Illinois Route 390 Outreach

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Chief of Communications and Marketing
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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

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Cashless Tolling

Savings ● Safety ● Convenience ● Environmentally Conscious

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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

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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

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Timeline Slide

March
- Campaign rollout and toolkit distribution
- Coordination with major employers and group briefings (i.e. business parks, organizations)

April
- Targeted public outreach and engagement activities

May
- Direct engagement, speaking opportunities and public events

June
- Ongoing public education and outreach once tolling begins

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THANK YOU