



[Home](#) [News](#) [Investigators](#) [Weather](#) [Sports](#) [Entertainment](#) [Business](#) [Videos](#) [Featured Links](#)

## Bay Area trails in use of electronic bridge tolls

Last Update: Feb 26, 2007 6:55 PM

SAN FRANCISCO (AP) - A new study shows that San Francisco Bay area commuters use electronic bridge tolls less than their counterparts in other regions.

About 40 percent of drivers on the Bay Area's state-owned bridges use FasTrak lanes during peak traffic hours.

That's compared with around 70 percent of motorists on toll bridges in New York, New Jersey and Illinois.

The study was done by researchers at San Francisco State University's College of Business and published this month in the Transportation Journal.

The study suggested that transportation officials should offer permanent discounts if they want to increase use of electronic tolls.

[Print this Story](#)

[Email this Story](#)

### Save/Share Story

digg

reddit

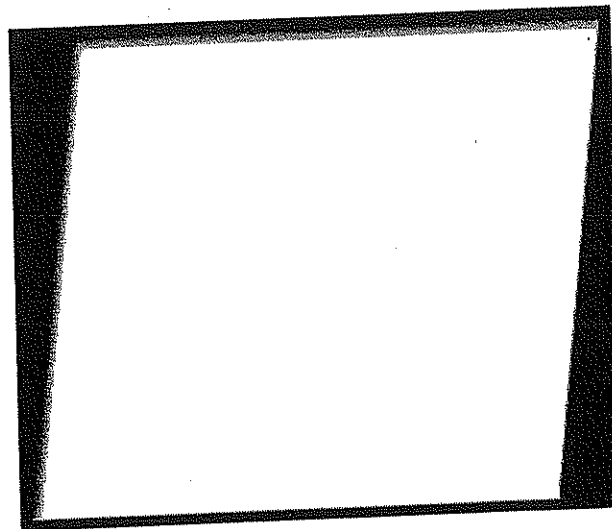
newsvine

Google

del.icio.us

Yahoo!

©2007 Associated Press. All rights reserved. This material may not be published, broadcast, rewritten, or redistributed.



A  
A  
A  
A

# Bay Area Trails In Electronic Bridge Tolls

**AP** Associated Press

Feb. 26 - Bay Area commuters use electronic bridge tolls less than their counterparts in other regions, according to a new study that suggests offering discounts to boost FasTrak usage.

About 40 percent of drivers on the Bay Area's state-owned bridges use FasTrak lanes during peak traffic hours, compared with around 70 percent of motorists on toll bridges in New York, New Jersey and Illinois, according to researchers at San Francisco State University's College of Business.

The study, published this month in the Transportation Journal, found that those three states offer discounts that make it 11 to 50 percent cheaper to use electronic tolls than cash.

More Bay Area commuters enrolled in the FasTrak program when electronic toll users were given a \$1 discount in January. But transportation officials should offer permanent discounts if they want to significantly increase use of electronic tolls, which reduce air pollution, fuel consumption and commute times, the study said.

Copyright 2007 Associated Press. All rights reserved. This material may not be published, broadcast, rewritten, or redistributed.

[Print story](#)

[Email Friend](#)

[E-Mail story](#) [Newsletters](#) [RSS](#)

## More Stories

### Today's Headlines

- [Hundreds Evacuated From So-Cal Fire](#)
- [Kidnapped Newborn Returned To Mother](#)
- [Bush Met by Colombia Red Carpet, Riots](#)
- [Startled Whale Shatters Man's Leg](#)

[more of Today's Headlines](#)

### News

- [Kidnapped Newborn Returned To Mother](#)
- [Fred Thompson Considering 2008 Presidential Run](#)
- [17 Displaced By S.F. Morning Apartment Fire](#)
- [Bush Signals Disdain For Venezuela's Chavez](#)

[more News](#) | [archive](#)



## Related Links

- [ABC7 Video On Demand](#)
- [Get Alerts In Your E-Mail](#)
- [Get Alerts On Your Desktop](#)

## Search

abc7news.com  Web  Superpages.com

keyword  enter city & state OR zip

[Home](#) [News](#) [Weather](#) [Sports](#) [Entertainment](#) [Videos](#) [Business](#)

## Bay Area trails in use of electronic bridge tolls

Last Update: Feb 26, 2007 6:55 PM

**SAN FRANCISCO (AP)** - A new study shows that San Francisco Bay area commuters use electronic bridge tolls less than their counterparts in other regions.

About 40 percent of drivers on the Bay Area's state-owned bridges use FasTrak lanes during peak traffic hours.

That's compared with around 70 percent of motorists on toll bridges in New York, New Jersey and Illinois.

The study was done by researchers at San Francisco State University's College of Business and published this month in the Transportation Journal.

The study suggested that transportation officials should offer permanent discounts if they want to increase use of electronic tolls.

[Print this Story](#)  
[Email this Story](#)

### Save/Share Story

-  [digg](#)
-  [reddit](#)
-  [newsvine](#)
-  [Google](#)
-  [del.icio.us](#)
-  [Yahoo!](#)

©2007 Associated Press. All rights reserved. This material may not be published, broadcast, rewritten, or redistributed.

#### Ads by Google

##### Galapagos Volunteers

Help preserve the Galapagos Islands \$1,488/mnth, incl flight to Island.  
[www.volunteersam.com](http://www.volunteersam.com)

##### Volunteer in Costa Rica

Learn Spanish and See Costa Rica Make a difference, lend a hand  
[www.HelpingCostaRica.com/](http://www.HelpingCostaRica.com/)

##### YWAM Staff Opportunities

Missionary staff & volunteers Serve in Baja Mexico with YWAM  
[www.ywamsandiegobaja.org](http://www.ywamsandiegobaja.org)

##### Volunteer in Cambodia

Ethical and affordable volunteer opportunities in Cambodia  
[www.globalteer.com](http://www.globalteer.com)

##### Volunteer with QUEST

Rewarding placements in Africa and South America  
[www.questoverseas.com](http://www.questoverseas.com)

[What's this?](#)

[<<Back](#)



## Bay Area trails in use of electronic bridge tolls

SAN FRANCISCO A new study shows that San Francisco Bay area commuters use electronic bridge tolls less than their counterparts in other regions.

About 40 percent of drivers on the Bay Area's state-owned bridges use FasTrak lanes during peak traffic hours.

That's compared with around 70 percent of motorists on toll bridges in New York, New Jersey and Illinois.

The study was done by researchers at San Francisco State University's College of Business and published this month in the Transportation Journal.

The study suggested that transportation officials should offer permanent discounts if they want to increase use of electronic tolls.

*Copyright 2007 The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.*



All content © Copyright 2002 - 2007 WorldNow and KESQ. All Rights Reserved.  
For more information on this site, please read our [Privacy Policy](#) and [Terms of Service](#).

**SUBSCRIBE TODAY**  
Subscriber Services

Monterey  
**Herald.com**  
MONTEREY COUNTY'S HOME PAGE

Current: 72°  
68° / 49°  
Complete Forecast

**shopLocal**  
And it's done.  
Plus the Best Sales at Stores Near You

Search  Recent News  Archives  Web for

Welcome Guest  
[Sign Up](#) | [Sign In](#) | [Member Benefits](#)

Sunday, Mar 11, 2007

- Jobs**
- Cars**
- Real Estate**
- Apartments**
- Local Shopping**
- All Classifieds**
  - Create an Ad
  - Find an Ad
- Dating**

- News**
  - Breaking News
  - Education
  - Elections
  - Local
  - Nation
  - Obituaries
  - Photos
  - Politics
  - State
  - Weird News
  - World
- Sports**
- Entertainment**
- Business**
- Living**
- Opinion / Letters**

- ONLINE EXTRAS**
- [Newspaper Ads Online](#)
  - [Past articles](#)
  - [Discussion Boards](#)
  - [Maps & Directions](#)
  - [RSS Headlines](#)
  - [Special sections](#)
  - [Yellow Pages](#)

- SITE SERVICES**
- [Contact Us](#)
  - [Advertise](#)

[Back to Home](#) > [News](#) >

## Politics

Posted on Mon, Feb. 26, 2007

# Bay Area trails in use of electronic bridge tolls

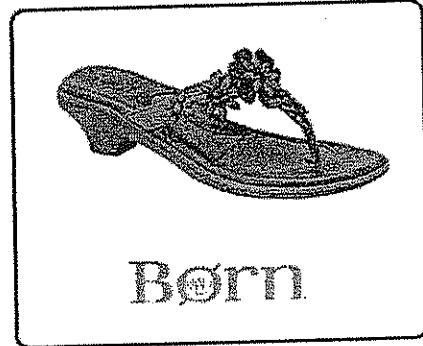
Associated Press

**SAN FRANCISCO** - Bay Area commuters use electronic bridge tolls less than their counterparts in other regions, according to a new study that suggests offering discounts to boost FasTrak usage.

About 40 percent of drivers on the Bay Area's state-owned bridges use FasTrak lanes during peak traffic hours, compared with around 70 percent of motorists on toll bridges in New York, New Jersey and Illinois, according to researchers at San Francisco State University's College of Business.

The study, published this month in the Transportation Journal, found that those three states offer discounts that make it 11 to 50 percent cheaper to use electronic tolls than cash.

More Bay Area commuters enrolled in the FasTrak program when electronic toll users were given a \$1 discount in January. But transportation officials should offer permanent discounts if they want to significantly increase use of electronic tolls, which reduce air pollution, fuel consumption and commute times, the study said.



**SUBSCRIBE TODAY**  

**Monterey County's Favorite Newspaper!**

**Ads by Google**

**Urbanscape Photography**  
Fine art photography of San Francisco and California  
[urbanscape.etsy.com](http://urbanscape.etsy.com)

**Wooden Storage Sheds**  
Custom Built Sheds You Can Afford Serving the San Francisco Bay Area  
[www.pacificsheds.com](http://www.pacificsheds.com)

**The Day Spa Secret is Out**  
Come see for yourself why people in the know keep coming back to us.  
[www.SpaRadiance.com](http://www.SpaRadiance.com)

**REAL Cities**  
Visit other Real Cities sites

News | Business | Sports | Entertainment | Living | Shop Local | Classifieds | Jobs | Cars | Homes  
About MontereyHerald.com | About the Real Cities Network | Terms of Use & Privacy Statement | Copyright | About MediaNews Group

**TRUSTE**  
STEP BY STEP TO A BETTER TOMORROW

Herald.com

Posted on Mon, Feb. 26, 2007

## Bay Area trails in use of electronic bridge tolls

Associated Press

**SAN FRANCISCO** - Bay Area commuters use electronic bridge tolls less than their counterparts in other regions, according to a new study that suggests offering discounts to boost FasTrak usage.

About 40 percent of drivers on the Bay Area's state-owned bridges use FasTrak lanes during peak traffic hours, compared with around 70 percent of motorists on toll bridges in New York, New Jersey and Illinois, according to researchers at San Francisco State University's College of Business.

The study, published this month in the Transportation Journal, found that those three states offer discounts that make it 11 to 50 percent cheaper to use electronic tolls than cash.

More Bay Area commuters enrolled in the FasTrak program when electronic toll users were given a \$1 discount in January. But transportation officials should offer permanent discounts if they want to significantly increase use of electronic tolls, which reduce air pollution, fuel consumption and commute times, the study said.

© 2007 AP Wire and wire service sources. All Rights Reserved.  
<http://www.montereyherald.com>



Log In · Customer Service · Get home delivery! · Press Club · Win Red Stewart taxi!

## Bay Area trails in use of electronic bridge tolls

02/26/07 16:21:48

Bay Area commuters use electronic bridge tolls less than their counterparts in other regions, according to a new study that suggests offering discounts to boost FasTrak usage.

About 40 percent of drivers on the Bay Area's state-owned bridges use FasTrak lanes during peak traffic hours, compared with around 70 percent of motorists on toll bridges in New York, New Jersey and Illinois, according to researchers at San Francisco State University's College of Business.

The study, published this month in the Transportation Journal, found that those three states offer discounts that make it 11 to 50 percent cheaper to use electronic tolls than cash.

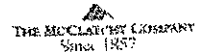
More Bay Area commuters enrolled in the FasTrak program when electronic toll users were given a \$1 discount in January. But transportation officials should offer permanent discounts if they want to significantly increase use of electronic tolls, which reduce air pollution, fuel consumption and commute times, the study said.

Search Archives, or

Search News

News Sports Business Life Entertainment Calendar Blogs Opinion Obits Classifieds Cars Homes Jobs Shopping

Contact Us | Text Only | Site Map | RSS | Subscribe | Advertise  
FresnoBee.com | ClovisIndependent.com | VidaEnElValle.com | SierraStar.com | FresnoFamous.com  
© Copyright 2007 The Fresno Bee | Help | Your Privacy | User Agreement | Child Protection



**SUBSCRIBE TODAY**  
Subscriber Services

THE TRIBUNE  
**SanLuisObispo.com**

Current: 58°  
90° / 48°  
Complete Forecast



Use CareerBuilder's CBSalary.com Calculator to compare your salary expectations. Add a link to your interview or job preparation.

**cbsalary.com** **SEARCH NOW**

Search  Recent News  Archives  Web for:

Welcome Guest  
Sign Up | Sign In | Member Benefits

Sunday, Mar 11, 2007

[Back to Home >](#)

## News

Posted on Mon, Feb 26, 2007

[email this](#) [print this](#) [reprint or license this](#)

# Bay Area trails in use of electronic bridge tolls

Associated Press

**SAN FRANCISCO** - Bay Area commuters use electronic bridge tolls less than their counterparts in other regions, according to a new study that suggests offering discounts to boost FasTrak usage.

About 40 percent of drivers on the Bay Area's state-owned bridges use FasTrak lanes during peak traffic hours, compared with around 70 percent of motorists on toll bridges in New York, New Jersey and Illinois, according to researchers at San Francisco State University's College of Business.

The study, published this month in the Transportation Journal, found that those three states offer discounts that make it 11 to 50 percent cheaper to use electronic tolls than cash.

More Bay Area commuters enrolled in the FasTrak program when electronic toll users were given a \$1 discount in January. But transportation officials should offer permanent discounts if they want to significantly increase use of electronic tolls, which reduce air pollution, fuel consumption and commute times, the study said.

### News

- Obituaries
- Breaking News
- Local
- Nation
- Photos
- Politics
- Elections
- State
- Weird News
- World
- Central Coast Sun Bulletin
- Sports
- Entertainment
- Business
- Living
- Opinion/Letters

- Jobs
- Cars
- Real Estate
- Apartments
- Local Shopping
- All Classifieds
  - Create an Ad
  - Find an Ad
- Dating

### Find a Job

Keywords:

e.g., registered nurse

Location:

San Luis Obispo, CA

Web IDs:

**SUBSCRIBE TODAY**  
SIGN UP FOR HOME DELIVERY OF THE TRIBUNE TODAY!

### ONLINE FEATURES

- Tribune Front Page
- Newspaper Ads Online
- Advertising sections
- Past articles
- Discussion Boards
- Maps & Directions
- Newcomers Guide
- Newsroom Projects
- Video/Audio
- Yellow Pages

### SITE SERVICES

- Contact Us
- Staff List
- RSS Headlines
- Advertise



SanLuisObispo.com

Posted on Mon, Feb. 26, 2007

## Bay Area trails in use of electronic bridge tolls

Associated Press

**SAN FRANCISCO** - Bay Area commuters use electronic bridge tolls less than their counterparts in other regions, according to a new study that suggests offering discounts to boost FasTrak usage.

About 40 percent of drivers on the Bay Area's state-owned bridges use FasTrak lanes during peak traffic hours, compared with around 70 percent of motorists on toll bridges in New York, New Jersey and Illinois, according to researchers at San Francisco State University's College of Business.

The study, published this month in the Transportation Journal, found that those three states offer discounts that make it 11 to 50 percent cheaper to use electronic tolls than cash.

More Bay Area commuters enrolled in the FasTrak program when electronic toll users were given a \$1 discount in January. But transportation officials should offer permanent discounts if they want to significantly increase use of electronic tolls, which reduce air pollution, fuel consumption and commute times, the study said.

© 2007 AP Wire and wire service sources. All Rights Reserved.  
<http://www.sanluisobispo.com>

**OROVILLE**  
**MERCURY-REGISTER**  
 ONLINE

[Home](#) | [News](#) | [Obits](#) | [Classifieds](#) | [Local Shopping](#) | [Motorway](#) | [Real Estate](#)

March 11, 2007  
**SUNDAY**

del.icio.us Digg

**Study says perks would boost FasTrak**

Bay City News Service  
 Article Launched: 02/26/2007 05:57:51 PM PST

If FasTrak were discounted on a regular basis, Bay Area drivers would be more likely to take advantage of the electronic toll payment system, according to a study conducted at San Francisco State University College of Business.

The SFSU study used data collected for a master's thesis submitted in early 2006 and found an average of 40 percent of tolls in the Bay Area were paid electronically – 30 percent fewer electronic toll payments than bridges in New York, New Jersey and Illinois, the study's authors found.

The one exception is the Golden Gate Bridge, which offers a consistent discount to FasTrak users, and has a similar peak usage pattern – around 70 percent of toll payments made electronically – to that on bridges in the other states studied, the study noted.

Bridges in those other states included in the study offer consistent discounts of between 11 and 50 percent to drivers paying tolls electronically.

"Temporary discounts do result in spikes in FasTrak adoption," said one of the study's authors, Professor Sanjit Sengupta. "But only a small section of the population is aware and takes advantage of such promotions. To change the behavior of large numbers of drivers across the Bay Area will require

sustained application of economic incentives."

Advertisement

Other incentives transportation agencies

could offer to persuade drivers to adopt FasTrak include extending FasTrak lanes at the Bay Bridge further back in the maze during the week; decreasing the number of FasTrak lanes on the weekend, when fewer drivers pay tolls electronically; promoting the toll tags more aggressively; and increasing the number of retail outlets selling the tags, the study said.

The Metropolitan Transportation Commission and the Bay Area Transit Authority have been trying to encourage motorists to sign up for FasTrak toll tags by increasing the number of FasTrak-only lanes on some bridges and in January offered a \$1 discount to drivers on the region's seven state-owned bridges.

BATA spokesman Rod McMillan said subscription rates have improved in the last year and that some of the increase is directly attributable to a FasTrak discount program offered in January.

There are some 625,000 FasTrak account holders in the Bay Area, which equates about 900,00 toll tags in circulation, McMillan said.

"Now we're starting to see the percentage uses on the bridges go up," he said.

Bridges in the region that just under a year ago saw between 32 and 45 percent of peak commute period tolls paid electronically now see between 40 and 51 percent of drivers using toll tags, McMillan said.

Some 52 percent of evening commute drivers on the San Francisco-Oakland Bay Bridge pay tolls using FasTrak compared with 44 percent in March last year, he said.

Morning peak periods run from 6 a.m. to 10 a.m. and evening peak periods are from 3 p.m. to 7 p.m., he said. The peak morning commute on the Bay Bridge is 5 a.m. to 10 a.m., he said.

**Other Articles**

**MORE BAY AREA HEADLINES**




- Woman slain in parking lot of Oakland church
- Woman slain in parking lot of Oakland church
- Local landmark preservation projects aired at lecture
- When it comes to tasty treats, Bakesale Betty has no equal
- Father arrested in death of 3-month-old son
- Sen. Obama to hold rally in Oakland
- Autopsy set for sidewalk newborn
- Pastors encouraged to go high-tech with services
- Juvenile Hall medics allege favoritism
- Singles battle for top flirt crowns

- Submit An Ad**  
**Marketplace**  
 Auto Shopper  
 Bridal Connection  
 Careersite  
 Classifieds  
 Coupon Book  
 Employment Guide  
 Employment TV  
 Employment TV Live  
 Local Shopping  
 Real Estate Guide
- News**  
 Regional  
 National  
 Finance  
 Health  
 Politics  
 Technology  
 Weather
- Sports**  
 Oakland A's  
 Oakland Raiders  
 S.F. 49ers  
 S.F. Giants  
 S.J. Sharks  
 G.S. Warriors  
 Cal  
 Stanford
- Living**  
 Health  
 Home Improvement  
 Lawn and Garden
- Entertainment**  
 Celebrity News  
 Just For Fun  
 Movie Times  
 The Buzz
- Special Sections**  
 Chronology '06  
 Our Town  
 Discover Oroville
- Paper Services**  
 Subscription Services
- Site Services**  
 Contact Us  
 Retail Ad Rates  
 Classified Ad Rates  
 National Ad Rates  
 Location Map

McMillan said BATA is aware of the incentives discounts provide but that because bridge tolls go toward mandated regional bridge improvement projects, there is little room in the budget for discounts.

Earlier this year toll authorities expanded the number of outlets selling FasTrak tags to include more than 60 Safeway and Costco stores.

The study was published in the winter 2007 edition of Transportation Journal and was authored by Professor Sanjit Sengupta, Assistant Professor Ramesh Bollapragada and Master of Business Administration graduate Hector Bedolla. Bedolla, who graduated in May 2006, gathered the research data for the paper for his MBA thesis.

 [Print Friendly View](#)  [Email Article](#)  [Return to Top](#)

| [MNG Corporate Site Map](#)