

Strategies to Move Customers to FasTrak[®]



BATA Oversight Committee

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Access to FasTrak

- BATA is exploring a set of strategies to increase access to toll tags and FasTrak usage by Bay Area drivers



PHOTO: CALIFORNIA DEPARTMENT OF TRANSPORTATION



Why Promote FasTrak?

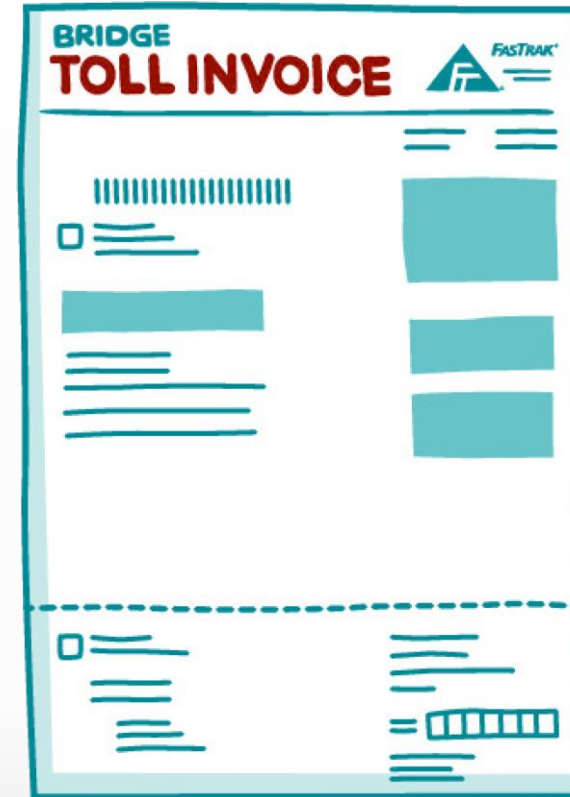
- **Toll differential goes into effect January 2027**
 - Invoice customers will pay \$1 more than FasTrak toll tag customers
 - Need is to prepare customers ahead of time by converting invoice customers to toll tag customers
- **Other benefits of switching customers to FasTrak**
 - Ability to use Express Lanes
 - Take advantage of carpool discounts
 - BATA savings on operations costs



Current State



Before all-electronic tolling (AET), drivers could pay with cash at the toll booth



Post-AET, the share of toll transactions paid with FasTrak has declined

Our Commitment

To help drivers prepare for the toll differential, we are prepared to:

- Increase access to FasTrak toll tags
- Make it easier to manage a FasTrak account

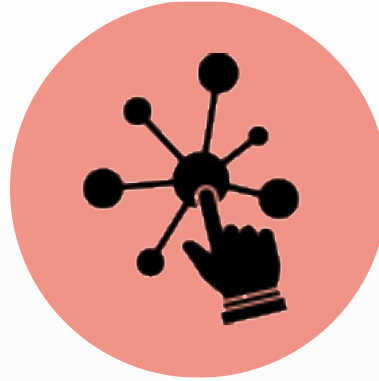


PHOTO: CHRIS LABASCO, ISTOCK

Our Approach



**Increase
awareness**



**Increase access to
FasTrak toll tags**



**Improve
customer experience**

Increase Awareness

Strategy	Priority	Status	Target Date
Promotion in DMV Offices	High	In Progress	2025 Q1
Information Inserts in Violations	High	In Planning	2025 Q2
Retailer Marketing	Medium	In Progress	2025 Q2
Advertising Campaign	Medium	In Progress	2025 Q2
Signage at Cash Payment Locations	Medium	In Planning	2025 Q2



Increase Awareness (continued)

Strategy	Priority	Status	Target Date
Partnerships with Social Service Agencies	Medium	Assess	2025 Q2
FasTrak Education through CBOs	Medium	Assess	2025 Q2
Contracts with CBOs	Medium	Assess	2025 Q3
Invoice and Violation Redesign	Medium	Assess	2025 Q3
Car Dealership Promotion	Medium	Assess	2025 Q3

Increase Access to Toll Tags

Strategy	Priority	Status	Target Date
Tags at Outreach Events	Critical	Implemented	2025 Q1
Retailer Participation Increase	Critical	Initiated	2025 Q1
Improved Online Ordering Process	Critical	Assess	2025 Q4
Account Incentives	High	Assess	2026 Q1
Sticker Tags	High	Assess	2026 Q2
Online Retailers	Low	Rejected	2025 Q1



Improve Customer Experience

Strategy	Priority	Status	Target Date
New Payment Options	Critical	Initiated	2025 Q3
Reduced Retail Price Point	Critical	Assess	2025 Q3
Customer-Managed Replenishment	Critical	Assess	2026 Q1
Mobile App	High	Assess	2026 Q1
Cash Payment Network Improvements	Medium	Assess	2026 Q1
Elimination of Tag Deposit	Low	Assess	2025 Q3

Timeline 2025



- Promote through DMV
- Tags at outreach events
- Retailer participation increase

- Inserts in violations
- Retailer marketing
- Advertising campaign
- Cash payment signage

- Contracts with CBOs
- Invoice/violation redesign
- Car dealership promotion
- New payment options
- Reduced retail price point

- Improved online ordering

Timeline 2026



- Account Incentives
- Customer-Managed Replenishment
- Mobile App
- Cash Payment Network Improvements
- Sticker Tags



Next Steps

- Continue assessment and implementation efforts
- Explore new opportunities
- Continue deep dives into data
- Provide updates to this Committee every four months starting in June 2025



PHOTO: KARL NIELSEN

Thank you!

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PHOTO: JOEY KOTFICA

