I-580 Express Lanes Education and Outreach Update

A Presentation to the
Alameda County Transportation Commission
April 23, 2015

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

I-580 Express Lanes Corridor
I-580 Express Lanes Objectives

- Improve corridor mobility
- Expand choices
- Utilize unused capacity
- Encourage carpools
- Provide an alternative with more reliable travel times

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
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

Alameda CTC – April 23, 2015
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

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
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