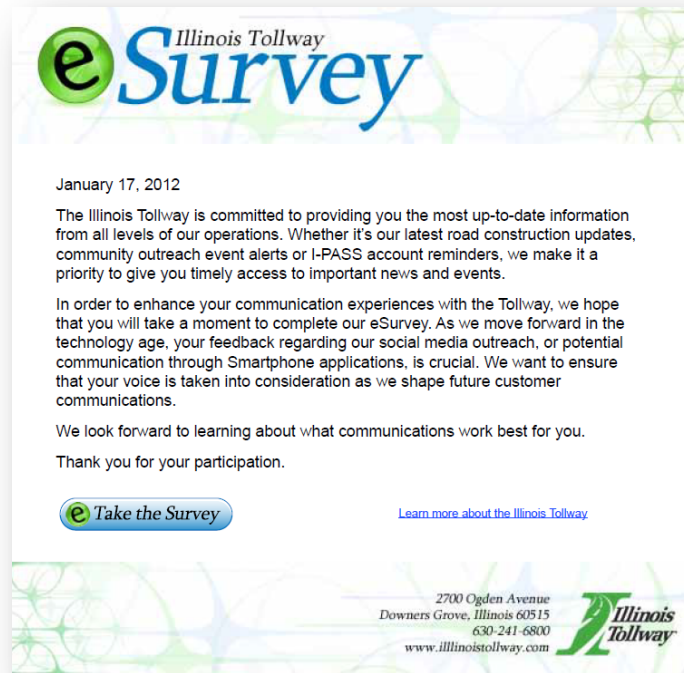




Social Media Update

September 19, 2013

Where we began



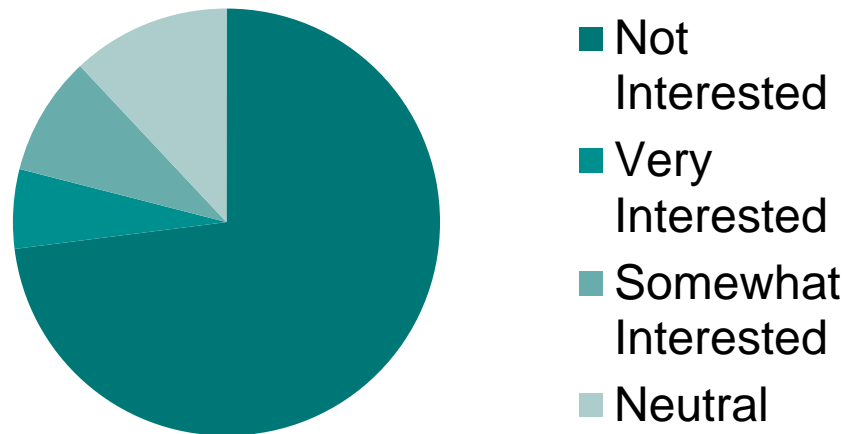
- January 2012 survey of I-PASS customers
- Goal: evaluate interest in smartphone apps, social media and text messages
- About 50,000 responses



What we learned

Nearly 73 percent of I-PASS customers indicated they were “not interested” in receiving information about the Tollway on Facebook.

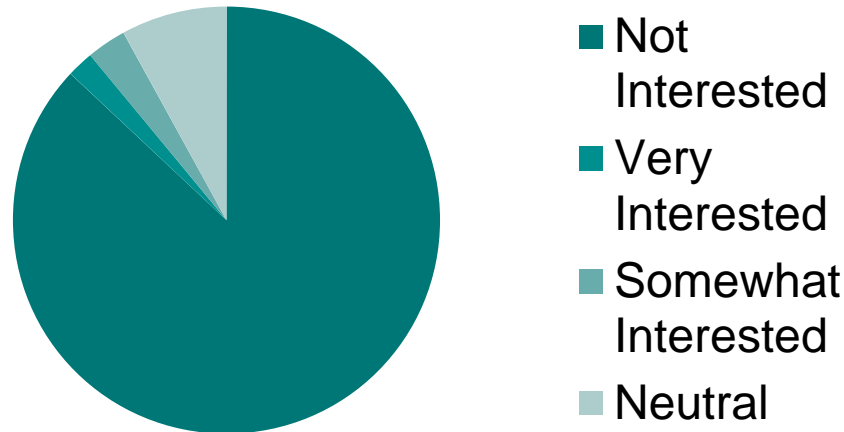
Facebook Interest Level



What we learned

Nearly 87 percent of I-PASS customers indicated they were “not interested” in receiving information about the Tollway on Twitter.

Twitter Interest Level



The path forward

- Survey also indicated that 48.7 percent of I-PASS customers were “very interested” in a smartphone app that would allow access to Tollway traffic/roadway alerts – the highest ranked option
- Survey also indicated that 42.4 percent of I-PASS customers were “very interested” in a smartphone app that would allow access to I-PASS account updates
- Weighed investment of resources with available technologies and potential outcomes and benefits
- Decision: Explore automation of TIMS traffic alerts directly to Twitter feed.
- Decision: Pursue mobile I-PASS management through smartphone app (ultimately, mobile site)



Where we are today – Twitter


Tollway Trip 94/294
@94_294_Tollway
I-94/294/80 (Tri-State Tollway) is an 84-mile beltway around Chicago. Extending from Indiana to Wisconsin, it is the most traveled Tollway in the system.
Indiana to Wisconsin · illinoistollway.com

1,123 TWEETS 0 FOLLOWING 1,757 FOLLOWERS [Follow](#)

Tweets

-  **Tollway Trip 94/294** @94_294_Tollway 7m
UPDATE: I-94 Eastbound - CRASH - at OPlaine Rd - MP 12.0 - ALL LANES OPEN
[Expand](#)
-  **Tollway Trip 94/294** @94_294_Tollway 17m
I-94 Eastbound - CRASH - at OPlaine Rd - MP 12.0 - 1 left lane blocked of 4
[Expand](#)
-  **Tollway Trip 94/294** @94_294_Tollway 13 Sep
UPDATE: I-294 Southbound - STALL - at Ballard Rd - MP 44.5 ALL LANES OPEN
[Expand](#)
-  **Tollway Trip 94/294** @94_294_Tollway 13 Sep
UPDATE: I-294 Southbound - STALL - at Ballard Rd - MP 44.5
[Expand](#)

- Launched Tollway “Trip Tweets” in November 2012 to provide real-time incident information by roadway
- Tollway followers now at more than 5,200:
 - Veterans Memorial Tollway (I-355) – 944
 - Tri-State Tollway (I-294) – 1,759
 - Jane Addams Memorial Tollway (I-90) – 1,507
 - Reagan Memorial Tollway (I-88) – 991



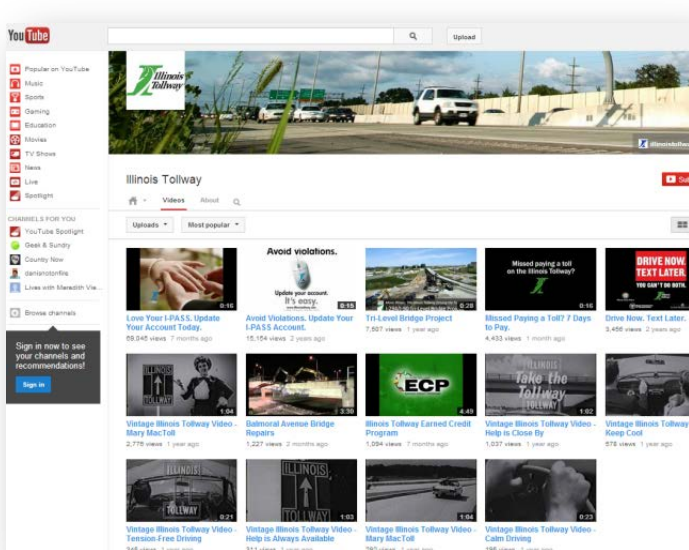
Where we are today – Mobile Site



- Launched Tollway’s mobile site to allow customers to manage their I-PASS accounts anytime, anywhere
- More than 302,000 page views from July 22 through September 15
- Customers can:
 - View account balance, transponder usage and payment history
 - Review and update personal information and credit card details
 - Add or update vehicles and license plate information
 - Activate a new transponder



Where we are today – You Tube



- Posted videos, commercials and public service announcements on You Tube
- 13,781 views over the last 30 days
- Most watched videos are:
 - Love Your I-PASS. Update Your Account Today. (7,614 views)
 - Missed Paying a Toll? 7 Days to Pay. (4,032)





THANK YOU