



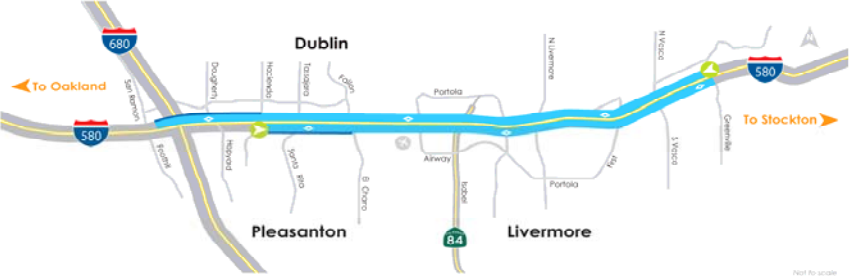
Get Ready To Use
The I-580 Express Lanes
Opening Fall 2015

I-580 Express Lanes Education and Outreach Update



A Presentation to the
Alameda County Transportation Commission
April 23, 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/EI Chemo.
Please note: For access to Santa Rita Road, do not enter express lanes.

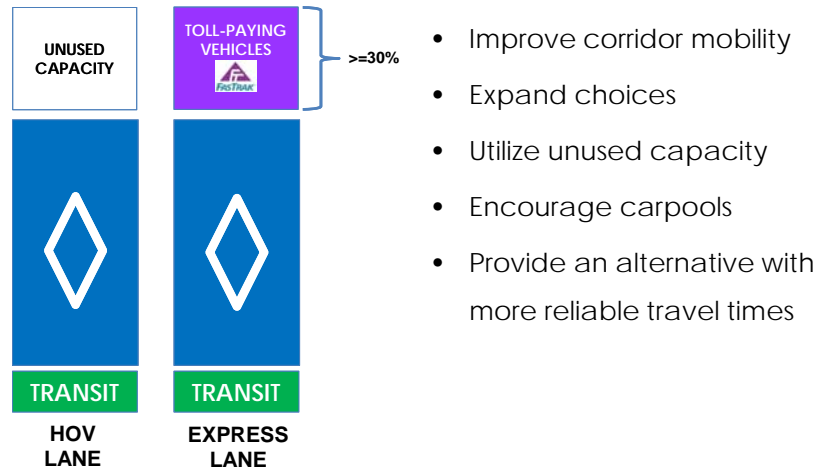
One Westbound Express Lane
Lane begins at Greenville
No entry/exit from westbound express lane from Hacienda to end.
Please note: For access to I-480 or Dougherty, exit express lane before Hacienda.

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I-580 Express Lanes Objectives



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I-580 Express Lanes Corridor

On the I-580 Tri-Valley corridor now:

- 1 Carpool Lane on eastbound I-580 – opened November 2010 (from Hacienda Drive to Greenville Road)

Coming fall 2015 to the ~14-mile Tri-Valley corridor:

- Existing eastbound carpool lane becomes express lane
- 1 new eastbound express lane
- 1 new westbound express lane



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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 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.

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



Recent Education and Outreach Efforts

- Updated webpages www.alamedactc.org/expresslanes
- Express Lanes Hotline
 - 510-208-7499
- Collateral materials
- On-corridor signage

Express Lanes
Opening Fall 2015
511.org



A screenshot of the Alameda County Transportation Commission website. The page title is 'ALAMEDA COUNTY TRANSPORTATION COMMISSION'. The main content area is titled 'Express Lanes' and includes a description of the program, a list of 'More on this topic' links (such as 'FAQs', 'Get a FasTrak Toll Tag', 'How Express Lanes Work', 'I-880 Express Lanes', 'I-880 Express Lanes', and 'Resolve Toll Problems'), and a 'Sign Up for EXPRESS LANES UPDATES' button. There are also images of express lanes and a 'Meeting Calendar' link.



Recent Education and Outreach Efforts

- Coordination with corridor cities
 - Posters for informational kiosks
 - Above-road and median banners
 - Monthly business e-newsletter
 - Citywide news flash
- Coordination with partners to co-promote express lanes, transit, carpooling, ride sharing and toll-tags
 - 511 rideshare program
 - 511.org and 511 social media
 - Commute Connection
 - Bay Area Express Lanes and BATA



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Upcoming Events in I-580 Commute Shed

- 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



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Education and Outreach May - August

- Attend community and employer events and provide opportunities to obtain FasTrak Flex (coordinate efforts with MTC/BATA)
- Provide collateral materials to businesses and organizations throughout corridor
- Continued outreach to key stakeholders and media
- Begin presentations to community groups (Lyons, Rotary, Chambers of Commerce, etc)
- Plan and secure paid advertising to begin Labor Day
- Coordinate with CHP
- Create how-to video

I-580 Express Lanes

FOR MORE INFORMATION

www.AlamedaCTC.org/ExpressLanes

Express Lanes Hotline: **510-208-7499**

