

# Good News

Fall 2006



You're receiving this newsletter because earlier this year, you signed up on the *Good To Go!*<sup>TM</sup> notification list and asked us to keep you informed on our progress.

## Meet Your *Good To Go!* Team

Drivers, start your engines...your *Good To Go!* service team is ready to help put you on the road to a faster commute.

### David Pope

*Toll Systems Manager*

David heads up the *Good To Go!* team with his tolling management expertise in both the public and private sectors:

- He guided the installation of Electronic Toll Collection (ETC) for the Orlando Expressway Authority, one of the first electronic toll and traffic management operations in the country.

### Jessica Yasenchak

*Customer Service and Marketing Manager*

Jessica oversees the new customer service centers opening in just a few months. With a well-developed career in tolling services, Jessica knows how to help with any customer concern:

- She gained her expertise on the E470 EXpressToll Program in Denver.

### Lucinda Broussard

*Toll System Operations Manager*

Lucinda brings over a decade of experience in transportation and toll collections around the country:

- Lucinda worked in the first regional customer service center for the Washington, D.C., Metropolitan Transit Authority's (WMATA) Smartcard application, and
- She's assisted over 35 other operations with various toll collection needs.

### Janet Matkin

*Communications Consultant*

Janet lives in Gig Harbor and has developed great relationships with the Puget Sound communities and press on behalf of many companies and organizations:

- Give Janet a call, and she'll be happy to come talk to your company or organization.

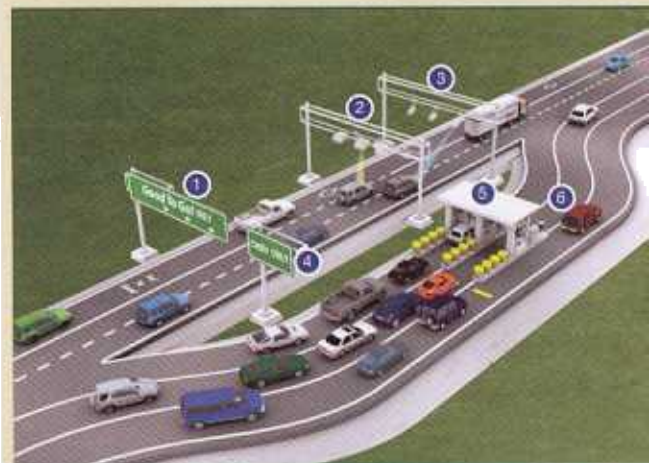


The *Good To Go!* team is at your service (from left to right): Jessica Yasenchak, Lucinda Broussard, Janet Matkin and David Pope.

## Use *Good To Go!* – It's Easy and Convenient

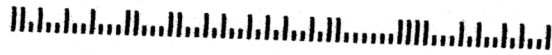
**Good To Go! Customer** — If you are a *Good To Go!* customer, stay in the *Good To Go!* express lanes ① and drive through the toll zone without stopping. The overhead antenna ② reads your *Good To Go!* account information and automatically debits the correct toll from your prepaid account. Violators who use the express lanes without paying will be fined — a camera ③ takes a picture of the license plate and a citation is mailed.

**Cash Customer** — If you decide to pay your tolls with cash, you must use the "Cash Only" lanes ④ and stop at the toll plaza. Pay the toll to one of our friendly toll attendants with cash or a credit card ⑤. When you see the green light ⑥ you may proceed.



## Good To Go!™

Get there faster!



Enclosed is your *Good To Go!* news update.

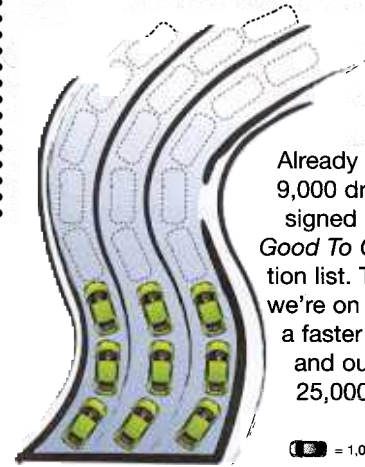
## Tell a Friend and Help Reach Our Goal

You know that *Good To Go!* is your way to a faster, more reliable commute across the new Tacoma Narrows Bridge. As promised, we're keeping you informed on the road to our goal: 25,000 drivers in the *Good To Go!* lanes next summer.

So far, we're about a third of the way there. There are currently 9,000 people registered on the *Good To Go!* notification list. However, in order to effectively manage traffic and avoid unnecessary congestion, we need another 16,000 people ready to be *Good To Go!* when it becomes available. As you know, the first step is to sign up today on the *Good To Go!* notification list to be kept informed of updates and availability.

You can help by telling your family, friends and co-workers to sign up now.

## Good To Go! So Far



Already more than 9,000 drivers have signed up on the *Good To Go!* notification list. That means we're on the road to a faster commute and our goal of 25,000 drivers.

For more information, to arrange a group presentation or to sign up on the *Good To Go!* notification list, contact us today at [www.wsdot.wa.gov/goodtogo](http://www.wsdot.wa.gov/goodtogo), email [goodtogo@wsdot.wa.gov](mailto:goodtogo@wsdot.wa.gov) or call 1-866-WDOT2GO (1-866-936-8246).



Want to know more?

## Invite Our Team to Meet Your Team

Make sure your friends, neighbors, associates and employees are *Good To Go!* when the new Tacoma Narrows Bridge opens – we can help:

- Send a *Good To Go!* email encouraging employees to sign up on our website.
- Put up a *Good To Go!* poster in your break room, add an article to the company newsletter, and include a *Good To Go!* brochure with your next paycheck distribution.
- Host the *Good To Go!* booth at your facility or invite a representative to discuss program benefits and how *Good To Go!* works to your company, club or organization.

For any of these options, simply call us today to make arrangements.