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From: aleta dupree

Sent: Tuesday, September 8, 2020 3:39 PM

To: MTC-ABAG Info <info@bayareametro.gov>

Subject: BATA Oversight Meeting 9 September, 2020

\*External Email\*

Martha, with thanks, please forward this message to the BATA Oversight Committee for the Meeting of 9 September, 2020.

Good Morning Committee Chair Amy Worth and Members.

Aleta Dupree for the record.

Today I write to you concerning BATA Oversight matters, mostly pertaining to approval items 5A and B.

The work presented before you is indeed important, I refer to it as a “big lift”, if you will. Before you is the chance to advance the work and conversation toward a safer and more efficient regional toll bridge system.

I am looking forward to the implementation of invoicing systems, to reduce the amount of mail processed, and more so offering real time electronic options. I support the Golden Gate Bridge operational template, ensuring consistent expectations throughout the region.

I feel the proposed violation policies are reasonable and grounded in common sense and simplicity. I believe the best way to go is for BATA to simply aim receive the tolls that are due, and in a timely manner.

Outreach is essential as we go forward, diverse forms of advertising, and a robust communications network so the Public can easily get the appropriate answers to their questions. To be proactive is much better than being reactive.

The cash payment network is indeed important, a way that hopefully through contactless methods that customers can bring their bills and coins to the table, especially in a coin shortage, and use that value to travel our bridge system. Cash is best used when banked and put to work. I feel we need more credit union and less coffee can in our diverse community that is Bay Area Soil, this program will help to that end.

How can we promote the importance of Fastrak. I think that a Fastrak transponder should be part of the essential items in a vehicle when going out on the road. We can't legislate, but how we can incentivize the use of Fastrak for vehicles domiciled in the nine county MTC district.

Customer service is the hallmark of making things work. I believe these approval items will bring customer service at BATA to the next level, I would like to see a BATA that is known for top level award winning, even legendary customer service, and the larger tolling agency community can follow our leadership.

I ask your approval of these various items listed within section 5 of this posted Agenda. These are investments in forward thinking future of BATA. The hard work we do today will make things much easier tomorrow.

Again, I respectfully maintain to you that all electronic toll collection methods need to continue on the State owned bridges of the Bay Area.

Thank you.