

2021

E-470 PUBLIC HIGHWAY AUTHORITY

Quarterly Operations Dashboard Report
First Quarter



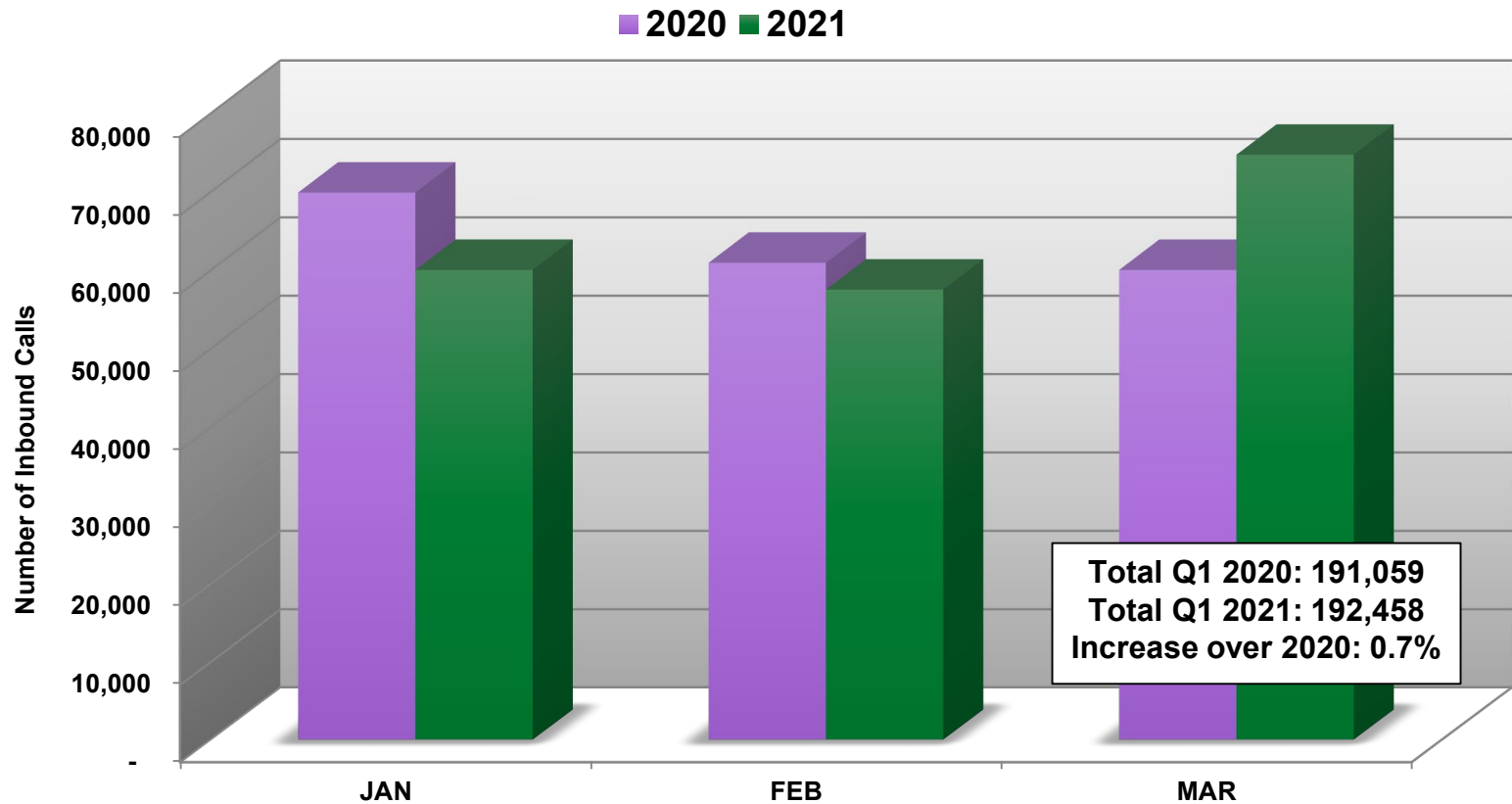


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CONTACT CENTER - VOLUME



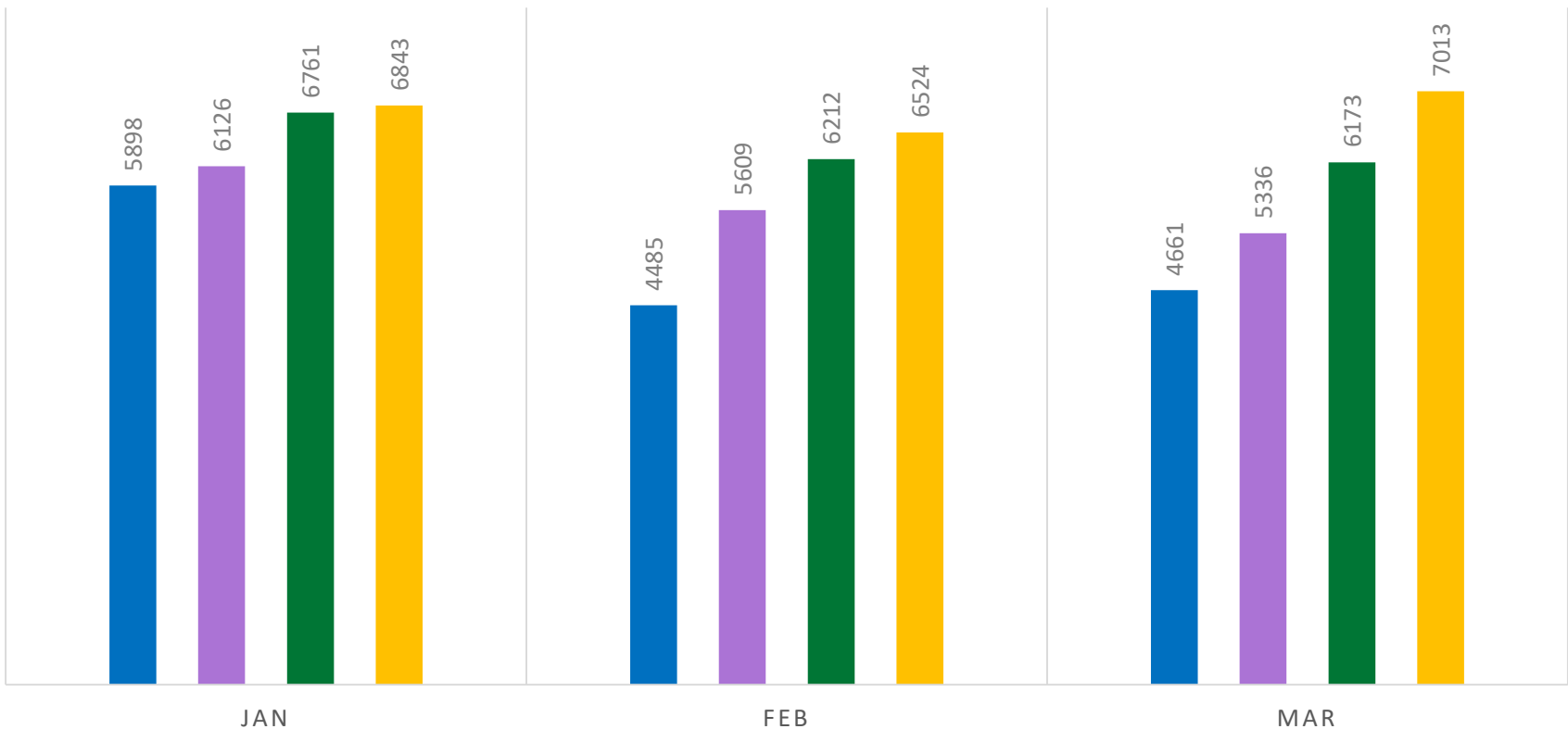
- CSAT very strong for Q1 at 98.9%
- NPS remains strong at 78.19%



CALL CENTER - EMAILS

EMAILS MONTHLY

■ 2018 ■ 2019 ■ 2020 ■ 2021

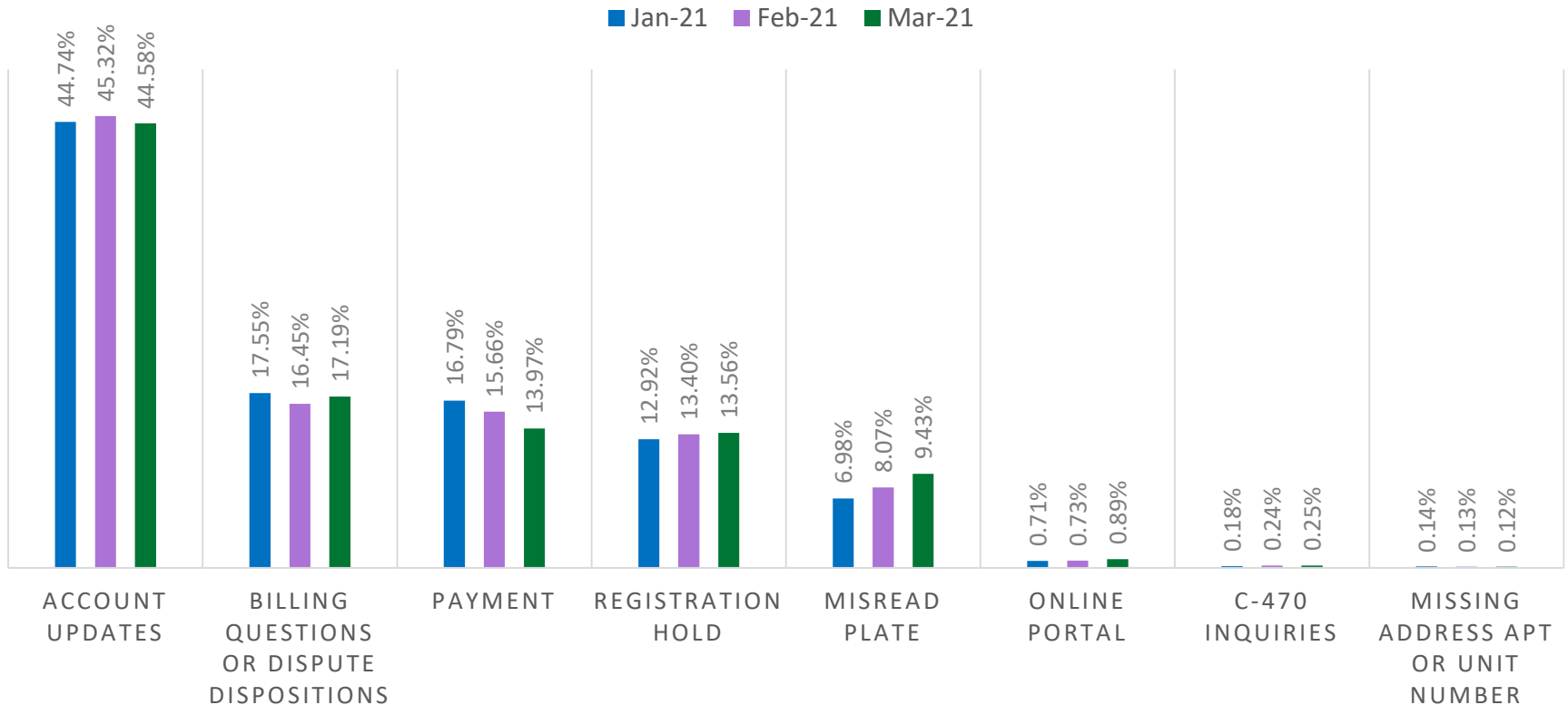


- Email continues to trend higher overall
- We received 20,380 emails in Q1



CALL CENTER – CALL DRIVERS

WRAP-UP DATA

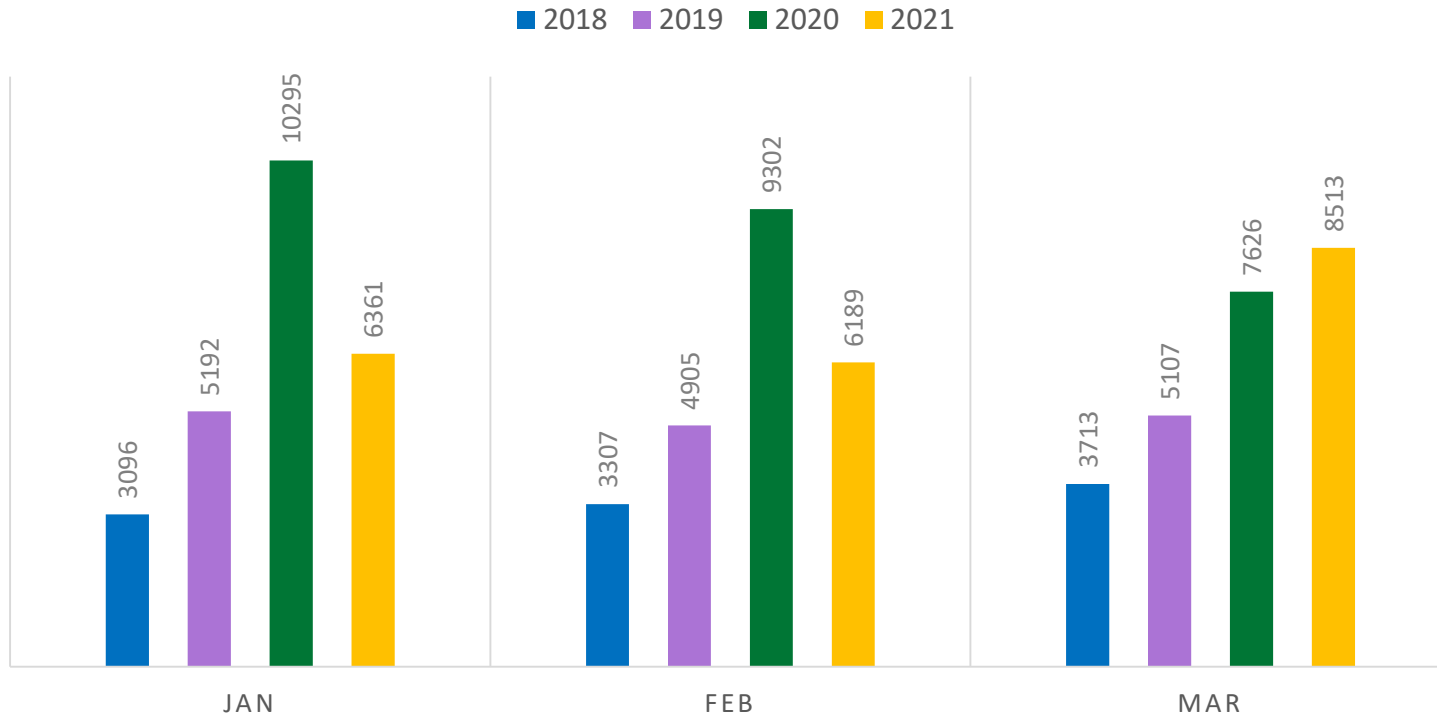


- Call trends remain mostly consistent
- Misread Plate continues to be slightly higher than 2020



ADVANCED ACCOUNT ADVISORS

AAA CALL VOLUME

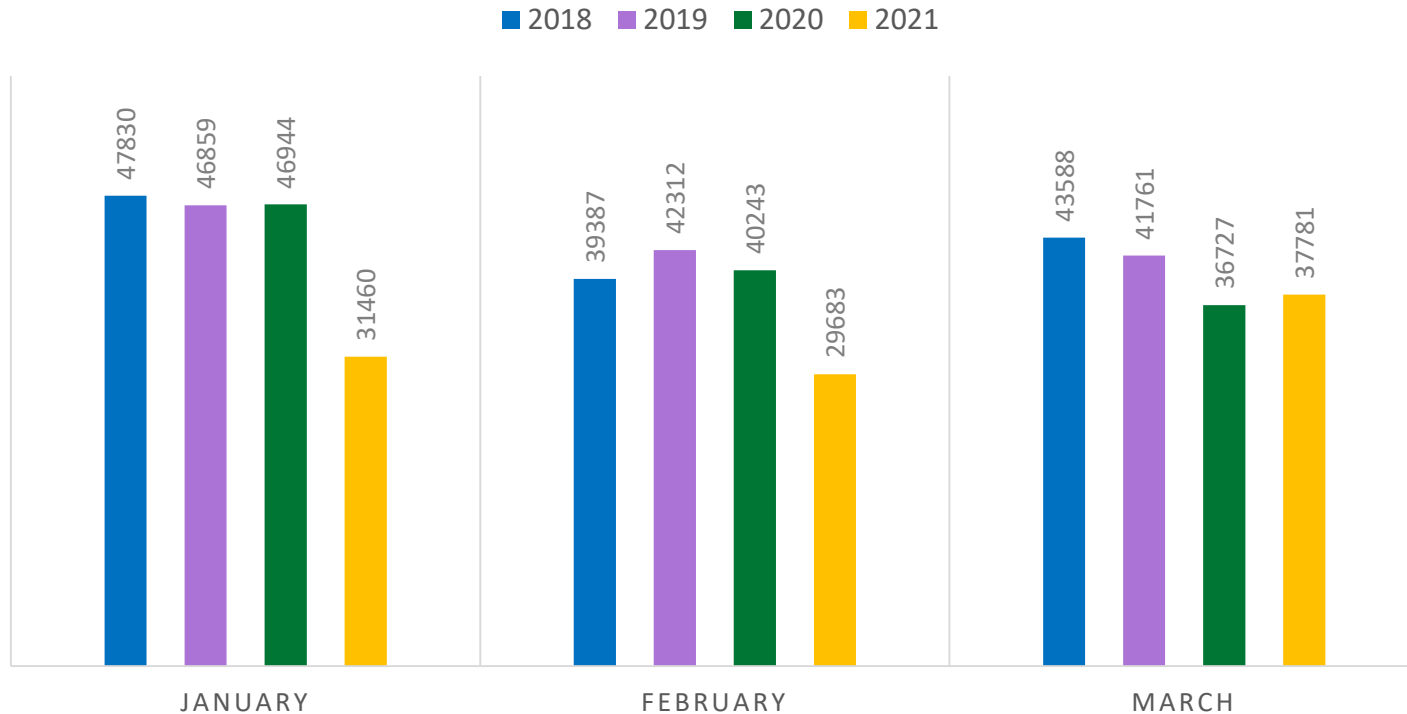


- 21,063 calls in Q1
- Added a Spanish IVR queue
- Repeat calls due to Lightico and Secure IVR issues



ADVANCED ACCOUNT ADVISORS

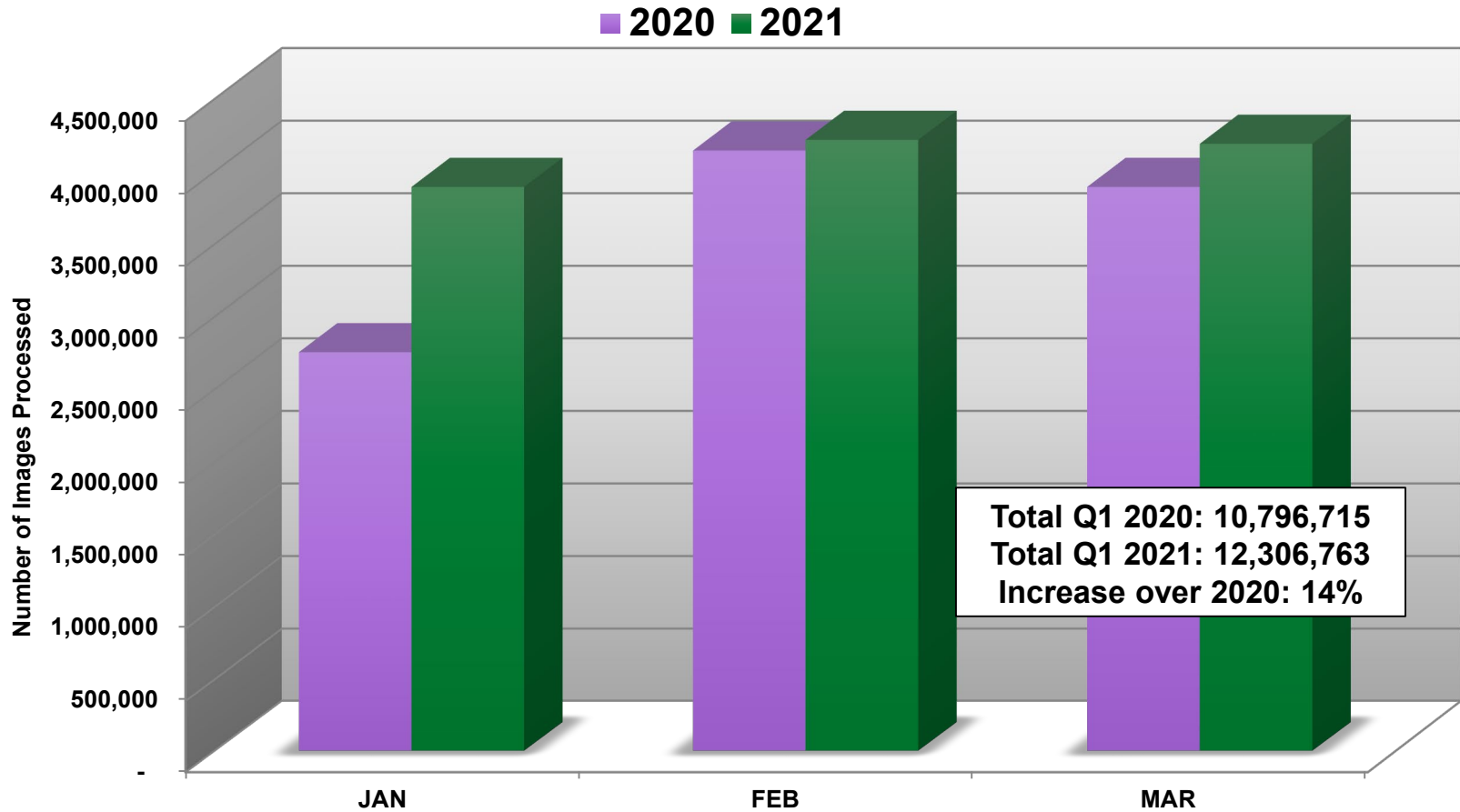
TOTAL TRANSPONDERS FILLED



- 98,924 transponders filled in Q1
- Transponder fulfillment continues to be lower than years past, but jumped up in March
- Walk-in Customer Service closed

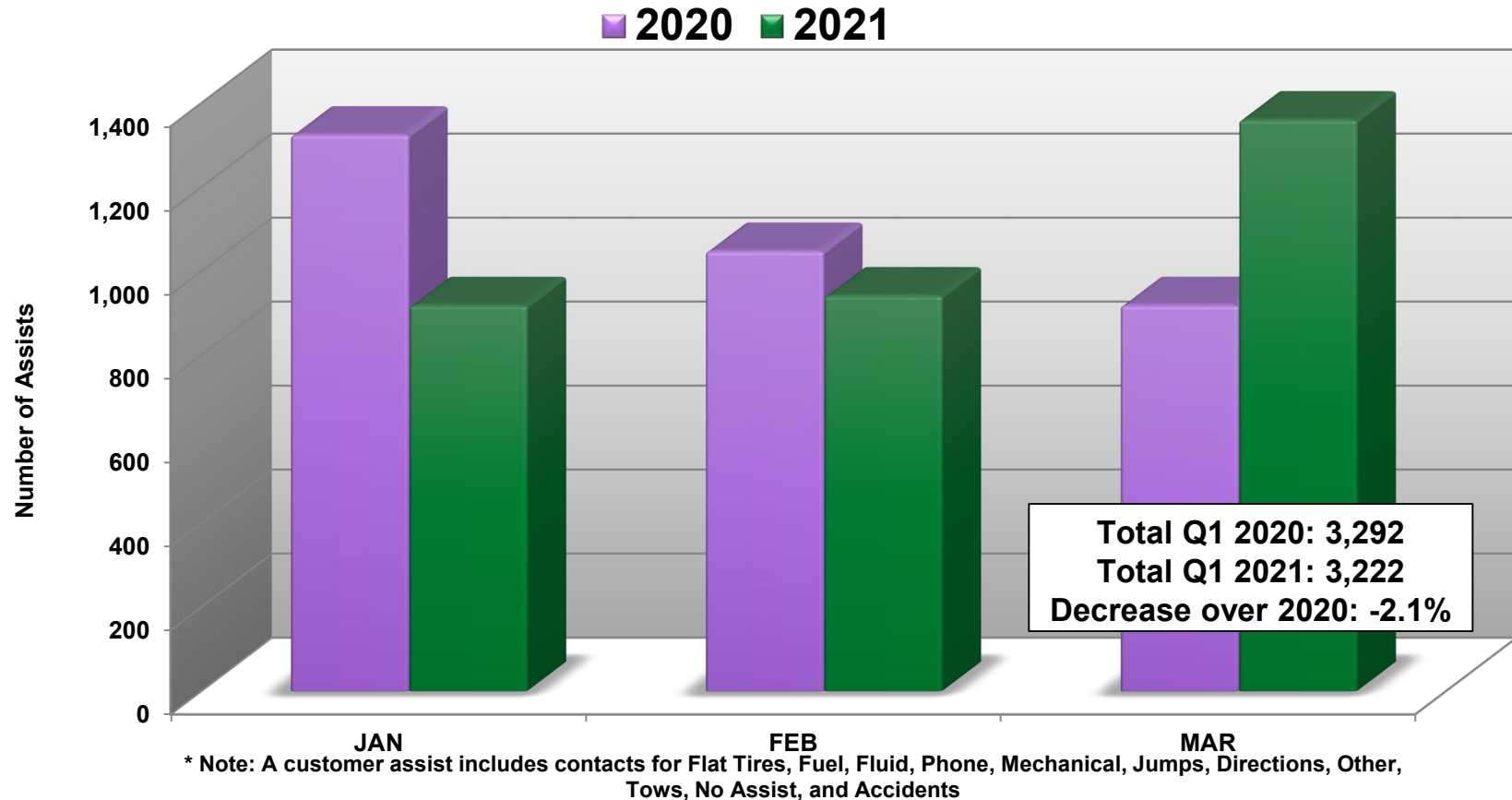


IMAGE PROCESSING





TRAFFIC MANAGEMENT CENTER

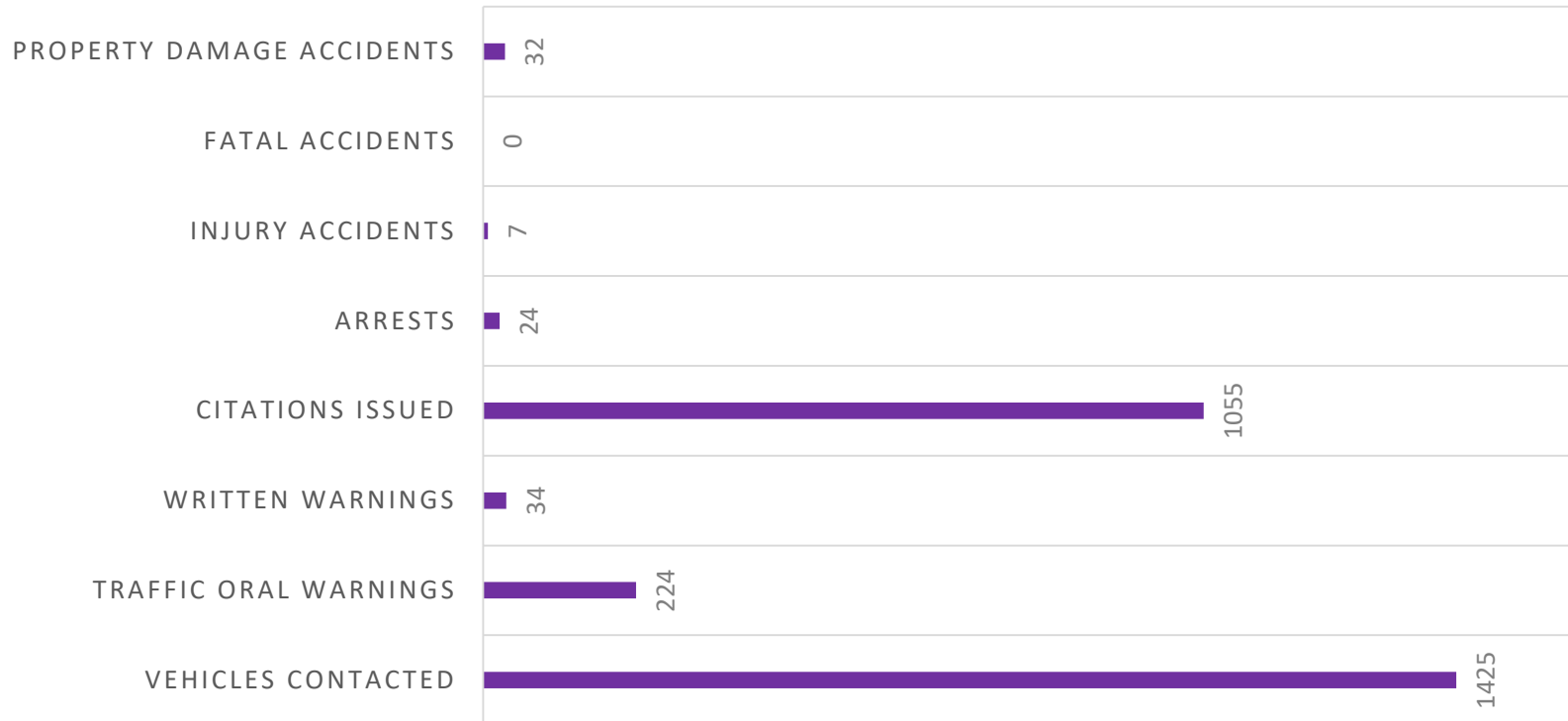


- Began cross training two RA drivers in the TMC to provide backfill
- Secured vaccination appointments for multiple employees in the TMC and RA groups
- Continued building relationships via virtual Metro TIM Team Meetings
- Successful support of March Snowstorm



COLORADO STATE PATROL

YEAR-TO-DATE SUMMARY



- Arrests include 6 DUI/DUID, 9 misdemeanors, and 9 felony
- 5,646 total Trooper hours in Q1



MARKETING & COMMUNICATIONS

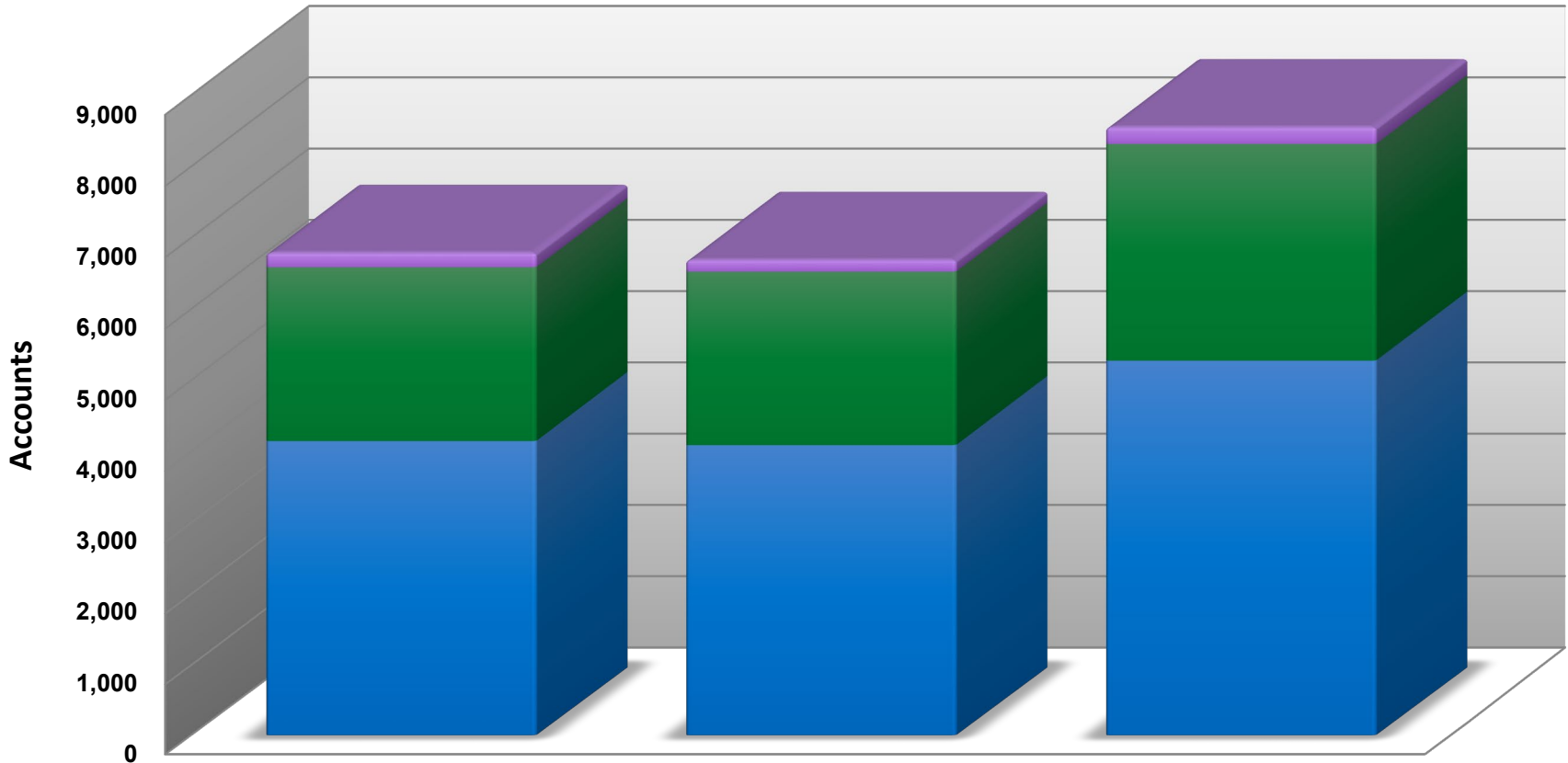
YTD Marketing and Communications Analytics – March 2021	YTD Budget	YTD Revenue	Promo Accounts		
	\$72,085.08	\$74,746.02	2,690		
	Mktg. Spend/New Promo Account	Revenue / New Account	Net Income / New Account	Net Income	ROI
	\$26.80	\$27.79	\$0.99	\$2,660.94	4%

- Marketing Spend / New Promo Account = YTD Budget / Promo Accounts
- Revenue / New Account = YTD Revenue / Promo Accounts
- Net Income / New Account = (Revenue / New Account) – (Mktg. Spend / New Promo Account)
- Net Income = YTD Revenue – YTD Budget
- ROI = Net Income / YTD Budget



MARKETING & COMMUNICATIONS

ExpressToll Accounts Opened By Type

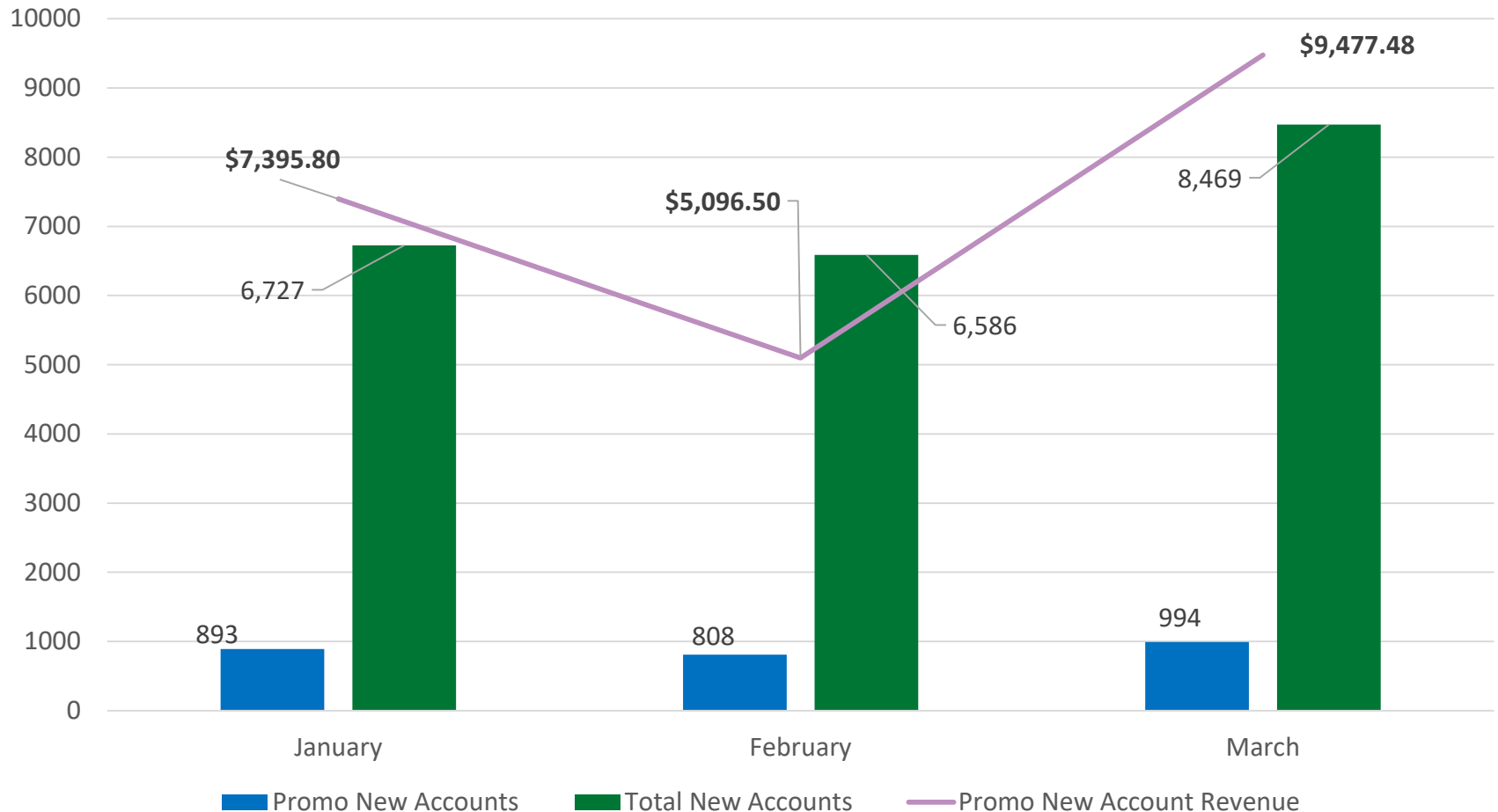


	Jan-21	Feb-21	Mar-21
■ Retail (3%)	201	164	235
■ CSR (36%)	2,440	2,435	3,041
■ Web (61%)	4,150	4,093	5,278



MARKETING & COMMUNICATIONS

Monthly New Accounts and Revenue Generated

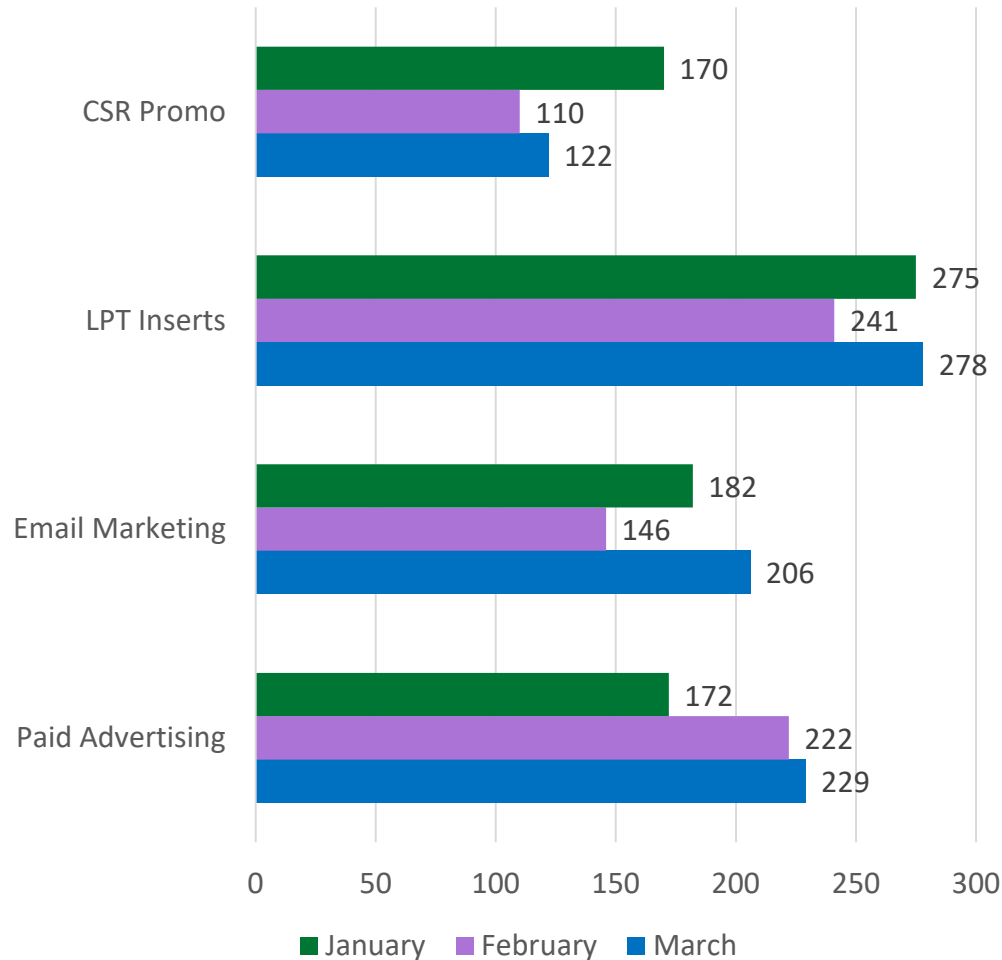


- The number of promo new accounts opened was trending with overall new accounts opened throughout Q1



MARKETING & COMMUNICATIONS

Monthly New Account Generation in Top Four Promotional Categories



CSR Promo: A promo code used by Customer Service Representatives to open accounts while helping customers.

LPT Inserts: An ExpressToll advertisement included in statements sent to License Plate Toll customers.

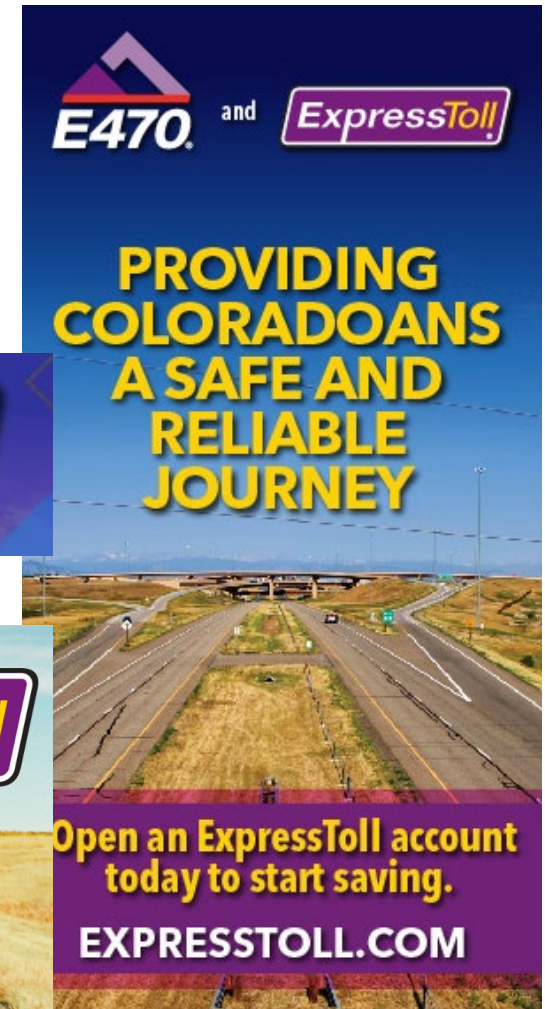
Paid Advertising: Accounts opened via paid efforts with radio, print and digital marketing partners including *Audacy*, *Fruition*, *iHeart Media*, *Colorado Public Radio*, *Denver International Airport* and *ColoradoBiz Magazine*.



MARKETING & COMMUNICATIONS

- **Q1 Advertising Outlets:**

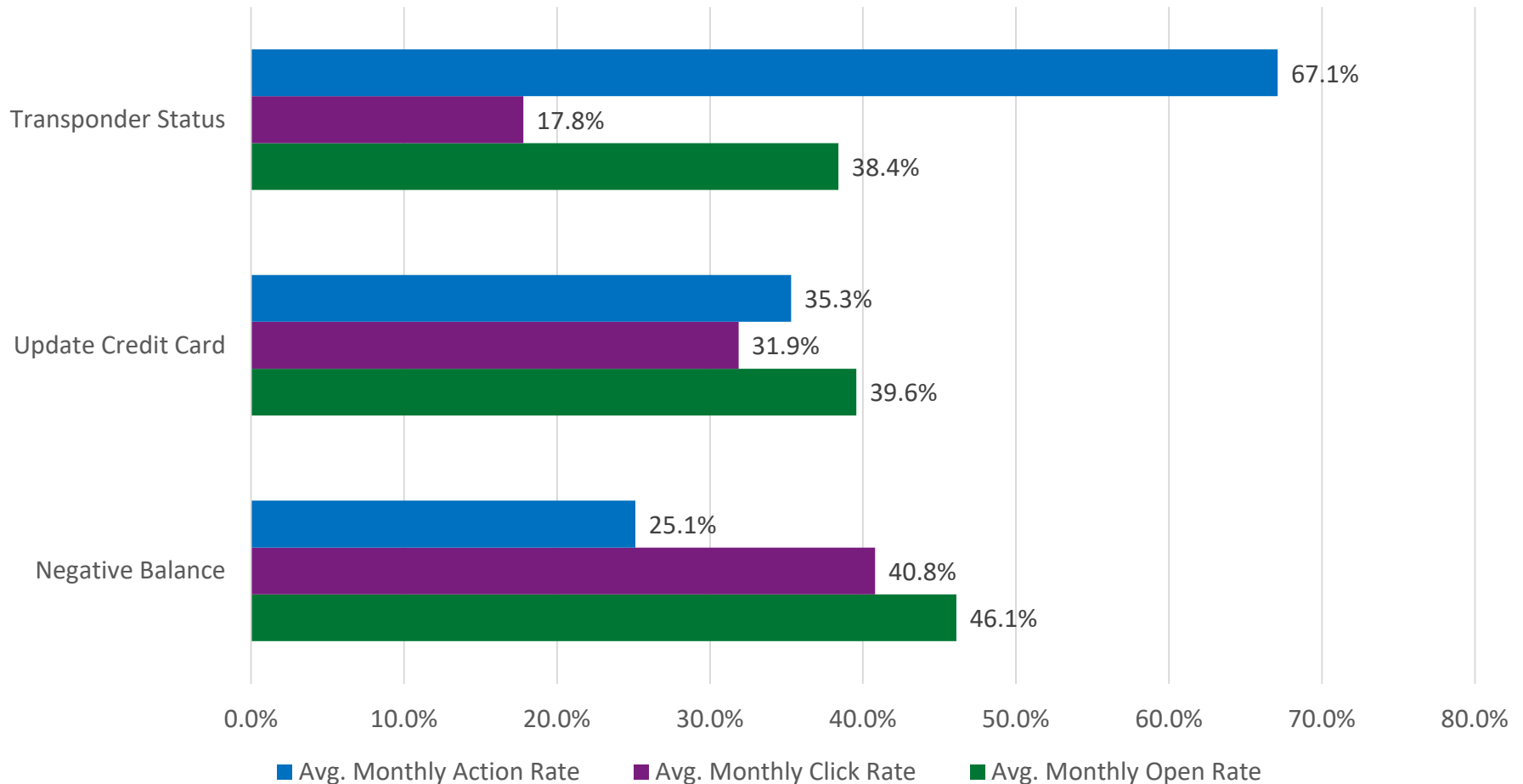
- DEN Airport Signage
- Entercom Radio
- ColoradoBiz
- Colorado Public Radio





EMAIL MARKETING - OVERVIEW

Q1 Transactional Email Campaign Success

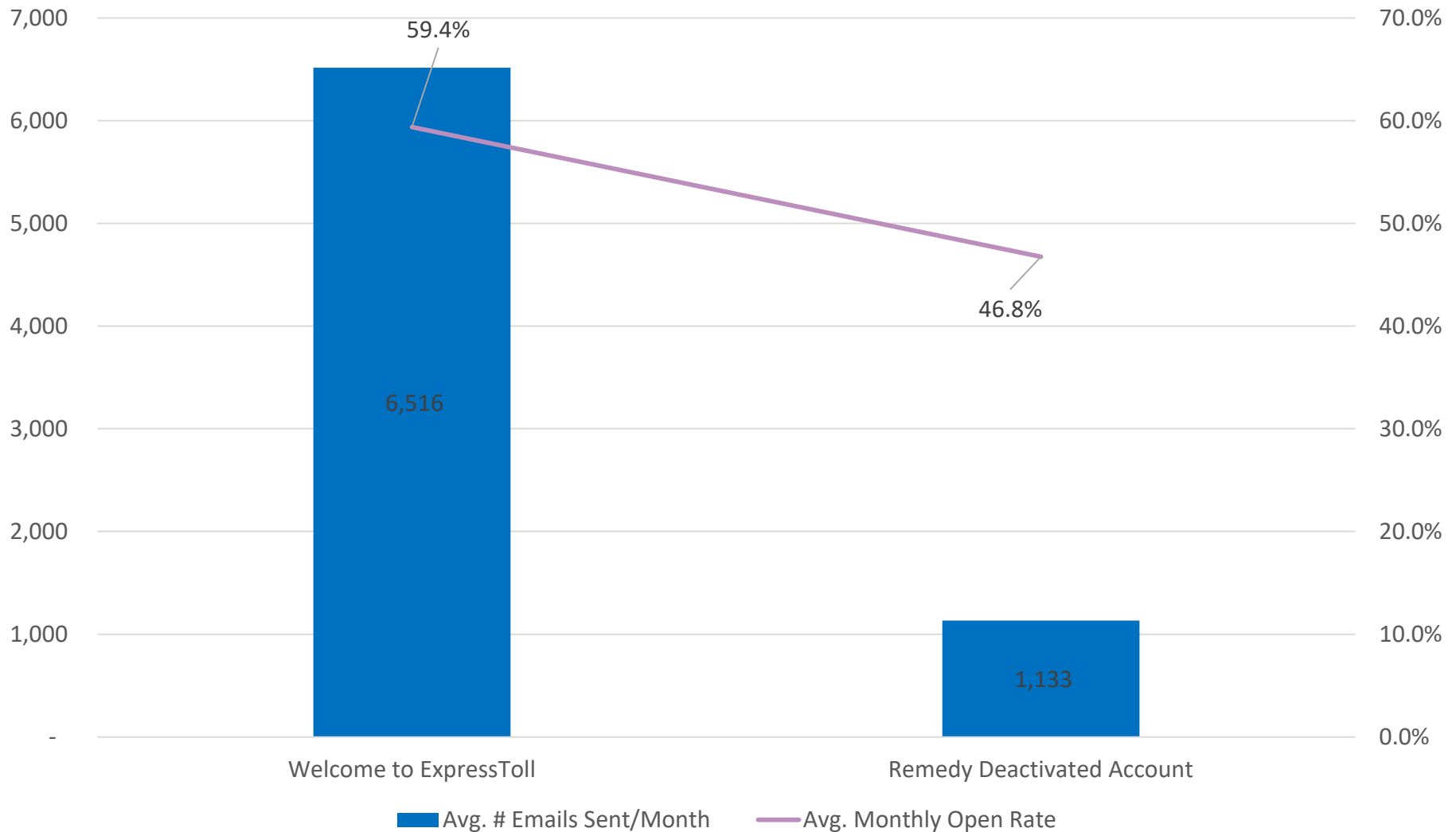


- Action Rate: Percentage of customers in the category who corrected their account.



EMAIL MARKETING - OVERVIEW

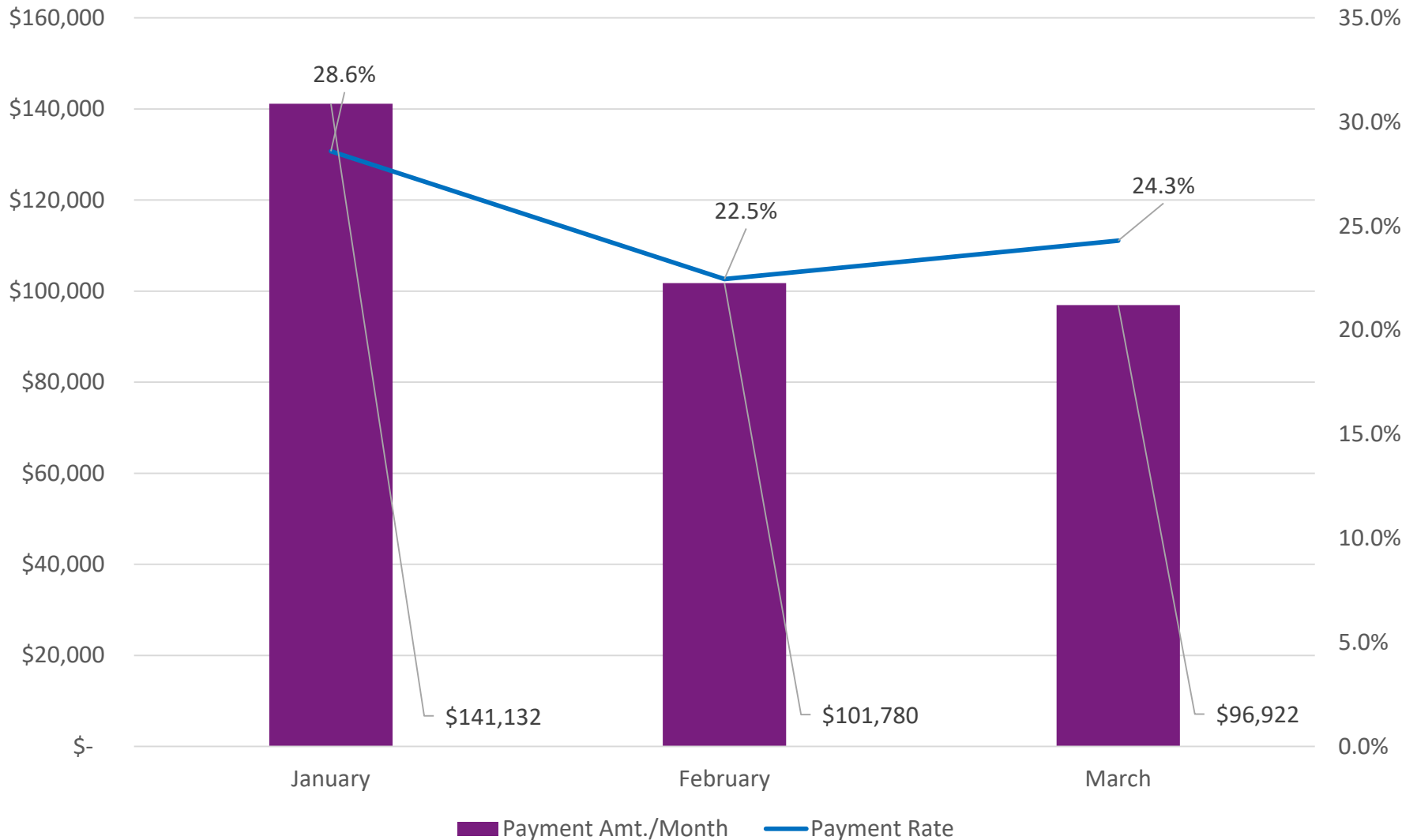
Q1 New and Closed Account Email Success





EMAIL MARKETING – NEGATIVE BALANCE

Q1 Negative Balance Campaign Action





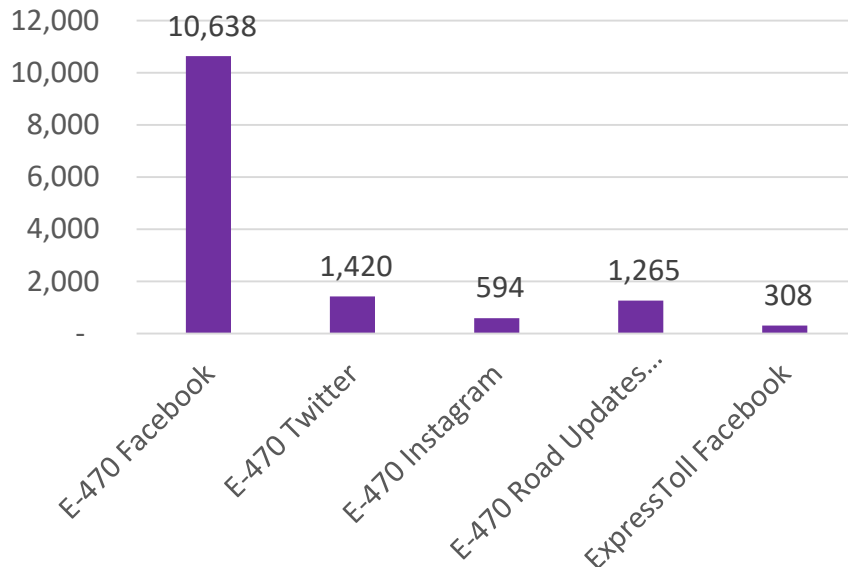
SOCIAL MEDIA

Active Social Media Channels:

- E-470 Facebook – 20,439 followers
- E-470 Twitter – 2,997 followers
- E-470 Instagram – 756 followers
- E-470 Road Updates Twitter – 1,225 followers
- ExpressToll Facebook – 4,505 followers

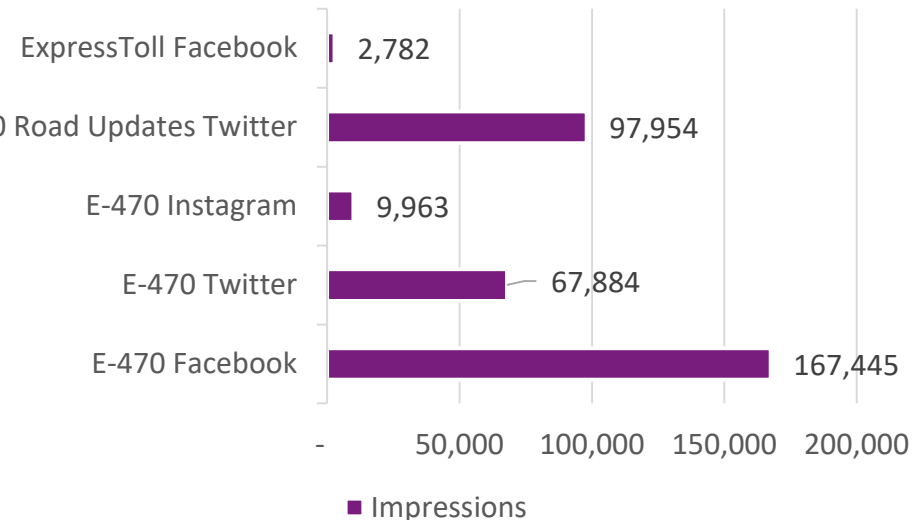
Engagement: The number of comments, likes, shares and clicks on our content.

Engagement



Impressions: The number of times our content is displayed.

Impressions



Press Releases

- *January 28* – Road Widening Project Completion
 - Picked up by 9NEWS
- *March 8* – Opening of the High Plains Trail
 - Picked up by regional news outlets including: CBS4, 9NEWS, I-70 Scout and Eastern Colorado News

Traffic Advisories

No Traffic Advisories in Q1

9NEWS

News Weather Sports Connect Watch

RELATED: [E-470 widening construction project finishes Monday](#)

High Plains Trail Extension



Credit: E-470 Public Highway Authority

High Plains Trail Extension in Aurora, Colo.

"The expansion of the High Plains Trail represents E-470's commitment to supporting our member jurisdictions and local communities through access to multi-modal transportation



PUBLIC RELATIONS

Media Coverage

159 media mentions across broadcast, social and print

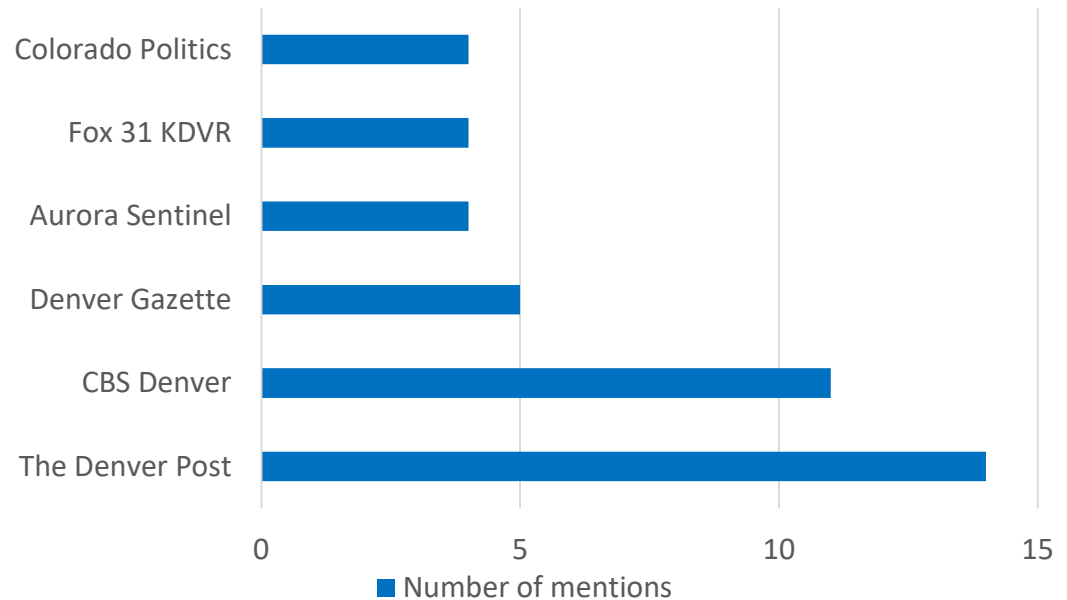
Spike in Coverage on

- High Plains Trail
- ROADIS
- Snowstorm-abandoned vehicles

Notable Mentions

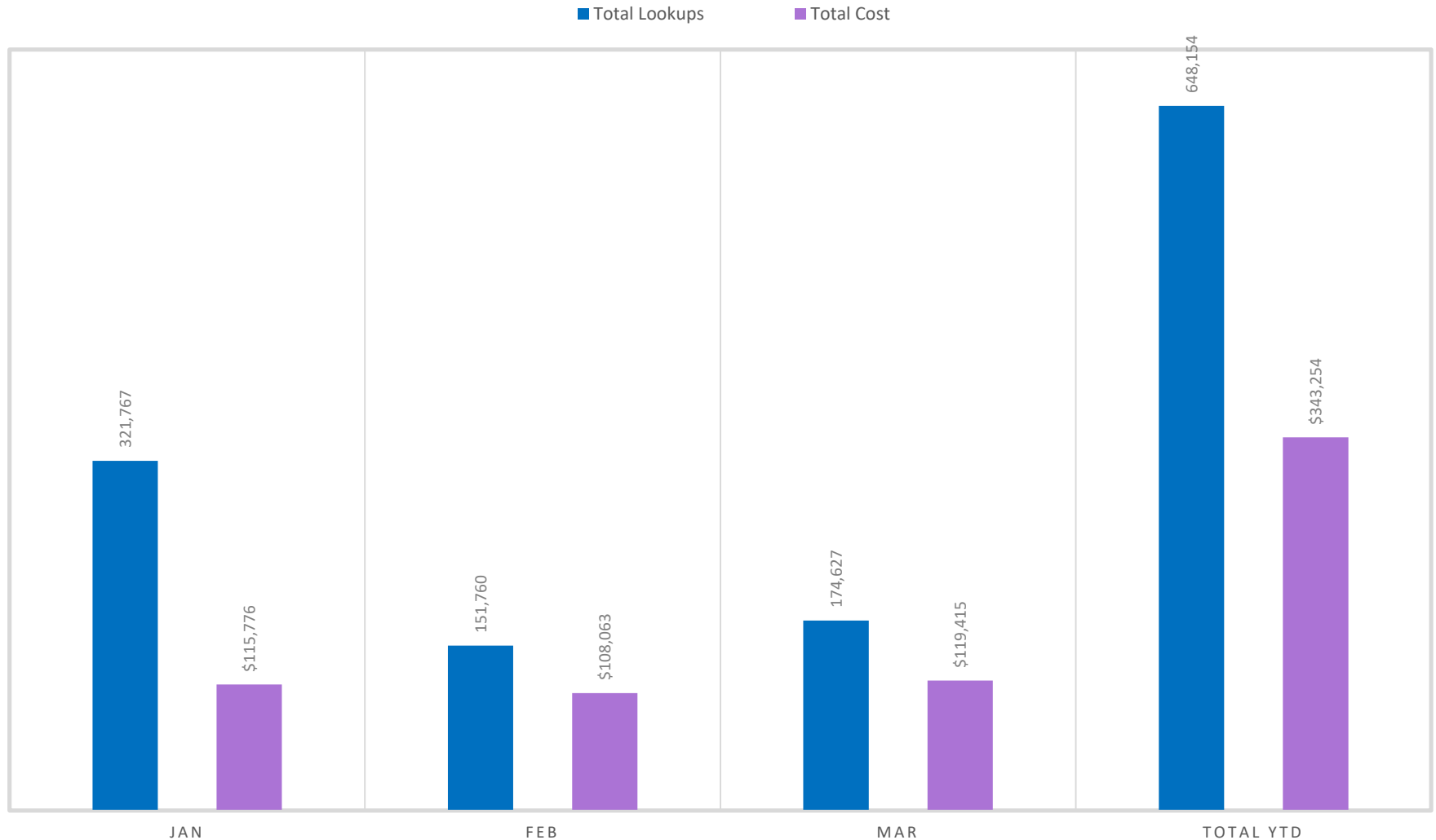
- Misread license plate issue
- Future construction/road widening

Top Sources





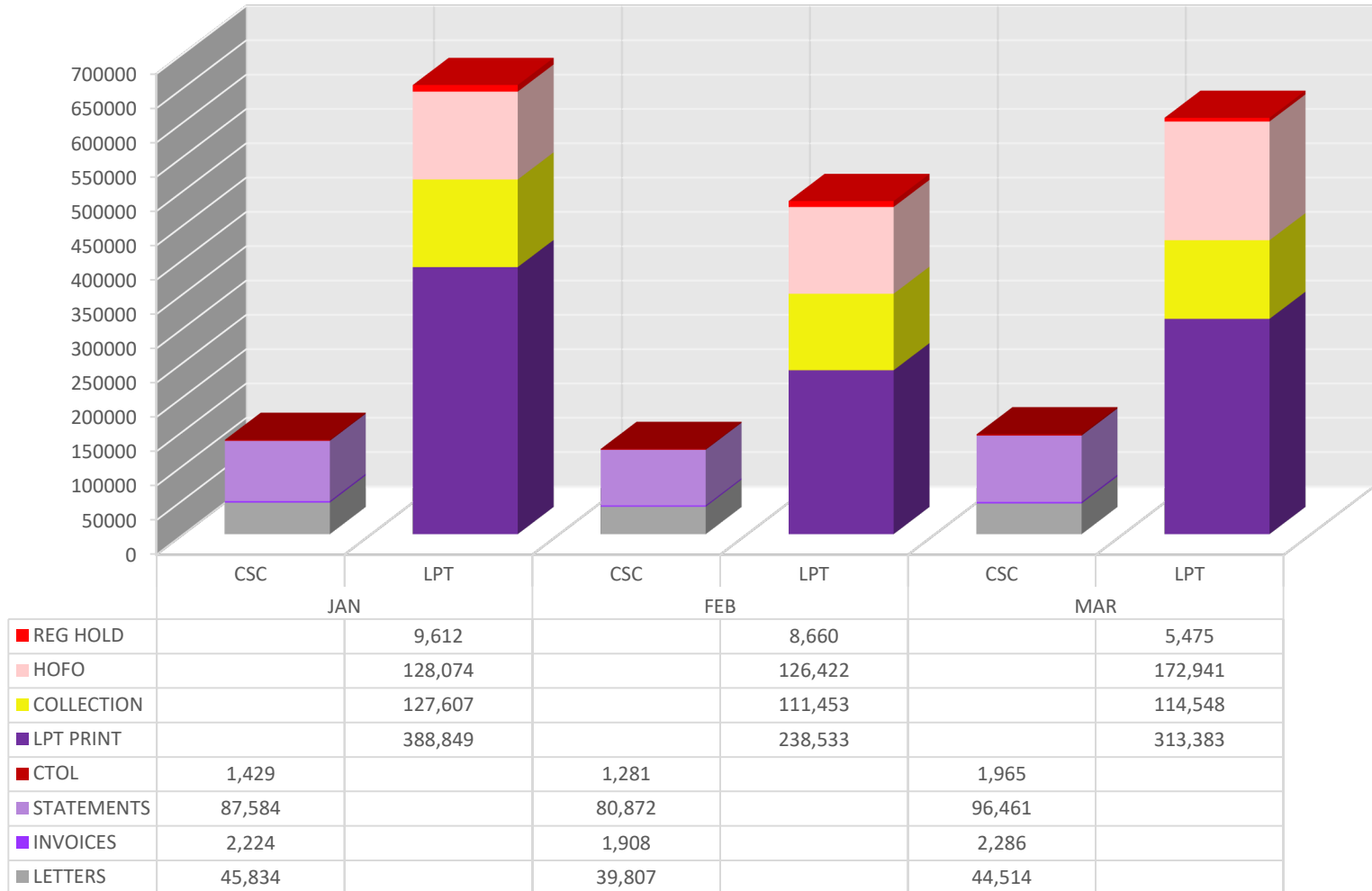
DMV LOOKUPS



*Represents paid lookups from Penn Credit, LES/Duncan Solutions, Nebraska and Wyoming

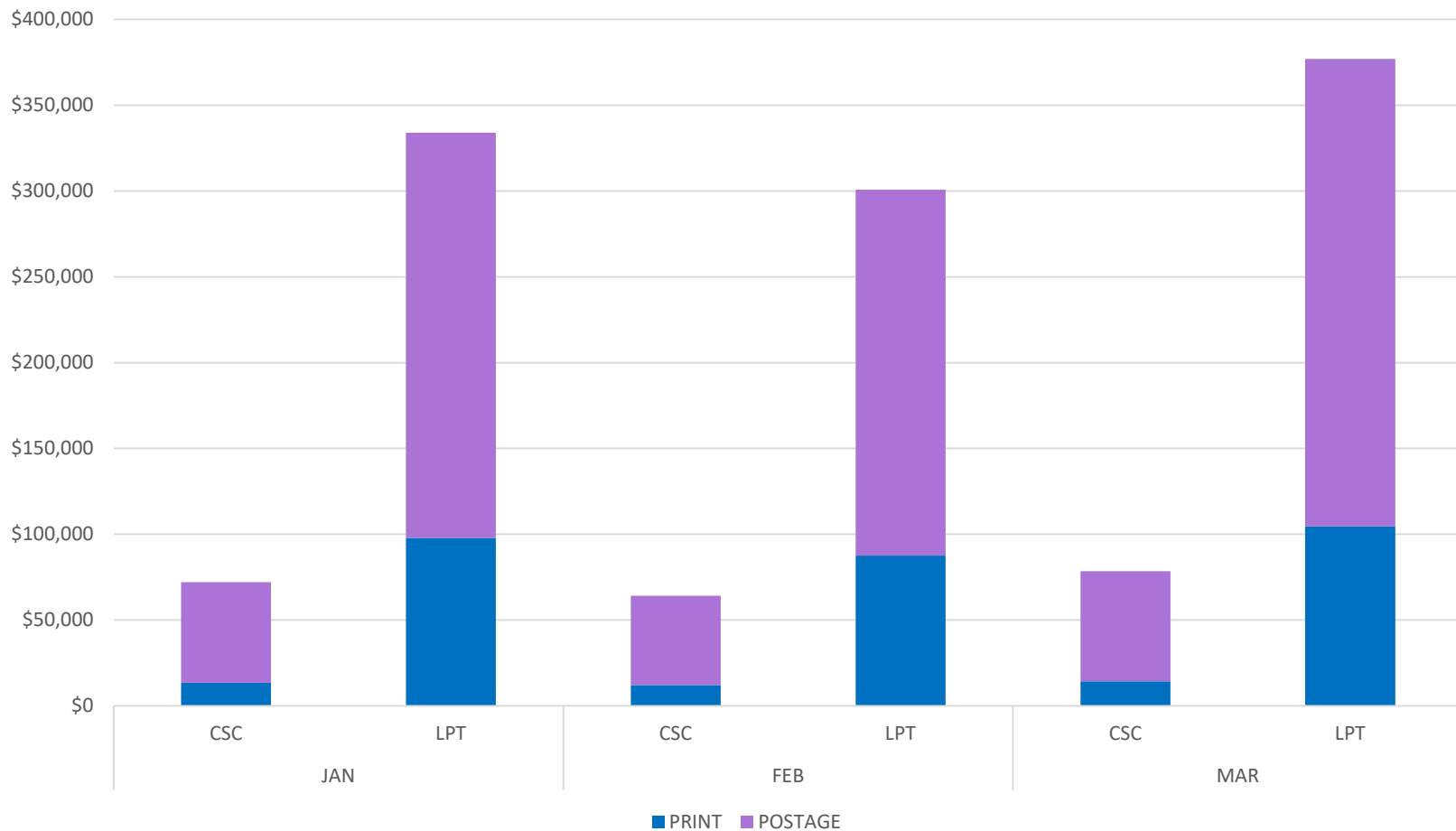


PRINTED MAILINGS





PRINT & POSTAGE COST





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