

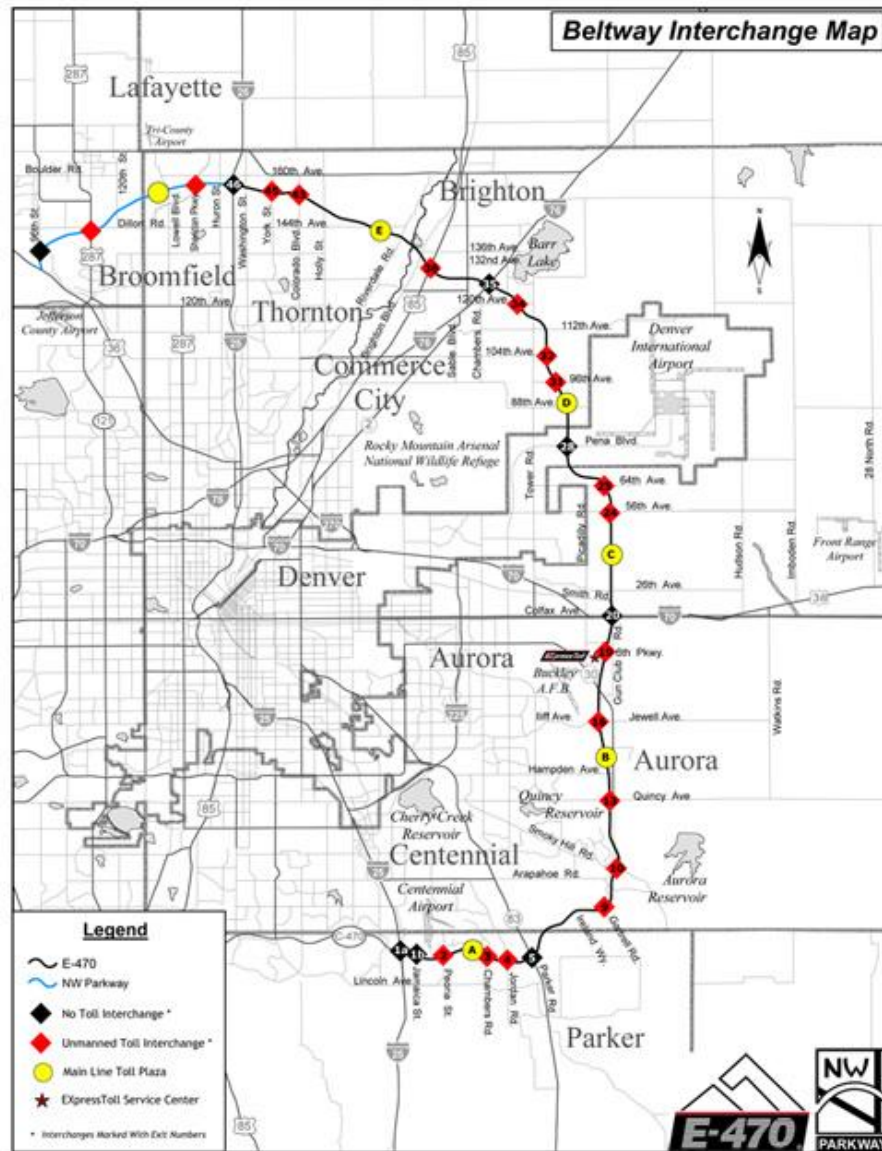
E-470's INFREQUENT CUSTOMERS

Who are they and what have we done for them

Ron Newlander
E-470 Contact Center Supervisor
Parsons Brinckerhoff
Aurora, CO

E-470

- 47 mile toll road
- 51.3 million transactions 2010
- 72% EXpressToll penetration
- Completely cashless July 4, 2009
- Parsons Brinckerhoff operations contractor since March 1997





E-470 prior to July 4, 2009

Five Toll Plazas

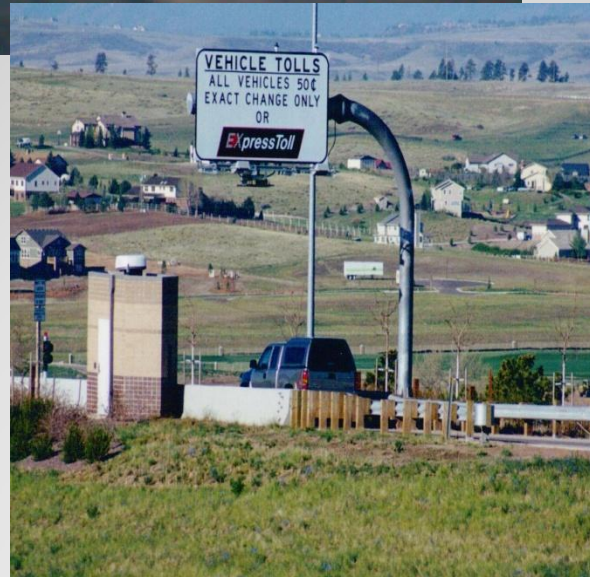
- 5 lanes each direction
 - ✓ 3 Cash
 - ✓ 2 ETC

16 Unmanned Ramp Locations

- Coin and ETC

On January 1, 2009
E-470 introduced
License Plate Tolling
(LPT)

Cash and LPT paid a
10% premium for Tolls





**E-470 beginning
July 4, 2009**

**Non-Stop Tolling
begins**

All cash lanes closed

ETC and LPT only



Issues at the beginning

- What is License Plate Tolling?
- Who didn't understand?
- Why the confusion?
- What can we do to help?

What is license plate tolling

- Just drive the road
 - ✓ Non-stop tolling
- We will send you a bill
 - ✓ 30 days after first transaction
- Don't need to pre-pay

Who didn't understand?



- Infrequent customer
- Who are they?



Identifying the infrequent customer?

- Not former daily cash customers
- So who are they?
 - ✓ Travelers from out of state
 - ✓ Got on the road by mistake
 - ✓ Use E-470 to avoid:
 - heavy traffic
 - accident
 - inclement weather
 - ✓ Going to/from the airport
 - Rental Cars

E-470's LPT Users

- 56.9% has only received one bill since Nov 2010
- 74% used the road 5x or less in 6 months
- Out of state travelers
 - ✓ 5.2% of E-470 traffic
 - ✓ 20.2% of all LPT transactions

Why the confusion?

- Info at booths no longer there
- Is this still a toll road?
- Signage
- LPT bills didn't look like bills



Our challenges

- Back office
 - ✓ designed for EXpressToll or violators
- Website
 - ✓ Not built for LPT
- Back log of images to review
 - ✓ Delay billing
 - ✓ Out of State DMV access

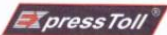
Changes we made

- Customer Service
 - ✓ Everyone is a customer
 - ✓ Educate, don't lecture
- Promote EXpressToll
 - ✓ Sinner to Saint accounts
- Image Review Staff
 - ✓ Quicker Review
 - ✓ Out of state DMV contacts



Mailing Changes

- Redesigned LPT Bill
 - ✓ Envelope Lettering
 - ✓ Payment coupon



EXpress Toll Customer Service Center
5000 Osage Street, Suite 100
Denver, CO 80221

LICENSE PLATE TOLL BILL

E470 LPT007

2117685
STATEMENT
Sunday, August 21, 2011

Express Toll
License Plate Toll

Thank you for using E-470 and the I-25 Express Lanes. Your business is appreciated. Below you will find a detailed list of your transactions.

Payments that are not received by the due date are subject to a \$5.00 late fee.

If you have any questions or would like to sign up for EXpressToll, please go to www.expresstoll.com or contact the customer service center at (303) 537-3470 or 1 (888) 548-3470 for out-of-area customers.

Pay your statement online at: www.expresstoll.com

Statement Number	1117507738
Previous Balance	\$0.00
Payment(s)	\$0.00
Adjustment(s)	\$0.00
New Charges - See below	\$18.00
New Balance	\$18.00
Total Amount Due	\$18.00
Payment Due By	09/15/11

List of Transactions posted between July 17, 2011 - August 16, 2011

TRANSACTION DATE	POST DATE	LOCATION	LANE	AMOUNT
License Plate # 3715XD AZ				
07/08/2011 01:44:14 PM	07/30/2011 12:37:50 PM	PLAZA C	Lane 1 North	\$3.00
07/08/2011 01:50:02 PM	07/30/2011 12:37:50 PM	PLAZA D	Lane 2 North	\$3.00
07/08/2011 01:58:41 PM	07/30/2011 08:06:06 AM	PLAZA E	Lane 2 North	\$3.00
07/14/2011 06:33:19 AM	08/10/2011 07:07:19 AM	PLAZA E	Lane 2 South	\$3.00
07/14/2011 06:41:20 AM	08/10/2011 07:08:02 AM	PLAZA D	Lane 2 South	\$3.00
07/14/2011 06:47:04 AM	08/10/2011 07:07:54 AM	PLAZA C	Lane 2 South	\$3.00

If you were an EXpressToll customer, you would have saved \$3.60. Call today to open your EXpressToll account to receive this discount and future savings.

VN: REV 200911

Express Toll	Statement Number	1117507738
	Due Date	September 15, 2011
	Amount Due	\$18.00

Make checks payable to: EXpressToll
"DO NOT SEND CASH"

Pay your statement online at: www.expresstoll.com

Mail payment to:
E-470 PUBLIC HIGHWAY AUTHORITY
P.O. Box 5476
Denver, CO 80217-5476

00007 00000 0001800 09152011 1117507738

LPT System Changes

- Unmanaged LPT accounts
 - ✓ Created with first transaction
- Managed LPT accounts
 - ✓ Payment Options
 - ✓ Web Access
 - ✓ Statement Options



Other Updates

- Website

- ✓ Newly designed Oct 2011
- ✓ Easier Access
- ✓ Payments

- Billing

- ✓ Added a 2nd bill with a \$5 late fee



Billing/Collection Changes

July 4th 2009

- LPT bill sent
- Citations after 30 days
 - ✓ \$40+tolls each transaction
- After 90 days ALC
- Collections

Current Process

- 1st LPT bill sent
- 2nd bill after 30 days
 - ✓ \$5 late Fee
- 90 days in collections
 - ✓ \$15 collection fee
- Citation status 45 days
 - ✓ \$25 per transaction
- Administrative Law Court

Payment/Fines/Fees

- Paid LPT bills
 - ✓ 82% before bill generated or by due date
 - ✓ 88.3% paid before 2nd bill is due
- Negotiating
 - ✓ One time courtesy on late fee
 - ✓ Stair step on citations
 - Charge 1-\$25 fee for every 10 transactions

The plan for the future



- Keep listening to our customers
 - ✓ ExpressToll and Regular user of LPT
 - ✓ Infrequent
- Use the feedback
 - ✓ Make it easier for the customer
- Provide the best service possible and get the payment for the tolls

THANK YOU FOR YOUR TIME

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