



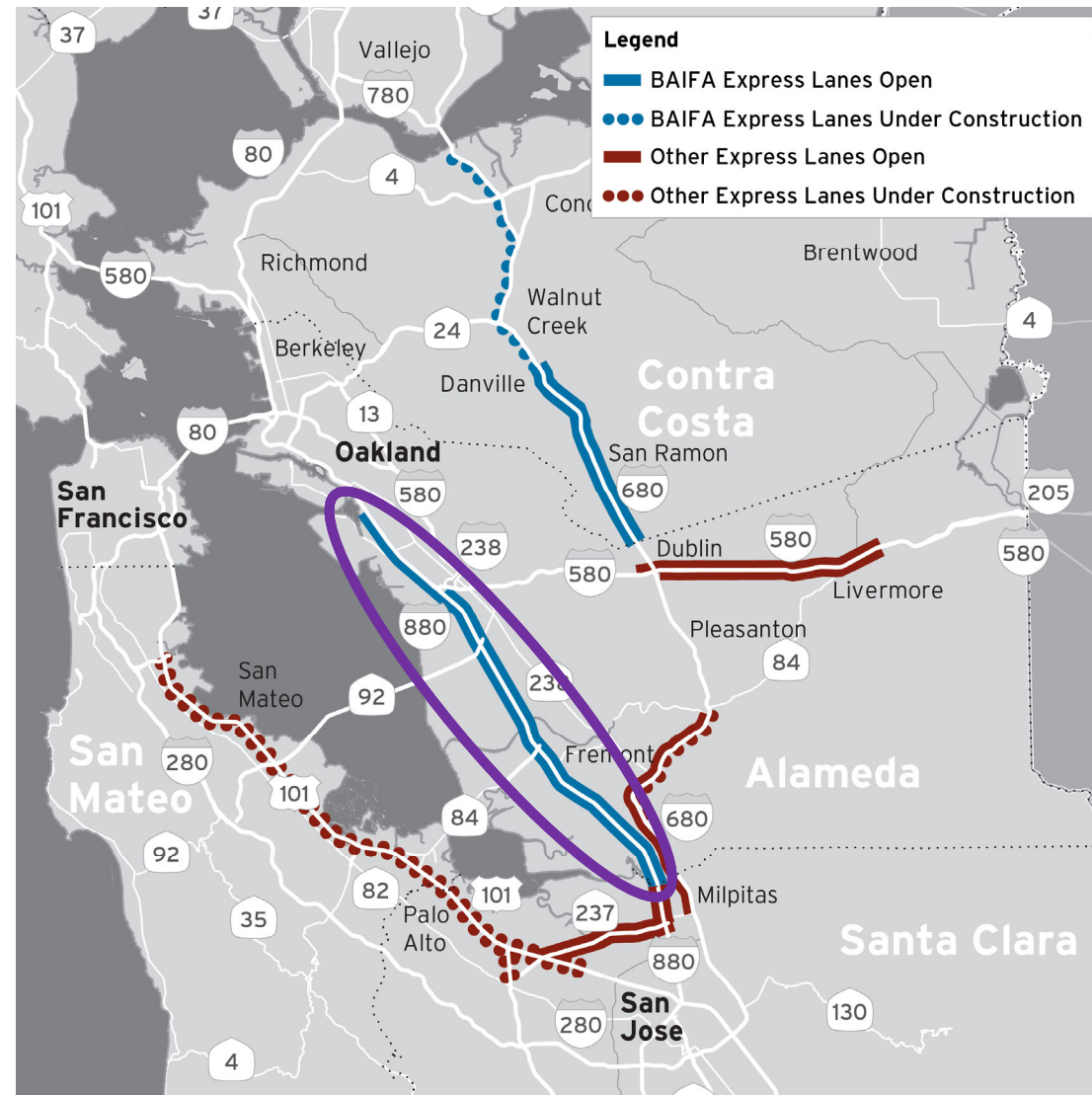
FasTrak[®] STARTSM Pilot: Customer Engagement Plan

Bay Area Infrastructure Financing Authority

March 24, 2021

FasTrak START Pilot: Background

- Transportation is third-largest budget item for low-income households
- Issue: low-income adults cannot afford to use express lanes and transit may not be a viable option
- Expand mobility and access to opportunity with a means-based toll discount
- Leverage tools, rules and lessons of Clipper START pilot
- Advance and apply an equity approach



Application of MTC Equity Pillars

DEFINE & MEASURE



Develop metrics centered on user experience, affordability, and access.

LISTEN & LEARN



Co-create the Pilot with stakeholders, social service groups, community-based organizations, and low-income populations, through all stages of the project.

FOCUS & DELIVER



Partner with social services, and CBOs to market and deliver the Program. Test user experience with target population.

TRAIN & GROW



Evaluate the Pilot based on customer-focused equity assessment of impact and implementation. Results to inform future policy & programs.



Draft Pilot Goals

IMPLEMENTATION

IMPACT

PERFORMANCE

AWARENESS

CUSTOMER
EXPERIENCE

FINANCIAL
VIABILITY

ADMINISTRATIVE
FEASIBILITY

AFFORDABILITY

ACCESS &
MOBILITY



Alternative to
Congestion

Customers aware
of program

Easily
accessible

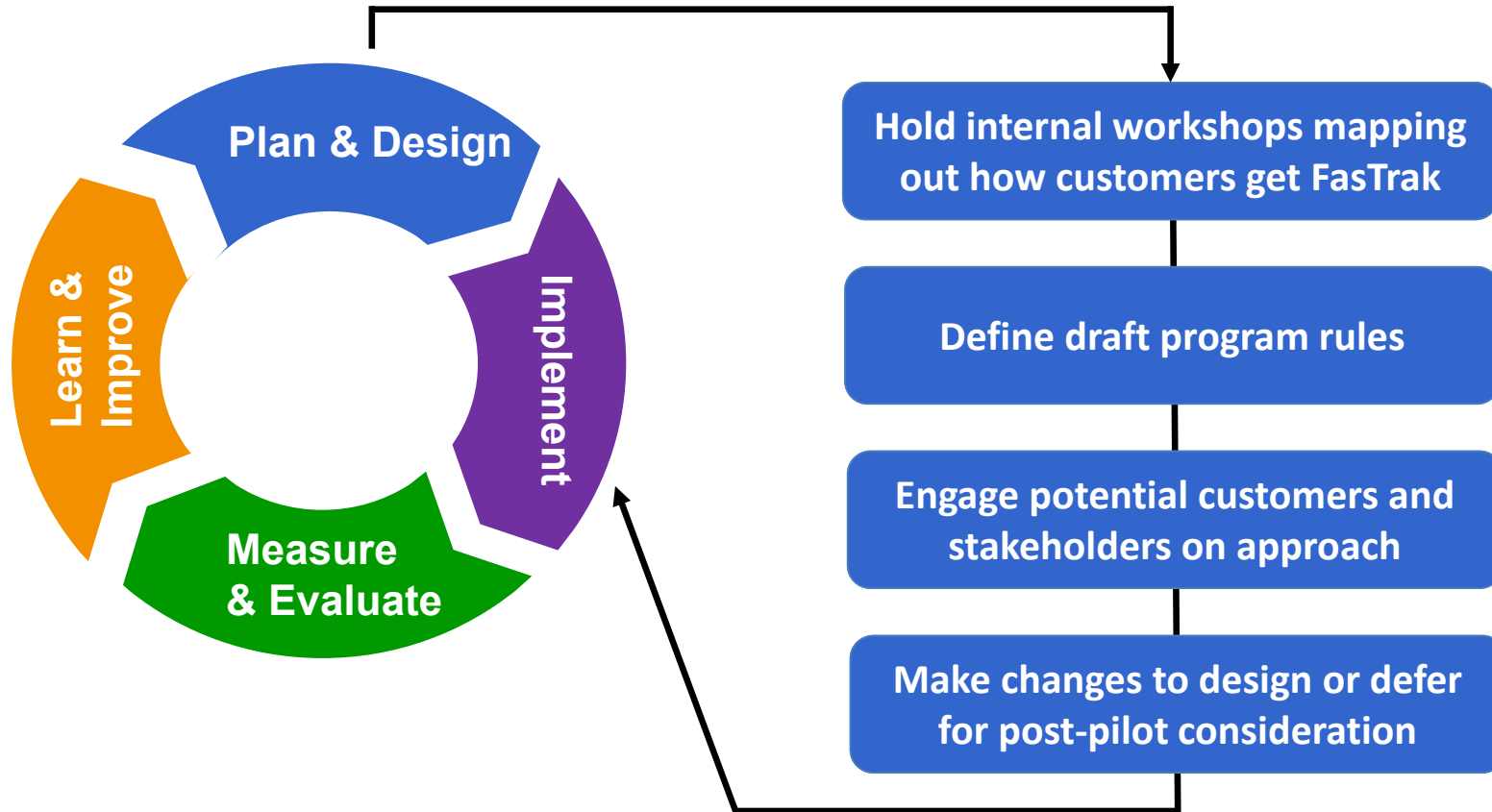
Feasible for
operators and
region

Management
feasible

Participants
less burdened

Access to
opportunities

Phase 1 Engagement and Outreach Approach



Stakeholder Engagement

Proposed Advisory Group

- 7 tolling agencies (bridges & express lanes)
- 2 county delivery partners
- Caltrans
- Policy Advisory Council Equity & Access Subcommittee
- TransForm

Policy Advisory Council Equity & Access Subcommittee



Community Engagement

Three methods of engagement:



- Focus groups
 - 8-10 people each
 - Conducted over Zoom








- Telephone town halls
 - Method for those without computers to provide feedback



- Opt-in surveys



Community Engagement: Topics

TOPIC	HOW?	AUDIENCE	DATE
1. Pilot Design: How should it work? <ul style="list-style-type: none"> Rules; application process; getting FasTrak; barriers 		Low-income drivers	May 2021
2. Pilot Design: How should it work? <ul style="list-style-type: none"> Toll discount; travel patterns (opportunity); outreach 		Low-income drivers	May 2021
3. Evaluation Plan: How to measure success? <ul style="list-style-type: none"> Equity; goals, measures & data collection ideas 		CBO/social service staff	May 2021
4. Evaluation (Early): What is your experience? <ul style="list-style-type: none"> Awareness; application process; FasTrak experience; toll discount value (opportunity) 		Pilot participants	4 months after live
5. Evaluation (End): What is your experience? <ul style="list-style-type: none"> FasTrak & 880 experience; travel patterns; behavior change; cost (affordability); toll discount value (opportunity) 		Pilot participants	12 months after live

Public Outreach & Marketing Preview

Several methods contemplated; will be tested in focus groups and with community-based organizations (CBOs)

- Contract with three CBOs for promotion and hands-on assistance
- Direct mail/email to CBOs, libraries, and other organizations
- Outreach through social service agencies
- Support from advertising



Schedule Status

Work Area	2020	2021				2022				2023	
	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
Planning & Contracts	█	█	█								
Pilot Design		█	█								
Technical Systems		█	█	█	█						
Toll Ordinance			█	█							
Data & Evaluation					█	█	█	█	█	█	█
Operations						█	█	█	█	█	█
Customer Outreach			█	█	█	█	█	█	█	█	█

- Possible schedule risks:
 - Scope revisions based on stakeholder input
 - Ability to sequence interdependent work
 - Staff and FasTrak[®] contractor’s ability to manage workload for planned express lane openings (680, 101) and pilot

Preliminary Plan for Future BAIFA Check-Ins

- June-July 2021
 - Program Rules
 - Evaluation Plan
 - Toll Ordinance Amendment Kick-Off
- September-October 2021
 - Toll Ordinance Amendment Public Hearing & Adoption
 - Outreach and Engagement Plan

