



# MARKETING UPDATE

DECEMBER 15, 2015

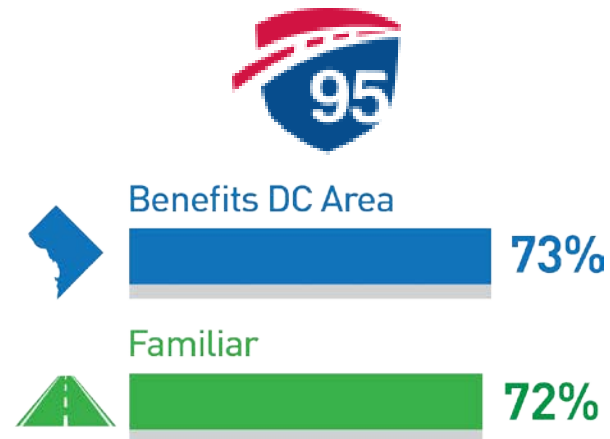
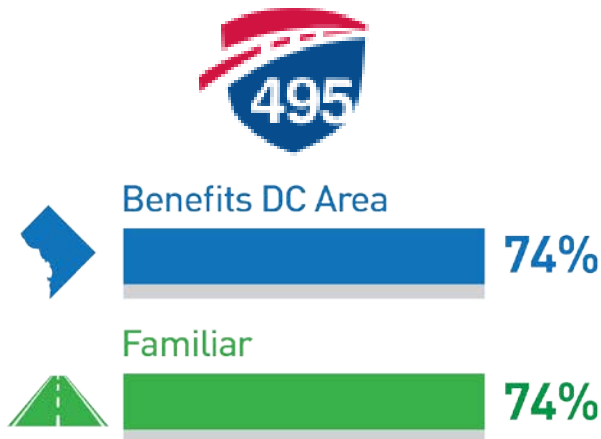
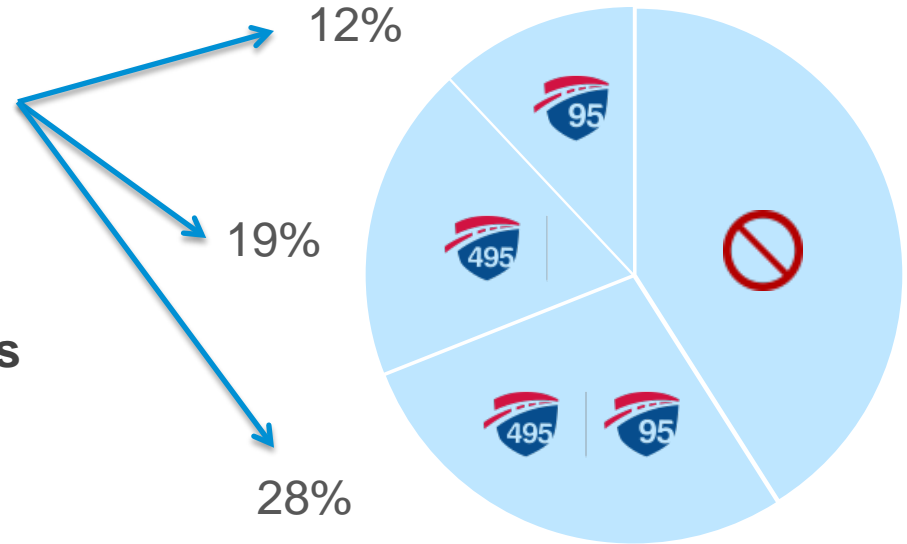
- Fall survey of D.C. area drivers
- Customer testimonial campaign
- Expanded efforts on social media and mobile



# Fall research findings

- Sept. 2015 online survey of 1,700 D.C. area drivers
- Conducted by KRC Research

**59%**  
of area drivers  
have used  
the Express  
Lanes





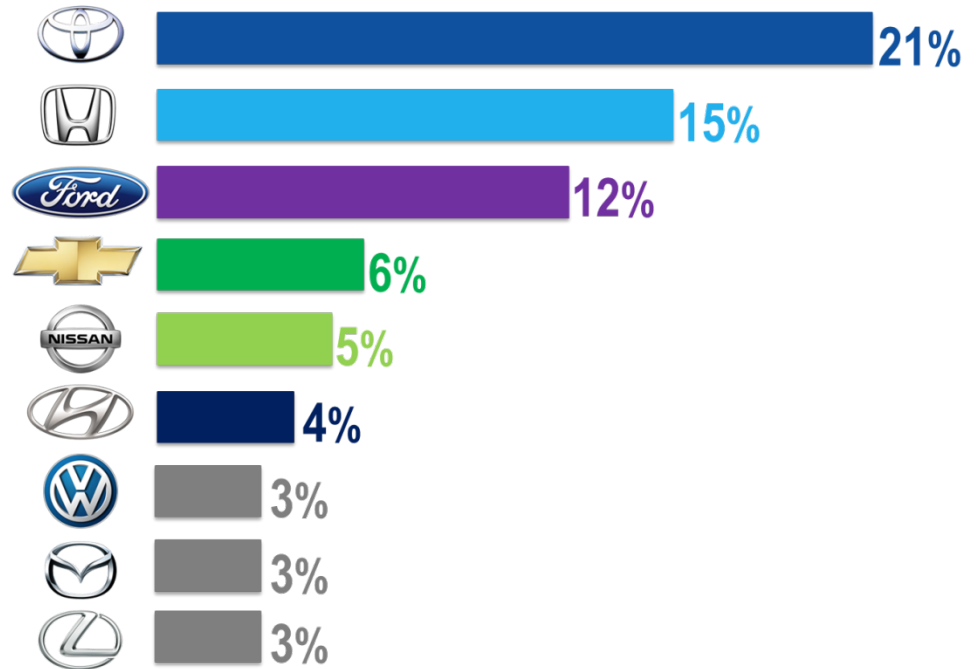
**86%**  
of carpoolers  
rate the  
Lanes  
positively

**75%**  
Customer  
satisfaction



Nearly **half**  
use **both** the  
495 and 95  
Express Lanes

## Car makes of Express Lanes customers



# Why customers travel with us



## ExpressLanes

Customers



Commute from work  
**35%**



Commute to work  
**33%**



Appointments  
**31%**



## ExpressLanes

Customers



Travel for vacation  
**41%**



Commute to work  
**36%**



Commute from work and  
visit friends or family  
**32%**



- “Me time” in evenings and mornings
- Get extra work done
- Time with family and friends in the evening

# Customer Testimonial Campaign

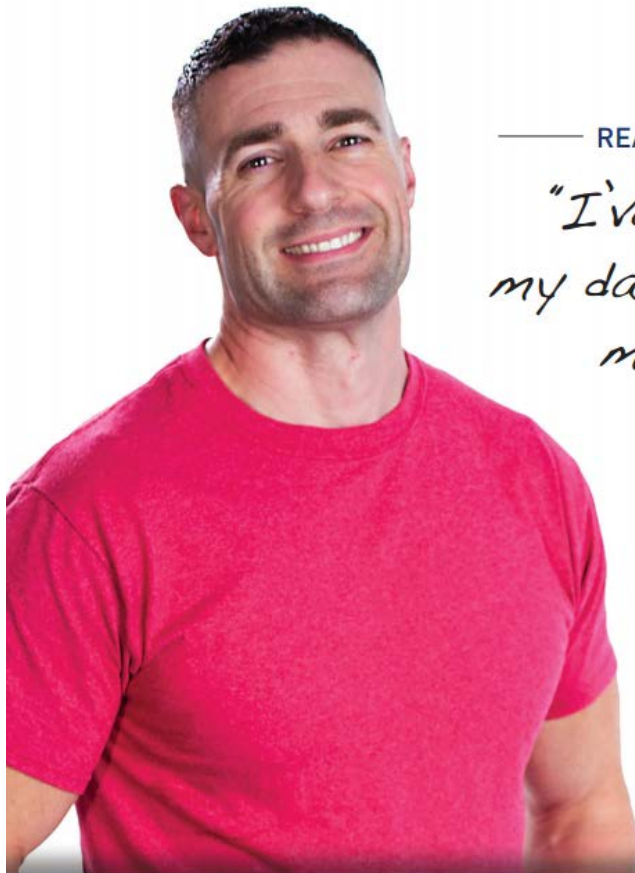


## REAL STORIES FROM THE EXPRESS LANES

A multi-channel customer testimonial campaign that utilized real-life customers to explain why they use the Lanes.

19,006,327  
impressions to date





— REAL STORIES FROM THE EXPRESS LANES —

*"I've shaved an hour off my daily commute. It's made me a better dad and a better husband."*

- Donald B.  
Stafford, VA

Public school teacher Donald lives in Stafford and works in Falls Church. Before the Express Lanes, he says his commute was stressful and unpredictable. When Donald would slug on the HOV lanes, sometimes it took him an hour to get work. He was always rushing and often resorted to fast food. Since the Lanes opened on 95, he still slugs or carools to work, but now he can eat breakfast and dinner with his family and is able to spend more time with those he loves. He no longer misses important events and says his personal relationships have significantly improved.

# Facebook presence



Increase fan base from 527 to 6,200+

2,590,888

Impressions so far

449,312

Video views so far

Dedicated resources

To respond and engage



# Twitter – first campaign



65% increase in followers



561K impressions



1,227 New Followers

## Gender Results



60% Male



38% Female

2%

Unknown

## Top Zip Codes

22193 (Dale City)

22192 (Woodbridge/  
Lake Ridge)

22191 (Woodbridge)

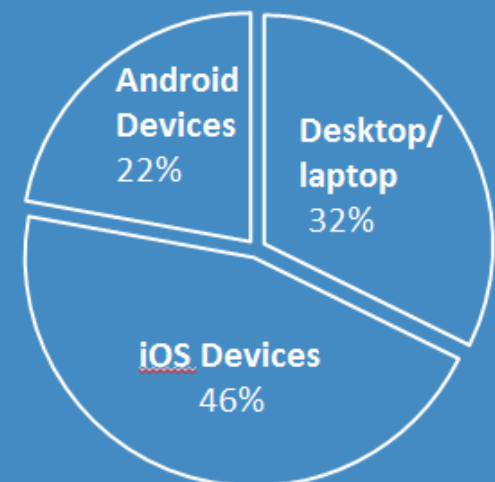
22312 (Alexandria)

22030 (Fairfax)

## Top Interests of New Followers

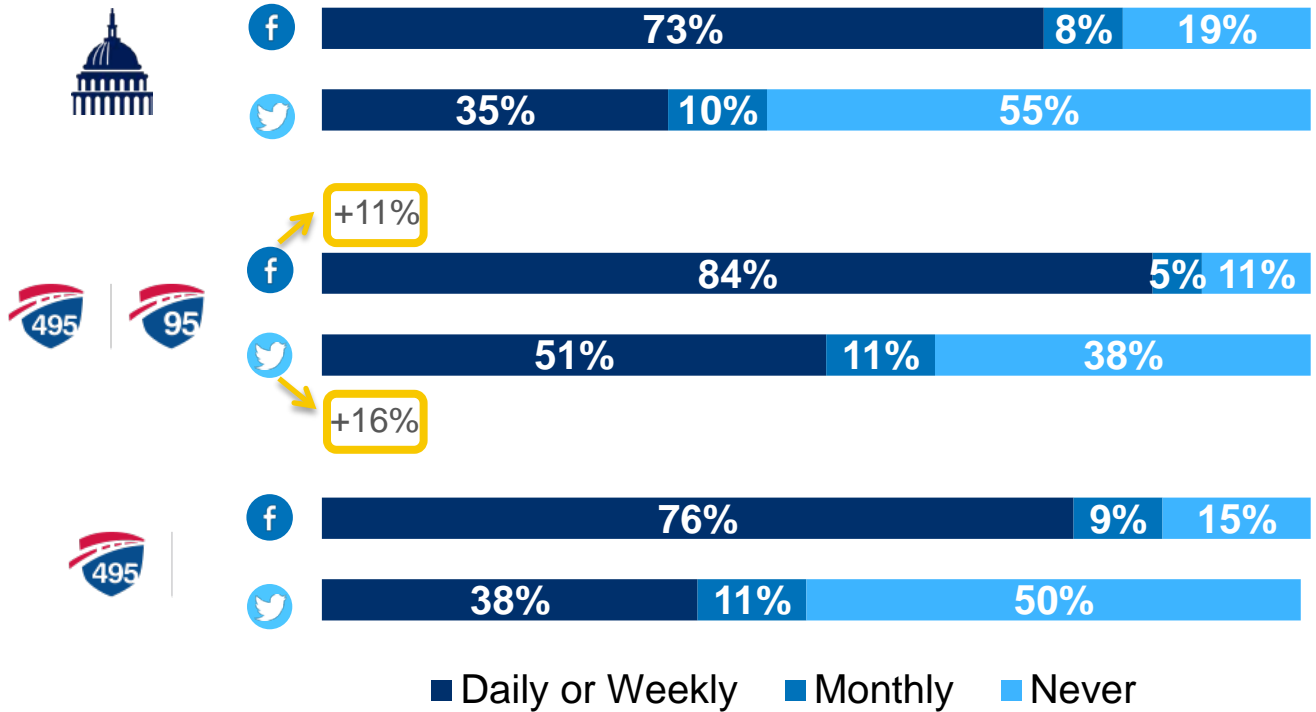
- ✓ Business news
- ✓ Politics and current events
- ✓ Movie news/general info
- ✓ Tech news
- ✓ Music

## Platform Results



# Social and digital media

## Usage of Social Media



+11%

+16%



- › Mobile apps account for **53%** of all time spend on digital media
- › Smartphone users spend **89%** of mobile media time using apps

### facebook.

- › Nearly **200k video views** during campaign over a two week period
- › **84%** of customers consumed our Facebook content on a mobile devices

***transurban***

A green graphic element consisting of two parallel, curved lines that sweep upwards from left to right, positioned below the word 'transurban'.