

Bay Area Toll Authority
Oversight Committee

February 12, 2025

Agenda Item 5a-25-0114

Access to FasTrak® Toll Tags

Subject:

A presentation 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 FasTrak more accessible. They include reducing the tag deposit, reducing the opening balance for cash users to \$25, and increasing 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 where 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.

Ahead of the implementation of the toll differential, BATA staff are assessing and developing a set of 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:

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

Staff have identified over 20 potential strategies and is currently assessing feasibility.

Implementation of those that are identified as most feasible and effective will begin in February 2025. Staff will present these strategies and status at the Committee meeting.

Next Steps:

Staff will continue assessment and implementation efforts, explore new opportunities, continue deep dives into data, and return to this committee in June 2025 with an update on progress.

Issues:

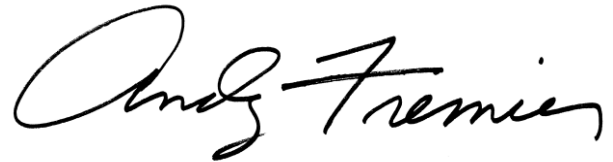
None identified.

Recommendations:

None

Attachments:

- Presentation – Strategies to Move Customers to FasTrak

A handwritten signature in black ink that reads "Andrew B. Fremier". The signature is written in a cursive, flowing style.

Andrew B. Fremier