

# Commuter Connections

## Regional TDM Marketing Group Meeting

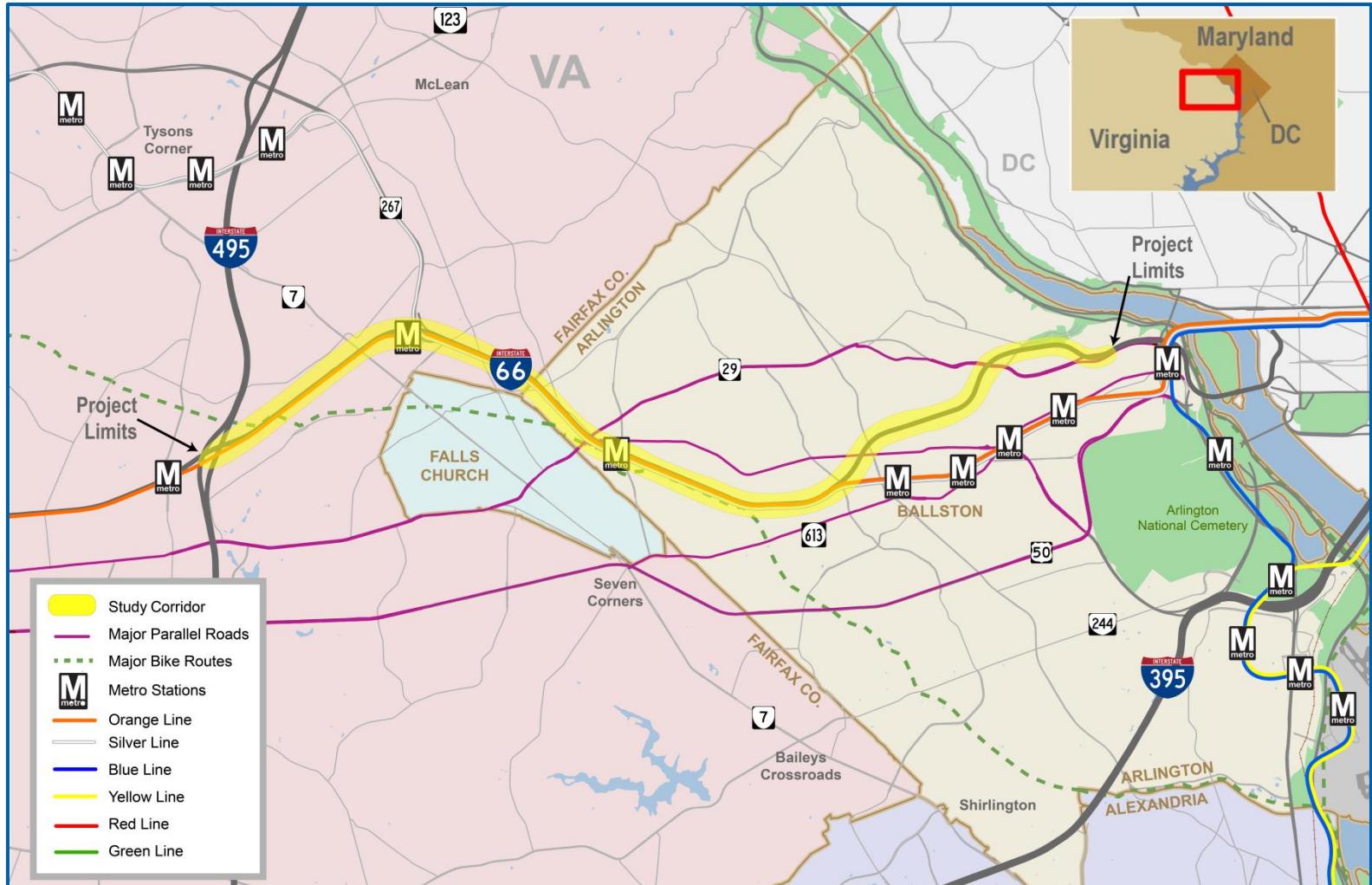
September 19, 2017

Michelle T. Holland, Megaprojects Communications Manager  
Virginia Department of Transportation



**ExpressLanes**  
INSIDE THE BELTWAY

# Program Area Map

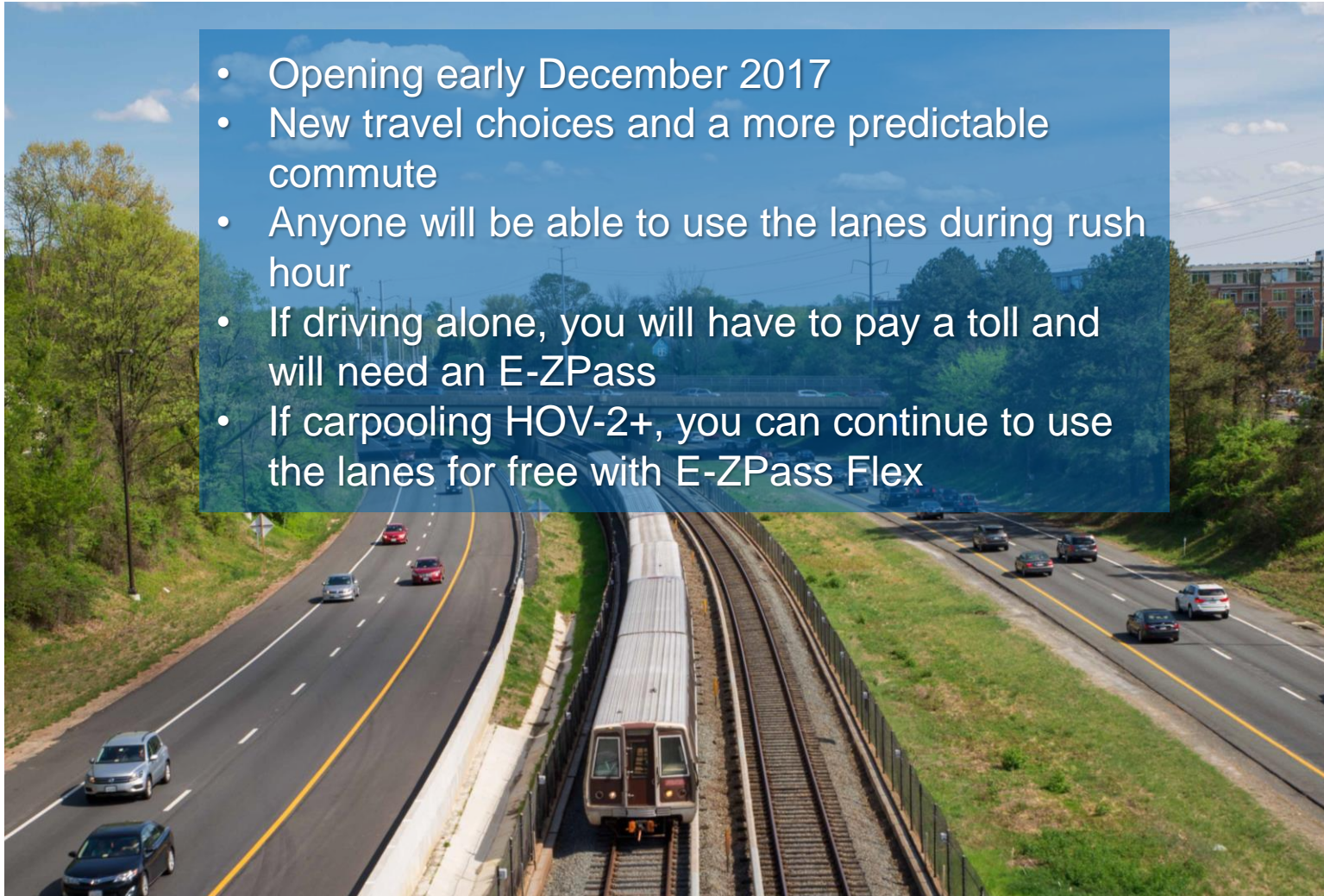


TRANSFORM 66

- Tolling during weekdays, peak hours, peak directions
  - Eastbound: 5:30 – 9:30 a.m.
  - Westbound: 3:00 – 7:00 p.m.
  - HOV2+ toll free in 2017, HOV3+ toll free when Express Lanes open on I-66 outside the Beltway
  - All vehicles using the lanes during tolling periods must have an E-ZPass or E-ZPass Flex (if they are HOV) mounted in vehicle
- Multimodal projects benefitting the I-66 users funded by toll revenue
- Widening I-66 eastbound between the Dulles Connector Road and Fairfax Drive-Exit 71 (approximately 4 miles)

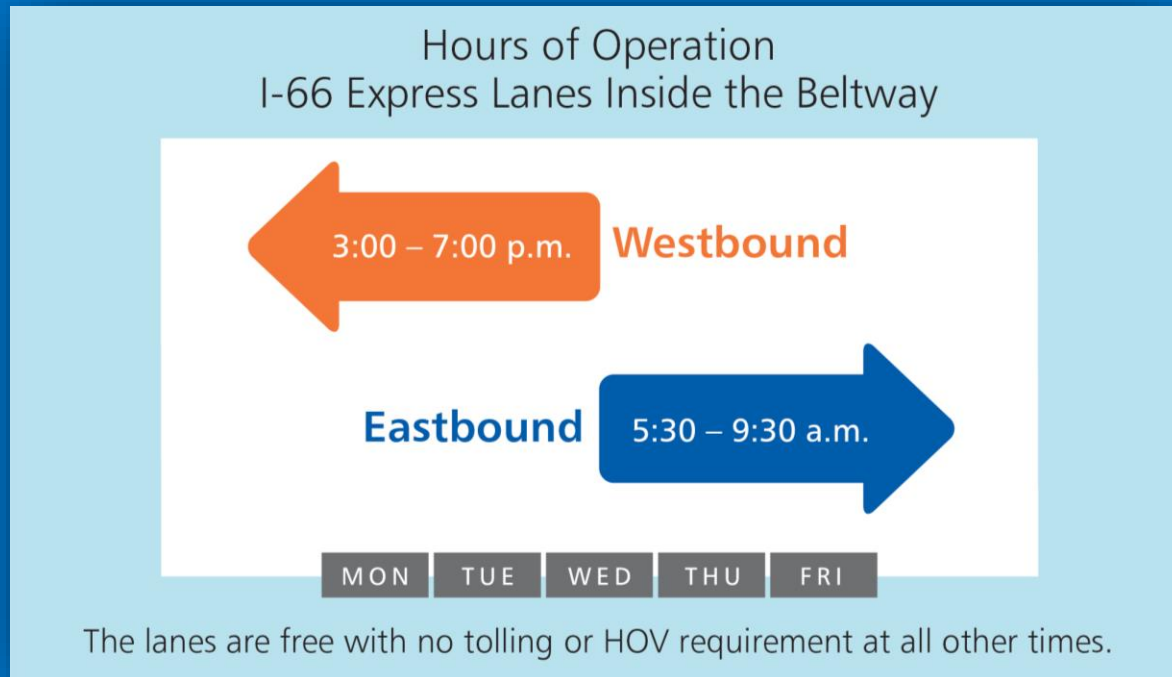
# 66 Express Lanes Inside the Beltway

- Opening early December 2017
- New travel choices and a more predictable commute
- Anyone will be able to use the lanes during rush hour
- If driving alone, you will have to pay a toll and will need an E-ZPass
- If carpooling HOV-2+, you can continue to use the lanes for free with E-ZPass Flex





## Dynamic tolling will manage demand for the lanes and keep traffic free flowing



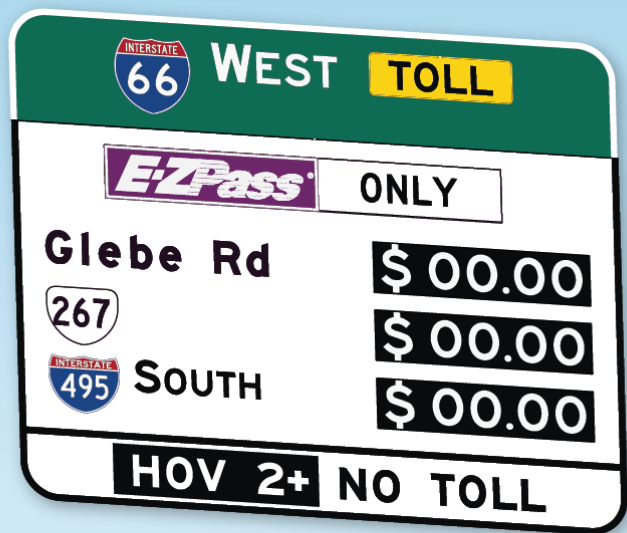


# How the Express Lanes Work: Dynamic Tolling

- Roadway sensors monitor traffic volume.
- Toll prices adjust to manage demand for the lanes and keep traffic free-flowing.
- When there's more traffic, prices will be higher.
- When there's less traffic, prices will be lower.



# How the Express Lanes Work: Toll Pricing Signs

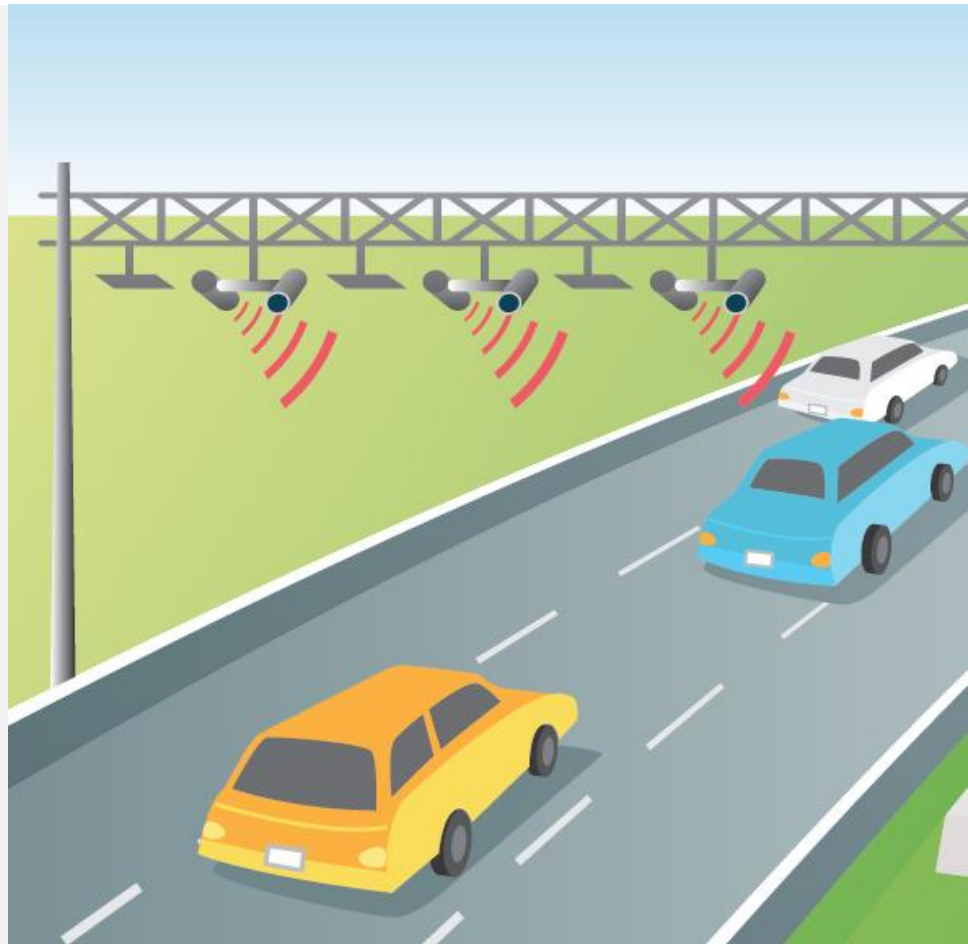


- Overhead electronic signs will display current toll prices.
- Drivers will see two pricing signs before committing to take the I-66 Express Lanes.
- Drivers will lock in their toll price automatically via their E-ZPass upon entering the Express Lanes.
- Signs will show the prices for up to three destinations. Even if your exit is not displayed, you will be able to get a general idea of the toll to your destination based on the other prices.



# How the Express Lanes Work: Electronic Toll System

- Electronic toll gantries will monitor your trip to determine the distance of your trip and your toll.
- Solo drivers are charged through their E-ZPass.
- Vehicles with two or more people with an E-ZPass Flex in HOV mode will travel for free.



## How the Express Lanes Work: E-ZPass



- To travel on I-66 Inside the Beltway during rush hours, you will need to have an E-ZPass funded and properly mounted in your vehicle.
- Vehicles with two or more people can use the lanes for free if they have an E-ZPass Flex switched to HOV mode.
- Visit [ezpassva.com](http://ezpassva.com) to get your E-ZPass or E-ZPass Flex.

# How To Get An E-ZPass

- Visit [ezpassva.com](http://ezpassva.com)
- Call 877-762-7824
- Visit your nearest E-ZPass Service Center
- Visit your nearest Virginia Department of Motor Vehicles (DMV) Centers
- Visit one of the following locations
  - AAA Mid-Atlantic Locations
  - Select Wegmans Locations
  - Select Giant Food Stores

# Toll Violation Enforcement



If you are **driving a vehicle alone**, but **have an E-ZPass Flex set to HOV mode**, you are subject to being pulled over by a law enforcement officer and being cited, which will require you to **pay a fine**.

# Funding Multimodal Improvements in the I-66 Corridor

A portion of the toll revenue from I-66 Express Lanes Inside the Beltway will fund improvements in bus travel and other commuter options on and around the I-66 Express Lanes, including:

- New park and ride lots
- Bike-sharing programs
- Expanded bus routes





*Investing in Multimodal Solutions*

# Multimodal Projects

- Projects selected/administered by Northern Virginia Transportation Commission
- First year: 10 projects totaling \$9.8 million all operational when tolling begins

First-Year Multimodal Projects	Funding
Fairfax Connector Express Service from Government Center to State Dept.	\$3,336,836
Loudoun County Stone Ridge Enhanced Transit	\$1,940,939
Peak Period Service Expansion to Metro Bus Rte. 2A, Wash. Blvd-Dunn Loring	\$1,000,000
PRTC Gainesville to Pentagon Commuter Service	\$887,900
Loudoun County Transportation Demand Management	\$623,000
Expanded Transit Access, through Capital Bikeshare	\$500,000
Bus Stop Consolidation and Accessibility Improvements	\$462,000
Peak Period Service Expansion to ART Bus Route 55	\$450,000
Expanded TDM Outreach to the I-66 Corridor	\$350,000
Multimodal Real-Time Transportation Information Screens	\$250,000
<b>Under construction</b>	<b>Operational In June 2017</b>
	<b>Operational now</b>

For more information, visit  
[66expresslanes.org](http://66expresslanes.org)





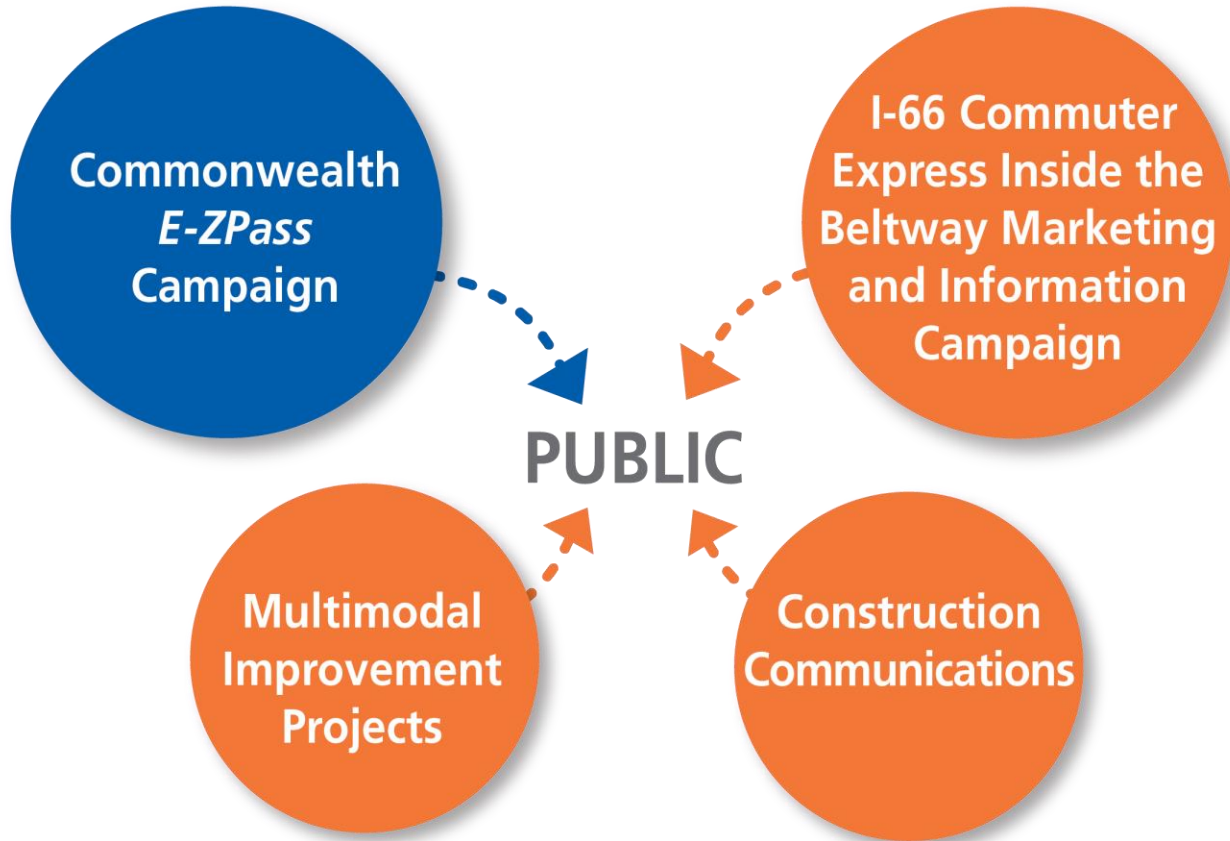
## Branding the Roadway







## Coordinated Activities



## Tolling Campaign Objectives

Inform the public about the I-66 Commuter Express Tolling Program

Educate them on rules of the road

Inform drivers on how to obtain *E-ZPass* or *E-ZPass Flex*

# Primary Target Audiences

Single-Occupancy Vehicle Drivers

Transit Users

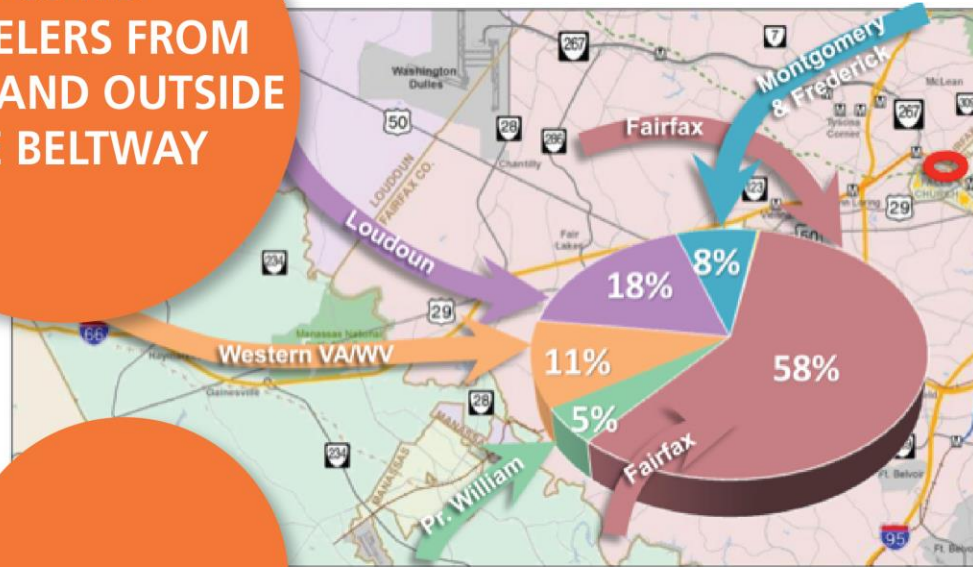
Transit Operators

Special User Groups

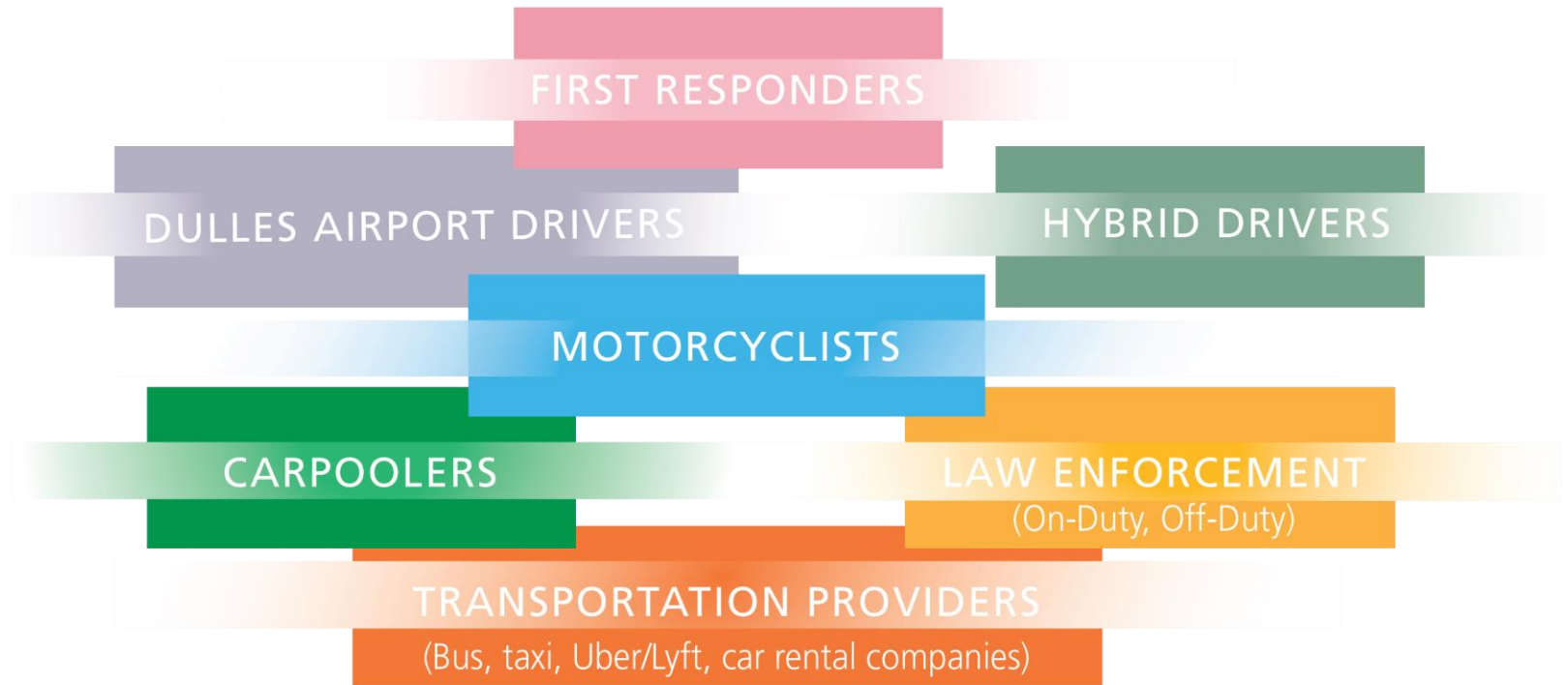
**I-66 ITB TRAVELERS FROM INSIDE AND OUTSIDE THE BELTWAY**

• Carpoolers

**STAKEHOLDERS**



## Special User Groups

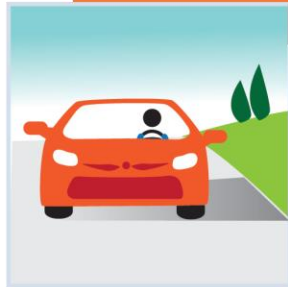




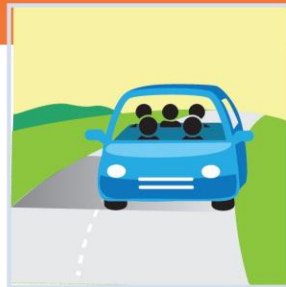
**ExpressLanes**  
INSIDE THE BELTWAY

## Key Communications Message

**ANYONE**  
can now choose  
a faster trip on I-66  
inside the beltway  
during rush hour



Single Occupant  
Driver



Carpooler



Bus or  
Vanpool



## Message Execution

Brand VDOT/I-66 ITB identity and use throughout communications

Promote awareness and *E-ZPass*

Tailor information for audiences


Use multiple media channels

Support with direct outreach

Call to action:

- ✧ Go to website
- ✧ Learn rules of the road
- ✧ Get *E-ZPass* or *E-ZPass Flex*


VDOT DRPT



**I work. I-66.**

Changes are coming to I-66 Inside the Beltway during rush hour. Anyone can now choose a faster trip on I-66. If driving solo, you'll need an *E-ZPass*. If you plan to carpool on the lanes, you'll need an *E-ZPass Flex* to drive toll free.

To learn more, visit [66expresslanes.org](http://66expresslanes.org) and start your meetings on time!



**EZPass** Visit [EZPassVA.com](http://EZPassVA.com) Visit one of our Customer Service Centers or retail locations Call us toll-free at 877-762-7824

VDOT DRPT



**I carpool. I-66.**

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VDOT DRPT



**I cheer. I-66.**

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VDOT DRPT



**I play. I-66.**

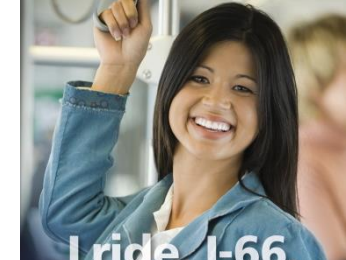
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VDOT DRPT



**I ride. I-66.**

Changes are coming to I-66 Inside the Beltway during rush hour. And that's going to mean expanded bus service, better access to transit, and more transit choices.

To learn more, visit [66expresslanes.org](http://66expresslanes.org) and take a seat!



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**ExpressLanes**  
INSIDE THE BELTWAY

## E-ZPass Advertising Campaign—Sample Print Ads

**The E-Z way to work.**

Changes are coming to I-66 Inside the Beltway during rush hour. Anyone can now choose a faster trip on I-66. If driving solo, you'll need an E-ZPass. If you plan to carpool on the lanes, you'll need an E-ZPass Flex to drive toll free.

To learn more, visit [66expresslanes.org](http://66expresslanes.org) and start your meetings on time!

**E-ZPass** Visit EZPassVA.com Visit one of our Customer Service Centers or retail locations Call us toll-free at 877-762-7824

**The E-Z way to carpool.**

Changes are coming to I-66 Inside the Beltway during rush hour. Anyone can now choose a faster trip on I-66. If driving solo, you'll need an E-ZPass. If you plan to carpool on the lanes, you'll need an E-ZPass Flex to drive toll free.

To learn more, visit [66expresslanes.org](http://66expresslanes.org) and make your carpool ride E-Z!

**E-ZPass** Visit EZPassVA.com Visit one of our Customer Service Centers or retail locations Call us toll-free at 877-762-7824

**The E-Z way to cheer.**

Changes are coming to I-66 Inside the Beltway during rush hour. Anyone can now choose a faster trip on I-66. If driving solo, you'll need an E-ZPass. If you plan to carpool on the lanes, you'll need an E-ZPass Flex to drive toll free.

To learn more, visit [66expresslanes.org](http://66expresslanes.org) and make it E-Z to get there for kick-off!

**E-ZPass** Visit EZPassVA.com Visit one of our Customer Service Centers or retail locations Call us toll-free at 877-762-7824

**The E-Z way to play.**

Changes are coming to I-66 Inside the Beltway during rush hour. Anyone can now choose a faster trip on I-66. If driving solo, you'll need an E-ZPass. If you plan to carpool on the lanes, you'll need an E-ZPass Flex to drive toll free.

To learn more, visit [66expresslanes.org](http://66expresslanes.org) and get ready for some E-Z fun!

**E-ZPass** Visit EZPassVA.com Visit one of our Customer Service Centers or retail locations Call us toll-free at 877-762-7824

**The E-Z way to pay.**


Changes are coming to I-66 Inside the Beltway during rush hour. Anyone can now choose a faster trip on I-66. If driving solo, you'll need an E-ZPass. If you plan to carpool on the lanes, you'll need an E-ZPass Flex to drive toll free.

To learn more, visit [66expresslanes.org](http://66expresslanes.org) and make your commute E-Z!


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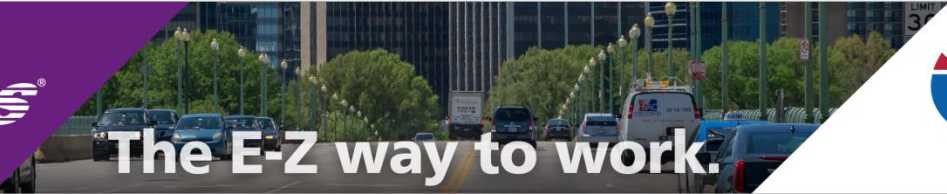
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I work. I-66.



**Express Lanes**  
INSIDE THE BELTWAY

The E-Z way to work.




**Express Lanes**  
INSIDE THE BELTWAY

Visit [66expresslanes.org](http://66expresslanes.org) and enjoy your toll-free carpool ride!




I carpool. I-66.




**Express Lanes**  
INSIDE THE BELTWAY

Visit [66expresslanes.org](http://66expresslanes.org) and get ready to solo!



I play. I-66.



**Express Lanes**  
INSIDE THE BELTWAY




The E-Z way to carpool.



**Express Lanes**  
INSIDE THE BELTWAY




The E-Z way to play.



**Express Lanes**  
INSIDE THE BELTWAY

Visit [66expresslanes.org](http://66expresslanes.org) and know you won't miss kick-off!



I cheer. I-66.



**Express Lanes**  
INSIDE THE BELTWAY

Visit [66expresslanes.org](http://66expresslanes.org) and take a seat!



I ride. I-66.



**Express Lanes**  
INSIDE THE BELTWAY




The E-Z way to cheer.



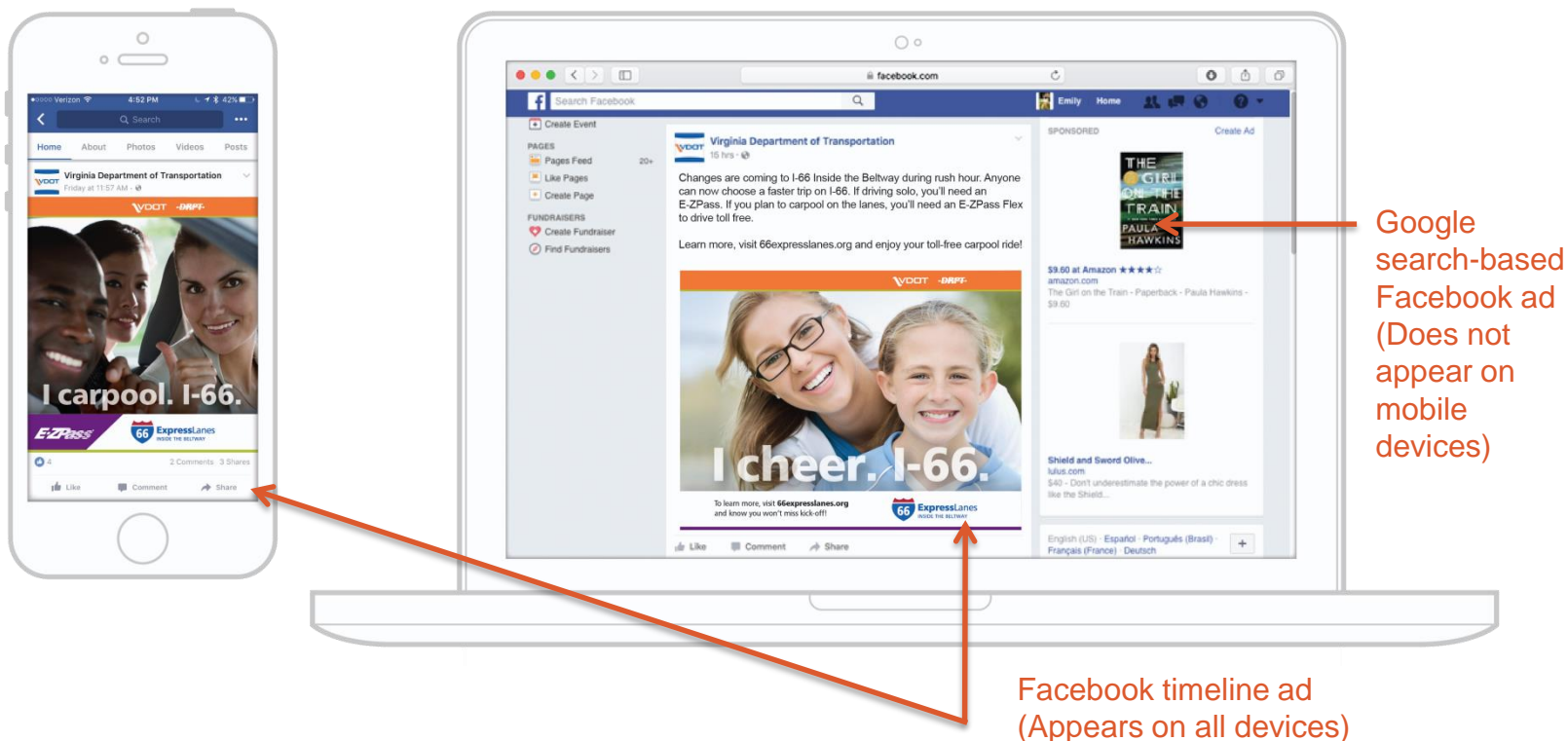
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The E-Z way to pay.



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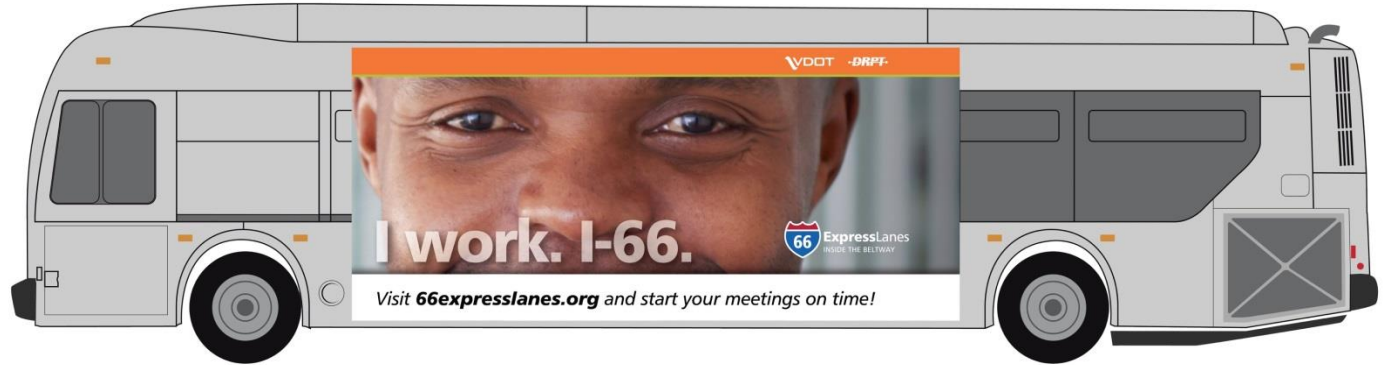


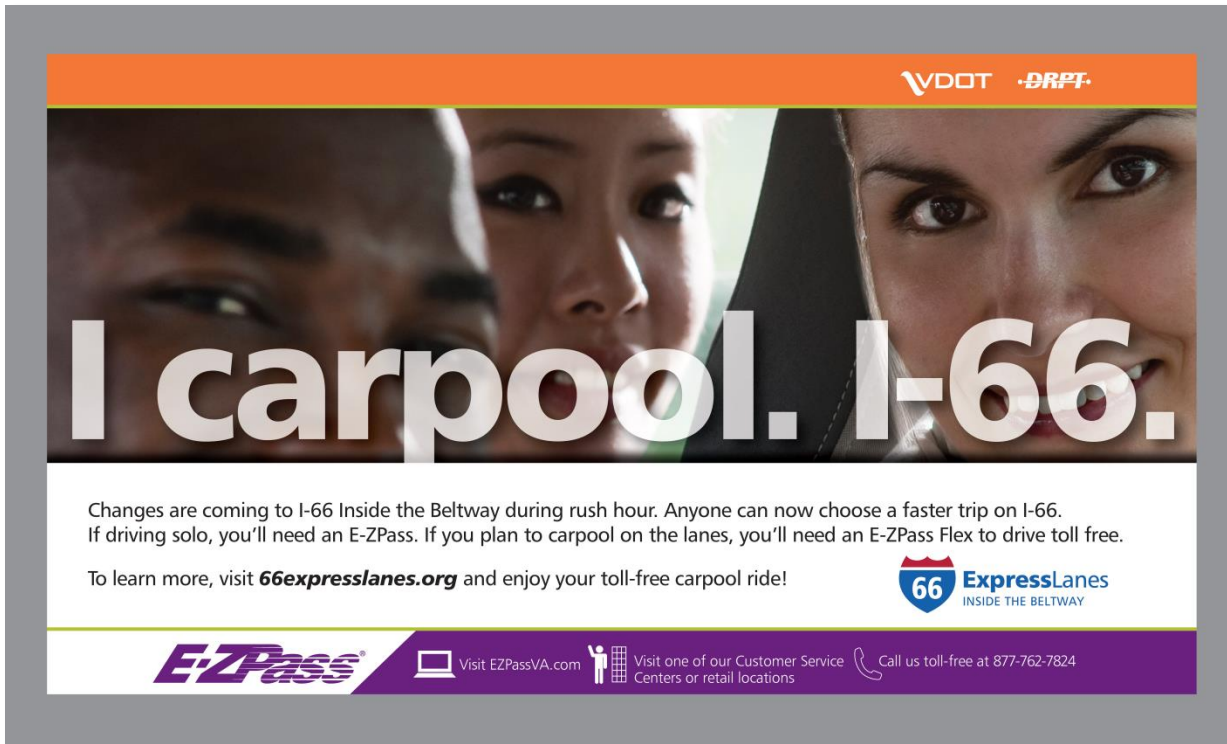
- Promoted posts geo-targeted for Northern Virginia and surrounding areas
- Analytics reviewed continually to modify the campaign for maximum return on investment



**ExpressLanes**  
INSIDE THE BELTWAY

Bus Ads






VDOT DRPT

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PRIMARY CHANNEL:

## Radio

Best for reaching commuters

SUPPORTING CHANNELS:

Online Advertising, Paid Social Media, Washington Post/Direct Mail, Magazine Print Ads, Local Newspapers, TV Spots, Bus Exterior Ads, and Gas Pump Toppers

Medium	Effectiveness Metric
Radio	74.9% Reach, 18.4x Frequency, 43.6MM Impressions
TV	71.2% Reach, 16.7x Frequency, 5.7 MM Impressions
<i>Washington Post</i>	5.3MM Combined Circulation
Local Newspapers	678k Combined Circulation
Magazines	275k Circulation
Online	12MM Impressions
Social Media	1MM Impressions
Bus Ads	17.5MM Combined Impressions
Gas Pumps	3.3MM Impressions

# Direct Outreach



## Customer-Facing Website

Launch 66 Rush Hour Toll Lanes Customer-Facing Website

☀ Phase 1

☀ Phase 2

☀ Coming Soon: mobile app

Single point of information for I-66 Inside the Beltway users

Easy to use, interactive interface

Unique URL to provide memorable link to site

Responsive design to enable viewing on mobile devices

Coordinate development with integrator for tolling information

Online toolkit for specific user audiences

# Special User Groups Outreach

CARPOOLERS	DULLES AIRPORT DRIVERS	HYBRID DRIVERS	MOTORCYCLISTS	TRANSPORTATION PROVIDERS	LAW ENFORCEMENT & FIRST RESPONDERS
Partner with Commuter Connections and regional employer outreach programs to provide e-blast materials	Targeted social media advertising	Letter from DMV Commissioner	Direct mail to DMV motorcycle owners	Coordinate with <i>E-ZPass</i> statewide promotion	Present at quarterly working group meetings
Value-added opportunities with partners	Contact bloggers and travel agencies with information	Direct mail to DMV hybrid owners	Attend a Bikes and Breakfast event	Contact providers in DMV and provide toolkit or one pagers	Targeted social media advertising
Targeted social media advertising	Combine with outreach for other occasional roadway users	Targeted social media advertising	Targeted social media advertising	Contact third parties such as Lyft and Uber	Outreach to agencies (federal, state, local)
Coordinate with statewide <i>E-ZPass</i> promotion					





## Community and Stakeholders Outreach

Brief elected officials and key stakeholder groups

Attend homeowners' association and other community group meetings

Host pilot open house to build awareness among broader public

- ✧ Provide direct access to VDOT leaders and technical experts
- ✧ Inform and engage the public about construction, operations and eastbound widening
- ✧ If successful, schedule rolling open houses

Conduct pop-up events at high-traffic locations such as shopping centers, park-and-ride lots, transit centers

- ✧ Foster interaction with and distribute information quickly to commuters, residents, businesses and historically underrepresented populations

Piggyback off local community events such as Arlington County Fair, Clarendon Day and Falls Church Fall Festival to meet the public at their convenience



## Earned Media



Preview education efforts at groundbreaking

Leverage tolling construction to promote and educate public on tolling

Elected official/media briefings

Prepare content and enlist jurisdiction PIOs and elected officials to post on their websites

Desk-side briefings for key transportation reports

“How it works” rolling media briefing in bus just prior to implementation

Ribbon cutting event with media and stakeholders

On-site media interviews and availability



[66expresslanes.org](http://66expresslanes.org)

