

CASE STUDY

The Toll Roads of Orange County

The Toll Roads are the fastest, easiest and most predictable way for more than two million drivers to get to—and through—Orange County. And while using TCA'S FasTrak® is the easiest way for a majority of drivers to pay their tolls, the agency needed a frictionless alternative payment solution.

Use cases:

- **More payment options for Non-FasTrak® drivers:** Non-FasTrak® drivers needed an easy way to pay tolls after receiving a bill in the mail.
- **Replenishing FasTrak® accounts:** Drivers needed a simple way to top of their FasTrak® accounts when the balance dipped below a minimum threshold.
- **Serving cash-first customers:** Cash remains a necessary payment type for many drivers using The Toll Roads, and TCA needed a convenient way for these drivers to pay their tolls.

Solution:

By partnering with PayNearMe, TCA was able to provide a simple “Scan and Pay” QR code on all paper bills to facilitate fast online payments. Each QR code contained a personalized link meant for the recipient, allowing drivers to scan and pay with ease.

This resulted in faster digital payments that could be completed in seconds, without the need to register for an account or key in a violation number.

In addition, PayNearMe's cash at retail offering enabled TCA to turn in-person cash payments at thousands of retail locations into online transactions, supporting their all-digital initiatives.



Results:

+640%

Increase in online payments through PayNearMe

+35%

Increase in payments from drivers who didn't initiate toll payment within five days of driving The Toll Roads

3,500+

Retail locations across all 50 states where PayNearMe cash payments were made