

**The Illinois State Toll Highway Authority
Minutes of the
Customer Service Working Group Committee Meeting**

January 28, 2010

The Illinois State Toll Highway Authority held a Customer Service Working Group Committee Meeting on Thursday, January 28, 2010 at approximately 2:00 p.m. at the Central Administration Building in Downers Grove, Illinois. Directors in attendance were as follows:

Committee Chairman Bill Morris
Chair Wolff
Director George Pradel
Director Maria Saldaña
Director Carl Towns

Director Towns called the meeting to order.

Director Towns requested a motion to approve the Minutes of the Customer Service Working Group Committee Meeting held on November 13, 2009.

Director Saldaña moved for approval; seconded by Director Pradel. The motion was approved unanimously.

Director Towns requested a motion to accept staff's response to questions raised at the November 13, 2009 meeting into the record.

Director Saldaña moved for approval; seconded by Director Pradel. The motion was approved unanimously.

Stan Ryniewski, Chief of Business Systems, gave a presentation regarding ETCC's program timeline. Ryniewski gave a brief overview of each of the 5 major components of the system: plaza lanes, host, customer service, violation processing, and reciprocity. Ryniewski indicated that all systems are currently operating. Ryniewski discussed status of phase certification and system acceptance of each of these components.

Mike King, Acting Executive Director, indicated that we have a fully functional system and another 6 months on contract. King indicated Tollway's goal was to bring Board up to speed on contract.

Ryniewski discussed problems he discovered when he accepted his position in 2008. Ryniewski indicated budgeting and financial controls were not up to his expectations. Ryniewski has since addressed those issues. Ryniewski indicated a transition from this contract for such a complex system is 24 months. Ryniewski indicated he is developing an RFP to do so. Ryniewski indicated his plan has been approved by CMS.

Ryniewski indicated in May, 2010 the Board authorized money for additional oversight of the contract. Ryniewski noted he has been hiring additional staff. Ryniewski discussed various maintenance issues and the Tollway's proactive approach to these issues.

Director Saldaña asked if we have begun 24 month transition. King indicated that we have begun transition. Ryniewski indicated we would get RFP out by second quarter of 2010. Ryniewski indicated that we are confined by procurement rules. Director Saldaña asked if we would be able to transition out by June 30, 2010. Ryniewski indicated that we would not be able to do so and that we would need to extend the current contract to maintain the system.

Director Saldaña asked if the Tollway is currently following the recommendations outlined in the SDI report. Bob Kettell, from SDI

indicated the Tollway is implementing the report's recommendations. Director Saldaña asked for an update on those recommendations.

Ryniewski discussed RFP for maintenance and support.

Chair Wolff asked from a customer perspective, what are the bad things that might occur during the closeout. Ryniewski indicated there would be no impact on customers. King indicated we would bring a presentation to the full Board at the next meeting.

Diana Stewart, Senior Marketing and Communications Manager, presented a review of current and future I-PASS/Customer Education outreach programs. Discussed variety of customers, messages, and communication vehicles tailored for each group. Stewart provided committee with a binder that gives examples of all types of messages employed by the Tollway. Stewart indicated in 2009 we had 180 construction communication signs, tollbooth and ramp posters, dynamic message signs, and portable PCMS signs. Stewart discussed our online communication activities. Stewart indicated the Tollway receives 21,000 daily hits on website. The Tollway sends an email newsletter to 1.3 million email addresses. Of those, 290,000 open email per month. The Tollway sends 90,000 email account notices every day regarding issues like account balances or expiring credit cards. Stewart discussed in-kind relationship with Jewel Food Stores for in store advertisements and NBC 5.

Chris Benn, Senior Manager of Customer Service, discussed direct communication channels that the Tollway provides to customers. Tollway currently has 6 walk-up customer services centers. Tollway handles 8200 face-to-face transactions per week. Tollway also has customer service call center that handles 59,000 calls per week. Customers utilize these channels to open new accounts, update accounts, process payments, purchase gift cards, swap-out transponders, address violation matters, among others. Tollway handles over 1,785 emails from customers. Tollway just implemented request for hearings

on-line. Tollway mails 40,000 postcards per week regarding low or no balance, expiring credit cards, or declined credit cards. Mobil I-Pass unit works with major corporations for on-site visits to interact with our customers. We also attend events such as Midwest Truckers Association and various events at Tollway Headquarters and the Oases that are geared towards direct contact with our customers. Chair Wolff asked if postcards and emails touch the same customers sequentially. Benn indicated everyone who receives an email also gets a notice in the mail, other than low balance notifications. Director Saldaña asked if all of this is handled in house. Benn indicated the call center was a contracted vendor, but walk-in centers are staffed by Tollway employees and all emails and postcards are done in house. Director Saldaña asked where walk-in centers are located. Benn provided the list.

Kelsey Austin, community relations coordinator, discussed Tollway's interaction with media. Austin indicated press releases are all posted to website. Press releases address topics such as I-pass, VES, customer service, holiday travel updates, construction messaging, among others. Tollway conducts media events such as work zone safety, summer travel and announcements like Eola road opening. Media interviews are on-going. Tollway conducted a variety of industry and community speaking engagements. King indicated we also have representatives at the auto show. Director Saldaña asked about a customer who received notice about a low balance, wanted to add \$20, but was required to do \$40. King indicated the \$20 option was not offered on-line because of the fees incurred. Austin emphasized cross-departmental efforts related to customer outreach. Austin indicated that in 2010, Tollway is going to expand person-to-person efforts because it is a great way to connect to customers. There will be additional effort to interact with Truckers. Tollway will educate customers with videos and webinars. Chair Wolff asked what percentage of time is allocated to customers using I-Pass versus those that don't. Stewart responded that 80% of messages are focused on I-Pass customer. Chair Wolff asked what we are doing to switch

remaining 20% of customers to I-Pass. Mike Catolico, General Manager of Performance Management, indicated that we are at highest penetration of any system in the country. Chair Wolff asked who earns the interest on \$40 that the customer has in transponder account. Mike Colsch, Chief of Finance, indicated that the Tollway earns the interest. Director Towns asked if calls at customer service center are monitored and if there were unprofessional conversations. Benn indicated the calls are monitored and Ryniewski indicated the Tollway has a system to address unprofessional calls. Director Saldaña asked if the Tollway monitors emails. King indicated the Tollway does monitor emails.

Catolico discussed four anticipated changes to I-Pass licensing agreements. First change is to have a transponder in every vehicle. Second change affirms Tollway's ability to suspend accounts. If patron with suspended account receives a violation, they are not treated like an I-Pass customer. This is intended to address abuses. Director Saldaña asked if we can make these changes to agreements with current customers. Catolico indicated the Tollway could do so. Third change is intended to prevent commercial vehicles from using wrong transponder class by allowing Tollway to identify vehicles and change class on back end. Director Saldaña asked if the Tollway was going to make changes on back end after a couple of violations. Catolico indicated it would happen if driver did it 20 or more times. Fourth change allows Tollway to deactivate a transponder if it has reached the end of useful life and Tollway has not been able to reach customer. Catolico indicated Tollway is starting a pilot program to replace dead transponders in February and that transponders have a lifespan of 8.5 years. Catolico indicated Tollway is working with Jewel to allow customers to swap transponders at store. Chair Wolff asked about the size of the pilot program. Catolico indicated it would be a couple of thousand people. Director Morris asked if we can tell if a transponder is being used. Catolico indicated we could, but that it is complicated to do so. Director Morris asked if the new transponder will provide an indicator to customer regarding battery strength. Catolico indicated the Tollway is considering such technology. Catolico indicated the

Tollway does not have a deadline for any of these changes. Director Morris directed staff to notify Directors once pilot program begins and to report back with results. Catolico reviewed process to swap transponders. Chair Wolff asked if Toll collectors could handle swap outs down the road. King indicated RFP we are conducting with other states may impact the replacement strategy. Director Morris asked if there is only one vendor for this RFP. Ryniewski indicated there were multiple respondents.

Director Morris asked if we could review the contract and bidding process. Director Morris asked for a 6 or 8 page memo to understand how this will work. Morris indicated that the subcommittee needs to recommend to the board what direction we should head by March meeting.

There being no further business, Committee Chairman Morris called for a motion to adjourn. Director Saldaña moved to adjourn; seconded by Director Towns. The motion was approved unanimously.

Meeting adjourned at approximately 3:30 p.m.

Minutes taken by: _____
Andrew Boron