



Expanding Access to I-PASS: Update

December 18, 2014



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**



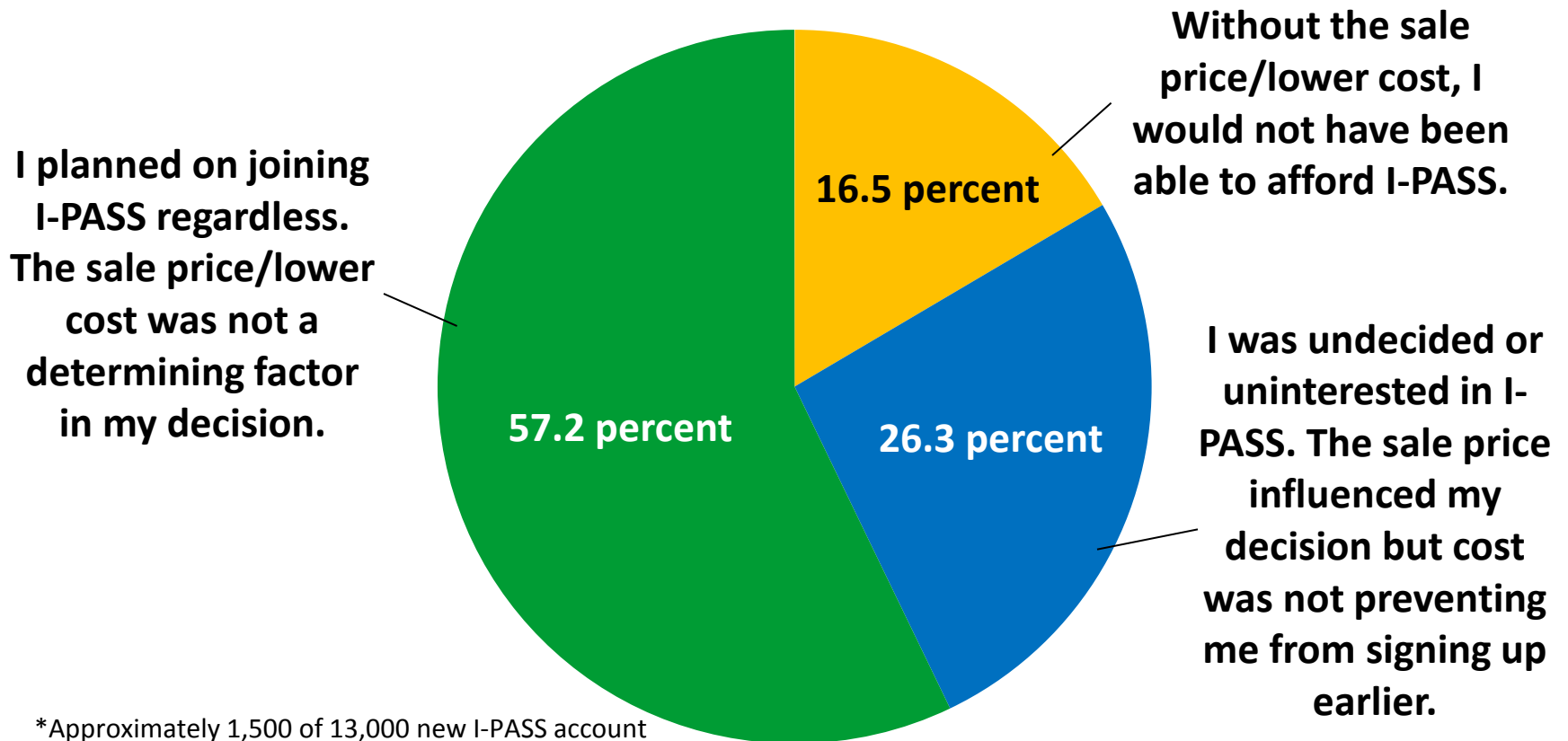
I-PASS Sale: Customer Activity

- ▶ **More than 28,000 accounts opened since October 1 have opted for the sale program pricing. An estimated 8,600 of these were opened in direct response to the sale – 30 percent more than is typical during the same timeframe.**
- ▶ **More than 58,000 existing I-PASS customers opted to lower their account replenishment increment from \$40 to \$20**

I-PASS Sale: Survey Results*

Question:

Which statement best reflects your decision to join I-PASS?



*Approximately 1,500 of 13,000 new I-PASS account holders with sale prices responded to survey.

I-PASS Sale: Key Survey Findings

- ▶ **Fifty percent of respondents reported being aware of the sale**
- ▶ **More than 45 percent of respondents indicated they use the Tollway less than one day every month**
- ▶ **More than 35 percent of respondents indicated they now plan to use the Tollway more frequently**
- ▶ **Approximately 8 percent of respondents indicated the new all-electronic Tri-State Tollway (I-294)/I-57 Interchange motivated them to join I-PASS**

I-PASS Sale: Key Conclusions

- ▶ **The I-PASS sale motivated people to open I-PASS accounts even when the cost was not a factor in their participation – and even when they were not aware of the sale**
- ▶ **The discounted cost of opening a new account made I-PASS more accessible and attractive**
- ▶ **The I-PASS sale achieved strong results with our standard advertising and public education channels**
- ▶ **The I-PASS sale might contribute to an increase in the volume of electronic toll payments**

I-PASS Sale: Recommendations

- ▶ **Make discounted cost structure permanent**
 - ▶ Deposit for transponder: **\$10** (auto-replenish or manual)
 - ▶ Initial pre-payment for tolls: **\$20**
 - ▶ Minimum auto-replenishment for tolls: **\$20**
- ▶ **Extend the newly permanent cost structure to Jewel-Osco and Road Ranger locations**



THANK YOU
