



Implementing Toll Equity Programs



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INTRODUCTIONS

HNTB Presenters



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OBJECTIVES

- Discuss the evolution of equity in tolling and pricing
- Examine select case studies to share key lessons and best practices when implementing equity programs
- The bottom line when implementing equity in pricing
- Opportunities and pitfalls

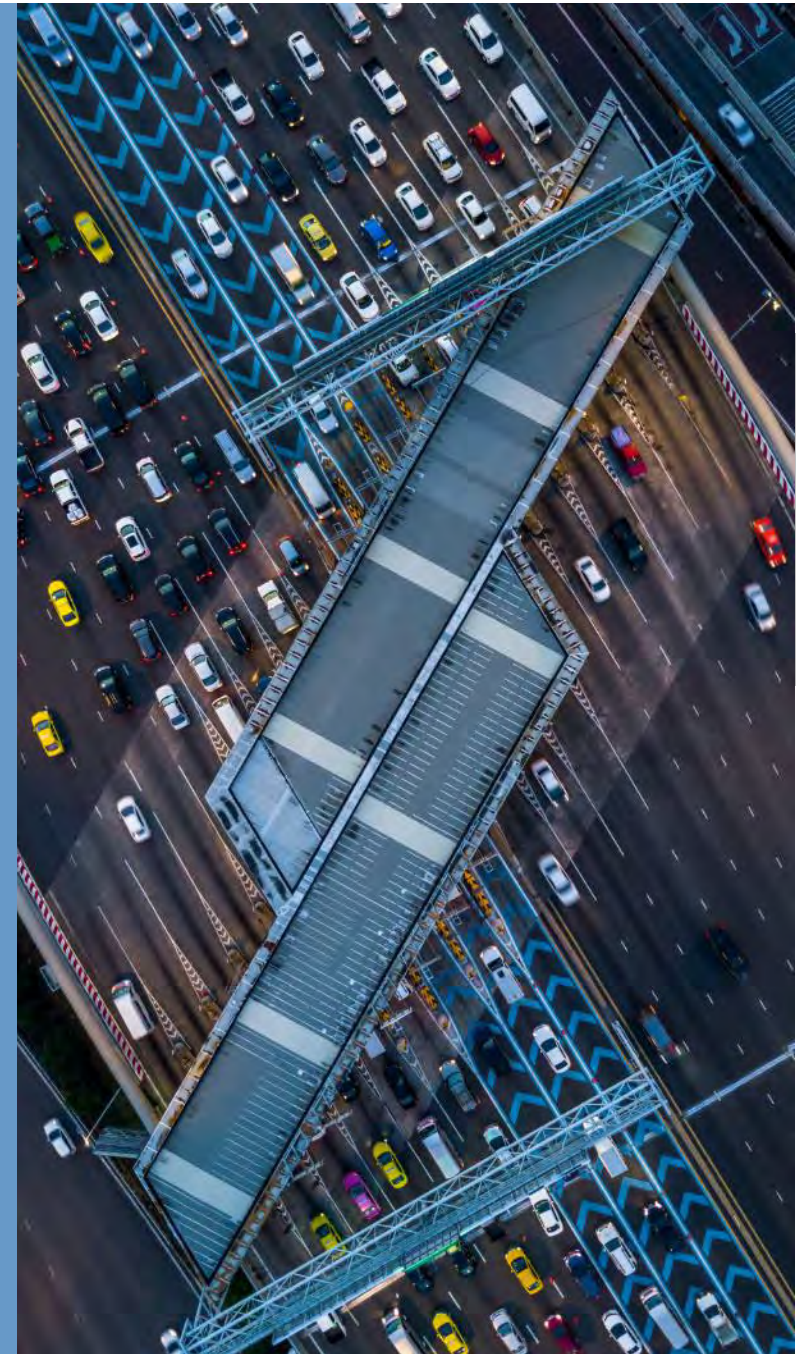


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EVOLUTION OF EQUITY OUTREACH AND PROGRAMS

- **95 Xpress Lanes, Miami, FL – 2008**
 - Outreach: Driven by Agency Leadership
 - Equity Program: Subsidize Express Bus Service in ELs
- **Elizabeth River Tunnels, Hampton Roads, VA – 2015**
 - Outreach: Local Stakeholder Steering Committee
 - Equity Program: Toll Relief for Qualified Individuals
- **US 101 Express Lanes, San Mateo, CA – 2021**
 - Outreach: Community Based Organizations (CBOs), Equity Study Advisory Committee (ESAC), Stakeholder Interviews and General Public Presentations and Feedback
 - Equity Program: Provide choice of subsidized toll transponders and/or direct transit subsidy to individuals



Case Study: Planning & Monitoring an Equity Program

San Mateo County Express Lanes Joint Powers Authority, San Mateo, CA

Issues or Challenges

- Developing a program that addressed transportation challenges of historically underserved communities
- Providing a meaningful benefit within a budget

High-Level Approach

- Partner with community-based organizations embedded in the community to administer the program
- Pilot the program and build feedback for evaluation

Key Takeaways and Lessons Learned

- Develop equity goals and a framework for accountability
- Streamline and ensure the enrollment process is accessible to increase program reach
- Consider operational costs and schedules when determining elements of the program



**SAMARITAN
HOUSE**

Case Study: Implementing a Toll Relief Program to a Budget

Virginia Department of Transportation (VDOT), Hampton Roads, VA

Issues or Challenges

- Resumption of tolls on ERC facilities on previously free tunnels
- Minimize the financial impact of tolls for Communities of Concern

High-Level Approach

- Study and steering committee to develop a toll relief program
- Policy, technical analysis, and administrator requirements

Key Takeaways and Lessons Learned

- Role of research to understand marketplace
- Data gathering and scenario testing
- Define meaningful benefit with community
- Executive support and use of Community Steering Committee essential



Case Study: Creating an Equity Action Plan for Operations

MTC/Bay Area Toll Authority, San Francisco, CA



Issues or Challenges

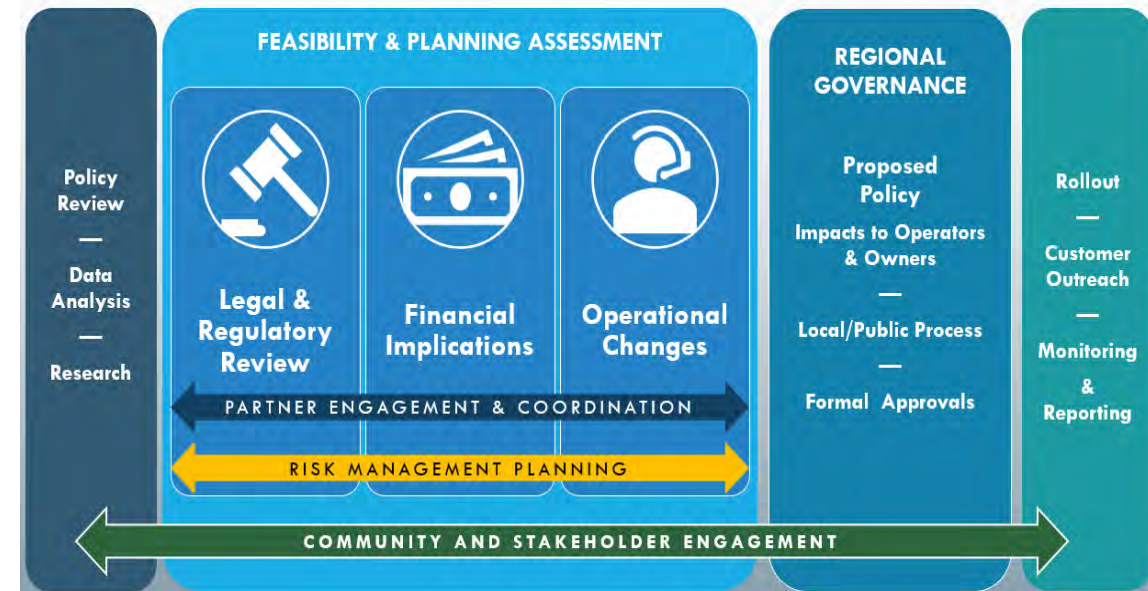
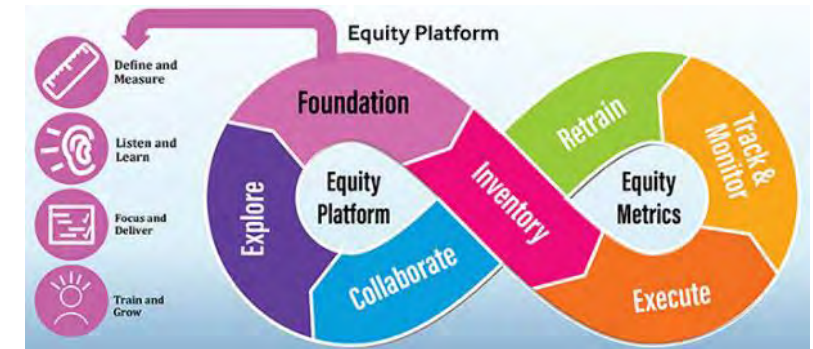
- Operationalize revised equity policies during active operations
- Regional approach requires intense coordination across operators

High-Level Approach

- Use quantitative and qualitative data to identify inequities and evaluate effectiveness
- Communicate early, often and consistently

Key Takeaways and Lessons Learned

- Customers and communities are the best compass
- Triage the downstream impacts for policy changes to plan for risk management



Case Study: Implementing a Programmatic Equity Program

Georgia Department of Transportation/State Road and Toll Authority, Atlanta, GA

Issues or Challenges

- Multiple agencies responsible for project development and operations
- Multiple projects in varying stages of development
- Equity burdens and benefits vary by corridor and region

High-Level Approach

- Achieve alignment on Equity Program between agencies
- Develop a technical approach that is robust and understandable
- Work with communities in region to understand their needs and concerns

Key Takeaways and Lessons Learned

- Bring toll operators to the table from beginning to help shape the Equity Program
- Make sure your Equity Program is scalable for the region
- Ensure the Equity Program is easily understood by the public



The Bottom Line

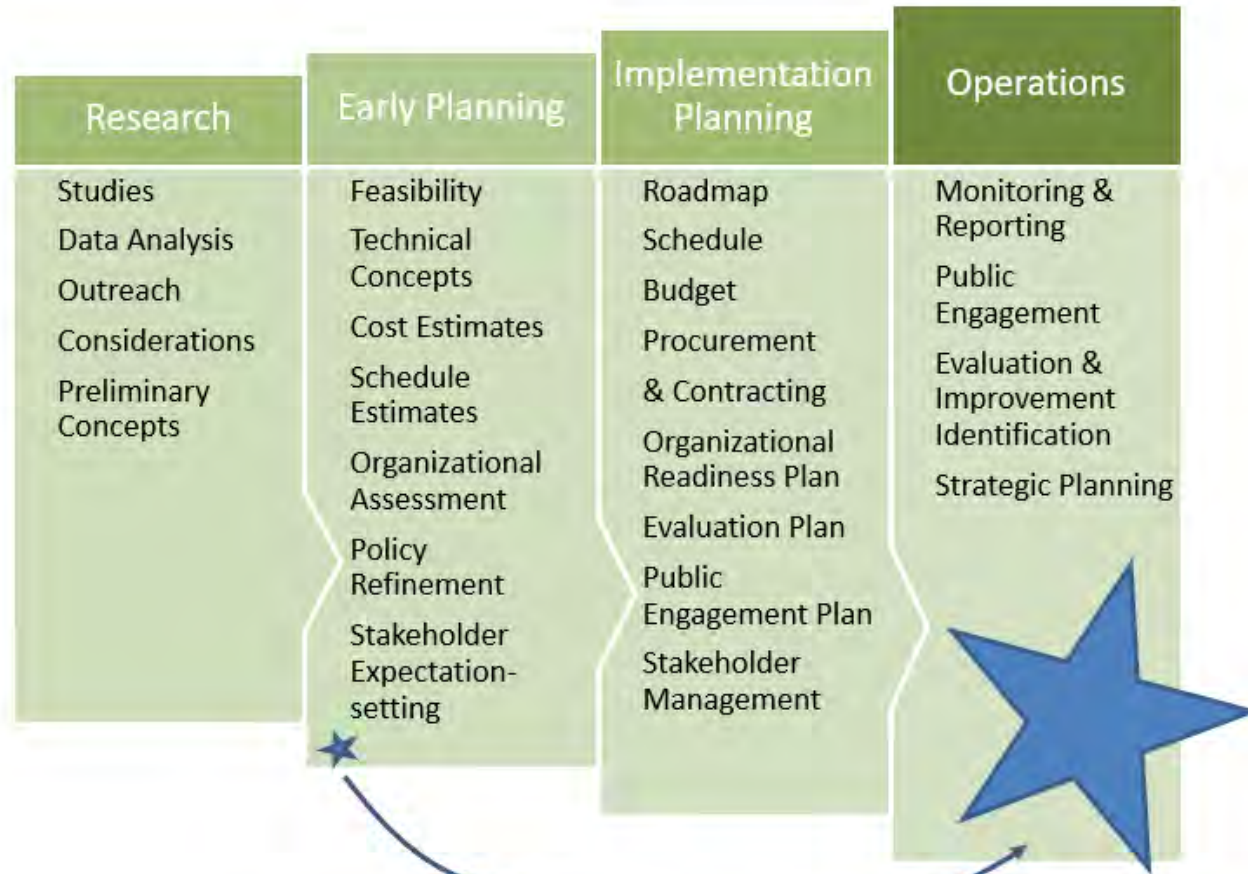
- Leadership is essential
- You need the community; engagement takes time (more than you think)
- Leverage and pay CBOs for their knowledge and understanding
- Planned performance measurement is critical
- Think about long-term operations early in the planning phase
- Recognize impacts to both sides of the ledger



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Toll Equity Policy Lifecycle: Opportunities & Pitfalls



Exponential "forever" impacts of early decisions



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Questions and Discussion

