



Customer Service Committee

September 21, 2011

Customer Service Working Group Re-Cap

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); anticipated release September 30th
 - ❑ Commenced development of functional and technical requirements
 - ❑ Existing system improvements
 - ❑ Online Violation Images
 - ❑ 90-Day Rule
 - ❑ Credit Card Updater



Customer Service Working Group Re-Cap

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 8/25 (The Printers Mark, a subsidiary of Transitions Mental Health Services)
- Transponder fulfillment contract with state use vendor approved 8/25 (Ada S. McKinley Community Services, Inc.)
- Call center contract in progress



Customer Service Working Group Re-Cap

HIGHLIGHTS

■ Key Initiatives

- Transponder replacements

- Address corrections

- Online violation images

- 90-Day Rule

UPDATES

■ Key Initiatives

- Approximately 300K in 2011. Over 550K scheduled for 2012.**
 - 92% response rate.
 - Conducting additional outreach to 700 unresponsive but active accounts.

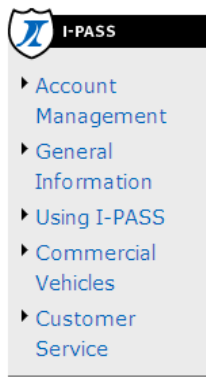
- Average 4,300 per month. Anticipated savings of \$40K Jan-Aug 2011.**

- 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.**



Additional Area of Interest: I-PASS Account Management without Credit Cards



[Tollway Homepage](#) : [I-PASS](#) : [General Information](#) : [I-PASS FAQs](#)

Frequently Asked Questions About I-PASS

[Haga clic aqui para information 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.

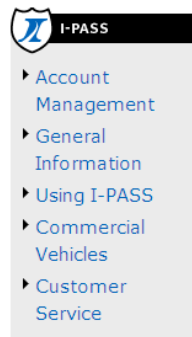
If you prefer to mail in a check or money order, please address it to:

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



Tollway Homepage : [I-PASS](#) : [General Information](#) : [I-PASS Assist](#)



[Haga clic aqui para information en Español](#)

Assistance for Income-Eligible Drivers

The Illinois Tollway developed I-PASS Assist so that income-eligible drivers can easily and affordably purchase I-PASS.

What is I-PASS?

I-PASS is the Illinois Tollway's electronic toll collection system. An electronic I-PASS transponder, which you mount on your windshield, allows tolls to be automatically deducted from your pre-paid I-PASS account when you drive through an I-PASS lane.

What is I-PASS Assist?

Since the standard up-front cost of I-PASS (\$50) may be a burden for some budgets, the Tollway designed I-PASS Assist to give income-eligible drivers access to I-PASS. I-PASS Assist works like a standard I-PASS account, but allows eligible drivers to purchase and replenish at a **rate of \$20**.

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 pre-paid 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

Key Decisions	Decision-Making Timeframe		
	4-6 months	6-12 months	12+ months
Violations Framework (fines vs. fees / notices vs. invoices)		X	X
Violations "Look-Back" (two-year rule)		X	X
Toll Discounts			X
American Express Usage	X		
Feedback Transponder Purchase Plan	X		
Collection Litigation Plan		X	



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

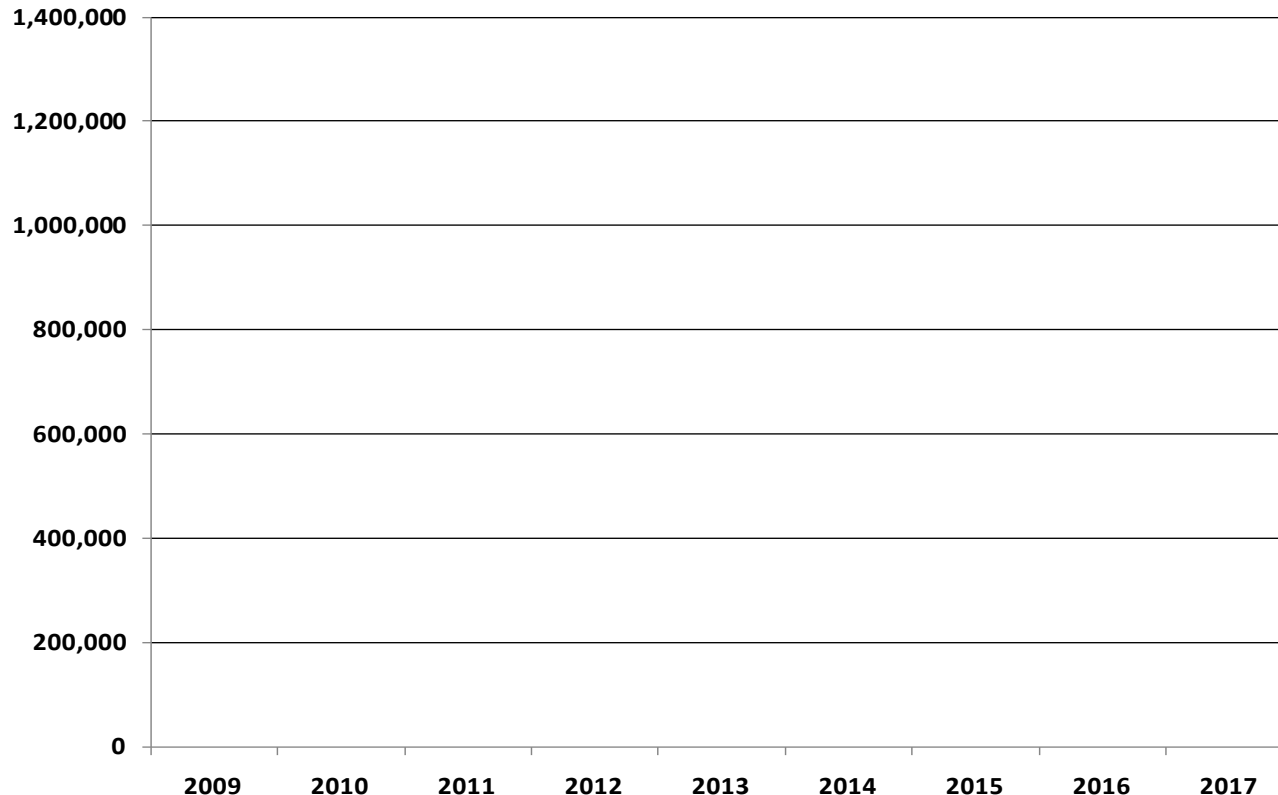
- **Electronic Tolling Technology**
- **Customer Service Contracts**
- **Toll Increase Customer Education**



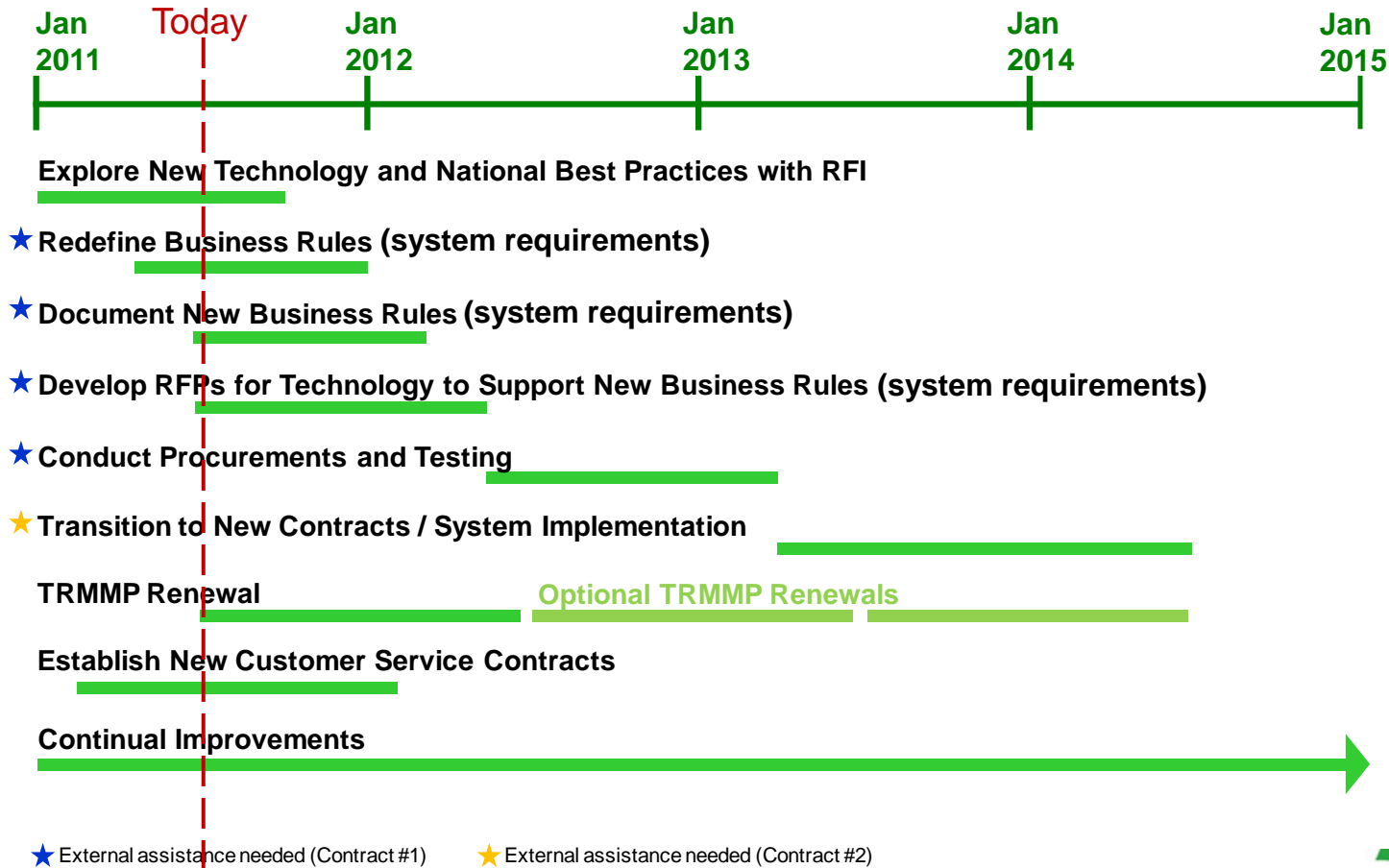
Appendices

Appendix: Transponder Replacements

Anticipated Transponder Replacement Volumes by Year



Appendix: Electronic Tolling “Back-Office” Technology Strategy

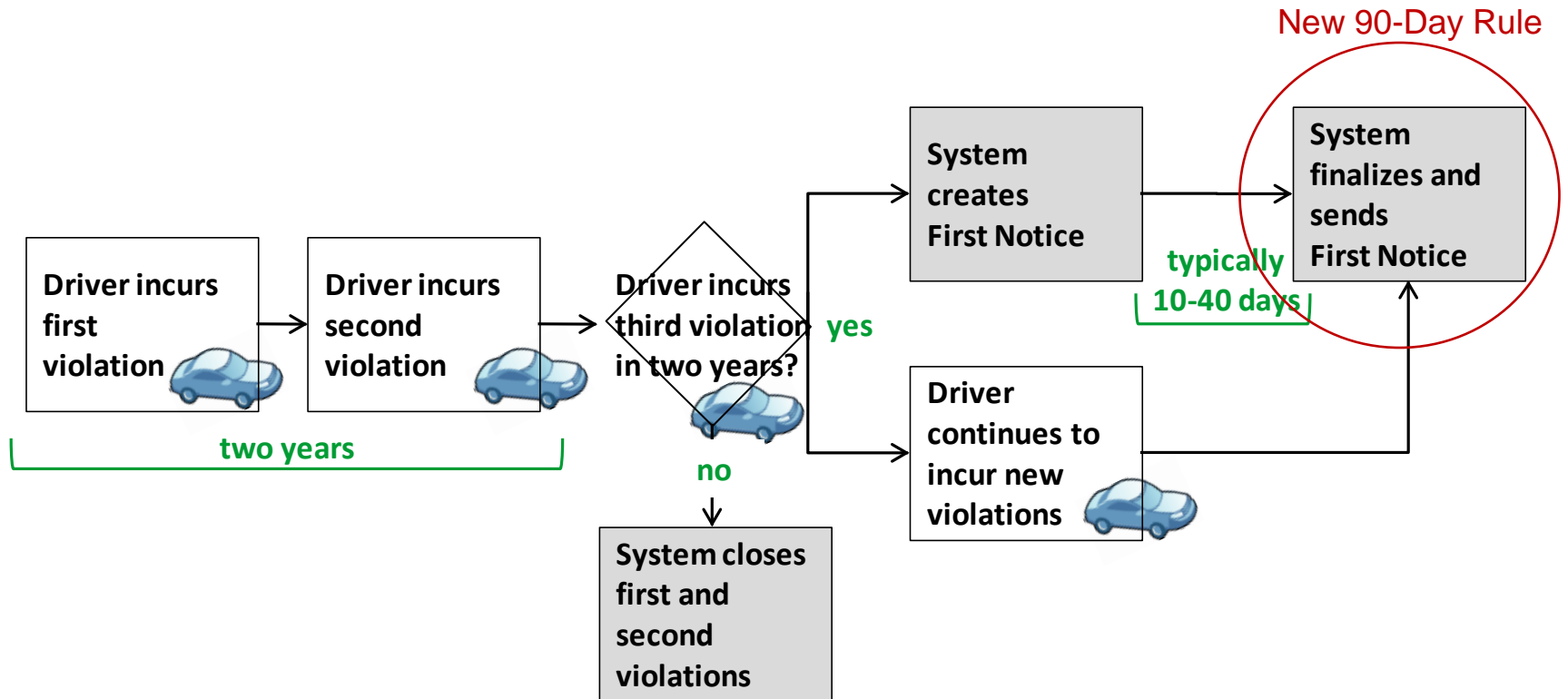


Appendix: Violations Framework (fines vs. fees / notices vs. invoices)

	sun	mon	tue	wed	thu	fri	sat
Month 1	FIRST NOTICE (21 days to pay) <ul style="list-style-type: none"> • Original Unpaid Toll charges • \$20 fine per violation • Option to request a hearing 						
Month 2	SECOND NOTICE (14 days to pay) <ul style="list-style-type: none"> • 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) <ul style="list-style-type: none"> • Additional \$50 fine per violation is added • Warns of additional penalties should this deadline be ignored • Potential penalties after deadline include: <ul style="list-style-type: none"> – 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)





THANK YOU