Discussion Topics

- Policy and Legislation
  - Brief overview of past policy discussions
  - Toll ordinance and legislation needs
- Public Outreach & Education
  - Public Outreach and Education Plan Approach and Timeline
Policy and Legislation

Review of Past Policy Discussion Topics

- HOV degradation
- National interoperability
- Deputy Directive No.43

Policy and Legislation

Today’s Focused Discussion Topics:

- Toll ordinance
- Legislation needs
Policy and Legislation

Toll Ordinance

- In summer 2014, Commission to adopt an ordinance
- On-going coordination with BATA & VTA

Legislation Needs

- In summer 2014, revise CVC 149.5(b), requiring HOV users to carry transponders
- On-going coordination with LA Metro and VTA
- Switchable transponders for HOV users
Public Outreach and Education

Importance of Outreach and Education

• Rapid acceptance and proper usage of lanes
• Smooth, safe operations on opening day and subsequent months
• Positive media coverage and word of mouth support
• Region-wide collaboration and consistent messaging

Research Findings

• Incorporating key lessons learned and best practices from Express Lanes nationwide
  - Market express lanes as a product not a project
  - Build political and popular support prior to opening
  - Budget for ongoing marketing/outreach/education
  - Set in context of larger/future network miles

(SANDAG, LA Metro, FL, MD, SRTA, Minneapolis, WSDOT)
Public Outreach and Education

What we heard from Commissioners

- Partnerships with public and private agencies including DMV, AAA, MTC/BAIFA, 511.org
- Early and broad education
- Clear information re: How to use Express Lanes
- Context of I-580 Express Lanes as part of larger regional and state-wide Express Lane network

Express Lanes provide

- Traveler Choice
- Improved performance
- Reliability
- Support transit in express lanes
Public Outreach and Education

Draft Express Lanes Public Outreach and Education Plan

- Concept for marketing I-580 Express Lanes
- Key audiences and audience strategy
- Social justice strategy
- Information distribution approach and methodologies
- Regional focus

Public Education and Outreach

Audiences

- Commuters: Current and potential FasTrak users
- Carpoolers
- Transit users
- Freight carriers
- Businesses/Employers
- Alameda County and San Joaquin County
Public Outreach and Education

Timeline

- December 2013: Release RFP
- Spring 2014: Launch I-580 Public Education and Outreach, incl. regional collaboration
- Fall 2015: I-580 Express Lanes Open
- Fall 2015-Fall 2016: Public Education and Outreach continues, incl. regional collaboration

Upcoming Discussion Topics – Spring 2014

- Operations
  - Hours of Operation
  - HOV Occupancy Requirements
  - Revenue Study Results
  - Financial Breakeven Analysis
Upcoming Discussion Topics – Spring 2014

- Policy and Legislation
  - Toll Ordinance
  - Legislation Need
  - Draft Agreement (toll collection & customer services)
  - Revised Caltrans Deputy Directive No. 43

- Public Education and Marketing Strategies
- Agency Coordination

Overall I-580 Corridor Schedule

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