

Illinois Route 390 Tollway

*Cashless Tolling: Outreach and
Communications Efforts*

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Today's Agenda

Outreach and Engagement

Active on-the-ground coordination with community partners, businesses and municipalities

Digital Communications

Providing customer-focused video, PSA and interviews for local public access channels, YouTube, and other social media outlets

Signage and Messaging

Notifying drivers with clear messaging throughout the roadway

Outreach and Engagement

Community and municipal partners

- 260+ independent outreach activities

Local businesses and organizations

- 26 area Jewel-Osco locations
- Hotels, restaurants, gas stations and recreational centers
- Industrial parks and employment centers



Digital Communications

Partner Toolkit

- Distributed to 110+ communities and organizations
- Digital content for emails, newsletters, social media
- Materials sent to elected officials

Direct Communications with Customers

- 46 targeted zip codes identified
- Email communications to customers

Local Public Access Channels

- Running PSAs, interviews and video clips

Video

- Customer-focused and benefits-driven messaging



Illinois Tollway June 2016 - Illinois Route 390

News You Can Use

CUSTOMER SERVICE

Cashless tolling starts July 5 on the Illinois Route 390 Tollway

The Illinois Tollway is implementing the first, all-electronic Tollway on Illinois Route 390 to provide all customers - residents, businesses and visitors - with a safer, more efficient and seamless method of collecting tolls. Cashless tolling will begin from Lake Street to I-290 starting on Tuesday, July 5, 2016.

BENEFITS

- Savings - Save money on tolls using I-PASS (50 percent off), reduce fuel consumption by eliminating stop-and-go driving and save money on gas
- Convenience - Eliminate the need to make a decision at toll collection point
- Safety - Don't need to slow down, change lanes or stop to pay
- Environment - Traffic noise and emissions are reduced through elimination of stopping at intersections

Cashless tolling means that there are no toll booths or automatic coin machines, so all customers will drive on an I-PASS tollway. Toll collection equipment over the traffic lanes reads the I-PASS transponder mounted on the windshield and automatically collects tolls. [Learn more >](#)

Customers without I-PASS using the Illinois Route 390 Tollway may pay online or pay by mail within a 7-day grace period of their date of travel. [Learn more >](#)

Where can I get an I-PASS?
Get a transponder online, in person or by phone.

Online
Go to the [Tollway's website](#) and click "Get I-PASS Now."

In Person
The nearest Customer Service Centers are at the O'Hare Oasis along the Tri-State Tollway (I-294, milepost 38) and at the Illinois Tollway headquarters at 2700 Ogden Avenue in Downers Grove.

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

- Carol Stream - 750 W. Army Trail Road

ILLINOIS 390

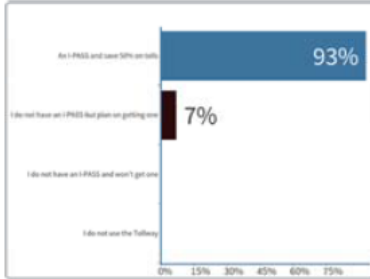
Project Information

- Fact Sheet
- Project Map
- Tolling on Illinois Route 390

Illinois Route 390 Tollway Cashless Tolling Video

Surveyed Customers to Tailor Messages

I have...?



Response options

An I-PASS and save 50% on tolls

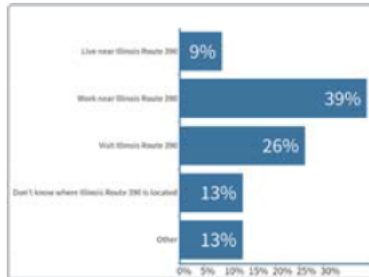
I do not have an I-PASS but plan on getting one

I do not have an I-PASS and won't get one

I do not use the Tollway



I currently...?



Response options

Live near Illinois Route 390

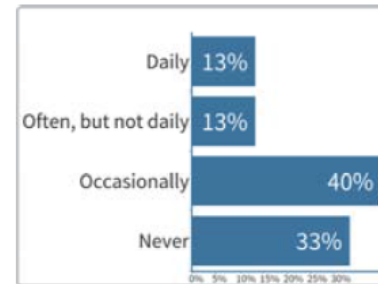
Work near Illinois Route 390

Visit Illinois Route 390

Don't know where Illinois Route 390 is located

Other

I use Illinois Route 390...?



Response options

Daily

Often, but not daily

Occasionally

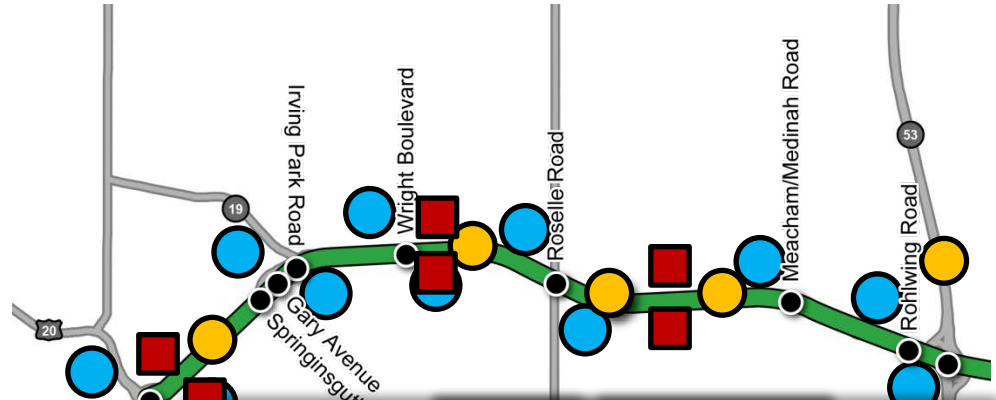
Never



The Illinois Tollway
**DRIVING
THE FUTURE**

Signage and Messaging

- Local road Customer Communication Initiative (CCI) signs
- Mainline CCI signs
- Mainline portable changeable message sign (PCMS)



THANK YOU