Successful Conversion to ORT M2 Motorway, Sydney

IBTTA Summit on Open Road Tolling / July 2008

Michael Whelan, Transurban

M2: An important link in Sydney's Orbital Road Network

Transurban acquired the M2 Concession in April 2005

Connecting toll roads with varying toll collection methods

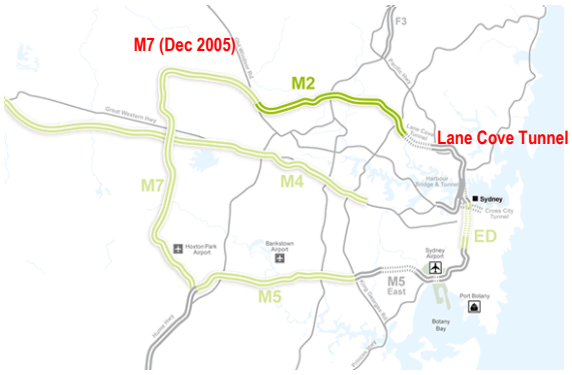
13-mile (21km), 4-lane motorway

Opened to traffic in May 1997

ADT 2004 ~ 73,000

Tolling – Mainline tolling constrained lanes with barrier

M2 capacity constraints further impacted by M7 traffic



M7

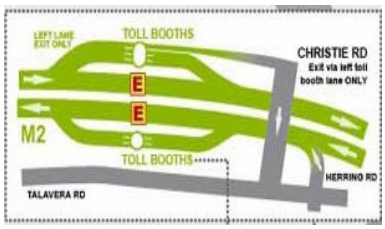
- Opened Dec. 2005
- Full ORT (MLFF)
- Additional traffic directly onto the M2

Lane Cove Tunnel

- Full ORT (MLFF), opened in 2007
- Allow for future expansion

Project objectives

Provide additional capacity



- Plaza redesign and installing ORT express lanes. 6 booths converted to 4 ORT lanes
- Redesign to 50mph (80kmh) speeds.
- Safety of customers is critical.

Leverage off M7 designs, systems and processes – reduces risk and provides synergy benefits

Enable future expansion (full ORT and widening)

Increase tag penetration to at least 75%.

Seam less driving experience

Aggressive Timeline
6 month project to line up with M7 opening!

PROJECT TIMELINE	
Regulatory Approval	30 June 05
Detailed design	1 August 05
Civil works	1 September 05
Gantry installation	17 October 05
System testing	1 November 05
Practical completion	1 December 05
ORT Lanes Ready	31 December 05

Project Management

Project planning by Transurban and the incumbent O&M Manager (TollAust)

Tolling Integration – Transurban

- Integration with Transurban back office

Construction manager – TollAust

- Coordinate existing operations
- Integrate construction with operations

Regulator – Road Traffic Authority (RTA)

- Early engagement and close working relationship was critical
- Involved in all aspects of the project

The New Business Model – Know your Customers

Develop the right products and services

- New products
- New communication channels
- Easier to do business with us

Manage Exceptions

- Understand the system and data
- Build robust Image processing functions
- Enhanced rules for customers who travel without making arrangements

Inform & Educate

Identify all key stakeholders and ensure they are kept well informed and educated through efficient, effective and timely communication.

On-road information – VMS signs

Media advertising – radio, newspapers

Outdoor advertising – billboards

Letter drops to 250,000 local residents

Public feedback forums

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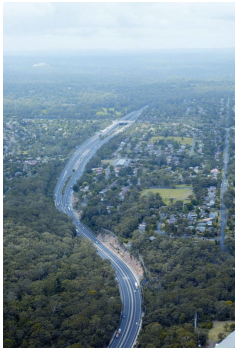
Outcomes



- ✓ **Increased capacity.** Nearly 100%
- ✓ **Traffic increased significantly.** ADT up 14%. Peak traffic increased up to 35%
- ✓ **Synergy benefits realized.** $5m+
- ✓ **Increased ETC penetration.** Low 60% to more than 75%. Currently averaging low 90%.
- ✓ **Seamless** driving experience.
- ✓ **Safety enhanced**; clear delineation between the cash and the ORT express lanes.
- ✓ **Increased customer accounts** by more than 40%.
- ✓ **Fostered good relations** with key stakeholders, including RTA.

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Next steps

Widening and removing all cash booths by 2011 /12. Negotiation currently under way with the local authority (RTA).

Our equity stake in the majority of toll roads allows for **new innovative products and solutions** for customers – casual users in particular.

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Wrap Up