

495 EXPRESS LANES

IT'S TIME TO CHANGE LANES

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HOT to Express

- » As of January 2012, the Capital Beltway HOT Lanes are known as the 495 Express Lanes



- » On-road signage will say "EXPRESS"

Partnership Delivers Benefits



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- » Public-Private Partnership:
 - 495 Express Lanes are the product of a public-private partnership between the Virginia Department of Transportation, the Virginia Department of Rail and Public Transportation, Federal Highway Administration and Transurban-Fluor
- » Who's Who:
 - Transurban will operate and provide routine maintenance for the lanes
 - VDOT will continue to own and oversee the road



495 Express Lanes

- » High occupancy or toll (HOT) lanes that will provide more direct options
- » Four new lanes on the Virginia side of the Capital Beltway
- » Introduction of carpooling opportunities and reliable bus service on I-495
- » Dynamic pricing to maintain highway speeds
- » Expected to open late 2012



Providing a Predictable Trip

- » Dedicated access points
- » Pricing signage in advance of entry points
- » Adjusting toll rates to keep lanes free flowing
- » Toll equipment will identify total trip distance
- » Sensors monitor traffic 24/7
- » All-electronic with no toll booths

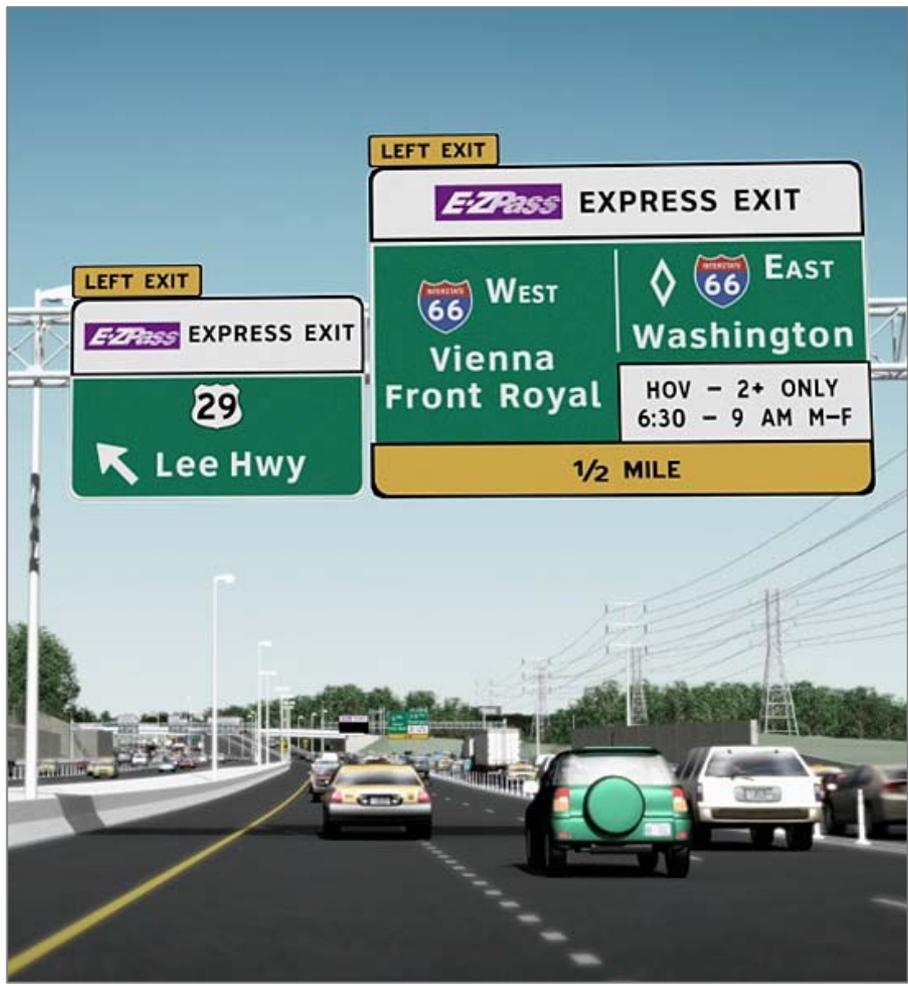


Pricing signage will show the total price to three destinations



Express Lanes Driver View

New Road, New Signage



E-ZPass™ EXPRESS

ALL USERS
E-ZPass™
REQUIRED

HOV 3 +
E-ZPass Flex™
NO TOLL

Staying Safe



Keep new traffic patterns in mind



Safety service patrol available to assist you



Pull to the left in an emergency



Avoid distractions



Mind the barrier



State Police will patrol and enforce HOV rules

Travel Options



If you drive yourself...

Toll charged
E-ZPass[®] required



If you operate a bus...

No toll
E-ZPass required



If you ride a motorcycle...

No toll
No E-ZPass required



If you ride in a carpool...

No toll if HOV-3+
E-ZPass[®] FlexSM required



If you drive a taxi...

No toll if HOV-3+
E-ZPass Flex required



If you are in a vanpool...

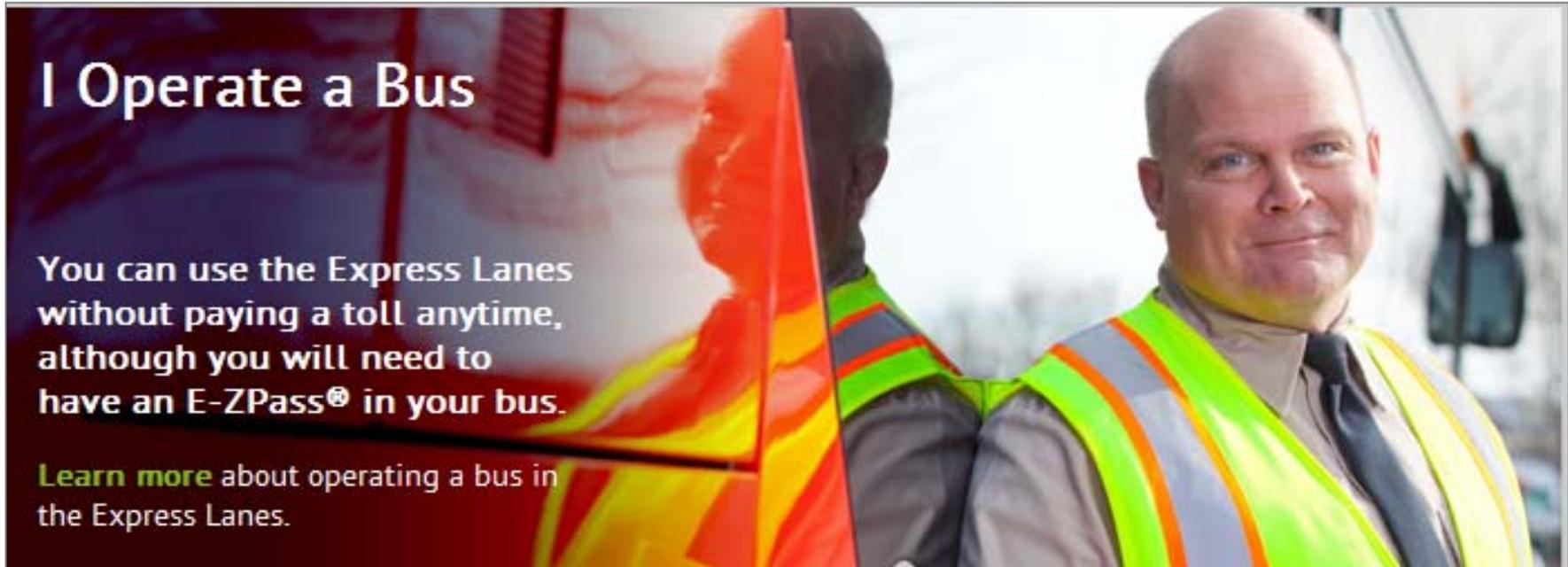
No toll if HOV-3+
E-ZPass Flex required

HOV-3+ Travel



- HOV-3+ qualifies for toll-free travel
- Carpools, taxis and vanpools will need the new switchable E-ZPass (*E-ZPass Flex*)
- E-ZPass is best defense against violators

Buses and the Express Lanes



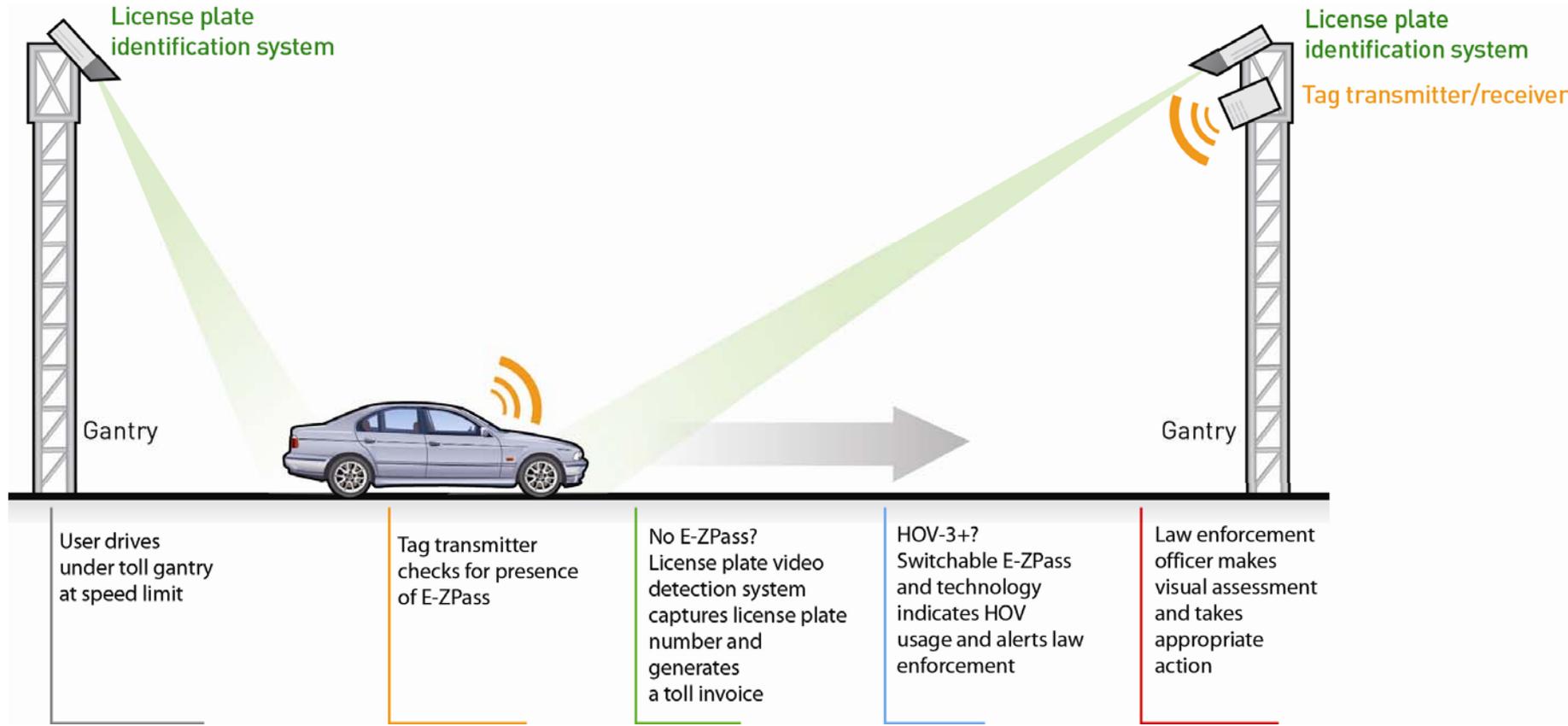
- » Buses have free access to 495 Express Lanes
- » Buses will need E-ZPass and to register with the operator

Which buses are free?



- » In order to register for free travel:
 - Transurban will provide a pre-formatted Excel file
 - Transit operators will need to send back the file with a name and contact information as well the transponder numbers and license plates for the buses that will use the 495 Express Lanes
 - Will also need brief description of buses (capacity and color)
 - Transurban will add these to the tolling system and those vehicles will not be charged a toll

Enforcement of the Lanes



Promoting 495 Express Lanes



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Program goals: Increase awareness of how to use the 495 Express Lanes and promote E-ZPass (standard and Flex)

- » Traditional earned media
- » Social media
- » 495 Express Lanes website
- » Community events
- » Employer/business outreach
- » Paid media (print, radio, online, movie theatre)
- » Collateral
- » Direct outreach
- » Events
- » VDOT, DRPT, MTA, E-ZPass channels
- » Construction zone signage

Resources

- » Website
- » Carpool organization website
- » Social media tools
- » Fact sheets
- » Brochures
- » Posters
- » Website accounts for regular updates



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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 2012). The E-2Pass® Flex™ will allow drivers to switch between HOV and toll-paying modes.
- If you are carpooling, equipment will alert state police to have identified your vehicle as HOV-3. State police will do a visual check to confirm the number of occupants.
- To qualify for the HOV option, you must also have at least three occupants in your vehicle.
- For those who don't have an E-2Pass®, roadside cameras will capture an image of your license plate. You will be invoiced for your toll charges, including an administrative fee.

It's time to change lanes.

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It's time to change lanes.

Time-savings ahead.

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The logo for the 495 ExpressLanes program, featuring a stylized red and blue shield with the number 495 inside.

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- » New website launched January 2012
- » Provides to future users
- » Tools such as maps, trip planners, FAQs, how to use the lanes, understanding signage and pricing
- » Ability to sign up for alerts and customized information

The screenshot shows the homepage of the 495 Express Lanes website. At the top, there is a navigation bar with a home icon, 'DRIVING EXPRESS LANES', 'YOUR TRAVEL OPTIONS', and 'ABOUT'. On the right, there are links for 'CONTACT US', 'FORWARD THIS PAGE', and 'SIGN UP NOW'. Below the navigation bar, there is a 'Follow Us' section with social media icons for Facebook, Twitter, and a 'Share' button. A login section is also present with 'Have an account? SIGN IN HERE' and input fields for 'Email Address...' and 'Password...'. The main content area features a large image of a highway with a 'MORE VIDEOS' button. To the right of the image is the heading 'What Are ExpressLanes?' followed by a paragraph: '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.' Below this is another paragraph: '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.' A third paragraph states: 'Whether you travel by car, carpool, or bus, these HOT lanes will provide greater control over your commute on the Beltway.' A 'Discover a Faster Route »' link is provided. To the right of the main content is a sidebar with the heading 'What Are Express Lanes?' and three items: 'Your New Shortcut', 'Your Next Step', and 'Take Control of Your Commute'. At the bottom, there is an 'ExpressNews' section with three articles: 'Orange Cones. No Phones.', 'Building New Travel Choices on 495', and 'Highlights of Project Construction'. The final article is 'Express Lanes in the Community'. A blue banner at the bottom right of the screenshot contains the text '495ExpressLanes.com'.

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ExpressLanes

CONTACT US

FORWARD THIS PAGE

SIGN UP NOW

Follow Us:



DRIVING EXPRESS LANES

YOUR TRAVEL OPTIONS

ABOUT

Have an account?
SIGN IN HERE

Email Address...

Password...



Carpool

Share

CARPOOLS RIDE FREE



Next

By riding in a car with **3 or more** people, you can use the Express Lanes for free

Your carpool will need a **E-ZPass Flex** (available in summer 2012) in the vehicle to let us know you are a carpooler.

That way, you won't be charged a toll.

Need to Find a Carpool?

The following resources will help get you on your way.



Find a carpool or vanpool and learn more about commuter assistance programs with Commuter Connections



Earn rewards for carpooling from NuRide.



Let Guaranteed Ride Home get you home when you have to leave work early or stay late.



Learn more about slugging with Slug-Lines.

More Travel Options

Take Control
Your commute, your way

Ride the Bus
Bus routes on the Express Lanes

Get to the Airport
Make your flight.

How Do You Travel?
Rules of the road, just for you

Your Next Step

E-ZPass Flex

Sign up today to receive an alert when the E-ZPass Flex becomes available.

SIGN UP NOW

Commuter Connections Network Members in the Region

VIRGINIA

▶ City of Alexandria – Local Motion

▶ Fairfax County DOT – RideSources

▶ Arlington County

▶ GWRideConnect (Fredericksburg and Caroline, King George,

- » Carpool page has carpool and vanpool resources
- » Sign up for E-ZPass Flex alerts
- » Explains the E-ZPass and occupancy requirements



ExpressLanes

CONTACT US

FORWARD THIS PAGE

SIGN UP NOW

Follow Us:



DRIVING EXPRESS LANES

YOUR TRAVEL OPTIONS

ABOUT

Have an account?
SIGN IN HERE

E-mail Address...

Password...



Ride the Bus

Share

Bus Routes on the Express Lanes

Currently if you take the bus, you get stuck in traffic with everyone else.

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



New bus routes may be coming soon to the Express Lanes »

Sign up to receive alerts about bus routes.

More Travel Options

Take Control
Your commute, your way

Carpool
Carpools ride free

Get to the Airport
Make your flight

How Do You Travel?
Rules of the road, just for you

Your Next Step

Sign up today to receive

- » Ride the bus page highlights benefits of taking the bus on the Express Lanes
- » And future routes using the Express Lanes

Carpool “train the trainer” homepage



EXPRESS LANES OVERVIEW

CARPPOOLING AND THE EXPRESS LANES

FAQS

TALKING POINTS

DOWNLOADS

COMMUTER RESOURCES

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 ▶

Stay Connected



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info@expresslanes.com



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[@495expresslanes](https://twitter.com/495expresslanes)

Questions?



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