

# 95 EXPRESS LANES

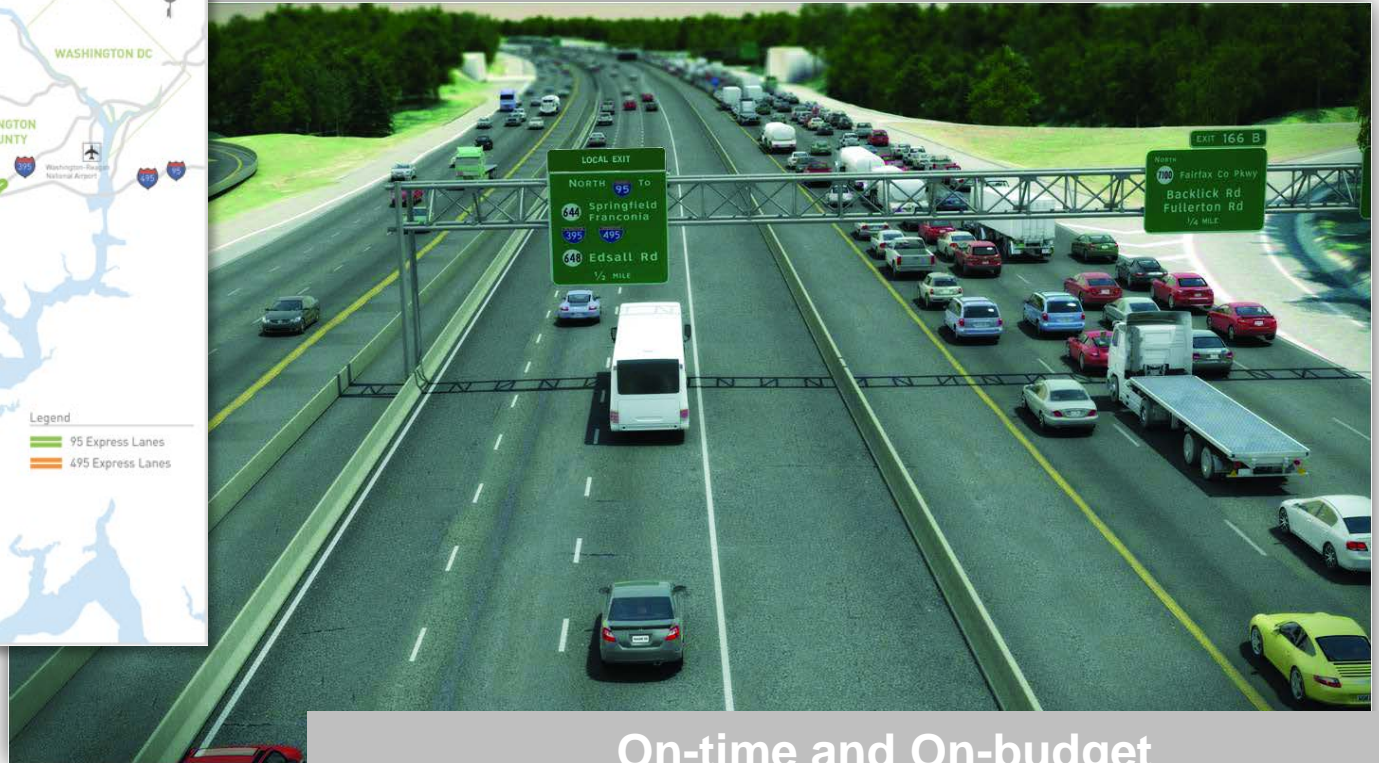
*OPENING DECEMBER 2014*

JENNIFER AUMENT  
OCTOBER 14, 2014

# 95 Express Lanes



95 EXPRESS LANES.COM



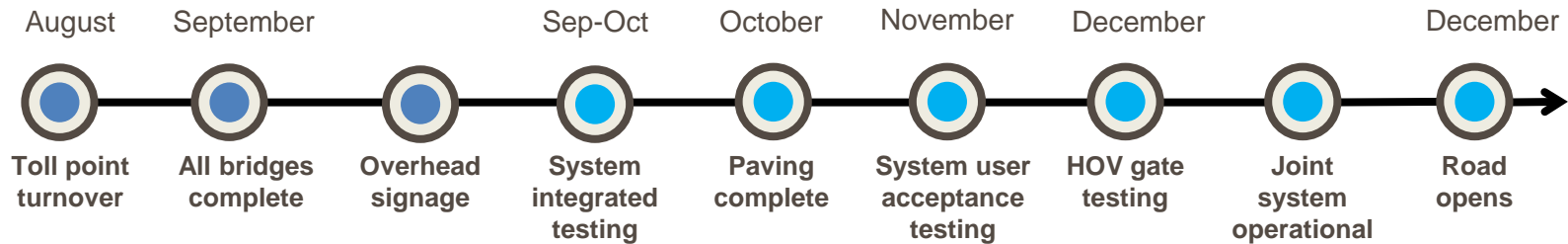
**On-time and On-budget**  
**Excellent Safety Record - 3.3M Safe Hours**  
**Supporting 12,000 Jobs**  
**Nearly \$200M Contribution to DBE/SWaM**

# Timeline to opening



COMPLETED

REMAINING



# Major changes ahead

## HOV to Express Lanes

- New rules
- New signage and traffic patterns
- E-ZPass requirement
- HOV to Express transition
- Enforcement



# Using the 95 Express Lanes

**EZPass EXPRESS ONLY**

ALL USERS  
**EZPass**  
REQUIRED

HOV 3 +  
**EZPass Flex**  
NO TOLL



I carpool



I slug



I drive myself



I vanpool



I drive a hybrid



I drive a motorcycle

# Solid and growing base



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**40%** of 95 drivers have used the 495 Express Lanes



**53%** of 95 drivers say they have an E-ZPass or E-ZPass Flex



E-ZPass sign ups from March to September 2014 are up **44%** over the same time period last year



**More than 75%** of 95 drivers see a benefit for the region

# On-road safety



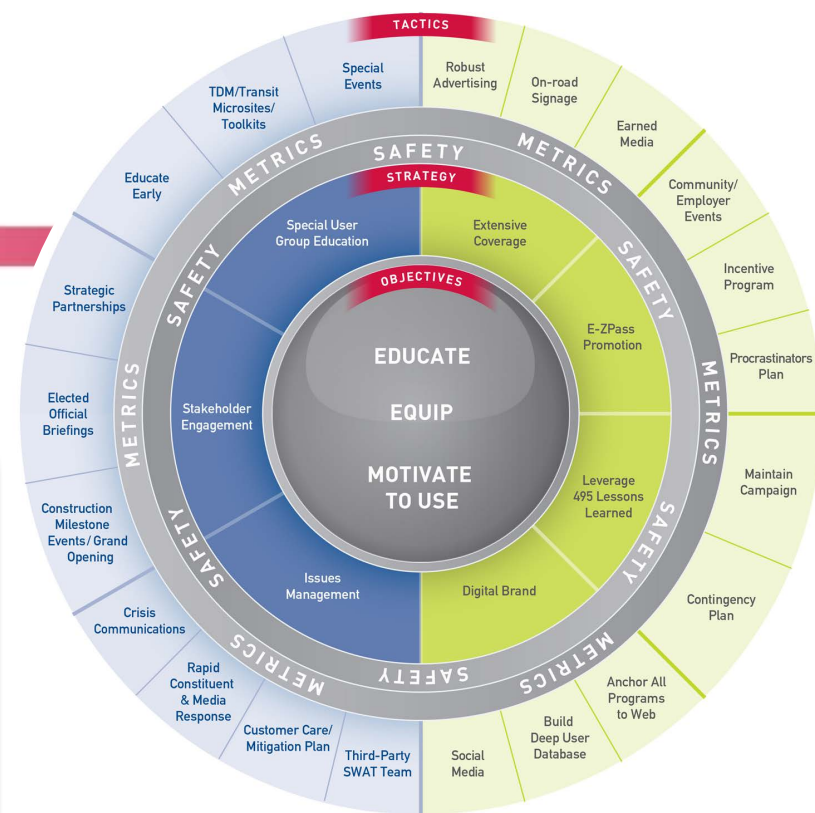
- Strong law enforcement presence
- Public safety campaigns
- Dedicated Express Assist
- Safety audit
- E-ZPass markings
- Signage reviews
- Partner coordination
- Dynamic message signs
- 24/7 monitoring



# Preparing the region



- More than 500M estimated impressions
- Program runs October to June with:
  - Print
  - Radio
  - Online
  - Outdoor & On-road
  - Gas station/convenience store
  - Transit
- Incentive programs for carpoolers and toll-paying customers
- Educational videos and interactive tools





# Customer focus

## Need Help?



We want your Express Lanes travel to be as smooth as possible.

We know you may have questions about your trip or invoice.  
**HERE ARE SOME QUICK ANSWERS:**

Traveled without an E-ZPass® and need to pay your toll? »

Need to pay a toll invoice? »

Not satisfied with your Express Lane »

Have questions about how Express »

Have another question? Visit our Custom »



- Extended call center hours
- Working with travelers in early days
- Carpool transition program
- “Missed a Toll”



**ExpressLanes**