



# OVERCOMING COMMUNICATION CHALLENGES

## During and after Managed Lanes Project Implementation

November 14, 2018 | Joint Webinar



MATTTHEW CLICK

Vice President and National Director of Priced  
Managed Lanes, HNTB

# Presenters



- **Shannon Estep**  
Public Outreach Manager/Express Lanes Planning, Florida's Turnpike Enterprise, IBTTA and TRB Member



- **Jill Goldberg**  
External Affairs and Communications Programs Manager, Georgia DOT, IBTTA and TRB Member



- **Pierce Coffee**  
Vice President of Public Affairs and Marketing-North America, Transurban, IBTTA and TRB Member

# Prof. Development & Logistics

- Professional Development certificate: email [hsmith@ibtta.org](mailto:hsmith@ibtta.org).
- Submit Questions via the Q&A Pod
- Files can be downloaded from the Files Pod
- The Webinar will last one hour
- Slides and recorded audio will be on the website within a day.  
[www.ibtta.org/webinars](http://www.ibtta.org/webinars)



# FLORIDA EXPRESS LANES

Less Stress When You Drive Express

## Statewide Express Lanes Outreach Approach TRB Webinar

Shannon Estep  
Public Outreach Program  
Manager



November 14, 2017



**Florida's Turnpike  
Enterprise**



**Statewide  
Outreach  
Approach**



**Express Lanes  
Outreach  
Strategies**



**Survey  
Results**



- System of Toll Roads
- Largest Toll System in Florida
- User-Financed
- Serves  $\approx$  2 Million Customers a Day
- ✓ 26 Counties    ✓ 78% of Population
- Part of the **FDOT**





# Turnpike System

**483 miles** Turnpike Facilities  
**+ 127 miles** Other FDOT-Owned Facilities  
**+ 18 miles** Other FDOT-Operated Facilities

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**= 628 miles**

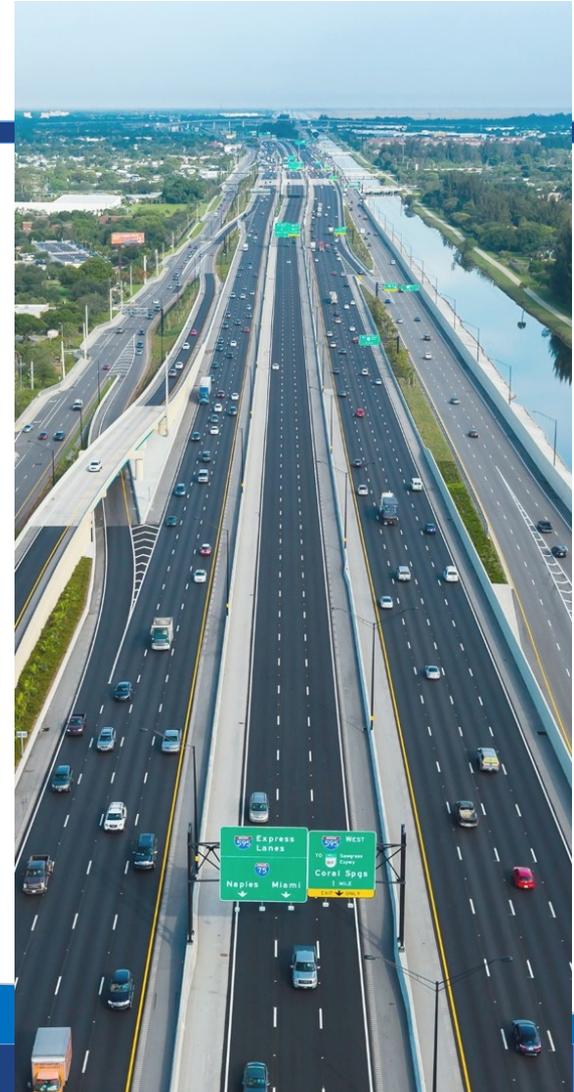




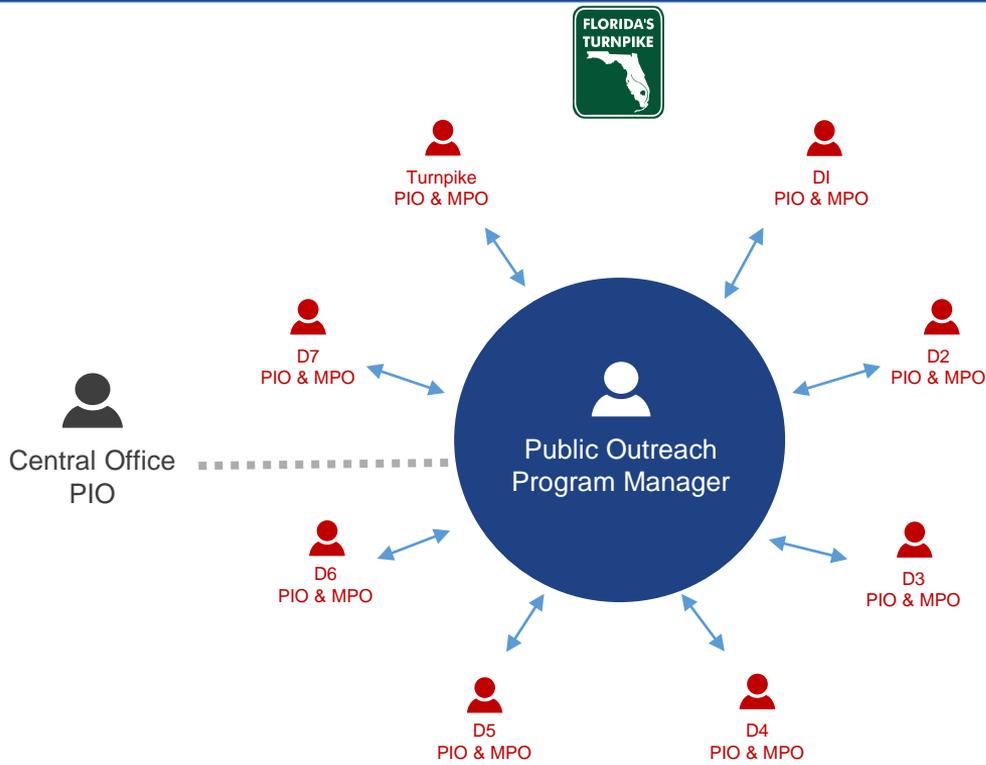


# Statewide Outreach Approach

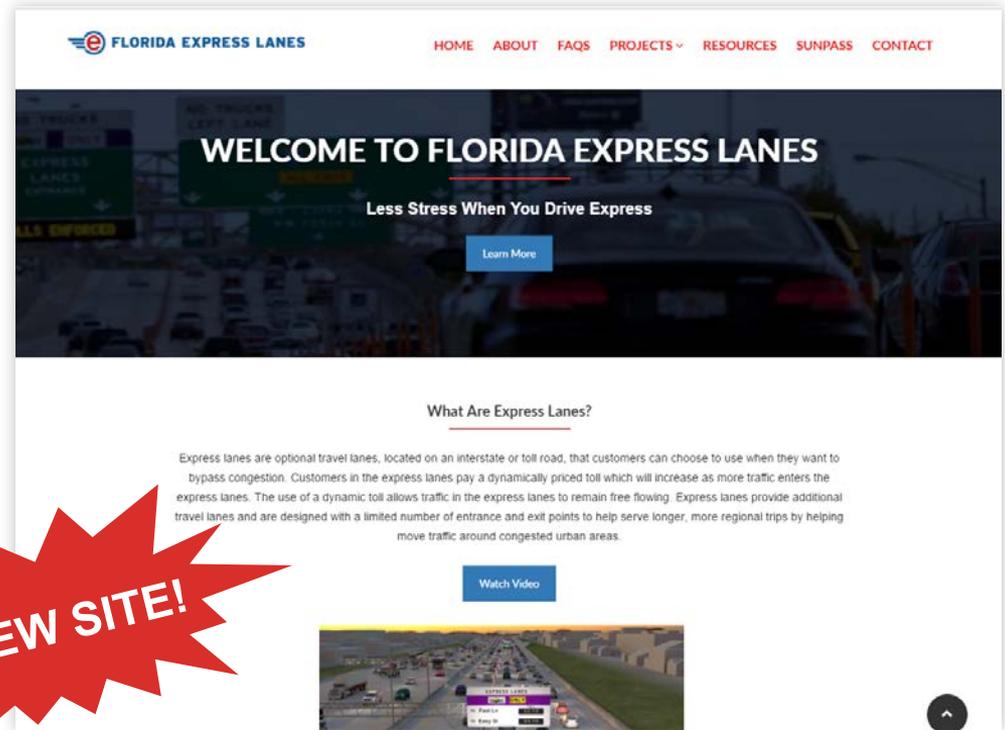
- SharePoint Site
- Outreach Materials
- Consistent Message



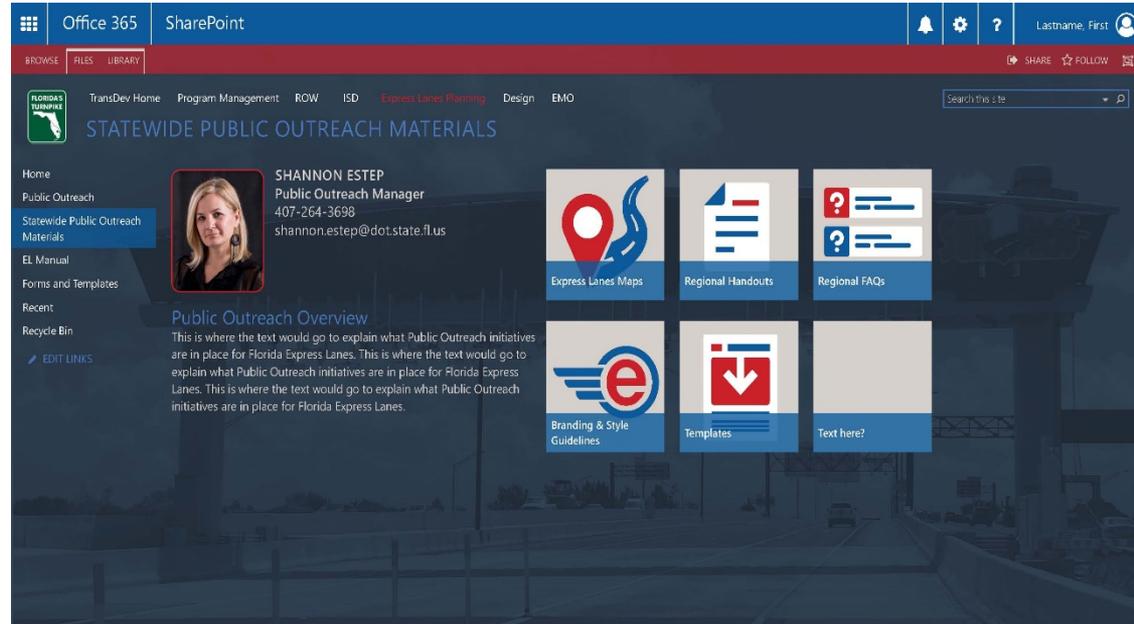
# Statewide Outreach Approach



- Launched May 2017
- Public Facing Site
- Outreach Directs Public to Site
- Includes Links to Project Sites
- Continually Updating



- Website Template
- Branding & Style Guide
- Logos/Color Codes
- Email Inquiries Tracker



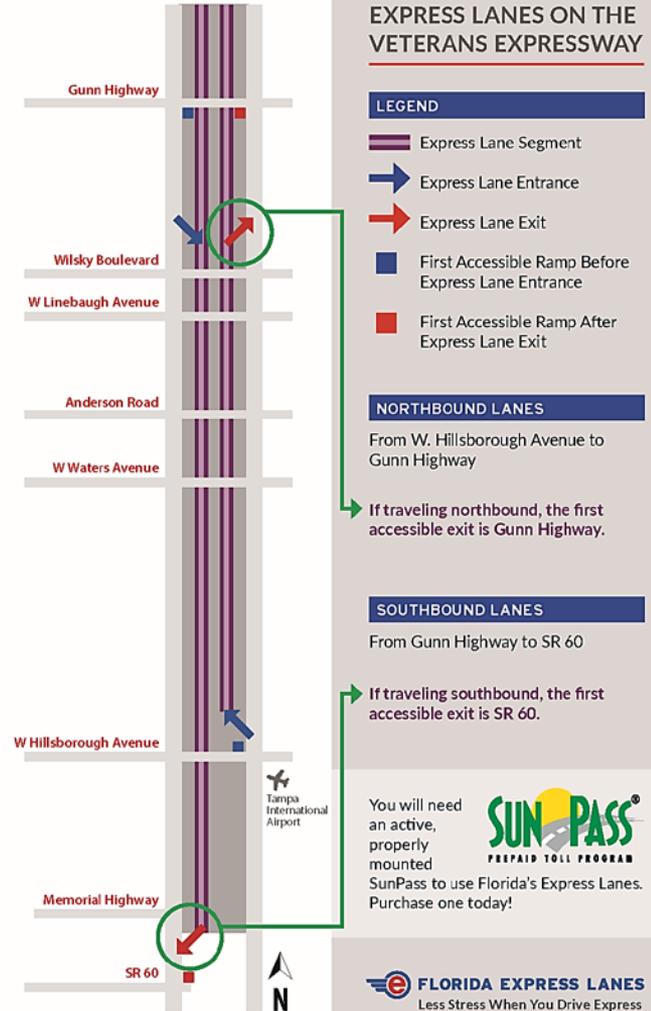
The screenshot shows a SharePoint site interface. At the top, there's a blue header with 'Office 365' and 'SharePoint'. Below that, a red navigation bar contains 'BROWSE', 'FILES', and 'LIBRARY'. The main content area has a dark blue background with a 'FLORIDA TURNPIKE' logo on the left. The title 'STATEWIDE PUBLIC OUTREACH MATERIALS' is prominently displayed. A user profile for 'SHANNON ESTEP, Public Outreach Manager' is shown. Below the profile is a 'Public Outreach Overview' section with placeholder text. To the right, there are six tiles: 'Express Lanes Maps', 'Regional Handouts', 'Regional FAQs', 'Branding & Style Guidelines', 'Templates', and 'Text here?'. The bottom of the page features a large image of a highway interchange.





# Info Graphic Postcard

- Mobile Service Center Events
- Florida Express Lanes Website
- Leave Behinds
- Visitor's Information Centers
- Florida Welcome Centers
- AAA Branches
- Rental Car Agencies

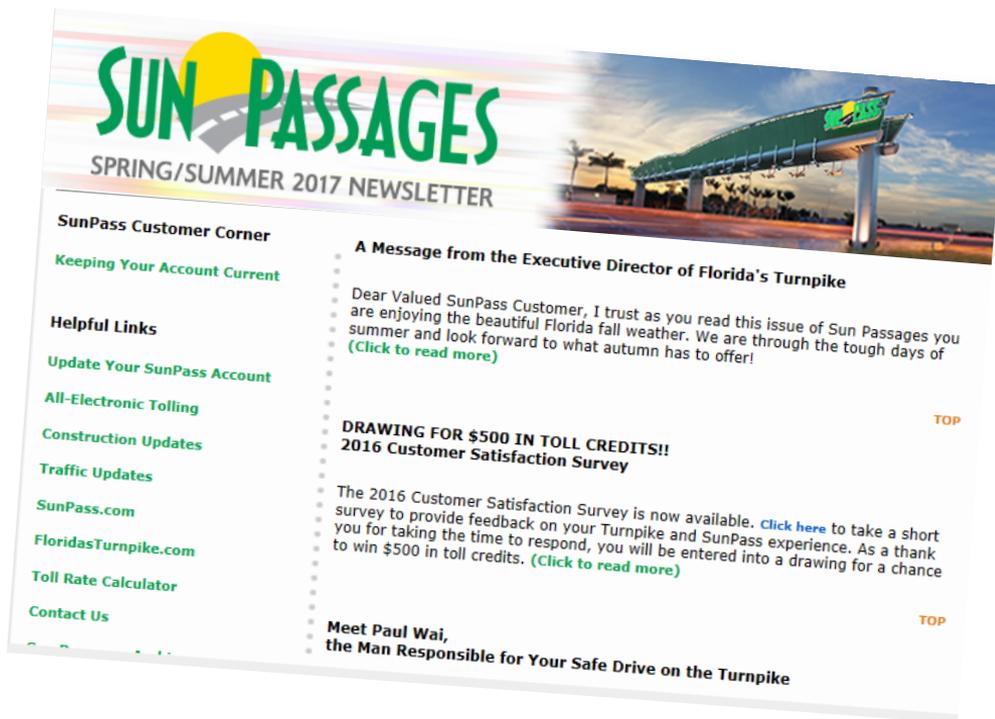


- Local Area Hotels
- Rental Cars Agencies in and Around Local Airports
- Local Theme Parks, if Applicable



## SUN PASS<sup>®</sup> Customers

- Article in Sun Passages
- Email Blast
- Targeted Direct Mail of Info Graphic Post Card



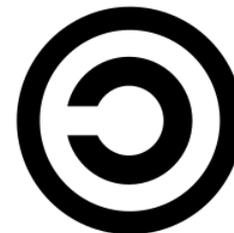
- Chamber of Commerce
- Colleges & Universities
- Large Business Organizations
- HOAs
- Rotary Clubs
- Elected Officials
  - MPO Agendas



peace.



love.



community.

- Brief Local Traffic Reporters
- Ads on Local Traffic Radio
- Education Insert in Local Newspaper
- Social Media
- Submit Op-ed
- Billboards
- Distribute Press Releases / Distribute Project Video
- Hold News Conference / Media Availability





# Billboard Outreach

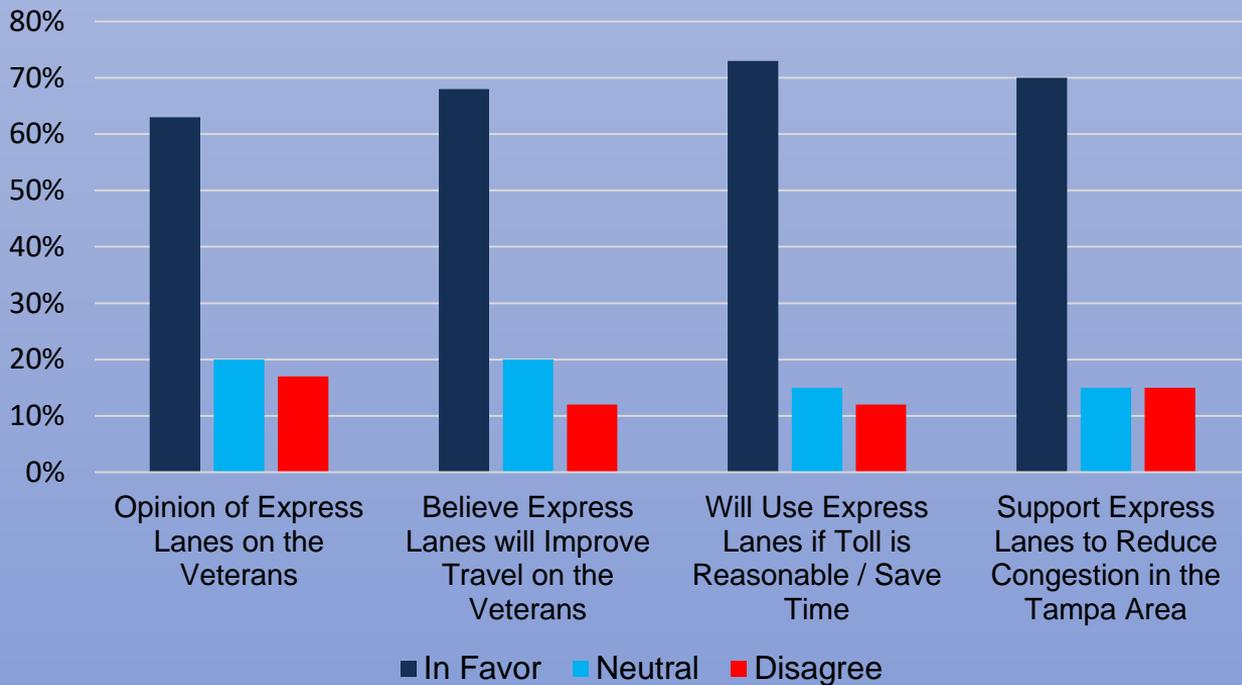
 **EXPRESS LANE QUESTIONS?**  
**FloridaExpressLanes.com**

The main graphic is enclosed in a thick red border with rounded corners. On the left side of the border is a logo consisting of a blue circle with a red 'e' inside, and three blue horizontal bars extending to the left, resembling wings.

requires  **SUN PASS**<sup>®</sup>  
PREPAID TOLL PROGRAM

The text "requires" is in a blue, sans-serif font. To its right is the SunPass logo, which features a yellow sun partially obscured by a grey road graphic, with the words "SUN PASS" in green, bold, sans-serif font. Below the logo, the words "PREPAID TOLL PROGRAM" are written in a smaller, black, sans-serif font.

## Over 3,500 SunPass Customers Participated



TOLL VIOLATIONS  
PHOTO ENFORCED  
\$100 PENALTY

# SUMMARY

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- Statewide Approach for Florida Express Lanes
- Express Lanes Outreach Strategies - Hitting all the Bases
- **Consistent Messaging**

TOLL VIOLATIONS  
PHOTO ENFORCED  
\$100 PENALTY

# THANK YOU!

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**Shannon Estep** | Public Outreach Program Manager

Express Lanes Planning | **Florida's Turnpike Enterprise**

O: 407-264-3698 | [Shannon.estep@dot.state.fl.us](mailto:Shannon.estep@dot.state.fl.us)

# Turning Express Lanes into a Positive for Georgia Commuters: Agency Coordination and Public Outreach

Joint IBTTA - TRB  
Communications Webinar

November 14, 2017



# Georgia DOT, IBTTA and TRB – Ongoing Partnership

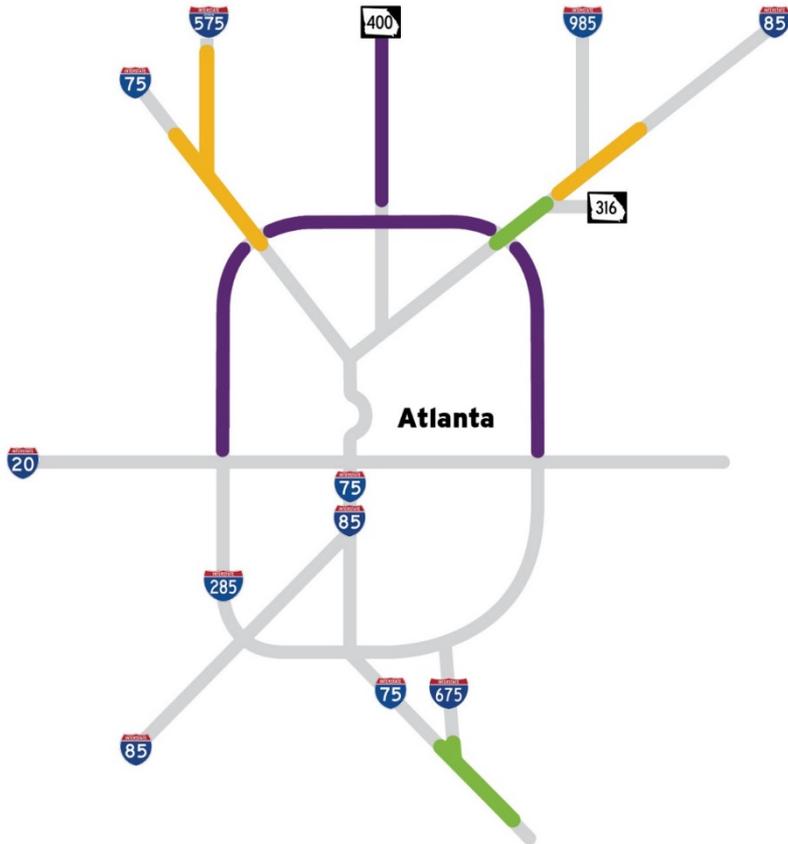


- Georgia was the site of IBTTA's 85<sup>th</sup> Annual Meeting and Exhibition held September 10-12, 2017
- GDOT and SRTA staffed an information booth at the conference



- Department participates on various TRB Committees
- Conducting active research on more than 50 projects

# Georgia's Express Lanes Network



## OPEN AND OPERATING

- I-85 Express Lanes
- I-75 South Metro Express Lanes

## COMING SOON

- Northwest Corridor Express Lanes – Summer 2018
- I-85 Express Lanes Extension – Fall 2018

## UPCOMING MAJOR MOBILITY PROJECTS

- SR 400 Express Lanes
- I-285 East Express Lanes
- I-285 Top End Express Lanes
- I-285 West Express Lanes

# Georgia Express Lanes – I-85 Open and Operating

## I-85 Express Lanes

- Opened to traffic in 2011
- Lane usage resulted in record high toll price in summer 2016
- Toll rate increased in 2016 to improve efficiency
- Success of the lanes led to extension project currently underway



# I-85 Express Lanes – Overcoming Obstacles

## **I-85 HOT Lanes to Change More Than Access Rules**

*New entry points on I-85 South leave six-mile gap between Lawrenceville-Suwanee Road and Beaver Run road without an entry. – Duluth Patch*

Georgia's Lexus Lanes sputter on arrival

Toll lane debut flops — but pay-for-privilege project is here to stay – Creative Loafing

**The Hot Mess of the I85 ‘HOT’ Lanes** – Creative Loafing



# I-75 South Metro Express Lanes

- High Stakes on I-75 South Metro Project
  - Set the stage for regional Express Lanes program in Metro Atlanta
- 12 miles of Reversible Express Lanes South of Atlanta
  - First reversible lanes in Georgia
- Express Lanes Benefits
  - Reliable trip times
  - Toll-free for transit riders and vanpools



# Partner Collaboration

## Georgia DOT and the State Road and Tollway Authority (SRTA) objectives were:

- Create positive awareness of Express Lanes options
- Communicate value to state, regional and local partners and the traveling public
- Overcome lingering negative perceptions from the state's previous HOT lane project

# Partner Collaboration

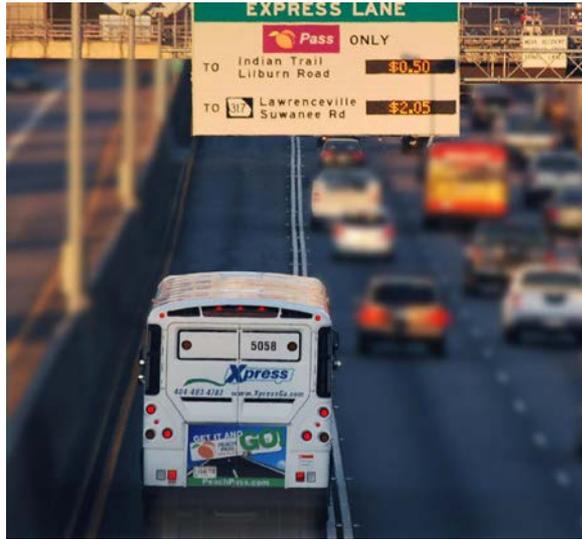
- Georgia DOT and the State Road & Tollway Authority created a Special Event and Marketing Plan using creative consultants
- The plan included pre-event and post-event marketing and public awareness activities
- The event team worked collaboratively, dividing roles and responsibilities



# Project Coordination is Key

- SRTA and GDOT co-lead the project
- Roles and responsibilities clearly defined at project start
  - GDOT manages construction
  - SRTA manages toll operations and customer service
- Communications pivotal for project success
  - Monthly Taskforce Meetings
    - Communications and Outreach
    - Incident Management
    - Transit
    - Tolling and Operations
- Executive leadership coordination

# Transit Partnerships



# First Responder – Incident Response



# Engaging the Media

**Governor cuts ribbon on new I-75 reversible toll lanes** - WSB-TV Online

**Georgia's first reversible toll lanes set to open Saturday** - Clayton Daily News

Deal: First 14 days free on Henry County's new I-75 lanes - South Metro Neighbor

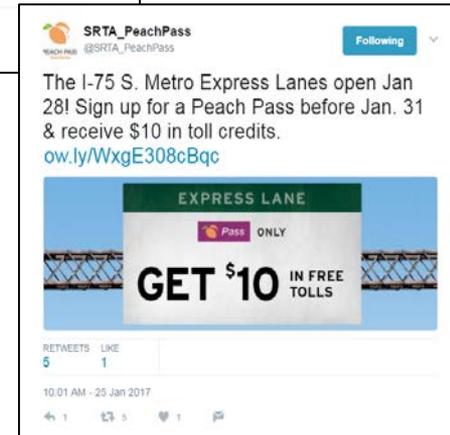
Engaging media partners prior to and during the event helped to better educate the public on this innovation in Georgia. Events exclusive to media included:

- Media Day at the Transportation Management Center – first-hand look at Express Lanes operations
- Media Express Lanes Bus Tour – media pre-opening ride-along in the Express Lanes with project SMEs



# Social Media Action Plan

- Developed proactive social media calendars for Georgia DOT
- Flooded the Georgia DOT social feeds with Georgia Express Lanes posts in the weeks leading up to the opening and the weeks following
- Developed videos featuring community residents' thoughts and testimonials related to the Express Lanes' opening
- Featured informational posts on using the lanes and understanding signage and pricing
- Focused messages on additional benefits of the lanes, such as savings for transit riders



# Ribbon Cutting Event – January 27, 2017



- Keynote address given by Governor Nathan Deal – announced that motorists could use the lanes for free for a limited time
- 175 citizens in attendance
- 10+ media outlets present

- Ribbon Cutting took place on the northbound I-75 Jonesboro Road access bridge
- Attendees included officials from federal, state and local government and civic entities



# Ribbon Cutting Event – January 27, 2017



*Pre-event networking*



*SRTA Peach Pass Van*

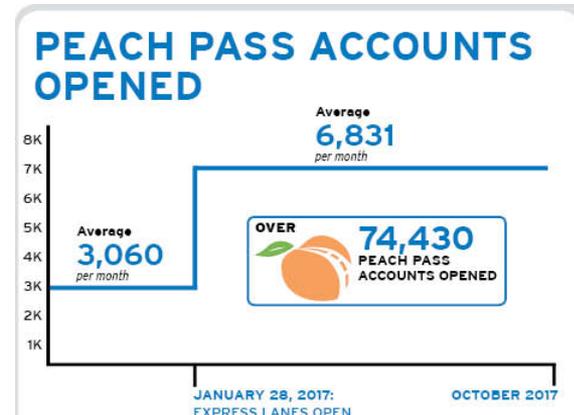
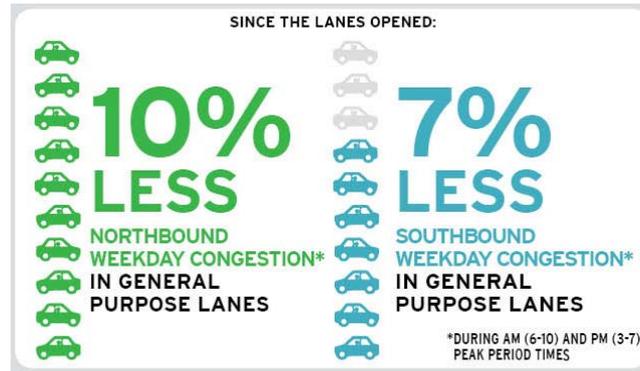
# Multimodal Benefits



Georgia DOT and SRTA sent a multi-modal transportation message statewide.

- Partnered with other regional transit agencies and TDM partners
- Georgia Regional Transportation Authority (GRTA) debuted a brand new *Xpress* bus
- VIPs participated in a tour of the lanes

# Success: Georgians Use the Lanes!



# Measuring Results

The event met and exceeded Georgia DOT and SRТА's communications goals and objectives for the project.

Specifically, the event generated the following results:

- 6,647,363 impressions in both print, broadcast and online news outlets from January 25 – January 27, 2017
- 20+ media interviews conducted with executives from both Georgia DOT and SRТА
- 30+ stories published online and in print; plus hundreds of additional broadcast stories on local and regional stations

## I-75 South Metro Ribbon Cutting Print and Broadcast Media Results

**6,647,363 impressions**



**Over 20  
media  
interviews**



**Over 30  
stories**

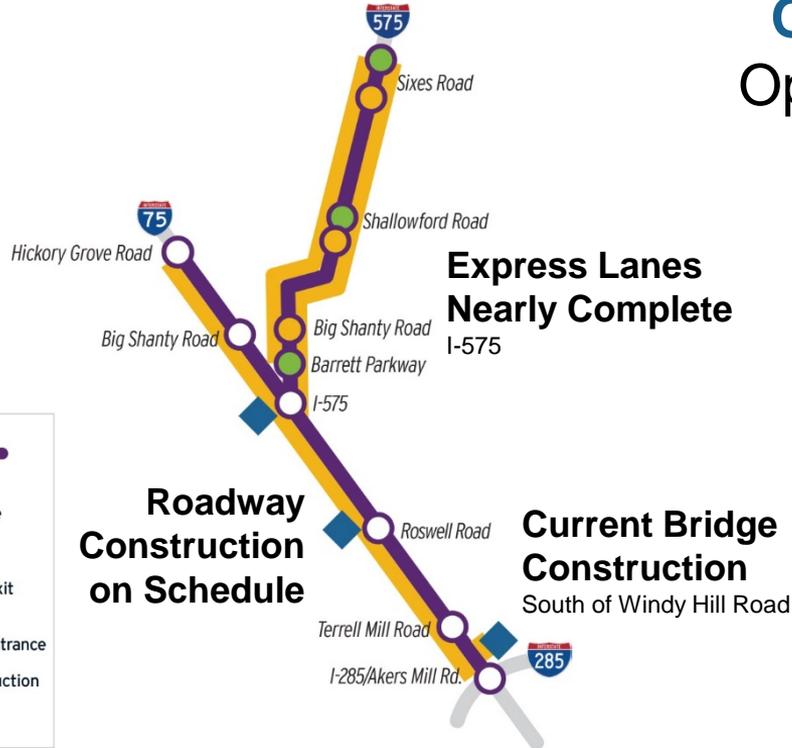
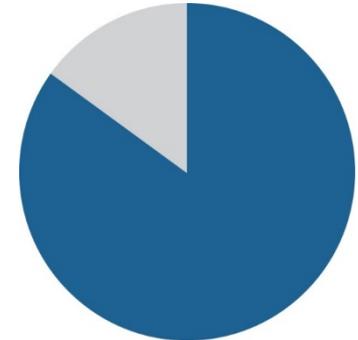


# Northwest Corridor Express Lanes

**On Schedule:**  
Opening to traffic



**85% Complete**



**LEGEND:**

-  Project
-  Managed-Lane Interchanges
-  Slip Ramp-Northbound Exit
-  Slip Ramp-Southbound Entrance
-  Major Construction Sites

*Map is not to scale*

# Northwest Corridor (I-75/I-575) – Opens Summer 2018



# Northwest Corridor (I-75/I-575) – Opens Summer 2018



# Northwest Corridor (I-75/I-575) – Opens Summer 2018



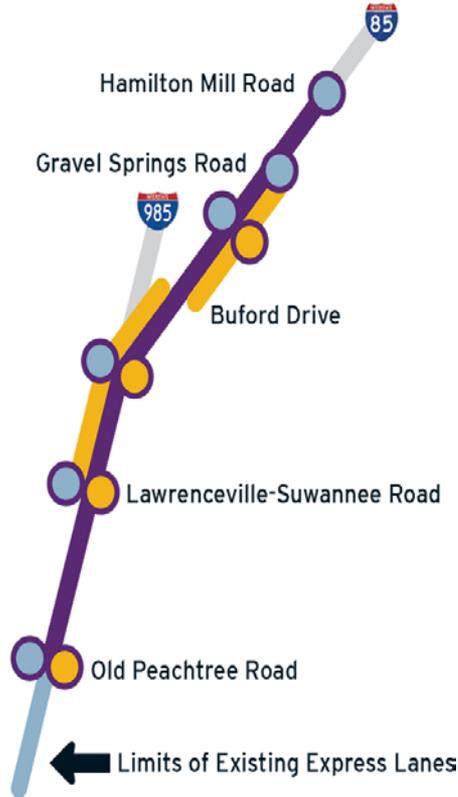
**North Marietta Parkway Bridge**

# I-85 Extension Express Lanes

**LEGEND:**

-  Express Lane
-  Auxiliary Lane
-  Northbound Access
-  Southbound Access

*Map is not to scale*



**On Schedule:  
Opening to  
traffic**



**10 miles of newly  
constructed roadway**



**1 northbound lane  
1 southbound lane**



**Additional auxiliary  
lanes will provide  
better traffic flow**



**New lanes built  
in addition to  
existing**

# I-85 Extension – Opens Fall 2018



**Newly widened bridge for I-85 Express Lanes**

# I-85 Extension – Opens Fall 2018



**Grading for bridge over I-985**

# I-85 Extension – Opens Fall 2018



**Asphalt paving/median barrier footing north of SR 20**

# Contact Information

**Jill Goldberg, Georgia DOT**

[jgoldberg@dot.ga.gov](mailto:jgoldberg@dot.ga.gov)



[www.dot.ga.gov/expresslanes](http://www.dot.ga.gov/expresslanes)



@GeorgiaDOT



@GADeptofTrans



@gadeptoftrans



**GEORGIA**  
*Express Lanes*  
**Get in. Get going.**

# The power of communications during managed lanes projects

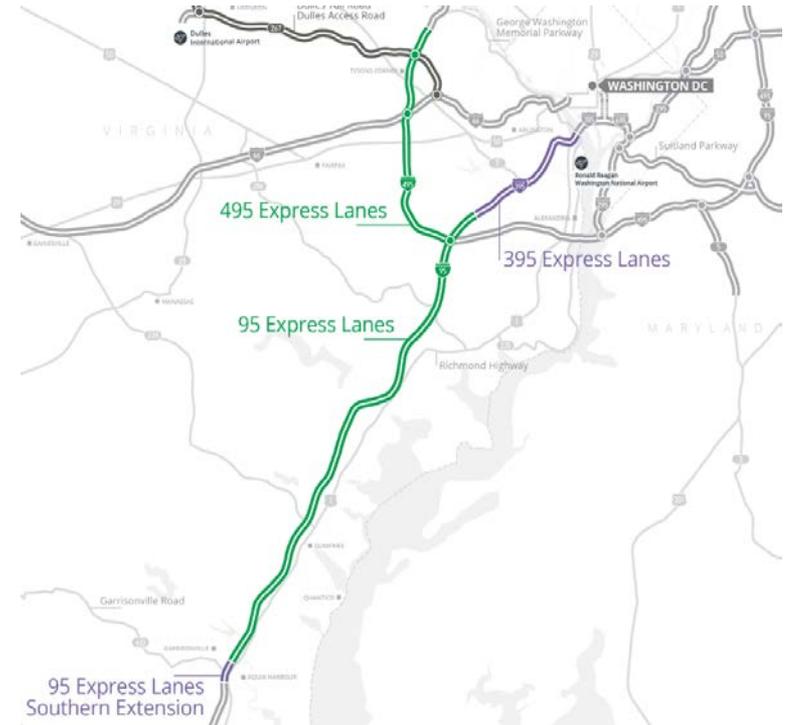
Pierce Coffee  
Transurban



# The 495 and 95 Express Lanes

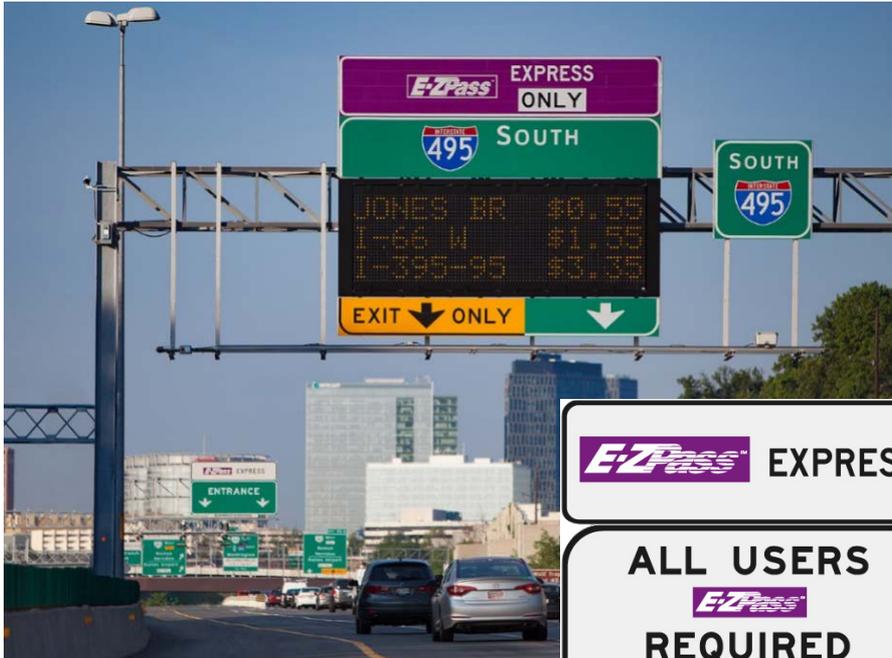
## High occupancy toll lanes in Northern Virginia

- Nearly \$3 billion delivered via public private partnership
- Approximately 43 miles of Express Lanes with active management and dynamic tolling
  - 495 Express Lanes added new capacity
  - 95 Express Lanes converted HOV system with widening and extension
- Innovative, customer-focused solution
- Dynamic toll rates adjust to keep lanes free-flowing
- Mandatory E-ZPass for all users; all-electronic with no toll booths or options to pay cash
- Enhanced incident response, improved driver information, Express Assist to aid disabled drivers



# From the driver's seat

New type of roadway with new rules



**E-ZPass EXPRESS**

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**ALL USERS  
E-ZPass  
REQUIRED**

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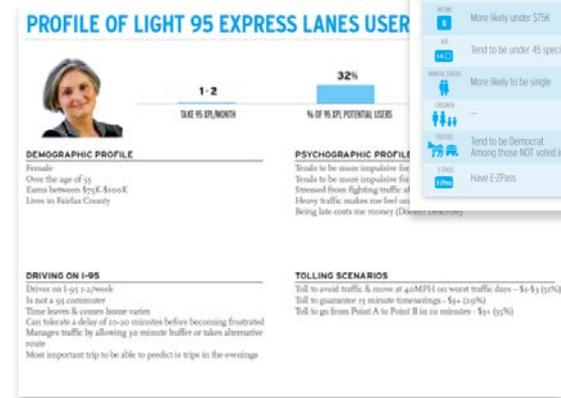
**HOV 3 +  
E-ZPass Flex  
NO TOLL**

- 495 Express Lanes next to the regular lanes separated by channelizing posts
- 95 Express Lanes barrier separated
- Tolls based on real-time traffic conditions
- Customer views current toll rate on series of dynamic message signs
- E-ZPass required
- No toll for transit, HOV-3+
- E-ZPass Flex for toll-free travel

# Program built on research

## Learning from the customers

- Travelers need to be at the table early in the process
  - Who are the likely users?
  - How can you reach those potential customers?
  - What do travelers know about your project? What do they not know about your project?
  - What rules of the road do they know?
- Monitored constantly and adjusted approach as needed
- Used data with key internal and external stakeholders
- A research-based program led to a more efficient and effective program



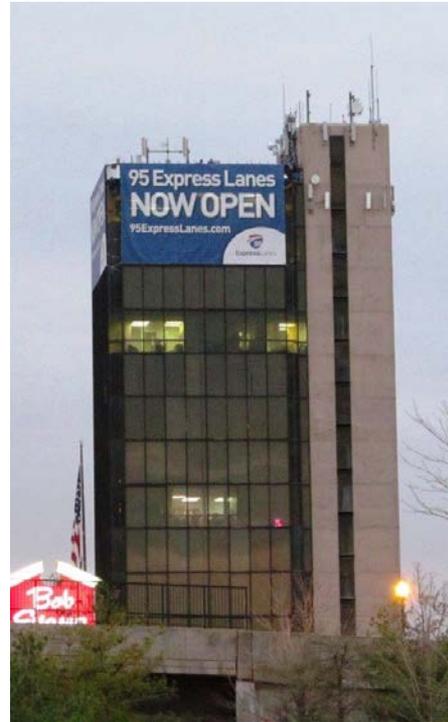
# Varied engagement and outreach for complex projects

Engagement with community, businesses law enforcement, media and elected officials



# Safely reach drivers

On-road tactics effectively and efficiently reach target audience



# New capacity versus a conversion

## Applied lessons learned from 495 and tailored approach

### Lessons learned from 495 Express Lanes program

- Start communication program closer to opening
- Customers will wait until the last minute to get equipped
- New entry and exit points confusing – keep it simple
- Earned media critical in customer education

### Going into the 95 Express Lanes program

- Build on travelers' knowledge from previous opening
- Rules of the road to change for existing travelers with a conversion of an HOV facility to a HOT facility
- Longer duration commuter base with special user groups (transit, HOV, motorcycle, vacation travelers)
- Increase on-road communication

**Changes are coming to 95. Get ready.**

An E-ZPass needs to be part of your plan.

When the new 95 Express Lanes open, your HOV and hybrid commute on 95 will change. Now's the time to prepare.

First, you need to get an E-ZPass or E-ZPass Flex – depending on how many people ride with you. It doesn't matter what you drive – every vehicle, including hybrids, must have one. E-ZPass Flex gives you a toll-free ride when HOV 3+.

Then, learn the rules of the road. Lanes will remain reversible. Beyond Exit 61, Road on 1-276, standard HOV rules apply. Go to 95ExpressLanes.com to learn more.

Start preparing now. Get your E-ZPass at participating AAA Mid-Atlantic, Giant or Wegmans locations in Northern Virginia. Or, order online at 95ExpressLanes.com.

Make your plan today at 95ExpressLanes.com/MakeAPlan.

95ExpressLanes.com

ExpressLanes



# Communication remains important

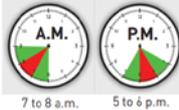
## Information to help customers manage the network

- Ongoing outreach on operationally focused topics:
  - How to use E-ZPass and E-ZPass Flex
  - Toll prices and how tolling works
  - Managing the Lanes in inclement weather
  - Tips on avoiding peak travel periods (and tolls) around holidays and special events
- Social media engagement
- Network and travel communications
- Customer engagement with testimonial campaigns and feedback programs
- Regular communications to media list of major on-road changes or programs

### Express Lanes Winter Travel Tips



Traffic has increased in the region during this winter season. We want to make sure you have a safe and reliable trip with the Express Lanes. Drivers traveling the I-95 and I-495 corridors during rush hour periods are advised to follow these tips for a smoother trip.



**Avoid the peak travel time on the Express Lanes to skip the highest tolls.**

- Tolls reach their highest on the Express Lanes between 7 to 8 a.m. and 5 and 6 p.m. during the peak of rush hour.
- By traveling an hour earlier or later, drivers can shave between 33 and 60 percent off the peak period toll price.

*Media Contact:*  
Mike McGurk  
(571) 421-5364  
[mmcgurk@transurban.com](mailto:mmcgurk@transurban.com)

#### **Express Lanes Prepare for Heavy Travel over Labor Day Weekend** *Morning weekday reversals to start at 11 a.m. again after Labor Day*

Alexandria, Va. – The 95 Express Lanes expect to handle a substantial increase in traffic later this week, as drivers head out of town to enjoy the tail end of summer. Last year, customers took 228,910 trips on the 95 Express Lanes leading up to and during Labor Day weekend. Customers saved about 30 minutes in travel time on an average trip. The busiest getaway travel times on the regular I-95 lanes and the 95 Express Lanes before Labor Day weekend in 2016 were Wednesday between 4 to 7 p.m. and Thursday between 2 to 6 p.m.



## Customer engagement

A Lot of my co-workers live in stafford.. there is confusion if HOV 3+ starts at 610 or somewhere along 95. Basically, if 3 of us carpool starting at 610, is it toll free if we are on flex 3 mode?



Create an Appointment

VA Express Lanes @VAExpressLanes  
6 days ago

@CSRouteOne if you're unsatisfied with your trip, please contact customer care at 1-855-495-9777 or [customercare@expresslanes.com](mailto:customercare@expresslanes.com) (2/2)



## Road updates and timely alerts



VA Express Lanes @VAExpressLanes

Jul 3

REMINDER: the 95 Express Lanes will point northbound during the day tomorrow until about 7pm and will open southbound by about 9pm



VA Express Lanes @VAExpressLanes

Jul 18

SB 95 Express Lanes blocked near Edsall Rd due to incident, traffic passes on 1 shoulder. Entry from regular lanes near Edsall Rd closed



## Education and promotion



VA Express Lanes

Published by Kistly Hanley [?] · October 23 at 1:23pm · 🌐

A 2-mile extension at the southern end of the 95 Express Lanes is scheduled to open on October 31. Learn more: [https://www.expresslanes.com/project-95-southern-improvement...](https://www.expresslanes.com/project-95-southern-improvement)



VA Express Lanes

Published by Kistly Hanley [?] · May 12 · 🌐

The 495 Express Lanes allow you to avoid Tysons traffic. Learn how the Express Lanes can improve your commute:



# Channel for feedback

## Learning from both positive and negative feedback



@katrinka79: Tyson's to Stafford in under 45 min during rush hour? Thank you 95 express lanes. Thank you. #ezpass



"My nightly commute went from an hour or more to 30 minutes. I'll pay the money to drive at a steady pace." - Tabetha F.



@orlandoryo: @VAExpressLanes Why is the I-95 express lane switching SB so early in the morning (~10 AM)? You barely see any cars while I-95 is packed!



"I use them every day for my commute from Montclair to Springfield. It is not cheap, but the two hours I can save in time is worth it to me. And my stress level is much lower, as I don't do sit well in stop and go traffic with a stick shift." – Dennis D.



"If you ride a motorcycle or use the lanes with 3 people, these lanes are fantastic." – Kendra D.

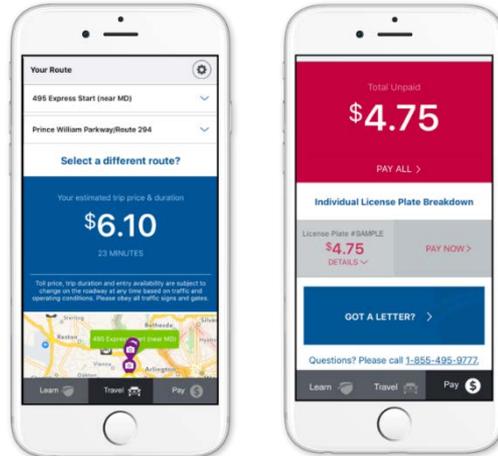
## Customer service support

The screenshot shows a Facebook Messenger chat with Kathryn Devanny. The chat header includes her name, a profile picture, and an 'Actions' dropdown menu. The conversation starts with a timestamp 'SEP 13TH, 11:06AM' and a message from Kathryn: 'Please call me. Your website is not working and i have spent hours trying to contact you. I am so very frustrated that I cannot get through on your form or by phone. 757-871-1014. Kathy AHHHHHHH Please call me'. This is followed by a timestamp 'SEP 13TH, 12:27PM' and a response from Kristy Hanley: 'Hi Kathryn, so sorry! Someone will call you this afternoon. Let me know if we can help more!'. The response is attributed to 'Sent by Kristy Hanley [?]'. Kathryn then replies: 'Thank you so very much Buffi was a the BEST!!'. The final response is: 'So glad to hear she helped!', attributed to 'Sent by Kristy Hanley [?]'. There is a blue checkmark icon at the end of the final message.

# Updated tools to meet customers' expectations

## Expanding digital presence to mobile

- Mobile app launched April 2016
- New tool for customers to:
  - Plan trip on the Express Lanes
  - See real-time toll prices and on-road cameras
  - Pay for missed tolls on the go
- Updated version released May 2017 with new navigation features and simplified payments



## Online promotion to grow downloads

The image shows a Facebook post promoting the Express Lanes mobile app. The post includes a YouTube video thumbnail with the text 'Up-to-the-minute Information on the 495 and 95 Express Lanes'. The suggested app card shows the Express Lanes app with the text 'The Express Lanes mobile app now includes improved trip planning with navigation. Download for free today.' and an 'Install Now' button.

# Connecting customers with programs

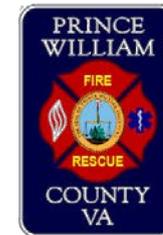
Drive to Donate was Transurban's first U.S. broad consumer community program

- Program to donate the value of one day's Express Lanes tolls to local fire and rescue departments
- The program supported:
  - Brand reputation
  - Community relationship
  - Stakeholder relationship
- Raised nearly \$80,000 for local fire and rescue teams
- Leveraged media relationships to get free advertising to promote the program

## Drive to Donate

Drive on the Express Lanes on March 21 and we'll donate the value of your tolls to local fire and rescue departments.

LEARN MORE →



## PHONES DOWN. TOUCHDOWN.



VSP is proud to be a partner of this traffic-safety initiative #PhonesDownTouchdown. Click on the link and take the pledge to drive to save lives! <http://www.phonesdowntouchdown.com/>



### Don't Be A Scrooge: Put Down Your Phone While Driving

Posted on December 1, 2016 in All News, Police To Do To Know



## PHONES DOWN. HOME RUN.



### Nats' Zimmerman campaigns against distracted driving

By Kristin King | @KingWTOP  
May 10, 2017 6:44 pm



McLEAN, Va. — The Washington Nationals' Ryan Zimmerman is asking you to ignore your phone while driving.

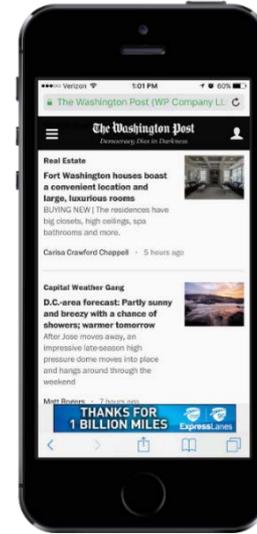
"Focus on the road and not on the phone when in the car," Zimmerman said of the pledge he is asking young drivers to make.



# Thanking customers for their loyalty

## “One Billion Miles” program

- Program launched to thank customers for traveling one billion miles on the Express Lanes network
- Year of free-travel offered as prize to lucky customer
- Marketing tactics included small-scale paid media, social media, earned media, and customer direct messages



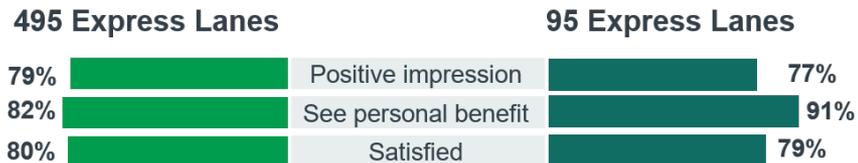
# Customers on the Express Lanes

Nearly 8 in 10 drivers believe the Express Lanes benefit the region

## Customer satisfaction rating\*



## Frequent customers see value



More frequent customers anticipate even more usage with ~80% saying the Lanes are a “good option when I need it”

## Demographic snapshot



51% to 49%  
slightly more males

68%  
ages 25-35, no children

Frequent customers ~60% have children and ~90% ages 18-45

## Top reasons for using the Lanes

- Appointments 40%
- Visit friends and family 36%
- Travel for vacation 38%

## Top reasons for frequent customers

- Commute to work ~41%
- Appointments 38%
- Commute from work 38%



Approximately  
**50%**  
of customers  
check traffic apps  
or sites  
when deciding to  
choose Lanes

# Looking ahead for customers

- Southern extension on 95 Express Lanes
- 395 Express Lanes construction and conversion
- Ability to pay for tolls on mobile device
- Customer-centric programs
- Ongoing education on rules of the road and benefits



# Presenters



- **Shannon Estep**

Public Outreach Manager/Express Lanes Planning, Florida's Turnpike Enterprise, IBTTA and TRB Member

- **Jill Goldberg**

External Affairs and Communications Programs Manager, Georgia DOT, IBTTA and TRB Member



- **Pierce Coffee**

Vice President of Public Affairs and Marketing-North America, Transurban, IBTTA and TRB Member

