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# Expanding Access to I-PASS

August 28, 2014

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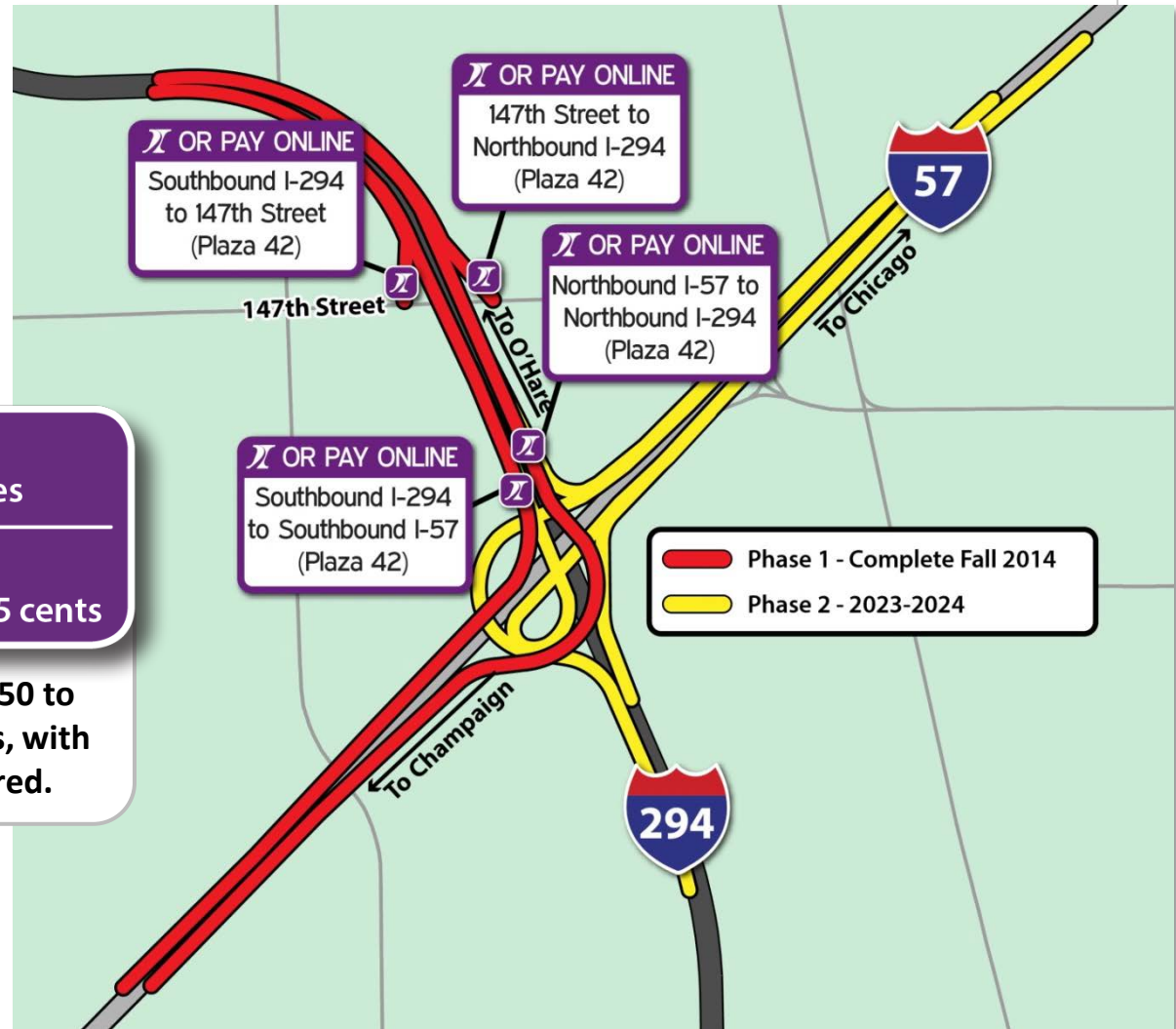
# Tri-State Tollway (I-294)/I-57 Interchange Opening in October

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- ▶ **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**

# I-PASS or Pay Online



**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

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- ▶ **Extended, limited-time toll payment offer**
- ▶ **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**

# Key Focus Group Finding

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- ▶ **For some, cost of I-PASS is a barrier**
- ▶ **Initial investment - \$40 pre-payment plus \$10 or \$20 deposit – is seen as an obstacle**
- ▶ **Major shift in opinion when initial cost of I-PASS is reduced**
- ▶ **Nearly all subjects indicated they would consider getting I-PASS if it cost less**

# Key Comparative Practices

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- ▶ **Florida SunPass** – \$25 per transponder for purchase, \$10 prepaid tolls.
- ▶ **Indiana Toll Road** – \$1 per transponder per month, \$10 prepaid tolls.
- ▶ **Pennsylvania Turnpike** – \$3 annual fee per transponder, \$35 in prepaid tolls per transponder. Manually replenished accounts pay an extra \$10 deposit per transponder.
- ▶ **New Jersey Turnpike** – \$10 transponder deposit, credited to account as tolls if auto-replenished, plus \$25 in prepaid tolls/auto-replenishment, plus \$1 monthly fee.
- ▶ **Chicago Transit Authority** – \$5 purchase fee that is converted to transit value upon registration, \$.05 - \$5 prepaid transit value, depending on location of purchase.

# Key Considerations

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- ▶ **Programming complexity and associated system risk**
- ▶ **Capacity to absorb customer service inquiries**
- ▶ **Extent of analysis and testing needed for complex changes**

# Current I-PASS Cost Structure

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- ▶ **Deposit for transponder:**
  - ▶ \$10 deposit (auto-replenish)
  - ▶ \$20 deposit (manual)
- ▶ **Initial pre-payment for tolls: \$40**
- ▶ **Minimum auto-replenishment for tolls: \$40**



# Putting I-PASS On Sale

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- ▶ **Proposed I-PASS “Sale” – October 1 through December 31, 2014**
- ▶ **Discounted cost structure**
  - ▶ Deposit for transponder: **\$10** (auto-replenishment or manual)
  - ▶ Initial pre-payment for tolls: **\$20**
  - ▶ Minimum auto-replenishment for tolls: **\$20**
- ▶ **For existing manual replenishment customers, a \$10 deposit refund will automatically be applied to their I-PASS account balances in the form of a credit**
- ▶ **All existing customers can lower their minimum auto-replenishment upon request**

# Anticipated Impacts

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- ▶ **Implementation costs – approximately \$20,000 in programming resources**
- ▶ **Customer Call Center – hard to determine, will monitor impact on call center activity**

# Anticipated Benefits

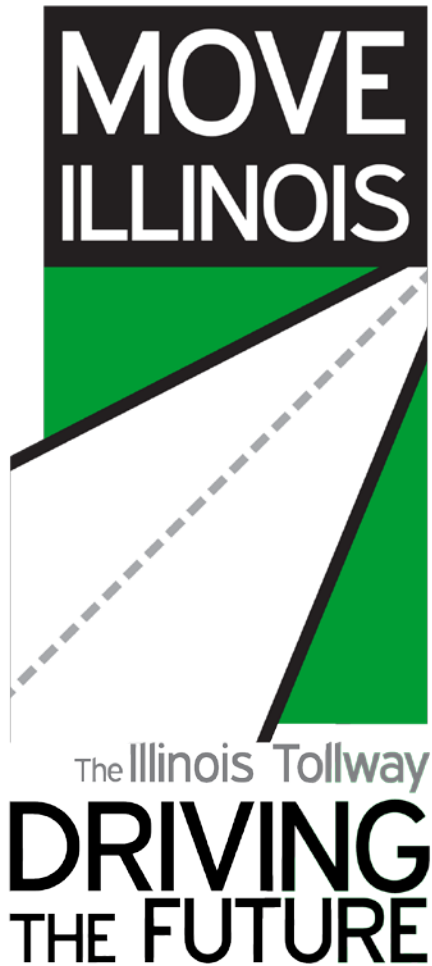
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- ▶ **Eliminate barrier to getting I-PASS**
- ▶ **Encourage I-PASS participation in advance of the Tri-State Tollway (I-294)/I-57 Interchange opening in October**
- ▶ **Help support successful long-term I-PASS participation**
- ▶ **Continue to support customers who prefer more varied (often smaller) manual replenishments, similar to transit cards**

# Moving Forward

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- ▶ **Currently reviewing business rules for future implementation**
- ▶ **Will review option to convert initial transponder deposit into tolls, like transit fare cards**
- ▶ **Will review “incentive program” to reward accounts in good standing with lower auto-replenishment amount**
- ▶ **Other ideas?**



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**THANK YOU**

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