

BAY AREA
EXPRESS LANES

BAIFA
BAY AREA INFRASTRUCTURE
FINANCING AUTHORITY



BAY AREA
EXPRESS LANES



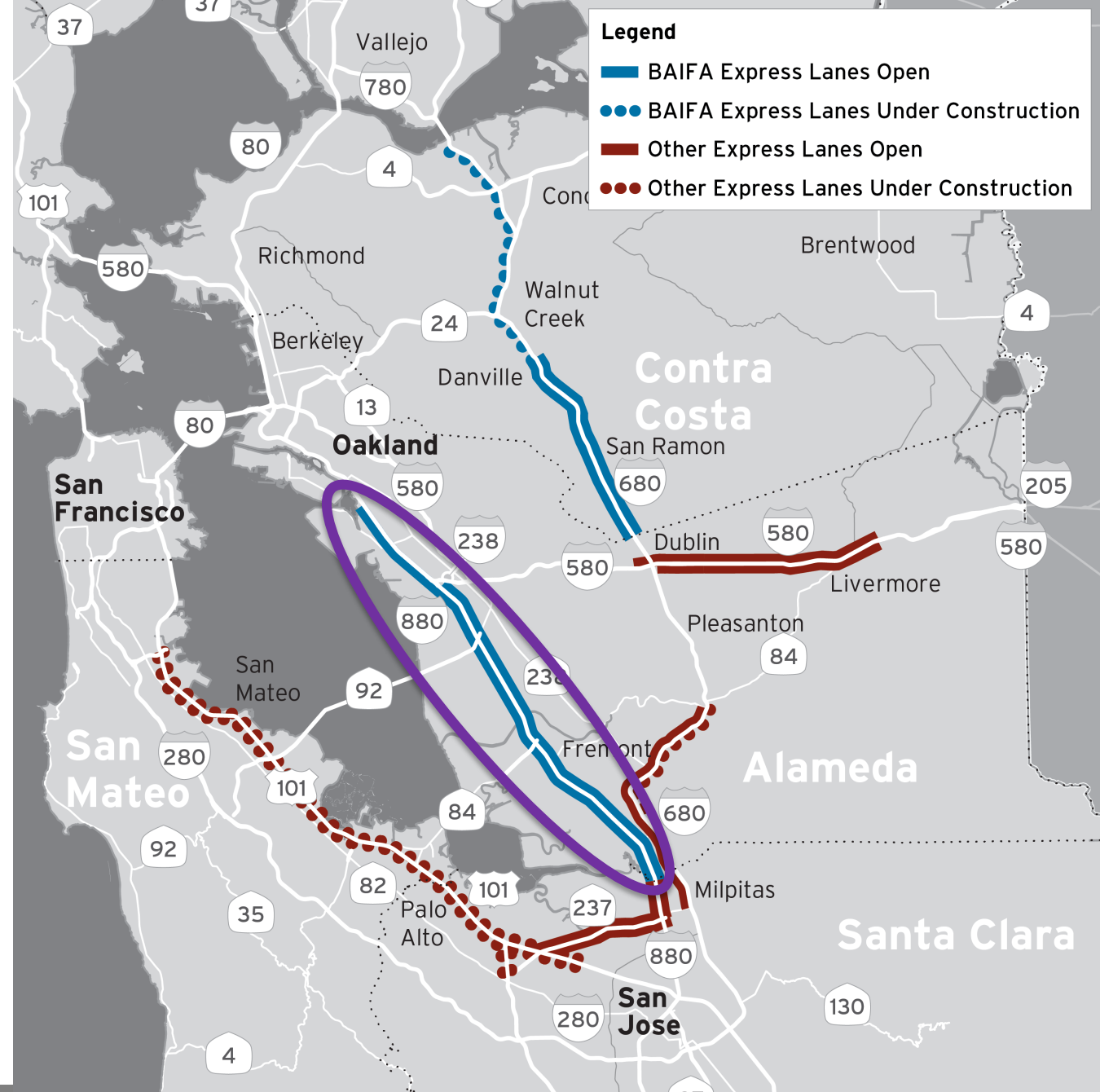
FasTrak[®] STARTSM Pilot: Draft Concept

Policy Advisory Council Equity & Access Subcommittee

July 9, 2021

FasTrak START Pilot: Overview

- 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



Stakeholder Engagement: 2021

Advisory Group

Meeting #1 (3/11/21)	Meeting #2 (5/17/21)	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• Concept• 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 (7/9/21)	Meeting #3
<ul style="list-style-type: none">• Customer engagement plan• Equity statement & goals	<ul style="list-style-type: none">• Concept• Customer research update• Evaluation plan	<ul style="list-style-type: none">• Policies• Website demo• Outreach plan

Feedback & Status: Equity & Access Subcommittee

	Feedback to Date	Status
	1. Confirm pilot benefits low-income when at capacity	✓ (10/29/20)
	2. Share stakeholder list and engagement plan	✓ (4/5/21)
	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	✓ (Today)
	6. Make it easy to apply and qualify	✓ (Today)
	7. Create program that fits with Clipper START; consider cross-qualification	✓ (Today)
	8. Plan for regional expansion	Agree
	9. Change 880 HOV eligibility for low-income to HOV2 for toll-free	Not part of pilot
New!	10. Share focus group screening criteria	✓ (Today)
New!	11. Consider Equity Statement changes (age, LGBTQ)	✓ (Today)

Pay less in the 880 Express Lanes



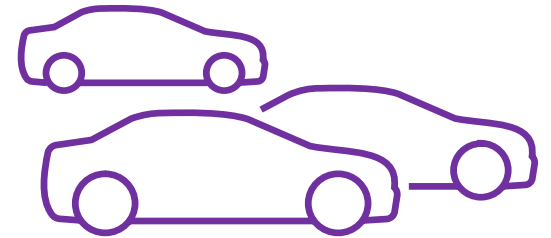
**GET APPROVED FOR
FASTRAK START
DISCOUNT**



**ACTIVATE DISCOUNT
IN FASTRAK ACCOUNT**

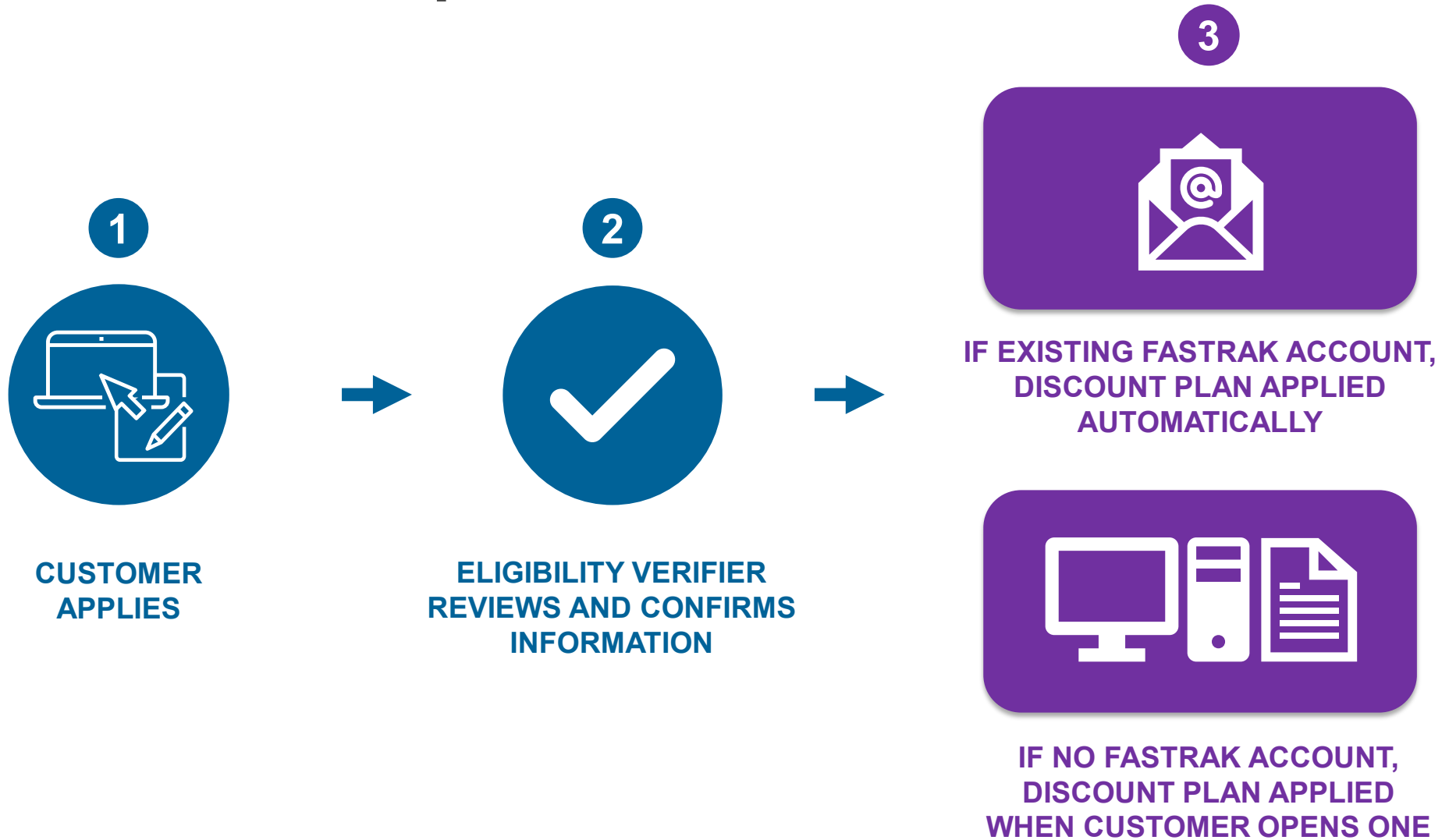


**KEEP A POSITIVE
BALANCE IN
FASTRAK ACCOUNT**

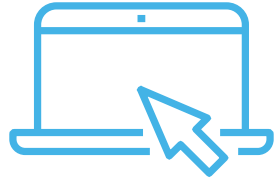


**DRIVE WITH
FASTRAK FLEX TOLL TAG
(DISCOUNT IS AUTOMATIC!)**

Simple enrollment process



How do customers apply?



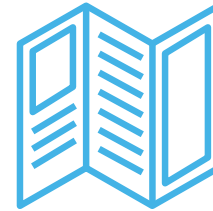
DESKTOP

OR



MOBILE

OR



BROCHURE

Requirements



**PROOF OF
IDENTITY**



**PROOF OF
INCOME**



**BAY AREA MAILING
ADDRESS**



**ANSWER SURVEY
QUESTIONS**

Acceptable documentation — scan or take a photo

PROOF OF IDENTITY (need one)

- ▶ Driver's license
- ▶ State ID Card
- ▶ Passport
- ▶ City ID Card
- ▶ Permanent Resident Card
- ▶ US Military Card
- ▶ Matricula Consular Card



PROOF OF INCOME (need one*)

- ▶ Electronic Benefits Transfer (EBT) or Medi-Cal card
- ▶ SFMTA Lifeline Pass
- ▶ County Benefits Eligibility Letter
- ▶ Tax Form

**if already approved for Clipper START, no need to resubmit proof of income (and vice versa)*

A sample 1040 U.S. Individual Income Tax Return form for the year 2018. The form is filled out with sample data, including a taxpayer's name, address, and income information. It includes sections for "Sign Here" and "Paid Preparer Use Only".

DRAFT Pilot Features & Rationale: Eligibility

Feature	FasTrak	Clipper Start	Customer-Friendly	Other
1. Proof of identify required		✓		
2. No age limit	✓			
3. Proof of income required (below 200% of Federal poverty level; no resubmittal if qualified for Clipper START)		✓		
4. Bay Area mailing address required		✓		
5. Vehicle ownership not required	✓			People may rent or borrow a vehicle
6. Eligibility Verifier confirms applicant information meets eligibility requirements but does not authenticate documentation		✓		

 = Received Advisory Group feedback that could affect draft Concept

DRAFT Pilot Features & Rationale: Toll Policy

Feature	FasTrak	Clipper Start	Customer-Friendly	Other
7. Discount will be TBD% on <u>all tolled trips</u> (SOV, HOV2, CAV)			✓	Easy to message; incentivizes carpools
8. Discount expires after 24 months, unless re-verified		✓		
9. Discount is account-based (applies to all toll tags and license plates linked to an account)	✓		✓	FasTrak managed at household level
10. No limit on number of toll tags per account	✓		✓	
11. Discount given to license plate(s) on file if no toll tag read			✓	Express lanes work this way
12. No discount for non-Bay Area toll tags				Toll tag account/ID not at Bay Area FasTrak
13. FasTrak statement to show full toll deducted from account and toll discount credited back to account for each trip			✓	Fewer calls to FasTrak; Finance-driven
14. Tag deposit, minimum balance and violation process will be the same for all FasTrak customers	✓			Ease of administration; FasTrak cost-savings

DRAFT Pilot Features & Rationale: Customer Service & Other

Feature	FasTrak	Clipper Start	Customer-Friendly	Other
15. Customer service provided by Eligibility Verifier for application approval and by FasTrak for discount plan activation and toll account			✓	Simple message; minimizes duplication of functionality
16. Existing FasTrak customers can use their existing toll tag(s) as soon as FasTrak activates their discount plan; new FasTrak customers must either get toll tag(s) at 1) Costco or Walgreens before activating their discount plan or 2) FasTrak when activating their discount plan (online, by phone or in-person)	✓			
17. Cash customers can add money to their FasTrak account in person at the FasTrak CSC, by mailing a check or money order to the FasTrak CSC, or at a network of cash payment locations	✓			
18. Program website and materials in English, Spanish and Chinese (possibly Vietnamese)				Per MTC Language Assistance Plan
19. Program staff will monitor unusual account and trip activity periodically via program reports and queries				Simple measures to assess program abuse



Discussion

- What do you like and not like about this concept and why?
- How do you think potential low-income customers would perceive this concept?
- Is there anything missing from this concept?
- Are there parts of this concept that this committee would like to explore in more detail and why?