



Concept of Operations
ALA580 EXPRESS LANE CORRIDOR PROJECT

A Presentation at the
Joint I-680 Sunol JPA & I-580 Policy Committee Workshop
November 4, 2013



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

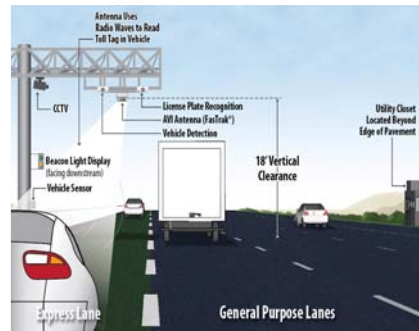
Today's Focused Discussion Topics:

- Toll ordinance
- Legislation needs

Policy and Legislation

Toll Ordinance

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



Policy and Legislation

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

Public Outreach and Education

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

Public Outreach and Education

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

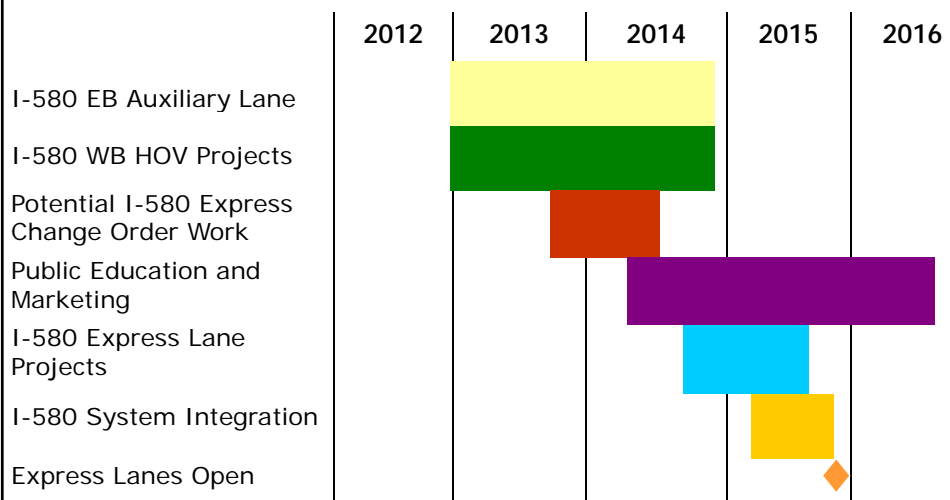
Upcoming Discussion Topics – Spring 2014

- Operations
 - *Hours of Operations*
 - *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



Questions / Answers

