RACQ 2014/15 Review of Toll Road Signage in South East Queensland

Executive Summary

This review of South East Queensland (SEQ) toll roads assesses toll road price, payment and contact information signage from a motorist’s perspective and compares it to a review RACQ did in 2012. Recommendations in our 2012 Review included: better ‘3 days to pay’ and ‘last exit before toll road’ signage; displaying toll prices at the roadside; and introducing a blue and gold toll road-signage colour scheme like that used in Melbourne.

Toll roads are big business. Around 350,000 toll trips are made daily in SEQ, generating toll revenue in excess of $1 million each day.

The quality of toll road signage is important because it impacts on a specific issue of concern for motorists: choice. In order for motorists to make an informed choice, at the point of purchase, about whether to use a toll road there needs to be clear signage outlining the conditions and cost of using the road.

RACQ travelled on every toll road in SEQ and evaluated the quality of signage. RACQ’s review found that toll signage had progressed since 2012 and there had been improvements in every aspect of signage. The 2014/15 results are summarised below, alongside the 2012 results:

<table>
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<tr>
<th>Toll road</th>
<th>Signage frequency &amp; location</th>
<th>Signage clarity</th>
<th>Contact details</th>
<th>Price signage</th>
<th>3 days to pay signage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clem7</td>
<td>good</td>
<td>good</td>
<td>good</td>
<td>poor</td>
<td>good</td>
</tr>
<tr>
<td>Clem7</td>
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<tr>
<td>Go Between</td>
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<td>good</td>
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</tr>
<tr>
<td>Go Between</td>
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<td>good</td>
<td>very poor</td>
<td>very poor</td>
</tr>
<tr>
<td>Gateway</td>
<td>good</td>
<td>adequate</td>
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<tr>
<td>Gateway</td>
<td>good</td>
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<td>very poor</td>
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<tr>
<td>Logan</td>
<td>good</td>
<td>good</td>
<td>good</td>
<td>poor</td>
<td>good</td>
</tr>
<tr>
<td>Logan</td>
<td>good</td>
<td>good</td>
<td>good</td>
<td>very poor</td>
<td>adequate</td>
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<tr>
<td>AirportlinkM7</td>
<td>good</td>
<td>good</td>
<td>adequate</td>
<td>poor</td>
<td>good</td>
</tr>
<tr>
<td>AirportlinkM7</td>
<td>adequate</td>
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<td>poor</td>
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<td>very poor</td>
</tr>
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</table>

These findings are based on personal observations. While every effort was made to observe all signage on the roadside, in some cases specific signs may have been missed. This could be the case in instances where the landscape was ‘busy’ and there were a number of different signs clustered together.

Improvements since 2012

Following RACQ’s 2012 review of toll road signage the Department of Transport and Main Roads, (DTMR), the Brisbane City Council (BCC), Transurban Queensland and Brisconnections agreed to form a Toll Road Signage Working Group. The aim of the Working Group was to...
review toll road and network directional signage and agree on changes that would improve the motorist’s awareness that they are travelling on a toll road.

The positive outcomes of this Working Group are evident across the SEQ toll road network. The Group established a Queensland Toll Roads website to serve as a ‘one-stop-shop’ of toll information for motorists visiting SEQ.¹ The Toll Road Signage Working Group also initiated improvements in the quality of toll signage at the roadside. Consequently, RACQ’s review found that toll roads in SEQ rated fairly well in terms of the frequency of toll road signage, with good signs alerting motorists to a toll road ahead and adequate ‘last exit before toll road’ signage. We also found that contact information was usually good and appeared frequently at the roadside, although in some cases the advertised phone number was too long.

Price signage has evolved in the last few years, although it still requires further improvement. In 2012 there were no toll prices displayed at the roadside in SEQ. Today some toll prices are displayed at the roadside in SEQ but they are sporadic and are rarely positioned adequately in advance of entry to the tolled section of road.²

RACQ believes toll prices for passenger cars should be displayed before entry to a toll road. As it currently stands, toll roads are one of the few products that consumers are forced to make a purchase decision on without first being told the price of what they are purchasing. Providing price information means that motorists can assess whether the monetary payment for use of the toll road represents value in terms of potential travel time saved or convenience.

In 2014 a blue and gold toll-sign colour scheme was introduced in SEQ. It increases the effectiveness of toll road signage by differentiating it from non-toll road signage and is similar to toll signs used in Melbourne. It will take around five years for the new signage to be fully rolled out.

Figure 1 below compares some of the new signs on Clem7 with signage from 2012 and Figure 2 compares Clem7 pavement markings. Figure 3 contrasts a Gateway extension/Logan Motorway sign in the new colour scheme with an older sign.

Figure 1
2014 Clem 7 signage

2012 Clem7 signage

² Exceptions were noted on AirportlinkM7 and Clem7.
RACQ’s review found that payment conditions were well signed on SEQ toll roads and that there has been a significant improvement in ‘3 days to pay’ signage. In 2012 AirportlinkM7 and GBB had no ‘3 day to pay’ signage, while the Gateway and Logan Motorways had some ‘3 days to pay’ messages on VMS. Today, however, all SEQ toll roads have permanent, fixed ‘3 days to pay’ signage. This was another of the recommendations in RACQ’s 2012 Toll Road Review.

Motorists without a toll account have three days in which to pay a toll. After this, the driver usually incurs administrative fees or late payment fines. It is therefore important that toll roads have clear, permanent signs warning motorists of the three-day payment window.

Another change since 2012 is that SEQ has one less toll operator. In 2012 there were three SEQ toll operators: go via, AirportlinkM7 and FLOW. Since then, FLOW (Clem7) has been subsumed by Transurban Queensland. There are now only two toll operators being advertised at the roadside and this may have reduced confusion for visitors to Brisbane.

**Recommendations**

1. Display the toll price for passenger vehicles before entry to all SEQ toll roads.
2. Complete the rollout of gold and blue toll signage so that toll road signage is clearly differentiated from non-toll signage.
3. Ensure toll signage on all toll roads remains visible by pruning trees that overhang the signage.
4. Consider the suggestions made throughout the report to improve the clarity of specific directional signage.
1. Introduction

South East Queensland (SEQ) has five operational toll roads, with a sixth, Legacy Way, due to open mid-2015. The opening of Legacy Way will focus attention on toll roads. RACQ therefore considered it necessary to follow up its 2012 toll road review and re-assess the quality of toll information provided to motorists at the roadside.

In 2009, existing cash-toll booths were removed and SEQ toll roads became electronic, or free-flow, so motorists no longer needed to stop to pay the toll. Around the same time, the number of vehicle classifications was increased and roadside signage with toll charges for cars and other vehicles was removed.3

In SEQ, the Gateway and Logan Motorways as well as Clem7 and the Go Between Bridge (GBB) tolls are billed using the go via system operated by Transurban Queensland. Tolls on AirportlinkM7 are billed through AirportlinkM7.4 The go via and Airportlink tag and account systems are interoperable. This means that they are compatible with all roads and tunnels in SEQ and throughout Australia and motorists therefore only have to sign up for one system.

Changes to the Queensland Government Manual of Uniform Traffic Control Devices (MUTCD) in 2009 facilitated the removal of toll price signage. This document sets the standard for signs and markings on Queensland roads. Prior to 2009, the MUTCD stated that toll charges were to be provided on signs at the roadside and that advance signage of toll charges was to be used on all non-freeway approaches to the toll facility to “ensure that drivers wishing to enter the toll facility are warned in time” (MUTCD 2003 section 26.2). In 2009, the section related to specific toll charges was removed from the MUTCD and price signs on the Gateway Motorway and Logan Motorway disappeared.

2. Methodology

The RACQ’s toll road review was conducted 18 – 20 November 2014, 27 November 2014, and 19 April 2015. RACQ travelled on every toll road in SEQ and a comprehensive sample of toll road signage was observed. Signage at on-ramps and off-ramps was sampled, although in some cases, not every entry and exit point was driven.

3. Specific Objectives and Scope of this Review

The primary objective of this review was to assess the adequacy and effectiveness of roadside price, payment and contact information signage from a motorist’s perspective and benchmark findings against RACQ’s 2012 review.

This review sought to determine whether motorists were able to make an informed choice about whether to use a toll road, or an alternative free route, based on the quality of information provided at the roadside.

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3 Free-flow tolling means that motorists on these roads do not have to stop to pay a toll. An automated system records the vehicle’s details and toll charges are determined electronically, either through a tag in the vehicle or through video matching of the vehicle type and registration.
4 At the time of writing BrisConnections, the operators of AirportlinkM7, were in receivership.
The placement of toll signage and breadth of information conveyed on toll road signs was assessed. The review looked at:

- signage frequency and location
- signage clarity and visibility
- contact details
- price signage
- payment information provided at the roadside.

A description of the criteria used to assess toll road signage is provided below:

**Signage frequency and location**
RACQ assessed how frequently toll road signage appeared on the approach to a toll road and the appropriateness of where signs were located. RACQ considered whether signs were placed well in advance of the toll road, thereby giving motorists enough time to choose whether to proceed with using the toll road.

The placement of signage closer to the tolling point was also observed. This included noting any signage indicating the distance to the toll point and signage advising the last available exit before the toll point. This information is important because it gives motorists the choice to exit the toll road and seek an alternative route, prior to paying for use of the tolled section.

**Signage clarity and visibility**
The review considered whether toll signage was clearly visible. Instances where signs were obscured by trees and foliage or were faded and unclear were recorded.

**Contact details on signage**
With no roadside toll booths operating in SEQ, it is important that clear roadside information about how to pay a toll is provided. This is particularly the case for visitors to SEQ who are likely to be casual toll users and may not have a toll account.

Toll operator websites and phone numbers on roadside signage should be user friendly and easy to remember. Motorists don’t have the opportunity to immediately stop and write down this information.

**Toll price signage**
RACQ believes toll prices should be displayed before entry to a toll road. Providing price information allows motorists to assess whether the monetary payment for use of the road represents value in terms of potential travel time saved and convenience. It is difficult to expect motorists to make an informed choice about using a toll road, if the price of the toll isn’t displayed before the tolling point.

In cases where there are a large number of vehicle classifications, each with a different toll, displaying a list of all prices may make for a busy and confusing sign. However, signage should at least be provided for the majority of drivers by displaying toll prices for passenger cars. Passenger cars comprise around 80 percent of toll road users.
Notification of time given for payment i.e. 3 days to pay signage
In SEQ, motorists without a toll account have three days in which to pay a toll. If a driver without an existing toll account has not made arrangements to pay after three days, then additional administrative fees or late payment fines are incurred. It is, therefore, important that SEQ toll roads have clear signs warning motorists of the three-day payment window. Signs highlighting the three-day payment window also alleviate anxiety for drivers who might be concerned that they had to pay in advance to use a toll road.

When ‘3 days to pay’ signage has been inadequate, some visitors to SEQ have been caught out by the payment period and have incurred additional charges. This could partly be because a three-day period for account settlement is not necessarily intuitive. Many utility bills allow a week or more before payment is required.

4. Overall Assessment

An assessment of signage on individual SEQ toll roads is provided below:

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<td>AirportlinkM7</td>
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These findings are based on personal observations. While every effort was made to observe all signage on the roadside, in some cases specific signs may have been missed. This could be the case in instances where the landscape was ‘busy’ and there were a number of different signs clustered together.

All toll roads rated well in terms of the frequency of toll road signage.

Signage clarity and visibility was good or adequate across the toll roads. The GBB was marked down to due to some busy and confusing signs and signage obscured by foliage. The Gateway was similarly marked down because some direction signs were missing ‘toll’ symbols and some signage was obscured by foliage.

The provision of contact details was generally considered good, except on AirportlinkM7. All toll roads should display a six-digit phone number for toll queries at the roadside. However, AirportlinkM7 has a ten-digit contact number. This is a long phone number to expect motorists to memorise while driving. All other SEQ toll roads provided a six-digit phone number.

There was some price signage at the roadside, although RACQ considers the provision and placement of the information is poor. Prices are only sometimes displayed, and even when they are, they are rarely positioned adequately in advance of entry to the tolled section of road.\(^5\)

\(^5\) Exceptions were noted on AirportlinkM7 and Clem7.
Toll prices for passenger cars should be displayed before entry to a toll road. Providing price information means that motorists can assess whether the monetary payment for use of the toll road represents value in terms of potential travel time saved or convenience.

Payment conditions were well signed on SEQ toll roads. The provision of ‘3 days to pay’ signage was good and the message appeared frequently and was displayed on permanent, fixed signage.

5. Key Findings and Recommendations

Key findings and recommendations for SEQ toll roads are outlined below:

Visibility and effectiveness of toll signage
The new blue toll signage with gold lettering being introduced in Brisbane is highly visible. RACQ congratulates the toll operators, the Queensland Government and the Brisbane City Council on their five-year plan to implement the new signage and pavement markings.

Inability for motorists to make an informed choice about whether to use a toll road
Price signage for toll roads still needs major improvement. Toll roads appear to be one of the few products that consumers are sometimes forced to make a purchase decision on, without first being told the price of what they are buying. Motorists on SEQ toll roads are not always told the price of the toll at the roadside.

Unless motorists are frequent toll-road users, it is unrealistic to expect them to weigh up the value proposition of paying to use a toll road when they aren’t told the price at the point of purchase.

Recommendations
1. Display the toll price for passenger vehicles before entry to all SEQ toll roads.
2. Complete the rollout of gold and blue toll signage so that toll road signage is clearly differentiated from non-toll signage.
3. Ensure toll signage on all toll roads remains visible by pruning trees that overhang the signage.
4. Consider the suggestions made throughout the report to improve the clarity of specific directional signage.
6. Details of South East Queensland Toll Roads

**CLEM7 (The Clem Jones Tunnel)**

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<th>Transurban Queensland</th>
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<tbody>
<tr>
<td>Toll account provider</td>
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<td>Indicative traffic volume</td>
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<td>Toll for cars</td>
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**Assessment of Signage**

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<td>good</td>
<td>good</td>
<td>poor</td>
<td>good</td>
</tr>
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</table>

RACQ reviewed Clem7 toll signage on 18 November 2014. The tunnel was entered from the three main locations: Bowen Hills, Woolloongabba and Kangaroo Point.

**Signage frequency and location**
RACQ observed toll road signage upon entry and exit to the Clem7 tunnel. Signs were displayed above and next to the roadside. Signage was sufficient to alert motorists that a toll road was approaching.

**Clarity of toll signage**
There was a mix of new gold letter / blue background signage, as well as old green signs (predominantly on the overhead gantries). As shown in Figure 4, the clarity of the gold and blue signage was excellent.

Figure 4

Pavement markings are a good way to identify specific sections of road. RACQ observed effective ‘Clem7’ and ‘CITY’ pavement markings (Figure 5). Some suggestions for minor improvements to directional signage are discussed below.

Figure 5

The signs shown in Figure 6 and Figure 7 could be improved by having the airport symbols point diagonally right and diagonally left, respectively.
There is an opportunity to improve pavement messages on the Wellington Road approach to Shafston Avenue.

Placing a ‘CITY’ pavement message in the leftmost lane, with both ‘CITY’ and ‘CLEM7’ pavement messages in the adjacent lane would indicate to motorists the preferred lane to enter the Clem7 tunnel while reinforcing that a City destination can be reached from either lane (see Figure 8).

It would also be good if signage appeared earlier on the Wynnum Road approach to Clem7 i.e. RACQ recommends placing a ‘Clem7 right lane’ sign on Lytton Road, somewhere between Walter Avenue and Latrobe Street.
In Figure 9 the CLEM7 pavement marking has deteriorated and requires remarking, preferably without the small arrow if an additional CLEM7 is marked in the left exit lane at its immediate opening.
In Figure 10 the RACQ observed deteriorated Ipswich Road CLEM7 pavement markings on approach to O'Keefe Street. These require remarking to new blue / gold colour scheme, preferably without the small arrow.

Figure 10

Due to vehicles covering markings at peak congested times, RACQ suggests marking two additional CLEM7 pavement markings in the exclusive right turn lane on O'Keefe Street, one immediately west of the busway exit and another 10-30 metres east of Wolseley Street - preferably without small arrows (see Figure 11).

Figure 11

Despite the good use of pavement markings, it is still somewhat confusing when entering Clem7 from Ipswich Road. The centre lane (of 3 lanes) on approach offers no destination guidance. The RACQ suggests double stacking ‘CITY’ and ‘Clem7’ pavement messages in the centre lane.
at the rail overpass (Figure 12) to advise that both destinations can be reached from the centre lane.

Figure 12

In Figure 13 the ‘Lutwyche/Bowen Bridge’ exit, LUTW pavement marking arrows are almost indistinguishable. RACQ suggests marking larger arrows on the pavement.

Figure 13
On Lutwyche Road southbound it would be useful to position a ‘Clem7 left lane’ information/guidance sign approximately 100-200 metres from Newmarket Road (Figure 14).

Figure 14

Contact details
Signposting of the go via toll phone number and website was good. The phone number and website on 3 day to pay and other signs was 13 33 31 and govia.com.au respectively. This is consistent with the contact details on GBB and the Gateway and Logan Motorways. The shorter and simpler go via phone number is an improvement on the eight-digit FLOW toll number previously advertised on Clem7.

Price signage
There was some price signage. This was an improvement compared to 2012 when there were no toll price signs at all.
At the time of our review, the car price was displayed on a VMS at the Shaftson Avenue tunnel entry. This was very good because it appeared before the decision point and gave motorists a chance to decide whether paying the toll seemed good value. The car price was also displayed on a VMS at the Lutwyche Road entry.

There was no price information on the Pacific Motorway entry. While there was a VMS at the location, it was displaying a message about maintenance works.

RACQ asserts that displaying toll prices prior to the decision point is beneficial to motorists, and in particular, visitors to Brisbane. It is difficult for visitors and irregular toll road users to weigh up the value proposition of using a toll road, if they are not first told the toll price. RACQ would like to see toll prices displayed prior to all entry ramps and decision points so that motorists could weigh up whether to pay the toll, or elect to travel on an alternative, free route. The toll price was not signed.

**Payment details (3 days to pay)**

For the most part RACQ observed clear and effective permanent, fixed mounted ‘3 days to pay’ signs. The exception was the northbound Clem7 exit to the Inner City Bypass (eastbound) where we did not observe a ‘3 days to pay’ sign on exit.

**Recommendations**

- Display the toll price for passenger vehicles prior to all Clem7 entry points so that motorists can weigh up whether to pay the toll, or instead travel on an alternative, free route.
- Continue upgrading signage to the gold letter/ blue background colour scheme to increase the differentiation between tolled and non-tolled roads.
- Put ‘3 days to pay’ signage on the Inner City Bypass eastbound exit from Clem7.
- Improve the clarity of directional signage as outlined in Figure 6 to Figure 14).
Go Between Bridge (GBB)

<table>
<thead>
<tr>
<th>Operated by</th>
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</tr>
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<tbody>
<tr>
<td>Toll account provider</td>
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**Assessment of Signage**

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</table>

Signage frequency and location

RACQ observed frequent toll road signage before entering and after exiting the Go Between Bridge. Good roadside signage alerted motorists that they were approaching a toll road before the decision point.

Clarity of toll signage

The clarity of GBB signage and pavement markings was generally satisfactory (for example, Figure 15). The GBB signage and pavement markings will do a better job of alerting motorists to the tolled section once they are upgraded to the gold letter / blue background colour scheme.
Some suggestions for minor improvements to directional signage are discussed below.

Figure 15

In Figure 16 (also see Figure 14) the directional signage could be improved by placing 'M3' more appropriately on the sign. Instead of 'M3' being centered between two different route options, the sign needs to clarify that the M3 pertains to the 'City, Logan, Gold Coast' route.

Figure 16
The directional signage to the airport could be improved by pointing the airport symbol in the middle panel of the sign to the left towards Hale Street (Figure 17).

Figure 17

[Image: directional_signage_to_airport]

As shown in Figure 18 below, too many signs can be confusing. It is difficult for motorists to comprehend multiple messages when moving at speed. The pole on the right has too many signs. A suggestion is to remove the ‘right lane must turn right’ sign and replace that with two right turn pavement arrows marked at the opening of the right turn lane to Montague Road.

Figure 18

[Image: too_many_signs]
Most signage was visible, although we did note some direction signage obscured by foliage on Merivale Street (Figure 19).

Figure 19

Contact details
Signposting of the go via toll phone number and website was good. The phone number and website on 3 day to pay and other signs was 13 33 31 and govia.com.au respectively. This is consistent with the contact details on Clem7 and the Gateway and Logan Motorways.

Price signage
RACQ noted that the toll price was displayed on permanent, fixed mounted signage. This was an improvement compared to 2012 when there was no toll price signage. However, better placement of toll price signs is still needed.

Heading south across the GBB there was no price displayed before the bridge. The toll price sign ‘$2.98 CAR’ was displayed after the bridge exit. The toll price appeared too late, because it was after the ‘point of sale’ and the toll had already been incurred.
Going north the price was displayed on entry to the bridge, but still too late for a motorist to make a decision about whether the toll offers value for money. By the time the motorist sees this price sign they are committed and cannot avoid incurring the toll.

**Payment details (3 days to pay)**
There was adequate ‘3 days to pay’ signage. This was an improvement compared to 2012 when there was no ‘3 days to pay’ signage.

**Recommendations**
- Display the toll price for passenger vehicles prior to entry onto the GBB so that motorists can weigh up whether to pay the toll, or instead travel on an alternative, free route.
- Upgrade signage to the gold letter/blue background colour scheme to increase the differentiation between tolled and non-tolled roads.
- Improve the clarity of directional signage by repositioning ‘M3’ (referred to in Figure 16) and the airport symbol (see Figure 17).
- Where possible minimise the number of signs mounted on a single pole (see Figure 18).
- Ensure roadside signage remains visible by pruning trees close to the signage.
**Gateway Motorway (Murarrie Toll Point)**

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RACQ reviewed Gateway Motorway toll signage on 20 November 2014 and 19 April 2015.

Signage frequency and location
RACQ observed good toll road signage on entries and along the Gateway Motorway. Toll notification appeared on directional signs, as well as stand-alone ‘toll point ahead’ signs. This was predominantly the old green signage, rather than the new gold / blue colour scheme.

Toll signage was sufficient to allow motorists to choose to exit the motorway prior to paying a toll. For example, there was signage indicating the distance to the toll point, as well as signage advising the last exit before the toll point (Figure 20).

Figure 20

‘Toll point ahead’ signage appeared at regular intervals and was observed 10 kilometres out from the toll point, as well as 7 kilometres, 5 kilometres and 1 kilometre from the toll point.

Clarity of toll signage
The clarity of Gateway signage was generally satisfactory (for example, Figure 21). RACQ noted an improvement compared to the 2012 review when we saw some faded directional signs and ‘toll’ appeared on a very pale yellow (almost white) background rather than on a bright yellow background. This has largely been rectified now.

We expect that the Gateway signage will continue to improve as signs are upgraded to the gold letter / blue background colour scheme.
Most signage was clear and visible; however RACQ noted an example of direction signage obscured by foliage (Figure 22). Some additional suggestions for improvement are provided below with reference to Figure 23, Figure 24 and Figure 25.
Just prior to the Nudgee Road exit RACQ observed an M1 sign on the Gateway without ‘toll’ on it (Figure 23).

![Figure 23](image)

On Nudgee Road, the southbound direction signs were missing ‘toll’ symbols (Figure 24).

![Figure 24](image)

Southbound on the Gateway Motorway, prior to exit 97 and exit 92, RACQ noted that the ‘toll’ symbol was positioned ambiguously between the Ipswich and Gold Coast destinations (Figure 25).
Contact details
Signposting of the go via toll phone number and website was good. The contact information appeared regularly and the advertised phone number was a user-friendly six-digit number (Figure 26).

Price signage
Some toll prices were displayed on permanent, fixed mounted signage (Figure 27 and Figure 28). This was an improvement compared to 2012 when there were no toll price signs. The positioning of the price signage still needs to be improved because the price should be highlighted well in advance of the toll point. Nonetheless, the RACQ is pleased that toll road operators are moving in the right direction with respect to price signage.
Payment details (3 days to pay)
RACQ noticed an improvement in the ‘3 days to pay’ messages, with permanent, fixed mounted ‘3 days to pay’ signage more prevalent than in 2012 (Figure 29).
Other signage
A VMS was used to advise drivers of a travel time estimate to upcoming exit points (Figure 30).

Recommendations
- Upgrade signage to the gold lettering / blue background colour scheme.
- Put in additional price signage so that the toll price is displayed prior to on-ramps and entry points and motorists can weigh up whether to pay the toll, or instead travel on an alternative, free route.
- Ensure roadside signage remains visible by pruning trees close to the signage.
- Review the suggestions for improvement outlined in Figure 23, Figure 24 and Figure 25.
Logan and Gateway Extension Motorways

Operated by Transurban Queensland
Toll account provider go via
Indicative traffic volume 151,000 vehicles daily
Toll for cars Kuraby $2.51, Loganlea Rd $1.61, Heathwood & Paradise Rd $2.65

Assessment of Signage

<table>
<thead>
<tr>
<th>Assessment of Signage</th>
<th>Signage frequency &amp; location</th>
<th>Signage clarity</th>
<th>Contact details</th>
<th>Price signage</th>
<th>3 days to pay signage</th>
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RACQ reviewed the Logan Motorway and Gateway Extension Motorway toll signage on 20 November 2014 and 19 April 2015.
Signage frequency and location
RACQ observed good toll road signage on entries and along the motorways. Toll notification appeared on directional signs, as well as stand-alone ‘toll point ahead’ signs (Figure 31).

Toll signage was sufficient to allow motorists to choose to exit the motorway prior to paying a toll. For example, there was signage indicating the distance to the toll point, as well as signage advising last exit before the toll point (Figure 32).

‘Toll point ahead’ signage appeared at regular intervals and was observed 6 kilometres out from the toll point, as well as 2 kilometres and 1 kilometre prior to the toll point.
Clarity of toll signage
There was a mix of new gold letter / blue background signage, as well as older green signs. As shown in Figure 33, the clarity of the gold and blue signage was excellent. The signs are a big improvement on the signage observed in 2012.

RACQ also noticed an improvement in the directional signage with respect to the airport symbol. In Figure 33 the airport symbol correctly points diagonally left. In some of the older signage the airport symbol was misaligned (for example the airport symbol in the old sign in Figure 34 pointed straight rather than diagonally left).

Figure 33

![Figure 33](image)

Figure 34 (from 2012)

![Figure 34](image)

Contact details
The go via toll phone number and website was well signposted. The phone number appeared on permanent signposting and also on VMS. The advertised phone number for go via was the same six-digit number advertised on the Gateway Motorway (see Figure 26). It is user-friendly and easy to remember.

Price signage
RACQ noted that the toll price was displayed on permanent, fixed mounted signage (Figure 35). This was an improvement compared to 2012 when there were no toll price signs. The
positioning of the price signage still needs to be improved because the price should be highlighted well in advance of the toll pint. Nonetheless, the RACQ is pleased that toll road operators are moving in the right direction with respect to price signage.

Figure 35

Payment details (3 days to pay)
RACQ noticed an improvement in the ‘3 days to pay’ messages, with permanent, fixed mounted ‘3 days to pay’ signage more prevalent than in 2012 (Figure 36).

Figure 36

Recommendations
- Continue upgrading signage to the gold lettering / blue background colour scheme.
- Put in additional price signage so that the toll price is displayed prior to on-ramps and entry points and motorists can weigh up whether to pay the toll, or instead travel on an alternative, free route.
AirportlinkM7

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<th>BrisConnections</th>
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<tr>
<td>Toll account provider</td>
<td>AirportlinkM7</td>
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<td>Indicative traffic volume</td>
<td>50,400 vehicles daily</td>
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<td>Toll for cars</td>
<td>Between Bowen Hills and Kedron $4.62; between Kedron and Toombul $3.92; between Bowen Hills and Toombul $5.11.</td>
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<table>
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<tr>
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RACQ reviewed the AirportlinkM7 signage on 27 November 2014.
Signage frequency and location
RACQ observed frequent toll road signage before entering and after exiting the AirportlinkM7 tunnel. RACQ noted that the entry to Clem7 from AirportlinkM7 had good signs and pavement markings to advise motorists of entry to a new toll road (Figure 37). This was an improvement on 2012.

Figure 37

AirportlinkM7 makes good use of pavement markings as shown in Figure 38. Within the tunnel, pavement markings such as ‘F’VAL’, ‘ICB’ and CLEM7’ are used to highlight various exit destinations. These pavement markings do a good job of supplementing signs and offer improved route guidance.

Figure 38

Clarity of toll signage
The word ‘toll’ was differentiated from other text on signage using a yellow background (Figure 39). These were all relatively new signs and were fairly visible. Over the next five years this signage will be upgraded to the gold and blue colour scheme.
Contact details
There is frequent signposting of the AirportlinkM7 toll phone number and website at the roadside. The phone number for AirportlinkM7 is a 10-digit phone number (Figure 40). This is a long phone number to expect motorists to memorise while driving (and it is more difficult for motorists to remember than the six-digit go via phone number).

Price signage
RACQ found an improvement in price signage compared to 2012 (when there was no toll price displayed for AirportlinkM7). But although some toll prices are now displayed at the roadside,
the signage is inconsistent. For example, we observed that the East West Arterial Road entry and the Gympie Road entry had a VMS (well positioned before the entry point) showing prices (Figure 41), but we did not see a price at other entries. Some entry points with a VMS, such as the Bowen entry point, might usually display prices but at the time of RACQ’s review that VMS had a maintenance message (like the one shown in Figure 42).

Figure 41

![Figure 41](image1)

Figure 42

![Figure 42](image2)

**Payment details (3 days to pay)**
The ‘3 days to pay’ signage was effective and appeared frequently (see Figure 43). This is an improvement on 2012 when there was no ‘3 days to pay’ signage.
Other signage
Signs promoting the travel time benefits of using AirportlinkM7 were observed, although these were not functioning at the time of RACQ’s review (Figure 44).
Recommendations

- Progressively upgrade signage to the gold lettering / blue background colour scheme to increase the differentiation between tolled and non-tolled roads.
- Advertise a simpler, six-digit phone number at the roadside rather than a ten-digit phone number.
- Display the toll price for passenger vehicles prior to all entries to AirportlinkM7.

7. Disclaimer

These findings are based on personal observations by RACQ staff. While every effort was made to observe all signage, in some cases specific signs may have been missed. This could be the case in instances where the landscape was ‘busy’ and a number of different signs were clustered together.