

**Bay Area Infrastructure Financing Authority
Network and Operations Committee**

November 14, 2025

Agenda Item 5a

Interstate 80 (I-80) Express Lanes Opening Public Communications

Subject:

The plan to prepare the public for the opening of the I-80 Express Lanes in Solano County.

Background:

The I-80 Express Lanes are expected to open in December 2025 following completion of system testing. These will be the first express lanes in Solano County and the first lanes in the Bay Area to pilot weekend operations and operate seven days a week (from 5 a.m. to 8 p.m.). BAIFA will also expand its Express Lanes START pilot program to the I-80 express lanes, allowing income-qualified drivers from the Bay Area to use the express lanes on I-80 and I-880 at half-toll.

To use the express lanes, drivers must have a FasTrak account. Consistent with the I-880, US-101 and SR-237 express lanes, carpools with 3 or more people and motorcycles travel toll free with FasTrak Flex. Carpools with 2 people travel at half-toll with FasTrak Flex. The 511 website (511.org) provides additional information about express lanes.

Public Communications Plan:

Solano Transportation Authority board members, BAIFA Commissioners, Caltrans and other stakeholders provided input to help BAIFA understand the types of potential customers that should be informed about the opening of the I-80 express lanes. Based on these customer profiles, BAIFA and Bay Area Toll Authority developed messages and identified channels to communicate how drivers can prepare to use the I-80 express lanes. Communication through on-corridor static signs and outreach at community events began in summer 2025. Additional communications began 37 to 40 days prior to the start of express lane operations, including on-corridor messaging on the Variable Toll Messaging Signs, and social media posts and advertising. Print and radio ads will start about 30 prior to opening. Messaging on most of these channels will continue for 60 days after the launch of the express lanes. Marketing to encourage enrollment in Express Lanes START will continue for the life of the pilot, which this Committee approved to extend to March 31, 2029.

Organic social media posts on 511's Facebook and Instagram and paid social media advertising are two of the communication channels. The social media content will be provided in a digital tool kit to stakeholders and partner agencies to leverage BAIFA's messages about how to use the I-80 express lanes, express lane benefits, express lane rules, and about the income-qualified Express Lanes START pilot.

Communications, as appropriate, will be provided in English, Spanish, Chinese, and Tagalog.

Next Steps:

Marketing materials will be deployed before, during, and after the opening of the I-80 Express Lanes.

Issues:

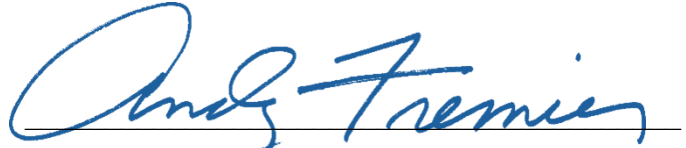
None identified.

Recommendations:

Information

Attachments:

- Attachment A: Presentation



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