

I-80 Express Lanes

Getting the Public Ready

BAIFA Network & Operations
Committee
November 14, 2025



Communication Goals

- Announce express lane opening date
- Prepare drivers to use the lanes (explain express lane rules)
- Emphasize the FasTrak requirement
- Convey the benefits of the lanes
- Answer the public's questions
- Support express lane use by income-qualified drivers (Express Lanes START)
- Leverage other organizations and agencies to help provide messaging

Target Audiences:

Geography:

- #1: Solano, Contra Costa, Napa
- #2: Other Bay Area
- #3: Yolo, Sacramento

Age and Income:

- All drivers

Language:

- English, Spanish, Tagalog, Chinese

Audiences Profiles

- Next slide

I-80 Express Lane Customer Profiles

Customer	Week-end Use	Week-day Use	FasTrak Familiarity	Top Messages (many more too)	Relative Marketing Investment	Best Visibility (in priority order)
Solano-80 Commuters (working class)	Modest	High	Mid-range	• Carpool / Choice • Get FasTrak • How lanes work	High	• On the corridor • On social media • In the community
Solano Residents (families)	Medium	Medium	Possibly Low	• How lanes work • Get FasTrak • How you benefit	High	• On social media • In the community • On the corridor
Bay Area Residents	High	Low	High	• Get FasTrak • Carpool	Modest	• On the corridor • Destinations
Yolo & Sac	Modest	Modest	Likely Low	• Get FasTrak	Modest	• On the corridor • Social media
Solano Transit Riders	Modest	High	N/A	• Transit-rider benefits	Modest	• In the community • SolTrans
Income-eligible Drivers (Express Lanes START)	Modest	Modest	Likely Low	• ½ Toll • Get FasTrak • Carpool / Choice	High	• In the community • On social media • In the corridor

Messaging Methods & Timing

		Grace Period – No Violations Issued	
	Fall 2025	★ Open December 2025	2026
On-corridor Signs	Opening Date & Refer to 511		
Community Tabling	All Topics		
Social Media		Express Lane Rules, How to Prepare & Use the Lanes. Benefits	
Radio, Print, Digital		Opening Date, Select Rules, How to Prepare & Use the Lanes	
Billboards		Get FasTrak	
1 st Person Social Media		Express Lane Rules and Benefits	
Income-qualified Target Audience			
In-person	Express Lanes START		
Social Media/Digital			Express Lanes START
Out of Home			Express Lanes START

Campaign Peek

I-80 Users and Community

Get FasTrak Billboards

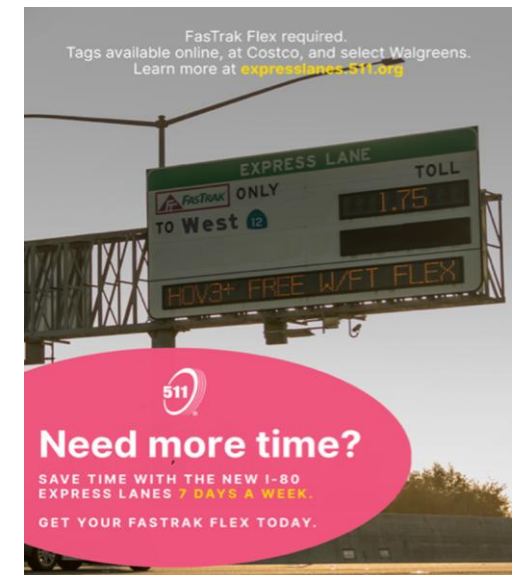
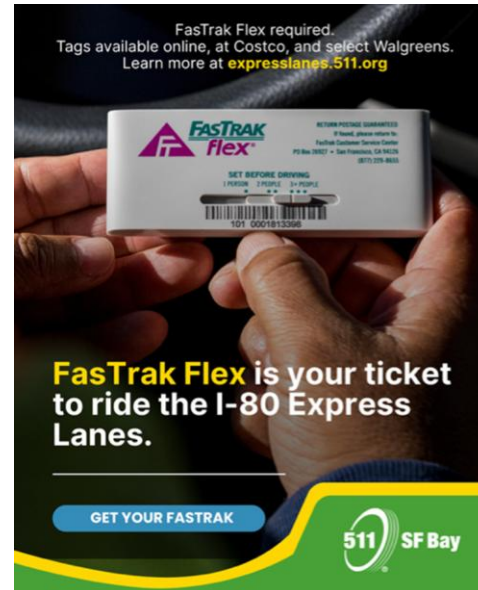
Draft



I-80 Express Lane Social Media Campaign

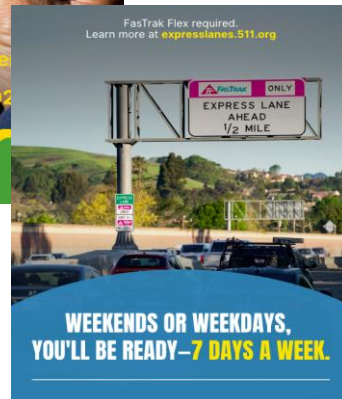
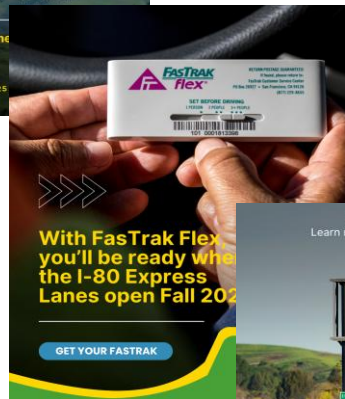
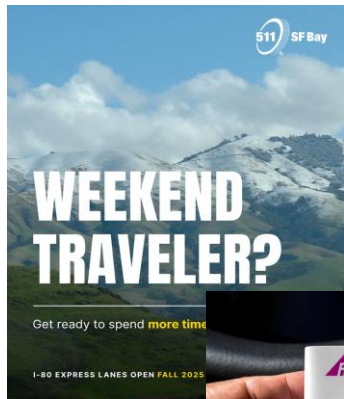
Draft Posts

- 25 Instagram and Facebook posts over 10 weeks
- Static posts, Carousels, and Polls
- Organic posts in English
- Paid posts in 4 languages



I-80 Express Lane Social Media Campaign

Draft Posts



Express Lanes START Campaign



Draft Ad

- Focus on income-eligible audience
 - Strategic billboard placements
 - Direct Mail
 - DMV – TV
 - Targeted Digital Advertising

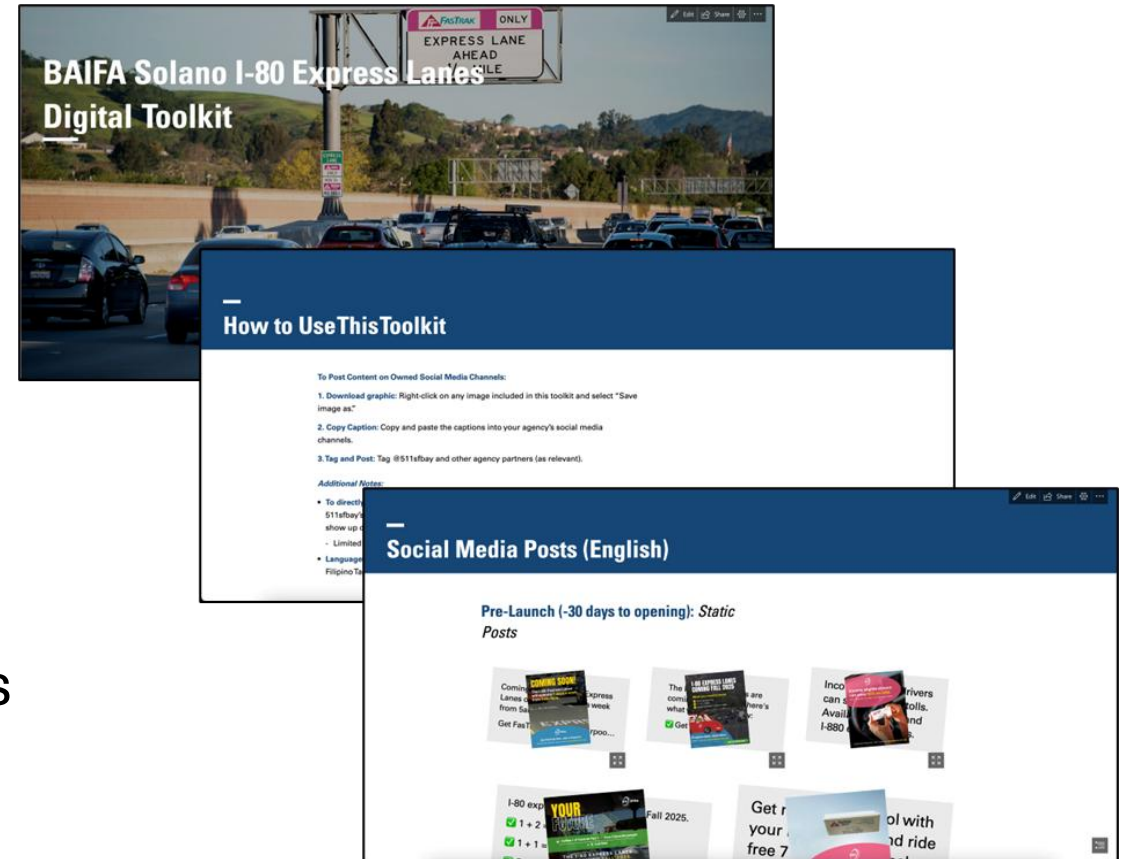
Partner Engagement - Express Lanes START

- Partner with 3 – 4 Community Benefit Organizations in corridor
- Solano Health & Social Services (client info & event tabling)
- Solano Community College
- Labor Unions
- Housing Authorities
- Libraries
- Workforce Development



Digital Toolkit to Share with Agency Partners

- Online micro-site digital toolkit
- Provides ready-to-use social media content
- Provides ready-to-use brief newsletter items
- Varying content provided in 4 languages
- Will be shared with over 50 agency contacts in Solano, Contra Costa, Napa, Alameda, Yolo and Sacramento counties
- Helps promote awareness, explain how they operate, and highlight their benefits.



I-80 Express Lanes Future Updates

Topic	Timeframe
Express Lanes START Evaluation Plan	Early 2026
Weekend Pilot Evaluation Plan	Early 2026
First Quarter Operations Report	Mid 2026



Sign up for FasTrak at BayAreaFasTrak.org