

TOLL PAYMENT INFORMATION CAMPAIGN

December 14, 2022



CAMPAIGN GOALS



Collect overdue tolls and penalties

- METRICS
- Website visits
 - Calls to FasTrak Customer Service Centers
 - Payments received



Generate awareness about the risk of vehicle registration hold

Website visits



Educate about financial assistance programs available for unpaid tolls/penalties

- Website visits
- Calls to FasTrak Customer Service Center



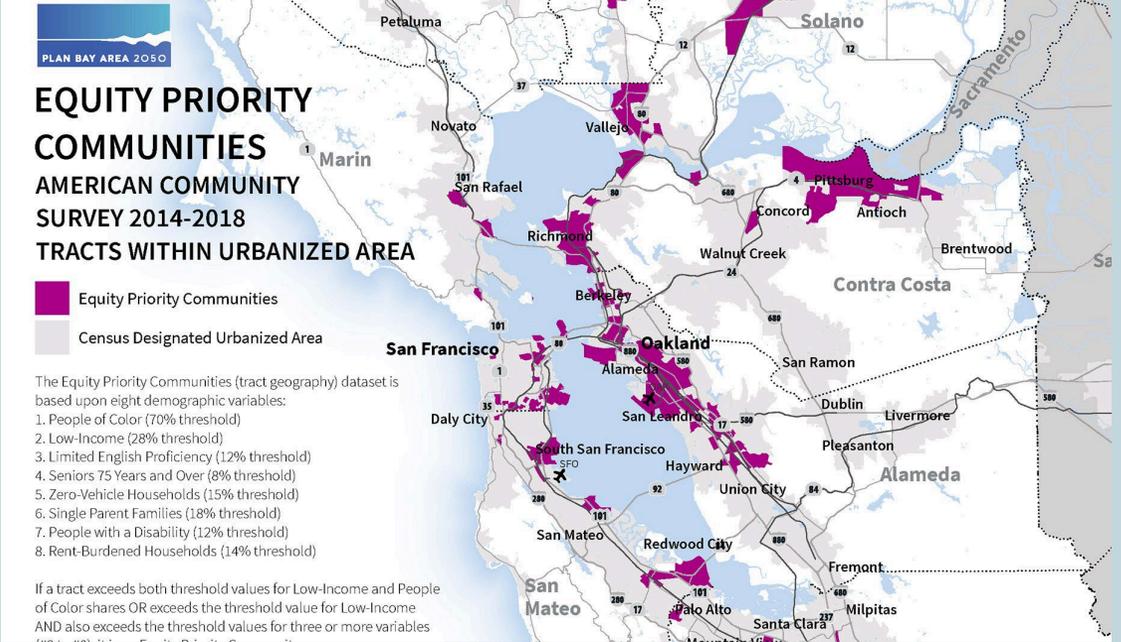
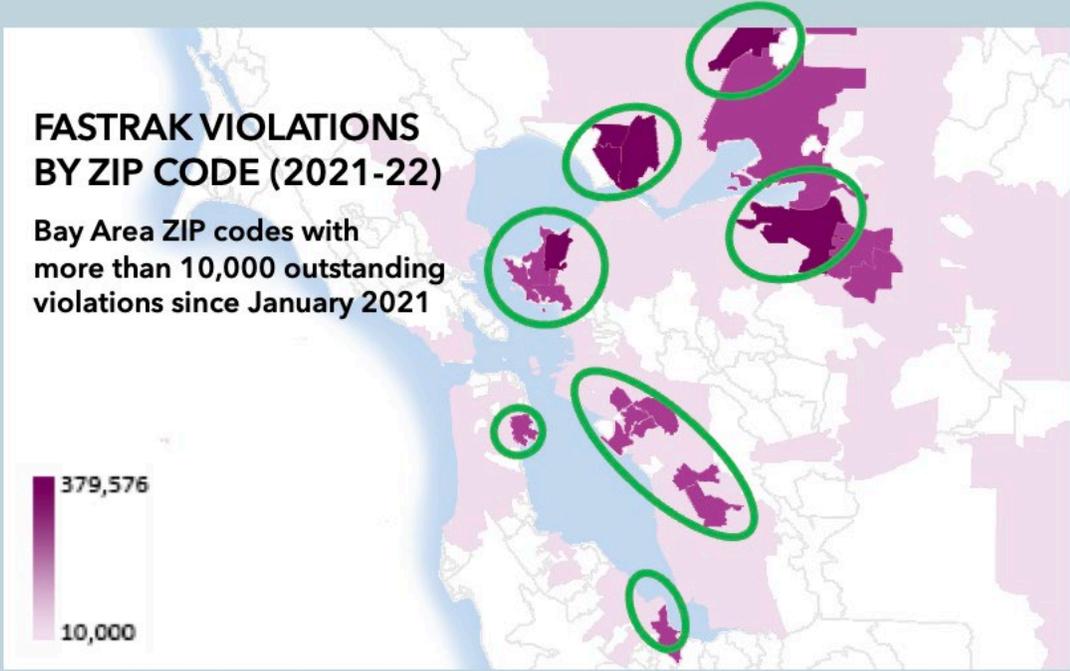
Drive qualified applications for the low-income payment plan

Application submissions

KEY INSIGHT: VIOLATIONS BY ZIP CODE

Highest incidence of toll violations (by ZIP) in Solano County/I-80 corridor, Hwy 4 corridor and I-880 corridor

Many areas with high toll violation counts are congruent with Equity Priority Communities (33% of violations sent to addresses in EPCs)



MESSAGING

Vehicle owners with overdue, unpaid tolls and penalties need to pay now. Payment assistance may be available.

Take immediate action to avoid withholding of your vehicle registration by the DMV or being sent to collections.

Eligible, low-income drivers can apply for a payment plan.

DESIRED ACTIONS

Pay outstanding
tolls and penalty
fees.

Visit website to
learn about
payment
assistance options

Call FasTrak
Customer Service
Center for help
with payment
assistance

Apply for the low-
income payment
plan, if eligible

- Low-income payment plan

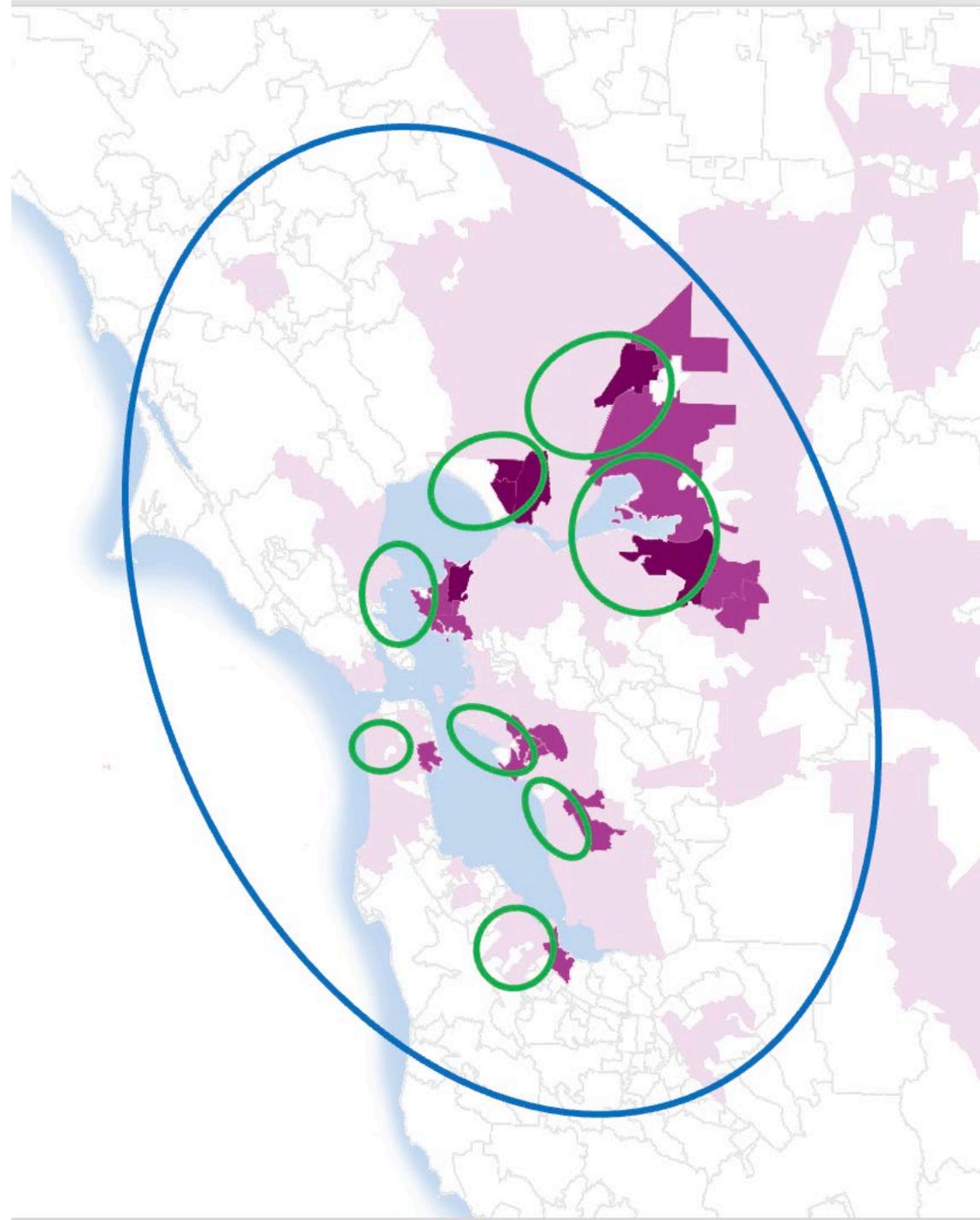
STRATEGY

1

Generate awareness region-wide with a robust media campaign that emphasizes need to take action.

2

Ensure targeted support and multicultural messaging in Equity Priority Communities and limited English proficiency audiences.



JULY – NOVEMBER : Payment Plan Available

1 Regional Awareness

Outdoor (Billboards)

Multicultural billboard ads placed near state-owned toll bridges

Digital billboards with multiple languages in rotation

Broadcast TV and Radio

Regional radio ads

Sponsored traffic radio & DJ reads

Regional broadcast television ads

Web and Mobile Ads, Online Video

Display banners

Internet radio

Streaming TV & web video

YouTube ads

Social and Earned Media

Press events and outreach

Social posts via MTC accounts

Paid social media ads, influencer posts

Sports and Events

Sponsorships

Jumbotron placements

Fairgrounds events (e.g. Alameda & Contra Costa County Fairs & events)

JULY – NOVEMBER : Payment Plan Available

2 Localized and Multicultural Support

Local Print

Non-English print
(e.g. Sing Tao,
Vietnam Daily
News, La
Opinión, etc.)

Local print
(e.g. Oakland
Post, Vallejo Sun)

Bulk Postal Mail

Multilingual
mailer delivered
to selected
carrier routes in
Equity Priority
neighborhoods

Neighborhood Outreach

Libraries

Flea markets and
swap meets

Grocery cart ads

Asian and
Hispanic markets

Agency Collaboration

DMV

WIC, CalFresh &
SNAP

BenefitsCal, HUD

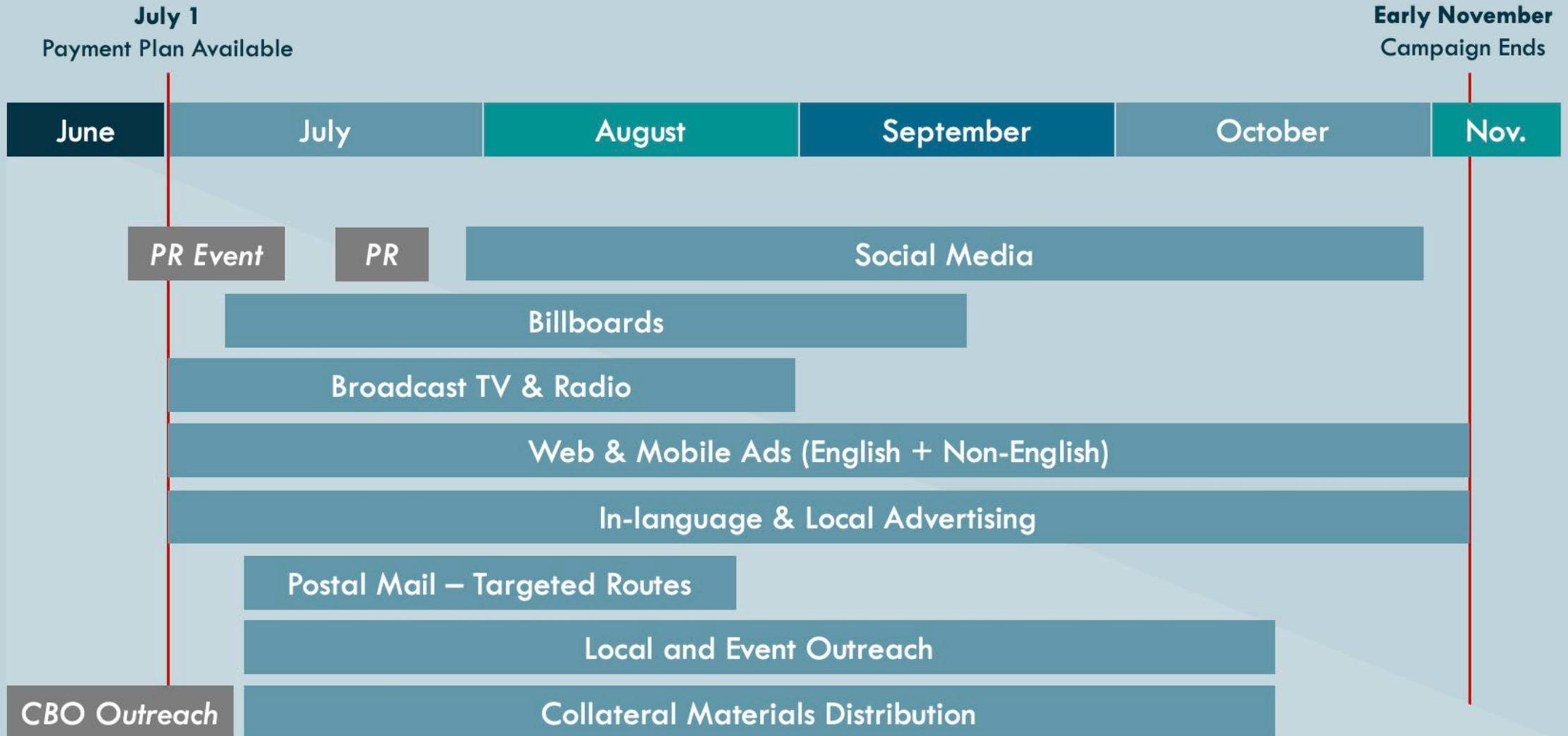
City/town e-
newsletters

CBO Outreach

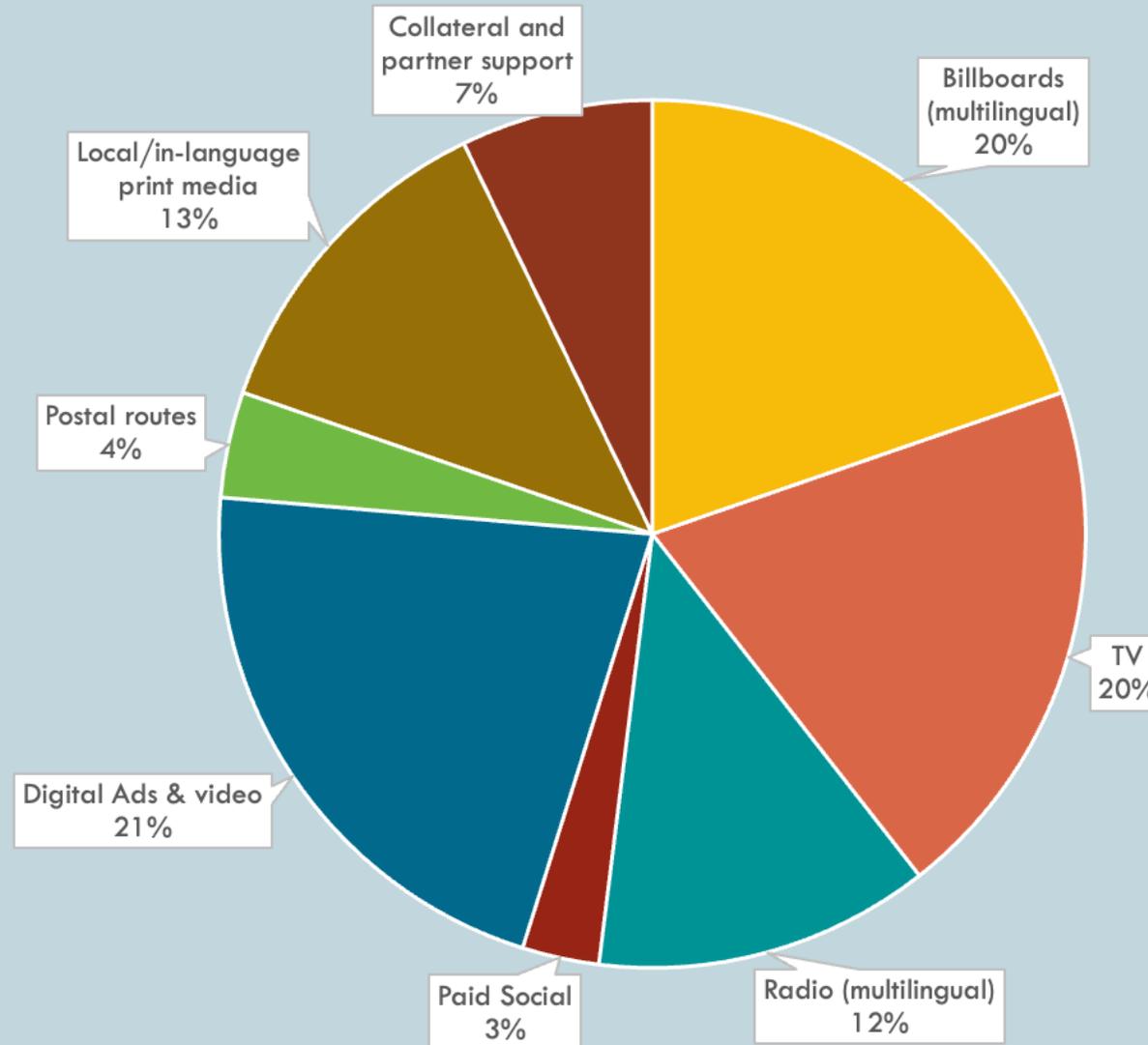
Churches

Community
centers

CAMPAIGN AND MEDIA TIMING



ESTIMATED ALLOCATION OF \$1.4M BUDGET





Bay Area Toll Authority

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