

SHANNON ESTEP
Public Outreach Program Manager
Florida's Turnpike Enterprise



Building Public Support

FLORIDA DEPARTMENT OF TRANSPORTATION
EXPRESS LANES

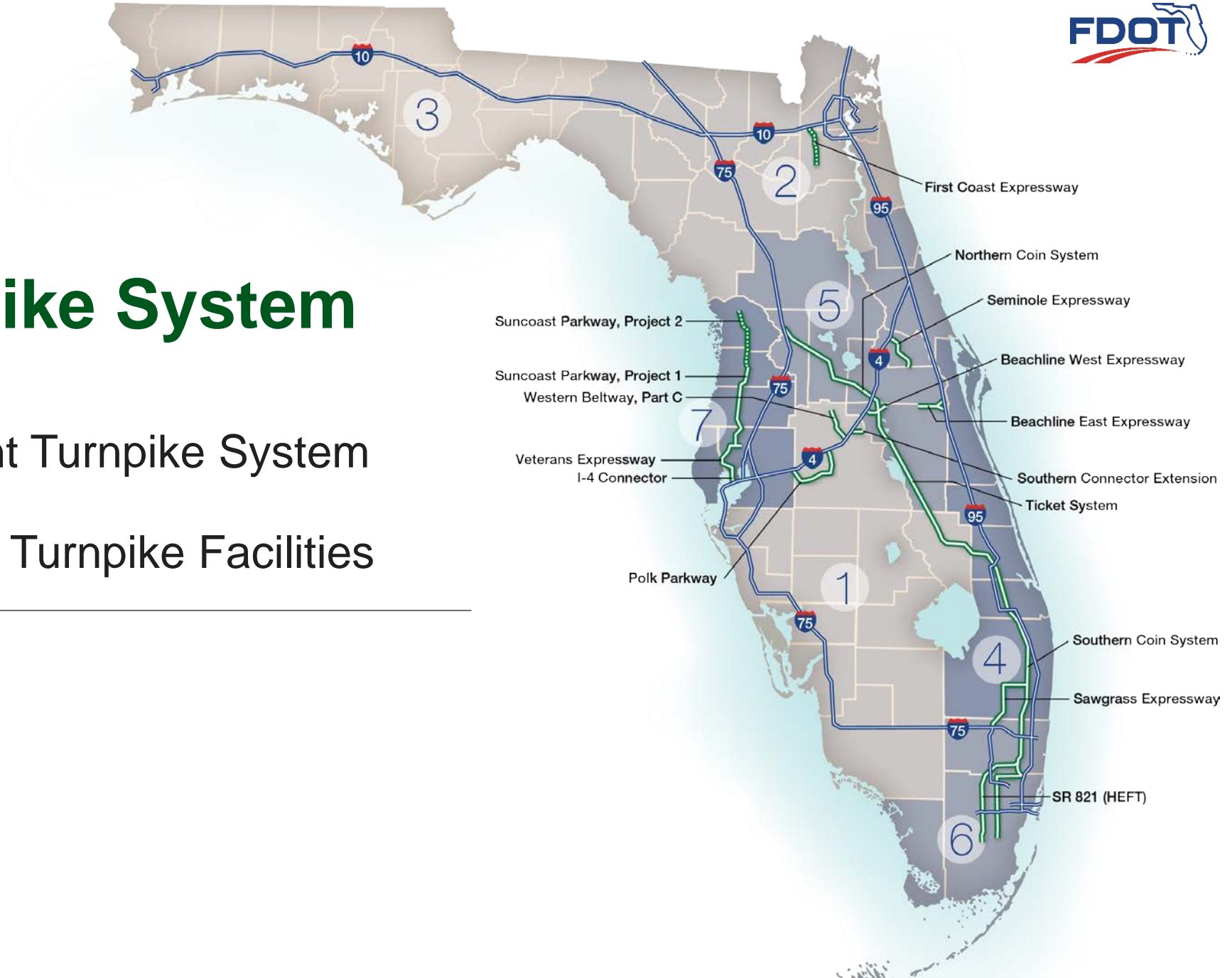


Florida's Turnpike System

483 miles  Current Turnpike System

28 miles  Future Turnpike Facilities

511 miles





Florida's Express Lanes



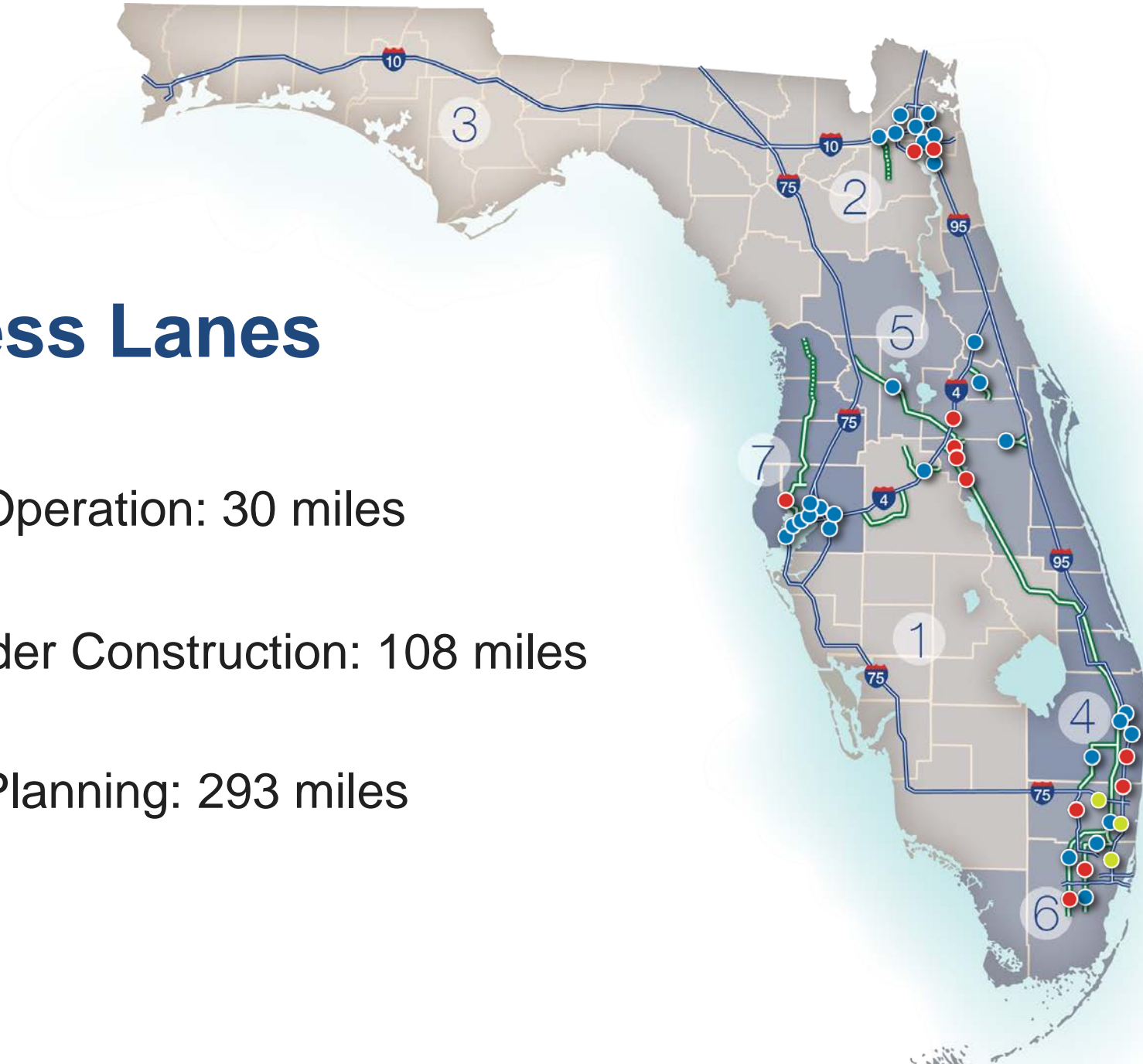
In Operation: 30 miles



Under Construction: 108 miles



In Planning: 293 miles





Integrated Congestion Pricing Plan (ICPP)

- Joint Study Between FDOT and FHWA
- Evaluated Express Lanes on Toll Facility
- Identified Express Lanes as Preferred Congestion Management Strategy
- **Express Lanes Offer Customers a Choice!**

ICPP Outreach Tools and Strategies

- 10 Focus Groups
- Frequent and Infrequent Users
- Overwhelming Support for Express Lanes
- Preference for 2 Lanes per Direction
- Major Support to Prohibit Trucks



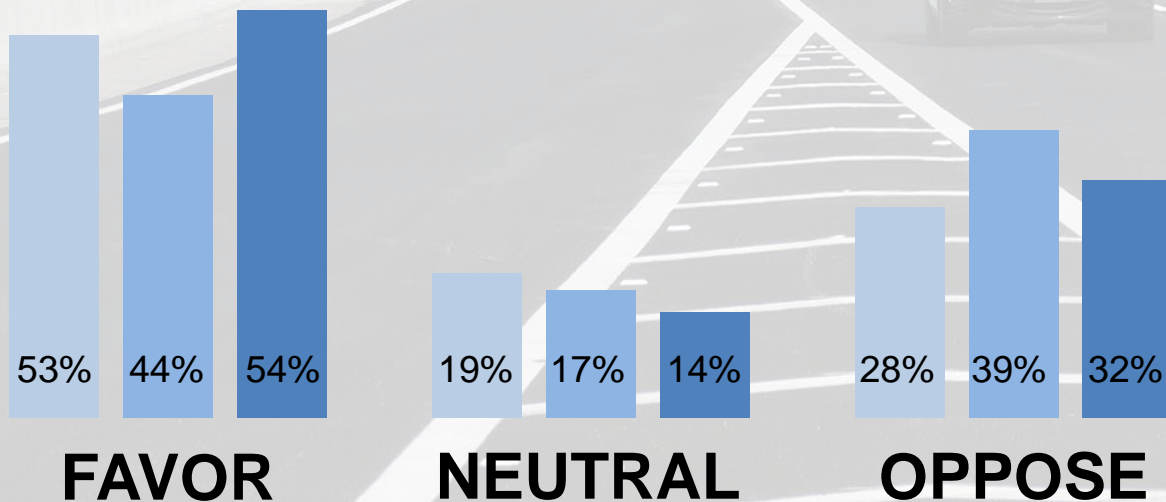
ICPP Outreach Tools and Strategies

Local Toll Agencies



ICPP Outreach Tools and Strategies

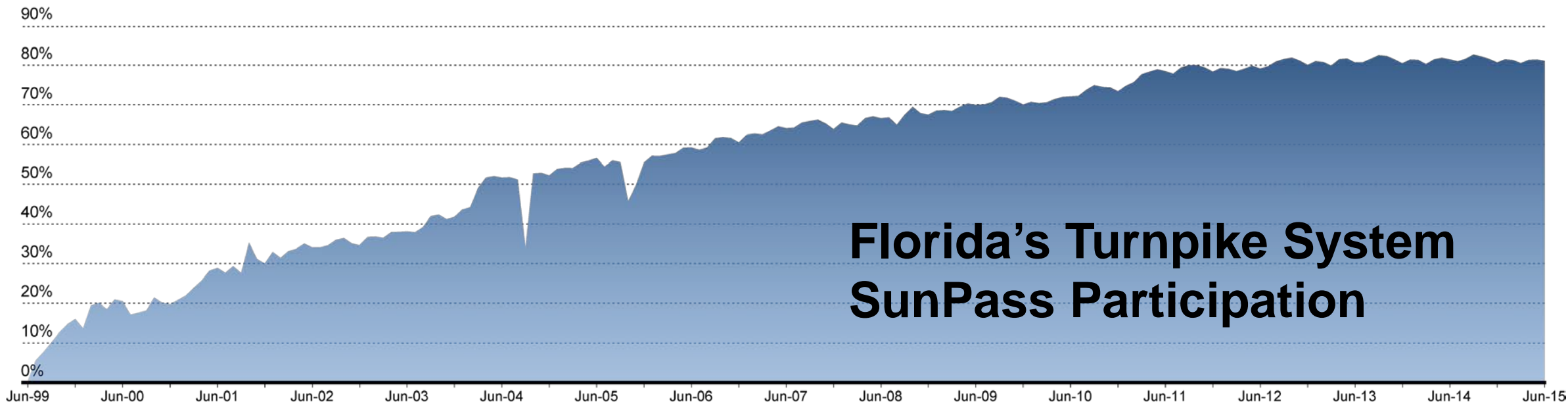
Respondents' Willingness to Pay Additional Toll for Better Traffic Conditions



SUNPASS® Prepaid Toll Program



- Implementation Started in 1999
- Over 7 Million Active Transponders
- Statewide Participation Exceeds 80%



**Florida's Turnpike System
SunPass Participation**

Marketing Express Lanes through SunPass[®]



Marketing Express Lanes through SunPass®



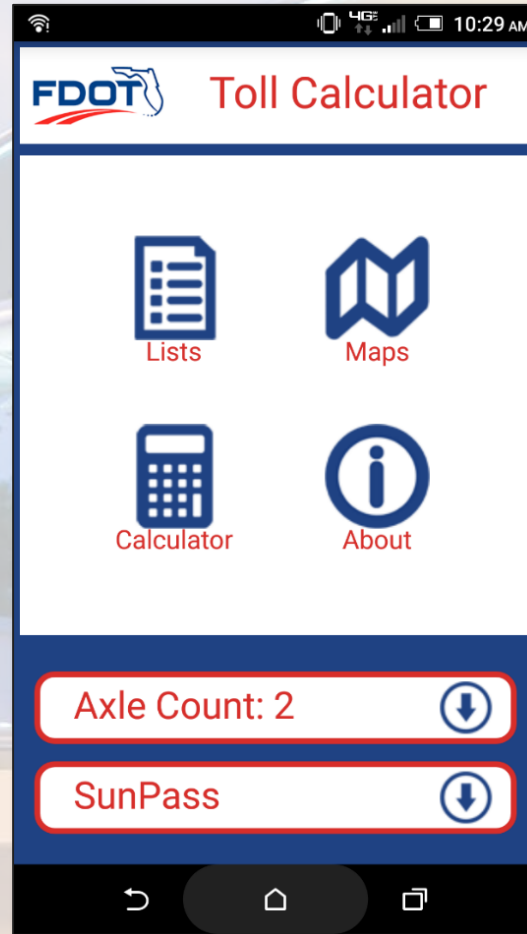
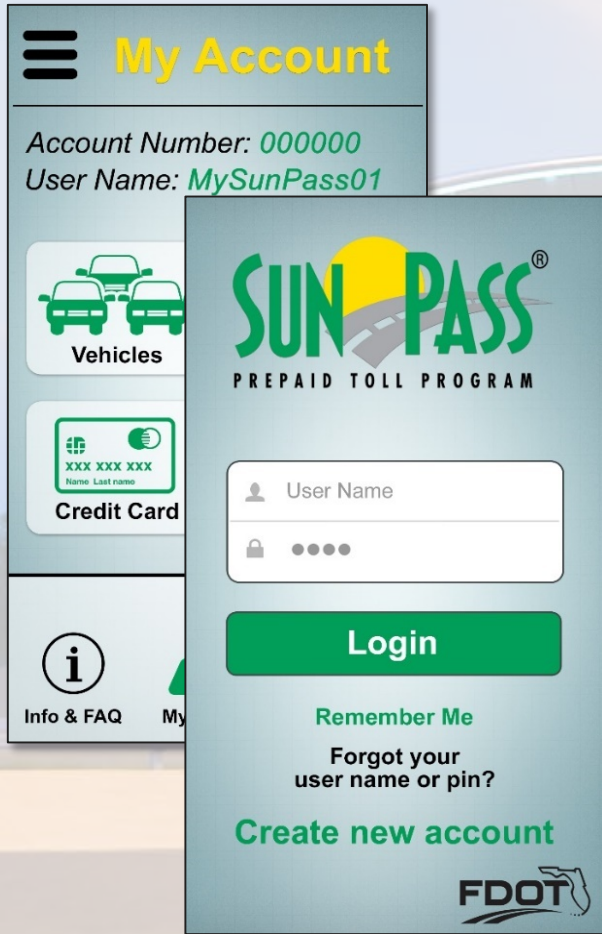
Retailers



Marketing Express Lanes through SunPass®



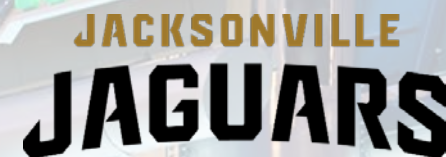
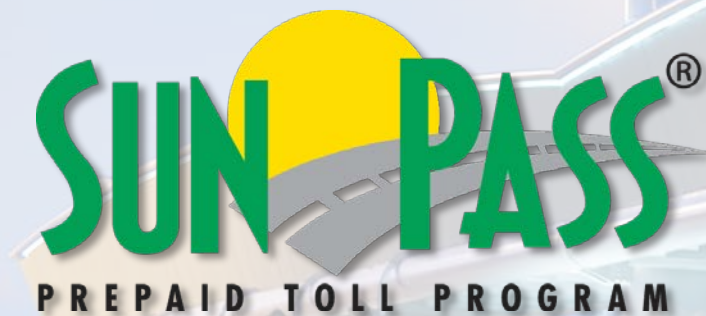
Technology / Apps



Marketing Express Lanes through SunPass[®]



Sponsorships



Marketing Express Lanes through SunPass®



Sponsorships



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Sponsorships



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Sponsorships

JACKSONVILLE
JAGUARS



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Sponsorships



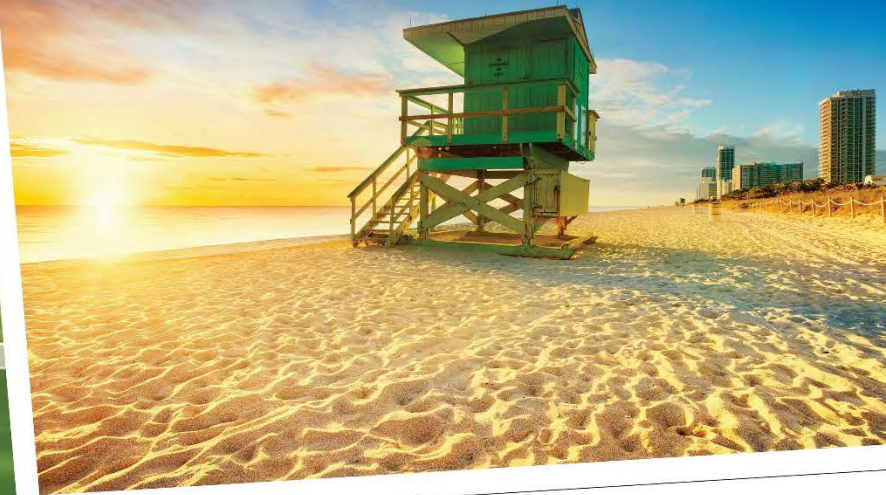
AN EASIER TRIP TO FLORIDA'S TIP



SUNPASS[®]
PREPAID TOLL PROGRAM



EUPHORIA TO SOUTH FLORIDA



Marketing Express Lanes through SunPass[®]



Sponsorships



**QUICKER
TO YOUR
GOAL**

SUN PASS[®]
PREPAID TOLL PROGRAM

Proud sponsor of

Marketing Express Lanes through SunPass®



Mobile Service Center



Marketing Express Lanes through SunPass®



Promotions



Through Oct. 31st

BUCKLE UP FLORIDA
www.SunPass.com
SUN PASS
PREPAID TOLL PROGRAM
mini

\$4.99*

\$19.99*

FREE-ish

1-877-NEW-PASS

**Receive purchase price in toll credits when activated* #GetSunPassNOW

Marketing Express Lanes through SunPass[®]



Movie Theater Holiday Campaign



Marketing Express Lanes through SunPass®



Billboards



Right on Time

Your Choice
Express Lanes
Coming Soon

SUN PASS
PREPAID TOLL PROGRAM

Early **On Time** **Late**

Your Choice
Express Lanes
Coming Soon

SUN PASS
PREPAID TOLL PROGRAM



Next Steps

- Maintain Coordination with Metropolitan Planning Organizations
- Monitor Customer Satisfaction Using Surveys and Focus Groups
- Continue Public Outreach and Marketing Efforts



Thank You