

# END NOTES

## A. FORECAST METHODOLOGY

Traffic and revenue forecasting is a detailed process. Traffic forecasts are used to select roadway improvements, plan for necessary expansion projects and generate toll revenue forecasts based on average toll rates. In addition, revenue forecasts are needed to assess future debt service coverage on outstanding Turnpike bonds and to assist in the development of the Finance Plan and the Five-Year Work Program.

Estimates for existing toll corridors are normally very reliable because traffic patterns are known and a significant amount of historical traffic and revenue data have been collected. With little uncertainty regarding land use and motorist travel patterns, these forecasts are developed based on actual traffic and revenue performance adjusted for future known events, such as toll rate increases and roadway improvements. For example, over the past several years, forecasts prepared for the Turnpike's Mainline have been within a small variance of actual revenues. This level of reliability is not uncommon for revenue forecasts on existing toll roads.

In developing the forecasts for the Mainline and Sawgrass Expressway, URS used urban travel demand models to establish future growth rates. Similar to prior years, traffic counts were conducted during the fiscal year and used in conjunction with Turnpike Enterprise Finance Office data to calibrate volumes on both the tolled and non-tolled ramps and mainline plazas for the base year (FY 2006) traffic model. Additionally, the results of the most recent mail-back survey were used to develop the base year "trip table" or matrix of interchange-to-interchange movements. This trip table was then used to develop the traffic profiles for each facility. These profiles reflect the average daily volume of traffic using the facility during the year. The profiles display traffic volumes measured in annual average daily transactions (AADT) for each interchange location and mainline section. Future year traffic profiles were projected starting with the actual FY 2006 traffic levels. The future levels were projected forward taking into account actual and planned changes to the System such as new

interchanges/ramps (NW 74<sup>th</sup> Street, Becker Road, Jog Road and Kissimmee Park Road) and other significant improvements.

For expansion projects, the traffic and revenue estimates, which are based on computer simulation models, surveys, or both, have identified future travel demand for these facilities. These models describe the unique features of each metropolitan area in terms of all other transportation facilities, land use patterns and travel behavior.

With support from the Turnpike Enterprise and other Department District Offices, URS obtained the latest versions of the travel demand models from each Metropolitan Planning Organization (MPO). In several instances, URS created new models or combined two or more models into a regional model to better forecast future traffic conditions on the Turnpike. The latest and best information on future conditions is used in conjunction with the validated model to forecast future traffic patterns and establish the profiles.

Growth rates utilized in the preparation of traffic profiles for expansion projects are developed with the use of computer simulation models. These models contain a large amount of information on events that influence traffic and revenue. Corridor development and future highway system improvements are two factors that can greatly affect traffic and revenue projections.

Model runs define traffic levels in the base year and in future years. The base year is verified with current year traffic counts. The traffic for the base year is compared to a projected future year to derive a growth rate percentage. This growth rate is used to interpolate for each traffic year profile. The growth rates are applied to actual traffic and revenue conditions on Turnpike facilities.

URS also uses the models to establish both the opening year conditions and the long-term growth rates on all Turnpike Expansion projects. URS uses the travel models summarized in **Table D-1** to develop traffic forecasts for these Turnpike facilities.





**Table D-1  
Florida's Turnpike System  
Transportation Planning Models**

County	Model
Miami-Dade, Broward and Palm Beach	MPO Models
Martin, St. Lucie, Indian River and Okeechobee	Treasure Coast Regional Planning Model
Osceola, Orange, Seminole and Lake	Orlando Regional Planning Model
Polk	Polk TPO Model
Sumter, Marion, Citrus, Levy, Brevard, Flagler, Lake and Volusia	Central Florida Regional Planning Model
Hillsborough, Pinellas, Pasco, Hernando and Citrus	Tampa Bay Regional Planning Model
Duval, Clay and St. Johns	Northeast Regional Planning Model
Other Inter-Regional Projects	Statewide Planning Model

Based on the conditions following the opening of the first two Turnpike Expansion projects (Veterans and Seminole Expressways) traffic model outputs were modified to reflect the actual results since the start of operation. Initially, data from the two projects were com-

In the development of Expansion project forecasts, there is a degree of uncertainty concerning future land use, ramp-up and other variables. As a result, Expansion project forecasts have a higher degree of variability than forecasts of existing toll facilities. However, URS has investigated a wide range of factors that potentially influence traffic, tolls and revenues. Due to this effort, URS has identified a series of post-model traffic and revenue adjustments (see note B) that are considered in the development of future Turnpike revenue forecasts. Consequently, recent expansion project revenue forecasts have more closely approximated actual revenues.

**B. POST-MODEL TRAFFIC AND REVENUE ADJUSTMENT FACTORS**

Models are the best tool for forecasting traffic in urban areas with complex highway networks, as contrasted with the traditional traffic survey/diversion techniques commonly used for intercity projects. These models simulate travel on a network of highways and streets through (1) the generation of trips in each area based on land use and intensity, (2) the distribution of these trips based on established zonal attractions (e.g., home to work), (3) modal split for vehicular usage versus public transportation and (4) assignment to the network based on minimum time paths. Tolls are reflected through the use of a toll impedance sub-model, which imposes equivalent time penalties based on dollar value of time, as well as toll plaza delays for deceleration, the payment of toll and acceleration back to highway speed.

The key to the model's reliability and confidence is its calibration to traffic counts on an annual basis.

Based on the conditions following the opening of the first two Turnpike Expansion projects (Veterans and Seminole Expressways) traffic model outputs were modified to reflect the actual results since the start of operation. Initially, data from the two projects were compiled, and a thorough analysis of model inputs, algorithms, model validation and model outputs was conducted. As a result of this effort, a series of post-model traffic and revenue adjustments were identified for use in the development of future traffic and revenue forecasts on expansion projects. These factors were used to predict traffic and revenue on the Southern Connector Extension, which was fully opened to traffic in FY 1997; on the Polk Parkway, which was opened in FY 2000; on the Suncoast Parkway, which was fully opened in FY 2002; and on the Western Beltway, Part C, which was fully opened in FY 2007. As a result of using these factors to adjust the model output, it was observed that actual daily traffic approximated the estimated traffic.

The factors used by URS have been separated into traffic-related factors and revenue-related factors as described below:

**TRAFFIC-RELATED ADJUSTMENT FACTORS**

There are certain factors that influence traffic in both the early years and throughout the life of each expansion project. Each project has a unique set of traffic-related adjustment factors. These factors include:

- The Land Use Lag Factor reflects the degree to which the pace of land development near the expansion project has fallen behind, or lagged, earlier predictions.
- The Traffic Peaking Factor reflects that toll roads in developing areas tend to have relatively high



traffic peaks during commuting hours when other roads are congested and lower volumes during other hours of the day and on weekends when the other roads are free-flowing. Other expressways do not experience this phenomenon because tolls are not an impediment. Over time, as the parallel facilities become more congested throughout the day, the peaking impact becomes less significant.

- The Driver Information Factor represents the degree to which highway signing and other appropriate pieces of driver information will be in place when the project opens to traffic.
- The Ramp-Up Factor takes into account the rapid growth in traffic and revenue observed in the early years of a new toll road while motorists become familiar with the trade-offs between travel time savings and the toll and while land development projects catch-up with the accessibility afforded by the new road.

**REVENUE-RELATED ADJUSTMENT FACTORS**

URS has developed a series of revenue-related adjustment factors that, when applied to model generated traffic forecasts and modified by the traffic-related adjustment factors, produce a more reliable estimate of toll revenue on individual expansion projects. The two revenue-related adjustment factors are as follows:

- The Traffic Mix Factor considers the relative number of 3+ axle vehicles (trucks) in the traffic mix. Since trucks pay a higher toll than passenger

cars, if their relative volume is lower than expected, this reduces the average toll and, therefore, the resulting revenue.

- The Non-Revenue Vehicle Factor takes into consideration that there are non-revenue vehicles that pass through the various toll plazas, which include the Department staff, police, emergency vehicles, etc., as well as toll evaders.

Each project has unique traffic characteristics and toll impediments that affect the adjustment factors. A summary of the adjustment factors for the Turnpike constructed Expansion projects (except Sawgrass Expressway), expressed roughly in opening-year terms and for the long-term is provided in **Table D-2**. URS establishes separate values for each factor as it applies to the related Expansion project based on an understanding of local land use and development patterns and local traffic conditions. Eventually, by improving the applications of the models to expansion projects, URS will eliminate the need for some of these factors (e.g., the Land Use Lag Factor and the Traffic Peaking Factor). These effects will be incorporated into an improved model structure.

**C. HEFT CLOSE-UP**

The 1988 Florida Legislature, when adopting the Turnpike expansion program, not only authorized a toll rate increase but also empowered the Department to “equalize the toll structure, within each vehicle classification, so that the per-mile toll rate will be approximately the same throughout the Turnpike System...” Section 338.231 (1), Florida Statutes. In order to comply with the intent of the Legislature, plans were developed to add toll

Table D-2  
Model Adjustment Factors\*

Adjustment Factors	Seminole Expressway-1		Veterans Expressway		Southern Connector Extension		Polk Parkway		Suncoast Parkway		Seminole Expressway-2		Western Beltway, Part C	
	1995	2010	1995	2010	1995	2010	2000	2015	2000	2015	2000	2015	2005	2020
Land Use Lag	.93	1.00	.95	1.00	.80	1.00	1.00	.80	.85	1.00	.95	.95	.90	.95
Traffic Peaking	.90	.95	.95	.98	.90	.95	.90	.95	.90	.95	.90	.90	.80	.90
Driver Information	.98	1.00	.98	1.00	1.00	1.00	1.00	1.00	.98	1.00	.98	1.00	1.00	1.00
Ramp-up	.87	1.00	.90	1.00	.85	1.00	.80	1.00	.85	1.00	.85	1.00	.85	1.00
Traffic Mix	1.03	1.06	1.03	1.06	1.03	1.06	1.05	1.10	1.02	1.06	1.03	1.03	1.03	1.03
Non-revenue Vehicles														
Barriers and Attended Ramps	.96	.96	.96	.96	.96	.96	.96	.96	.96	.96	.97	.97	.98	.98
Unattended Ramps	.88	.88	.88	.88	.88	.88	.90	.90	.90	.90	.95	.95	.95	.95

\* These factors are multiplicative when applied to the model output for the respective projects.





collection to certain interchanges, eliminating toll-free movements, referred to as the "HEFT Close-up" project. As a result, the tolling of three interchanges (Coral Reef Drive, Allapattah Road and Biscayne Drive) was completed in November 1996. The interchange at Okeechobee Road (MP 35) was tolled to and from the north in June 2002, which completed the close-up.

As part of the HEFT Close-up project, the southbound exit and northbound entrance ramps at Bird Road (MP 23) were also tolled in July 1999 and December 1999, respectively. In addition, the Tamiami Mainline Toll Plaza was relocated and expanded at a location between the Bird Road interchange (MP 23) and the North Kendall Drive interchange (MP 20). This new Bird Road Mainline Toll Plaza is a split plaza. Bird Road's south and north toll plazas opened in October and December 1999 (FY 2000), respectively. The main purpose of this project is to increase the capacity and level of service at Tamiami mainline toll plaza (now Bird Road Mainline Toll Plaza). The project also eliminates toll-free movements for southbound entry and northbound exit at Bird Road. This project was completed in FY 2001 after the northbound lanes were increased from seven to ten lanes.

#### **D. HISTORY OF TOLL INCREASES AND TOLL MODIFICATIONS**

Under legislative mandate to equalize the per-mile tolls on the Turnpike System and to partially fund the Turnpike expansion program, tolls were increased and/or modified on the Mainline and Beachline West Expressway in 1989, 1991, 1993 and 1995. The combined impact of these toll adjustments doubled the average toll per-mile from \$0.03 to \$0.06. Subsequent to July 1995, toll rates remained unchanged until March 2004.

On March 7, 2004, tolls were increased on the Mainline, Sawgrass Expressway, Seminole Expressway, Veterans Expressway and Southern Connector Extension. This toll rate increase was for cash customers only, at 25 percent rounded to the quarter. The toll for SunPass customers remained the same, effectively giving these customers a discount of 25 percent or more and contributing to an increase in SunPass participation levels. For example, the two-

axle toll at the Golden Glades barrier plaza increased from \$0.75 to \$1.00, representing the 25 percent increase rounded to the quarter (i.e., effectively a 33 percent increase). Conversely, SunPass customers at this location continue to pay a \$0.75 toll. However, some ramp tolls did not increase due to "per-mile constraints". For example, customers entering the HEFT from SR 836 do not pay a toll initially, but pay 25 cents if they exit one mile south (i.e., 25 cents-per-mile) at US 41. As such, tolls collected at this ramp were already significantly higher than the average rate of approximately seven cents-per-mile for cash customers, and therefore, were not increased. The recently opened Polk Parkway and Suncoast Parkway expansion projects were not programmed with a toll rate increase in order to allow traffic to *ramp-up* on these facilities. These changes along with subsequent modifications are shown in **Table D-3**.

The first incremental toll increase (Stage I) was implemented in February 1989 on the HEFT and Beachline West Expressway, and in April 1989 on the then Mainline Ticket System between Golden Glades and Wildwood. Subsequently, in August 1990, the section of the Mainline from Lantana southward was converted from ticket to coin toll collection. With the conversion, a "rounding" to even \$0.25 toll increments was accomplished, which slightly increased toll rates for some users and decreased them for others. Then, in July 1991, the second incremental toll increase (Stage II) was implemented on the Ticket System (Lantana to Wildwood). The toll increases on the Southern Coin and HEFT were deferred to keep the barrier and ramp tolls in even \$0.25 increments. Since the Beachline West Expressway per-mile toll rate was already at \$0.06, no further increases were scheduled on that section of the Turnpike System.

The Stage III toll increases (the last phase needed to equalize the overall Turnpike System rate at \$0.06 per-mile) were implemented on the Mainline's Southern Coin and Ticket Systems in July 1993. The planned toll increase included the HEFT, Southern Coin and Ticket Systems from Florida City to Wildwood; however, the devastation brought about by Hurricane Andrew and the crippling effect it had on South Florida were unforeseen at the time the toll increases were proposed. In April 1993, the Legislature approved a



**Table D-3  
Toll Increases and Toll Modifications**

Toll Stage	Date of Implementation	Approx. Toll Increase	Turnpike Section	Remarks and Other Toll Changes
I	February 1989	75%	HEFT	---
	April 1989	150%	Beachline West	---
	August 1990	40%	Mainline	Ticket System
		-	Mainline	Golden Glades - Lantana (Southern Coin Conversion)
II	July 1991	30%	Mainline	Lantana - Wildwood (Ticket System)
III-A	July 1993	50%	Mainline	Golden Glades - Lantana (Southern Coin System)
		30%	Mainline	Lantana - Wildwood (Ticket System)
III-B	July 1995	50%	HEFT	Delayed from July 1993 due to legislative action (due to Hurricane Andrew)
Post Stage III	July 1995	-	Beachline West	Beachline West ("N minus 1" truck tolls)
	August 1995	-	Mainline	Kissimmee - Wildwood (Northern Coin Conversion) Osceola Parkway Interchange
	January 1996	-	Mainline	One-year Demonstration Project: reduced tolls for large trucks only (5 or more axles) on the Southern Coin System and Ticket System (Lantana to Fort Pierce)
	November 1996	-	HEFT	Ramp tolls added at the Biscayne Drive, Allapattah Road and Coral Reef Drive Interchange
	December 1996	-	Mainline	Reinstatement of normal tolls for large trucks following the Demonstration Project
	May 1999	-	Turnpike System	A 10 percent discount offered to frequent SunPass users
	July 1999	-	HEFT	Ramp tolls added at the Bird Road interchange after relocation of the Tamiami Plaza
	June 2001	-	HEFT	Ramp and tolls added at Campbell Drive interchange
	June 2002	-	HEFT	Ramp tolls added to Okeechobee Road (US 27) interchange
	September 2002	-	Ticket	New interchange at SR 80
	March 2004	25%	Turnpike System (excluding Polk and Suncoast)	Cash customer only. No increase for SunPass users
	March 2004	-	Turnpike System	Removal of 10% SunPass frequent-user discount
	January 2005	-	Northern Coin	New interchange at CR 470
	July 2006	-	Ticket	New interchange at SR 710 (SunPass-only interchange)
August 2006	-	Northern Coin	Southern toll-free ramps at Holland East-West Expressway	

bill, which was signed by the Governor, deferring the toll increase on the HEFT until July 1, 1995. The intention of the deferment was to give the hurricane victims a respite during the reconstruction period.

In addition to the March 2004 toll increase, there were several other toll modifications that occurred on the

Turnpike System after the Stage III toll increases. Some of these included the conversion to "N minus 1" on select facilities, the conversion to the coin method of toll collection, the temporary reduction of tolls on the Polk Parkway, the addition and subsequent removal of the 10 percent SunPass discount (See Note I), and the tolling of new and existing interchanges.



### E. TOLL COLLECTION METHODS

The Golden Glades to Wildwood section of the Turnpike Mainline operated entirely under a ticket toll collection system until FY 1991 when the Golden Glades to Lantana section was converted to a coin system. Under the ticket system, patrons receive a ticket upon entry to the Turnpike and remit the ticket, along with the required payment, upon exiting the Turnpike. This method requires patrons to stop twice during their trip on the Turnpike. In an effort to maximize patron satisfaction by reducing travel time and minimizing toll stops for local trips, the Turnpike converted this ticket toll collection methodology to a coin toll collection system on certain parts of the Mainline. This coin method of toll collection makes the Turnpike more convenient as an urban expressway, particularly in the high urban growth areas of South Florida and Orlando. In addition to reducing travel time for patrons, other advantages of this conversion for cash-paying vehicles are as follows:

- All vehicles within the same class pay the identical toll at each plaza, thereby reducing toll plaza delay and increasing vehicle throughput. Under the Ticket System, the toll at the plaza is determined based on the entry and exit point (i.e., distance traveled); therefore, different rates may be paid by vehicles within the same class, reducing toll lane throughput.
- Permits the use of automatic toll collection equipment which increases processing rates in the toll lanes, thereby reducing delays. Ticket processing rates of 250 vehicles per lane per hour can be increased to an average of 400 under the coin system.
- Less costly construction and lower operating costs are experienced, since a toll collector is not needed to issue tickets and fewer toll collectors are needed to collect tolls. These cost savings are further used to enhance safety, maintenance, preservation, capacity and expansion of the System.

### F. "N MINUS 1" TOLL SCHEDULE

In another effort to equalize the toll structure within each vehicle class, the Turnpike changed the toll rate formula on the Beachline West Expressway and Northern Coin System to the "N minus 1" toll calculation methodology. In this method, the truck toll equals the passenger car toll multiplied by the number of axles minus one. This structure, which is consistently applied on all coin segments of the Mainline and Expansion projects is deemed equitable and has the advantage of making toll collection easier to control and audit. As a result of this conversion, tolls for 3+ axle vehicles increased proportionally. In the future, it is the Turnpike's intent that all new projects open with the "N minus 1" toll schedule. For the Ticket System, however, tolls have remained on a straight per-axle basis.

### G. SOUTHERN AND NORTHERN COIN CONVERSIONS

The Department converted the southern section of the Mainline between Golden Glades and Lantana to a coin system of toll collection on August 19, 1990 (FY 1991). The northern section of the Mainline between Kissimmee and Wildwood was converted to a coin system of toll collection (the Northern Coin System) on August 20, 1995 (FY 1996). The Northern Coin System was part of the Northern Turnpike Improvement Project. The purpose of the conversion from a ticket to a coin system was to increase the traffic handling capacity of toll plazas, to make the Turnpike more accessible as an urban expressway and to better integrate the Turnpike with the local highway systems.

In conjunction with the conversions, an adjustment was added to the ticket tolls for vehicles traveling to and from the Ticket System to the Coin System (**Table D-4**). Collected on the Ticket System, this adjustment allows patrons to drive between the Three Lakes ticket terminus and Ocoee on the Northern Coin System, as well as between the Sawgrass Expressway connection with the Southern Coin System and the Lantana ticket terminus, without paying an additional toll. The revenues from these toll adjustments collected on the Ticket System are allocated to the



**Table D-4  
Toll Adjustment**

Ticket Terminus	Toll by Number of Axles				Addl. Axle
	2	3	4	5	
<b>SunPass</b>					
Three Lakes Plaza*	\$1.00	\$1.50	\$2.00	\$2.50	\$0.50
Lantana Plaza**	\$0.50	\$0.75	\$1.00	\$1.25	\$0.25
<b>Cash</b>					
Three Lakes Plaza*	\$1.25	\$1.87	\$2.50	\$3.13	\$0.62
Lantana Plaza**	\$0.75	\$1.13	\$1.50	\$1.87	\$0.38

\* Northern Coin System adjustment collected on the Ticket System.  
 \*\* Southern Coin System adjustment collected on the Ticket System.

Southern and the Northern Coin Systems based on the volume of revenue traffic passing through the Lantana and Three Lakes Toll Plazas, respectively.

Following the March 2004 toll increase, the toll adjustments were further modified to reflect the 25 percent increase for cash customers. The toll adjustments shown in the table are applied as follows: the pre-conversion 2-axle Lantana (MP 88) to Kissimmee (MP 244) toll was \$9.90. The Lantana to Three Lakes Plaza (MP 236) SunPass toll is now \$10.90. As a result, the Northern Coin System boosts the 2-axle SunPass ticket tolls to and from the Kissimmee interchange by \$1.00. This \$10.90 toll will permit use of the Turnpike as far north as Ocoee (MP 267). The pre-conversion 2-axle Lantana to Ocoee toll was \$11.20. Correspondingly, for this movement the coin system has been reduced by \$0.30.

**H. CUSTOMER PROFILE**

In recent years, surveys have been conducted in order to identify important travel and attitudinal characteristics of Turnpike customers. Two types of surveys using various methods have been used to gather the information: the Service Plaza Survey and the Customer Survey.

**TURNPIKE SERVICE PLAZA SURVEY**

A Service Plaza Customer Survey was conducted at all eight Turnpike service plazas between January 12 and January 22, 2006 (FY 2006). This survey was originally to be conducted in October 2005, but was postponed till January 2006 due to Hurricane Wilma. Surveys were conducted at each service plaza twice, once on a Thursday or Friday, and again on

a Saturday or Sunday to sample the weekday and weekend patronage and traffic characteristics. Service plaza customers were interviewed at both the fuel pumps and inside the plazas along Florida's Turnpike.

There are three primary objectives to the survey:

- Determine how service plaza customers rated the prices, quality of service and appearance of the plazas they encountered,
- Obtain information on customers' travel behavior, and
- Determine the volume of traffic that uses each plaza.

The current survey results are compared with results from prior surveys to observe the changes in customer's satisfaction with plaza prices, services and appearances over time. It should be noted that the survey was designed to sample only Turnpike customers who stopped at the service plazas, and therefore, the results of this study do not necessarily represent the average Turnpike traveler.

When rating the price of the food and/or drink at the service plazas, 65 percent of customers stated that prices were either consistent with or lower than their expectation. After being questioned about the price of food and drink at the plazas, service plaza customers were asked to rank the quality of service they received, as well as the general appearance of the plaza and the cleanliness of the restrooms. Overall, service plaza customers rated food service as "good" or "fair" 99 percent of the time, and the general appearance of the plazas as "good" or "fair" 99 percent of the time.

Overall, approximately 21 percent of vehicles entering the service plazas purchase fuel. Fuel plaza customers were asked to rate their perception regarding the price of fuel. 61 percent of customers stated that prices were either consistent with or lower than what they expected to pay. Fuel plaza customers were also asked to rate the quality of service they received at the fuel plaza, the general



appearance of the fuel plaza and the cleanliness of the restrooms at the fuel plaza. The quality of service was rated as "good" or "fair" by 99 percent of respondents. The general appearance of the plaza and the cleanliness of the restrooms were rated as "good" or "fair" by 99 and 98 percent of customers, respectively.

A profile of the various characteristics of surveyed service plaza customers for the 2006 and 2004 surveys is provided in **Table D-5**.

**TURNPIKE SYSTEMWIDE PATRON SURVEY**

A systemwide Patron Survey of Florida's Turnpike was published in February 2005. In order to obtain information on all Turnpike customers, the Turnpike Systemwide Patron Survey utilized survey results from toll plaza handouts, a SunPass survey and the internet. In total, over 500 thousand surveys were given out and 35,619 were returned with all pertinent information completed. The Patron Survey was conducted to identify important travel and attitudinal characteristics of all Turnpike patrons. An

analysis of the Patron Survey provided information on key characteristics with respect to the Turnpike System. A major difference between the Patron Survey and the Service Plaza Survey is that the Patron Survey targets all Turnpike users, whereas the Service Plaza Survey targets the tourist travelers.

Some of the findings from the published Systemwide Patron Survey include the following:

- **Trip Purpose:** The most common trip purpose on the overall System was business related (i.e. work commute, business/delivery and personal business), which represented a total of 67 percent of all trips. This trip purpose was highest on the Polk Parkway (73 percent), Southern Coin (71 percent) and Veterans Expressway (71 percent), while the Southern Connector Extension trailed at 50 percent due to the tourist destinations it serves in the Orlando area.

- **Residency:** The majority of Turnpike patrons responding to the Patron Survey were permanent Florida residents. The overall System reported 97 percent Floridians. This compares with 70 percent Floridians reported during the 2006 Service Plaza Survey. The higher percentage of Florida residents achieved under the Systemwide Patron Survey versus the Service Plaza Survey reflects the low population of commuters utilizing the service plazas.

- **Vehicle Classification:** Similar to the findings noted in the Service Plaza Surveys, the overwhelming majority of users travel in passenger vehicles. Overall, these vehicles represented 98 percent of the vehicles on the System.

**Table D-5  
Turnpike Service Plaza Surveys  
Profile of Surveyed Customers**

Patron Characteristics	Survey Year	
	2006 <sup>(1)</sup>	2004
<b>Trip Purpose</b>		
Tourism/Vacation	25%	29%
Social/Family/Recreation	37	39
Business	35	30
<b>Vehicle Occupancy</b>		
Overall Average	2.1	2.2
<b>Vehicle Type</b>		
Car/van (non-commercial)	92	93
<b>Service Plaza Ratings</b>		
Have or Will Purchase Food/Drink	48	55
Quality of Food Service (Good or Fair)	99	98
General Appearance of Service Plaza (Good or Fair)	99	99
Food and Drink Prices (about or lower than expected)	65	70
<b>Fuel Plaza Ratings</b>		
Percentage of Vehicles Purchasing Fuel	26	21
Quality of Fuel Plaza Service (Good or Fair)	99	99
General Appearance of Fuel Plaza (Good or Fair)	99	99
Fuel Prices (about or lower than expected)	46	61
Fuel Prices (higher than expected)	54	39
<b>Residency</b>		
Florida Resident	70	73
Non-Florida Resident (U.S.)	25	21
Foreign Resident	5	6

(1) Survey originally scheduled to be conducted in October 2005, but was postponed until January 2006 due to Hurricane Wilma.



## I. SUNPASS DISCOUNT

The ten percent SunPass discount program started in 1997 as a one year pilot study as directed by the Legislature in 1997. The Department was also directed to submit two reports to the Legislature regarding this project. The first report, which was submitted in February 1998 prior to the deployment of SunPass, discussed the anticipated impact of a 10 percent retroactive discount program offered to all customers who pay tolls with SunPass 40 or more times a month per transponder.

In December 2000, the Department submitted the second report to the Legislature summarizing the results of the 10 percent toll discount program. The report also showed the anticipated traffic and revenue impacts of offering 15 and 20 percent toll discounts. The results indicated that the ten percent toll discount had a minimal impact on SunPass participation. In addition, toll discounts of 15 and 20 percent would significantly impact revenue loss with a very small increase in ridership. The 2001 Legislature decided to maintain the SunPass toll discount at 10 percent.

Concurrent with the toll increase for cash customers in March 2004, given the reduced toll rates for SunPass transactions as compared to cash transactions, this

ten percent discount program was discontinued on all sections of the Turnpike System.

## J. ACQUISITION OF THE SAWGRASS EXPRESSWAY

In 1990, the Florida Legislature authorized the Department to acquire the Sawgrass Expressway as part of the Turnpike System subject to both economic feasibility tests and outstanding bond covenants. These requirements were met, and an acquisition agreement was signed on December 18, 1990, which allowed the Turnpike to acquire the Sawgrass Expressway from the Broward County Expressway Authority. The Sawgrass Expressway now operates under the management of the Turnpike Enterprise.

Initially, in accordance with the acquisition agreement and the Sawgrass Expressway Bond Resolution, traffic, revenues and debt service coverage were maintained separately from other segments of the Turnpike System. In FY 2001, the Department issued Turnpike Revenue Bonds and a State Transportation Trust Fund (STTF) loan. A portion of the proceeds was used to defease the Broward County Expressway Authority Bonds, thereby eliminating the need for a separate accounting. Consequently, the operations of the Sawgrass Expressway are now shown consolidated with the Turnpike System.





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