

# Update on Strategies to Move Customers to FasTrak®



**BATA Oversight Meeting**

June 11, 2025

# Why Promote FasTrak?

- **Toll differential goes into effect on BATA bridges January 2027**
  - Invoice customers will pay \$1 more than FasTrak toll tag customers
  - Need is to prepare customers ahead of time by converting invoice customers to toll tag customers
- **Benefits of switching customers to FasTrak**
  - Ability to use Express Lanes
  - Take advantage of carpool discounts
  - Cost savings for BATA and customers



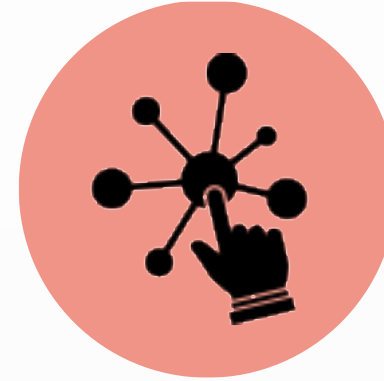
# Our Approach



**Improve  
customer experience**



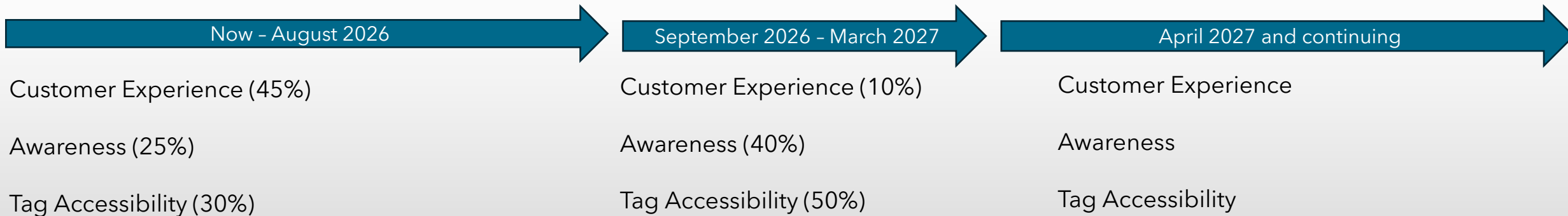
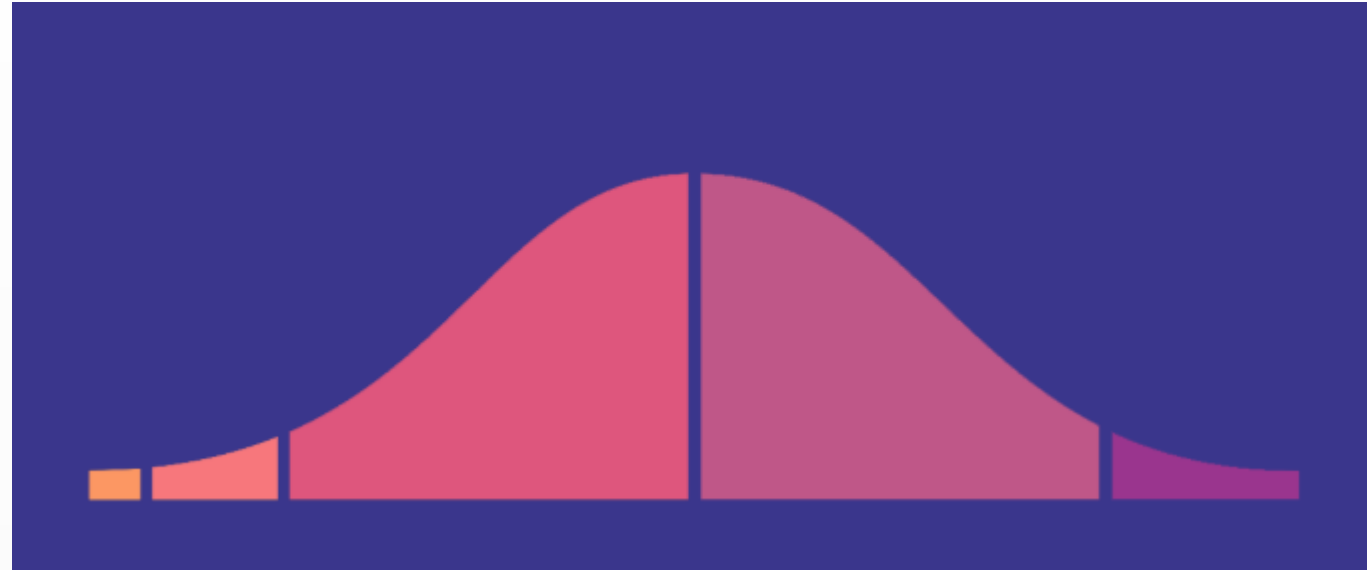
**Increase  
awareness**



**Increase access to  
FasTrak toll tags**



# FasTrak Adoption Curve and Access Initiatives



# Improve Customer Experience

Strategy	Priority	Status	Target Date
New Payment Options*	Critical	Cont'd in progress	2025 Q4
Reduced Retail Price Point	Critical	Assess	TBD
Modify Replenishment Model	Critical	New in progress	2026 Q1
Mobile App	High	Assess	2026 Q1
Account Incentives*	High	New in progress	2026 Q1
License Plate Look-up	High	Cont'd in progress	2025 Q3

\*See Highlights of In-Progress Strategies

# Improve Customer Experience

Strategy	Priority	Status	Target Date
Reduce opening balance for new accounts	High	New in progress	2025 Q4
Email Notifications	High	Assess	TBD
Cash Payment Network Improvements	Medium	Assess	2026 Q1

# Increase Awareness

Strategy	Priority	Status	Target Date
Promotion in DMV Offices*	High	Began April 2025	2025 Q2
Information Inserts in Violations	Critical	Cont'd in progress	2025 Q3
Retailer Marketing*	Medium	Assess	2025 Q2
Advertising Campaign	Medium	Assess	2025 Q4
Signage at Cash Payment Locations	Medium	Cont'd in progress	2025 Q2
Partnerships with Social Service Agencies	Medium	Assess	2025 Q3
Contracts with CBOs	Medium	Assess	TBD
Invoice and Violation Redesign	Critical	New in progress	2025 Q3

\*See Highlights of In-Progress Strategies

# Increase Access to Toll Tags

Strategy	Priority	Status	Target Date
Tags at Outreach Events	High	Began March 2025	2025 Q1
Retailer Participation Increase	Critical	Cont'd in progress	TBD
Retailer Program Enhancements	Critical	Assess	2025 Q3
Improved Online Ordering Process	High	Cont'd in progress	2025 Q4
Sticker Tags Assessment	Critical	New in progress	TBD
Online Retailers	Low	Rejected	2025 Q1
Car Dealership Promotion*	Medium	New in progress	2025 Q3
FasTrak Education through CBOs*	Medium	New in progress	2025 Q3

\*See Highlights of In Progress Strategies



# Highlights of In-Progress Strategies

## Customer Experience

- Account Incentives – Brainstorming, research and focus groups done.
- New Payment Options – Considering Apple Pay/Google Pay.
- Signage at Cash Payment Locations – Production beginning.

## Awareness

- Advertising in DMV offices – Launch completed. Will continue.
- FasTrak Education at CBOs – Presentation in development.
- Retailer Marketing – Designs have been developed.

## Accessibility

- Tag Distribution at Outreach Events – Launch completed. Will continue.
- Car Dealerships Promotion – Contacting two associations of car dealerships.