

495 EXPRESS LANES EDUCATION PROGRAM

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Extensive Education

Educate, equip, motivate to use

- » Targets special user groups, including HOV, transit riders and operators
- » Continues through at least February 2013
- » Advertising
- » Festivals & events
- » Employer outreach
- » Media outreach
- » Social media
- » Contests and incentives driving E-ZPass adoption

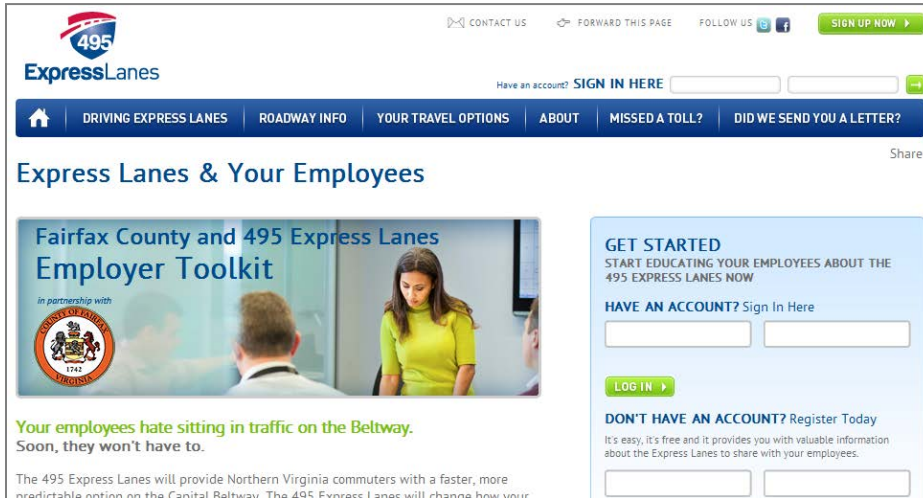


Community Outreach



- » Ground game touched hundreds of thousands in the region and offered unprecedented access to E-ZPass
- » MINI promotional contest drove greater numbers to booth and E-ZPass adoption

Tools for Employers



ExpressLanes

CONTACT US FORWARD THIS PAGE FOLLOW US SIGN UP NOW

Have an account? SIGN IN HERE

DRIVING EXPRESS LANES ROADWAY INFO YOUR TRAVEL OPTIONS ABOUT MISSED A TOLL? DID WE SEND YOU A LETTER?

Express Lanes & Your Employees

Fairfax County and 495 Express Lanes
Employer Toolkit

in partnership with

GET STARTED
START EDUCATING YOUR EMPLOYEES ABOUT THE
495 EXPRESS LANES NOW

HAVE AN ACCOUNT? Sign In Here

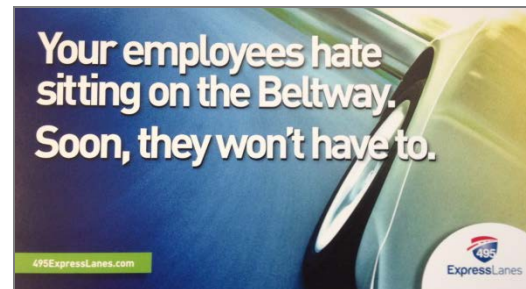
LOG IN

DON'T HAVE AN ACCOUNT? Register Today
It's easy, it's free and it provides you with valuable information
about the Express Lanes to share with your employees.

Your employees hate sitting in traffic on the Beltway.
Soon, they won't have to.

The 495 Express Lanes will provide Northern Virginia commuters with a faster, more
predictable option on the Capital Beltway. The 495 Express Lanes will change how your

- » Dedicated web page with employer toolkit
- » Employer-focused collateral materials and brochures
- » Custom in-office events for employees; E-ZPass available for purchase in most cases
- » Electronic versions of informational pieces provided to employer contacts



Preparing Transit Providers



- » 495 Express Lanes and DRPT co-hosted workshop in spring 2012
- » Continue to maintain open communications with groups to ensure toll-free travel
- » Promoting new bus routes

Transit Operators

TRANSIT ON THE EXPRESS LANES



The 495 Express Lanes will provide a new travel option for buses to avoid traffic on the Capital Beltway and provide riders with a faster, more predictable trip.

With brand new exit and entry points into Tysons Corner and Merrifield, the Express Lanes will help buses give riders rapid, direct access to popular locations and supply better routes into and out of congested areas.

Buses will have free access to the Express Lanes 24/7 – saving time with a faster trip and direct access to new locations, and money through more efficient routes and by avoiding idling in stop-and-go-traffic.

In order to travel toll-free, you must register your E-ZPass® transponders with the 495 Express Lanes. To register, you will need to fill out an Excel file with the following information:

- ▶ Contact name and information at the agency
- ▶ E-ZPass® transponder numbers and license plates for buses that will use the 495 Express Lanes
- ▶ Description of the buses (i.e., capacity, make and model, year and color.)

Request the Excel file.

Ride the Bus

Bus Routes on the Express Lanes

Buses that traveled on I-495 used to get stuck in traffic with everyone else, but not anymore.

By catching a bus that travels the Express Lanes, your commute will transform into a faster trip while you read, sleep or work. Buses travel the Express Lanes for free, providing easier and faster access to employers in and around the Capital Beltway area.



Need to Find a Bus Route?

Two area bus services are adding new routes on the Express Lanes. Visit the Fairfax County Connector and Omniride's Tysons Express website for more information about the new routes and schedules.

Partnering with TDM/Transit

- » Transit providers and ridesharing organizations attended key employer events, including largest of its kind at SAIC
- » Employees and community members offered host of travel options and representatives best equipped to answer their questions




Spotlighting the Carpool Option

- » Dedicated train-the-trainer website for ridesharing coordinators
- » Links to help drivers set up a carpool or vanpool
- » Partnerships with TDM groups
- » User profiles on website



The screenshot shows the ExpressLanes website home page. At the top left is the ExpressLanes logo. To the right are links for 'CONTACT US' and 'FORWARD THIS PAGE'. Below the logo is a navigation menu with items: 'EXPRESS LANES OVERVIEW', 'CARPOOLING AND THE EXPRESS LANES', 'FAQS', 'TALKING POINTS', 'DOWNLOADS', and 'COMMUTER RESOURCES'. The main heading is 'Express Lanes and Carpoolers'. Below this is a photo of a group of people in a green car. To the right of the photo is a 'Get Started' section with a 'Log In' button and a 'Forgot password?' link. Below the login section is a 'DON'T HAVE AN ACCOUNT? Register Today' section with a 'Register Today' button and a 'Forgot password?' link. At the bottom left of the page is a green banner that reads: 'This website is your primary resource to help promote Express Lanes carpooling.'



The screenshot shows the 'Carpool' section of the ExpressLanes website. The heading is 'Carpool' and the sub-heading is 'CARPOOLS RIDE TOLL FREE'. Below this is a graphic with the text 'Carpooling on the Express Lanes' and 'Next'. The graphic shows three people labeled 'YOUR CREW', a plus sign, an 'E-ZPASS FLEX' logo, an equals sign, and a car labeled 'A TOLL-FREE RIDE ON THE EXPRESS LANES'. To the right of the graphic is a 'Your Travel Options' section with a list of links: 'Plan Your Trip', 'Ride the Bus', 'Get to the Airport', 'How Do You Travel?', and 'HOV Nomination'. At the bottom left of the page is a 'Need to Find a Carpool?' section with a list of resources: 'COMMUTER CONNECTIONS', 'nuride', 'We'll Get You Home', and 'Slug-Lines.com'. At the bottom right of the page is an 'E-ZPASS Keeps You Moving' logo.

Flex Launch Event

- » VDOT held a media event to launch the new transponder in summer 2012
- » Speakers highlighted the option to ride toll-free as HOV-3+
- » Positive news coverage about new travel options

“Carpooling is an important priority in the commonwealth of Virginia.”

*- VDOT Chief Deputy
Commissioner
Charles Kilpatrick*



Increased Fall Presence



- » Highest-intensity portion of program began October 1, including:
 - Increase in radio weight
 - Major online and print initiative Oct. 7 and 9, 21 and 24
 - Launch of 62 wrapped delivery trucks
 - Ads in online and in community newspapers
 - Gas station ads
 - On-road educational messages
 - Mall and cinema



Incentive Programs

Get your E-ZPass[®] now and get two free weeks.

Get ready for a faster, more predictable trip. The 495 Express Lanes open later this year giving you a new choice for faster travel on the Capital Beltway. But you need an E-ZPass to use the Express Lanes.

Visit 495ExpressLanes.com/offer today to sign up for a new E-ZPass account and claim your two free weeks. Get a jump start on faster travel and register for a Virginia E-ZPass or E-ZPass[®] Flex[™] today.

Picking up your E-ZPass at a retail location or event?

Visit 495ExpressLanes.com/offer today to find out how to claim your two free weeks.

495ExpressLanes.com/offer

Void outside DC and select counties in MD and VA, and where prohibited.
Ends 9/30/12. Free weeks and full details at 495ExpressLanes.com/offer.



- » Generated buzz and increased new E-ZPass customers
- » Coordination with VDOT to ensure successful participant registration

Creative

Experience an actual rush during rush hour.

Fast Facts about the Express Lanes

- The 495 Express Lanes will provide a faster, more predictable trip for high-occupancy and toll-paying vehicles.
- There will be two new HOT Lanes in each direction from the Springfield Interchange to just north of the Dulles Toll Road.
- Travel will be free for vehicles carrying three or more passengers, as well as for buses and motorcycles.
- All customers need an E-ZPass® to use the Express Lanes.

Unlock gridlock.

Register and take a free ride.

Get ready for a faster commute with four new lanes on the Virginia side of the Capital Beltway. The 495 Express Lanes will keep you moving between the Springfield Interchange and the Dulles Toll Road.

Starting September 1st, register for a Virginia E-ZPass® or new E-ZPass® Flex™ and get two toll-free rides.

Win a MINI.

ELEVATORS

Less traffic means more business.

Sniff out a better route.

495ExpressLanes.com

E-ZPass ExpressLanes

495 ExpressLanes

Focus on Benefits

- » Creative focuses on faster, more predictable travel and creates emotional connection for future customers



Radio commercials include informational spots and spots that target customers emotionally



It's time to change lanes. Faster Beltway travel coming soon. Get your E-ZPass® today.

Home | Register | Jobs | Real Estate | Rentals | Cars | Print Subscription | Today's Paper | Discussions | Going Out Guide | Personal Post | Videos

The Washington Post | Politics | Opinions | Local | Sports | National | World | Business | Tech | Lifestyle | Entertainment | Jobs | More

ExpressLanes

Are you ready to change lanes?

The 495 Express Lanes open soon. Learn the rules of the road and get your E-ZPass® so you're ready to change lanes.

GET 1 FREEWEEK

Twice as many in U.S. report no religion as in '90

Sandusky receives at least 50 years

Opinions

Preparing for a supersonic jump

Fastest search before a launch, but

Using the Lanes

Get 1 FREE week

Map your Route

Faster Beltway travel coming soon.

The 495 Express Lanes open soon. Learn the rules of the road and get your E-ZPass® so you're ready to change lanes.

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Orange Savings Account™

Nene is still weeks away from playing

Nobody can do everything but **EVERYBODY CAN DO SOMETHING**

INVEST AN ACRE

United digs deep hole in opener

Steven Goff and Associated Press NOV 11 D.C. United concedes three goals after halftime in Houston and faces a two-goal deficit heading home for the final leg in the MLS Eastern Conference finals.

- Summary: Dynamo 3, United 1
- Itajar suspended for two games
- D.C. United video and poll
- MLS playoff schedule, results

Struggling Redskins get back to work

Mike Jones 9:32 AM ET

Lakers' hire raises eyebrows

Unlock Beltway gridlock, November 17.

You need an E-ZPass®.

Get my E-ZPass.

Map my route.

ExpressLanes

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Ready for faster Beltway travel?

The Republicans' electoral map problem

Chris Cillizza NOV 11

Cleveland Clinic

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Opening in 5 days...

The Washington Post

59° Washington, DC | **November 12, 2012** | Edition: U.S. | Regional | Make your homepage

ExpressLanes

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Lawmakers urge inquiry into FBI's Petraeus probe

Karen DeYoung and Sari Hornitz
Senate intelligence committee chief says the panel will investigate why officials

CORCORAN PEOPLE LION

WILSON

Tyson's Corner Mall



Go Live Event



Diverse array of stakeholders gathered to cut the ribbon on the benefits and new options the 495 Express Lanes introduced.



“Express Lanes are offering... for the first time ever, HOV lanes on the Beltway.”

-Director of the Virginia Department of Rail and Public Transportation

Reaching the Region

- » Program will have more than 530 million advertising impressions
- » Participated in over 125 briefings, festivals & events reaching more than 120,000 people
- » More than 275 news pieces since January with more than 32 million impressions



Efforts Continue



495 EXPRESS LANES.COM

- » Educational and outreach will continue in 2013
- » Period of transition for the region
- » Need continued assistance of TDM agencies to help drivers into new modes of travel
- » Excited for bus routes in January and HOV trips continue to increase



ExpressLanes