

DRAFT Evaluation Plan: FastTrak[®] STARTSM Pilot on I-880 Express Lanes

Policy Advisory Council
Equity & Access Subcommittee
July 9, 2021

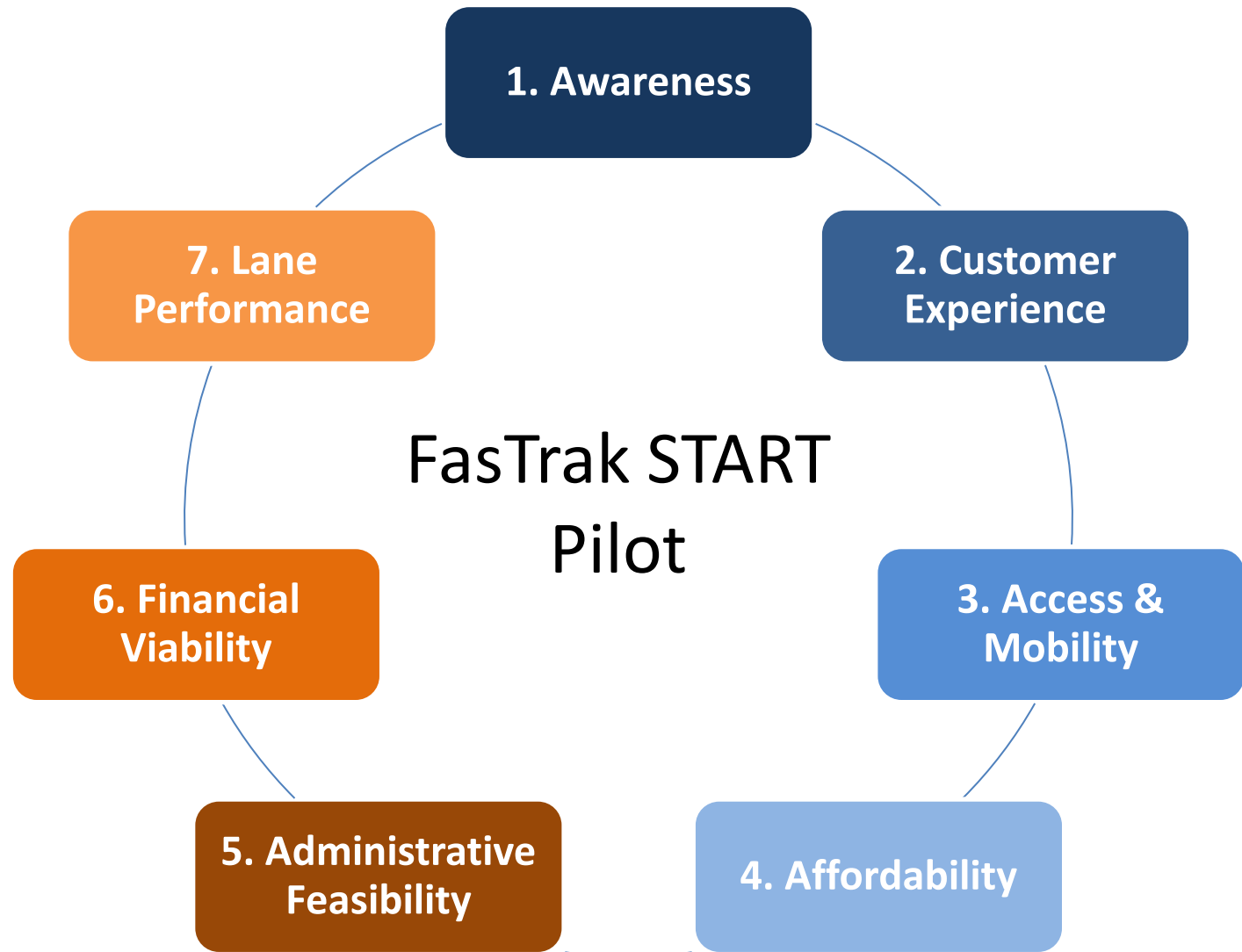
BAIFA
BAY AREA INFRASTRUCTURE
FINANCING AUTHORITY



**BAY AREA
EXPRESS LANES**

DESIRED OUTCOMES

Can discounted toll lanes improve mobility and well-being for low-income residents?



OUTCOMES #1 - #4

Awareness

- Enrollment numbers
- Information sources
- Participant demographics

Customer Experience

- Enrollment process
- Program explanation
- Understanding FasTrak
- Understanding express lanes

Access & Mobility

- Access to opportunities
- Trip-making

Affordability

- Participant transportation costs
- Participant price sensitivity
- Value for the cost
- Impact on tolls

OUTCOME #5 - #7

Administrative Feasibility

- Participant engagement
- Measurement
- Staffing needs
- Security
- FasTrak CSC impacts
- Other

Financial Viability

- Costs of program expansion
- Sustainable revenue impact

Lane Performance

- How did the pilot impact Express & General-purpose lanes
 - Usage?
 - Speed?
 - Trip types?
 - Tolls?
- How would program expansion impact express lane performance?

CUSTOMER-FOCUSED DATA SOURCES

	Awareness	Customer Experience	Access + Mobility	Affordability
Enrollment Data	X	X	X	X
Surveys	X	X	X	X
Focus Groups	X	X	X	X
Pilot Staff & Stakeholder Input	X	X		
Toll System Data		X	X	X

#1 AWARENESS

Metric	Source	Clipper START
# of applicants	Enrollment data	✓
# of approved participants by demographics & geography	Enrollment data	✓
% of participation from potential customer base (estimated)	Enrollment data & agency ridership	✓
Customer input on how they learned about the program	Enrollment data	✓
Community awareness	CBO & partner agency interviews Media coverage statistics	✓

#2 CUSTOMER EXPERIENCE

Metric	Source	Clipper START
Application process, using FasTrak, using Express Lanes and managing FasTrak accounts	Surveys & focus groups	✓
Program value	Surveys & focus groups	✓
% complete vs. incomplete applications	Enrollment data	✓
# of tolled trips made	Toll system data	
FasTrak account management	Toll system data	
CBO & partner agency input	Interviews	✓

#3 ACCESS & MOBILITY

Metric	Source	Clipper START
Trip patterns (frequency of use; time of day/day of week; length; origin by zip; demographics)	Toll system & enrollment data	✓
Trips otherwise not taken Express lane use otherwise not used	Surveys & focus groups	✓
New destinations accessed	Surveys & focus groups	✓
Impact on mode choice	Surveys & focus groups	✓
Difference in time needed to make trips	Surveys & focus groups	✓

#4 AFFORDABILITY

Metric	Source	Clipper START
Before/after transportation costs and behavior	Surveys	✓
Other costs & savings from participation (penalties/fees; foregone trips; time)	Surveys	✓
Cost savings (avg. tolls paid; total tolls paid vs. discount tolls paid)	Toll system data	
Price sensitivity (trip volumes by toll level)	Toll system data	
Ability to pay discounted tolls (accounts in good standing; credit card vs. cash)	Toll system data	
Before/after toll price comparison	Toll system data	

SURVEYS & FOCUS GROUPS



Enrollment	1 month after enrollment	Pilot Month 4	Pilot Month 10	End of Pilot
Application survey Baseline survey	Early pilot survey	Focus Group #1	Pilot Staff & CBO Interviews	Final survey Focus Group #2
Topics				
<ul style="list-style-type: none"> • Demographics • Awareness • Baseline travel 	<ul style="list-style-type: none"> • Application process • FasTrak experience 	<ul style="list-style-type: none"> • Application process • FasTrak experience • Awareness • Value perception 	<ul style="list-style-type: none"> • Administration • Customer processes and experience 	<ul style="list-style-type: none"> • Travel patterns (opportunity; quality of life) • Behavior change • Costs (affordability) • FasTrak & Express Lane experience • Value
Engagement:				
<ul style="list-style-type: none"> • Applications • Optional Apps • Acceptance email link 	<ul style="list-style-type: none"> • Opt-in population survey 	<ul style="list-style-type: none"> • Opt-in population recruitment • Acceptance email link • SSA network 	<ul style="list-style-type: none"> • Appointments 	<ul style="list-style-type: none"> • Opt-in population survey • Opt-in population recruitment

DISCUSSION

- Is MTC asking the right questions to evaluate this pilot?
- Does MTC's plan include the necessary data sources?
- What are your concerns and suggestions?

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