



I-4 Ultimate Electronic Media Kit B-Roll Footage and Sound Bites

B-ROLL FOOTAGE

- I-4 Ultimate animation:
 - Between State Road 408 and State Road 50/Colonial Drive
 - Between Par Street and Fairbanks Avenue
- 95 Express in Dade County (Express Lanes opened in December 2008):
 - In-car point of view driving 95 Express showing general use lane congestion
- 595 Express in Broward County (Express Lanes opened in late March 2014):
 - In-car point of view driving 595 Express entering and exiting Express Lanes

SOUND BITES

Paul Lampley, FDOT District 4, I-595 Construction Project Manager

“What we do is we control congestion by using a variable toll. So, the price of the toll goes up as, as congestion increases during the a.m. rush hour or the p.m. rush hour.

“The toll rates on 595 are similar to I-95 in Miami-Dade. They're determined by the density of vehicles that are using the lanes. So, as the density of the vehicles is more, as vehicles get into the lanes during your rush hour times, the toll rate goes up.

“We needed to look for options where we could provide people with a reliable commute without going out and buying right of way, impacting businesses or impacting the adjacent residential communities. So, one way we found to do that was to add the additional capacity through managed lanes. That gives people a reliable option whether they're going to work or whether they're coming home from work and picking up their kids. They have an option. They can get in the managed lanes. Pay the toll that's displayed and they're guaranteed basically a reliable trip.

“What we're offering the public is a reliable travel time. So, for example, if you have a child in day care, and they tell you okay it's a dollar a minute if you're late. Well, would you rather pay the toll and get in the Express Lanes and have an option to have a reliable trip? Or maybe get stuck in traffic and congestion and be there 15 or 20 minutes late? So, it just provides a travel option for those people who would like to use it, for those long distance commuters. It gets them in the Express Lanes and it frees up a lot of additional capacity in the general purpose lanes for the rest of the traveling public.”

Rory Santana, FDOT District 6, 95 Express, ITS Manager

“If the demand is there and so many people were to get on there, we bring the price up to the point that we discourage any further people coming into the facility. Therefore, we're keeping the flow going. We keep the



I-4 ULTIMATE



“traffic moving at a good speed and it's important because if we keep the traffic moving at a good speed, we're moving a lot of vehicles.

“If there were no Express Lanes and they weren't moving those vehicles more efficiently and getting them down the road, they'd all be in the general purpose lanes and furthering congestion for those people who are not choosing to use the Express Lanes.

“Managed lanes, through the means of tolling, allows us to actually manage the flow in the lane and keep it from breaking down and going into a stop-and-go condition.”

SOUTH FLORIDA COMMUTER INTERVIEWS

Mark Parsons, Commuter

“Well, I think the Express Lanes are great because there are so many times I'm running close and I have to be on time, especially for my work. So, I'll take them just to make sure I get there on time.”

Bob Roth, New River Groves Owner

“It's, it's well needed. It's a well-needed asset for South Florida.

“It's amazing the amount of time you can save when you get on the Express Lane.”

David Roth, Realtor

“Well, I think it's awesome that the Express Lanes have just opened up. I grew up in the area and riding on State Road 84 for all these years on just two lanes, it was getting kind of cramped pretty quickly. Now that it's opened up, the flow of traffic is much smoother. It's much easier.

“I really enjoy using the Express Lanes. If I have to get a contract out to Westin from Fort Lauderdale, instead of taking 35, 45 minutes, now I can get there in less than 10. It's almost quicker than an email.”

Andrea Hernandez, Commuter

(Testimonials are in Spanish. Following is translated from Spanish into English.) “I think this is going to be what's best for the community. I used to catch it all the time. It used to take me 30 minutes or more, but now I think it'll be faster and I'll get to where I need to go on time.

“I don't mind spending a dollar or two or three because the congestion can be very bad in the mornings or afternoons. Because getting to where I need to go on time is very important to me.”