

## Bay Area Toll Authority Oversight Committee

June 11, 2025

Agenda Item 5a-25-0773

### Access to FasTrak® Toll Tags

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#### **Subject:**

An update on strategies being assessed and/or implemented to increase adoption of FasTrak® to make it easier for people to pay and manage their tolls.

#### **Background:**

Since 2021, BATA has implemented many changes to support former cash payers and make access to FasTrak easier. They include reducing the tag deposit, reducing the opening balance for cash users to \$25, and increasing support for multiple languages.

In December 2024, the Bay Area Toll Authority (BATA) approved a series of toll increases for all vehicles crossing any of the seven state-owned toll bridges in the Bay Area (Antioch, Benicia-Martinez, Carquinez, Dumbarton, Richmond-San Rafael, San Francisco-Oakland and the San Mateo-Hayward bridges) beginning January 1, 2026. At the same time, BATA approved the institution of a toll differential to begin January 1, 2027 whereby drivers paying by license plate account would pay 25 cents more per toll and those paying by invoice would pay \$1 more per toll than if they paid with FasTrak. The reason for the toll differential is to enable BATA to recoup the higher cost of collecting tolls by invoicing or license plate account compared with collecting tolls via FasTrak.

Ahead of the implementation of the toll differential, BATA staff are assessing and developing a set of strategies to increase FasTrak enrollment by making it easier for Bay Area residents to access toll tags and enroll in the program. There are three categories of strategies:

- Improve customer experience
- Increase awareness
- Increase access to FasTrak tags

Staff have identified over 20 potential strategies. Two items have been completed, with 17 in the discovery, execution or planning phase. An additional six are in the assessment phase to determine their feasibility and effectiveness. Staff will present an update on these strategies and

status at the Committee meeting. An additional consideration is the opening of the express lanes on I-80 in Solano County. These express lanes will run from Vacaville to Fairfield and will require drivers to have a FasTrak account, and to receive the carpool discount, drivers will need to use a FasTrak Flex tag. Express Lanes START will also operate on these express lanes, subject to BAIFA approval to extend and expand the current pilot on I-880.

**Next Steps:**

Staff will continue assessment and implementation efforts, explore new opportunities, continue deep dives into data, support the expansion of express lanes to I-80, and return to this Committee on a regular basis to provide updates on progress.

**Issues:**

None identified.

**Recommendations:**

None

**Attachments:**

- Presentation – Update on Strategies to Move Customers to FasTrak



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