

METRO EXPRESSLANES

July 22, 2013

1.2.3...Declaration by Numbers



Metro[®]

Program Overview



Introducing Metro ExpressLanes

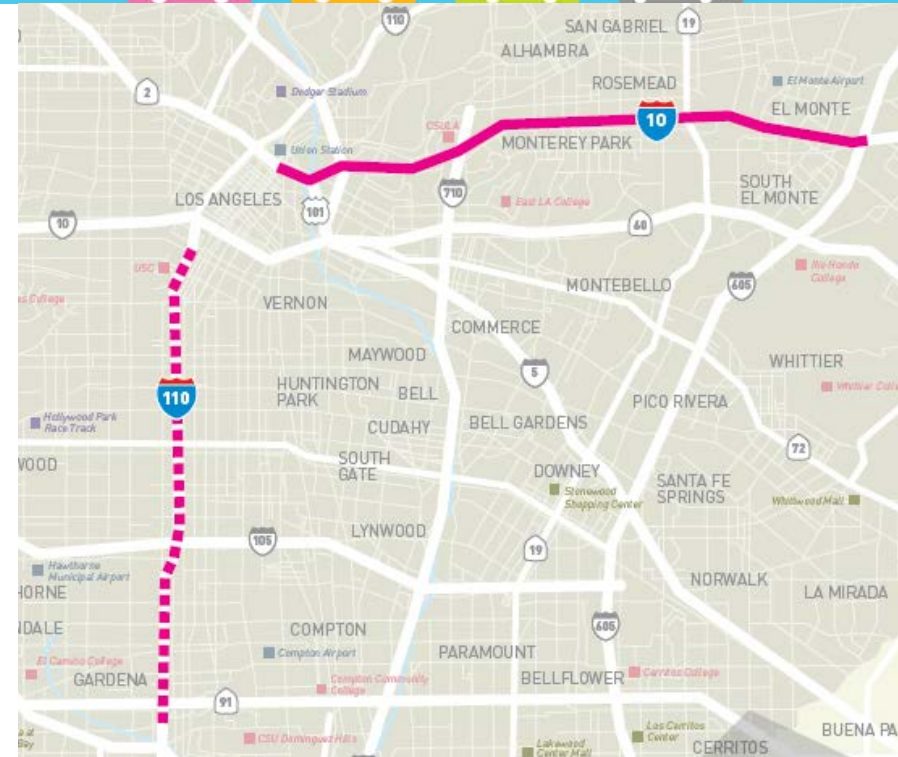


- > Goal: Move more people, not more vehicles
- > \$290 M program budget (\$210 M UPA/CRD Grant) HOV to HOT Conversion
- > 1st Express Lanes in LA
- > I-110 launched: 11/10/12
I-10 launched: 2/23/13

Policy Issues



- > State tolling authority required
- > No change in min. occupancy
- > Differing occupancy per corridor
 I-110: HOV 2+ toll-free
 I-10: HOV 3+ toll-free at all times but HOV 2 toll-free only during off-peak period
- > Statewide interoperability



Carpool Declaration Research



Declaration Type	Finding	Result
1. No Tag for HOVs	High volume of traffic = difficult to enforce	<input type="checkbox"/>
2. Registration for HOVs	High volume of carpools = high resistance & loss of flexibility for last minute choices	<input type="checkbox"/>
3. Self-Declaration Tag	Addresses different min. occupancy requirements on the two corridors; Provides flexibility for carpools; Easier to enforce	<input checked="" type="checkbox"/>

- > Market Research Findings (Pre-Launch):
 - > Carpools didn't like being forced into the general purpose lanes when their carpool partner was not available
 - > Carpools observed a lot of violators in the lanes



Carpool Loyalty Program (CLP)



- > Focus Group feedback Pre-Launch:
 - > Carpools wanted a non-toll related incentive
 - > Carpools wanted acknowledgment for taking the time to Rideshare
- > Switchable tag technology enables the loyalty incentive:
 - > Every time FasTrak trip is a 2, or 3+, the account is automatically enrolled. 20 winners each month per corridor. Carpools of 2 win \$20 card; carpools of 3+ win \$30

Eligible carpools are automatically enrolled into monthly drawings to win gift cards when they use the ExpressLanes.

Carpool Loyalty Program

Over 100 winners so far. You could be next!

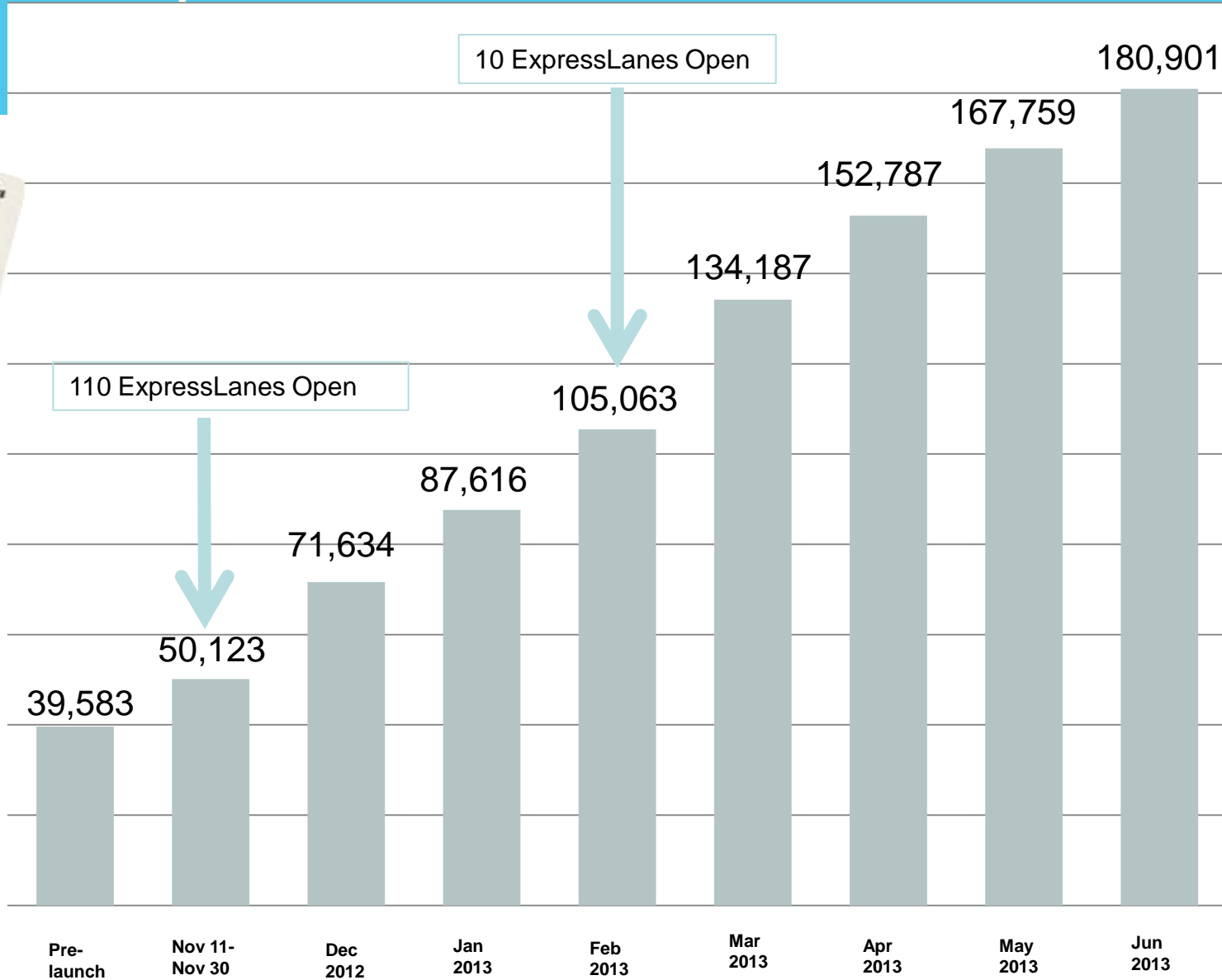


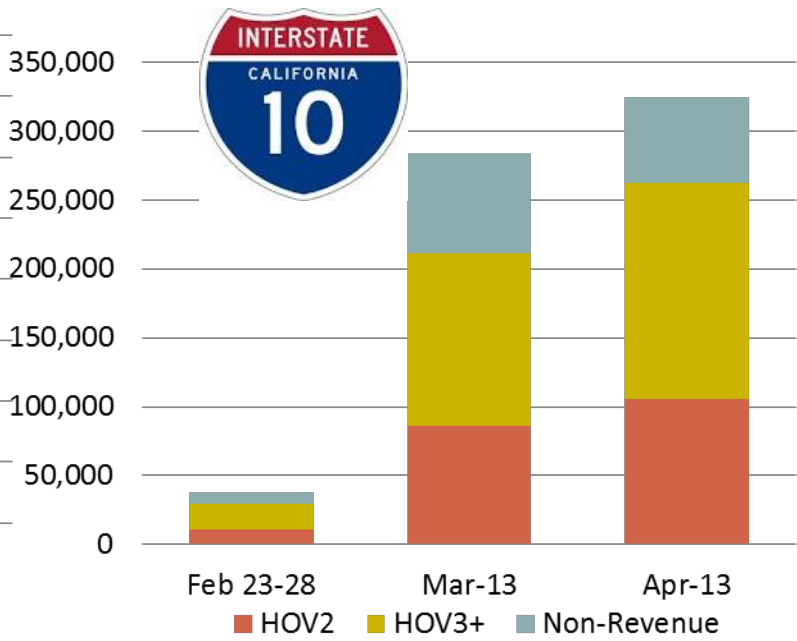
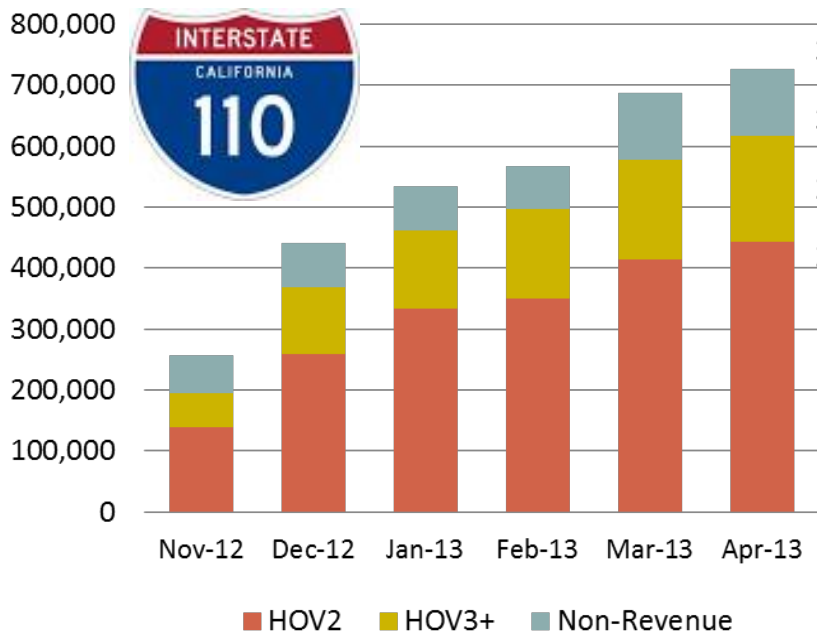
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Public Acceptance Continues to Grow

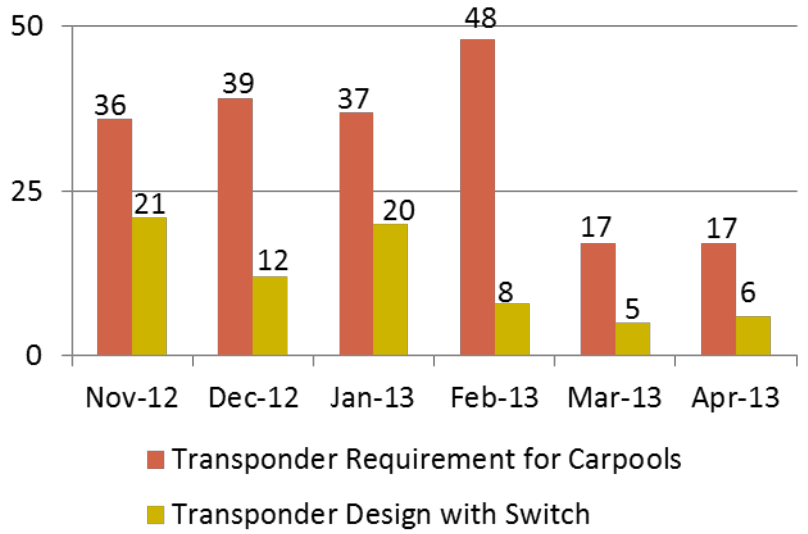


> FasTrak® Adoption: More than 13,000 Issued per Month Post-Launch





Complaints re: Transponder Requirement & Transponder Design



Key Findings & Recommendations

- *Market research is critical to understanding customer needs
- *Transponder technology can support robust data collection, future discounted tolls & incentives
- *Complaints are low re: transponder requirement & design
- *Desire for continued improvement in enforcement technology