

THE STEERING COLUMN



Commuting Safely to Work and Home

Survey results show you're satisfied with SunPass

2002 Survey Results Snapshot

SunPass usage skyrockets!

Driving the Suncoast is a breeze

SunPass shines at SunFest

Get real-time traffic updates

Looking good on Casual Friday

Your personal pit crew is ready to help

Subscribe to the Sun Passages Newsletter

Sunpassages Archives

SUN PASSAGES

NEWS & UPDATES FOR
SUNPASS CUSTOMERS

Summer Edition 2003 Newsletter

Volume 1 Issue 3

Thanks for your feedback! Survey results show you're satisfied with SunPass

You responded and we heard you! The responses to last year's initial Customer Satisfaction Survey provided Florida's Turnpike and the Florida Department of Transportation with a great deal of valuable feedback. For example, survey results show 92 percent of you would recommend Florida's Turnpike system to family or friends, and 88 percent are satisfied with the value you receive from the SunPass program. However, we're not content to rest on those satisfaction figures. Action plans have been developed to address many of the issues brought up in the survey to improve customer service even further.

The survey, sent out last August to every active SunPass customer across the state, measured satisfaction about road conditions, service plazas, toll plazas and SunPass operations. More than 34,000 of you responded!

Favorable road conditions

Overall, 86 percent or eight out of 10 SunPass customers surveyed rated road conditions favorable, agreeing that Florida's Turnpike roadways are well maintained. However, only 46 percent said they were satisfied with the amount of time it takes to clear an accident from the roadway. As a result, Florida's Turnpike is developing a program to clear accidents and assist disabled vehicles within 90 minutes. Road Rangers are called out now by the Florida Highway Patrol (FHP) to assist with clearing accidents and debris from the roadways.

Service plaza safety

Seven out of 10 surveyed (76 percent) are satisfied with the level of service provided at Florida's Turnpike Service Plazas. However, only 63 percent agree the level of security provided at service plazas is sufficient. Did you know FHP Troop K officers are the official and preferred law enforcement troop for Florida's Turnpike? FHP officers are stationed inside all service plazas during night time hours, to provide a high level of safety and security to all of our customers in our service plazas.

More SunPass lanes

Survey results show seven out of 10 (73 percent) of SunPass customers agree they are treated as valued customers at toll plazas. In addition, 94 percent of you feel you save time using SunPass compared to paying cash for tolls. Moreover, 95 percent say they would recommend SunPass to family and friends. However, the most frequent comment received was a request for additional SunPass lanes. Over the next two years, Florida's Turnpike will be doubling the number of SunPass-only lanes to more than 200 statewide through the "SunPass Challenge" initiative. In addition, new SunPass "express lanes" and SunPass-only ramps will be added at select toll plazas along Florida's Turnpike to make driving even more convenient for SunPass customers.

Customer-focused plans

The survey will continue to be conducted annually and the results reviewed to create initiatives and develop action plans that ensure your overall satisfaction. Keep an eye out for our next Customer Satisfaction Survey. Your feedback is very valuable and your comments will help us achieve our primary goal of providing outstanding service for all of



our customers.



Back to **Home**

THE STEERING COLUMN



SUN PASSAGES

NEWS &
UPDATES FOR
SUNPASS
CUSTOMERS

Summer Edition 2003 Newsletter

Volume 1 Issue 3

Commuting Safely to Work and Home

Survey results show you're satisfied with SunPass

2002 Survey Results Snapshot

SunPass usage skyrockets!

Driving the Suncoast is a breeze

SunPass shines at SunFest

Get real-time traffic updates

Looking good on Casual Friday

Your personal pit crew is ready to help

Subscribe to the Sun Passages Newsletter

Sunpassages Archives

Commuting Safely to Work and Home

Over the next two years, Florida's Turnpike will embark on an aggressive campaign to improve customer service by modifying and expanding our current SunPass system.

In fact, modifying and expanding may be an understatement. Florida's Turnpike is so committed to improving customer service that we will be adding more than 100 SunPass-lanes at over 60 different toll plazas!

Our goal in this huge effort is simple: We want to increase the level of customer service for you, our valued customer. It is our sincere wish that by making these changes we will not only make your daily drive on Florida's Turnpike quicker and easier, we will also make it safer.

Until next time ... enjoy life in the SunPass lane!

Sincerely,

A handwritten signature in black ink that reads "James L. Ely". The signature is fluid and cursive.

James L. Ely, DPA
Executive Director
Florida's Turnpike Enterprise

[Back to Home](#)

THE STEERING COLUMN



SUN PASSAGES

NEWS & UPDATES FOR
SUNPASS CUSTOMERS

Summer Edition 2003 Newsletter

Volume 1 Issue 3

Commuting Safely to Work and Home

Survey results show you're satisfied with SunPass

2002 Survey Results Snapshot

SunPass usage skyrockets!

Driving the Suncoast is a breeze

SunPass shines at SunFest

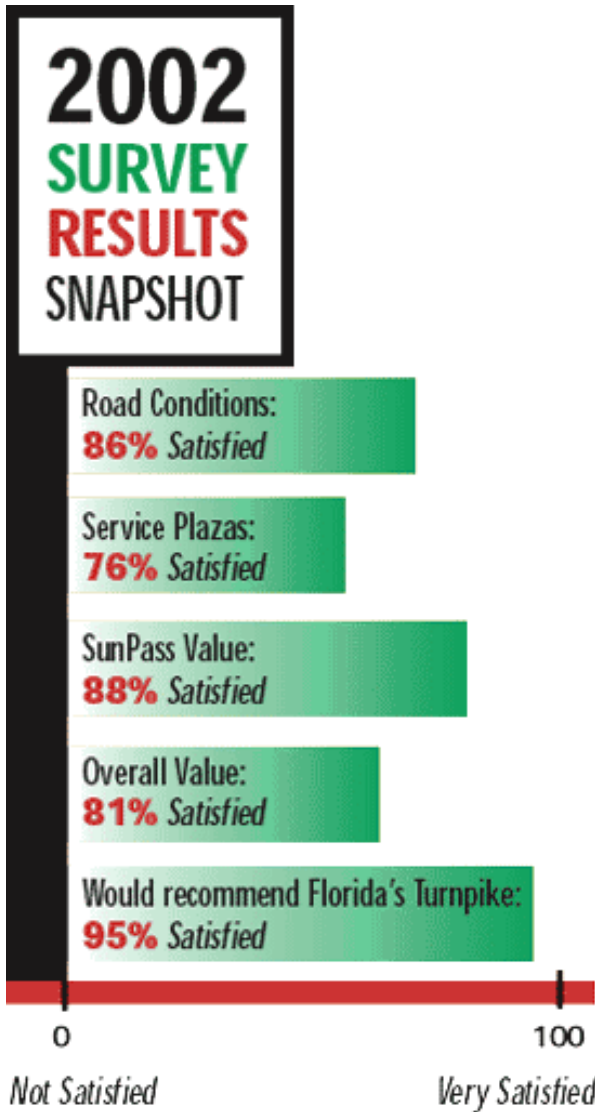
Get real-time traffic updates

Looking good on Casual Friday

Your personal pit crew is ready to help

Subscribe to the Sun Passages Newsletter

Sunpassages Archives



[Back to Home](#)

THE STEERING COLUMN



SUN PASSAGES

NEWS &
UPDATES FOR
SUNPASS
CUSTOMERS

Summer Edition 2003 Newsletter

Volume 1 Issue 3

Commuting Safely to Work and Home

Survey results show you're satisfied with SunPass

2002 Survey Results Snapshot

SunPass usage skyrockets!

Driving the Suncoast is a breeze

SunPass shines at SunFest

Get real-time traffic updates

Looking good on Casual Friday

Your personal pit crew is ready to help

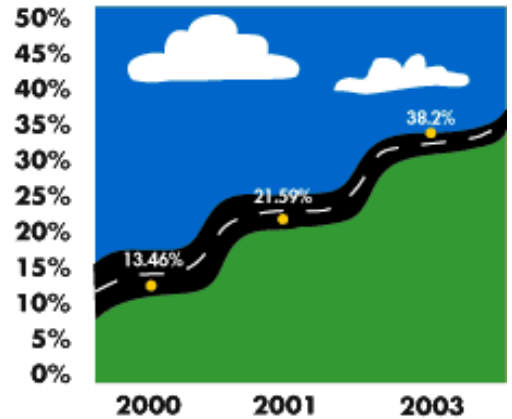
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Sunpassages Archives

SunPass usage skyrockets!

Since its inception in April 1999, the SunPass program has grown by leaps and bounds. Currently, there are more than 900,000 SunPass toll transactions each day. SunPass customers comprise 38 percent of the overall traffic volume on Florida's Turnpike. SunPass participation is projected to jump to 50 percent of transactions by the end of 2004.

SunPass Electronic Toll Collections



[Back to Home](#)

THE STEERING COLUMN



SUN PASSAGES

NEWS &
UPDATES FOR
SUNPASS
CUSTOMERS

Summer Edition 2003 Newsletter

Volume 1 Issue 3

**Commuting Safely
to Work and Home**

**Survey results show
you're satisfied
with SunPass**

**2002 Survey
Results Snapshot**

**SunPass usage
skyrockets!**

**Driving the
Suncoast is a
breeze**

**SunPass shines at
SunFest**

**Get real-time traffic
updates**

**Looking good on
*Casual Friday***

**Your personal pit
crew is ready to
help**

**Subscribe to the
Sun Passages
Newsletter**

**Sunpassages
Archives**



Driving the Suncoast is a breeze

Your commute through the Tampa metropolitan area just got easier and more convenient thanks to new SunPass express lanes at three manual toll plazas along the 42-mile stretch of the Suncoast Parkway (Toll Road 589).

The wave of the future

The innovative SunPass express lanes allow you to travel at posted Suncoast Parkway speeds without having to slow down or go through the toll plazas. SunPass customers travel outside the toll plazas (diverging from and merging back onto the Suncoast Parkway) where electronic toll collection readers installed overhead on 100-foot wide spans automatically deduct the tolls from prepaid SunPass accounts. These exciting and convenient SunPass express lanes can accommodate more motorists than regular SunPass toll plaza lanes, reducing delays at toll plazas and improving service for SunPass customers traveling along the west central Florida coast on the Suncoast Parkway, which debuted in Feb. 2001.

Now open

The first northbound and southbound SunPass-only express lanes opened last fall at the southernmost toll plaza (the Anclote toll plaza between S.R. 52 and 54). SunPass express lanes at the Springhill toll plaza (between S.R. 52 and County Line Road in northern Pasco County) and Oak Hammock toll plaza (south of U.S. 98 near the border of Hernando and Citrus counties) opened in February 2003. "Since the opening of the SunPass express lanes on the Suncoast Parkway, the response has been overwhelmingly positive," according to Joanne Hurley, Community Relations Coordinator. "The number of SunPass express lanes on Florida's Turnpike will double in the next two years as part of a \$110 million project billed as the "SunPass Challenge."

[Back to Home](#)

THE STEERING COLUMN



Commuting Safely to Work and Home

Survey results show you're satisfied with SunPass

2002 Survey Results Snapshot

SunPass usage skyrockets!

Driving the Suncoast is a breeze

SunPass shines at SunFest

Get real-time traffic updates

Looking good on Casual Friday

Your personal pit crew is ready to help

Subscribe to the Sun Passages Newsletter

Sunpassages Archives

SUN PASSAGES

NEWS & UPDATES FOR SUNPASS CUSTOMERS

Summer Edition 2003 Newsletter

Volume 1 Issue 3

SunPass shines at SunFest

Thousands of Floridians visited the SunPass tent during SunFest 2003 in downtown West Palm Beach. SunFest is Florida's largest music, art and waterfront festival. This year's 21st annual SunFest celebration, held April 30-May 4, featured performances by Sheryl Crow, The Beach Boys, James Brown and Bob Dylan.

As an official sponsor of SunFest, Florida's Turnpike was able to showcase the benefits of SunPass to more than 350,000 people during the five-day festival along Flagler Drive and the scenic Intracoastal Waterway. The week prior to the event, Florida's Turnpike partnered with Sunny 104.3 FM in a contest that registered listeners to win a \$250 SunPass account. Director of Communications and Marketing Kim Poulton announced the winner, Carol Ingram of Boynton Beach, on stage at the Sheryl Crow concert Thursday night in front of more than 12,000 fans. In addition, Florida residents who stopped by the SunPass booth between Friday and Sunday of SunFest could register to win an additional SunPass account with a \$250 credit. The winner, Teresa Mortenson of Port St. Lucie, received her new SunPass account on Sunday afternoon of the festival. Keep an eye out for Florida's Turnpike and the SunPass prepaid toll program at events throughout Florida in the coming months.



Contest winner Teresa Mortenson, receives the \$250 SunPass account

Florida's Turnpike Marketing Director Kim Poulton announces that Carol Ingram is the winner of the Sunny 104.3 contest at the Sheryl Crow concert during SunFest 2003.



[Back to Home](#)

THE STEERING COLUMN



Commuting Safely to Work and Home

Survey results show you're satisfied with SunPass

2002 Survey Results Snapshot

SunPass usage skyrockets!

Driving the Suncoast is a breeze

SunPass shines at SunFest

Get real-time traffic updates

Looking good on Casual Friday

Your personal pit crew is ready to help

Subscribe to the Sun Passages Newsletter

Sunpassages Archives

SUN PASSAGES

NEWS & UPDATES FOR SUNPASS CUSTOMERS

Summer Edition 2003 Newsletter

Volume 1 Issue 3

Get real-time traffic updates

Now your phone can help you steer clear of traffic! Simply dial 5-1-1 and you'll be connected to the SmarTraveler Information Service, providing up-to-the-minute traffic condition reports for roads in the Orlando area and South Florida.

News you can use in Orlando and South Florida

The SmarTraveler Information Service is updated as necessary throughout the day. When there is an accident or an important traffic condition to report, the information is reported in real time. Although this service has only been around for a year, call volumes have grown to more than 90,000 each month! Currently, 5-1-1 with voice activation is available for traffic updates along the Interstate 4 corridor from Volusia County to the attractions area west of Orlando. Callers can get information by saying aloud the area about which they are seeking information (i.e., Volusia County, downtown Orlando, etc.) rather than making their selection by dialing codes. The voiceactivated system allows you to keep your hands on the wheel when calling from your car. The service hopes to add voice activation to its capabilities in South Florida in the near future. Currently in South Florida, you need to dial codes for specific road conditions. See the shortcut chart for more details.

Online updates, too

When you're online, you can check traffic conditions all across Orlando and South Florida on the SmarTraveler Web site at www.smartraveler.com.

ROUTE	CODES
I-95	953*, 952*, 951*
TURNPIKE	8213*, 8212*, 8211*
SAWGRASS EXPRESSWAY	869*
I-595	595*
I-75	752*, 751*
PALMETTO EXPRESSWAY	826*
AIRPORT EXPRESSWAY	112*
DOLPHIN EXPRESSWAY	836*
DON SHULA EXPRESSWAY	874*
Report Traffic Condition or speak to traffic Manager	677*
ARTERIAL ROADWAYS	State Route Code*

[Back to Home](#)

THE STEERING COLUMN



SUN PASSAGES

NEWS &
UPDATES FOR
SUNPASS
CUSTOMERS

Summer Edition 2003 Newsletter

Volume 1 Issue 3

Commuting Safely
to Work and Home

Survey results show
you're satisfied
with SunPass

2002 Survey
Results Snapshot

SunPass usage
skyrockets!

Driving the
Suncoast is a
breeze

SunPass shines at
SunFest

Get real-time traffic
updates

Looking good on
Casual Friday

Your personal pit
crew is ready to
help

Subscribe to the
Sun Passages
Newsletter

Sunpassages
Archives



Looking good on *Casual Friday*

Struggling for something to wear on Casual Friday at the office? Need an icebreaker at the clubs on South Beach or Clematis Street, in Ybor City or at Downtown Disney? Want to show the world you're proud to be a Floridian?

Award-winning and stylish

You may have noticed how sharp Florida's Turnpike toll collectors look in their tropical shirts over the past few years. Florida's Turnpike employees have been wearing these sporty, tropical, short-sleeved, button-down shirts since the late 1990s. In 2000, the Career Apparel Institute presented Florida's Turnpike with the Image of the Year Award for these exciting and different new uniforms. This is the first time any government agency has ever won this award! Now you can get your very own award-winning, tropical-style shirt by phone or at any Florida's Turnpike Service Plaza gift shop. Or, log onto www.FloridasTurnpike.com and

Be a tropical trendsetter! To get yours today, stop by the gift shop at a Florida's Turnpike Service Plaza or order with a credit card by calling HMS Host toll-free (800) 404-7007 or (407) 532-3622, ext. 3592.

download an order form. Designed with comfort and style in mind, these tropical shirts are decorated with the names of popular Florida destinations. You'll look great at the office or out on the town - why not buy several for all of your friends? They also make a perfect gift for any Florida resident or visitor! Shirts are available in sizes from X-Small to XXL for \$39.99 plus tax.

[Click here to print out order form.](#) You will need Adobe Reader, which can be downloaded by [clicking here](#).

Back to Home

THE STEERING COLUMN



Commuting Safely to Work and Home

Survey results show you're satisfied with SunPass

2002 Survey Results Snapshot

SunPass usage skyrockets!

Driving the Suncoast is a breeze

SunPass shines at SunFest

Get real-time traffic updates

Looking good on Casual Friday

Your personal pit crew is ready to help

Subscribe to the Sun Passages Newsletter

Sunpassages Archives

SUN PASSAGES

NEWS & UPDATES FOR SUNPASS CUSTOMERS

Summer Edition 2003 Newsletter

Volume 1 Issue 3



Your personal pit crew is ready to help

Sure, you've seen them on the road, but perhaps you've never had the pleasure (or is that mishap?) of meeting them in person. Adorned with the Department of Transportation (DOT) logo and the words Road Ranger emblazoned on the side of their well-equipped pickup trucks, five Road Rangers patrol Florida's Turnpike and the Sawgrass Expressway in South Florida seven days a week from 6-10 a.

m. and again from 4-8 p.m. assisting motorists in distress. Two additional Road Rangers are located in the Orlando area.

Rush hour patrols

This FREE program began in 1999, with rangers patrolling from mile post zero in Miami to mile post 99 in West Palm Beach, and mile post 237 in Kissimmee to mile post 285 in Clermont. They also patrol the 24-mile Sawgrass Expressway in South Florida. The helpful Road Rangers follow specific routes and stop at every disabled vehicle, doing whatever it takes to help you get back on the road again. Road Rangers typically assist motorists with flat tires, gas refills and minor repairs. However, the Florida Highway Patrol also calls Road Rangers to assist with traffic accidents and to remove hazardous debris from the roads.

Service with a smile

All Road Rangers on Florida's Turnpike are employees of Martin Petroleum and are based at Florida's Turnpike Service Plaza Citgo® stations. Each truck is equipped with gasoline, tools, radio communications, a cell phone, emergency lights, safety cones and flares. You can identify Road Rangers by their racing-style uniform and their hats with the DOT and Turnpike logos. Tips are not accepted but a word of thanks is always welcomed. If, one day, you happen to be stuck on the road, give *F-H-P a call and you could meet a friendly Road Ranger, too.

[Back to Home](#)

THE STEERING COLUMN



SUN PASSAGES

NEWS &
UPDATES FOR
SUNPASS
CUSTOMERS

Summer Edition 2003 Newsletter

Volume 1 Issue 3

Commuting Safely
to Work and Home

Survey results show
you're satisfied
with SunPass

2002 Survey
Results Snapshot

SunPass usage
skyrockets!

Driving the
Suncoast is a
breeze

SunPass shines at
SunFest

Get real-time traffic
updates

Looking good on
Casual Friday

Your personal pit
crew is ready to
help

Subscribe to the
Sun Passages
Newsletter

Sunpassages
Archives

Subscribe to the Sun Passages Newsletter

First Name

Last Name

Email Address

[Back to Home](#)