

# PARTNER TOOLKIT

*Marketing and Promotional Resources*

## San Mateo 101 Express Lanes Community Transportation Benefits Program



**EXPRESS LANES**  
**Community**  
**Transportation**  
**Benefits**

Dear Valued Partners,

We greatly appreciate your interest in the San Mateo 101 Express Lanes **Community Transportation Benefits Program**. We have prepared this Partner Toolkit for you which includes various forms of promotional marketing collateral to help you spread the word about the new benefit program in San Mateo County.

The content within this Partner Toolkit can be shared across your organization's main communication channels such as newsletters, social media accounts, websites, and more. Promotional content has also been translated into Spanish and Simplified Chinese versions for your use. This is suggested content, and we encourage you to modify messaging, if desired, to better connect with your audiences.

Again, thank you for your willingness to share the following marketing materials that have been prepared to promote the new transportation benefits with your respective audiences. If you have any questions about the program, branding, or content, feel free to reach out to Christa Cassidy: [ccassidy@hntb.com](mailto:ccassidy@hntb.com).

## Community Transportation Benefits Program Overview

The San Mateo 101 Express Lanes Community Transportation Benefits Program helps cover transportation costs for qualifying individuals in San Mateo County. Participants can choose from one of two transportation benefits:

- **\$100 transit credit on a Clipper Card (annual benefit)**
- **\$100 toll credit on a FasTrak® transponder (one-time benefit)**


To qualify for the transportation benefits under this program, participants must meet the following **three** qualifications:

1. A resident of San Mateo County
2. Age 18 or older
3. Earning an individual income at or below \$78,300 (for 2022)

Participants are also eligible if they already receive at least one benefit through San Mateo County's Core Service Agencies Network. Eligible participants can enroll in the program at a Core Service Agency location in the county. A case manager will be assigned to them to help with the enrollment process and to verify eligibility.

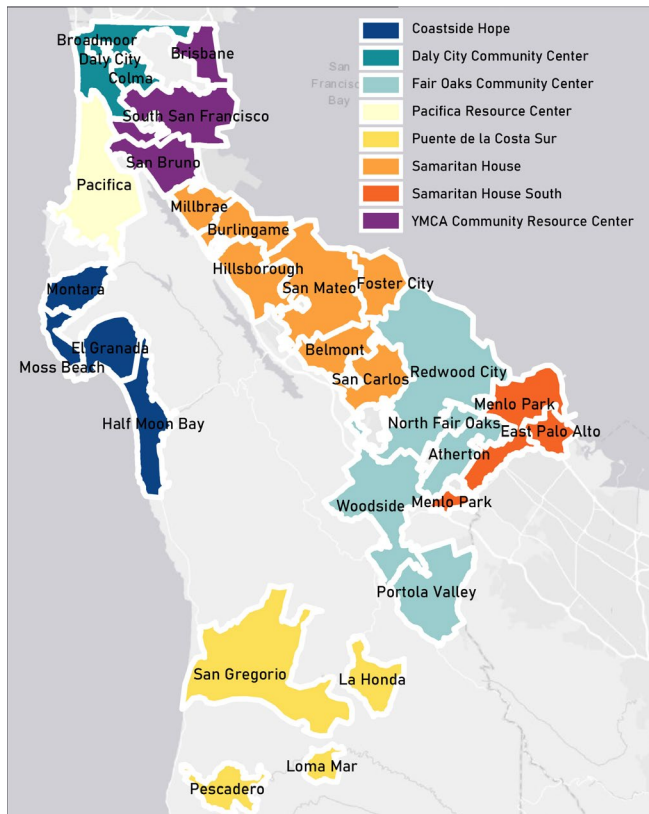
 <https://smcexpresslanes.org/program/equity-program/>

 [info@smcexpresslanes.org](mailto:info@smcexpresslanes.org)

 650-523-0831

## How and Where to Enroll in the Program

Qualified individuals can enroll in the Community Transportation Benefits Program at any of the San Mateo County Core Service Agencies listed below. A Core Service Agency case manager will assist with the enrollment process for the preferred transportation benefit selection and verify each individual's eligibility.



### DALY CITY COMMUNITY SERVICE CENTER

(650) 991-8007 | 350 90th St., Primer piso, Daly City, CA 94015

### SAMARITAN HOUSE

(650) 347-3648 | 4031 Pacific Blvd., San Mateo, CA 94403

### SAMARITAN HOUSE SOUTH

(650) 294-4312 | 1836 B Bay Rd., East Palo Alto, CA 94303

### COASTSIDE HOPE

(650) 726-9071 | 99 Ave Alhambra, PO Box 1089, El Granada, CA 94018

### PACIFICA RESOURCE CENTER

(650) 738-7470 | 1809 Palmetto Ave., Pacifica, CA 94044

### FAIR OAKS COMMUNITY CENTER

(650) 780-7500 | 2600 Middlefield Rd., Redwood City, CA 94063

### PUENTE DE LA COSTA SUR

#### **Pescadero Office:**

(650) 879-1691 | 620 North St., Pescadero, CA 94060

#### **La Honda Office:**

(650) 747-0248 | 8865 La Honda Rd., Suite 4, La Honda, CA 94020

### YMCA COMMUNITY RESOURCE CENTER

(650) 276-4101 | 1486 Huntington Ave., Suite 100,

South San Francisco, CA 94080

## FAQs: What You Need to Know!

Here are a few frequently asked questions (FAQs) about the Community Transportation Benefits Program and the two transportation benefits that are offered (\$100 Clipper Card credit and \$100 FasTrak® transponder credit). Additional FAQs can be found on the Program Fact Sheet published on the website and can be downloaded [HERE](#).

### Is this transportation benefit limited to one person per household?

No, this benefit is provided at the individual level. Multiple people who live within one household may receive this benefit if they meet the eligibility requirements.

### Am I eligible for both a Clipper Card and FasTrak® transponder?

If eligible, you can only select one of the available transportation benefit options that are offered – either a \$100 transit credit on a Clipper Card (annual benefit) **OR** a \$100 toll credit on a FasTrak® transponder (one-time benefit).

### How do you verify eligibility for the program?

Eligibility is verified through paystubs, a letter from your employer, or a benefits letter. If none of these options are available to you, individuals may sign a Self-Declaration statement stating income.

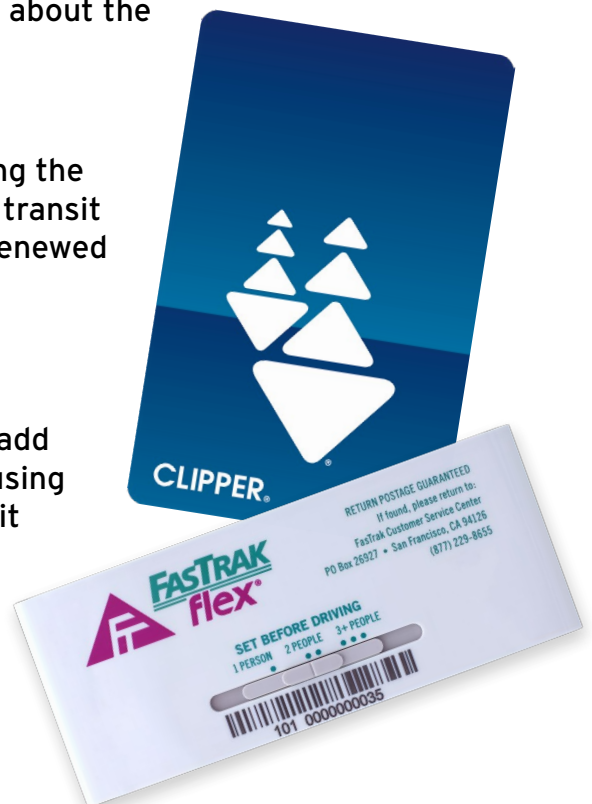
### Are there other transportation discount programs available?

Yes, Clipper START is a regional program that provides up to 50% in discounts on transit fare for qualified individuals. If you qualify for Clipper START, you will receive a different Clipper Card associated with that discount program. For more information and to apply online, visit [www.clipperstartcard.com/s/](http://www.clipperstartcard.com/s/). Plus, most of the Core Service Agencies can provide brochures which contain paper applications and additional information about the Clipper START Program.

### What happens after the \$100 benefit runs out?

If you select the Clipper Card benefit, you may continue using the card, but will need to load additional funds to pay for future transit trips. Also, remember that the Clipper Card benefit can be renewed every 12 months. For more information, please visit: [www.ClipperCard.com](http://www.ClipperCard.com).

If you select the FasTrak® toll transponder benefit, you can continue to use your transponder, however you will need to add funds to avoid toll penalties. You may add additional funds using cash or a credit/debit card. For more information, please visit [www.bayareafastrak.org](http://www.bayareafastrak.org).





## Promotional Materials/Resources

### Suggested Newsletter or Blog Post Article

*New Transportation Benefits Available to Eligible Community Members through the San Mateo 101 Express Lanes*



The new [San Mateo 101 Express Lanes Community Transportation Benefits Program](#) helps cover transportation costs for qualifying individuals in San Mateo County. The transportation benefits program is sponsored and funded by the San Mateo County Express Lanes Joint Powers Authority.

Eligible participants can choose from one of two transportation benefit options! Either a **\$100 transit credit on a Clipper Card** or a **\$100 toll credit on a FasTrak® toll transponder**. To qualify for the transportation benefits under this program, a participant must meet the following three qualifications to enroll:

1. Resident of San Mateo County
2. Age 18 or older
3. Earn an individual income at or below \$78,300 (for 2022)

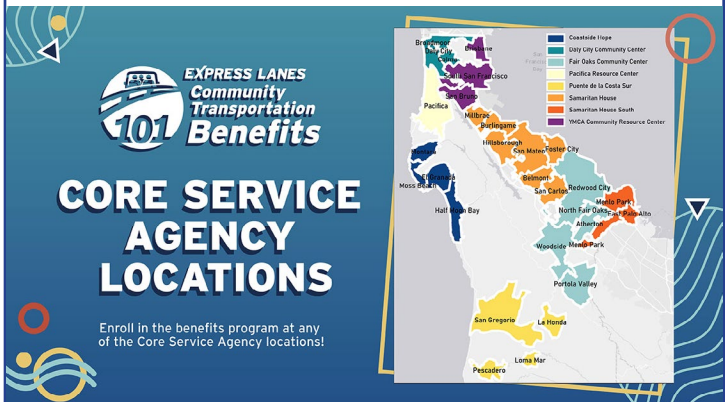

Eligible participants can enroll in the Community Transportation Benefits Program at any of the Core Service Agencies located in San Mateo County. If you are already receiving a benefit through San Mateo County's Core Service Agency Network, you are already eligible.

The program aims to improve mobility for people with or without cars by giving them the option to choose a transportation benefit that best supports their unique mobility needs. No other express lanes equity program in the country has this level of inclusive eligibility requirements or offers options for transportation benefits that qualifying residents can receive as part of the program.

To learn more about the Community Transportation Benefits Program, visit the website at <https://smcexpresslanes.org/program/equity-program/>. If you have any questions, email the program at [info@smcexpresslanes.org](mailto:info@smcexpresslanes.org) or leave a voicemail at 650-523-0831.

## Suggested Social Media Posts

Social media assets for posts can be downloaded [HERE](#). Remember to tag @101ExpressLanes on [Facebook](#) and [Twitter](#) in the social media posts about the new transportation benefits program published on your organizations' social media channels!

POST COPY	IMAGE/GRAPHIC
<p>Did you know that San Mateo County has a Community Transportation Benefits Program? Learn more about this new benefit program and other social services at any of the San Mateo County Core Agencies.</p> <ul style="list-style-type: none"> <li>• @samaritanhouse</li> <li>• @daly.city.partnership</li> <li>• @PacificaResourceCenter</li> <li>• @PuentedelaCostaSur</li> <li>• @RWCParks</li> <li>• @YMCASF</li> </ul> <p>Learn more the @101ExpressLanes benefits program: <a href="https://bit.ly/101BenefitsProgram-02">https://bit.ly/101BenefitsProgram-02</a></p>	
<p>Check out San Mateo County's new @101ExpressLanes Community Transportation Benefits Program to see if you might qualify to receive a \$100 @BayAreaFastrak transponder or a \$100 @BayAreaClipper Card credit!</p> <p>Learn more today <a href="https://bit.ly/101BenefitsProgram-02">https://bit.ly/101BenefitsProgram-02</a></p>	

Don't miss out on FREE transportation benefits! You might be eligible to receive a \$100 @BayAreaFastrak transponder or \$100 @BayAreaClipper Card credit through the @101ExpressLanes Community Transportation Benefits Program?

Are you?

- ✓ A San Mateo County resident
- ✓ Age 18+
- ✓ Earn \$78,300 or less

Learn more TODAY:

<https://bit.ly/101BenefitsProgram-02>

The San Mateo County Core Agency Network is here to help!

Visit a location near you to ENROLL in the new @101ExpressLanes Community Transportation Benefits Program. Find out if you qualify by visiting the program web page:

<https://bit.ly/101BenefitsProgram-02>

- @samaritanhouse
- @daly.city.partnership
- @PacificaResourceCenter
- @PuentedelaCostaSur
- @RWCParks
- @YMCASF

Need help covering transportation costs? You may qualify for the new @101ExpressLanes transportation benefits for eligible San Mateo County residents.

You could receive a \$100 @BayAreaFastrak transponder or \$100 @BayAreaClipper Card credit!

Learn more about this program.

<https://bit.ly/101BenefitsProgram-02>

#### A NEW SAN MATEO COUNTY TRANSPORTATION BENEFITS PROGRAM





Make your content stand out! The provided images and graphics will grab your followers' attention about the San Mateo 101 Express Lanes Community Transportation Benefits Program. We have also included the program fact sheet, flyer, and other marketing creative for your newsletters, social media posts, website, or any other content using the following link:  
<https://bit.ly/SanMateo101Toolkit>

