

Update on Strategies to Increase FasTrak® Enrollment



BATA Oversight Meeting
November 12, 2025

Why Promote FasTrak toll tags?

New initiatives call for increased toll tag adoption.

- 18 miles of new express lanes along I-80 in Solano County will be introduced in December 2025.
- BATA will introduce a toll differential starting January 1, 2027. Invoice customers will pay \$1 more than drivers paying with FasTrak. Applicable on all seven state-owned bridges.



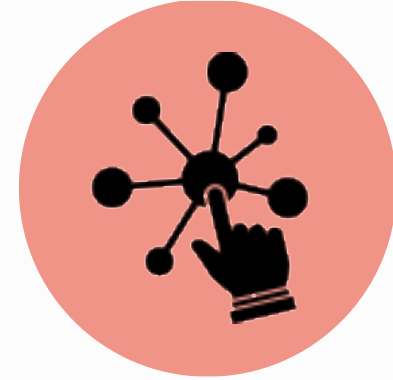
Our Approach



**Improve
customer experience**



**Increase
awareness**



**Increase access to FasTrak
toll tags**

Highlights of In-Progress Strategies

Improve Customer Experience

- Increasing Visibility of Locations to Pay in Cash – Draft artwork delivered to Cash Payment Network contractor.
- Invoice and Violation Redesign – Design finalized; awaiting production.

Increase Awareness

- Advertising in DMV Offices – Continuing through May 2026.
- Advertising to Promote Get FasTrak for I-80 Express Lanes Opening – Campaign launching December 2025.
- Car Dealerships Promotion – Flyer in production and prepared for distribution.
- Retailer Marketing – Draft artwork developed.

Increase Tag Access

- Tag Distribution at Outreach Events – Continuing on an ongoing basis.
- New Retailers – Actively recruiting new stores to add to the network.

Cash Payment Network Signage

Increase visibility of locations to pay in cash.

- Signage offers the ability to raise awareness about where to pay invoices and violations in person.
- It can raise awareness about where to add value to FasTrak accounts with cash.
- Cash payment locations have strong representation in equity priority communities.
- We are working with the network to finalize the signage.



Invoice and Violation Redesign

We are adding a QR code to all our invoices and violation notices.

- Having a QR code will make paying invoices and violations easier.
- A QR code offers more convenience than having to manually go to a website and navigate to payment form.
- Customers will be able to pay quickly and easily from their phones.



DMV TV

Our DMV TV campaign takes advantage of a captive audience of drivers.

- Drivers waiting for their number to be called are directed to watch the DMV TVs, which flash the numbers being served while showing ads.
- Our ads currently run in the DMV offices in Fremont, San Francisco, Vallejo, Hayward, Santa Clara, Pittsburg, and El Cerrito.

A woman with blonde hair is smiling and holding a white FasTrak Flex transponder out of her car window. The car is dark-colored. The background is slightly blurred, showing a highway setting.

FASTRAK®

Pay tolls the easy way
with FasTrak Flex.

BayAreaFasTrak.org

Advertising to Promote Get FasTrak

We are running an advertising campaign to help drivers use the upcoming I-80 express lanes in Solano County.

- Many drivers in the I-80 corridor may not be familiar with FasTrak and the need to have a toll tag to use the new express lanes.
- This is an opportunity to educate drivers about what toll tags are, where to get them, and how they are used.
- The campaign will include billboards, DMV TV, radio, digital and social paid advertising and more.



Car Dealership Promotion

We are working with the California New Car Dealers Association (CNCDA) to promote FasTrak.

- CNCDA represents more than 100 car dealers in the nine-county Bay Area. They are very enthusiastic about helping to promote FasTrak.
- We are producing printable flyers that address the benefits of FasTrak, how to get a toll tag, and how to use a tag.
- Dealers will print flyers and include them in “new car packets” they provide purchasers.



Outreach Events

Since October 2023, we have hosted information booths at public events in all nine Bay Area counties.

- The goals of the events are to raise awareness, educate about use and drive adoption.
- Types of events include farmers' markets, street festivals and county fairs.
- Events act as an extension of customer service, giving us a chance to hear about the issues toll payers care about most.
- We began distributing toll tags in February 2025 and have given out 4,800 tags to date.



Schedule of Initiatives

We are here

Initiative	Action	2025 Q1	2025 Q2	2025 Q3	2025 Q4	2026 Q1	2026 Q2	2026 Q3	2026 Q4
IMPROVE CUSTOMER EXPERIENCE	Cash Payment Network Signage					◆			
	Invoice and Violation Redesign					◆			
INCREASE AWARENESS	Promotion in DMV Offices		◆						
	Advertising to Promote Get FasTrak			◆					
	Promotion in Car Dealerships				◆				
	Retailer Marketing					◆			
INCREASE ACCESS	Tag Distribution at Outreach Events		◆						
	Retailer Participation Increase				◆				

◆ Delivery date