



Board Report

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**EXECUTIVE MANAGEMENT COMMITTEE
JUNE 17, 2021**

SUBJECT: TRAFFIC REDUCTION STUDY

ACTION: ORAL REPORT

RECOMMENDATION

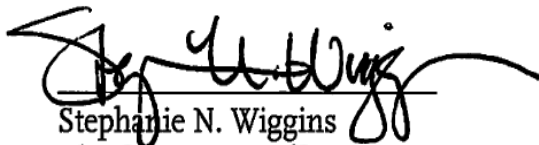
RECEIVE oral report on Traffic Reduction Study (formerly named the Congestion Pricing Feasibility Study).

ATTACHMENTS

Attachment A - Presentation on the Traffic Reduction Study

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Chief Executive Officer



Executive Management Committee
June 17, 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:



Support environmental and economic justice



Improve public health and safety



Improve the economy



Re-invest net revenues in communities served/affected

Potential Economic Outcomes

What the initial data say about



- **Travel Delay**
- **Jobs Access**

Our Next Steps

Assess:

- Jobs access to key destinations and by mode
- Deliveries and freight
- Net revenue potential

Identify reinvestment opportunities:

- Transportation Improvements

Potential Environmental & Economic Justice Outcomes

What the initial data say about



- **Air Quality**
- **Transit Ridership**

Our Next Steps

Assess:

- Air quality in EFCs
- Household transportation budget
- Transit performance

Identify reinvestment opportunities:

- Low-income assistance
- Transportation improvements

Potential Public Health and Safety Outcomes

What the initial data say about



- **VMT**
- **Air Quality**
- **Active Transportation**

Our Next Steps

Assess:

- Air quality in EFCs
- Street safety needs
- Spillover traffic

Identify reinvestment opportunities:

- Street safety improvements
- Mitigate spillover traffic

Next Steps

Share what we've learned from the initial technical analysis

Conduct stakeholder and public engagement to:

- Prioritize metrics, outcomes, tradeoffs
- Identify strategies to address impacts to low-income and vulnerable communities
- Determine re-investments and mobility improvements to address burdens and increase benefits
- Identify feasible concepts to carry to the next stage of study

In Order to Inform

- Equity assessment
- Income analysis
- Financial plan development
- Transportation improvements analysis