



Preliminary Evaluation Targets

Bay Area Infrastructure Financing Authority: October 26, 2022

Pierce Gould (pgould@bayareametro.gov)

Barbara Laurenson (blaurenson@bayareametro.gov)

MTC Operations Equity Initiatives

Today



Transit Fare
Discount Pilot



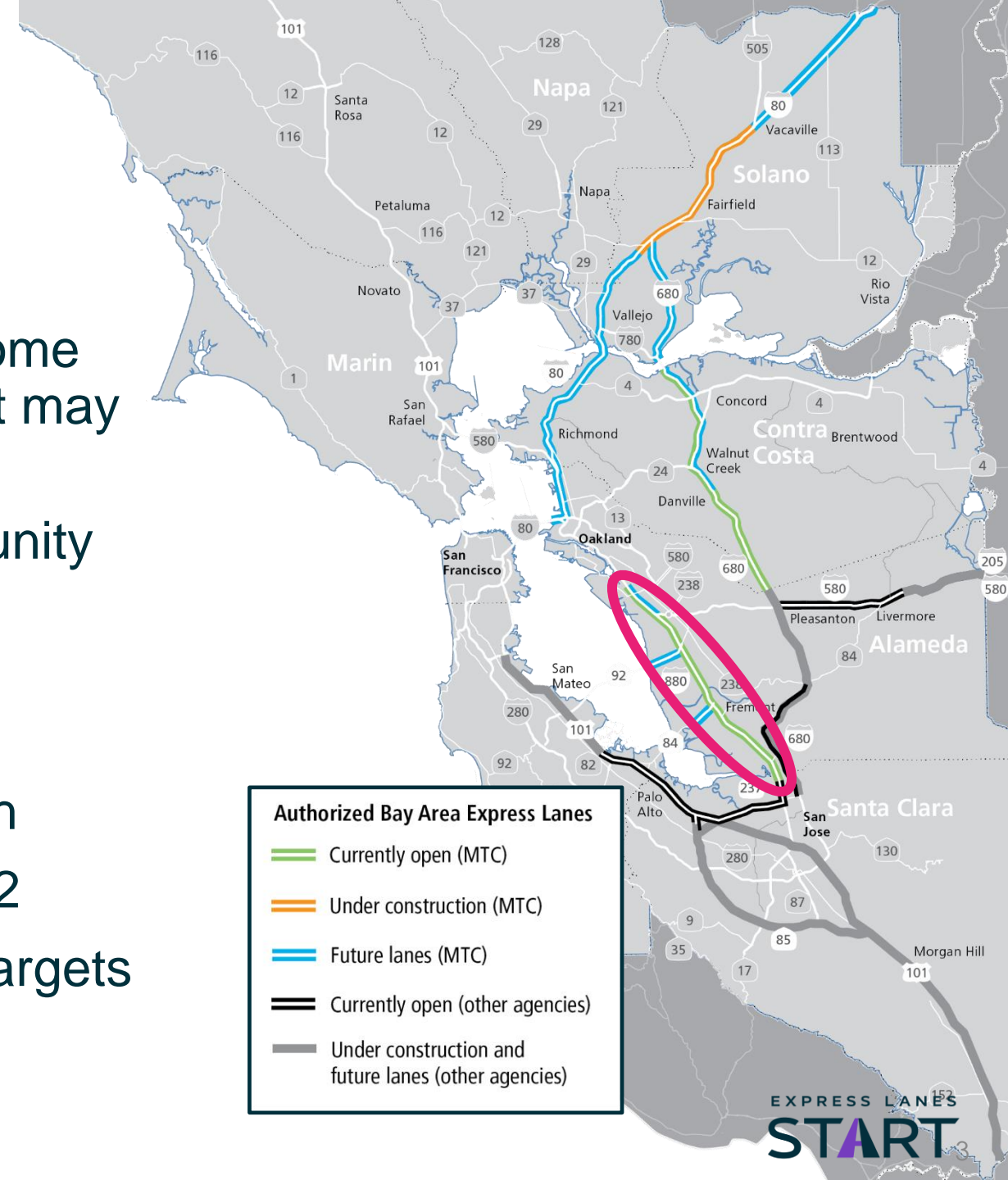
Equity Action Plan



Express Lanes
Toll Discount Pilot

Overview

- Issue: express lanes costs for low-income drivers serve as a barrier where 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[®] STARTSM
- Advance and apply an equity approach
- BAIFA approved pilot on June 22, 2022
- Today: review preliminary evaluation targets



Express Lanes STARTSM Pilot Basics

- Must be verified as eligible (same as Clipper[®] STARTSM)
 - Proof of identity
 - Proof of household income at or below 200% Federal poverty level
 - Bay Area mailing address
- Must have FasTrak[®] account to receive the toll discount
- Toll discount of 50% or more in the I-880 Express Lanes

I-880 Express Lanes	1 Person	2 Persons	Clean Air	3+ Persons
Standard Toll Rates	Full toll	50% off	50% off	No toll
Express Lanes START Toll Rates	50% off	75% off*	75% off*	No toll

**50% off the standard toll rate of 50% off for 2 Persons or Clean Air Vehicle equals 75% off the full toll*

Express Lanes STARTSM Goal

- Improve I-880 express lanes access for low-income drivers,
- Provide these drivers with a good experience, and
- Understand the effect on express lane drivers and operations.

Outcomes, Measurements and Preliminary Targets



Outcome Topics – The ways discounted tolls could affect pilot participants and express lane operations



Desired Outcomes – How we want discounted tolls to affect pilot participants, other express lane drivers, and/or the operating agencies

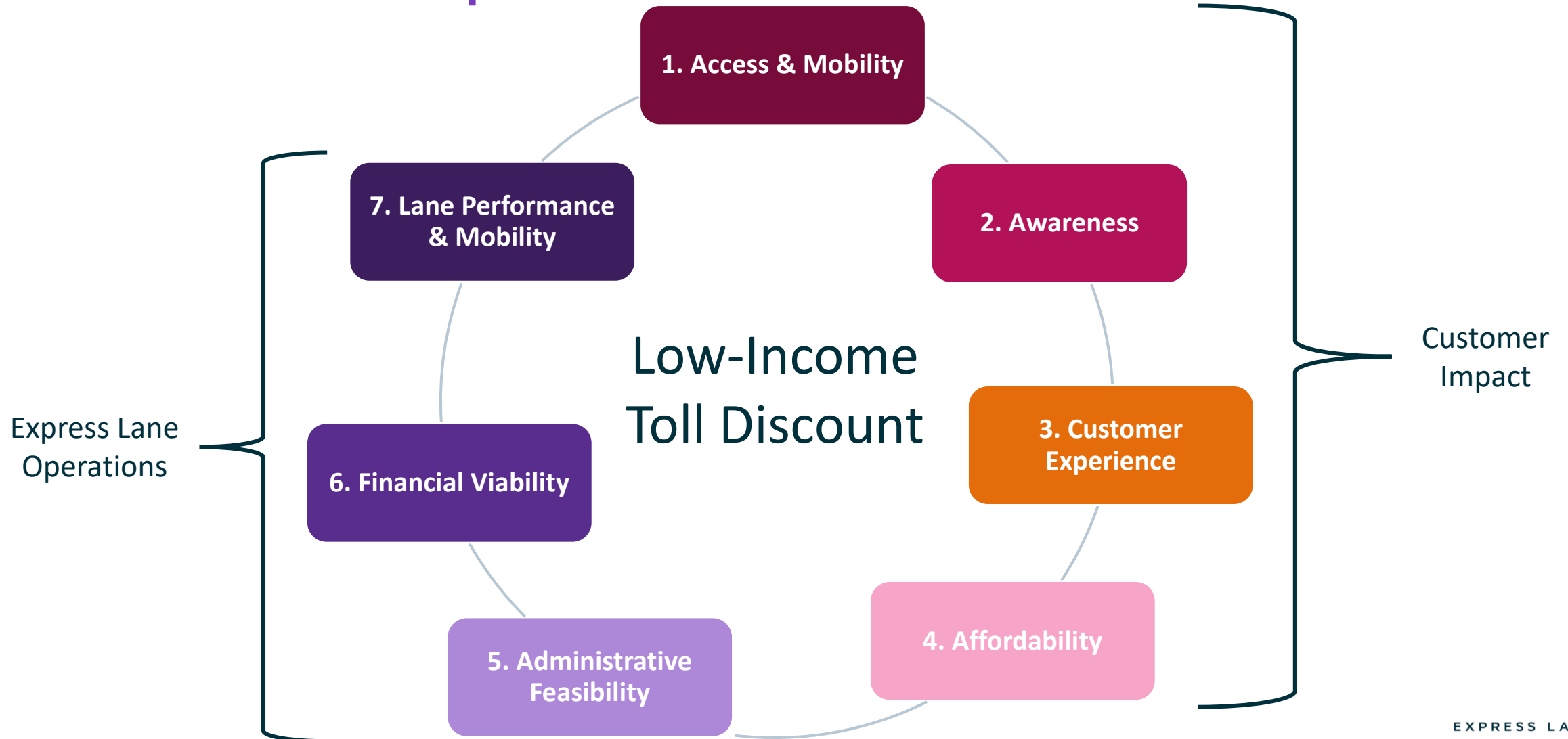


Measurements – The numbers and input/feedback that will be gathered to explain pilot outcomes



Preliminary Targets – Measurement thresholds that may indicate if the pilot is achieving desired outcomes

Outcome Topics for Evaluation



1. Access & Mobility



Desired Outcomes

- Solid participation levels
- Improved travel opportunity for participants



Measurements

- Pilot enrollment
- Participant express lane trip-making: when, where, frequency, trends
- Participant feedback: program effect on behavior and perception



Preliminary Targets

- 15,000 FasTrak[®] accounts with Express Lanes START discount plan by end of pilot month 12
- Existing FasTrak[®] users increase paid express lane trips by 25% (these trips would likely have been made in the free lanes)
- New FasTrak[®] users make 1 or more express lane trips per quarter

2. Awareness



Desired Outcomes

- Effective participation levels



Measurements

- Applications: numbers and applicant demographics
- Marketing material effectiveness at engagement and education
- Customer support needs and customer input about program clarity



Preliminary Targets

- 16,000 Express Lanes START applications by end of pilot month 12
- Applications are in line with race and ethnicity in I-880 corridor

3. Customer Experience



Desired Outcomes

- Easy enrollment process
- Participants understand the pilot, FasTrak® and express lanes
- Participants have a good experience so use the lanes when needed



Measurements

- Participant feedback: processes, understanding and value
- Applications: completed vs. incomplete
- Participant support needs
- Participant express lane trip-making trends



Preliminary Targets

- “Ease of Applying” average score is 2 or lower (5-point scale, 1 is best)
- Pilot participant FasTrak® call-in rate is in line with that of all FasTrak® customers (about 2% per month)
- Participants make 1 or more express lane trips per quarter

4. Affordability



Desired Outcomes

- Discount enables express lane use when needed
- Participants maintain their FasTrak® accounts in good standing



Measurements

- Participant express lane trip-making: frequency & trends
- Participant FasTrak® account balances
- Participant feedback: transportation costs, travel behaviors, and opportunity costs



Preliminary Targets

- Participants make 1 or more express lane trips per quarter
- Share of pilot participant FasTrak® accounts in good standing is in line with all FasTrak® customer accounts (about 90%)

5. Administrative Feasibility



Desired Outcomes

- Administrative resources are aligned with program use



Measurements

- Enrollment and trip-making
- Required staffing
- Impact on FasTrak[®] Customer Service Center or other operations



Preliminary Targets

- 15,000 Express Lanes START accounts by end of pilot
- Pilot participant FasTrak[®] call-in rate is in line with that of all FasTrak[®] customers (about 2% per month)

6. Financial Viability



Desired Outcomes



Measurements



Preliminary Targets

- Program costs are aligned with program benefits
- Pilot operational costs: contractors and staff
- Cost projections for expansion
- Impacts on tolls
- Impacts on toll revenues
- Operating cost is \$500 or less per participant by pilot end

7. Lane Performance & Mobility



Desired Outcomes

- Express lane speeds continue to meet standards and operational needs



Measurements

- Vehicle and person throughput
- Express lane and general purpose lane speeds
- Displayed tolls



Preliminary Targets

- Express lane speeds stay consistent (pilot vs. pre-pilot; control corridor) across locations and time durations

Next Steps

- Complete systems development and testing
- Begin outreach campaign in early 2023
- Initiate evaluation plan
- Report activity to BAIFA quarterly

