



Follow up November 2, 2022 Temporary toll

Blankenburg connection and
ViA15

March 15, 2023



Why this meeting

- As a follow-up to the meeting held on November 2, 2022
- We want to be timely in conversation and transparent in what we do
- Inform about the upcoming temporary toll in the Netherlands and how it will be set up
- Providing space to express possible interest and identify concerns regarding the so-called EETS domain statement (EDS)
- Learn how service providers want to be/stay involved



Disclaimer

- This presentation is informative and non-binding, and serves only the purpose to discuss the current vision for the design of the Temporary Toll scheme.

Regarding questions:

- Government communicates transparently
 - In principle, information is shared only when policy-making is complete. The purpose of information sharing at that stage is market probing.
 - For joint exploration, in some cases information is shared on a topic on which policy-making is not yet clear or final. In this context, this presentation will be made available afterwards.
 - No rights can be derived from the information shared, in exploration phase, probing phase or to answer questions.
- Questions can be asked orally and will be answered during the presentation as far as possible. Questions can also be submitted in writing (algemenezakenTOL@rdw.nl)
- Oral answers provided have no status.



Developments in the Netherlands

Three types of paying for the use of (parts of) the road

- Temporary toll
- Heavy Goods Vehicle Charge
- Pay by use

This presentation is about temporary toll (TTH)



Agenda today

1. Wrap up
2. Questions from the previous session
3. Accreditation requirements and process of on-boarding
4. Document requirements
5. KPIs
6. Communication and cooperation
7. Closing remarks and questions

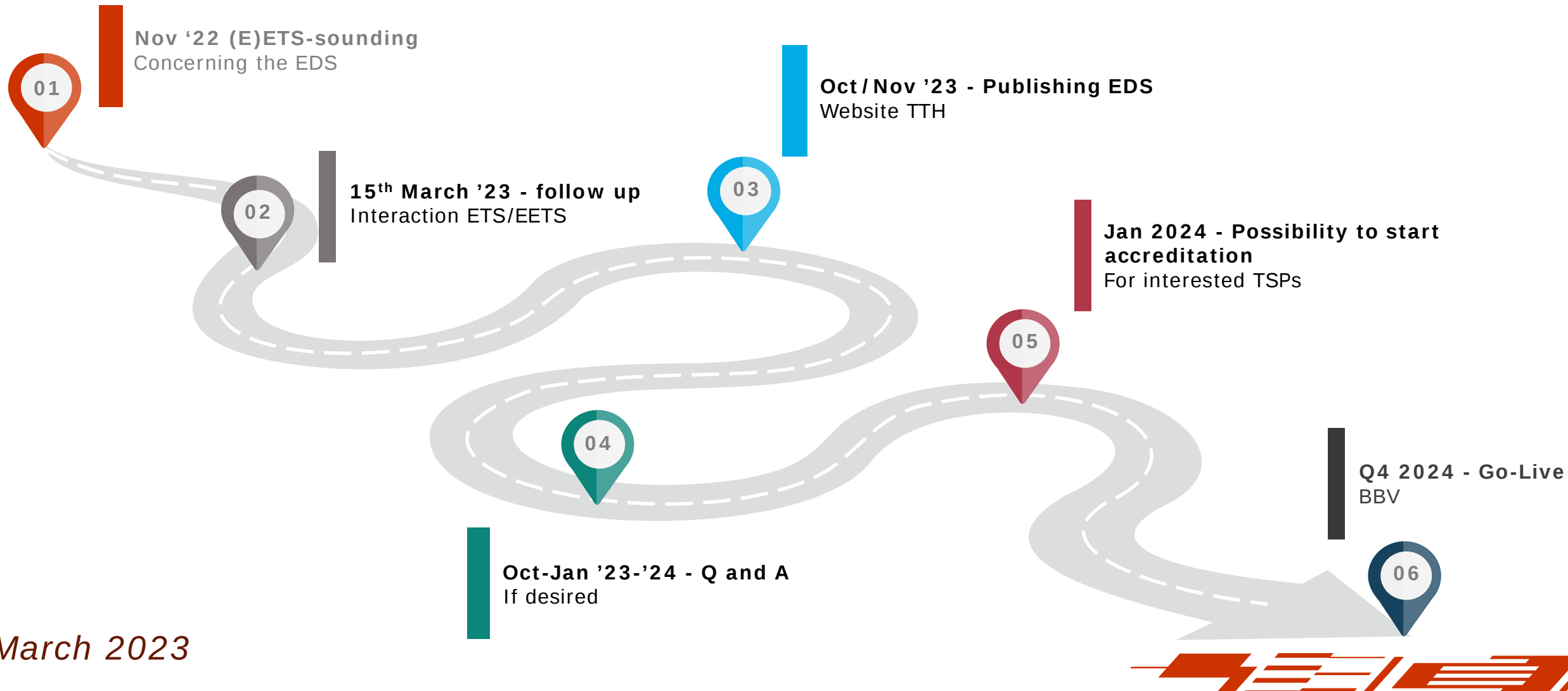


Wrap up

- Two free-flow toll sections
- Toll to fund part of construction
- Toll charger dominant system
- Important role for toll service providers
- Q1 2024 opportunity to start accreditation process
- Q4 2024 targeted Go-live Blankenburg connection



Provisional planning EETS/ETS on-boarding





Questions from the previous session

- Test period A12
- Cases deviating from the happy flow
- Learning
- Fees



Test period on the A12

Role of the main service provider during the test period on the A12

- The test period focuses on the functioning of the roadside equipment in a comparable Dutch traffic situation (do the license plate recognition processes work properly), therefore no role is foreseen for the main service provider nor for toll service providers.

Learning before going live

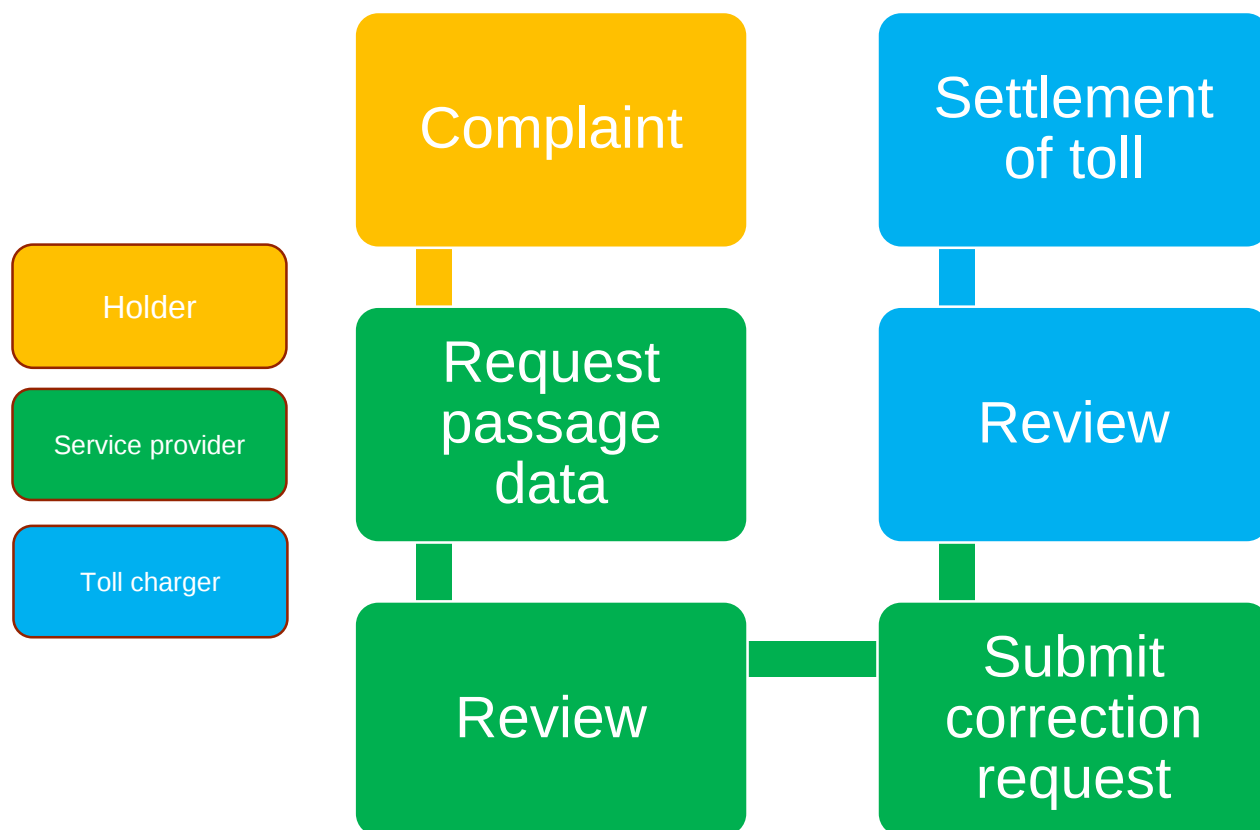
What can we learn together before we actually go live?

- What would you like to share and what experiences do you think we should use? (See also later in this presentation on communication)
- If tolls are temporarily suspended, do you want to be notified?





Cases other than happy flow

**Contested passage:**

Holder disputes the passage of the toll traject

Wrong rate:

Holder disagrees with the tariff applied

Already paid:

Holder with a service agreement has already paid the passage

Otherwise:

e.g.: holder's vehicle has been stolen



Accreditation costs and Fees

Payment of the amounts below by the toll service provider to the toll charger

- Accreditation procedure costs: maximum €10,000
- Intention EDS (provisional / still subject to change):
 - only to be paid by the toll service providers to the toll charger if the accreditation procedure is interrupted or terminated by the toll service provider. For example, because a test is not successfully completed or when the toll service provider withdraws from the accreditation procedure.
 - to be paid in whole or in part, depending on the phase in which the accreditation procedure is interrupted or terminated.

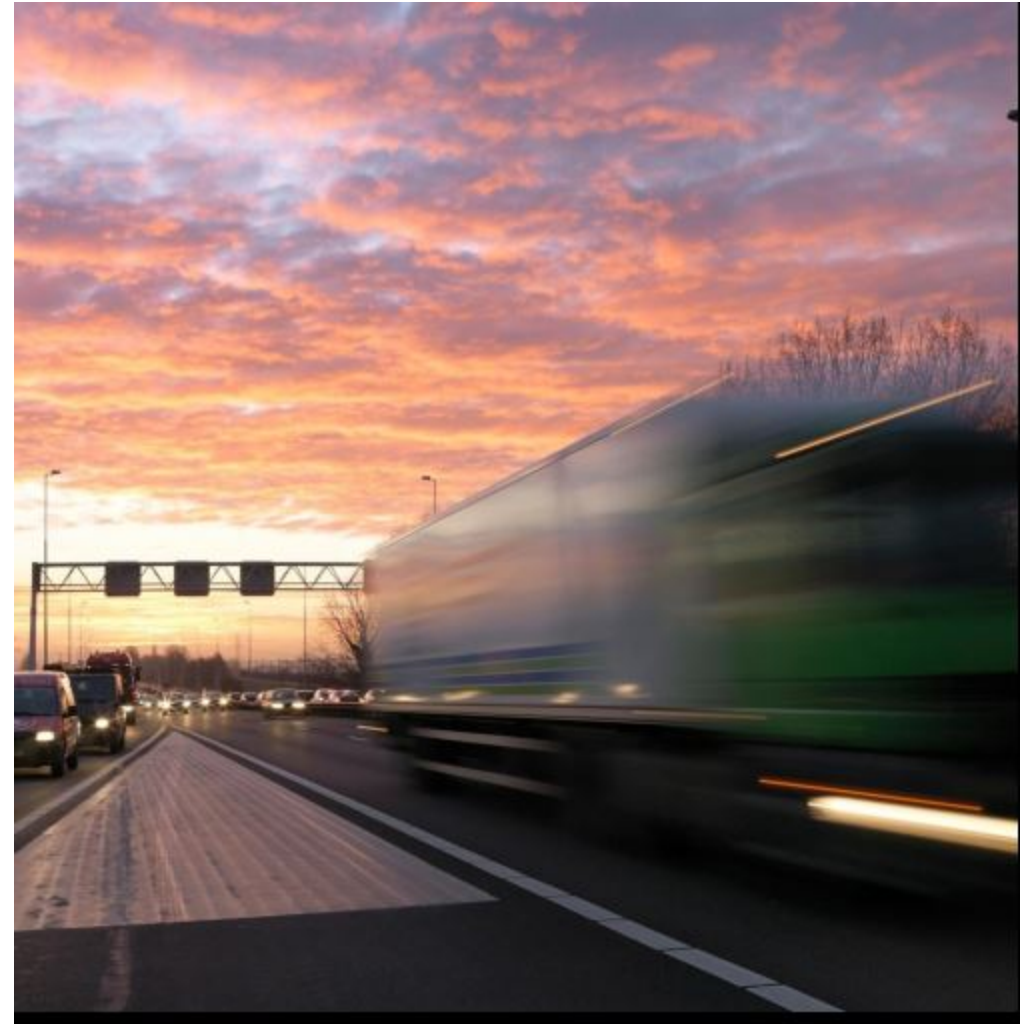
Fee to be paid by the toll charger to the toll service providers

- A periodic fixed fee per quarter of €2.500
- A periodic variable fee of 2.5% of the amount of toll revenue actually payed in the previous quarter



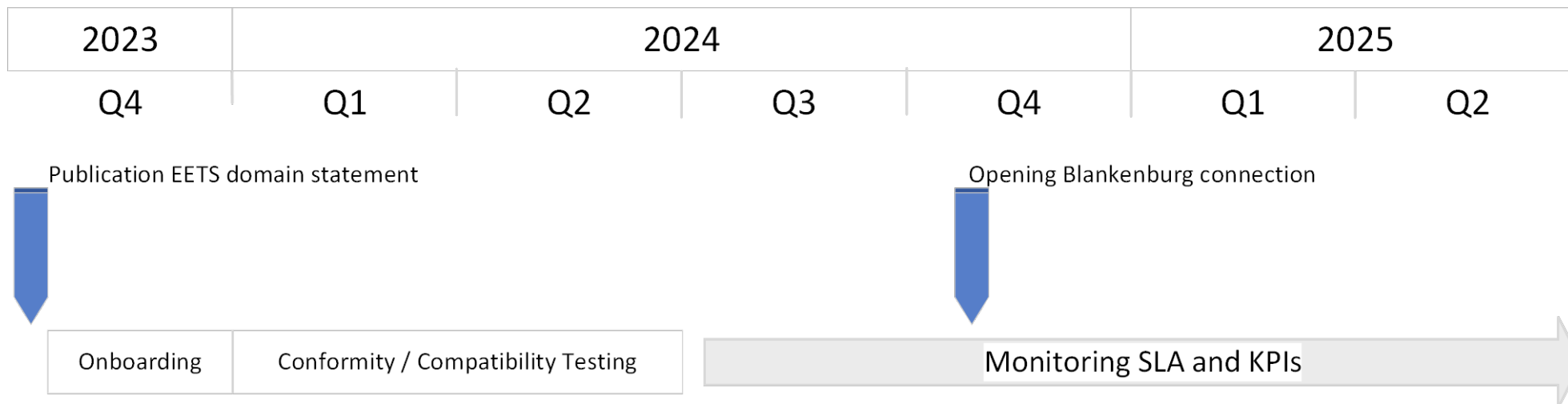
Accreditation requirements and process of on-boarding

- Indicative timeline
- Steps in the accreditation process
- Example interface





Indicative timeline at registration at the start



Interest message

[General information pack](#)

Jan 2: Registration

[Jan 3: Send detailed information package](#)

Feb 1: Final serviceplan

Feb 15: Sign EETS agreement

Feb 22: Delivery test plan

Mar 1: Start of interface tests

Mar 22: Delivery of test report

[Mar 29: Send proof of accreditation](#)

Apr 12: Delivery of bank guarantee

[Access toll area](#)





Steps in the admission process

Assessment of test plan

- Test plan requirements (information package)
- Interface descriptions (information package)

Conformity testing

Description of back office including implementation of standards

- Description back office
- Interface descriptions as 'built' or described to build (in accordance with EN 16986)*

Compatibility tests

- Based on the test plan provided by the service provider
- Requirements: interfaces comply with EN 16986* and are equal to those of the toll charger

*EN 16986 concerns new version of CEN/TS 19986 and is yet to be ratified, expected to be in force at the time of going live



Sample interface - Login Service Agreement

Seq	Lvl	Occ	Data item	Impl.	Value collection
1	0		infoExchange		
2	1		infoExchangeContent		
3	2		apci		
4	3		aidIdentifier	NUM 10	0-2147483647
5	3		apduOriginator		
6	4		countryCode	BIN 15	
7	4		providerIdentifier	NUM 10	0-2147483647
8	3		informationSenderID		
9	4		countryCode	BIN 15	
10	4		providerIdentifier	NUM 10	0-2147483647
11	3		informationRecipientID		
12	4		countryCode	BIN 15	
13	4		providerIdentifier	NUM 10	0-2147483647
14	3		apduIdentifier	NUM 19	0-9223372036854775807
15	3		apduDate	THAT	
16	2		exceptionListADUs		
17	3		exceptionListADU		
18	4		exceptionListVersion	NUM 10	0-2147483647
19	4		exceptionListType	NUM 3	
20	4		exceptionValidityStart	THAT	
21	4		exceptionListEntries		
22	5	-1	exceptionListEntry		
23	6		userId		
24	7		pan	BIN 10	
25	7		vehicleLicencePlateNumber		
26	8		countryCode	BIN 15	
27	8		alphabetIndicator	A-N	
28	8		licencePlateNumber	HEX 15	
29	6		statusType	NUM 3	
30	6		reasonCode	NUM 3	
31	6		entryValidityStart	THAT	
32	6		actionRequested	NUM 3	

Document requirements



- Backoffice
- Test approach
- Test plan
- Test report





Description back office

A description of the existing back office set up, including the (possible) implementation of EN 16986. The description provides insight into:

- The interfaces between the systems of the candidate service provider and toll charger
- The system including the implementation of EN 16986 and message specifications
- Data protection, risk and compliance and information security measures
- Business continuity, backup and disaster recovery measures.





Description of testing approach

The description provides, among other things, the tollcharger insight into:

- How the candidate organises the tests, including cooperation with the toll collector
- How test results are related to test success criteria
- The procedure proposed when test results do not meet the success criteria
- The resources and organisation required for testing, including the involvement of the toll charger
- How is continuity and disaster recovery organised



Test plan

The test plan is aligned with the testing approach described in the service delivery plan

The test plan, which regards interface testing, provides among other things insight into:

- The specific success criteria for the test, which must be met
- The timeline for testing
- The test environment, test framework and any required test data and resources
- The relevant test scripts, at the discretion of the candidate service provider





Requirements and performance discounting

- Technical requirements with/without performance discount
- Reporting requirements



Technical requirements with performance discounting

A number of technical requirements contain a performance discount, the reason in the event of non-compliance or underperformance, the toll charger will miss out on income or incur higher costs.

- Data exchange (overall availability: 99.5-99.8%)
- State the current status of the service agreement (timeliness and quality)
- Resubmit of service agreements (timeliness and quality)
- Inform (change) toll rates (timeliness)
- Customer contact among others handling complaints about disputing toll charges
- Toll remittance (correctness and timeliness: exceeding payment term)

Current insight into performance discounts: flat-rate penalty of EUR 2,500 per case of non-compliance, with a maximum of EUR 10,000 per quarter





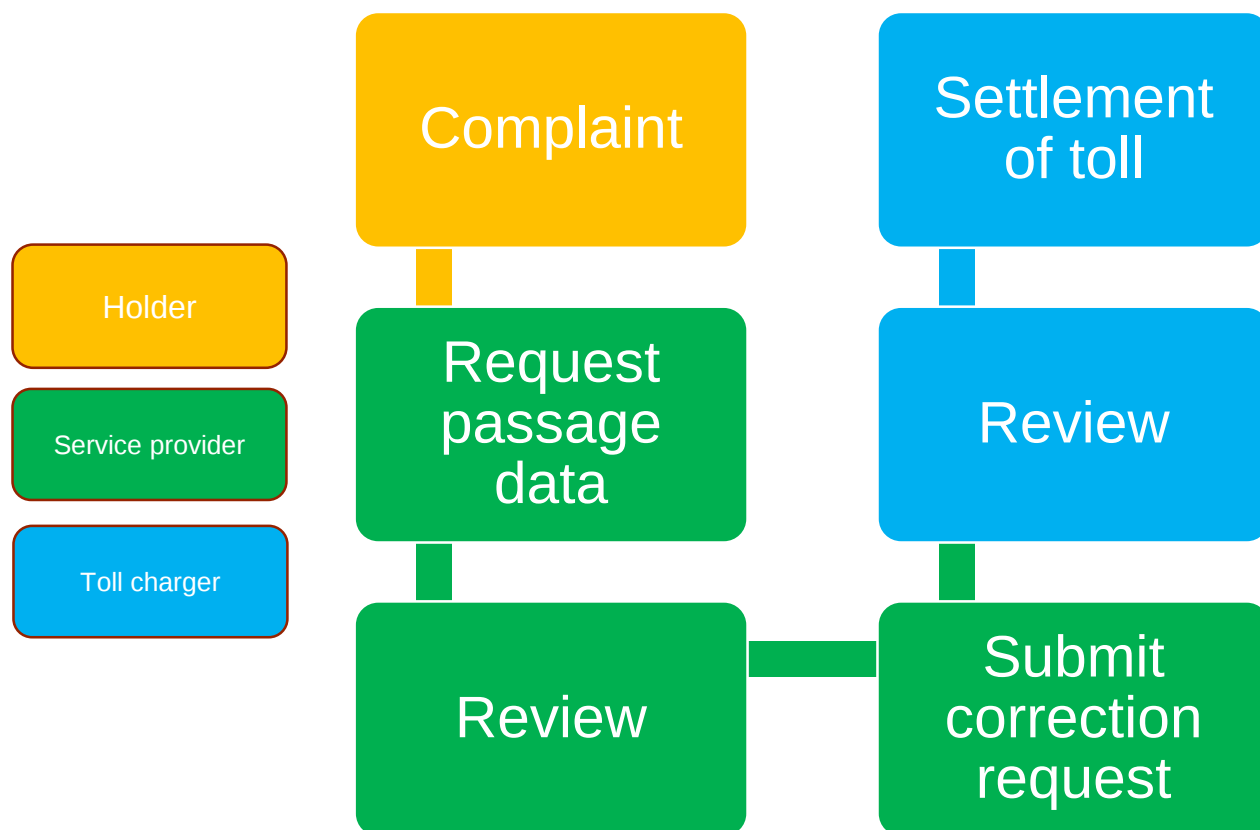
Reporting requirements

- Monthly reporting on technical requirements **with** performance discounting
- Quarterly reporting on technical requirements **without** performance discounting
- Annual assurance statement ISAE 3000 type 2 statement (data protection and cybersecurity)
- Matters of reasonable interest to the toll collector
- Cooperate with inspections





Cases other than happy flow

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Communication and cooperation

- Communication strategy objective
- The story
- The communication strategy
- Timeline
- Frameworks and cooperation



Communicative challenges of temporary tolling

**The convenience of temporary toll
is the challenge for communication**

Trust

Support

Other behaviour (paying in time)

Positive perception

Perception = 75% behaviour and 25% communication



What should our communication achieve?

- Ensuring **confidence**, **support** and **understanding** of the temporary toll scheme.
- **Inform** target groups of the fact that tolls are levied in a timely manner to enable them to make a timely **choice** whether or not to use the toll road.
- **Inform** target groups in time about how to pay the toll and encourage them to **pay** the toll in time.
- Target groups steer towards taking **out a subscription** with a toll service provider rather than opting for direct payment.
- Provide target groups with a **positive customer experience**.



Story

The Blankenburg connection (BBV), the A24 between Vlaardingen and Rozenburg, will open in 2024. Using this road will get you to your destination faster. For using this road, you will pay toll.

The Rijnmond region would like the connection to be built to make the region more accessible. But for the construction of this road, the central government had insufficient funds available. Tolls are needed to recover part of the construction costs. The surrounding roads will remain toll-free.

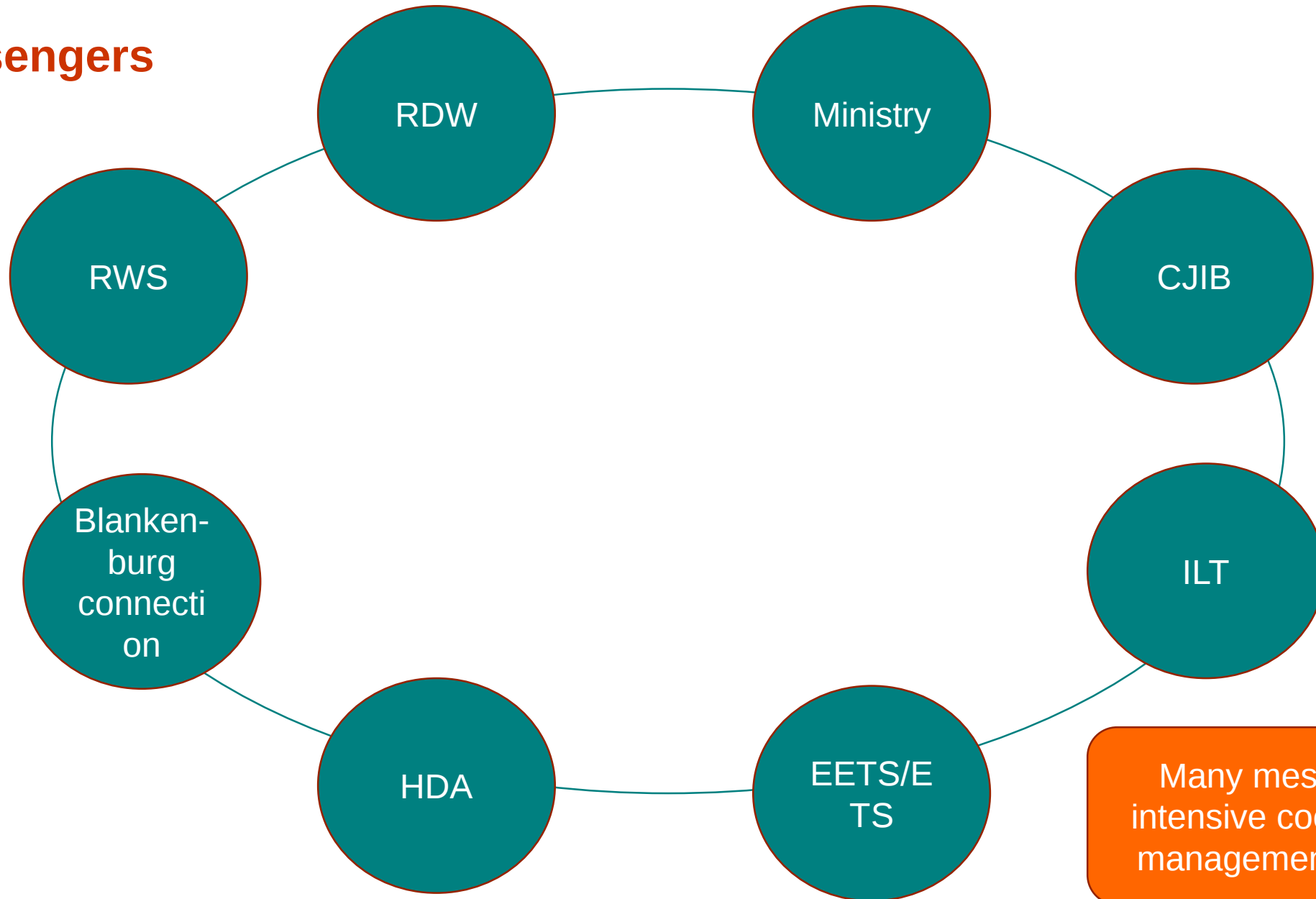
Are you taking the new Blankenburg connection (A24)? Then you will pay a toll. You can drive on, because there will be no toll gates. You can pay for using the road in advance or afterwards (up to 3 days after the journey) online. It is even easier to choose automatic payment.

Supporting messages

- **Why:** An additional connection for the region
- **How:** Fast easy and safe
- **What:** Tolls for all vehicles



Messengers



Many messengers, so intensive cooperation and management is essential



Communication strategy

Involve

- Good environment management: **active towards industry associations and region (via BBV)**
- Proactive press and media approach (align with BBV)

Inform

- Reactive first (website), then active (first via industry, then directly to road users)
- Road user will have at least 3 communication moments: **before, during and after**
- Regional launch campaign (**inform, activate, remind**)
- Uniformity in message, planning and language

Facilitate

- Supporting resources (factsheets, infographics, film)
- Support via website, phone, personal contact
- 'Enticing' to subscriptions through actual benefits and prominence in top tasks



Toll service providers

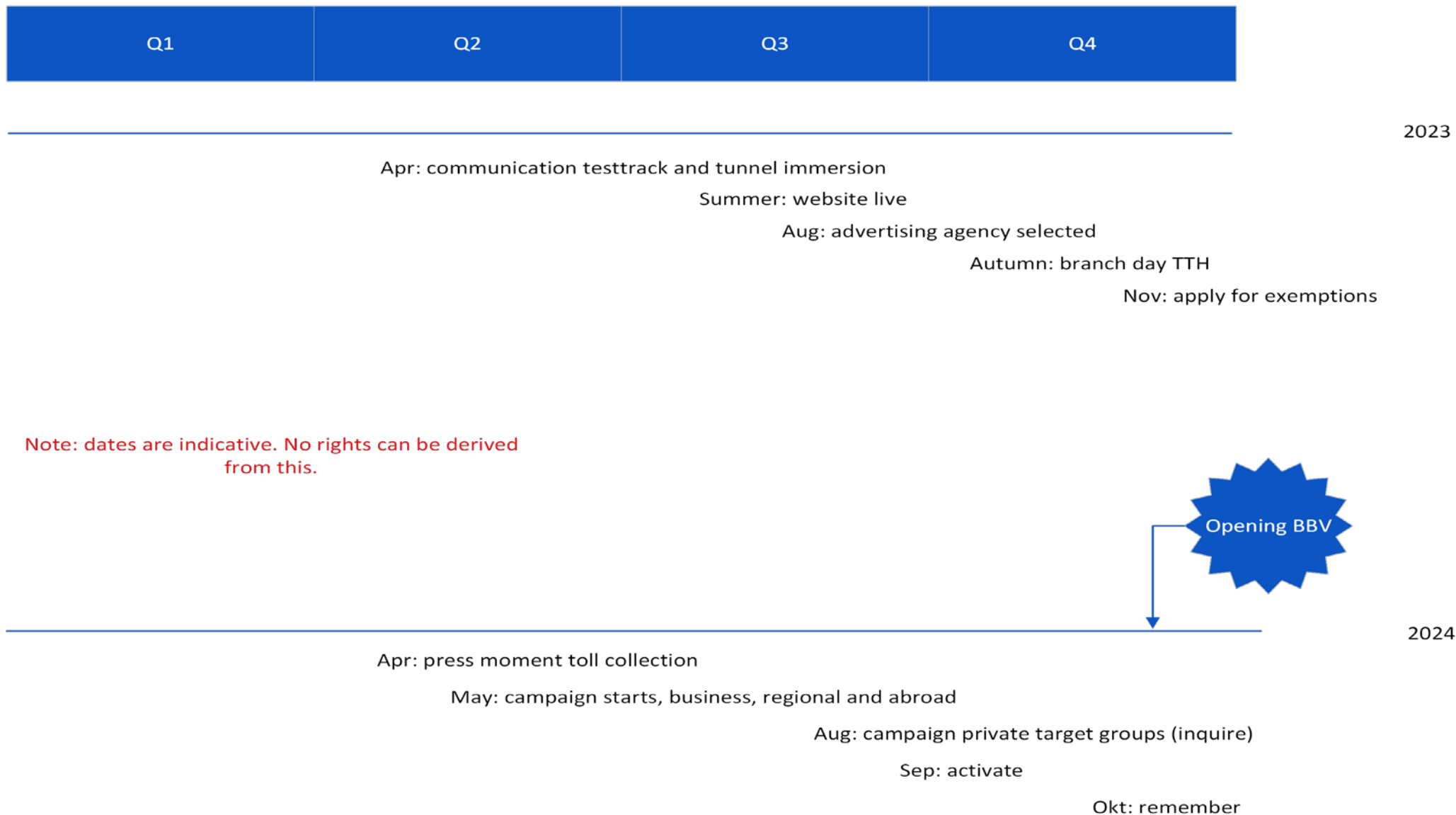
- HDA: Via Verde
 - Obligated to accept everyone
 - Contracted by RDW
 - Concrete agreements and frameworks on communication
 - Doing its own communications/marketing
- Other toll service providers (ETS/EETS):
 - Free selection and connection of customers
 - Doing its own communications/marketing
 - Agreements on communication in everyone's interest

Proposal to make joint arrangements and then discuss progress on a regular basis.





Indicative communication timeline





Communication frameworks toll service providers

Uniformity and simplicity in customer communication on toll services

- Mandatory: Use **toll brand** (name and project logo under government house style) for general information on toll collection
- Desired: Use **lexicon** (glossary of user-friendly words) for customer communication
- Desired: **Toolkit** with texts, visuals and explainer film, **factsheet and Q&A** for KCC





Communication frameworks toll service providers

Agreements on starting times and planning

- From branch day TTH (autumn '23): reactive communication and approaching industry associations possible
- **Spring '24**: press event tolling with announcement of (accredited) toll service providers
- **6 months before opening**: start active communication of toll service providers to users
- **4 months before opening**: campaign private target groups toll brand (inform) and HDA
- **2 months before opening**: private target group toll brand campaign (activate)
- **2 weeks in advance**: private target group toll brand campaign (reminder)
- **2 months after opening**: end of launch campaign

} **Combination?**



We would like a joint strategy on

Customer contact

- Toll service provider does all customer contact with its customers on individual services
- Anyone can provide general info on tolls (factsheet)
- No wrong door: interconnection protocol in the chain

Preventing peak loads

- Phasing in campaign aligns with gradually building up KCC toll charger
- Share communication and intended reach 6 weeks in advance

Press office

- Inform each other and coordinate when tasks/responsibilities overlap



Campaign toll charger

- Website with top tasks, information, instruction and random list of toll service providers
- Signs
- Press and media
- Social media
- Still choosing mass media means (outdoor, radio, presence at petrol pumps and market squares)
- Reminder letter if no subscription and not paid after 3 days

Plans worked out in summer



Key dates for communication frameworks

Completions from toll collector

- March: message house
- June '23: toll brand and lexicon
- Summer '23: (limited) toll charger website live
- Autumn '23: branch day (you are invited)
- Autumn '23: factsheet and Q&A
- Early '24: toolkit campaign





Points for conversation

- What ideas do you have about communication? Does that match ours?
- Need for regular consultation? Strategic and operational? Frequency?
- Additional contact on strategic/tactical/operational communication matters?
- How to coordinate planning?
- How to coordinate press coverage?
- Crucial is 'increased monitoring' around the start. How?



Closure and questions

- How does the prior resonate?
- How do you want to stay involved?
- What can you say about your interest as a service provider in TTH?
- Which parts need further clarification or have not been addressed?
- We foresee a Q and A session after publication of the EDS (Oct/Nov)





Contact us at: algemenzakenTOL@rdw.nl