

2022

E-470 PUBLIC HIGHWAY AUTHORITY

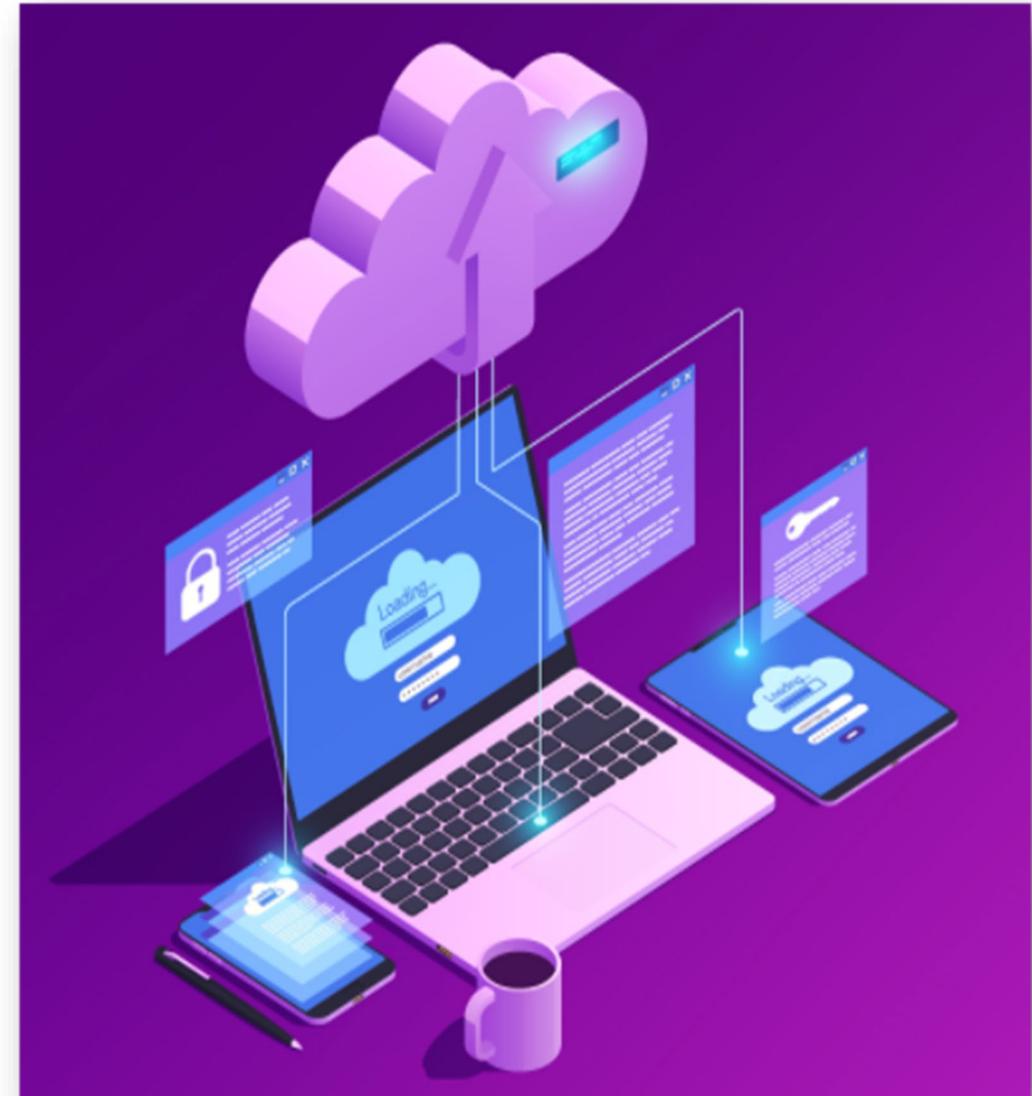
Quarterly Operations Dashboard Report
First Quarter





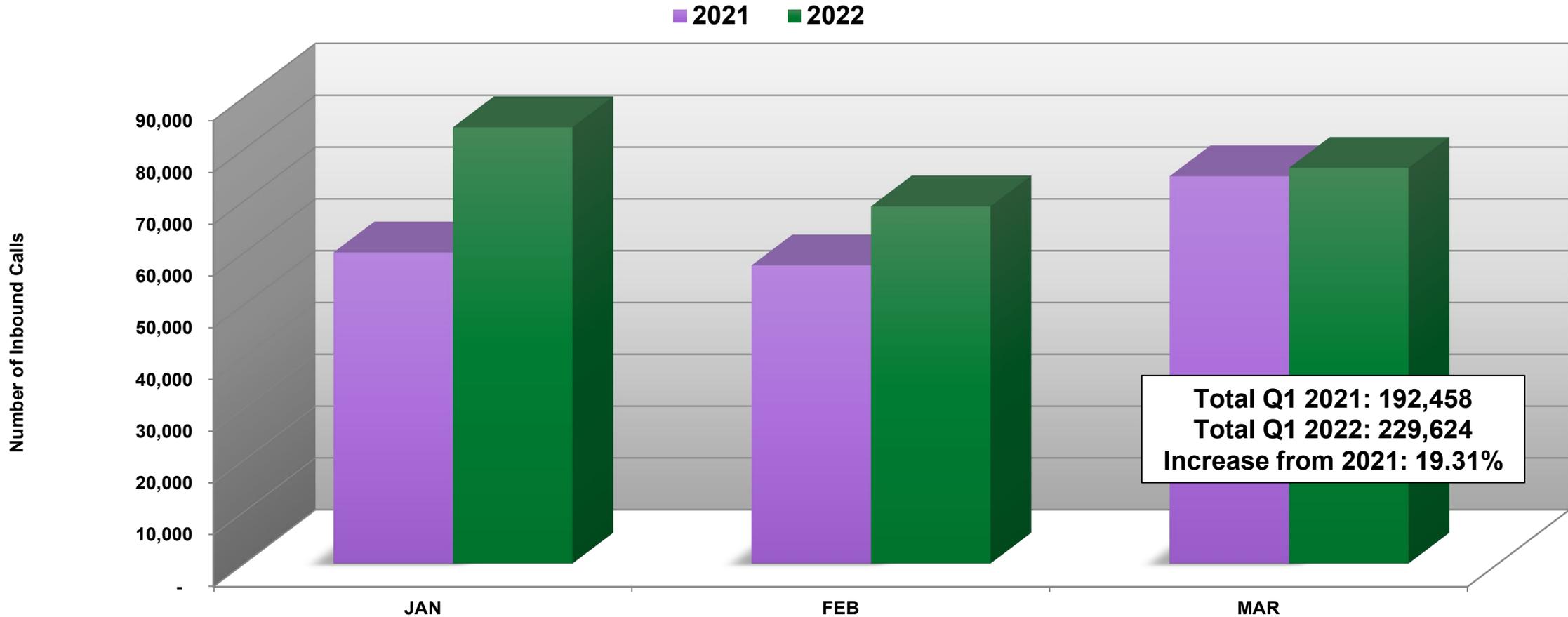
TABLE OF CONTENTS

- **Contact Center**
 - Total Calls, total emails and call drivers
- **Advanced Account Advisors**
 - Total calls and transponder fulfillment
- **Image Processing**
 - Total images processed
- **DMV Lookups**
 - Paid lookups from DMV vendors
- **Printed Mailings**
- **Print and Postage Cost**
- **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





CONTACT CENTER - VOLUME



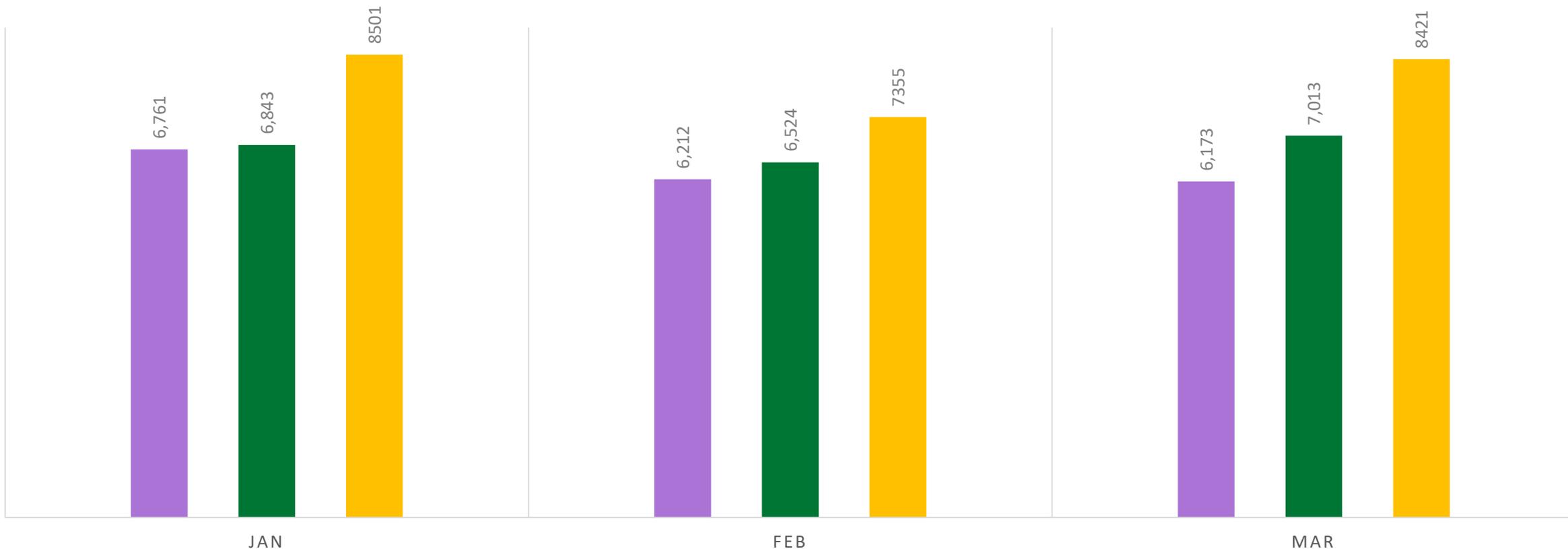
- CSAT remains consistent at 98.8%
- NPS up at 78.00%



CALL CENTER - EMAILS

EMAILS MONTHLY

■ 2020 ■ 2021 ■ 2022

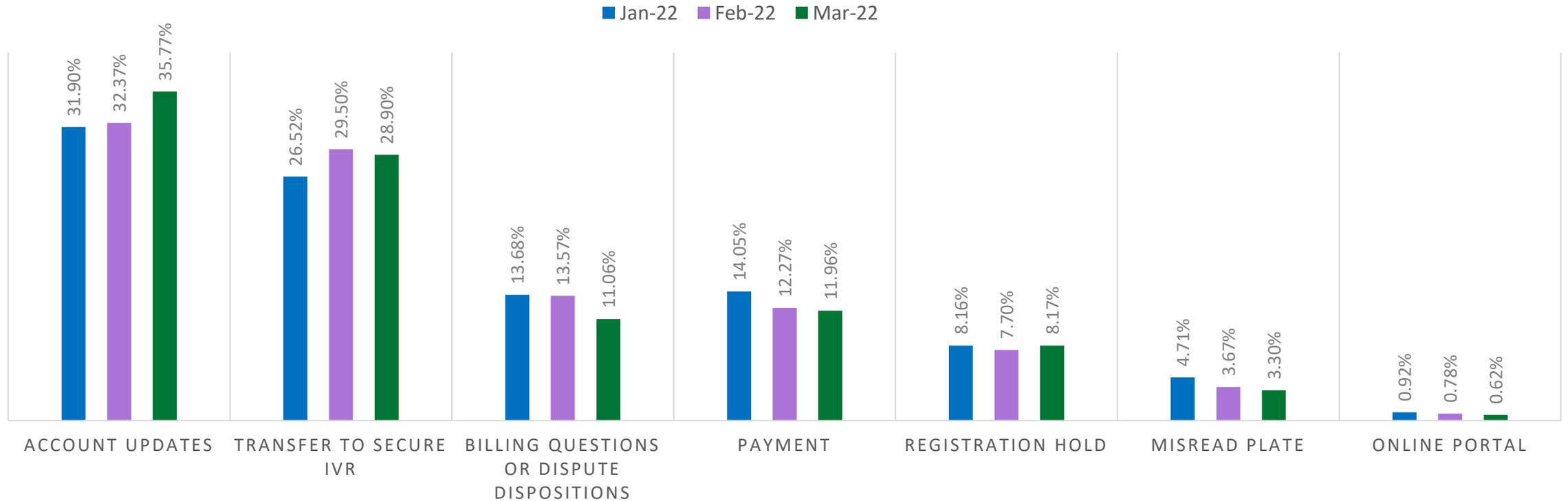


- Email continues to trend higher overall
- Received 24,277 emails in Q1



CALL CENTER – CALL DRIVERS

WRAP-UP DATA



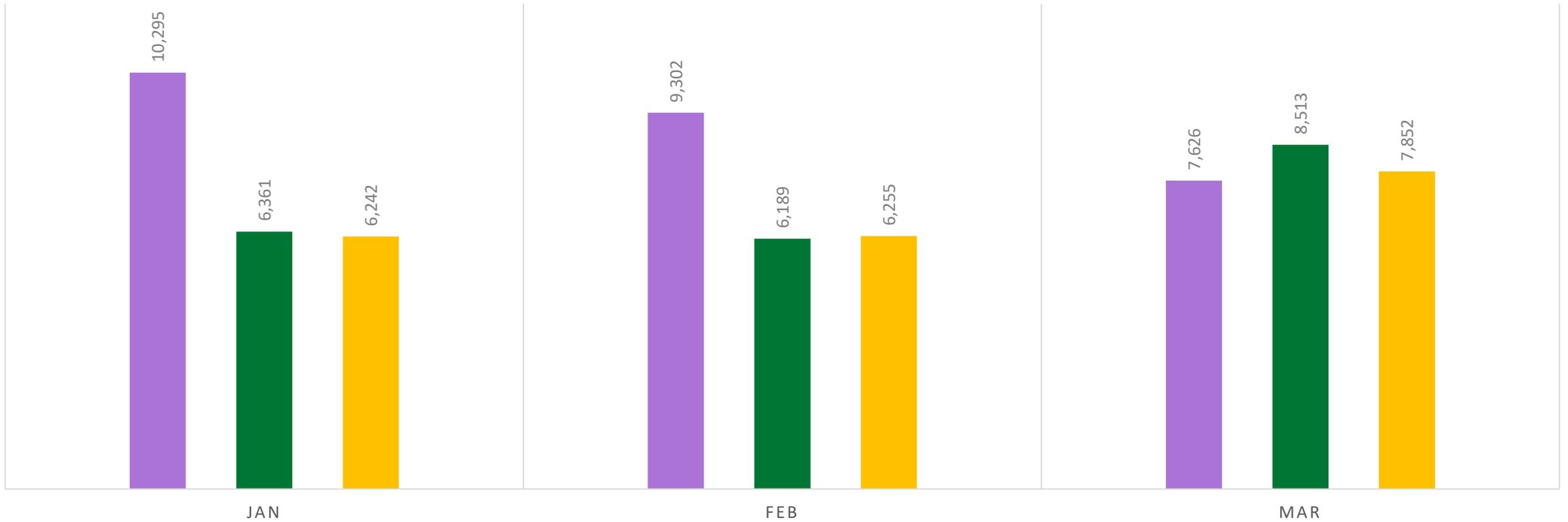
- Call trends remain mostly consistent
- Misread Plate has come down and Registration Hold has gone up
- Transfer to Secure IVR continues to go up



ADVANCED ACCOUNT ADVISORS

AAA CALL VOLUME

■ 2020 ■ 2021 ■ 2022

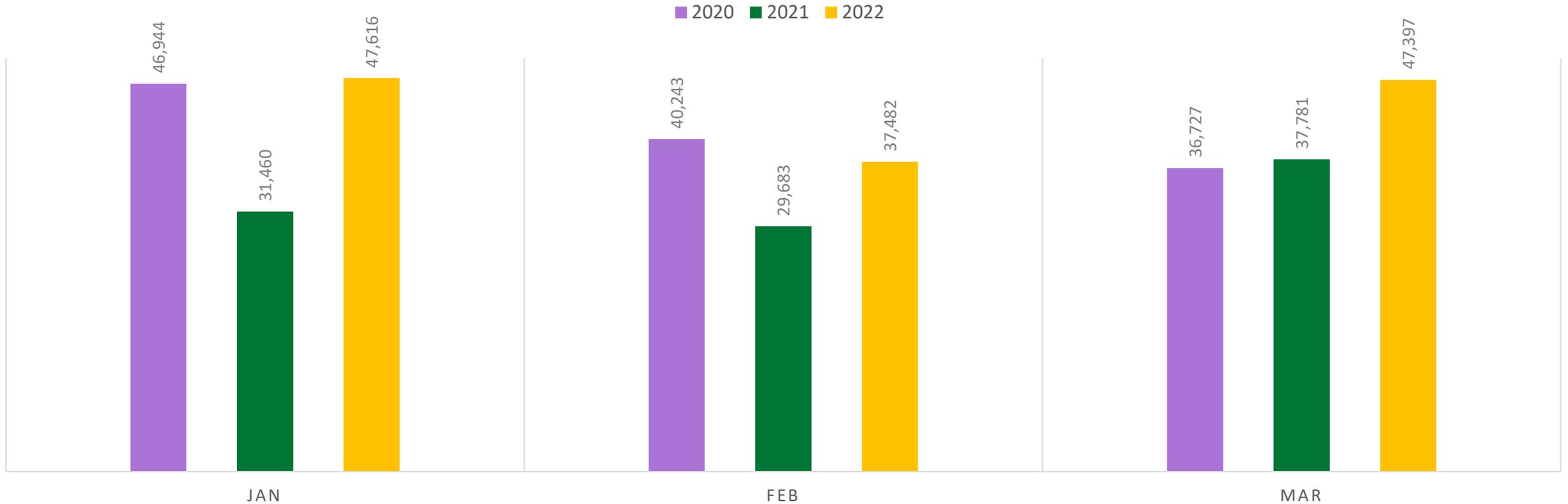


■ 20,349 calls in Q1



ADVANCED ACCOUNT ADVISORS

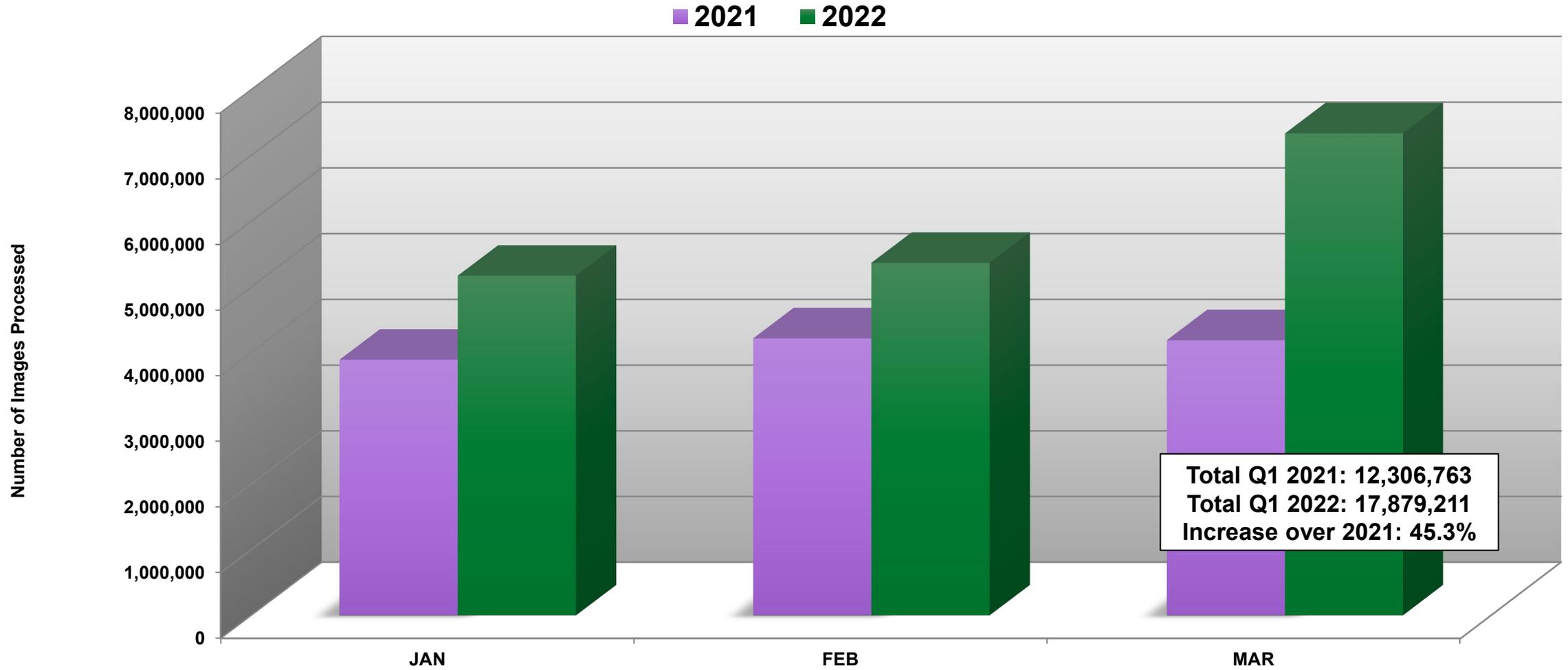
TOTAL TRANSPONDERS FILLED



- 132,495 transponders filled in Q1
- Transponder fulfillment has increased since 2020 and 2021
- 1,233 walk-up customers in Q1

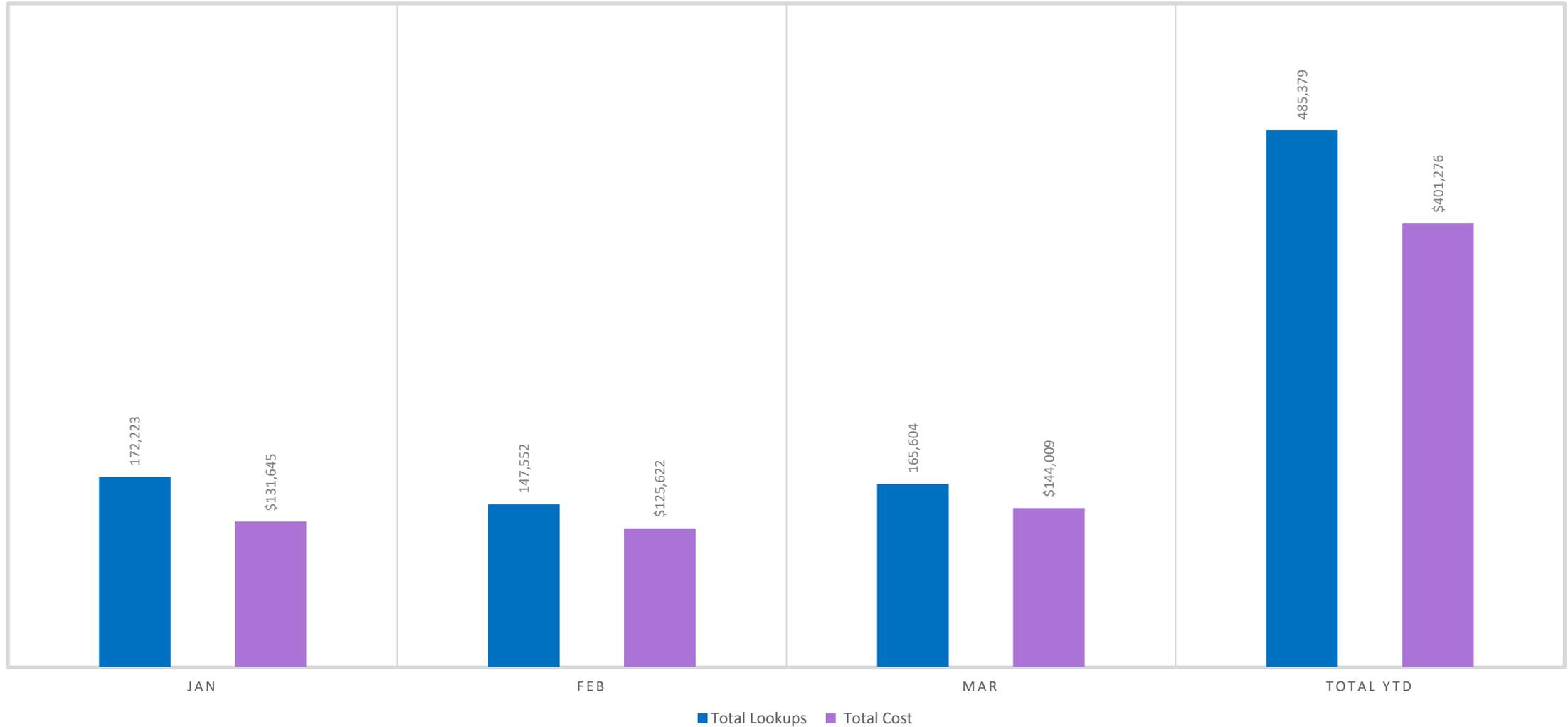


IMAGE PROCESSING





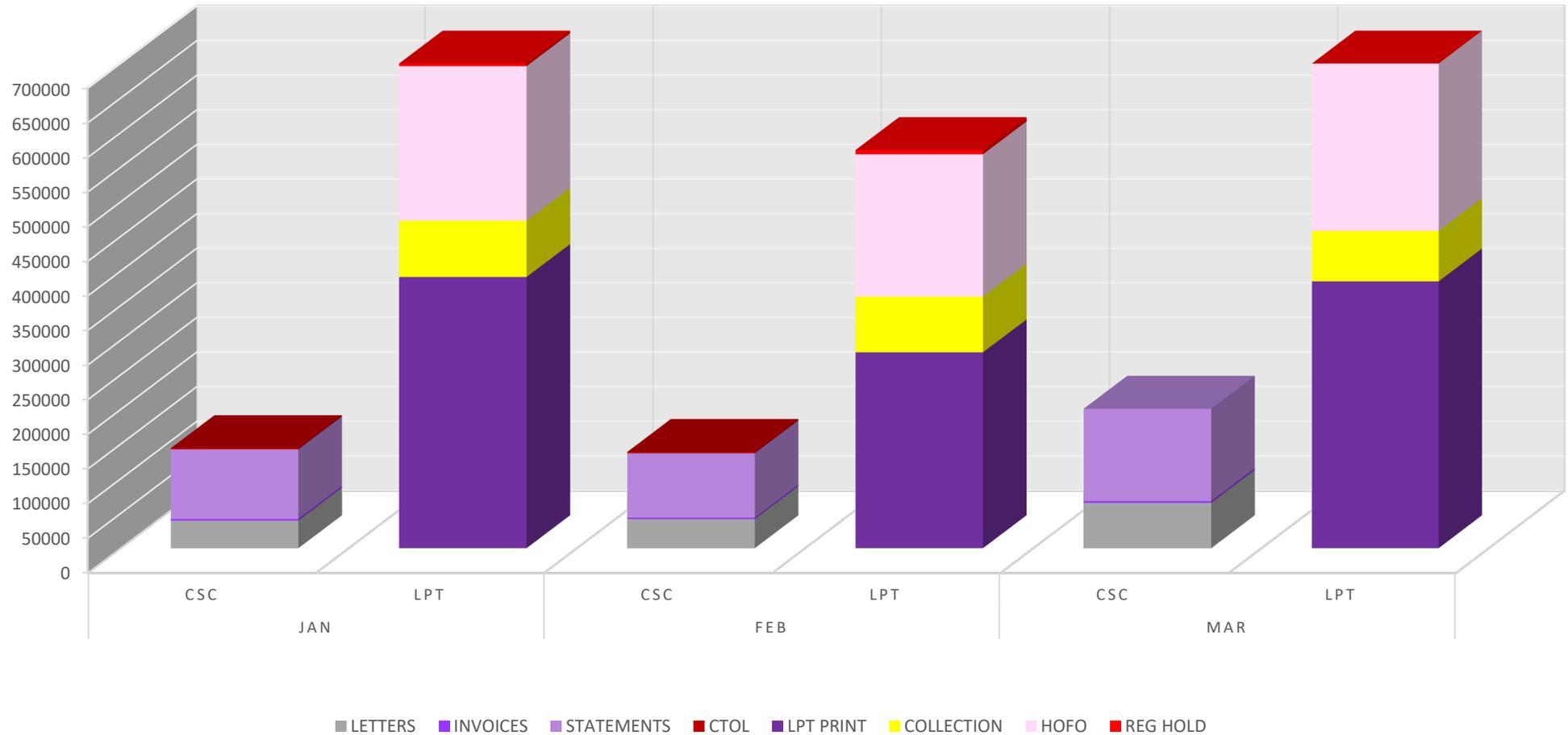
DMV LOOKUPS



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

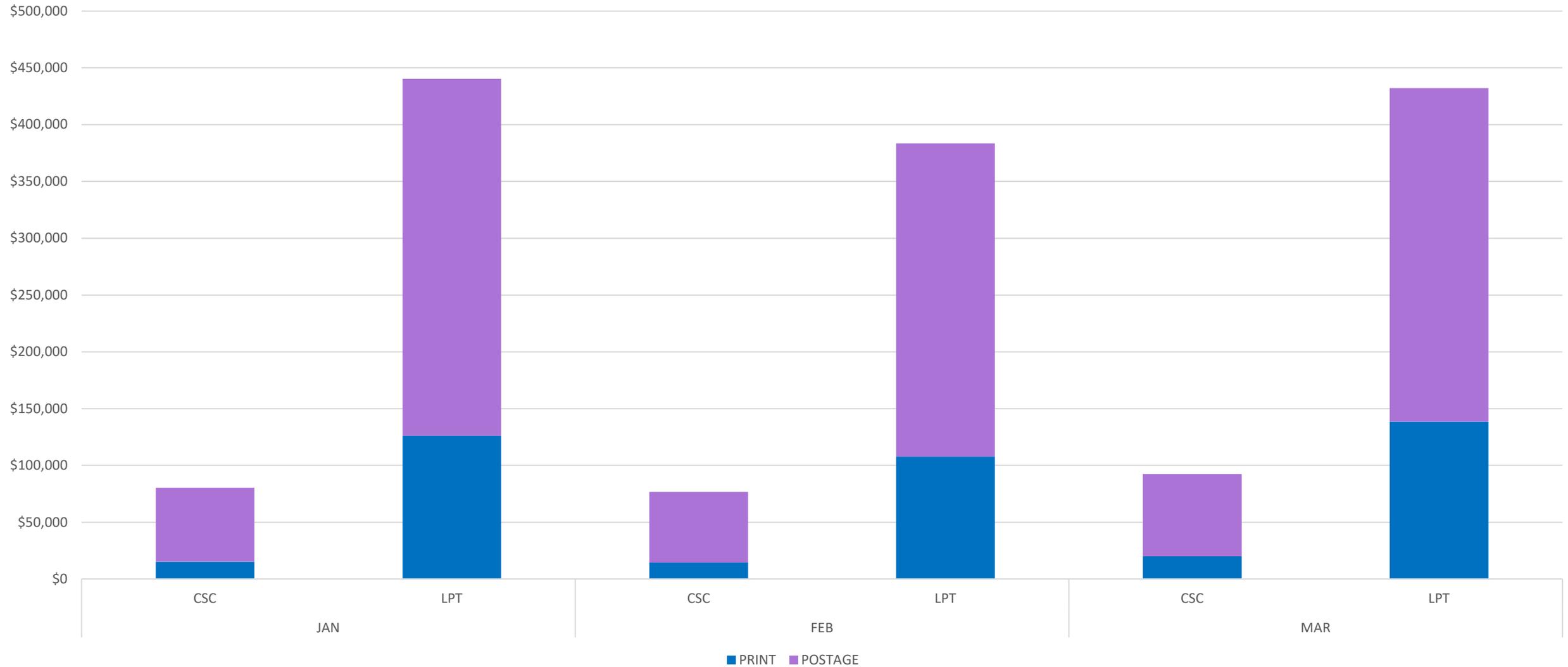


PRINTED MAILINGS





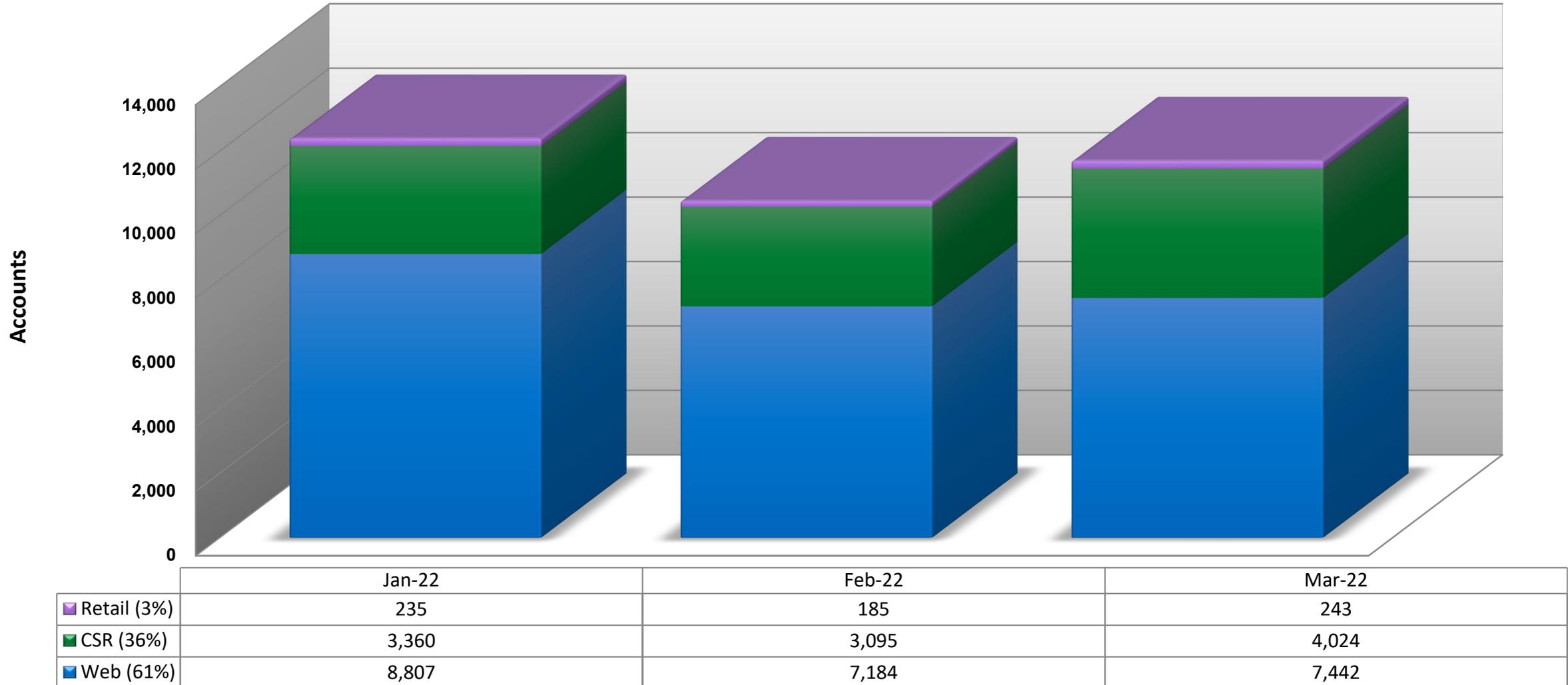
PRINT & POSTAGE COST





MARKETING & COMMUNICATIONS

ExpressToll Accounts Opened By Type





MARKETING & COMMUNICATIONS

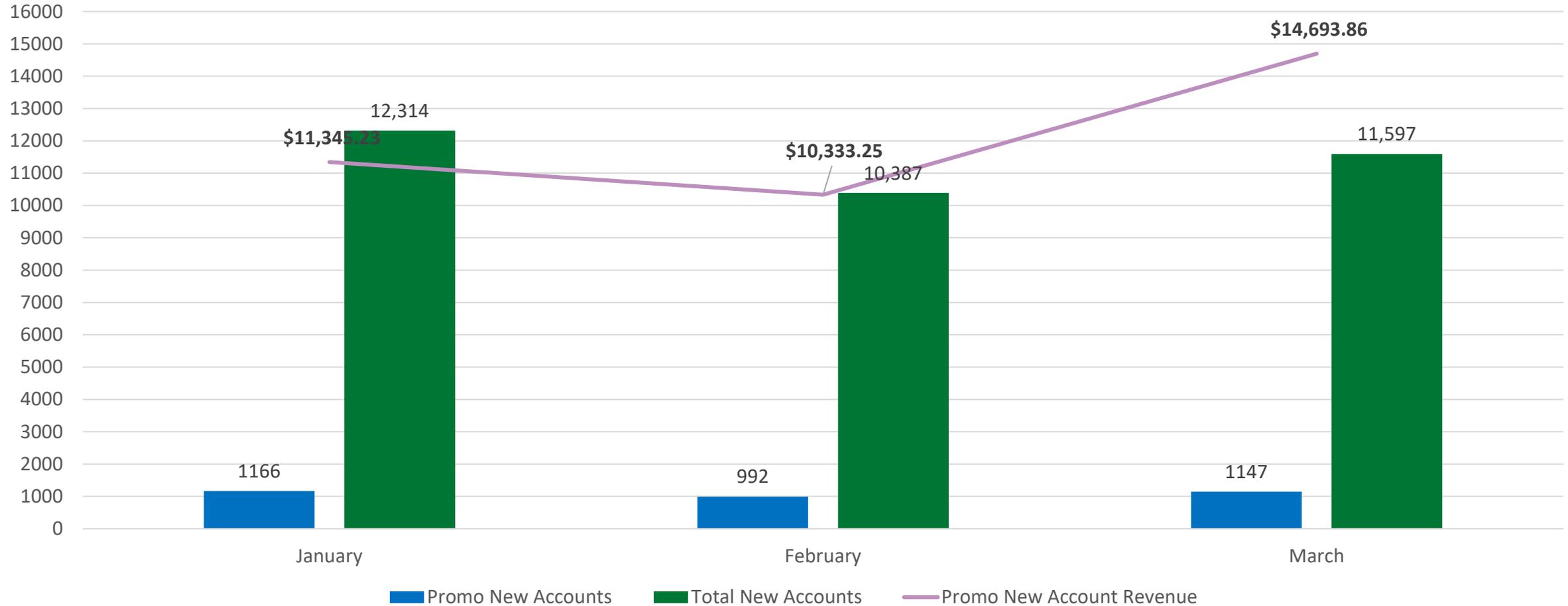
YTD Marketing and Communications Analytics – 2022	YTD Budget	YTD Revenue	Promo Accounts		
	\$133,271.62	\$101,450.56	3,289		
	Mktg. Spend/New Promo Account	Revenue / New Account	Net Income / New Account	Net Income	ROI
	\$40.52	\$30.85	(\$9.67)	(\$31,821.06)	-24%

- 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

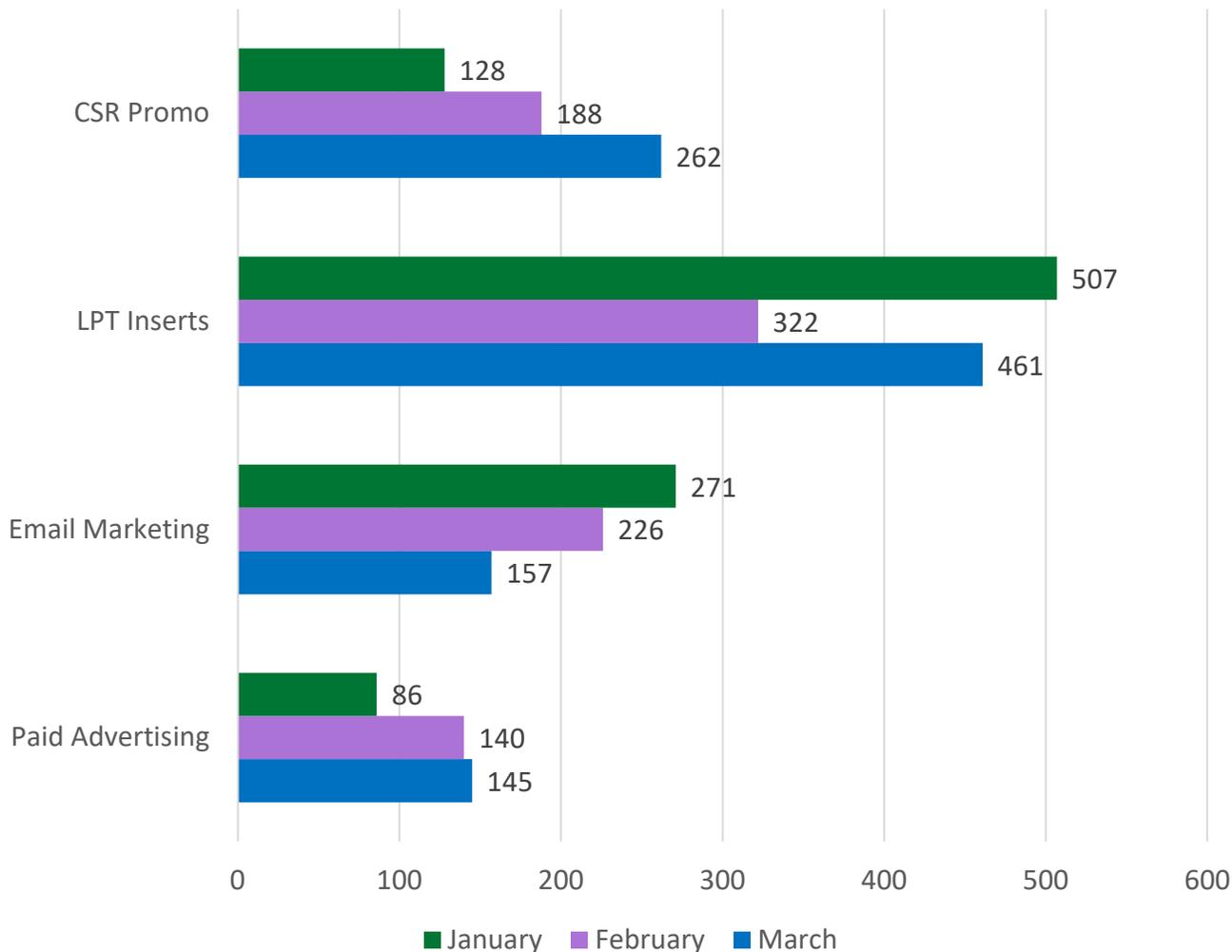
Monthly New Accounts and Revenue Generated





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.

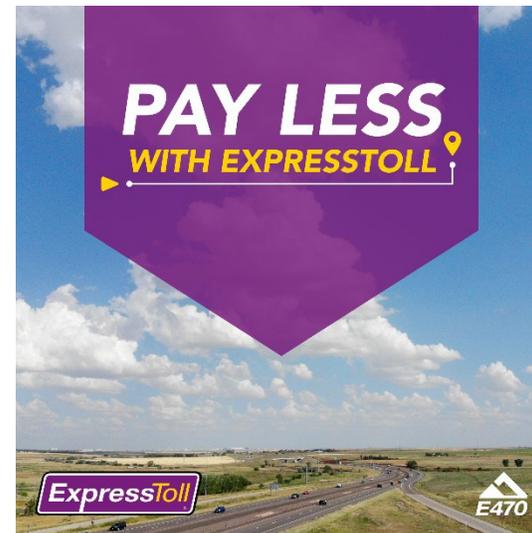
Paid Advertising: Accounts opened via paid efforts planned by our advertising agency, CIG.



MARKETING & COMMUNICATIONS



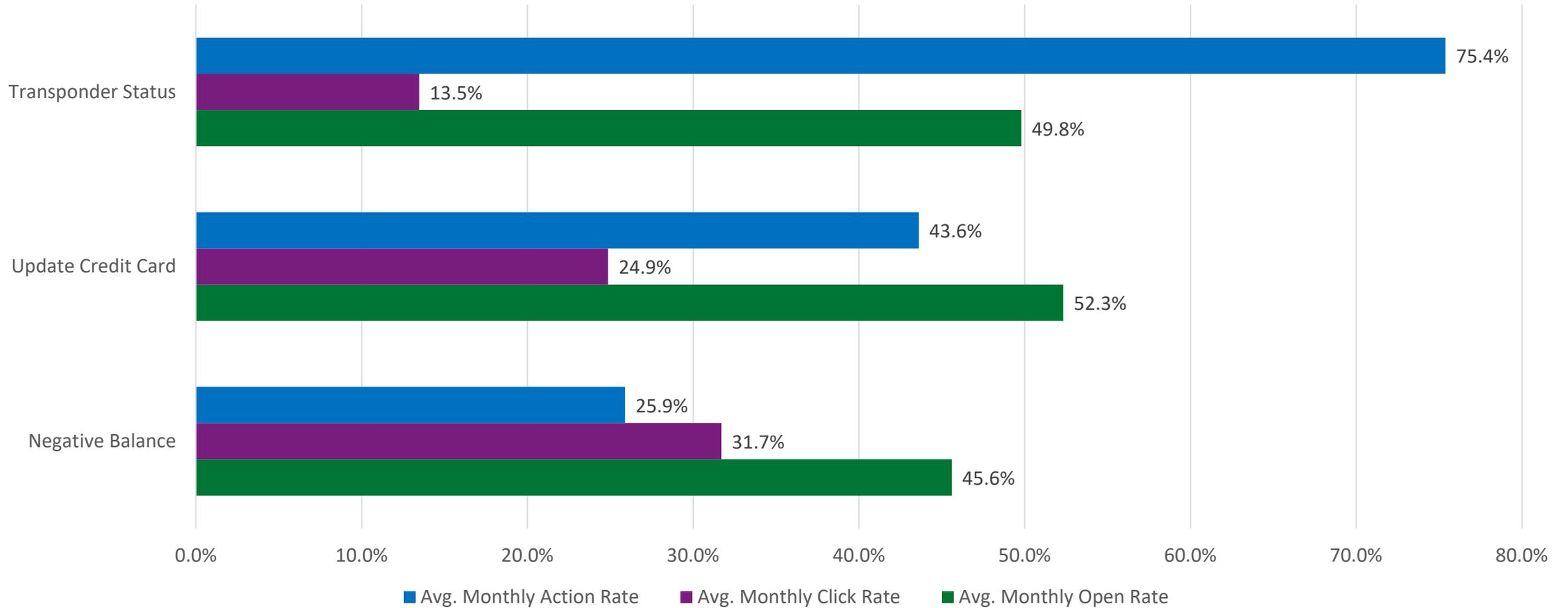
- **Q1 Advertising Outlets:**
 - Facebook & Instagram
 - Website display ads
 - Google Ad Words





EMAIL MARKETING - OVERVIEW

Q1 Transactional Email Campaign Success

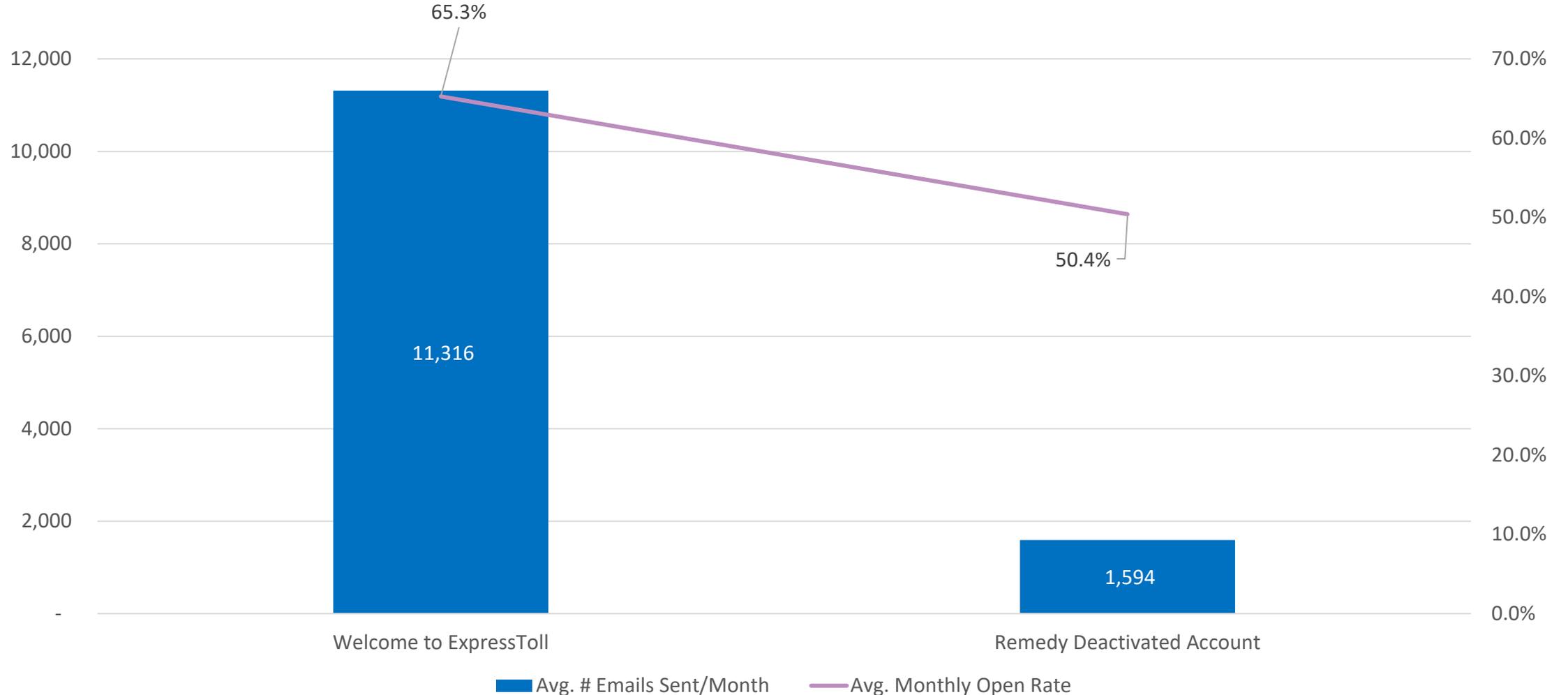


- Action Rate: Percentage of customers in the category who corrected their account.



EMAIL MARKETING - OVERVIEW

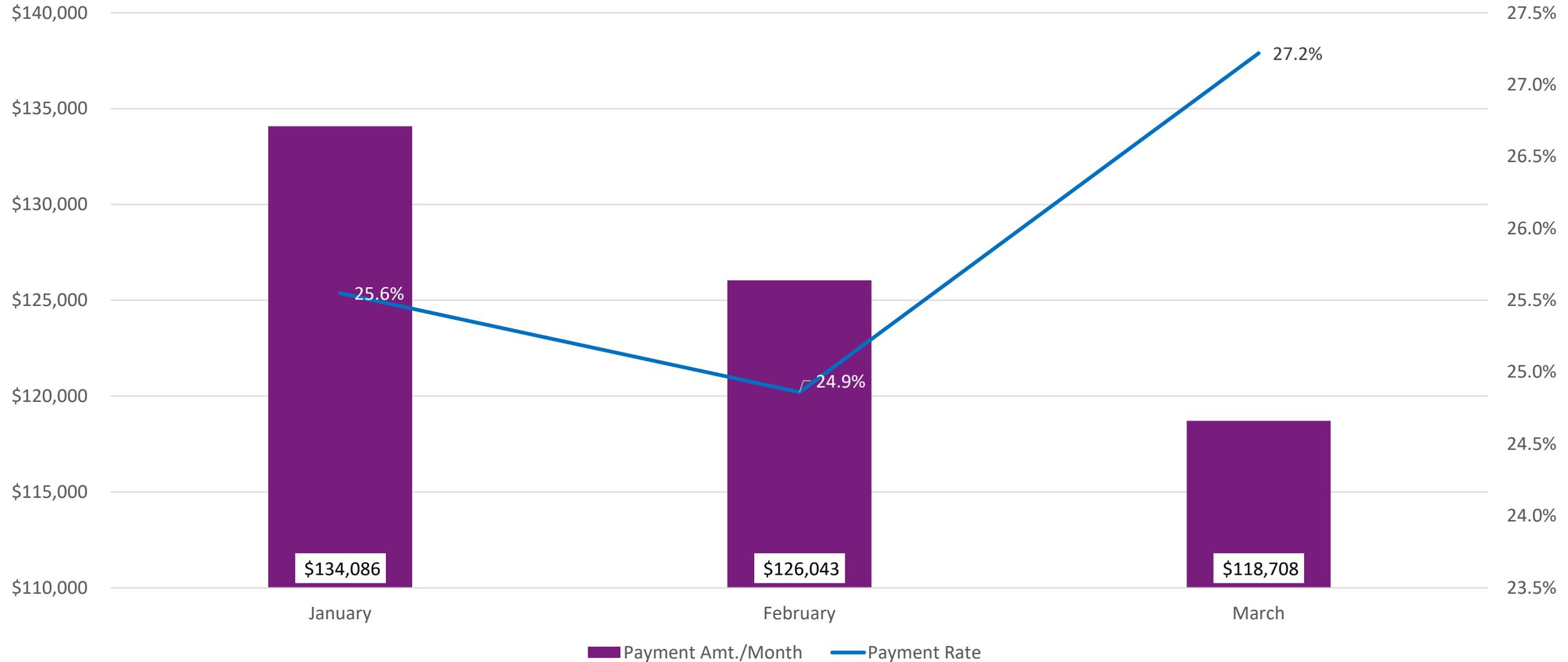
Q1 New and Closed Account Email Success





EMAIL MARKETING – NEGATIVE BALANCE

Q1 Negative Balance Campaign Action





SOCIAL MEDIA

Q1 Social Media Snapshot



Platform	Facebook	Twitter	Instagram	LinkedIn	Road Updates	Total/Average
Followers	20,088	3,103	817	1,203	1,498	26,709
Engagements	211	384	42	422	378	1,437
<i>Engagement Rate</i>	1.05%	12.38%	5.14%	35.08%	25.23%	15.78%
Reach	178,413	21,600	9,388	2,597	15,200	227,198



Platform	Facebook	Twitter	Total/Average
Followers	4,447	355	4,802
Engagements	68	9	77
<i>Engagement Rate</i>	1.53%	2.54%	2.04%
Reach	2,354	894	3,248



SOCIAL MEDIA

Q1 Top Social Media Posts



E-470 Public Highway Authority
1,228 followers
2mo •

We appreciate the many businesses, big and small, who utilize E-470 to drive economic development along the corridor. We know time is money and understand how important it is to have a safe, reliable, and quick route for transporting your company's equipment, materials, products and, most importantly, team members. That's why we worked with the Colorado Motor Carriers Association to develop a program offering discounted toll rates exclusively to ExpressToll customers with 3+ axle vehicles on E-470.

All 3+ axle vehicles with a valid ExpressToll account and sticker tag receive a 5% rate reduction on all E-470 tolls regardless of time or location, and an additional time of day discount of 20% from 9 a.m. to 12 p.m.

If you're not an ExpressToll customer, your company is missing out on the savings! Check out our website for program details: <https://lnkd.in/gUnPbyff>

E-470 3+ Axle Pilot Program | E-470
e-470.com • 1 min read
Sandra Golatt and 17 others

E470 @E470

We greatly value our partnership with Colorado State Patrol. Thank you to the Troopers who help make sure E-470 is safe for all travelers. We appreciate you, @CSP_E470! #LawEnforcementAppreciationDay #LEAD2022

9:00 AM · Jan 9, 2022 · Hootsuite Inc.
View Tweet analytics
7 Retweets 27 Likes



E-470 Public Highway Authority
Published by E-470 Communications Team · January 6 ·

What a beautiful sight 🌈 toll rate signs along #E470 are now updated with the new, LOWER rates for 2022! 🌟

We look forward to doing this again in 2023 & 2024, with board approval.

4,991 People reached 336 Engagements
Boost post
75 Reactions 11 Comments 2 Shares



e470pha

View insights Boost Post

Liked by **terbear18** and 9 others

e470pha E-470 was well represented at #IBTTATechSummit2022!

Mike Hancock, Tolling Operations Manager, sat on a procurement panel, and Taylor Webb, Data Analytics Engineer, gave a presentation during the Smart Data breakout session. Our team also supported the service project for US Hunger by helping pack 15,000 meals for families in need. #E470Proud @ibtta

March 22



MEDIA RELATIONS

Proactive Media

- **March 9 – CBS4 story about Roadside Assistance helping E-470 customers during inclement weather**
 - 35,440 viewers
- **March 24 – Traffic Advisory for Sign Replacement Work**
 - Picked up by Aurora Sentinel, Denver Gazette, and 9News (23,570 viewers)

Reactive Media (not all inquiries resulted in a story)

- Denver Post
- AAA World
- Fox 31
- CO Community Media/Centennial Citizen Newspaper
- Denver7



Spike in Coverage

- Plane Crash on E-470
- Sign Replacement Work & Associated Closures



CONTACT INFORMATION

- **Jessica Carson** | E-470 Operations Director
 - 303-877-7334
 - jcarson@e-470.com
- **Tricia Morales** | E-470 Customer Service Manager
 - 303-242-1717
 - tmorale@e-470.com
- **Beau Memory** | E-470 Executive Director
 - bmemory@e-470.com

E-470.com

ExpressToll.com

