

ABC MnPASS Video 4:00 Length Maximum
November 21, 2015 Script- Draft 13 Voice Over
3:06 minutes VO Length Only— 186 Seconds



Intro divider



Video Footage: :07-:15 (:08 available)



Intro segment fading to car merging into MnPASS lane. Need to show heavier traffic – both ways. And in the MnPASS lanes
NOTE: New vantage point.

Intro: MnPASS Logo/Brand and colors.

Music: Intro music

(:02)

VO: The MnPASS system provides a congestion-free travel option during peak drive times on some of Minnesota's busiest highways.

(:08)

:10 Segment



Animated clock graphics with traffic in background.
 NOTE: Spinning of hands, but need to highlight periods of time on clock with copy.

VO: MnPASS peak-drive times are weekdays from 6:00 o'clock to 10:00 o'clock in the morning and 3:00 o'clock to 7:00 o'clock in the afternoon.

(:08)

During peak drive times MnPASS Express Lanes are always free for buses, motorcycles and vehicles with 2 or more people including children and infants

During non-peak drive times all motorists may use MnPASS lanes.

(:05)

:13 Segment



Fade or pan camera down to close up of bus, motorcycle with bubble copy (existing video).



Optional bubble of inside car shot showing two people in car with tag.

NOTE: Add more vehicles both ways.

(:09)

VO: Solo drivers with a MnPASS account and a MnPASS tag pay the posted fee when using MnPASS lanes



Closer shot of simulated tag scan



Featuring tags



Static shots of sticker tag: 3-4 illustrations of application to windshield.



Static shots of sticker tag: 3-4 illustrations of application to windshield.

during peak drive times. The fees to use the lanes are automatically deducted from a prepaid MnPASS account.

(:13)

VO: MnPASS accounts function like debit accounts. When an account is opened the minimum prepaid amount is \$25. When an account balance drops below \$15, the account is automatically replenished in the amount of \$40 via the credit or debit card on file.

(:17)

:39 Segment

VO: When a MnPASS account is opened, individuals choose either a sticker tag or switchable tag that is attached to the inside of the windshield. The tags are read electronically when motorists use the MnPASS lanes during peak drive times and the fee is automatically deducted.

(:17)

VO: The sticker tag is free and a good choice for drivers who typically drive alone and drive the same vehicle during peak drive times. Motorists with a sticker tag are charged a fee every time they use MnPASS lanes during peak drive times—even when there is more than one person in the vehicle.

(:17)

VO: The removable, switchable tag has a one-time \$15 purchase fee and it can be transferred to other vehicles.

(:06)

During peak drive times, the switchable tag can be switched to HOV2+ FREE mode when 2 or more people are in the vehicle. When only the motorist is in the vehicle it must be switched to the MnPASS fee mode.

(:12)

:52 Segment

VO: Mnpass fees are based on congestion levels in the MnPASS lane. Fees increase as traffic in the MnPASS lane increases.

Fees range between \$0.25 and \$8.00 to keep traffic moving at 50 to 55 miles per hour in the MnPASS lane.



Stationary digital sign with traffic moving by and hopefully can show slower traffic and digital rate go up and down when lighter faster traffic.



Use angle and elements from intro and image in info graphic inset Merging into lane, digital sign and simulated radar. Start further back and follow car merging and going past a couple signs with callout text pointing out specifics.



ANIMATED person on computer and featuring website. [screen grab of home page with pop up and possible account info.

(:17)

Overhead signs display the current fee drivers pay to use MnPASS lanes during peak drive times. The price drivers see when they enter the lane is the price they pay.

(:10)

And remember, MnPASS lanes are free for everyone during non-peak drive times.

(:05)

VO: Accessing MnPASS Lanes is easy. MnPASS lanes are separated from general purpose lanes by either solid double white lines or dashed, double white lines.

(:09)

Drivers may enter and exit the MnPASS lane only where there are dashed, double white lines. It is illegal to cross the solid double white lines

(:08)

:49 Segment

VO: A MnPASS account is easy to get. To enroll, just go online to mnpass.org and click "open new account"—the rest is easy. View MnPASS activity online or through a monthly statement via email.

:13 Segment



Use footage that features the B On Time license plate
Existing video :03 - :16 [speed up timing to shorten]

VO: Whenever being on time really matters—drivers choose MnPASS...
(:04)

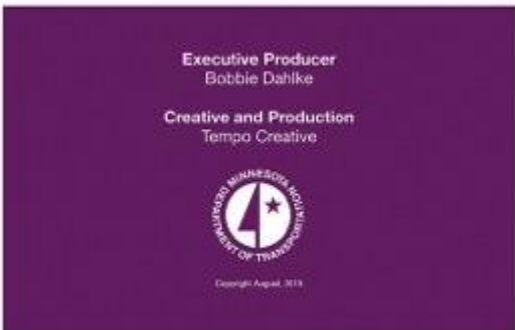
:04 Segment



Similar to previous video

VO: MnPASS is a smart choice for a more reliable commute.

(:03) Segment



Similar to previous video

Credits page—TBD
Copyright

(:03) Segment