

Express Lanes STARTSM: Six-Month Pilot Trends

Policy Advisory Council Equity and Access Subcommittee

March 22, 2024



MTC means-based equity initiatives

Today



Transit Fare
Discount Pilot

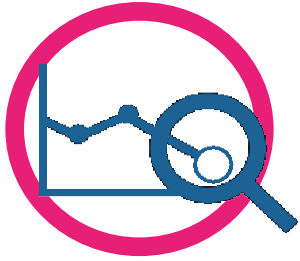


Equity Action Plan



Express Lanes
Toll Discount Pilot

Applying MTC's equity platform pillars



Define and Measure

Establish goals and metrics



Listen and Learn

Co-create the pilot



Focus and Deliver

Partner, execute and evaluate

**We Are Here
Program
Implementation**



Train and Grow

Use results to improve future policy and programs

Stakeholder engagement

Policy Advisory Council Equity and Access Subcommittee – 8 meetings

TODAY

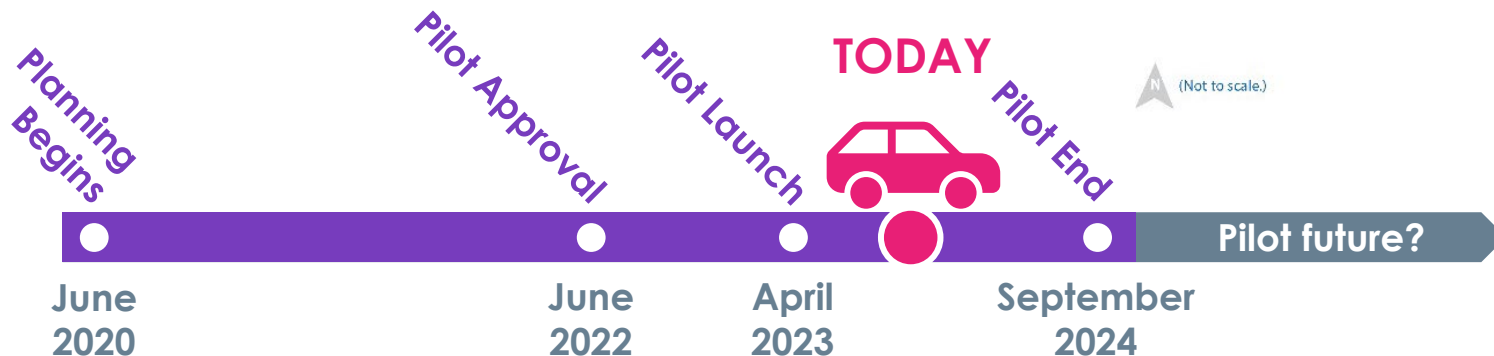
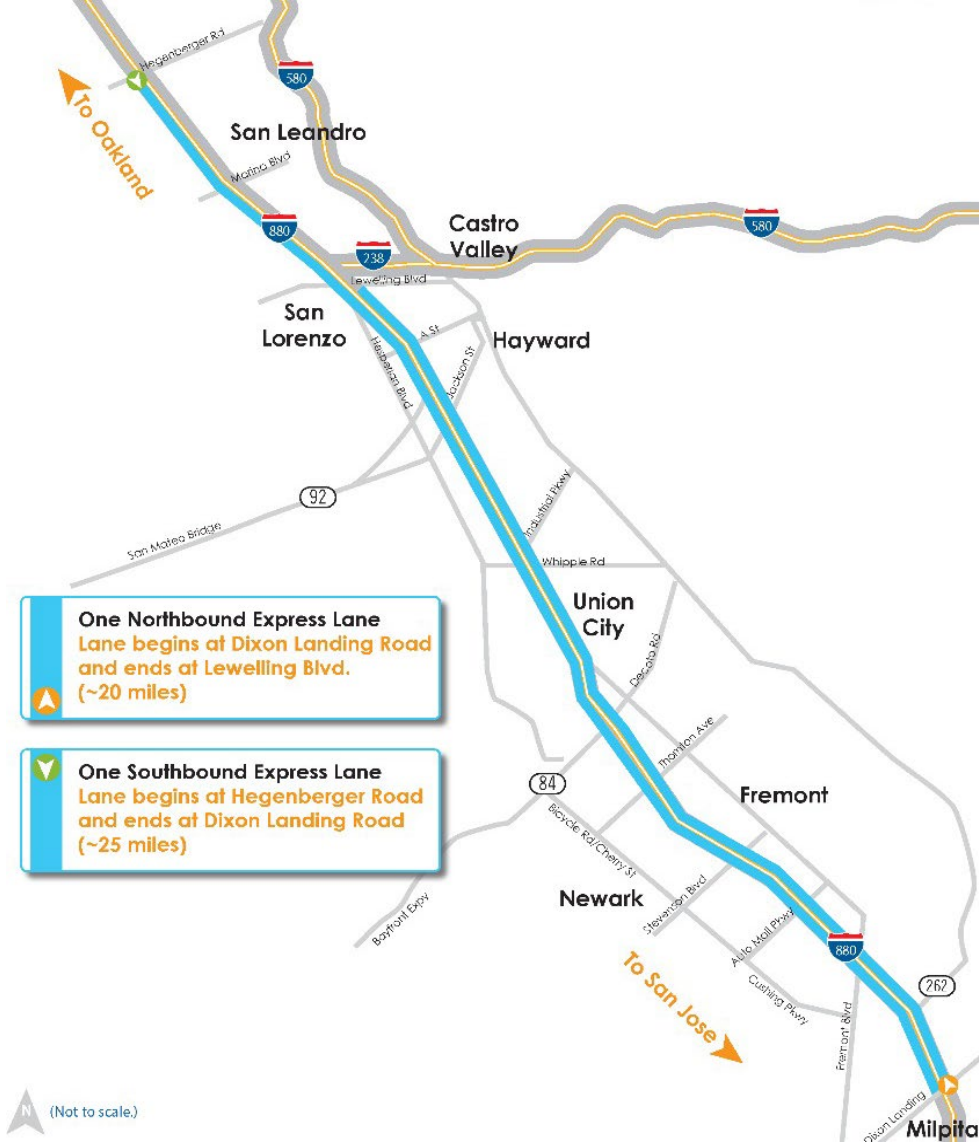
| 6/22/20 | 10/29/20 | 4/5/21 | 7/9/21 | 10/4/21 | 4/22/22 | 10/20/22 | 3/22/24 |
|--|---|--|--|--|--|--|--|
| <ul style="list-style-type: none"> • Pilot overview | <ul style="list-style-type: none"> • Pilot work planning • Corridor selection | <ul style="list-style-type: none"> • Equity statement & goals • Stakeholder & customer engagement plan | <ul style="list-style-type: none"> • Draft concept • Customer research update • Evaluation plan | <ul style="list-style-type: none"> • Customer research results • Final concept | <ul style="list-style-type: none"> • Public outreach plan | <ul style="list-style-type: none"> • Preliminary evaluation targets | <ul style="list-style-type: none"> • 6-month trends |

Advisory Group – 7 meetings (E&A Subcommittee representative: Anne Olivia Eldred)

| 3/11/21 | 5/17/21 | 7/13/21 | 10/5/21 | 3/4/22 | 10/12/22 | 01/24/24 |
|--|--|---|--|---|--|--|
| <ul style="list-style-type: none"> • Pilot overview • Customer engagement plan | <ul style="list-style-type: none"> • Equity statement & goals • Draft concept • Technical systems | <ul style="list-style-type: none"> • Evaluation Plan | <ul style="list-style-type: none"> • Customer research results • Final concept | <ul style="list-style-type: none"> • Public outreach plan • Tolls & revenue projections | <ul style="list-style-type: none"> • Preliminary evaluation targets | <ul style="list-style-type: none"> • 6-month trends |

Pilot scope

- Toll discount of 50% or more in the I-880 Express Lanes for 18 months
- Eligibility requirements are the same as Clipper[®] STARTSM
- Toll discount applied to FasTrak[®] account
- Today's observations cover April to September 2023



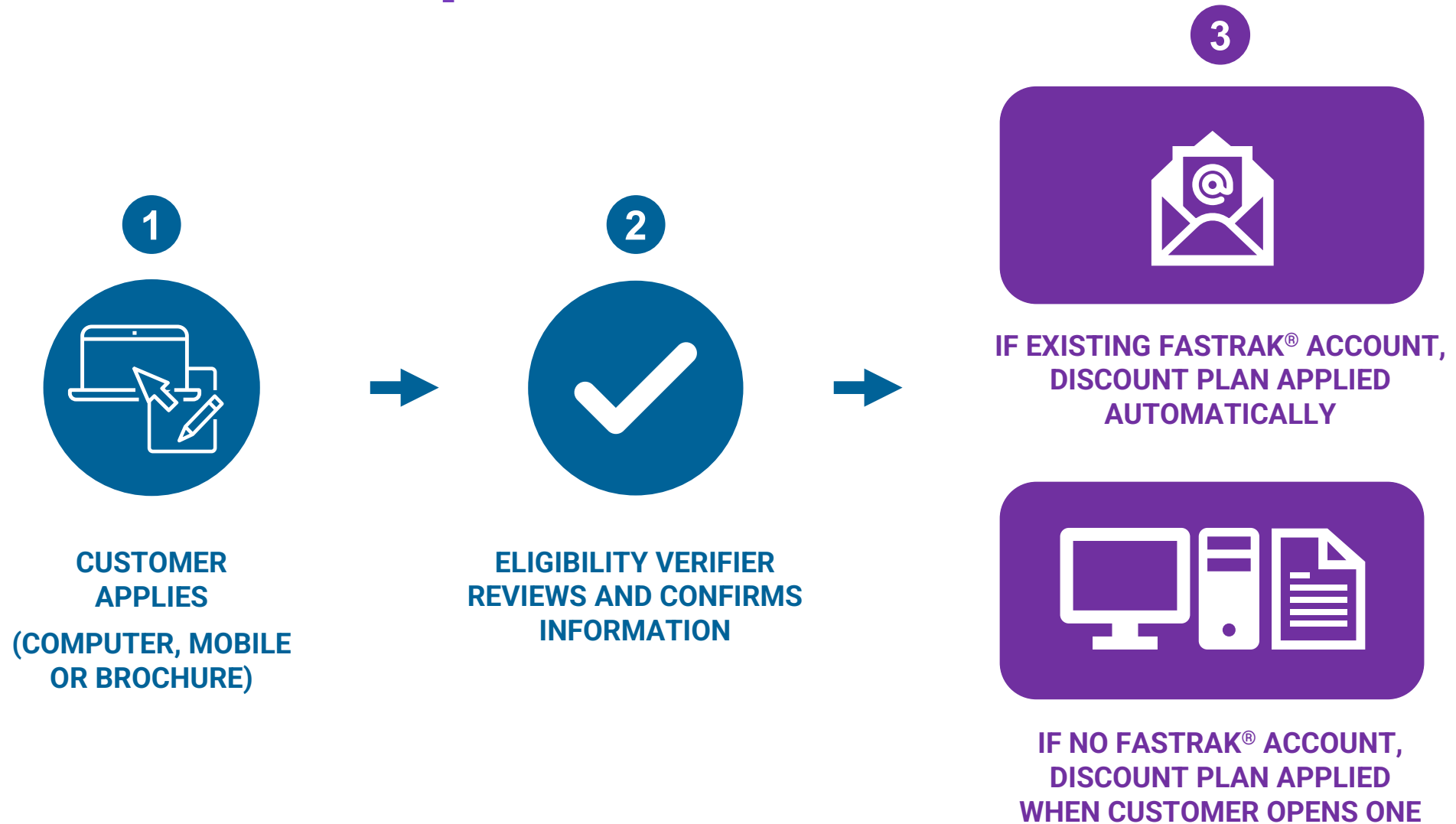
Toll discount basics

- Must be verified as eligible
 - 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 |

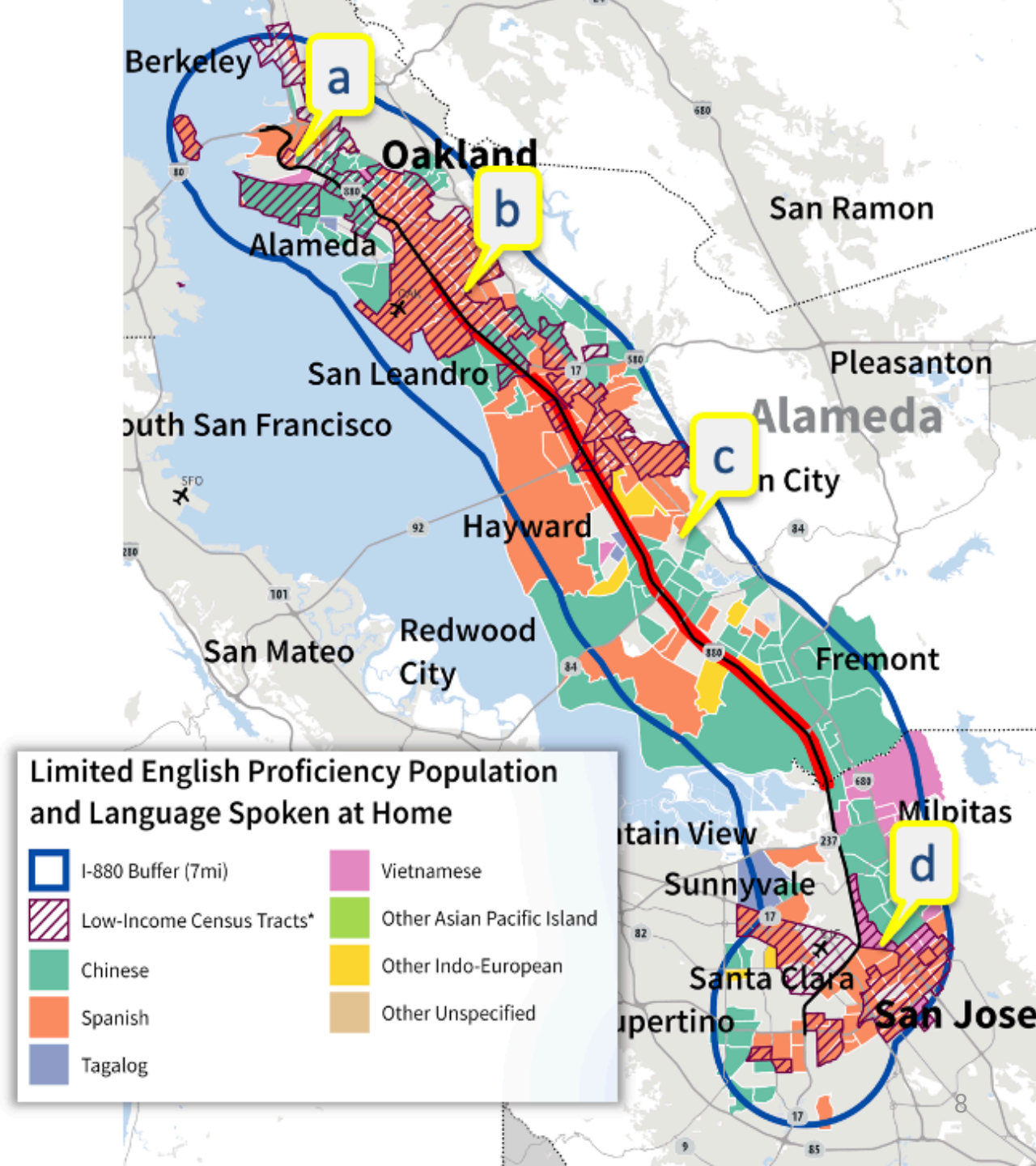
**50% off the standard toll rate of 50% off for 2 Persons or Clean Air Vehicle equals 75% off the full toll*

Enrollment process



Prioritized outreach


- Focus on areas of high low-income population density
- Deploy in-language campaign resources throughout corridor
- Work through CBOs to post information in visible places
- Concentrate geo-targeted media spend near walk-in hub locations (a-d in graphics)
- Make specific efforts to reach Black/African-American community in East Oakland



Multilingual advertising

| Paid Media | 2023 | 2024 |
|------------------------------------|------|------|
| Print ads in newspapers | X | |
| Billboards on I-880 | X | |
| Direct mail near CBO hubs | X | X |
| Display banner ads on websites | X | X |
| Social media ads on Facebook/Insta | X | X |
| DMV TV network ads in county | | X |
| Gas pump toppers on I-880 | | X |

Low-income drivers can apply to save 50-75% on I-880 tolls.




EXPRESS LANES START Go to ExpressLanesSTART.org

Los conductores de bajos ingresos pueden hacer su solicitud para ahorrar del 50 al 75% en los peajes de la I-880.




EXPRESS LANES START Visite ExpressLanesSTART.org

低收入駕駛人士可申請節省 50-75% 的 I-880 公路快速車道通行費。



EXPRESS LANES START 瀏覽 ExpressLanesSTART.org

Những người lái xe có thu nhập thấp có thể ghi danh để tiết kiệm 50-75% phí cầu đường trên đường I-880.



EXPRESS LANES START Truy cập ExpressLanesSTART.org

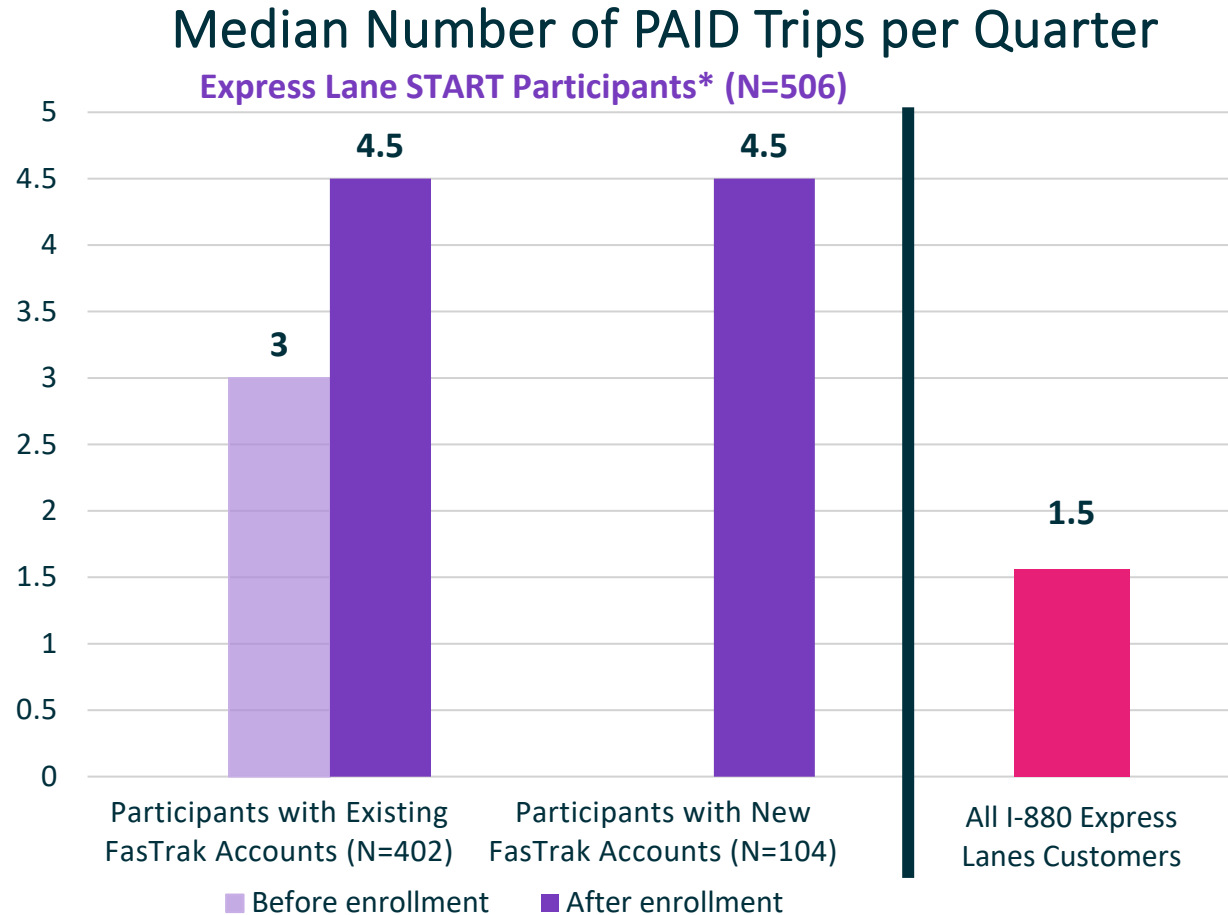
Pilot goals

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

Pilot evaluation topics



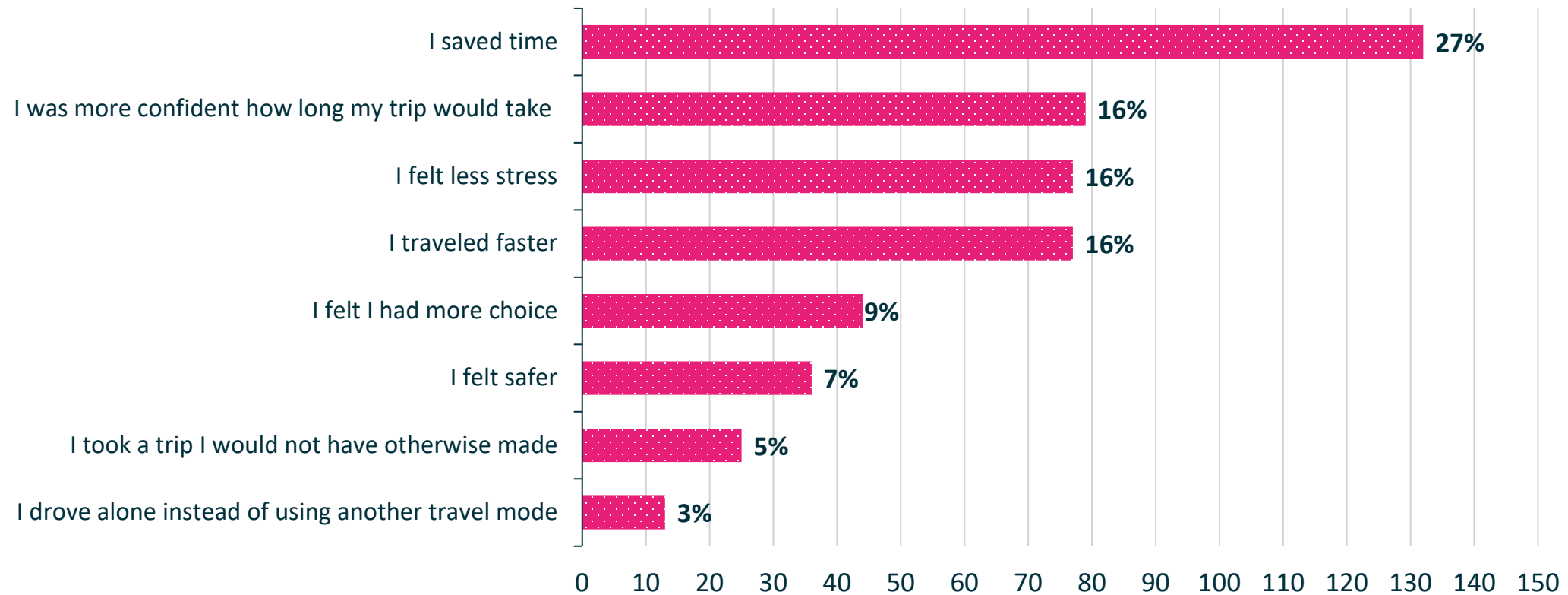
Improved access & mobility



- Over 1,000 enrollees
- 506 enrollees made at least 1 paid trip (another ~200 made HOV 3+ trips)
- Existing FasTrak customers:
 - Median paid trips/quarter up 50%
- New FasTrak customers:
 - Median 4.5 paid trips/quarter
 - Now avoiding violations
- Median paid trips by participants is higher than that of I-880 customers overall
- Work is the primary trip purpose; 51% of trips occur in peak periods

Participants* benefited from using express lanes

How have you benefited from the I-880 Express Lanes? 157 responses

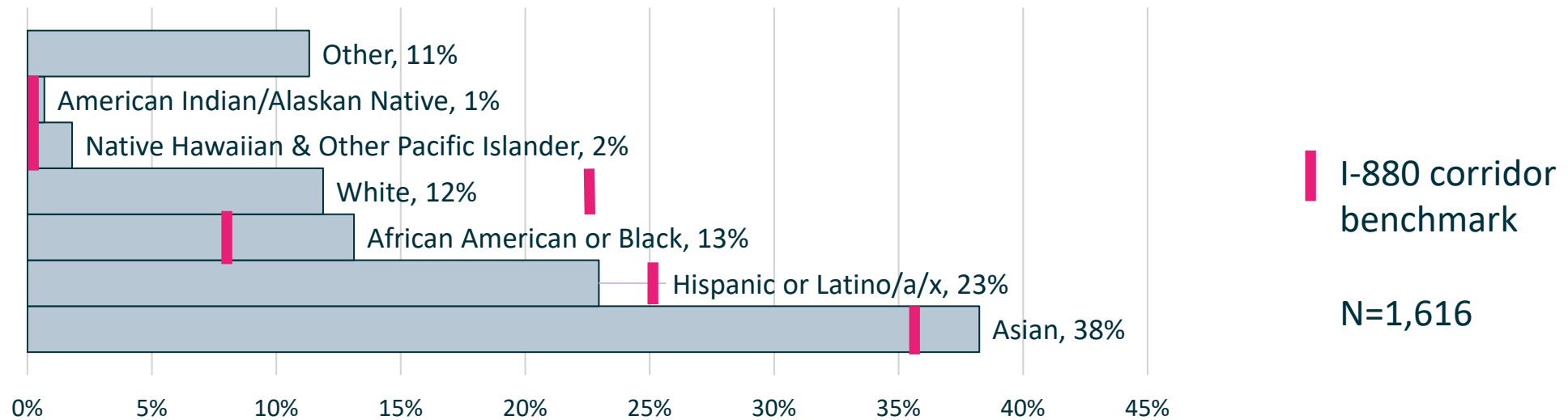


Applicants and participants have had a positive experience

- Ease of applying: average score = 4.1 out of 5, where 5 is 'very easy'*
- Focus group responses:
 - Deep gratitude for program
 - Highly value the cost savings
- Participants median use of the express lane is greater than overall median use
- Calls to the FasTrak Customer Service Center are in line with that of typical FasTrak customers

* All applicants, regardless of whether they have used the discount to make a paid express lane trip

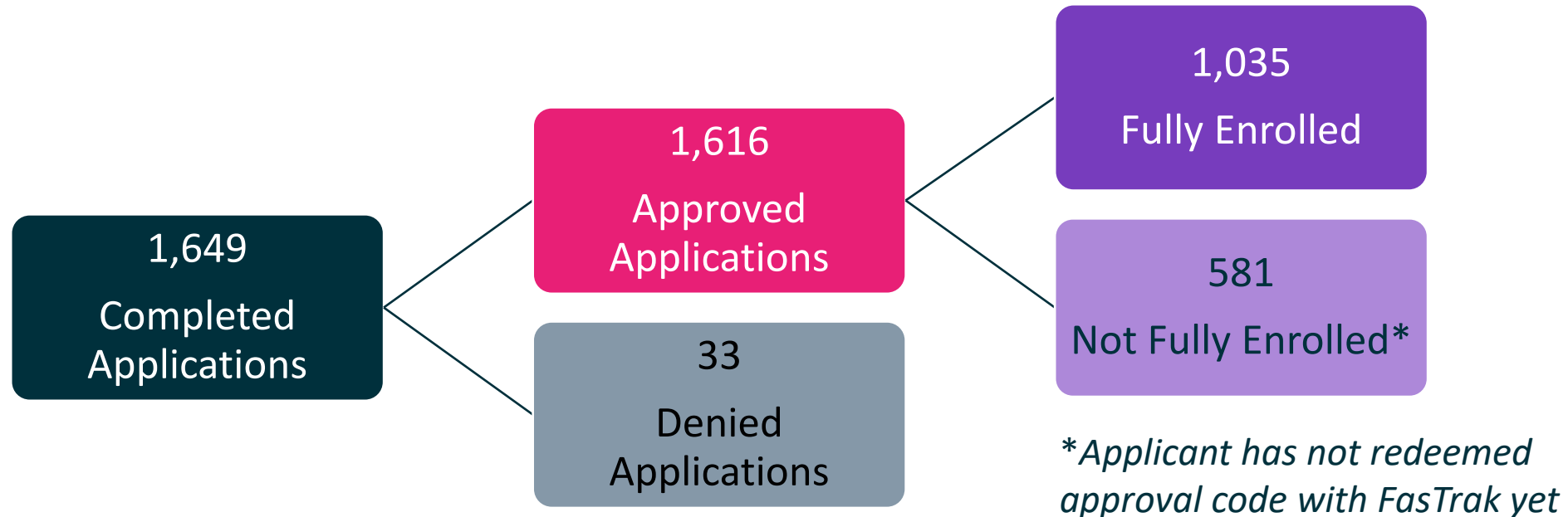
Approved applicants reflect corridor diversity



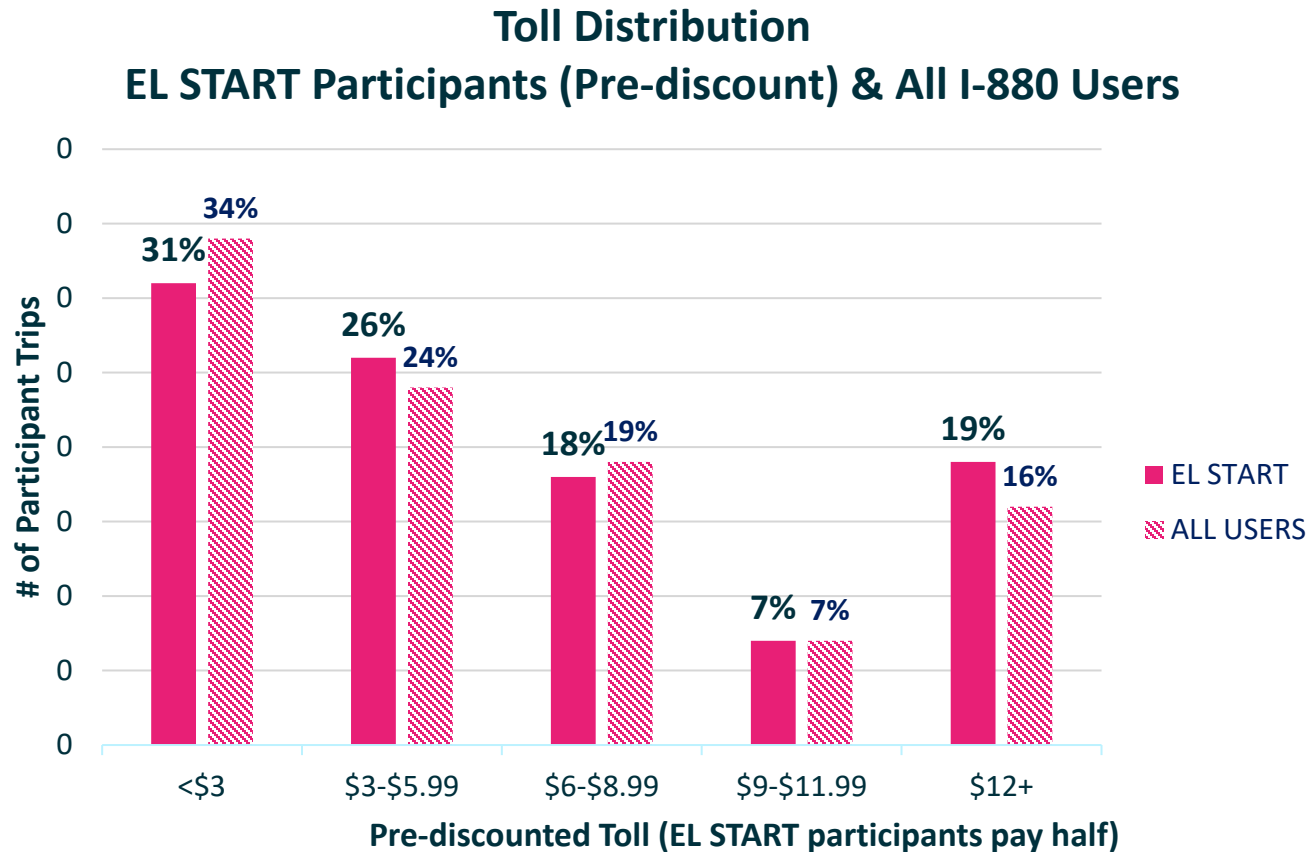
- Approved applications align with race/ethnicity of I-880 corridor population
- Applicants learn about program from diverse sources:
 - FasTrak website, social media, social services, CBOs, paid advertisement
- 15,000 unique individuals visited Express Lanes START website in 6 months

Participation likely influenced by various factors

- Express lanes are a choice; drivers have free options
- Income and identification requirements
- FasTrak is required



Toll distribution



Among Participants:

- Participants made 7,530 paid trips
- Participants saved about \$26,500
- Participants value using the lanes when traffic causes low, as well as high, tolls.

Cross-cutting challenges for MTC means-based programs

- Different programs in different phases:
 - Clipper START Pilot – 4 years operating
 - Express Lanes START Pilot – 1 year operating
 - Bay Area Toll Payment Plan – Less than 1 year operating
 - Highway 37 – earliest operation est. 2028
- Undertaking internal technical analysis of strategy options:
 - Reach more eligible residents (ideas like auto-enrollment, self-verification and unified benefits portal)
 - Expand access to more residents (changes to eligibility threshold)

Next steps

- Prepare 12-month pilot evaluation
- Share pilot results with stakeholders (summer/fall 2024)
- Complete internal means-based technical analysis (fall 2024)
- Recommend pilot future (end, change or expand)

