



IMPROVING MORE THAN JUST ROADS

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CCRMA and the City of Pharr Make Tolling History

The Cameron County Regional Mobility Authority (CCRMA) in partnership with the City of Pharr delivered a redesigned state-of-the-art toll collection system for the Pharr International Bridge. The new system provides the Pharr International Bridge customers modernized technology to fully manage their account online. Customers have the added benefit of automated vehicle identification (AVI) interoperability with the Port of Brownsville.

Leveraging the CCRMA expertise in electronic tolling solutions and the Pharr International Bridge proficiency in border trade mobility, the new toll collection system is the first International Bridge along the Texas/Mexico Border to offer interoperability with an all-electronic toll road in Texas. This new interoperability will more conveniently connect Pharr International Bridge customers with a direct route to the Port of Brownsville via the SH 550/I-169 toll road.

To deliver the Pharr system, the CCRMA partnered with industry experts, Toll Plus LLC, Tecsidel U.S., and Fagan Consulting, LLC, to design, implement, test, and deploy a fully renovated and enhanced toll collection system. The system includes features to serve as a Customer Relationship Management tool, allowing efficient communication with customers, and comes with a long list of improvements for the Pharr customers.

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Figure 1. Route from the Pharr International Bridge to the Port of Brownsville, Via SH 550/I-169 toll road (highlighted in Blue)



Improved Customer Visibility into Transactions

- Real-Time Transaction Activity – Customers can see their transactions online throughout the day to better manage their business.
- Hassle Free Credit Card Payments – Customers pay online and immediately receive proof of payment via email. They can establish auto replenishment for their accounts to make payments when balances drop to minimum levels. .

Figure 2 New Customer Home Page www.ipharr.com



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- Fleet Management – Customers can now add, remove, or update vehicles as their business needs change on their schedule through the web portal without having to visit the bridge office.
- Customized Statement Dates – Customers can download statements with flexible date ranges without having to wait for the end of the month.
- Interoperability Convenience – Customers can now travel to the Port of Brownsville using the SH 550I-169 toll road with their Pharr AVI Tag and manage all of this within their Pharr customer account.

Figure 3 New Pharr Intl Bridge 6C AVI Tag



Smart Technology for the Smart Bridge

Figure 4 Overhead Laser for vehicle shape classification



- The Pharr Bridge System now uses state of the art laser technology not only to count vehicle axles as they cross the bridge, but also measure the shape, width, height, and length of the vehicles to more accurately classify and charge vehicles.

Figure 5 Photo Cell Technology for axle detection

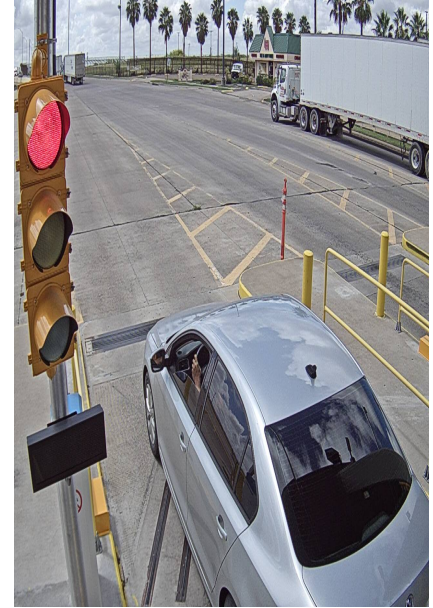


- Photocell technology is used to capture both axles touching the ground and those lifted off the ground.
- Camera technology will capture photos of every axle in a transaction and store the information for easy auditability by the Pharr International Bridge staff.

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- The system will feature new and more visible Traffic Signal Display.
- The new Pharr International Bridge system will incorporate license plate reader technology to identify license plates of vehicles as vehicles cross the Pharr International Bridge.

Figure 6 New equipment and photo per axle crossing



Technology that saves time and improves administrative functions

- In a world desiring greater government transparency, the new toll system has effective controls to improve the reporting of cash, check, and credit card payments.
- The system provides employee monitoring and auditability reports of all transactions.



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"I would like to commend Mayor Hernandez and the City of Pharr for partnering with the CCRMA on this regional effort in enhancing the electronic toll collection system at the Pharr International bridge. This was truly a regional partnership and the Rio Grande Valley needs more partnerships like this one" Frank Parker Jr.
Chairman, Cameron County Regional Mobility Authority

Special thanks to our partners in this successful project:



The CCRMA was created in 2004 with the purpose of developing transportation projects to spur economic development, improve quality of life, improve safety and mobility, relieve congestion, and ensure efficient trade corridors. For more information visit www.ccrma.org.