

2022

E-470 PUBLIC HIGHWAY AUTHORITY

Quarterly Operations Dashboard Report Second Quarter



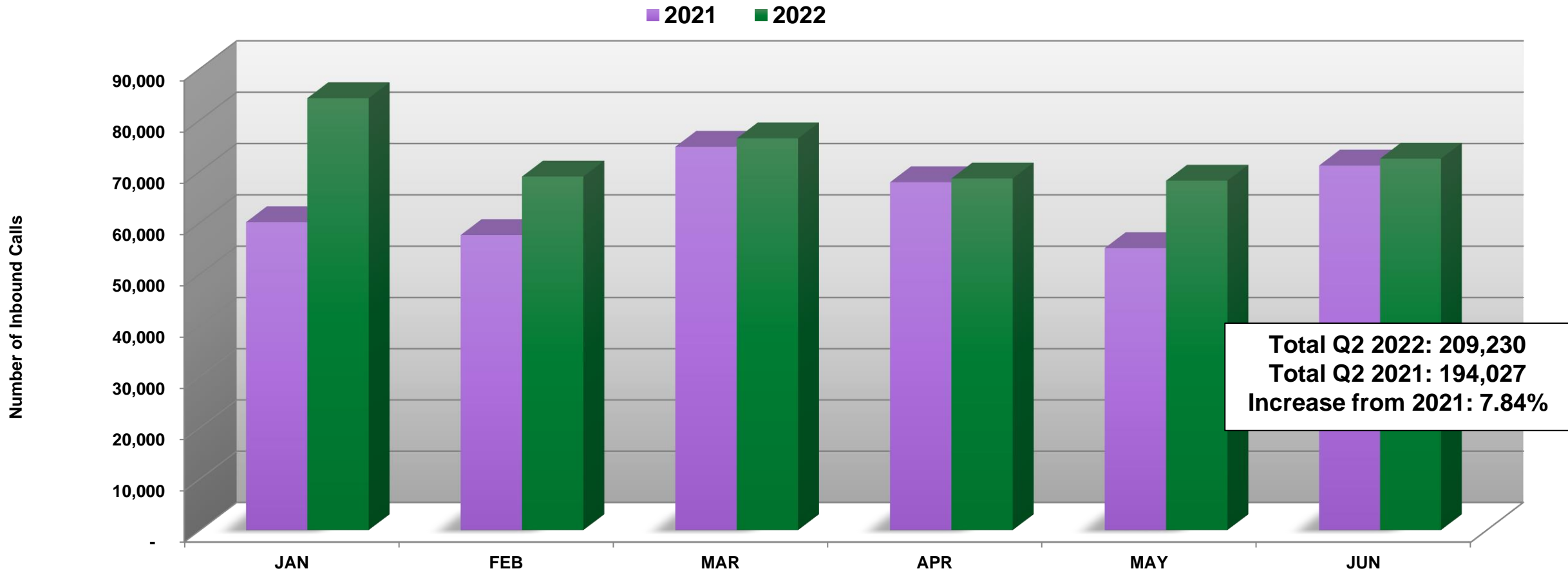
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CONTACT CENTER - VOLUME



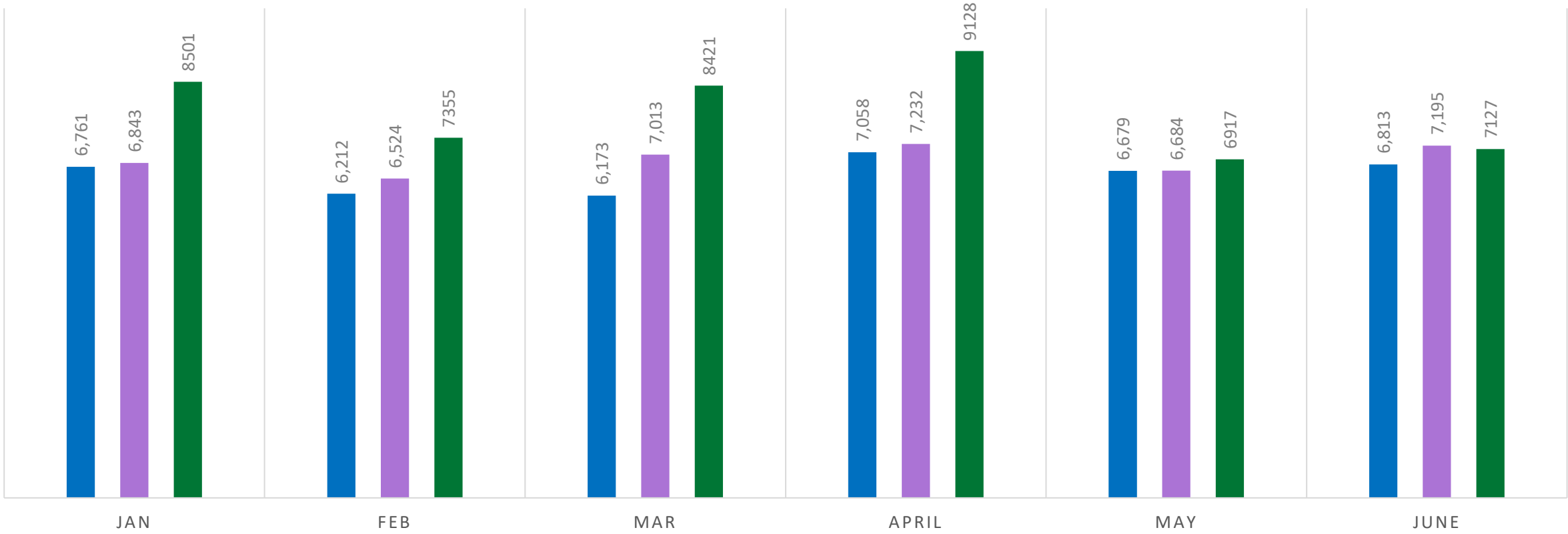
- CSAT remains consistent at 98.8%
- NPS up at 82.14% (June)



CALL CENTER - EMAILS

EMAILS MONTHLY

■ 2020 ■ 2021 ■ 2022



2020

- Q1 Emails: 19,146
- Q2 Emails: 20,550

2021

- Q1 Emails: 20,380
- Q2 Emails: 21,111

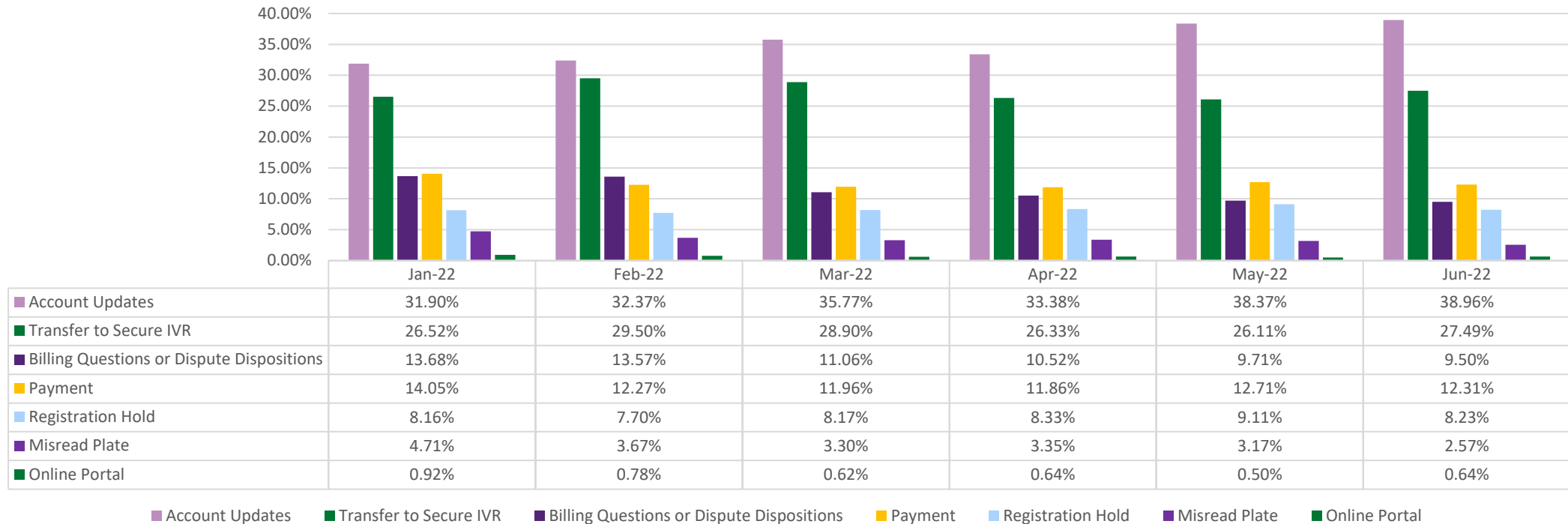
2022

- Q1 Emails: 24,277
- Q2 Emails: 23,172



CALL CENTER – CALL DRIVERS

Wrap-Up Data



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



ADVANCED ACCOUNT ADVISORS

AAA CALL VOLUME



2022

- 20,349 calls in Q1
- 19,235 calls in Q2

2021

- 21,063 calls in Q1
- 20,798 calls in Q2

2022 vs 2021

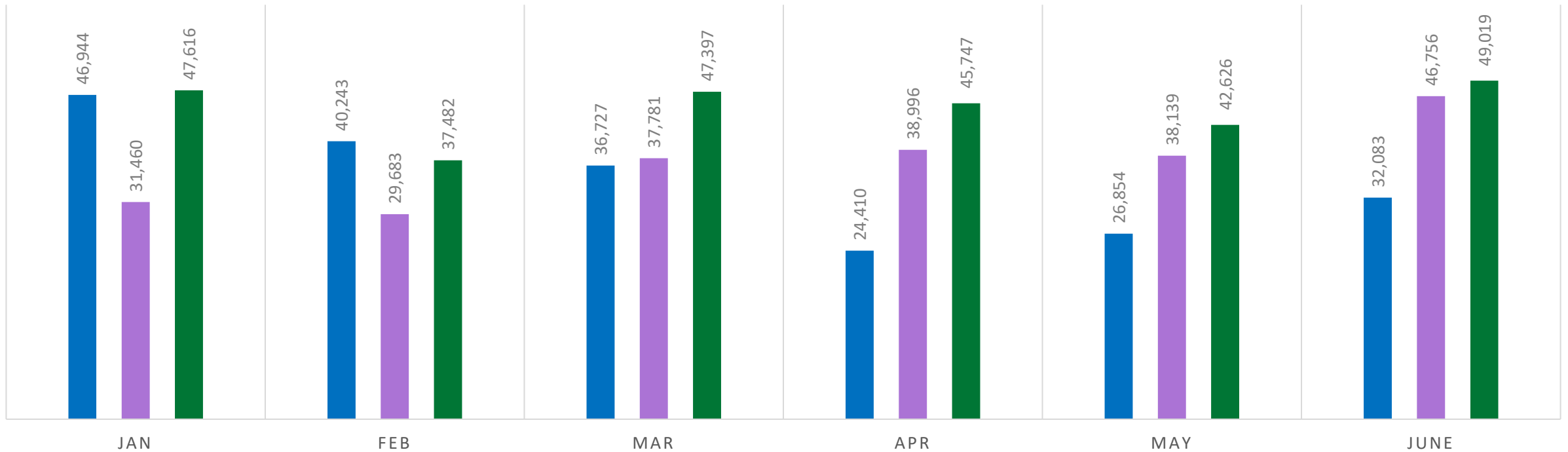
- 20,798 calls in 2021
- 19,235 calls in 2022



ADVANCED ACCOUNT ADVISORS

TOTAL TRANSPONDERS FILLED

■ 2020 ■ 2021 ■ 2022



2021 Transponders Filled

- Q1: 98,924
- Q2: 123,891

2022 Transponders Filled

- Q1 :132,495
- Q2: 137,392

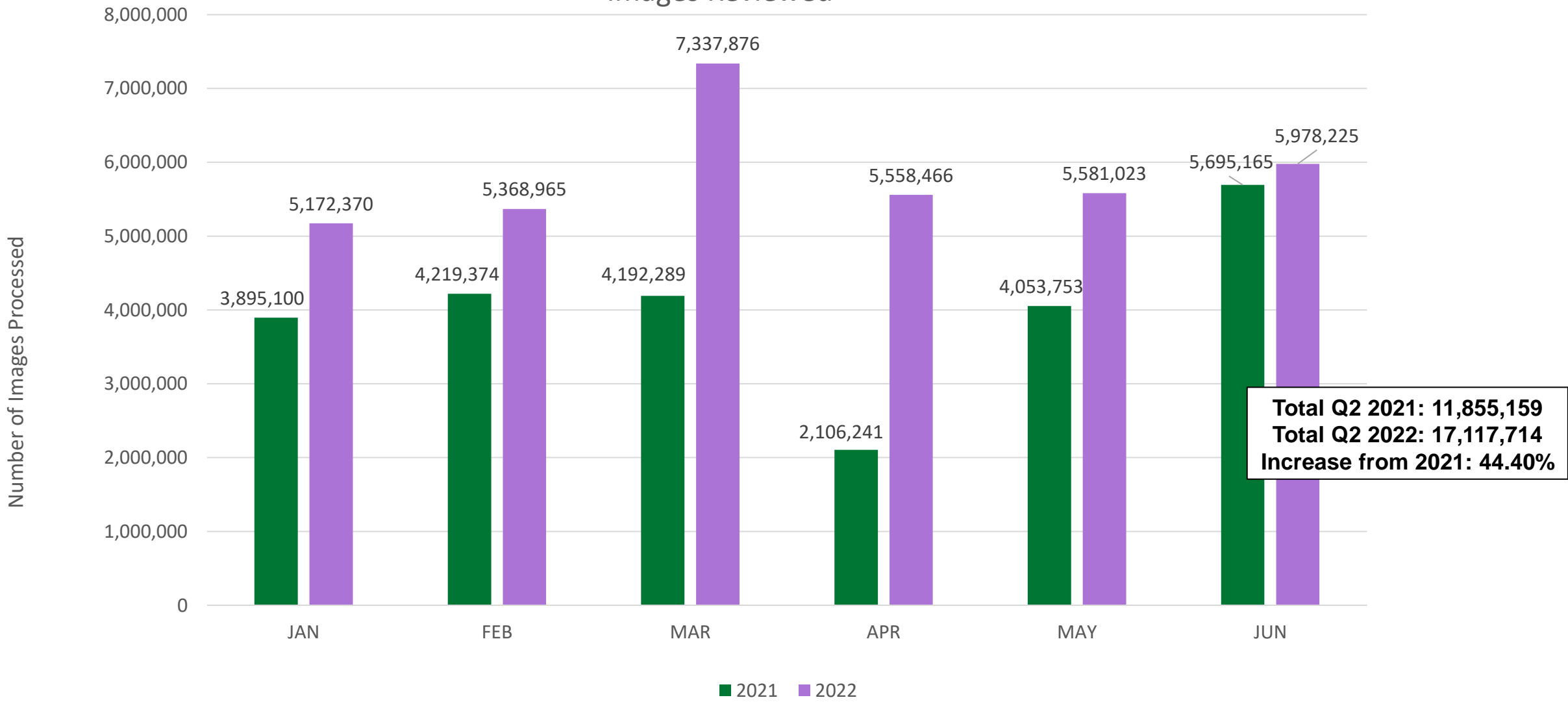
2022 Walk-Ups

- 1,233 walk-up customers in Q1
- 1,335 walk-up customers in Q2



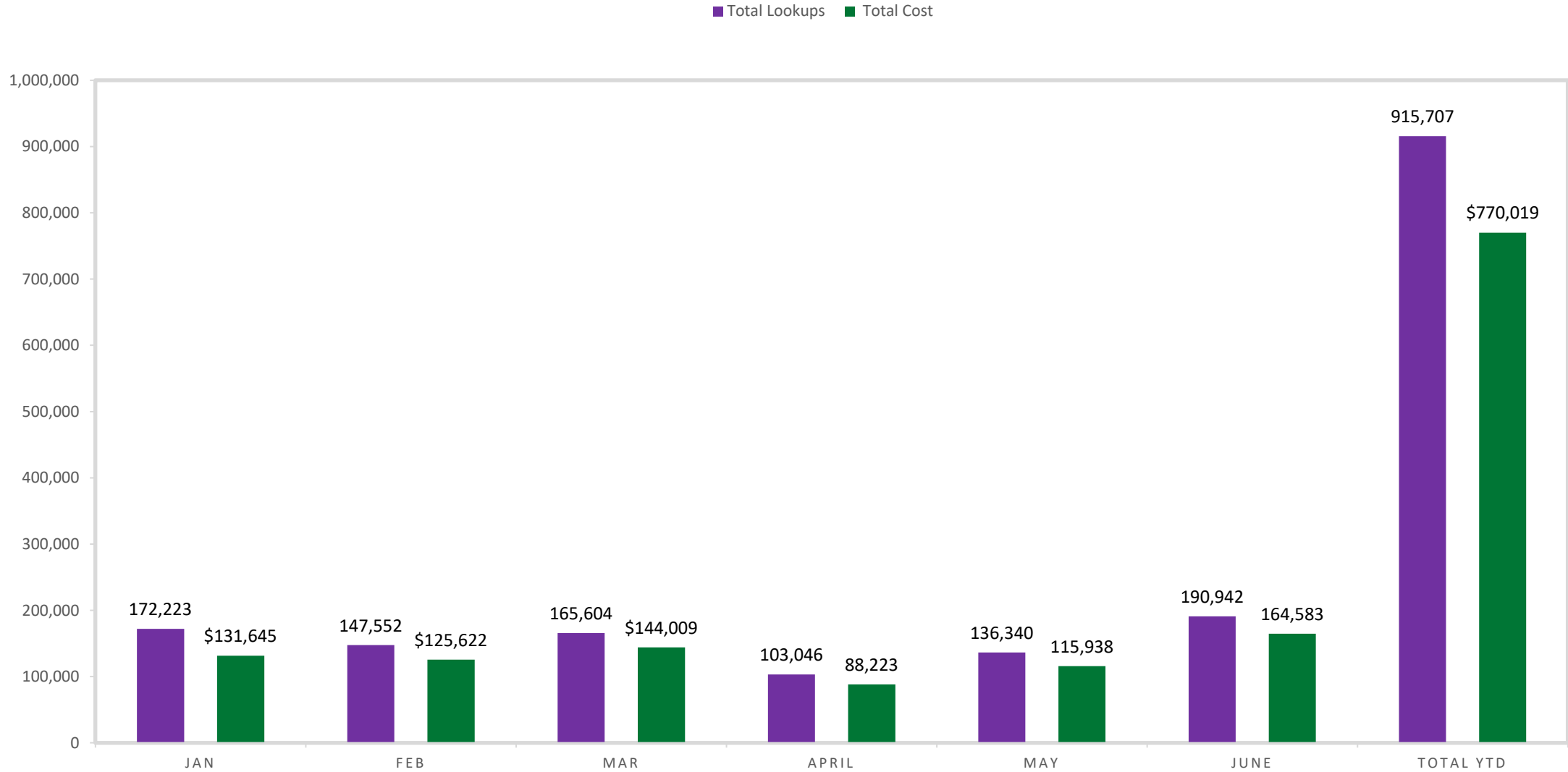
IMAGE PROCESSING

Images Reviewed





DMV LOOKUPS

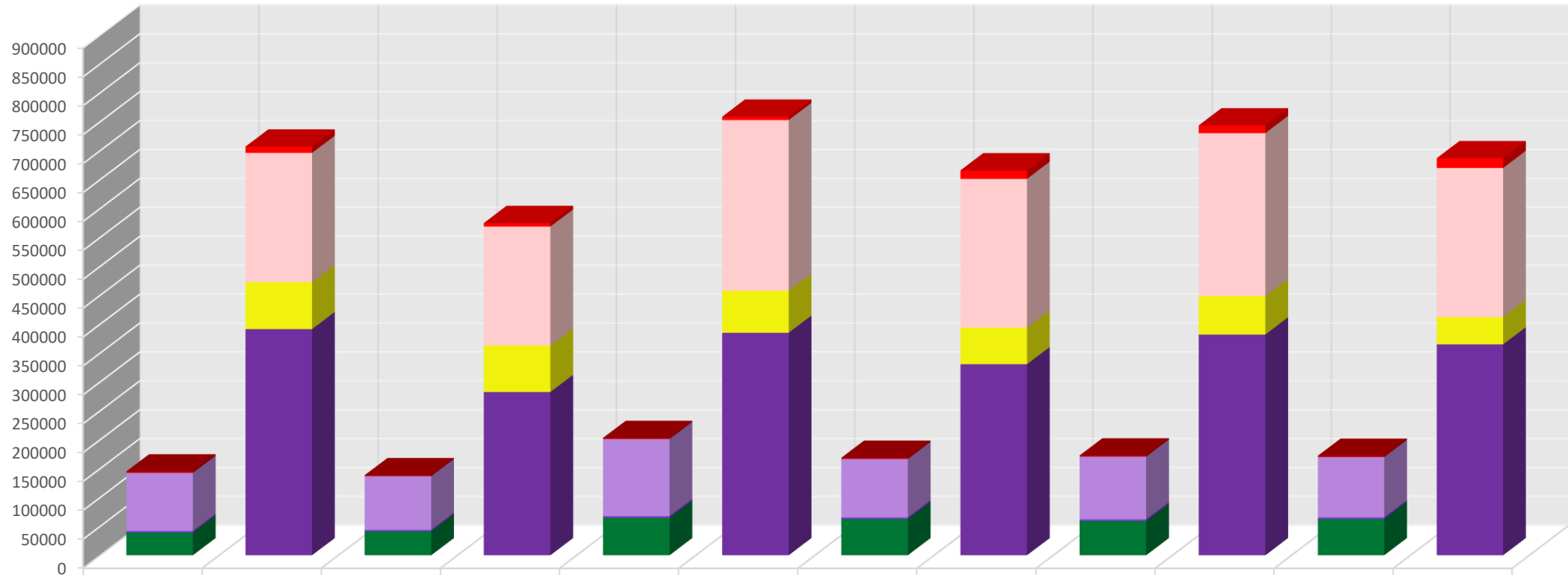


*Represents paid lookups from Penn Credit, LES/Duncan Solutions, Nebraska and Wyoming



PRINTED MAILINGS

LETTERS INVOICES STATEMENTS CTOL LPT PRINT COLLECTION HOFO REG HOLD



	JAN	FEB	MAR	APR	MAY	JUN
REG HOLD	10,934	6,120	5,820	14,745	13,399	16,906
HOFO	223,234	205,740	294,996	257,219	281,667	257,703
COLLECTION	81,328	80,434	72,726	63,271.00	66,618	47,340
LPT PRINT	391,571	282,681	385,211	330,778	382,095	365,048
CTOL	2,522	1,680	1,905	2,052	2,129	2,200
STATEMENTS	100,539	92,940	133,290	101,055	108,325	104,267
INVOICES	2,307	2,015	2,488	2,417	2,533	2,451
LETTERS	39,775	41,988	65,412	63,223	59,848	63,287



PRINT & POSTAGE COST

PRINT & POSTAGE COST



PRINT POSTAGE



MEDIA RELATIONS

Proactive Media

- *April 13* – E-470 Transportation Safety Foundation (TSF) Awards Grant Recipients
- *May 3* – New E-470 Executive Director
 - Covered by DBJ & Denver Gazette
- *May 12* – E-470 Releases 2021 Annual Report
- *May 31* – Check Ceremony for TSF Grant Recipients
 - Covered by Denver 7 (6,925 viewers)
- *June 20* – E-470 Hosts Bike to Work Day Breakfast Station
 - Covered by Aurora Sentinel, Denver Gazette, & CO Community Media



Parker cyclists stop for doughnuts on bike-to-work day



The E-470 Public Highway Authority provided doughnuts to passing cyclists during annual bike-to-work day.
COURTESY OF E-470 PUBLIC HIGHWAY AUTHORITY



Reactive Media (not all resulted in a news story)

- KRDO-TV – story on E-470 Work Program at Denver Women's Correctional Facility (38,725 viewers)
- Raleigh News & Observer
- Denver Post

Spike in Coverage

- TSF Check Ceremony
- CCI Work Program
- Bike to Work Day Breakfast Station



MARKETING & COMMUNICATIONS

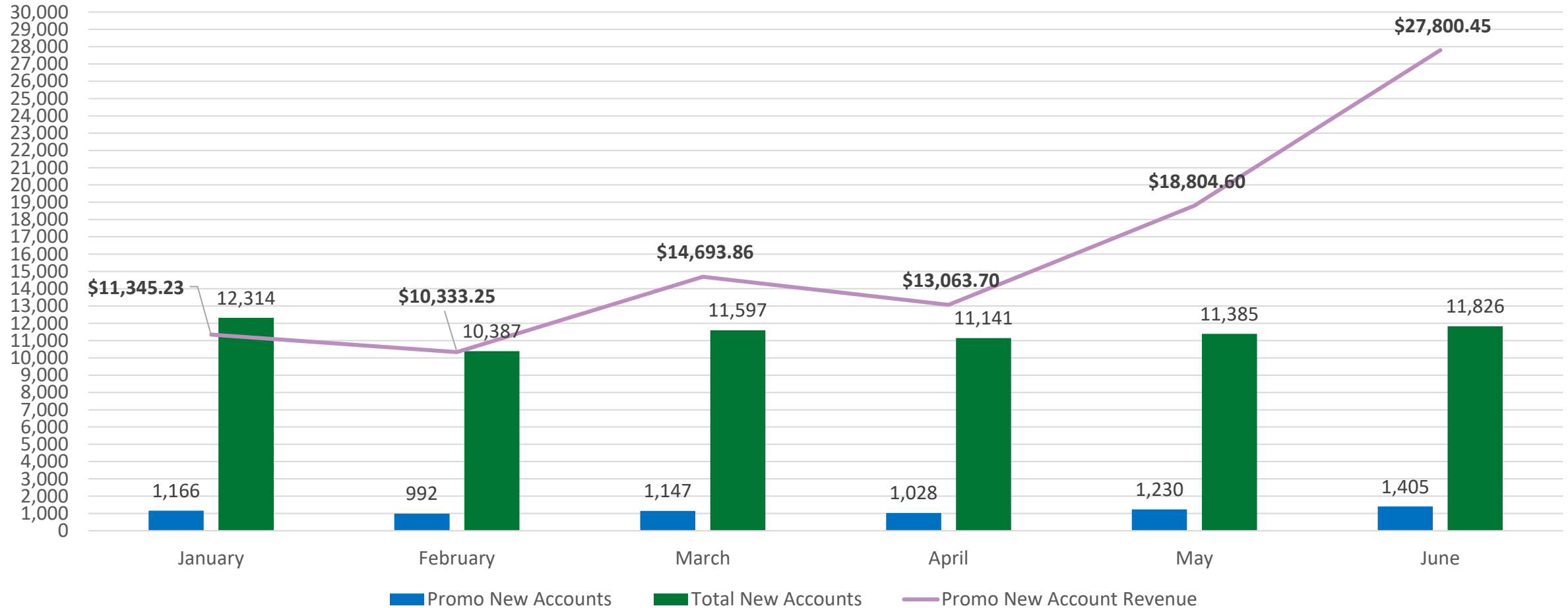
YTD Marketing and Communications Analytics – through June 2022	YTD Budget	YTD Revenue	Promo Accounts		
	\$176,486.16	\$416,409.57	6,892		
	Mktg. Spend/New Promo Account	Revenue / New Account	Net Income / New Account	Net Income	ROI
	\$25.61	\$60.42	\$34.81	\$239,923.41	136%

- 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

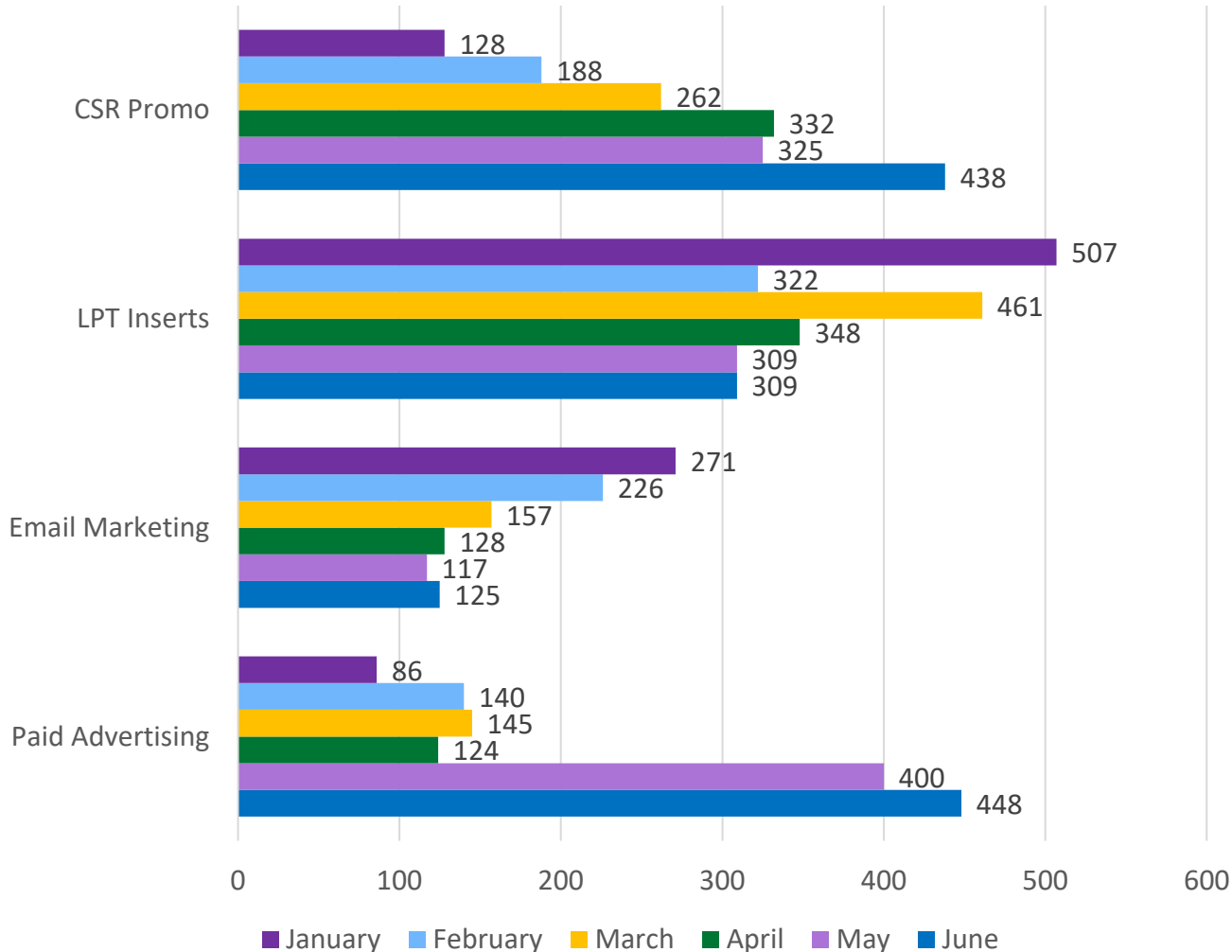
Monthly New Accounts and Revenue Generated





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

■ Q2 Advertising Outlets:

- Website display
- Facebook & Instagram
- Google Ad Words
- Waze
- Pre-roll online video
- Streaming audio



HELLO THERE
FIRSTNAME

Hooray, you're using E-470! You've avoided the aggravation of traffic and gone the easier way. Now, let us help you sign up for significant savings and exclusive rewards.

DID YOU KNOW YOU COULD HAVE SAVED:

\$1,023

on tolls in the last year*

WITH AN EXPRESSTOLL ACCOUNT?

Scan this QR code and use promo code **SIGNUP** to begin saving more than 35% and be entered to win a prize pack worth \$600!

* Estimate based on 35% (average savings rate) of your total License Plate Toll tolls in the last 12 months.

Firstname Lastname
Optional Company Name
Address Line One
Address Line Two
City, CO XXXXX



Ad · <https://www.expresstoll.com/>

[ExpressToll Saves Time - Use ExpressToll Code FREETOLLS](#)

Do you often drive E-470 or other CO toll roads? Open an **ExpressToll** account now & save! Tolls have never been easier. Open an **ExpressToll** account today and save in Colorado! Save 35%+ On Tolls. Reduce Your Travel Time. One Toll Payment Solution.

FAQs
Looking For Answers To Your Toll Questions? Find Them Here!

Road Info
Learn About Our Toll Roads. Information For Planning Your Drive

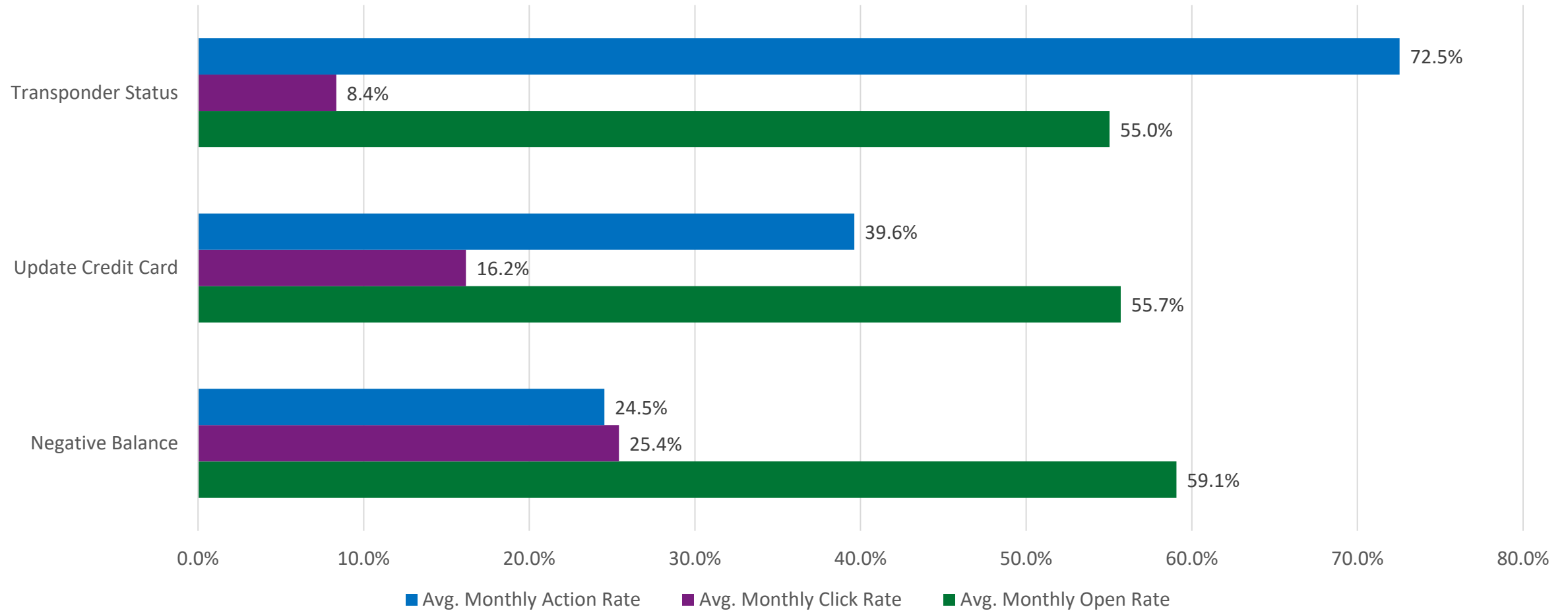
Make Payments Online
Access The Service Center Online For Easy And Convenient Payments!

Contact Us
Get In Touch For More Information! We Provide Service You Can Trust.



EMAIL MARKETING - OVERVIEW

Q2 Transactional Email Campaign Success

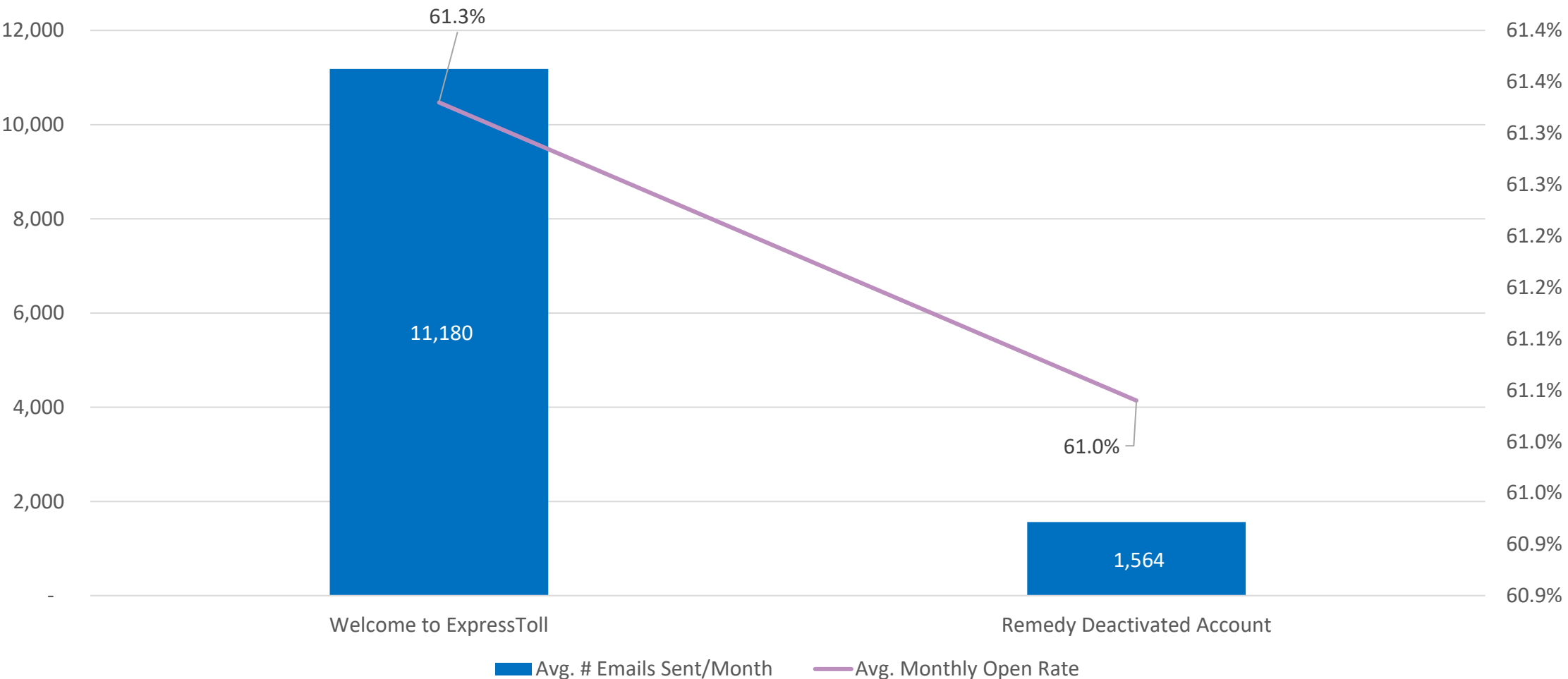


- Action Rate: Percentage of customers in the category who corrected their account.



EMAIL MARKETING - OVERVIEW

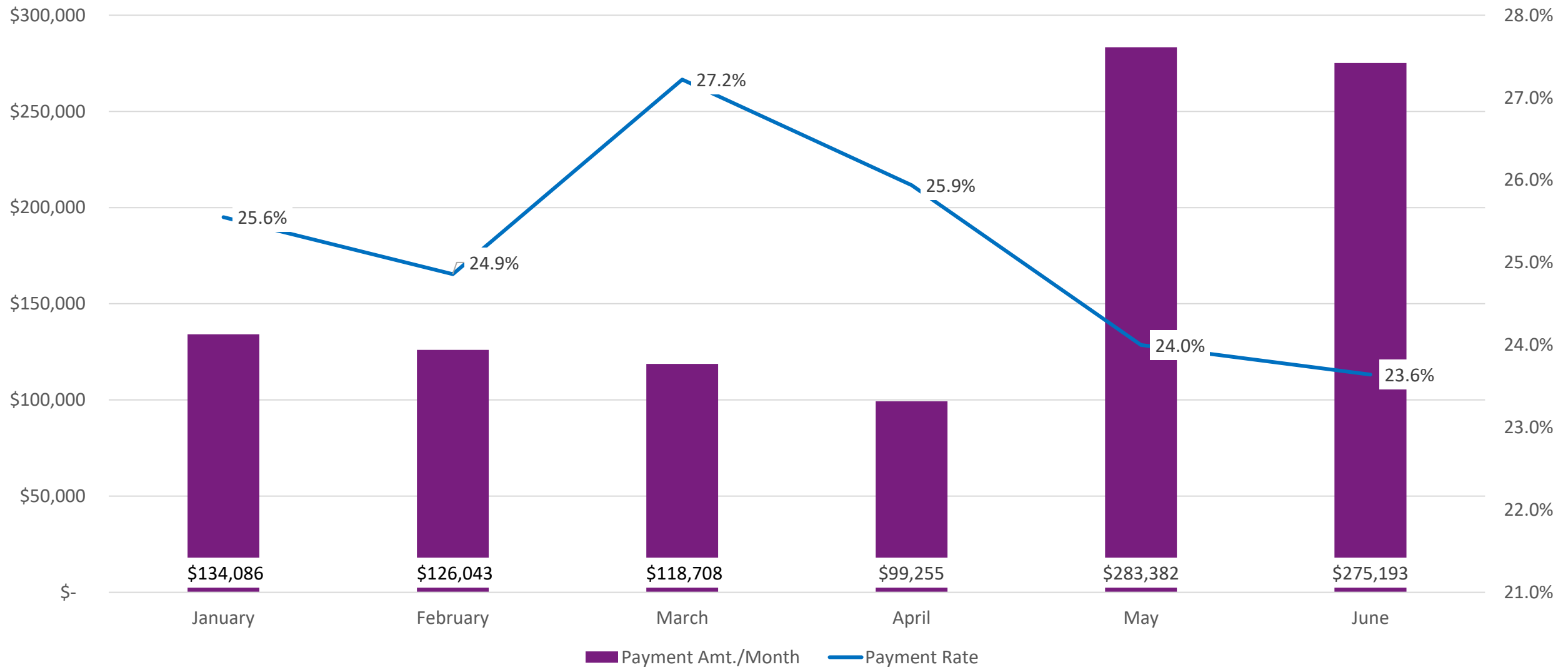
Q2 New and Closed Account Email Success





EMAIL MARKETING – NEGATIVE BALANCE

Q2 Negative Balance Campaign Action





SOCIAL MEDIA

Q2 Social Media Snapshot



Platform	Facebook	Twitter	Instagram	LinkedIn	Road Updates	Total/Average
Followers	20,102	3,134	843	1,304	1,527	26,910
Engagements	1,333	574	188	2,670	669	5,434
<i>Engagement Rate</i>	2.21%	6.12%	7.55%	69.11%	14.62%	19.92%
Reach	120,473	41,800	14,231	22,684	26,858	226,046

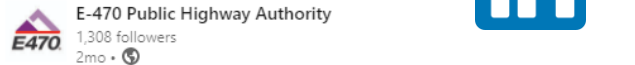


Platform	Facebook	Twitter	Total/Average
Followers	4,461	378	4,839
Engagements	19	25	44
<i>Engagement Rate</i>	0.14%	2.3%	1.22%
Reach	2,536	2,486	5,022



SOCIAL MEDIA

Q2 Top Social Media Posts



We're so excited to welcome **Beau Memory** to the E-470 family! Beau joins us as our new Executive Director from the east coast, where he served as the Chief Operating Officer and Chief Deputy Secretary of the North Carolina Department of Transportation (NCDOT), overseeing one of the largest state-maintained highway systems in the nation.

"Enterprising agencies like E-470 are the change-makers in finding and providing innovative solutions to mobility, tolling, and customer service. It is an honor to be part of its future success," said Memory. "I'm excited to put down roots in the community surrounding E-470 and support a team that is on a successful path, helping them do even more to move people quickly and reliably."

Read more about Beau here: <https://lnkd.in/gYNcPgAe>

Welcome, BEAU!

The E-470 Board of Directors announces Beau Memory will serve as the Authority's Executive Director.



Sandra Golatt and 394 others

85 comments • 2 shares



E-470's **#BiketoWorkDay** breakfast station is now open on the E-470 Trail at Chambers Road! Stop by until 8:30am for free goodies & learn more about our trail projects in the region. [@BicycleColo](#)



6:34 AM · Jun 22, 2022 · Twitter for iPhone

[View Tweet analytics](#)

3 Retweets 14 Likes



e470pha
E-470 Public Highway Authority



[View insights](#)

[Boost Post](#)



Liked by [commutingsolutions](#) and 9 others

e470pha Our new and improved **#EVChargers** are now OPEN!

Come juice up for free any time at our headquarters on E. Stephen D. Hogan Parkway in Aurora. 🚗⚡



Did you know? E-470 recently increased the width of roadway striping so it's easier to see while you're driving & began using reflective tape instead of paint, which makes the markings brighter at night! Learn more about our commitment to safety: <https://www.e-470.com/our-commitment/safety/>





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