Get Ready To Use
The I-580 Express Lanes
Opening Fall 2015

I-580 Express Lanes Education and Outreach Update

A Presentation to the
I-580 Express Lane Policy Committee
April 13, 2015

I-580 Express Lanes Corridor

Two Hard-sided Express Lanes
Lanes handle all the traffic
Up to 80mph speed
Access to/from 580

Two Median-sided Express Lanes
Lanes handle all the traffic
Up to 60mph speed
Access to/from 580

Please note: For access to I-580 or Slaughter,
east express lane before hoistway.
**Key Message: Carpoolers Ride Free**

**FasTrak® Toll Tags Are Required for All Express Lane Users**

**Carpoolers (and others eligible to use carpool lanes)**
- A FasTrak Flex toll tag is required for toll-free use of the Express Lanes. Get your new Flex toll tag beginning July 1 at [www.bayareafastrak.org](http://www.bayareafastrak.org) and at retail locations (Costco, Safeway, Walgreens).

**Solo Drivers**
- A FasTrak toll tag is required. You may use your existing FasTrak tag or the new FasTrak Flex - available July 1 at [www.bayareafastrak.org](http://www.bayareafastrak.org).

FasTrak Flex can be used at any toll facility displaying the FasTrak logo in California.

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**Recent Education and Outreach Efforts**

- **Webpages updated**
  - Sign-up form added

- **On-corridor signage**
  - Will be on sign structures shortly
  - [Carpool/Express Lanes Opening Fall 2015 www.bayareaexpresslanes.org](http://www.bayareaexpresslanes.org)
  - Signage re Flex will be posted on-corridor in August
Recent Education and Outreach Efforts

- Posters for informational kiosks in Livermore
  - To be displayed April 27 for 2+ months
  - Will be replaced by posters with updated messages on September 8
- Above-road banners to be hung in Livermore
  - North Livermore Avenue on the railroad overpass facing southbound traffic – June 15
  - Fourth Street at Carnegie Park facing both eastbound and westbound traffic – October 1
- Working with Dublin and Pleasanton to pursue similar education opportunities
  - Monthly business e-newsletter
  - Citywide news flash
  - Median banners
- Working with 511’s rideshare program, 511.org and 511’s social media, Commute Connection etc to co-promote express lanes, transit, carpooling, ride sharing and toll-tags.

Upcoming Events in I-580 Commute Shed

- April 18: Cinderella Classic in Pleasanton
- April 26: Stockton Earth Day Festival
- May 2-3: Livermore Wine Festival
- May 6: Pleasanton’s First Wednesday Street Party
- May 16: Tracy Farmers Market
- May 21: Dublin Farmers Market
- May 28: Livermore Farmers Market
- June 3: Pleasanton’s First Wed.
- June 6: Mountain House Kite Festival
- June 13-14: Livermore Rodeo
### Education and Outreach May - August

- Attend community and employer events and provide opportunities to obtain FasTrak Flex (coordinate efforts with MTC/BATA)
- Outreach to key stakeholders and media
- Begin presentations to community groups (Lyons, Rotary, Chambers of Commerce, etc)
- Coordination with CHP
- Plan and secure paid advertising (especially drive-time radio) to begin Labor Day

### Schedule: Updates to I-580 PC

- June: FasTrak transponder user education and marketing
  - Provide informational packet and FAQs to Committee Members
- September: Update on launch activities