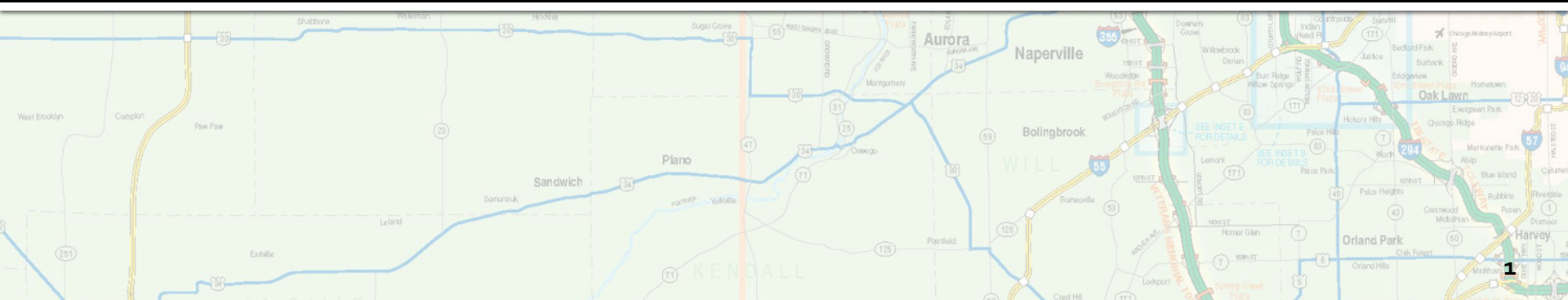




NON-TOLL REVENUE GENERATION

March 24, 2011



Current Status



- Government agencies are struggling to balance their budgets due to the slow economy
- Industry moving toward non-traditional revenue
- Advertisers searching for non-traditional marketing tactics
- IBTTA survey indicates 41 percent of tolling agencies are considering non-toll revenue generators

Program Goals



- Identify and secure new revenue sources
- Review other transportation agency programs
- Develop pool of innovative ideas
- Continue to foster a safe driving experience

Current Programs



- City of Chicago: bridge houses – Up to \$10.5 million annually



- Approximately 10 tolling and transportation agencies have sponsorship programs

Other Sponsorship Programs



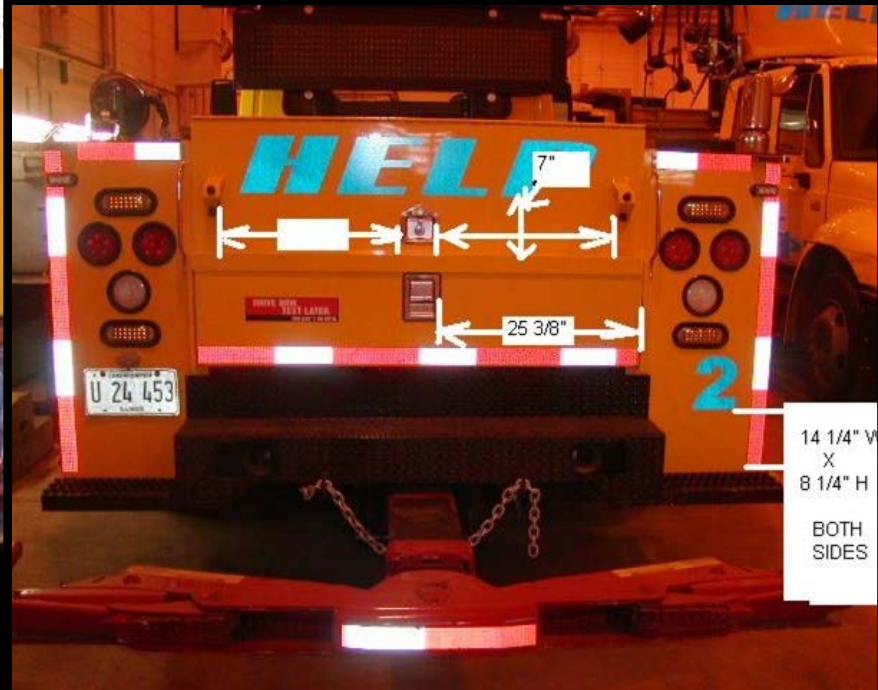
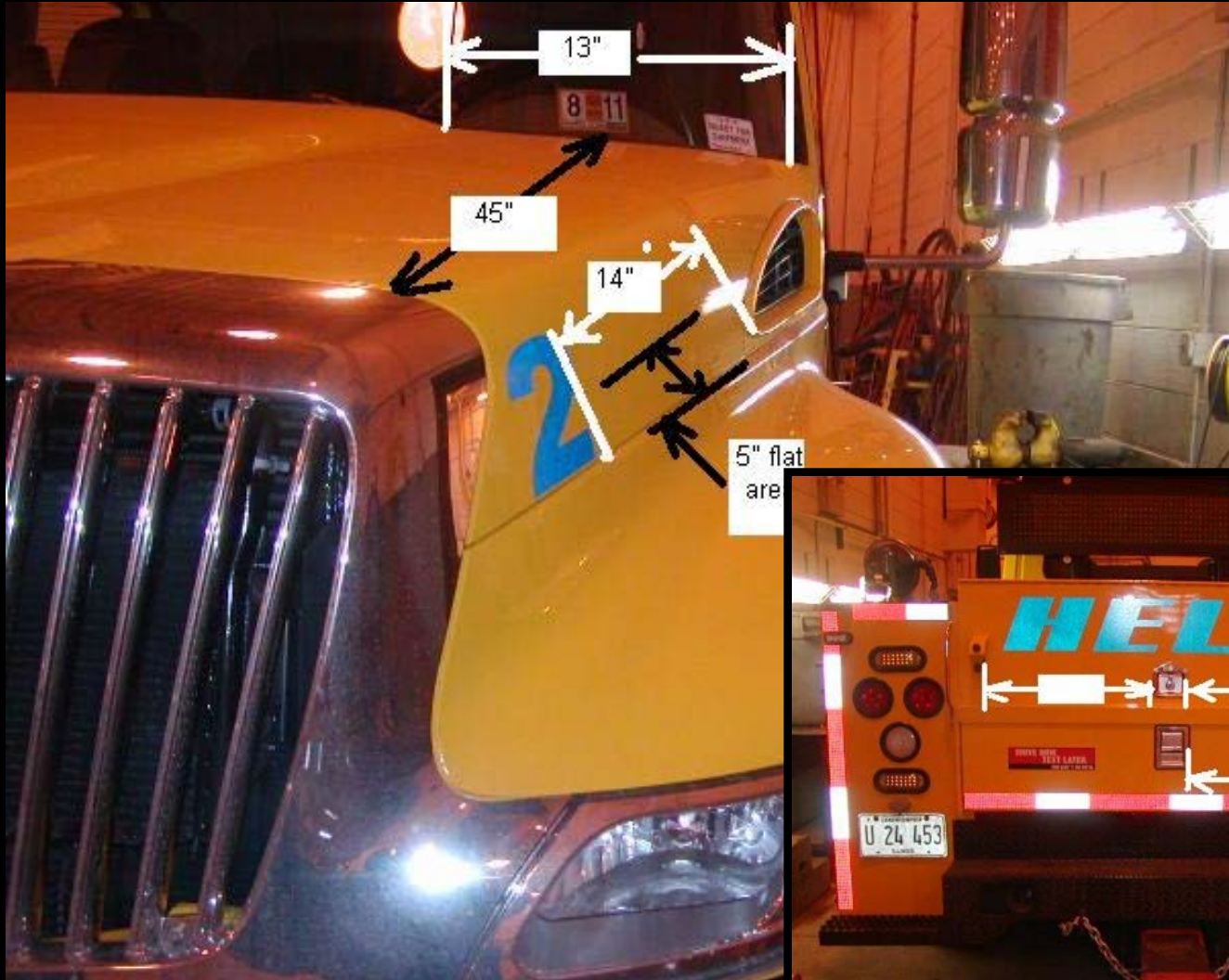
- Georgia DOT: Highway Emergency Response Operator – **\$1.7 million annually**
- Florida Turnpike: Road Ranger Safety Patrol, Sponsor a Highway, Tollbooth, Logo Blue boards – **\$1.9 million annually**
- Florida DOT: Road Ranger Safety Patrol – **\$850,000 annually**
- New York DOT: Highway Emergency Local Patrol – **\$2.2 million annually**
- Massachusetts DOT: CaresVan Roadside Assistance – **\$600,000 annually**
- Pennsylvania Turnpike: State Farm Safety Patrol – **\$470,000 annually**

H.E.L.P. Program



- H.E.L.P. RFP posting end of March
- Program currently costs the Tollway \$2 million annually
- What's in it for them:
 - Advertising presence on 13 H.E.L.P. trucks
 - Logo on 22 employee uniforms
 - Logo and message in eNewsletter
 - Logo and message on release forms used during service stops
 - Logo on Tollway Web site
 - Sponsorship credit on tollbooth posters
 - Sponsorship credit on H.E.L.P. Program news releases

Advertising Presence on H.E.L.P. Trucks



Explore Working with a Broker



- Get the most “bang for the buck”
- One procurement process
- Maximize core competency
 - Specialize in government marketing
 - Broker has corporate contacts
 - Manages implementation on behalf of the Tollway
- Broker fee is a component of sponsorship
City of Chicago (25%), Florida and Georgia (40%)
- Marketing assets may include:
Tollway maps, salt domes, Web pages, eNewsletter, plaza naming rights, on-hold messaging, etc.

Next Steps



- MARCH Post H.E.L.P. RFP
- APRIL Award the contract
- MAY Present to the Tollway Board
- JUNE Finalize and post Broker RFP