



.expresslanes



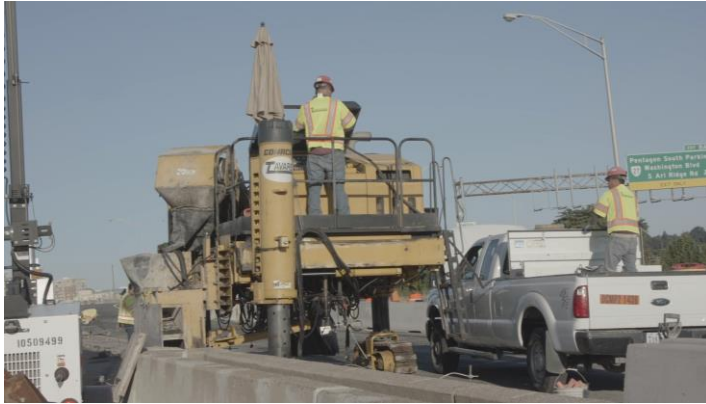
The 395 Express Lanes

About the 395 Express Lanes

- Delivered via public-private partnership with the Virginia Department of Transportation and Transurban
- Conversion of two reversible HOV-3+ lanes to three Express Lanes between Edsall Road and DC Line
- New fourth southbound general purpose lane between Duke Street and Edsall Road
- Improvements in traffic flow at the Eads Street Interchange and transit/carpool access at Pentagon
- New or modified sound walls
- Annual \$15 million investment in transit improvements (Commuter Choice)

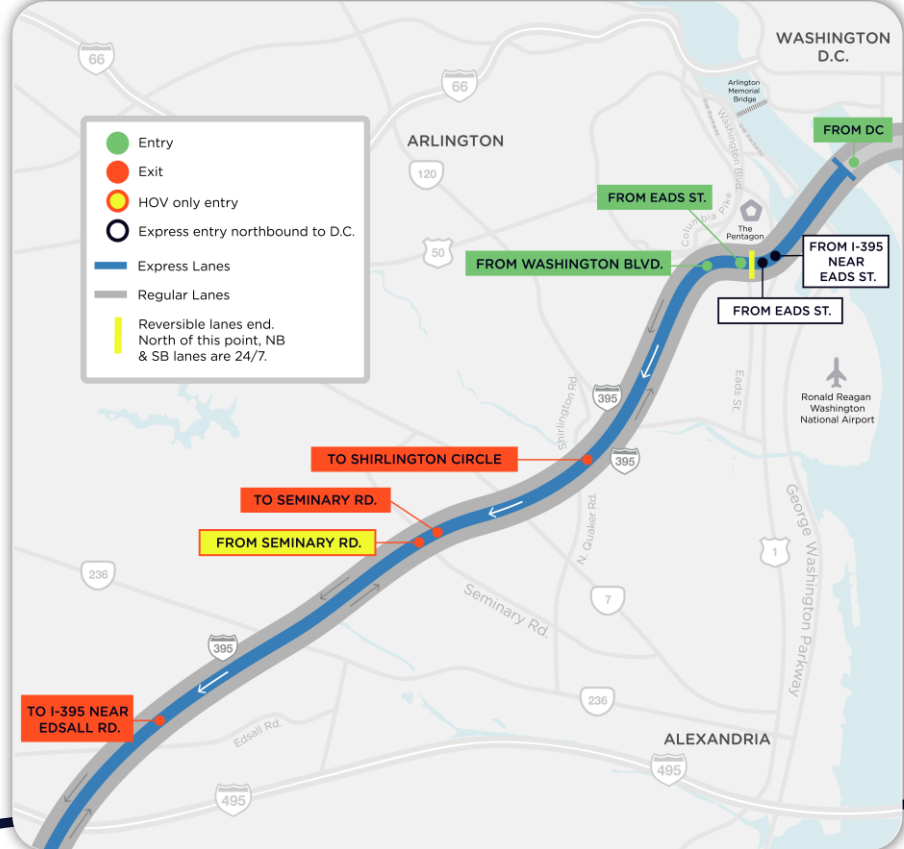
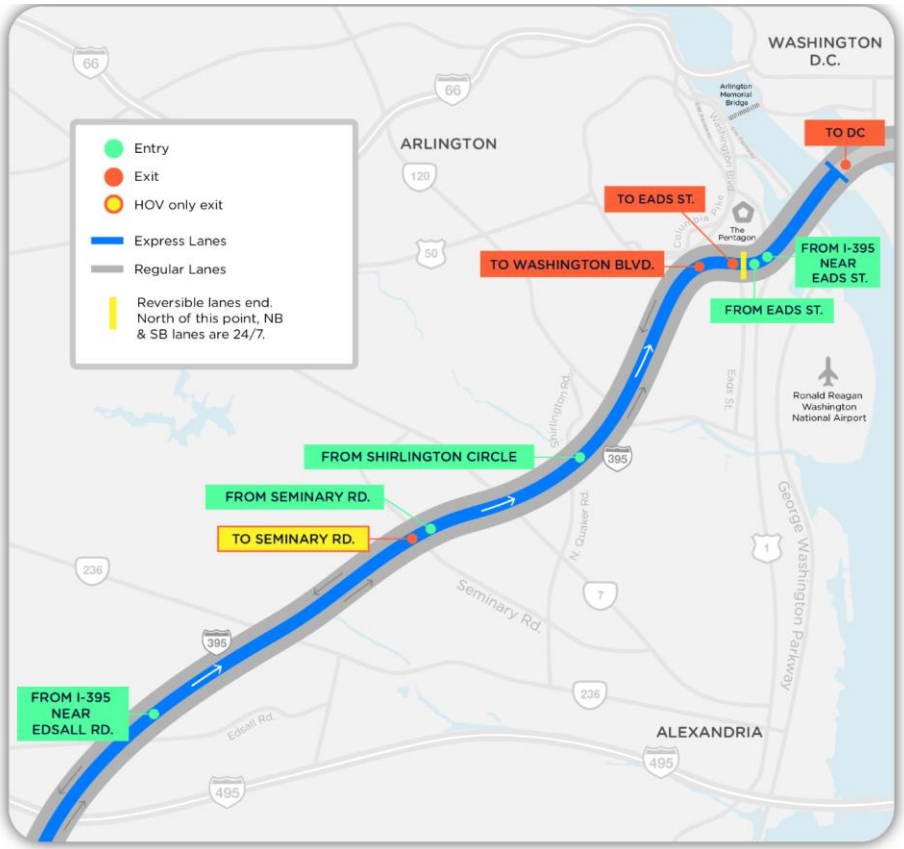


Construction update

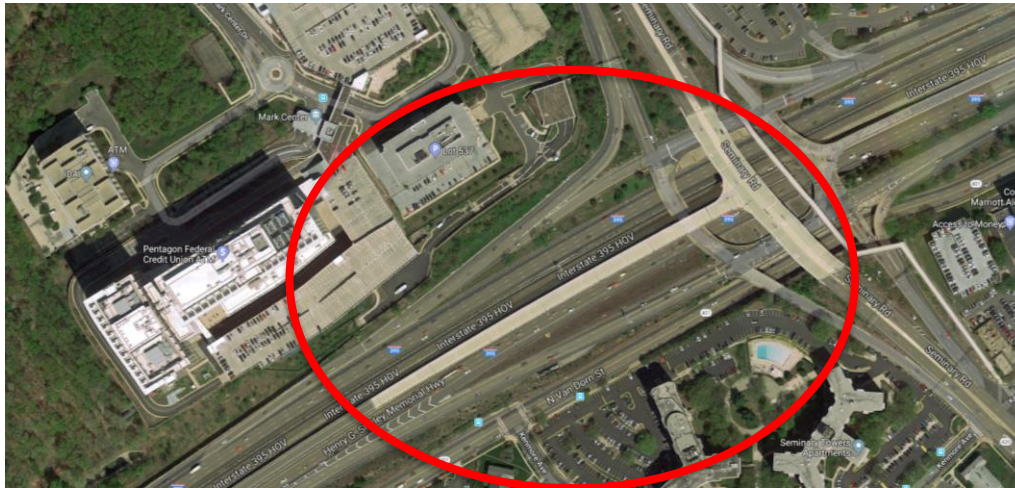


- Project is on schedule for a November opening
- Express Lanes more than 90% complete at end of September
- ITS equipment and tolling and traffic management system is installed and testing is ongoing
- After service commencement work will continue on the Express Lanes, sound walls, and the Duke to Edsall 4th general purpose lanes
- Post service commencement work on the Express Lanes will take place in non-peak hours

Getting on and off the Lanes



Seminary Road south ramp

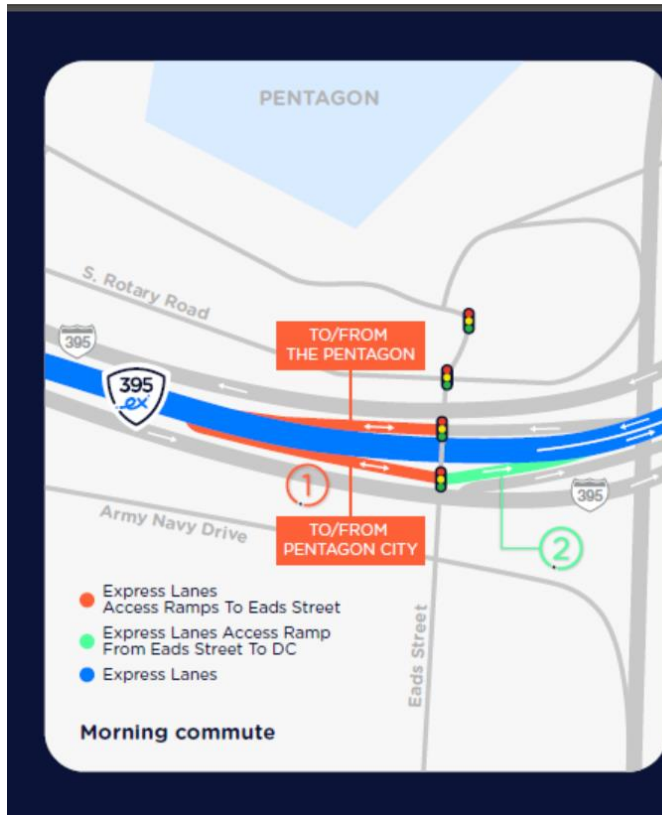


- Road study underway to look at future conversion
- Working with VDOT, City of Alexandria and community to consider implications and benefits to conversion
- Seminary Road south ramp to remain HOV after service commencement
- HOV users will need an E-ZPass Flex
- New signage will let travelers know that tolling will begin after next exit
- VSP will continue to enforce as a HOV facility

Eads Street interchange



Eads Street Slugging E-ZPass Guidelines



Sluggers go free to DC on the 395 Express Lanes



Starting November, sluggers going to the Pentagon and Pentagon City should use their E-ZPass® Flex and follow these steps:

- 1 Travel with your passengers and Flex set to HOV ON, like you normally do, before exiting at Eads St to drop off passengers; switch your Flex to HOV OFF mode
- 2 Hop back on the Lanes using the Eads St ramp and travel the rest of the way for free

Robust program underway to prepare and educate travelers

Goals

✓ Safety ✓ Awareness ✓ Understand Rules & Benefits

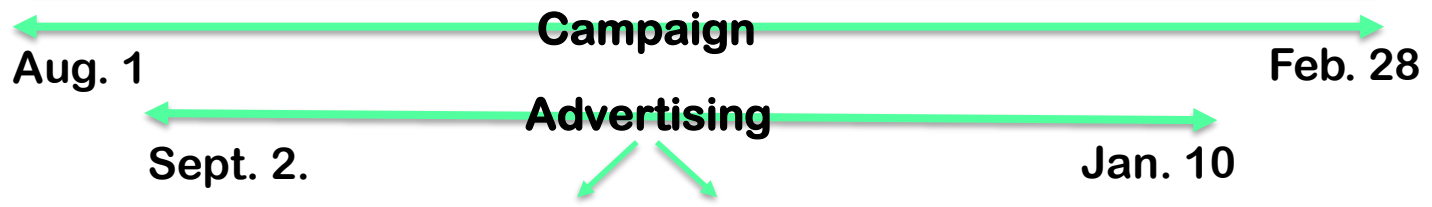
Audience

→ I-95/395/495 VA corridors & MD/DC

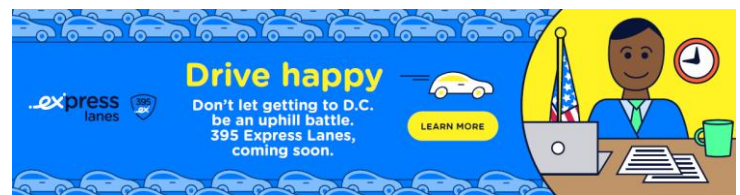
Components

Ad campaign | Earned media | Signage | Events | Stakeholder

Timing



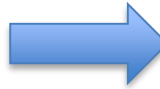
Online | Radio | Search
| Out-of-home | Print



Stakeholder Outreach Program

Stakeholder Groups

- Federal, state and local elected officials
- Washington D.C. elected officials
- DDOT
- Pentagon and Mark Center
- Locality DOTs
- Transit agencies
- Community groups, HOAs, and civic leagues
- Sluggers and travelers on the road
- Local businesses
- Business groups and Chambers of Commerce
- Pentagon City Mall



Outreach Approach

- Press releases and media outreach
- Website updates
- Social media
- Weekly communication calls and coordination
- Grant program
- In-person meetings with elected officials and key stakeholders
- Briefings with DOTs and community groups
- Toll Day 1 briefing with elected officials and staff
- Newsletter & social media samples
- Pentagon channels
- Events and transportation fairs
- Flyers and brochures

Transurban resources

Customer service

1-855-495-XPRS (9777) <https://expresslanes.com/contact-us>

Express Lanes Control Room

571-419-6046

Outreach and communications

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VDOT resources

Customer service

1-800-for-road (1-800-367-7623) <https://my.vdot.virginia.gov/>

Outreach and communications

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