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Memorandum

TO: BAIFA

DATE: July 12, 2013

FR: Executive Director

W. I. 6840

RE: Bay Area Express Lanes Public Involvement and Communications Approach

This memorandum presents information on staff's approach to public involvement and communications for the BAIFA Express Lanes. Our approach will evolve as the express lanes program progresses. We anticipate that public open houses may occur as early as Fall 2013 as part of the environmental approval process.

Outreach Goals

Staff will conduct a proactive public involvement and communications program to:

- Educate a broad range of stakeholders and the general public about express lanes in the region,
- Create consistent messaging and communication across partner agencies, and
- Proactively respond to community concerns and interests.

Approach

Staff has organized its outreach along four tracks. Each track has a specific purpose, target audience and approach, which are further detailed in Attachment 1.

- Track 1: General Awareness – These on-going efforts convey high-level messages to all audiences to manage expectations, dispel myths and build program support.
- Track 2: Partner and Stakeholder Outreach – Although the express lane network will be regional in nature, there are different project sponsors and operators, and each corridor has its own history. Through partner outreach, staff is collaborating to inform how agencies communicate about each others' projects. Through monthly meetings of public information staff from all agencies, we are developing one consistent "voice," developing messages appropriate to different corridors, and defining communications roles and responsibilities. In addition, staff recently met separately with the Alameda County Transportation Commission (ACTC), the Solano Transportation Authority (STA) and the Contra Costa Transportation Authority (CCTA) to discuss public outreach needs specific to Phase 1 projects in their corridors. As a result of these meetings, staff will develop an inter-active on-line map of the regional network, develop a joint presentation template and slide deck for flexible use by all project partners, and meet with stakeholders identified by the CMAs.
- Track 3: Environmental Process Public Outreach – As part of the environmental clearance process staff will conduct one to two public outreach workshops for each Bay Area Express Lane Phase 1 project: I-680 in Contra Costa County south of Walnut Creek, I-880 in Alameda County, approaches to the Dumbarton, San Mateo and Bay Bridges, and I-80 in

Solano County (which STA staff will conduct as the lead for the environmental document). We anticipate that these workshops could occur as early as this fall. We will also show all workshop materials on the Bay Area Express Lanes website and maintain them there for several weeks to allow greater opportunity for public comment.

- **Track 4: Customer Education and Marketing** – Efforts will target potential express lane customers, giving them specific information on how to use the lanes and motivating them to take advantage of them as carpoolers, transit riders or solo drivers.

Schedule

The estimated schedule for the four outreach tracks is below.

Outreach Track	2013			2014				2015			
	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
1) General Awareness											
2) Partner and Stakeholder Outreach											
3) Environmental Process Public Outreach - Phase 1 ¹		<i>Open houses could occur as early as fall 2013 per environmental clearances.</i>									
4) Customer Education and Marketing											

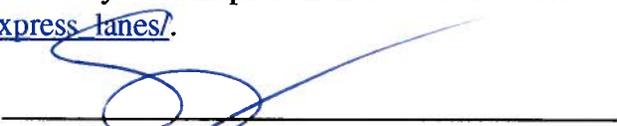
Messaging

Staff has developed core messages that will be the basis for outreach materials and communications. The messages are organized to address the following questions:

1. Why is the region (or MTC) pursuing express lanes?
2. How is the system defined and connected?
3. How is the region deploying express lanes?
4. How will revenues be used?
5. How do express lanes enhance carpooling and transit?
6. Are express lanes fair?
7. Once operational, how will people use express lanes?

Materials

To date, staff has developed a Fact Sheet, FAQs and a Bay Area Express Lanes website. These can be found at http://www.mtc.ca.gov/projects/express_lanes/.


Steve Heminger

SH: BL

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¹ Phase 1 projects include conversion of approximately 90 lane-miles of existing HOV lanes to express lanes on I-80 (Solano County), I-680 (Contra Costa County), I-880 (Alameda County), and the westbound approaches to the San Francisco-Oakland Bay Bridge, San Mateo Bridge and Dumbarton Bridge. MTC is the environmental lead for all projects except I-80, where STA is taking this role.

Attachment 1
Bay Area Express Lanes Public Involvement and Communications Plan Approach

Outreach Track	Purpose(s)	Audience(s)	Approach/Tools/ Deliverables
1) General Awareness	<ul style="list-style-type: none"> • Convey messages applicable to all audiences. • Focus on benefits and high-level plans. • Create a general understanding and awareness of express lanes. 	All audiences	<ul style="list-style-type: none"> • Website (MTC and 511 and FasTrak®) • Traditional media (press releases, public service announcements, foster media relationships) • General fact sheet • General FAQs
2) Partner and Stakeholder Outreach	<ul style="list-style-type: none"> • Coordinate and manage outreach and communications efforts across projects and agencies. • Reach out to county partners to develop a plan of action for building support for the express lanes in each county. • Address concerns from advocacy or community groups. 	<ul style="list-style-type: none"> • Partner Agencies • Stakeholders identified with partners, such as <ul style="list-style-type: none"> a. City staff b. Elected officials c. Advocacy groups d. Community groups 	<ul style="list-style-type: none"> • Presentations to boards or councils • One-on-one briefings • Coordinated collateral • Other: TBD per partner agency meetings (e.g., targeted fact sheets, e-mail distribution)
3) Environmental Process Public Outreach	Fulfill requirements of the environmental clearance process	General public	<ul style="list-style-type: none"> • Public open houses • Online forums to duplicate in-person effort • Environmental document noticing
4) Customer Education and Marketing	Explain to potential customers how to use the lanes and encourage use	<ul style="list-style-type: none"> • Corridor travelers primarily • Business and residential organizations • Focused outreach to carpoolers • All other audiences 	<ul style="list-style-type: none"> • Social media • Traditional media (e.g., radio spots) • Website (Bay Area Express Lanes, 511, FasTrak®) • Phone (511 & FasTrak® Customer Service) • Direct mail/email distribution/Speakers bureau