

Metropolitan Transportation Commission
Policy Advisory Council Equity & Access Subcommittee

April 5, 2021

Agenda Item 6

FasTrak START Program Pilot Update

Subject: Update on the FasTrak START Program Pilot of a means-based toll discount on MTC's Interstate 880 (I-880) Express Lanes with a focus on stakeholder and community engagement as well as a draft equity statement for the pilot.

Background: The FasTrak START pilot is, nationally, a first-of-its-kind effort to address affordability of express lane tolls for residents earning a low-income. The pilot responds to policymaker, advocate, and public comments received about express lanes: during the project performance evaluation phase of Plan Bay Area 2050; at Commission and Policy Advisory Council Equity & Access Subcommittee meetings; and at public hearings to amend BAIFA's toll ordinance for I-880 and the Interstate 680 Express Lanes extension. The FasTrak START pilot will leverage the systems, services, and lessons from Clipper[®] STARTSM, the means-based transit fare discount program launched in July 2020 by MTC.

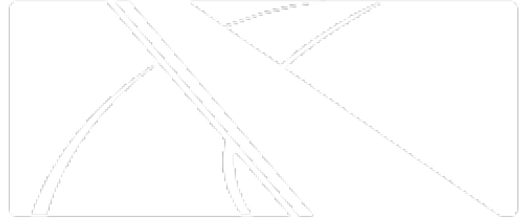
Staff began consulting with this Subcommittee on its pilot plans in June 2020, where it received feedback on the initial pilot concept. In October 2020, staff addressed some of the June feedback, and solicited the Subcommittee's preferred location for the pilot given budget constraints and based on a variety of selection criterion. Several Subcommittee members voiced support to pilot on MTC's I-880 Express Lanes. Staff informed the Bay Area Infrastructure Financing Authority (BAIFA) of its plans for an 18-month pilot on the I-880 Express Lanes with start-up costs of up to \$3.0 million in December 2020. BAIFA's support was whole-hearted.

At its April 2021 meeting, staff will continue to address Subcommittee feedback. Staff will present its approach to stakeholder and customer engagement for feedback. In addition, staff will seek feedback on a draft equity statement it has created for the pilot.

June 22, 2020 - Policy Advisory Council Equity & Access Subcommittee
<https://mtc.legistar.com/MeetingDetail.aspx?ID=791713&GUID=AA120D8B-8F93-48F5-A4D3-FAA75BB0EA68&Options=info|&Search=>

October 29, 2020 - Policy Advisory Council Equity & Access Subcommittee
<https://mtc.legistar.com/MeetingDetail.aspx?ID=806684&GUID=69127204-B7CE-4354-8D78-C3E0051F2193&Options=info|&Search=>

Attachments: **Attachment A:** PowerPoint
Attachment B: Draft Equity Statement for BAIFA's FasTrak START Pilot



BAY AREA
EXPRESS LANES

BAIFA
BAY AREA INFRASTRUCTURE
FINANCING AUTHORITY



BAY AREA
EXPRESS LANES

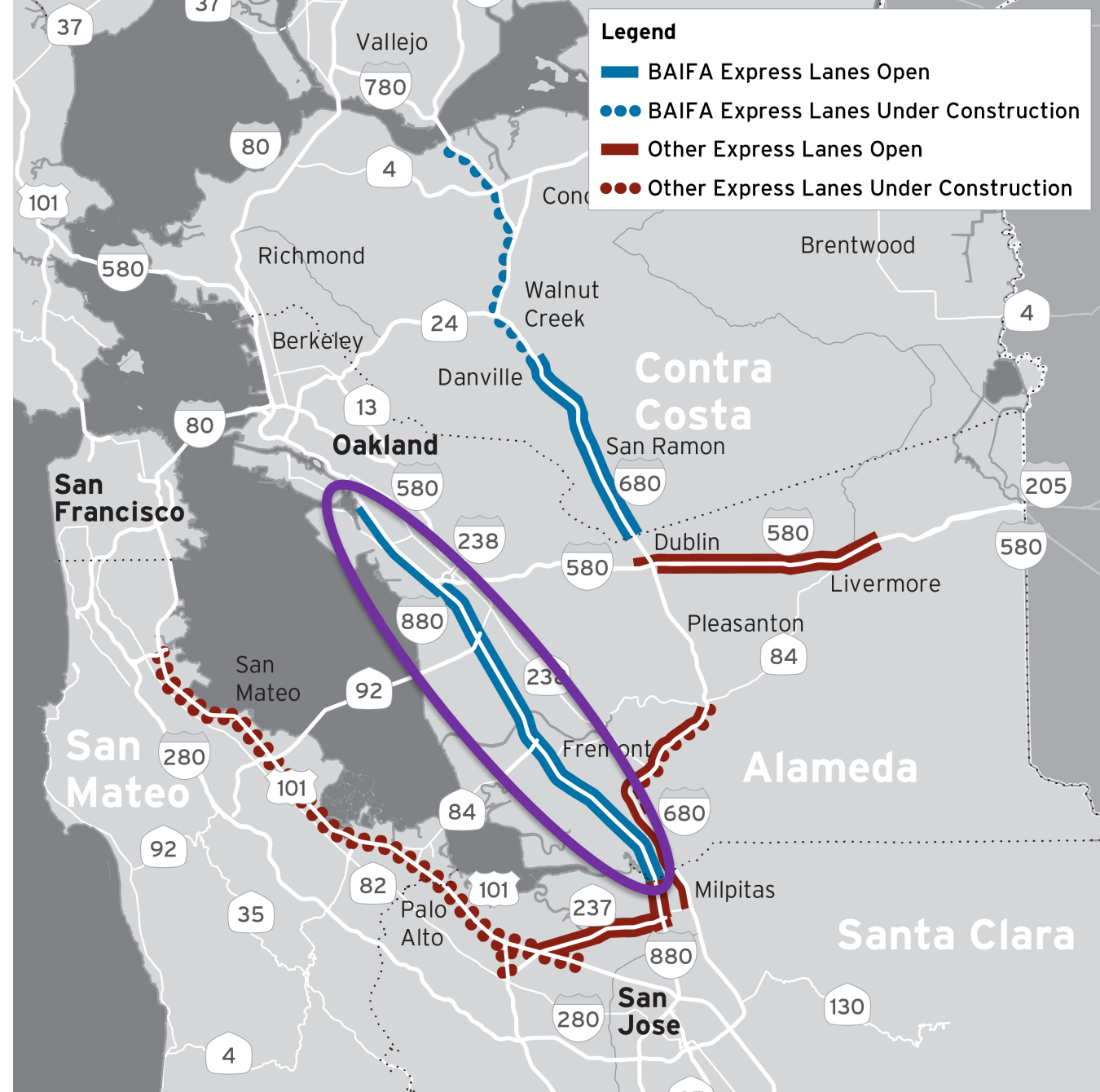


FasTrak[®] STARTSM Pilot: Stakeholder and Customer Engagement Plans

Policy Advisory Council Equity & Access Subcommittee
April 5, 2021

FasTrak START Pilot: Background

- Transportation is third-largest budget item for low-income households
- Issue: low-income adults cannot afford to use express lanes and 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 START pilot
- Advance and apply an equity approach



Application of MTC Equity Pillars

DEFINE & MEASURE



Develop metrics centered on user experience, affordability, and access.

LISTEN & LEARN



Co-create the Pilot with stakeholders, social service groups, community-based organizations, and low-income populations, through all stages of the project.

FOCUS & DELIVER



Partner with social services and CBOs to market and deliver the Program. Test user experience with target population.

TRAIN & GROW



Evaluate the Pilot based on customer-focused equity assessment of impact and implementation. Results to inform future policy & programs.



Feedback & Status: Equity & Access Subcommittee

June 2020 Feedback	Status
1. Confirm pilot benefits low-income when at capacity	✓ (10/29/20)
2. Share stakeholder list and engagement plan	✓ (Today)
3. Share pilot corridor selection criterion	✓ (10/29/20)
4. Ensure unbanked can load cash on FasTrak toll tags	✓ (10/29/20)
5. Give a clearer understanding of pilot evaluation metrics	Future presentation
6. Make it easy to apply and qualify	Agree
7. Create program that fits with Clipper START; consider cross-qualification	Agree with intent; assessing feasibility
8. Plan for regional expansion	Agree
9. Change 880 HOV eligibility for low-income to HOV2 for toll-free	Not part of pilot

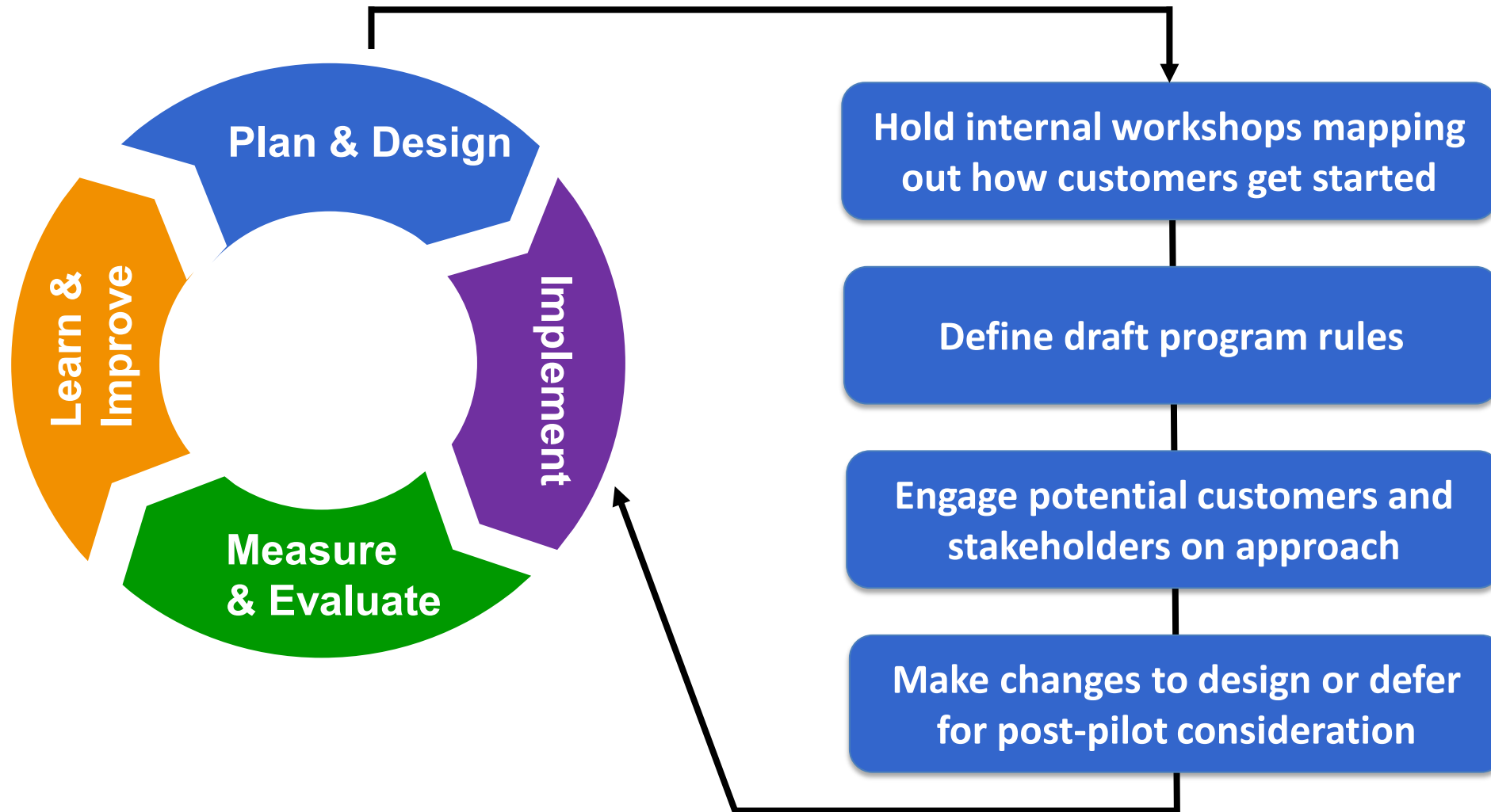
Draft Pilot Goals

IMPLEMENTATION

IMPACT



Phase 1 Engagement and Outreach Approach



Stakeholder Engagement

Proposed Advisory Group

- 7 tolling agencies (bridges & express lanes)
- 2 county delivery partners
- Caltrans
- Policy Advisory Council Equity & Access Subcommittee
- TransForm

Policy Advisory Council Equity & Access Subcommittee



Preliminary Stakeholder Engagement Schedules: 2021

Advisory Group

Meeting #1 (3/11/21)	Meeting #2	Meeting #3	Meeting #4	Meeting #5
<ul style="list-style-type: none">• Pilot overview• Future topics• Customer engagement plan	<ul style="list-style-type: none">• Equity statement & goals• Technical systems	<ul style="list-style-type: none">• Customer engagement results• Policies	<ul style="list-style-type: none">• Business rules• Evaluation plan	<ul style="list-style-type: none">• Website demo• Outreach plan• Tolls & revenue impact estimate

March

November

Policy Advisory Council Equity & Access Subcommittee

Meeting #1 (4/5/21)	Meeting #2	Meeting #3
<ul style="list-style-type: none">• Customer engagement plan• Equity statement & goals	<ul style="list-style-type: none">• Customer engagement results• Policies• Evaluation plan	<ul style="list-style-type: none">• Website demo• Outreach plan

Community Engagement

Three methods of engagement:



- Focus groups
 - 8-10 people each
 - Conducted over Zoom








- Telephone town halls
 - Method for those without computers to provide feedback



- Opt-in surveys



Community Engagement: Topics

TOPIC	HOW?	AUDIENCE	DATE
1. Pilot Design: How should it work? <ul style="list-style-type: none"> Rules; application process; getting FasTrak; barriers 		Low-income drivers	May 2021
2. Pilot Design: How should it work? <ul style="list-style-type: none"> Toll discount; travel patterns (opportunity); outreach 		Low-income drivers	May 2021
3. Evaluation Plan: How to measure success? <ul style="list-style-type: none"> Equity; goals, measures & data collection ideas 		CBO/social service staff	May 2021
4. Evaluation (Early): What is your experience? <ul style="list-style-type: none"> Awareness; application process; FasTrak experience; toll discount value (opportunity) 		Pilot participants	4 months after live
5. Evaluation (End): What is your experience? <ul style="list-style-type: none"> FasTrak & 880 experience; travel patterns; behavior change; cost (affordability); toll discount value (opportunity) 		Pilot participants	12 months after live

Public Outreach & Marketing Preview

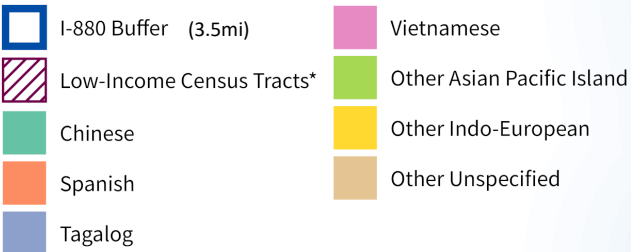
Several methods contemplated; will be tested in focus groups and with community-based organizations (CBOs)

- Contract with three CBOs for promotion and hands-on assistance
- Direct mail/email to CBOs, libraries, and other organizations
- Outreach through social service agencies
- Support from advertising



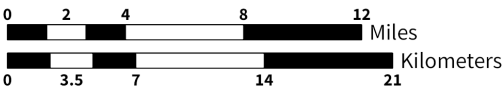
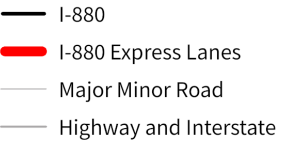
Multilingual Engagement & Outreach

FasTrak START Means- Based Toll Discount Pilot San Francisco Limited English Proficiency Population and Language Spoken at Home

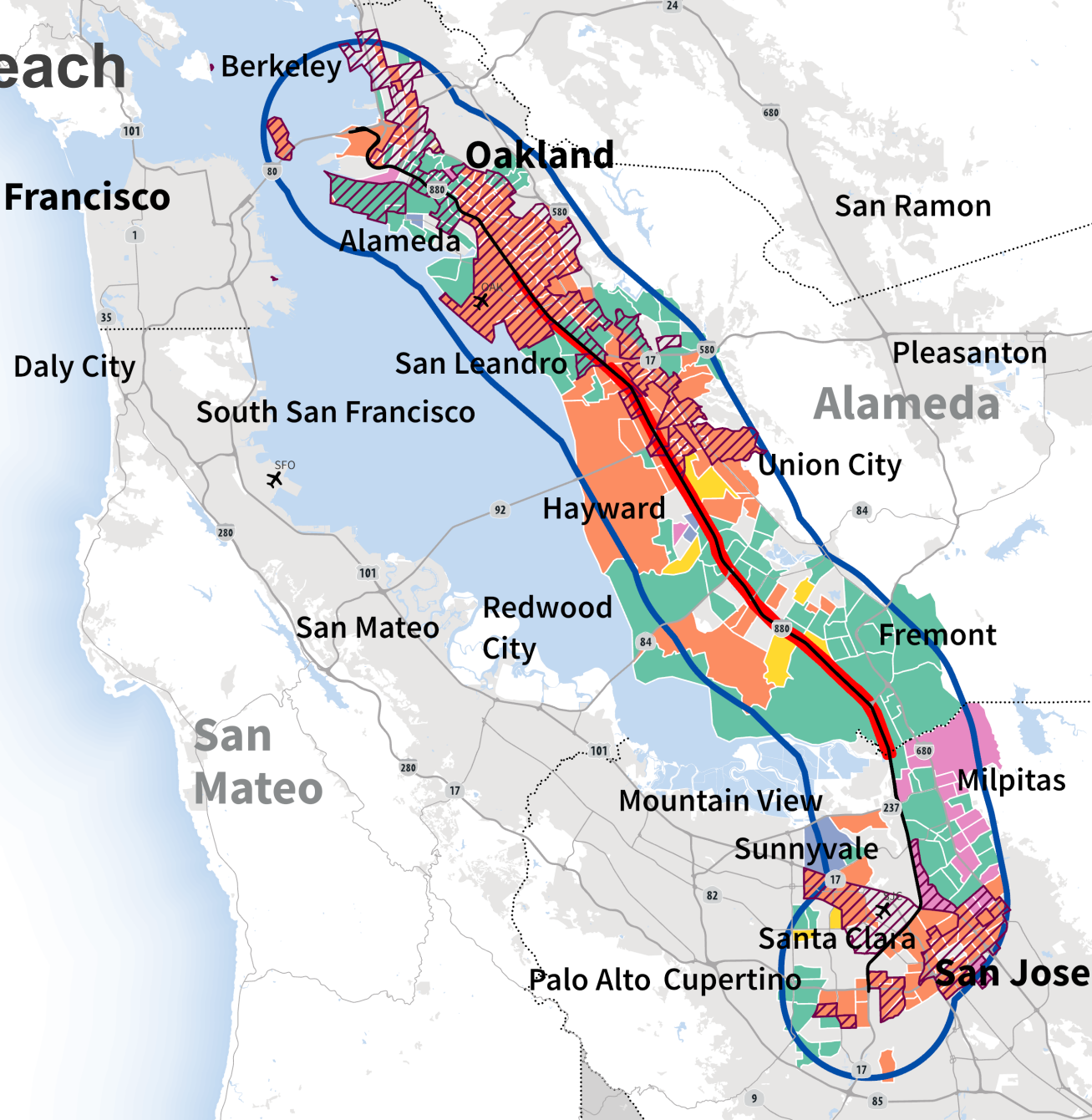


*A Low-Income Tract is any tract where the share of the population earning less than 200% of the Federal Poverty Level (FPL) is greater than 28% of the total population for whom poverty status is determined. This threshold was set as part of MTC's 2020 Communities of Concern Framework update.

REGIONAL TRANSPORTATION



Source: TomTom North America (2019);
American Community Survey 5-Year Estimates (2014-2018)
Map Author: JC, March 2021



Schedule Status

Work Area	2020	2021				2022				2023	
	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
Planning & Contracts											
Pilot Design											
Technical Systems											
Toll Ordinance											
Data & Evaluation											
Operations											
Customer Outreach											

- Possible schedule risks:
 - Scope revisions based on stakeholder input
 - Ability to sequence interdependent work
 - Staff and FasTrak® contractor's ability to manage workload for planned express lane openings (680, 101) and pilot

Discussion Questions

- Do the draft goals fit with this pilot?
- Does the approach to stakeholder engagement cover the right topics?
- Does the approach to community engagement make sense in terms of how we plan to talk with low-income drivers and the topics?



Draft Equity Statement for BAIFA's FasTrak® START Pilot

Equity is core to MTC's approach to public service. MTC's [Equity Platform](#) is a framework to advance equity internally as an organization and externally through planning, funding, design, delivery and operations. MTC has an evolving definition of equity that acknowledges disparities based on race, gender, disability, and economic status. Pursuing equity calls for historically under-represented people to be central to the decision-making process.

FasTrak START pilot

MTC is building a network of express lanes to serve as a reliable guideway for public transit and carpools. Buses and eligible carpools are toll-free, while others like solo drivers pay a toll to use the lane. MTC recognizes that, depending on one's destination and schedule, public transit and carpooling are not always good options, and not everyone can afford to pay the full toll to benefit from the express lanes. Through an intentional and collaborative process, MTC seeks to expand access for low-income earners by providing a discounted toll to use MTC's I-880 Express Lanes on a pilot basis. By making tolls more affordable, MTC strives to increase opportunity for those who have been unable to take advantage of express lanes in the past.

Contact



BAY AREA
EXPRESS LANES

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DRAFT EQUITY STATEMENT FOR BAIFA MEANS-BASED TOLL DISCOUNT PILOT

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