

# EXPRESS LANES & CARPOOLERS

NOVEMBER 2011

# Today's meeting

- Introductions and working together moving forward
- New name for the HOT Lanes
- Update on HOT Lanes Project
- How HOT Lanes work
- Launch communications
- HOV outreach
- Website targeted to carpool organizations

# New name for the HOT Lanes

- Under the 2009 MUTCD guidelines, the HOT Lanes will be called Express Lanes



- Have developed an off-road logo to communicate the attributes of the roadway



# 495 Express Lanes overview

- \$1.9B public-private partnership between VDOT, Transurban and Fluor
- 14 miles of High Occupancy Toll (HOT) Lanes, two in each direction
- Dynamic system with variable tolls to manage traffic
- Toll-free travel for HOV-3+, motorcycles, transit and emergency vehicles
- Connects major commuter routes
- Replacement of more than \$260 million of aging infrastructure; 58 bridges
- Scheduled to open late 2012



# Construction progress

- One of largest current highway improvement project in U.S. :
  - 1,200 employees and subcontractors
  - 73,513 cubic yards of concrete
  - 1.3 million tons of asphalt
  - 21.4 thousand tons of steel
  - 224+ pieces of heavy equipment
  - 890,000 sq. ft. of retaining walls
- Construction more than 80% complete





# How Express Lanes work

- All users will need an E-Z Pass; carpools will use new switchable E-ZPass for toll-free trip
- Signs approaching access points will inform drivers of real-time tolls so drivers can make a choice
- Electronic gantries identify vehicle's entry and exit points, and total trip distance
- State Trooper enforcement equipped with technology to aid their enforcement



# Accessing the Express Lanes

- **Dedicated HOT Lanes entrances and exits ramps** different from the regular Beltway entrances and exits

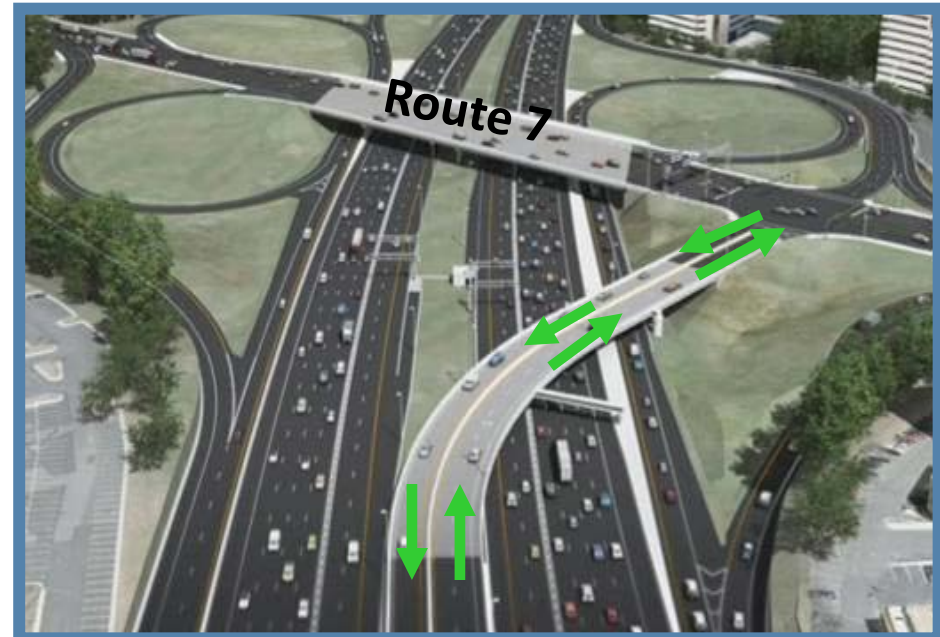
- **Access from Mainline Beltway**

**Northbound HOT Lanes:** just south of Braddock Road

**Southbound HOT Lanes:** just north of the Dulles Toll Road

- **Three new access points to/from the Beltway at**

- Lee Highway (Route 29)
- Westpark Drive
- Jones Branch Drive





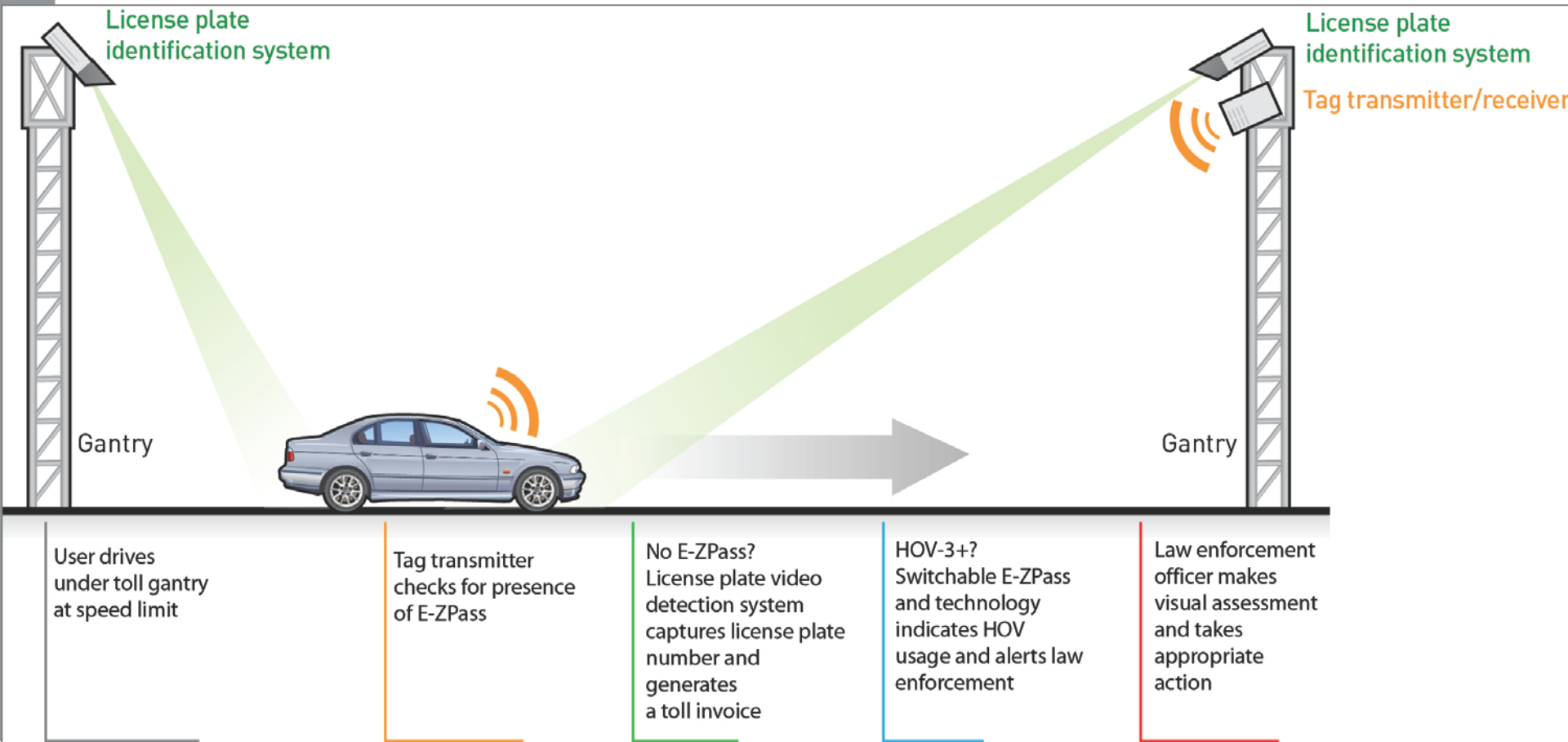
# HOV-3+ Travel



- HOV-3+ qualifies for toll-free travel
- Carpools will need the new switchable E-ZPass (*E-ZPass Flex*)

# Enforcing HOV

## ➤ Transponders, Troopers and Technology



# Preparing for HOT Lanes



[www.495ExpressLanes.com](http://www.495ExpressLanes.com)

- Robust marketing & education planning underway:
  - Promote safety/knowledge of network changes
  - Ensure all potential users know the rules of the road and are prepared to use it
  - Maximize marketing resources
  - Minimize risks to successful opening
  - Protect and build reputation of all project partners
- Driven by research
- Launch education and awareness campaign January 2012

# Communications outreach

- Keep the messaging as simple as possible
- Maximize existing communicators and channels
  - Partnering with transit and carpool community
  - Coordination with VDOT
  - Ongoing sharing of information
- Use broad messaging and tactics to reach greater Washington region, all users

# Communications phases

## 1. Operations-Focused Communications

- Launch January 2012
- **Education and awareness**
- Message to customers: Visit the website to learn what you need to know

## 2. Transponder Push Communications

- Launch summer 2012
- **Transponder acquisition**
- Message to customers: Get your E-ZPass or E-ZPass Flex

## 3. Facility Launch Communications

- Launch fall 2012
- **Buzz generation** and focus on generating excitement around the opening of the lanes
- Message to customers: Make sure you are ready to use the lanes

# Express Lanes website



www.495ExpressLanes.com

- Launches January 2012
- Project website will provide targeted information to all user groups
- Site will link to outside transportation and carpool focused websites

**ExpressLanes** CONTACT US FORWARD THIS PAGE SIGN UP NOW

Share: Tweet f Share +1 Follow Us: f t

Have an account? SIGN IN HERE E-mail Address... Password...

## What Are ExpressLanes

The 495 Express Lanes, opening on the Virginia side of the Capital Beltway, will provide faster, more direct options for high-occupancy vehicles and toll-paying customers.

There will be two new high occupancy toll (HOT) lanes in each direction, from the Springfield Interchange to just north of the Dulles Toll Road.

Whether you travel by car, carpool, or bus, these HOT lanes will provide greater control over your commute on the Beltway.

**DISCOVER A FASTER ROUTE**

**ExpressNews** FEATURES EVENTS PICTURES

- SAMPLE FEATURE - Phase II Braddock Interchange Complete**  
Work begins on new Express Lanes connection at Braddock Road
- SAMPLE Feature - Little River Turnpike Bridge Completed**  
Bridge spans completed 10 months ahead of schedule.
- SAMPLE Feature - New Idylwood Road Bridge Opens Ahead of Schedule**  
The new Idylwood Road bridge over the Capital Beltway will open today – almost a year and a half ahead of schedule. The bridge was rebuilt in about six months as part of the Capital Beltway ...
- SAMPLE Feature - More than 100 Area Businesses Pledge to Reduce Distracted Driving**  
More than 100 Northern Virginia businesses have signed a pledge aimed at reducing distracted driving, state transportation officials announced this week.

PREV | NEXT | ALL



ExpressLanes

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DRIVING EXPRESS LANES

YOUR TRAVEL OPTIONS

ABOUT

Have an account?  
SIGN IN HERE

E-mail Address...

Password...



# Carpool

Share

CARPOOLS RIDE FREE



**NEXT** ▶

By riding in a car with **3** or more people, you can use the Express Lanes for free

Your carpool will need an *EZPass Flex*<sup>™</sup> (available in summer 2012) in the vehicle to let us know you are a carpooler.

That way, you won't be charged a toll.

## More Travel Options

- Take Control**  
Your commute, your way
- Ride the Bus**  
Bus routes on the Express Lanes
- Get to the Airport**  
Make your flight
- How Do You Travel?**  
Rules of the road, just for you

### Need to Find a Carpool?

The following resources will help get you on your way.



Find a carpool or vanpool and learn more about commuter assistance programs with Commuter Connections



Earn rewards for carpooling from NuRide.

We'll Get You Home. **Guaranteed.**

Let **Guaranteed Ride Home** get you home when you have to leave work early or stay late.

**Slug-Lines.com**

Learn more about slugging with Slug-Lines.

### Your Next Step

***EZPass Flex***<sup>™</sup>

Sign up today to receive an alert when the E-ZPass Flex becomes available.

**SIGN UP NOW** ▶



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DRIVING EXPRESS LANES

YOUR TRAVEL OPTIONS

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Have an account?  
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E-mail Address...

Password...



# How Do You Travel?

Share

## RULES OF THE ROAD, JUST FOR YOU

What you'll need to use the Express Lanes will depend on your choice of travel.

### I Ride in a Carpool

You can use the Express Lanes for free as long as there are three people (including you) in the car.

You will need an E-ZPass Flex to let us know you are carpooling so we do not charge you.



I DRIVE MYSELF



I RIDE A MOTORCYCLE



I DRIVE A TAXI



I OPERATE A BUS



I RIDE IN A CARPOOL



I'M IN A VANPOOL

### More Travel Options

Take Control  
Your commute, your way

Carpool  
Carpools ride free

Ride the Bus  
Bus routes on the Express Lanes

Get to the Airport  
Make your flight

### Your Next Step

Sign up today to receive additional information, personalized travel tips and more.

SIGN UP NOW



# HOV Outreach

Goal: Work with existing organizations to push out the information and to try and maintain consistent messaging disseminated by the carpool entities already in place.

## ***Outreach Tactics:***

- Earned media
- Information for carpoolers on Express Lanes site
- Work with existing carpool-focused groups: MWCOG, DRPT, Commuter Connections, NuRide, vanpools
- Invite stakeholders to “train the trainer” website to assist in reaching out to carpoolers
- Be a helpful resource to transportation demand management (TDM) community, attend briefings
- Displays at relevant events
- Arm carpoolers with tools to encourage signups for the switchable transponder

# Carpool “train the trainer” homepage



EXPRESS LANES OVERVIEW

CARPPOOLING AND THE EXPRESS LANES

FAQS

TALKING POINTS

DOWNLOADS

COMMUTER RESOURCES

## Express Lanes and Carpoolers



### The Express Lanes will provide a new way for carpoolers

to take control of their commute on the Capital Beltway in Virginia. You are critical in communicating to carpoolers and this site was designed specially to equip you with the tools you need to share the benefits of carpooling on the Express Lanes with your constituents.

**This website is your primary resource to help promote Express Lanes carpooling.**

On the site, you will find the tools you need to help the carpool community prepare for the Express Lanes including:

- ▶ Details regarding how the Express Lanes work
- ▶ Information about how the Express Lanes will improve travel for carpoolers
- ▶ Collateral materials
- ▶ Content to distribute

## Get Started

Spread the Word About Carpooling on the Express Lanes

HAVE AN ACCOUNT? Sign In Here

LOGIN ▶

[Forgot password?](#)

DON'T HAVE AN ACCOUNT? Register Today

It's easy, it's free, and it provides you with valuable information to share about the Express Lanes and carpooling.

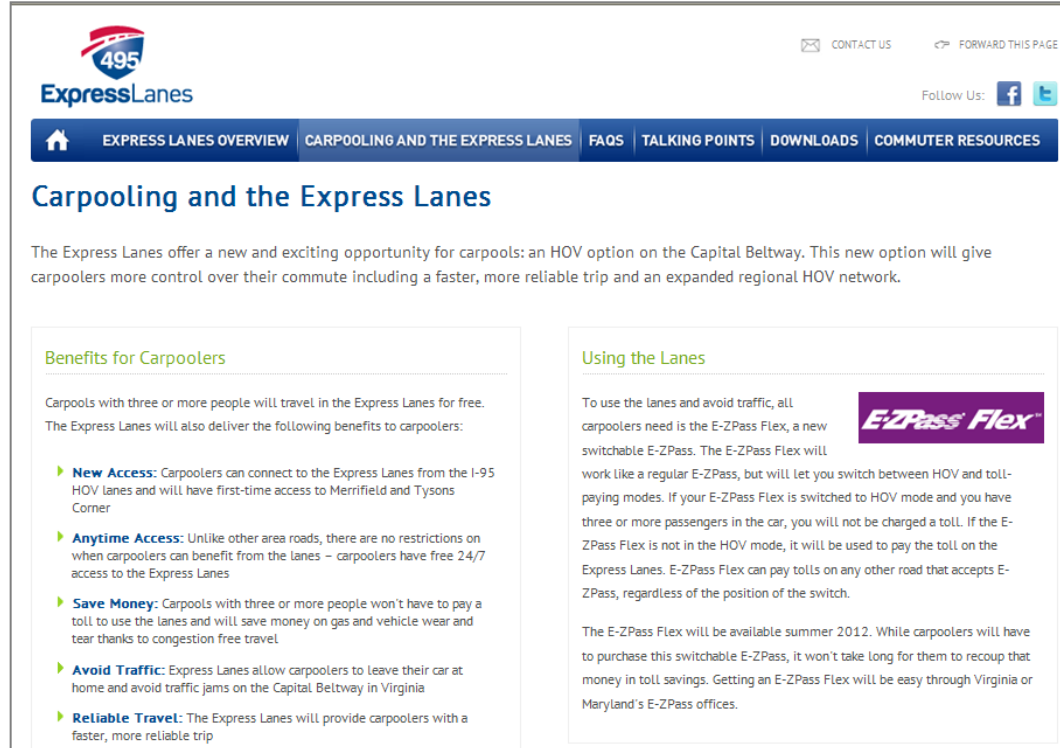
I have read and accept the [Terms & Conditions](#)

REGISTER ▶

# Carpool-focused site

➤ On the site, you will find the tools you need to help the carpool community prepare for the Express Lanes including:

- Details regarding how the Express Lanes work
- Information about how the Express Lanes will improve travel for carpoolers
- Collateral materials
- Content to distribute



The screenshot shows the ExpressLanes website with the following content:

- Header:** ExpressLanes logo, navigation menu (EXPRESS LANES OVERVIEW, CARPOOLING AND THE EXPRESS LANES, FAQs, TALKING POINTS, DOWNLOADS, COMMUTER RESOURCES), and social media links (Facebook, Twitter).
- Section Header:** Carpooling and the Express Lanes
- Text:** The Express Lanes offer a new and exciting opportunity for carpools: an HOV option on the Capital Beltway. This new option will give carpoolers more control over their commute including a faster, more reliable trip and an expanded regional HOV network.
- Benefits for Carpoolers:**
  - **New Access:** Carpoolers can connect to the Express Lanes from the I-95 HOV lanes and will have first-time access to Merrifield and Tysons Corner
  - **Anytime Access:** Unlike other area roads, there are no restrictions on when carpoolers can benefit from the lanes – carpoolers have free 24/7 access to the Express Lanes
  - **Save Money:** Carpools with three or more people won't have to pay a toll to use the lanes and will save money on gas and vehicle wear and tear thanks to congestion free travel
  - **Avoid Traffic:** Express Lanes allow carpoolers to leave their car at home and avoid traffic jams on the Capital Beltway in Virginia
  - **Reliable Travel:** The Express Lanes will provide carpoolers with a faster, more reliable trip
- Using the Lanes:**
  - To use the lanes and avoid traffic, all carpoolers need is the E-ZPass Flex, a new switchable E-ZPass. The E-ZPass Flex will work like a regular E-ZPass, but will let you switch between HOV and toll-paying modes. If your E-ZPass Flex is switched to HOV mode and you have three or more passengers in the car, you will not be charged a toll. If the E-ZPass Flex is not in the HOV mode, it will be used to pay the toll on the Express Lanes. E-ZPass Flex can pay tolls on any other road that accepts E-ZPass, regardless of the position of the switch.
  - The E-ZPass Flex will be available summer 2012. While carpoolers will have to purchase this switchable E-ZPass, it won't take long for them to recoup that money in toll savings. Getting an E-ZPass Flex will be easy through Virginia or Maryland's E-ZPass offices.

# Questions?



**ExpressLanes**