



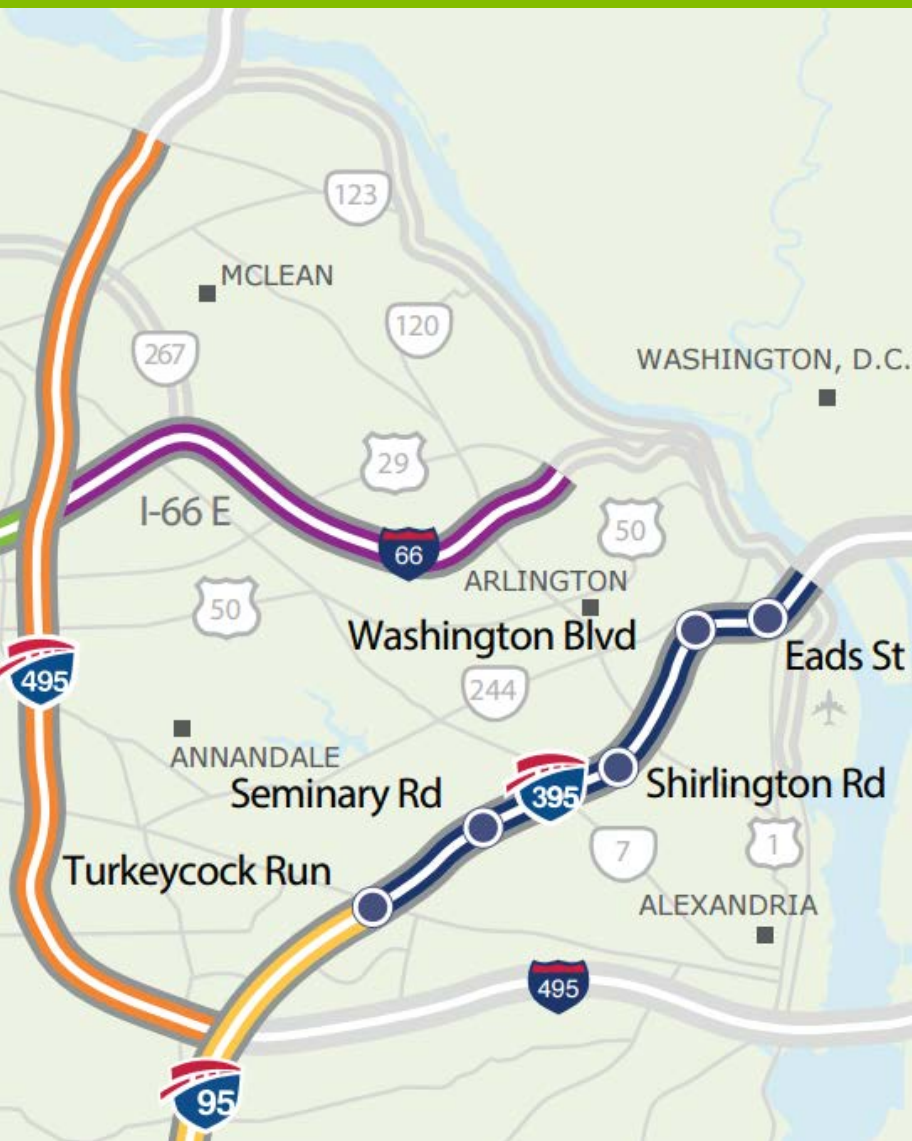
# EXPRESS LANES UPDATE

DECEMBER 2015

- Network extensions on I-95
- 495 and 95 Express Lanes
- Survey research



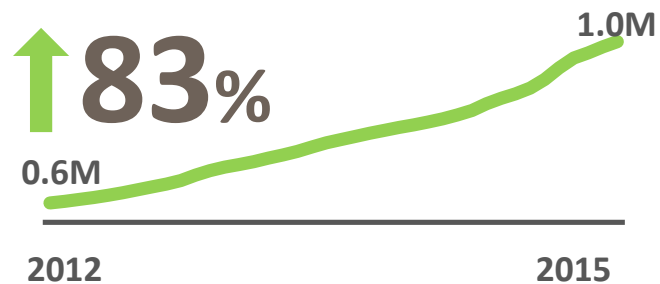
# Network extensions



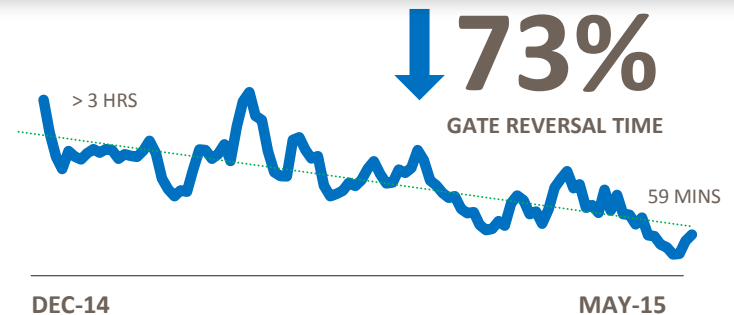
# Safety and operational excellence



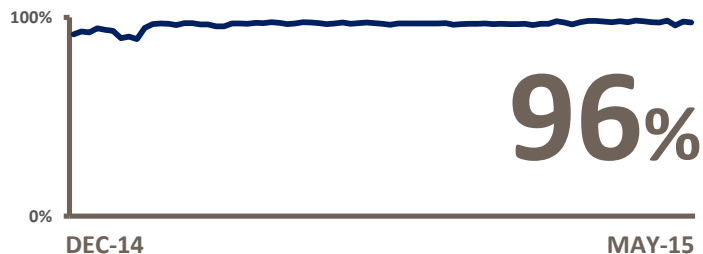
## GROWING E-ZPASS BASE



## INCREASED LANE AVAILABILITY ON 95



## E-ZPASS USAGE ON 95 EXPRESS LANES





## SAFETY INNOVATIONS

7 entry points



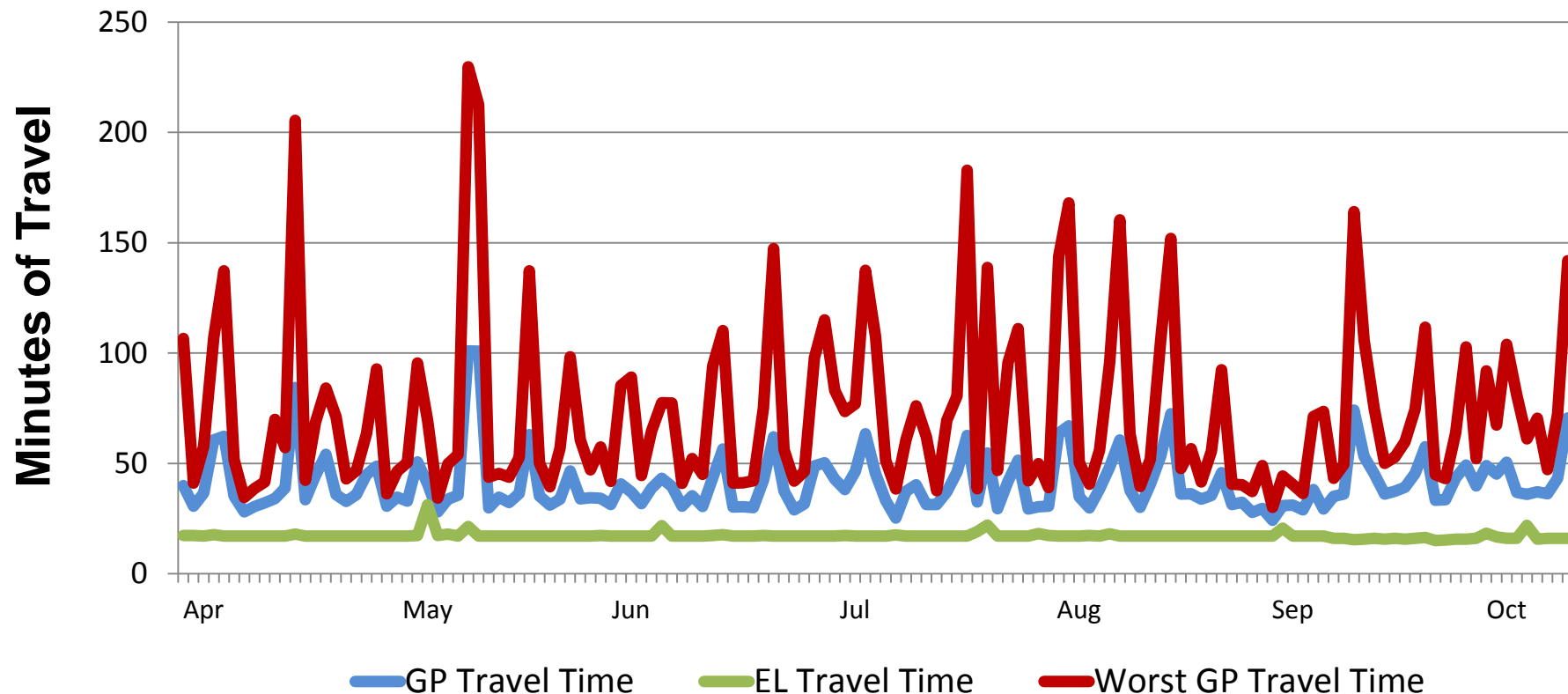
↓ 50%

# By the numbers

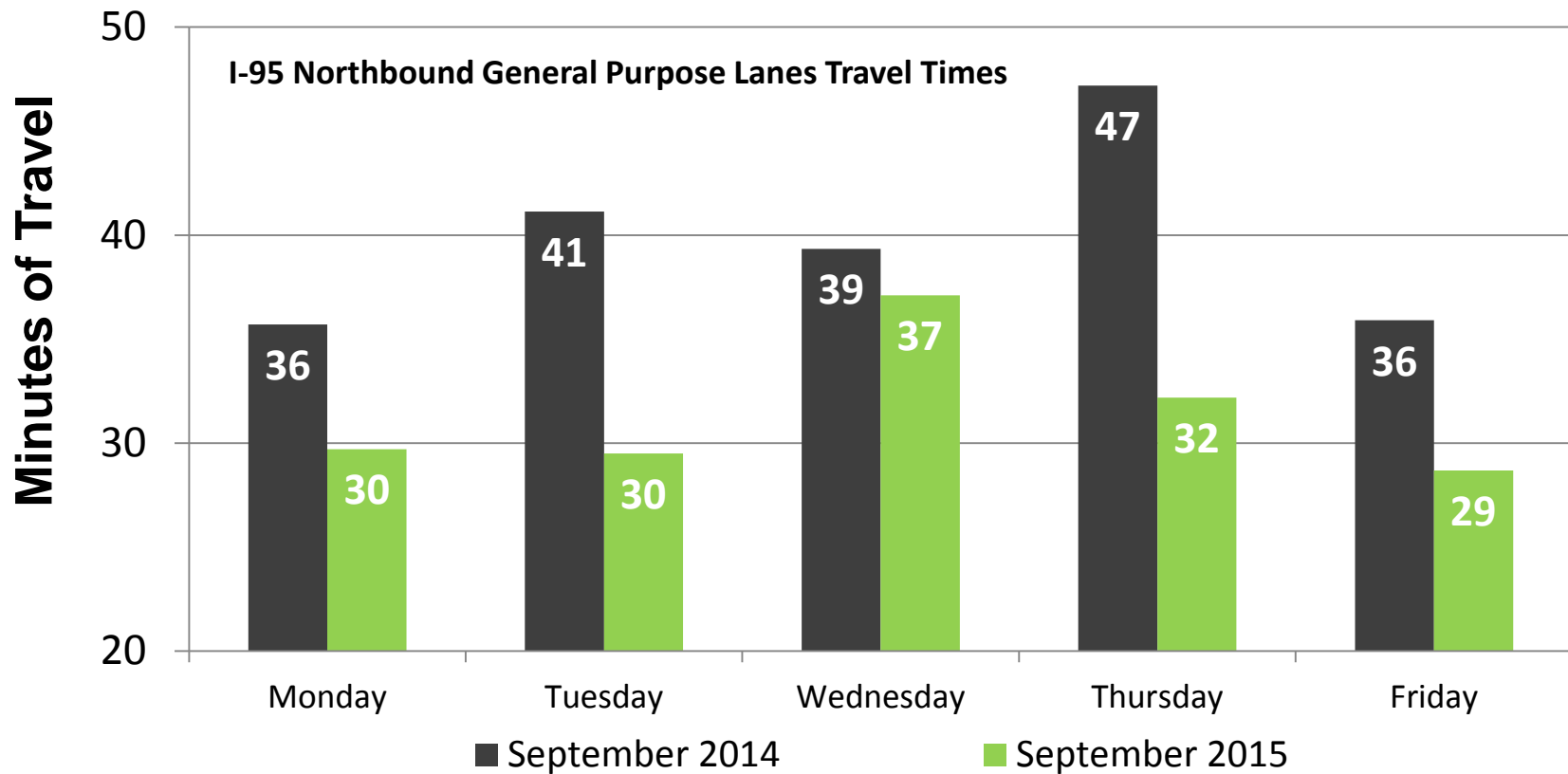
SEPTEMBER QUARTER 2015		
Average Dynamic Toll Charged	\$5.89	\$3.80
Average Trip Length in Miles	13.0	6.1
HOV-3+ and Exempt Vehicles of all Traffic	34%	15%
Workday Bus Trips on the Lanes	33,459	16,448
Approximate Average Daily Trips	45,000	40,000

# Travel reliability and time savings

## FULL LENGTH PEAK 95 SOUTHBOUND EXPRESS AND GENERAL PURPOSE LANES<sup>1</sup>



# Regular lane drivers benefit as well



Source: Regional Integrated Transportation Information System (RITIS)

# Time savings on I-495

TRAVEL TIME: AM PEAK FULL-LENGTH  
495 EXPRESS LANES – NORTH BOUND

TYPICAL THURSDAY 8:30AM

**GENERAL  
PURPOSE LANES**

**495 EXPRESS  
LANES**

21-42 mins

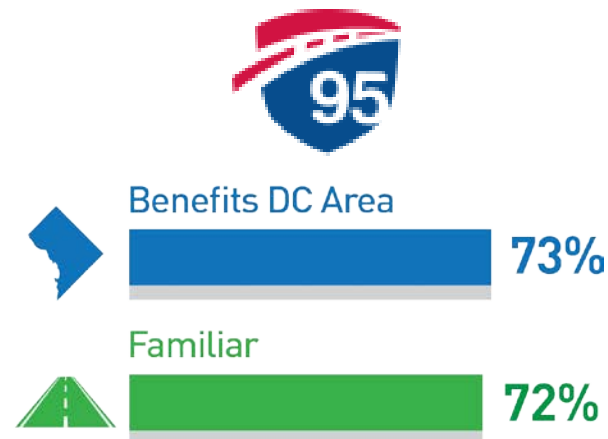
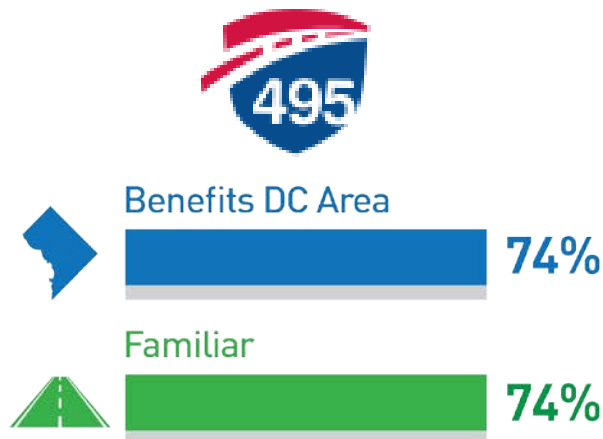
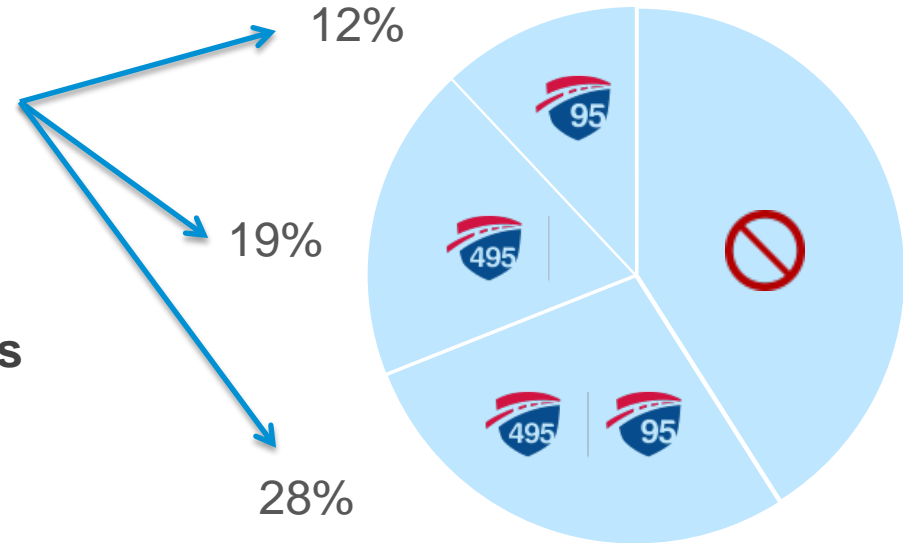
<13 mins



# Fall research findings

- Sept. 2015 online survey of 1,700 D.C. area drivers
- Conducted by KRC Research

**59%**  
of area  
drivers  
have used  
the Express  
Lanes



# Our customers



**86%**  
of carpoolers  
rate the  
Lanes  
positively

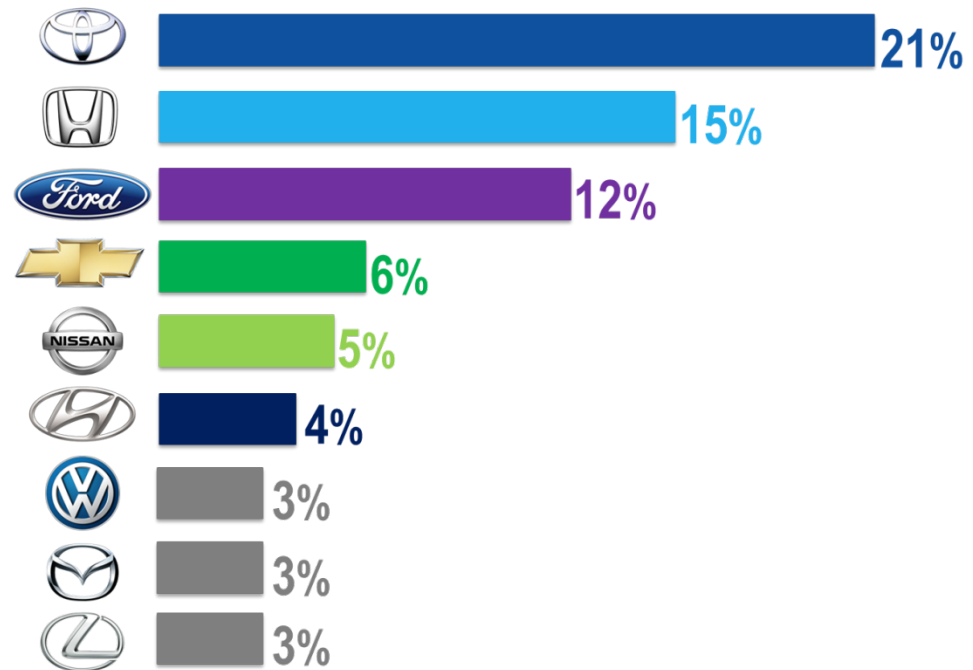
**75%**

Customer  
satisfaction



Nearly **half**  
use **both** the  
495 and 95  
Express Lanes

## Car makes of Express Lanes customers



# Why customers travel with us



**ExpressLanes**

Customers



Commute from work  
**35%**



Commute to work  
**33%**



Appointments  
**31%**



**ExpressLanes**

Customers



Travel for vacation  
**41%**



Commute to work  
**36%**



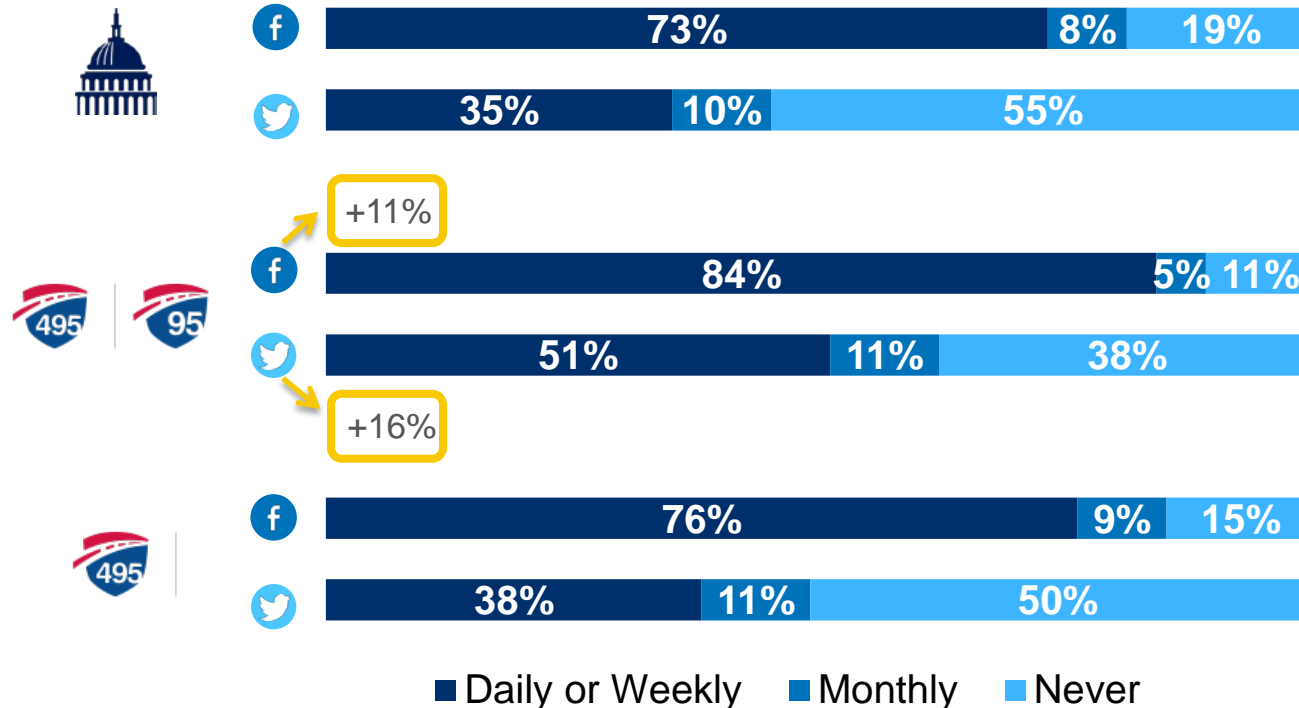
Commute from work and  
visit friends or family  
**32%**



- “Me time” in evenings and mornings
- Get extra work done
- Time with family and friends in the evening

# Social and digital media

## Usage of Social Media



- › Mobile apps account for **53% of all time spend on digital media**
- › Smartphone users spend **89% of mobile media time using apps**

facebook.

- › Nearly **200k video views** during campaign over a two week period
- › **84%** of customers consumed our Facebook content on a mobile devices

# Social media presence

VA Express Lanes

Page Messages Notifications 5 Insights Publishing Tools

Stephanie truly has an Express Lanes love story. She is a young 71 years old and lives in Fairfax Station. Her sweetheart is 77 and lives in Montgomery County, Maryland. Before the Express Lanes, they had to fight traffic on 495 to see each other. Now, however, she says meeting up is a breeze with the Express Lanes and they no longer let traffic keep them apart.

*Stephanie S. Fairfax Station, VA*

162,048 people reached View Results

91k Views

**MINUTES SAVED**  
Average daily commute between Quantico and Alexandria

95 Express Lanes  
**35 To 40**  
MINUTES SAVED PER DAY

Increase fan base from 527 to 6,200+

2.6 million + Impressions so far

449,312

Video views so far

***transurban***

The logo graphic consists of two parallel, curved, lime-green lines that sweep upwards from left to right, positioned beneath the word 'transurban'.