



FASTRAK[®] EQUITY ACTION PLAN

October 13, 2021

BATA Oversight Committee





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



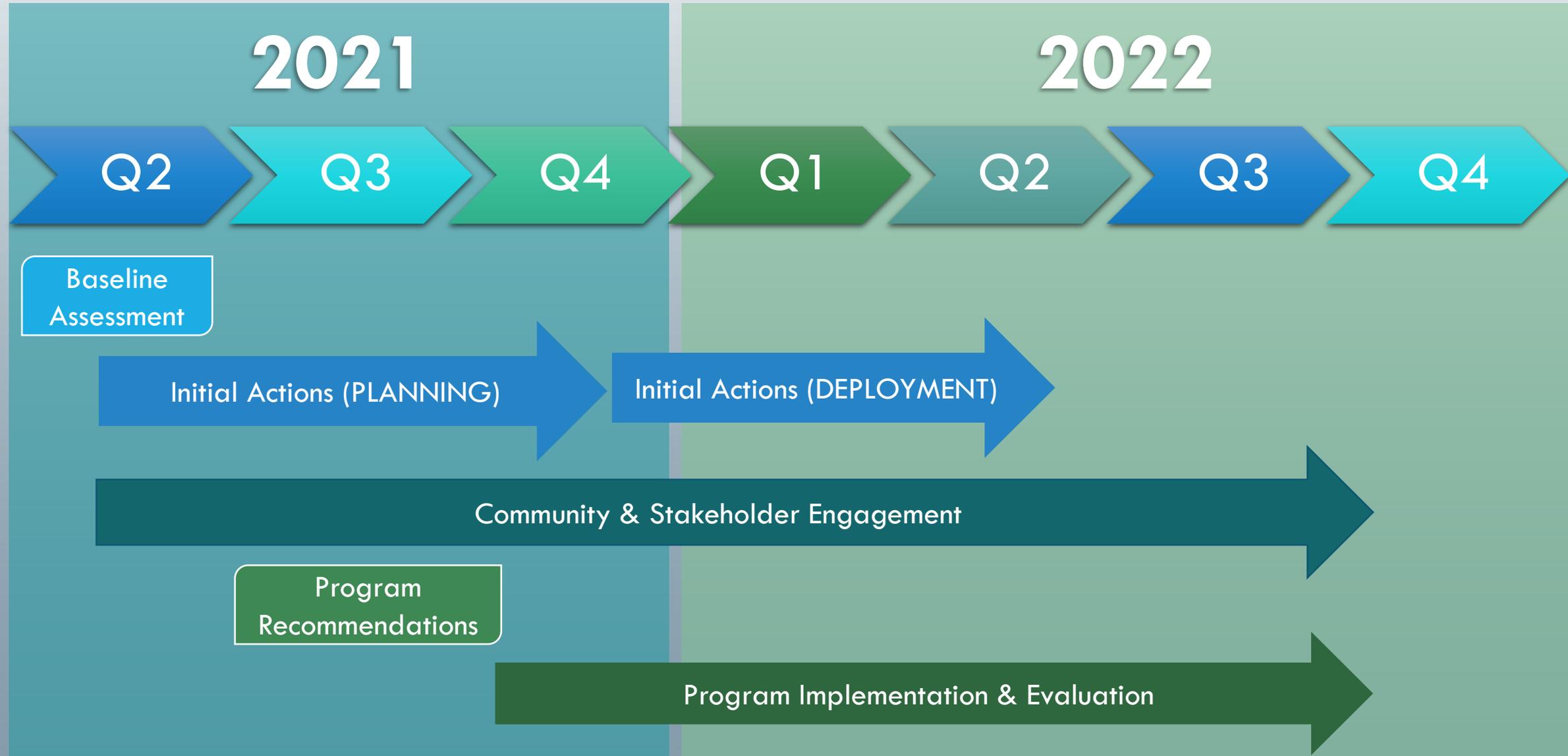
Goal: Engaging the community and embracing the diversity of customers for continuous improvement in RCSC policies and operations.

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:

1st notice

~~\$25~~

\$5

2nd 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



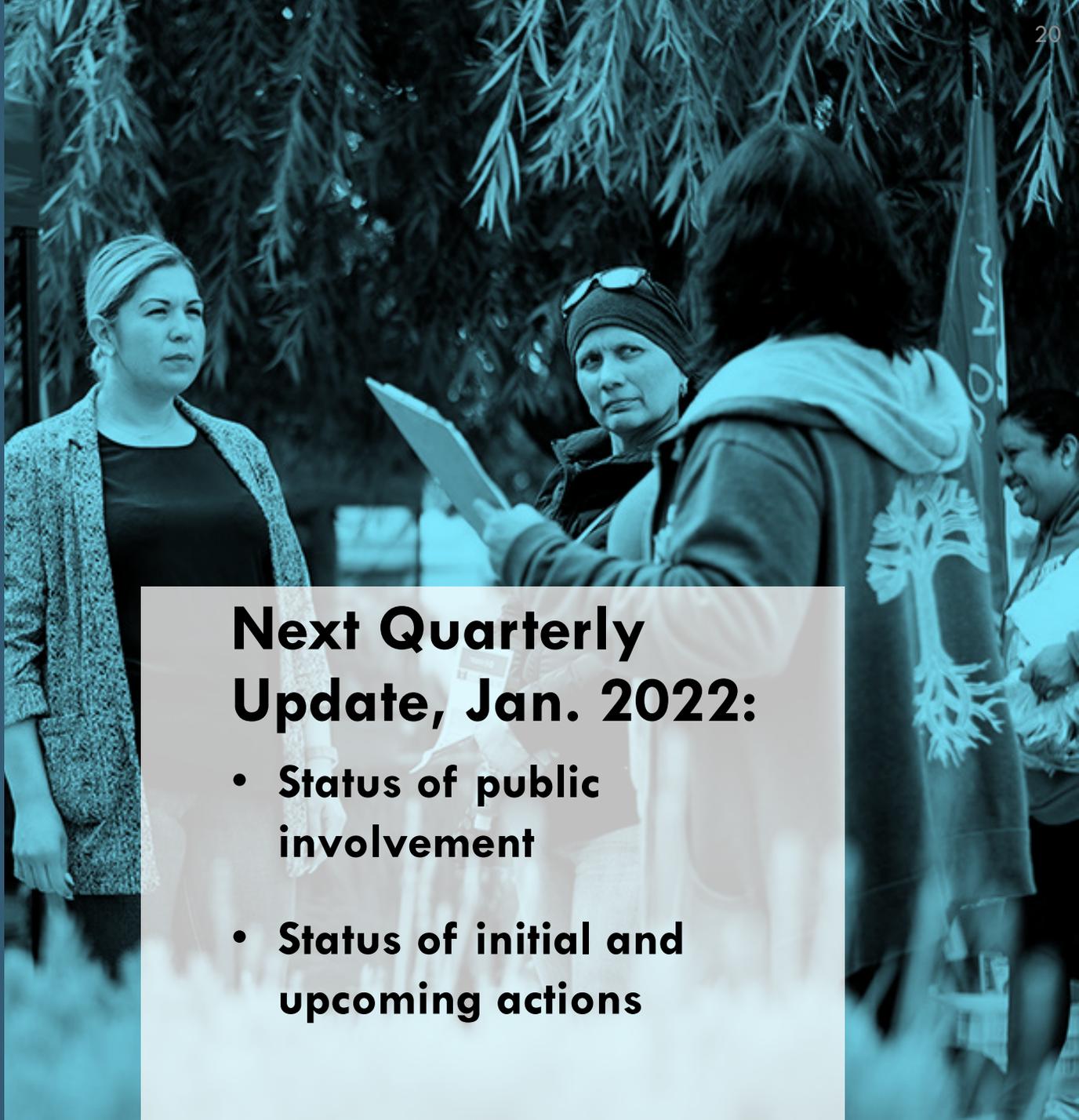
FUTURE ACTIONS

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?

