



Joseph P. Bort MetroCenter  
 101 Eighth Street  
 Oakland, CA 94607-4700  
 TEL 510.817.5700  
 TDD/TTY 510.817.5769  
 FAX 510.817.7848  
 E-MAIL info@mtc.ca.gov  
 WEB www.mtc.ca.gov

## *Memorandum*

TO: BATA Oversight Committee

DATE: May 5, 2010

FR: Deputy Executive Director

W. I. 1252

RE: Toll Increase Implementation Activities and Contract - Toll Increase Evaluation: Regents of the University of California, UC Berkeley

The memorandum provides an update on the ongoing activities to implement the toll increase on the state-owned bridges, scheduled to be effective July 1, 2010 and requests the Committee to authorize the Executive Director to enter into a sole source contract with the Regents of the University of California, UC Berkeley, to assist BATA in the evaluation of the impacts of the toll increase, including the travel impacts of congestion pricing at the San Francisco-Oakland Bay Bridge.

### **Toll Increase Implementation Activities**

BATA and Caltrans staffs are currently working on a number of infrastructure improvements and toll system software upgrades and in advance of the toll increase on the state-owned bridges. The table below summarizes the activities and the status of the activities.

	<b>Activity</b>	<b>Status</b>
	<b>Infrastructure Improvements</b>	
	<ul style="list-style-type: none"> <li>Install and test FasTrak<sup>®</sup> toll system (gantry, FasTrak<sup>®</sup> toll tag readers and loops) at SFOBB carpool lanes (Lanes 19, 20)</li> </ul>	Complete
	<ul style="list-style-type: none"> <li>Install FasTrak<sup>®</sup> toll system at Dumbarton Bridge carpool lane (Lane 7)</li> </ul>	5/20/2010 through 6/20/2010
	<ul style="list-style-type: none"> <li>Fabricate &amp; install new roadside signs at all bridge and approaches</li> </ul>	6/19/2010
	<ul style="list-style-type: none"> <li>Install Changeable Message Signs (CMS) in canopies above toll lanes at all bridges.</li> </ul>	5/25/2010 through 6/15/2010
	<ul style="list-style-type: none"> <li>Implement new dedicated carpool lanes at Richmond-San Rafael and Antioch Bridges</li> </ul>	6/11/2010
	<b>Toll System Upgrades</b>	
	<ul style="list-style-type: none"> <li>Develop &amp; test FasTrak<sup>®</sup> customer service center software to provide for carpool tolling at all bridges.</li> </ul>	6/1/2010
	<ul style="list-style-type: none"> <li>Final testing of congestion pricing software changes at SFOBB</li> </ul>	5/18/2010
	<ul style="list-style-type: none"> <li>Revise carpool toll violation noticing</li> </ul>	6/30/2010

In addition to the lane and system upgrades, staff is also planning to implement a comprehensive marketing and public information campaign. The campaign will notify the public of the pending toll increase, focusing on implementation of congestion pricing at SFOBB and carpool tolling and requirements that carpools are required to have a valid FasTrak<sup>®</sup> toll tag.

<b>Timeline</b>	<b>Marketing and Public Information Activity</b>
April/May 2010	<ul style="list-style-type: none"> <li>• Create and advertise website with toll increase information.</li> <li>• Begin retail sales of toll tags at Walgreens retail locations.</li> <li>• Install “Carpool Toll \$2.50” banners at all bridge toll plazas.</li> <li>• Begin free tolls promotion (sign-up for FasTrak get \$10 in free tolls).</li> <li>• Begin outreach (e-mail blast, newsletter, flyers and posters) to employer rideshare coordinators.</li> <li>• Conduct surveys and notifications at casual carpool locations.</li> </ul>
Early June 2010	<ul style="list-style-type: none"> <li>• Issue press release regarding toll increase and carpool tolling.</li> <li>• Begin distributing handouts from toll booths at all bridges.</li> <li>• Targeted e-mails to FasTrak<sup>®</sup> customers about toll increase and congestion pricing</li> <li>• Issue press release and begin distributing flyers to carpools at Richmond-San Rafael &amp; Antioch Bridges regarding new dedicated carpool lane.</li> </ul>
Mid June 2010	<ul style="list-style-type: none"> <li>• Implement use of portable Changeable Message Signs (PCMS’s) at all bridge approaches informing motorist of the toll increase and carpool tolling.</li> <li>• Begin running 511 floodgate message about toll increase.</li> </ul>
Late June 2010	<ul style="list-style-type: none"> <li>• Issue added press releases for toll increase and carpool tolling.</li> </ul>

**Toll Increase Evaluation**

As directed by the Authority, staff has begun to prepare for the evaluation of the impacts of the toll increase, including congestion pricing at the SFOBB. In April, staff has begun to collect travel data (traffic volumes, travel times, delay times, etc.) at all of the bridges and to collect data on carpool use, including volume counts at “casual” carpool locations. The data currently being collected will serve as pre-toll increase conditions, which will help in comparing conditions after the toll increase goes into affect.

To implement the evaluation of the impacts of the toll increase, staff is proposing to enter into a sole source contract with the University of California, Berkeley. The faculty (Professors Deakin, Cervero, and Skabardonis, and Dr. Frick) members that would participate in the evaluation are leading experts in transportation systems, traffic analysis and engineering, urban planning, and environmental analysis and have specific experience and expertise with congestion pricing programs. In fact, Professor Deacon and Dr. Frick both worked extensively on MTC’s SFOBB congestion pricing study conducted in 1994, which included a detailed methodology for assessing the impacts of congestion pricing. We further believe that contracting with the University will allow for more of an independent analysis of the impacts of the toll increase. In summary, the workplan for the evaluation efforts is as follows:

## **Toll Increase Evaluation Summary Scope of Work**

### SFOBB Congestion Pricing Impact Analysis

- Analyze travel times by freeway approach, by time of day and by vehicle type for each approach to the Bay Bridge and for neighboring bridges.
- Analyze toll plaza data to identify changes in volumes by payment type and time of day on the Bay Bridge and neighboring bridges.
- Analyze transit ridership data to identify mode shift due to congestion pricing, including BATA, AC Transit and ferries.
- Design and conduct surveys and focus groups to collect motorists perceptions (e.g. awareness, changes in travel patterns, etc.) regarding congestion pricing.
- Analyze the impacts that external factors (e.g. economic conditions and unemployment rates, gasoline prices, transit fare and service changes, metering lights, etc.) may have on traffic and travel patterns
- Assess changes in business practices, if any, in response to congestion pricing,

### Carpool & Other Vehicle Impact Analysis

- Analyze field observations to identify changes in carpool occupancy.
- Assess carpool occupancy violations and carpool violations due to not having a required FasTrak<sup>®</sup> toll tag.
- Conduct field observations at casual carpooling locations and analysis of casual carpooling, including counting the number of casual carpool vehicles and passengers and conducting focus groups of casual carpoolers.
- Analyze impact on use of other carpool qualified (e.g. electric vehicles, natural gas vehicles, etc.) vehicles.

We are planning to conduct the evaluation throughout FY 2010-11 and provide a final report for BATA Oversight Committee review in summer 2011.

### **Recommendation**

Staff recommends that the Committee authorize the Executive Director to negotiate and enter into a contract with UC Berkeley to assist BATA with an evaluation of the impacts of the toll increase for the state-owned bridges in an amount not to exceed \$250,000.

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Andrew B. Fremier

AF: rmc

# REQUEST FOR AUTHORITY APPROVAL

## Summary of Proposed Contract

Work Item No.: 1253

Contractor: Regents of University of California, UC Berkeley,  
Berkeley, CA

Amendment No.:

Work Project Title: Toll Increase Evaluation

Purpose of Project: Evaluate the traffic impacts of the toll increase on the state-owned Bay Area bridges.

Brief Scope of Work: Analyze travel times and identify changes in traffic volumes due to congestion pricing on the Bay Bridge and evaluate traffic impacts on carpool due to tolling of carpools.

Project Cost Not to Exceed: \$250,000

Funding Source: Bridge Tolls

Fiscal Impact: Funds are included in the FY 2009-10 and FY 2010-11 Toll Bridge operating and capital rehabilitation budgets.

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract with UC Berkeley for an evaluation of the traffic impacts resulting from the toll increase on the state-owned bridges and the Chief Financial Officer is directed to set aside funds up to \$250,000 for such contract.

BATA Oversight Committee: \_\_\_\_\_  
Bill Dodd, Chair

Approved: Date: May 12, 2010