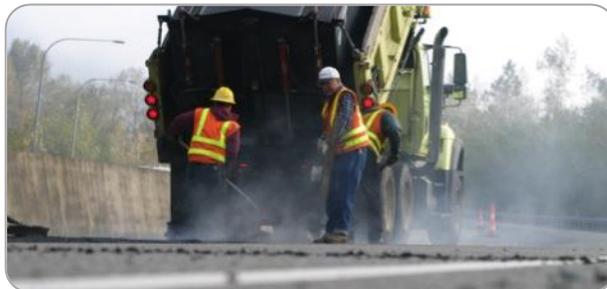


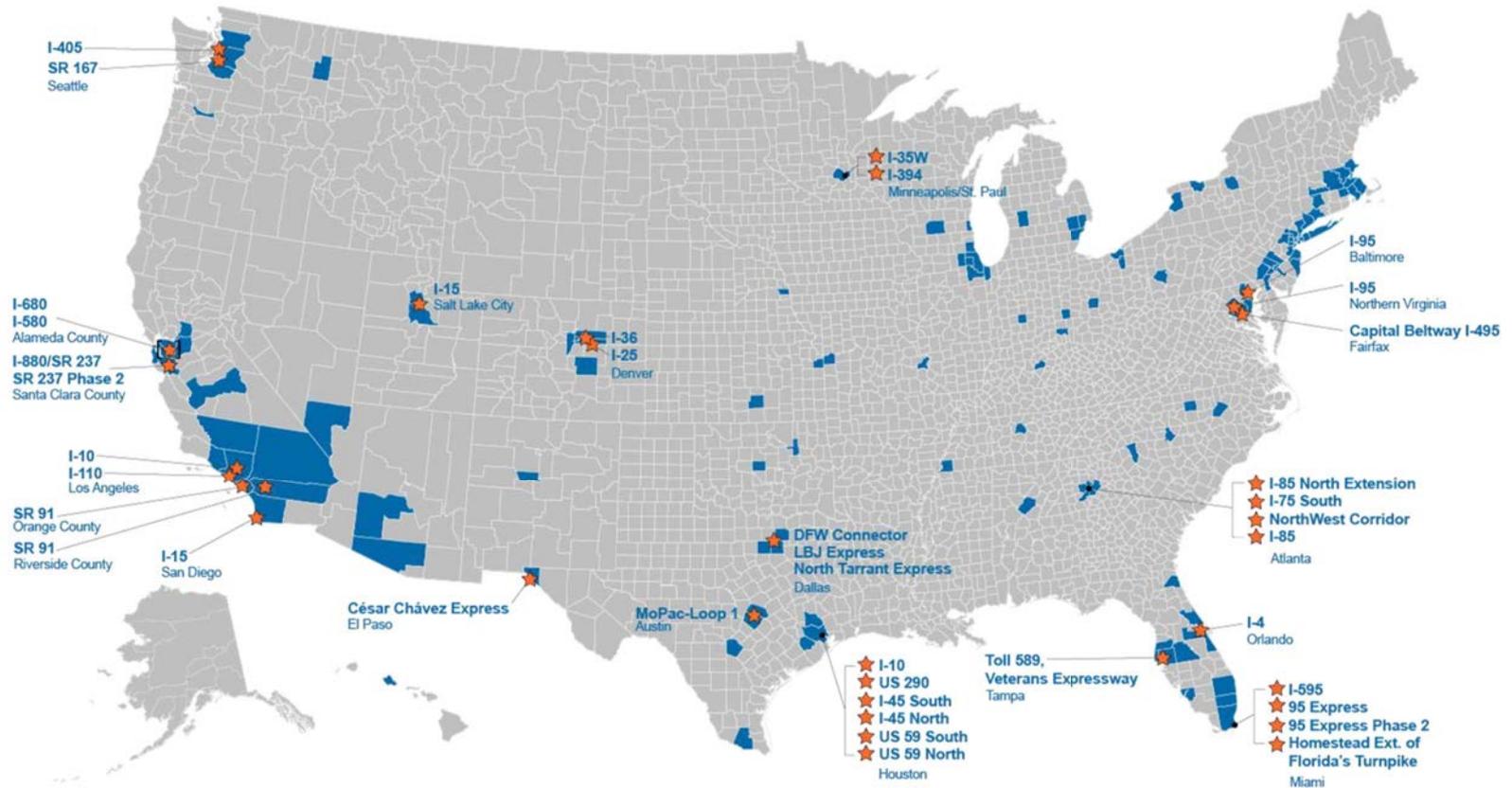
# I-405 Express Toll Lanes Public Outreach update

Patty Michaud  
Toll Division Communications Manager



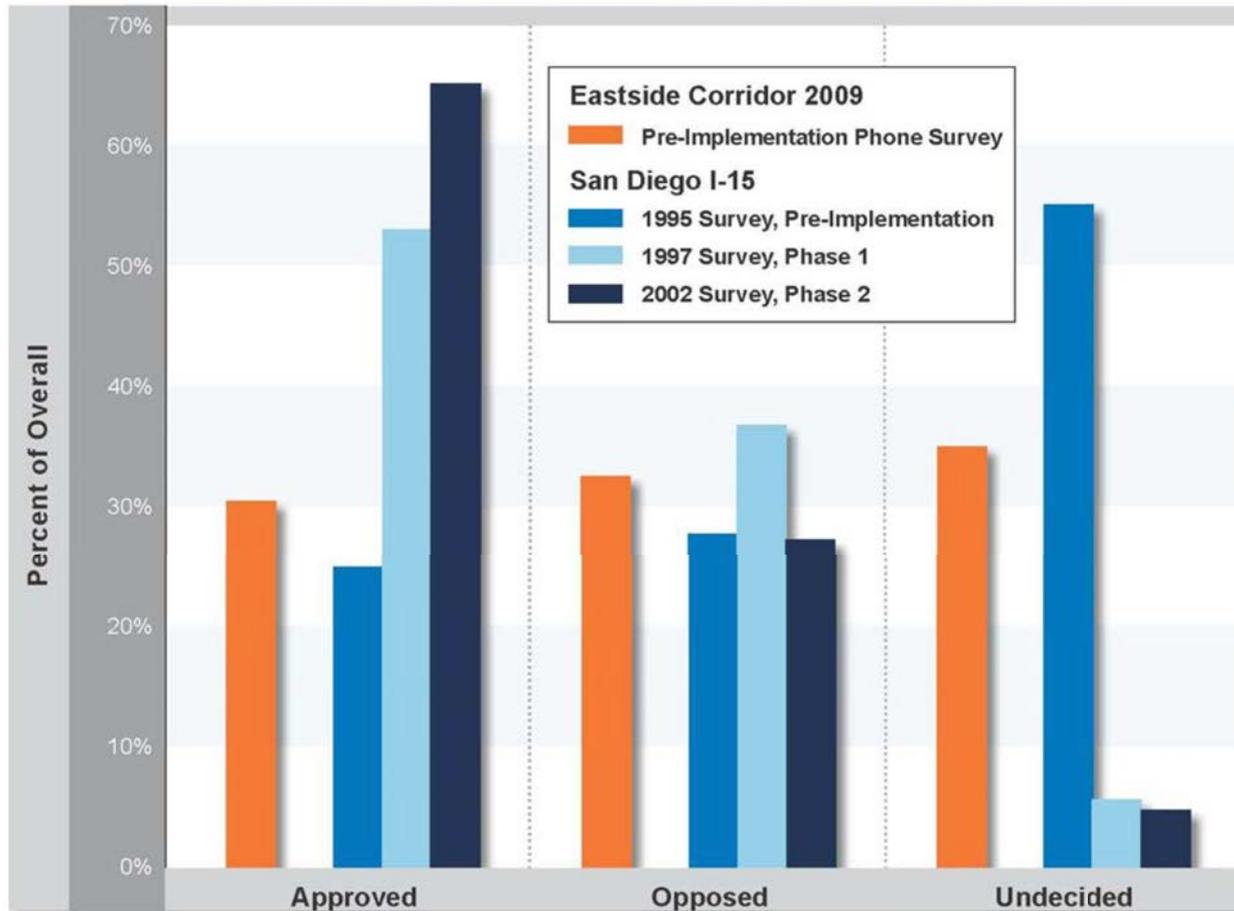
Washington State Transportation Commission  
May 19, 2015

# Express Toll Lanes Across the Nation



**LEGEND** ★ Express toll lanes  
 🗺️ Half of the United States population live in these counties  
 Map of United States of America with counties by FreeVectorMaps.com

# Express Toll Lane Public Acceptance



# Schedule

	2014			2015								
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Creative development												
Speaker bureau												
Earned media												
Paid media												



# Channels

## Earned Media & Grassroots

- Public Relations
- Speakers Bureau, public involvement
- Social Media
- Website



## Paid Media

- Broadcast: TV and Radio
- OOH: Billboards, Transit, Theaters, Pumptoppers
- Print: Newspapers
- Online: Banner Ads, Search Engines
- Promotions/Partnerships: Sports Marketing
- Direct Marketing: Mail, Email

# Incentive Programs

## Free Flex Pass

- Carpool once a week on I-405
- Live, work or play in King or Snohomish counties
- Register at [Rideshareonline.com](http://Rideshareonline.com)
- Complete a survey



## Free Motorcycle Pass

- Must drive on I-405
- Live, work or play in King or Snohomish counties
- Complete a survey

# Incentive Program Data

## Carpool incentive first month (March 23 - April 28):

- 4,100 free passes distributed
- 820 comments received

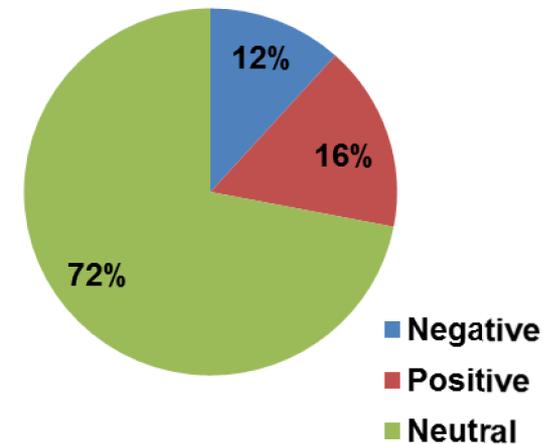
## Motorcycle Pass incentive

- Program announced April 27
- 1,100 free passes requested

## WSDOT Toll Communications (as of April 28):

- Talked to more than 230 people
- Responded to approximately 370 emails

## Carpool feedback from RideshareOnline.com



# Speaker Bureau Data

Public Briefings	31	WSDOT Briefings	13
People Reached	906	WSDOT Staff Reached	315

**Total Briefings 44**  
**Total Reached 1,221**



As of 5/7/2015

# Animated Video

<https://www.youtube.com/watch?v=8tzocP4UfZk>



# Marketing Strategies



- **Educate drivers:**
  - Educate I-405 drivers about the new ETLs and new Flex Pass.
- **Promote the lanes:**
  - Persuade I-405 drivers to try the ETLs.
- **Promote *Good To Go!* passes:**
  - Persuade I-405 drivers to establish a Good To Go! account.

# Educational Marketing

Overarching message:

- ***Get there quicker so you can do what matters to you.***

# “Quitting Time”



# Questions?

For more information on I-405 Express Toll Lanes Public Outreach, please contact:

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