



FasTrak[®] STARTSM Pilot: Customer Research Update

Policy Advisory Council Equity & Access Subcommittee

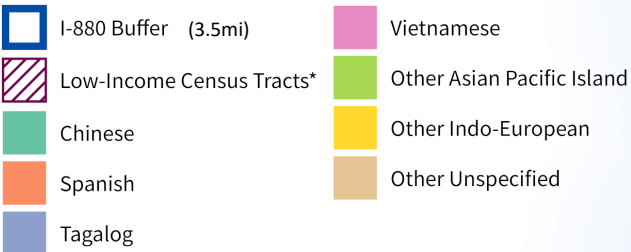
July 9, 2021

Recruitment

- Low Income
- Household size
- Drives 880
- Banked vs. unbanked
- Housed vs. unhoused
- Race
- Gender
- Age
- Multilingual
- Employed vs. not employed
- FasTrak vs No FasTrak

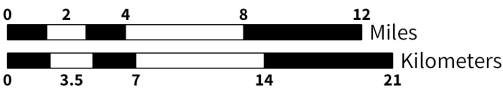
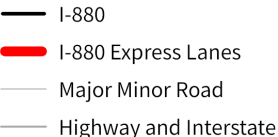
Multilingual Engagement & Outreach

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

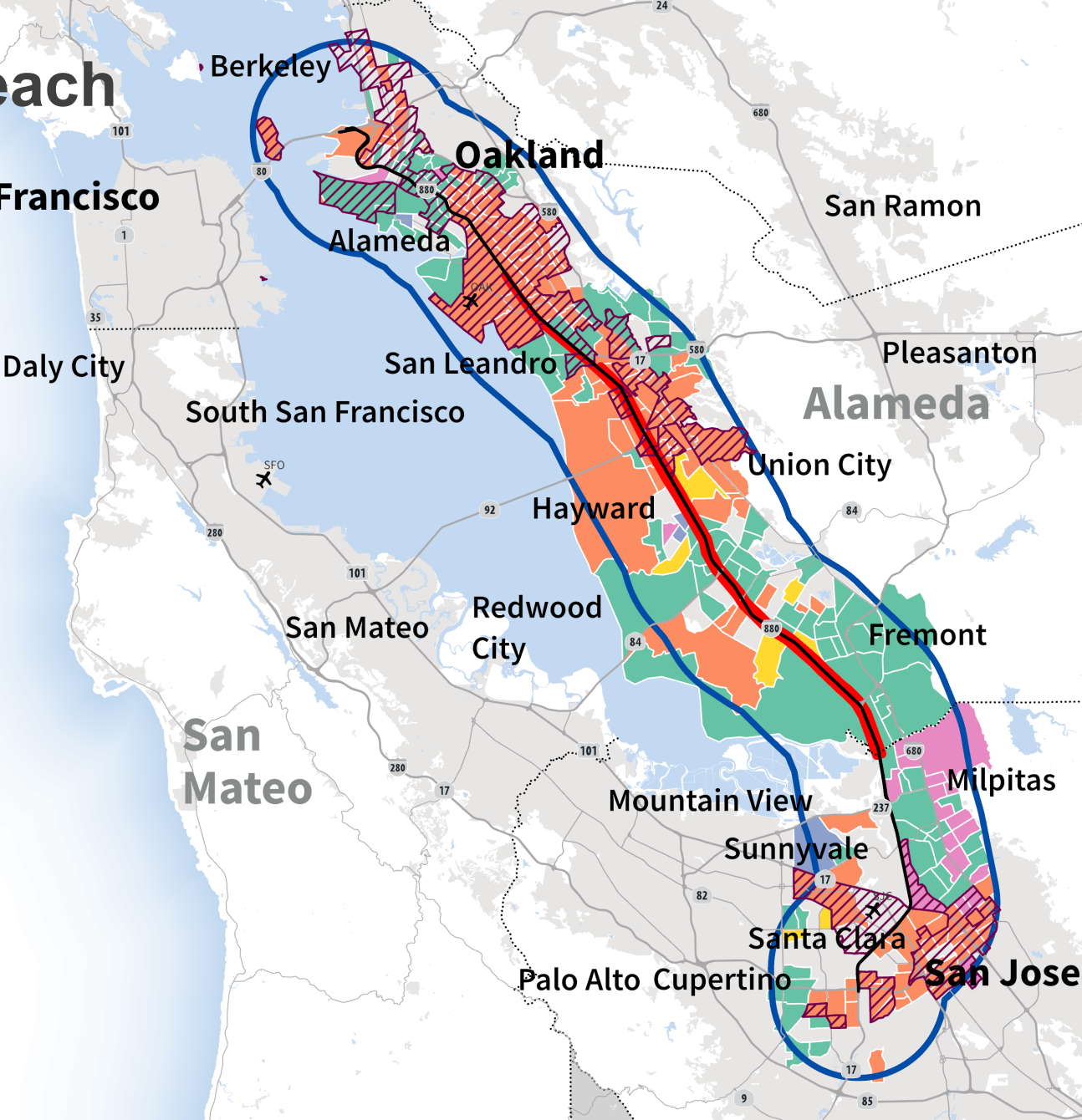


*A Low-Income Tract is any tract where the share of the population earning less than 200% of the Federal Poverty Level (FPL) is greater than 28% of the total population for whom poverty status is determined. This threshold was set as part of MTC's 2020 Communities of Concern Framework update.

REGIONAL TRANSPORTATION



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



Focus Group 1a: Low-Income Individuals with FasTrak

- Background on express lanes and pilot program
- Your FasTrak experience
 - Benefits, how funding, challenges, violations
- Eligibility rules for discount
 - Income, Bay Area, household participation, discount amount
- Application rules
 - Proof of ID, proof of income, how to apply
- Barriers to applying

Focus Group 1b: Low-Income Individuals without FasTrak

- Background on express lanes, FasTrak and pilot program
- Why don't you have FasTrak?
 - Awareness, don't need, deposit high, balance high
- Eligibility rules for discount
 - Income, Bay Area, household participation, discount amount
- Application rules
 - Proof of ID, proof of income, how to apply
- Barriers to applying

Focus Group 2: Low-Income Individuals with and without FasTrak

- Background on express lanes, FasTrak and pilot program
- Toll discount
 - Stacking, amounts, priorities (e.g., solo drivers with FasTrak discount vs. carpool discounts)
- Travel patterns
 - Use of 880, use of express lanes, benefits of express lanes
- Outreach
 - Sources of information, effective outreach methods, use of various platforms

Town Hall with Low-Income Individuals

- Town hall format with phone participation
- Recruit from pre-existing list targeted to our audience(s)
- Simultaneous translation
- Cover similar questions as other focus groups

Focus Group 3: Community-based organizations

- Background on express lanes and pilot program
- Equity statement
 - Definition (may be homework assignment)
- Evaluation plan
 - Review 4 customer-oriented goals
 - What do goals mean?
 - How to measure if they are met?
 - Which goals are most important?
 - How to collect data?

Timeline

Date(s)	Activity
July 13, 14 and 15	Focus Groups 1a, 1b and 2
July 14	Telephone Town Hall
Late July	Focus Group 3