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Selmon Expressway Converts to All-Electronic Tolling Sept. 17

New electronic tolling system offers multiple benefits to drivers

TAMPA, Fla. (August 19, 2010) – The Tampa Hillsborough County Expressway Authority (THEA) announces the conversion date of the Selmon Expressway to All-Electronic Tolling (AET) will be **Friday, Sept. 17, 2010, in the evening**. At that time, all drivers will not have to slow down or stop at any toll booths or toll plazas, although they will still see ongoing construction, and all drivers will be billed by one of two electronic methods – using a SunPass or “We Bill You.”

“Converting to all-electronic tolling has been a goal for the Selmon Expressway for a number of years, and since the current equipment is more than 30 years old with no available replacement parts, now is the time make the switch,” said Sue Chrzan, THEA communications manager. “In the decision to convert, we also considered the fact that 90 percent of our customers are frequent users, or commuters, and 76 percent of all drivers on the Selmon Expressway already use electronic tolling – they have a SunPass.”

There are many benefits to converting to AET:

- Cost savings – drivers who use SunPass will save 25 cents at each tolling point versus those who choose “We Bill You” by video toll collection. All drivers should see some savings by using less gas without stop-and-go traffic around toll booths.
- Convenience – no cash or exact change needed, and no rolling down your window in the rain.
- Time Savings – no waiting in line to pay or slowing down around toll plazas.

- Safety – 58 percent of all accidents occur at toll booths; since there will be no toll booths, accidents are expected to be reduced.
- Environmentally Friendly – with no stop-and-go traffic, the amount of emissions produced by idling vehicles is decreased.

When AET begins on September 17, drivers will have two options to pay their tolls: SunPass or “We Bill You.” For the occasional driver – or a driver who does not wish to get a SunPass – the Selmon Expressway has an option called “We Bill You,” where a photo is taken of the vehicle’s license plate, and a bill is mailed to the address on the license plate registration.

SunPass is accepted on most toll roads in Florida, and a smaller and less expensive SunPass was recently introduced. The SunPass Mini is a sticker that may be purchased at Publix, CVS or AAA locations for \$4.99. Once the SunPass account is activated with \$10, the account will be credited \$4.99 - making SunPass technically free.

For more information about the AET conversion and SunPass, please visit www.SaveOnTolls.com.

About the Tampa Hillsborough County Expressway Authority

The Tampa Hillsborough County Expressway Authority (THEA) is a user-financed public agency led by a Board of local citizens. Operating with no tax dollars, the Authority develops and owns toll highways in the City of Tampa and Hillsborough County. All tolls collected by THEA are reinvested back into projects in Hillsborough County.

The Lee Roy Selmon Expressway is the Authority’s primary community asset. The Selmon Expressway is a 15-mile, limited-access highway linking the suburb of Brandon in eastern Hillsborough County to Gandy Boulevard in southwest Tampa. The Selmon Expressway is an essential commuter route to downtown Tampa, the Westshore business district and MacDill Air Force Base with local access to Hyde Park, south Tampa, the Port of Tampa and the commercial and industrial enterprises to the east along State Road 60. For more information, please visit our website at www.SelmonExpressway.com.

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