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Press Release

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[Bridges & Tunnels](#)

IMMEDIATE

MTA E-ZPass Reaches Major Milestone With Half-Million E-ZPass On-the-Go Tags Sold

Sales of MTA Bridges and Tunnels' popular On-the-Go tags in cash lanes reached a major milestone with the purchase of the 500,000th tag since the program began in 2011, as new signs at toll plazas showing the substantial discounts available for E-ZPass customers have spurred sales of the popular tags. "This shows that efforts to get people to switch to E-ZPass and maximize their toll dollars are working," said MTA Bridges President James Ferrara. "We will continue to encourage drivers to make the most of the E-ZPass programs provided by MTA Bridges and Tunnels to find what works best for them."

The 500,000th tag was sold sometime late Tuesday but the exact facility is not known.

The most popular E-ZPass account payment method continues to be automatic replenishment with a credit or debit card. Other E-ZPass payment options include using the MTA Reload Card to refill E-ZPass accounts with cash at any of the 2,500 Visa ReadyLink locations throughout the region, and Pay Per Trip where, once a trip is taken, the toll is deducted from a bank account using the ACH system.

The value of E-ZPass vs. cash has become even more apparent since the installation in March of new signs at toll booths and approach roadways showing the price of a toll for drivers using an E-ZPass tag from the New York Customer Service Center (NYCSC). "The signs have really gotten people's attention and allowed them to realize the value of using E-ZPass," said Donald Spero, MTA Bridges and Tunnels Chief Financial Officer.

Reports show that sales of On-the-Go tags at all facilities is up 58 percent year-to-year over a five-week period since the signs were installed, with sales strongest at the Robert F. Kennedy Bronx toll plaza where they were up 138 percent (2,551 tags) and at the Verrazano-Narrows where sales were up 70 percent (1,935 tags).

The pre-loaded tags are good for \$30 worth of trips if registered and linked to an automatic replenishment method. Registration must take place after first use. Tags can be registered at www.ezpassny.com or by calling the toll free number 1-800-697-1554. If not registered after first use, the tag is deactivated.

The pilot program to sell On-the-Go tags in cash lanes began in 2011 at the Henry Hudson Bridge and was expanded to include all MTA crossings in 2012. Tags are now sold at all MTA crossings, except the Henry Hudson Bridge, which is an all-electronic (cashless) bridge.

The following is sale of E-ZPass On-the-Go tags through April 28, 2015:

TOLL PLAZA / # OF TAGS / OTG IMPLEMENTATION DATE

BRONX-WHITESTONE BRIDGE / 96,860 / March 5, 2012
 CROSS BAY VETERANS MEMORIAL BRIDGE / 10,109 / April 16, 2012
 HENRY HUDSON BRIDGE* / 14,313 / June 27, 2011
 HUGH L. CAREY TUNNEL (formerly BROOKLYN-BATTERY TUNNEL) / 20,878 / April 2, 2012
 MARINE PARKWAY-GIL HODGES MEMORIAL BRIDGE / 11,857 / April 16, 2012
 QUEENS MIDTOWN TUNNEL / 41,182 / March 26, 2012
 ROBERT F. KENNEDY BRIDGE - BRONX TOLL PLAZA / 68,873 / March 19, 2012
 ROBERT F. KENNEDY BRIDGE - MANHATTAN TOLL PLAZA / 56,695 / March 19, 2012
 THROGS NECK BRIDGE / 93,284 / March 5, 2012
 VERRAZANO-NARROWS BRIDGE / 85,950 / April 9, 2012
 TOTAL PROGRAM-TO-DATE SALES / 500,001 / Through April 28, 2015

*Sales at the Henry Hudson Bridge stopped on November 10, 2012 due to the implementation of cashless tolling.



On the Go E-ZPass Tag Sold at Throgs Neck Bridge Cash Lane