

# 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 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 a Spanish version 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 transportation benefits with your respective audiences. If you have any questions about the program, branding, or content, feel free to reach out to Gandari Galindo: [ggalindo@hntb.com](mailto:ggalindo@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:

- **\$200 transit credit on a Clipper Card**
- **\$200 toll credit on a FasTrak® toll tag**


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 \$82,260 (for 2024)

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., First floor, 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 (\$200 Clipper Card credit and \$200 FasTrak® toll tag 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, multiple people who live within one household may receive this benefit if they meet the eligibility requirements.

### 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.

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

If eligible, you can only select one of the available transportation benefit options that are offered - either a \$200 transit credit on a Clipper Card **OR** a \$200 toll credit on a FasTrak® toll tag.

### Are there other transportation discount programs available?

Yes, Clipper START is a regional program that provides 50% in discounts on transit fares for qualified individuals. If you qualify for Clipper START, you will receive a different Clipper Card specifically associated with that discount program. For more information and to apply online, visit [www.clipperstartcard.com/s/](http://www.clipperstartcard.com/s/). You can call Clipper Customer Service Center to have your \$200 transferred onto a Clipper START Card (877-878-8883).

### What happens after the \$200 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. For more information, please visit: [www.ClipperCard.com](http://www.ClipperCard.com).

If you select the FasTrak® toll tag benefit, you can continue to use your toll tag, 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

*\$200 in Free Transportation Benefits Now Available through the San Mateo 101 Express Lanes Community Transportation Benefits Program*

The [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 (SMCEL-JPA).

Eligible participants can now choose from one of two transportation benefit options! Either a **\$200 transit credit on a Clipper Card** or a **\$200 toll credit on a FasTrak® toll tag**.

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 \$82,260 (for 2024)

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.

In July 2024, SMCEL-JPA doubled the benefit amount from the original \$100 credit to \$200, with the aim to provide more support to lower-income community members.

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 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 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>Don't miss out on FREE transportation benefits! You might be eligible to receive a \$200 @BayAreaFastrak transponder or \$200 @BayAreaClipper Card credit through the @101ExpressLanes Community Transportation Benefits Program!</p> <p>Are you?</p> <ul style="list-style-type: none"> <li>✓ A San Mateo County resident</li> <li>✓ Age 18+</li> <li>✓ Earn \$82,260 or less</li> </ul> <p>Learn more TODAY: <a href="https://bit.ly/101BenefitsProgram-02">https://bit.ly/101BenefitsProgram-02</a></p>	

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

You could receive a \$200 @BayAreaFastrak transponder or \$200 @BayAreaClipper Card credit!

Learn more about this program.  
<https://bit.ly/101BenefitsProgram-02>

**EXPRESS LANES Community Transportation Benefits**

WHAT IS THE SAN MATEO 101 EXPRESS LANES COMMUNITY TRANSPORTATION BENEFITS PROGRAM ?

**A** \$100 Transit Credit on a Clipper Card

**B** \$100 Toll Credit on a FasTrak® Transponder

This program helps cover transportation costs. Choose between one of the two transportation benefit options.

# Images and Visual Assets

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://101expresslanes.org/ctb-toolkit>

