

**Bay Area Infrastructure Financing Authority  
(BAIFA)**

October 26, 2022

Agenda Item 4a - 22 - 1399

**Express Lanes START<sup>SM</sup> Update**

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**Subject:**

An update on the development of preliminary targets to measure results of the Express Lanes START toll discount pilot on the I-880 Express Lanes.

**Background:**

Nationally, the Express Lanes START toll discount pilot on the I-880 Express Lanes is a first-of-its-kind effort to address affordability of express lane tolls for Bay Area residents earning a low income. The pilot responds to policymaker, advocate, and public comments received about express lanes during the project performance evaluation phase of Plan Bay Area 2050, at Commission and Policy Advisory Council Equity & Access Subcommittee meetings, and at public hearings in 2019, 2020 and 2022 when amending BAIFA's toll ordinance.

BAIFA approved the 18-month Express Lanes START pilot at its June 22, 2022 meeting at a total cost of up to \$3.6 million for capital development and start-up operations and maintenance, not including staff costs. Qualified pilot participants will receive 50% or more off tolled trips in the I-880 Express Lanes, depending on vehicle occupancy. A comprehensive evaluation will be performed on the first 12 months of operations.

Staff plans to launch the pilot in early 2023 after systems testing. The application management system contractor continues to build a website in Salesforce through which customer applications will be accepted and approved. The FasTrak<sup>®</sup> customer service center contractor has begun work on back-office system changes to enable a discount plan for pilot customers. Staff is executing task orders with the eligibility verifier to perform verification and customer support services related to the application process. The marketing contractor is preparing outreach materials, initiating outreach plans in partnership with four community-based organizations, and planning media buys for when the pilot launches.

**Issues:**

When staff presented its pilot evaluation plan at BAIFA's April 27, 2022 meeting, Commissioners requested that staff set targets to provide a measure of success. Staff have prepared preliminary targets for each of the pilot's seven outcomes. The targets are rooted in the

estimates of pilot enrollment that were used to inform program costs and potential impacts as well as in existing express lanes and other data, as available. As no other express lanes operator has operated a discount toll program, comparative targets were not available. The targets allow us to see if program adjustments are needed to improve access and mobility for low-income drivers. Staff considers these targets preliminary, because we may want to course-correct as we learn from the pilot. Staff will present these preliminary targets for the Express Lanes START pilot at BAIFA's October 26 meeting for feedback.

**Fiscal Impact:**

No additional impact.

**Recommendation:**

This item is for information only.

**Attachments:**

- Attachment A: Express Lanes START – Preliminary Evaluation Targets



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