Expanding Access to I-PASS: Update
October 23, 2014
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
Plaza 42 Toll Rates for Cars and Motorcycles

Regular Rate = $1.50
Discounted I-PASS Rate = 75 cents

Truck rates range from $1.50 to $4.00 during daytime hours, with overnight discounts offered.
New Customer Service Initiatives

- I-PASS Sale
- 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 and the I-PASS program
I-PASS Sale: Typical Cost Structure

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

- **October 1 through December 31, 2014**
- **Discounted cost structure:**
  - Deposit for transponder: $10 (auto-replenish or manual)
  - Initial pre-payment for tolls: $20
  - Minimum auto-replenishment for tolls: $20

- Existing manual replenishment customers, a $10 deposit refund was automatically applied to their I-PASS account balances in the form of a credit

- Existing customers can lower their minimum auto-replenishment upon request
I-PASS Sale: Results

- Almost double the rate of new account creation
  - Approximately 9,000 participated in sale
  - Approximately 12,700 new accounts in total
Nearly 26,000 existing I-PASS customers have called to change their account replenishment increments to $20.

When new accounts participating in the sale are included, a total of over 35,000 I-PASS customers have opted for account replenishment increments of $20.
Temporary Service Center: Overview

- Intended to serve local residents who wish to obtain I-PASS
- Open from September 2 to November 26, Tuesday through Friday from 8:00 a.m. to 5:00 p.m.
- Full-service operation staffed with Tollway Customer Service Representatives
- Located in the Secretary of State Office in Midlothian
Temporary Service Center: Results

- Approximately 950 visitors
- Approximately 200 new I-PASS accounts
- Approximately 115 new transponders added to existing I-PASS accounts
- Approximately 140 I-PASS account replenishments
THANK YOU