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?

- 57.2 percent: I planned on joining I-PASS regardless. The sale price/lower cost was not a determining factor in my decision.
- 26.3 percent: I was undecided or uninterested in I-PASS. The sale price influenced my decision but cost was not preventing me from signing up earlier.
- 16.5 percent: Without the sale price/lower cost, I would not have been able to afford 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