



BAY AREA TOLLING EQUITY ACTION PLAN

November 10, 2021

**Bay Area Toll Authority Oversight
Committee**



EQUITY ACTION PLAN RECAP

OCTOBER KEY TAKEAWAYS

- Penalties and fees debt can grow to unaffordable levels and customers need options to resolve issues and manage the debt
- Deliberate efforts must be made to engage priority communities on policies
- Policies need to urgently focus on getting to those who need the most help
- Quantifying the cost of policy programs will balance the value/benefit
- Baselined data will drive decisions and provide a foundation for evaluation
- Streamlined customer experiences and communications are critical factors



TODAY'S COMMITTEE ACTIONS



REFER TO AUTHORITY: RESOLUTION 52, REVISED

- **Priority: Make FasTrak® more affordable**
- **Priority: Move people away from violations**

REFER TO AUTHORITY: RESOLUTION 52, REVISED

- **Revised policies related to opening a FasTrak account (scheduled effective 3/31/22)**
 - Reduce tag deposit to \$5
 - Reduce account opening balance for cash users to \$25
- **Revised policy on Cash Payment Network fees**
 - Eliminate fees

APPROVAL: CONDUENT CHANGE ORDER

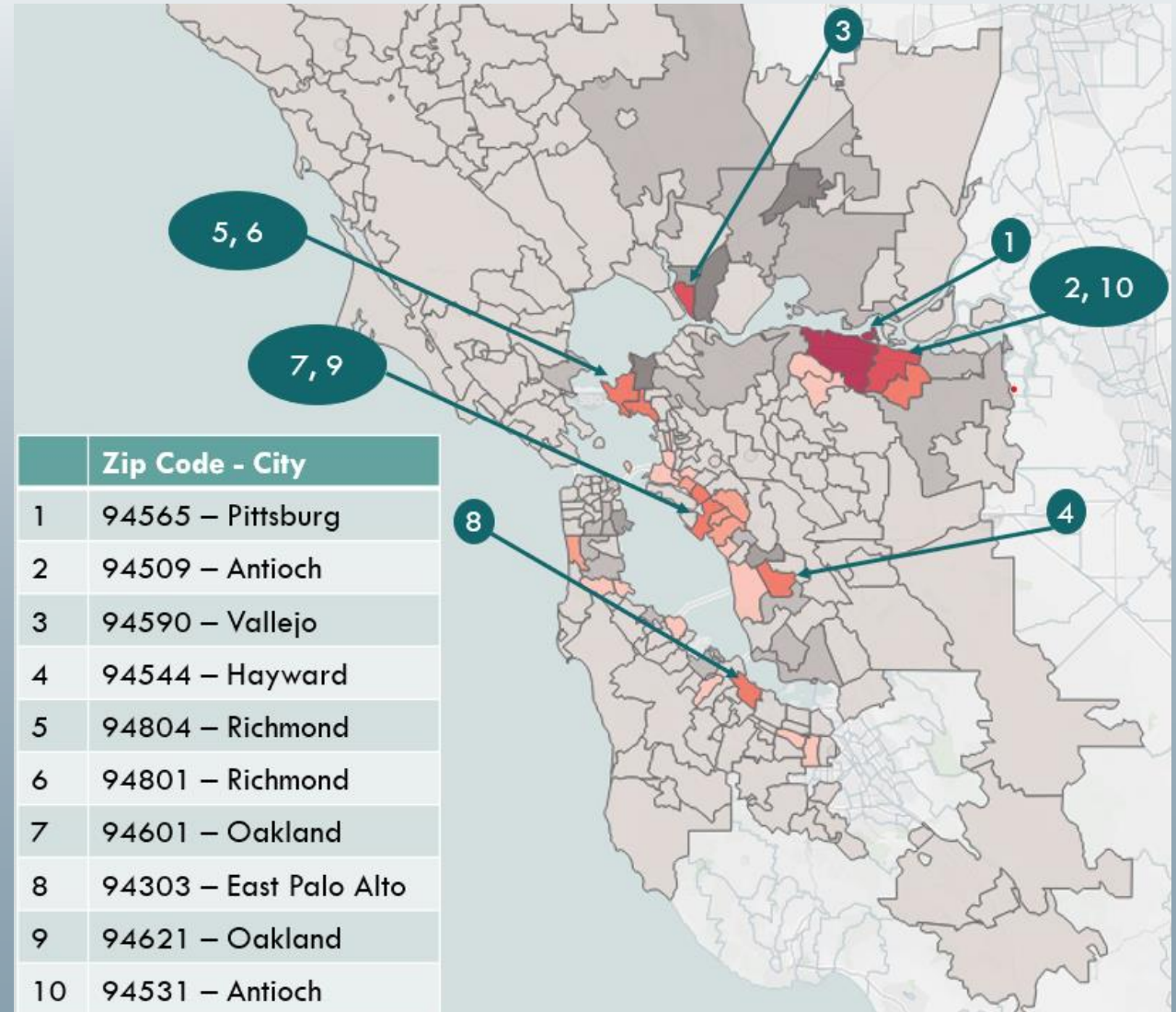
- **Contract Change Order for \$150,000 to update costs associated with reducing tag deposit, reducing opening balance and eliminating cash network fees.**
 - System changes
 - Website changes
 - Correspondence
 - Reporting modifications
 - Testing
 - Deployment
 - Tag deposit credit process

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 entire image is overlaid with a blue tint.

FUTURE ACTIONS

FOCUS AREAS

- Between January and April 2021, about 58% of the invoices sent were to a Bay Area address.
- About half of those invoices were paid, but the other half received a violation.
- Of those that received violations, 33% were sent to an address in one of MTC’s Equity Priority Communities.



MTC/BATA data from January and April 2021, as of August 2021

PRIORITIZING ACTIONS

- Initial Actions
 - This Month: Proposed **Affordability** Changes
 - Reduce tag deposits to \$5 per tag
 - Reduce the opening balance for cash/check accounts to \$25
 - Eliminate cash payment network fees for customers
 - Last Month: Making it More **Accessible**
 - Violation penalty reductions
 - Launch mobile app
 - Increase support for multiple languages
 - Enhance Cash Payment Network
- Next Batch of Assessments
 - Extended payment due dates
 - Hardship claims
 - Payment plans

APPROACH TO ASSESSING POLICY OPTIONS

- Guiding Principles for Program Development
 - Meaningful and impactful change for equity priority communities
 - Fairness to all customers
 - Protection from fraud/abuse
 - Balance of cost and value
- Operationalized Policy
 - How to prioritize among other work?
 - How will it go from paper to real-life?
 - What are the potential/untended pitfalls and challenges that can be avoided?
 - How can the vision of operations inform the formation of sound policies?

ASSESSMENT CONSIDERATIONS

Considerations	Key Questions
Funding	How much will this change or new program costs? What will be the funding source?
Impact on Revenue	What impact will this have on revenue? How much might potentially be lost?
Legal	What are the legal implications? Will this change require changes to legal documents or legislative changes?
Contractual Issues	Will this require a change to an existing contract or need a new contract?
Privacy/Data Security	Does the change have privacy or data security implications?
Customer impact	What is the impact of this change on existing and potential new customers?
Other CA Toll Agencies	What impact does this change have on other CA toll agencies?
Input from Equity Priority Communities	What input did we get from the priority communities about this change?

SAMPLE POLICY: EXTENDED PAYMENT PERIODS

- **Concept:** Allow everyone more time to pay to fit their cashflow
- **Sample Guiding Principles Questions:**
 - How long should the extension period be to be impactful?
 - How would customers benefit from the additional amount of time?
- **Sample Operationalized Policy Questions:**
 - Does this impact revenue collection?
 - Do policies need to be regional?

SAMPLE POLICY: FINANCIAL HARDSHIP CLAIMS

- **Concept:** Allow people to petition for relief of penalties/fees debt due to hardship
- **Sample Guiding Principles Questions:**
 - How will hardship policies be administered to ensure the people who need it the most can benefit?
 - What measures should be put into place to ensure fairness and impartiality?
- **Sample Operationalized Policy Questions:**
 - How is “hardship” defined?
 - Who will manage and oversee the hardship cases?

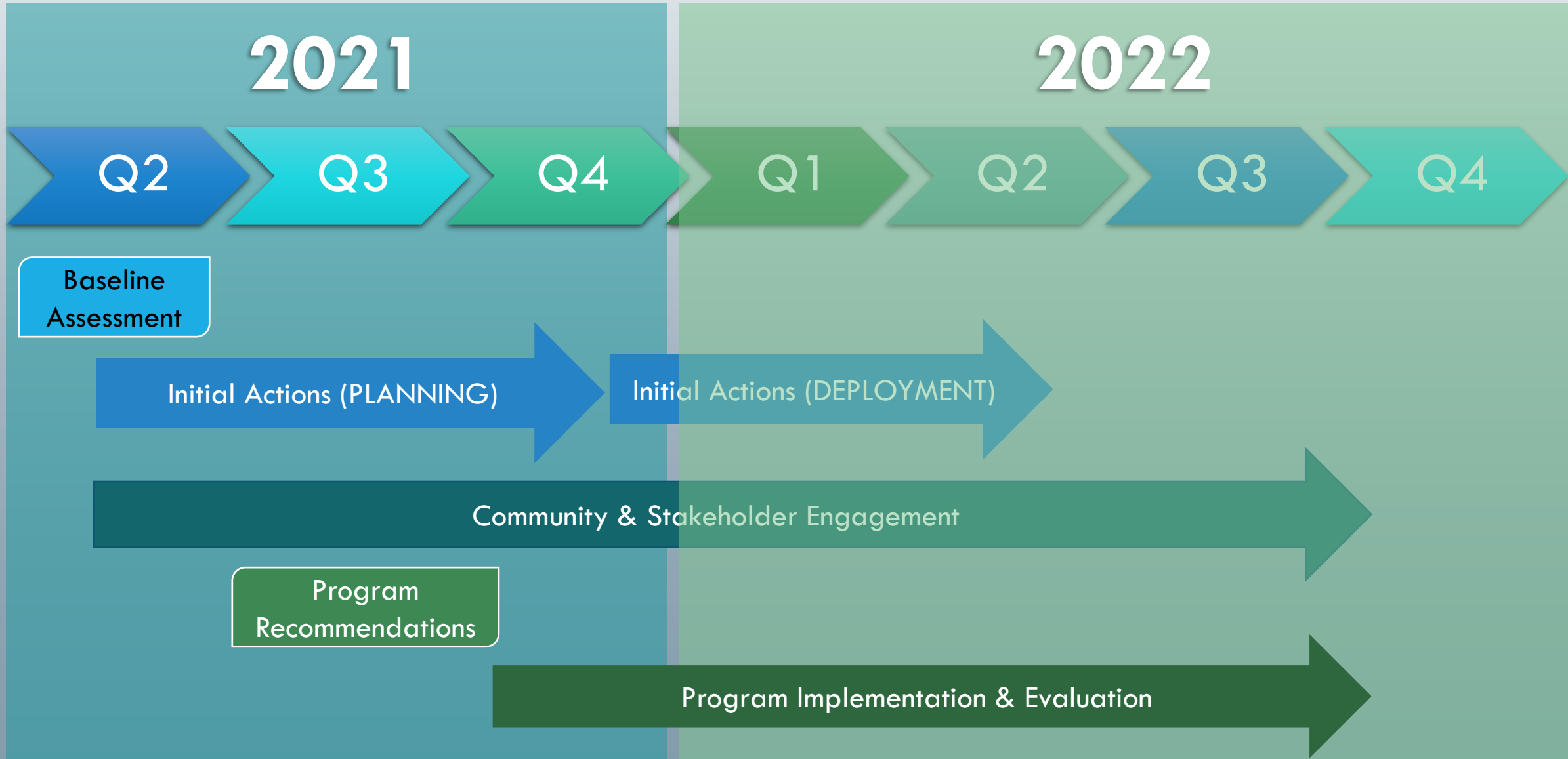
SAMPLE POLICY: PAYMENT PLANS

- **Concept:** Provide payment plans for those with substantial toll debt
- **Sample Guiding Principles Questions:**
 - What type of payment plan(s) will benefit the maximum number of people in need of toll debt relief?
 - Who qualifies for the program?
- **Sample Operationalized Policy Questions:**
 - How will the number and amount of the payments be determined to allow people to affordably pay down debt?
 - What happens to customers who need to continue to use the toll facilities?

BAY AREA TOLLING EQUITY ACTION PLAN TIMELINE



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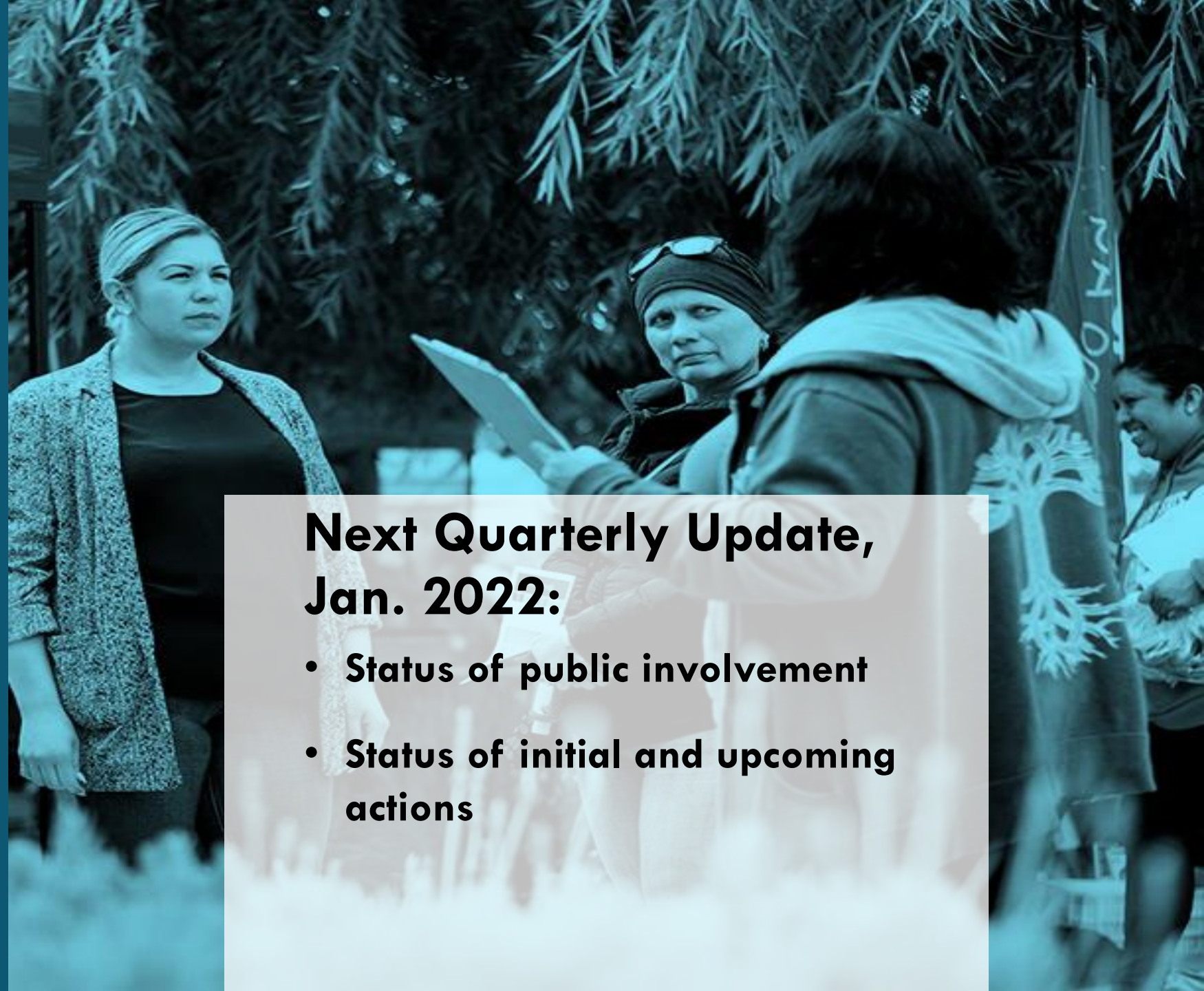


NEXT STEPS

- 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?

