

Elgin O'Hare Western Access Project

Local Advisory Committee

EOWA Project Team
April 11, 2016

Today's Agenda

Feedback on local issues

Tolling outreach

Business and community outreach

Next steps

Feedback on Local Issues

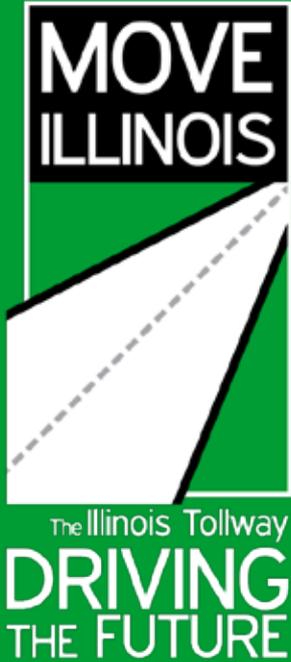
What are you hearing?

- Construction operations and traffic flow
- Tolling
- Land acquisition
- Design features
- Development opportunities and trends
- Other



The Illinois Tollway

DRIVING
THE FUTURE



Illinois Route 390 Tollway

Cashless tolling coming July 5, 2016

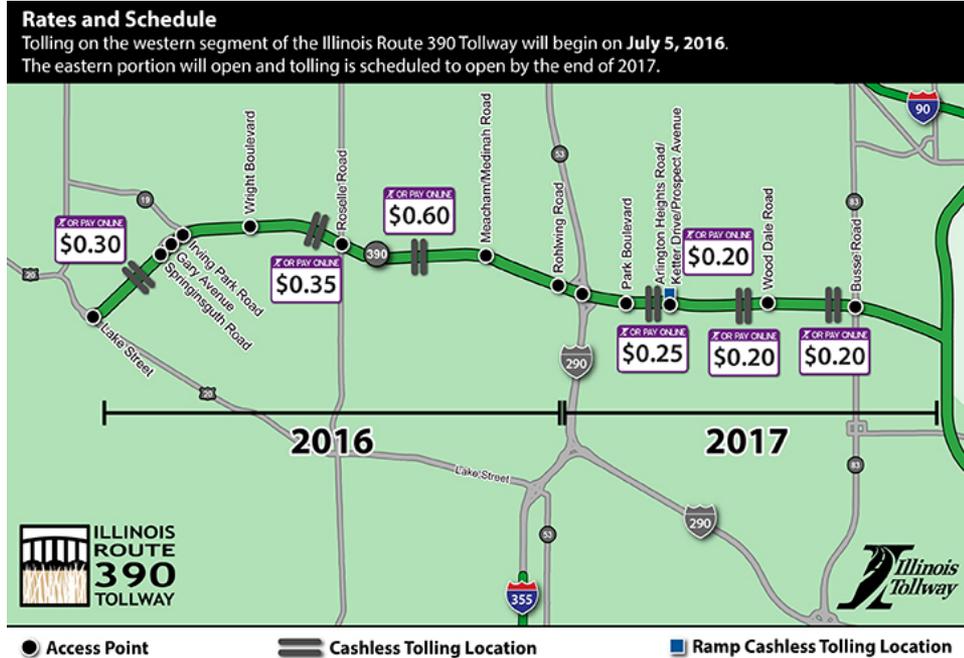
Cindy Klima, Chief of Communications and Marketing

April 11, 2016

Unique Branding and Messaging



- Savings
- Convenience
- Safety
- Environmentally Conscious



The Illinois Tollway
DRIVING THE FUTURE

Public Outreach and Communications Toolkit

Digital resource for partners

July 5, 2016

- Illinois Route 390 Tollway begins cashless tolling
- 90 percent of users in the area currently have an I-PASS

Communications Toolkit

- Provides designed and prepared resources for partners
- Assists in getting the message to the public

Outreach and Engagement

- Toolkit is coupled with active public engagement
- Opportunities to present with local communities and groups



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Communications Toolkit

Digital resource for partners

Poster

ILLINOIS ROUTE 390 TOLLWAY

CASHLESS TOLLING STARTS JULY 5

Beginning July 5, 2016, cashless tolling will be coming to the Illinois Route 390 Tollway from Lake Street to I-290.

▲ Access Point ■ Cashless Tolling Location ■ Ramp Cashless Tolling Location

2016 2017

Extended Grace Period for July!
For the month of July, drivers with unpaid tolls will be given an extended grace period to pay until July 31, 2016. After this date, the 7-day grace period will resume.

For more information, visit www.illinoistollway.com or call 1-800-UC-I-PASS.

MOVE ILLINOIS
DRIVING THE FUTURE

Brochure

ILLINOIS ROUTE 390 TOLLWAY

CASHLESS TOLLING STARTS JULY 5

Beginning July 5, 2016, cashless tolling will be coming to the Illinois Route 390 Tollway from Lake Street to I-290. This is the first, all-electronic roadway on the Illinois Tollway system, which provides for a safer, more efficient and seamless method of collecting tolls from customers.

The Illinois Route 390 Tollway is part of the \$3.4 billion Elgin O'Hare Western Access Project, which includes 17 miles of new roads and 15 new or improved interchanges.

www.illinoistollway.com

MOVE ILLINOIS
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Poster

Where to Get an I-PASS

Nearly 200 Jewel-Osco locations* in Illinois provide I-PASS transponders including:

- 1 Carol Stream - 750 W. Army Trail Road
- 2 Elk Grove Village - 20 Biesterfeld Road
- 3 Glendale Heights - 2164 Bloomingdale Road
- 4 Schaumburg - 1151 S. Roselle Road
- 5 Schaumburg - 2501 Schaumburg Road
- 6 Streamwood - 217 Irving Park Road

*Customers who obtain a transponder at Jewel-Osco stores will receive a one-time \$2.00 rebate fee.

For more information, visit www.illinoistollway.com or call 1-800-UC-I-PASS.

Handout

ILLINOIS ROUTE 390 TOLLWAY

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The Illinois Route 390 Tollway is part of the \$3.4 billion Elgin O'Hare Western Access Project, which includes 17 miles of new roads and 15 new or improved interchanges.

The Illinois Tollway is implementing the first all-electronic Tollway along Illinois Route 390. Cashless tolling provides all customers - residents, business and visitors - with a seamless flow of Highway travel throughout the Tollway.

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The Illinois Tollway provides an efficient, cost-effective and safe transportation network.

In a recent survey throughout the area, more than 80 percent of drivers currently traveling along the corridor favor an all-I-PASS or toll-free system as a choice. Many are also requesting that the toll-free system be used to ease the toll burden once it opens.

For more information, visit www.illinoistollway.com or call 1-800-UC-I-PASS.

- 1 Savings - Save money on tolls using I-PASS (no payment req., makes travel more enjoyable by allowing stop-and-go driving and save money on gas)
- 2 Convenience - Eliminate the need to make a detour to a toll collection point
- 3 Safety - Don't need to slow down, change lanes or stop to pay
- 4 Environment - Traffic noise and emissions are reduced through elimination of idling at toll plazas

MOVE ILLINOIS
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Communications Toolkit

Digital resource for partners



Draft Copy
Newsletter
Email
Social Media

Rates and Schedule



Where to Get an I-PASS



Photos



The Illinois Tollway
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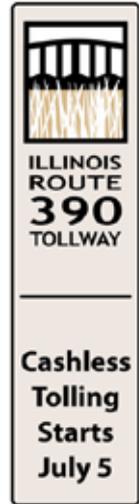
Communications Toolkit

Digital resource for partners

Logos



Social and website buttons and banners

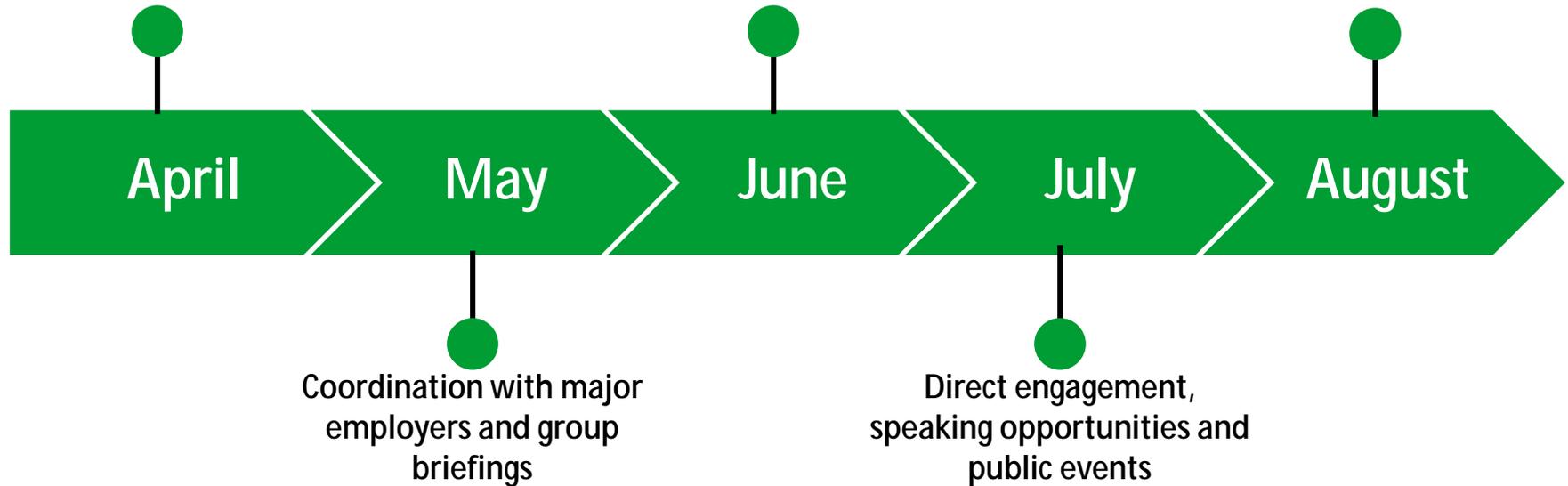


Activities Timeline

Toolkit distribution
and starter kit

Targeted public
outreach and
engagement

Ongoing public
education and outreach
once tolling begins



Next Steps

Start Implementing the Toolkit! Ideas include:

- Update your transportation page with Illinois Route 390 information
- Provide information in new resident/new tenant welcome packets
- Include in your digital and printed newsletters
- Email staff, tenants and department heads
- Put up signs and posters in high-profile and visible locations
- Update social media to help inform the public

Schedule Outreach Meeting

Calendar of upcoming events as appropriate

Questions?

www.illinoistollway.com/illinois-route-390-communications-toolkit

THANK YOU!

Business and Community Outreach

Upcoming events

- Bensenville businesses (May 5, 2016)
- Project Open House (May 12, 2016)
- Franklin Park businesses (May 13, 2016)



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Next Steps

Next LAC meeting

- June 13, 2016

Location

- TBD

Topics

- ???
- Tolling outreach

Questions?

THANK YOU