

Bay Area Toll Authority Oversight Committee

November 12, 2025

Agenda Item 6a-25-1221

Update on Strategies to Increase FasTrak® Enrollment

Subject:

An update on strategies being assessed and/or implemented to increase adoption of FasTrak® to make it easier for people to pay and manage their tolls.

Background:

Since 2021, BATA has implemented many changes to support former cash payers and make access to FasTrak easier. These changes have reduced the tag deposit, reduced the opening balance for cash users to \$25, and increased support for multiple languages.

In December 2024, the Bay Area Toll Authority (BATA) approved a series of toll increases for all vehicles crossing any of the seven state-owned toll bridges in the Bay Area (Antioch, Benicia-Martinez, Carquinez, Dumbarton, Richmond-San Rafael, San Francisco-Oakland and the San Mateo-Hayward bridges) beginning January 1, 2026. At the same time, BATA approved the institution of a toll differential to begin January 1, 2027, whereby drivers paying by license plate account would pay 25 cents more per toll and those paying by invoice would pay \$1 more per toll than if they paid with FasTrak. The reason for the toll differential is to enable BATA to recoup the higher cost of collecting tolls by invoicing or license plate account compared with collecting tolls via FasTrak. In a separate initiative, the Bay Area Infrastructure Financing Authority will be opening express lanes on Interstate 80 in Solano County in late 2025, and drivers will need to have toll tags to use the express lanes.

Ahead of the implementation of the toll differential, BATA staff have been assessing strategies to increase FasTrak enrollment by making it easier for Bay Area residents to access toll tags and enroll in the program. There are three categories of strategies:

- Improve customer experience
- Increase awareness
- Increase access to FasTrak tags

Staff will present a detailed update on the strategies currently being pursued.

Next Steps:

Staff will continue assessment and implementation efforts as well as exploration of new opportunities.

Issues:

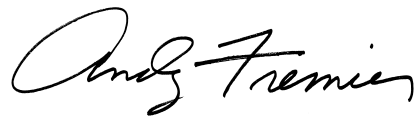
None identified.

Recommendations:

None

Attachments:

- Presentation – Update on Strategies to Increase FasTrak Enrollment



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