Expanding Access to I-PASS
August 28, 2014
Tri-State Tollway (I-294)/I-57 Interchange Opening in October

- First interstate-to-interstate connection on the Tollway system where there is no toll collection point for customers who wish to pay cash
- More than 87 percent of Tollway transactions are I-PASS
- Above average I-PASS penetration in Chicago Southland communities
- Goal: Provide everyone the opportunity to benefit from the new interchange and make traveling on it as easy as possible
Truck rates range from $1.50 to $4.00 during daytime hours, with overnight discounts offered.
New Customer Service Initiatives

- Extended, limited-time toll payment offer
- Temporary I-PASS Customer Service Center in Midlothian
- I-PASS roadshow tour in the Chicago Southland
- Extensive outreach and information dissemination through community posts and local advertising
- Focus group research with non-I-PASS customers to test understanding of all-electronic tolling roadway signage
Key Focus Group Finding

- For some, cost of I-PASS is a barrier
- Initial investment - $40 pre-payment plus $10 or $20 deposit – is seen as an obstacle
- Major shift in opinion when initial cost of I-PASS is reduced
- Nearly all subjects indicated they would consider getting I-PASS if it cost less
Key Comparative Practices

- **Florida SunPass** – $25 per transponder for purchase, $10 prepaid tolls.
- **Indiana Toll Road** – $1 per transponder per month, $10 prepaid tolls.
- **Pennsylvania Turnpike** – $3 annual fee per transponder, $35 in prepaid tolls per transponder. Manually replenished accounts pay an extra $10 deposit per transponder.
- **New Jersey Turnpike** – $10 transponder deposit, credited to account as tolls if auto-replenished, plus $25 in prepaid tolls/auto-replenishment, plus $1 monthly fee.
- **Chicago Transit Authority** – $5 purchase fee that is converted to transit value upon registration, $.05 - $5 prepaid transit value, depending on location of purchase.
Key Considerations

- Programming complexity and associated system risk
- Capacity to absorb customer service inquiries
- Extent of analysis and testing needed for complex changes
Current I-PASS Cost Structure

- Deposit for transponder:
  - $10 deposit (auto-replenish)
  - $20 deposit (manual)
- Initial pre-payment for tolls: $40
- Minimum auto-replenishment for tolls: $40
Putting I-PASS On Sale

- Proposed I-PASS “Sale” – October 1 through December 31, 2014

- Discounted cost structure
  - Deposit for transponder: $10 (auto-replenishment or manual)
  - Initial pre-payment for tolls: $20
  - Minimum auto-replenishment for tolls: $20

- For existing manual replenishment customers, a $10 deposit refund will automatically be applied to their I-PASS account balances in the form of a credit

- All existing customers can lower their minimum auto-replenishment upon request
Anticipated Impacts

- Implementation costs – approximately $20,000 in programming resources
- Customer Call Center – hard to determine, will monitor impact on call center activity
Anticipated Benefits

- Eliminate barrier to getting I-PASS
- Encourage I-PASS participation in advance of the Tri-State Tollway (I-294)/I-57 Interchange opening in October
- Help support successful long-term I-PASS participation
- Continue to support customers who prefer more varied (often smaller) manual replenishments, similar to transit cards
Moving Forward

- Currently reviewing business rules for future implementation
- Will review option to convert initial transponder deposit into tolls, like transit fare cards
- Will review “incentive program” to reward accounts in good standing with lower auto-replenishment amount
- Other ideas?
THANK YOU