

495 EXPRESS LANES EDUCATION & MARKETING

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JENNIFER D. AUMENT
TRANSURBAN
JAUMENT@TRANSURBAN.COM

HOT to Express



495 Express Lanes

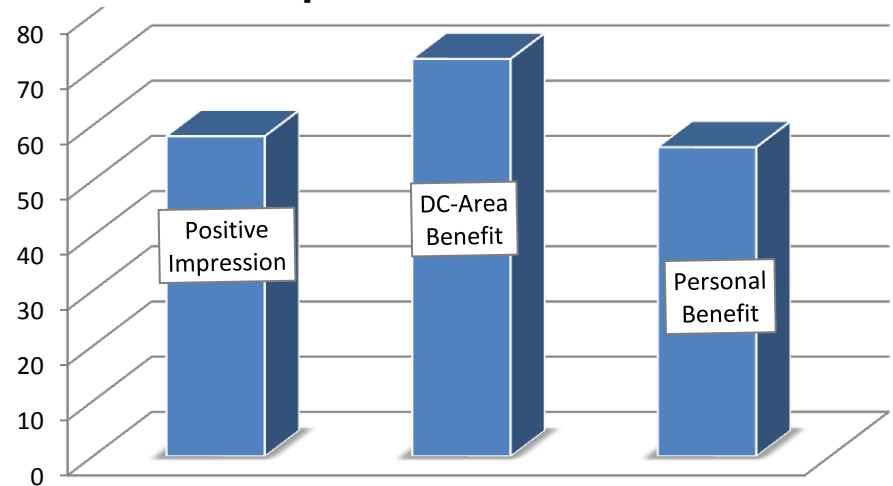
- » Springfield to Dulles Toll Road
- » Dynamic tolling
- » Faster, more predictable trips
- » Carpools, buses free
- » E-ZPass or E-ZPass FLEX required
- » Complete late 2012



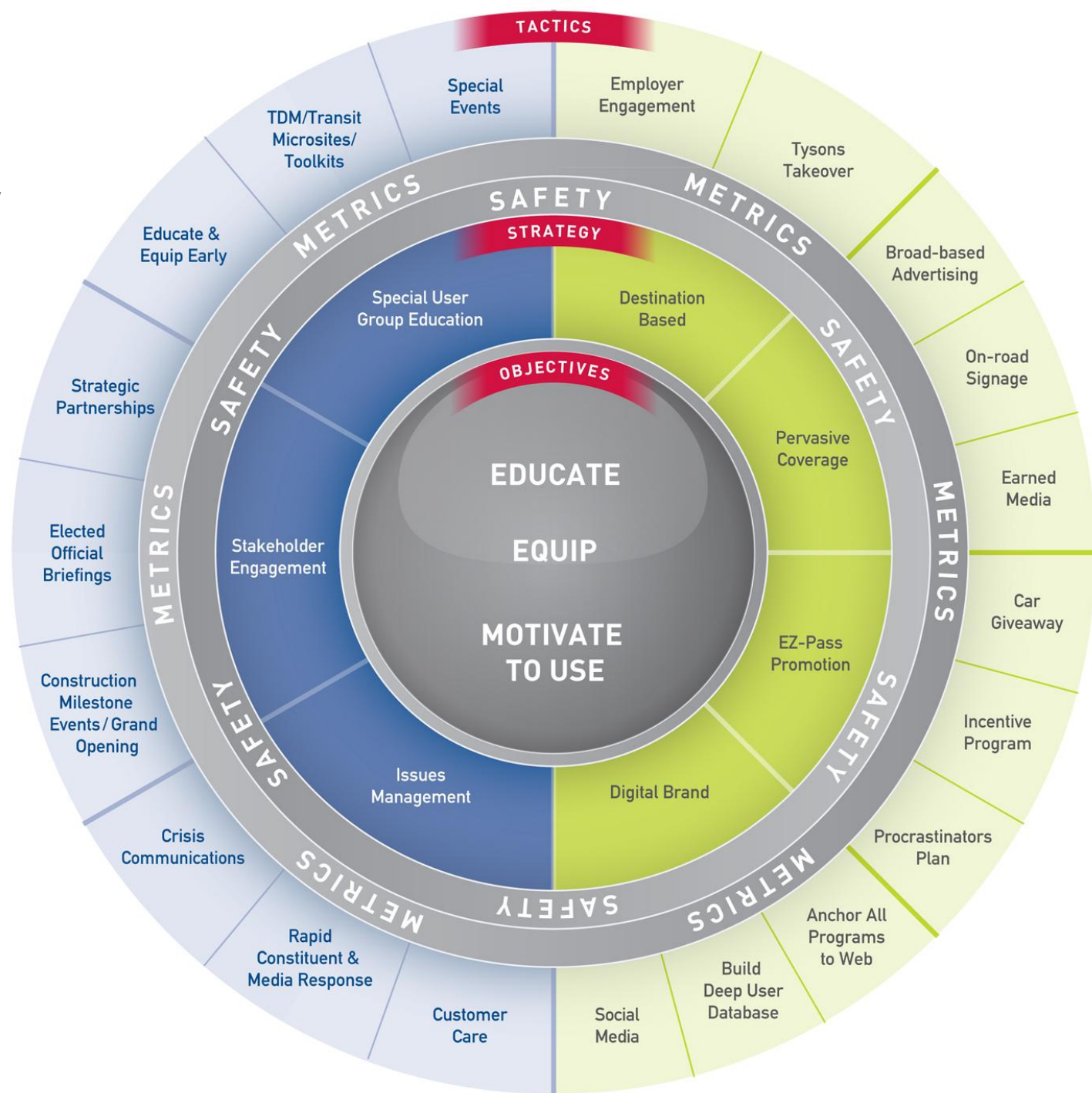
Research-Driven Program

- » 5 years
- » Focus groups
- » In-depth interviews
- » Bi-annual surveys
- » More than 750 community-based events

View of Express Lanes October 2011



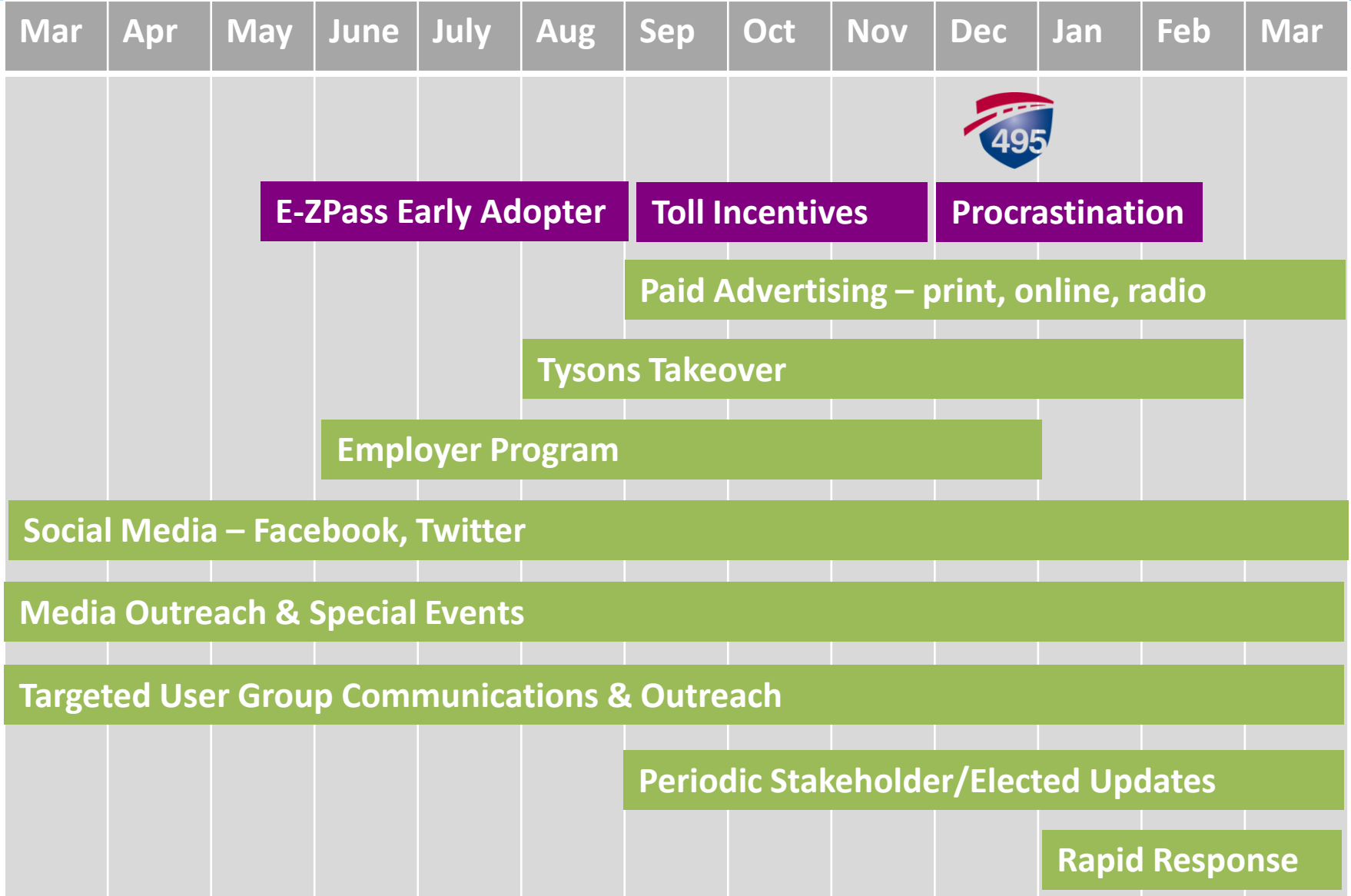
Program Overview



Timeline



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ExpressLanes

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Break-Through Creative

It's time to put the fun back into driving.

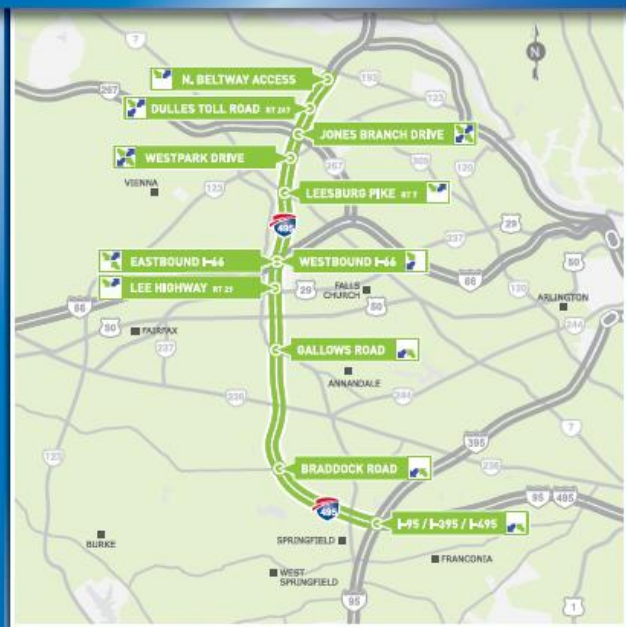


To squeeze every bit of fun out of your trip down the lanes, here's what you need to know:

- All travelers will need to have an E-2Pass® or a new E-2Pass® Flex™ (available summer 2018). The E-2Pass® Flex™ will allow drivers to switch between HOV and toll-paying modes.
- To qualify for the HOV option, you must also have at least three occupants in your vehicle.
- If you are carpooling, equipment will alert state police that you have identified your vehicle as HOV-3. State police will then do a visual check to confirm the number of occupants.
- For those who don't have an E-2Pass®, roadside equipment will capture an image of your license plate. You will be sent an invoice for your toll charges, including an administrative fee.

It's time to change lanes.

The secret of faster travel is knowing where to turn.



- NORTHBOUND EXPRESS ENTRY
- NORTHBOUND EXPRESS EXIT
- SOUTHBOUND EXPRESS ENTRY
- SOUTHBOUND EXPRESS EXIT



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It's time to change lanes.

Time-savings ahead.

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Customer-Friendly Tools



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DRIVING EXPRESS LANES

YOUR TRAVEL OPTIONS

ABOUT

Have an account?
SIGN IN HERE

E-mail Address...

Password...



MORE VIDEOS

What Are ExpressLanes?

Coming in 2012.

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 »

What Are Express Lanes?



Your New Shortcut

Your Next Step

Take Control of Your Commute

ExpressNews

PICTURES

FEATURES



Orange Cones. No Phones.

Orange Cones. No Phones. is Transurban-Fluor and AAA Mid-Atlantic's regional campaign to reduce distracted driving in the Capital Beltway



Building New Travel Choices on 495

The 495 Express Lanes bring new travel choices and congestion relief to the Northern Virginia region. These photos show you some of the work that went into the Beltway's future.



Highlights of Project Construction

When it opens, the nearly \$2 billion, 14-mile 495 Express Lanes will bring new travel choices and congestion relief to drivers on the Beltway. Here are photos from some of the milestones.



Express Lanes in the Community

We strive to be good long-term partners in the Northern Virginia region. We show this commitment through our grant program and other community-focused

Creative Strategies



Destination Based



Empowering Partners

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](#)

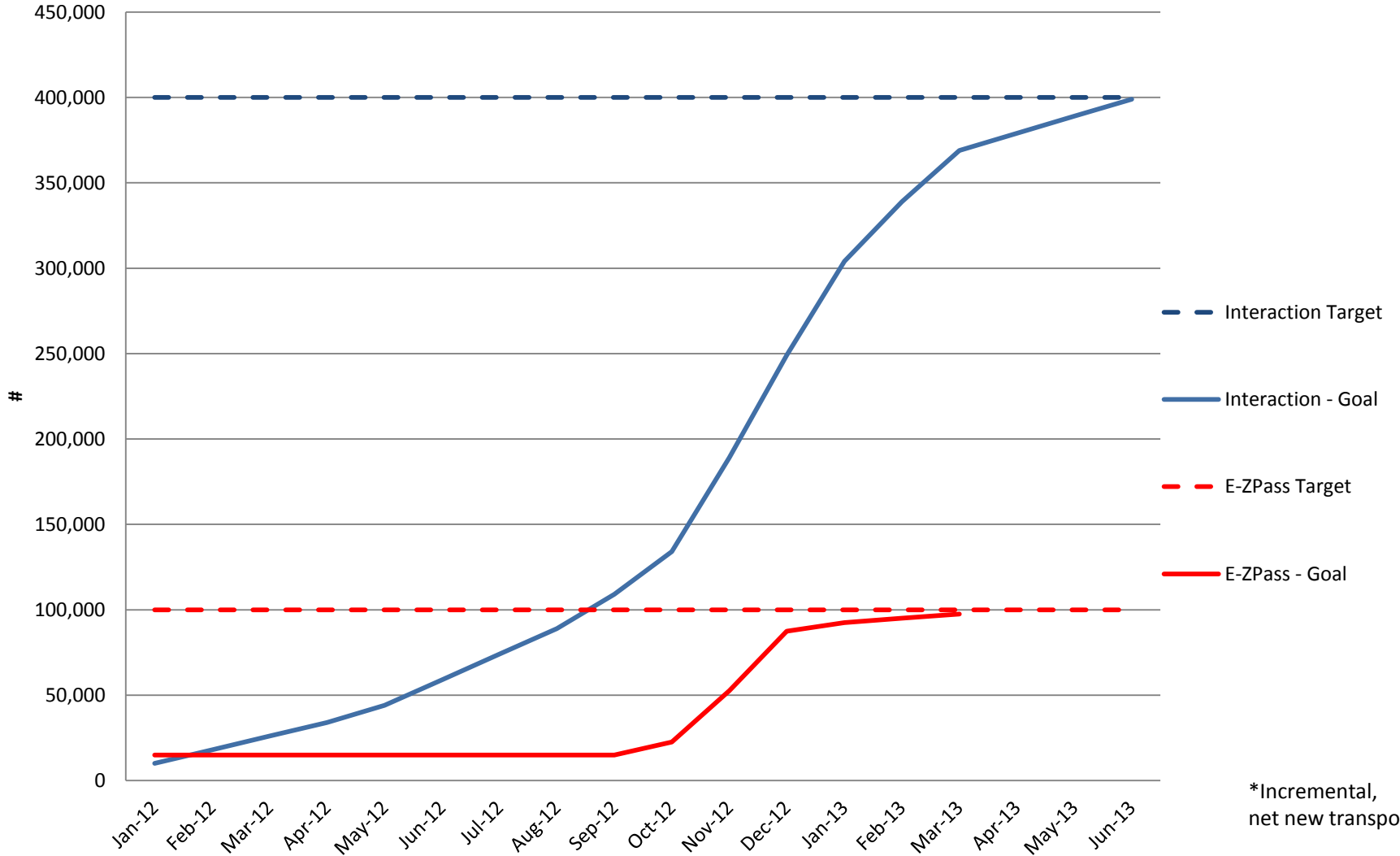
REGISTER ▶

Extensive Ground Game



Measuring Success

Customer Engagement & E-ZPass* Targets



*Incremental, net new transponders

Conclusion

- » Robust, measurable program in place to ensure all customers are informed, equipped and prepared for safe travel on Express Lanes
- » Close coordination underway with VDOT, DRPT and other project partners
- » Convenient access to E-ZPass critical to success



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info@expresslanes.com



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