

2021

E-470 PUBLIC HIGHWAY AUTHORITY

Quarterly Operations Dashboard Report
Second Quarter





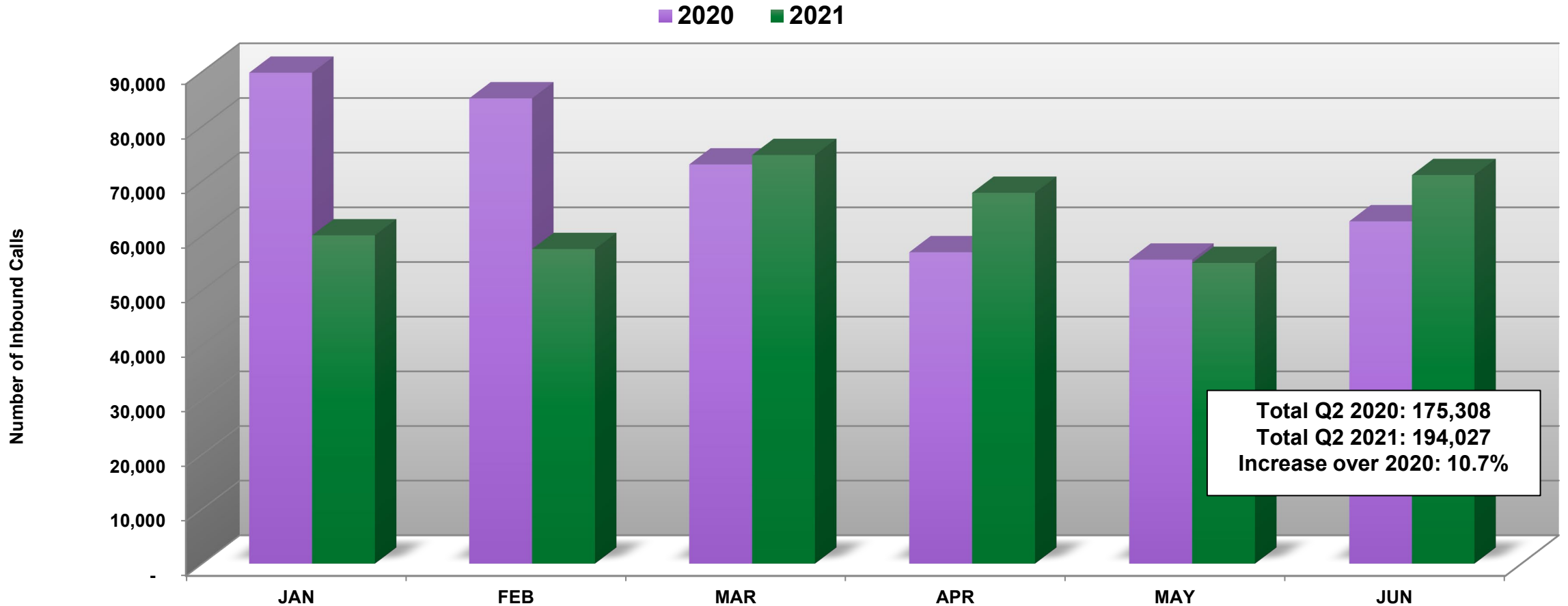
TABLE OF CONTENTS

- **Contact Center**
 - Total Calls, total emails and call drivers
- **Advanced Account Advisors**
 - Total calls and transponder fulfillment
- **Image Processing**
 - Total images processed
- **Traffic Management Center**
 - Total assists
- **Colorado State Patrol**
 - YTD Summary
- **Marketing and Communications**
 - Total new accounts and promo accounts with revenue
 - Quarterly creative screenshots (paid ads and newsletters)
- **Email Campaign Results**
 - Updates on monthly customer email campaigns
- **Social media stats**
 - Total impressions and engagements
- **Media Relations**
 - News releases, media coverage and traffic advisories
- **DMV Lookups**
 - Paid lookups from DMV vendors
- **Printed Mailings**
- **Print and Postage Cost**





CONTACT CENTER - VOLUME

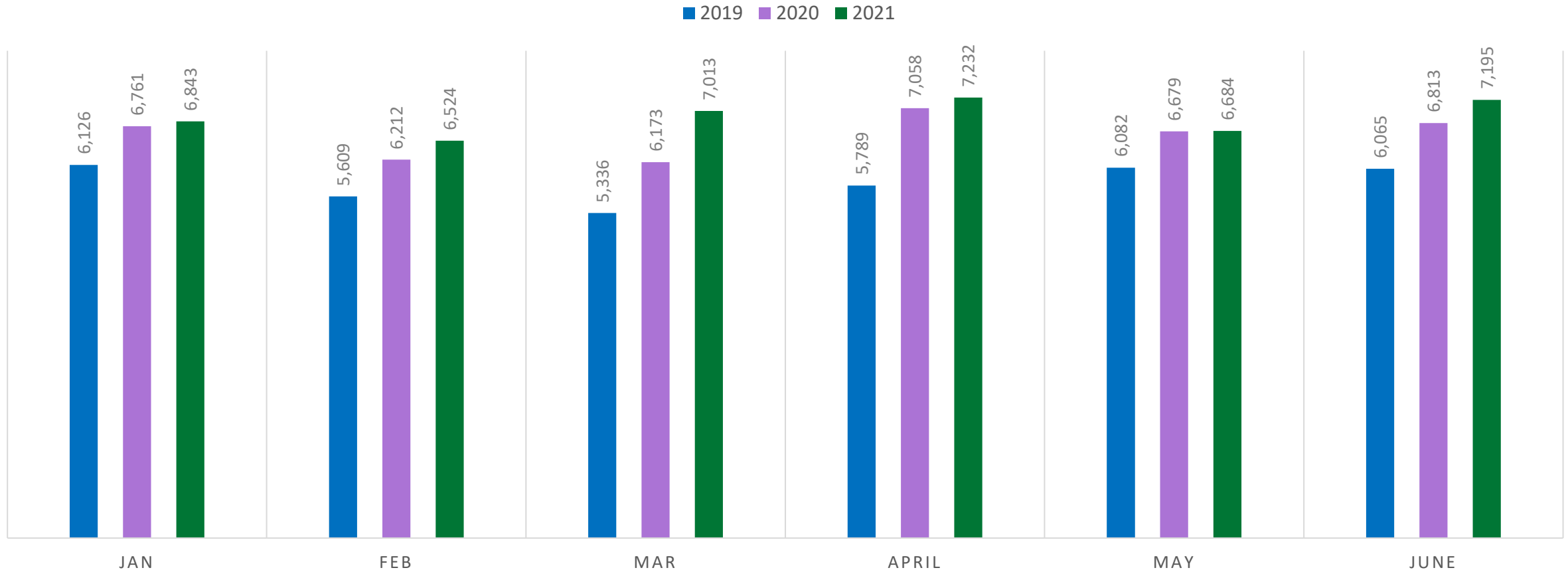


- CSAT very strong for Q2 at 98.9%
- NPS remains strong at 80.34%



CALL CENTER - EMAILS

EMAILS MONTHLY



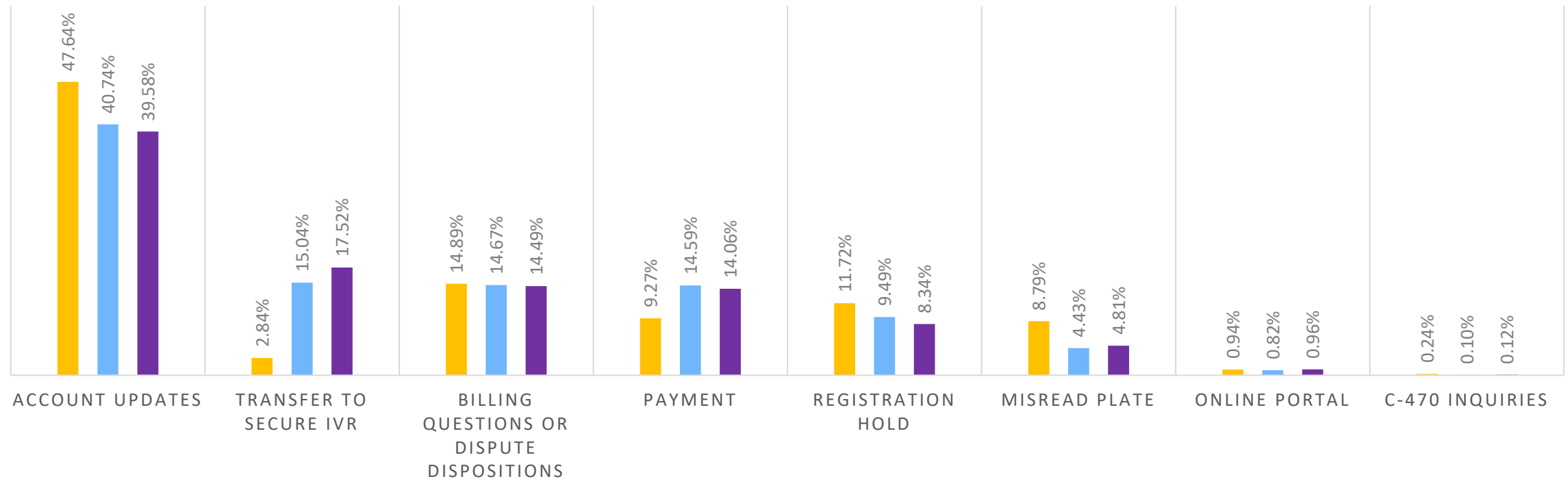
- Email continues to trend higher overall
- We received 21,111 emails in Q2



CALL CENTER – CALL DRIVERS

WRAP-UP DATA

■ Apr-21 ■ May-21 ■ Jun-21



- Call trends remain mostly consistent
- Added Transfer to Secure IVR in April
- Misread Plate continues to be slightly higher than 2020



ADVANCED ACCOUNT ADVISORS

AAA CALL VOLUME

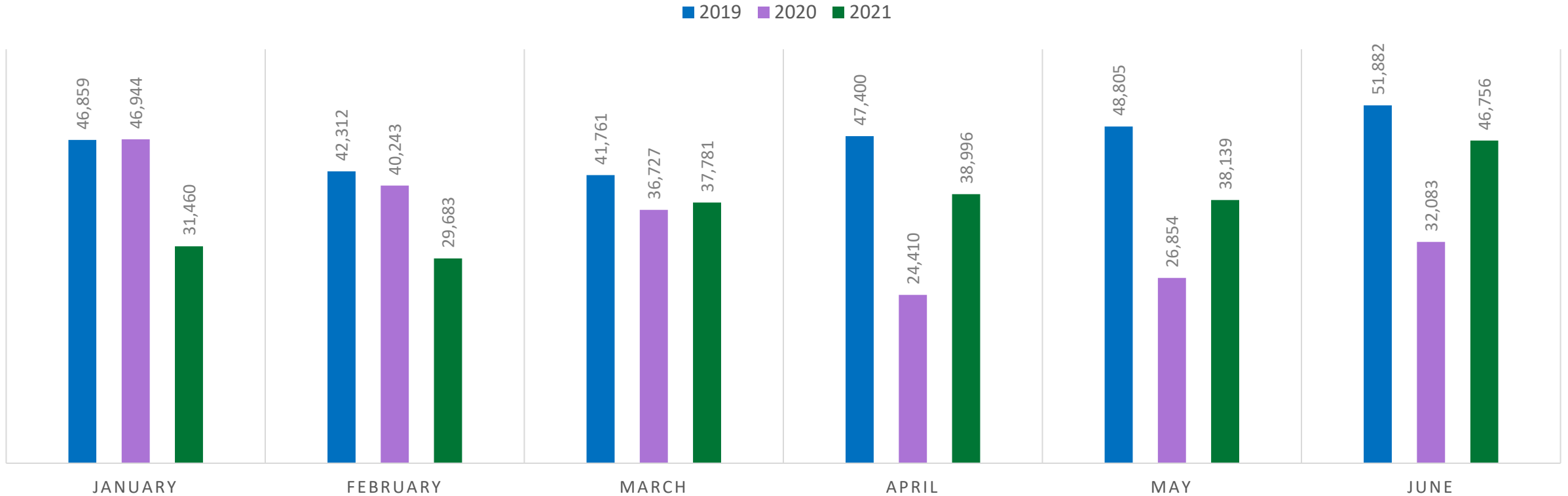


■ 20,826 calls in Q2



ADVANCED ACCOUNT ADVISORS

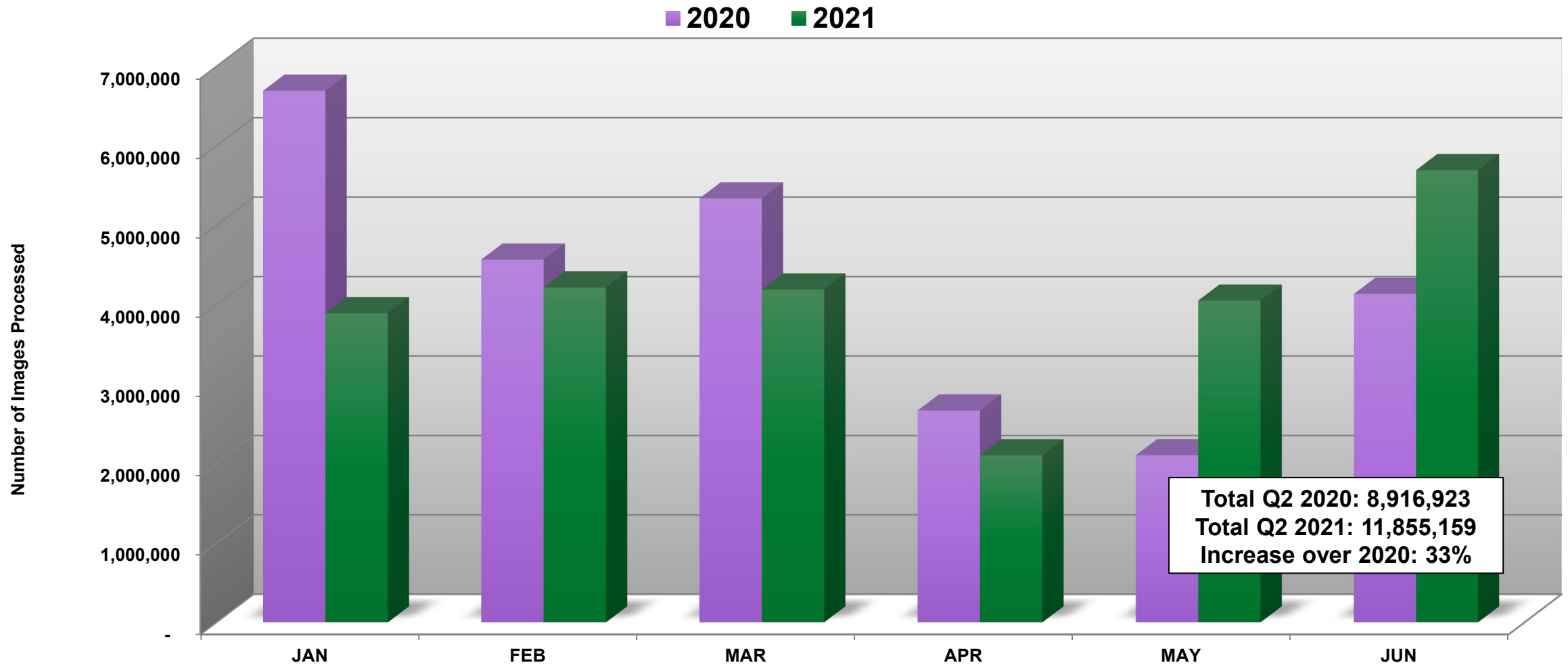
TOTAL TRANSPONDERS FILLED



- 123,891 transponders filled in Q2
- Transponder fulfillment continues to be lower than years past, but coming back from 2020
- Walk-up Customer Service Center opened in June

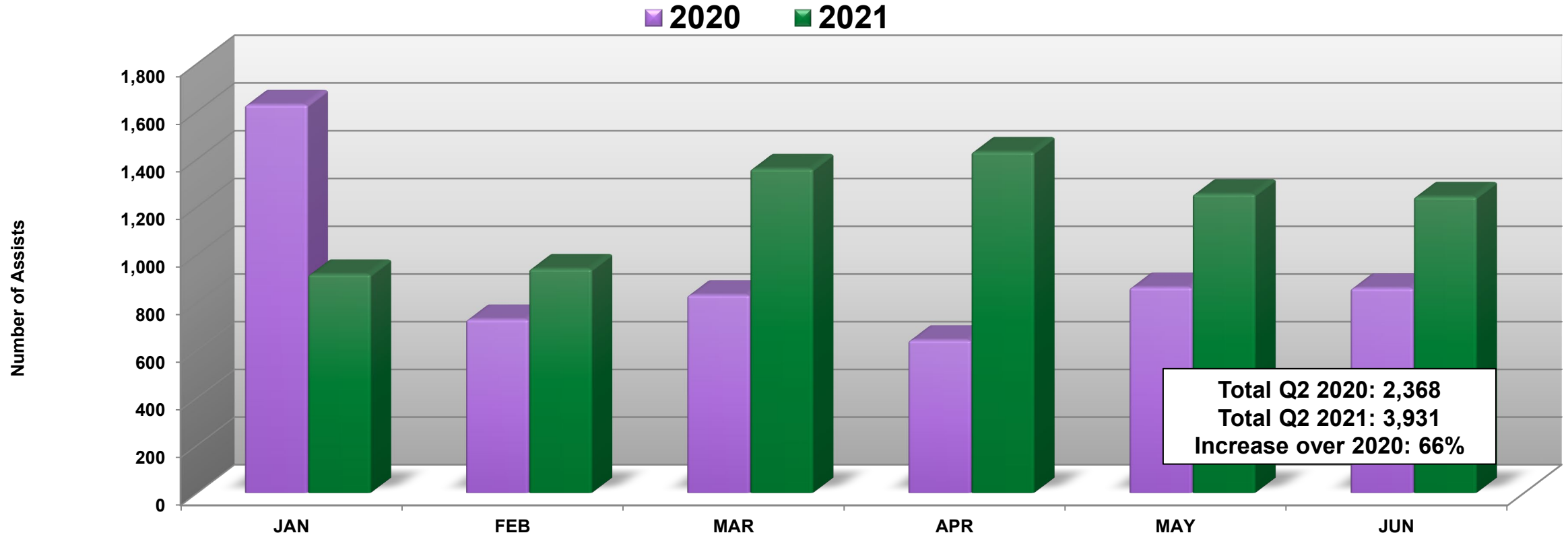


IMAGE PROCESSING





TRAFFIC MANAGEMENT CENTER



* Note: A customer assist includes contacts for Flat Tires, Fuel, Fluid, Phone, Mechanical, Jumps, Directions, Other, Tows, No Assist, and Accidents

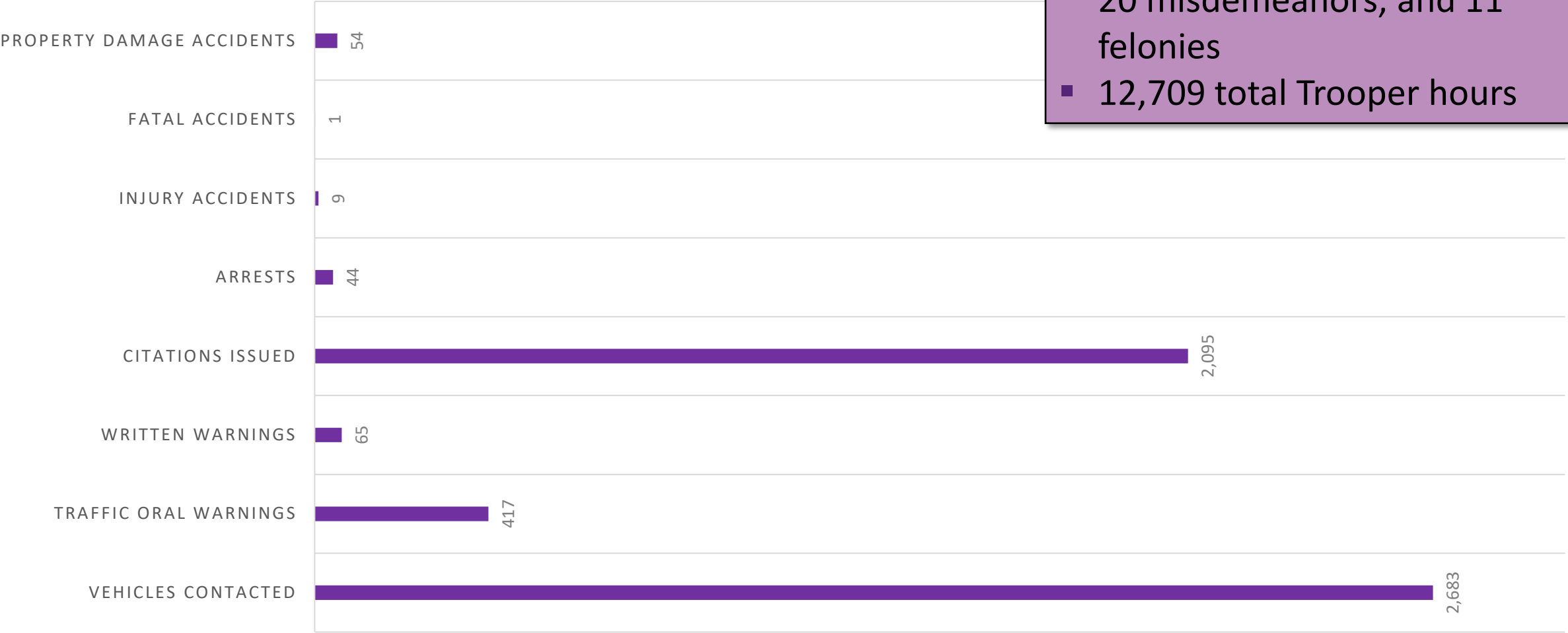
- Significant increase in Mystery Driver Surveys from May (69) to June (286)
- RA refresher training at TIM track initiated
- Hired FT TMC Operator
- Resumed use of iPads for customer surveys



COLORADO STATE PATROL

YEAR-TO-DATE SUMMARY

- Arrests include 13 DUI/DUID, 20 misdemeanors, and 11 felonies
- 12,709 total Trooper hours





MARKETING & COMMUNICATIONS

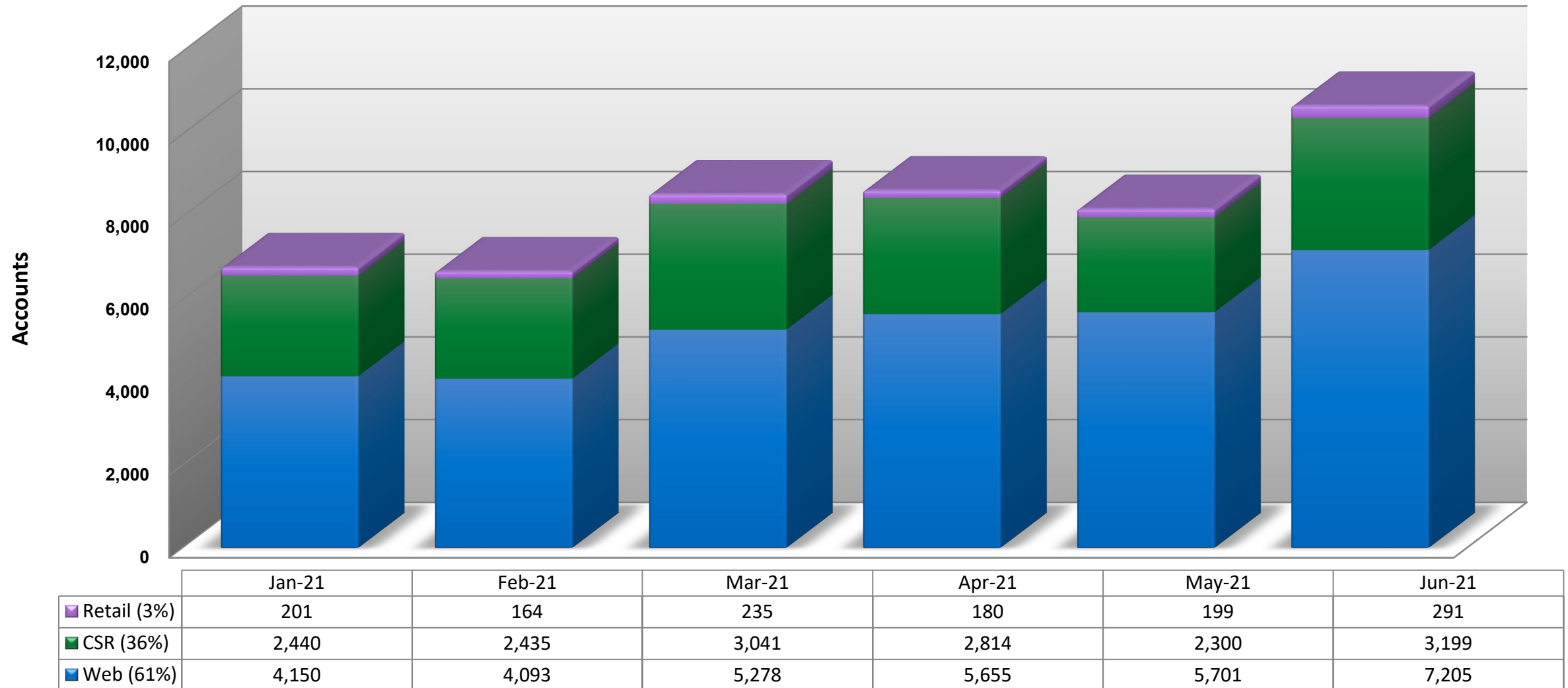
YTD Marketing and Communications Analytics – 2021	YTD Budget	YTD Revenue	Promo Accounts		
	\$195,380.00	\$242,285.00	6,000		
	Mktg. Spend/New Promo Account	Revenue / New Account	Net Income / New Account	Net Income	ROI
	\$32.56	\$40.38	\$7.82	\$46,905.00	24%

- 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

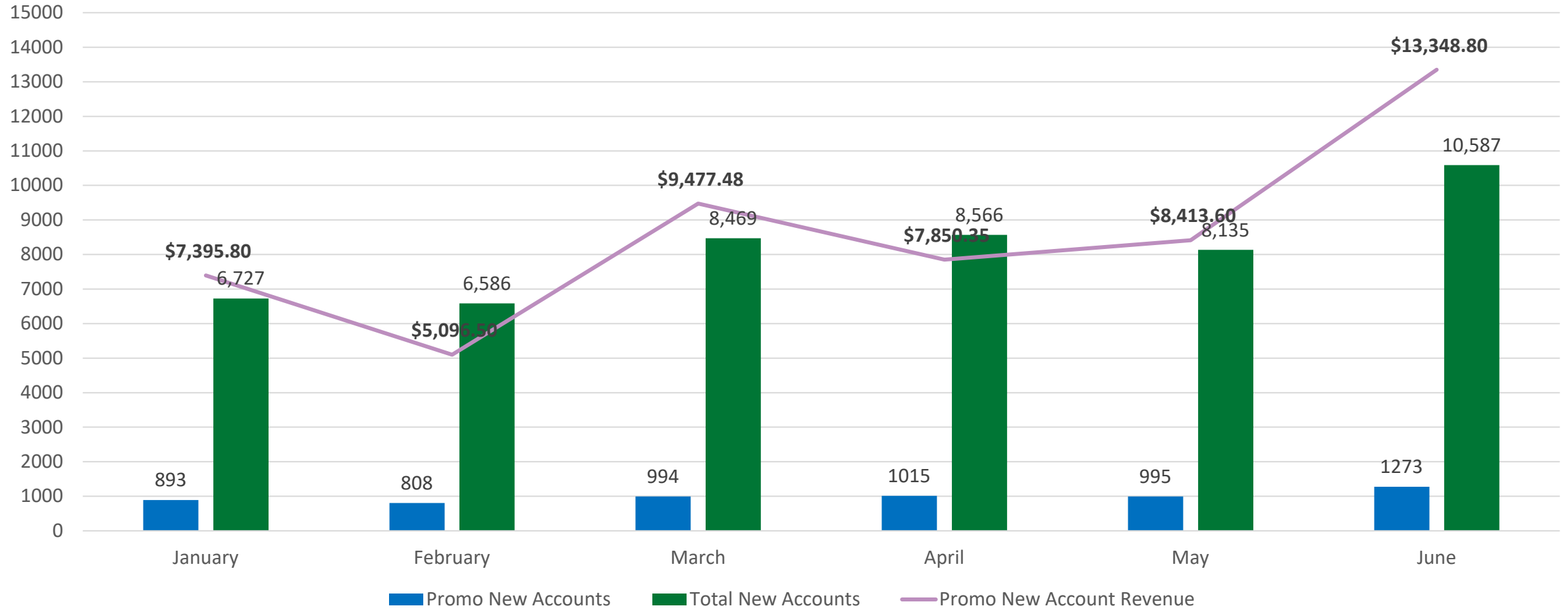
ExpressToll Accounts Opened By Type





MARKETING & COMMUNICATIONS

Monthly New Accounts and Revenue Generated

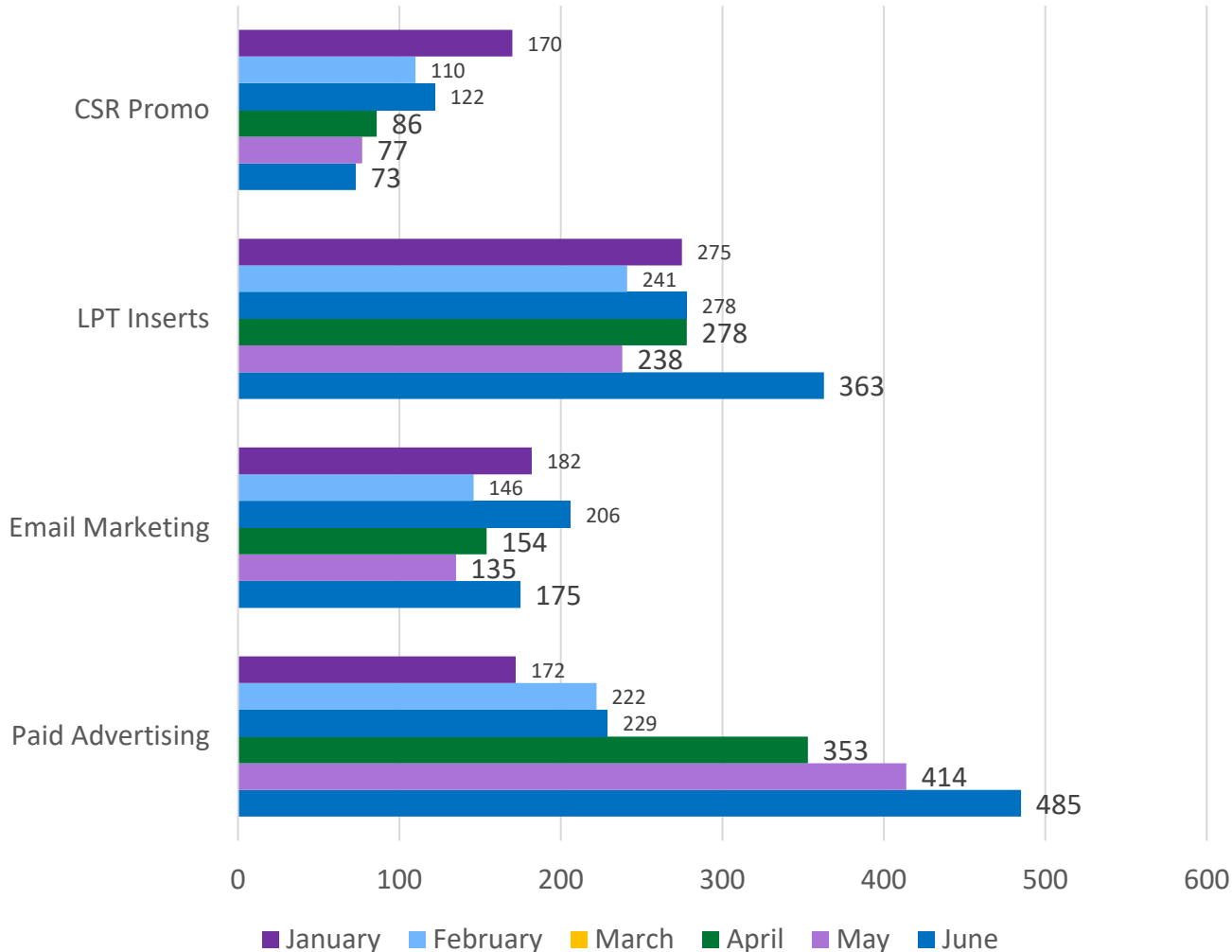


- The number of promo new accounts opened was trending with overall new accounts opened throughout Q2



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.

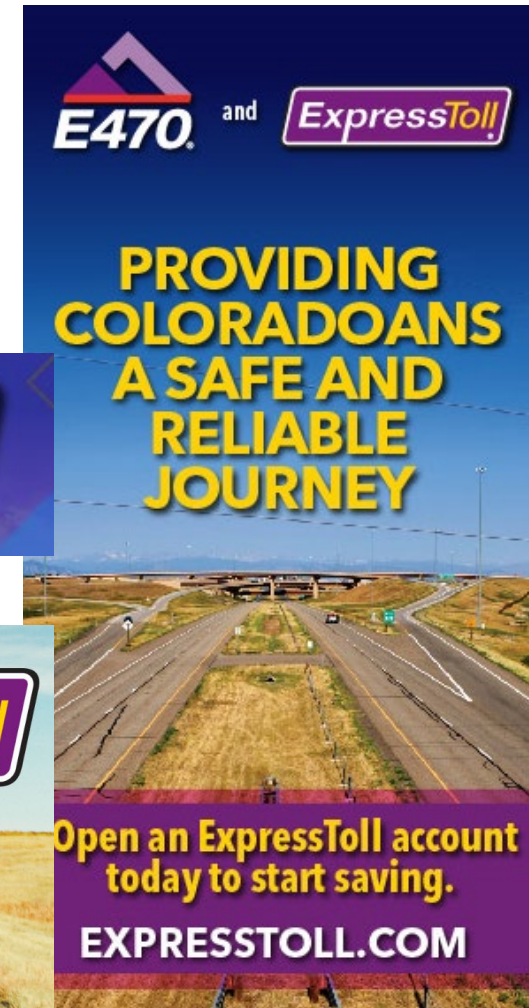
LPT Inserts: An ExpressToll advertisement included in statements sent to License Plate Toll customers.

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

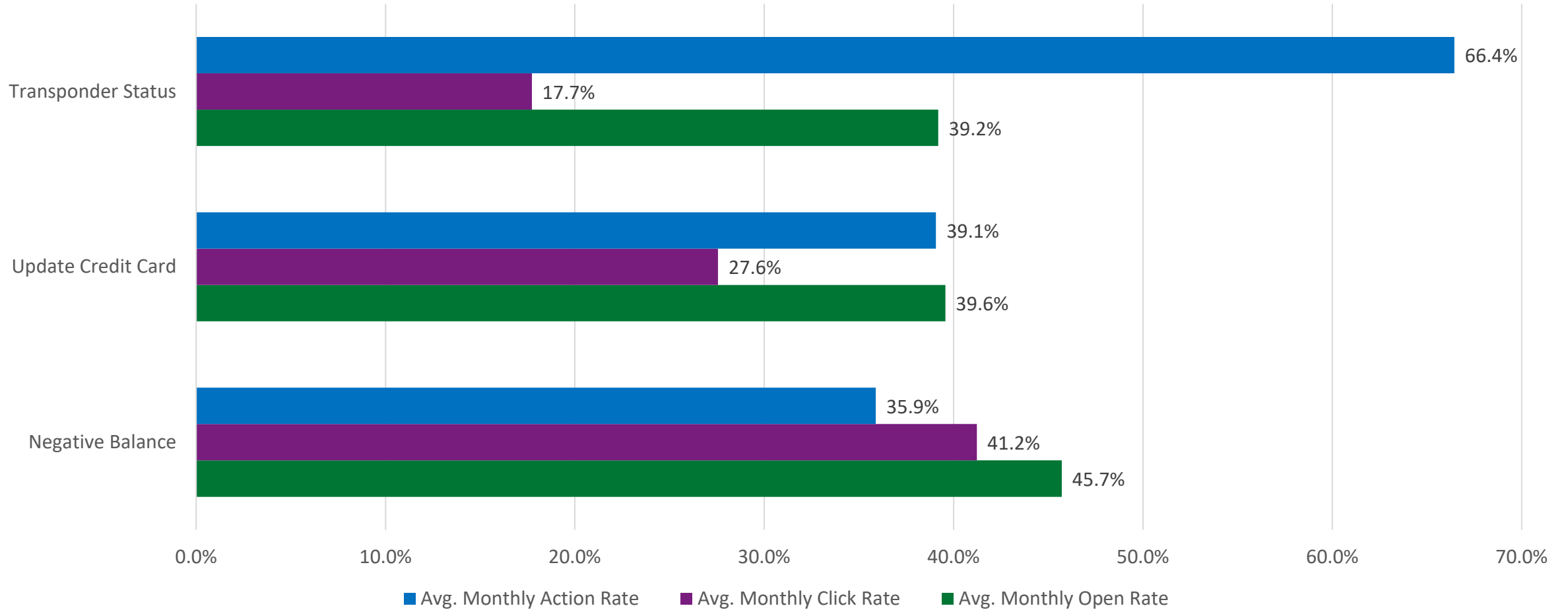
- **Q2 Advertising Outlets:**
 - DEN Airport Signage
 - Entercom Radio
 - ColoradoBiz
 - Colorado Public Radio





EMAIL MARKETING - OVERVIEW

Q2 Transactional Email Campaign Success

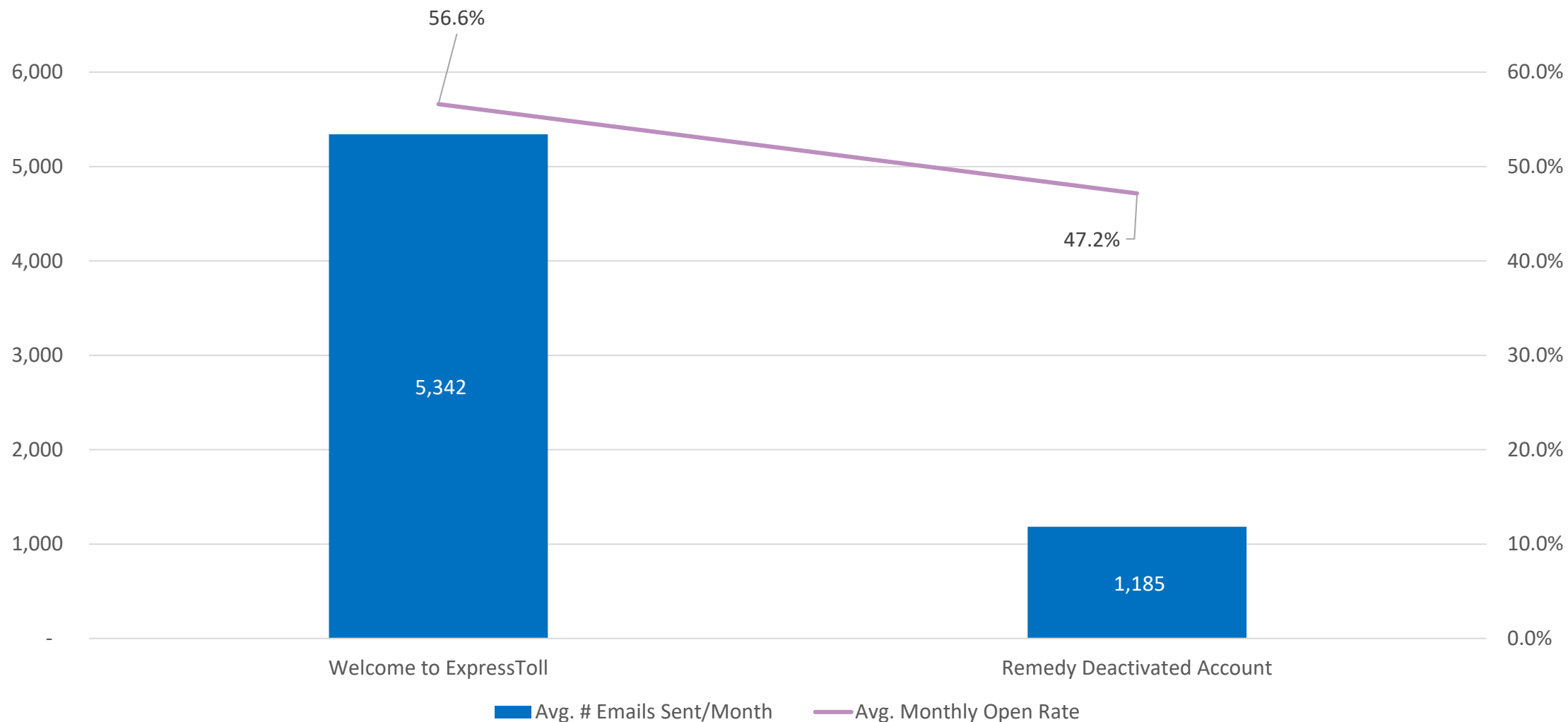


- Action Rate: Percentage of customers in the category who corrected their account.



EMAIL MARKETING - OVERVIEW

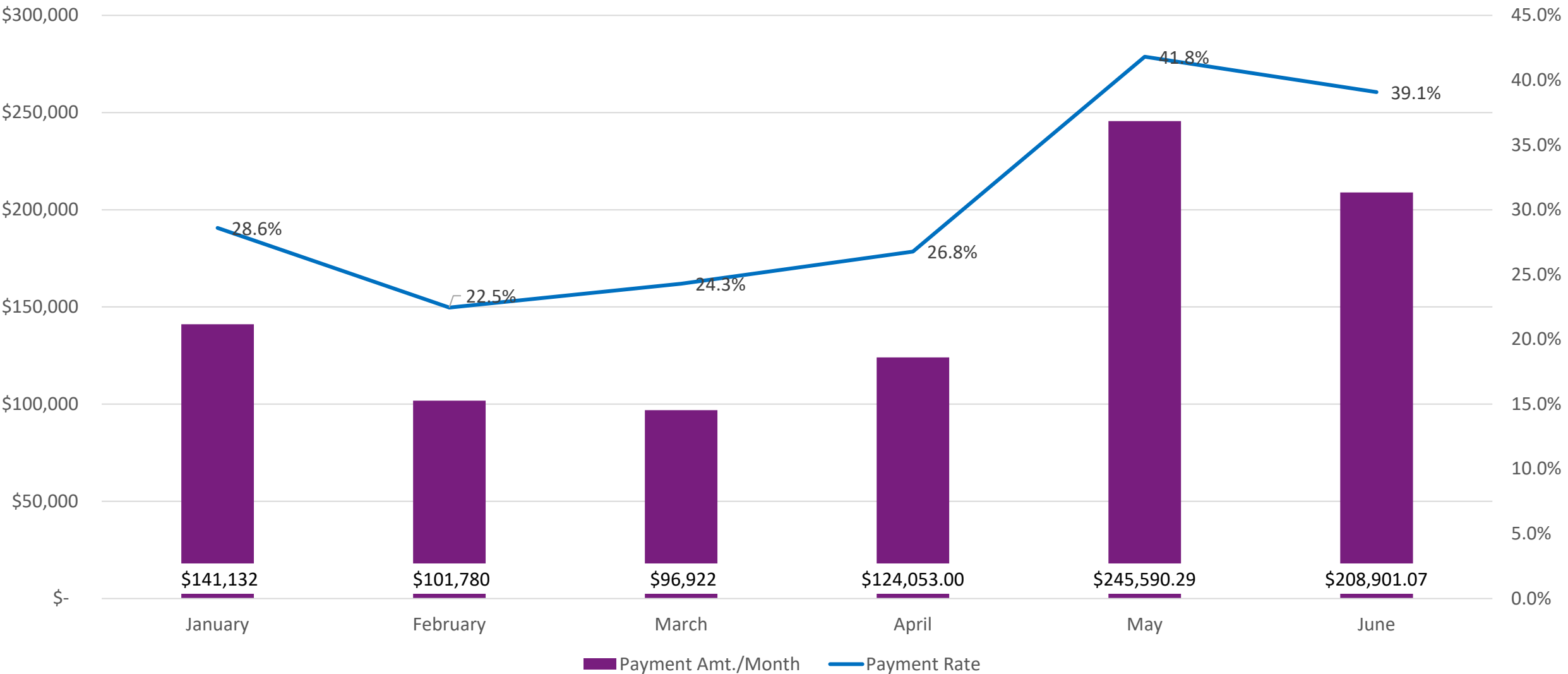
Q2 New and Closed Account Email Success





EMAIL MARKETING – NEGATIVE BALANCE

Q2 Negative Balance Campaign Action



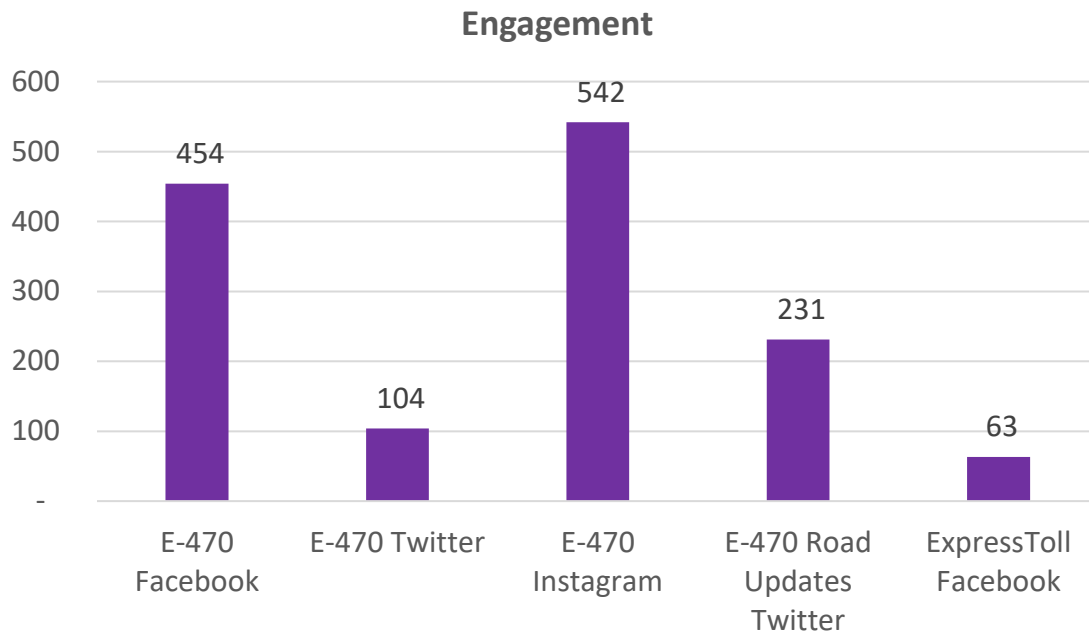


SOCIAL MEDIA

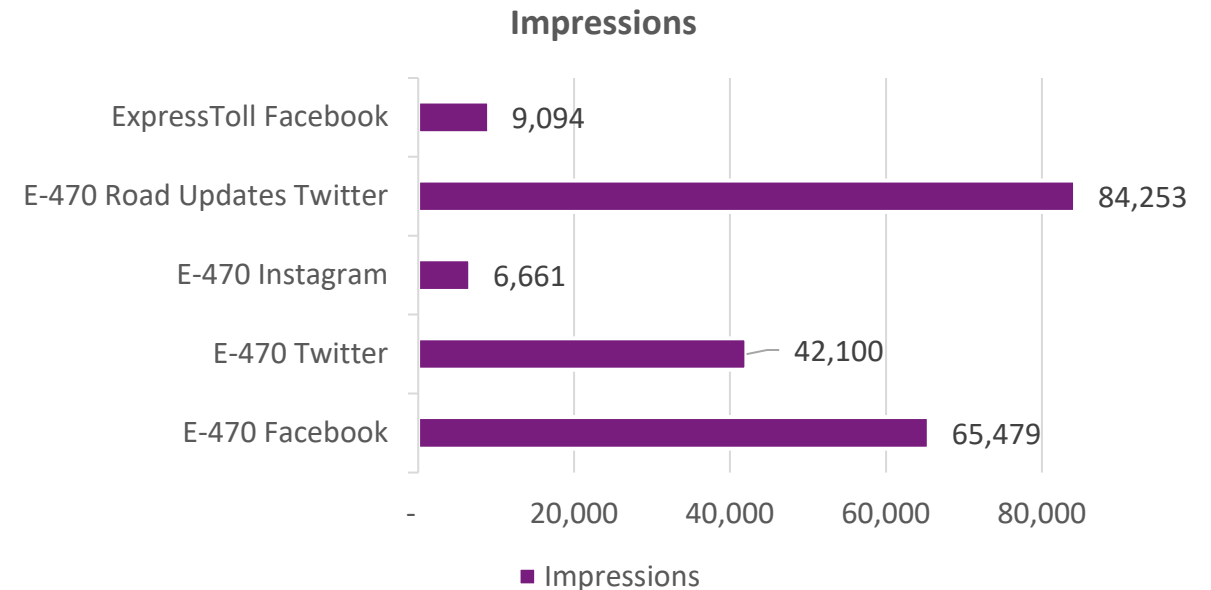
Active Social Media Channels:

- E-470 Facebook – 20,061 followers
- E-470 Twitter – 3,006 followers
- E-470 Instagram – 779 followers
- E-470 Road Updates Twitter – 1,329 followers
- ExpressToll Facebook – 4,440 followers

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



Impressions: The number of times our content is displayed.





MEDIA RELATIONS

Press Releases

- *June 29 – 30th Anniversary & Toll Giveaway*
 - Picked up by Denver7, Fox31, CBS4 and Aurora TV
 - **Total of 194,515 viewers**





MEDIA RELATIONS

Media Coverage

151 media mentions across
broadcast, social and print

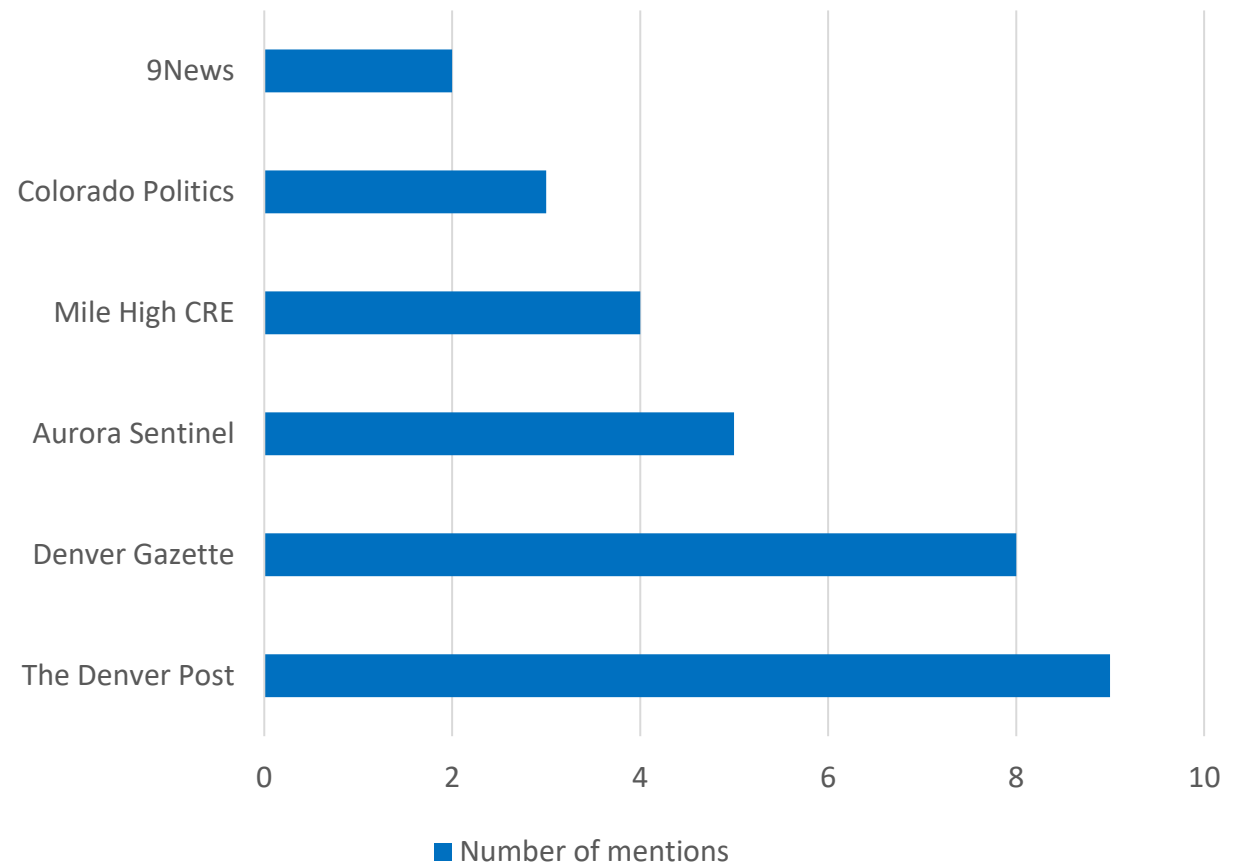
Spike in Coverage on

- ROADIS
- 30th Anniversary Toll Credit Giveaway
- Economic development along E-470

Notable Mentions

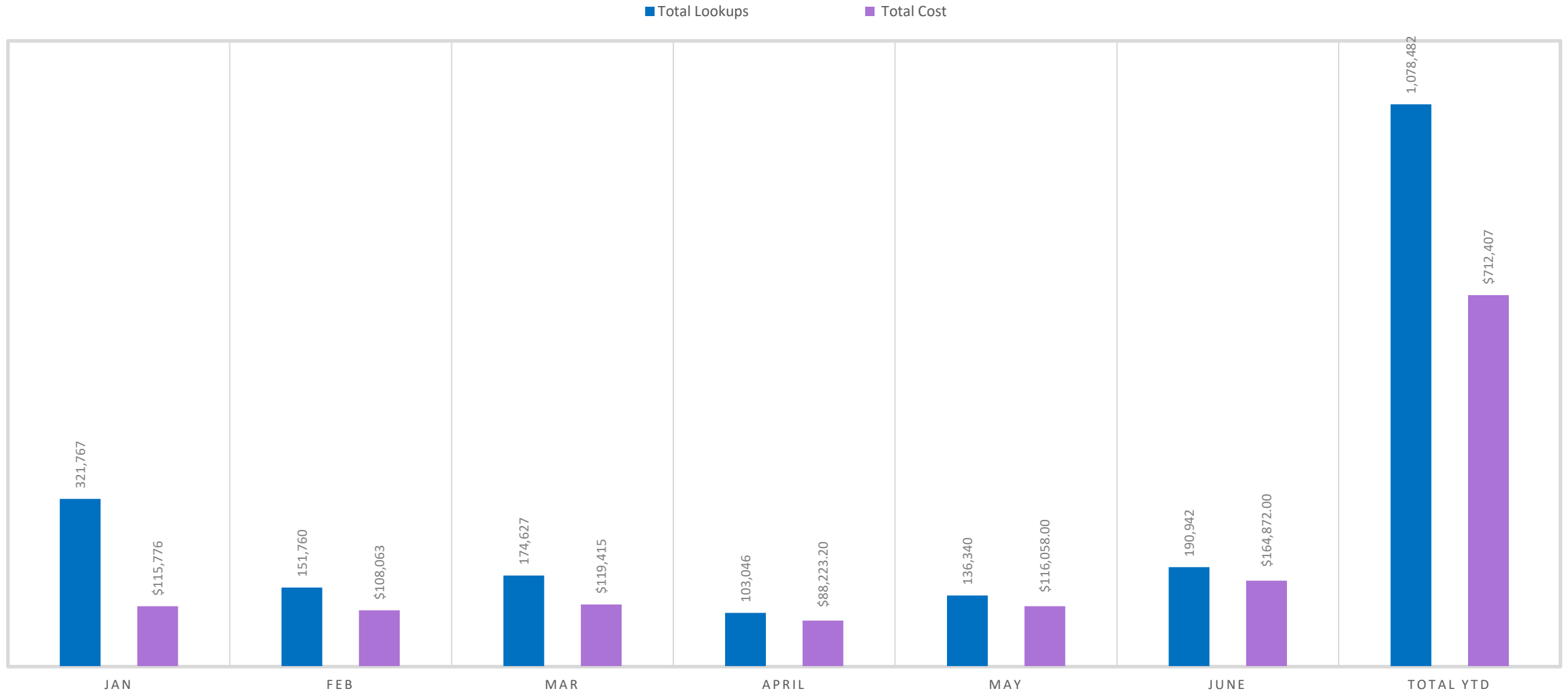
- Upcoming sponsorships
- Future construction/road widening

Top Sources





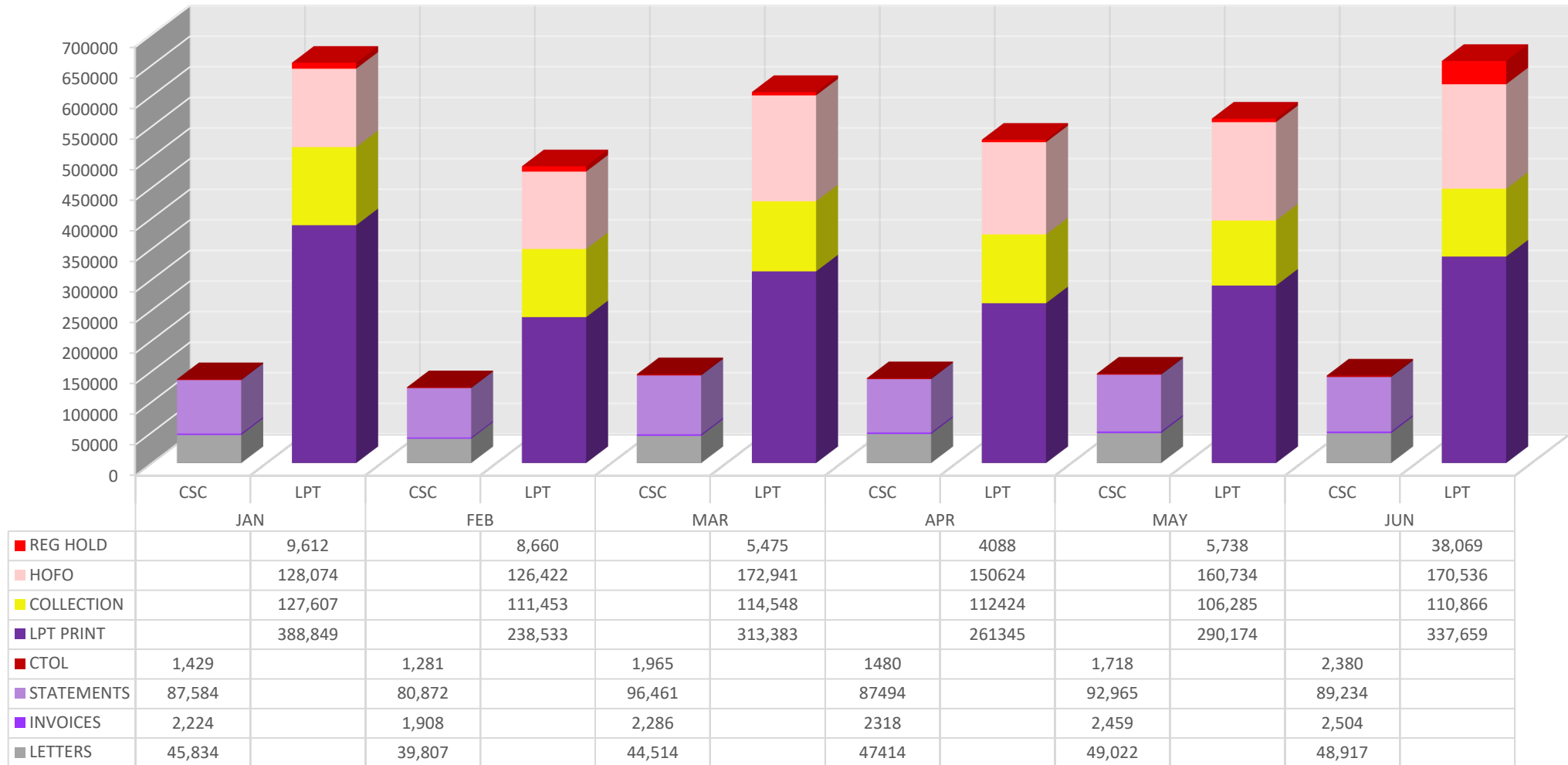
DMV LOOKUPS



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

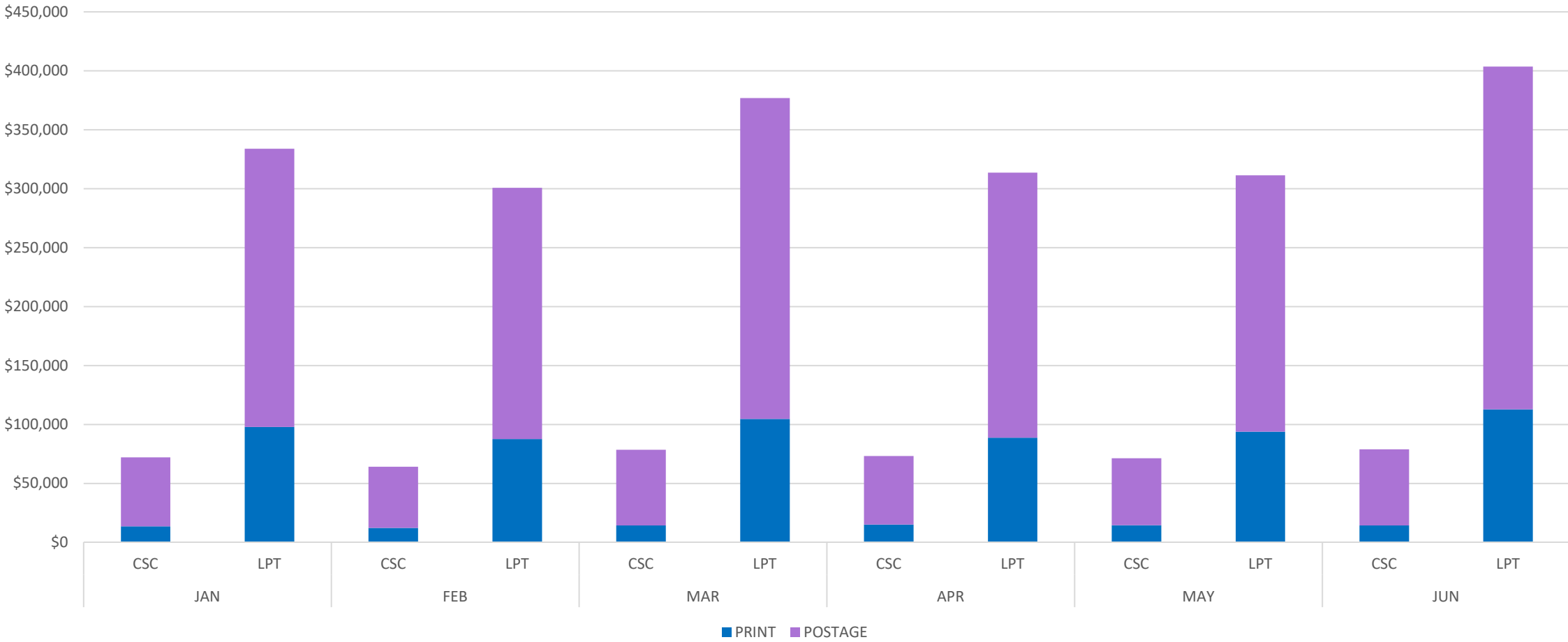


PRINTED MAILINGS





PRINT & POSTAGE COST





CONTACT INFORMATION

- **Jessica Carson** | E-470 Operations Director
 - 303-877-7334
 - jcarson@e-470.com
- **Bruce Emberley** | E-470 Operations Manager
 - 303-815-9367
 - bemberl@e-470.com
- **Tim Stewart** | E-470 Executive Director
 - 303-537-3745
 - tstewart@e-470.com

E-470.com

| ExpressToll.com

