Electronic Tolling Strategy

February 24, 2011

Goals: Developing a more flexible, responsive and effective system

- Strategic redefinition of our business rules, including policies, processes and procedures

- Enhanced transparency and accountability, including better monitoring and reporting capacity

- Reduction in system response times and "breaks"

- Enhanced flexibility to accommodate change

- Enhanced competition and vendor specialization

Anticipated Strategic Decisions

- Level of flexibility related to types of tolling, including transponder- and video-based

- Level of flexibility related to I-PASS accounts, including household- and plate-based

- Level of flexibility related to pricing, including flat rates, discounts and congestion pricing

- Level of flexibility related to violations, including bundling, processing time limits, traceability, etc.

- Capacity to handle anticipated increase in traffic

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Electronic Tolling Strategic Timeline

Jan 2011	Jan 2012	Jan 2013	Jan 2014	Jan 2015

Explore new technology and national best practices with RFI

⭐ **Redefine business rules**

⭐ **Document new business rules**

⭐ **Develop RFPs for technology to support new business rules**

⭐ **Conduct procurements and testing**

⭐ **Transition to new contracts/system implementation**

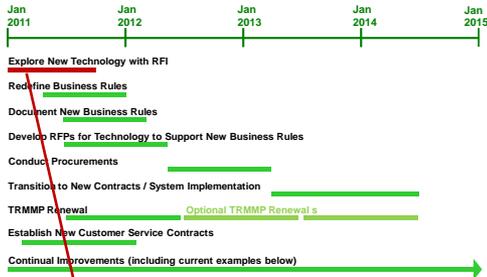**TRMMP contract renewal**   Optional TRMMP contract renewals

Establish new customer service contracts

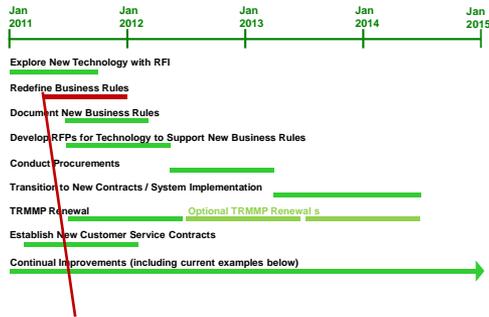**Continual improvements (including current examples below)**

⭐ External assistance needed

Initiative: Explore new technology with RFI

Jan 2011	Jan 2012	Jan 2013	Jan 2014	Jan 2015

Explore New Technology with RFI

Redefine Business Rules

Document New Business Rules

Develop RFPs for Technology to Support New Business Rules

Conduct Procurements

Transition to New Contracts / System Implementation

TRMMP Renewal   Optional TRMMP Renewal s

Establish New Customer Service Contracts

Continual Improvements (including current examples below)

Key Activities:

❑ Write a broad RFI to cover multiple technologies, including back-office and lane

❑ Identify and send RFI to vendors of different technologies

❑ Review RFI responses and meet with responding vendors

❑ Document business practices we would like to adopt based on our enhanced understanding of existing technologies

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Initiative: Redefine business rules

Jan 2011	Jan 2012	Jan 2013	Jan 2014	Jan 2015

Explore New Technology with RFI

Redefine Business Rules

Document New Business Rules

Develop RFPs for Technology to Support New Business Rules

Conduct Procurements

Transition to New Contracts / System Implementation

TRMMP Renewal   Optional TRMMP Renewal s

Establish New Customer Service Contracts

Continual Improvements (including current examples below)

Key Activities:

❑ Review and summarize all existing documentation

❑ Benchmark business rules of other tollways

❑ Benchmark business rules of new technologies (per RFI responses)

❑ Document new business rules

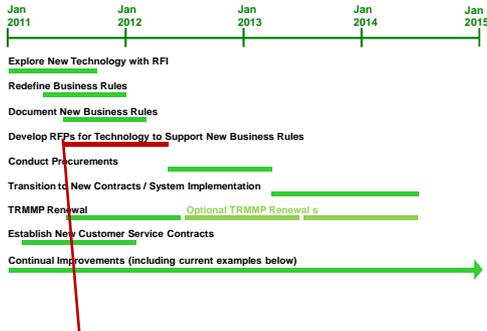❑ Finalize new business rules with key stakeholders

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Initiative: Document new business rules

Jan 2011	Jan 2012	Jan 2013	Jan 2014	Jan 2015

Explore New Technology with RFI

Redefine Business Rules

Document New Business Rules

Develop RFI's for Technology to Support New Business Rules

Conduct Procurements

Transition to New Contracts / System Implementation

TRMMP Renewal   Optional TRMMP Renewal s

Establish New Customer Service Contracts

Continual Improvements (including current examples below)

Key Activities:

❑ Document future business processes

❑ Link new business rules to new business processes

❑ Document system requirements based on new business rules

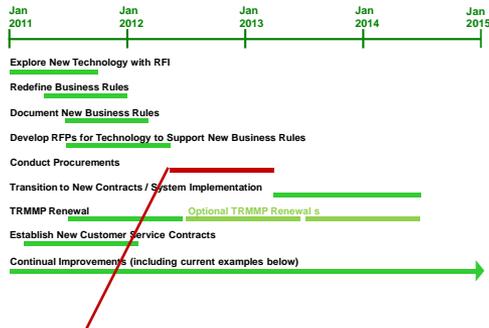❑ Finalize system requirements with key stakeholders

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Initiative: Develop RFPs for technology to support new business rules

Jan 2011	Jan 2012	Jan 2013	Jan 2014	Jan 2015

Explore New Technology with RFI

Redefine Business Rules

Document New Business Rules

Develop RFPs for Technology to Support New Business Rules

Conduct Procurements

Transition to New Contracts / System Implementation

TRMMP Renewal   Optional TRMMP Renewal s

Establish New Customer Service Contracts

Continual Improvements (including current examples below)

Key Activities:

❑ Analyze marketplace for key contracting areas

❑ Determine types of RFPs

❑ Review sample RFPs for options related to terms, pricing, etc.

❑ Draft RFPs with key stakeholders

❑ Finalize RFPs with key stakeholders

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Initiative: Conduct procurements

	Jan 2011	Jan 2012	Jan 2013	Jan 2014	Jan 2015

Explore New Technology with RFI

Redefine Business Rules

Document New Business Rules

Develop RFPs for Technology to Support New Business Rules

Conduct Procurements

Transition to New Contracts / System Implementation

TRMMP Renewal   Optional TRMMP Renewal s

Establish New Customer Service Contracts

Continual Improvements (including current examples below)
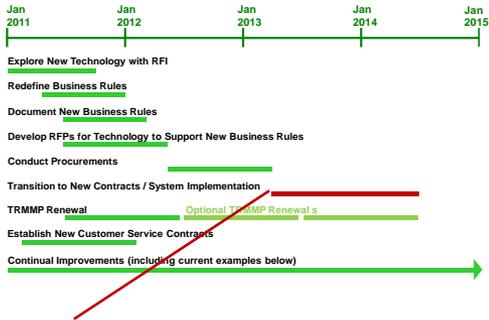
Key Activities:

❑ Issue RFPs

❑ Conduct initial quantified analysis of responses to RFPs

❑ Conduct vendor meetings

❑ Conduct system demonstrations

❑ Conduct final quantified analysis of responses to RFPs

❑ Select vendors

❑ Execute contracts

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9

Initiative: Transition to new contracts/ system implementation

	Jan 2011	Jan 2012	Jan 2013	Jan 2014	Jan 2015

Explore New Technology with RFI

Redefine Business Rules

Document New Business Rules

Develop RFPs for Technology to Support New Business Rules

Conduct Procurements

Transition to New Contracts / System Implementation

TRMMP Renewal   Optional TRMMP Renewal s

Establish New Customer Service Contracts

Continual Improvements (including current examples below)
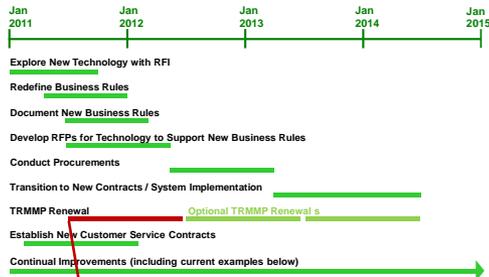
Key Activities:

❑ Establish project plans

❑ Establish project teams

❑ Establish project tools (communication plans, issues logs, etc.)

❑ Conduct kick-offs for each transition/implementation
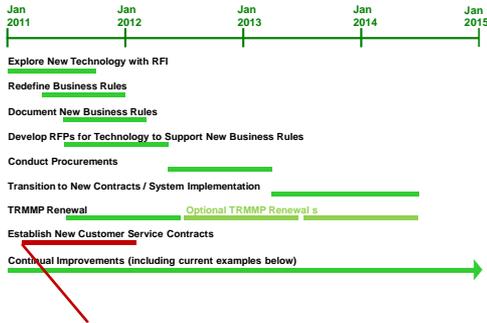
❑ Participate and monitor daily!

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Initiative: TRMMP contract renewal(s)

	Jan 2011	Jan 2012	Jan 2013	Jan 2014	Jan 2015

Explore New Technology with RFI

Redefine Business Rules

Document New Business Rules

Develop RFPs for Technology to Support New Business Rules

Conduct Procurements

Transition to New Contracts / System Implementation

TRMMP Renewal — Optional TRMMP Renewals

Establish New Customer Service Contracts

Continual Improvements (including current examples below)

Key Activities:

❑ Draft proposed terms and conditions

❑ Negotiate terms and conditions

❑ Document agreed-upon terms and conditions

❑ Sign renewal for July 2011-July 2012

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Initiative: Establish new customer service contracts

Timeline chart (Jan 2011 – Jan 2015) with the following activities:
- Explore New Technology with RFI
- Redefine Business Rules
- Document New Business Rules
- Develop RFPs for Technology to Support New Business Rules
- Conduct Procurements
- Transition to New Contracts / System Implementation
- TRMMP Renewal — Optional TRMMP Renewal s
- Establish New Customer Service Contracts
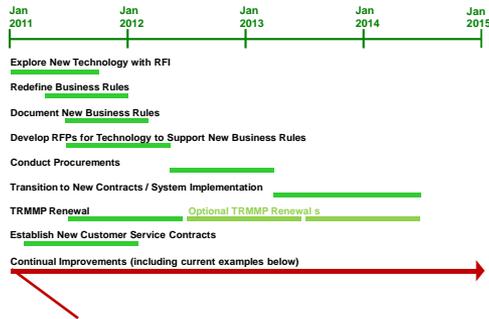- Continual Improvements (including current examples below)

Key Activities:

☐ Issue RFPs

☐ Conduct vendor meetings

☐ Conduct final quantified analysis of responses to RFPs

☐ Select vendors

☐ Execute contracts, including transition plans

Initiative: Continual improvements

Jan 2011	Jan 2012	Jan 2013	Jan 2014	Jan 2015

Explore New Technology with RFI

Redefine Business Rules

Document New Business Rules

Develop RFPs for Technology to Support New Business Rules

Conduct Procurements

Transition to New Contracts / System Implementation

TRMMP Renewal   Optional TRMMP Renewals

Establish New Customer Service Contracts

Continual Improvements (including current examples below)

Key Activities:

❏ Establish customer campaign to keep I-PASS accounts up-to-date

❏ Evaluate and update violations fines and fees structure

❏ Establish fleet account solutions

❏ Establish automated credit card expiration date updates

❏ Decrease average length of calls to call center

NOTE: These examples are from existing performance improvement initiatives

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THANK YOU