



METROPOLITAN
TRANSPORTATION
COMMISSION

Agenda Item 5
Bay Area Metro Center
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Memorandum

TO: Policy Advisory Council

DATE: October 5, 2016

FR: Barbara Laurenson, Express Lanes Program Coordinator

W. I. 6840

RE: I-680 Express Lanes Customer Outreach and Education

MTC staff came to the Council in May 2016 and provided background information about express lanes as part of the process to adopt a toll ordinance. At your October 2016 meeting, staff will present preliminary plans for educating the public about the I-680 Express Lanes between Walnut Creek and San Ramon currently scheduled to open in spring 2017.

Background

MTC and other public agency partners are implementing a network of Express Lanes in the Bay Area. MTC is currently authorized to implement and operate 270 miles of these “Bay Area Express Lanes.” The express lane on I-680 between Walnut Creek and San Ramon will be the first MTC-operated lane. MTC is preparing a strategy to educate potential customers and the public about this lane.

Customer Outreach and Education Approach

MTC staff are assessing customer outreach and education activities including:

- Broadcast, digital and outdoor communication opportunities (e.g., traffic report sponsorships)
- Face-to-face engagement (e.g., talking to community groups)
- Earned media (e.g., hosting a ribbon cutting and press event)
- MTC and other public agency communication channels (e.g., websites and social media)

Activities are being considered for their potential to be seen by the target audience and their ability to influence the public. The target audience is defined as drivers in the I-680 corridor between Walnut Creek and San Ramon. Influence is defined as the credibility of the strategy, the ability of the strategy to convey simple versus complex messages, and the ease with which the strategy allows a person to get additional information.

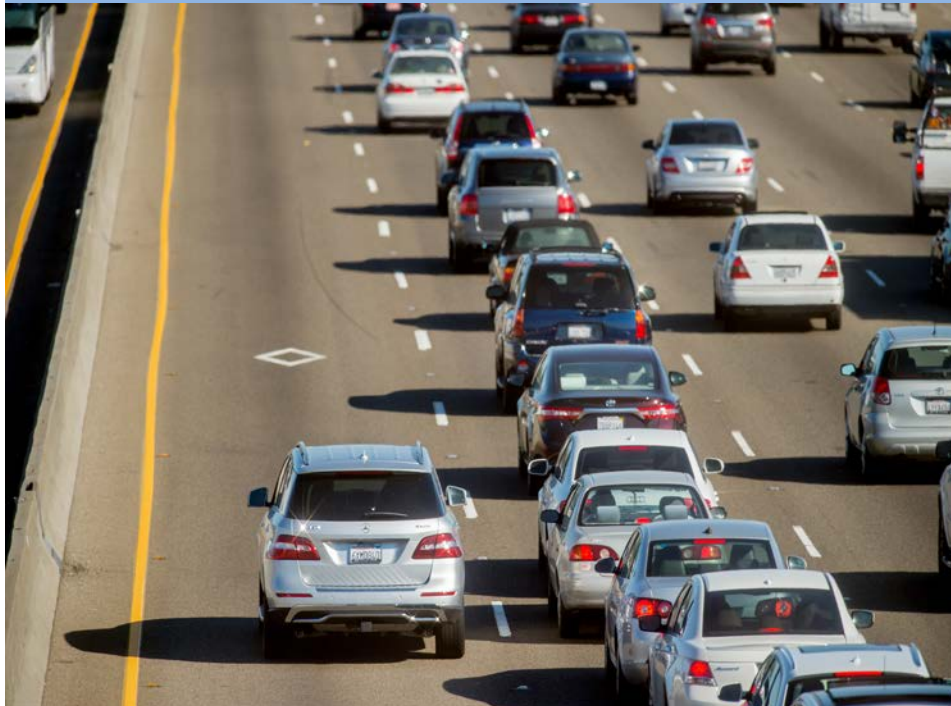
At your meeting, staff will briefly review background information about express lanes before focusing the discussion on the customer outreach and education approach. Staff will share information about the activities being considered, solicit input from the Council about the importance and value of potential activities, brainstorm additional activities that have not been considered, discuss trade-offs to adhere to the budget, and solicit input on methods to ensure that a diverse population of potential express lane users are reached.

Attachment:

- Attachment 1: Presentation

I-680 Express Lane Customer Outreach & Education

Policy Advisory Council
October 12, 2016



BAY AREA
EXPRESS LANES



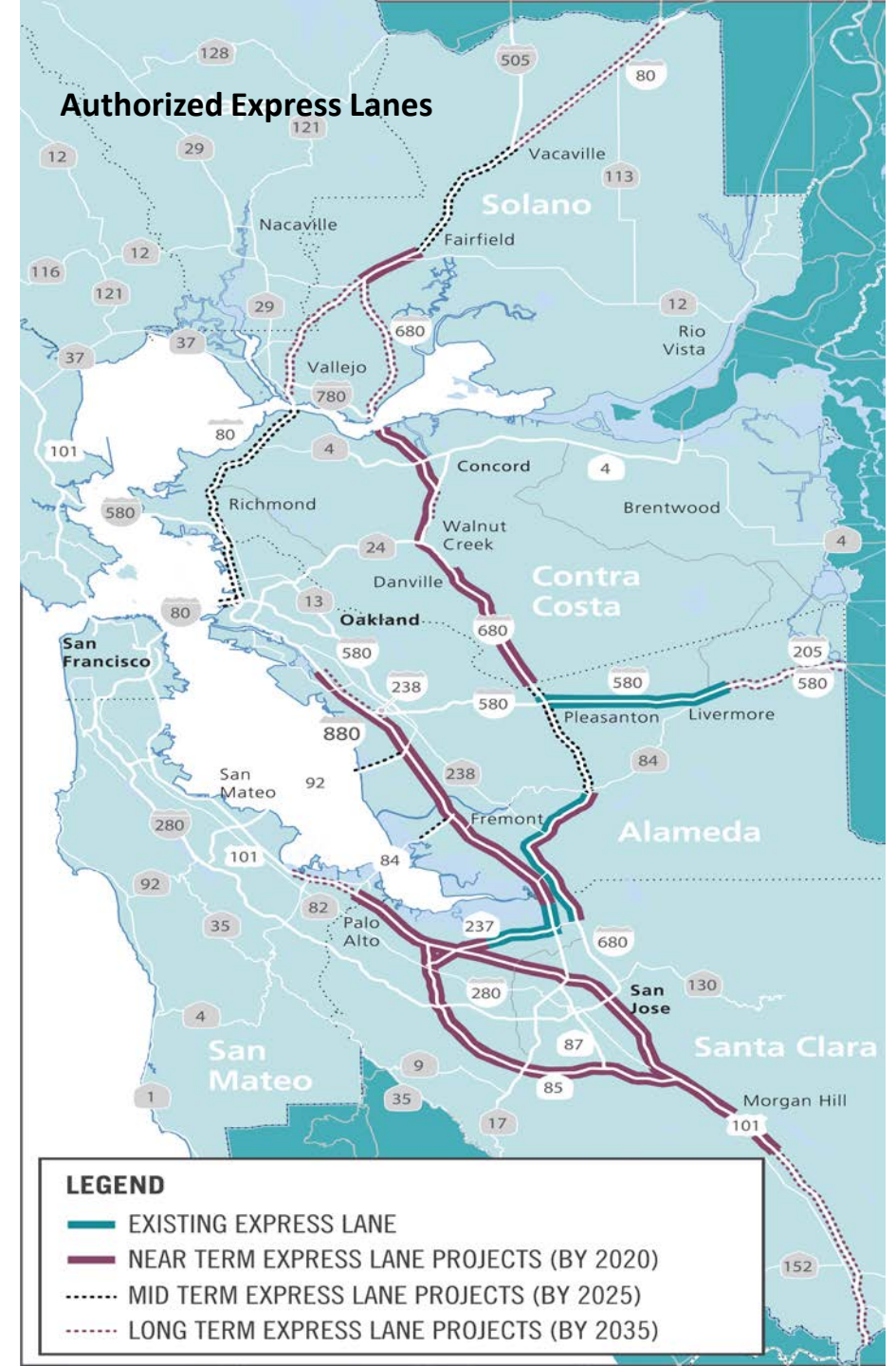
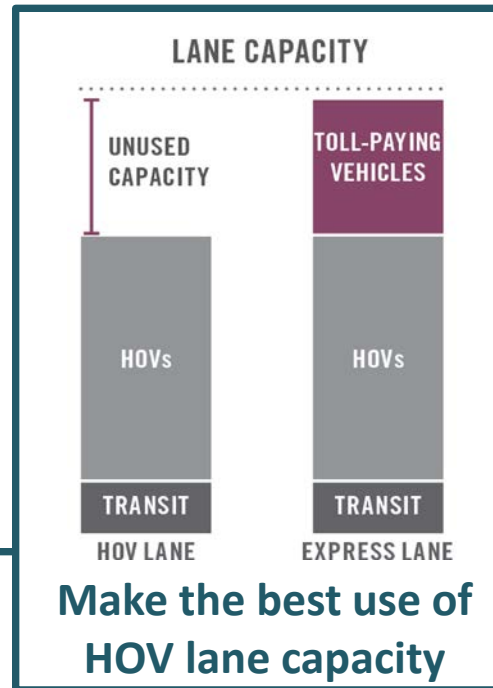
Bay Area Express Lanes



Encourage carpools
& express buses



Offer a new, reliable
travel choice

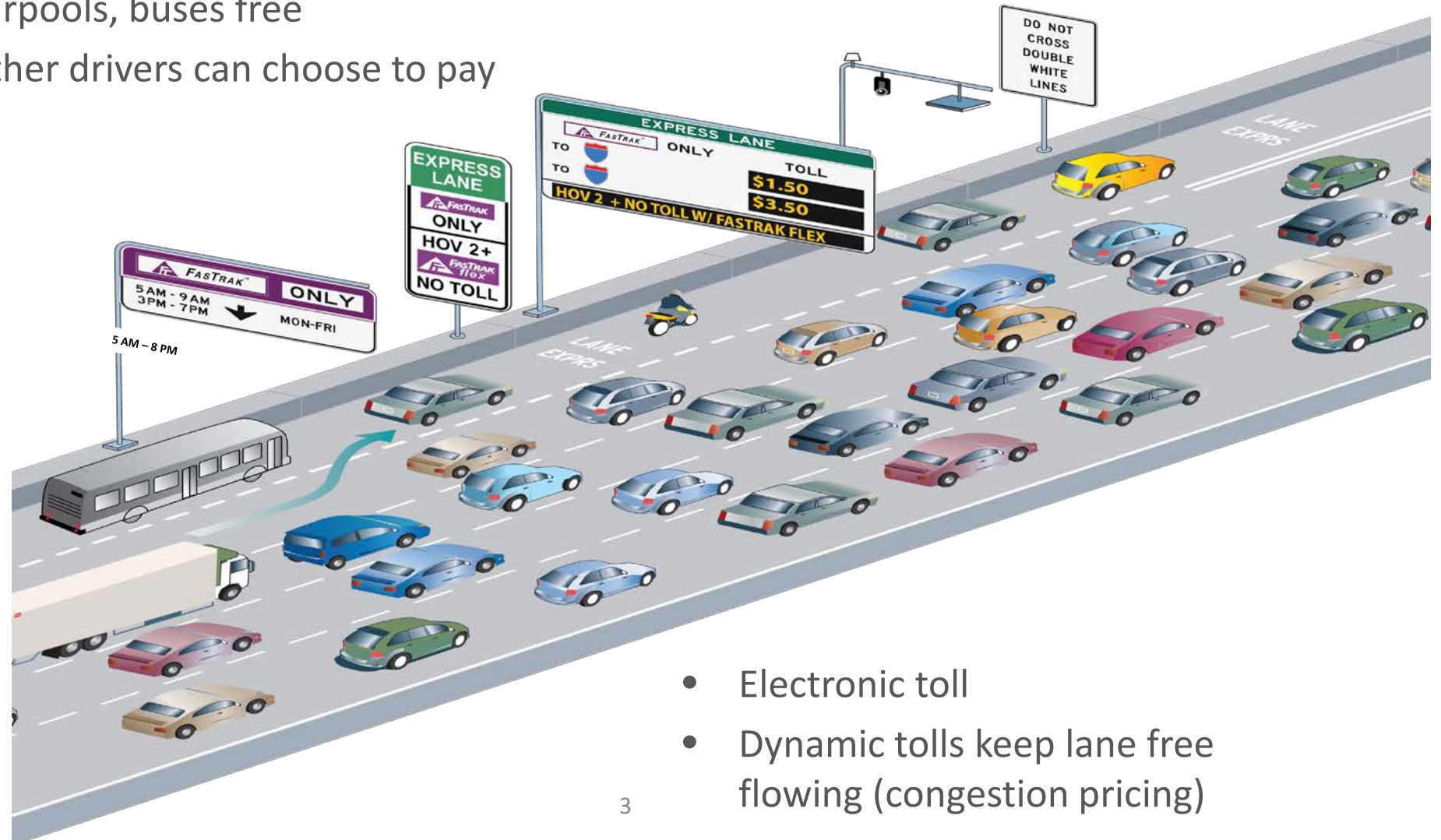


BAY AREA
EXPRESS LANES



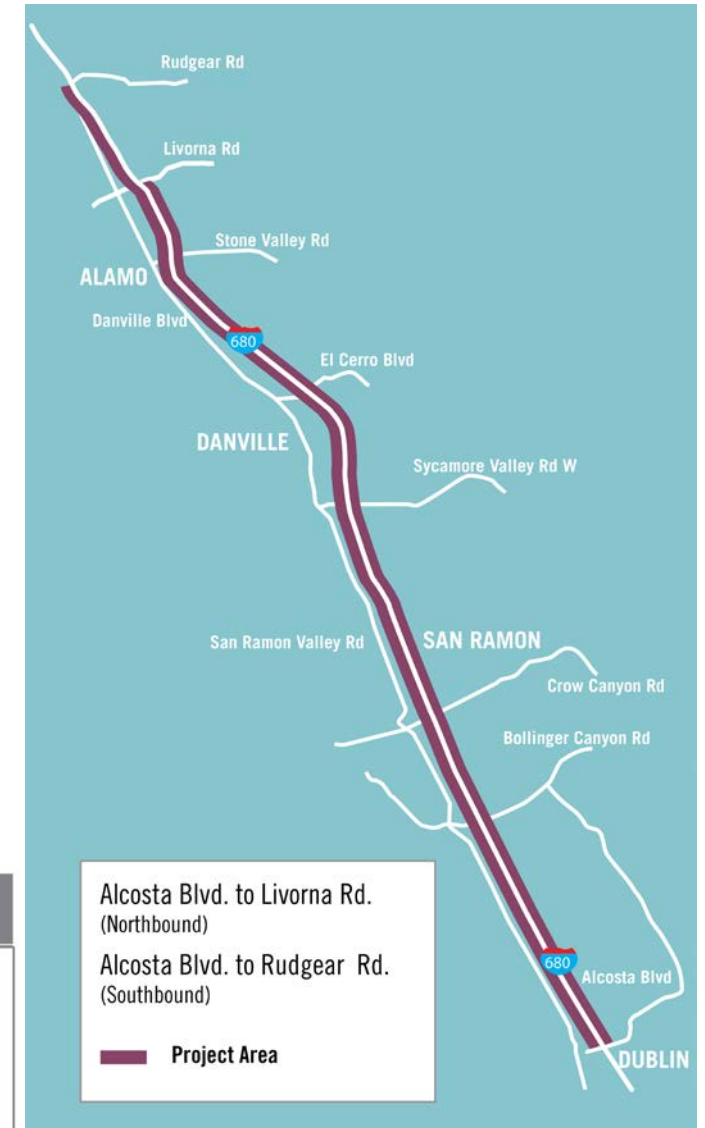
What is an Express Lane?

- High Occupancy Vehicle (HOV) with toll option
 - Carpools, buses free
 - Other drivers can choose to pay



- Electronic toll
- Dynamic tolls keep lane free flowing (congestion pricing)

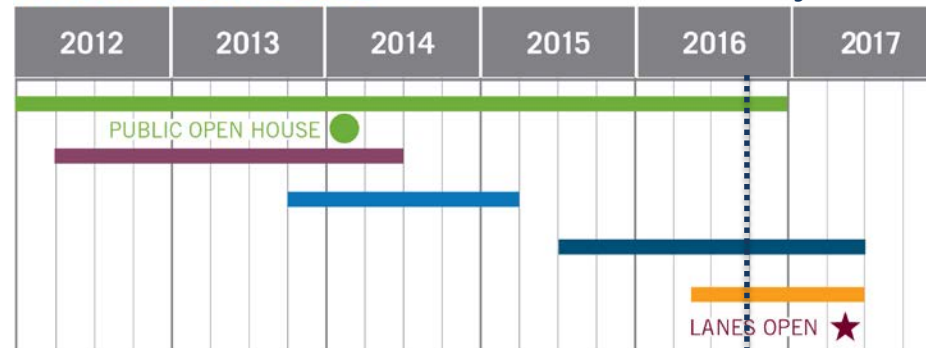
I-680 Walnut Creek – San Ramon Express Lane Open Spring 2017



PROJECT SCHEDULE

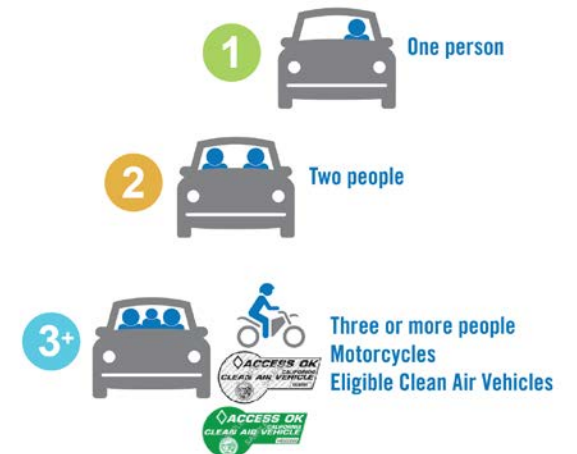
Today

- PUBLIC OUTREACH
- PROJECT & ENVIRONMENTAL REVIEW
- DESIGN (PS&E)
- CONSTRUCTION
- TOLL SYSTEM INSTALLATION & TESTING



Key Messages

- Get a FasTrak® or FasTrak Flex® Toll Tag
- More info at expresslanes.511.org
- How to use the lanes
- Find a carpool
- Open Date/Month/Season
- Benefits

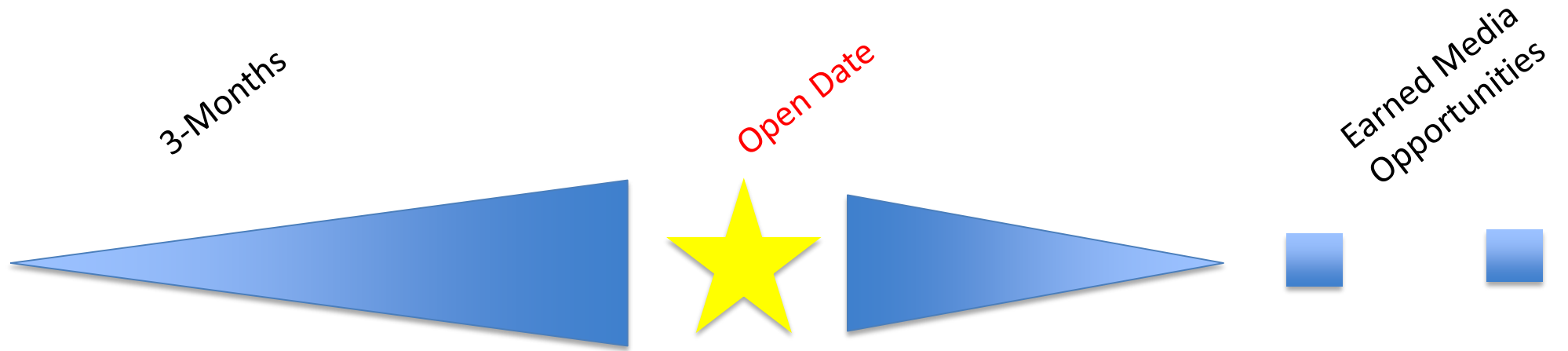


Strategies

- Broadcast Communications
- Outdoor Messaging
- Digital Communications
- Earned Media
- Agency Communication Channels
- Lower-Income and Non-English Speaking
- Face-to-Face Engagement



Schedule



Your Input

- Outreach Activities
- Reaching Lower-Income Populations
- Reaching Non-English Speaking Populations

