

**Metropolitan Transportation Commission
Policy Advisory Council Equity and Access Subcommittee**

April 22, 2022

Agenda Item 4

Interstate-880 Express Lanes Toll Discount Program Pilot

Subject:

Update on the status of the pilot with a focus on the proposed public outreach plan.

Background:

Nationally, the I-880 Express Lanes Toll Discount Program pilot would be a first-of-its-kind express lanes toll discount for 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 and 2020 to amend Bay Area Infrastructure Financing Authority's (BAIFA) toll ordinance for I-880 and the I-680 Express Lanes extension. The pilot would leverage the systems, services, policies and lessons from Clipper START[®], MTC's means-based transit fare discount program.

MTC staff has engaged the Subcommittee for feedback on many pilot topics:

- Project planning including corridor selection in [June](#) and [October 2020](#)
- Stakeholder and customer engagement plans as well as the equity statement in [April 2021](#)
- Pilot concept, customer research plan, and evaluation plan in [July 2021](#)
- Customer research results and final pilot concept in [October 2021](#)

Staff has continued pilot work, including addressing Subcommittee feedback about the need to engage the Black community more, and will share its proposed public outreach plan at the April Subcommittee meeting.

Proposed Public Outreach Plan

The objectives of the public outreach plan are to raise awareness of the Toll Discount Pilot and increase the number of households signed up for the pilot. The primary audience for the outreach is people who travel in the I-880 corridor and earn less than 200% of the federal poverty level. This threshold is consistent with Clipper START.

The outreach will focus on areas with a higher than average share of low-income households in the I-880 corridor, including where there is overlap with the Black community, and will employ in-language resources throughout the outreach materials. The focus will be on direct outreach, in partnership with community-based organizations (CBOs) and employers but also at community events such as flea markets and swap meets. MTC is contracting with four CBOs to support outreach, including one with strong relationships with the East Bay's Black communities. Outreach staff will build on the relationships Clipper START has formed with Alameda County Social Services to reach its clients.

Direct outreach will be supplemented by owned and earned media in the form of both FasTrak and MTC social media channels and websites and the support of pilot partners (such as those on the pilot Advisory Group). Paid advertising will include multilingual print ads and multicultural radio spots and potentially direct mail as well as billboards, which will raise awareness for people who drive on I-880 but do not live or work in the corridor.

Next Steps

At the April 22 meeting, staff will seek feedback on the proposed public outreach plan. Staff will provide a verbal update on key feedback with BAIFA on April 27, 2022 when the public outreach and evaluation plans will be presented. Subject to BAIFA approval to proceed with the pilot after amending its toll ordinance in June, staff aims to launch the pilot in fall 2022.

Issues:

None identified.

Recommendations:

Information.

Attachments:

- Attachment A: Presentation