

Appendix A

Tolling Mitigation Plan

APPENDIX A

TOLLING MITIGATION PLAN

The information and comments gathered through the public outreach process, updated data, additional studies of administrative costs, potential revenue impacts of implementing a toll mitigation programs, and potential traffic impacts from traffic diversion into EJ areas have been carefully considered prior to preparing this Tolling Mitigation Plan for the Project.

The plan reflects consideration of input received from EJ community leaders, individual members of EJ communities, local authorities (with respect to traffic diversion), and the general public. This plan identifies those measures to mitigate the adverse economic effects of tolling on the EJ populations. This plan will be submitted for adoption by the States' Tolling Body, which was created with the responsibility to establish tolling policy, tolling rates, and mitigation for adverse effects of tolls. The Tolling Body is comprised of three representatives from each state. Through action of the Tolling Body, the Tolling Mitigation Plan will be incorporated in a Tolling Policy that will be "sensitive and responsive to low-income and minority (environmental justice populations)." (See RROD, p. 64.) The Tolling Policy will be finalized before toll collection is initiated on the Project.

The following sections identify the measures to be adopted by KYTC and INDOT to minimize the adverse economic impacts of tolling on EJ populations.

A. Measures Underway and Committed

TARC Funding (\$20 million)—

- Constructing and/or expanding park and ride facilities.
- Purchasing buses and vans for express and shuttle bus service during construction.
- Purchasing and rehabilitating additional facilities to accommodate the increased fleet.
- Improving and consolidating existing bus stops and constructing new bus stops.
- Developing a public awareness and communications program, including advertising, using emerging technology to communicate with the public to encourage ridership, and informing low-income populations of the enhanced bus service options. Source: RROD (pp. 67–68)

Construct a Direct Free-Flow Connection between Non-Tolled US 31 Clark Memorial Bridge and I-65

Post-Construction Traffic Monitoring—

- Conduct post-construction monitoring of traffic to determine whether there are adverse effects to EJ communities as a result of traffic diversion.
- Form a Traffic Advisory Group including members of the EJ communities.
- Work with local authorities to identify mitigation strategies that could be implemented.

B. Additional Measures for Implementation

Transit—

- Provide toll-free crossings to TARC.

Transponders—

- Provide local transponders at no cost and with no sign-up time limit for users who open an account.
- Distribute transponders at readily available locations that are easily accessible to EJ populations, including:
 - Establishing locations in existing brick-and-mortar retailers such as grocery stores, gas stations, and markets within or with easy access to low-income and minority communities.
 - Partnering with TARC, Governmental Service offices, and others to establish a wide range of locations where transponders can be readily obtained by members of EJ communities.
- Establish one location in Southern Indiana and one in Louisville, within or with ready access to the EJ communities, for the Toll Operator to place an office/walk-up center where community members can interact directly and conveniently.
- Develop a website and/or smart phone mobile app, so users can order transponders online and have them shipped directly to their homes and/or businesses.
- Implement a marketing strategy to create an outreach campaign directed at the environmental justice communities to increase transponder usage. The toll system will record statistics related to transponder use rates for EJ communities and for the area as a whole. These will be documented and provided to the Tolling Body for consideration as part of the annual progress report to be prepared by the Toll System provided. If it is discovered that there is a statistically significant difference between the EJ populations' transponder use rate and the use rate of the population as a whole, the States will, to the extent it is practicable, make adjustments to the plan to increase transponder usage among the EJ populations.
- Partner with TARC, as an element of the outreach campaign, to provide wide-ranging outreach to EJ populations with regard to distribution of the States' transponders in concert with the promotions of TARC's programs that assist low-income populations with the cost of transportation.

Managing User Accounts—

- Require a relatively low (\$20 minimum) account balance to be deposited by users when accounts are established.
- Establish a wide range of options for the replenishment of funds in a user's account, including cash, credit/debit cards, money orders, bank transfers, online payments, a smart phone mobile app, and other typical means of paying for goods and services, including a secure method for managing accounts.
- Establish brick-and-mortar locations, such as government buildings, grocery stores, etc., with particular emphasis on low-income areas and minority neighborhoods, for individuals to replenish or make deposits to tolling accounts.
- Develop a website that would allow for the management of accounts online.
- Establish opportunities for multiple users/ transponders to be funded under a single account.

Signage—

- Deploy signs along travel corridors through EJ areas identifying access to the non-tolled US 31 George Rogers Clark Memorial Bridge and the I-64 Sherman Minton Bridge.

Assessment of Mitigation Effectiveness—

- Conduct an assessment of transponder usage by members of EJ communities to determine whether the program's objective is being met. The program would not be meeting its objective if there is found to be a statistically significant difference between the EJ populations' transponder use rate and the use rate of the population as a whole.
- Include the results of the assessment in the Tolling Body's annual progress report, prepared by the Toll System Provider. The assessment will, to the extent practicable:
 - Review data collected through the tolling process to determine the transponder usage rate for members of EJ communities compared with the use rate of the general population.
 - Where inefficiencies are found, identify changes in strategies to be considered for implementation.
 - Provide recommendations for improvement or modification of existing strategies for consideration and adoption by the Tolling Body.
- Include successive assessments in the Tolling Body's annual progress report, and, to the extent practicable:
 - Report on the progress of transponder use by the EJ populations since the previous assessment, including any changes that have been implemented, to determine whether the measure is meeting its objective.
 - Should transponder program not be meeting its objective, identify changes to be considered for implementation.
 - Provide recommendations for improvement or modification of existing strategies for consideration and adoption by the Tolling Body.

