



# ***FASTRAK*® EQUITY ACTION PLAN**

May 12, 2021

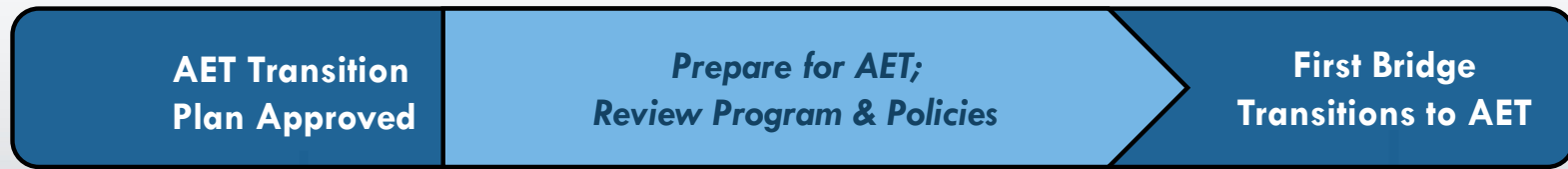
**BATA Oversight Committee**



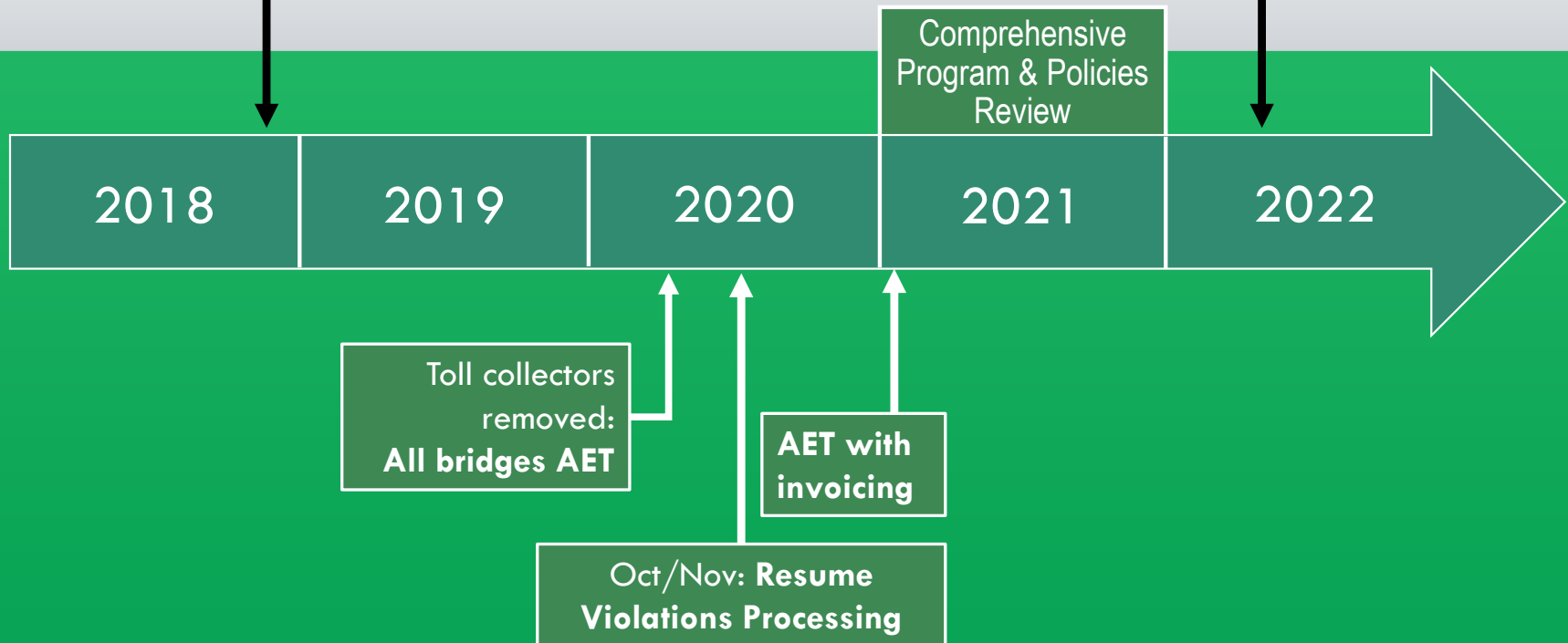


# PLANNED AET CONVERSION ACCELERATED

**PLANNED**  
conversion to  
All Electronic  
Tolling (AET)



**ACTUAL**  
Accelerated  
AET due to  
COVID





# OPPORTUNITY FOR MODERNIZATION

Goal of Program Modernization: **Improve Access & Affordability**

## BRIDGE CROSSING WITHOUT FASTRAK®

### TOLL POINT

Without AET

#### Violation Notice & Penalty

##### Negative Experience

- Violator as opposed to customer
- Penalty assessed immediately

With AET

#### Invoice for Toll with 21 Days to Pay

##### Positive Customer Experience

- Pay toll without penalty
- Opportunity to learn about:
  - Payment options
  - Getting a FasTrak account
  - Avoiding penalties and staying in good standing



OPPORTUNITY!

# EQUITY REVIEW FOCUSES ON 4 KEY AREAS

## TOLL PAYMENT OPTIONS



**Goal:** All customers will be afforded access to flexible and manageable ways to pay.

## CUSTOMER EXPERIENCE



**Goal:** All customers will be provided with a positive and equitable experience when interfacing with the RCSC through any channel (website, call center, etc.).

## COMMUNITY CONNECTIONS



**Goal:** Engaging the community and embracing the diversity of customers for continuous improvement in RCSC policies and operations.

## ISSUE RESOLUTION



**Goal:** Providing fair and timely resolutions when problems occur, with an emphasis on reducing disproportionate impacts of toll evasion enforcement.



# MTC EQUITY PILLARS

DEFINE &  
MEASURE



LISTEN &  
LEARN



FOCUS &  
DELIVER



TRAIN &  
GROW



# APPLICATION OF MTC EQUITY PILLARS

## DEFINE & MEASURE



**Analyze & Baseline**  
account data and trends

**Partner**  
to research impacts to  
communities of concern

**Identify Gaps**  
in services, access, and multi-  
language educational material

## LISTEN & LEARN



**Engage**  
customers on challenges and  
creating solutions

**Involve**  
stakeholders, community partners, and  
customers throughout the process

## FOCUS & DELIVER



**Review RCSC Policies**  
through an equity lens to identify  
actionable changes

**Identify Partners**  
to achieve equitable outcomes in  
customer service

**Collaborate**  
with stakeholders to  
deliver on solutions

## TRAIN & GROW



**Retrain RCSC Reps**  
with revised procedures that better assist  
limited English proficiency customers

**Evaluation Approach**  
for operational changes with a feedback  
mechanism for continuous growth

# INITIAL ACTIONS FOR CONSIDERATION

- Reduce \$20 toll tag security deposit
- Reduce \$50 pre-paid balance to open a FasTrak account for cash/check customers

## Toll Payment Options

## Customer Experience

Deploy  
Mobile App



Increase Support For  
Multiple Languages

## Community Connections

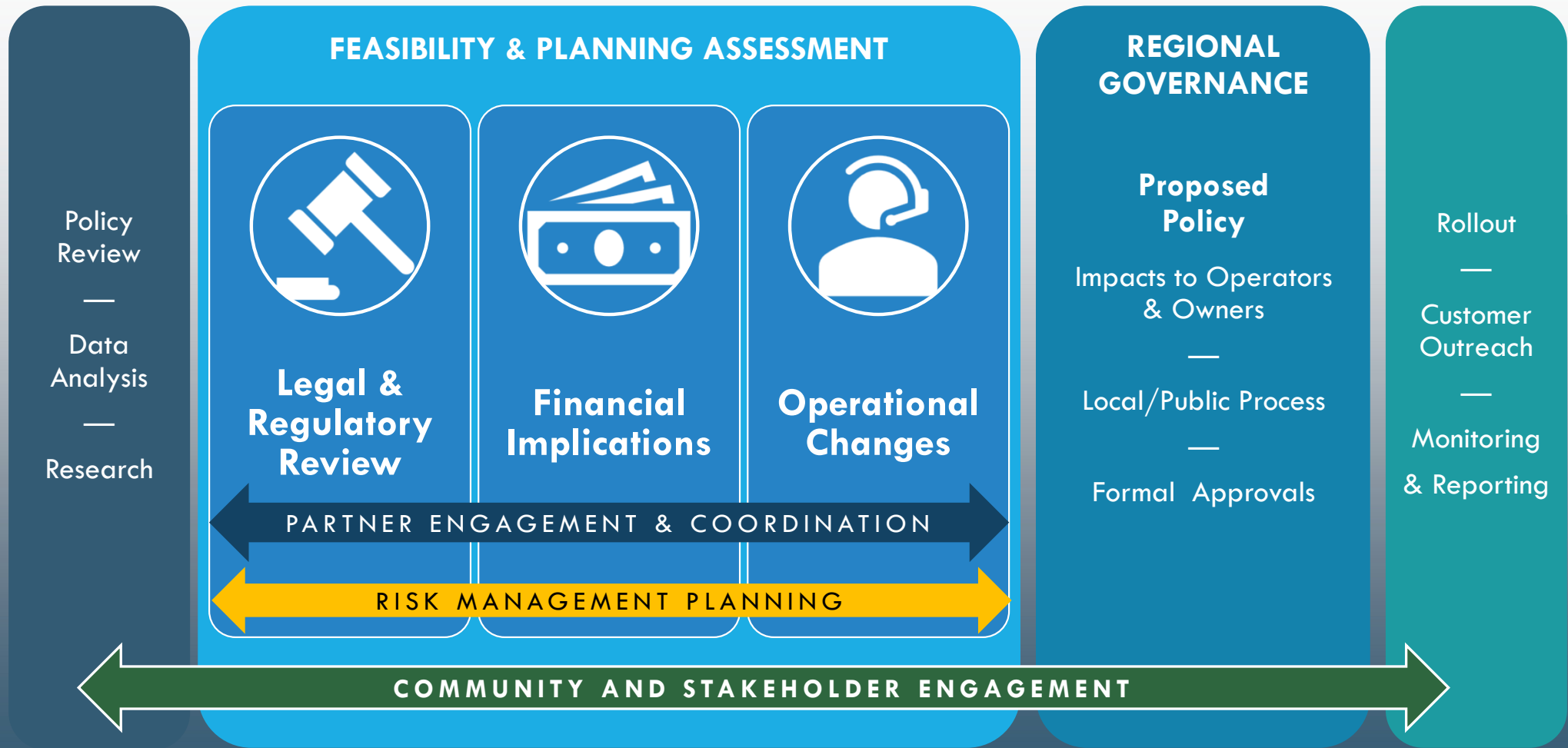
## Issue Resolution



# PROCESS FOR POLICY CHANGES



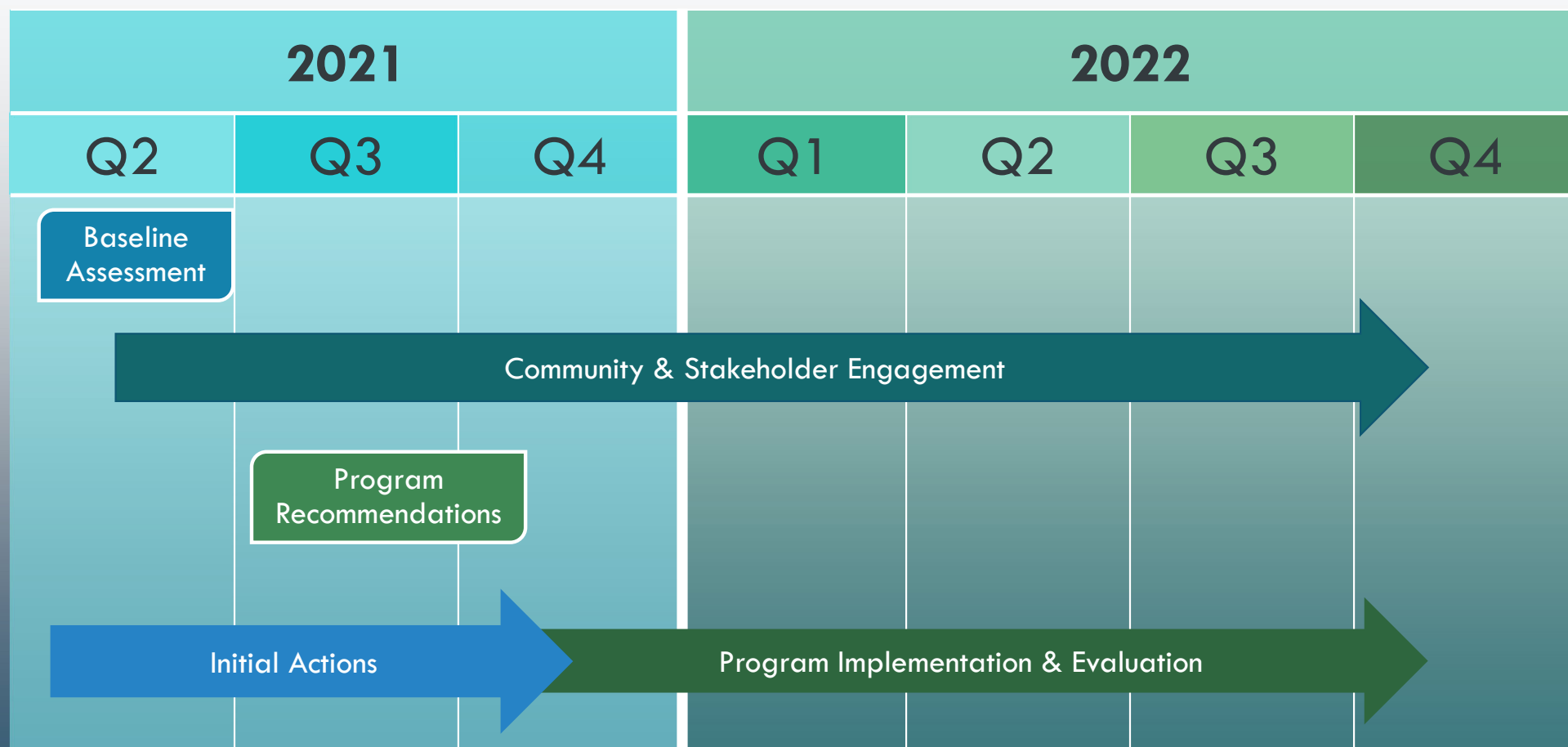
8







# FASTRAK EQUITY ACTION PLAN TIMELINE



## NEXT STEPS

- **Develop a robust community engagement plan**
- **Plan research efforts for fee and penalty assessment**
- **Coordinate policy reviews with FasTrak® START pilot**
- **Develop draft recommendations**



### Next Quarterly Update:

- **Present community engagement plan**
- **Status of initial actions**

**QUESTIONS?**

