# METROPOLITAN TRANSPORTATION COMMISSION Meeting Transcript



| 1  | BAY AREA TOLL AUTHORITY OVERSIGHT COMMITTEE                    |
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| 2  | WEDNESDAY, FEBRUARY 12TH, 2025, 9:35 AM                        |
| 3  |  |
| 4  |  |
| 5  | V. CHAIR, MARGARET ABE-KOGA: THANK YOU VERY MUCH. GOOD         |
| 6  | MORNING, EVERYONE. THIS IS MARGARET ABE-KOGA, VICE CHAIR OF    |
| 7  | BATA. I AM SORRY I CAN'T BE THERE IN-PERSON THIS MORNING BUT I |
| 8  | WOULD LIKE TO GO AHEAD AND CALL THIS MEETING TO ORDER AT 9:41  |
| 9  | A.M. THIS MEETING IS BEING WEBCAST ON THE MTC WEBSITE.         |
| 10 | COMMISSIONERS AND MEMBERS PARTICIPATING BY ZOOM WISHING TO     |
| 11 | SPEAK, SHOULD USE THE RAISED HAND FEATURE OR DIAL STAR NINE    |
| 12 | AND YOU WILL BE CALLED TO SPEAK. TELECONFERENCE ATTENDEES WILL |
| 13 | BE CALLED UPON BY THE LAST FOUR DIGITS OF THE PHONE NUMBER. IN |
| 14 | ITEM ONE IS ROLL CALL CONFIRMING QUORUM WILL THE CLERK PLEASE  |
| 15 | CALL ROLL AND CONFIRM QUORUM                                   |
| 16 |  |
| 17 | CLERK OF THE BOARD: THANK YOU. VICE CHAIR ABE-KOGA?            |
| 18 |  |
| 19 | V. CHAIR, MARGARET ABE-KOGA: HERE.                             |
| 20 |  |
| 21 | CLERK OF THE BOARD: COMMISSIONER NON-VOTING EL-TAWANSY IS      |
| 22 | ABSENT. FLEMING?   |
| 23 |  |
| 24 | VICTORIA FLEMING: HERE.  |
| 25 |  |



CLERK OF THE BOARD: MILEY? 1 2 3 NATHAN MILEY: HERE. 4 5 CLERK OF THE BOARD: PAPAN? 6 7 GINA PAPAN: HERE. 8 CLERK OF THE BOARD: NON-VOTING SCHAFF IS ABSENT. WE DO HAVE A 9 10 QUORUM. 11 V. CHAIR, MARGARET ABE-KOGA: THANK YOU. IF YOU COULD PLEASE 12 JOIN ME IN THE PLEDGE, FOR THOSE WHO CAN STAND, PLEASE DO. . [ 13 PLEDGE OF ALLEGIANCE ] "I PLEDGE ALLEGIANCE TO THE FLAG OF THE 14 UNITED STATES OF AMERICA, AND TO THE REPUBLIC FOR WHICH IT 15 16 STANDS, ONE NATION UNDER GOD, INDIVISIBLE, WITH LIBERTY AND JUSTICE FOR ALL." AGENDA ITEM THREE IS THE COMPENSATION 17 ANNOUNCEMENT. WILL THE CLERK PLEASE READ THE ANNOUNCEMENT? 18 19 CLERK OF THE BOARD: CERTAINLY. AS AUTHORIZED BY STATE LAW, I 20 21 AM MAKING THE FOLLOWING ANNOUNCEMENT. EACH MEMBER OF THE BOARD HERE TODAY WILL BE ENTITLED TO RECEIVE \$100 PER MEETING 22 ATTENDED UP TO A MAXIMUM OF \$500 PER MONTH PER AGENCY. THIS 23 AMOUNT IS A PROVIDED AS A RESULT OF CONVENING A MEETING FOR 24 WHICH EACH MEMBER IS ENTITLED TO COLLECT SUCH AMOUNT. 25



| 1  |  |
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| 2  | V. CHAIR, MARGARET ABE-KOGA: THANK YOU. WE'LL GO ON TO AGENDA  |
| 3  | ITEM NUMBER FOUR, THE CONSENT CALENDAR, WHICH INCLUDES ITEM 4A |
| 4  | THROUGH 4C. IS THERE ANY COMMISSIONER THAT WOULD LIKE TO PULL  |
| 5  | AN ITEM FROM THE CONSENT CALENDAR? I WOULD ASK CARSIE TO       |
| 6  | IDENTIFY ANYONE?   |
| 7  |  |
| 8  | CLERK OF THE BOARD: I SEE NO COMMISSIONER WITH THEIR HAND UP.  |
| 9  |  |
| 10 | V. CHAIR, MARGARET ABE-KOGA: IS THERE ANY PUBLIC COMMENT ON    |
| 11 | CONSENT.   |
| 12 |  |
| 13 | CLERK OF THE BOARD: THERE IS NO MEMBER IN THE ZOOM SPACE OR    |
| 14 | BOARDROOM WHO WOULD LIKE TO PROVIDE PUBLIC COMMENT AND NO      |
| 15 | WRITTEN CORRESPOND RECEIVED.                                   |
| 16 |  |
| 17 | V. CHAIR, MARGARET ABE-KOGA: GREAT I'LL CLOSE PUBLIC COMMENT   |
| 18 | MAY I GET A MOTION AND SECOND TO APPROVE THE CONSENT CALENDAR? |
| 19 |  |
| 20 | GINA PAPAN: PAPAN MOVE APPROVAL.                               |
| 21 |  |
| 22 | NATHAN MILEY: SECOND.  |
| 23 |  |
| 24 | V. CHAIR, MARGARET ABE-KOGA: THANK YOU. WILL THE CLERK CALL    |

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THE ROLL, PLEASE?



| 1  |  |
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| 2  | CLERK OF THE BOARD: VICE CHAIR ABE-KOGA?                       |
| 3  |  |
| 4  | V. CHAIR, MARGARET ABE-KOGA: AYE.                              |
| 5  |  |
| 6  | CLERK OF THE BOARD: COMMISSIONER FLEMING?                      |
| 7  |  |
| 8  | VICTORIA FLEMING: AYE.   |
| 9  |  |
| 10 | CLERK OF THE BOARD: MILEY?                                     |
| 11 |  |
| 12 | NATHAN MILEY: YES.   |
| 13 |  |
| 14 | CLERK OF THE BOARD: PAPAN?                                     |
| 15 |  |
| 16 | GINA PAPAN: YES.   |
| 17 |  |
| 18 | CLERK OF THE BOARD: MOTION PASSES UNANIMOUSLY BY ALL MEMBERS   |
| 19 | PRESENT.   |
| 20 |  |
| 21 | V. CHAIR, MARGARET ABE-KOGA: ALL RIGHT. THANK YOU. WE'LL GO ON |
| 22 | TO AGENDA 5A THIS IS AN INFORMATION ITEM ON ACCESS TO FASTRAK  |
| 23 | TOLL TAGS AND WE HAVE A PRESENTATION ON THE STRATEGIES BEING   |
| 24 | ASSESSED AND ARE IMPLEMENTED TO INCREASE ADOPTION OF FASTRAK   |



TO MAKE IT EASIER FOR PEOPLE TO TAKE MANAGE THEIR TOLLS. WE 1 HAVE LISA HALE. THANK YOU. 2 3 LYSA HALE: I THINK DEREK IS ACTUALLY GOING TO INTRODUCE THE 4 5 ITEM. 6 7 V. CHAIR, MARGARET ABE-KOGA: OKAY. GREAT. 8 DEREK HANSEL: I'LL JUST SAY A COUPLE OF WORD, DURING THE WHOLE 9 ADOPTION PROCESS THE CONSIDERATION PROCESS FOR THE RECENT TOLL 10 INCREASE, WE TALKED A LOT ABOUT THE IMPORTANCE OF GETTING OUR 11 CUSTOMERS INTO THE FASTRAK PROGRAM. THERE WERE A LOT OF 12 QUESTIONS FROM THE BOARD MEMBERS ABOUT HOW DO WE DO THAT, HOW 13 DO WE MAKE FASTRAK MORE ACCESSIBLE. SO OUR TEAM HAS BEEN 14 WORKING VERY HARD. THIS IS TOWARD THE BEGINNING, CERTAINLY NOT 15 16 TOWARD THE END. WE HAVE GOT A LOT OF WORK DO OVER THE NEXT TWO YEARS BEFORE THE TOLL DIFFERENTIAL COMES INTO PLACE ON JANUARY 17 1ST OF '27 FOR INVOICE CUSTOMERS. BUT WE DIDN'T TO GIVE YOU A 18 PRETTY SIGNIFICANT UPDATE AS TO THE TYPES OF STRATEGIES WE'RE 19 LOOKING AT, THE VARIOUS DELIVERABLE DATES THAT WE'RE TARGETING 20 21 RIGHT NOW, WHAT WE'RE CONSIDERING, WHAT WE MIGHT NOT CONSIDER,

23

22

- 24 LYSA HALE: OKAY. GOOD MORNING COMMISSIONERS. I'M LYSA HALE
- 25 WITH BATA STAFF. I'M HERE TO TALK TO YOU TODAY ABOUT

AND WITH THAT TURN IT OVER TO LYSA.



- 1 STRATEGIES TO MOVE CUSTOMERS TO FASTRAK. I MIGHT REPEAT A
- 2 LITTLE BIT OF WHAT DEREK SAID. NEXT SLIDE. NEXT SLIDE. WE WANT
- 3 TO MAKE FASTRAK EASIER FOR PEOPLE TO GET AND USE. TO THAT END
- 4 EXPLORING VARIETY OF INITIATIVES THAT WE BELIEVE COULD THESE
- 5 ACCESS TO TOLL TAGS AS WELL AS INCREASE USAGE BY BAY AREA
- 6 DRIVERS. NEXT SLIDE. WHY IS IT IMPORTANT TO INCREASE ACCESS TO
- 7 FASTRAK? SEVERAL REASONS. AS DEREK JUST SAID, FIRST AND
- 8 FOREMOST IS THE TOLL DIFFERENTIAL GOING INTO EFFECT JANUARY 1,
- 9 2027. WITH THE TOLL DIFFERENTIAL INVOICE CUSTOMERS WILL HAVE
- 10 TO PAY \$1 MORE THAN THEY WOULD HAVE TO PAY BY FASTRAK THIS SET
- 11 OF INITIATIVES WE'RE EXPLORING IS OUR EFFORT TO PREPARE
- 12 CUSTOMERS WE WANT AS FEW PEOPLE AS POSSIBLE TO HAVE TO PAY
- 13 THAT EXTRA DOLLAR. THERE ARE OTHER BENEFITS TO GETTING PEOPLE
- 14 INTO FASTRAK YOU HAVE ACCESS TO EXPRESS LANES AND CARPOOL
- 15 DISCOUNT PLUS MORE PEOPLE IN FASTRAK SAVES BATA MONEY. NEXT
- 16 SLIDE. LET'S LOOK AT WHERE WE WERE AND WHERE WE ARE TODAY.
- 17 PRIOR TO OUR MOVE TO ALL ELECTRONIC TOLLING, DRIVERS COULD PAY
- 18 WITH CASH AT THE TOLL BOOTH BUT AFTER AET MANY FORMER CASH
- 19 PAYERS HAVE SWITCHED TO PAYING BY INVOICE. TODAY 74% OF OUR
- 20 CUSTOMERS PAY WITH FASTRAK AND 20% RECEIVE INVOICES WHICH
- 21 MEANS THERE IS A LOT OF OPPORTUNITY TO MOVE PEOPLE AWAY FROM
- 22 INVOICES. NEXT SLIDE. WE'RE MAKING A COMMITMENT TO DRIVERS AND
- 23 THE REGION TO HELP DRIVERS PREPARE FOR THE TOLL DIFFERENTIAL
- 24 WE PLAN TO INCREASE ACCESS TO FASTRAK TOLL TAGS AND MAKE IT
- 25 EASIER TO MANAGE A FASTRAK ACCOUNT. NEXT SLIDE. WE HAVE BROKEN



- 1 OUR APPROACH INTO THREE BUCKETS. ONE IS TO RAISE AWARENESS,
- 2 ONE IS TO INCREASE ACCESS TO FASTRAK TOLL TAGS, AND FINALLY
- 3 ONE IS TO IMPROVE THE CUSTOMER SERVICE EXPERIENCE. I'M GOING
- 4 TO WALK THROUGH THE INITIATIVES WE'RE CONSIDERING IN A MOMENT,
- 5 BUT IN EACH CASE, WE HAVE ASSIGNED A PRIORITY, A STATUTES, AND
- 6 A TIME FRAME FOR IMPLEMENTATION. FOR PRIORITY, WE ARE
- 7 ASSIGNING CRITICAL FOR THOSE INITIATIVES WE FEEL COULD BE MOST
- 8 IMPACTFUL, HIGH FOR THOSE NEXT ON THE IMPACT SCALE, MEDIUM AND
- 9 THEN LOW. THESE ARE INITIAL PRIORITY LEVELS. WE WILL BE BETTER
- 10 ABLE TO DEFINE THEM AS WE COMPLETE OUR ASSESSMENTS. THE
- 11 STATUTES INDICATE WHERE IS WE ARE IN THE PROCESS WITH EACH OF
- 12 THE INITIATIVES. MANY ARE STILL IN THE ASSESS PHASE, WHILE
- 13 SOME HAVE PROGRESSED TO IN-PLANNING AND SOME TO EVEN IN-
- 14 PROGRESS. THE FINAL COLUMN SHOWS THE QUARTER IN WHICH WORK
- 15 WILL BE COMPLETED FOR THOSE INITIATIVES DEEMED WORTHY OF
- 16 IMPLEMENTATION. I SHOULD CLARIFY THAT THESE ARE GOALS, AND
- 17 JUST LIKE CONTRACTING COULD PUSH SOME DATES OUT. I'LL SHOW YOU
- 18 THE INITIATIVES ON A TIMELINE IN A FEW SLIDES. NEXT SLIDE. SO,
- 19 FOR INCREASING AWARENESS, WE'RE LOOKING AT PROMOTION IN DMV
- 20 OFFICES. WE HAVE ALREADY AN ASSESSMENT OF THIS WORK AND ARE
- 21 CONSIDERING PROMOTING FASTRAK ON DMV-TV IN TARGETED OFFICES WE
- 22 ARE ALREADY WORKING ON PRODUCING AN INSERT THAT CAN BE
- 23 INCLUDED IN VIOLATION NOTICES TO LET DRIVERS KNOW WE WILL
- 24 WAIVE ANY PENALTY IF THEY PAY THE TOLL WITHIN 15 DAYS OF
- 25 VIOLATION DATE. WE WANT TO MAKE PEOPLE AWARE IT'S EASY TO GET



- 1 A TOLL TAG AT PARTICIPATING STORES SO WE ARE WORKING ON
- 2 MARKETING A PROGRAM WHERE WE WILL PROVIDE DOOR DECALS BANNERS
- 3 AND SIGNAGE FOR STORES TO LET PEOPLE KNOW YOU CAN GET FASTRAK
- 4 HERE. ONE OF THE COMMITTEE'S INTERESTS WAS SEEING MORE ABOUT
- 5 FASTRAK IN THE COMMUNITY SO WE'RE PLANNING ON ADVERTISING A
- 6 CAMPAIGN IN COMMUNITIES THAT HAVE GREATER RELIANCE ON INVOICES
- 7 WE ARE DEVELOPING SIGNAGE FOR OUR CASH PAYMENT LOCATIONS SO
- 8 CURRENT CASH CUSTOMERS KNOW WHERE THEY CAN ADD VALUE TO THEIR
- 9 ACCOUNT AND WE CAN LET CASH INVOICE USERS KNOW WHERE THEY CAN
- 10 PAY. NEXT SLIDE. THIS COMMITTEE HAS ALSO EXPRESSED AN INTEREST
- 11 IN PARTNERING WITH SOCIAL SERVICE AGENCIES. SO WE'RE ASSESSING
- 12 THE FEASIBILITY OF DOING THIS. WE MAY WANT TO TAP INTO YOUR
- 13 CONTACTS ON THIS ONE. WE'RE ALSO CONSIDERING WHAT COULD BE AN
- 14 EXCITING PROGRAM TO TAKE FASTRAK DIRECTLY TO THE COMMUNITY
- 15 WITH A FASTRAK EDUCATION PROGRAM. IT WOULD EDUCATE DRIVERS
- 16 ABOUT WHAT FASTRAK IS, HOW IT WORKS, AND THE BENEFITS OF USING
- 17 IT. WE HAVE FOUND THAT COMMUNITY BASED ORGANIZATIONS CAN BE
- 18 EXTREMELY HELPFUL AT REACHING THEIR CLIENTS. BUT THE CBOS NEED
- 19 TO BE COMPENSATED. WE'RE EXPLORING THE POSSIBILITY OF
- 20 CONTRACTING WITH CBOS. WE'RE ALSO CONSIDERING THE POSSIBILITY
- 21 OF REDESIGNING OUR INVOICING IN VIOLATION TO MAKE THEM PROMOTE
- 22 FASTRAK MORE AND TO ADD A QR CODE THAT WILL TAKE THEM DIRECTLY
- 23 TO THE PAGE ON OUR WEB SITE WHERE THEY CAN SIGN UP FOR
- 24 FASTRAK. ANOTHER INTEREST FROM THIS COMMITTEE WAS TO WORK WITH
- 25 CAR DEALERSHIPS. SO WE'RE CONDUCTING AN ASSESSMENT OF THIS



- 1 STRATEGY. NEXT SLIDE. IN THE AREA OF IMPROVING ACCESS TO TOLL
- 2 TAGS, I'M EXCITED TO TELL YOU THAT WE'RE ALREADY IMPLEMENTING
- 3 ONE INITIATIVE, DISTRIBUTING TOLL TAGS AT OUR OUTREACH EVENTS.
- 4 WE'LL BE HANDING THEM OUT TO INTERESTED DRIVERS BEFORE THE END
- 5 OF THE MOTHER AND WILL CONTINUE TO DO SO WHILE EVALUATING THE
- 6 EFFECTIVENESS. WE'RE ALWAYS LOOKING TO ADD MORE RETAILERS TO
- 7 OUR NETWORK AND WE HAVE ONE CHAIN THAT IS ON THE VERGE OF
- 8 SIGNING A CONTRACT, WHICH IS GREAT NEWS. AS MENTIONED ON THE
- 9 EARLIER SLIDE, WE WILL BE PROMOTING THEIR PARTICIPATION WITH
- 10 SIGNAGE AND OTHER THINGS. OUR ONLINE ORDERING PROCESS COULD
- 11 POTENTIALLY BE IMPROVED, SO WE'RE ASSESSING THIS STRATEGY.
- 12 INCENTIVES COULD BE AN IMPORTANT STRATEGY AND WE'RE LOOKING AT
- 13 WHAT OTHER AGENCIES DO AND WHAT WE MIGHT BE ABLE TO DO THAT IS
- 14 IN ACCORDANCE WITH LEGAL LIMITATIONS. STICKER TAGS ARE
- 15 LITERALLY THAT, A STICKER YOU PLACE ON YOUR CAR IN PLACE OF A
- 16 TOLL TAG. THE THEY'RE CHEAPER TO GET AND EASIER TO DISTRIBUTE,
- 17 SO WE'RE ASSESSING THIS AS A STRATEGY THIS COULD WORK WELL
- 18 WITH OTHER STRATEGIES ON THE LIST. WE ALREADY EXPLORED THE
- 19 POSSIBILITY OF ONLINE RETAILERS LIKE AMAZON AND DETERMINED
- 20 THAT THE WORK INVOLVED IN IMPLEMENTING THIS WAS NOT WARRANTED
- 21 BY THE EXPECT THE RETURN. PLUS, PEOPLE CAN ALREADY GET A TOLL
- 22 TAG ONLINE DIRECTLY FROM OUR WEB SITE. THIS IS WHY WE'RE
- 23 LOOKING INSTEAD AT IMPROVING OUR OWN ONLINE ORDERING PROCESS.
- 24 NEXT SLIDE. FOR IMPROVING CUSTOMER EXPERIENCE, WE KNOW THERE
- 25 IS AN INTEREST IN BEING ABLE TO PAY WITH OTHER METHODS SUCH AS



- 1 CASH APP AND VEN MO. WE HAVE INITIATED A STRATEGY TO EXPLORE
- 2 ADDING NEW OPTIONS WE HAVE HEARD FROM OUR RETAILERS THAT THEY
- 3 WOULD LIKE TO SELL TOLL TAGS AT REDUCED PRICES WE'RE ASSESSING
- 4 HOW THIS MIGHT WORK. ONE OF THE BIGGEST BARRIERS TO ADOPTING
- 5 FASTRAK IS THE WAY THAT REPLENISHMENT WORKS WE'RE EXPLORING
- 6 HOW TO MAKE CHANGES TO IT WHETHER THAT'S INCREASING THE NUMBER
- 7 OF TIMES PEOPLE ARE CHARGED SMALLER AMOUNTS OR GIVING THEM
- 8 OPTION TO SET THEIR OWN REPLENISHMENT AMOUNT WE BELIEVE THAT
- 9 MOBILE APP WILL MAKE MANAGING AN ACCOUNT MORE CONVENIENT,
- 10 CONSIDERING OPTIONS FOR FANTASTIC TRACK APP AND OUR CASH
- 11 PAYMENT NETWORK IT'S AN IMPORTANT WAY FOR CUSTOMERS TO
- 12 REPLENISH THEIR ACCOUNTS AND WE'RE CONSIDERING WAYS THAT WE
- 13 MIGHT BE ABLE TO IMPROVE IT WE HAVE LOWERED THE TAX DEPOSIT
- 14 FROM 25 TO \$5 AND WE WANT TO ASSESS THE VALUE OF ELIMINATING
- 15 IT ALL TOGETHER THIS SLIDE AND NEXT GIVE YOU AN IDEA WHEN WE
- 16 EXPECT TO IMPLEMENT EACH STRATEGY OF OUR ASSESSMENT SHOWS WE
- 17 SHOULD PURSUE AND SEE THREE ITEMS IN THE CURRENT QUARTER FOUR
- 18 ITEMS IN THE NEXT OUARTER AND SO ON. NEXT SLIDE. THE TIMELINE
- 19 CONTINUES INTO THE FIRST HALF OF 2026 THAT DOESN'T MEAN WE
- 20 CAN'T HAVE MORE STRATEGIES IF WE DETERMINE THAT THEY ARE
- 21 WARRANTED FOR CONSIDERATION. NEXT SLIDE. SO WHAT'S NEXT? WE
- 22 WILL CONTINUE THE ASSESSMENT AND IMPLEMENTATION EFFORTS AS I
- 23 HAVE DESCRIBED BUT WE WILL ALSO BE EXPLORING NEW
- 24 OPPORTUNITIES, WE'LL COME BACK WITH UPDATES ON THESE EFFORTS



EVERY FOUR MONTHS STARTING IN JUNE. NEXT SLIDE. AND WITH THAT, 1 2 I'M HAPPY TO ANSWER ANY QUESTIONS. 3 V. CHAIR, MARGARET ABE-KOGA: THANK YOU SO MUCH. APPRECIATE THE 4 5 PRESENTATION. ARE THERE ANY COMMISSIONERS WITH OUESTIONS OR COMMENTS? AND, CARSIE, IF YOU COULD HELP ME, I WOULD 6 7 APPRECIATE IT. 8 NATE MILEY: YES, THANK YOU. MY ONLY OUESTION, YEAH, THIS SEEMS 9 VERY COMPREHENSIVE IN TERMS OF WHAT YOU ARE ENTERTAINING. WHAT 10 11 ARE THE -- HOW DO WE DETERMINE SUCCESS? IS IT ANYTHING **OUANTIFIABLE?** 12 13 LYSA HALE: YEAH THAT'S ACTUALLY A VERY GOOD QUESTION. SO THERE 14 15 ARE SOME THINGS THAT ARE EASILY QUANTIFIABLE, SO FOR EXAMPLE, 16 THE NUMBER OF TOLL TAGS THAT WE DISTRIBUTE AT OUR OUTREACH EVENTS THAT'S JUST KEEPING TRACK OF THE NUMBERS. THE BUT 17 OTHERS COULD BE SOMETHING LIKE FOR OUR ADVERTISING CAMPAIGN WE 18 COULD SET UP A WEB SITE LANDING PAGE WHERE WE COULD TRACK THE 19 NUMBER OF PEOPLE THAT ARE SEEN AS GOING TO THAT WEB PAGE TO 20 GET MORE INFORMATION. WE CAN ALSO TELL WHO HAS CLICKED THROUGH 21 22 TO GET A TAG PAGE ON OUR WEB SITE. SO THERE ARE DEFINITELY

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WAYS THAT WE CAN MEASURE.



NATHAN MILEY: YEAH, BECAUSE I WAS JUST WONDERING BECAUSE ALL 1 OF THESE POSSIBILITIES, AND ROLLING THEM OUT OVER CERTAIN 2 3 QUARTERS, SOME CRITICAL, SOME HIGH, SOME MEDIUM, ET CETERA. AT SOME POINT WE HAVE TO DECIDE WHAT'S WORKING. THAT'S WHY I WAS 4 5 TRYING TO GET A SENSE OF DETERMINED SUCCESS. THANK YOU. 6 7 GINA PAPAN: THROUGH THE CHAIR? 8 V. CHAIR, MARGARET ABE-KOGA: THANK YOU COMMISSIONER PAPAN. 9 10 GINA PAPAN: THIS IS VERY EXCITING, LYSA, I'M THRILLED ABOUT 11 THE EVENT STRATEGY, TAGS, PLEASE MAKE SURE THEY'RE REALLY 12 STOCKED UP. SO, THIS, TOO, THEY COULD ACTUALLY TURN IN THEIR 13 OLD ONES TO GET NEW ONES? 14 15 16 LYSA HALE: WE HAVEN'T TALKED ABOUT THIS BUT IT'S CONCEIVABLE THAT WEEKEND END UP DOING SOMETHING LIKE THAT. 17 18 GINA PAPAN: WOULD THAT BE POSSIBLE? 19 20 21 LYSA HALE: WE KNEW THAT YOU WOULD LIKE THAT. [LAUGHTER] 22 GINA PAPAN: YEAH REALLY GOOD I WAS GOING TO GO FOR THE AMAZON 23 ONE BUT YOU KILLED IT BUT, NO, THIS REALLY IS VERY EXCITING 24

COULD WE GET SOMEWHAT OF AN UPDATE SOONER THAN JUNE BECAUSE I



- 1 MEAN THESE ARE GREAT STEPS IN THE RIGHT DIRECTION THAT WE'RE
- 2 LOOKING FOR IF YOU ARE ABLE TO FINALIZE WHATEVER RETAILER,
- 3 THAT WOULD BE VERY EXCITING. WE DON'T GET MUCH EXCITEMENT
- 4 THESE DAYS [LAUGHTER] SO ANYTHING YOU CAN ADD IN THERE THIS IS
- 5 EXACTLY WHAT WE WANTED, AND TO HEAR THE REDUCTION OF JUST
- 6 GETTING IT FROM \$5 TO 25 THAT'S REALLY GREAT TOO. SO ALL OF
- 7 THESE THINGS REALLY HELP A LOT AND I'M USING REALLY A LOT.
- 8 THANK YOU SO MUCH FOR THIS WORK AND EFFORT AND IT'S THRILLING.
- 9 I WOULD LIKE TO SEE SOMETHING SOONER THAN JUNE THOUGH IF YOU
- 10 COULD.

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- 12 LYSA HALE: OKAY.
- 14 V. CHAIR, MARGARET ABE-KOGA: ANY OTHER COMMISSIONERS?
- 16 VICTORIA FLEMING: THROUGH THE CHAIR?
- 18 V. CHAIR, MARGARET ABE-KOGA: YES.
- 20 VICTORIA FLEMING: THANK YOU. THIS IS FUN INFORMATION FOR US
- 21 ANY TIME THAT WE CAN SAVE PEOPLE MONEY ALSO POTENTIALLY MAKE
- 22 SURE THAT WE'RE MEETING OUR NEEDS FOR REVENUE IS REALLY
- 23 WONDERFUL. MY EARS PERKED UP A LITTLE BIT WHEN YOU SAID CBOS I
- 24 WAS WONDERING IF THERE IS ANY INFORMATION YOU CAN SHARE ABOUT
- 25 THOSE RELATIONSHIPS AND DEVELOPMENT OF THAT?



| 1  |  |
|----|--|
| 2  | LYSA HALE: IN A MODEL THAT WE SET UP FOR EXPRESS START AND     |
| 3  | CLIPPER START WHERE WE IN THE CASE OF PROGRAMS WE HAVE         |
| 4  | CONTRACTED WITH CBOS LIKE CLIPPER START I THINK WE HAVE 13CBOS |
| 5  | UNDER CONTRACT SO WE COULD EXPLORE CONTRACTING WITH THOSE SAME |
| 6  | CBOS JUST INCREASING THE AMOUNT THEY'RE BEING COMPENSATED BUT  |
| 7  | WE COULD ALSO LOOK FOR OTHERS IN ADDITION AROUND THE REGION.   |
| 8  |  |
| 9  | VICTORIA FLEMING: CERTAINLY LIKE THE IDEA OF USING             |
| 10 | INFRASTRUCTURE THAT WE HAVE SO LONG AS IT'S SUFFICIENT TO MEET |
| 11 | OUR GOALS AND LOOKING ELSEWHERE IF WE NEED TO FILL GAPS IT     |
| 12 | SEEMS LIKE YOU'RE DOING REALLY WELL. THE THAT'S AWESOME.       |
| 13 |  |
| 14 | V. CHAIR, MARGARET ABE-KOGA: ANY OTHER COMMISSIONERS?          |
| 15 |  |
| 16 | CLERK OF THE BOARD: COMMISSION ARE KAPLAN IS ONLINE AND SHE    |
| 17 | HAS HER HAPPENED UP TO SPEAK. COMMISSIONER KAPLAN PLEASE       |
| 18 | UNMUTE YOURSELF.   |
| 19 |  |
| 20 | REBECCA KAPLAN: THANK YOU SO MUCH. PARDON THE PAUSE. I WAS     |
| 21 | JUST WAITING FOR THE COMPUTER TO ALLOW ME TO UNMUTE. DO YOU    |
| 22 | HEAR ME NOW?   |
| 23 |  |
| 24 | CLERK OF THE BOARD: YES WE DO.                                 |
|    |  |



REBECCA KAPLAN: WELL, GOOD MORNING, EVERYONE. WONDERFUL TO 1 HEAR THIS REPORT. THIS IS COMMISSIONER REBECCA KAPLAN. I'M 2 3 REALLY THRILLED TO SEE THE BREADTH OF STRATEGIES. AND I JUST WANT TO SUPPORT MY COLLEAGUE'S COMMENTS ABOUT, YOU KNOW, IF WE 4 5 CAN DO SOME OF THE MORE TIMELY. I KNOW YOU MENTIONED THAT SOME AREAS HAVE A HIGHER RATE OF WHAT WE'RE CURRENTLY USING INVOICE 6 IN OTHER AREAS, IF WE COULD CERTAINLY HOPEFULLY TARGET AREAS 7 8 WHERE THERE'S GREATEST NEED TO INCREASE FASTRAK AND ALSO REALLY SUPPORT THE COMMENT ABOUT FACT THAT IT COSTS US TO 9 COLLECT WHEN WE DON'T HAVE FASTRAK SO IS WORTH PUTTING SOME 10 RESOURCES INTO GETTING THEM INTO MORE HANDS AND I THINK THE 11 BETTER SIGNAGE STORES HAS IT AND WE DO NEED MORE RETAILERS AND 12 MAKING SURE WE HAVE COMMUNITY-BASED EVENTS LIKE THE UPCOMING 13 BLACK JOY PARADE AND THE OAKLAND PRIDE FESTIVAL IN TERMS OF 14 15 EVENTS. AND THERE ARE MANY OTHERS I'M HAPPY TO SEND A LIST. 16 AND THIS WEEKEND THE NBA ALL-STAR GAME IN BOTH SAN FRANCISCO 17 AND OAKLAND SHOULD HAVE THE BIGGEST -- [INDISCERNIBLE] TOO LATE TO HAVE -- THOSE AND CAR DEALERS LOOK AT PILOTING IT AT 18 CAR DEALERS IN AREAS WHERE THE UPTAKE IS LOWER REACHING OUT TO 19 ALL THE CAR DEALERS IN THE REGION WOULD TAKE OUITE A LOT OF 20 21 TIME. THANK YOU ALL SO MUCH. GOOD MORNING.

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23 LYSA HALE: THANK YOU COMMISSIONERS.

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25 V. CHAIR, MARGARET ABE-KOGA: ANY OTHER COMMISSIONERS.



1 CLERK OF THE BOARD: I DO NOT SEE ANYMORE. 2 3 V. CHAIR, MARGARET ABE-KOGA: THANK YOU. I HAVE A FEW COMMENTS. 4 5 THEN WE'LL OPEN UP FOR PUBLIC COMMENT. I WANT TO FIRST THANK STAFF FOR THE PRESENTATION IT'S EXCITING TO SEE I REMEMBER OUR 6 BRAINSTORM SESSION WE HAD A COUPLE OF MONTHS AGO WE APPRECIATE 7 8 STAFF WORKING HARD ON COMING BACK WITH SOME OPTIONS AND PROPOSALS AND THINGS ALREADY IN PROGRESS. I DO AGREE I THINK 9 EVENTS I WAS ACTUALLY THINKING WE HAVE BEEN TALKING A LOT 10 ABOUT THE BAY AREA HOST COMMITTEE EVENTS COMING UP WITH 11 SUPERBOWL AND I GUESS ALL-STAR GAMES STARTS OFF SPORTING 12 EVENTS AND CONCERTS. I KNOW WE WANT FOLKS TO TAKE THOSE 13 TRANSIT TO THOSE TYPES OF EVENTS THAT A LOT OF PEOPLE STILL 14 15 DRIVE. THOSE MIGHT BE GOOD OUTREACH EVENTS IF WE'RE NOT THERE 16 YET ALREADY. I HAD A QUESTION ABOUT THE DMV DEALERSHIPS, AND IT SOUNDED LIKE THERE MIGHT BE SOME CHALLENGES THERE, 17 ESPECIALLY WITH THE DMV. IS THERE ANY AT THIS POINT, NEED FOR 18 US TO LOOK AT MAYBE PROPOSING -- OR ASKING STATE LEGISLATORS 19 TO LEGISLATE DMV DISTRIBUTING FASTRAK? 20 21 22 LYSA HALE: THAT'S AN INTERESTING IDEA AND CERTAINLY ONE WE CAN EXPLORE WITH OUR LEGISLATIVE STAFF HERE TO SEE IF THAT'S 23 SOMETHING THAT WOULD BE HELPFUL WE DID ASK THEM IF THEY WOULD 24 BE WILLING TO DISTRIBUTE TAGS AND WE WERE TOLD NO. BUT THEY DO 25



- 1 HAVE THIS WORK OF TVS SO WHEN YOU'RE SITTING IN DMV OFFICE FOR
- 2 AN HOUR WAITING FOR YOUR NUMBER TO COME UP, LOOKING AT A TV,
- 3 AND WE COULD PUT ADS ON THERE SO THAT'S ONE OF THE THINGS THAT
- 4 WE'RE CONSIDERING DOING THERE IS A COST TO IT SO WE'RE LOOKING
- 5 AT COST BENEFIT.

6

- 7 V. CHAIR, MARGARET ABE-KOGA: I GUESS ULTIMATELY IF WE GET A
- 8 MOBILE APP THAT SHOULD ALLEVIATE A LOT OF THE CHALLENGES. SO
- 9 YOU'RE RIGHT AT THE DMV, THEY SEE THE ADS AND THEY DOWNLOAD
- 10 THE APP AND SIGN UP ON THE APP AND JUST ORDER IT THAT WAY,
- 11 THAT WOULD PROBABLY HELP WITH THESE BARRIERS. SO, I THINK THE
- 12 MOBILE APP, THAT I KNOW IT LOOKS LIKE IT'S IN 2026, BUT I'M
- 13 VERY MUCH EXCITED, INTERESTED AND EXCITED ABOUT THAT
- 14 POSSIBILITY. I DID HAVE, IN TERMS OF THE CBOS AND THE SOCIAL
- 15 SERVICES, THAT I KNOW WE HAVE BEEN TALKING ABOUT HOW TO
- 16 INCREASE CLIPPER START DISTRIBUTION USING -- OR SINCE A LOT OF
- 17 THE CLIENTS ARE SIMILAR, ARE QUALIFIED FOR OTHER SOCIAL
- 18 SERVICE PROGRAMS, I'M WONDERING IF MAYBE WE WOULD ROLL FASTRAK
- 19 TAGS INTO THAT EFFORT TOO?

- 21 LYSA HALE: WE CAN DEFINITELY DO THAT. ONE OF THE CHALLENGES IS
- 22 UNLIKE CLIPPER START AND EXPRESS LANES START WE'RE NOT
- 23 OFFERING A DISCOUNT OR ANYTHING. SO IT WOULD BE JUST A MATTER
- 24 OF GETTING THEM TO PROMOTE FASTRAK AS OPPOSED TO HANDING OUT
- 25 TAGS BUT THAT'S SOMETHING WE'RE JUST STARTING TO EXPLORE.



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#### FEBRUARY 12, 2025

V. CHAIR, MARGARET ABE-KOGA: OKAY. DO I REALIZE THAT THE

3 POPULATION MIGHT BE MORE TRANSIT DEPENDENT, BUT IT'S JUST -- I GUESS FOR ME, I THINK THAT THE MORE OPPORTUNITIES AND THE MORE 4 5 OPTIONS WE CAN PROVIDE IN A ONE-STOP-SHOP ENVIRONMENT COULD HELP WITH DISTRIBUTION. SO, YEAH, THAT WAS MY THOUGHT IN THAT. 6 7 ANY OTHER? 8 DEREK HANSEL: THROUGH THE CHAIR, I WOULD JUST NOTE FROM A 9 LOGISTICS PERSPECTIVE, AND I THINK IT'S PART OF WHAT YOU'RE 10 HEARING TODAY, IS, YOU KNOW, FRANKLY FROM A LOGISTICS 11 PERSPECTIVE, IT'S FAR EASIER AND PROBABLY FAR MORE COST 12 EFFECTIVE TO DO PROMOTION THAN IT IS TO DO DISTRIBUTION. 13 DISTRIBUTION HAS A SIGNIFICANT LOGISTICAL LIFT THAT IS VERY, 14 15 VERY DIFFERENT THAN TRYING TO INCREASE AWARENESS. AND, SO, I 16 THINK ON SOME OF THESE EFFORTS YOU'RE GOING TO SEE MORE FOCUS ON US TRYING TO PROMOTE AWARENESS THAN PROMOTING DISTRIBUTION, 17 WHICH IS A THING, FOR SURE. 18 19 V. CHAIR, MARGARET ABE-KOGA: HMM, THAT MAKES SENSE. I VERY 20 21 MUCH UNDERSTAND THAT AND APPRECIATE THAT. AND THE ONE THOUGHT I DID HAVE WITH DISTRIBUTION, I MAY HAVE MENTIONED IT BEFORE, 22 THERE ARE THESE LITTLE CIRCLE K SHOPS AT THE GAS STATIONS, AND 23 MY SENSE IS THEY'RE GETTING READY TO BECOME EV CHARGING 24 STATIONS AND HAVING THESE LITTLE COFFEE SHOP TYPE OF STORES 25



AND, I DON'T KNOW IF THAT'S JUST THE RETAILER YOU'RE WORKING 1 2 WITH, BUT, YEAH, IT'S GAS STATIONS SEEMS TO BE A GOOD PLACE TO 3 PUT THEM. 4 5 LYSA HALE: ONE OF THE THINGS THAT WE WOULD DO AS PART OF OUR ADVERTISING IS GAS PUMP TOPPERS, SO THAT WHEN PEOPLE COME TO 6 FILL UP WITH GAS, THEY SEE AN AD. SO WE ARE THINKING OF DOING 7 8 SOMETHING WITH GAS STATIONS ALREADY. 9 10 V. CHAIR, MARGARET ABE-KOGA: GRIT. THANK YOU. 11 SPEAKER: CHAIR? 12 13 V. CHAIR, MARGARET ABE-KOGA: YES? 14 15 16 SPEAKER: IT'S PAT. 17 V. CHAIR, MARGARET ABE-KOGA: WELCOME. 18 19 SPEAKER: THANK YOU. JUST A QUESTION, IS THERE A PLAN TO 20 21 COMBINE THE PROMOTION OF THE FASTRAK CLIPPER CARDS? 22 LYSA HALE: WE HAVEN'T TALKED SPECIFICALLY ABOUT COMBINING 23 FASTRAK WITH CLIPPER CARDS, IN GENERAL, WHAT WE HAVE TALKED 24 ABOUT IS IN THIS IDEA OF CONTRACTING WITH CBOS ABOUT POSSIBLY 25



- PARTNERING WITH THE CBOS THAT ARE ALREADY CONTRACTED WITH TO 1 PROMOTE CLIPPER START AND EXPRESS LANES START. SO THAT'S ONE 2 3 OF THE THINGS THAT WE'RE CONSIDERING. 4 5 SPEAKER: I REALLY WONDER WHETHER WE WOULDN'T WANT TO HAVE A 6 TRUE PARALLEL MARKETING PROGRAM. 7 8 PAT BURT: I REALLY WONDER WHETHER WE WOULDN'T WANT TO HAVE A TRUE PARALLEL MARKETING PROGRAM I MEAN WE WOULD RATHER PEOPLE 9 10 USE CLIPPER CARDS THAN DRIVE I KNOW WE GET QUITE A BIT OF REVENUE FROM THE TOLLS BUT I REALLY ENCOURAGE'S 11 RECONSIDERATION OF WHETHER THOSE SHOULD BE DONE AS ONE PROGRAM 12 OR TWO PARALLEL PROGRAMS. 13 14 V. CHAIR, MARGARET ABE-KOGA: THANK YOU. YES I APPRECIATE THAT 15 16 WE HAVE TALKED ABOUT IT BEFORE ULTIMATELY IF WE CAN MAKE EVERYTHING INTO ONE APP, ONE AREA SYSTEM WHATEVER YOU WANT TO 17 CALL IT, THAT WAS JUST LIKE A BIT EASIER FOR FOLKS TO SIGN ON 18 TO OUR PROGRAM. IF THERE IS NO ONE ELSE, COMMISSIONERS, MAY I 19 OPEN FOR PUBLIC COMMENT CLERK ARE THERE ANY PUBLIC MEMBERS 20 21 WISHING TO SPEAK. 22
- 23 CLERK OF THE BOARD: THERE IS PUBLIC COMMENT IN THE ZOOM SPACE
- 24 HOW MUCH TIME WOULD YOU LIKE TO PROVIDE.



V. CHAIR, MARGARET ABE-KOGA: HOW MANY ARE THERE? 1 2 3 CLERK OF THE BOARD: TWO AT THE MOMENT. 4 V. CHAIR, MARGARET ABE-KOGA: TWO MINUTES, PLEASE. 5 6 7 CLERK OF THE BOARD: ALETA DUPREE, PLEASE UNMUTE YOURSELF. YOUR 8 TIME BEGINS NOW. 9 SPEAKER: THANK YOU. GOOD MORNING, VENN. VICE CHAIR MARGARET 10 ABE-KOGA AND MEMBERS. ALETA DUPREE FOR THE RECORD SHE AND HER 11 WITH TEAM FOLD. VERY GOOD PRESENTATION I ALWAYS ENJOY LYSA'S 12 MEANINGFUL AND HELPFUL PRESENTATION. THIS IS IMPORTANT WORK I 13 DON'T HAVE ANY ISSUES HERE I THINK WE'RE REALLY SENSING OUT 14 WHAT WILL WORK BEST AND WHAT WON'T. I'M LOOKING FORWARD TO THE 15 16 DISCOUNT TAKING PLACE. WELL THAT'S TWO YEARS OUT. AND DISTRIBUTION IS HARD. AND PROMOTION IS CHALLENGING. I CAN ONLY 17 THINK BACK TO WHEN I LIVED IN OKLAHOMA CAME HOME FROM 18 OPERATION DESERT STORM IN APRIL OF '91. DRIVING HOME ON THE 19 OKLAHOMA TURNPIKE AND THERE WERE SIGNS OF THIS THING CALLED 20 21 PIKE PASS. THE I DIDN'T REALLY KNOW ANYTHING ABOUT IT I THINK 22 I HEARD ABOUT IT WHEN I WOULD GET MAILED A NEWSPAPER OVER THERE. I SAID I SHOULD DO THIS. I HAD TWO CARS. THAT WEEKEND I 23 ENDED UP IN OKLAHOMA CITY WE WENT OVER TO PIKE PASS OFFICE AND 24

PUT THE TRANSPONDERS ON OUR CARS DIDN'T HAVE TO WORRY ABOUT



- 1 CASH FOR THOSE TOLL BOOTHS ANYMORE. SOMETIMES THE AUTOMATED
- 2 ONES DIDN'T WORK VERY WELL. BUT, HOW DO WE GET PEOPLE
- 3 INTERESTED IN MAKING THIS CHANGE? IT'S ALL KIND OF LIKE
- 4 SAVINGS ACCOUNTS. LIKE WHEN YOU FILL YOUR TANK OR CHARGE YOUR
- 5 BATTERY. YOU'RE PREPAYING IT. SO IT'S REALLY NO DIFFERENT WITH
- 6 FASTRAK. AND THE DIFFERENTIAL WILL HELP PEOPLE, I BELIEVE THE
- 7 DIFFERENTIAL HAS VERY IMPORTANT PUBLIC POLICY OBJECTIVES. SO,
- 8 I LOOK FORWARD TO IMPLEMENTING THESE THINGS AND SEEING PEOPLE
- 9 JOIN FASTRAK. THANK YOU.
- 11 CLERK OF THE BOARD: THANK YOU, CALLER. NEXT, WE HAVE MICHAEL
- 12 BALDINI DIN IF YOU COULD PLEASE UNMUTE YOURSELF.
- 14 MICHAEL BALDINI: GOOD MORNING. PERHAPS I MISSED SOMETHING,
- 15 MICHAEL BALDINI DINE, POLICY ADVISORY COUNCIL IS THERE ANY
- 16 OPPORTUNITY WITH RENTAL CAR COMPANIES OUITE A FEW RENTALS IN
- 17 THE AREA MAJOR AIRPORTS ET CETERA, DRIVER TRAINING PROGRAMS,
- 18 IF I MAY MENTION ONE [INDISCERNIBLE]
- 20 CLERK OF THE BOARD: THANK YOU. THERE IS NO FURTHER PUBLIC
- 21 COMMENT ONLINE NO WRITTEN CORRESPONDENCE RECEIVED AND NO ONE
- 22 IN THE BOARDROOM WISHING TO SPEAK.

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## FEBRUARY 12, 2025

- 1 V. CHAIR, MARGARET ABE-KOGA: THANK YOU. WOULD STAFF MIND
  2 RESPONDING TO THE LAST SPEAKER'S QUESTION ABOUT, WAS IT DRIVER
- 3 TRAINING AND RENTAL CAR?

5 LYSA HALE: WE ALREADY WORK WITH THE RENTAL CAR AGENCIES TO

- 6 MAKE PEOPLE AWARE OF WHAT THEIR OPTIONS ARE, WHEN THEY ARE
- 7 USING A RENTAL CAR, SO THAT'S SOMETHING THAT WE ALREADY HAVE
- 8 RELATIONSHIPS WITH. AND IN TERMS OF DRIVER'S EDUCATION, I
- 9 MENTIONED EARLIER THE FASTRAK EDUCATION PROGRAM, DRIVER'S ED
- 10 CAME UP IN PART OF THAT, WE ALSO TALKED ABOUT DRIVER'S ED
- 11 CLASSES THIS'S SOME PLACE WHERE WE COULD GO TO MAKE A
- 12 PRESENTATION ABOUT FASTRAK HOW IT WORKS AND THE BENEFITS OF
- 13 ALL OF THAT. SO WE'RE DEFINITELY CONSIDERING THAT.
- 15 V. CHAIR, MARGARET ABE-KOGA: THANK YOU SO MUCH. THIS IS REALLY
- 16 FANTASTIC, VERY EXCITED AND LOOK FORWARD TO THE NEXT QUARTERLY
- 17 REPORT. AND WITH THAT WE'LL CLOSE THIS ITEM AND GO ON TO
- 18 AGENDA ITEM SIX WHICH IS PUBLIC COMMENT AND OTHER BUSINESS.
- 19 ARE THERE ANY PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA,
- 20 CLERK?
- 22 CLERK OF THE BOARD: YES, THERE IS ONE MEMBER OF THE PUBLIC IN
- 23 THE ROOM SPACE. ALETA DUPREE, IF YOU CAN PLEASE UNMUTE
- 24 YOURSELF. YOUR TIME BEGINS NOW.

25



- 1 SPEAKER: THANKS AGAIN, VICE CHAIR ABE-KOGA AND MEMBERS. ALETA
- 2 DUPREE FOR THE RECORD SHE AND HER WITH TEAM FOLDS, AS I SPEAK
- 3 GENERALLY. THERE IS A LOT GOING ON AROUND THE COUNTRY. AND
- 4 CAN'T LIVE IN A VACUUM. AND I ASK OF ALL OF YOU TO BE
- 5 INFORMED. I AM FOLLOWING VERY DEEPLY THE DEVELOPMENT WITH
- 6 SUGGESTION PRICING IN NEW YORK CITY, WHICH IS USING A
- 7 TECHNOLOGY VERY SIMILAR TO WHAT WE HAVE ON OUR SEVEN STATE
- 8 OWNED BRIDGES. AND IT'S WORKING. AND THIS IS SOMETHING THAT
- 9 YOU COULDN'T DO YEARS AGO, BECAUSE THERE IS OVER 100 POINTS
- 10 THAT ARE USED TO COLLECT THE MONEY VIRTUALLY, AS WE DO ON OUR
- 11 BRIDGES. THE BUT HOW DO WE REALLY GET PEOPLE INTERESTED IN THE
- 12 WORK AND THE CAUSE WE DO HEAR AT BATA? THAT THERE IS A CASE
- 13 FOR USER FEES. AND I HAVE BEEN ON TOLL ROADS SINCE 1970, I
- 14 REMEMBER WAY BACK IN THE DAY WHEN WHOEVER WOULD BE DRIVING THE
- 15 CAR WOULD PULL THE CAR FORWARD SO THAT I COULD ROLL DOWN THE
- 16 BACK WINDOW OF A FOUR-DOOR CAR AND TOSS THE MONEY INTO THE
- 17 BASKET. NOW WE'RE MOVING AWAY FROM THAT. I THOUGHT ABOUT BEING
- 18 A TOLL COLLECTOR ONCE, THEN I ASKED MYSELF, WITH ALL THE
- 19 EXHAUST THAT YOU BREATHE IN YOUR 30-YEAR CAREER, WHAT'S THE
- 20 CIGARETTE EQUIVALENT FOR THAT. SO THESE ISSUE GOOD CHANGES
- 21 WE'RE DOING. I EXPECT THERE TO BE ENFORCEMENT OF THE RULE ON
- 22 TOLL BRIDGES DRIVING IS NOT THE RIGHT BUT A PRIVILEGE BECAUSE
- 23 WE NEED TO HAVE THIS MONEY TO ACHIEVE OUR PRIMARY MISSION IN
- 24 KEEPING BRIDGES SAFE. THANK YOU.



| 1 | CLERK OF THE BOARD: THERE IS NO FURTHER PUBLIC COMMENT ONLINE, |
|---|--|
| 2 | NO ONE IN THE BOARDROOM AND NO WRITTEN CORRESPONDENCE          |
| 3 | RECEIVED.  |
| 4 |  |
| 5 | V. CHAIR, MARGARET ABE-KOGA: THANK YOU. WE'LL CLOSE PUBLIC     |
| 6 | COMMENT AND MOVE ON TO AGENDA ITEM NUMBER SEVEN WHICH IS       |
| 7 | ADJOURNMENT AND OUR NEXT MEETING. THE NEXT MEETING OF THE BAY  |
| 8 | AREA TOLL AUTHORITY OVERSIGHT COMMITTEE IS SCHEDULED TO BE     |
| 9 | HELD AT THE BAY AREA METRO STEREO 375 BEALE STREET SAN         |

FRANCISCO ON WEDNESDAY MARCH 12th, 2025, ANY CHANGES TO THE

SCHEDULE WILL BE DULY NOTICED TO THE PUBLIC. WE ARE ADJOURNED.

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[ADJOURNED]





Broadcasting Government