>	<b>2%</b>	<b>1%</b>
<b>Unregistered license plate method</b>	<b>4%</b>	<b>3%</b>
<b>No opinion</b>	<b>5%</b>	<b>2%</b>

When you first attempted to sign up for a RiverLink account, did you go to the website, go to a customer service center or sign up by phone?

	All Respondents	Respondents in Identified Zip Codes
<b>Website</b>	<b>61%</b>	<b>64%</b>
<b>Customer service center</b>	<b>26%</b>	<b>29%</b>
<b>Phone</b>	<b>12%</b>	<b>6%</b>
<b>No opinion/can't remember</b>	<b>1%</b>	<b>0%</b>

## Frequent User Discount

RiverLink offers a frequent-user discount. If someone crosses a toll bridge 40 times or more during a calendar month, each trip is discounted to one dollar instead of the normal two dollars. Before I mentioned it, had you heard of this discount or not?

	All Respondents	Respondents in Identified Zip Codes
<b>Yes, heard of</b>	<b>72%</b>	<b>79%</b>
<b>No, not heard of</b>	<b>28%</b>	<b>21%</b>

*Asked to respondents who heard of the frequent-user discount:  
Have you ever qualified for this discount?*

	All Respondents	Respondents in Identified Zip Codes
<b>Yes</b>	<b>14%</b>	<b>20%</b>
<b>No</b>	<b>86%</b>	<b>80%</b>

*Asked to respondents who heard of the frequent-user discount: Are you more likely to cross the tolled bridges because the frequent-user discount is offered or not?*

	All Respondents	Respondents in Identified Zip Codes
<b>Yes, more likely</b>	<b>16%</b>	<b>19%</b>
<b>No, not more likely</b>	<b>74%</b>	<b>63%</b>
<b>No opinion</b>	<b>11%</b>	<b>18%</b>

## ***Appendix B: Tolling Mitigation Plan Measures***

Several measures were adopted by the Indiana Department of Transportation (INDOT) and the Kentucky Transportation Cabinet (KYTC) or are being utilized to minimize the adverse economic impacts of tolling on EJ populations. Those measures include:

### **1. Extensive signage marking two non-tolled bridges (I-64 Sherman Minton Bridge and US 31 George Rogers Clark Memorial Bridge)**

*More than 100 signs are posted in the project area. They indicate tolled and non-tolled routes, last exits before tolled bridges and toll rates.*

### **2. Toll-free crossings for TARC**

*TARC vehicles are exempt from paying tolls. There were approximately 8,900 cross-river trips by TARC buses in 2017.*

### **3. TARC funding**

*Twenty million dollars was provided to the Transit Authority of River City (TARC). The money was used to construct and expand park and ride facilities, purchase vehicles and improve existing bus stops.*

### **4. Free transponder option**

*RiverLink local transponders are provided free of charge, one per registered vehicle. The local transponders are used on the tolled Ohio River bridges.*

### **5. A relatively low minimum balance to open a personal prepaid account**

*The minimum balance to open a prepaid account is \$20. That money is used to pay tolls, with the account balance rolling over month to month.*

### **6. Multiple transponders funded under a single account**

*Up to four vehicles can be registered to a single personal account, with a free RiverLink local transponder provided for each vehicle.*

### **7. Website to allow for the management of accounts online**

*The RiverLink website (RiverLink.com) averages more than 150,000 users monthly with more than one million page views monthly. Users can open accounts online and pay tolls owed. Account holders can manage their accounts including replenishing their accounts, choosing auto-replenishment, adding vehicles and requesting transponders.*

## **8. Wide range of options for replenishing account funds**

*There are many ways that drivers can replenish account funds. They can add money to their accounts online, in person at a customer service center or by phone.*

*By phone, they can use an automated system to add money to their account or choose to speak to a customer service representative. Drivers can also use a reload card to add money to their prepaid transponder at a number of retail locations. Cash is accepted at customer service centers and retail locations.*

## **9. Brick-and-mortar locations to establish or replenish accounts**

*RiverLink customer service centers are located on each side of the river, on Quartermaster Court in Jeffersonville and on East Main Street in downtown Louisville.*

*The centers are open six days a week, 7 a.m. – 7 p.m. Monday – Friday and 8 a.m. – 2 p.m. Saturday.*

*RiverLink Starter Kits are available at more than 250 retail locations. The kits were offered at the first retail locations starting in summer 2017. They're available at Speedway locations throughout Kentucky and Indiana, Thorntons locations in Louisville and Jeffersonville and select FiveStar locations.*

*Prepaid transponders were also available at a number of locations throughout 2017, including the Indiana BMV, Community Action of Southern Indiana, TARC, St. Stephen Church (Louisville and Jeffersonville locations), Louisville Urban League and the Oldham County Clerk's Office.*

## **10. Marketing strategies for EJ communities**

A robust communications plan has been used to keep drivers informed during the first year of tolling. The coordinated communications plan has focused on not only educating drivers, but engaging drivers.

### **Community Outreach:**

- **Community presentations/outreach:** There were more than 50 community presentations in 2017, including at St. Stephen Church in West Louisville and Jeffersonville.
- **Media outreach:** A steady stream of media advisories, releases, press conferences and interviews has resulted in hundreds of media stories and consistent coverage of how RiverLink works and what drivers need to know.

Regular coverage has appeared on TV stations (WAVE, WDRB, WHAS and WLKY), radio (WHAS-AM and WFPL-FM) and newspapers (Courier Journal and The News and Tribune). Interviews have included extended interviews on an urban radio station (WLOU in West Louisville) and interviews for a Spanish newspaper (Al Dia en America).

- **Regular Media Appearances:** Weekly appearances on WHAS-AM radio in early 2017 to discuss RiverLink and regular appearances on WHAS-TV 4pm news.
- **Community events:** Participation in community events prior to and after the start of tolling including West Louisville Appreciation Day (2-day event), WorldFest (4-day event), New Albany Harvest Homecoming (4-day event) and the KY State Fair (11-day event).

#### **Paid Media:**

- **TV and Radio Ads:** TV and radio ads aired before the start of tolling and in early 2017, and included urban stations WGZB-FM and WMJM-FM and Hispanic stations WLRS-AM and WLUE-AM.
- **Billboards:** Billboards were used on both sides of the river, including in and near EJ communities.

#### **Outreach in 2016 (prior to the start of tolling):**

- **Open Houses:** A dozen open houses in February and March 2016, including locations in and near EJ neighborhoods (e.g.: Newburg Community Center, Portland Community Center, Shively Community Center, Community Action of Southern Indiana, Clarksville Community Center and YMCA of Floyd County).
- **Brochures and Fact Sheets:** Thousands of RiverLink brochures and fact sheets were distributed at open houses, to businesses and to members of the public.
- **Business Outreach:** Direct mailings went to more than 1,500 businesses (businesses with 100 or more employees in a 20-mile radius). They included information on RiverLink and offered to share brochures, materials and videos to assist employees.

**The Environmental Justice Assessment is serving as a baseline for the first year of tolling. The findings, additional consumer research and future assessments will help guide continuing, coordinated strategies to reach EJ communities.**