



**Record of Meeting | March 17, 2016**

---

The Illinois State Toll Highway Authority (the “Tollway”) held the regularly scheduled Customer Service & Planning Committee Meeting on Thursday, March 17, 2016 in the Boardroom of Tollway Headquarters in Downers Grove, Illinois. The Meeting was held pursuant to By-Laws of the Tollway upon call and notice of the Meeting executed by Chairman Robert J. Schillerstrom and posted in accordance with the requirements of the Illinois *Open Meetings Act*. The Meeting was open to the public.

*[Bolded entries indicate issues which may require follow-up to present or report to Directors.]*

**Call to Order / Pledge of Allegiance / Roll Call**

---

Committee Chair Bob Schillerstrom called the Meeting to order at approximately 10:02 a.m., stating that this is the regularly scheduled meeting of the Customer Service & Planning Committee (“CSP Committee”) of the Tollway Board of Directors. He invited attendees to rise and join in the Pledge of Allegiance. He then asked the Board Secretary to call the roll, those Directors present and absent being as follows:

Committee Members Present:
Committee Chair Bob Schillerstrom
Director Jim Banks
Director Craig Johnson
Director James Sweeney

Committee Members Not Present:
None

The Board Secretary declared a quorum present.

**Public Comment**

---

Chairman Schillerstrom opened the floor for public comment. No public comment was offered.

**Committee Chair’s Items**

---

Chairman Schillerstrom called for a motion to approve the Minutes of the regular Customer Service & Planning Committee meeting held on January 21, 2016. Director Banks made a motion for approval; seconded by Director Johnson. Chairman Schillerstrom asked if there are any



questions, concerns or requests for amendment. Hearing nothing, Chairman Schillerstrom called for a vote. The motion PASSED unanimously.

Having no further items, Chairman Schillerstrom called on Executive Director Greg Bedalov.

## Executive Director

---

**Illinois Route 390 Outreach:** Executive Director Bedalov announced that the new Illinois Route 390 will officially open in early July, becoming the first roadway on the Tollway system to use all-electronic toll collection. He then introduced Cindy Klima, Chief of Communications and Marketing, to provide the Committee with details of a comprehensive outreach program planned for Tollway customers. [See attached presentation.](#)

Director Johnson inquired about the date of the road opening and the timetable for implementation of signage which indicates that toll collection is active. Ms. Klima responded that signage changes are to be coordinated so that customers are alerted to the July 5, 2016 opening, and that this date is being disseminated widely as part of the outreach program.

Director Johnson requested confirmation that for automobiles without transponders, the cash rate (currently double the rate charged I-PASS and E-ZPass customers) will be applicable for payments made online for missed tolls. Ms. Klima confirmed.

## Items for Consideration

---

### Business Systems

#### *Item 1: Approval of the Settlement Guidelines.*

Chairman Schillerstrom raised for consideration the new Toll Violation Payment and Settlement Guidelines proposed for Illinois Route 390 and inquired of the Committee whether there are any comments, questions or concerns.

Shana Whitehead, Chief of Business Systems, first provided a brief history and overview of the proposed Settlement Guidelines. Directors and staff then discussed the agency's administrative hearings process available to customers who wish to contest violations, and the terms and conditions of the proposed Settlement Guidelines, reaching concurrence that the guidelines would benefit from further revision, to include:

- Appending to incorporate collection and litigation policies for unpaid violations.



- Potentially incorporating a descriptive pre-amble or glossary of terms, to allow easier comprehension.
- Incorporating improved context, to include distinguishing the portions which are addressed to non-transponder customers and those addressed to I-PASS customers or customers with recognized transponder accounts (E-ZPass).

**Ms. Whitehead advised that the suggested revisions will be incorporated into the Settlement Guidelines, which will then be re-presented for consideration and discussion at a future Committee meeting.**

Director Banks asked whether certain windshields continue to interfere with reliable transponder usage. Ms. Whitehead responded that the issue continues to affect a limited number of car makes with metal components to their windshields. She noted that license plate based transponders are encouraged for these customers and that the Tollway's video recognition technologies provide a backup means for toll collection in such circumstances.

*Item 2: Award of Contract 16-0018 to Bridgeway, Inc. for the purchase of Image Review Services in an amount not to exceed \$20,000,000.00 (State Use Program).*

Chairman Schillerstrom called for a motion to approve placement of **Business Systems Item 2** on the March Board of Directors meeting agenda with the Committee's recommendation for approval by the Board. Director Johnson made a motion for approval; seconded by Director Banks. Chairman Schillerstrom asked if there are any questions, concerns or requests for discussion.

Chairman Schillerstrom asked whether the item represents the Tollway's first time contracting with this vendor. Mr. Whitehead responded that the vendor selected for award, Bridgeway, Inc., a non-profit organization certified by the State Use Program, has provided image review services for the Tollway under the current contract since January 2011. She then provided the Committee an overview of the purpose and scope of the image review services required by the Tollway.

Executive Director Bedalov requested that staff provide for the Committee further explanation of the State Use Program. John Donato, Chief of Procurement, provided an overview of the State Use Program, which was established to encourage the purchase of products and services produced and provided by persons with significant disabilities, aiding in reducing this population's high rate of unemployment. He additionally provided background on the Tollway's commitment to and benefit from participating in the program, noting that procurement rules permit the Tollway to negotiate contracts directly with non-profit agencies qualified by the program. He added that



State Use Program contracts are then independently reviewed, evaluated, and approved by the State Use Committee, to ensure the best quality and pricing available.

Chairman Schillerstrom requested confirmation that the vendor selected for award submitted the second lowest bid for these services. Ms. Whitehead confirmed, explaining that of the three vendors submitting bids, one had not previously performed this work and the other, also a qualified non-profit agency, is already under contract to provide different services for the Tollway. She advised the Committee that the award amount covers the three year contract term and represents an upper limit, based on a bid unit cost (per image reviewed). She clarified that the actual cost of the services may not reach the upper limit due to continuing efforts by the agency to explore methods and technologies which reduce the number of images requiring physical review.

Director Banks asked the implication of vanity plates to the volume of images which require image review services. Ms. Whitehead confirmed that significant challenges to automatic-matching are introduced because states permit the repeating of plate numbers amongst varying license plate types offered (often in excess of 100 types).

At this point, Directors and staff discussed the implication of legislation put forth which contemplates eliminating the front plate requirement in Illinois. The discussion additionally addressed potential approaches, including legislative and interagency efforts, to alleviate existing and future challenges to the Tollway's ability to collect missed tolls, capture images and to automate its match with transponder accounts.

Hearing nothing further, Chairman Schillerstrom called for a roll call on the pending motion, the vote of yeas and nays being as follows:

Yeas: Director Banks, Director Johnson, Director Sweeney, Chairman Schillerstrom (4)

Nays: None (0)

The motion to approve PASSED.

***Item 3: Award of Contract 16-0024 to Jacobs Engineering Group Inc. for the purchase of System Integrator Services in an amount not to exceed \$900,000.00 (Tollway Sole Source).***

Chairman Schillerstrom asked Ms. Whitehead to present this item for benefit of the Committee.

Upon conclusion of the item presentation, Chairman Schillerstrom asked Ms. Whitehead to further clarify the importance of system integrator services. Ms. Whitehead explained that the vendor has extensive tolling knowledge and acute understanding of the Tollway's existing lane system



interfaces (through which all toll transactions flow) and security enhancements. She further responded that this knowledge uniquely qualifies them to lead and facilitate the transition of the agency's toll collection data and processes to the new back office system, ensuring the secure, accurate and efficient collection of toll revenues during this period. Mr. Donato added that sole source procurements require approval of the state's Chief Procurement Officer (CPO) and that prior to this determination, the agency is required to publish a written notice of intent to enter into a sole source contract, providing an opportunity for interested parties to request a public hearing. In relation to the sole source procurement which is subject of Business Systems Item 4, he advised that no parties expressed interest prior to the scheduled hearing date, and in relation to Business Systems Item 3, the Tollway will learn on March 21 whether any interested parties have requested a hearing.

Chairman Schillerstrom asked about the frequency with which a hearing is requested by an interested party. Mr. Donato responded that for Tollway sole source procurements, hearing requests have been uncommon.

Chairman Schillerstrom encouraged staff to preface item summaries, particularly those of technical nature, with context and a "big picture" perspective which contemplates a reader unfamiliar with the subject matter. **Staff responded that such an approach will be incorporated in the future when developing item summaries.**

Chairman Schillerstrom then called for a motion to approve placement of **Business Systems Item 3** on the March Board of Directors meeting agenda with the Committee's recommendation for approval by the Board. Director Johnson made a motion for approval; seconded by Director Banks. Chairman Schillerstrom asked if there are any additional questions, concerns or requests for discussion. Hearing nothing, Chairman Schillerstrom called for a roll call, the vote of yeas and nays being as follows:

Yeas: Director Johnson, Director Banks, Director Sweeney, Chairman Schillerstrom (4)

Nays: None (0)

The motion to approve PASSED.

*Item 4: Award of Contract 16-0013 to Law Enforcement Systems, LLC for the purchase of Out-of-State Registration Retrieval Services in an amount not to exceed \$750,000.00 (Tollway Sole Source).*

Chairman Schillerstrom called for a motion to approve placement of **Business Systems Item 4** on the March Board of Directors meeting agenda with the Committee's recommendation for



Minutes of the  
**Customer Service & Planning Committee Meeting**

---

approval by the Board. Director Banks made a motion for approval; seconded by Director Sweeney. Chairman Schillerstrom asked if there are any questions, concerns or requests for discussion. Hearing nothing, Chairman Schillerstrom called for a roll call, the vote of yeas and nays being as follows:

Yeas: Director Banks, Director Sweeney, Director Johnson, Chairman Schillerstrom (4)

Nays: None (0)

The motion to approve PASSED.

**Adjournment**

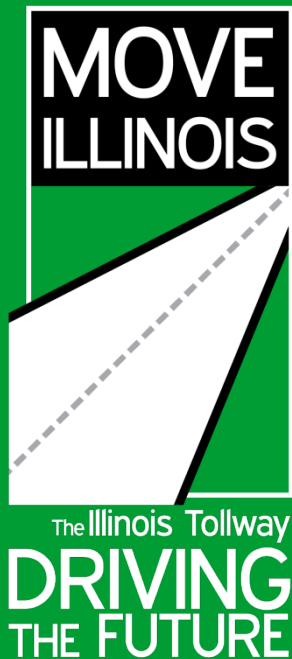
---

There being no further business before the Committee, Chairman Schillerstrom called for a motion to adjourn. Director Johnson made a motion to adjourn; seconded by Director Sweeney. Chairman Schillerstrom then called for a vote. The motion PASSED unanimously.

The Meeting was adjourned at approximately 11:01 a.m.

Minutes taken by: \_\_\_\_\_

Christi Regnery  
Board Secretary  
Illinois State Toll Highway Authority



---

# Illinois Route 390 Outreach

Cindy Klima,  
*Chief of Communications and Marketing*  
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

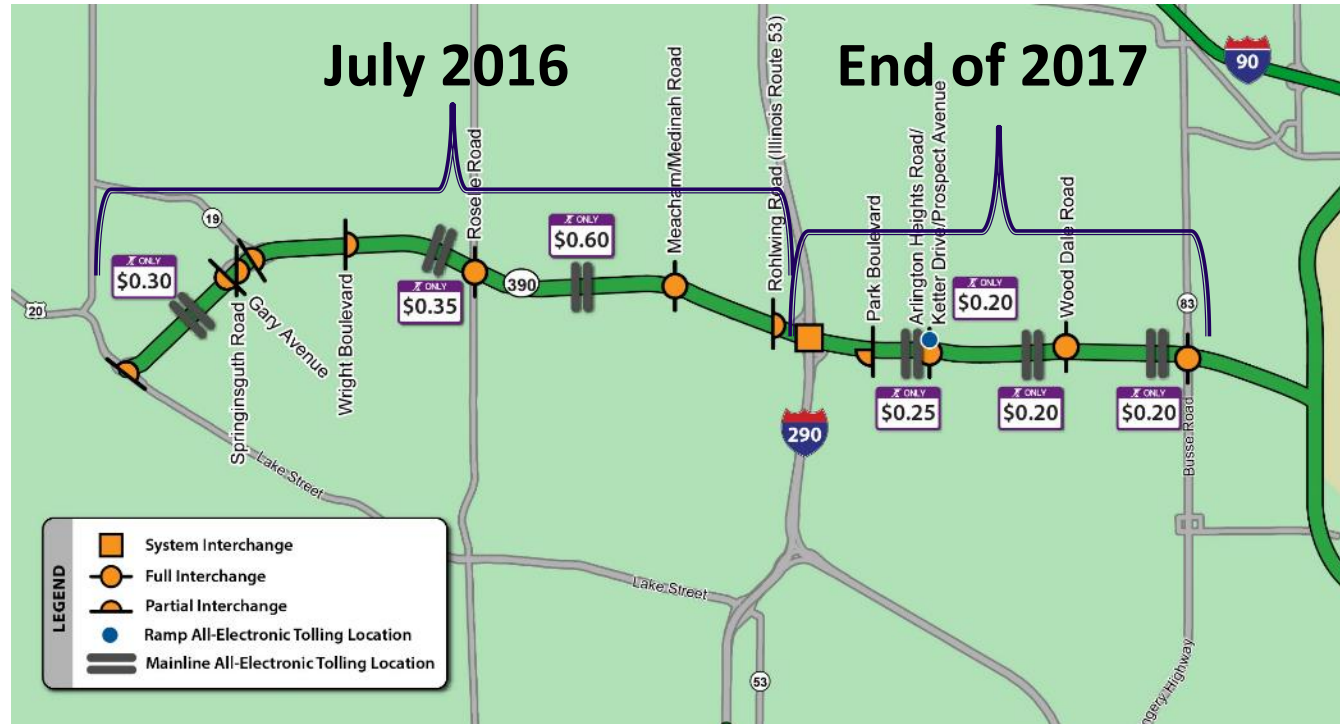
## July 5, 2016

- 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

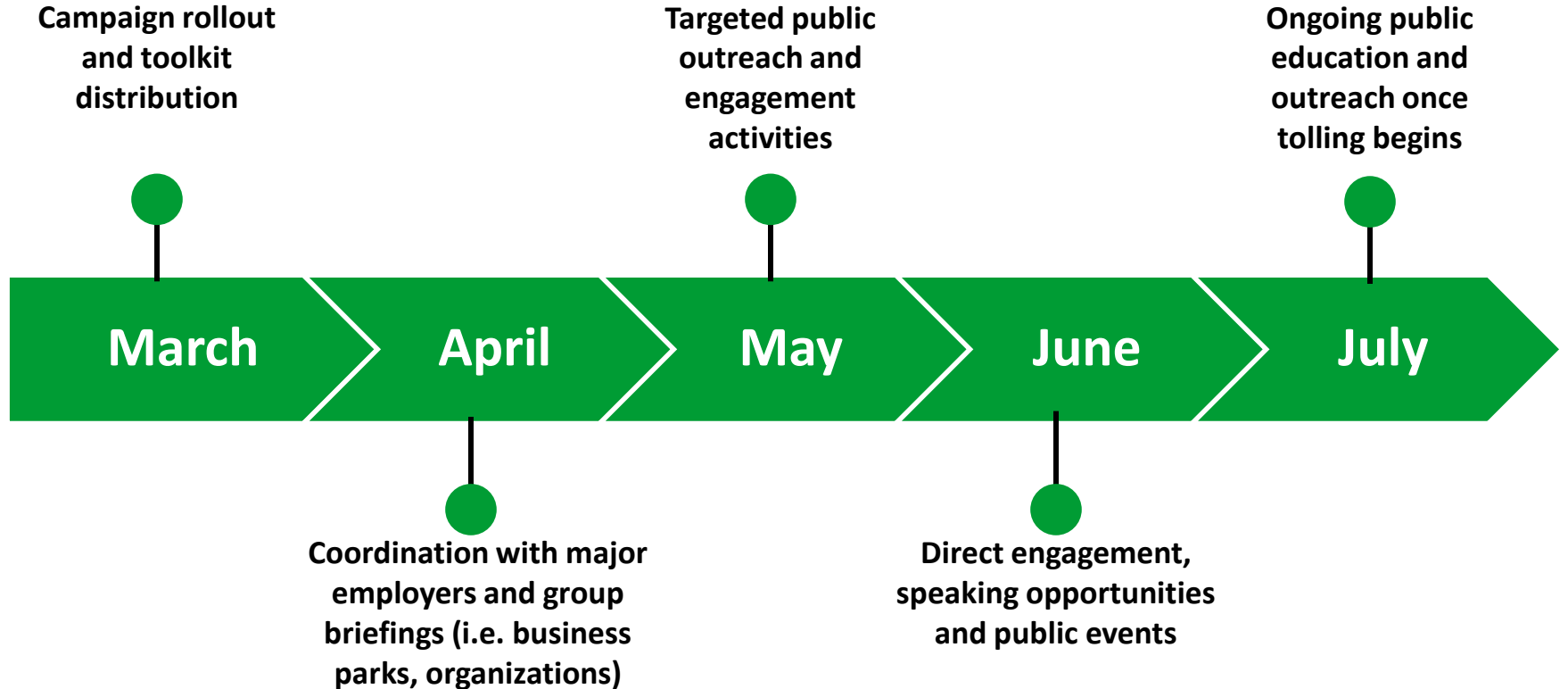
Educate the public on how to pay tolls on the first all-electronic Tollway

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