Customer Service Committee

September 21, 2011
## Customer Service Working Group Re-Cap

### HIGHLIGHTS

<table>
<thead>
<tr>
<th>Electronic Tolling Technology</th>
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<tr>
<td>- Halted bid for new maintenance vendor for existing system</td>
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<td>- Assessed existing system</td>
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<td>- Commenced effort to evaluate replacement systems (vs. simple maintenance of existing system)</td>
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<td>- Continued efforts to improve existing system and existing contract management</td>
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### UPDATES

<table>
<thead>
<tr>
<th>Electronic Tolling Technology</th>
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<tr>
<td>- Established “back-office” system replacement timeline</td>
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<td>- Developed Request for Information (RFI); anticipated release September 30th</td>
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<td>- Commenced development of functional and technical requirements</td>
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<td>- Existing system improvements</td>
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<td>- Online Violation Images</td>
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<td>- 90-Day Rule</td>
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<td>- Credit Card Updater</td>
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# Customer Service Working Group Re-Cap

## Highlights

<table>
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<th>Customer Service Contract</th>
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<tr>
<td>- Image review</td>
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<td>- Transponder fulfillment</td>
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<td>- Print and mail</td>
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<td>- Call center</td>
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## Updates

<table>
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<th>Customer Service Contracts</th>
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<tr>
<td>- Image review contract with state use vendor finalized in December 2010 (Bridgeway Training Services)</td>
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<td>- Print and mail contract with state use vendor approved 8/25 (The Printers Mark, a subsidiary of Transitions Mental Health Services)</td>
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<tr>
<td>- Transponder fulfillment contract with state use vendor approved 8/25 (Ada S. McKinley Community Services, Inc.)</td>
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<td>- Call center contract in progress</td>
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Customer Service Working Group Re-Cap

HIGHLIGHTS

- **Key Initiatives**
  - Transponder replacements
  - Address corrections
  - Online violation images
  - 90-Day Rule

UPDATES

- **Key Initiatives**
    - 92% response rate.
    - Conducting additional outreach to 700 unresponsive but active accounts.
  - Average 4,300 per month. Anticipated savings of $40K Jan-Aug 2011.
  - 44,593 images (violations) reviewed by 11,006 unique parties Mar-Sept 2011.
    - 1,782 images (4%) disputed overall
    - 664 images (2%) ultimately dismissed
  - Board agreement on 6/30. Anticipated implementation late Oct.
I-PASS Account Management without Credit Cards

Frequently Asked Questions About I-PASS

Haga clic aquí para información en Español

Buying I-PASS | Managing Your Account | Using I-PASS | Your Transponder

Managing Your Account

Do I have to use a credit or debit card to replenish my account?
No. You can also pay by check, cash or an I-PASS Gift Card. I-PASS Gift Cards are available at Jewel stores, the Tollway Customer Service Center at the O’Hare Oasis and other locations. Please refer to the Customer Service page for more information. Do not send cash in the mail.

If you prefer to mail in a check or money order, please address it to:

I-PASS Replenish
PO Box 5225
Lisle, IL 60532

Make checks payable to Illinois State Toll Highway Authority or ISTHA
Additional Area of Interest: Means-Tested Toll Discounts

Am I eligible for I-PASS Assist?
If you are enrolled in the Circuit Breaker Program or Medicaid, you qualify for I-PASS Assist. Contact the Department on Aging (Circuit Breaker) and the Department of Public Aid (Medicaid) about the criteria for these programs.

Where can I purchase I-PASS Assist?
If you are eligible, you can purchase I-PASS Assist at any of the Tollway’s Customer Service Centers (CSC). The CSCs are open Monday through Friday from 7 a.m. until 6 p.m. Refer to the Customer Service Chart for more ways to purchase I-PASS Assist.

What do I need to purchase I-PASS Assist?
You must present a valid ID, such as an Illinois Driver’s License, as well as documentation verifying membership in the Circuit Breaker or Medicaid programs. You may pay for I-PASS Assist with cash, check or credit/debit card.

How much does I-PASS Assist cost?
I-PASS Assist costs $20, which includes a $10 deposit and $10 in prepaid tolls. You must keep your I-PASS replenished in increments of at least $20 to avoid toll violations.

Automatic Replenishment
This program allows you to pre-authorize payments of $20 from a credit or debit card to be made to your I-PASS Assist account when your balance falls to $3.00.
Additional Area of Interest: Toll Increase Customer Education

Goals

- Use all Tollway communications tools and tactics to ensure that our customers and others know about the January 1, 2012 rate increase
- Educate all stakeholders about the benefits of the Move Illinois capital program and I-PASS
- Leverage working relationships with local governments and businesses along the Tollway to help deliver key messages
- Ensure that the Tollway follows all legal requirements
Additional Area of Interest: Toll Increase Customer Education (cont.)

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)
Additional Area of Interest: Toll Increase Customer Education (cont.)

Tollway Communication Tools

- Roadway signage
- DMS and PCMS messages
- Tollbooth posters, signage and palm cards
- eNewsletter sent to 1.1 million Tollway customers
- Tollway Web site
- 2012 Tollway System Map
- On-hold telephone messages
- Legal notices in local newspapers
Additional Area of Interest:
Toll Increase Customer Education (cont.)

Media and Community Outreach

- Develop, produce and distribute radio public service announcements about toll rate increase
- Plan proactive media outreach for the last two weeks of December including radio interviews and morning news programs
- Continue active schedule of speaking engagements and presentations to third-party groups
- Toll rate increase information sent to Tollway’s list of 180 community and local government contacts
- Toll rate increase information sent to the Tollway’s list of 30 businesses located along the system
Additional Area of Interest:
Toll Increase Customer Education (cont.)

- **Leveraging Partnerships**
  - Use television advertising spots and Web presence on NBC 5 and FOX to air new public service announcements and messages about toll increase
  - Work with Jewel/Osco on door posters, in-store radio ads and bi-monthly “spotlight” ads
  - Use communications tools at the Tollway Oases, including wall banners and customer service center signage
# Customer Service Committee Workplan

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<thead>
<tr>
<th>Key Decisions</th>
<th>Decision-Making Timeframe</th>
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<tr>
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<td>4-6 months</td>
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<td>Violations Framework</td>
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<td>(fines vs. fees / notices vs. invoices)</td>
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<tr>
<td>Violations “Look-Back”</td>
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<td>(two-year rule)</td>
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<td>Toll Discounts</td>
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<tr>
<td>American Express Usage</td>
<td>X</td>
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<td>Feedback Transponder Purchase Plan</td>
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<td>Collection Litigation Plan</td>
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Committee Workplan: 4-6 Months

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

- **Feedback Transponder Purchase Plan**
  - 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
Committee Workplan: 6-12 Months

- 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

- Violations Look-Back
  - Establish options through benchmarking
  - Assess costs and revenue impacts
  - Determine violations look-back for future
  - Anticipated Feasibility: Likely requires extensive system changes for full implementation
Committee Workplan: 6-12 Months (cont.)

Collection Litigation Plan

- Review proposal
- Assess costs and customer impacts
- Determine how to address possibility of collection litigation
- Anticipated Feasibility: Very few system changes would be needed
Committee Workplan: 12+ Months

- Toll Discounts
  - Establish options through benchmarking
  - Assess costs and revenue impacts
  - Determine violations framework for future
  - Anticipated Feasibility: Likely requires extensive system changes for full implementation
Committee Status Reports

- Electronic Tolling Technology
- Customer Service Contracts
- Toll Increase Customer Education
Appendix: Transponder Replacements

Anticipated Transponder Replacement Volumes by Year

- 2009
- 2010
- 2011
- 2012
- 2013
- 2014
- 2015
- 2016
- 2017

Volume:
- 1,400,000
- 1,200,000
- 1,000,000
- 800,000
- 600,000
- 400,000
- 200,000
- 0
Appendix: Electronic Tolling “Back-Office” Technology Strategy

- Explore New Technology and National Best Practices with RFI
- Redefine Business Rules (system requirements)
- Document New Business Rules (system requirements)
- Develop RFPs for Technology to Support New Business Rules (system requirements)
- Conduct Procurements and Testing
- Transition to New Contracts / System Implementation
- TRMMP Renewal
- Optional TRMMP Renewals
- Establish New Customer Service Contracts
- Continual Improvements
- External assistance needed (Contract #1)
- External assistance needed (Contract #2)
Appendix: Violations Framework (fines vs. fees / notices vs. invoices)

FIRST NOTICE (21 days to pay)
- Original Unpaid Toll charges
- $20 fine per violation
- Option to request a hearing

SECOND NOTICE (14 days to pay)
- Confirms that you have missed the 1st Notice deadline
- No longer have option to request hearing
- Warns of additional $50 fine per violation if 2nd Notice is not paid in full

THIRD NOTICE* (21 days to pay)
- Additional $50 fine per violation is added
- Warns of additional penalties should this deadline be ignored
- Potential penalties after deadline include:
  - License plate and driver's license suspension
  - Referral to a collection agency
  - Reported to credit rating bureau

*Illinois drivers with five or more violations
Appendix: Violations “Look-Back” (two-year rule)

Driver incurs first violation

Driver incurs second violation

Driver incurs third violation in two years? yes

Driver continues to incur new violations

System finalizes and sends First Notice typically 10-40 days

System creates First Notice

System closes first and second violations

New 90-Day Rule
THANK YOU