



## Virginia's 495 and 95 Express Lanes

**Presentation to:  
Commuter Connections**

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# Virginia Megaprojects Underway



- More than \$1.5 billion worth of transportation improvement projects on I-395/95 Corridor
- 29-mile construction zone spans from south of D.C. line to Stafford County, VA

## Active Projects:

- I-95 Express Lanes
- I-95 Shoulder Improvements
- Defense Access Ramp
- I-395 HOV Ramp at Seminary Road and Auxiliary Lane

## Key Benefits: 495 Express Lanes

- Began construction July 2008, opened Nov. 2012 – ahead of schedule
- Added 50% capacity to manage congestion
- Replaced \$260M of local aging infrastructure
- First major improvement to the Capital Beltway in a generation
- First-time opportunity for ride-sharing, carpooling and use of mass transit
- Connected four major commuter routes creating seamless HOV and transit network
- Three new access points to major retail and employment centers



# Supporting Transit Development

## Tysons Corner, Virginia

- By 2050, Tysons will be transformed into a walkable, sustainable, urban center that will be home to up to 100,000 residents and 200,000 jobs.
- Envisioned to become a 24-hour urban center where people live, work and play; where people are engaged with their surroundings; and, where people want to be.

*Fairfax County Comp Plan)*

## A Multi-modal system

### •Dulles Metrorail Extension

- 4 new stations

### •495 Express Lanes

- 3 new access points
- Direct access to shopping and employers
- Increased commuter bus service
- New vanpools

### •Improvements to the Beltway

- Reduced congestion and improved infrastructure





# Construction Highlights

- 12 key interchanges rebuilt
- More than 50 new bridges and overpasses
- 1.4 million tons of asphalt
- 21,400 tons of steel
- 220+ pieces of heavy equipment
- 80,000 linear feet of sound walls
- 890,000 square feet of retaining walls
- Over 350 total overnight closures of I-495
- 3,000+ orange barrels used
- 204 new highway signs



# Driving the Economy

## During construction, this project:

- Supported more than 16,000 jobs in Virginia
- Generated nearly \$3.5 billion of economic impact statewide
- Awarded more than \$450 million in contracts to small and disadvantaged businesses
- Employed more than 250 contractors – more than 75% based in Virginia



*“The 495 Express Lanes commitment to small, women and minority-owned businesses is the largest in Virginia’s history for a single transportation project.”*

*- Governor Robert F. McDonnell*



# Traffic Management Plan

## Communications Solutions

- More than 900 community meetings
- More than 215 lane closure bulletins reaching 70,000 weekly
- More than 265 traffic alerts/news releases
- More than 300,000 emails providing project benefits and updates
- More than 1,700 citizen inquiries
- More than 40 groups from local communities provided community grants from private partners



# Traffic Management Plan

## Commuter Solutions

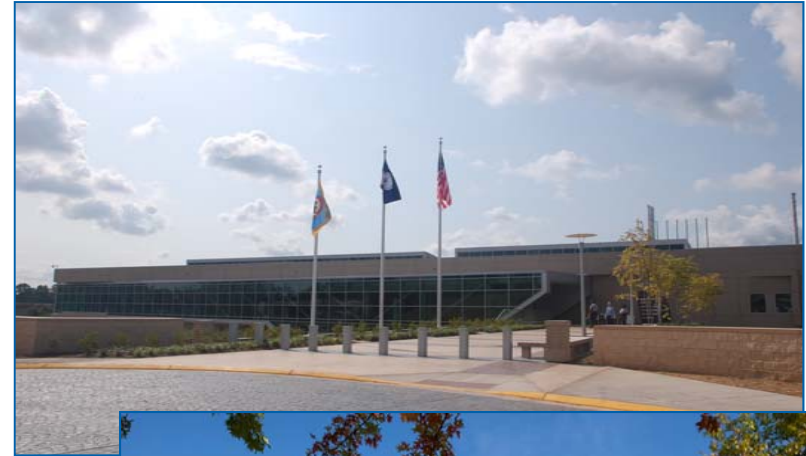
- **Employer Solutions Team (EST)** dedicated to the I-495 corridor and Tysons Corner business district
  - Over 1,000 meetings, events and transportation fairs
- **Express bus service** from Loudoun & Woodbridge to Tysons Corner
- **\$50,000 Telework incentive**
  - 35 Employer Telework programs Implemented
- **Vanpool incentive**
  - 24 Vanpools created
  - 107,750 Passenger rides per month reduced!
- **NuRide loyalty reward program**
  - Nearly 500 active NuRide subscribers





# Transition to Long-Term Supportability

- Cooperative development between VDOT and private partners of JOMP (Joint Operations Maintenance Protocol)
- Regular coordination between key personnel from across disciplines
- Clearly defined accountabilities for maintenance and snow removal
- Baseline Assessment Condition Report to ensure condition-status
- Seamless traffic operations and incident response coordination
- Dedicated customer service centers & processes from both partners
- Dedicated “new position” at VDOT focused on Express Lanes



# Express Lanes in Operation

- Open approximately one year – still in ramp-up phase
- Toll revenue grew 14.3%, from a daily average of \$45,270 in June quarter to \$51,736 in September quarter
- Average daily trips from Sept. quarter increased 5.6% in Sept. quarter compared to June quarter
- 37,574: number of average workday trips during the September quarter\*
- Average dynamic toll charged was \$1.86 for the September quarter\*
- Maximum dynamic toll charged since opening was \$8.90 to travel full length
- 60% of regular VA-Beltway travelers have an E-ZPass or E-ZPass Flex



\* 495 Express Lanes Usage Update: October 2013

# HOV Travel on Express Lanes

- High Occupancy Vehicles (HOV 3+) and exempt vehicles make up approximately 9% of customers\*
- New bus service and revised bus schedules since opening
  - **Fairfax County *Express Connector Service*** from Burke, Lorton, and Springfield to Tysons Corner
  - **OmniRide bus service** from Woodbridge and Manassas to Tysons Corner
  - Continuing growth in vanpools to employment corridors



\* 495 Express Lanes Usage Update: October 2013



# Road Operations

- Seamless network coordination between Express Lanes & VDOT Traffic Operations
- Coordinated incident response between all operational partners
- Dedicated private incident response resources for Express Lanes - “Express Assist”
  - Aided more than 100 travelers in disabled vehicles during 3<sup>rd</sup> quarter of 2013; aided more than 400 travelers to date
- Maintaining SAFETEA-LU requirements
- Dynamic Pricing System working well




# Customer Feedback

- September survey showed 59% of Beltway drivers see the benefit of the Express Lanes to the region
- 8 in 10 customers say they plan to use the Express Lanes again and were satisfied with their Express Lanes experience
- Top reasons travelers had used the Express Lanes:
  - 68% “needed” to reach a destination on time\*
  - 46% used due to congestion on the regular Beltway lanes
  - 30% interested in a reliable trip
  - 30 % wanted a less stressful trip

\*Respondents asked to select all that apply

I am so loving the I-495 HOT lanes.

Got from Springfield to Rockville in only 40 minutes, leaving me almost an hour to sit in Starbucks sipping a latte and playing with my spiffy new laptop.

Lori K via 

495 Express Lanes rule again, \$0.30 to save 10 minutes of traffic Toll Road to Westpark #495ExpressLanes

@DeanStiles via 

Just saved 20 minutes using 495 Express Lanes.

@chrispaynembp via 

@495ExpressLanes are amazing! I use them all the time now

@k8eb8e via 

Two buck happiness: 495 express lanes. Cheaper than chocolate.

Judy B via 

# 95 Express Lanes: Next Stage in Regional Network

- \$1 billion, 29-mile upgrade and expansion of existing HOV facility
- Free access for HOV-3+, transit
- State contribution of \$71 million combined with private sector contribution leveraged a total project valued at \$925 million
- Comprehensive agreement with Transurban/Fluor executed July 31, 2012
- Began construction August 2012, completion late 2014 and open to traffic early 2015

*One half of Virginia's growth over the last decade has been along the I-95 corridor*





# Scope of Improvements

- Expand existing reversible HOV lanes from two to three lanes for 14 miles from just north of Edsall Road on I-395 to the Prince William Parkway
- Improve the existing two HOV lanes for six miles from Prince William Parkway to Route 234/Dumfries
- Build new nine mile reversible extension of existing HOV lanes from Dumfries to Garrisonville Rd in Stafford County
- Add new or improved access to and from HOV/HOT network at key interchanges



# Partnership Delivers Benefits

## Public-Private Partnership:

- 95 Express Lanes are the product of a public-private partnership between the Virginia Department of Transportation, the Virginia Department of Rail and Public Transportation, the Federal Highway Administration and Transurban-Fluor
- The \$1 billion 95 Express Lanes are funded through a contribution from the Commonwealth, private equity, private activity bonds and TIFIA loan



# 95 Express Lanes Construction Status

- Construction is 60% complete
- On-track to be completed in late 2014/  
open in early 2015
- Building 9 new bridges, including 4 flyovers
  - 143 steel girders placed
  - Overnight steel placement for last bridge at northern terminus planned for early 2014
- Completed 20 miles of paving in the HOV lanes
  - Nearly half-a-million tons of asphalt placed
  - HOV traffic shifted to new pavement, work on east side of future Express Lanes now underway
- Sound wall work progressing across the 29-mile project corridor
- Over 700 foundations drilled for signs and toll equipment





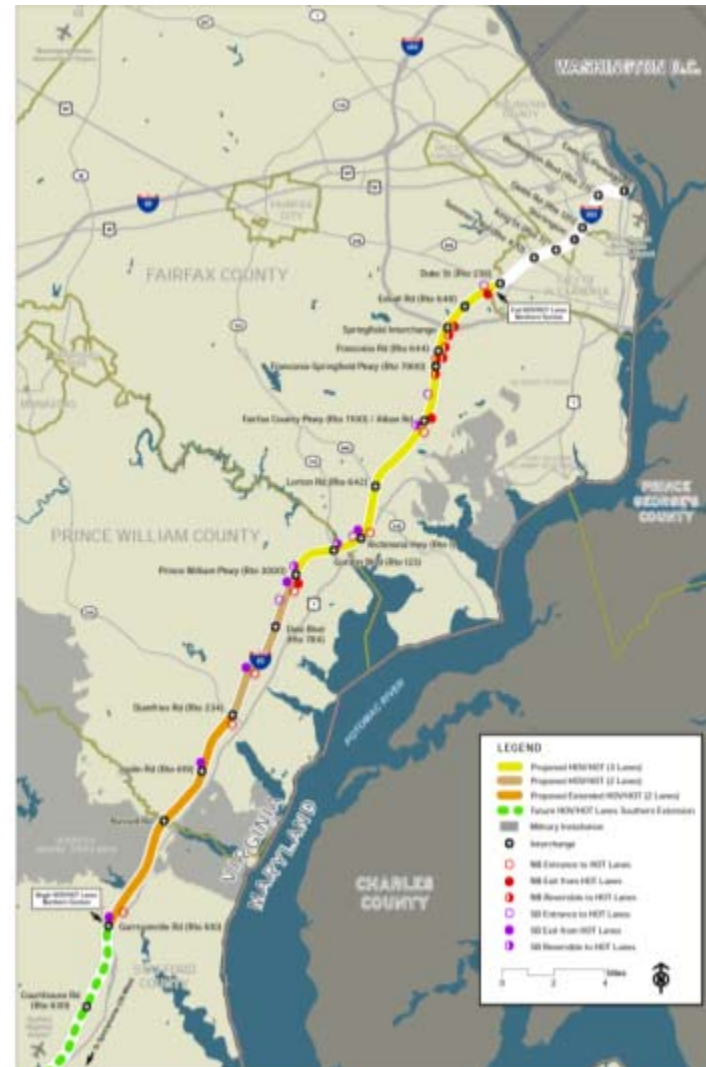
# Construction Corridor

**Segment 1**  
Garrisonville Road to Dumfries Road

**Segment 2**  
Dumfries Road to Prince William Parkway

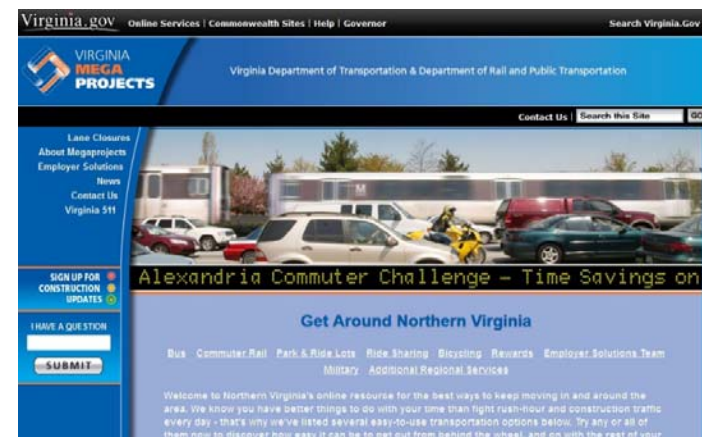
**Segment 3**  
Prince William Parkway to I-495

**Segment 4**  
I-495 to North of Edsall Road



# I-95 Corridor: Commuter Solutions Strategies

- Express Bus Service from Woodbridge to Tysons Corner
  - Monthly riders range **3,135-3,800**
- Free, Saturday Bus Service along I-95 Corridor
  - Monthly riders range 1,127-1,410
  - Service extended until May 17, 2014
- VRE Step-up Fare
  - Commuters can use Amtrak trains with a Step-Up ticket for \$3 in conjunction with their VRE ticket
  - Monthly riders range 2,062-2,580
- GetAroundVa.com Commuter website
  - Monthly visitors range 804-2,593





# Congestion Relief Strategies

- Increased Virginia State Police presence and Safety Service Patrols
- Instant towing service
- Increased dynamic message signs to warn drivers of trucks entering the highway
- Real-time travel-time sign comparing HOV lanes to general purpose lanes – helping commuters “Reach the Pentagon”
- Coordination between multiple contractors and VDOT districts



# How the Lanes Work

- Express Lanes will be reversible with similar timing as today's HOV system
- Dynamic system with variable tolls will manage traffic
- Mandatory E-ZPass for all users
- HOV-3, transit and motorcycles will ride toll-free with E-ZPass Flex
- Rules of the road will be in effect 24 hours a day, seven days a week





# How the Lanes Work

- Pricing signage in advance of all entrances
- Toll rates will adjust to keep lanes free flowing
- Toll equipment will identify vehicle's total trip distance
- Sensors monitor traffic 24/7 and system adjusts toll prices as necessary
- All-electronic -- no toll booths



# HOV-3+ Travel



- HOV-3 qualifies for toll-free travel
- Carpools and vanpools will need the switchable E-ZPass Flex
- Now available through Virginia and Maryland's E-ZPass offices, retail locations in Northern Virginia and online
- E-ZPass Flex works on all other E-ZPass facilities

# Safety on the Express Lanes

- 24-hour safety monitoring from Express Lanes Operations Center
- Real-time traffic information and Express Assist
- Express Assist incident response will work with law enforcement, VDOT and emergency services
- Vehicle detection technology will assist with reversal of traffic flow





# Fall 2013 Transit/TDM Campaign



# Campaign Overview

**Launched: September 2013**

**6-week banner ad flight**

- GetAroundVA Adword campaign
  - Adword Buckets/GEO Targeting For 95 Express
- Fredericksburg radio 2-week flight
- Updates to GetAroundVa.com
- 2014 Transit/TDM Planner
- Commuter options brochure
- Materials available for transit partners





# 6 Week Banner Ad Flight

Over 1.8 Million Impressions  
DC DMA

Flight Start Date	Flight End Date	Geo / Market	Ad Units	Tactic Type	Placement Notes	Unit Price Type	Units
9/16/13	10/31/13	Washington DC DMA	160x600, 300x250, 728x90	Audience Match	Channel Targeting: News; Sports; Entertainment; Weather	CPM	1,885,792
9/16/13	10/31/13	Washington DC DMA	160x600, 300x250, 728x90	Cost Per Click		CPC	2,500

# Creative Executions

## ALTERED REALITY



**NORTHERN VIRGINIA CONSTRUCTION TRAFFIC IS A REALITY.**



**WE'LL HELP YOU ALTER THAT REALITY. [GETAROUNDVA.COM](http://GETAROUNDVA.COM)**

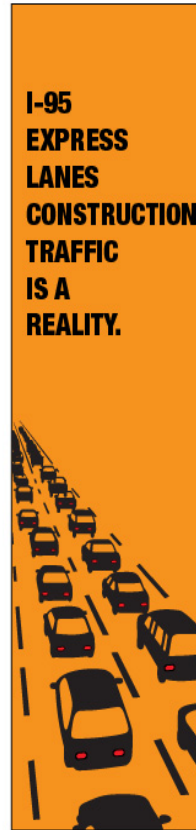
# Creative Executions – Multiple Sizes



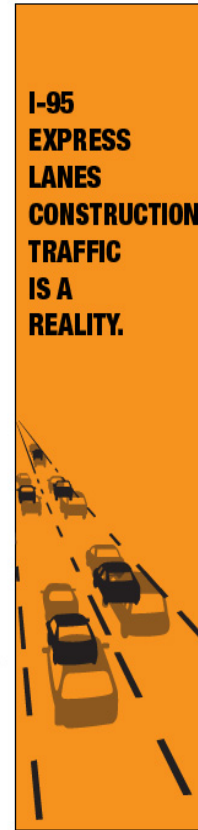
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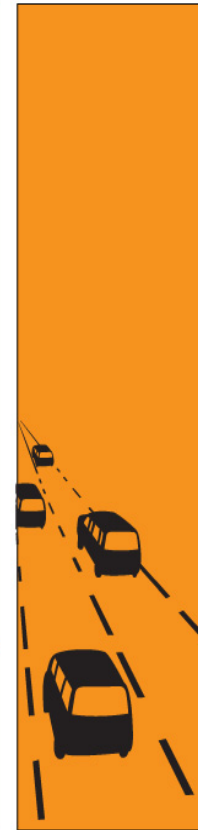
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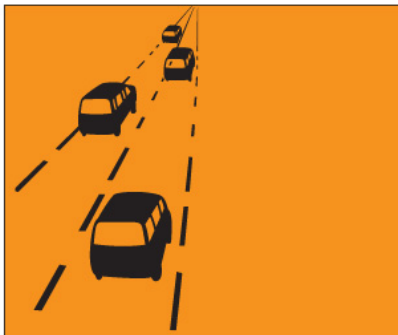


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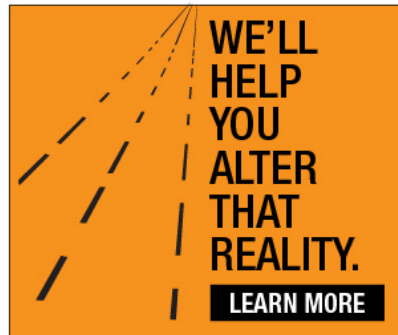
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**LEARN MORE**



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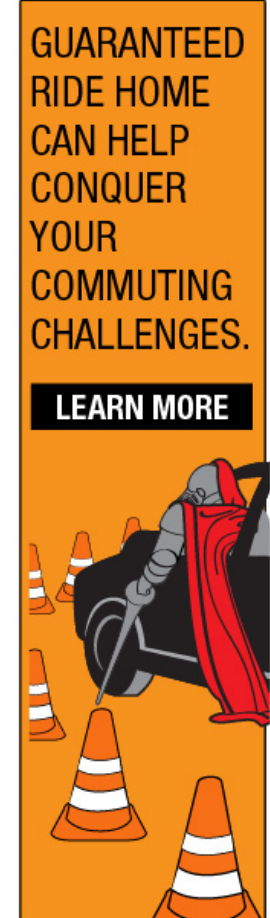
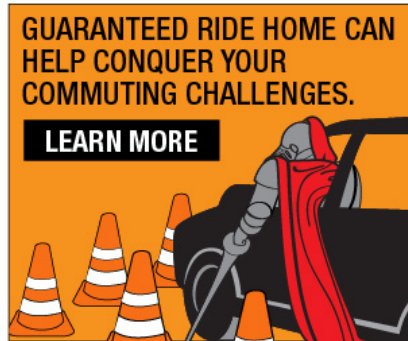


# Creative Executions

## BATTLE

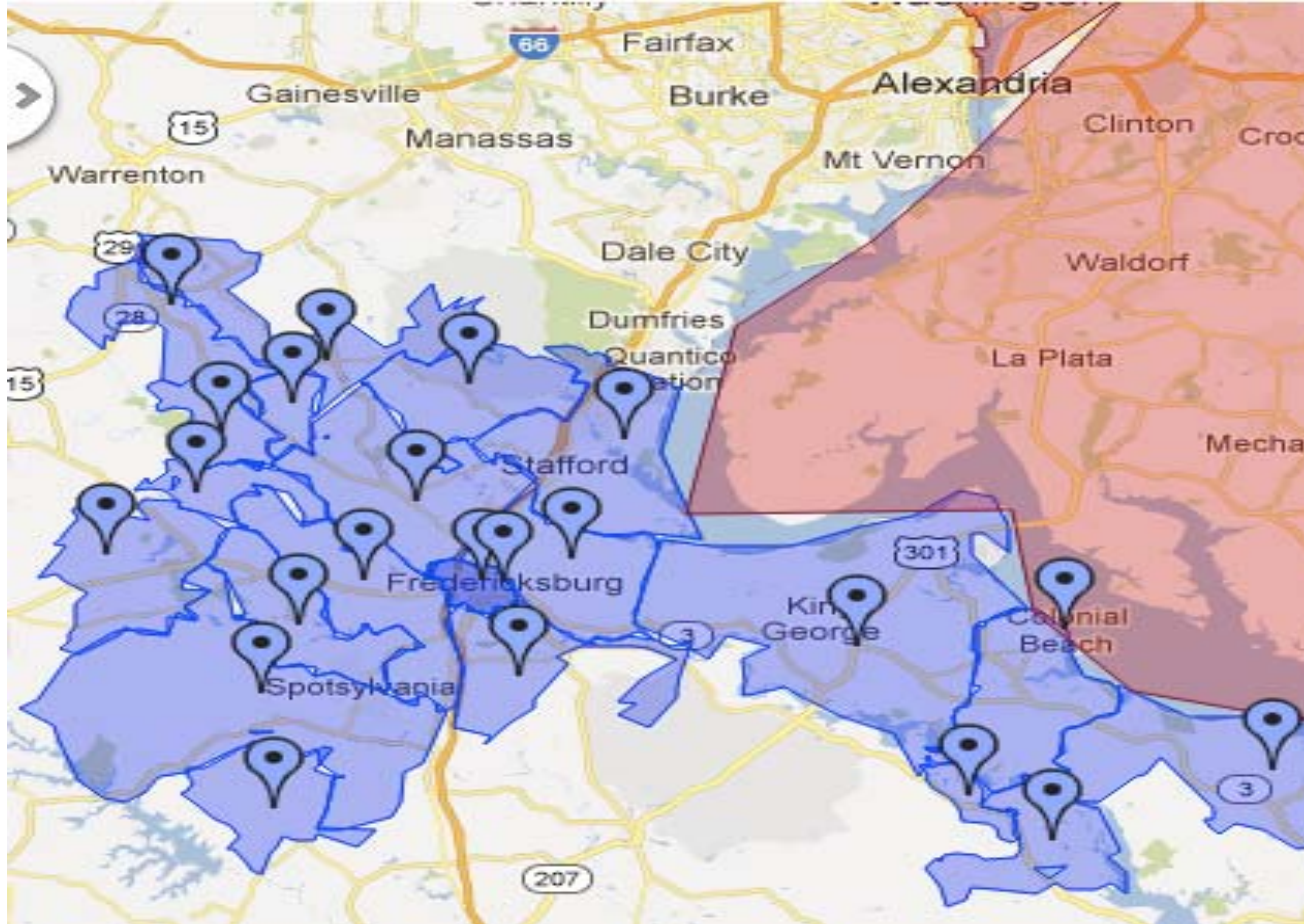


# Creative Executions – Multiple Sizes



# GetAroundVA Adword Plan

## Adword Buckets/GEO Targeting For 95 Express





# Fredericksburg Radio

Station	Daypart	Unit	# Spots
Star Media Group (WFLS, TheVibe, The Rock, WNTX)	M-F 5 am - 8 pm	:10s	49 Per Week/98 Total
WBQB, WFVA	M-F 6 am - 8 pm	:10s, :30s	42 Per Week/84 Total





# Fredericksburg Radio

## STEP UP FARES :15:

Looking for ways to get around I-95 Express Lanes construction traffic? Here's one: now you can pay just **three dollars** for a VRE "Step Up" ticket along with your multi-ride VRE ticket to ride lots of Manassas and Fredericksburg Amtrak trains! More trains, less traffic! Learn more at **GetAroundVA.com**.

## TYSONS EXPRESS :15:

Looking for ways to get around I-95 Express Lanes construction traffic? Here's one: take Tysons Express from Woodbridge to your Tysons Corner workplace, and you can **work** or **relax** the whole way! More rest hour, less rush hour! Learn more at **GetAroundVA.com**.

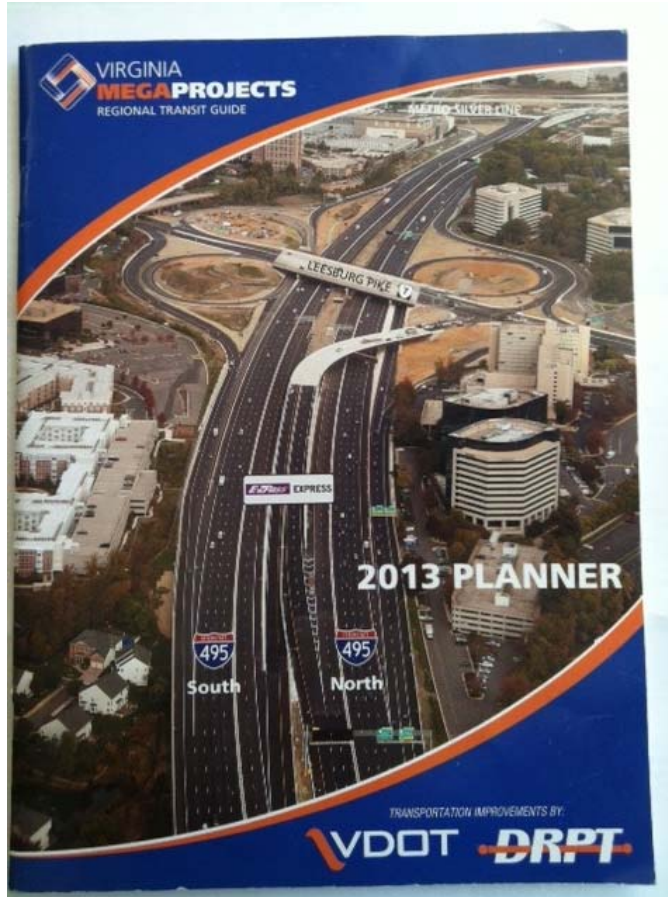
## COMBO :15:

Looking for ways to get around I-95 Express Lanes construction traffic? You'll find lots of them at **GetAroundVA.com** – train and bus services, telework, and ridesharing options, and the Guaranteed Ride Home program so you'll never be stranded! Learn more at **GetAroundVA.com**.

## SATURDAY SERVICE :15:

Looking for ways to get around I-95 Express Lanes construction traffic? Here's one: for a limited time, PRTC is offering **one-hundred-percent-free rides** between Potomac Mills and the Franconia-Springfield Metro station every Saturday! Learn more at **GetAroundVA.com**.

# 2014 Transit/TDM Planner

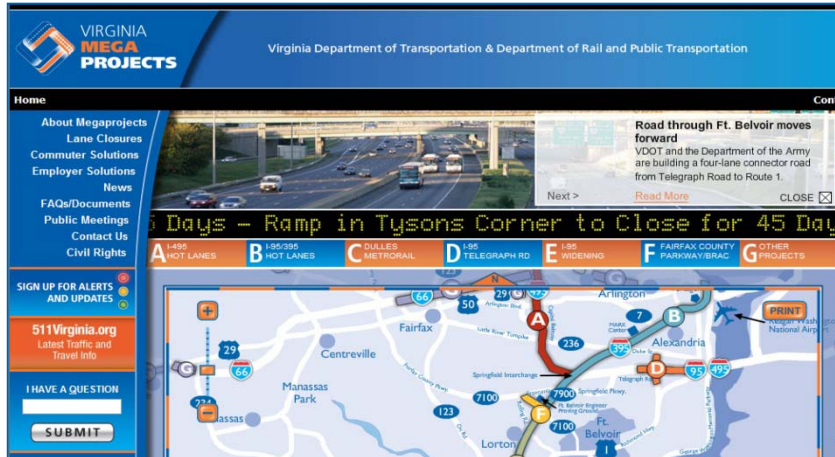


## Partners Include:

- Fairfax County DOT
- Fairfax County ES
- Transurban
- COG
- WMATA (TBD)

Distributed to key stakeholders/civic groups/events

# For More Information



For construction information, please visit:

[www.vamegaprojects.com](http://www.vamegaprojects.com)



For information on how to use the Express Lanes and E-Zpass, please visit:

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



**THANK YOU**