



E-ZPass Retail and Marketing Update



May 16, 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

Key Roles

VDOT provides the transponders, retail program and related customer service while the operators promote their facilities and toll usage

VDOT & Contractor - Faneuil	Toll Facilities
Transponders	Radio, Print, TV, Online Advertising
E-ZPass On-the-Go Retail Program	Billboards, Direct Mail and Other
DMV Locations	Incentives, Promotions
Website Online Sign-Up Services	Website Promoting Facility
Customer Service Toll Free Number	Community, Stakeholder Outreach
Customer Service Centers	Employer Relations and Outreach
In-Store Marketing Materials	Marketing Materials Specific to Facility
On-Line Advertising Specific to E-ZPass	Online Advertising Specific to Facility
Social Media Specific to E-ZPass	Social Media Specific to Facility
Support for Events Held by Facilities	Events
Newsletters to E-ZPass Customers	Newsletters
Earned Media in Collaboration with Toll Facilities	

➤ Jordan Bridge

- Opens July 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



Activity	Responsibility & Status
7,000 Transponders	VDOT - In Stock At E-ZPass Clifton Forge Customer Service Center
Chesapeake DMV Location	VDOT - June 1 target
Co-location with Jordan Bridge Office to distribute transponders and provide temporary E-ZPass customer service	VDOT & Jordan Bridge – Starting June 1 in construction office location
Retail Locations	VDOT – July 1 target (volume may not support)
Promotional Activities	Jordan Bridge – Every Other Saturday and On-Going
Bridge Opening Event	Jordan Bridge – Mid July
Radio, Print and Online Advertising, Direct Mail, Billboards, Marketing Materials	Jordan Bridge - June through July
Earned Media (Release, Web, Social Media)	VDOT & Jordan Bridge - Through June

Activity	Responsibility & Status
100,000 Flex Transponders	VDOT - Shipped to E-ZPass Clifton Forge Customer Service Center by June 30
Another 125,000 Flex Transponders	VDOT – Deliveries through 2012
Tysons Corner DMV Location	VDOT - July 16, others being considered
Retail Locations	VDOT - July 1
In-Store Marketing	VDOT - July 1
PR Activities and Outreach	Transurban - Ongoing
Earned Media to Promote Flex	VDOT & Transurban - July 1
Online Campaign and Social Media	VDOT and Transurban - July 1
Tysons Outreach	Transurban - August
Print, Radio and Online Advertising, Toll Incentives	Transurban - September
Procrastinator Campaign	Transurban - December

DT/MT/MLK (Elizabeth River Crossings)

Activity	Responsibility & Status
100,000 Transponders	VDOT – 90% in Stock at E-ZPass Clifton Forge Customer Service Center, Complete Delivery by Fall 2013
DMV Locations (Norfolk and Portsmouth)	VDOT - Fall 2013
Retail Locations	VDOT - Fall 2013
In-Store Marketing	VDOT - Fall 2013
Community Outreach and Briefings	VDOT & ERC - Ongoing
Earned Media	VDOT & ERC - Ongoing
TV, Radio, Print, Outdoor and Online Media	ERC - April 2012, TBD Rest of 2012 Fall/Winter 2013
Incentives	ERC - Prior to Toll Collection

Transponder Types

Two types of Transponders



1. E-ZPass Standard

- For all Virginia and E-ZPass participating toll facilities, including the new Virginia facilities

2. E-ZPass Flex

- For 495 Express Lanes only and eventually the 95 Express Lanes
- Transponder includes an HOV mode switch, allowing vehicles with 3+ occupants to ride Express Lanes fee-free
- Operates the same as standard transponders on all other E-ZPass toll facilities

Transponders

Quantity Status

- **90,600 standard transponders currently in stock**
 - Includes transponders received to support the previously planned 2012 summer tolling commencement of the Midtown Tunnel
- **An additional 14,400 standard transponders are being packaged for retail distribution**
- **100,000 Flex transponders will be supplied by June 30**
 - Includes 18,000 packaged for retail distribution
- **An additional 125,000 Flex transponders will be supplied through December 2012 for a total of 225,000 Flex transponders, meeting Transurban's anticipated first wave demand**

Transponders

Customer Acquisition

- **Online**
 - Apply online 24/7 at www.EZPassVa.com
 - Over 60% of customers currently obtain their E-ZPass online
- **Call**
 - Toll free number 1-877-762-7824 available 7 a.m. – 7 p.m. Monday through Friday
 - Transponders are shipped within two days when ordering online or by phone
- **In Person**
 - Visit one of three existing customer service centers
 - Coleman Customer Service Center - Gloucester Point
 - Northern Virginia Service Center - Herndon
 - Richmond Customer Service Center - Chesterfield

DMV and Retail Locations

- **Launched phased approach to support opening of new toll facilities**
- **DMV**
 - Chesapeake DMV targeted June 1
 - Tysons Corner DMV scheduled July 16
 - Norfolk and Portsmouth targeted 2013
 - Exploring additional locations
- **Retail Distribution Targeted to Begin July 1**
 - **Final Negotiations**
 - Major chain store with nearly 40 locations in Northern Virginia and Hampton Roads
 - Large gas station with 300+ daily customers in Northern Virginia
 - Negotiating with another outlet that has 14 locations
 - **Initiated Negotiations**
 - In discussions with 15 large retailers with numerous locations in all three regions; ETA fourth quarter of 2012

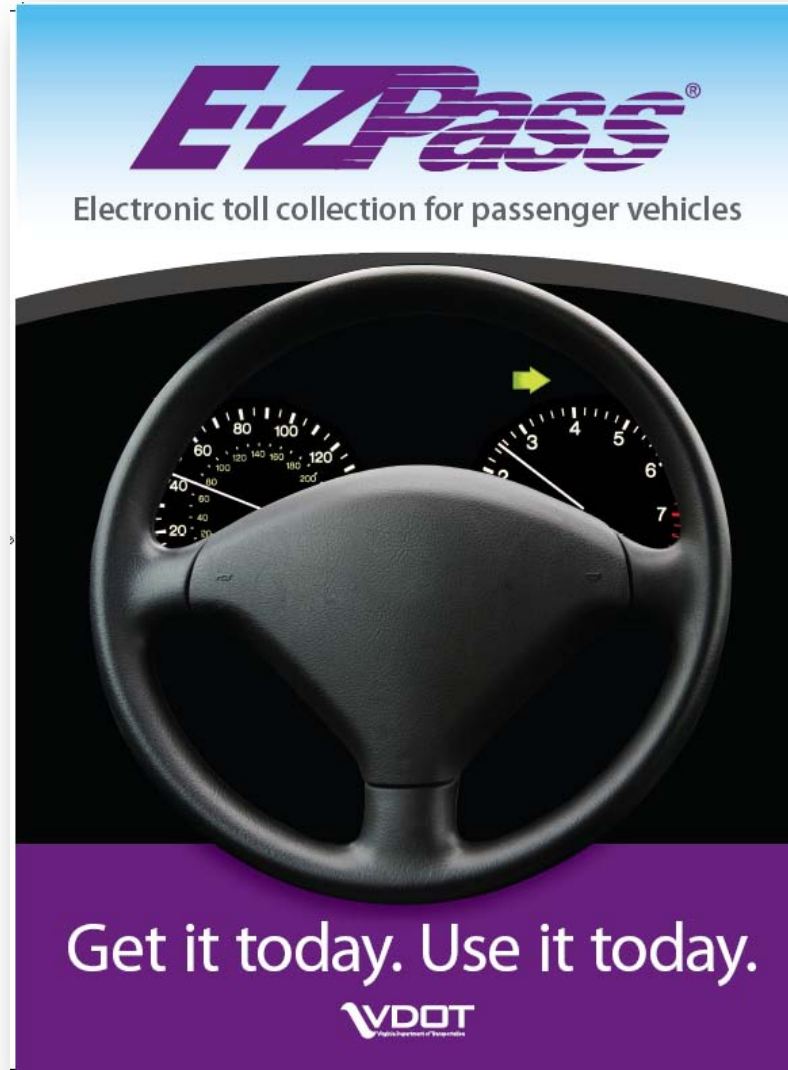
Efforts to Increase Participation

- **Reduced Retailer minimum order quantity**
 - Retailers reluctant to order product until there is a known demand
 - The perception is demand for retail transponders will not be great until late Fall
 - Reduced the minimum order from 1,800 to 200 transponders
- **Offered retailer agreement for toll facilities to distribute E-ZPass On-the-Go**

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

1. Walk into a participating retail store, go to the E-ZPass display and select a point of purchase card for the transponder type 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 a 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"

Get it today. Use it today.

Take Cards For Cashless

<p style="font-weight: bold; font-size: small; color: green;"><i>EZPass</i></p> <p style="font-size: x-small; color: green;">Electronic toll collection for:</p> <ul style="list-style-type: none"> ✓ All Virginia toll roads ✓ Dulles Greenway ✓ Dulles Toll Road ✓ 495 Express Lanes 		<p style="font-weight: bold; font-size: small; color: green;"><i>EZPass Flex</i></p> <p style="font-size: x-small; color: green;">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
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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 128466 798010

\$35

E-ZPass Flex[™]
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:

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

www.EZPassVa.com

0 128466 798010

On-the-Go E-ZPass Kit

E-ZPass ● On-the-Go Kit

\$35

VDOT
Virginia Department of Transportation
www.EZPassVa.com

Electronic toll collection for passenger vehicles

This advertisement features a green header with the E-ZPass logo and the text 'On-the-Go Kit'. Below the header, a photograph shows a person driving a car with the E-ZPass device mounted on the dashboard. The price '\$35' is displayed in the top left corner. At the bottom, the VDOT logo and website are shown, along with the text 'Electronic toll collection for passenger vehicles'.

E-ZPass Flex On-the-Go Kit

\$35

VDOT
Virginia Department of Transportation
www.EZPassVa.com

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

This advertisement features a purple header with the E-ZPass Flex logo and the text 'On-the-Go Kit'. Below the header, a photograph shows a car with three passengers (two men and one woman) and the E-ZPass Flex device mounted on the dashboard. The price '\$35' is displayed in the top left corner. At the bottom, the VDOT logo and website are shown, along with the text 'Electronic toll collection for passenger vehicles plus HOV free ride on 495 Express Lanes'.

On-the-Go E-ZPass Directions

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.

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 Website New Home Page

Virginia.gov
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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 On-the-Go

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](#)

Account Updates

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 Flex

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

E-ZPass

On-the-Go Kit

Electronic toll collection for passenger vehicles

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Collaboration

This presentation, like the opening of these new facilities, was a joint effort of all parties. The facility owners and VDOT and its contractor continue to perform their tasks in collaboration to realize synergies.



ExpressLanes



FANEUIL



SOUTH NORFOLK
JORDAN BRIDGE



ELIZABETH RIVER
CROSSINGS