



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

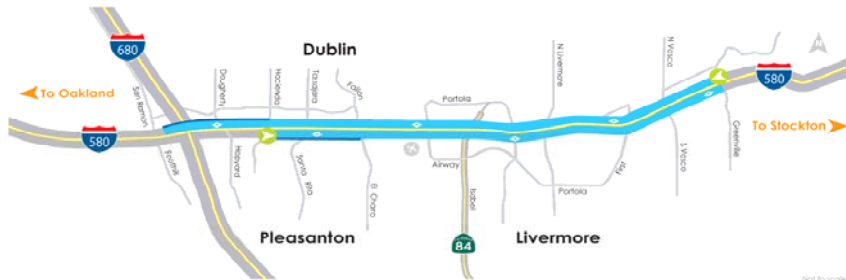
## I-580 Express Lanes Education and Outreach Update



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



## I-580 Express Lanes Corridor



**Two Eastbound Express Lanes**  
**Lanes begin at Hacienda**  
 No entry/exit from eastbound express lanes from Hacienda to Fallon St. Chemo.  
**Please note: For access to Santa Rita Road, do not enter express lanes.**

**One Westbound Express Lane**  
**Lane begins at Greenville**  
 No entry/exit from westbound express lane from Hacienda to exit.  
**Please note: For access to I-680 or Daugherty, exit express lane before Hacienda.**



## 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.



## 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.bayareaeexpresslanes.org](http://www.bayareaeexpresslanes.org)
- Signage re Flex will be posted on-corridor in August



A screenshot of the Alameda County Transportation Commission website. The header includes "ALAMEDA COUNTY TRANSPORTATION COMMISSION" and a navigation menu with links like "About Us", "Programs", "Projects", "Funding", "Planning", "Opportunities", "Publications/Media", and "Meeting Calendar". The main content area features a "BAY AREA EXPRESS LANES" logo and text about Express Lanes, including a "Sign Up for EXPRESS LANES UPDATES" button. There are also sections for "More on this topic" and "FAQs".



## 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

