

VIOLATION RELIEF EXTENSION

BOARD ITEM - JUNE 2021



VIOLATION RELIEF OVERVIEW

Tolling 2020 Violation Amnesty Program

- Authorized May 25, 2020
- Initial six-month amnesty program
- Reduced all existing \$20/50 violations to \$3 for duration of program



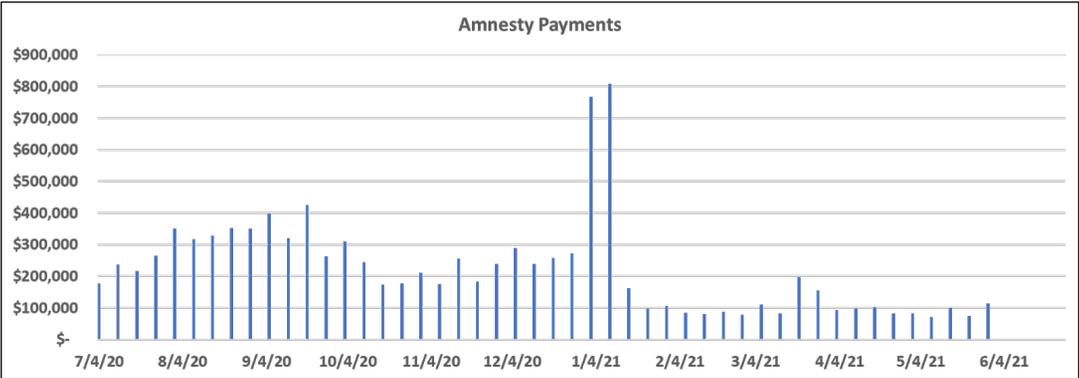
Through December 2020 – 21% of all outstanding violations notices were cleared, and the program was extended through June 30, 2021.

VIOLATION RELIEF SUCCESS

Through May 2021 -

- Customers cleared 26.3% of total outstanding notices
- Over 234,000 notices cleared
- \$11.6 million total payments

The program has resulted in
\$106 MILLION
estimated dismissed
fines/customer savings



VIOLATION RELIEF SUCCESS

Key Drivers to Success

Early outreach and sustained efforts to contact customers with amnesty-eligible debt delivered significant results



ADDITIONAL VIOLATION RELIEF

Reasons to Extend Violation Relief

- **Creates Programming Overlap with I-PASS Assist Launch**
 - *Onboarding I-PASS Assist customers prior to amnesty expiration could induce violation relief for low income customers, and vice versa*
- **Also Provides Additional Time for New Messaging Opportunities**
- **Allows Violation Enforcement Contract Implementation**



DIRECT MESSAGING OPPORTINTIES

Emerging Messaging Opportunities to Deliver Further Relief

Recent Salesforce implementation and rapid customer email contact acquisition has generated new opportunities for direct messaging that would be lost with June 2021 amnesty expiration

- *Invoiced Customers*
- *Pay By Plate Customers*
- *Strategic Partnerships*



Thank You

J U N E 2 0 2 1

