



95 EXPRESS



Lessons Learned: Public Outreach for Express Lanes



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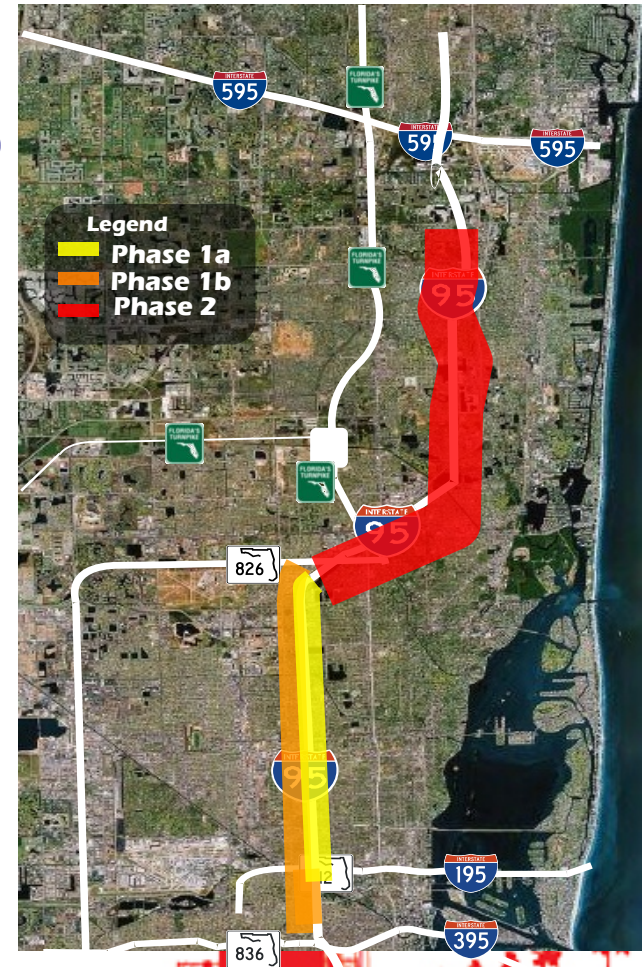




95 EXPRESS

Project Description

- Introduced ML Concept to Community
- Existing Right of Way
- One HOV → Two HOT
- Bus-Rapid Transit Service
- Congestion Pricing





95 EXPRESS

Pre-Launch Strategies

- **One Team Approach**
- **Strategic Outreach Plan**
 - Research/Focus Group
 - Understand Reaction to Express Lanes
 - Choice
 - More Reliable Trip
 - Faster to Your Destination
- **Test Creative**





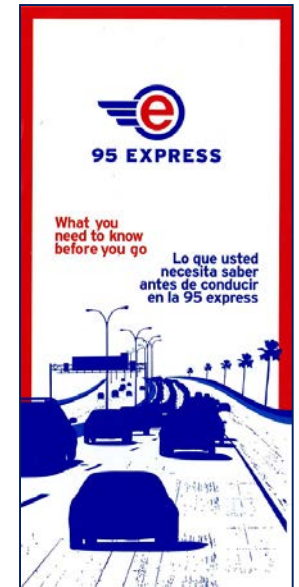
95 EXPRESS

- **Consistent throughout Florida**
- **Used on Everything!**
 - Advertising
 - All Collateral
 - Buses
 - Signage

Branding



95 EXPRESS





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expand your I-95 options.
95 EXPRESS.COM



exactly what I-95 needs.
95 EXPRESS.COM



expect an easier drive soon.
95 EXPRESS.COM



excellent choices when you can't be late.
95 EXPRESS.COM





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EXCITING NEWS FOR I-95 DRIVERS.

With 95 Express SOUTH OPEN, you can now drive roundtrip in the express lanes.



The Florida Department of Transportation is proud to announce that 95 Express south is now open and collecting tolls. Tolling on the same way southbound at 8 down northbound. Tolls are collected electronically, from your prepaid SunPass account based on traffic congestion at the time you get on. To use 95 Express toll-free, you must be on a motorcycle or in a registered hybrid vehicle, a registered 3+ carpool, or a vanpool. For more information on registration, follow the link on 95Express.com.

CLEARLY MARKED ENTRANCES AND EXITS.
TO ENTER: 95 Express south has two entrances. The first is on I-95 just south of the Miami Cardeno Drive exit. The second is just south of the Golden Glades. This entrance lets you get on 95 Express south from Florida's Turnpike, SR 826, and the Golden Glades Park & Ride lot. **TO EXIT:** 95 Express south takes you almost all the way to downtown Miami, and has two clearly marked exits. The first is SR 112 west, heading toward Miami International Airport. The second is just north of SR 836. From this point I-95 continues south as it always has.



FOR EVERYTHING YOU NEED TO KNOW ABOUT 95 EXPRESS, INCLUDING HOW TO REGISTER FOR TOLL-FREE USE, GO TO 95EXPRESS.COM OR CALL 1-877-95X-FDOT.

IMPROVED EXPRESS BUS SERVICE BEGINS JANUARY 25.
 Bus service between Miami Glades and Broward is being expanded and improved to provide a seamless express connection, without transfers. There will also be more buses and more routes, northbound and southbound. For schedules, go to 95Express.com and click on "Bus Rapid Transit Information."

GOOD NEWS FOR EVERYONE WHO USES I-95.
 Since the north side of 95 Express opened 2 year ago, it's been a huge success - in both the express and local lanes. Even during rush hour, traffic flows better, average speeds have more than doubled, and the Florida Highway Patrol reports 15 percent fewer accidents overall.

SunPass can be purchased at 67-0104SunPass and all Turnpike service plazas and gas stations.





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95 EXPRESS SOUTH STARTS COLLECTING TOLLS ON FRIDAY, JANUARY 15.

Make sure you have a registered SunPass or that you're registered to drive toll-free.

Up until now, drivers have been able to use 95 Express south toll-free. That trial period ends Friday, January 15. Tolls will be collected electronically through a registered SunPass Portable or SunPass Mini. The actual amount of the toll will vary based on the level of traffic congestion at the time you get on 95 Express. SunPass can be purchased at CVS/pharmacy and all Turnpike service plazas and gas stations.

How to use 95 Express toll-free.

Certain vehicles can go north and south toll-free on 95 Express: registered hybrid vehicles, registered 3+ carpools, and vanpools. But you must register to qualify – just go to 95express.com and follow the instructions. If you drive a motorcycle, you can use 95 Express toll-free without registering.

HOW TO ENTER 95 EXPRESS SOUTH.

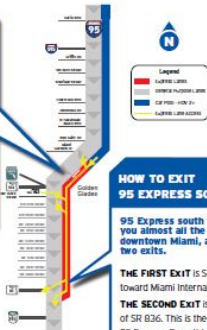
95 Express south has two entrances.

THE FIRST ENTRANCE is on I-95, just south of the Miami Gardens Drive exit.

THE SECOND ENTRANCE is just south of the Golden Glades. This entrance lets you get on 95 Express south from Florida's Turnpike, SR 836, and the Golden Glades Park & Ride lot.



95 Express lanes will be clearly marked.



HOW TO EXIT 95 EXPRESS SOUTH.

95 Express south takes you almost all the way to downtown Miami, and has two exits.

THE FIRST EXIT is SR 112 west, toward Miami International Airport.

THE SECOND EXIT is just north of SR 836. This is the end of 95 Express. From this point, I-95 continues south as it always has toward downtown Miami.



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EXPECT AN EASIER DRIVE SOUTH.

The new 95 Express south is now collecting tolls.

Make sure you have a registered SunPass or that you're registered to drive toll-free.

From now on, everyone using the southbound express lanes must have a SunPass or qualify to use 95 Express toll-free. This works the same way southbound as they do northbound. Tolls are collected electronically through a registered SunPass Portable or SunPass Mini. The actual amount of the toll will vary based on the level of traffic congestion at the time you get on 95 Express. SunPass can be purchased at CVS/pharmacy and all Turnpike service plazas and gas stations.

How to use 95 Express toll-free.

Certain vehicles can go north and south toll-free on 95 Express: registered hybrid vehicles, registered 3+ carpools, and vanpools. But you must register to qualify – just go to 95express.com and follow the instructions. If you drive a motorcycle, you can use 95 Express toll-free without registering.

Improved express bus service.

The completion of 95 Express north and south in Miami-Dade is good news for everyone – including commuters using buses. Bus service will be expanded and improved, providing a seamless connection, without transfers, between Miami-Dade and Broward counties. There will also be more buses and more routes, northbound and southbound. For complete schedules and start dates, go to 95express.com and click on "Bus Rapid Transit Information."

Now driving south will be easier, from just south of Miami Gardens Drive to just north of SR 836. Since the north side of 95 Express opened a year ago, it's been a huge success – in both the express and local lanes. Even during rush hour, traffic flows better and average speeds have more than doubled. You can expect similar results on the southbound side.

HOW TO ENTER 95 EXPRESS SOUTH.

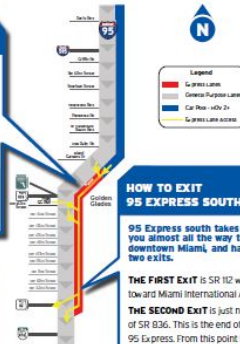
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Messaging

➤ Why Express Lanes?

- Offer Travel Choices, Enhance Mobility and Improve Predictability in Travel Times
- Use as Long-term Congestion Management
- Save Future Construction Dollars by Reducing Need for Additional Widening

➤ Everyone Benefits

➤ Must have SunPass





Messaging

- **Tolls Charged to Manage Congestion
NOT to Enhance Revenue**
- **Tolls Dynamically Priced**
 - Based on Traffic in the Express Lanes ONLY
- **Important Milestones**
 - Construction Phase/Delineator Installation
 - Launch of Tolling



Post Launch Strategies

- **Shift Public Involvement Management Approach**
 - Manage Project as a ‘Consumer Product’
 - Drivers vs. Customers
 - Real-time operational project vs. Traditional highway project
- **Dedicate PIO Support**
 - Public Interest is very High!
 - Media Inquiries, Customer Complaints, Trip Research, Data Request, Industry



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Post Launch Strategies

- **Develop Multi-Modal Customer Service Program**
 - SunPass, FDOT, SFCS, Transit, HOV 3+
 - Manage customer experience & expectations
 - Establish response procedures
 - Identify trends for operational success
- **Create Interactive Project Website**
 - Add Tools Customers can Actually Use
- **Promote Continuing Education Supporting Operations**
 - Driver Behavior Impacts Operations





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