

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



TRAFFIC REDUCTION STUDY						TRAFFIC REDUCTION PILOT PROGRAM					
2019	>	2020	>	2021	2022	>	2023	>	2024	>	2025
Fall Start of Traffic Reduction Study	Stak publ	agement and	Winter Techniteratic concer Summiteratic concer reduce programmer concer Summiteration programmer concernite concerni	duction of early pts er – Fall ical analysis to ively refine pts her fy location and pt for traffic tion pilot am b Board decision afferred pilot pt pt her – Winter	Winter Develop implementation plan for traffic reduction pilot program continued Spring Metro Board decision on implementation plan	cl Ti p •	state approval tart final system esign Preliminary engineering Systems engineering process		Start integration and system deployment Road and transit improvements Pricing system and electronics Project marketing Back office systems		Pilot program opening
			for tra	affic reduction program			*Initiation of Traffic Reduction Pilot Program stage is contingent upon Metro Board approval to proceed				

