



Record of Meeting | June 16, 2016

The Illinois State Toll Highway Authority (the "Tollway") held the regularly scheduled Customer Service & Planning Committee Meeting on Thursday, June 16, 2016 in the Boardroom of Tollway Headquarters in Downers Grove, Illinois. The Meeting was held pursuant to By-Laws of the Tollway upon call and notice of the Meeting executed by Chairman Robert J. Schillerstrom and posted in accordance with the requirements of the Illinois *Open Meetings Act*. The Meeting was open to the public.

[Bolded entries indicate issues which may require follow-up to present or report to Directors.]

Call to Order / Pledge of Allegiance / Roll Call

In the absence of Committee Chair Schillerstrom, Executive Director Greg Bedalov called the meeting to order at approximately 10:15 a.m. He then asked the Board Secretary to call the roll, those Directors present and absent being as follows:

Committee Members Present:	Committee Members Not Present:
Director Jim Banks	Committee Chair Bob Schillerstrom
Director Craig Johnson	
Director James Sweeney	

The Board Secretary declared a quorum present.

Director Banks then made a motion to appoint Director Johnson as acting chair for the duration of the Meeting, unless such office is terminated by the entrance of the Committee Chair. The motion was seconded by Director Sweeney. Director Banks then called for a vote. The motion was PASSED by unanimous vote of those Directors present.

Acting Chair Craig Johnson then invited attendees to rise and join in the Pledge of Allegiance.

Public Comment

Acting Chair Johnson opened the floor for public comment. No public comment was offered.

Committee Chair's Items



Item 1: Approval of the Minutes of the Regular Customer Service & Planning Committee Meeting held on April 21, 2016.

Acting Chair Johnson called for a motion to approve **Committee Chair's Item 1**, the Minutes of the regular Customer Service & Planning Committee meeting held on April 21, 2016, as presented. Director Banks made a motion for approval; seconded by Director Sweeney. Acting Chair Johnson asked if there are any questions, concerns or requests for amendment. Hearing nothing, acting Chair Johnson called for a vote. The motion PASSED unanimously.

Item 2: Approval of Resolution to participate in Chicago Region Trees Initiative

Acting Chair Johnson called for a motion to approve placement of **Committee Chair's Item 2**, a Resolution to participate in the Chicago Region Trees Initiative, on the June Board of Directors meeting agenda with the Committee's recommendation for approval by the Board. Director Banks made a motion for approval; seconded by Director Sweeney. Acting Chair Johnson asked if there are any questions, concerns or requests for discussion.

Executive Director Bedalov read aloud the following remarks offered in explanation and support of the item under consideration:

The Tollway is an industry leader in sustainability and environmental stewardship and has made substantial and progressive efforts demonstrating our overall commitment to the environment through our adoption and implementation of the FHWA's sustainability rating system, the INVEST program. Our implementation of this program has highlighted the benefits of our innovative materials reuse and recycling efforts in addition to our post construction stormwater best management practices, among others.

The Tollway, in further effort to support and demonstrate its commitment to environmental stewardship, is in the process of developing a landscape master plan that is intended to identify areas for expanding a healthy and vibrant tree canopy and pollinator friendly habitats throughout the Tollway's system. Recognizing the increased overall value to the Tollway and region that an expanded, healthy, tree canopy will provide including improved air and water quality, reduced flooding and creation of habitat, the Morton Arboretum has invited the Tollway to join the Chicago Region Trees Initiative (CRTI) as a partner organization.

CRTI was founded by the Morton Arboretum and Openlands based on tree census data developed by the Arboretum and the U. S. Forest Service. Through the establishment of



this partnership with the CRTI, the Tollway is committing to working cooperatively with the organization in the facilitation of its goals and objectives, including but not limited to improving planting strategies, species diversity and incentivizing tree protection all in effort to preserve and expand a healthy tree canopy throughout the Tollway system.

Acting Chair Johnson requested confirmation that the landscape master plan being developed is to come before the Committee for consideration and will provide details regarding planting implementation, maintenance, and timeframes. Executive Director Bedalov confirmed.

Hearing nothing further, acting Chair Johnson called for a roll call, the vote of yeas and nays being as follows:

Yeas: Director Banks, Director Sweeney, acting Chair Johnson (3)

Nays: None (0)

The motion was PASSED.

Having no further items, acting Chair Johnson called on Executive Director Greg Bedalov.

Executive Director

Executive Director Bedalov welcomed, on behalf of the Tollway, newly-appointed Director Neli Vazquez Rowland, noting that she is attending the Meeting as a guest until she receives her formal committee assignments at the June Board of Directors meeting.

Website Redesign to Enhance Customer Service: Executive Director Bedalov introduced Shana Whitehead, Chief of Business Systems, to provide for the Committee a preview of the Tollway's redesigned website. [See attached presentation.](#)

Acting Chair Johnson asked whether Tollway customers will be provided the ability to perform a license plate violation search. Ms. Whitehead confirmed that a license plate violation search is to be a feature of the redesigned website.

Director Sweeney asked whether the notification system (offering customers the option to receive text and email alerts) has the ability to notify customers of expired or invalid credit cards. Ms. Whitehead confirmed that the notification system will inform customers of declined transactions.

Acting Chair Johnson, referencing the flexibility which the Tollway Customer Call Center has to assist customers with resolving payment for violations, asked whether toll violators are referred



by the website to the Call Center. Ms. Whitehead responded and that the Tollway's violation notices specifically direct customers to contact the Customer Call Center.

Director Sweeney inquired about the web platform used. Ms. Whitehead responded that the website is built on the Liferay Portal enterprise web platform, which has been integrated with the Tollway's back office system.

Illinois Route 390 Tollway Outreach: Executive Director Bedalov introduced Cindy Klima, Chief of Communications, to provide for the Committee an update on the Tollway's public outreach and education efforts to prepare for the beginning (on July 5th) of cashless tolling on Illinois Route 390. [See attached presentation.](#)

Acting Chair Johnson complimented the agency's public education efforts to-date, highlighting the positive feedback he received from local businesses and truckers after an outreach event held by the Tollway in Elk Grove Village.

Director Sweeney, observing that rates vary at tolling points along Route 390, suggested that signage be applied to the electronic tolling gantries which specifies the toll amount. Rocco Zuccherro, Chief Planning Officer, responded that conventional Tollway rate signs and, additionally, portable changeable message signs with rate information are located at Route 390 tolling points. Executive Director Bedalov clarified that all new tollway signs and traffic control devices must meet the requirements of the Federal Highway Administration (FHWA) "Manual on Uniform Traffic Control Devices". **He confirmed that the agency will explore, in consultation with the FHWA, the viability of placing toll amounts on the e-tolling gantries.**

Acting Chair Johnson asked whether other toll systems have employed all-electronic tolling, and whether there is expected to be a higher rate of violation than exists at current open road tolling locations where a cash payment option is available. Ms. Whitehead responded that several toll road operators have successfully implemented cashless tolling, including in Dallas and Denver. She further responded that a somewhat higher violation rate is anticipated, about which **she will provide additional specifics post-meeting.**

Adjournment

There being no further business before the Committee, acting Chair Johnson called for a motion to adjourn. Director Sweeney made a motion to adjourn; seconded by Director Banks. Acting Chair Johnson called for a roll call, the vote of yeas and nays being as follows:



Yeas: Director Sweeney, Director Banks, acting Chair Johnson (3)

Nays: None (0)

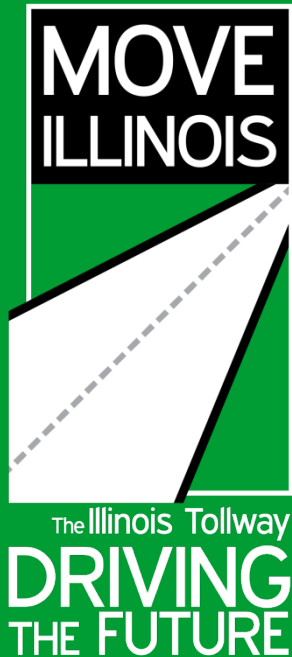
The motion to adjourn PASSED.

The Meeting was adjourned at approximately 10:57 a.m.

A handwritten signature in cursive script that reads 'Christi Regnery'.

Minutes taken by: _____

Christi Regnery
Board Secretary
Illinois State Toll Highway Authority



Illinois Route 390 Tollway

Cashless Tolling: Outreach and Communications Efforts

Cindy Klima, *Chief of Communications and Marketing*
June 16, 2016

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



The Illinois Tollway
**DRIVING
THE FUTURE**

Illinois Tollway June 2016 - Illinois Route 390

Illinois Tollway 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

Project Information

- [Fact Sheet](#)
- [Project Map](#)
- [Tolling on Illinois Route 390](#)

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.

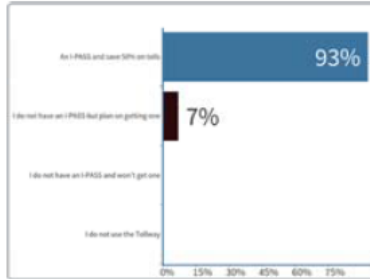
Nearly 200 Jewel-Osco locations* in Illinois provide I-PASS transponders including:

- Carol Stream - 750 W. Army Trail Road

Illinois Route 390 Tollway Cashless Tolling Video

Surveyed Customers to Tailor Messages

I have...?



Response options

An I-PASS and save 50% on tolls

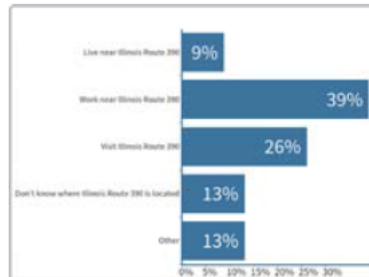
I do not have an I-PASS but plan on getting one

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

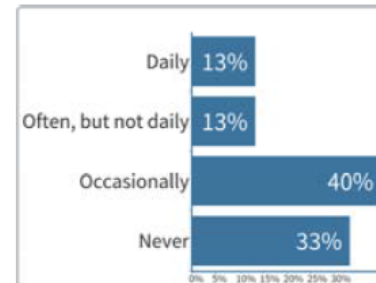
Work near Illinois Route 390

Visit Illinois Route 390

Don't know where Illinois Route 390 is located

Other

I use Illinois Route 390...?



Response options

Daily

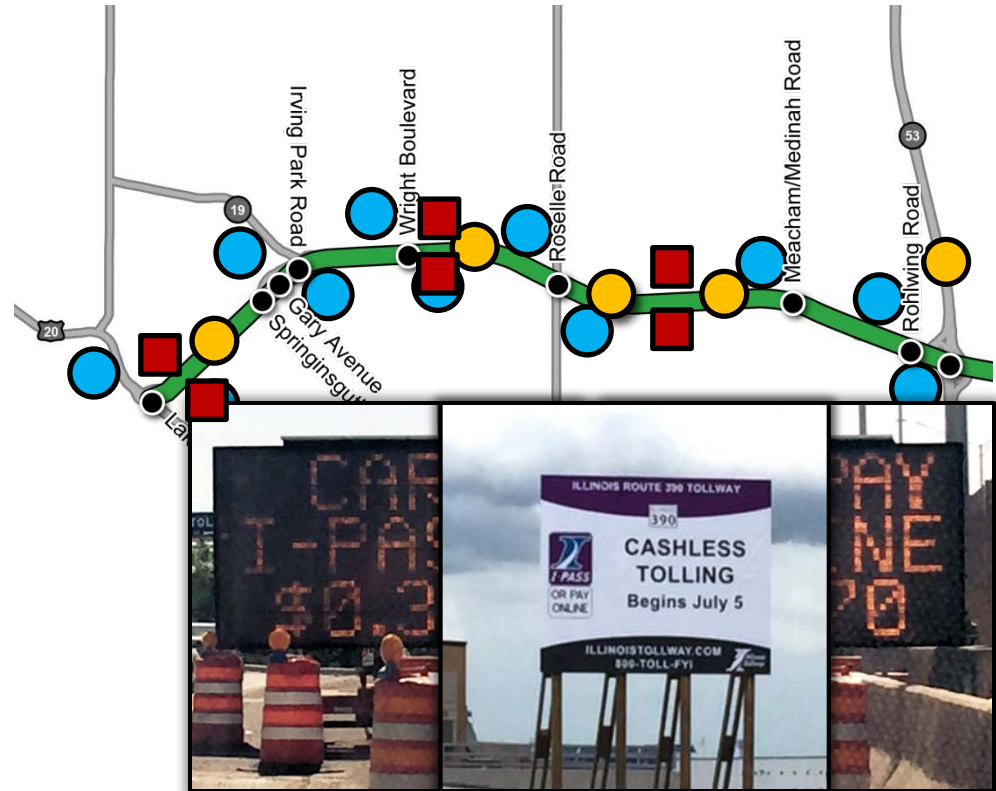
Often, but not daily

Occasionally

Never

Signage and Messaging

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



THANK YOU



Website Redesign to Enhance Customer Service

June 16, 2016

Shana Whitehead



Website Access Today – Home Page

I-PASS Account Login | [Contact Us](#) | [Site Map](#) | [Home](#) | [Select Language](#)

[About the Tollway](#) | [News Room](#) | [Doing Business](#) | [Tolls and I-PASS](#) | [Construction/Planning](#) | [Roadway Information](#)

Cashless Tolling Starts July 5

I-PASS or pay online within 7 days
No cash baskets or tollbooths [Learn More](#)

How Can We Help You?

My I-PASS	Unpaid Tolls	About Violations	Need Assistance?
<ul style="list-style-type: none">• Get I-PASS now• View I-PASS Agreement• Register a new license plate• Confirm funds in my account• E-ZPass phishing alert	<ul style="list-style-type: none">• Pay tolls online• Get toll rates by plaza• Use Trip Calculator• Learn about the 7-day grace period	<ul style="list-style-type: none">• Pay a toll violation• View violation images• Contest a toll violation• View violation timeline• Find settlement guidelines	<ul style="list-style-type: none">• View traffic cameras• Create a job interest card• Find employment opportunities• Get incident information by roadway• Check travel times• Learn about the Freedom of Information Act

Board Information

Construction

Manage Account

State Police

Move Illinois

Videos

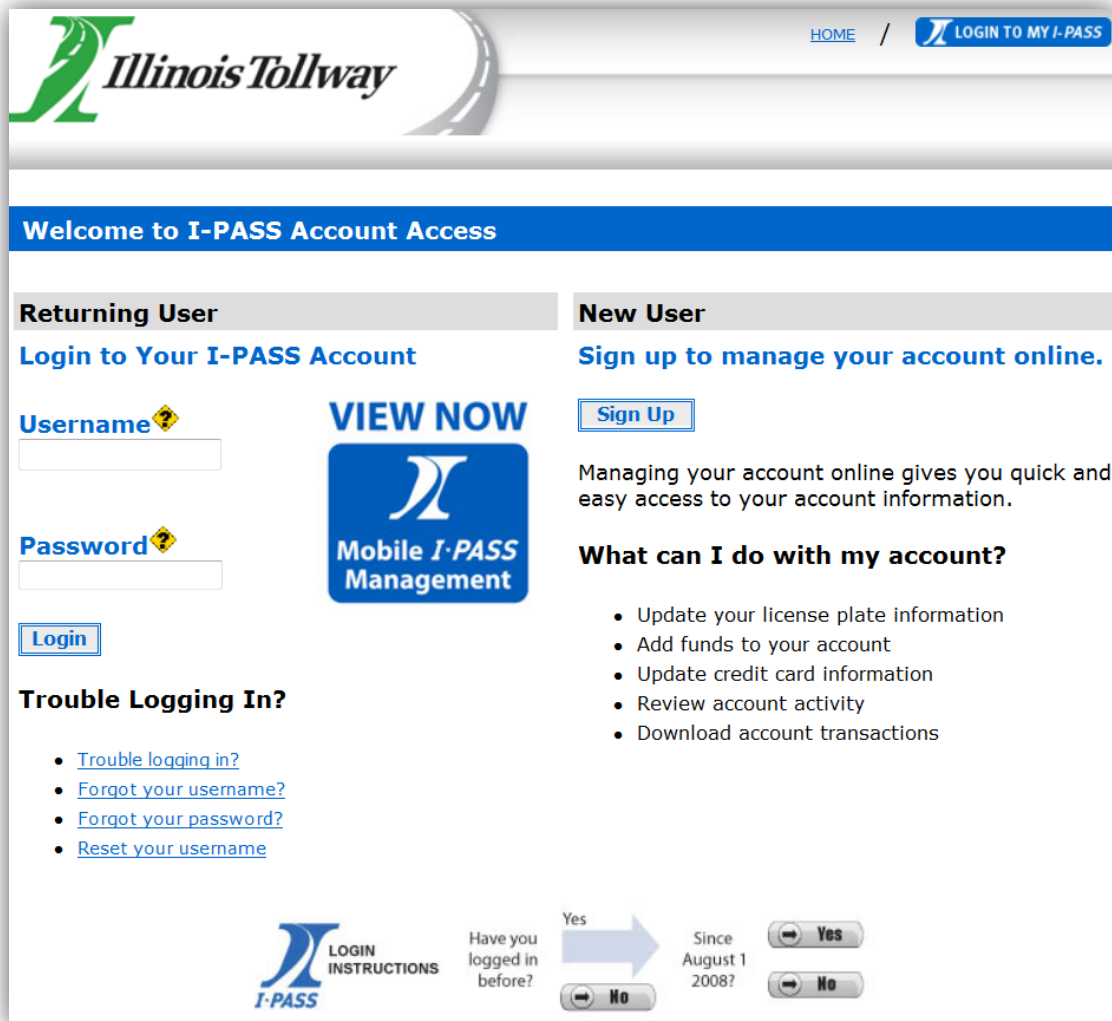
Tollway News

- 06/03/2016 - Daily Construction Alerts
- 06/03/2016 - Bridge Beam Placement is Scheduled to Continue Next Week on the New Eastbound I-290 Flyover Ramp
- 06/03/2016 - Illinois State Police Announce Roadside Safety Check Results May 29
- 06/03/2016 - Illinois State Police Announce Roadside Safety Check Results May 28
- 06/01/2016 - Veterans Memorial Tollway (I-355) Roadway Widening Project Scheduled to Begin With Traffic Shifts and Lane Closures This Week
- 05/31/2016 - Parkside Avenue Closure in Itasca to Begin This Week as Part of the Illinois Route 390 Tollway Project

95/2016+EOWA_IL_Route_390-Tolling_FactSheet | [Privacy Information](#) | [Fraudulent Electronic Communication](#) | [Translation Disclaimer](#)
[Information Technology Accessibility Act](#) | [Contact the Tollway](#) | [Kids Privacy](#) | [Get Adobe Reader](#)




Website Access Today – I-PASS




The screenshot shows the Illinois Tollway I-PASS website. At the top left is the Illinois Tollway logo. At the top right are links for "HOME" and "LOGIN TO MY I-PASS". Below the header is a blue banner that says "Welcome to I-PASS Account Access". The page is divided into two main sections: "Returning User" and "New User".


Returning User

Login to Your I-PASS Account

Username 

Password 

VIEW NOW


Mobile I-PASS Management

Trouble Logging In?

- [Trouble logging in?](#)
- [Forgot your username?](#)
- [Forgot your password?](#)
- [Reset your username](#)


New User

Sign up to manage your account online.


Managing your account online gives you quick and easy access to your account information.

What can I do with my account?

- Update your license plate information
- Add funds to your account
- Update credit card information
- Review account activity
- Download account transactions

 LOGIN INSTRUCTIONS

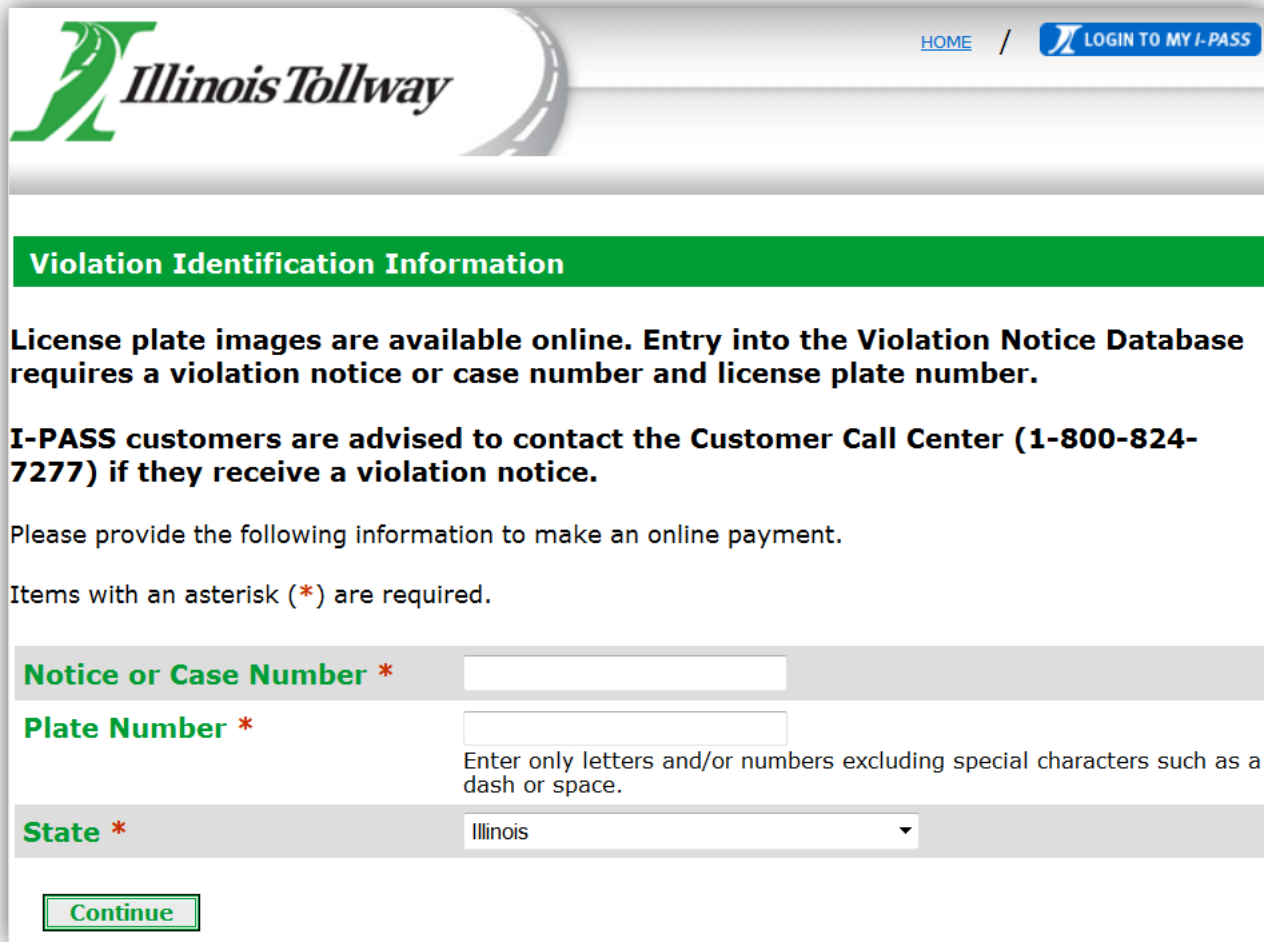
Have you logged in before?

Yes 

Since August 1 2008?



Website Access Today – Violations



The screenshot shows the Illinois Tollway website header with the logo and navigation links. Below the header is a green bar with the title "Violation Identification Information". The main content area contains instructions on how to access license plate images online, a note for I-PASS customers, and a request for information to make an online payment. At the bottom, there is a form with three fields: "Notice or Case Number *", "Plate Number *", and "State *". The "State" field is a dropdown menu currently set to "Illinois". A "Continue" button is located at the bottom of the form.

Illinois Tollway [HOME](#) / [LOGIN TO MY I-PASS](#)

Violation Identification Information

License plate images are available online. Entry into the Violation Notice Database requires a violation notice or case number and license plate number.

I-PASS customers are advised to contact the Customer Call Center (1-800-824-7277) if they receive a violation notice.

Please provide the following information to make an online payment.

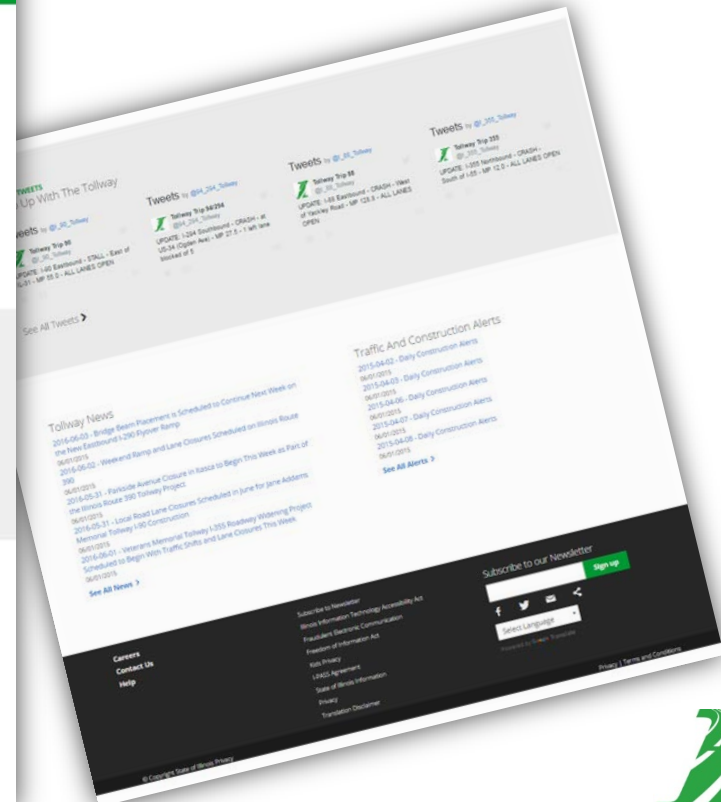
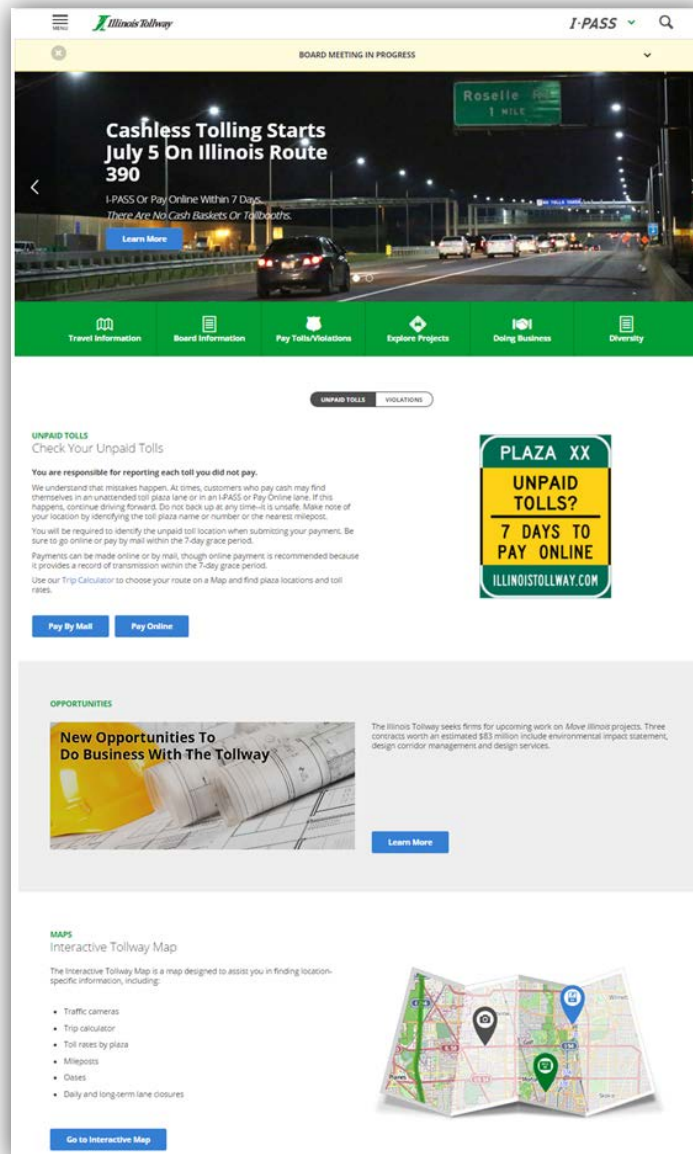
Items with an asterisk (*) are required.

Notice or Case Number *	<input type="text"/>
Plate Number *	<input type="text"/> Enter only letters and/or numbers excluding special characters such as a dash or space.
State *	<input type="text" value="Illinois"/>

[Continue](#)



New Home Page Preview



New Self-Service Preview



Key Improvements

Full website improvements

- Improved organization of information
- Enhanced navigation
- Full access via mobile phones and tablets
- Enhanced flexibility for future innovations
- Enhanced security

Self-service improvements

- Enhanced notification options
- Enhanced access to account correspondence
- New capacity to search for missed transactions





THANK YOU

