

Itchen Bridge Automation Project  
Options Analysis  
100914

Comparative SWOT analysis of Automation Solutions

Option	Strengths	Weaknesses	Opportunities	Threats
<p><b>Unattended Roadside Collection and Tag (in all lanes)</b></p> <ul style="list-style-type: none"> <li>- Cash Bin/Card Machine in each lane</li> <li>- Tag system in each lane</li> <li>- Barriers at booths</li> <li>- Vehicles measured at height of first axel</li> </ul>	<ul style="list-style-type: none"> <li>- No need to reconfigure vehicle approach</li> <li>- Same number of FTE as ANPR/Tag</li> <li>- Would increase throughput but not significantly meaning less likely to create cues after toll</li> <li>- Delivers similar efficiencies as ANPR/Tag but does not constitute as great a change from existing therefore less likely to change behaviours</li> <li>- More robust technology than ANPR/Tag</li> </ul>	<ul style="list-style-type: none"> <li>- Not as great a throughput as ANPR/Tag</li> <li>- Technology is less robust than manual cash collection</li> <li>- Concessions for those without Tag can not be given</li> <li>- Would need to decide approach for foreign coins</li> </ul>	<ul style="list-style-type: none"> <li>- Review concessions</li> <li>- Change to complex tolling structure can be considered</li> </ul>	<ul style="list-style-type: none"> <li>- Vehicle crossings reduce – although not as likely as ANPR/Tag</li> <li>- Technology failure</li> <li>- Potential for card fraud</li> </ul>