



*Policy Advisory Council Equity and Access Subcommittee*

# **I-880 Express Lanes Toll Discount Program Pilot: Public Outreach**

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**BAIFA**  
BAY AREA INFRASTRUCTURE  
FINANCING AUTHORITY



BAY AREA  
EXPRESS LANES



# Applying the MTC Equity Platform's Four Pillars



1. **Define and Measure:** Develop metrics centered on user experience, affordability, and access.



2. **Listen and Learn:** Co-create the Pilot with stakeholders, social service groups, community-based organizations (CBOs), and low-income populations, through all stages of the project.



3. **Focus and Deliver:** Partner with social services and CBOs to market and deliver the Program. Test user experience with target population.



4. **Train and Grow:** Evaluate the Pilot based on customer-focused equity assessment of impact and implementation. Results to inform future policy & programs.



# Equity and Access Subcommittee Engagement

Meeting #1 (6/22/20)	Meeting #2 (10/29/20)	Meeting #3 (4/5/21)	Meeting #4 (7/9/21)	Meeting #5 (10/4/21)	Meeting #6 (today – 4/22/22)
<ul style="list-style-type: none"><li>• Pilot overview</li></ul> 	<ul style="list-style-type: none"><li>• Pilot work planning</li><li>• Corridor selection</li></ul> 	<ul style="list-style-type: none"><li>• Equity statement &amp; goals</li><li>• Stakeholder and customer engagement plan</li></ul> 	<ul style="list-style-type: none"><li>• Draft concept</li><li>• Customer research update</li><li>• Evaluation plan</li></ul> 	<ul style="list-style-type: none"><li>• Customer research results</li><li>• Final concept</li></ul> 	<ul style="list-style-type: none"><li>• Public outreach plan</li></ul>

# Eligible drivers would pay less in the I-880 Express Lanes



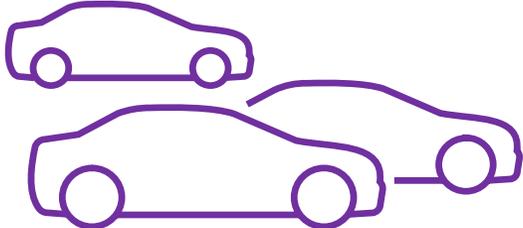
**GET APPROVED FOR  
TOLL DISCOUNT**



**ACTIVATE DISCOUNT  
IN BAY AREA  
FASTRAK® ACCOUNT**



**KEEP A POSITIVE  
BALANCE IN BAY AREA  
FASTRAK® ACCOUNT**



**DRIVE WITH  
FASTRAK FLEX® TOLL TAG  
(DISCOUNT IS AUTOMATIC!)**

# Simple enrollment process



# Proposed Toll Discount Program

- Must be verified as eligible (same as Clipper START):
  - Proof of identity
  - Proof of household income at or below 200% Federal poverty level
  - Bay Area mailing address
- Must have FasTrak<sup>®</sup> account
- 50% or more off tolls in the I-880 Express Lanes

I-880 Express Lanes	SOV	HOV2	CAV	HOV3+
Standard Toll Rates	Full toll	50% off	50% off	No toll
Income Qualified Toll Rates	50% off	75% off*	75% off*	No toll

*\*50% off the standard toll rate of 50% off for HOV2 or Clean Air Vehicle (CAV) equals 75% off the full toll*

# Public Outreach Plan: Outreach Objectives

1. Raise awareness of the discounted tolls in the I-880 Express Lanes for households earning less than the established income thresholds
2. Increase the number of households signed up for the discount program

# Public Outreach Plan: Reaching the Target Audiences

## Audiences

### PRIMARY

- Drivers who travel in the I-880 corridor  
AND
- Household income falls below 200% FPL

## Success Metric

- Number of applications for discount program
- Traffic to informational sites and campaign landing pages
- Applications compared to campaign activity by ZIP code

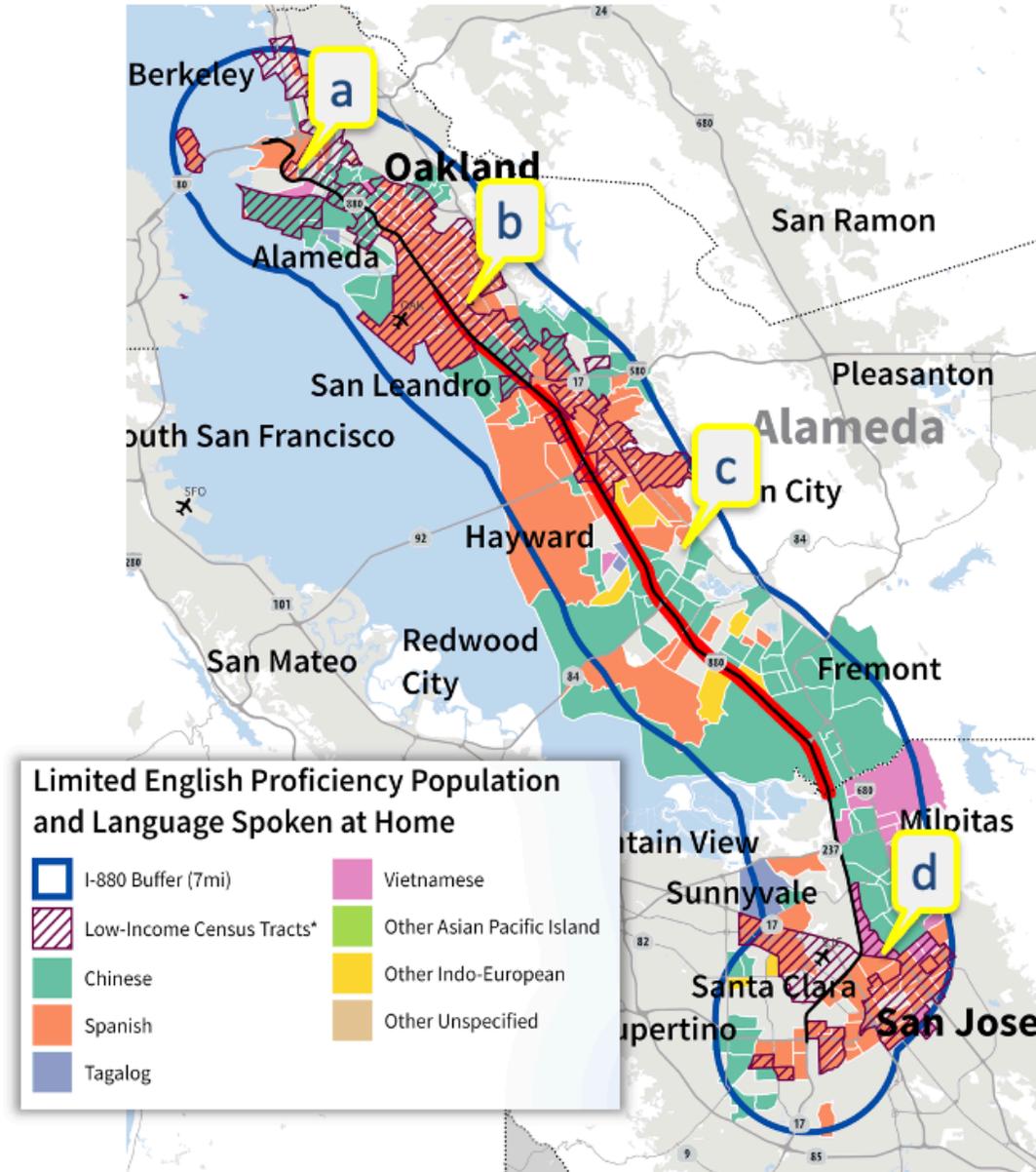
### SECONDARY

- Organizations that work with the primary audience
- Businesses that employ the primary audience

- Number of partners engaged
- Information downloaded
- Materials ordered
- Distribution/reach for emails and e-newsletters

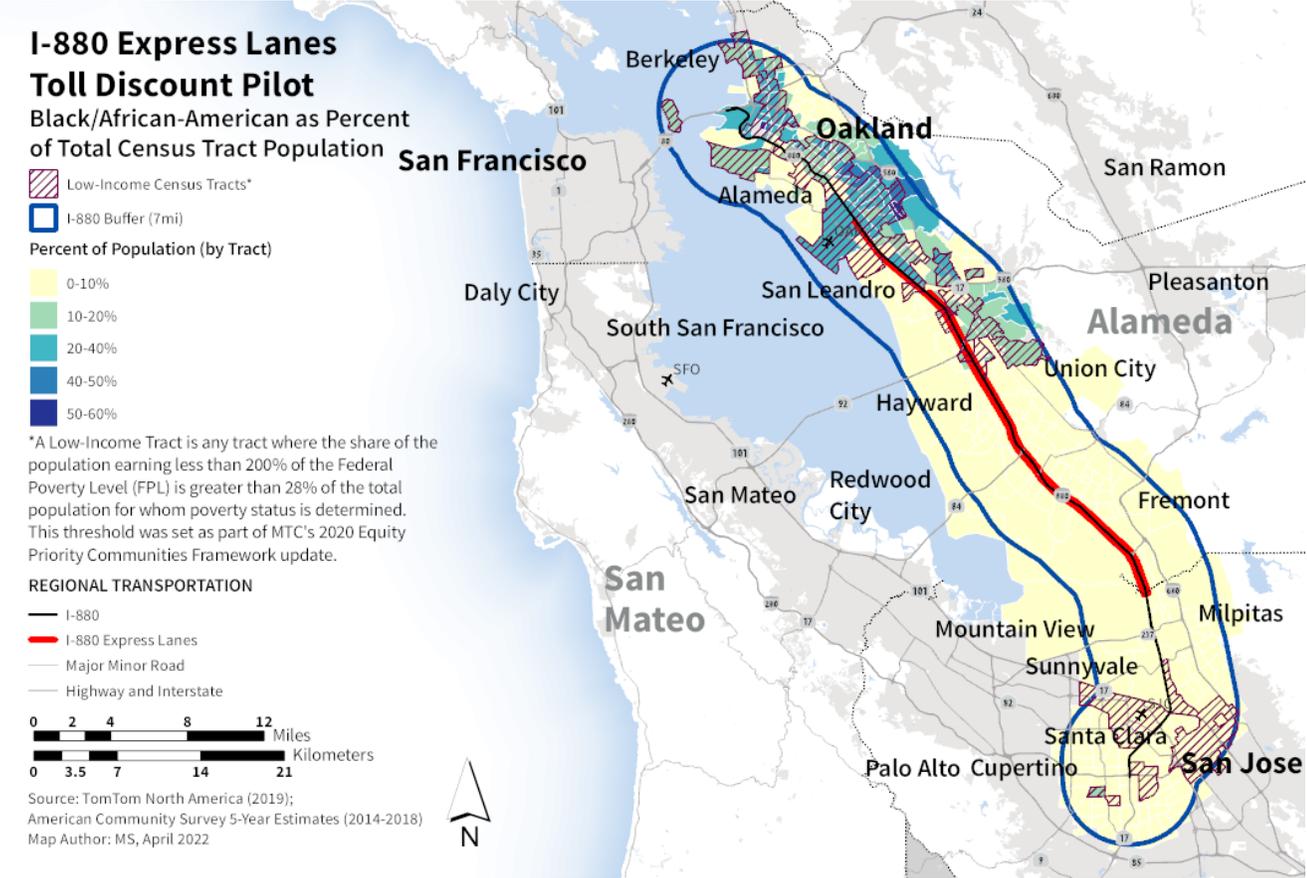
# Public Outreach Plan: Prioritized Outreach

- Focus on concentrated low-income areas
- Deploy in-language campaign resources throughout the corridor
- Concentrate geo-targeted media spend near walk-in hub locations (refer to a-d in graphics)

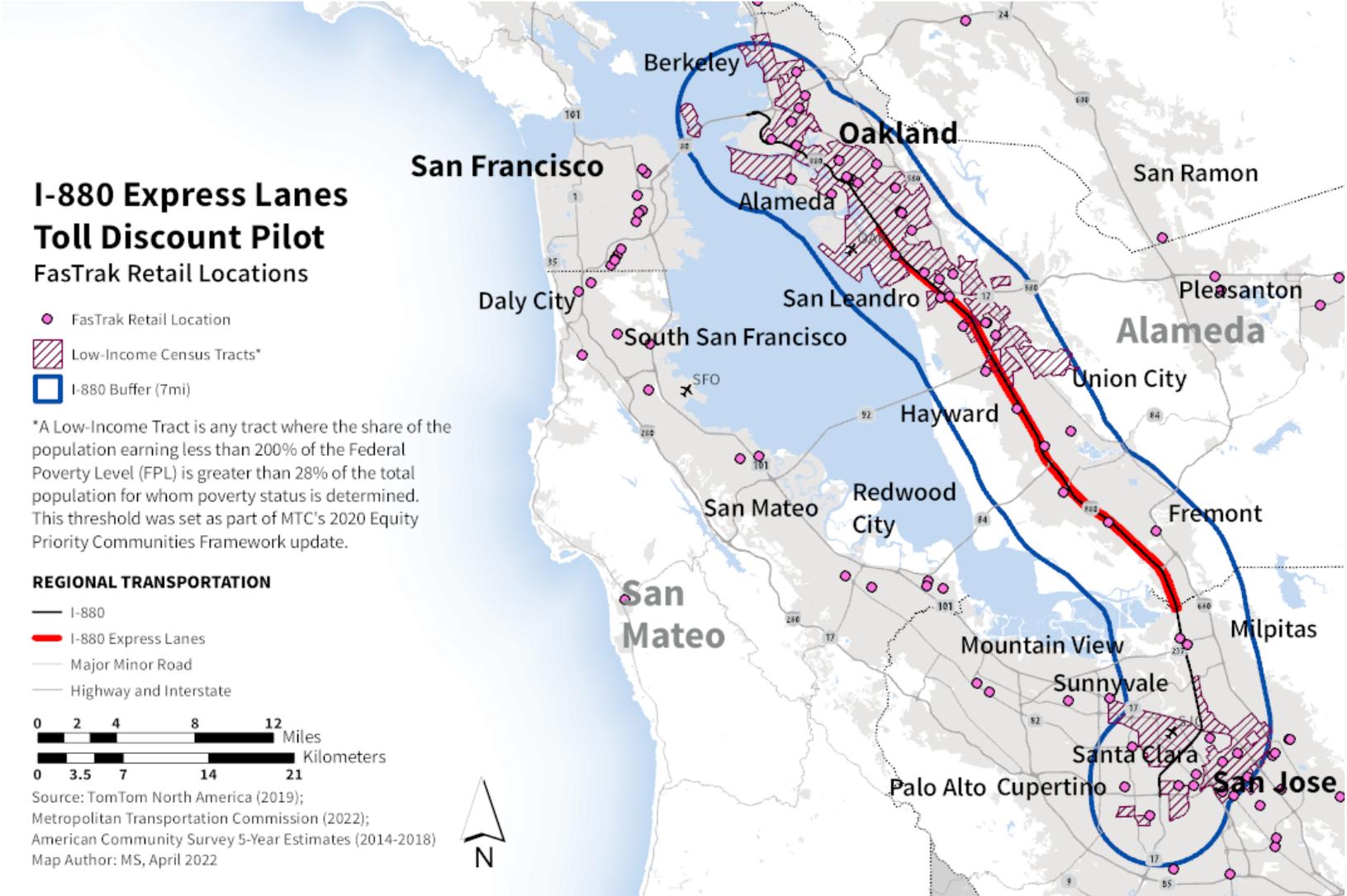


# Public Outreach Plan: Prioritized Outreach

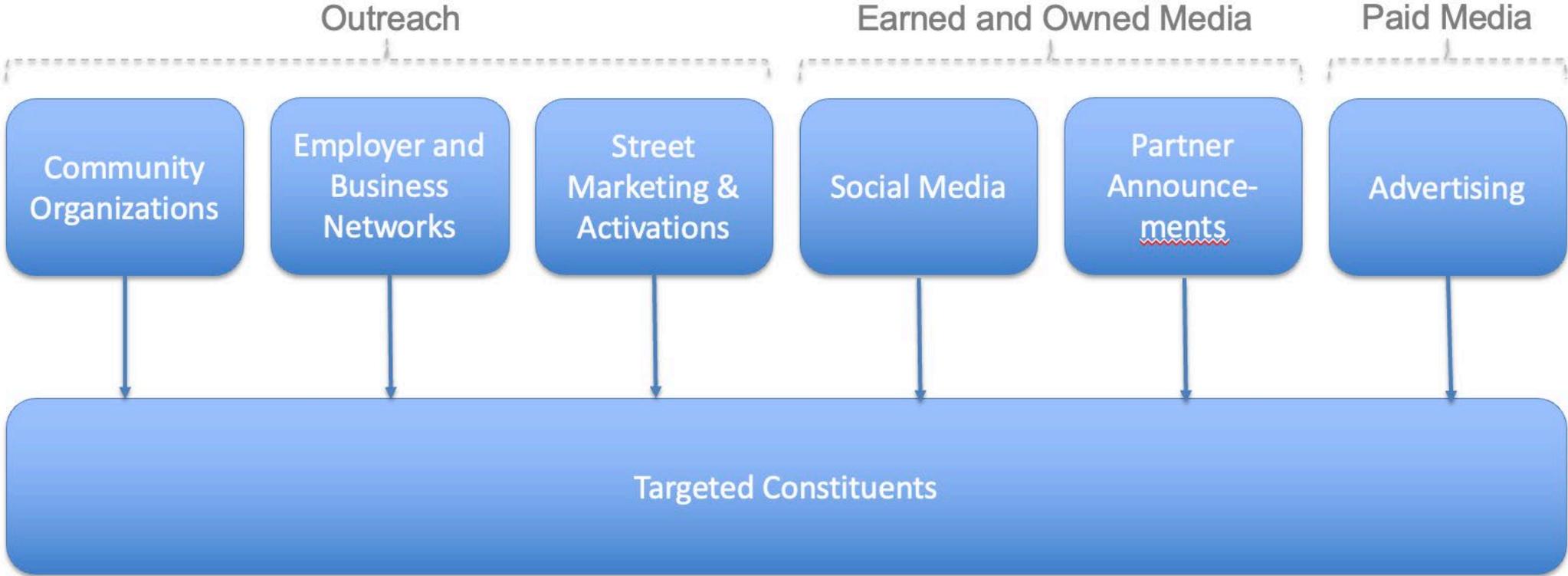
- Focus on culturally specific efforts
- Specific efforts to reach Black/African-American community in East Oakland



# Public Outreach Plan: FasTrak Retail Locations



# Public Outreach Plan: Campaign Strategy Overview



# Public Outreach: General Timing

	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023
Planning & Network Outreach	Dark Purple	Light Gray	Light Gray	Light Gray	Light Gray	Light Gray	Light Gray
Messaging & Creative Development	Blue	Light Gray	Light Gray	Light Gray	Light Gray	Light Gray	Light Gray
Collateral Production & Training	Light Gray	Dark Purple	Dark Purple	Light Gray	Light Gray	Light Gray	Light Gray
Community Outreach	Light Gray	Blue	Blue	Blue	Blue	Blue	Blue
Paid Media	Light Gray	Light Gray	Dark Purple	Dark Purple	Light Gray	Light Gray	Light Gray
Assessment & Recommendations	Light Gray	Light Gray	Light Gray	Light Gray	Light Gray	Light Gray	Blue

Anticipated  
Pilot  
Launch  
Fall 2022

# Next Steps

- Staff to continue systems development work for readiness
- BAIFA to consider approving pilot by resolution after adoption of toll ordinance amendment, targeted for June 2022
- If approved, staff to launch pilot in fall 2022

Work Area	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023
Toll Ordinance	Dark Blue	Dark Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue
Technical Systems	Purple	Purple	Purple	Light Blue				
Data & Evaluation	Light Blue	Light Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue
Operations	Light Blue	Light Blue	Light Blue	Purple	Purple	Purple	Purple	Purple
Customer Outreach	Dark Blue							

Anticipated  
Pilot Launch

# Discussion

- What do you think of the success metrics for public outreach?
- Does prioritizing outreach to targeted audiences make sense?
- Does the campaign strategy make sense?
- Is there anything missing from the public outreach plan?
- Do you support the public outreach plan?

# Contact Information

If you have questions, feel free to contact us at:

- Pierce Gould – [pgould@bayareametro.gov](mailto:pgould@bayareametro.gov)
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