# Transforming Payment Choices by Doubling Fees on the Illinois Tollway

Comments

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# Why Did People Take So Long to Adopt I-Pass?

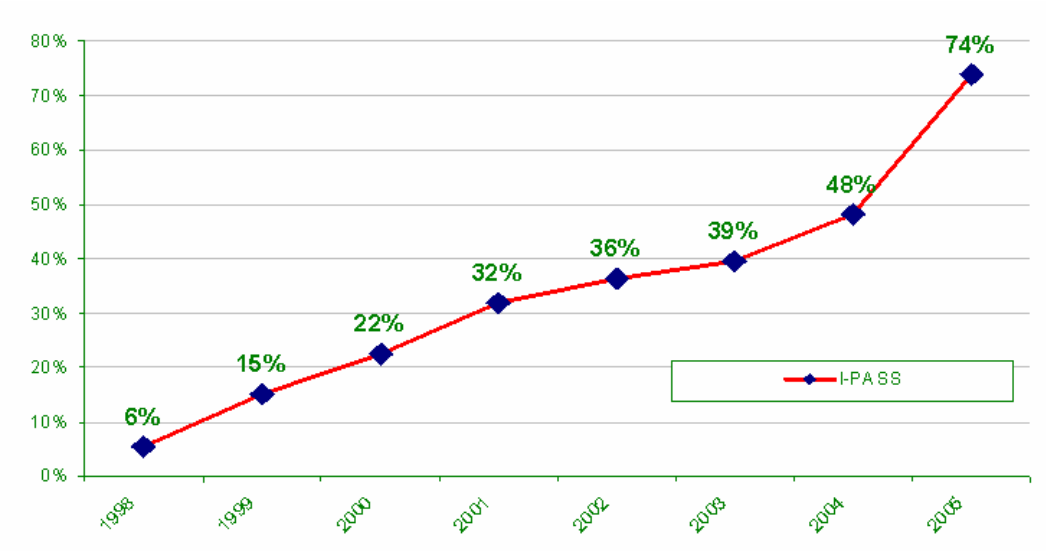
- Same toll with or without I-Pass
- Little time savings during most of day
- Hurdles:
  - Could only obtain directly from tollway authority
  - Costly setup – account with $50 initial charge, charged again when account falls below $10
  - Uncertainty about refund, overcharging

# Who Was Most Likely to Have I-Pass?

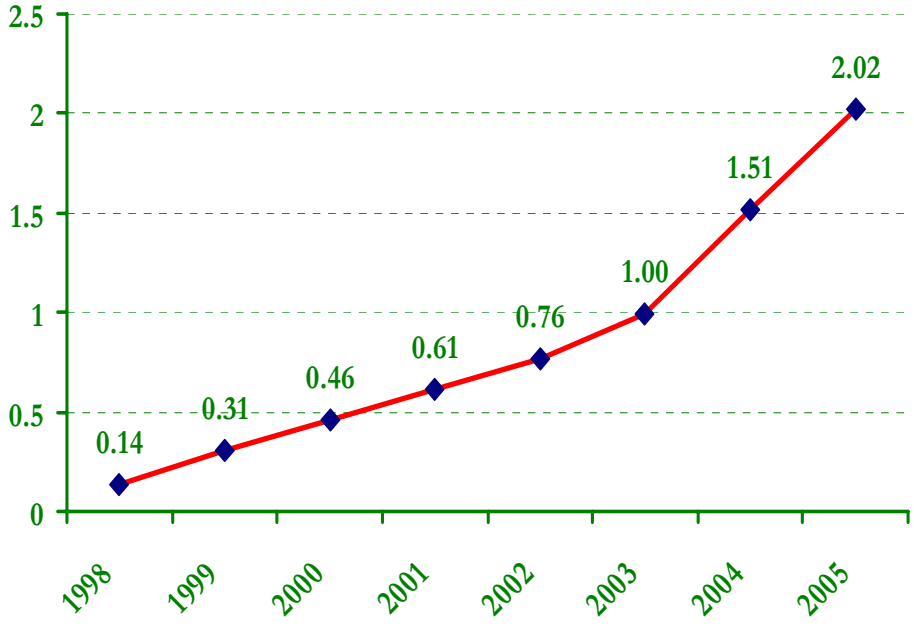
- Commuters
- Distant suburbs along tollways
- High income

People who only occasionally use the tollway for leisure trips would not find the setup cost worthwhile

# Setup Cost Reduced and Regular Toll Doubled in 1992




Percentage using I-Pass



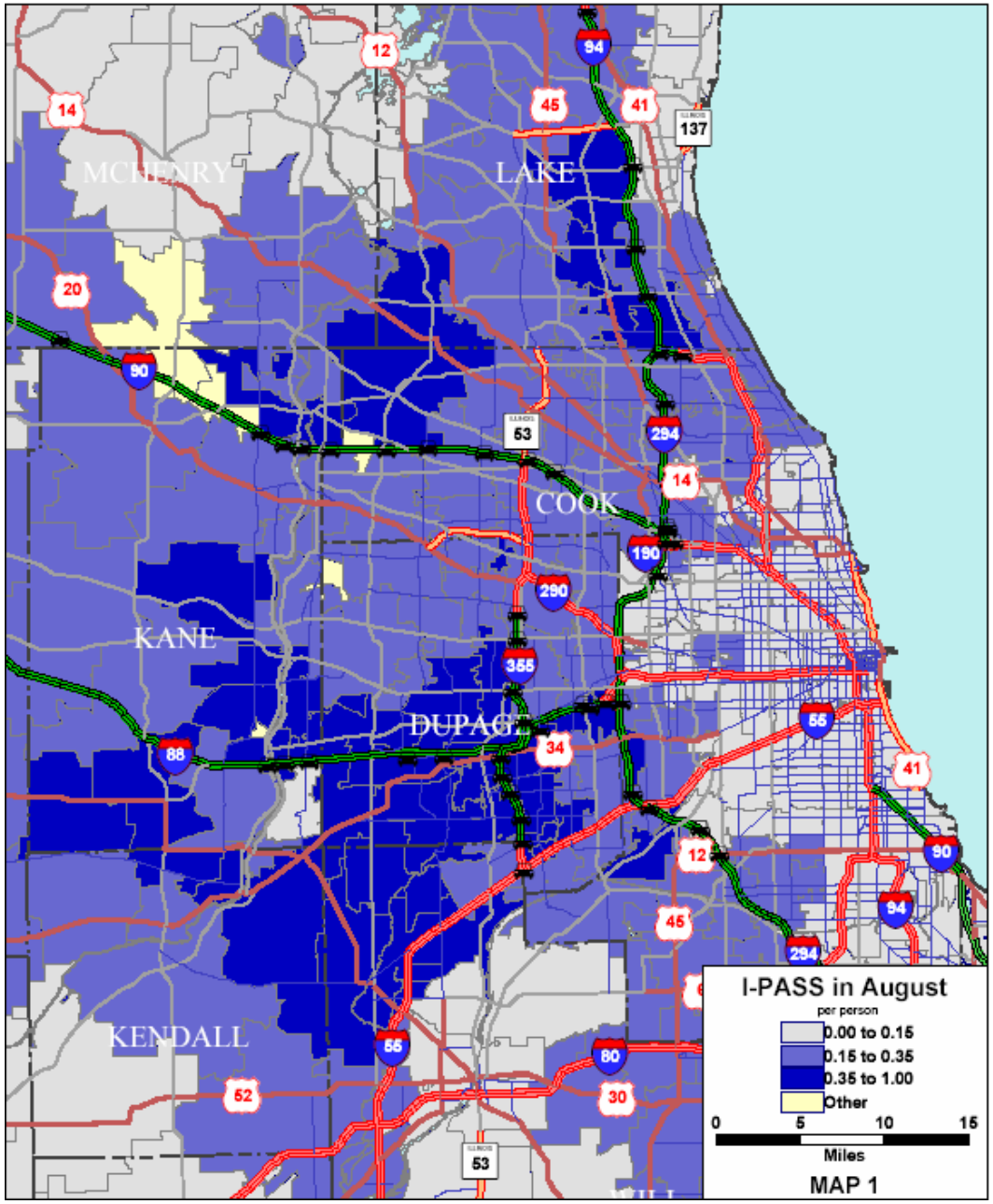

Average number of transponders per household

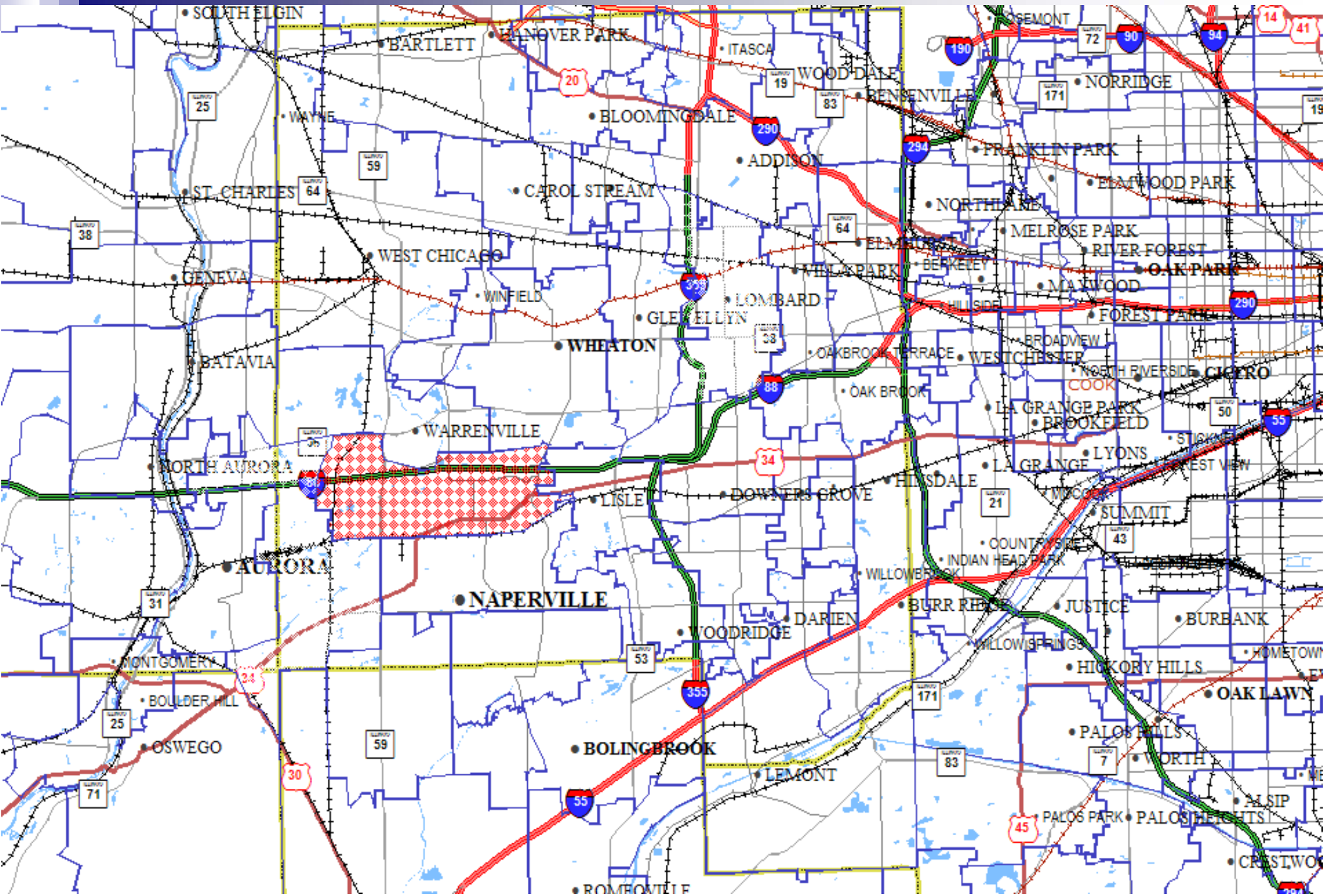
# Logit Model of Transponder Ownership by Zip Code – % of Households

- % of households in various income ranges
- Distance to nearest tollway exit (centroid?)
- Distance to Jewel
- Share of likely tollway commuters (model based on journey to work data)
- Average travel time and toll costs
- Focus throughout is on *commuting*

# Variation within Suburbs

- Loop v. suburban job
- Percentage who commute by train
- Length of commute by income group
- Leisure trips
- Census blocks/tracts v. zip codes


MCHENRY
LAKE
COOK
KANE
DUPAGE
KENDALL
I-PASS in August
per person
0.00 to 0.15
0.15 to 0.35
0.35 to 1.00
Other
0
5
10
15
Miles
MAP 1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ITASCA
WOOD DALE
BENSENVILLE
NORRIDGE
ROSEMONT
WAYNE
BLOOMINGDALE
ADDISON
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ST. CHARLES
CAROL STREAM
NORTHLAKE
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RIVER FOREST
OAK PARK
WEST CHICAGO
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COOK
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LYONS
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LISLE
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SUMMIT
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DARIEN
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JUSTICE
BURBANK
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MONTGOMERY
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OAK LAWN
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ALSIP
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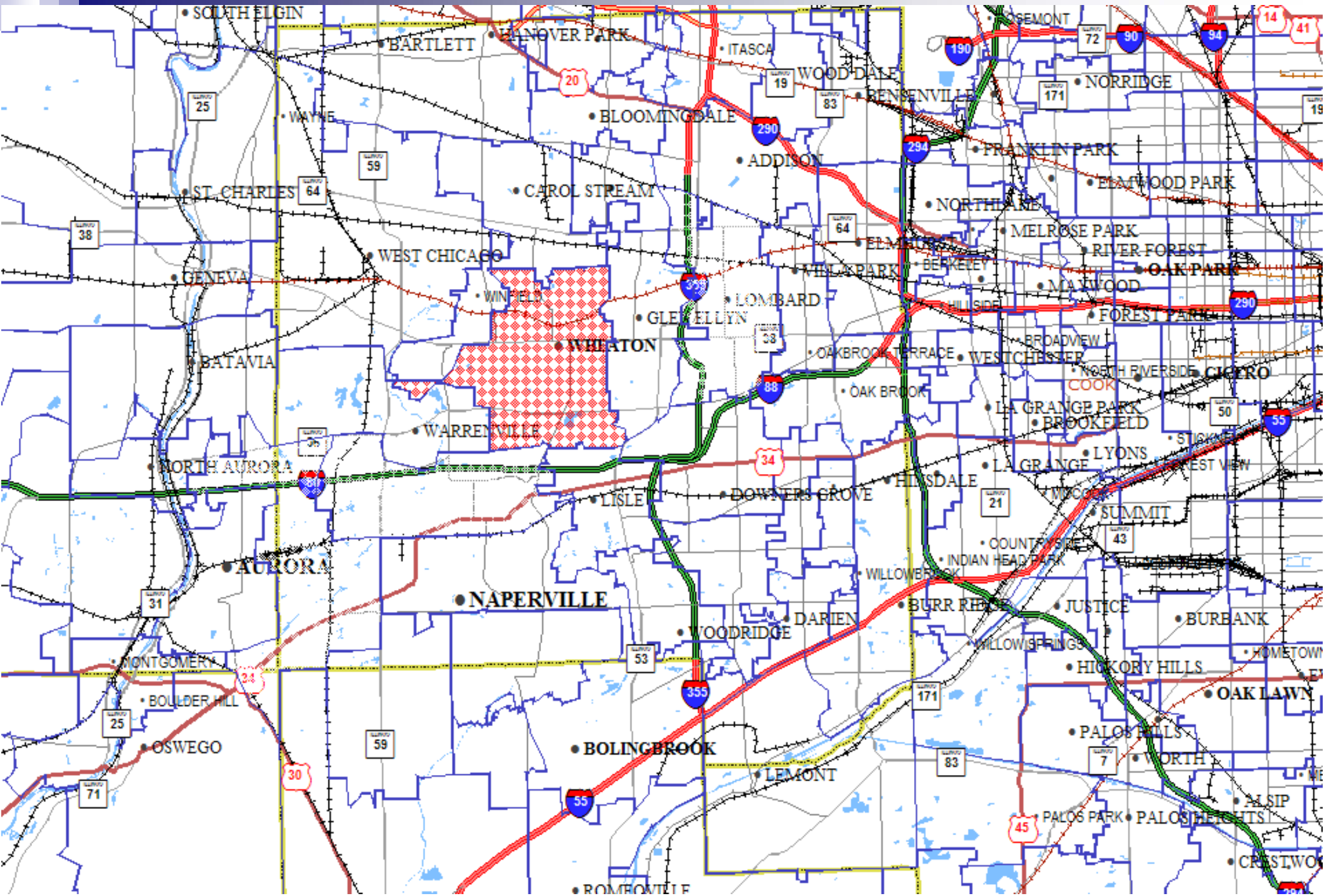
PALOS HEIGHTS
ROMEOVILLE
CRESTWOOD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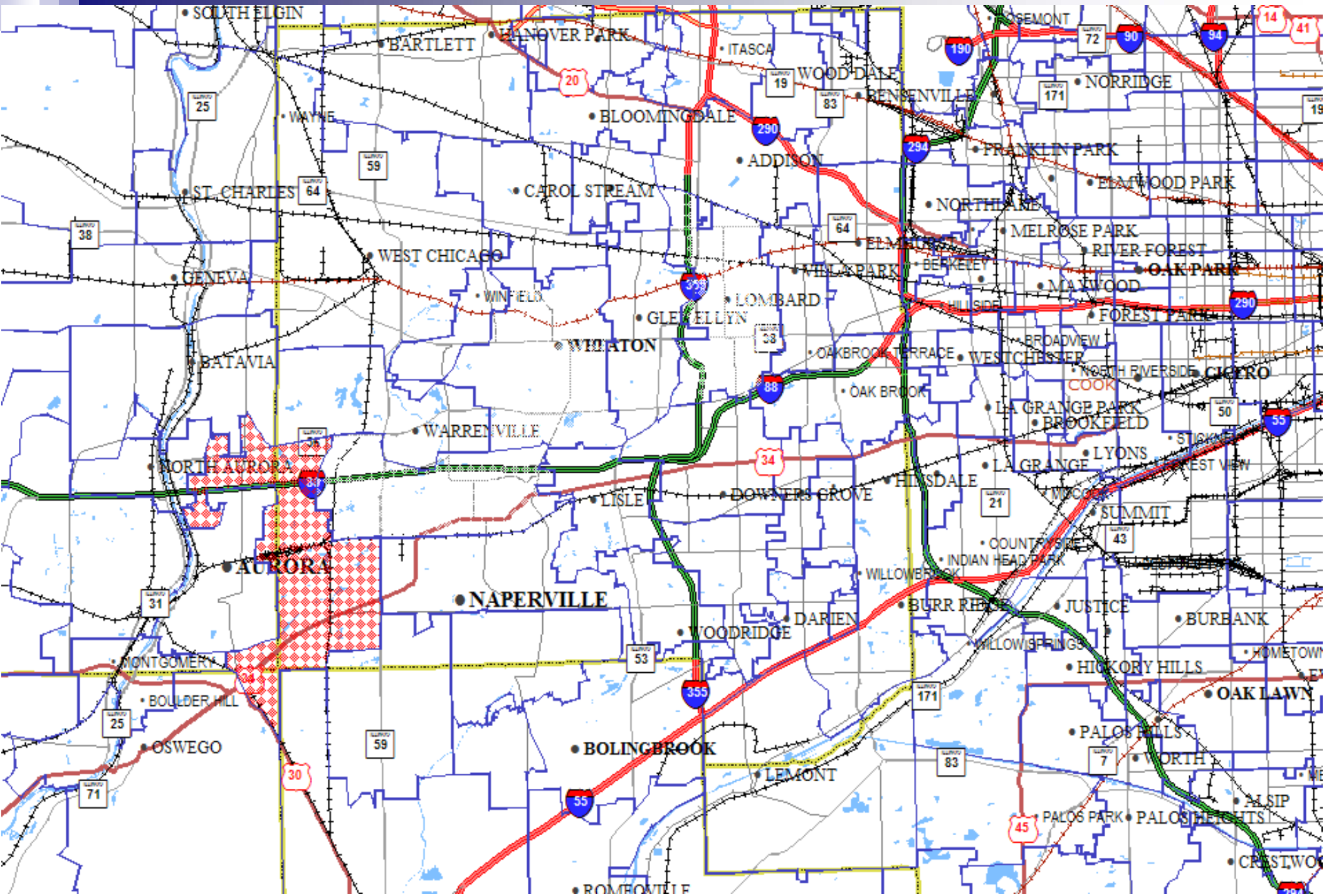
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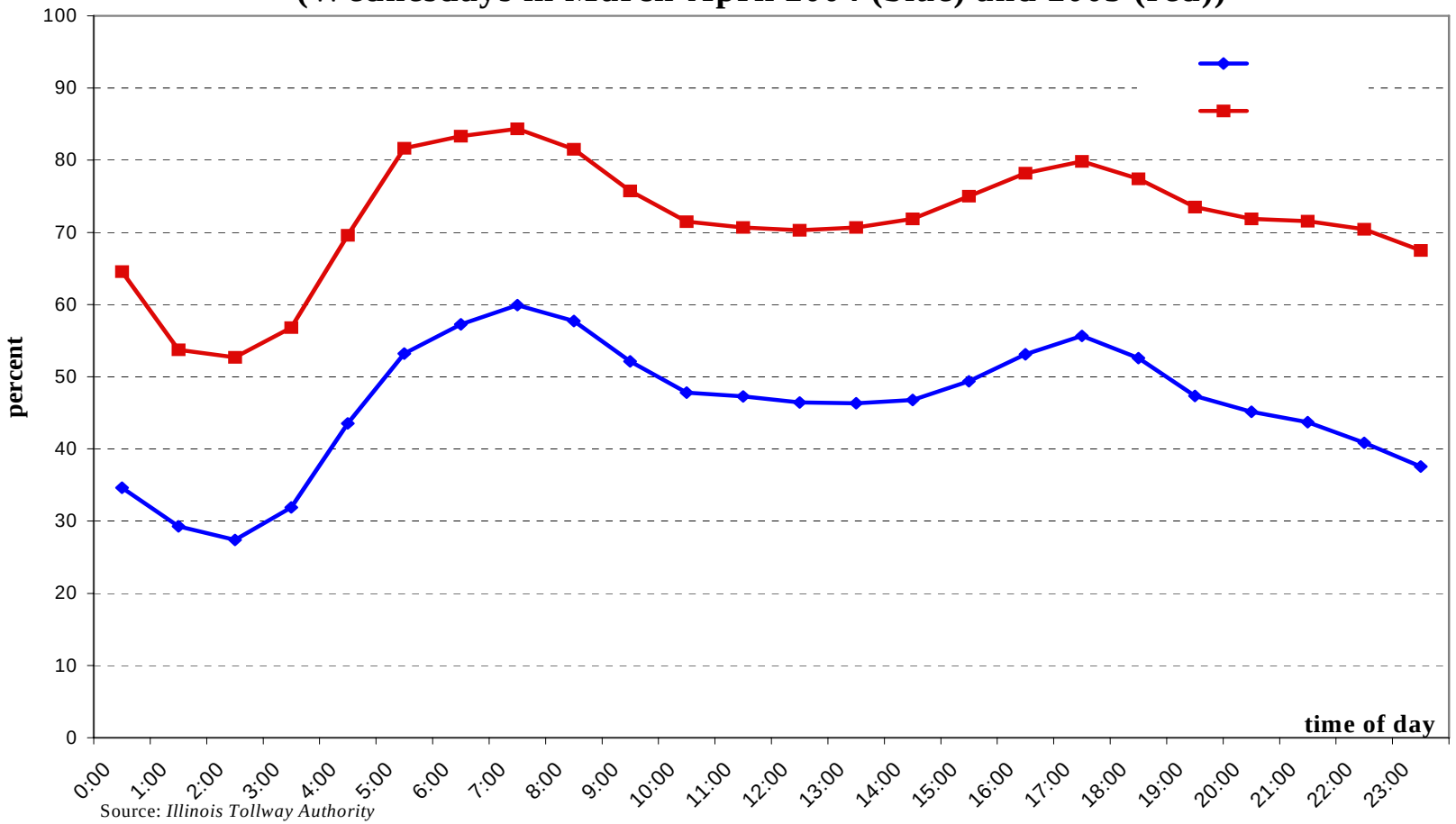
COOK

# Optimal Toll

- Congestion Charge
- Time of Day
- Traffic Conditions
- Trip Pattern

## Share of Hourly Transactions Paid Electronically
## (Wednesdays in March-April 2004 (blue) and 2005 (red))




Source: *Illinois Tollway Authority*

Notes: 1) Excludes Plaza 3 due to measurement issues; 2) Data reflects only passenger vehicles without trailers (class 1)

# Results of I-Pass

- Eliminate costly bottlenecks
- Use existing highway capacity more efficiently
- Make time of day pricing feasible
- Can consider implementing an optimal toll