



# 405 Express Lanes Marketing Update



# Awareness Campaign (May 15 – July 31, 2023)

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## Goals:

- Create awareness, positive perception and anticipation for the 405 Express Lanes
- Educate the public and stakeholders about the benefits of the 405 Express Lanes and beyond

## Target Audiences:

- Residents and businesses along the 405 Express Lanes corridor
- Workers/commuters along the 405 Express Lanes corridor
- Stakeholders along the 405 Express Lanes corridor
  - Elected officials
  - Community leaders
  - Chamber/business associations
  - Schools
  - Civic organizations
- General public – upstream and downstream

# Less Driving. More Living.

There are functional benefits such as cutting commute time and driving with more predictability. But it is the emotional benefits about what this means to our residents' lives that gives the campaign its power.

The 405 Express Lanes ultimate benefit is that it saves time. And by showing the things that are the most important ways we choose to spend our time, we make the most meaningful connection.

When you consider those types of benefits, it makes a small toll charge to use the 405 Express Lanes seem like a very, very small price to pay.

# Awareness Campaign (May 15 – July 31, 2023)



Coming in Fall 2023

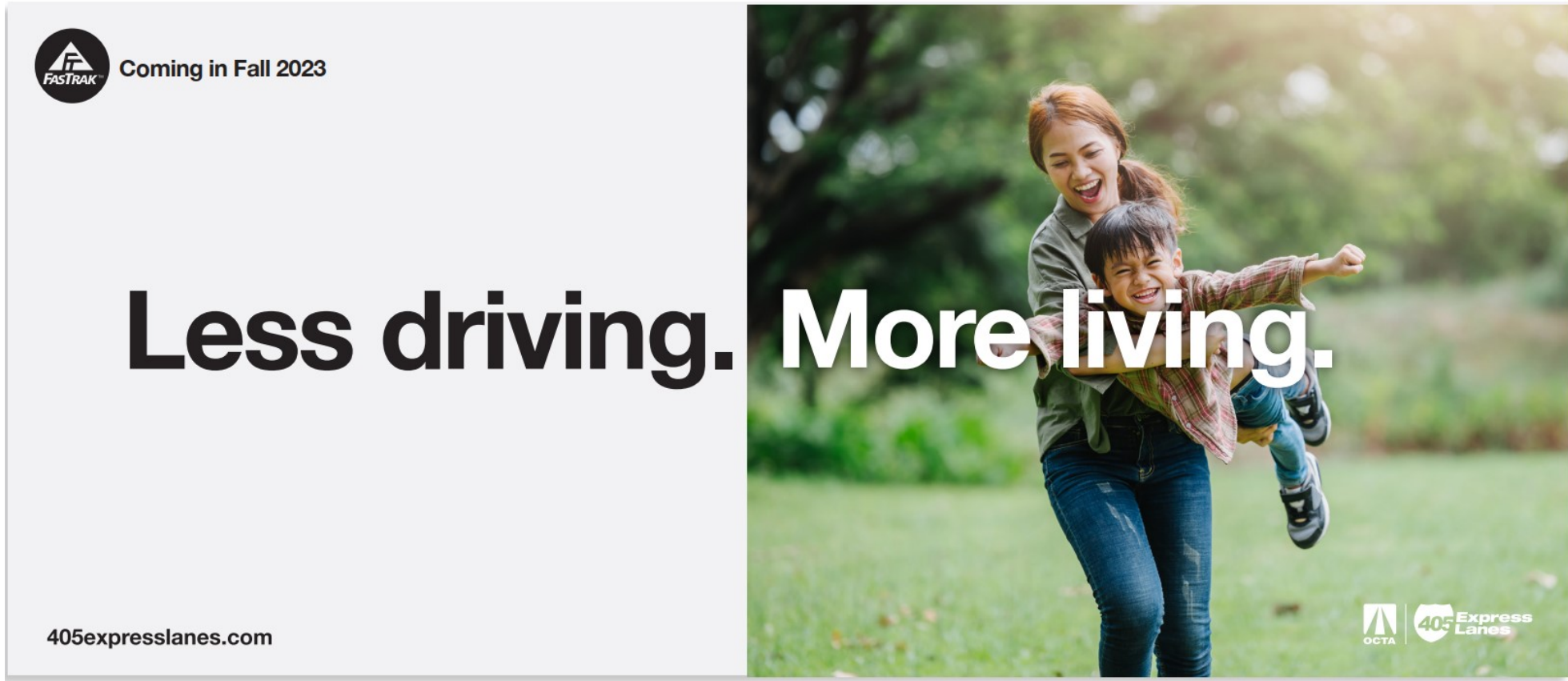
**Less driving. More living.**


405expresslanes.com

OCTA | 405 Express Lanes

The advertisement features a photograph of a diverse family of four (a woman, a man, and two children) sitting on a beach and laughing joyfully. The man is leaning back in a chair, and the woman is sitting next to him. The children are sitting on the man's lap. The background shows a sandy beach and some blurred figures in the distance. The text 'Less driving. More living.' is overlaid in large white font across the center of the image. In the top left corner, there is a FASTRAK logo and the text 'Coming in Fall 2023'. In the bottom left corner, the website '405expresslanes.com' is listed. In the bottom right corner, there are logos for OCTA and 405 Express Lanes.



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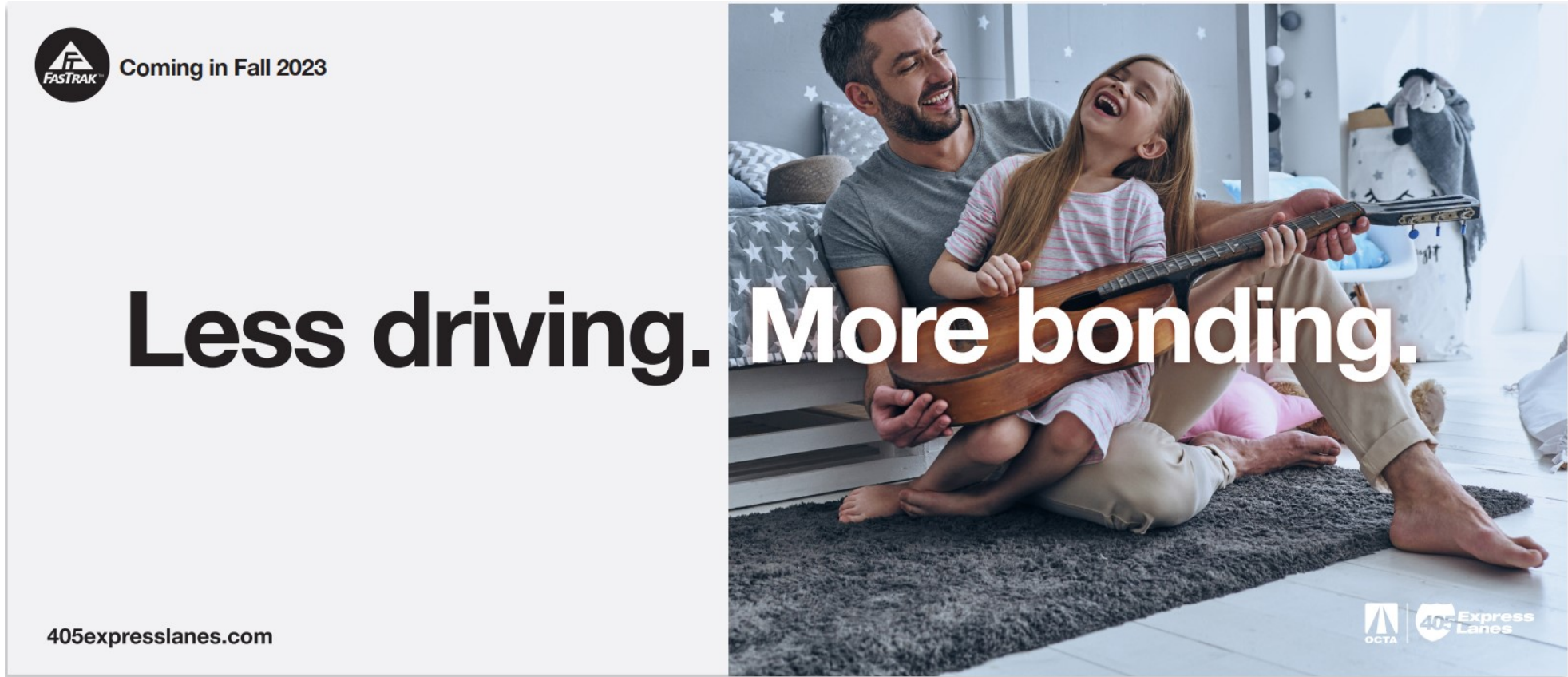
**Less driving. More living.**

[405expresslanes.com](http://405expresslanes.com)



# Awareness Campaign (May 15 – July 31, 2023)



**Coming in Fall 2023**

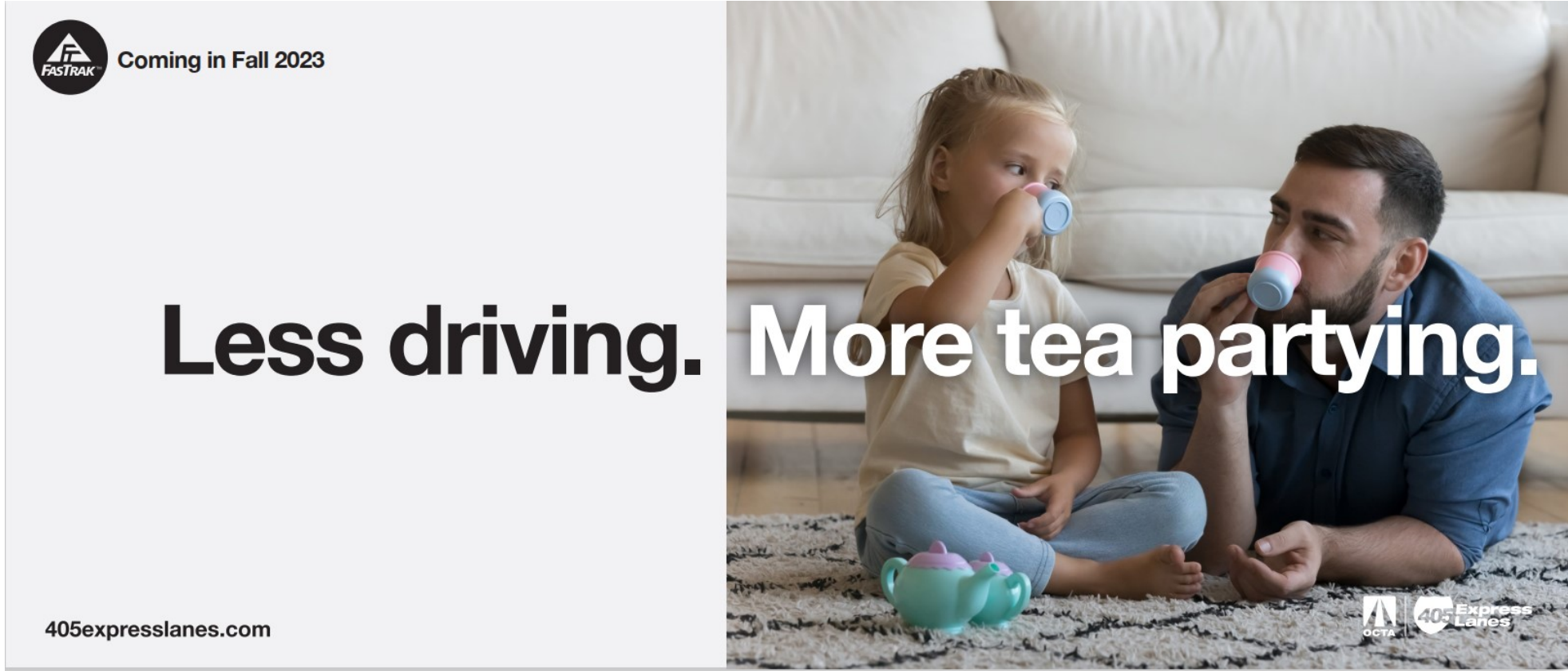
**Less driving. More bonding.**

[405expresslanes.com](http://405expresslanes.com)

OCTA | 405 Express Lanes

The advertisement features a photograph of a father and daughter sitting on a grey rug in a bedroom. The father is playing an acoustic guitar and looking at his daughter, who is laughing joyfully. The room has a bed with star-patterned bedding and a nightstand with a lamp. The overall mood is warm and intimate.

# Awareness Campaign (May 15 – July 31, 2023)



Coming in Fall 2023


**Less driving. More tea partying.**

405expresslanes.com

OCTA | 405 Express Lanes



The advertisement features a photograph of a man and a young girl sitting on a rug, having a tea party. They are both holding blue and pink teacups to their mouths. A small green teapot and teacups are on the rug in front of them. The background is a white sofa. The text 'Less driving. More tea partying.' is overlaid in large white font. In the top left corner, there is a FASTRAK logo and the text 'Coming in Fall 2023'. In the bottom left corner, the website '405expresslanes.com' is listed. In the bottom right corner, there are logos for OCTA and 405 Express Lanes.

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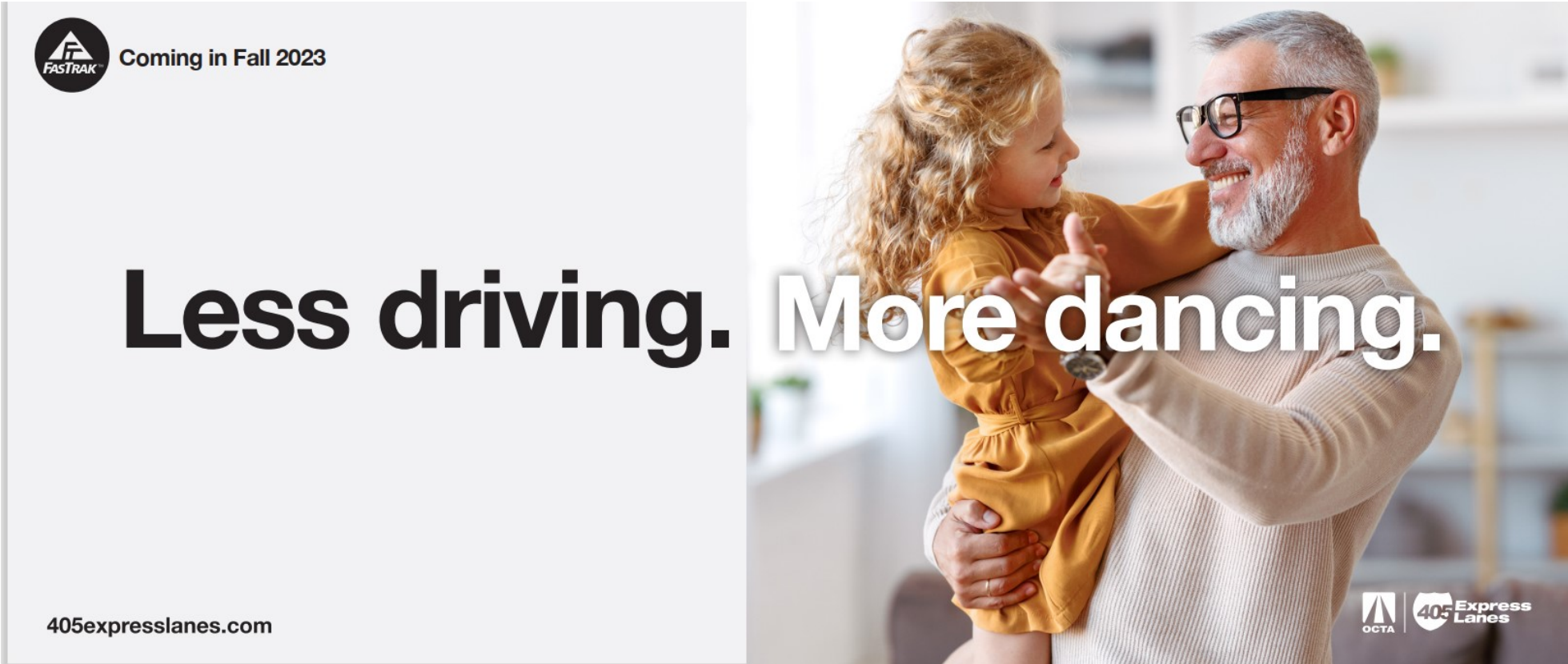
**Less driving. More teeballing.**

[405expresslanes.com](http://405expresslanes.com)



# Awareness Campaign (May 15 – July 31, 2023)



Coming in Fall 2023

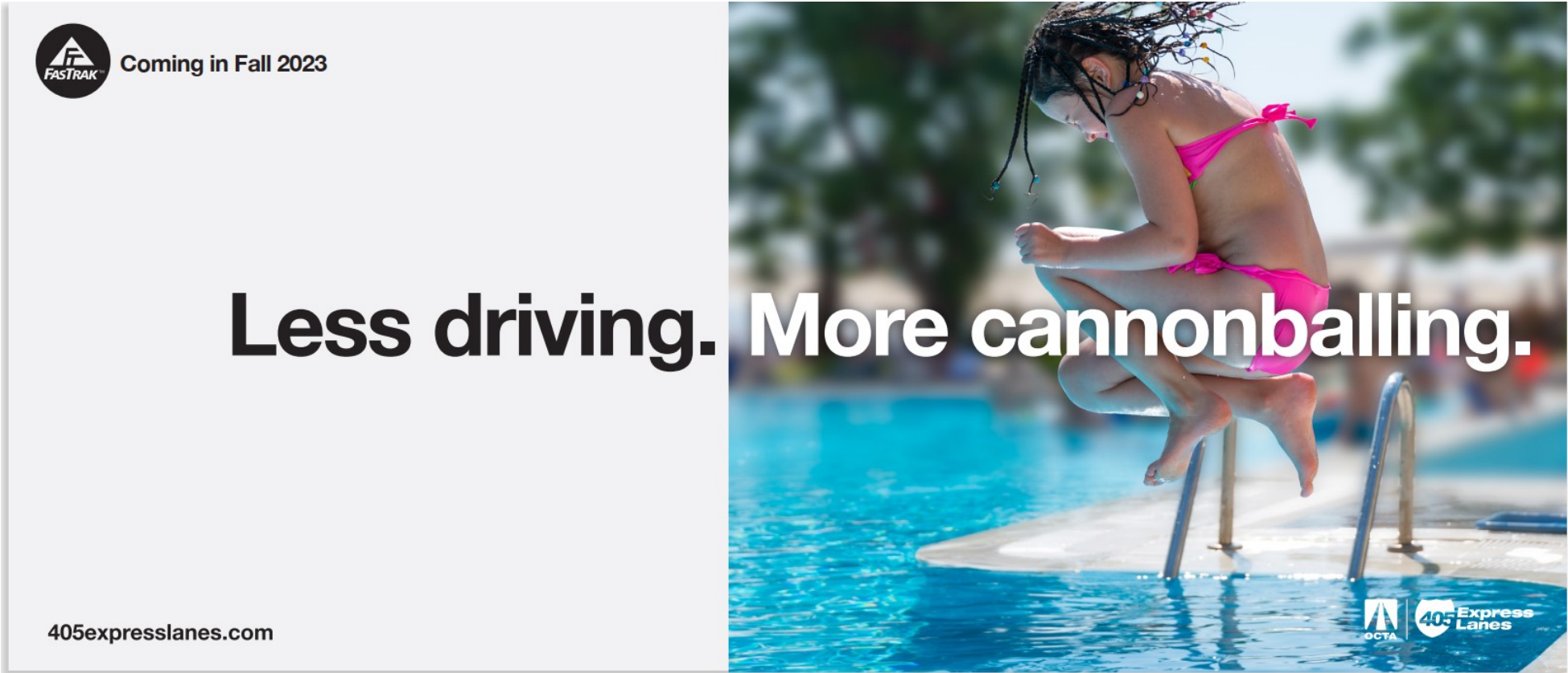
**Less driving. More dancing.**

405expresslanes.com

OCTA | 405 Express Lanes

The advertisement features a photograph of a man with a grey beard and glasses, wearing a light-colored sweater, smiling and dancing with a young child with curly blonde hair wearing a yellow dress. The background is a bright, modern interior. The text 'Less driving. More dancing.' is overlaid in large, bold, white font. In the top left corner, there is a circular logo with a stylized 'F' and the word 'FASTRAK' below it, followed by the text 'Coming in Fall 2023'. In the bottom left corner, the website '405expresslanes.com' is listed. In the bottom right corner, there are logos for 'OCTA' and '405 Express Lanes'.




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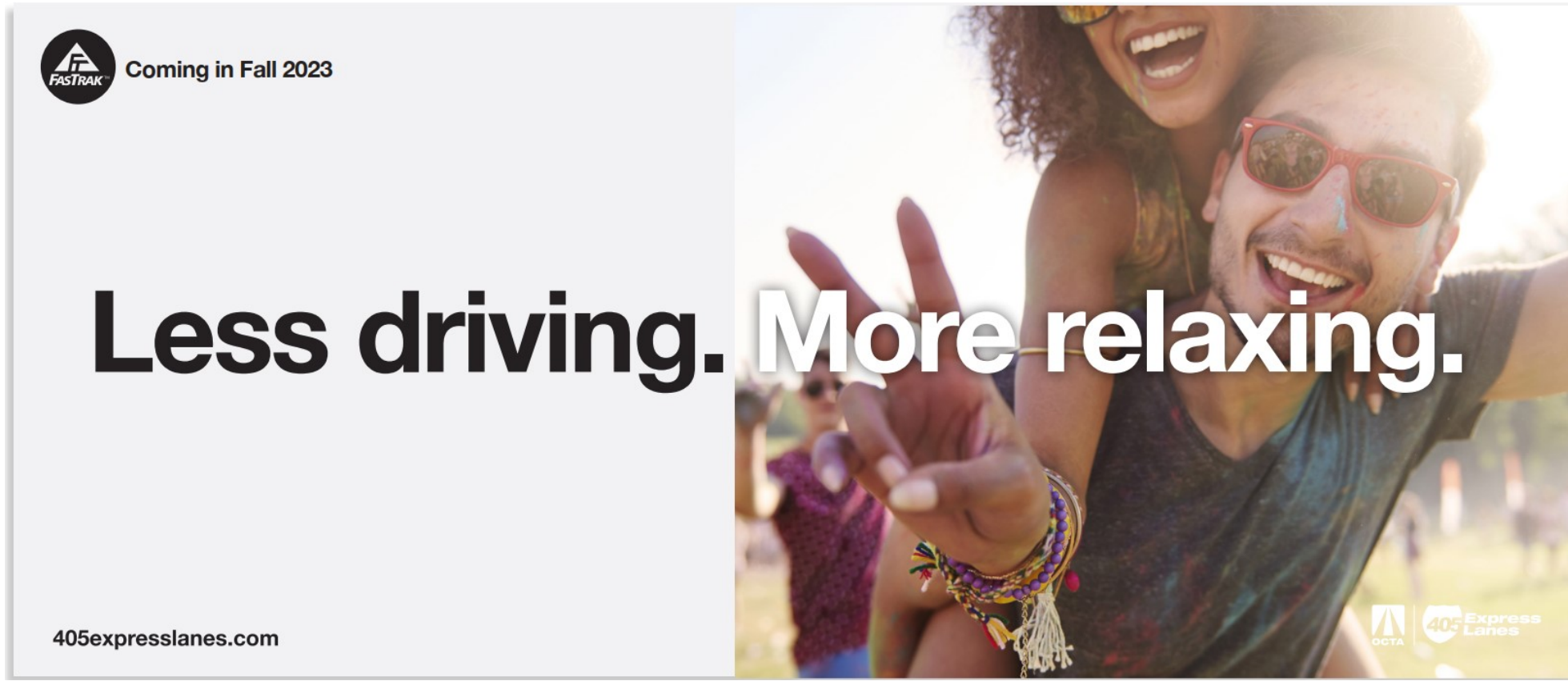
**Less driving. More cannonballing.**

[405expresslanes.com](http://405expresslanes.com)

The advertisement features a young child in a pink bikini cannonballing into a swimming pool. The background is a bright, sunny outdoor pool setting. The text is overlaid on a light grey background on the left side of the image.

# Awareness Campaign (May 15 – July 31, 2023)



Coming in Fall 2023

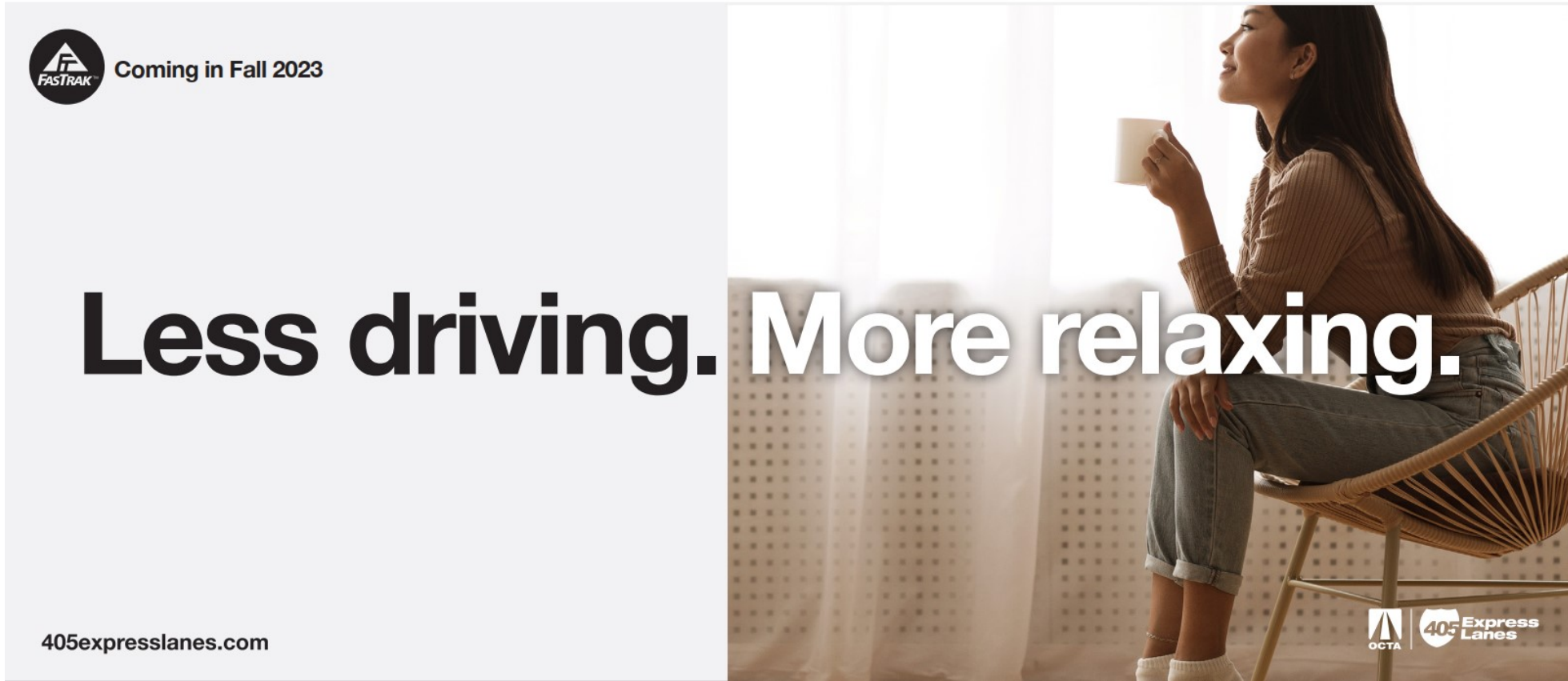
**Less driving. More relaxing.**

405expresslanes.com

OCTA 405 Express Lanes

The advertisement features a photograph of a smiling couple at a festival. The man is wearing red sunglasses and has a blue face paint mark on his cheek. The woman is wearing a purple top and has her arm around his shoulder. The background is a bright, sunny outdoor setting with other people in the distance. The text 'Less driving. More relaxing.' is overlaid in large white font. The OCTA and 405 Express Lanes logos are in the bottom right corner of the image.

# Awareness Campaign (May 15 – July 31, 2023)



Coming in Fall 2023

**Less driving. More relaxing.**

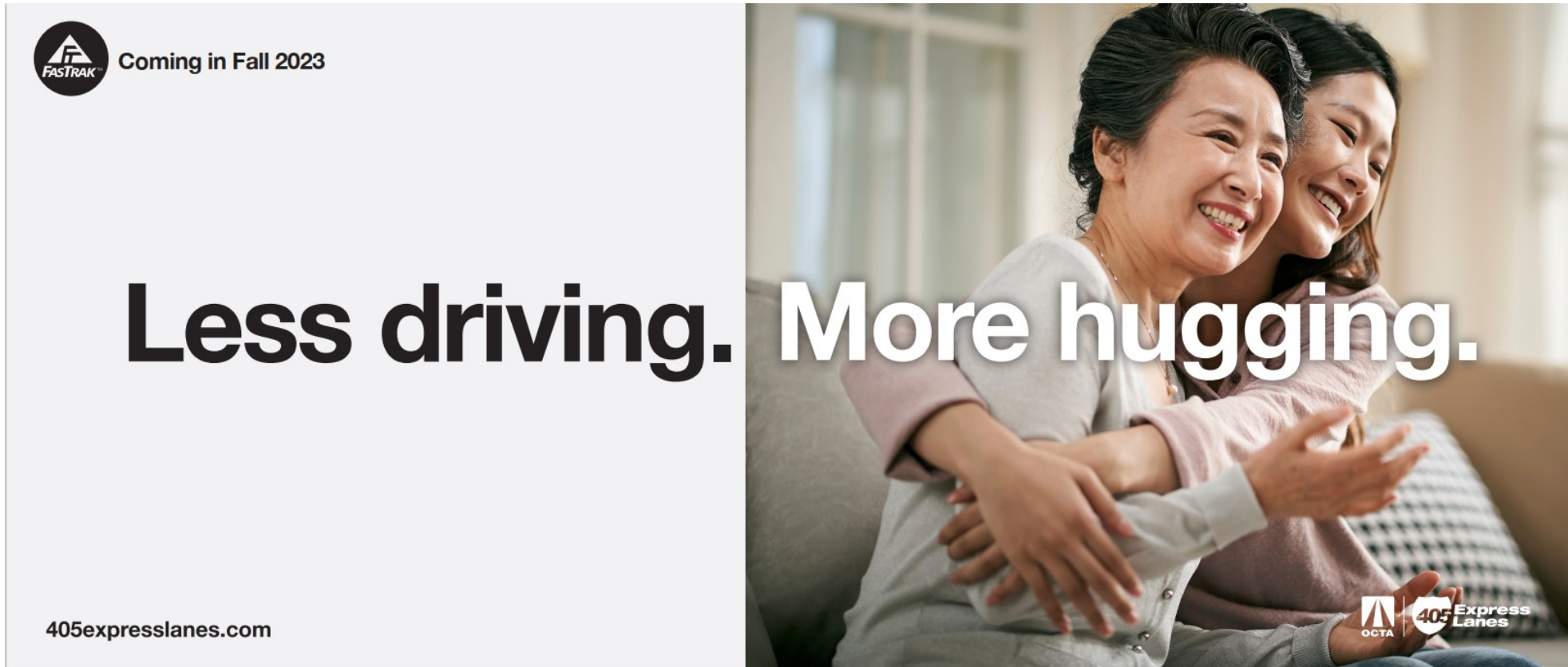
405expresslanes.com

OCTA 405 Express Lanes

The advertisement features a woman with long dark hair, wearing a light-colored sweater and jeans, sitting in a wicker chair and holding a white mug. She is looking out a window with sheer curtains. The background is a soft, warm light. The text 'Less driving. More relaxing.' is overlaid in large, bold, white font. The FASTRAK logo and 'Coming in Fall 2023' are in the top left. The website '405expresslanes.com' is in the bottom left. The OCTA and '405 Express Lanes' logos are in the bottom right.



# Awareness Campaign (May 15 – July 31, 2023)



Coming in Fall 2023

**Less driving. More hugging.**

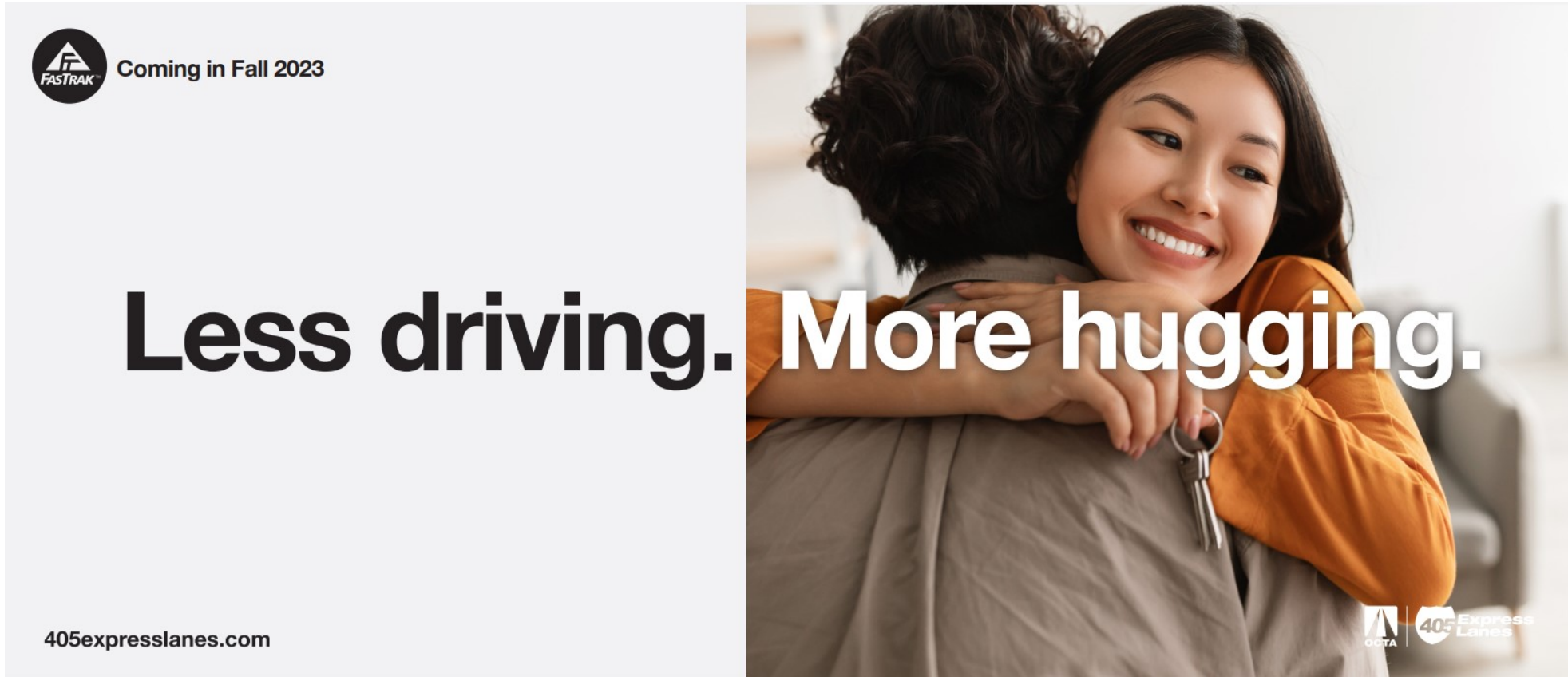
405expresslanes.com


OCTA 405 Express Lanes

The advertisement features a photograph of two women hugging warmly. The woman on the left is older with dark hair pulled back, wearing a light grey cardigan. The woman on the right is younger with dark hair, wearing a pink sweater. They are both smiling and looking towards the right. The background is a soft-focus indoor setting. The text 'Less driving. More hugging.' is overlaid in large white font across the center. In the top left corner, there is a circular logo with a stylized 'F' and the word 'FASTRAK' below it, followed by the text 'Coming in Fall 2023'. In the bottom left corner, the website '405expresslanes.com' is listed. In the bottom right corner, there are two logos: the OCTA logo (a stylized 'A' with 'OCTA' below it) and the '405 Express Lanes' logo (a shield with '405' and 'Express Lanes' next to it).





# Awareness Campaign (May 15 – July 31, 2023)



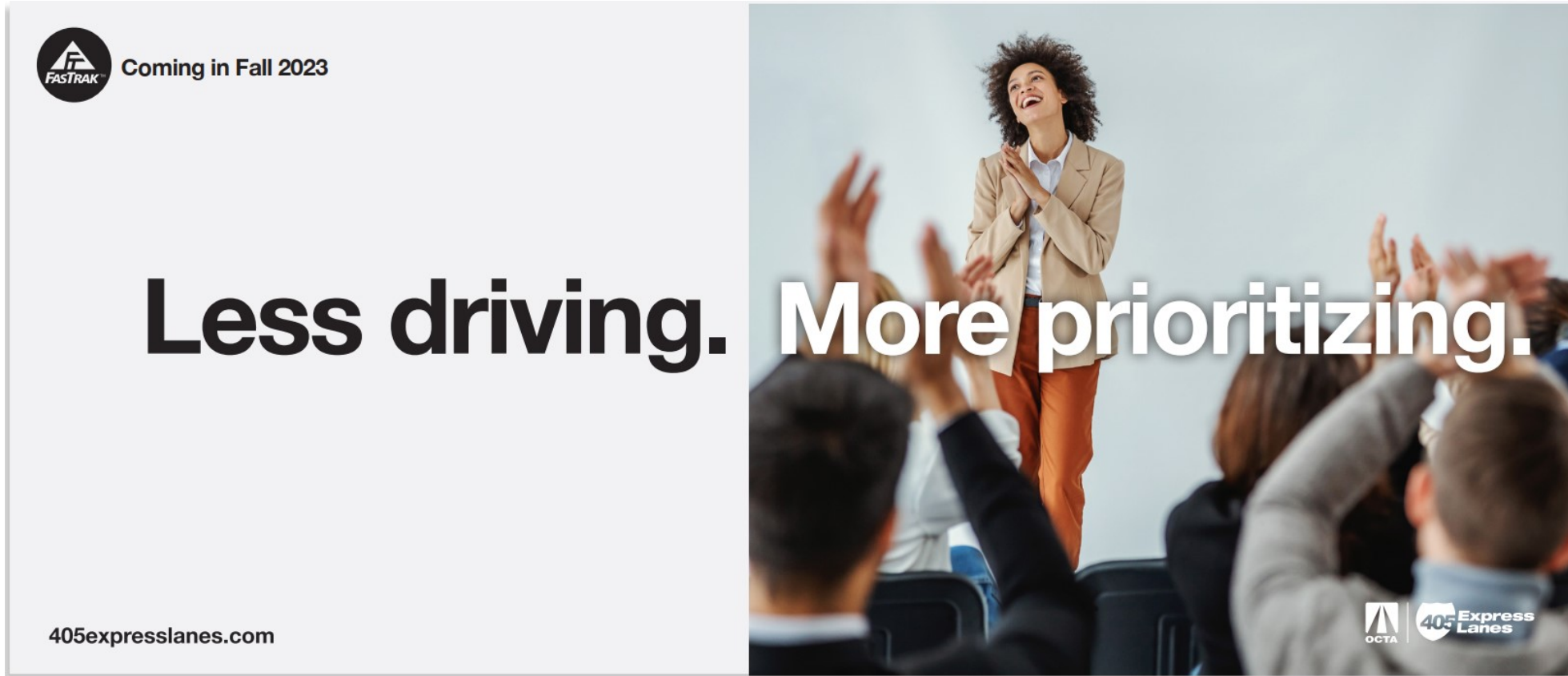
 Coming in Fall 2023

**Less driving. More hugging.**

405expresslanes.com

# Awareness Campaign (May 15 – July 31, 2023)



Coming in Fall 2023

**Less driving. More prioritizing.**

405expresslanes.com

OCTA 405 Express Lanes

The advertisement is a promotional graphic for the 405 Express Lanes. It features a woman with curly hair, wearing a tan blazer and orange pants, standing on a stage and clapping her hands. She is looking upwards with a joyful expression. In the foreground, the backs of several audience members' heads and shoulders are visible, some with their hands raised in applause. The background is a plain, light-colored wall. The text 'Less driving. More prioritizing.' is overlaid in large, bold, white font across the center. In the top left corner, there is a circular logo with a stylized 'F' and the word 'FASTRAK' below it, followed by the text 'Coming in Fall 2023'. In the bottom left corner, the website '405expresslanes.com' is listed. In the bottom right corner, there are two logos: the OCTA logo and the '405 Express Lanes' logo.

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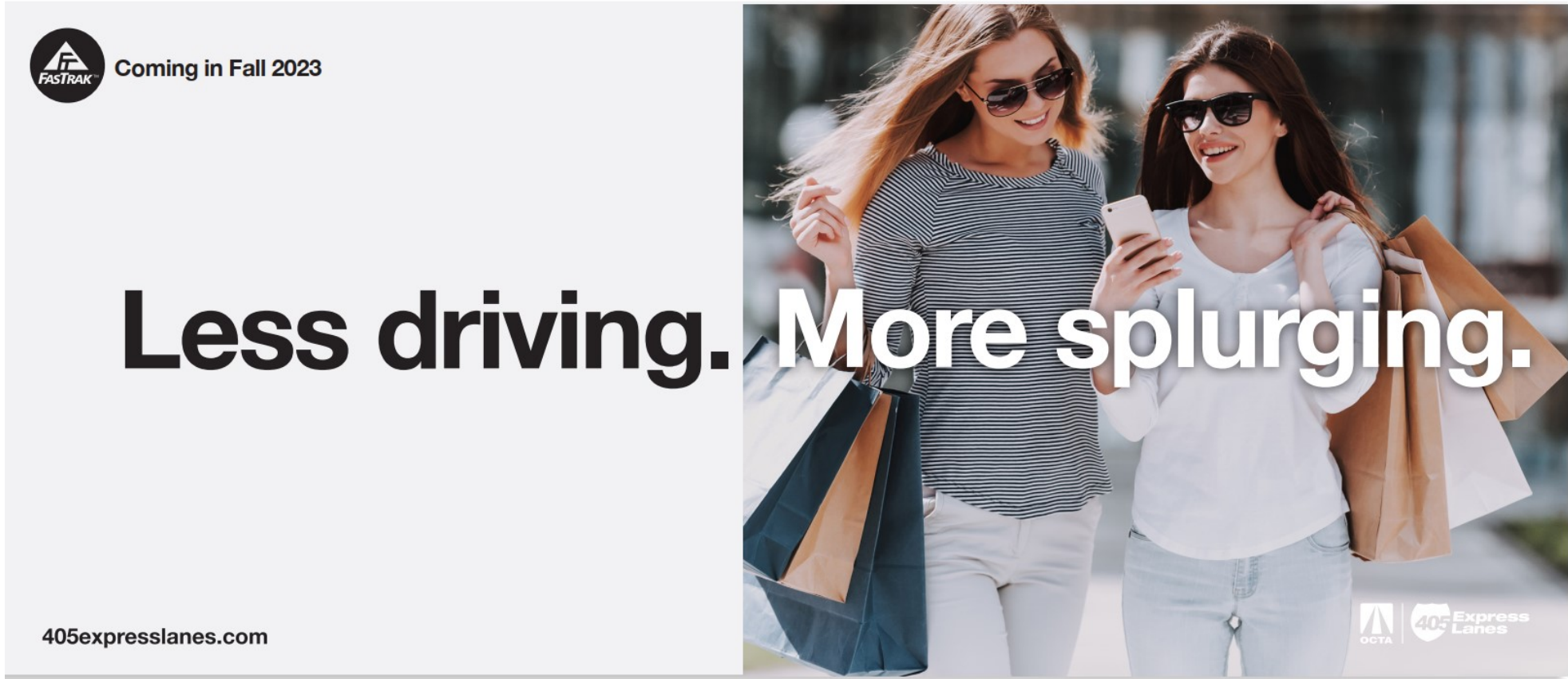
**Less driving. More prioritizing.**

405expresslanes.com

OCTA | 405 Express Lanes

The advertisement features a photograph of three business professionals in a meeting. A man in a grey shirt and glasses is leaning over a table, pointing at documents with a joyful expression. A woman in a blue denim shirt stands behind him, smiling. Another man in a white sweater is seen from the back, looking at the documents. The scene is set in a bright, modern office environment. The text 'Less driving. More prioritizing.' is overlaid in large, bold, white font across the center of the image. In the top left corner, there is a circular logo with a stylized 'F' and the word 'FASTRAK' below it, followed by the text 'Coming in Fall 2023'. In the bottom left corner, the website '405expresslanes.com' is displayed. In the bottom right corner, there are logos for 'OCTA' and '405 Express Lanes'.

# Awareness Campaign (May 15 – July 31, 2023)



Coming in Fall 2023

**Less driving. More splurging.**

405expresslanes.com

OCTA | 405 Express Lanes

The advertisement features a photograph of two young women with long hair and sunglasses, smiling and looking at a smartphone together. They are carrying several shopping bags, suggesting a successful shopping trip. The background is a blurred outdoor setting. The text 'Less driving. More splurging.' is overlaid in large, bold, white font. In the top left corner, there is a circular logo with the word 'FASTRAK' and the text 'Coming in Fall 2023'. In the bottom left corner, the website '405expresslanes.com' is listed. In the bottom right corner, there are logos for 'OCTA' and '405 Express Lanes'.

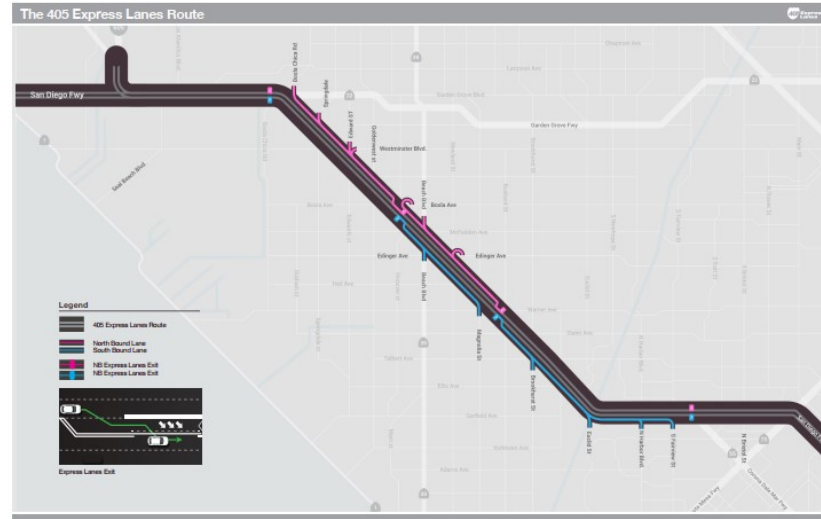


# Awareness Campaign (May 15 – July 31, 2023)

The 405 Express Lanes will help keep traffic flowing here like never before.

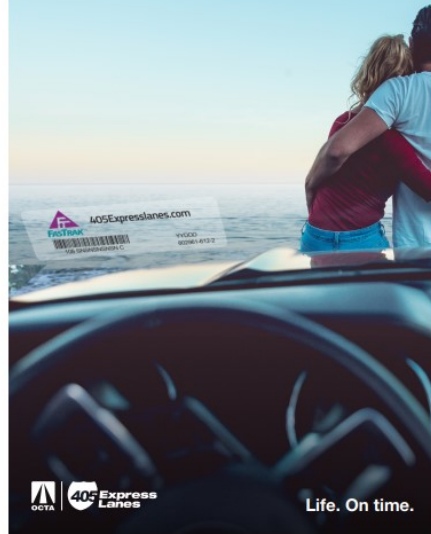
The new 405 Express Lanes cover the 16 mile stretch between the SR-73 freeway in Costa Mesa and the I-605 freeway near the L.A. County line with two lanes in either direction.

Multiple access points along the Express Lane provide plenty of opportunities to get on and off the lanes, even if your journey is a short one



Coming in Fall 2023.

Less driving. More living.



nes toll road will open  
ou do with all the time

California because they want to spend more  
we'd much rather be doing, like enjoying  
ved ones, not sitting in traffic. The new 405  
congestion, helping you get to the things



road is more than just

is expected to be reduced by nearly 30  
st", making your drive time more predictable



Studies have shown that driving in heavy traffic conditions leads to greater stress, anxiety and aggressive behavior. Free-flowing traffic isn't just more convenient, it's good for your health.



**Ease Congestion**

The Express Lanes benefit all who drive on the I-405, even those who don't drive in the Express Lanes. Since the Express Lanes will be flowing freely, they'll be able to accommodate a large volume of traffic. That means fewer people in the regular lanes and improved commute times even in the regular lanes.

Your FasTrak transponder opens  
up a whole new way to enjoy the drive.

Because everyone using the 405 Express Lanes is required to have a transponder, traffic will always be as free flowing as possible. All tolls will be collected electronically, with no toll booths or cash payments to slow you down.

The new 405 Express Lanes join a vast network of established FasTrak freeways in the state, and your FasTrak account gives you access to them all. Simply attach the transponder to your vehicle and you are good to go.



**Smoother and safer too.**

Should you experience any kind of car trouble, we've got you covered. Our traffic management center keeps a close watch on the Express Lanes and will dispatch our free tow truck service to help to you within minutes. Just put on your emergency flashers, call 911 and we'll take care of the rest.



For further information, please visit us at: [405expresslanes.com](http://405expresslanes.com).

Everybody with a FasTrak is welcome  
on the new 405 Express Lanes.

All vehicles, including motorcycles, must have a FasTrak transponder to use the 405 Express Lanes. There are different rates for different types of uses, as well as variable toll amounts which will be displayed on electronic overhead signs as you enter.



**How much do you need to pay?**

Driver Type	Peak Hours	Non Peak Hours
Solo Drivers	Toll Charged	Free
2 Person Carpools	Toll Charged	Free First 31/2 years. Toll charged after 31/2 years
3+ Person Carpools	Free	Free
Clean Air Vehicles (CAV)	Discounted Toll*	Discounted Toll*
Motorcycle	Free	Free
Disabled Person License Plate	Free	Free
Designated Veterans	Free	Free

**Everybody benefits from the new 405 Express Lanes.**

Rush-hour commuting time is expected to be reduced by nearly 30 minutes. And that's not just for the folks using the Express Lanes. By reducing the number of solo drivers in the regular lanes, commute time in the regular lanes is expected to be reduced by nearly 30 minutes too. And, any excess tolls collected beyond what's needed for operations will be used to fund other improvements along the corridor. For example, to date the 91 Express Lanes have provided over \$22 million dollars in freeway improvements along the 91 corridor.

Reducing traffic is beautiful on so many levels.

Brochure



# Awareness Campaign (May 15 – July 31, 2023)


[How It Works](#)
[FAQs](#)
[About the Project](#)
[Español](#)
[Tiếng Việt](#)
[Stay Connected](#)

## Less driving, More living.

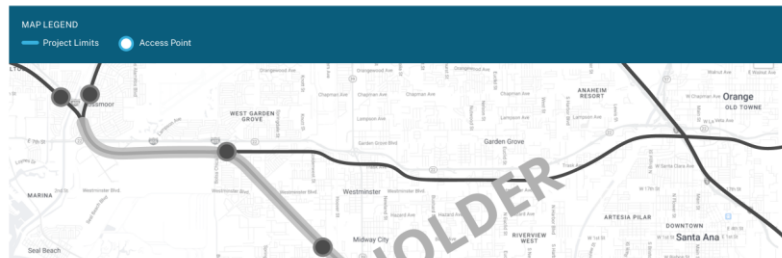
Opening in Fall 2023, the new 405 Express Lanes will reduce traffic congestion. Traffic that moves lets you go with the flow and connect sooner to your best things in life.

[Email sign-up](#)








### Where do the 405 Express Lanes travel?

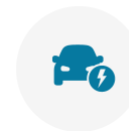
- 2** New lanes traveling in each direction
- 7** Entry and exit points
- 16** Miles of Express Lanes



## How Much Do I Need to Pay?

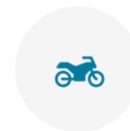
The tolls can vary by hour, day of the week and direction of travel. Traffic volumes are continuously monitored and if warranted, tolls are adjusted quarterly.

 Solo Drivers	 2 Person Carpools	 3+ Person Carpools	 Designated Veterans	 Disabled Person License Plate
<b>Peak Hours</b> Toll	<b>Peak Hours</b> Toll	<b>Peak Hours</b> Free	<b>Peak Hours</b> Toll	<b>Peak Hours</b> Free
<b>Non-peak hours</b> Toll	<b>Non-peak hours</b> Free for the first 3 1/2 years	<b>Non-peak hours</b> Free	<b>Non-peak hours</b> Free	<b>Non-peak hours</b> Free



### Clean Air Vehicles

Clean Air Vehicles will be permitted to ride for free or at a discount during all hours of the day.



### Motorcycles

All vehicles, including motorcycles, must have a transponder. Motorcycles are allowed free travel at all times.

# Awareness Campaign (May 15 – July 31, 2023)



How It Works

FAQs

About the Project

Español Tiếng Việt

Stay Connected

## Frequently Asked Questions

- + When is the 405 Express Lanes going to be open?
- + When can we sign up for accounts?
- + When will we know toll schedules?
- + Are transponders required on 405 Express Lanes?

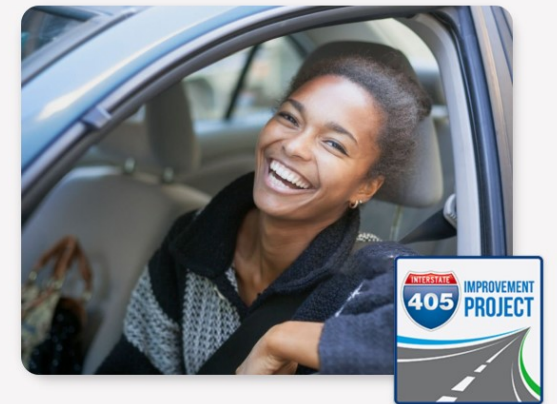
Microsite: [405ExpressLanes.com](https://405ExpressLanes.com)

## About the Project

### Investing in the Future

Traffic along the corridor is expected to grow approximately 35 percent by 2040. Improvements are needed to enhance traffic flow, accommodate growing traffic demand, relieve congestion, and improve overall mobility.

The new 405 Express Lanes, new general-purpose lanes and new local bridges of the I-405 Improvement Project – are expected to improve the drive for everyone at all times of day, whether they choose to use the Express Lanes or regular lanes.



FOR CONSTRUCTION UPDATES

[Visit the I-405 Improvement Project](#)

# Awareness Campaign (May 15 – July 31, 2023)

## Tactics:

- Paid search
- Paid social
- Waze
- Geo-location
- Traffic radio
- Streaming radio
- Grassroot outreach

405 freeway extension

About 710,000 results (0.39 seconds)

**Orange County Transportation Authority**  
<https://octa.net> > I-405-Improvement-Project

**Overview - Orange County Transportation Authority**  
 I-405 Improvement Project. OCTA in cooperation with Caltrans is improving 16 miles of the San Diego Freeway (I-405) between State Route 73 (SR-73) ...

**Streetsblog**  
<https://la.streetsblog.org> > 2022/09/28 > where-metro-...

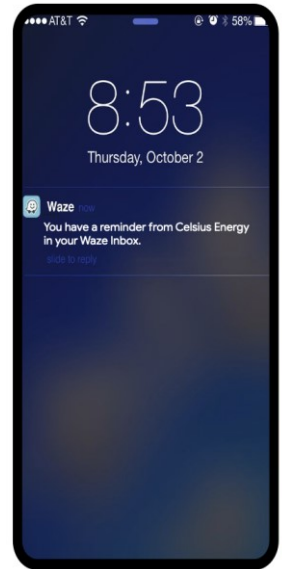
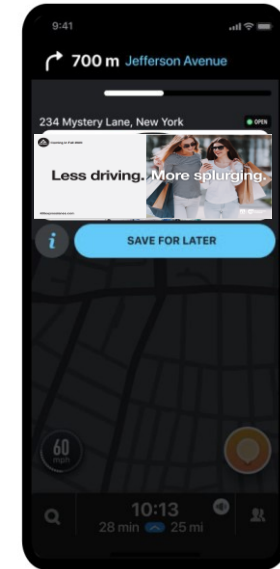
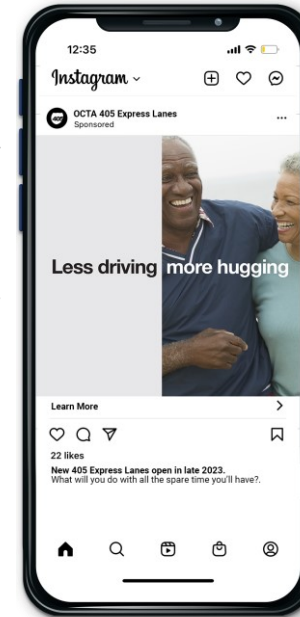
**Where Metro and Caltrans Are Widening the 405 Freeway**  
 Sep 28, 2022 — East to west, Metro's four current 405 Freeway expansion projects are: Add two new lanes between Wilmington Avenue and Main Street – in the city ...

<https://la.streetsblog.org> > 2022/06/01 > metro-and-the-...

**Metro and the Future of the 405 Freeway Corridor**  
 Jun 1, 2022 — Last year, Metro increased its annual freeway expansion budget by a whopping 80 percent. This year, the agency has proposed an 33.5 percent ...

**Road Traffic Technology**  
<https://www.roadtraffic-technology.com> > projects > 4...

**I-405 Improvement Project, California, US - Verdict Traffic**  
 The I-405 highway is one of the busiest and most congested freeways in Orange County. The improvements are expected to reduce congestion, enhance operations





**Thank you!**