


**I-580 Express Lanes Education and Outreach and Regional Coordination**



A Presentation to ACTAC  
January 8, 2015

## Express Lanes

- Give solo drivers the **option** to pay a toll via FasTrak® for access into the HOV lane
- Carpools, vanpools, motorcycles, buses and eligible clean-air vehicles **still use the lanes for free**
- Tolls are set based on real-time traffic congestion in the corridor and the amount of excess capacity available
- Express Lanes increase the efficiency of our transportation system by optimizing the use of existing corridor capacity



ACTAC – January 8, 2015



## Bay Area Express Lanes

- A planned 550-mile network of Bay Area Express Lanes that will be completed in 2035
- Current Express Lanes:
  - I-680 Southbound in Alameda County
  - I-880/SR 237 in Santa Clara County
- I-580 Express Lanes will be the first in the Bay Area to
  - Incorporate near continuous access
  - Use the new FasTrak® Transponder – *FasTrak Flex*



## I-580 Express Lanes Project



- Eastbound: 2 lanes**
- Starts at Hacienda Drive in Pleasanton
  - Ends just east of Greenville Road in Livermore

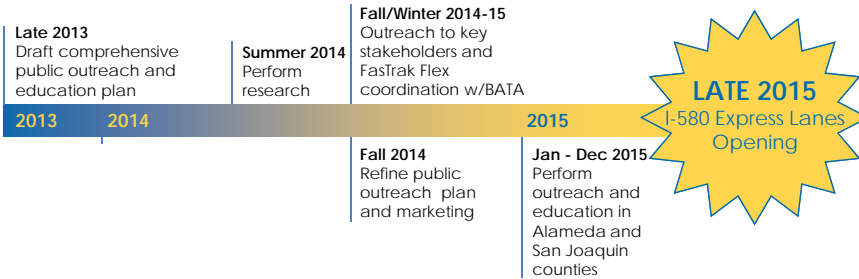
- Westbound: 1 lane**
- Starts at Greenville Road
  - Ends at San Ramon Road/Foothill Road Overcrossing

**I-580 Express Lanes will be open in late 2015.**

**The project will convert existing carpool lanes into Express Lanes**



## Schedule



**2016:** Post launch education and marketing, and continued coordination with Bay Area Express Lanes.



## Outreach Goals and Objectives

- Early and easy adoption of the express lanes
- Safe, proper and frequent use of the express lanes

### Objectives

- Ensure easy understanding, access and use by reaching key stakeholders in Alameda, Contra Costa and San Joaquin Counties
- Establish positive word of mouth and build a positive perception of Alameda CTC, the project and Bay Area Express Lanes
- Promote multimodal use along the corridor
- Ensure carpoolers feel benefits of the lanes



## Research Highlights

### Research Conducted Summer 2014

- 4 focus groups in Tri-Valley
  - FasTrak users
  - Non-FasTrak commuters
  - Non-commuters
  - Carpool and transit users
- 400-person telephone survey
  - 61% I-580 commuters

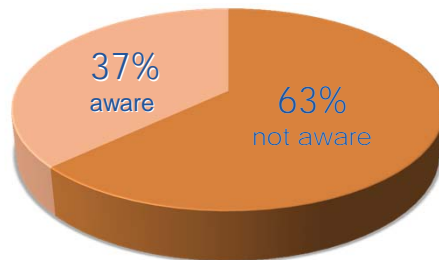
ACTAC – January 8, 2015



## Awareness of Express Lanes

### ALMOST 40% AWARE OF EXPRESS LANES

“Have you heard or read anything about Express Lanes being built on I-580 in your area?”



■ No, not aware   ■ Yes, aware

“By adding this express option you are actually putting more people in that lane and so you are utilizing it more. So I think that it could actually help the flow of traffic.”

(Man, Group 1)

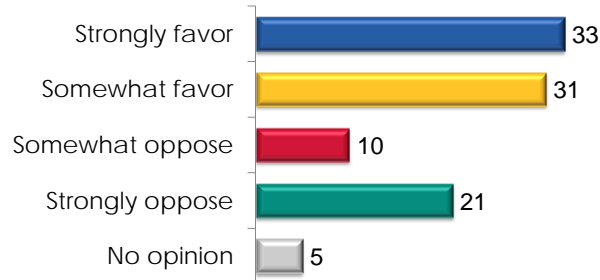
ACTAC – January 8, 2015



8

## 64% Favor the New Express Lanes

"The new Express Lanes will cover an eleven-mile stretch of the 580 from Hacienda Drive to Greenville Road going east, and 14 miles from Greenville Road to the San Ramon Road/Foothill Road Overpass going west. Solo drivers can choose to pay a toll to use the Express Lanes, while carpools may use them free of charge. The regular lanes will stay as they are. Do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose these Express Lanes?"

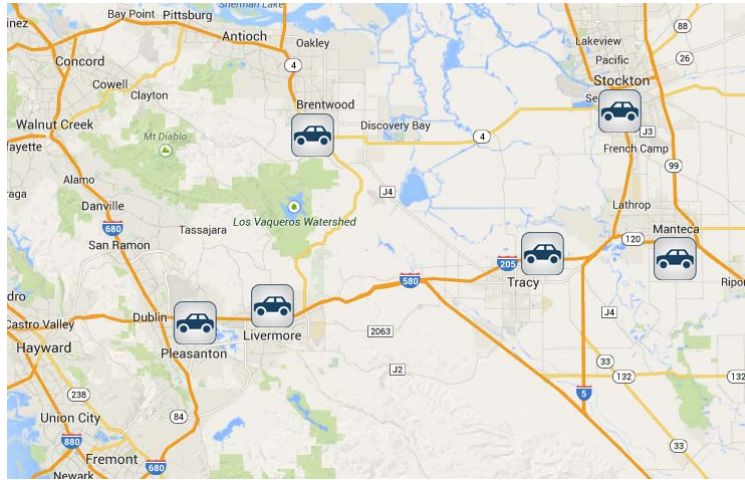


## Education and Outreach

- Perform robust outreach to stakeholders, commuters, local businesses and media:
  - Pre-launch (early to mid-2015)
    - Coming soon
    - Purpose
    - How-tos
    - Introduce FasTrak Flex
  - Launch (Fall 2015)
    - Awareness and education
  - Post-launch
    - What issues arise
    - Usage and on-going awareness
    - Provide post-opening education and outreach report



## 1-580 Express Lane Commute Shed



ACTAC – January 8, 2015



## Education and Outreach Schedule

**January – May 2015:** Pre- and during-construction Express Lane system integration

**Key Message:** Express Lanes are coming; Benefits of Express Lanes; How to Use Express Lanes; Where to get information and toll tags.

**Key Activities:**

- Presentation to ACTAC, and jurisdictions including Contra Costa and San Joaquin Counties
- Produce fact sheet and event materials
- Attendance at public events in Tri-Valley, Contra Costa and San Joaquin Counties (Calendar includes more than 25 events)
- Outreach to top employers and economic development organizations within commute shed
- Schedule media opportunities to mark construction milestones
- Work with partners (MTC/BATA) to develop FasTrak Flex outreach plan

ACTAC – January 8, 2015



## Education and Outreach Schedule

**June – August 2015:** During-construction Express Lane system integration

**Key Message:** How to use the Express Lanes; Improvements to 680 Southbound Express Lane; Get your FasTrak® Flex toll tag.



**Key Activities:**

- Attend community and employer events and provide opportunities to obtain FasTrak Flex (based upon coordination efforts with MTC/BATA)
- Outreach to key stakeholders and media
- Presentations to civic and business groups (Lyons, Rotary, Chambers of Commerce, business parks, etc.)
- Coordination with CHP to ensure safety and enforcement
- Plan for paid advertising

ACTAC – January 8, 2015



## Education and Outreach Schedule

**September – December 2015:** Completion of system testing/integration, launch and post-launch of I-580 Express Lanes

**Key Messages:** Express Lanes are opening; How to Use Them; Get your FasTrak® Flex

**Key Activities:**

- Attend community events and provide opportunities to obtain FasTrak Flex
- Press Conference and Media Tour
  - Introduce "How to use the I-580 Express Lanes" Video
  - Interviews with Alameda CTC Commissioners and CHP
- Outreach to carpoolers to reinforce and support carpooling
- Continue marketing campaign for FasTrak Flex tolls tags
- Grand Opening/Ribbon Cutting Event
- Continued coordination with CHP to ensure safety and enforcement and to support grace period (based upon Commission approval) and violator education to offer violators opportunities to become customers
- Continued coordination with regional partners

ACTAC – January 8, 2015



## Education and Outreach Schedule

**January – March 2016:** Lanes in operation

**Key Messages:** Post-Launch success; Get your FasTrak® Flex Toll Tags to take advantage of travel choices offered by the Express Lanes.

**Key Activities:**

- Ongoing education to drivers and close coordinate with CHP to ensure drivers understand rules of the road
- Continue marketing campaign for FasTrak Flex tolls tags
- Collect and promote testimonials of new users of I-580 lanes
- Promote statistics on growing usage tied to milestones
- Develop messaging around travel time saved by the Express Lanes
- Document public feedback and effectiveness of targeted outreach and marketing