

**THE ILLINOIS STATE TOLL HIGHWAY AUTHORITY
MINUTES OF THE
CUSTOMER SERVICE COMMITTEE MEETING
December 14, 2011**

The Illinois State Toll Highway Authority held a Customer Service Committee Meeting on Wednesday December 14, 2011 at approximately 12:00 p.m. at the Central Administration Building in Downers Grove, Illinois.

Directors on the Committee in attendance were as follows:

Committee Chair Jeff Redick

Director Carl Towns

Committee Chair Jeff Redick called the meeting to order and opened the floor for public comment. No public comment was offered. He then called for a motion to approve the minutes of the Customer Service Committee meeting held on September 21, 2011. Director Towns made the motion to approve; seconded by Director Redick. The motion was approved unanimously.

Executive Director Kristi Lafleur introduced Shana Whitehead, Acting Chief of Business Systems, to: review the proposed Customer Service Committee 2012 Work Plan; provide a re-cap of the work done by the Customer Service Working Group; and give an overview of customer education initiatives related to the toll increase.

Ms. Whitehead began by reviewing the key decisions and the related decision-making timeframes for the Customer Service Committee as shown in the [attached presentation](#). The Work Plan was originally developed and approved by the Customer Service Committee in

September 2011. She noted that key decisions related to the negotiation of American Express fees have already been completed. Other key decisions on the Work Plan included: revamping the toll violations framework; reviewing policies related to fleet users; and providing feedback transponders to Tollway users again.

Committee Chair Redick indicated that issues related to transponder use in rental cars should also be included in the Work Plan.

Ms. Whitehead indicated that the Customer Service Working Group which consisted of three Directors was formed by Chair Wolff at the beginning of her tenure at the Tollway in 2009 to evaluate the effectiveness of the Tollway's customer service function. She then recapped issues identified by the Customer Service Working Group and provided updates on the staff's progress toward resolving those issues. Regarding the Tollway's electronic tolling technology, she indicated that the existing system has been improved with: online violation images; a 90-day rule that invalidates notices that are not issued within 90 days of the 3rd violation; and an automated system for credit card updates. She also indicated that staff has: started the development of functional and technical requirements for a new electronic tolling system; and established a timeline for system replacement and received responses from several vendors to the Tollway's Request for Information (RFI). Ms. Whitehead also indicated that staff successfully transitioned several contracts to not-for-profit companies per the Working Group's recommendation including: the image review contract (Bridgeway Training Services); print and mail contract (The Printers Mark, subsidiary of Transitions Mental Health services); and the transponder fulfillment contract (Ada S. McKinley Community Services). She noted that the transition of the call center contract is in progress.

Ms. Whitehead noted other accomplishments such as increasing the response rate for transponder replacement requests to 92 percent in 2011; and updating customer addresses – saving \$40,000 in the first 8 months of 2011 in costs related to incorrect mailing.

Ms. Whitehead then outlined the key messages, communication tools and additional outreach used to educate customers about the toll increase scheduled for January 1, 2012 as shown on slides 8-10 in the [attached presentation](#).

Ms. Whitehead presented the following items for the Customer Service Committee to approve for placement on the Board Consent Agenda:

1. Award of Contract No. 12-0040 to Kapsch TrafficCom IVHS (Kapsch) for transponder and equipment purchases in an amount not to exceed \$60,566,250 (Tollway Sole Source).

Committee Chair Redick called for a motion to approve the award.

Director Towns made the motion for approval; seconded by Director Redick. The motion was approved unanimously.

2. Contract Extension for No. 06-0164 Consolidated Customer Service Center (CCSC) contract with TransCore, increasing the contract upper limit by \$2,400,000 from \$72,990,870 to \$75,390,870 (Tollway RFP).

Committee Chair Redick called for a motion to approve the award.

Director Towns made the motion for approval; seconded by Director Redick. The motion was approved unanimously.

There being no further business Committee Chair Redick requested a motion to adjourn. Director Towns moved to adjourn; seconded by Director Redick. The motion was approved unanimously.

Meeting adjourned at approximately 12:50 p.m.

Minutes taken by: _____

Tranece Artis
Board Secretary
Illinois State Toll Highway Authority

DRAFT



Customer Service Committee

December 15, 2011

Customer Service Workplan: Overview

Key Decisions	Decision-Making Timeframe		
	4-6 months	6-12 months	12+ months
Violations Framework <ul style="list-style-type: none"> • Fines vs. fees / notices vs. invoices • Two-year “look-back” • Collections • All electronic tolling (AET) considerations 		X	X
Fleet Policies			X
Feedback Transponders (“beeping transponders”) <i>Complete</i>		X	
American Express Fees	X		



Customer Service Workplan: Detail

■ Violations Framework

- Establish options through benchmarking
- Assess costs and revenue impacts
- Determine violations framework for future
- Anticipated feasibility: Likely requires extensive system changes for full implementation

■ Fleet Policies

- Establish options through benchmarking
- Assess costs and revenue impacts
- Develop plan for both pilot implementation and full implementation
- Anticipated feasibility: Possibly requires extensive system changes



Customer Service Workplan: Detail (cont.)

■ Feedback Transponders

- Assess feedback transponder technology requirements
- Assess feedback transponder costs (and savings)
- Determine how to plan for lane technology upgrades
- Anticipated feasibility: Possibly requires extensive system changes

■ American Express Fees

- Assess usage patterns
- Assess current expenditures on credit card fees for each credit card
- Assess customer impact
- Determine whether to continue accepting American Express
- Anticipated feasibility: Very few system changes would be needed

Complete



Customer Service Working Group Recap

HIGHLIGHTS

- **Electronic Tolling Technology**
 - ❑ Halted bid for new maintenance vendor for existing system
 - ❑ Assessed existing system
 - ❑ Commenced effort to evaluate replacement systems (vs. simple maintenance of existing system)
 - ❑ Continued efforts to improve existing system and existing contract management



UPDATES

- **Electronic Tolling Technology**
 - ❑ Established “back-office” system replacement timeline
 - ❑ Developed Request for Information (RFI); responses received November 30
 - ❑ Commenced development of functional and technical requirements
 - ❑ Existing system improvements
 - ❑ Online violation images
 - ❑ 90-Day Rule
 - ❑ Credit card updater



Customer Service Working Group Recap

HIGHLIGHTS

■ Customer Service Contract

- Image review
- Transponder fulfillment
- Print and mail
- Call center

UPDATES

■ Customer Service Contracts

- Image review contract with state use vendor finalized in December 2010 (Bridgeway Training Services)
- Print and mail contract with state use vendor approved August 2011 (The Printers Mark, a subsidiary of Transitions Mental Health Services)
- Transponder fulfillment contract with State Use Program vendor approved August 2011 (Ada S. McKinley Community Services Inc.)
- Call center contract in progress



Customer Service Working Group Recap

HIGHLIGHTS

■ Key Initiatives

- Transponder replacements
- Address corrections
- Online violation images
- 90-Day Rule

UPDATES

■ Key Initiatives

Approximately 300,000 in 2011. More than 550,000 scheduled for 2012.

- 92 percent response rate
- Conducting additional outreach to 700 unresponsive but active accounts
- Average 4,300 per month. Anticipated savings of \$40,000 January-August 2011.**
- 72,446 images (violations) reviewed by 18,029 unique parties March-December 2011.**
 - 3,029 images disputed
 - 1,217 images were dismissed
- Board agreement in June 2011. Implemented in November 2011.**



Toll Increase Customer Education

■ Key Messages

- The Illinois Tollway's new capital program, Move Illinois: *The Illinois Tollway Driving the Future*, begins in 2012
- New toll rates for passenger cars take effect on January 1
- No increase is scheduled for trucks until 2015
- Rates vary by road, plaza and ramp. For a complete list, visit www.illinoistollway.com
- Interested in saving 50 percent? Get I-PASS:

Visit an Illinois Tollway Customer Service Center, open Monday through Friday from 7 a.m. to 6 p.m.

Visit one of Jewel-Osco's 180+ Northern Illinois locations

Go online or call all 1-800-UC-IPASS (800-824-7277)



Toll Increase Customer Education (cont.)

■ Key Tollway Communication Tools

- Tollbooth palm cards (September 30)
- Roadway signage (November 15)
- Dynamic message signs (DMS) (November 15)
- Portable changeable message signs (PCMS) (November 15)
- Tollbooth posters (November 15)
- Customer Service Center posters and brochures (November 15)
- Newspaper notices (November 26 and November 27)
- Jewel-Osco posters (December 1)
- Website rotating banner (December 1)
- Loop messaging on Central Administration phone line (December 1)
- Website frequently asked questions (FAQs) (December 6)
- eNewsletter sent to 1.1 million Tollway customers (November 10 and December 13)
- Television and radio announcements (Late December)
- 2012 Tollway map (Early January)



Toll Increase Customer Education (cont.)

■ Additional Outreach

- Plan proactive media outreach for late December including radio interviews and morning news programs
- Continue active schedule of speaking engagements and presentations to third-party groups

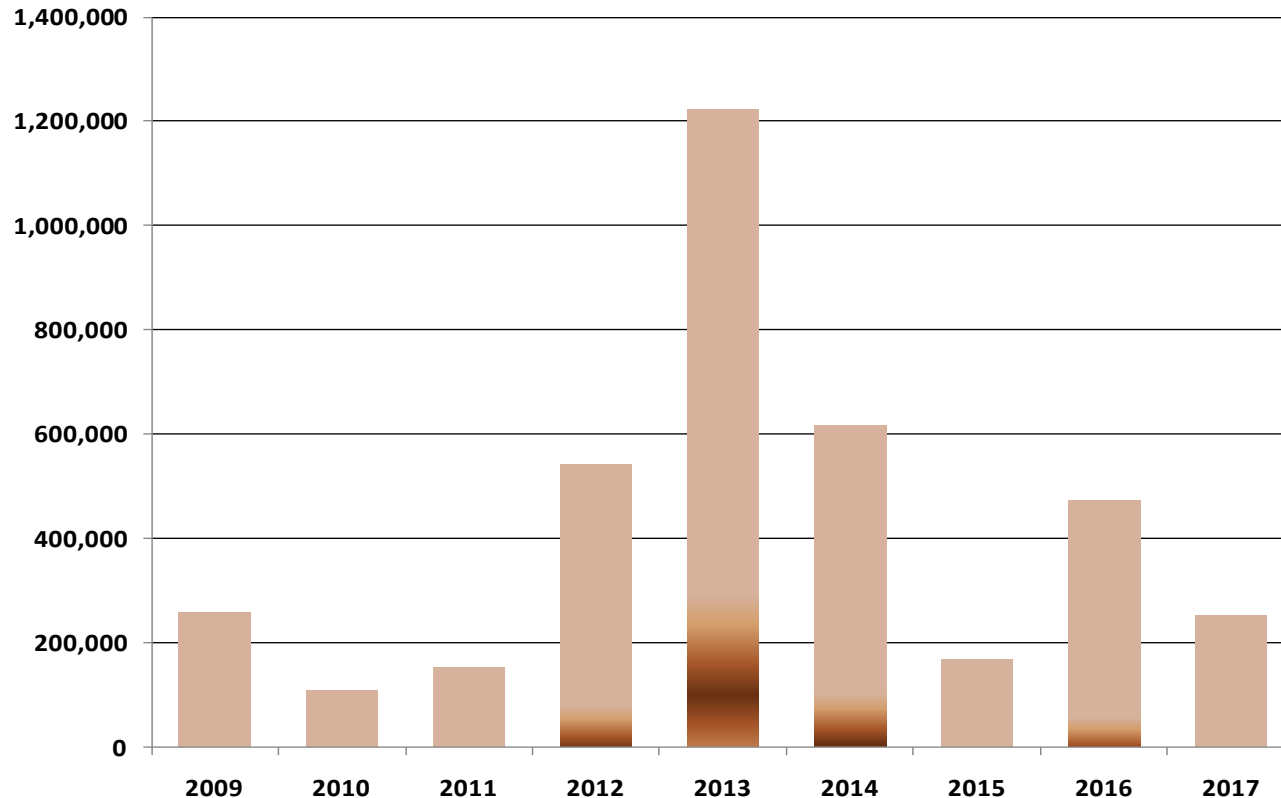




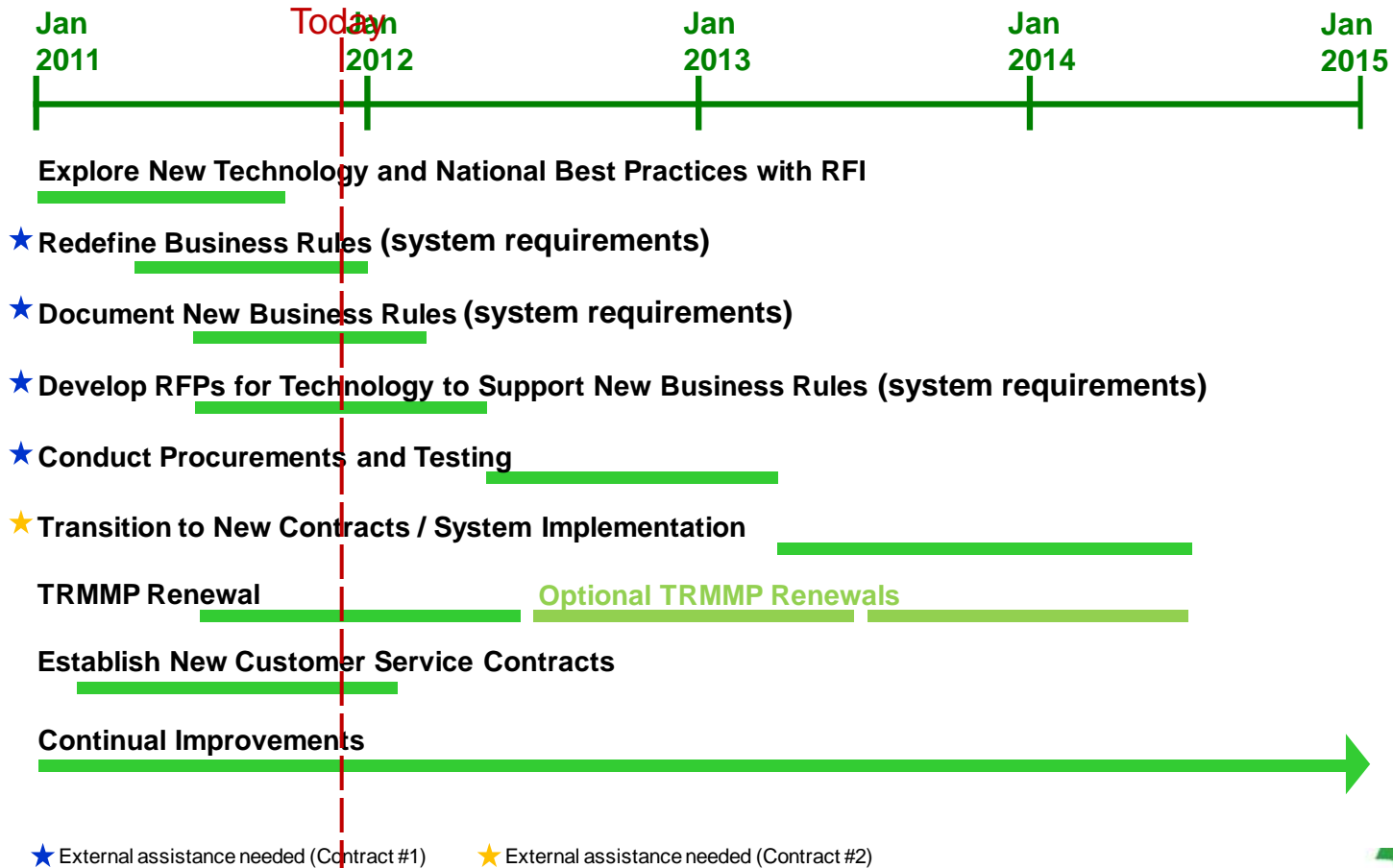
Appendices

Appendix: Transponder Replacements

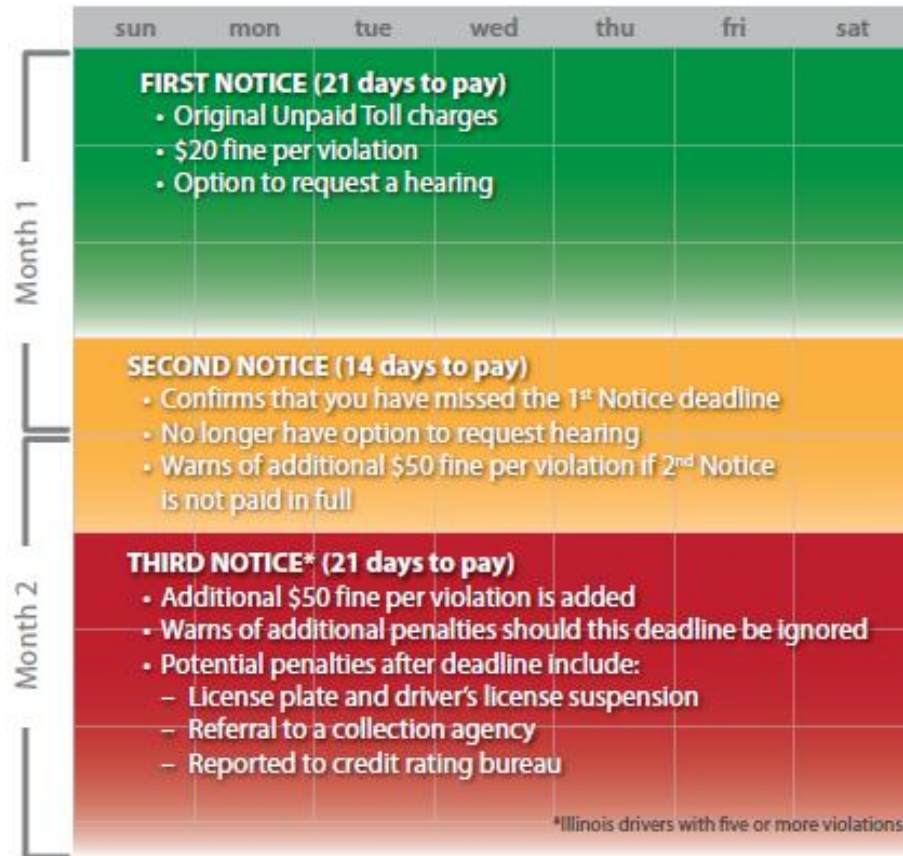
Anticipated transponder replacement volumes by year



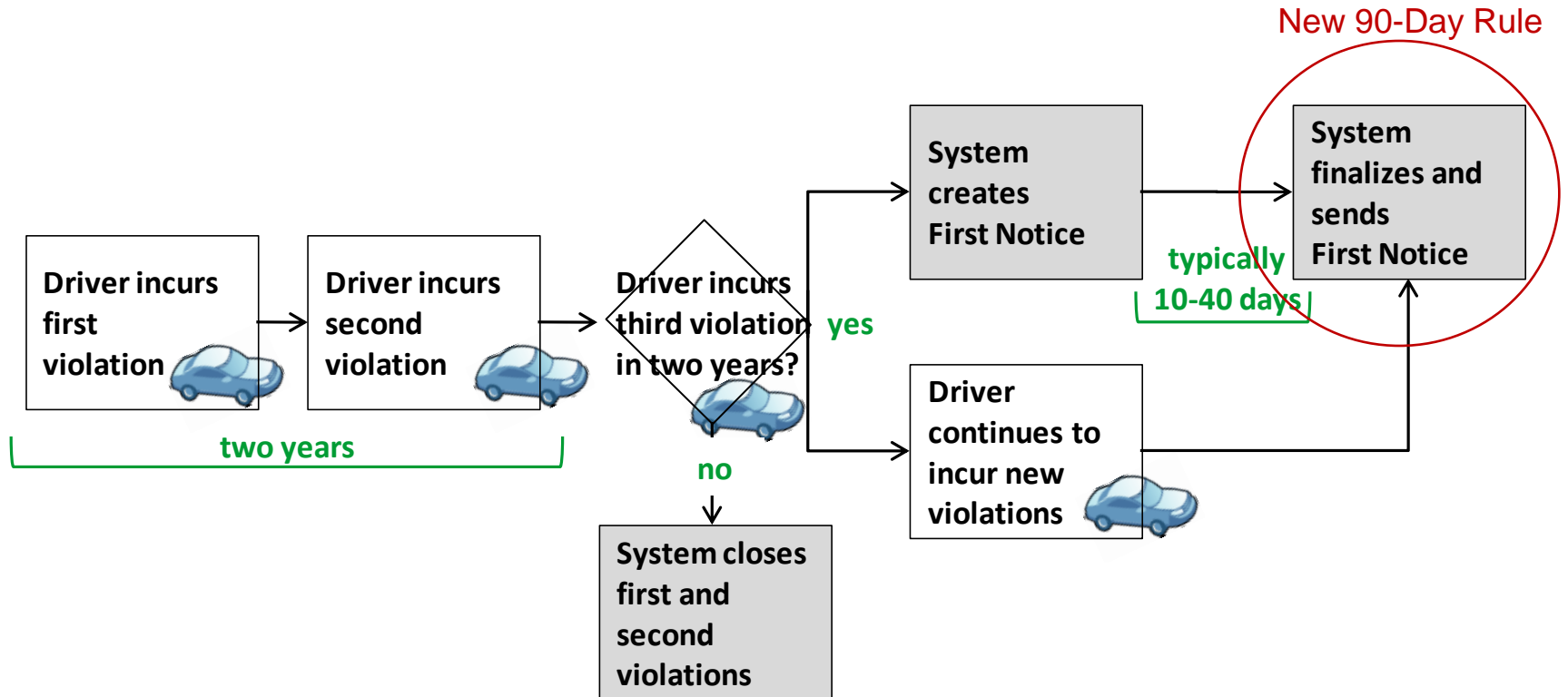
Appendix: Electronic Tolling “Back-Office” Technology Strategy



Appendix: Violations Framework (fines vs. fees / notices vs. invoices)



Appendix: Violations “Look-Back” (Two-Year Rule)





THANK YOU