



*BAIFA (Bay Area Infrastructure Financing Authority)*

# **I-880 Express Lanes Toll Discount Program Pilot: Approval**

Pierce Gould, MTC Express Lanes

# MTC Operations Equity Initiatives



Transit Fare  
Discount Pilot



Equity Action Plan

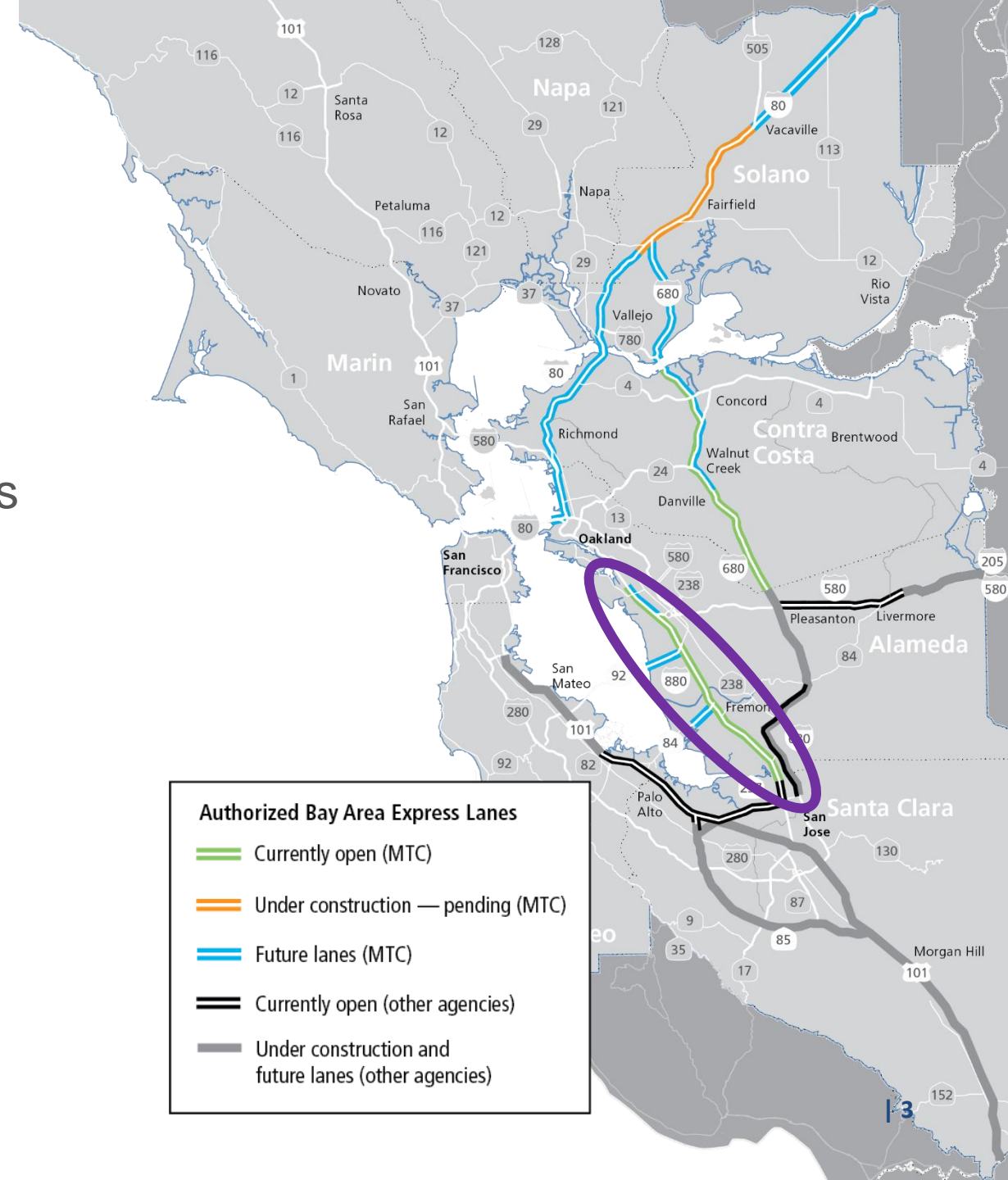
Today



Express Lanes  
Toll Discount Pilot

# Overview

- Transportation is third-largest budget item for low-income households
- Issue: express lanes costs for low-income drivers serve as a barrier; transit not always a viable option
- Expand mobility and access to opportunity with a means-based toll discount
- Leverage tools, rules and lessons of Clipper<sup>®</sup> START<sup>SM</sup>
- Advance and apply an equity approach
- Today: request approval for pilot



# Stakeholder Engagement

## Policy Advisory Council Equity and Access Subcommittee

- June 2020: pilot overview
- October 2020: pilot work planning; corridor selection
- April 2021: equity statement; goals; stakeholder and customer engagement plan
- July 2021: draft concept; customer research update; evaluation plan
- October 2021: customer research results; final concept
- April 2022: public outreach plan

## Advisory Group

- March 2021: pilot overview; customer engagement plan
- May 2021: equity statement; goals; draft concept; technical systems
- July 2021: evaluation plan
- October 2021: customer research results; final concept
- March 2022: public outreach plan; tolls and revenue projections

## BAIFA

- December 2020: pilot overview; corridor selection; goals; budget; schedule
- March 2021: customer engagement plan
- November 2021: customer research results; final concept
- April 2022: evaluation plan; public outreach plan
- June 2022: pilot approval

# Customer Engagement

- 10 focus groups with 87 potential customers (4 in English, including 1 with Black community; 3 in Spanish; 3 in Chinese)
- 1 telephone town hall in English with simultaneous translation in Spanish and Cantonese
- 1 focus group with community-based organization staff who serve potential customers



# Focus Groups with Potential Customers

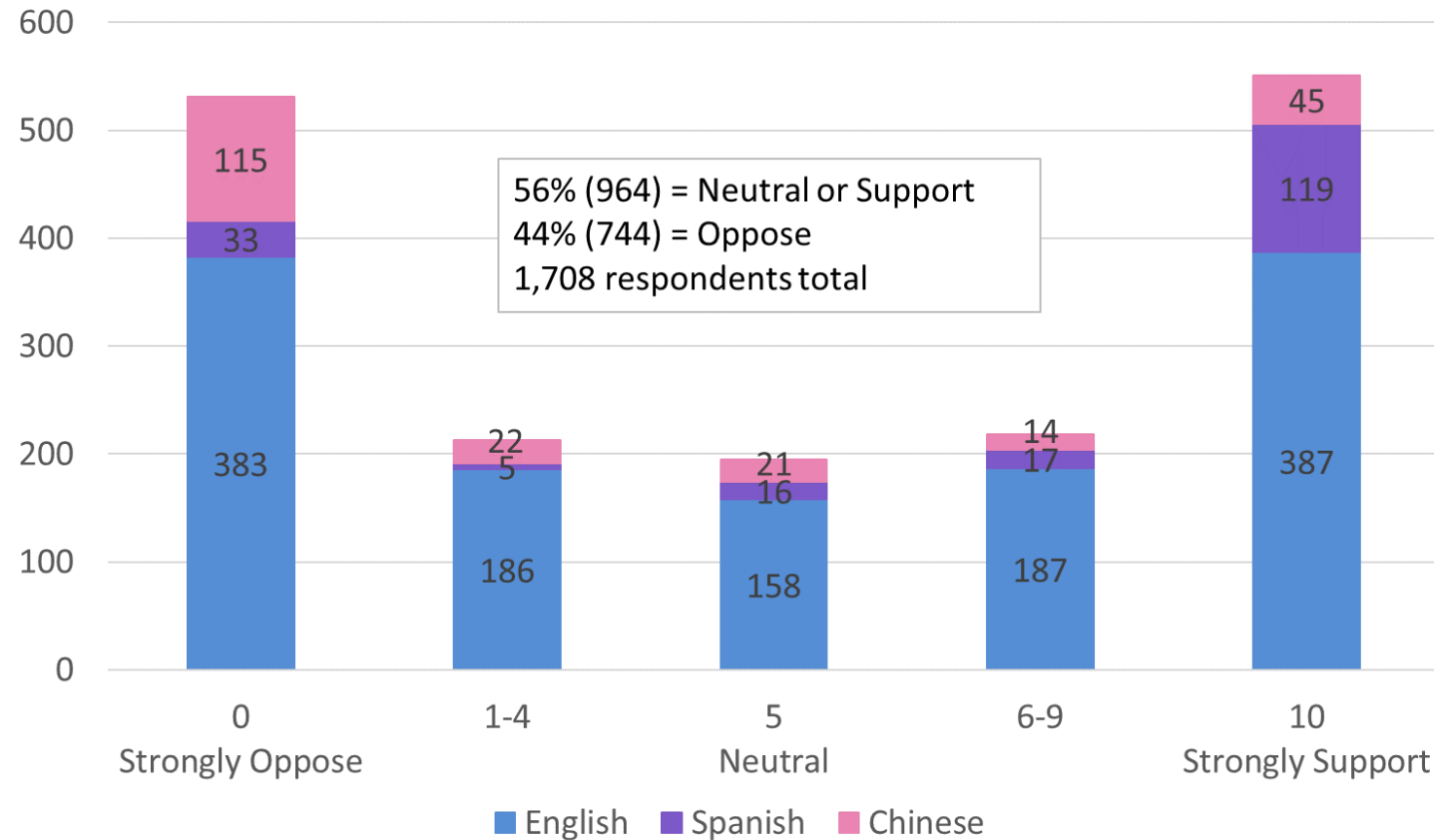
- Recruitment: low income; different household sizes; live in/drive 880 corridor (mix of race; gender; age; language; banked/unbanked; employed/unemployed; FasTrak®/no FasTrak®)
- Topics:
  - 1A (FasTrak): FasTrak/express lane experience; toll discount concept; barriers
  - 1B (no FasTrak): FasTrak; toll discount concept; barriers
  - 2 (FasTrak mix): FasTrak experience; travel patterns; toll discount concept; outreach
  - 3 (FasTrak mix): toll discount program outreach and messaging; barriers

Focus Group	Asian & Pacific Islander	Black or African American	Hispanic or Latino	White Non-Hispanic	Other*	Male	Female	Total
1A	10	1	9	4	1	8	17	25
1B	10	4	8	4		12	14	26
2	11	3	11	1	2	8	20	28
3		8					8	8
<b>Total</b>	<b>31</b>	<b>16</b>	<b>28</b>	<b>9</b>	<b>3</b>	<b>28</b>	<b>59</b>	<b>87</b>

\*American Indian or Alaska Native (1); Middle Eastern (1); Multi-Racial (1)

# Public Engagement

How do you feel about offering a discount for low-income drivers on the I-880 Express Lanes for a trial period?



Language	Responses
English	1,301
Spanish	190
Chinese	217
Total	1,708

# Proposed Toll Discount Program

- Must be verified as eligible (same as Clipper START):
  - Proof of identity
  - Proof of household income at or below 200% Federal poverty level
  - Bay Area mailing address
- Must have FasTrak<sup>®</sup> account
- 50% or more off tolls in the I-880 Express Lanes

I-880 Express Lanes	SOV	HOV2	CAV	HOV3+
Standard Toll Rates	Full toll	50% off	50% off	No toll
Income Qualified Toll Rates	50% off	75% off*	75% off*	No toll

*\*50% off the standard toll rate of 50% off for HOV2 or Clean Air Vehicle (CAV) equals 75% off the full toll*

# Eligible drivers would pay less in the I-880 Express Lanes



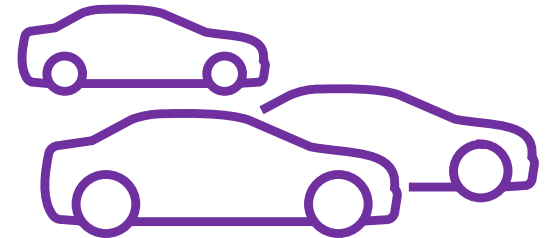
**GET APPROVED FOR  
TOLL DISCOUNT**



**ACTIVATE DISCOUNT  
IN BAY AREA  
FASTRAK® ACCOUNT**



**KEEP A POSITIVE  
BALANCE IN BAY AREA  
FASTRAK® ACCOUNT**



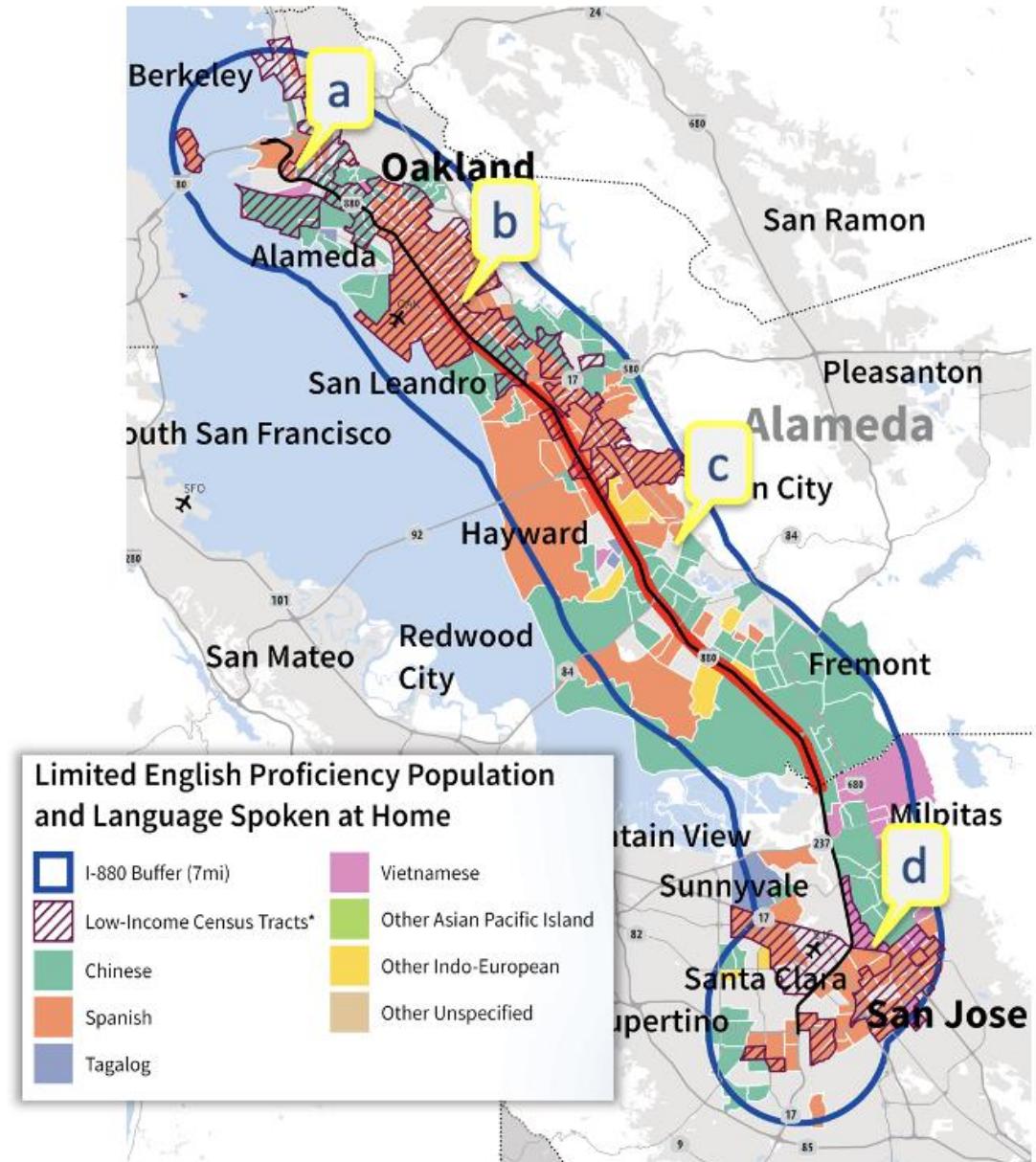
**USE THE I-880 EXPRESS LANES  
(DISCOUNT IS AUTOMATIC)**

# Simple Enrollment Process

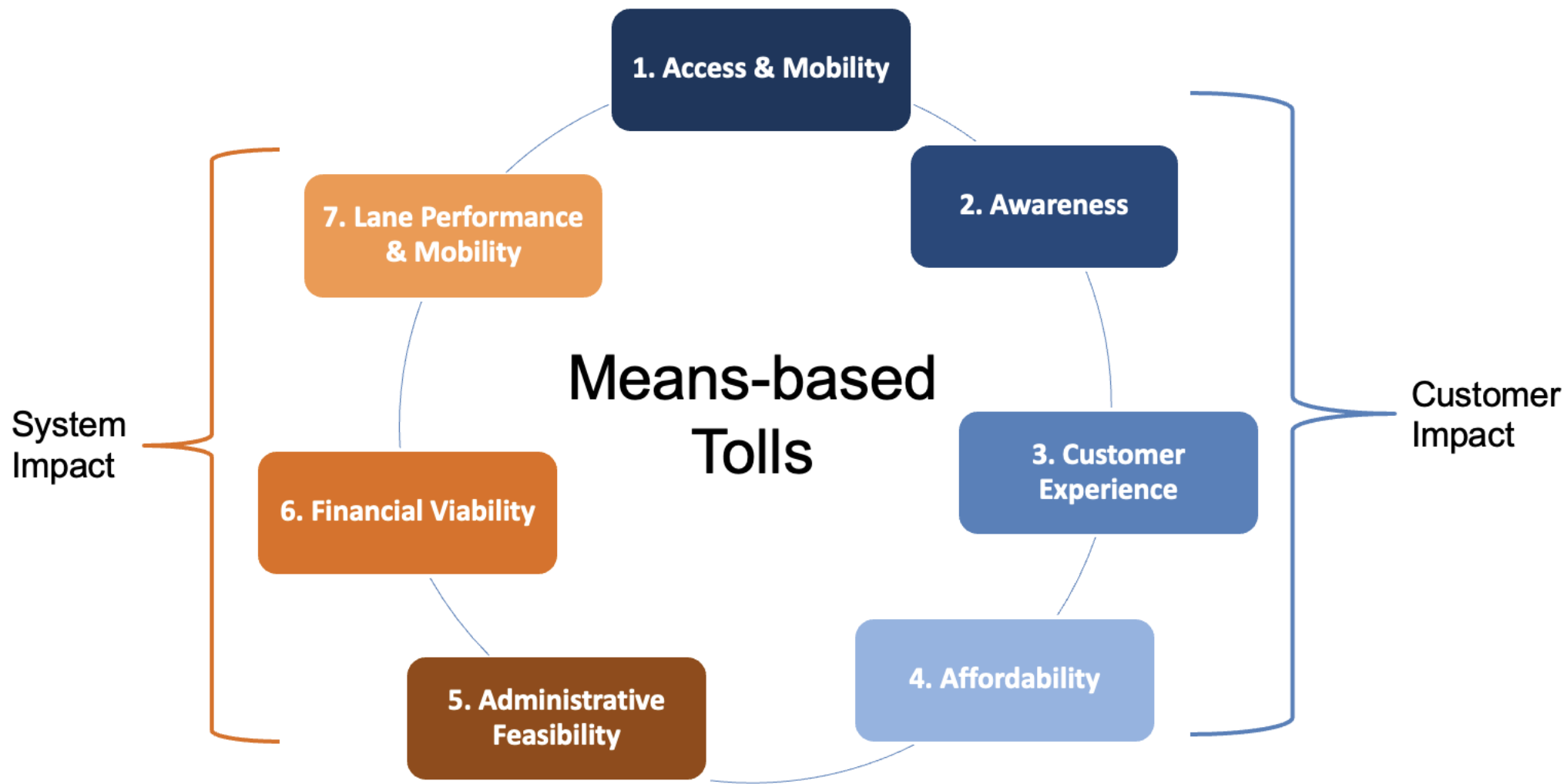


# Prioritized Outreach for Enrollment

- Focus on areas of high low-income population density
- Deploy in-language campaign resources throughout the corridor
- Conduct multicultural outreach including to East Oakland Black community
- Concentrate media spend near walk-in hub locations (a-d in graphics)



## Evaluation Plan: Desired Outcomes



# Next Steps

- If BAIFA approves pilot, project launch in late 2022. Schedule risks remain
- Staff to complete systems development, prepare for operations, implement outreach campaign and initiate evaluation plan

Work Area	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023
Toll Ordinance								
Technical Systems								
Data & Evaluation								
Operations								
Customer Outreach								

Anticipated  
Pilot Launch