



***FASTRAK*® EQUITY ACTION PLAN**

October 13, 2021

BATA Oversight Committee



A photograph of a family of four sitting in the back of a car. The father is in the foreground on the right, smiling. The mother is in the center, smiling broadly. Two children are on the left, also smiling. The image is overlaid with a blue tint. The text "EQUITY ACTION PLAN" and "RECAP" is centered over the image.

EQUITY ACTION PLAN RECAP

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



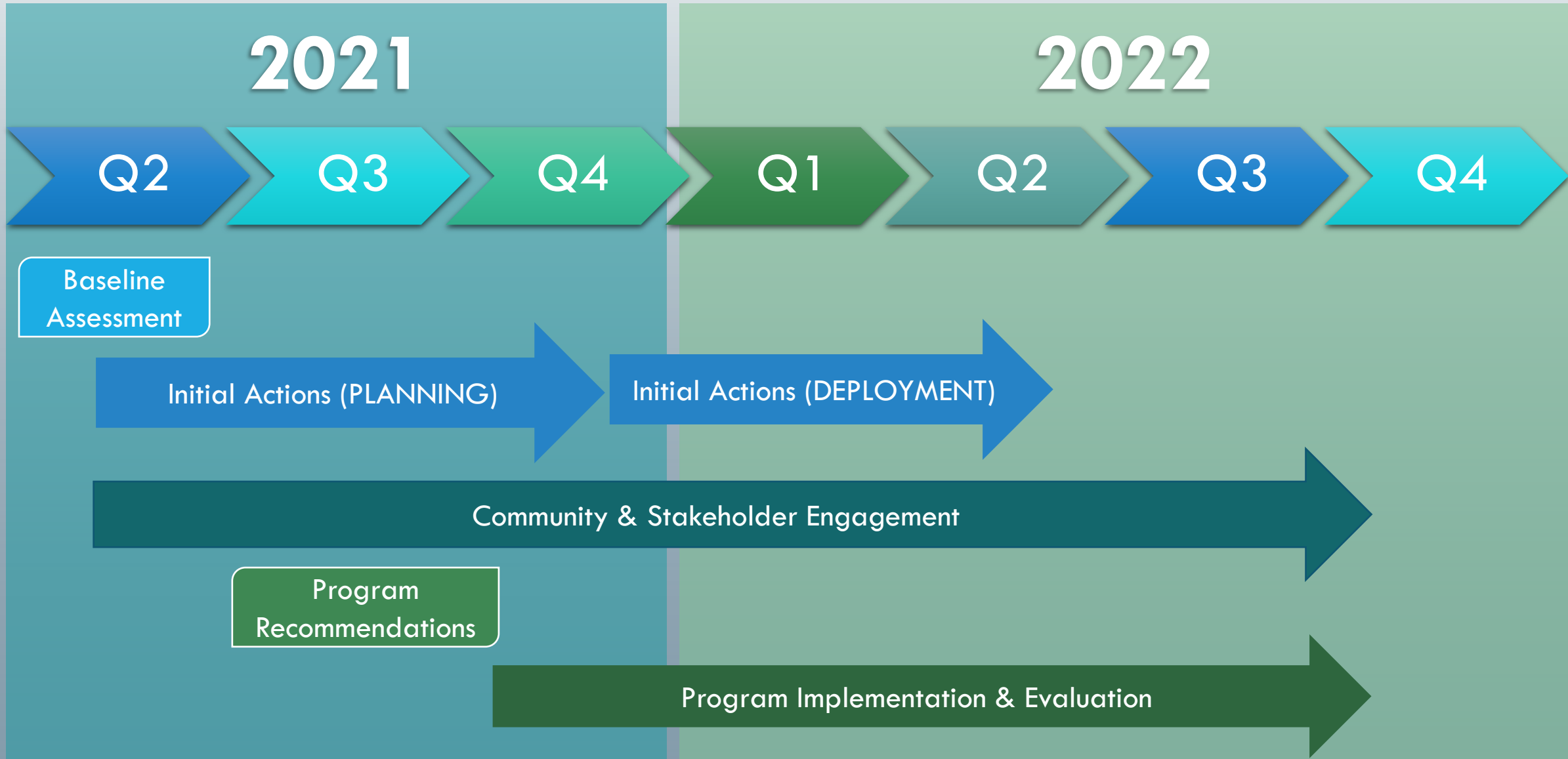
Goal: Engaging the community and embracing the diversity of customers for continuous improvement in RCSC policies and operations.

ISSUE RESOLUTION



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

FASTRAK EQUITY ACTION PLAN TIMELINE



ACTIONS UNDERWAY AND PLANNED

BATCH 1 – UNDERWAY

Launch mobile app

Increase support for multiple languages

Reduce violation penalties

- \$25 for 1st notice to \$5
- \$70 for 2nd notice to \$15

BATCH 2 – Q1 2022

Reduce toll tag deposit from \$20 to \$5

Reduce initial balance for cash/check customers from \$50 to \$25

Eliminate Cash Payment Network fees for customers

BATCH 3 – TBD (*LONG-TERM*)



PROGRESS TO DATE

LAUNCH MOBILE APP FOR FASTRAK

- **Features:**
 - **Pay invoices and violations**
 - **Make one-time payments**
 - **See transactions**
 - **Manage account**
- **Q1 2022**
- **Key Area: Customer experience**
- **Goal: Ease access; enhance experience**
- **Measure: App downloads; payment rates**

EXPAND MULTI-LANGUAGE RESOURCES

- **Multilingual website**
 - Static pages
 - Interactive pages
 - Interactive videos
 - Forms
- **Spanish and Chinese**
- **Q4 2021**
- Key Area: Community connections
- Goal: Ease access for diverse communities
- Measure: Visits to translated web pages

23% of Customer Service Representatives speak Spanish, reducing hold times and expediting resolution.

Hola, cómo
puedo
ayudarte?



ENGAGE COMMUNITY & STAKEHOLDERS

- **Currently procuring and planning community engagement**
 - Focused outreach to multicultural communities
 - Community-based organizations
 - Traditional research
- **Planning outreach to stakeholders**
 - Express lane operators
 - Golden Gate Bridge
 - Statewide toll operators

REDUCE FASTRAK TAG DEPOSIT

Current Deposit:

~~\$20~~

Reduced Deposit:

\$5

- **Q1 2022**
- Key Area: Toll payment options
- Goal: Increase affordability
- Measure: FasTrak enrollment volumes

REDUCE FASTRAK ACCOUNT OPENING BALANCE FOR CASH USERS



Current Balance:

~~\$50~~

Reduced Balance:

\$25

- **Q1 2022**
- Key Area: Toll payment options
- Goal: Increase affordability
- Measure: Enrollment volumes for cash accounts

ENHANCE CASH PAYMENT NETWORK

- **Eliminate fees**
- **New partners (Walmart)**
- **New locations**
- **Q1 2022**
- Key Area: Toll payment options
- Goal: Increase convenience and affordability
- Measure: Payment rates

REDUCE VIOLATION PENALTIES

	Current Penalty:	Reduced Penalty:
1 st notice	\$25	\$5
2 nd notice	\$70	\$15

- **Effective January 1, 2021**
- Key Area: Issue resolution
- Goal: Increase compliance and penalty collection
- Measure: Payment rates

APPLY REDUCED PENALTIES TO OPEN VIOLATIONS

- **Currently paused sending unpaid violations to DMV registration hold and collections**
- **Proposal:**
 - **Release March-December 2020 unpaid violations (\$0 penalty)**
 - **Reduce penalties to \$15 for unpaid violations after January 2021**
 - **Hold 2021 unpaid violations until future Committee action**
- **Establish claim/refund process for 2021 paid violation penalties**
- **November/December 2021**
- **Key Area: Issue resolution**
- **Goal: Increase compliance and penalty collection**
- **Measure: Payment rates**



TODAY'S COMMITTEE ACTIONS

REFER TO AUTHORITY: RESOLUTION 52, REVISED

- **Revised policies for violation penalties**
 - Reduce penalty for first violation notice to \$5
 - Reduce penalty for second violation notice to \$15
 - Retroactively effective January 1, 2021

APPROVAL: CONDUENT CHANGE ORDER

- **Contract Change Order for \$200,000 to reduce toll violation penalties**
 - System changes
 - Website changes
 - Correspondence
 - Reporting modifications
 - Testing
 - Deployment
 - Refund process



FUTURE ACTIONS

FUTURE EQUITY ACTIONS UNDER EVALUATION

- **Invoice and violation process refinements**
- **Alternative collection methods including payment plans**
- **Acceptance of new payment types**
- **Incentives to pay**

NEXT STEPS

- **Return in November with request to change toll tag deposits, account opening balances, and cash payment network fees**
- **Establish evaluation baselines**
- **Procure community engagement consultant**
- **Continue policy review for additional changes**



Next Quarterly Update, Jan. 2022:

- **Status of public involvement**
- **Status of initial and upcoming actions**

QUESTIONS?

