

TRANSPORTATION RESEARCH BOARD

Communications Strategies for Talking Tolls & Public-Private Partnerships

**Tuesday, June 11, 2019
2:00-4:00 PM ET**

The Transportation Research Board has met the standards and requirements of the Registered Continuing Education Providers Program. Credit earned on completion of this program will be reported to RCEP. A certificate of completion will be issued to participants that have registered and attended the entire session. As such, it does not include content that may be deemed or construed to be an approval or endorsement by RCEP.



REGISTERED CONTINUING EDUCATION PROGRAM



Purpose

To discuss successful communications strategies for engaging the public in conversations around tolling and public-private partnerships (P3s).

Learning Objectives

At the end of this webinar, you will be able to:

- Describe how to build early regional consensus and support around tolling and P3s
 - List the essential items in a communications plan
 - Identify which congestion pricing and funding messages best resonate with the public
- 

**TRB WEBINAR:
COMMUNICATIONS STRATEGIES FOR TALKING TOLLS &
PUBLIC-PRIVATE PARTNERSHIPS**

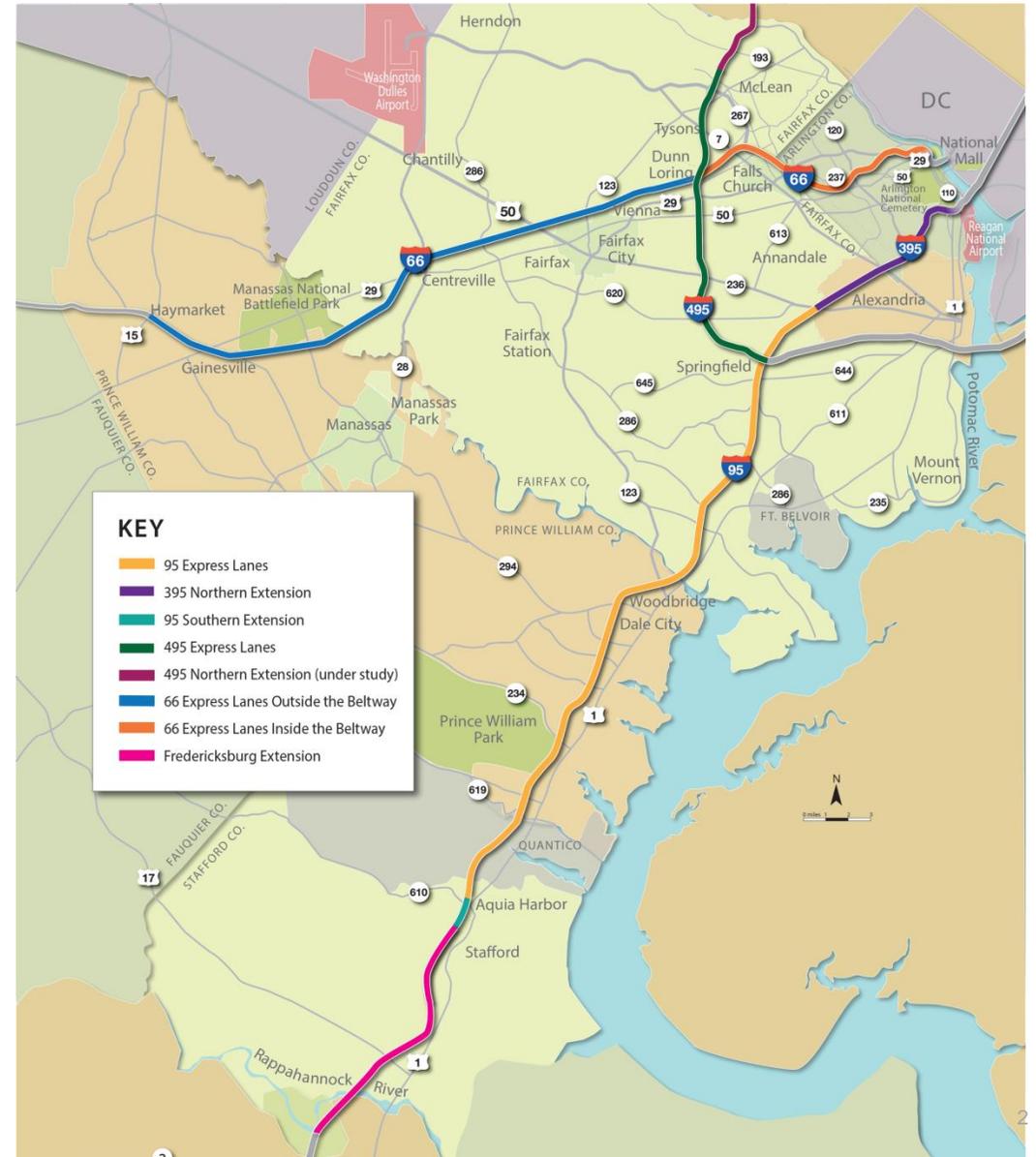
**TRB CONGESTION PRICING COMMITTEE
COMMUNICATIONS SUBCOMMITTEE**

 Michelle T. Holland, Megaprojects Communications Manager
Virginia Department of Transportation

June 11, 2019

Northern Virginia Regional Express Lanes Network

- **90+ Mile** express lanes network by late 2022
- **54 miles in service**
 - I-95, I-495, I-66 Inside the Beltway
- **31 miles under construction**
 - I-395 Northern Extension
 - I-66 Outside the Beltway
- **10 miles in development**
 - I-95 to Fredericksburg
- **3 miles under study**
 - I-495 Northern Extension
- **Three independent operators**

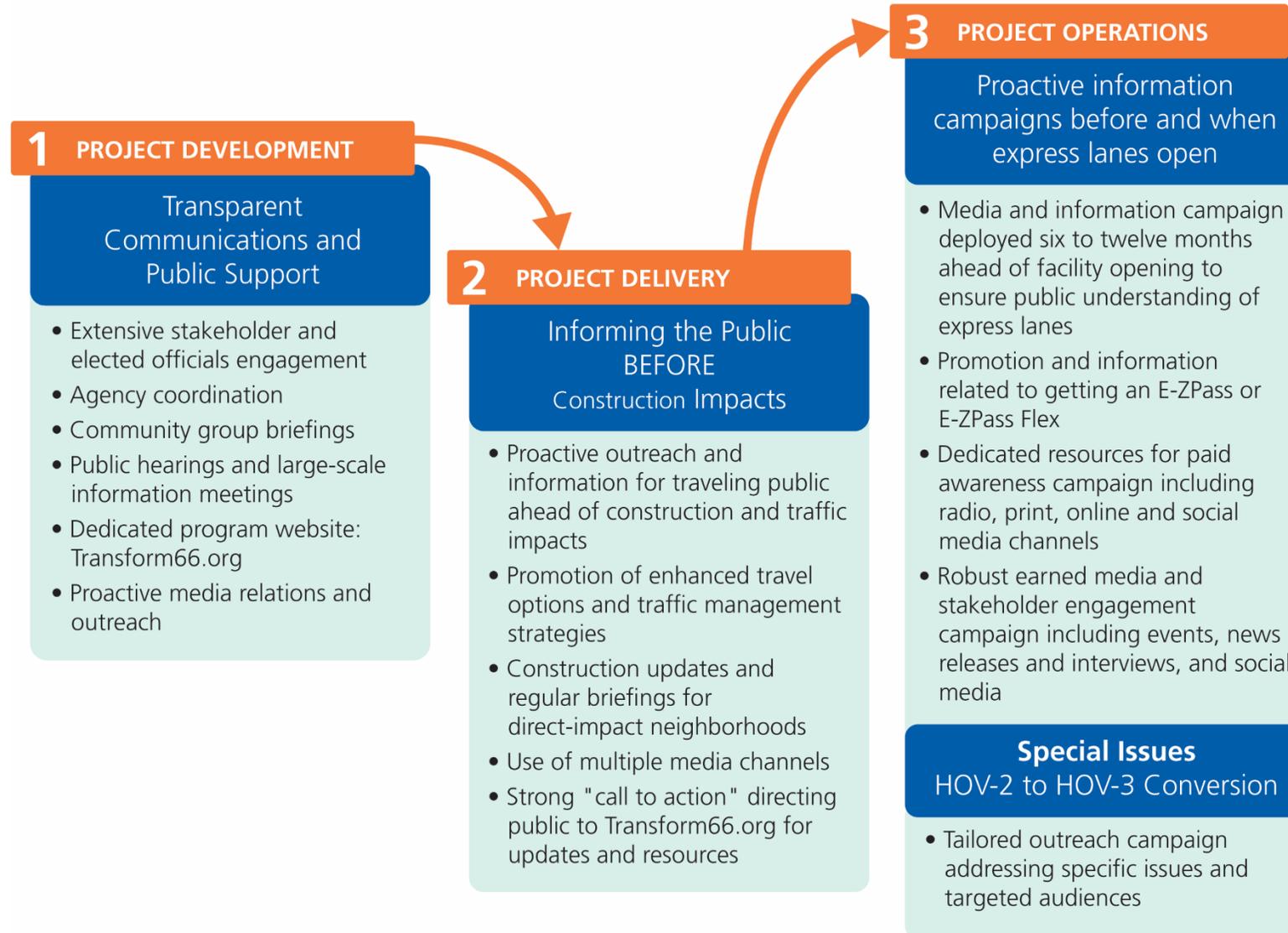


I-66 Outside the Beltway Project

- 22.5 miles of express lanes (2 lanes in each direction, HOV-3+) alongside general purpose lanes from I-495 to Gainesville (leaving space in median for future transit expansion)
- 2 new park and ride lots providing 3,200+ parking spaces
- Bicycle and pedestrian trail improvements including 11 miles of new trails
- \$2.2 billion design-build construction project
- Public-private partnership with I-66 Express Mobility Partners (Cintra, Meridiam, John Laing, and APG) through 2066
- **Express Lanes scheduled to open in December 2022**



Communications Programs: Three Main Phases



I-66 Outside the Beltway: Public Challenges

Project Development and Environmental Study Process:

- Identify best solutions
- Inclusion in Region's long-range plans
- Refine project designs to minimize footprint and impacts
- Study, select and execute project-delivery method
- Trucks on the Express Lanes
- Tolling
- Changing HOV-2 to HOV-3
- No exemption for hybrid drivers
- Transparency

Project Construction

- Public outreach for design and construction impacts
- Advance notification and outreach for traveling and neighboring public
- Solutions to mitigate construction impacts
- Transparency



I-66 Outside the Beltway: Communications Strategies

Project Development and Environmental Study Process

- Communications: Top priority to agency and project leadership
- Accessibility to leadership and decision makers
- Accessibility to technical leads and critical information
- Dedicated and local staff resources
- Combination of new and traditional methods and tactics
- Extensive outreach and availability

Project Construction and Pre-Operations: P3 Partnership

- Early input on Agreement and Technical Requirements with Private Partner
- Establish roles and responsibilities
- VDOT remains lead spokesperson for construction and policy-related issues and events
- Involvement from all partners through construction and pre-operations project phases
- Regular interaction and coordination
- Continued access and involvement with project leadership and technical resources from all partners



VDOT Transportation Management Plans During Construction

Programs to keep commuters moving, reduce number of single-occupant drivers, and promote use of transit and alternative travel strategies during construction

I-66 Outside the Beltway:

- 50% fare subsidies on local commuter buses
- \$100 incentives for new HOV-3+ carpoolers
- \$200-per-seat subsidy for new vanpools; \$350 gas card incentives for 10+ passenger vans; \$100 for smaller vans
- Up to \$10,000 for new telework programs

I-395 Northern Extension:

- Supplemental commuter bus service
- Employer outreach
- Carpool and vanpool incentives
- Teleworking implementation incentives
- Pentagon Commuter Store



Commuter Bus, Carpool, Vanpool, Telework.
You've got options.



VDOT Websites and Online Tools

- High profile projects and studies get their own:
 - Websites
 - Project email addresses
 - Regular email updates to stakeholder lists

Construction and Lane Closures

Learn about current and upcoming lane closures by clicking a marker or tab below or [click to download](#) a PDF.

Rt. 29
Rt. 234
Rt. 28
Rt. 286
Rt. 50
Rt. 123
Nutley St.
I-495

I-66 at Route 50

MAIN ACTIVITIES
Lane shifts and clearing continue on I-66 in preparation for construction activities. A retaining wall is being built along Jermantown Road and Waples Mill Road.

TRAFFIC IMPACTS
No significant traffic impacts scheduled.

Current Traffic Conditions

Virginia 511 provides current information on travel conditions, work zones, incidents and more. Visit 511virginia.org or [download the app](#) before you travel.

Interested in alternatives to driving alone? Check out [Commuter Options on I-66](#).

May 2019

TRANSFORM 66 OUTSIDE THE BELTWAY

We're transforming I-66 to provide safer, more reliable travel options for more people across Northern Virginia.

CONSTRUCTION PROGRESS IN APRIL

Warmer temperatures and more daylight helped crews make visible progress in several areas of the Transform 66 construction corridor including:

- Bridge foundations and piers at I-495, Route 28, and Route 234 Business interchanges, as well as Bull Run Drive overpass
- Tree clearing and grading, which is nearly complete, at the future park and ride lot off Balls Ford Road near Manassas
- Retaining wall construction along I-66 in the Jermantown Road area
- Continued shifting of travel lanes toward the center of the roadway into a temporary traffic pattern to allow construction on the shoulders
- First long-term detours and closures around Route 123 and Route 28

Heavier construction work in May will continue to focus on the areas around Route 28 and Route 123. Between clearing, lane shifts, utility relocations, and retaining wall work, nearly every section of the 22.5-mile project corridor will see construction activity this month.

I-66 Inside the Beltway Express Lanes

- Conversion of part-time HOV lanes to state-operated, part-time express lanes
- Tolling during weekdays, peak hours, peak directions
 - Eastbound: 5:30 – 9:30 a.m.
 - Westbound: 3:00 – 7:00 p.m.
 - HOV2+ toll-free in 2017, HOV3+ toll-free when Express Lanes open on I-66 outside the Beltway (2022)
 - All vehicles using the lanes during tolling periods must have an E-ZPass or E-ZPass Flex (if they are HOV) mounted in vehicle
- Toll revenue covers funds operations and multimodal projects (Commuter Choice program)



I-66 Inside the Beltway: Public Challenges

- Introducing nation's first peak-period, all lanes, dynamically-tolled roadway
- Include in region's Constrained Long Range Plan
- Gaining public support and understanding of:
 - Implementing Express Lanes without immediate new capacity
 - Confidence that toll revenue will be reinvested into transit and other multimodal programs that benefit I-66
 - Widening I-66
 - New rules of road including hours of operation, getting an E-ZPass or E-ZPass Flex, and HOV and toll violation
- No exemptions for hybrid drivers, drivers traveling to and from Dulles Airport, or off-duty public safety personnel
- Future change of HOV-2 to HOV-3
- High toll rates since opening Express Lanes



I-66 Inside the Beltway Express Lanes: Tolling Information Campaign

Objectives:

- Inform the public about the I-66 Express Lanes Inside the Beltway Tolling Program
- Educate the public on rules of the road
- Inform drivers on how to obtain E-ZPass or E-ZPass Flex

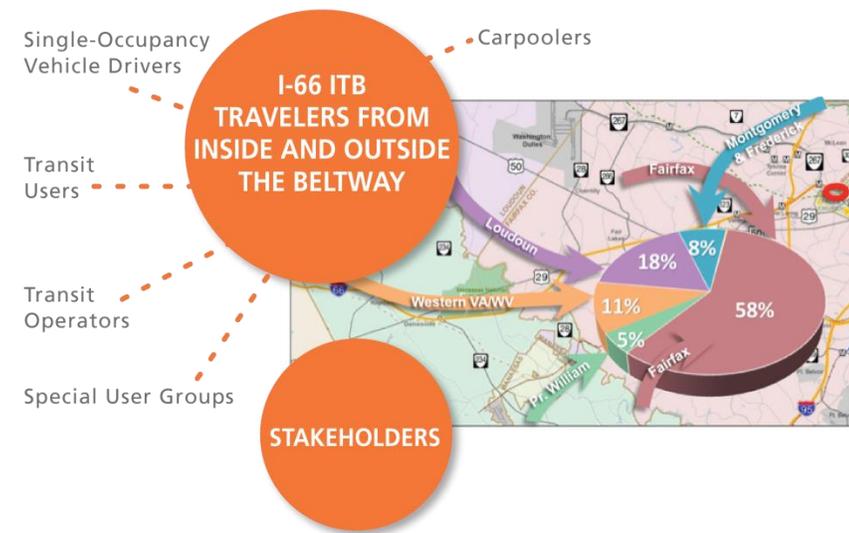
Key Message:

ANYONE
can travel on I-66 Inside
the Beltway during
rush hour with an
E-ZPass.

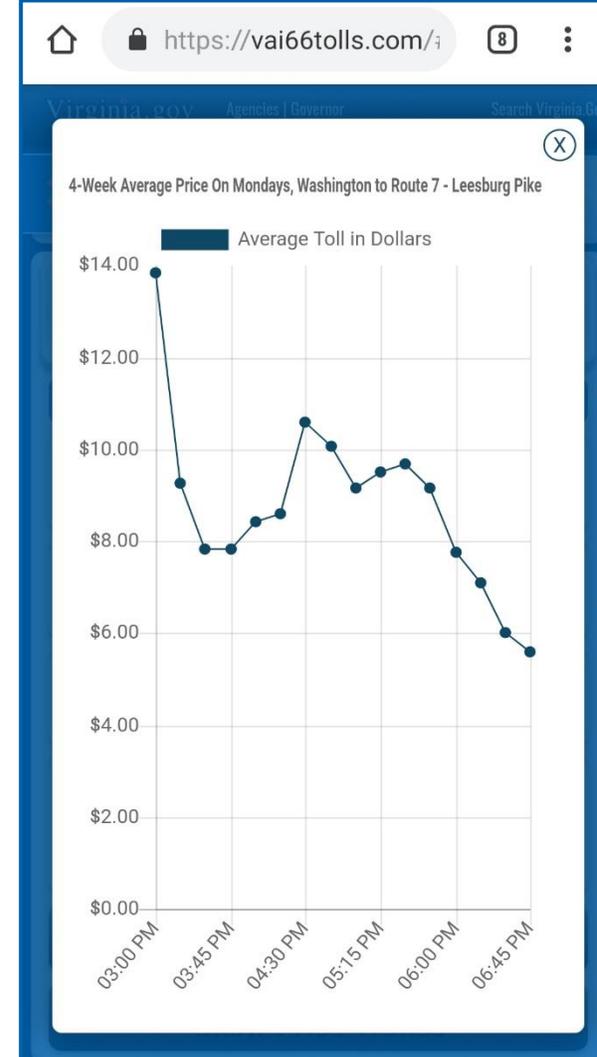


Single Occupant
Driver Carpooler Bus or
Vanpool

Target Audiences:



I-66 Express Lanes Mobile Tools



Get your E-ZPass

If you travel on I-66 Inside the Beltway when tolling is in effect Monday through Friday, 5:30-9:30 a.m. eastbound, and 3-7 p.m. westbound, you need to have an E-ZPass funded and properly mounted in your vehicle. If you are traveling with two or more people in your vehicle, you will need an E-ZPass Flex switched to HOV mode to travel free.

Visit www.ezpassva.com to get

I-66 Inside the Beltway Express Lanes: Advertising Campaign



Express Lanes are coming to I-66 Inside the Beltway in December 2017



Soon, **anyone** can travel on I-66 Inside the Beltway during rush hour. If driving alone, you'll need to pay a toll with an E-ZPass. If carpooling, you can travel toll free with an E-ZPass Flex. If traveling by bus, you'll have more choices and a more reliable trip.

Learn more at 66expresslanes.org and improve your commute.



GET YOUR E-ZPASS OR E-ZPASS FLEX NOW



Express Lanes Are Coming to I-66 Inside the Beltway During Rush Hour

Starting in December 2017, anyone can travel on I-66 from I-495 to U.S. Route 29 in Rosslyn



Hours of Operation
I-66 Express Lanes Inside the Beltway

Westbound
3:00 – 7:00 p.m.

Eastbound
5:30 – 9:30 a.m.

MON TUE WED THU FRI

The lanes are free at all other times with no tolling, HOV requirements, or E-ZPass needed.

What You Need to Know

- Express Lanes are opening on I-66 Inside the Beltway, weekdays during rush hour, in the peak commute direction.
- If driving alone, you can choose to use the lanes by paying a toll with an E-ZPass.
- If carpooling as HOV-2+*, you can still use the lanes for free with an E-ZPass Flex.
- *When the express lanes open on I-66 Outside the Beltway in 2022, vehicles will need to have three or more occupants (HOV-3+) to travel for free.*
- You can access the express lanes at all existing entrances and exits on I-66 Inside the Beltway.
- When riding a bus, you will have a more reliable trip.
- Trucks are prohibited from I-66 Inside the Beltway.



How the Express Lanes Will Work

- Dynamic tolls will manage demand for the lanes and keep traffic moving in order to move more people, provide more reliable trips, and offer new travel choices.
- Electronic signs will display current toll prices at each entry point.
- Drivers will see two pricing signs before committing to take the express lanes.
- Drivers will lock in their toll price at the second pricing sign, before entering the express lanes.
- Signs will show the prices for up to three destinations. Even if your exit is not displayed, you will be able to get a general idea of the toll to your destination.
- Tolls will be reinvested in the I-66 Corridor to help fund new transit routes and park and ride lots to provide commuters with new travel choices.



NEW TRAVEL RULES

- Drive Alone**
Pay a toll with an E-ZPass.
- Carpool HOV-2+**
Continue to travel toll-free with an E-ZPass Flex. HOV-3+ in 2022.
- Buses**
Travel toll-free with an E-ZPass Flex.

NEW RULES APPLY

- Clean Special Fuel License Plate Vehicles (or Hybrids)**
Follow new travel rules above, no exemption based on clean special fuel license plate.
- Dulles Airport Drivers**
Follow new travel rules above, no exemption for driving to and from Dulles Airport.
- FREE ACCESS, NO E-ZPASS REQUIRED**
Motorcycles travel toll-free.

Learn more at 66expresslanes.org



E-ZPass or E-ZPass Flex Required Visit EZPassVA.com Call us toll-free at 877-762-7824



Opening in December

Weekdays 5:30-9:30 a.m. Eastbound ■ 3:00-7:00 p.m. Westbound

E-ZPass required ■ HOV-2+ Toll Free with E-ZPass Flex



Express Lanes
INSIDE THE BELTWAY

66expresslanes.org

VDOT -DRPT-

**Express Lanes
are coming
to I-66 Inside
the Beltway.**

Learn more:
66expresslanes.org
ezpassva.com



VDOT -DRPT-

**If driving
alone,
you'll need an
E-ZPass and
pay a toll.**

Learn more:
66expresslanes.org
ezpassva.com



VDOT -DRPT-

**Soon
anyone can
travel these
lanes during
rush hour.**

Learn more:
66expresslanes.org
ezpassva.com



VDOT -DRPT-

**HOV-2+
ride free
with an
E-ZPass Flex.**

Learn more:
66expresslanes.org
ezpassva.com





TRANSFORM 66

INSIDE 66
OUTSIDE 66
Moving More People



Project Location

TRANSFORM 66

Versailles GALLERY

TRANSFORM 66



WELCOME



2017 PUBLIC OUTREACH CAMPAIGN

Earned Media Highlights since September 6

24+

NEWS STORIES and SEGMENTS

WTOP, WJLA, WUSA9, WAMU, Falls Church News-Press, Fairfax County Times, Washington Post, Inside NOVA, Star-Exponent, Augusta Free Press, LocalDMV.com, FairfaxNews.com, FairfaxCounty.gov, AlexandriaNews.org, and more

EBlast Notifications

between August 24 – November 2

12,805

EBLAST RECIPIENTS

received 4 email blasts

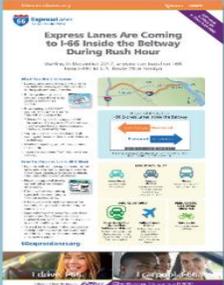
RADIO

34MM IMPRESSIONS
 691 SPOTS/WEEK REACH OF 87.6% OF DMA AN AVERAGE OF 12X EACH 11/13-12/17

WASHINGTON POST
5MM
 TOTAL CIRCULATION

- 3 FULL PAGE
- 3 FULL RUN STICKER AD
- 2 DIRECT MAIL (NOVA ZONED)
- 1 LOCAL LIVING (NOVA ZONED)

11/12, 11/26, 12/10



SOCIAL MEDIA

22,800
 FOLLOWERS
 VDOT TWITTER

NBC4-TV
5MM
 IMPRESSIONS



:05 SPOT BILLBOARD FOLLOWING TRAFFIC REPORT 130 SPOTS; REACH OF 82% WITH AVERAGE OF 10X EACH **OCTOBER-DECEMBER**

WEBSITE
4,934
 PAGE VIEWS

LAUNCHED OCTOBER 2017
 11,245 SESSIONS 4,147 USERS



BUS EXTERIOR ADS
20MM
 IMPRESSIONS/MONTH

PRTC OMNIRIDE, FAIRFAX CONNECTOR, LOUDOUN CO. TRANSIT, FAIRFAX CONNECTOR, WMATA METRO BUS 10/2-12/31



FACEBOOK
 GEO-TARGETED PAID PROMOTED FACEBOOK POSTS

PARK AND RIDE LOTS
144,000
 IMPRESSIONS

10 NORTHERN VIRGINIA LOCATIONS
 3600* VISITORS DAILY,
 11/3-12/31* PROJECTED APPROXIMATE FIGURES

LOCAL NEWSPAPERS
160,000 TOTAL CIRCULATION

FULL PAGE ADS-ARLINGTON CONNECTION, FAIRFAX CONNECTION, MCCLEAN CONNECTION, CENTRE VIEW TIMES, CHANTILLY CONNECTION
NOVEMBER-DECEMBER RUN DATES

MAGAZINES
275,000
 TOTAL CIRCULATION

FULL-PAGE ADS NORTHERN VIRGINIA, WASHINGTONIAN
NOVEMBER ISSUES



FOREIGN LANGUAGE NEWSPAPERS
113,000
 TOTAL CIRCULATION

FULL PAGE ADS EL TIEMPO LATINO, WASHINGTON HISPANIC, KOREA DAILY 11/3, 12/1, 12/15



GAS PUMP TOPPERS
116,500
 IMPRESSIONS

PER STATION/MONTH
 35 GAS STATIONS

Why is the Commonwealth offering Toll Relief?

The Commonwealth of Virginia developed its Toll Relief Program to help ease the financial burden of Elizabeth River Tunnels' tolls on those residents most impacted.

The first program of its kind in the nation offers a one dollar per trip refund to qualified Norfolk and Portsmouth residents who frequently travel through the Downtown and Midtown tunnels.



How is the Toll Relief Program funded?

Elizabeth River Crossings (ERC), operators of the Elizabeth River Tunnels, agreed to pay \$500,000 a year for 10 years to help offset the cost of tolls on those users most financially stressed.



ERC made an additional one-time contribution of \$500,000 bringing the total to \$5,500,000 over 10 years.

How was the Toll Relief Program developed?

Toll Relief Steering Committee

- Made up of VDOT, NAACP, military, education, social services, local government and consultant representatives
- Created to provide input and guidance on program development
- Met monthly



What are the Requirements to Participate in the Toll Relief Program?

To qualify for Toll Relief, participants must:

- Reside in Norfolk or Portsmouth
- Earn \$30,000 or less per year
- Have or open a Virginia E-ZPass account
- Record eight or more trips through the Downtown or Midtown tunnels during a calendar month



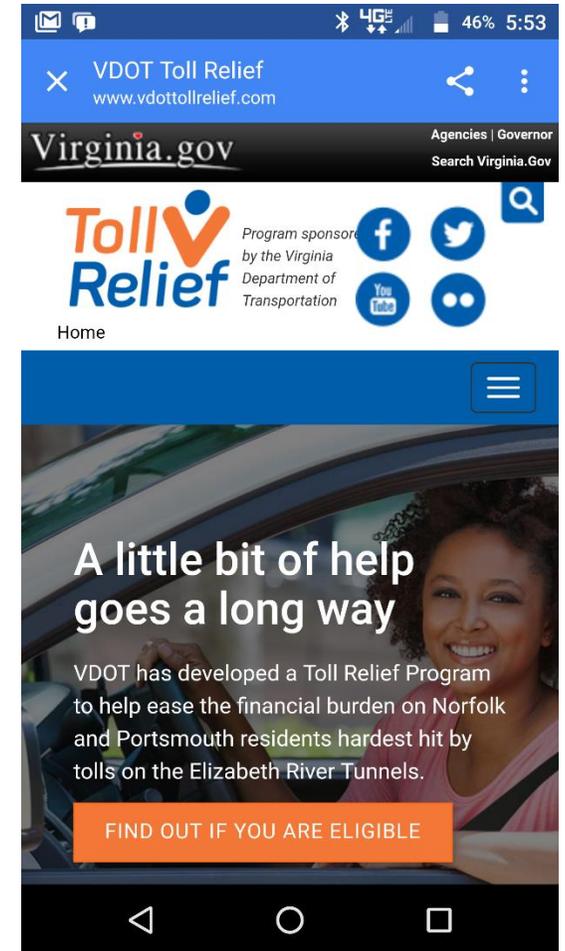
What are the benefits of Toll Relief?

Once a participant's Virginia E-ZPass transponder records eight or more trips through the Downtown or Midtown tunnels during a calendar month, a 75-cent per trip refund is credited to his or her Virginia E-ZPass account.



Communications and Outreach

- Toll-free Number
 - 855-530-5506
- Website
 - vdottollrelief.com
- Postcard/Mailer
- On-site application process at local mall
- Social Media
- Earned Media



Toll Relief Program Statistics

2017 Program Enrollment - **2,094**
Toll Relief Rebate Distributed - **\$458K**
Average Monthly Rebate - **\$30.53**



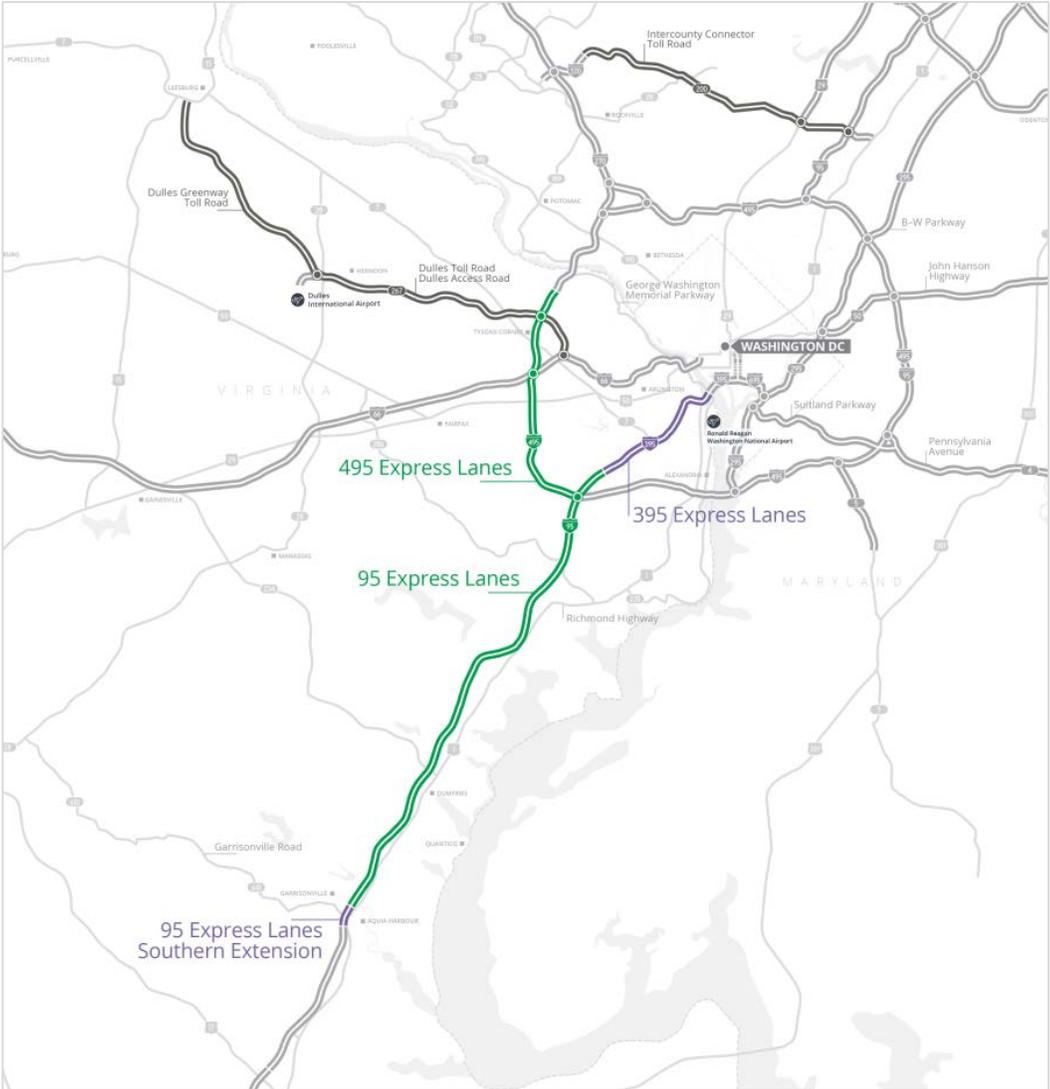
2018 Program Enrollment – **3,003**
Toll Relief Rebate Distributed (March - June) - **\$230K**
Average Monthly Rebate - **\$30.86**

Lessons from Virginia's 495 and 95 Express Lanes

June 11, 2019

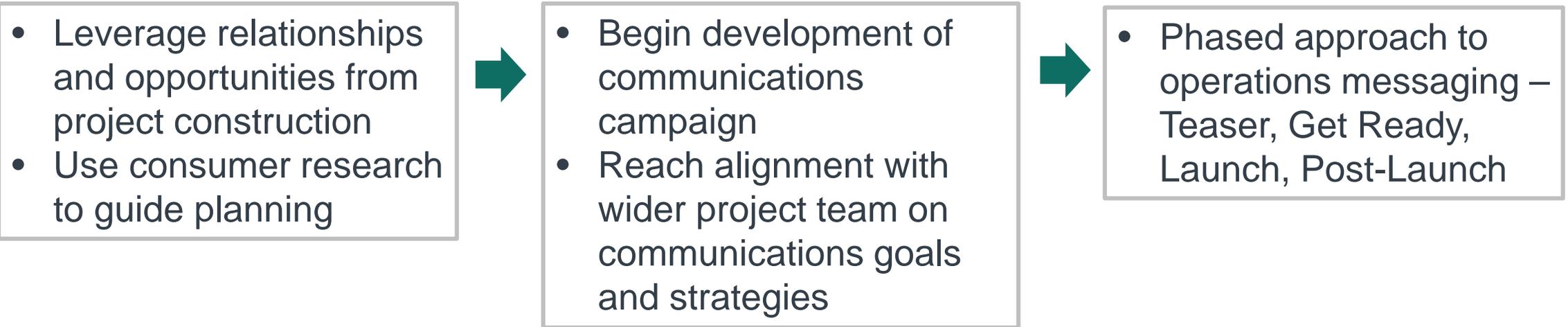


Transurban's Express Lanes network in Virginia

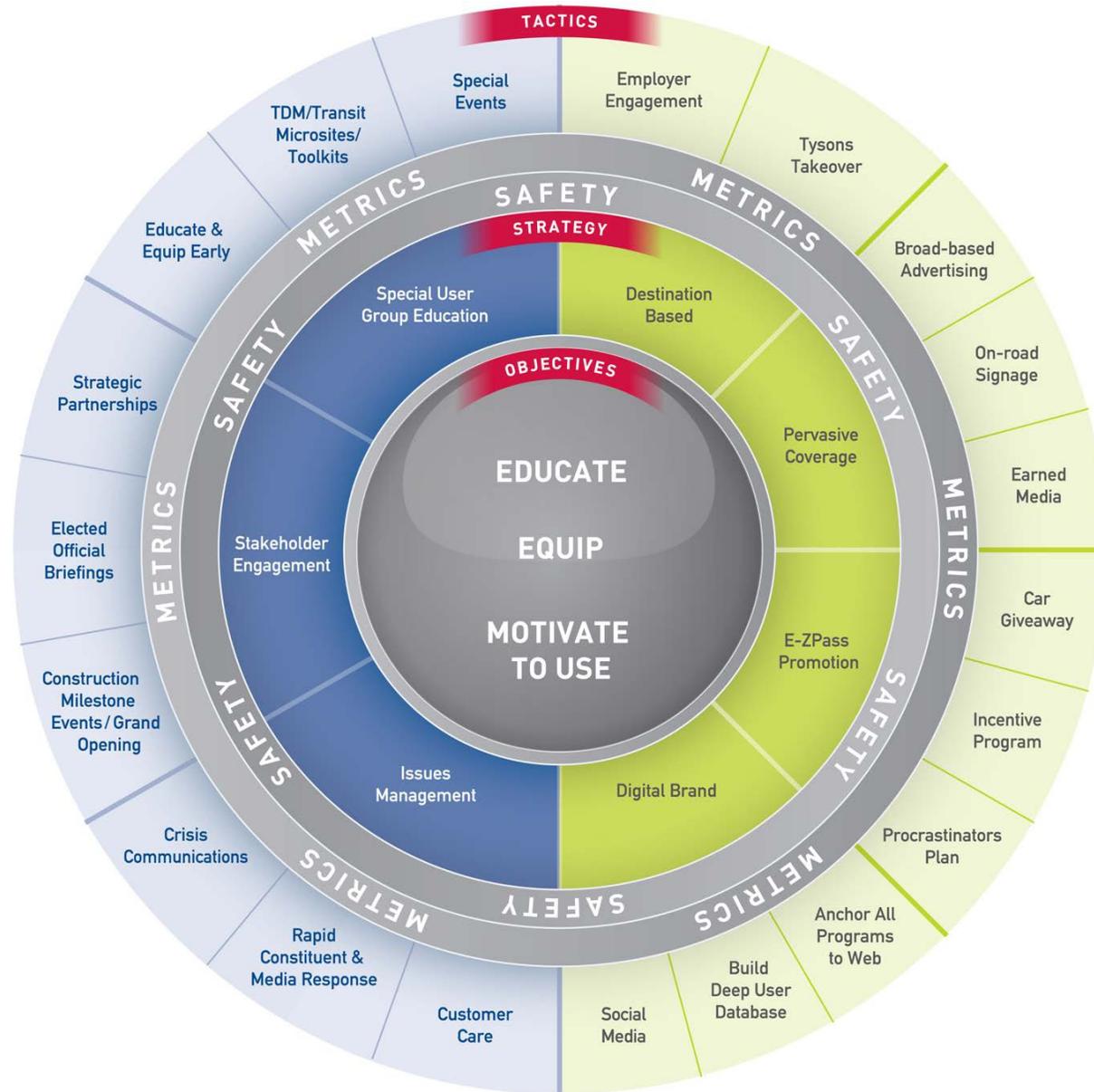


Preparing for operations of the Express Lanes

Transitioning to communications about how to use the roadway



495 Express Lanes marketing and education program overview

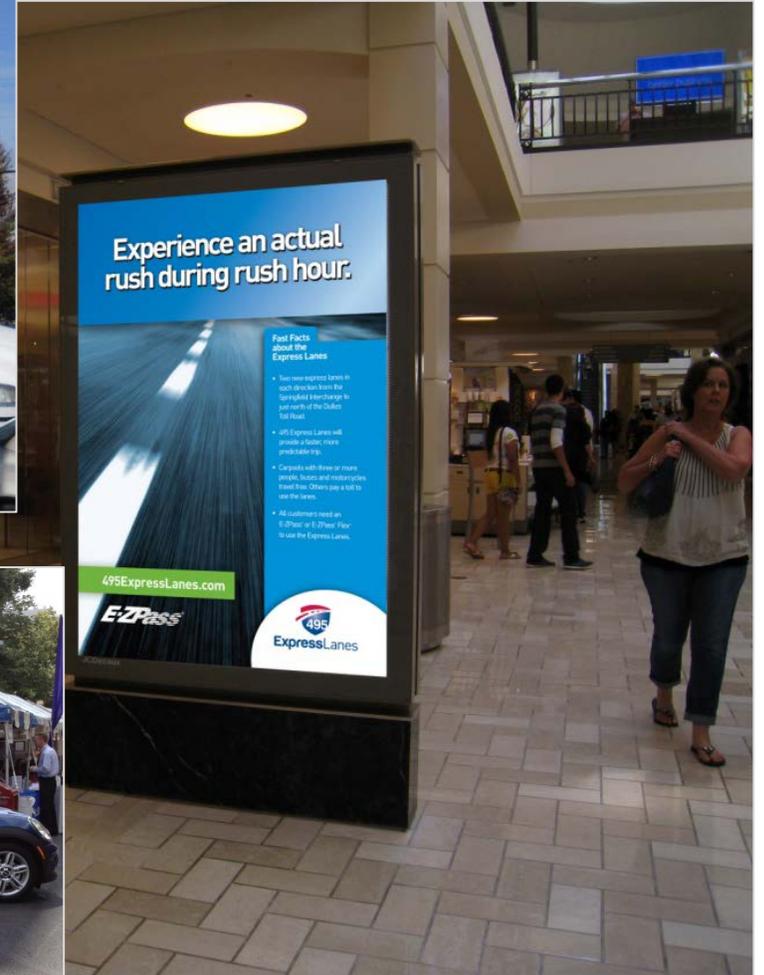


Extensive education in the northern Virginia region

Preparing area drivers for the 495 Express Lanes

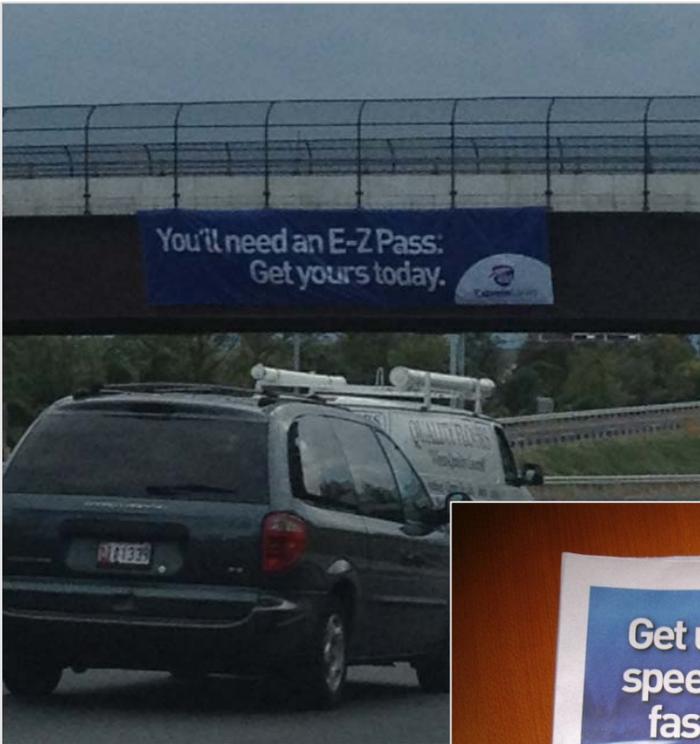
Targets special user groups, including HOV, transit riders and operators

- Continued about 6 months into operations
- Advertising
- Festivals & events
- Employer outreach
- Media outreach
- Social media
- Contests and incentives driving E-ZPass adoption



High impact pieces for the 495 Express Lanes

Boosting awareness before tolling begins



Highest-intensity portion of program began about 30 days prior to the start of tolling, including:

- Increase in radio weight
- Major online and print initiatives during 2 weekends prior to opening
- Launch of 62 wrapped delivery trucks
- Ads in online and in community newspapers
- Gas station ads
- On-road educational messages
- Mall and cinema

Spotlighting the carpool option

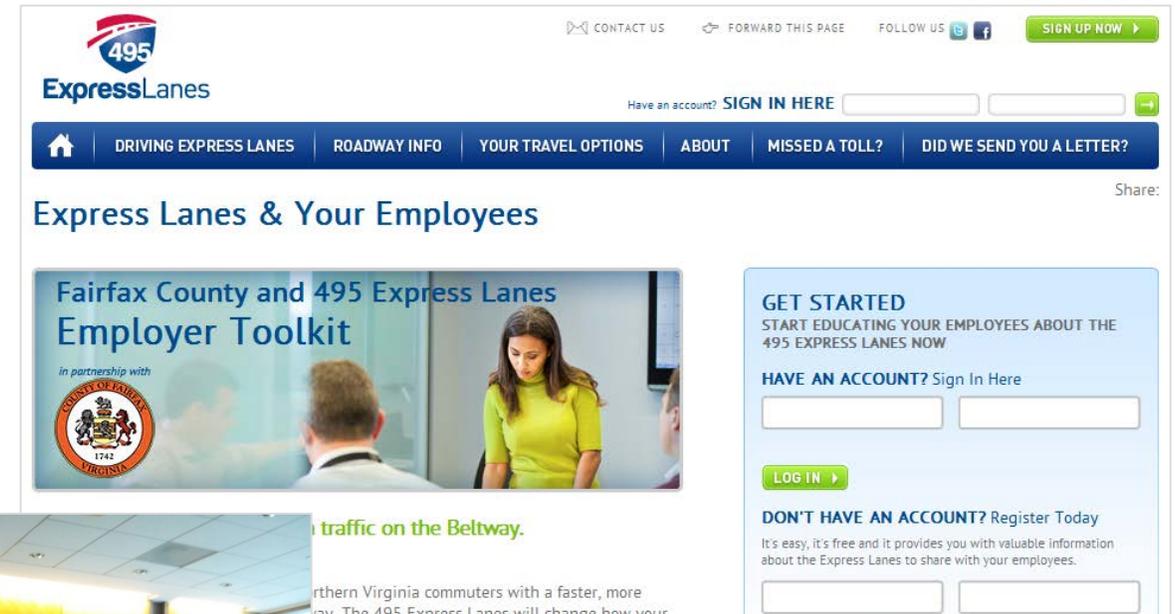
The screenshot shows the ExpressLanes website. At the top left is the logo with '495 ExpressLanes'. Navigation links include 'EXPRESS LANES OVERVIEW', 'CARPOOLING AND THE EXPRESS LANES', 'FAQS', 'TALKING POINTS', 'DOWNLOADS', and 'COMMUTER RESOURCES'. A main heading reads 'Express Lanes and Carpoolers'. Below it is a photo of a car with people and a text block: '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.' To the right is a 'Get Started' section with a login form (E-Mail, Password, LOG IN, Forgot password?) and a registration form (First Name, Last Name, Organization).

- Dedicated train-the-trainer website for ridesharing coordinators
- Links to help drivers set up a carpool or vanpool
- Partnerships with TDM groups
- User profiles on website

The screenshot shows a 'Carpool' webpage. The main heading is 'Carpool' with the subtext 'CARPOOLS RIDE TOLL FREE'. A central graphic illustrates the concept: 'YOUR CREW' (three people) plus 'E-ZPASS FLEX' (a toll tag) equals 'A TOLL-FREE RIDE ON THE EXPRESS LANES' (a car). Below this is a section 'Need to Find a Carpool?' with links to 'COMMUTER CONNECTIONS' (Find a carpool or vanpool), 'nuride' (Earn rewards for carpooling), 'We'll Get You Home' (Let Guaranteed Ride Home), and 'Slug-Lines.com' (Learn more about slugging). On the right, a 'Your Travel Options' sidebar lists: 'Plan Your Trip', 'Ride the Bus', 'Get to the Airport', 'How Do You Travel?', and 'HOV Nomination'. The E-ZPass logo is at the bottom right.

Tools for employers

- Dedicated web page with employer toolkit
- Employer-focused collateral materials and brochures
- Custom in-office events for employees; E-ZPass available for purchase in most cases
- Electronic versions of informational pieces provided to employer contacts



Campaign creative

The Washington Post website screenshot shows a prominent advertisement for 495 Express Lanes. The ad features a large image of a highway with a car in the foreground. The headline reads "Are you ready to change lanes?" and includes a sub-headline: "The 495 Express Lanes open soon. Learn the rules of the road and get your E-ZPass so you're ready to change lanes." Below the headline is a "Get 1 FREE week" button. The ad also includes a "Map your Route" button and the ExpressLanes logo.

The screenshot shows the top navigation bar of The Washington Post website. It includes links for "Sign In", "Register", "Jobs", "Real Estate", "Rentals", "Cars", "Print Subscription", "Today's Paper", "Discussions", "Going Out Guide", "Personal Post", and "Videos". There are also social media icons for Facebook and Twitter. The main navigation bar lists categories: "Politics", "Opinions", "Local", "Sports", "National", "World", "Business", "Tech", "Lifestyle", "Entertainment", "Jobs", "Real Estate", and "More". The page title is "The Washington Post" and the date is "November 12, 2012".

This advertisement features a blue background with a perspective view of a highway. The headline reads "Experience an actual rush during rush hour." Below the headline is a "Fast Facts about the Express Lanes" section with a bulleted list:

- The 495 Express Lanes will provide a faster, more predictable trip for high-occupancy and toll-paying vehicles.
- There will be two new HOT lanes in each direction from the Springfield Interchange to just north of the Dulles Toll Road.
- Travel will be free for vehicles carrying three or more passengers, as well as for buses and motorcycles.
- All customers need an E-ZPass to use the Express Lanes.

At the bottom, there is a green banner with "495ExpressLanes.com" and the E-ZPass logo.

This advertisement features a blue background with a perspective view of a highway. The headline reads "Unlock gridlock." Below the headline is a "Register and take a free ride." section with the following text:

Get ready for a faster commute with four new lanes on the Virginia side of the Capital Beltway. The 495 Express Lanes will keep you moving between the Springfield Interchange and the Dulles Toll Road.

Starting September 11, register for a Virginia E-ZPass or new E-ZPass Flex and get two toll-free weeks on the Express Lanes. That's two full weeks to enjoy a more predictable ride on us.

If you're tired of being stuck in traffic on the Beltway, go to 495ExpressLanes.com/offer and register. Offer ends September 30.

It's time to change lanes.

At the bottom, there is a green banner with "495ExpressLanes.com" and the ExpressLanes logo.

This advertisement shows an elevator with two posters. The left poster features a man in a suit and the text "Less traffic means more business." The right poster features a dog in a car and the text "Sniff out a better route." Both posters include the ExpressLanes logo and the website "495ExpressLanes.com".

Community outreach offered access to E-Zpass transponders



- Ground game touched hundreds of thousands in the region and offered unprecedented access to E-ZPass
- MINI promotional contest drove greater numbers to booth and E-ZPass adoption

Equity considerations

Let data drive the narrative

Early positioning

- Use findings from other managed lanes projects
- Customer sentiment by income bracket

Ramp up to operations

- Reinforce usage expectations – not an everyday option for most
- Don't forget HOV customers

Share customer data

- Highlight customer sentiment and spending trends
- Offer context for high-toll scenarios



♥ Dave Dildine liked

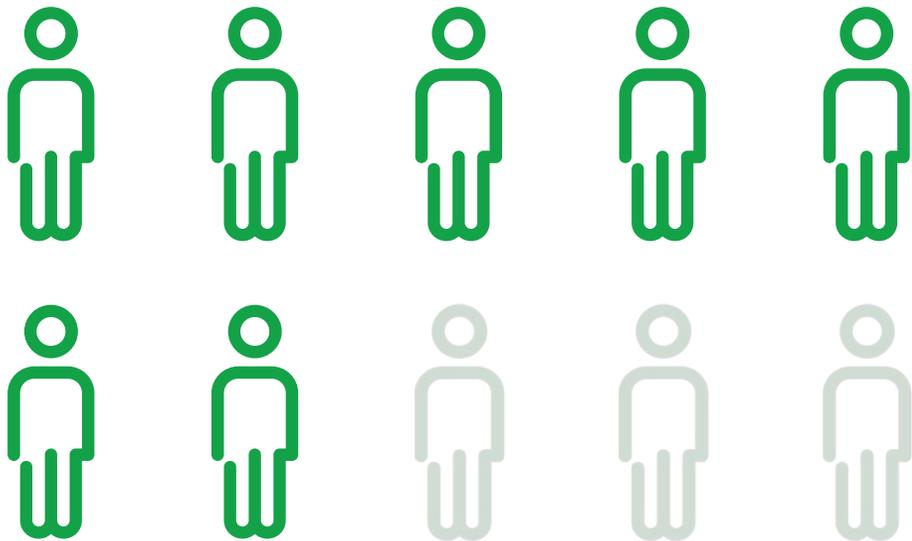
 **Larry Fox** @LarryFoxDC · 29 Nov 2017

@WTOPtraffic Costs for the I-495 **express lanes** were outrageous this morning #DCtraffic #vatraffic



Educate stakeholders and incorporate the customers' voice

7 in 10 area drivers believe the Express Lanes benefit the region



The vast majority of customers spend more on a single tank of gas than they do on tolls throughout an entire month.

Most trips on the Express Lanes cost less than a lunch out at a fast casual restaurant.

Ramping up to operations

A new choice

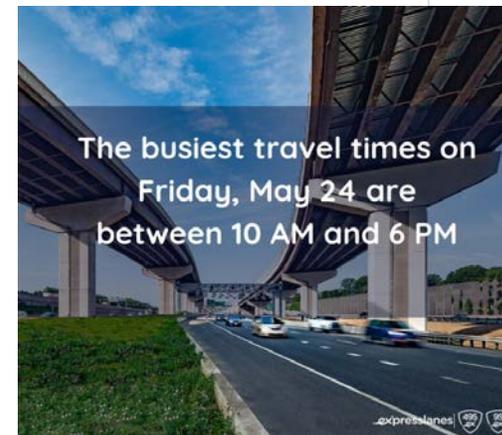
Faster and more predictable travel

Safer travel with less stop-and-go and crews to help you if you pull over

Time savings benefits in the regular lanes

Reliable trips, with technology to improve enforcement of HOV-3 rules

Ongoing education into operations



Map Your Trip

Whether, the 495 and 95 Express Lanes stretch more than 40 miles. Explore how the E-ZPass can speed up your trip with an estimated cost of your route before hitting the road.

- Entry
- Exit
- Your Route
- 95 Express Lanes
- 495 Express Lanes
- Camera Feeds
- Camera Feed

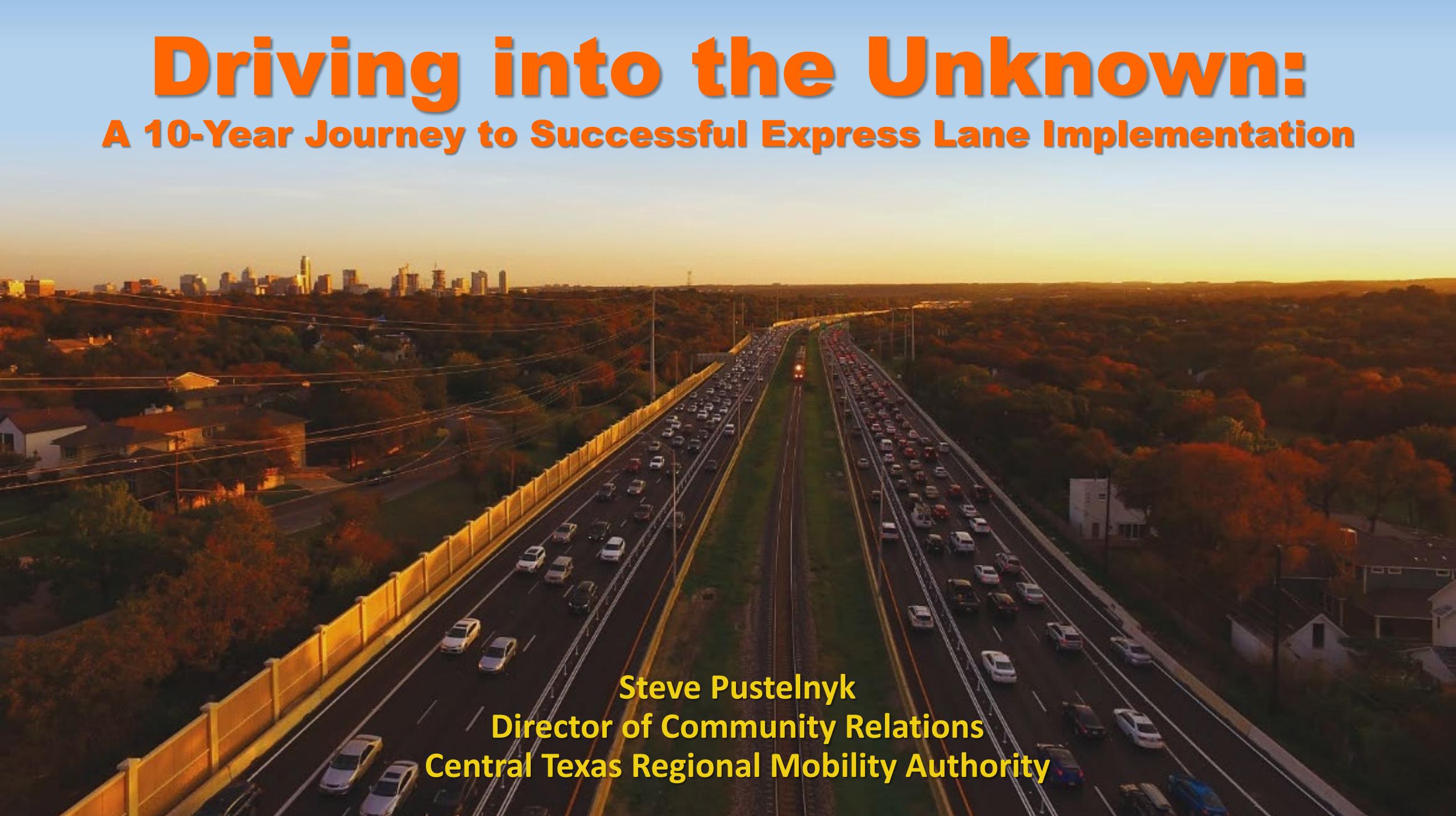
LEARN YOUR I...
Select the direction then click on the ac...
detailed maps of Ex...
and exits.

Mike McGurk
Customer Experience Manager, Transurban
571-421-5364
mmcgurk@transurban.com



Driving into the Unknown:

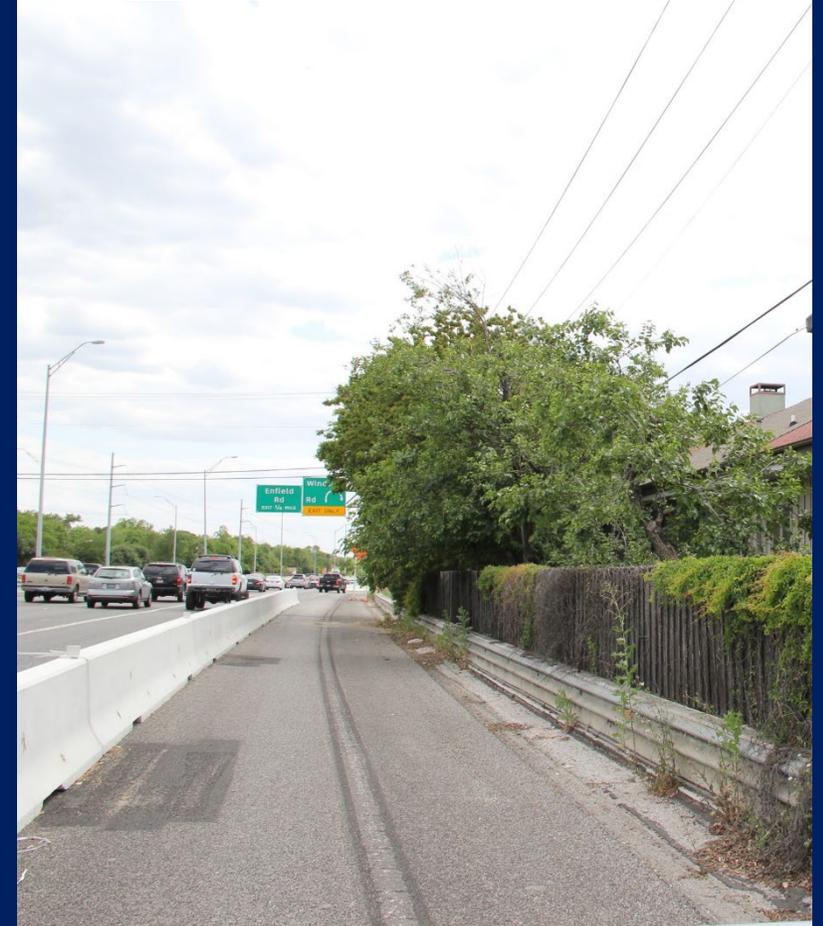
A 10-Year Journey to Successful Express Lane Implementation



Steve Pustelnyk
Director of Community Relations
Central Texas Regional Mobility Authority

Background

- Major expansion first studied in 1990's
- Project faced stiff opposition from adjacent neighbors
- Evolved to HOV Lane - then Express Lane with numerous constraints demanded by neighbors
 - No additional property
 - No elevated structures
 - Must build sound walls
- Extensive grassroots outreach helped turn neighbors into advocates who squelched anti-toll activists (2010-2012)



Selling the Concept

- Project undertaken after opening of several other toll roads in Austin
 - Anti-toll sentiment lessening
- Toll revenue bonds planned for funding
 - Political leadership bought into the no HOV policy
- No well organized opposition
 - Keep MoPac Local (environmental activists)
 - Undercurrent of community questions:
 - Why not just another free lane?
 - Why not just an HOV lane?

Development Challenges

- Toll rate sensitivity
- Narrowing of travel lanes/loss of shoulders
- Proximity of homes to roadway
- Muted support from public transit agency (Unsure of impact/benefit)
- Extended construction period



Communication Plan

- Extensive & innovative construction public outreach program
- Customer research
 - Origin and Destination
 - Stated Preference
 - Focus Groups
 - Customer Opinion
- Ongoing informational campaigns
 - Significant focus on online advertising and social media

← MOPAC IMPROVEMENT PROJECT →

EXPRESS 1 TOLL →

a **BETTER** MOPAC is just around the corner

A better MoPac is just around the corner

I'm Steve, but you can call me **MoPac Man**.

The Central Texas Regional Mobility Authority is adding one Express Lane in each direction along Mopac between Lady Bird Lake and Parmer Lane. We want to keep neighbors and commuters in the know. I'll be using Twitter, Facebook and staffing a 24-hour hotline. Let's stay in touch.

▶▶ **GET CONNECTED!**

Download our App and learn more about the MoPac Improvement Project by visiting: www.MoPacExpress.com/Statesman

📞 Tune into 800 AM Highway Radio for the latest traffic conditions

Questions or Concerns? Steve Pustelnik, Director of Community Relations
24/7 HOTLINE: (512) 270-5000
www.MoPacExpress.com

Twitter: @ImproveMopac Facebook: Mopac Improvement Project

a **BETTER** MOPAC is just around the corner

← MOPAC IMPROVEMENT PROJECT →

A Better MoPac is Just Around the Corner!

Hi I'm Steve Pustelnik, or **MoPac Man**.

My agency, the Central Texas Regional Mobility Authority, is adding one Express Lane in each direction to Mopac (Loop 1) between Lady Bird Lake and Parmer Lane. Preliminary construction and design work has already begun. A lot of the work will occur at night. We'll be working overtime to keep residents and drivers informed about the project. On the back of this postcard is a magnet with our 24/7 hotline number and website info. We hope you'll put it on your refrigerator so you'll know how to get in touch with us if you need to.

EXPRESS 1 TOLL →

POSTAGE INFO

NAME ADDRESS CITY STATE ZIP

QUESTIONS OR CONCERNS? CONTACT:
Steve Pustelnik
Director of Community Relations
24/7 HOTLINE (512) 270-5000
www.MoPacExpress.com

← MOPAC IMPROVEMENT PROJECT →

The MoPac team is dedicated to completing the Express Lane project as quickly as possible and will try to minimize construction impacts. Still, drivers should anticipate travel delays and nearby residents may experience nighttime noise and other construction related disruptions. We'll be working hard to keep you up to date on construction impacts via our website and social media tools like Twitter and Facebook. We're also providing a 24/7 hotline in case you need to call us with questions or concerns. Attached is a quick reference magnet that includes all of our contact info.

Project Website

The screenshot displays the MOPAC Improvement Project website. At the top, there is a navigation bar with the project logo, a language selector, and the Central Texas Regional Mobility Authority logo. Below this is a secondary navigation menu with links for 'About the Project', 'Construction Info', 'What Are Express Lanes' (highlighted with a red circle), 'Enhancements', 'Multimedia', 'Latest News', and 'Contact Us'. A 'TWITTER UPDATE' section features a tweet from @ImproveMopac dated 02 Oct, announcing the opening of express lanes on MoPac 183-Duval. To the right of the tweet is a 'Follow @improvemopac on Twitter' button. Below the tweet is a map of Austin, Texas, with various construction sites marked by icons. To the right of the map, text states: 'The Central Texas Regional Mobility Authority is building one Express Lane in each direction on north MoPac (Loop 1) from Cesar Chavez Street to Parmer Lane. The Express Lanes are expected to open in 2016.' Below this text is a link to 'www.mopacsouth.com' for more information. At the bottom, a 'CONSTRUCTION ACTIVITY' section is titled 'view all »' and contains three cards, each showing a date range from 10/05 to 10/10 and a description of bridge widening work at specific locations: Union Pacific Crossing, 2222, and Capital Metro Crossing.

Home | FAQ | Questions? Call us at 512.270.5000 | Select Language | CENTRAL TEXAS Regional Mobility Authority

MOPAC IMPROVEMENT PROJECT

About the Project | Construction Info | **What Are Express Lanes** | Enhancements | Multimedia | Latest News | Contact Us

TWITTER UPDATE

MoPac Project @ImproveMopac
Coming Sun Oct 4th after 5pm left lane clsd northbound MoPac 183-Duval then same location center & left lane after 11pm. #ATXTraffic

02 Oct | Follow @improvemopac on Twitter »

The Central Texas Regional Mobility Authority is building one Express Lane in each direction on north MoPac (Loop 1) from Cesar Chavez Street to Parmer Lane. The Express Lanes are expected to open in 2016.

For more information about proposed improvements on MoPac south of Cesar Chavez Street visit: www.mopacsouth.com

CONSTRUCTION ACTIVITY view all »

- 10/05 to 10/10 Bridge Widening at Union Pacific Crossing
- 10/05 to 10/10 Bridge Widening at 2222
- 10/05 to 10/10 Bridge Widening at Capital Metro Crossing

Care Bag



MoPac Man Blog

Home | FAQ | Questions? Call us at 512-270-5000 | Select Language | CENTRAL TEXAS Regional Mobility Authority

MOPAC IMPROVEMENT PROJECT

Search this site

About the Project | Construction Info | What Are Express Lanes | Enhancements | Multimedia | Latest News | Contact Us

MoPac Man Blog



ABOUT MOPAC MAN

This is Steve Pustelnyk, or MoPac Man. For the next two and a half years I'll be immersed in construction of the MoPac Project.

RECENT | POPULAR | TAGS

- 8/18 The Darndest Things You'll Ever Hear About the MoPac Express Lanes
- 5/11 I Want to Ride my Bicycle
- 2/10 Thoughts on Home (and Highway) Improvement
- 11/19 Someone's Gotta Go Back to Rockridge and Get a Bunch of Dimes!

Who's That Dummy in the Carpool Lane?

Recently I've received a number of inquiries about the MoPac Express Lanes and whether people who carpool will be able to use them for free. I hadn't planned to start talking about how the Express Lanes will operate during this stage of construction, but it's an interesting topic with a lot of passionate opinions, so I thought why not.

Many of you are probably familiar with the old High Occupancy Vehicle (HOV) or carpool lanes that were constructed in major cities over the last few decades. The goal of these lanes was to try to manage congestion by reducing the number of cars on the road. Across the country, there are a wide range of views regarding the value of traditional carpool lanes. Some people love them, some people hate them, and some people try just about anything to drive alone and still be able to use the carpool lane.



The issue of whether to allow carpoolers to drive toll free was studied and debated extensively during development of the MoPac Improvement Project. Based on our findings and a significant amount of public dialogue, it was decided that toll free travel would be limited to public transit buses, registered van pools, emergency vehicles and military vehicles. That doesn't mean people won't carpool. In fact, the ability to split the cost of the toll should actually encourage more people to ride together. And, best of all the Mobility Authority won't have to worry about whether there are any dummies using the Express Lane.

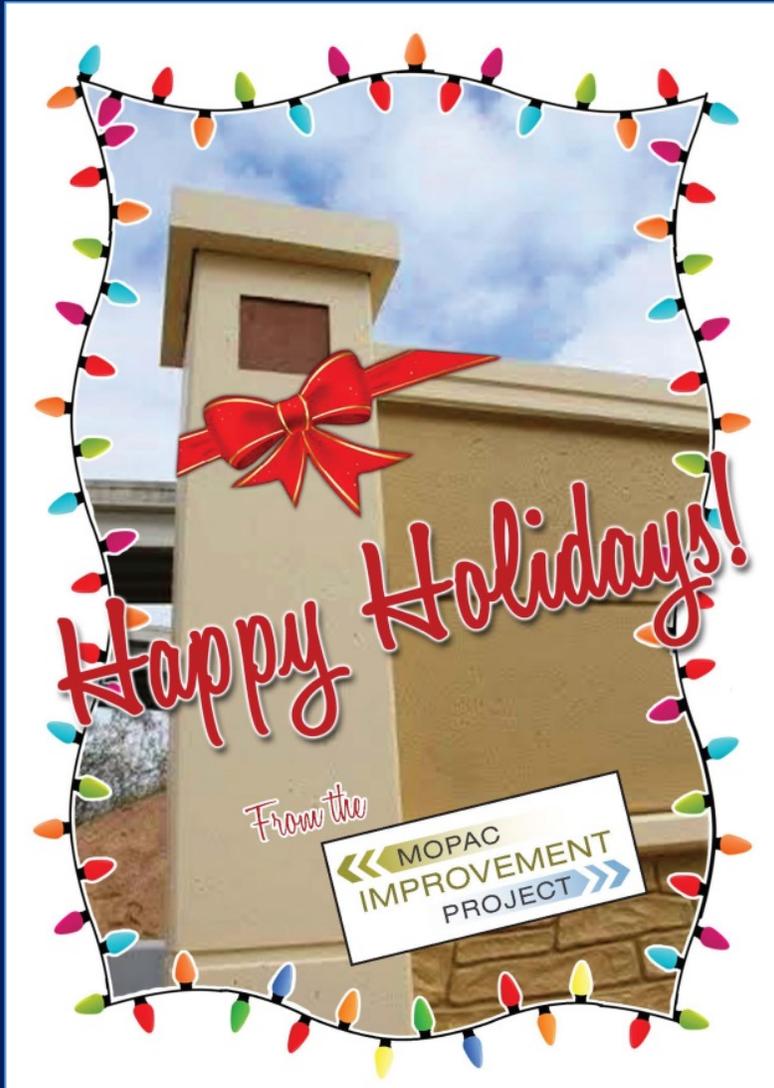
While only a small number of people may put a mannequin in the passenger seat as a way to try and get a free ride, the issue of carpool enforcement is actually serious business. Smart minds have developed a whole bunch of ways to try and ensure that

75%

Roadway Signs



Holiday Card



We know how much you wanted a new sound wall this year, but Santa had trouble fitting them on his sleigh. Please know that we are working hard to expedite completion of the walls.

In the meantime, please accept the enclosed gift card as a token of our appreciation for your patience and understanding as we work to bring you a better MoPac.

Ice Cream Social



First Campaign (2015)

◀◀ MOPAC
IMPROVEMENT
PROJECT ▶▶

MOPAC, MADE EASY.

The new MoPac Express Lanes bring the promise of a more reliable journey through this busy/bustling corridor. They use a variable tolling system that raises the toll when traffic is heavy and lowers it when traffic is light. It's advanced technology we're excited to implement in our high tech town. To see how it works, take our test drive. Shotgun!



6 FACTS ABOUT GOING FASTER

- 1 What is an Express Lane?
- 2 What is Variable Tolling?
- 3 Who is building it?
- 4 Where do I get on and off?
- 5 What's in it for me?
- 6 What's in it for Austin?



Click here to see the enhancements we're making along MoPac.



[CLICK HERE FOR EVEN MORE INFORMATION](#)



CENTRAL TEXAS
Regional Mobility Authority



Print Ads

SORRY,
YOU'LL HAVE TO FIND
A NEW EXCUSE
FOR BEING LATE.



◀◀ MOPAC IMPROVEMENT PROJECT ▶▶

When we introduce the new expanded MoPac, you'll have the option of a more reliable trip using a variably priced Express Lane, whose toll will be higher when traffic is heavy and lower when traffic is light. Studies have shown it's a system that works to keep traffic in the Express Lanes moving. It's new technology we're excited to implement in our high tech town.

We're also spiffing things up as we go, adding sound walls, bike and pedestrian bridges and aesthetic enhancements, to name a few.

Thanks for being patient, Austin.

A better MoPac is just around the corner.

www.mopacexpress.com



CENTRAL TEXAS
Regional Mobility Authority

Online Advertising




**SORRY,
YOU'LL
NEED A
NEW
EXCUSE
FOR BEING
LATE.**



**WHAT'S YOUR
EXCUSE?**

Click to join the Mopac
conversation on Twitter

**WHAT THE HECK
IS HAPPENING
ON MOPAC?**



mobilityauthority.com

AUSTIN, MEET THE NEW MOPAC. mobilityauthority.com

Second Campaign (2016)



The image shows a YouTube video player interface. At the top left is the logo for the Central Texas Regional Mobility Authority, which includes a star and a blue arrow. To the right of the logo, the text reads "MOPAC IMPROVEMENT PROJECT" with double arrows pointing left and right. The main video area is split: the left side has a black background with the text "WHAT'S UP WITH MOPAC?" in green, blue, and white. The right side shows a man in a white shirt and a wide-brimmed hat holding a small white dog wearing sunglasses. A large white play button is centered over the video. Below the video is a control bar with a play/pause button, a volume icon, a progress bar showing 0:37 / 1:54, and icons for full screen, share, settings, and YouTube. At the bottom left are social media icons for mobile, Twitter, Facebook, and YouTube. At the bottom right is a blue button that says "CLICK HERE FOR EVEN MORE INFORMATION".

CENTRAL TEXAS
Regional Mobility Authority

MOPAC
IMPROVEMENT
PROJECT

WHAT'S UP
WITH
MOPAC?

0:37 / 1:54

CLICK HERE FOR EVEN MORE INFORMATION

Commercials

YouTube Search

- Home
- Trending
- Subscriptions
- Library
- History
- Watch later
- Liked videos

MoPacExpress 86 subscribers [SUBSCRIBE 86](#)

HOME **VIDEOS** PLAYLISTS CHANNELS ABOUT

Uploads [PLAY ALL](#) SORT BY

 <p>MoPac Moment (Episode 8) 193 views • 1 year ago</p>	 <p>MoPac Moment (Episode 7) 155 views • 1 year ago</p>	 <p>MoPac Express - How Will You Use It? 554 views • 1 year ago</p>	 <p>Karen is Late for the Game 38 views • 1 year ago</p>	 <p>Manuel Has a Big Date 30 views • 1 year ago</p>	 <p>MaryBeth is Back from Maternity Leave 46 views • 1 year ago</p>
 <p>MoPac Moment Episode 6 231 views • 1 year ago</p>	 <p>MoPac Moment (Episode 5) 120 views • 1 year ago</p>	 <p>MoPac Moment (Episode 4) 1.6K views • 1 year ago</p>	 <p>MoPac Moment (Episode 3) 987 views • 1 year ago</p>	 <p>MoPac Moment (Episode 2) 198 views • 1 year ago</p>	 <p>MoPac Moment (Episode 1) 1.3K views • 1 year ago</p>

Music that Moves You Playlist

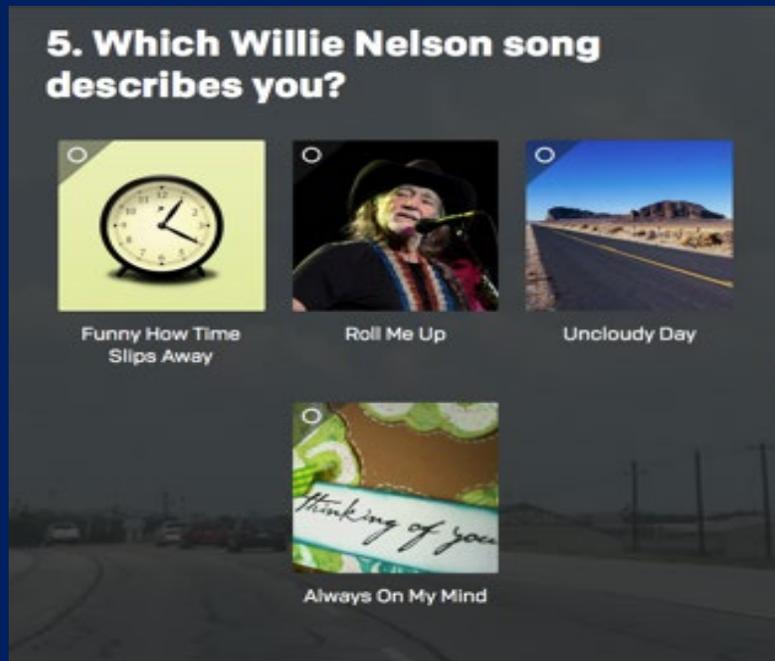
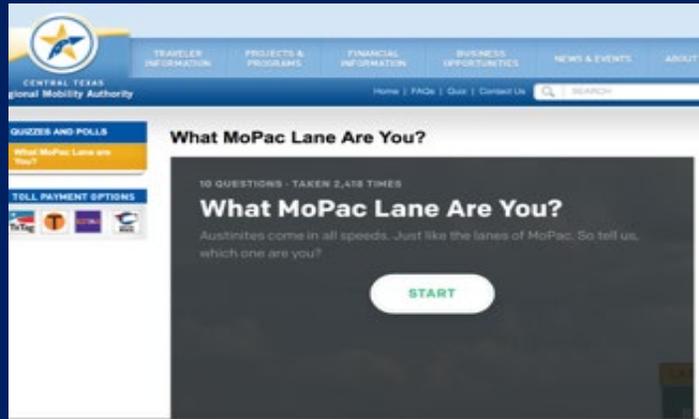


The image shows a Spotify playlist interface. At the top, there's a header with the word 'PLAYLIST' and the title 'MoPac Music'. Below the title are three album covers: a red one with a person's face, a brown one with 'ROBERT EARL KEEN BEST', and a white one with a person's face. To the right of the covers are three buttons: a green 'PAUSE' button, a white 'FOLLOW' button, and a white three-dot menu button. Below the buttons, it says 'Created by: mopacexpress • 37 songs, 2 hr 29 min'. The main part of the image is a list of songs with columns for 'SONG' and 'ARTIST'. Each row starts with a plus sign and a speaker icon.

Created by: mopacexpress • 37 songs, 2 hr 29 min

	SONG	ARTIST
	+ Crosstown Traffic	Jimi Hendrix
	+ The Road Goes On Forever	Robert Earl Keen
	+ Slow Ride	Foghat
	+ The Passenger	Iggy Pop
	+ I'm Sunshine	Cautiontape

Quiz Campaign: What MoPac Lane Are You?



Result: You're the MIDDLE LANE!

SHARE YOUR RESULT



Sometimes you're faster than others, sometimes you're slower. You're an intellectual, believing that time is relative. But you're also spiritual enough to believe everything happens for a reason, even being late. Sometimes you gamble with the fast lane, but your sweet spot is more neutral. You've never been to Switzerland, but you've always wanted to go. You know traffic is part of life, but when you have somewhere to be you'll consider taking the Express Lane.

Quiz Campaign - Facebook Ads

Mopac Improvement Project
Sponsored · 🌐

Take this quiz to find out which MoPac lane defines you.

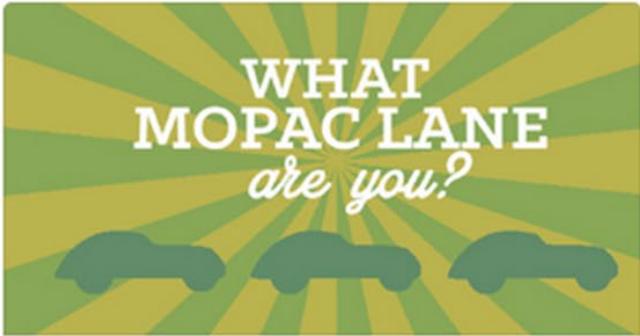


Take the quiz now.
www.mobilityauthority.com

Like | Comment | Share

Mopac Improvement Project
Sponsored · 🌐

Take this quiz to find out which MoPac lane defines you.



Take the quiz now.
www.mobilityauthority.com

Like | Comment | Share

Mopac Improvement Project
Sponsored · 🌐

Take this quiz to find out which MoPac lane defines you.



Take the quiz now.
www.mobilityauthority.com

Like | Comment | Share

Opening Campaign (2016-2017)



IT'S MY
Puppy-Isn't-Housebroken-Yet
LANE



INTRODUCING THE MOPAC EXPRESS LANE

It's not just MoPac anymore. It's MyPac.



[Click here to see how the lanes work](#)

- 1 What is an Express Lane?
- 2 What is Variable Tolling?
- 3 How much does it cost?
- 4 Where do I get on and off?
- 5 Can I see a map?
- 6 Is there more tolling info?



[Click here for more info about the MoPac Improvement Project.](#)

Use TxTag, TollTag or EZTAG and save 25%



[Click here to learn more about the Mobility Authority.](#)

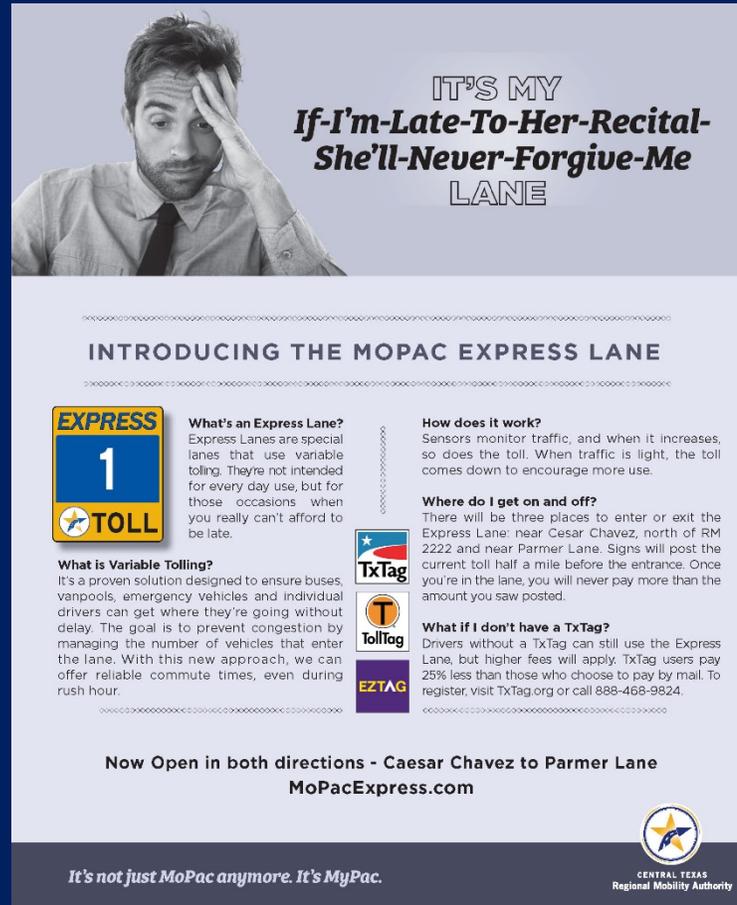


Print and online ads



IT'S MY
She-Only-Graduates-Once
LANE

Learn more at
MoPacExpress.com



IT'S MY
**If-I'm-Late-To-Her-Recital-
She'll-Never-Forgive-Me**
LANE

INTRODUCING THE MOPAC EXPRESS LANE

EXPRESS
1
TOLL

What's an Express Lane?
Express Lanes are special lanes that use variable tolling. They're not intended for every day use, but for those occasions when you really can't afford to be late.

How does it work?
Sensors monitor traffic, and when it increases, so does the toll. When traffic is light, the toll comes down to encourage more use.

Where do I get on and off?
There will be three places to enter or exit the Express Lane: near Cesar Chavez, north of RM 2222 and near Parmer Lane. Signs will post the current toll half a mile before the entrance. Once you're in the lane, you will never pay more than the amount you saw posted.

What is Variable Tolling?
It's a proven solution designed to ensure buses, vanpools, emergency vehicles and individual drivers can get where they're going without delay. The goal is to prevent congestion by managing the number of vehicles that enter the lane. With this new approach, we can offer reliable commute times, even during rush hour.

What if I don't have a TxTag?
Drivers without a TxTag can still use the Express Lane, but higher fees will apply. TxTag users pay 25% less than those who choose to pay by mail. To register, visit TxTag.org or call 888-468-9824.





Now Open in both directions - Caesar Chavez to Parmer Lane
MoPacExpress.com


CENTRAL TEXAS
Regional Mobility Authority

It's not just MoPac anymore. It's MyPac.



IT'S MY
**The-Puppy-Isn't-
Housebroken-Yet**
LANE

Learn more at
MoPacExpress.com



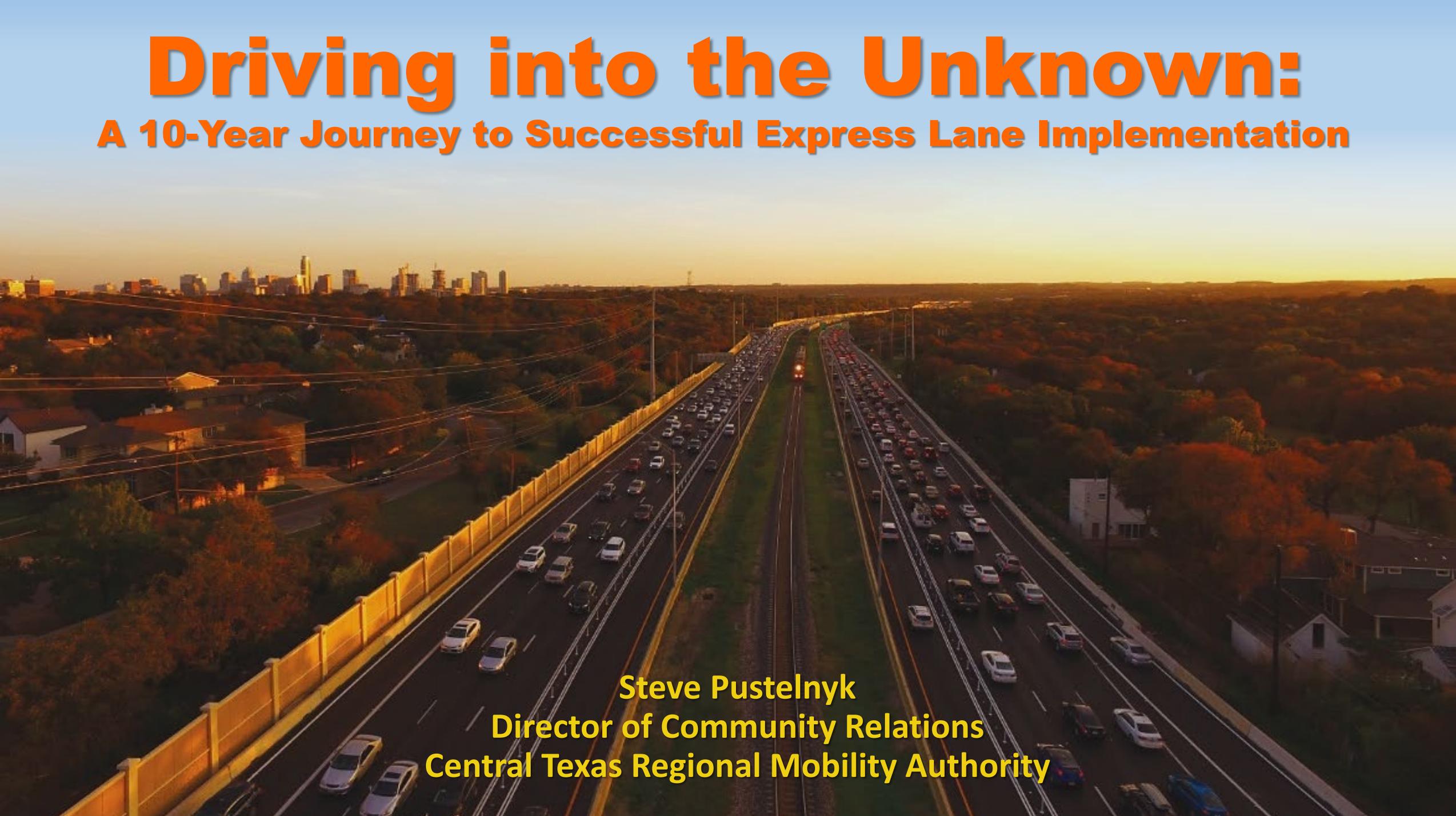
A True Success Story

- Phased opening beneficial
- Traffic meeting projections
 - Strong revenue
- Dramatic increase in transit ridership
 - Up as much as 93% (August 2018)
- Very few complaints from customers



Driving into the Unknown:

A 10-Year Journey to Successful Express Lane Implementation



Steve Pustelnyk
Director of Community Relations
Central Texas Regional Mobility Authority

I-405/SR 167 Express Toll Lanes

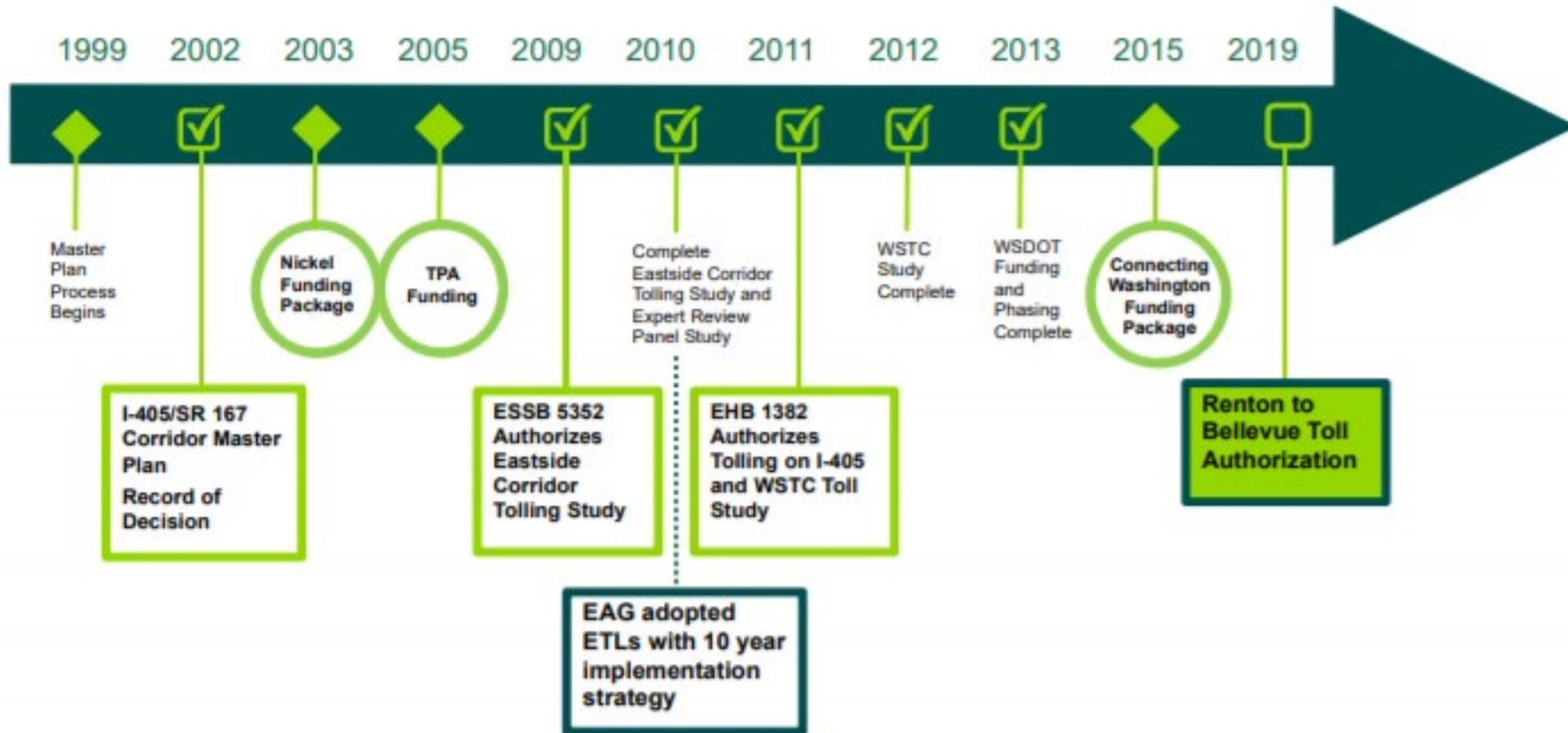
TRB Webinar: Communications Strategies that Work
for Tolling, Megaprojects and P3s

June 11, 2019

EMILY GLAD
COLLEEN GANTS

WSDOT COMMUNICATIONS
PRR/CONSULTANT COMMS

EARLY PLANNING: Two decades of stakeholder engagement informing policy decisions



Engagement process spans decades

Cities

- Bothell
- Kirkland
- Redmond
- Bellevue
- Newcastle
- Renton
- Tukwila

Agencies

- King County Metro Transit
- Puget Sound Regional Council
- Washington State Transportation Commission
- Federal Highway Administration
- Federal Transit Authority
- Washington State Department of Transportation

Counties

- Snohomish County
- King County

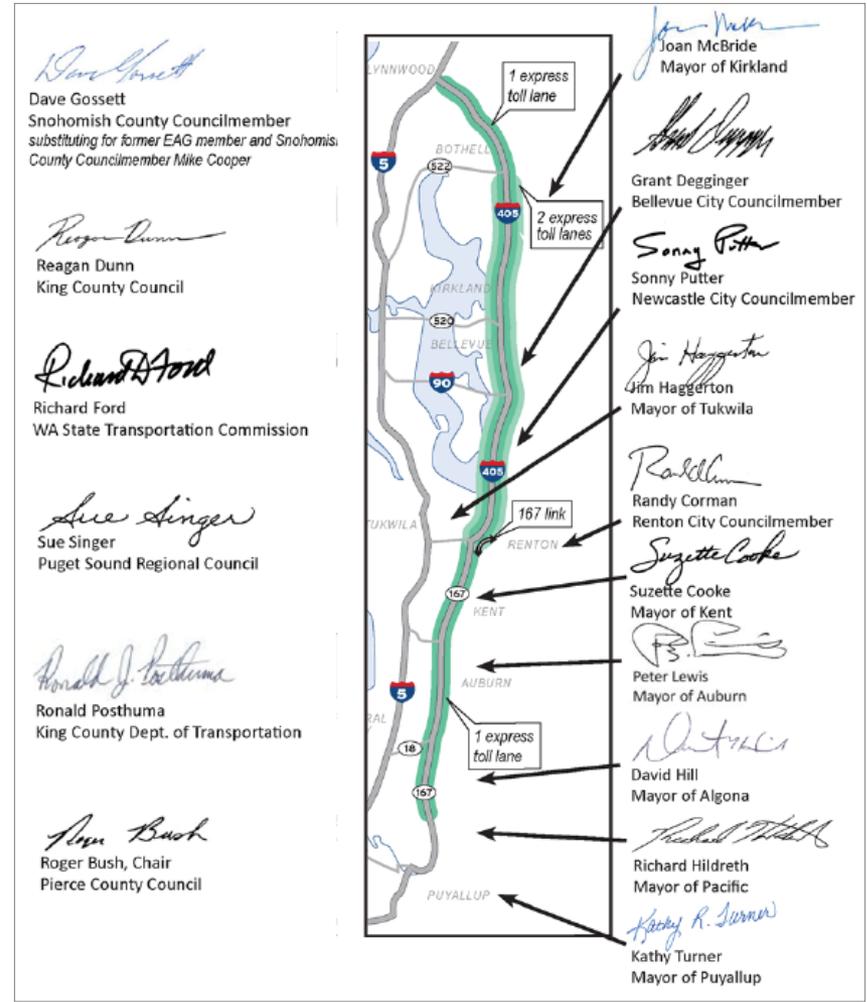
State Legislators

The Decision-Making Process in the I-405 Corridor Program



Consensus for Express Toll Lanes

- Executive Advisory Group (EAG) reconvened between 2009-2013
- Based on target metrics for congestion relief, the EAG selected a 40-mile connected system to move the most people the most efficiently while generating revenue for future improvements
- Recommended a 10-year implementation strategy
- This selection was endorsed by national Expert Review Panel



Engagement uncovers champions and partners

Outreach between 2009-2013 regarding express toll lanes:

- Convened **11 public meetings** of the I-405/SR 167 Executive Advisory Group
- Consulted a technical Interagency Working Group comprised of city/county public works representatives and transit agencies
- Hosted **booths at 10+ summer festivals**
- Received **comments from 1,105 people** through comment forms and email correspondence
- Hosted **eight public open houses** throughout the corridor
- Provided **200+ briefings or presentations** to community groups, planning organizations, elected officials, and agencies
- Facilitated **12+ corridor focus groups** (two with I-405 users and two with SR 167 users, 48 total participants)
- Fielded **2,584 online surveys**
- Conducted two **statistically valid phone survey** of 1,000 I-405 or SR 167 users
- Mailed **220,000 postcards** to households in the I-405 and SR 167 corridor to advertise the online survey and open houses



Sharing Facts and Getting to Public Understanding



Describe the problem: I-405 Traffic is getting worse

- **Bad traffic**

- Drivers on I-405 experience some of the worst traffic in the state, up to eight hours of congestion each day
- Today the southbound I-405 HOV lane drops below 45 mph 200 days out of the year and I-405 HOV lanes are congested 60 percent of weekdays
- By 2030, employment will grow by 50 percent and the area will see 25 percent more residents

- **Crowded HOV Lanes**

- I-405 HOV lanes are not meeting state and federal requirements to operate at 45 mph 90 percent of the time during peak hours
- I-405 HOV lanes are often just as congested as the regular lanes

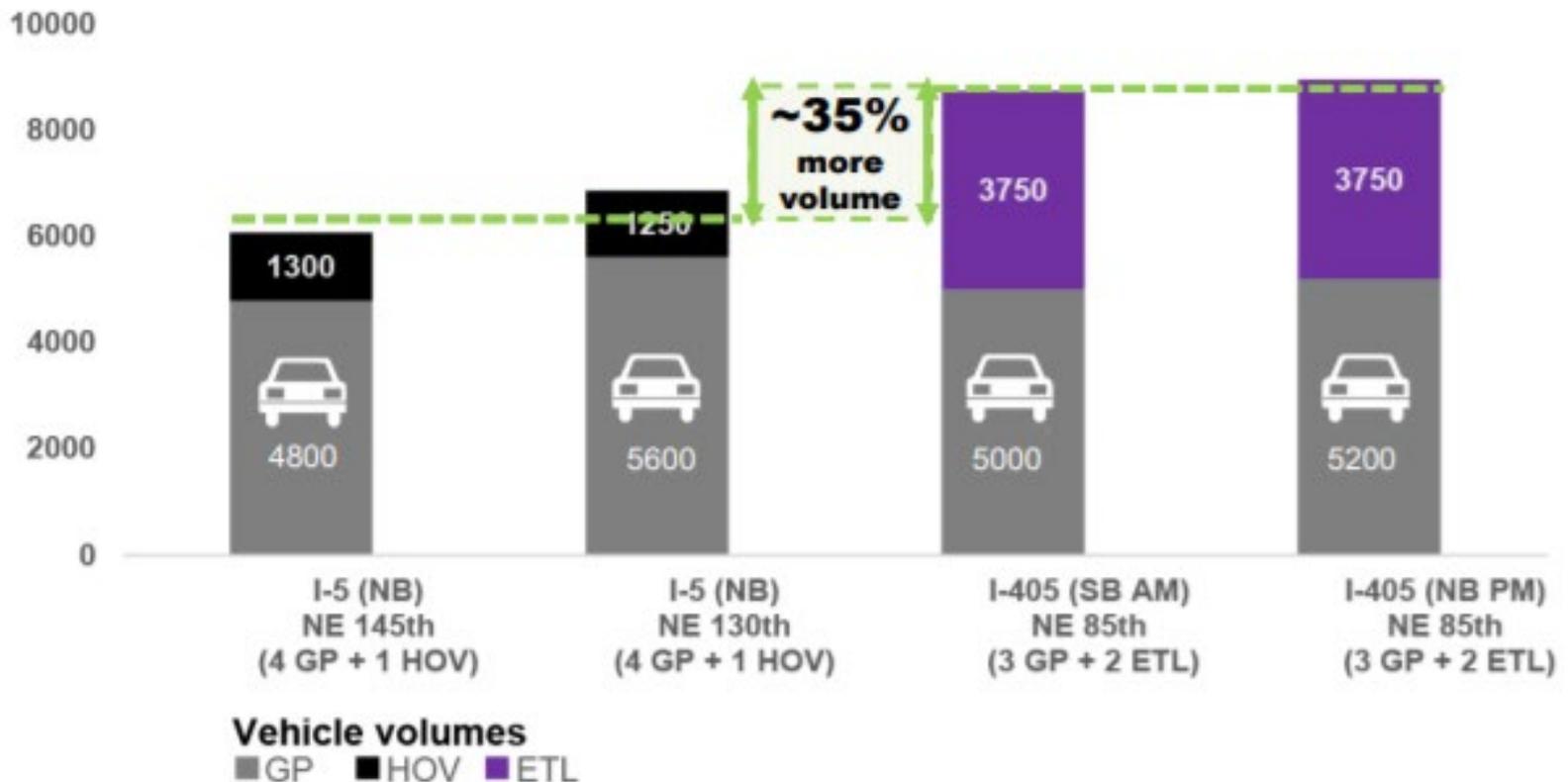
- **Transit Suffers**

- Congested lanes significantly delay transit trips and reduce reliability



Share the facts: Express toll lanes move more vehicles

I-405 section with dual express toll lanes moves more vehicles than five-lane I-5 sections with similar daily traffic volumes



I-405 Master Plan: making progress

Add 2 lanes in each direction
138% complete or funded



Local arterial improvements
70% complete



Transit station and BRT expansions
91% complete



Park and Ride expansions
50% complete



Transit service increase
45% complete or funded



Direct access ramps
62% complete or anticipated



Vanpool service increase
19% complete or funded



Managed lanes system
40% complete



Pedestrian/bicycle improvements
65% complete or funded



Where are we today?

- Addressed worst congested chokepoints first, coordinating all modes into 1 system
- Delivered 15 construction projects amounting to \$1.5 billion
- Launched Express Toll Lanes in north end
- Delivering on \$1.3 billion more projects
 - I-405/SR 167 Direct Connector
 - Renton to Bellevue Widening & ETLs
 - NE 132nd Interchange
- Received toll authorization to extend the corridor and build another \$1B of express toll lanes

Challenges and strategy

New Facility, New Challenges

- Different rules than existing WA toll facilities
- Carpool requirement increased to 3+ people at peak hours
- New Flex Pass & *Good To Go!* account required to free as a carpool.
- Limited access points vs. continuous access



Strategy

- **Research:** Plan guided by surveys and focus groups
- **Grassroots:** Reached 11,000 people through 135 presentations
- **Incentives:** Three targeted [free pass programs](#) for carpoolers, State Route 167 drivers, and motorcyclists.
- **Paid Media:** TV, radio, billboards, transit ads, print, theater
Online: New web portal, interactive map, animated videos

I-405 Express Toll Lanes Educational Campaign

Overarching Goals:

- Ensure I-405 express toll lanes are successfully launched and used to their full potential.
- Maximize *Good To Go!* pass penetration rates in the I-405 express toll lanes.
- Increase public confidence in WSDOT, in the use of toll lanes as traffic management tools, and in policy makers.

Media

- **Six months out:** Targeted desk side briefings for reporters
- **Before date announcement:** Ongoing outreach around milestones
- **Six weeks out:** Weekly themes
- **One week out:** Daily media engagement
- **Results:** Approx. 500 media stories



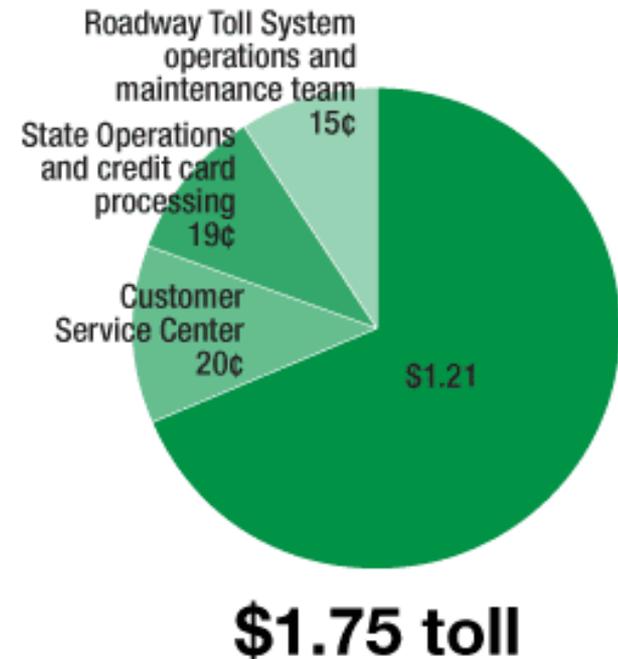
KOMOnews.com

**WSDOT: New I-405 toll lanes
are shrinking commute times**

New approach to media after opening

- Used blogs instead of press releases
 - Allows for more in-depth topics
 - Direct engagement in Q&A
- Examples of topics
 - Performance data
 - First toll bills going out
 - Tips for motorcycles
 - Customer service issues
 - First time reaching max toll rate
 - Myth busting

Myth: 75 percent of the toll revenue goes to a company in Texas



Social media

Traditional approach to engagement:

- Answer questions
- Correct inaccuracies

Negativity after opening required a new approach:

- Respond to almost every comment
- Monitor conversations and address hot topics in blog posts
- Engage in conversations on local media's Facebook pages
- Engage on new platforms such as a Reddit

WSDOT Blog

- *Over 30 posts*
- *125,000 page views*



Social media:

- YouTube: 104,000 views
- Facebook: 217,000 people reached
- Twitter: 558,000 impressions



Website: GoodToGo405.org

1.8 million page views

WSDOT Blog Comments

Helena said...

All the statistics and propaganda from the WSDOT are complete false and nonsense. These toll lanes are a complete failure and need to be disbanded. We praise rep Harmsworth from Mill Creek for speaking up and am saying what we all know, that the toll lanes are making everyone's commute much worse and they are a complete failure. The people of this great state are angry and we want our government to listen to the people and stop these toll lanes. Everyone knows general purpose lanes will be a better option.

October 30, 2015 at 8:35 AM

 WSDOT said...

Helena - The statistics we post on our blog come directly from factual data collected along the corridor. As mentioned above, studies have shown that building regular general purpose lanes is only a temporary fix to an ongoing problem. The Puget Sound area is growing and in order to keep up, we face the challenge of managing a growing demand on our roadways. We have explored a wide range of options and have found that express toll lanes can move 30% more vehicles and people than one regular lane.

October 30, 2015 at 2:15 PM

WSDOT Blog Comments

Jeff Gray said...

"What has four wheels and sits in a 15 mile long parking lot for over an hour when driving from Lynnwood to Bellevue?"

Every car in the GP lanes since the Extortion Toll Lanes went live.

October 16, 2015 at 5:57 PM

 **WSDOT Toll Division** said...

@Jeff Gray While we're seeing some congestion points shifting, overall we're seeing travel times for the corridor as a whole are improving. Check back for updated traffic data later this week.

October 19, 2015 at 1:01 PM

Twitter Comments



SiberianSitka

@leefieldvark8i

Follow

@GoodToGoWSDOT @markharm my random #405ETL toll today a whopping \$8.00 for 18 minutes and sparse volume. #fraudcontinues

9:02 AM - 24 Nov 2015



WSDOT Good To Go!

@GoodToGoWSDOT

Replying to @leefieldvark8i

@leefieldvark8i @markharm Here's how it looks behind the scenes. Heavy traffic this morning led to high toll rates.



Twitter Comments



WSDOT Good To Go! @GoodToGoWSDOT · 20 Nov 2015

#405ETL: Thank you for your feedback. We're listening.



#405ETL: Thank you for your feedback. We're liste...

The WSDOT Blog

wsdotblog.blogspot.com

2

2



1



Irwin Dolobowsky @irwando · 20 Nov 2015

@GoodToGoWSDOT So the update is "We're charging more to push people out of toll lanes and get toll lanes faster. Normal lanes suffer more."

1



WSDOT Good To Go!

@GoodToGoWSDOT

Follow

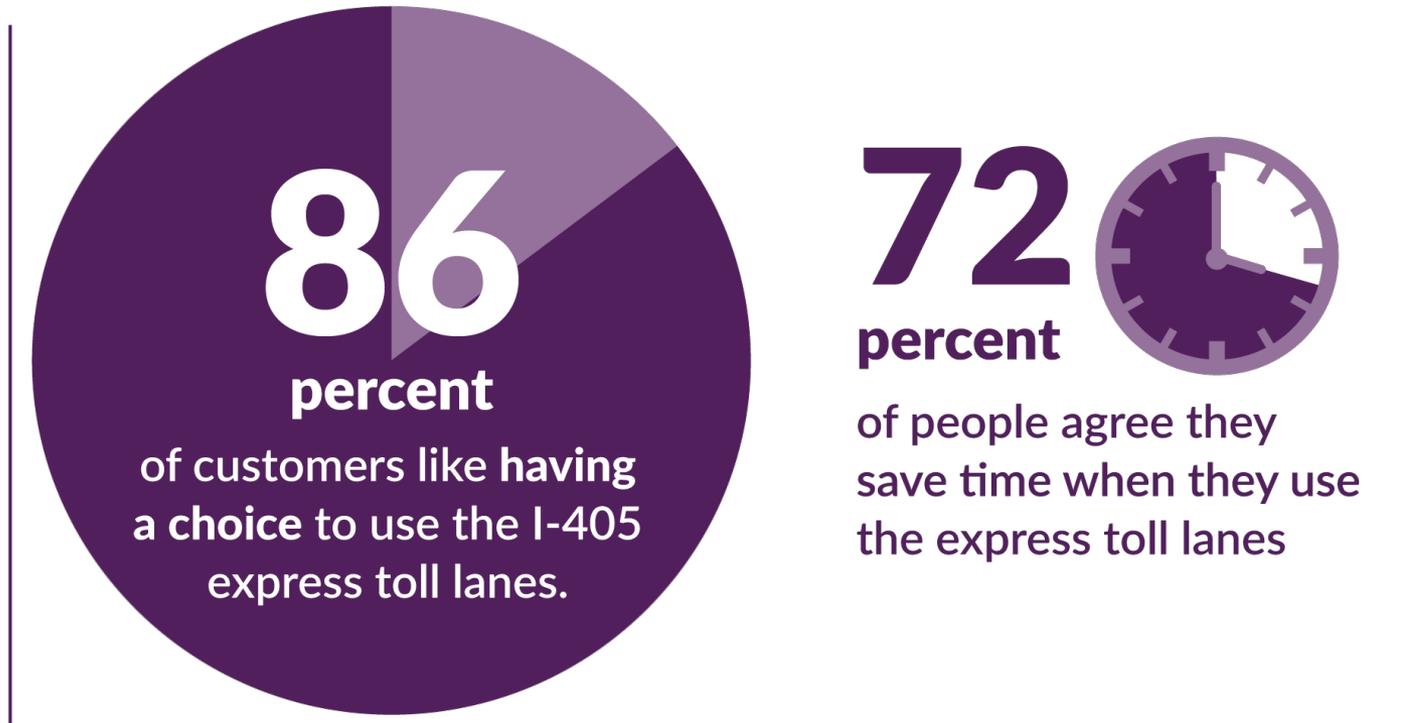
Replying to @irwando

@irwando Clogged lanes = high traffic volumes & rates. That's not good for anyone. Need to remove clog and find equilibrium.

Customer sentiment

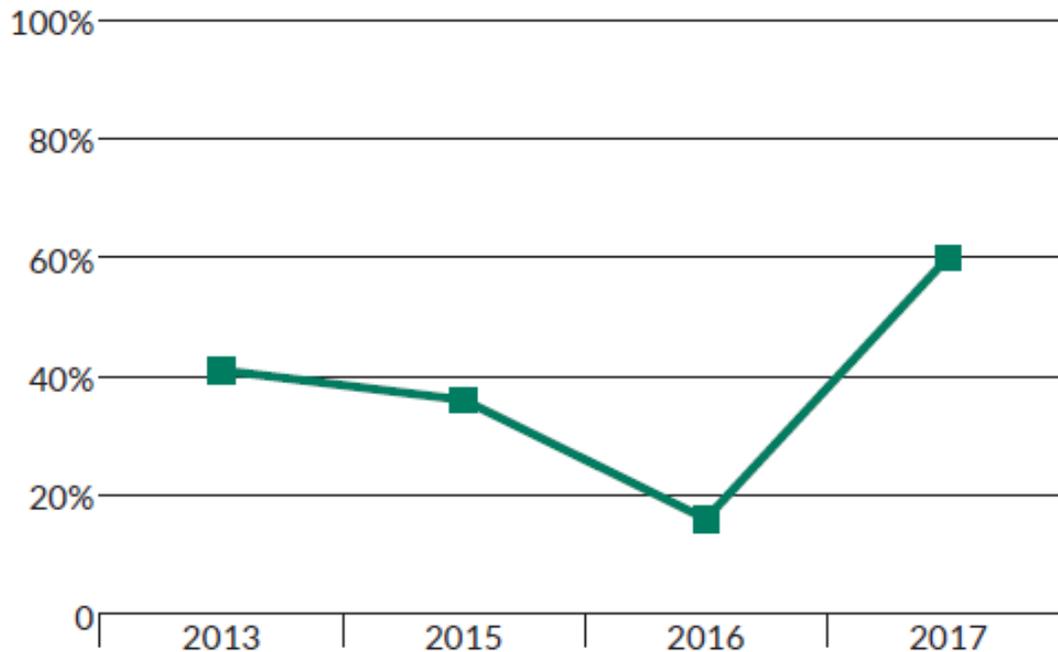
WSDOT conducted a September 2018 survey of nearly **775 Good To Go!** customers who have used the I-405 express toll lanes.

Good To Go! customer survey



Support increases over time

Support over time



- We have seen public support increase after the express toll lanes opened in fall 2015.
- These surveys included people who do not use the express toll lanes or have *Good To Go!* account.

Contact

Emily Glad

WSDOT Toll Division

Communications Manager

206-716-1116

Emily.Glad@wsdot.wa.gov

Today's Speakers



- Colleen Gants, *PRR*,
cgants@prrbiz.com
- Michelle Holland, *VDOT*,
Michelle.Holland@VDOT.Virginia.gov
- Michael McGurk, MMcGurk@transurban.com
- Steve Pustelnyk, *CTRMA*,
spustelnyk@ctrma.org
- Emily Glad, *WSDOT*,
glade@wsdot.wa.gov



CENTRAL TEXAS REGIONAL
MOBILITY AUTHORITY

Get Involved with TRB

- Getting involved is free!
- Join a Standing Committee (<http://bit.ly/2jYRrF6>)
- Become a Friend of a Committee (<http://bit.ly/TRBcommittees>)
 - Networking opportunities
 - May provide a path to become a Standing Committee member
- ***Sponsoring Committees: ADA60, ABE25, AHB35, ADD50, ABE10***
- For more information: www.mytrb.org
 - Create your account
 - Update your profile

Receiving PDH credits

- Must register as an individual to receive credits (no group credits)
- Credits will be reported two to three business days after the webinar
- You will be able to retrieve your certificate from RCEP within one week of the webinar

TRB turns 100 on November 11, 2020



Help TRB:

- Promote the value of transportation research;
- Recognize, honor, and celebrate the TRB community; and
- Highlight 100 years of accomplishments.

Learn more at

www.TRB.org/Centennial

MOVING IDEAS: ADVANCING SOCIETY—100 YEARS OF TRANSPORTATION RESEARCH