



Hands-Free, Eyes-Free Mobile Application

September 25, 2014

Where We Are Today – Twitter



- Launched Tollway “Trip Tweets” in November 2012 to provide real-time incident information by roadway
- Tollway followers now at more than 6,800



Where We Are Today – Mobile Site



- Launched Tollway's mobile site in July 2013
- Allows customers to manage their I-PASS accounts anytime, anywhere
- Nearly 30,000 visits in the first week
- Currently working on an enhanced version of the site that will allow greater functionality



Background

- **January 2010** – New state law bans sending or reading text messages while driving in Illinois, in addition to banning the use of hand-held phones for all drivers in a school or construction zone.
- **January 2013** – New state law bans the use of hand-held cellphones while driving in Illinois and increases penalties where use of an electronic device leads to a crash resulting in serious injuries.
- **September 2014** – Survey indicated that more than 50 percent of Tollway customers were interested in a traffic alert application if the message was broadcast as an audio file.



Hands-Free, Eyes-Free Mobile Application

Goal: Procure a new mobile application for iPhone and Android devices that broadcasts alerts based on GPS location, including:

- Traffic and roadway incident conditions
- Construction work zone information
- Travel times
- Bridge clearance level or weight constraints
- Tollway customer messages
- Special promotions or events



Market Research

■ Explored alerts currently being used by:

- Pennsylvania Turnpike
- State of New Jersey
- State of West Virginia
- State of Louisiana
- England's Highways Agency

■ All use “open microphone platform” which is a queue-driven, voice-streaming technology used in combination with a phone's built-in GPS



Current Status and Next Steps

- In August 2014, the Tollway issued a request for information for a hands-free, eyes-free mobile application
- Received four responses
- Working with the top two respondents to launch internal Phase One of pilot program next month
- Phase Two of pilot program extended to general public expected in early 2015
- Launch request for proposals in late 2015





THANK YOU