



Bay Area Infrastructure Financing Authority  
Bay Area Metro Center  
375 Beale Street, Suite 800  
San Francisco, CA 94105  
TEL 415.778.6700  
WEB [www.mtc.ca.gov](http://www.mtc.ca.gov)

## *Memorandum*

TO: BAIFA

DATE: May 17, 2017

FR: Executive Director

W.I. 6840

RE: I-680 Contra Costa Express Lane Customer Education Approach

At the May BAIFA meeting, staff will update the Authority on education and outreach plans for the I-680 Contra Costa Express Lanes between Walnut Creek and San Ramon. The lanes are scheduled to open late summer 2017.

The education efforts will target adults living and working along the I-680 corridor and the Tri-Valley I-580 corridor. The goal of the public education effort is to foster acceptance and usage of the lanes by explaining how to use the lanes, establishing expectations, and engaging the media. The presentation will explain:

- (1) **Approach:** The factors and influences considered in developing the approach.
- (2) **Activities:** The activities staff will employ to get the message out to customers.
- (3) **Key Messages:** Key messages and how they are conveyed via different strategies.
- (4) **Schedule:** The activity deployment schedule.
- (5) **Press Event & Ribbon Cutting:** The plan for hosting a press event and conducting a ribbon cutting.
- (6) **Carpool Outreach:** Plans for outreach to carpoolers and a carpooler incentive campaign.

The education approach was developed with an understanding of the Alameda County Transportation Commission's experience launching the I-580 Express Lane, as well as the Contra Costa Transportation Authority's communication experience and relationships in the county. In addition, staff conducted a survey of I-680 Contra Costa commuters in the corridor in August 2016 and met with the Policy Advisory Council in October 2016.



Steve Heminger

SH:bl

# I-680 Contra Costa Express Lanes

May 24, 2017 BAIFA  
Public Outreach Approach

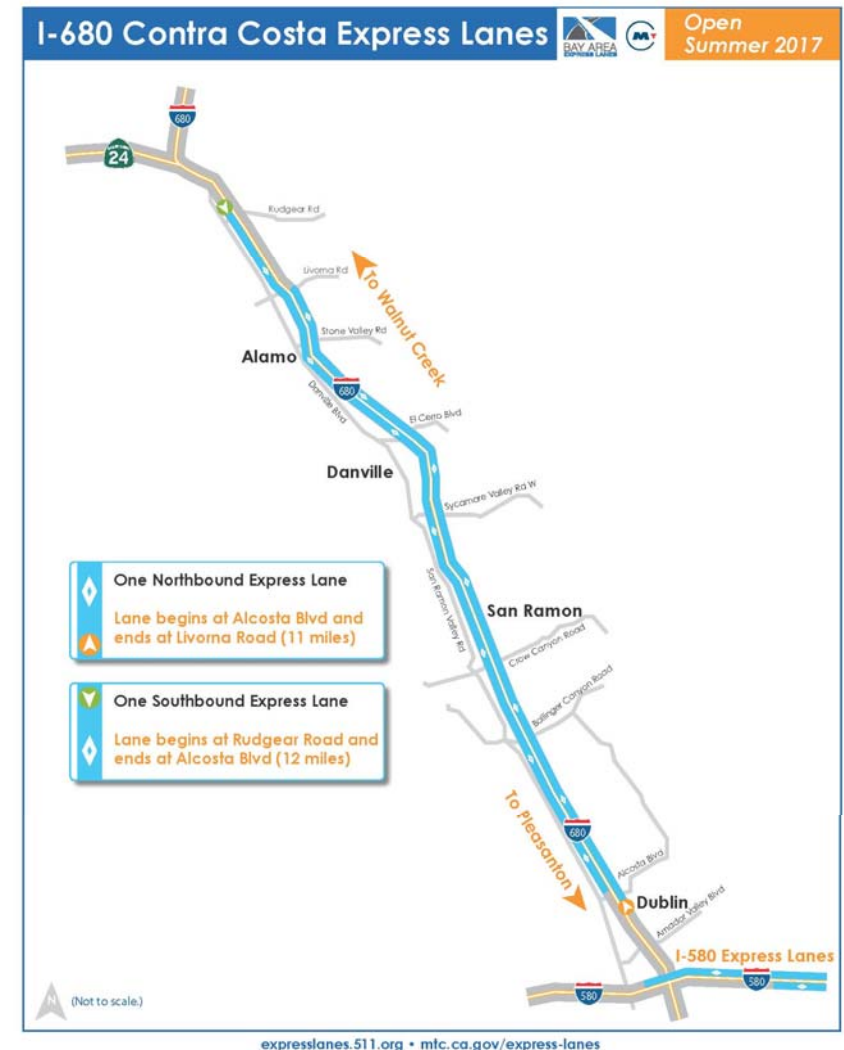


[Expresslanes.511.org](http://Expresslanes.511.org)



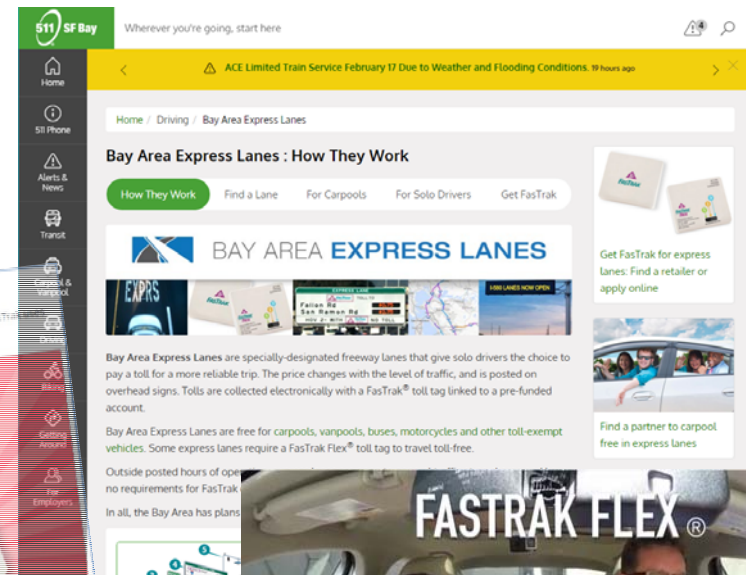
# Public Outreach Approach

- ▶ Alameda CTC I-580 Opening
- ▶ CCTA Communication Expertise
- ▶ MTC Policy Advisory Council
- ▶ Commuter Survey in Corridor



# Public Outreach Activities for Opening

- ▶ On-Corridor Messaging
- ▶ Online Advertising (NextDoor, Facebook, Pandora)
- ▶ Community Outreach
- ▶ Traffic Radio Sponsorships
- ▶ County Connection Bus Ads
- ▶ Pump Toppers
- ▶ Carpool Campaign
- ▶ Earliest Start Date: mid June



# Key Messages

- ▶ FasTrak® Required
- ▶ Choice
- ▶ Where & When
- ▶ Benefits
- ▶ Guaranteed Price
- ▶ Open Access
- ▶ Traffic Expectations
- ▶ Carpool Benefits

**I-680 Contra Costa Express Lanes**  **Open Summer 2017**

**FASTRAK® IS REQUIRED FOR YOU TO USE THE EXPRESS LANES**

**EXPRESS LANE**

**ONLY**

**HOV 2+**

**FASTRAK FLEX**

**NO TOLL**

**Solo drivers** pay to use the lanes with either:

- A standard FasTrak® toll tag, or
- A FasTrak Flex® toll tag set to "1".

**Carpools, qualifying clean-air vehicles and other toll-exempt vehicles** must use a FasTrak Flex® toll tag set to "2" or "3+" to travel toll-free.

Standard FasTrak toll tag



FasTrak Flex toll tag



*Get FasTrak® at [bayareafastrak.org](http://bayareafastrak.org)*

**I-680 Contra Costa Express Lanes**  **Open Summer 2017**

**Your choice for a more reliable trip**

- FasTrak® is required for you to use the lanes Monday-Friday from 5 a.m. to 8 p.m.
- Carpools, qualifying clean-air vehicles, and other toll-exempt vehicles can travel toll-free.
- Solo drivers can choose to pay a toll.
- Tolls shown on pricing signs are guaranteed.
- Get in and out of the lane anywhere.

 [twitter.com/511SFBay](https://twitter.com/511SFBay)

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*Learn more at [expresslanes.511.org](http://expresslanes.511.org)*

# Carpool Outreach & Incentive

- ▶ Collaboration with Local Partners
- ▶ Commuter Focus
- ▶ Follows Lane Opening
- ▶ Incentive Program Using Scoop & Waze Carpool
- ▶ Out-of-Home Media Outreach
- ▶ Data Tracking through Apps

scoop



BAY AREA **EXPRESS LANES**



So many  
empty seats.  
Let's fix that.

# Outreach Schedule

