

Illinois Route 390 Outreach

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March 17, 2016

Illinois Route 390 Tollway

Ongoing

- Construction of new Illinois Route 390 Tollway to the east

July 1, 2016

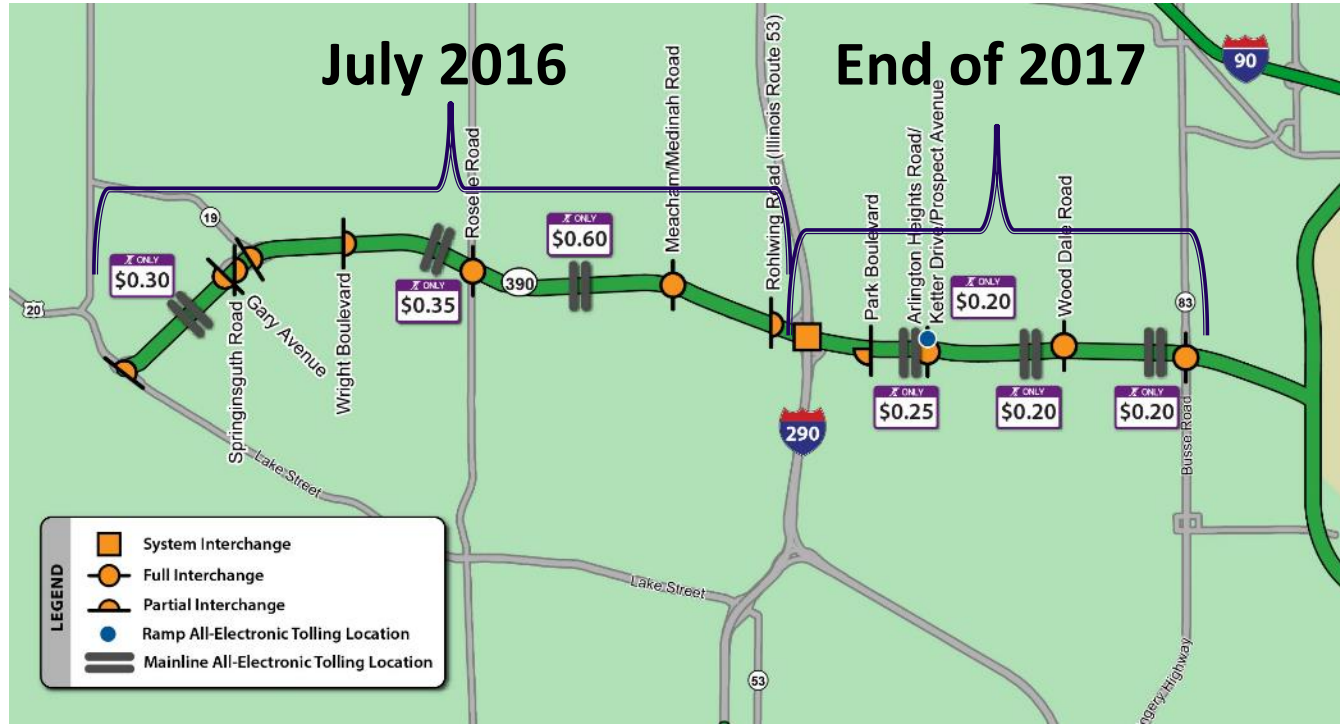
- Existing Illinois Route 390 becomes part of Tollway system

July 5, 2016

- Toll collection begins



Cashless Tolling



Savings • Safety • Convenience • Environmentally Conscious

Options For Illinois Tollway Customers

I-PASS customers pay via existing accounts

- 50 percent discount for cars
- 33 percent discount for trucks

Unpaid toll payments

- 7 days to pay online (extended to July 31 for the first month)
- License plate violation search

Fines for unpaid tolls

- \$10 per violation at time of notice
- \$25 per escalated violation



Outreach and Engagement Efforts

Key Goals

Drive a customer-focused and benefits-driven campaign

Provide an overview of the entire project

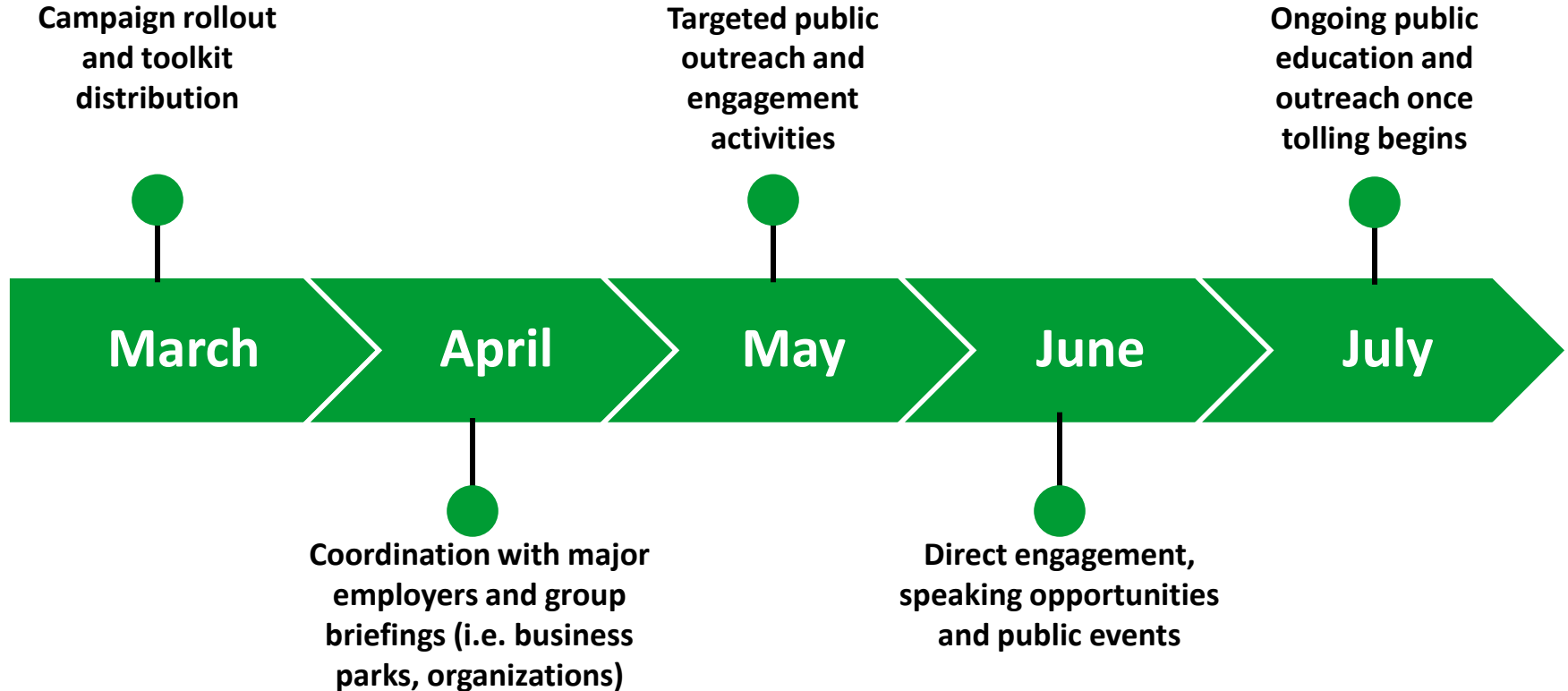
Educate the public on how to pay tolls on the first all-electronic Tollway

Engage local partners to help share the message

Outreach Activities

- Project toolkit - outreach with chambers of commerce, local municipal offices, community centers, churches and other organizations
- Media engagement - including radio and T.V. PSAs and ads as needed
- Road shows and speakers bureau with info video
- Targeted emails and tweets to customers and by community area
- Direct mailers to residents by zip codes
- Roadway signage (PCMS, DMS)
- Posters, brochures and rack cards

Timeline Slide



THANK YOU