

Funding/Ops Innovations: The Tale of Two Toll Roads

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Two different regions,
two different toll facilities



Challenge: I-495 is one of the most congested roads in the U.S., can't build out of congestion, travelers want a reliable trip, affluent region





495/95 Express Lanes

Express Lanes stretch more
than 40 miles

vehicles with 3 or
more people drive free,
solo drivers pay a
variable toll

Challenge: Midtown Tunnel was the most heavily traveled two-lane road east of the Mississippi, area surrounded by water, tunnel located in financially distressed area



Under the Elizabeth River, the New Midtown Tunnel
opened in 2016 , electronic tolling started
during construction in 2014



Goal: move more people with fewer cars, high E-ZPass use



Express Lanes under construction



Classic marketing model

Construction communications led by state: Build support, prepare for construction impacts through intensive media, grassroots outreach and some paid marketing

Awareness

Familiarity

Consideration

Trial

Desired Behavior

Express Lanes communications led by private sector: Tout benefits, educate how to use facility, motivate people to get transponders through extensive outreach and aggressive paid marketing

Construction communications pushed key benefit message





Construction based communications

Themes:
Choices Ahead
Know before you go



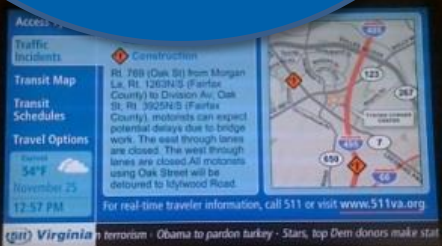
New construction – and new travel options – are coming to I-495

Virginia has started a major construction project on I-495—a five-year undertaking that will bring more transportation choices to the Capital Beltway than ever before.

When construction is complete, the Beltway will offer seamless HOV lane connections with I-95 and I-66 for the first time, thanks to 14 miles of new High Occupancy Toll lanes between the Springfield and Loudoun County Bypass.

I-495 HOT LANES CONSTRUCTION

Route 123 closed this weekend.



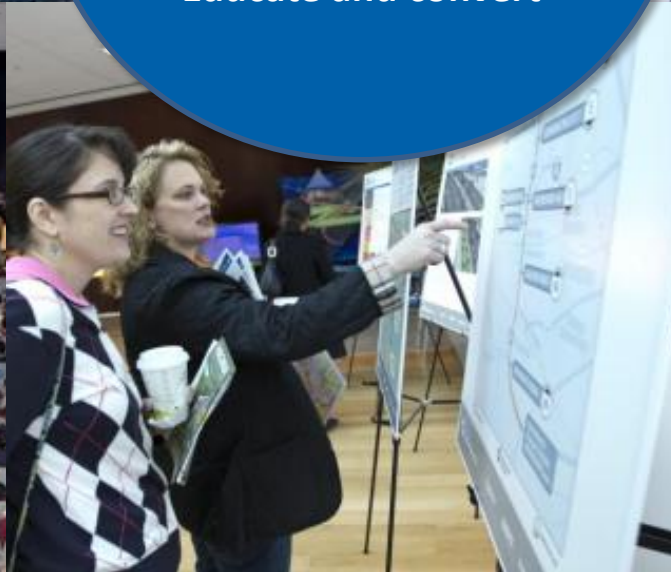
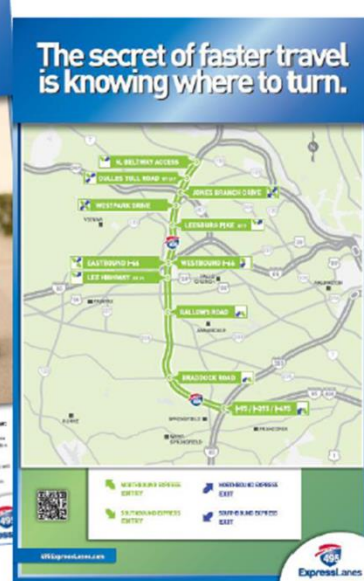


Tysons Express
Commuter assistance
program provided bus
services during construction

**From HOT lanes to the one,
unifying brand**



ExpressLanes



Need to simplify...

VDOT

How do you use lanes, travel and pay

The screenshot shows the ExpressLanes website header with navigation links: USING THE EXPRESS LANES, ROADWAY INFO, YOUR TRAVEL OPTIONS, ABOUT, MISSED A TOLL?, and GOT A LETTER?. The main content area is titled 'Using the Lanes' and features a large aerial image of a highway interchange. Overlaid on the image is a green box with the text '495 EXPRESS LANES'. Below this, a blue box contains the following text: 'The 495 Express Lanes include two lanes on both the inner and outer loop of the Capital Beltway in Northern Virginia. The Lanes span approximately 14 miles on the Beltway and are also located in the center of the highway. They are separated from the regular lanes by white posts which drivers should never attempt to pass through.' A green button with the text 'LEARN HOW TO ACCESS THE LANES »' is positioned at the bottom of the blue box.

The screenshot shows the ExpressLanes website header with navigation links: USING THE EXPRESS LANES, ROADWAY INFO, YOUR TRAVEL OPTIONS, ABOUT, MISSED A TOLL?, and GOT A LETTER?. The main content area is titled 'How Do You Travel?' and features a grid of 12 icons representing different travel modes. Each icon is accompanied by a text label: 'I Drive Myself', 'I Ride in a Carpool', 'I Drive a Hybrid/ Have Clean Fuel Plates', 'I Slug', 'I Take the Bus', 'I Ride in a Vanpool', 'I Ride a Motorcycle', 'I Drive a Truck/ Commercial Vehicle', 'I Operate a Bus', 'I Drive a Taxi', 'I am a Law Enforcement Official', and 'I Am from Out of Town'. At the bottom of the page, there is a link that says 'Looking to explore more travel options?'.

The graphic shows three steps to use E-ZPass, each with a purple icon: 'Fund it' with a wallet icon, 'Link it' with a link icon, and 'Mount it' with a car icon.

E-ZPass 101

Learn how to properly use your E-ZPass.

[WATCH NOW](#)

I ❤️ EXPRESS LANES

I drive with ease to work meetings,
doctor's appointments, and picking up
my son from school without getting
stuck in traffic.

– Yvette M.





- 59% of area drivers have used Express Lanes
- 75% customer satisfaction
- Average daily trips on 495 Express Lanes increased by 71% from March 2013 to March 2016
- Average daily trips on 95 Express Lanes increased by a third from March 2015 to March 2016
- More than 795,000 E-ZPass transponders*

Source: Transurban

**VDOT*



Midtown Tunnel under construction

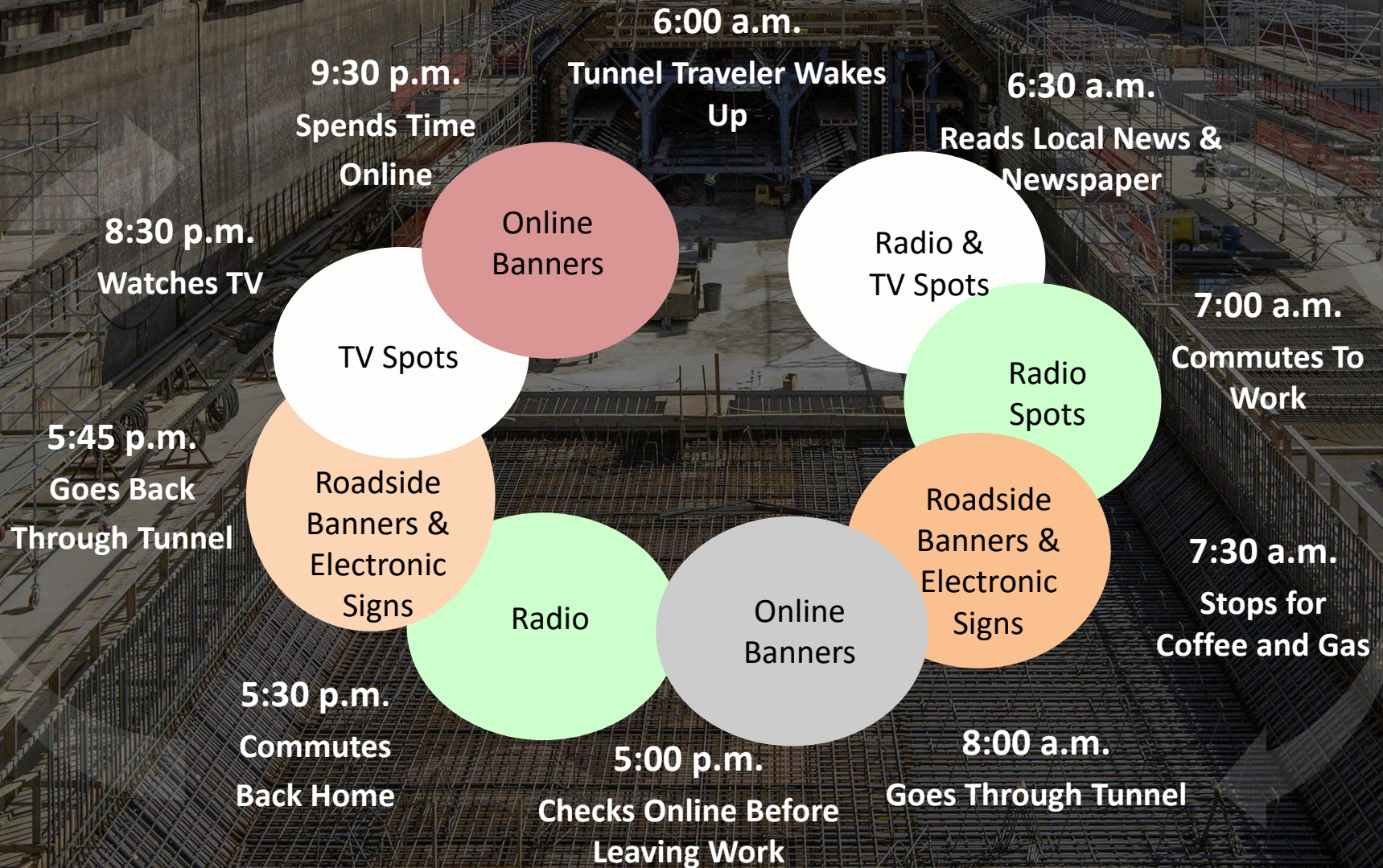


Challenges:

Toll collection started BEFORE construction, had two months to get 75,000 E-Zpass transponders out in service, negative media coverage

Marketing plan was basic:
Get your E-Zpass **NOW**

Reaching our primary audience



Downtown and Midtown Tunnels:
Tolling starts Feb.1

3 easy ways to get your E-ZPass now.



www.EZPassVA.com

Customer Service Centers

NORFOLK: 1701 Church Street
PORTSMOUTH: Victory Crossings Shopping Center
4010 Victory Boulevard

Call 1-877-762-7824



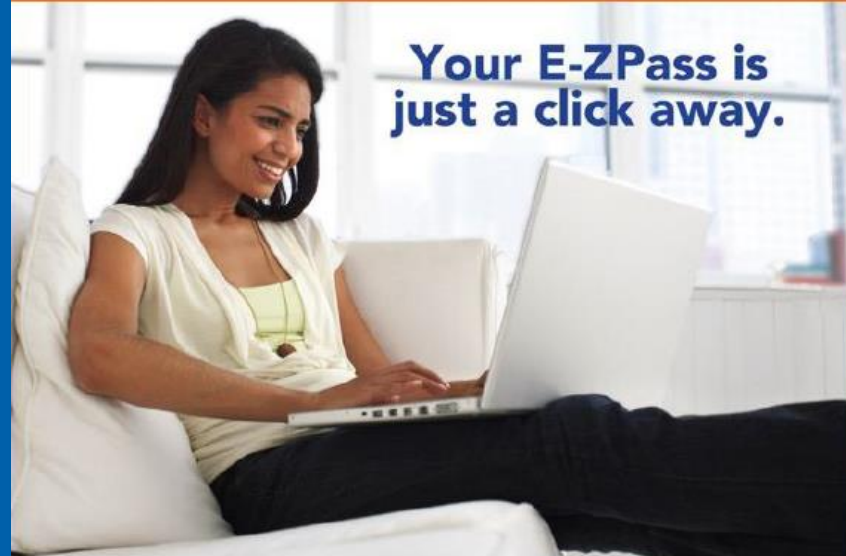
Getting a new E-ZPass is now easier than ever. Go online. Visit a Service Center, or other convenient locations. Or call us toll-free to get yours today. Hurry, you'll want an E-ZPass on the Downtown and Midtown Tunnels when all-electronic tolling starts February 1.

Starting Feb.1: No toll booths. No cash. No stopping.



Downtown and Midtown Tunnels:
Tolling starts Feb.1

Your E-ZPass is
just a click away.



Go to **EZPassVA.com** to get your E-ZPass now!

Getting a new E-ZPass is now easier than ever. Just go online to order yours today! But hurry, you'll want an E-ZPass on the Downtown and Midtown Tunnels when all-electronic tolling starts on February 1.

Starting Feb.1: No toll booths. No cash. No stopping.



Downtown and Midtown Tunnels

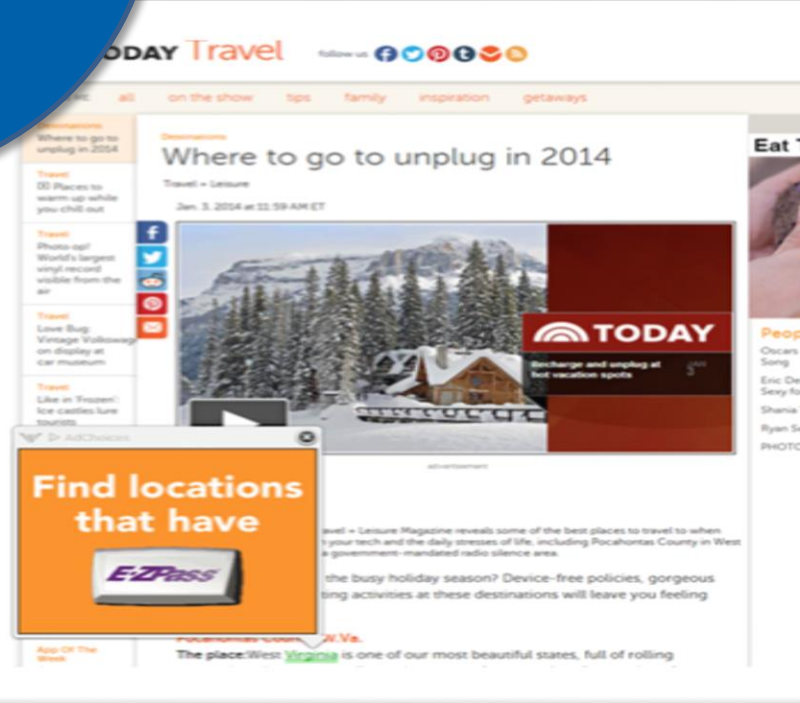
Tolling starts Feb. 1 Get your now!



Tolling Starts Feb.1
E-ZPassVA.com

Notice Campaign

Focus:
Countdown is on to get
your E-Zpass





80K+ transponders issued in 60 days

- Over four months, E-ZPass transponders in the market increased by 213%
- 76% of tunnel users pay by using their E-ZPass
- Toll relief program for financially distressed tunnel users to begin, first of its kind in the nation
- E-ZPass education campaign under way

Lessons learned

1. **The foundation** - the right team, the right roles
2. **Marketing 101** - awareness leads to conversion
3. **Clear goals** - fewer the better
4. **Strategic** - broad and targeted, research-based
5. **Strong brand** - consistent and straightforward
6. **Notice campaigns** – simple works
7. **Date-driven E-ZPass campaign** – countdown
8. **Ongoing education** – measure and adjust