

**FOR IMMEDIATE RELEASE**

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**All-electronic tolls public outreach to increase for Cape Coral, Midpoint and Sanibel Causeway bridges**

Fort Myers, FL, Sept. 1, 2021 – Lee County Government is increasing public outreach efforts to bring awareness among residents, business owners and motorcyclists during September about the now-permanent All-Electronic Tolling for the Midpoint, Cape Coral and Sanibel Causeway bridges.

Lee County has used All-Electronic Tolling since the pandemic began in 2020. The Lee Board of County Commissioners voted in June and August this year to maintain this to align with the State's SunPass program, to return to the same tollway fee structure that was in place before the pandemic, and to adjust motorcyclists' toll pricing to align with vehicles.

This means that on Oct. 1, the county will be re-instating the \$3 administrative fee for pay-by-plate customers, which affects motorists who do not have a transponder or do not maintain a positive balance in their LeeWay account.

Transponders used for all-electronic tolling are available, free of charge, at [www.leewayinfo.com](http://www.leewayinfo.com).

LeeWay transponders also are available at the customer service center. Motorists with transponders are not charged the administrative fee. Several other toll agency transponders work at county toll plazas as well. Motorcycle customers also are eligible to obtain a transponder.

The county will use various platforms to convey the information, including billboards, social media, the county website, direct mail and customer-service interaction.

The county created a communication toolbox at [www.leegov.com/tolls](http://www.leegov.com/tolls). It includes a video, social media graphics, a billboard graphic, Frequently Asked Questions and news releases. The county is partnering with its municipal partners, chambers of commerce and other stakeholders to assist with public outreach and awareness.