



E-ZPass Retail and Marketing Update

Grindly Johnson
Chief of Administration
July 18, 2012



Key Goals

E-ZPass Virginia is expanding to support the opening of new toll facilities beginning this summer.



- Raise awareness of the new facilities and the need for transponders
- Provide convenience and availability for obtaining transponders
- Create synergies through collaboration with new toll facilities

➤ Jordan Bridge

- Opens August 2012
- 7,000 E-ZPass users

➤ 495 Express Lanes

- Opens December 2012
- 225,000 E-ZPass Flex users

➤ Elizabeth River Crossings

- Tolling begins January 2014
- 120,000 E-ZPass users



E-ZPass at DMV

- **E-ZPass Services Now Available at Two DMV Locations**
 - As of Monday, June 25, at Chesapeake DMV
 - As of Monday, July 16, at Tyson's Corner DMV
 - Norfolk and Portsmouth locations are targeted for 2013
 - VDOT and DMV to work on the most cost-effective method for DMV staff handling E-ZPass transactions in the future
 - Continue to explore additional locations
- **Separate Walk-Up Window for E-ZPass Services**
- **Full Account Services Provided**
- **Transponders Can be Obtained Immediately**

E-ZPass Retail Program

- **AAA Mid-Atlantic Joins E-ZPass On-the-Go Retail Program**
 - AAA Mid-Atlantic is first E-ZPass Virginia retail partner
 - Retail installation began last week at Northern Virginia AAA locations
 - There are 13 AAA locations in Virginia Mid-Atlantic group
 - Additional retail locations to be announced at a later date



AAA Mid-Atlantic Locations

- **E-ZPass On-the-Go Currently Available**
 - 8300 Old Courthouse Road, Vienna
 - 9400 Main Street, Fairfax
 - 4100 Monument Corner Drive, Fairfax
 - 2231 Eisenhower Avenue, Alexandria
 - 19317 Winmeade Drive, Lansdowne
 - 1171 Central Park Boulevard, Fredericksburg
 - 616 Albemarle Square, Charlottesville

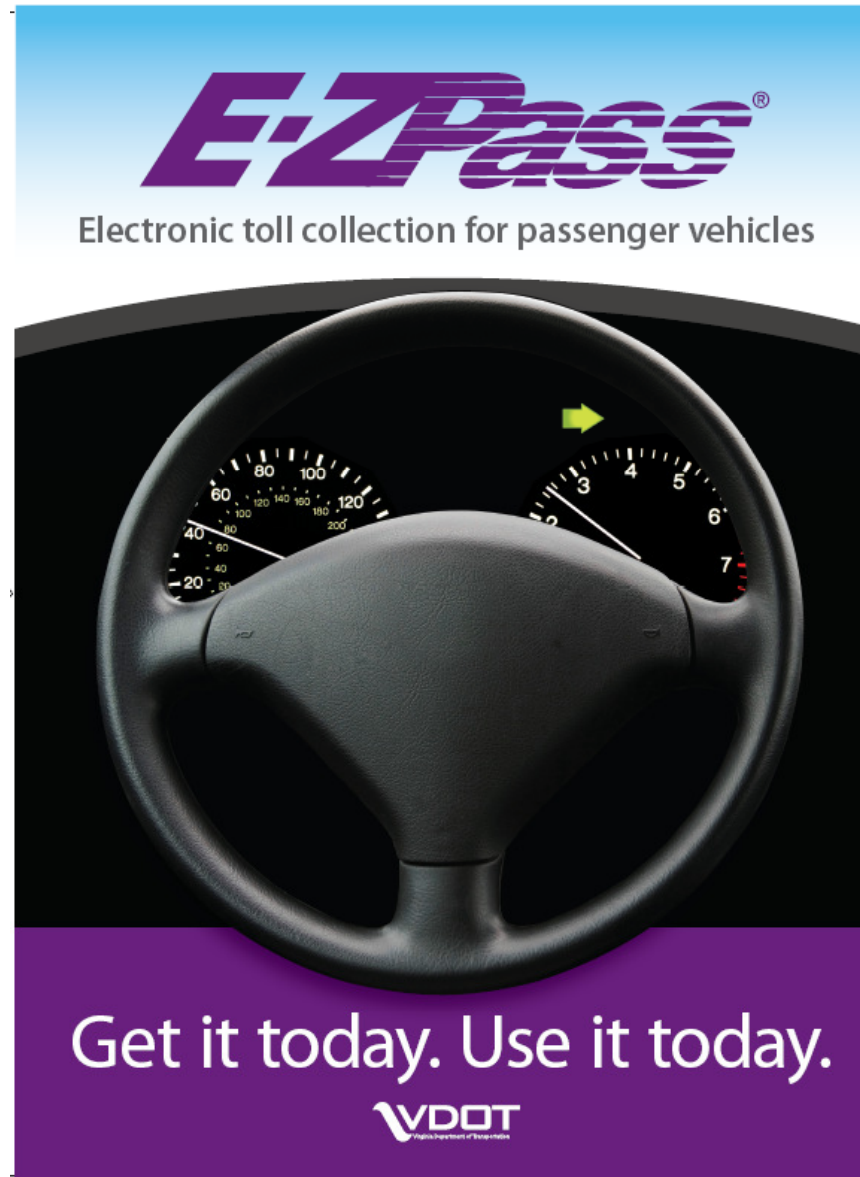
- **E-ZPass On-the-Go Available by Friday, July 20**
 - 1201 Mall Drive, Richmond
 - 1601 Willow Lawn Drive, Richmond
 - 13241 Rittenhouse Drive, Midlothian
 - 707 Southpark Boulevard, Colonial Heights
 - 18013 Forest Road, Forest
 - 707 5th Street N.E., Roanoke

E-ZPass On-the-Go

This is how it works, in 4 E-Z steps:

1. Walk into a AAA Mid-Atlantic retail store, go to the E-ZPass display and select a point of purchase card for the transponder type (standard or Flex) you wish to obtain
2. Take the card to the register, pay \$35 for pre-paid tolls and the clerk will provide an E-ZPass Kit
3. Attach the E-ZPass transponder inside your windshield and it is available for immediate use
4. \$15 is immediately available on the transponder. To use the remainder of the prepaid amount, you must register online, call or visit an E-ZPass Customer Service Center

In-Store Marketing



E-ZPass[®]
Electronic toll collection for passenger vehicles

Get it today. Use it today.

VDOT
Virginia Department of Transportation

In-Store Marketing

26.5"

E-ZPass[®] On-the-Go

Get it today. Use it today.



Take CarToGo Online

E-ZPass	E-ZPass Flex
<p>Electronic toll collection for:</p> <ul style="list-style-type: none"> ✓ All Virginia toll roads ✓ Dulles Greenway ✓ Dulles Toll Road ✓ 495 Express Lanes 	<p>Electronic toll collection for:</p> <ul style="list-style-type: none"> ✓ All Virginia toll roads ✓ Dulles Greenway ✓ Dulles Toll Road ✓ 495 Express Lanes plus ✓ HOV free ride on 495 Express Lanes with 3 or more passengers

For toll roads in Virginia and 13 other states

www.EZPassVa.com

58"

In-Store Marketing

\$35 **E-ZPass[®] On-the-Go**

VDOT
Virginia Department of Transportation

Electronic toll collection for passenger vehicles

Everything you need to use the E-ZPass lanes today.

- ✓ Transponder with mounting strips
- ✓ \$15 in tolls to use immediately
- ✓ A remaining balance to use after you register

E-ZPass is accepted in the following states:

Delaware	Massachusetts	Pennsylvania
Illinois	New Hampshire	Rhode Island
Indiana	New Jersey	Virginia
Maine	New York	West Virginia
Maryland	Ohio	

www.EZPassVa.com

0 123456 789010

\$35 **E-ZPass[®] FlexSM On-the-Go**

VDOT
Virginia Department of Transportation

Electronic toll collection for passenger vehicles plus HOV free ride on 495 Express Lanes

Everything you need to use the E-ZPass lanes today.

- ✓ Flex transponder with mounting strips
- ✓ HOV switch for riding free on the 495 Express Lanes with 3 or more in the car
- ✓ \$15 in tolls to use immediately
- ✓ A remaining balance to use after you register

E-ZPass is accepted in the following states:

Delaware	Massachusetts	Pennsylvania
Illinois	New Hampshire	Rhode Island
Indiana	New Jersey	Virginia
Maine	New York	West Virginia
Maryland	Ohio	

www.EZPassVa.com

0 123456 789010

On-the-Go E-ZPass Kit

 ● **On-the-Go Kit**

\$35




Virginia Department of Transportation
www.EZPassVa.com

Electronic toll collection for passenger vehicles

 **On-the-Go Kit**

\$35




Virginia Department of Transportation
www.EZPassVa.com

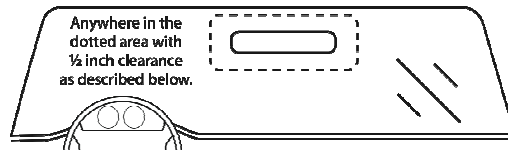
**Electronic toll collection for passenger vehicles
plus HOV free ride on 495 Express Lanes**

On-the-Go E-ZPass Directions

E-ZPass On-the-Go Start-up Guide

Install

Transponder must be mounted in order to read properly.



- Remove clear plastic to expose adhesive surface of mounting strips.
- Stick transponder upright to inside of windshield at least 1/2 inch below roofline and 1/2 inch away from rearview mirror post as close to the window centerline as possible.
- Failure to mount the transponder properly can result in additional fees or violations.

Use

You have \$15 to use right now.

- You can use your E-ZPass anywhere you see the E-ZPass® logo.

Register

Register as soon as possible to ensure your E-ZPass® stays active and protect your balance in case of loss of the transponder.

Go to www.EZPassVA.com to create an account or add the transponder to your existing account.

To register, you will need:

- ID numbers located on the transponder
- Driver's license
- Plates and information for the vehicles you will drive when using the E-ZPass®
- Payment information to set up automatic replenishment

You may also call 1-877-762-7824 or visit our walk-in centers.

NOTE: Keep your account and vehicle information up-to-date to avoid receiving additional fees and violations notices.

Replenish

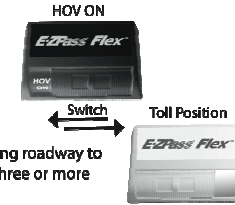
You must maintain a positive balance to ensure your E-ZPass® stays active.

- The replenishment amount is set at \$35 or the average monthly usage, whichever is higher.
- Most E-ZPass customers choose the convenience of automatic account replenishment, which charges your credit card or bank account when your E-ZPass account reaches the low balance threshold.
- If you do not choose automatic replenishment, you will need to refill your account when it reaches the low balance threshold. You can pay online, by phone or at a walk-in center. Cash, check or credit card is accepted at the walk-in centers.

NOTE: If your account runs out of funds, it can take up to 48 hours for a payment to be communicated throughout the E-ZPass network.

E-ZPass Flex

HOV mode for free travel on 495 Express Lanes.



- Slide switch to show "HOV ON" position before entering roadway to ride free on 495 Express Lanes when travelling with three or more people in the car.
- For non-HOV travel on the Express Lanes be sure to switch to toll position (covering the words "HOV ON") before you enter the roadway to avoid potential violations.
- Works as regular-paying E-ZPass on all other toll facilities regardless of switch position.
- For maximum safety, only change position of switch as passengers enter and exit vehicle.

Exchanges

If this E-ZPass Flex is an exchange, you must return your existing E-ZPass to avoid additional charges. Transponders may be returned to any walk-in center or by mail to the address below.

Other Information

- Transponders are the property of VDOT.
- Use of this E-ZPass constitutes acceptance of the E-ZPass Customer Agreement.
- Obtain more detailed information and manage your account online.

Mail correspondence and return tags to: E-ZPass Virginia - PO Box 1234 - Clifton Forge, VA 24422 • www.EZPassVA.com

E-ZPass Flex

- **E-ZPass Flex: The New Switchable Transponder**
 - The first-of-its-kind switchable transponder that allows free use of the 495 Express Lanes
 - Currently available online at ezpassva.com, the Tyson's Corner DMV and AAA Mid-Atlantic locations
 - Allows motorists to designate when there are 3 or more people in their vehicle to ride the 495 Express Lanes for free
- **E-ZPass Flex Launch Media Event**
 - 11 a.m. Wednesday, July 25, at Westpark Bridge in Northern Virginia
 - VDOT is partnering with Transurban on the event

E-ZPass Website New Home Page

Virginia.gov | [Online Services](#) | [Commonwealth Sites](#) | [Help](#) | [Governor](#)

Home
[Login](#)

- Home
- E-Z To Get
- E-Z To Use
- E-Z To Maintain
- E-Z Answers
- What's New
- Violations
- My Account
- Contact Us

The E-ZPass News

E-ZPass is an electronic toll collection system that automatically deducts tolls from your prepaid account. It's the easiest way to use toll roads in Virginia and 13 other states. Click the [Go Guide](#) to see how it works.

E-ZPass
Go
Guide

E-ZPass
Member
Log-in

E-ZPass
Sign
Up

E-ZPass On-the-Go is coming to stores in Virginia.
 Soon you'll be able to get E-ZPass where you get all your other necessities – at selected retailers in Northern Virginia, Central Virginia and Hampton Roads. [E-ZPass On-the-Go](#) is a transponder you can get at the store, attach to your... [Read More](#)

E-ZPass is getting easier to manage.
 There are several ways to manage your E-ZPass account. You can go online, call one of our representatives toll-free or visit an E-ZPass Customer Service Center. You can replenish your account automatically through your credit card... [Read More](#)

495 Express Lanes are opening soon.
 495 Express Lanes are new toll lanes on the Capital Beltway that will give drivers the option of a faster, less congested commute. Tolls will vary by time of day and traffic volume. And, if you have a high occupancy vehicle – three... [Read More](#)

E-ZPass On-the-Go

Account Updates

E-ZPass Flex

News & Announcements → [E-ZPass will soon be available for purchase at the following retail locations... Read More](#)
f t

© 2008 - 2011 Virginia Department of Transportation | [Privacy Statement](#) | [Accessibility](#) | [Freedom of Information Act](#) | [Web Policy](#) | [Contact Us](#)
 This Web site includes hyperlinks to sites neither controlled nor sponsored by VDOT or the Commonwealth of Virginia. Links may open in a new window.
 Some resources on this site require the [Adobe Reader](#) and the [Microsoft Word](#).
 If you wish to receive this content in an accessible (federal section 508) format, call 1-800-FOR-ROAD (1-800-367-7623).

E-ZPass Retail and Marketing Update

Questions?