

# Express Lanes START<sup>SM</sup>: Six-Month Pilot Trends

Policy Advisory Council Equity and Access Subcommittee

March 22, 2024



# MTC means-based equity initiatives

Today



Transit Fare  
Discount Pilot

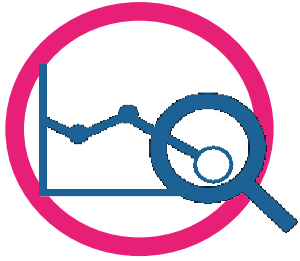


Equity Action Plan



Express Lanes  
Toll Discount Pilot

# Applying MTC's equity platform pillars



## Define and Measure

Establish goals and metrics



## Listen and Learn

Co-create the pilot



## Focus and Deliver

Partner, execute and evaluate

**We Are Here**  
**Program**  
**Implementation**



## Train and Grow

Use results to improve future policy and programs

# Stakeholder engagement

## Policy Advisory Council Equity and Access Subcommittee – 8 meetings

TODAY

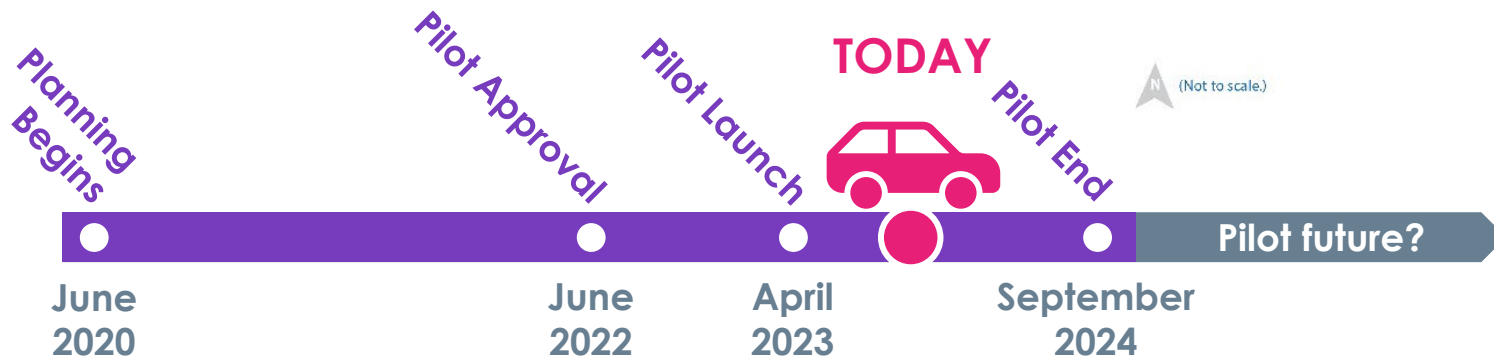
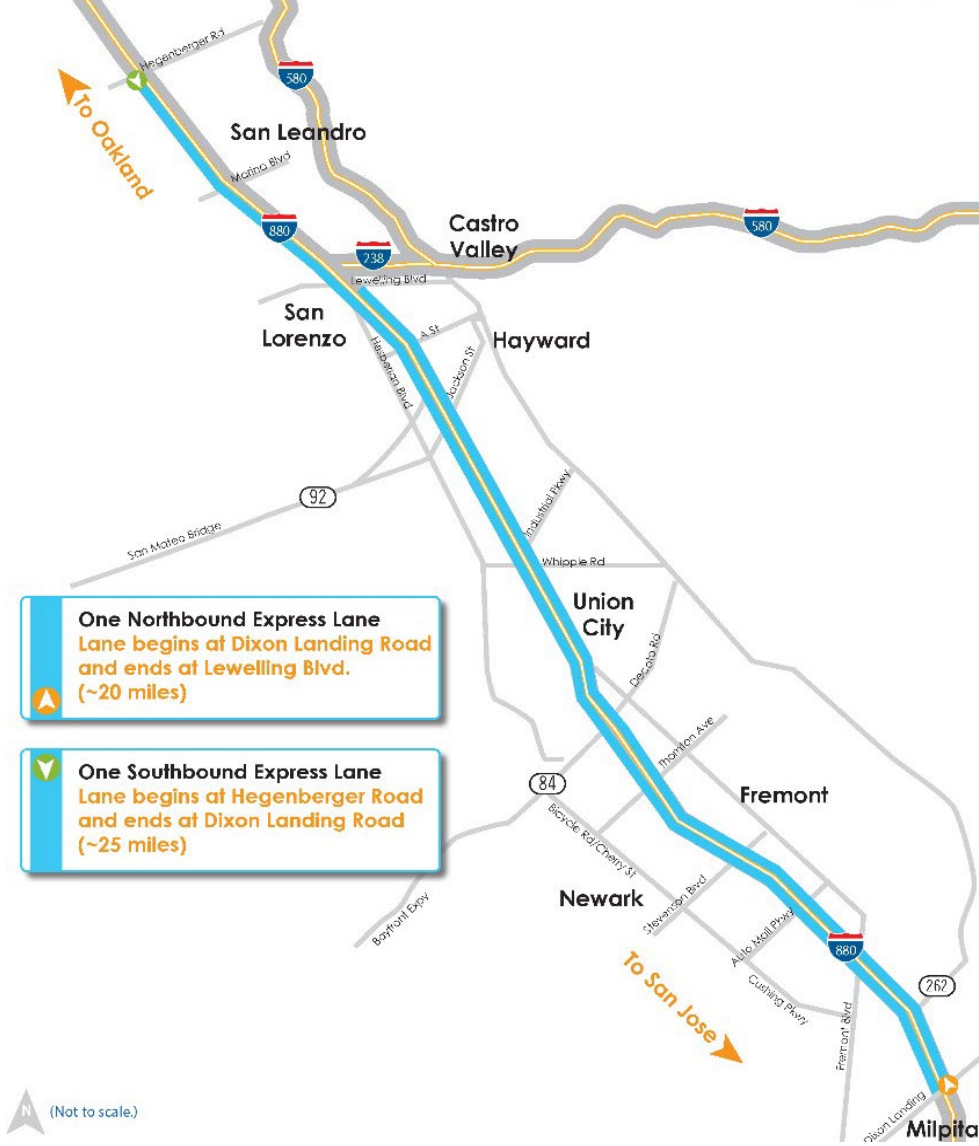
6/22/20	10/29/20	4/5/21	7/9/21	10/4/21	4/22/22	10/20/22	3/22/24
<ul style="list-style-type: none"> <li>• Pilot overview</li> </ul>	<ul style="list-style-type: none"> <li>• Pilot work planning</li> <li>• Corridor selection</li> </ul>	<ul style="list-style-type: none"> <li>• Equity statement &amp; goals</li> <li>• Stakeholder &amp; customer engagement plan</li> </ul>	<ul style="list-style-type: none"> <li>• Draft concept</li> <li>• Customer research update</li> <li>• Evaluation plan</li> </ul>	<ul style="list-style-type: none"> <li>• Customer research results</li> <li>• Final concept</li> </ul>	<ul style="list-style-type: none"> <li>• Public outreach plan</li> </ul>	<ul style="list-style-type: none"> <li>• Preliminary evaluation targets</li> </ul>	<ul style="list-style-type: none"> <li>• 6-month trends</li> </ul>

## Advisory Group – 7 meetings (E&A Subcommittee representative: Anne Olivia Eldred)

3/11/21	5/17/21	7/13/21	10/5/21	3/4/22	10/12/22	01/24/24
<ul style="list-style-type: none"> <li>• Pilot overview</li> <li>• Customer engagement plan</li> </ul>	<ul style="list-style-type: none"> <li>• Equity statement &amp; goals</li> <li>• Draft concept</li> <li>• Technical systems</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluation Plan</li> </ul>	<ul style="list-style-type: none"> <li>• Customer research results</li> <li>• Final concept</li> </ul>	<ul style="list-style-type: none"> <li>• Public outreach plan</li> <li>• Tolls &amp; revenue projections</li> </ul>	<ul style="list-style-type: none"> <li>• Preliminary evaluation targets</li> </ul>	<ul style="list-style-type: none"> <li>• 6-month trends</li> </ul>

# Pilot scope

- Toll discount of 50% or more in the I-880 Express Lanes for 18 months
- Eligibility requirements are the same as Clipper<sup>®</sup> START<sup>SM</sup>
- Toll discount applied to FasTrak<sup>®</sup> account
- Today's observations cover April to September 2023



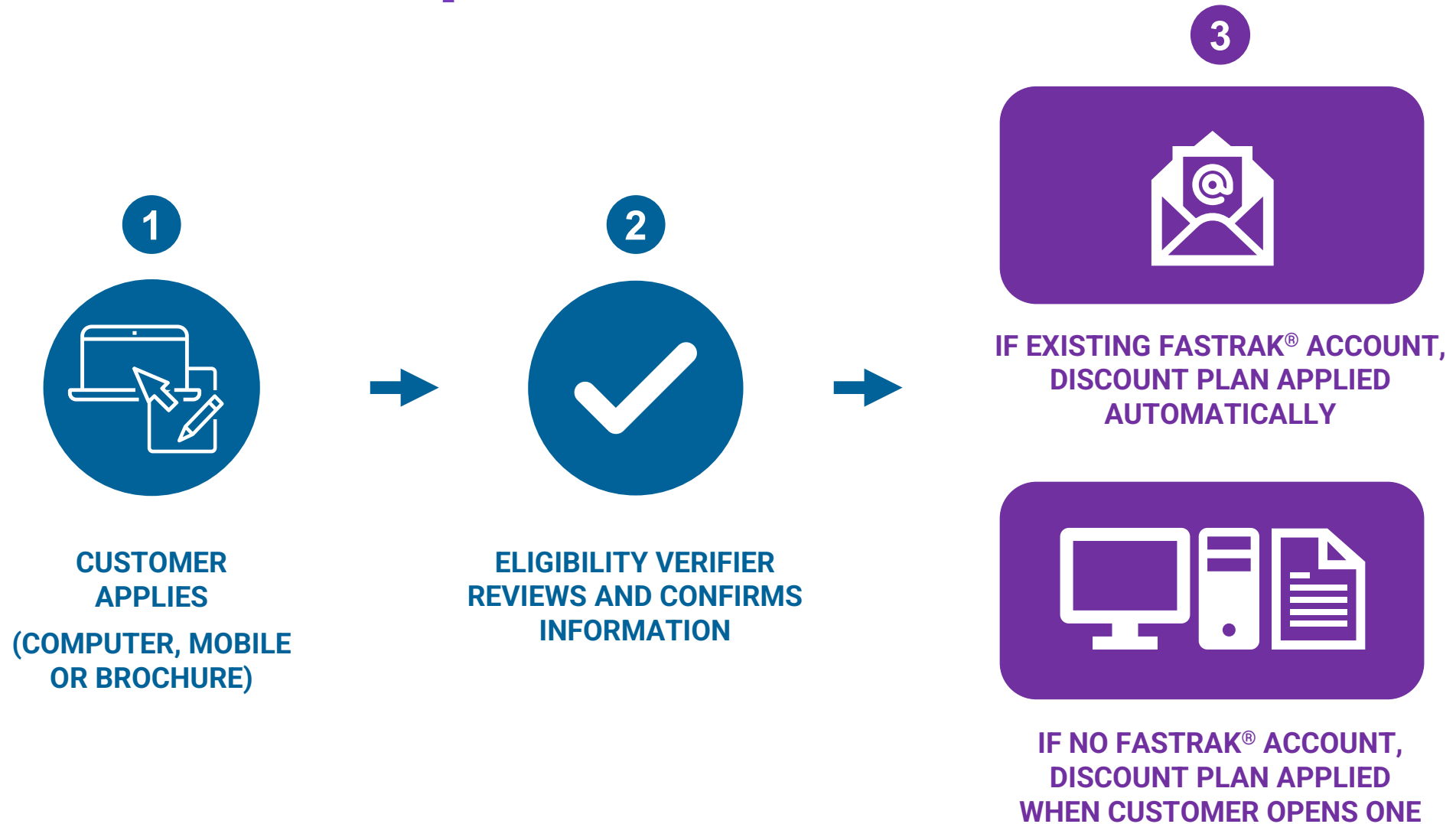
# Toll discount basics

- Must be verified as eligible
  - Proof of identity
  - Proof of household income at or below 200% Federal poverty level
  - Bay Area mailing address
- Must have FasTrak<sup>®</sup> account to receive the toll discount
- Toll discount of 50% or more in the I-880 Express Lanes

I-880 Express Lanes	1 Person	2 Persons	Clean Air	3+ Persons
Standard Toll Rates	Full toll	50% off	50% off	No toll
Express Lanes START Toll Rates	50% off	75% off*	75% off*	No toll

*\*50% off the standard toll rate of 50% off for 2 Persons or Clean Air Vehicle equals 75% off the full toll*

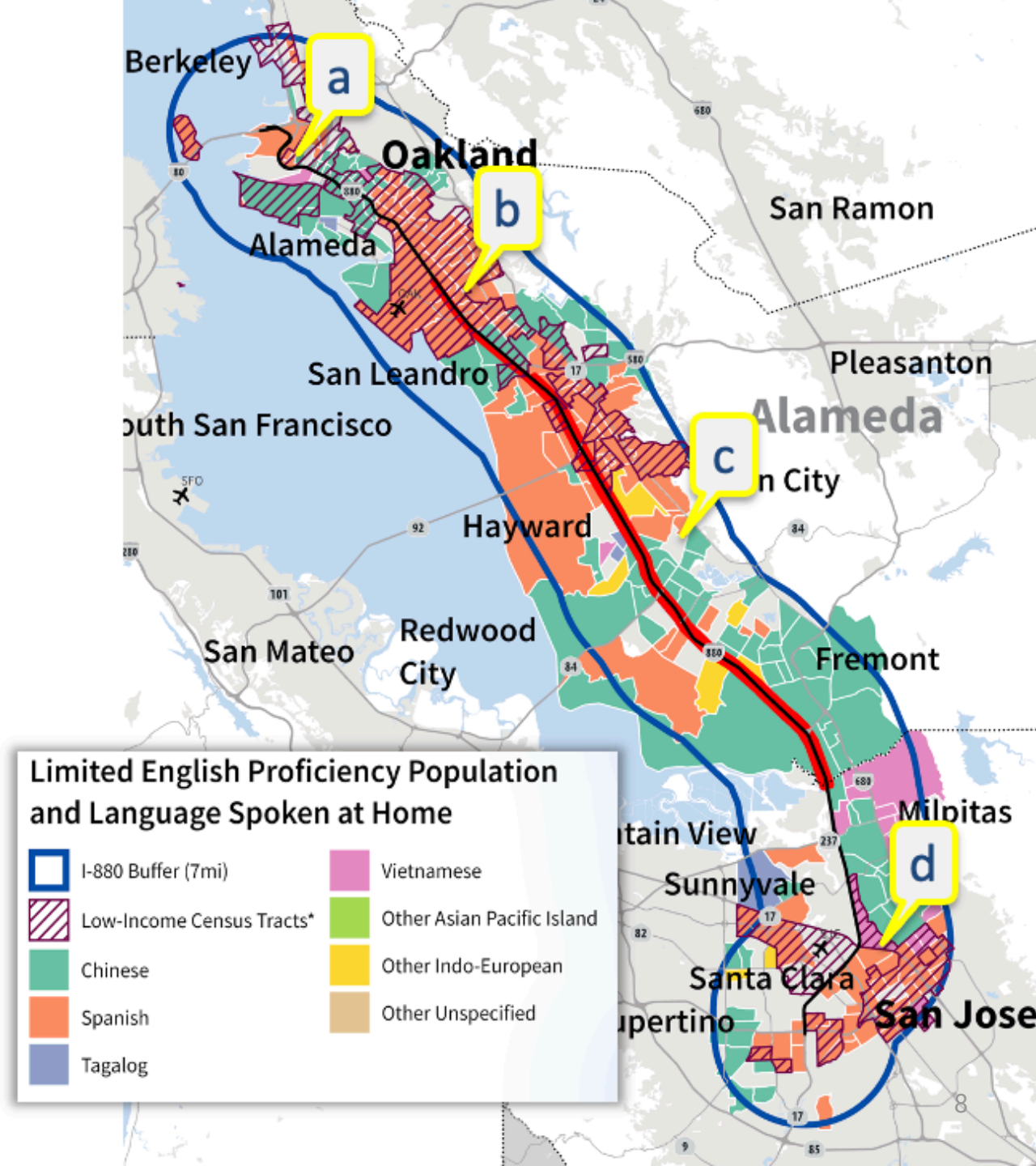
# Enrollment process





# Prioritized outreach

- Focus on areas of high low-income population density
- Deploy in-language campaign resources throughout corridor
- Work through CBOs to post information in visible places
- Concentrate geo-targeted media spend near walk-in hub locations (a-d in graphics)
- Make specific efforts to reach Black/African-American community in East Oakland






# Multilingual advertising

Paid Media	2023	2024
Print ads in newspapers	X	
Billboards on I-880	X	
Direct mail near CBO hubs	X	X
Display banner ads on websites	X	X
Social media ads on Facebook/Insta	X	X
DMV TV network ads in county		X
Gas pump toppers on I-880		X

Low-income drivers can apply to save 50-75% on I-880 tolls.



EXPRESS LANES  
**START**

Go to [ExpressLanesSTART.org](https://ExpressLanesSTART.org)


Los conductores de bajos ingresos pueden hacer su solicitud para ahorrar del 50 al 75% en los peajes de la I-880.



EXPRESS LANES  
**START**

Visite [ExpressLanesSTART.org](https://ExpressLanesSTART.org)


低收入駕駛人士可申請節省 50-75% 的 I-880 公路快速車道通行費。



EXPRESS LANES  
**START**

瀏覽 [ExpressLanesSTART.org](https://ExpressLanesSTART.org)

Những người lái xe có thu nhập thấp có thể ghi danh để tiết kiệm 50-75% phí cầu đường trên đường I-880.



EXPRESS LANES  
**START**

Truy cập [ExpressLanesSTART.org](https://ExpressLanesSTART.org)

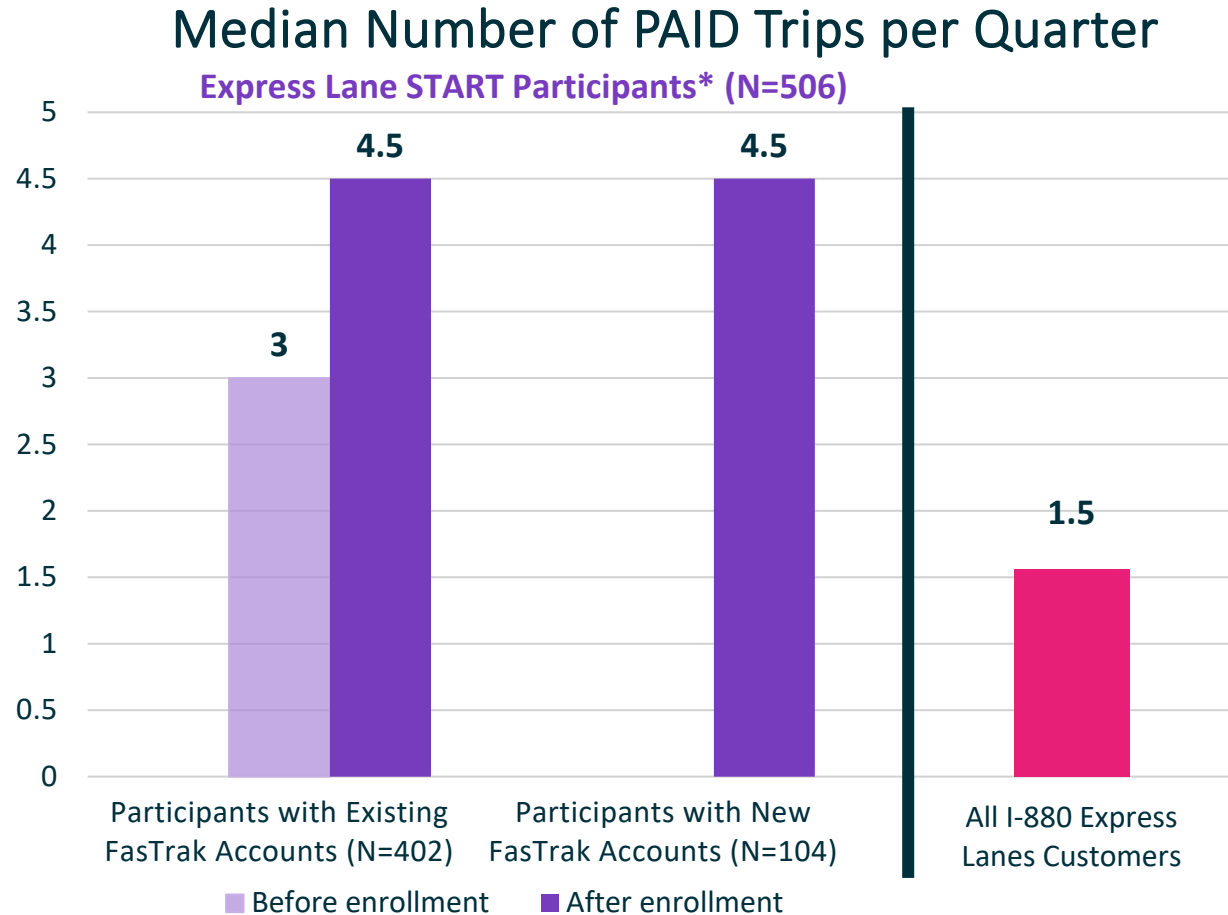
# Pilot goals

- Improve I-880 express lanes access for low-income drivers,
- Provide these drivers with a good experience, and
- Understand the effect on express lane operations.

# Pilot evaluation topics



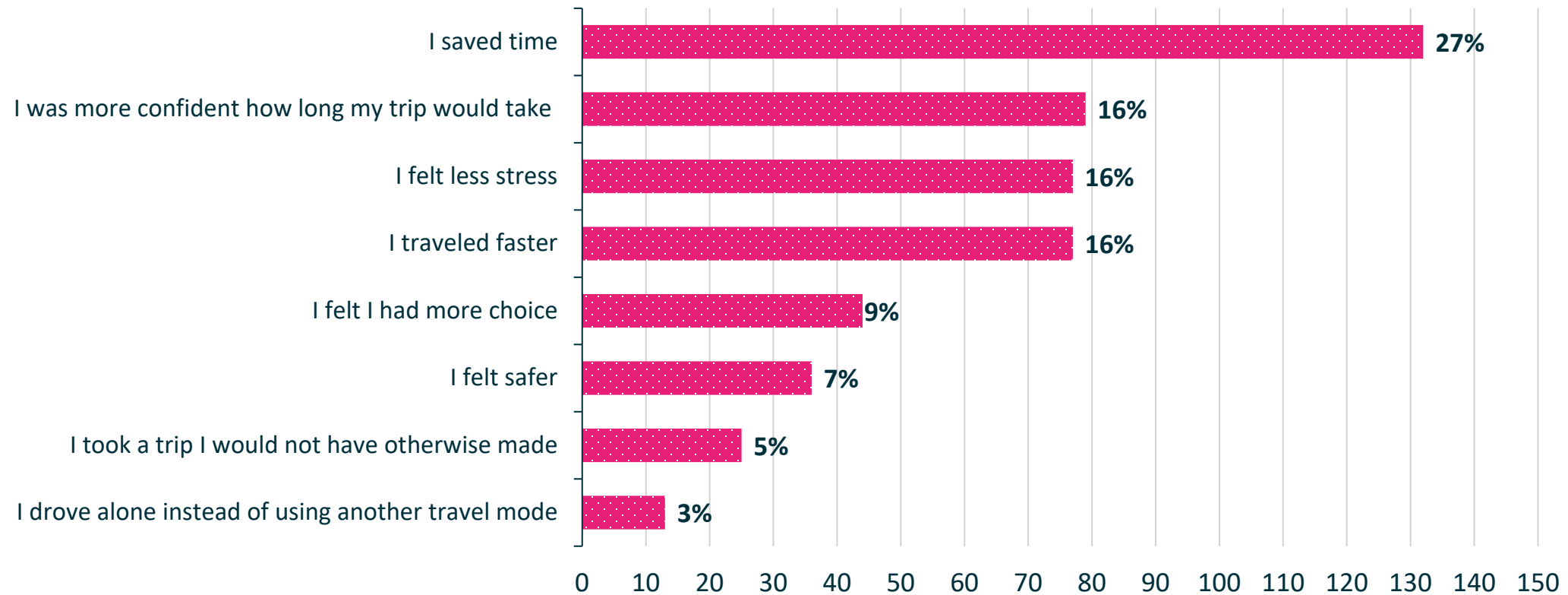
# Improved access & mobility



- Over 1,000 enrollees
- 506 enrollees made at least 1 paid trip (another ~200 made HOV 3+ trips)
- Existing FasTrak customers:
  - Median paid trips/quarter up 50%
- New FasTrak customers:
  - Median 4.5 paid trips/quarter
  - Now avoiding violations
- Median paid trips by participants is higher than that of I-880 customers overall
- Work is the primary trip purpose; 51% of trips occur in peak periods

# Participants\* benefited from using express lanes

How have you benefited from the I-880 Express Lanes? 157 responses



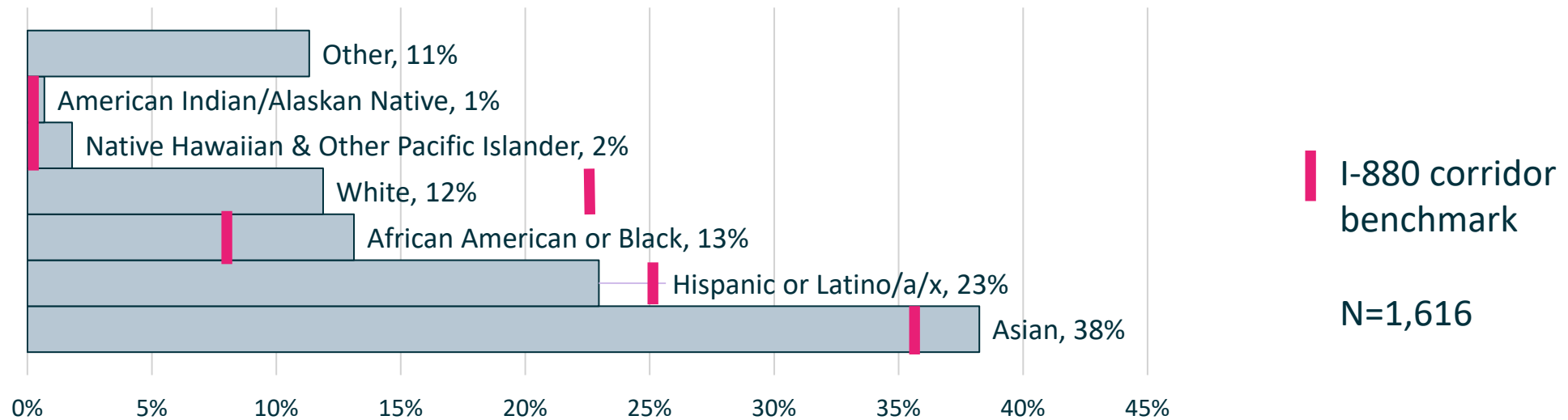
# Applicants and participants have had a positive experience

- Ease of applying: average score = 4.1 out of 5, where 5 is 'very easy'\*
- Focus group responses:
  - Deep gratitude for program
  - Highly value the cost savings
- Participants median use of the express lane is greater than overall median use
- Calls to the FasTrak Customer Service Center are in line with that of typical FasTrak customers

\* All applicants, regardless of whether they have used the discount to make a paid express lane trip



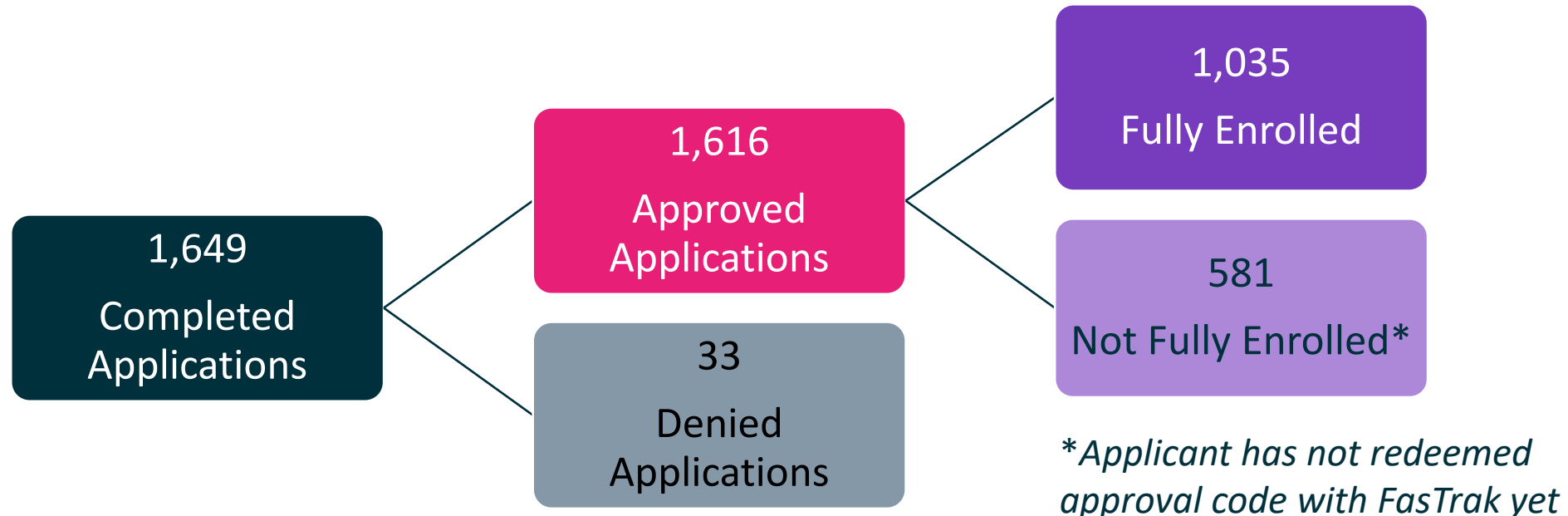
# Approved applicants reflect corridor diversity



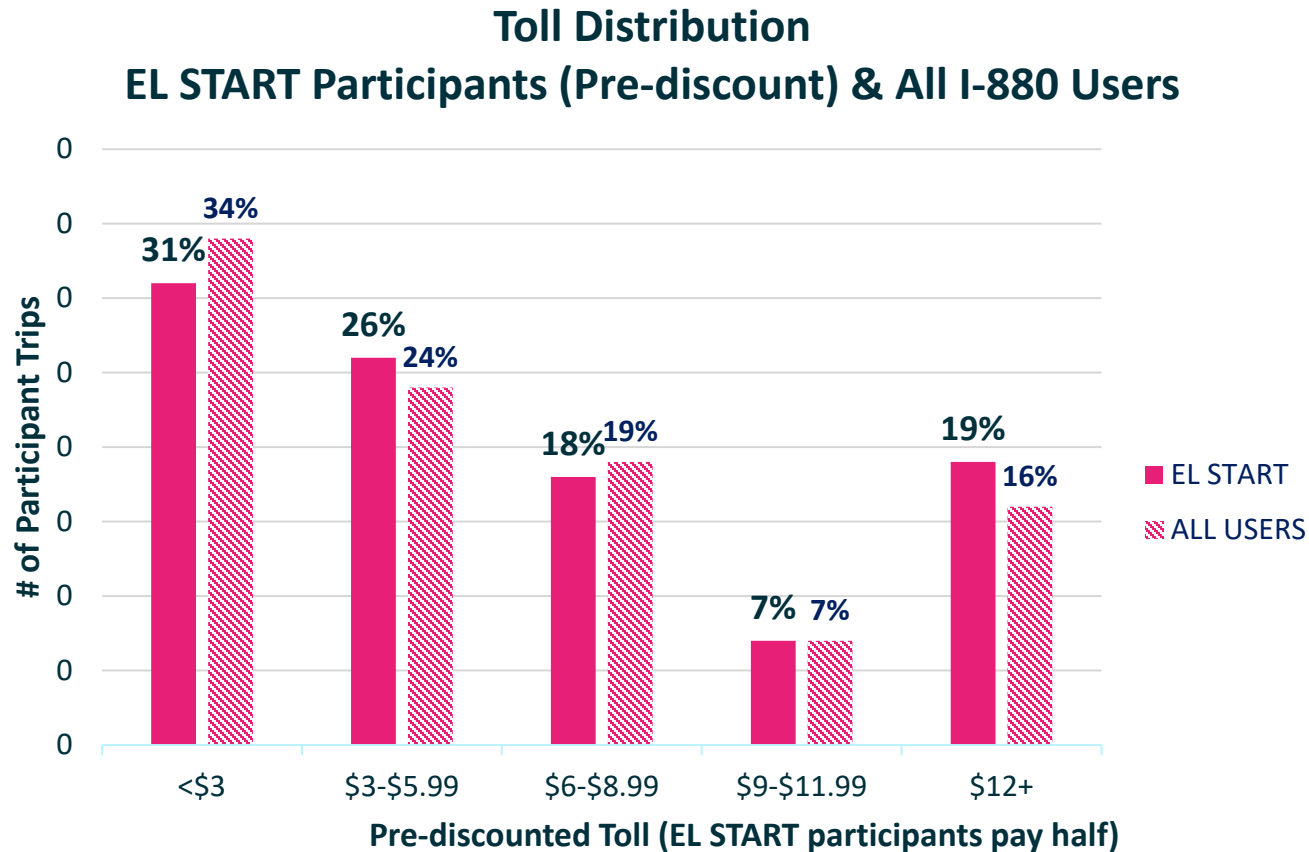
- Approved applications align with race/ethnicity of I-880 corridor population
- Applicants learn about program from diverse sources:
  - FasTrak website, social media, social services, CBOs, paid advertisement
- 15,000 unique individuals visited Express Lanes START website in 6 months

# Participation likely influenced by various factors

- Express lanes are a choice; drivers have free options
- Income and identification requirements
- FasTrak is required



# Toll distribution



## Among Participants:

- Participants made 7,530 paid trips
- Participants saved about \$26,500
- Participants value using the lanes when traffic causes low, as well as high, tolls.

# Cross-cutting challenges for MTC means-based programs

- Different programs in different phases:
  - Clipper START Pilot – 4 years operating
  - Express Lanes START Pilot – 1 year operating
  - Bay Area Toll Payment Plan – Less than 1 year operating
  - Highway 37 – earliest operation est. 2028
- Undertaking internal technical analysis of strategy options:
  - Reach more eligible residents (ideas like auto-enrollment, self-verification and unified benefits portal)
  - Expand access to more residents (changes to eligibility threshold)

# Next steps

- Prepare 12-month pilot evaluation
- Share pilot results with stakeholders (summer/fall 2024)
- Complete internal means-based technical analysis (fall 2024)
- Recommend pilot future (end, change or expand)

