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PORT AUTHORITY TO BEGIN MAJOR OUTREACH CAMPAIGN TO PROMOTE E-ZPASS BENEFITS UNDER NEW TOLL STRUCTURE -- E-ZPass Customers Will Save \$1 on Peak-Period Trips; \$2 on Off-Peak Trips

Date: Feb 19, 2001
 Press Release Number: 20-2001

The Port Authority will begin a major outreach campaign this Wednesday to encourage travelers to sign up for E-ZPass so they can receive discounted fares when tolls go up on the agency's bridges and tunnels beginning March 25. The campaign will begin on Wednesday, February 21, when Port Authority staff will distribute E-ZPass applications and new toll rate information at the George Washington Bridge and the Lincoln and Holland tunnels.

Beginning on Thursday, agency staff will be at the Staten Island Bridges distributing the applications and toll increase fliers to motorists.

"It's extremely important that travelers know that E-ZPass will save them both time and money," said Ken Philmus, the Port Authority's Director of Tunnels, Bridges and Terminals. "It is our goal to convince travelers that E-ZPass will give them a quicker, less expensive trip."

"Currently, about 59 percent of all of our customers use E-ZPass, and we would like to see that percentage grow as we implement our toll increase," Mr. Philmus said.

E-ZPass use has already helped speed traffic flow through the region, and the new toll structure is designed to further increase E-ZPass use.

Under the Port Authority's new toll structure, scheduled to take effect at 3 a.m. on March 25, cash customers will pay \$6 to travel over any of the agency's six crossings. However, E-ZPass customers will pay \$5 when traveling over the crossings during peak periods - defined as 6 a.m. to 9 a.m. and 4 p.m. to 7 p.m. weekdays, and noon to 8 p.m. on weekends. E-ZPass customers who travel during off-peak periods will pay only \$4.

The new toll structure is designed to reduce traffic congestion, and to provide funding needed for improvements on the Port Authority's bridges, tunnels and PATH system.

Motorists who need to obtain an E-ZPass application can do so by accessing www.ezpass.com or calling 1 888 288-6865 for New Jersey customers and www.e-zpassny.com or calling 1 800 333- 8655 for New York customers.

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