



The EXpress

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New Colorado Traffic Laws

On December 1, 2009, two new traffic laws became effective in Colorado. House Bill 1094 addresses the use of cell phones as well as texting and other data entry on cell phones. According to the Colorado State Patrol, who provides public safety services on E-470, these laws will be enforced on E-470.

- *Under 18 years of age: While driving, operators of vehicles may not use wireless telephones for any purpose.*
- *18 years of age and older: While driving, operators of vehicles may not text or perform other forms of manual data entry or transmission on a cell phone.*

The exceptions for use of a cell phone while driving include reporting: a fire, a traffic accident in which one or more injuries are apparent, a serious road hazard, a medical or hazardous materials emergency, a careless or unsafe driver.

“The safest method to use a cell phone is by exiting the highway and pulling over to a location away from traffic,” said Sgt. William Caldwell, Colorado State Patrol.

Two other traffic laws that were effective in the past few years include the use of the left lane and approaching emergency vehicles. Colorado’s Left Lane Law states that “a person shall not drive a motor vehicle in the passing lane of a highway if the speed limit is 65 miles per hour or more unless such person is passing other motor vehicles that are in a non-passing lane or turning left, or unless the volume of traffic does not permit the motor vehicle to safely merge into a non-passing lane.”

The Move Over Law requires drivers who are approaching an area where an emergency vehicle, operating its emergency lighting, is stationary on the side of the roadway (on a roadway with two or more lanes in the same direction), to safely move to the left lane. If traffic, road, or weather conditions do not allow a driver to move over to the left lane, the driver must slow to a safe speed while moving through the area.

Safety Patrol

Request for Proposal

Since 1999, the E-470 Public Highway Authority’s Safety Patrol has provided free roadside assistance to customers along E-470. The Safety Patrol assists customers 24 hours a day, seven days a week. Their fleet consists of six vehicles that are equipped for quick and efficient roadside assistance. So far in 2009, the Safety Patrol employees changed 679 flat tires, gave fuel to 548 cars, provided mechanical assistance to 1,308 drivers, and offered directions to 895 customers.

E-470 is now seeking a new sponsor for the Safety Patrol. “This is a unique and very cost-effective advertising opportunity that also aids E-470’s customers,” said Dave Kristick, Director of Operations. The company that sponsors the Safety Patrol will be exposed to millions of travelers each year. Proposals are due to E-470 by February 19, 2010. Interested parties should visit www.e-470.com for the Safety Patrol Request for Proposal documents and timeline.



(Above) Example of Safety Patrol vehicle with your company name and logo.

EXpressToll Service Center EXcels

Every day the EXpressToll Service Center delivers outstanding customer service. The employees in the service center respond to questions about EXpressToll accounts and License Plate Toll bills, provide information about E-470, and review license plate images.

Since E-470 ended cash toll collection on July 4, 2009, the EXpressToll Service Center has been reviewing approximately 65,000 license plate images per day. They have also been receiving over 4,000 phone calls each day. Throughout all of this hard work, the Customer Service Representatives continue to receive praise and compliments for their dedication to customer service.

Ericka Bowdry, a call center representative, was recognized for her outstanding efforts. A recent customer said, "Please compliment Ericka Bowdry on her customer service skills! Ericka was very nice and well-informed". The customer also stated that Erica explained the EXpressToll account information very clearly, and helped her family make the decision to open an account. Ericka said the pleasant atmosphere in the call center, as well as friendly and very helpful co-workers, make her job so enjoyable.

Customers can easily maintain their account by visiting www.expresstoll.com, and clicking on the "Access My Account" button.



Rental Customers Pay With Ease

A strange city in a different car on unfamiliar roads.... Business travelers and other frequent travelers are familiar with the challenges of navigating a new city in a rental vehicle, and the unknown--such as how to pay tolls--can add stress to a trip. However, travelers on E-470, which is a major route to the Denver International Airport, don't have to worry about having cash to pay their toll.

E-470 closed its toll booths and automated coin collection baskets on July 4, 2009, converting to a fully non-stop tolling system utilizing two toll collection methods--EXpressToll (transponder-based) and License Plate Toll--(tolls initiated through photos of license plates to identify the registered owner) so that drivers never have to stop to pay tolls on E-470.

EXpressToll has partnered with three companies who represent a variety of rental car agencies. These companies have arranged to collect the tolls on Colorado tolling facilities for their rental customers making the rental experience more convenient.

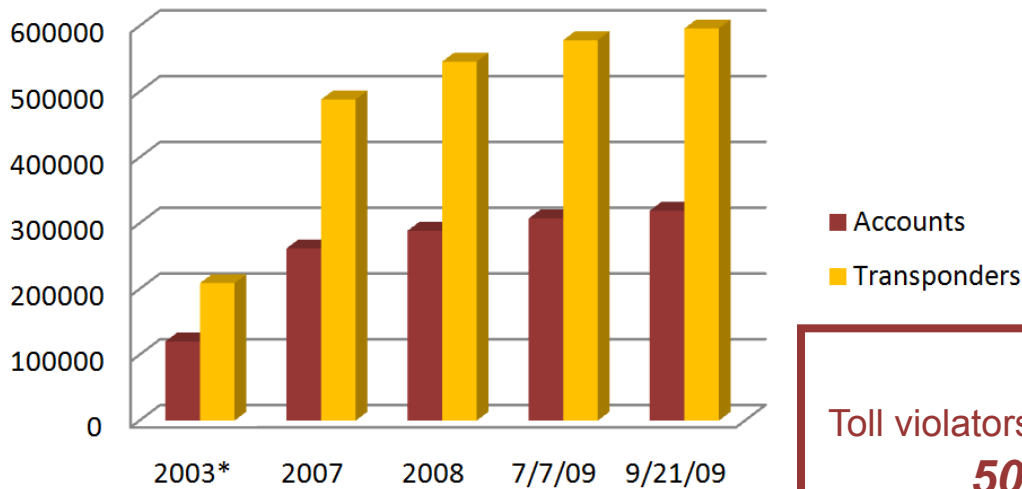
Nine rental companies have registered their fleets' license plates with EXpressToll so their renters' tolls will be applied to the rental agreement at the customer's request. It is very important that the rental car customer selects the toll payment option when they pick up their rental car in order to pay the lowest possible rental administrative fees. Rental car customers may use Colorado toll facilities with no worries about needing cash to pay a toll. The rental agencies determine the administrative fees they charge their customer. E-470 only collects the toll.

Some people who rent vehicles very frequently in Colorado establish their own EXpressToll accounts, bring their transponder with them, and place the transponder in the rental vehicle. However, before using the toll facilities, the customer must add the rental vehicle's license plate to their account for the rental period. This can be done online at www.expresstoll.com or by calling the EXpressToll Service Center at 303-537-3470.



Non-Stop Tolling Updates

EXpressToll Stats



For more information on EXpressToll and how to pay tolls, go to: www.expresstoll.com.

Start saving time and money on E-470 with EXpressToll.

2008

Toll violators converted to EXpresstoll
509 customers

Jan. 1 - Dec. 1, 2009

License Plate Toll customers
converted to EXpresstoll
25,337 customers

Top 11 Cities With EXpressToll Accounts

	% Increase	12/3/2009	1/6/09
Aurora	13.97%	35,553	31,194
Parker	11.23%	26,460	23,789
Littleton	11.88%	22,455	20,071
Denver	22.22%	19,699	16,117
Ft. Collins	22.38%	18,440	15,068
Boulder	13.04%	15,614	13,813
Colorado Springs	26.94%	14,794	11,654
Highlands Ranch	10.95%	13,462	12,133
Longmont	16.62%	12,520	10,736
Castle Rock	12.69%	12,101	10,738
Centennial	12.82%	11,681	10,354

Enter and Win BIG!



E-470 has had a very successful 2009 advertising campaign by partnering with 850 KOA and The Fox FSN Rocky Mountain Sports Network. This fall/winter, E-470 customers have had the opportunity to sign up for The EXpressToll Touchdown contest by visiting www.expresstoll.com, and clicking on the Online Promotions tab on the left hand side of the page. There have been winners from Parker, Thornton, Denver, and Longmont, with new winners being drawn every other week.

Also, by visiting www.850koa.com, customers can enter the weekly drawing for \$100 in

pre-paid tolls on an EXpressToll account.

Starting in January, E-470 will also be advertising with Altitude Sports during the Nuggets games. These commercials will direct viewers to the EXpressToll Web site and a new promotion will be added with basketball-themed prizes.

Please check out the Online Promotions page at EXpressToll.com for wonderful opportunities to win fantastic prizes. Check back often because there are always new contests being added, and entry is open to all customers.

Giving Back to the Communities

E-470 and Mile High Toll Services, E-470's toll operations contractor, are working together to help those in need during the holidays. This month, 50 children will receive gifts during the holiday season through the Salvation Army Angel Tree. Employees are also donating money and canned food to the Denver Rescue Mission. Additionally, two families are being sponsored through the Salvation Army Adopt-A-Family program and will receive gifts and a meal.

In October, E-470 and Mile High Toll Services donated Halloween candy to children at the Gateway Battered Women's Services and the Ronald McDonald House.

E-470 wishes everyone a safe and happy holiday.



Winter Driving Safety Tips

E-470 would like to provide customers with some valuable information to prepare your vehicle for winter driving. The following information is brought to you by weather.com.

Get Vehicle Inspected:

- Check the ignition, brakes, wiring, hoses and fan belts
- Change and adjust the spark plugs
- Check the air, fuel and emission filters, and the PCV valve
- Inspect the distributor
- Check the battery
- Check tires for air, sidewall wear and tread depth
- Check antifreeze levels and the freeze line

Stock Vehicle With Necessary Equipment:

- Properly inflated spare tire
- Wheel wrench and appropriate jack
- Shovel
- Jumper cables
- Tow and tire chains
- Bag of salt or cat litter
- Tool kit

Create a "Survival Kit" with Essential Supplies:

- Working flashlight and extra batteries
- Reflective triangles and brightly-colored cloth
- Compass
- First aid kit
- Exterior windshield cleaner
- Ice scraper and snow brush
- Wooden stick matches and candle in a waterproof container, such as a coffee can
- Scissors and string/cord
- Non-perishable, high-energy foods like unsalted canned nuts, dried fruits, and hard candy



E-470's How-To Videos

E-470 has created a YouTube channel for customers who would like to learn all about E-470's non-stop tolling system, how to pay a License Plate Toll bill, EXpressToll account benefits, and how to install a transponder.

The videos are brief and very informational. They can be found at www.e-470.com or at www.expresstoll.com. Click on the "How-To Videos" on the left side of the Web page to access the videos.



Important Contact Information

EXpressToll Customer Service:
Safety Patrol (Roadside Assistance):
E-470 Public Highway Authority:
Report Dangerous Drivers:

303-537-3470, option 2
303-537-3400, option 1
303-537-3400, option 3
***CSP**