



January 2021

We're studying ways
to reduce traffic.



TRAFFIC REDUCTION STUDY

Traffic Reduction Pilot Program Framework

Goals of a pilot program



- Reduce traffic through congestion pricing, and
- Provide more high-quality options for getting around

We're striving for these additional positive outcomes:



Improve public health and safety



Support environmental and economic justice



Improve the economy



Re-invest net revenues in communities served/affected

We launched listening sessions to better understand hopes and concerns

Key themes that we heard:

- Equity
- Stakeholder and public engagement
- Quality of public transit and alternative options in place of driving
- Potential benefits
- Revenues and reinvestments
- Economic impacts
- Traffic impacts
- And more...

Equity will inform the development and analysis of concepts.

1. **Identify** who could be impacted and how.
2. **Establish** desired outcomes and determine how to measure progress toward them.
3. **Measure** potential benefits and burdens.
4. **Develop** strategies to address burdens and increase benefits, such as subsidies and reinvestment of net revenues.
5. **Develop** proposed transportation improvements.
6. **Circulate** and refine pilot concept.

Identify concepts for analysis

- Ability to respond to substantial congestion
- Traffic reduction benefits easily described
- Potential interested jurisdictions
- Potential for rich transit and mobility options before pilot implementation
- Potential to anticipate and minimize spillover traffic
- To the greatest extent possible, use natural or human-made structures as boundaries
- Focus on commercial locations
- Avoid bisecting neighborhoods

Measuring Concept Benefits & Burdens

Potential Performance Categories

- Impact on Roadway Congestion
- Access to Opportunity
- Community Health & Environment
- Affordability
- Financial Impacts

Anticipated Schedule

