Goals Framework

North Bayshore Congestion Pricing Feasibility Study

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Work to Date

- Stakeholder discussions
  - VTA
  - Major employers
  - TMA
  - Shoreline Park staff
  - Shoreline Park businesses
  - Developers + affordable housing
  - Computer History Museum
  - Residents, Amphitheatre, small biz to come…
- Data gathering, review + initial analysis
- Draft goals framework
- Draft State of Congestion Report

Image source: Sundry Photography

Emerging Themes

- Focus on equity
  - Are the big traffic generators the ones who will pay?
  - How would this program be fairly applied to my constituency?
  - Would my constituency be exempt?
    - Study challenge: At what point does congestion reduction become neutralized?
- Congestion will be bad again, but…
  - What about other development + mobility + TDM priorities?
  - At what point would this tool really be needed?
  - There are a lot of unknowns…
- Interest and support for a revenue stream to fund key mobility efforts and address equity
- Diverse mix of users and trip types = wide range of use cases + pricing tools/tech/elements + legal/regulatory + "politics" + implementation timeline = COMPLICATED!

Value of Pricing Goals

- Connect project to, and reinforce, city/district values and priorities
- Anchor new and challenging conversations in project outcomes
- Surface and integrate controversial topics at project outset
- Guide analysis and program design
- Provide a roadmap for a phased (and lengthy) implementation process

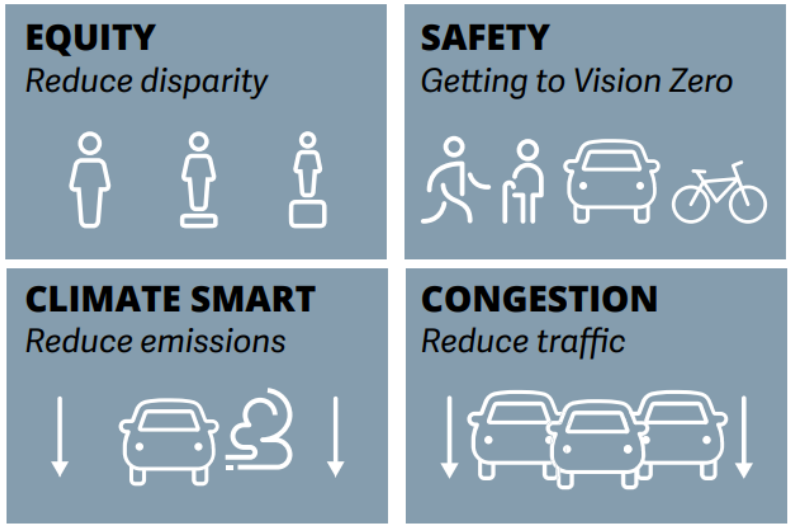
PEER LESSONS

Our Work Was Guided By The Following Principles:

- Relieving congestion, the original rationale for congestion pricing, is as important as raising revenue for transit, and should be a primary goal of program design. Greenhouse gas and air pollution reduction is also critical given adoption of the Climate Leadership and Community Protection Act.
- The charging system and its rules should be as simple and transparent as possible, with charging and monitoring equipment as unobtrusive as technology allows.
- The cost of entering and leaving the congestion zone should be uniform at all entry and exit points. This ensures that all drivers will be treated equitably and eliminates the incentive for "toll shopping."
- Prices should be highest when congestion is greatest.
- Larger vehicles have a larger impact and should be charged more.
- To maintain system integrity, maximize revenue and congestion benefits, and fairly distribute benefits and costs among users, exemptions for specific classes of users should be as limited as possible.
- To prevent abuse of the program, strong enforcement measures should be implemented.
- Set prices high enough to cover system costs and to ensure that congestion reduction and revenue goals are met.
- The system should be designed to enable future technological improvements and still more effective pricing policies.

NEW YORK

Four RTP goals will be used to evaluate the pricing scenarios:



PORTLAND

Focus Areas	Initial Desired Outcomes
Equity	• Potential to reinvest resources to enhance equity and affordability • Opportunity to increase and improve transportation options for low-income populations • Opportunities for inclusive decision-making around mobility options
Climate and Health	• Potential to change travel behavior to support active and sustainable modes • Likelihood of decreasing peak-period congestion and reducing particulate matter • Opportunity to encourage more fuel-efficient and fossil-fuel-free travel
Traffic Congestion	• Increase predictability and reliability of travel in Seattle for people and goods
Implementation	• Feasibility, technologies, legal frameworks, and potential efficiencies

SEATTLE

The Transportation Authority is exploring how a fee to drive downtown could get traffic moving and achieve goals around street safety, clean air, and equity. This is a strategy called congestion pricing.

To significantly reduce congestion, we estimate a congestion pricing program would need to reduce downtown car trips during rush hour by at least 15% from pre-pandemic levels. This could help us achieve four key goals:

- **Get traffic moving** so people and goods get where they need to go
- **Increase safety** for people walking, biking, and driving
- **Clean the air** to support public health and fight climate change
- **Advance equity** by improving health and transportation for disadvantaged communities

The best practice is to combine the congestion fee with discounts, subsidies, and incentives to make the system fair and encourage the use of sustainable transportation modes like transit, walking, and biking.

SAN FRANCISCO

Reduce traffic congestion on roads and bridges across the Metro Vancouver region so people and goods can keep moving, and businesses can thrive

Promote fairness to address concerns around the previous approach to tolling some roads and bridges but not others, as well as providing affordable transportation choices

Support transportation investment to improve the current transportation system in Metro Vancouver for all users

VANCOUVER

LOS ANGELES

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

Lessons Learned

CONGESTION PRICING GOALS

- Be concise, simple, and focused
- Congestion pricing will not solve it all
- Be clear about distinction between:
  - A program goal, design principle, and key performance indicator (KPI) VERSUS
  - A project-specific evaluation measure
- Recognize data limitations with program evaluation – less can be more

Goals Framework

GOAL	**What is the purpose of this project?**
DESIGN PRINCIPLE	▪ What key factors, priorities, or principles do we need to keep front and center as we design the program?
KPIs	▪ What metrics will be used to measure outcomes and success over time?

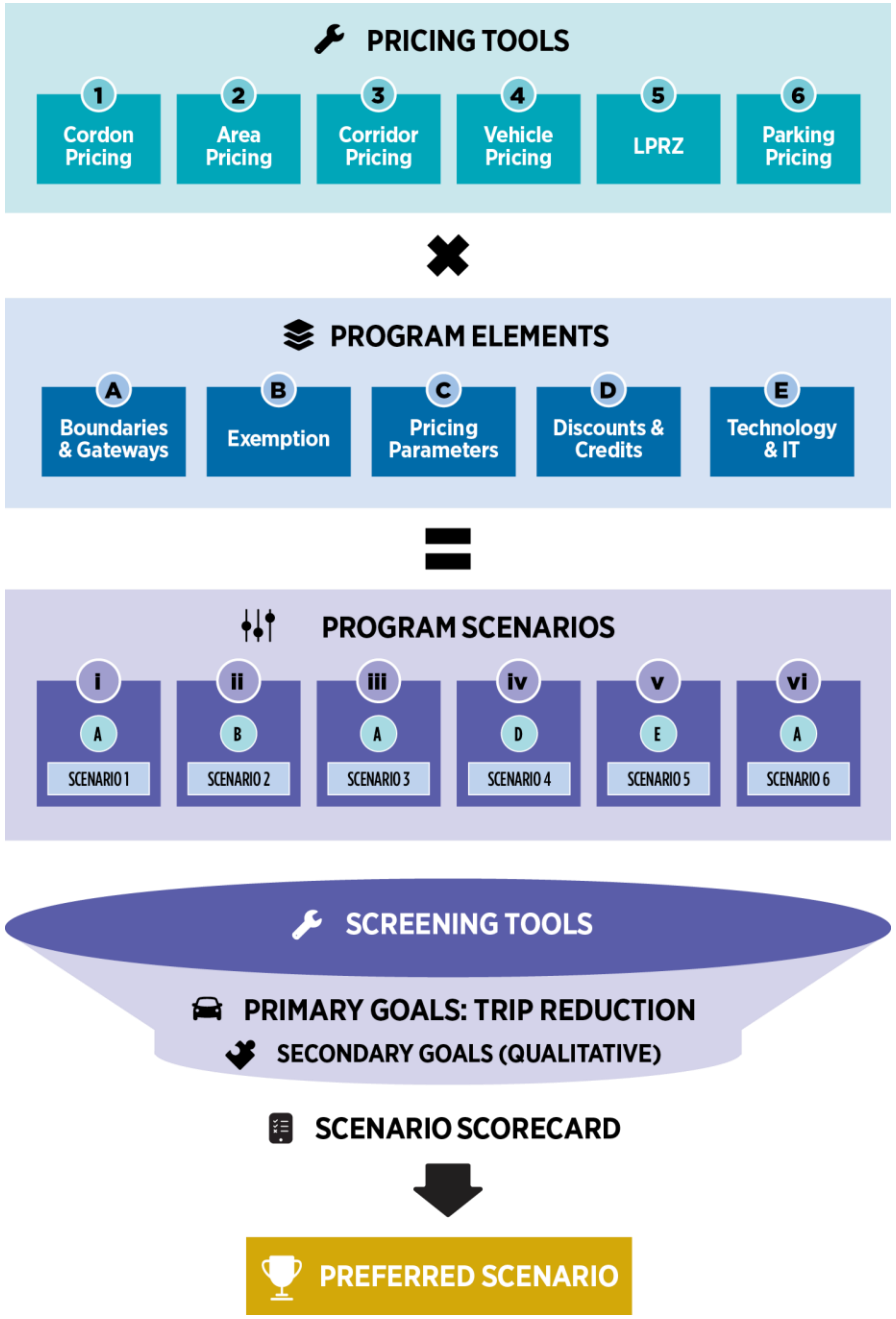
Goals Framework

GOAL	Reduce congestion	Support economic development	Prioritize equity	Promote health + the environment
DESIGN PRINCIPLE	▪ Reduce vehicle trips, especially peak trips at gateways and during major events ▪ Improve speed and reliability of public and private transit serving NB ▪ Shift trips away from SOV	▪ Support short- and long-term growth and a vital local economy ▪ Support access and mobility for current and future businesses ▪ Make it simple and user-friendly ▪ Maximize coordination, minimize administration	▪ Focus exemptions/discounts on key user groups ▪ Allocate net revenue to multimodal improvements and key user groups ▪ Address potential employer 'subsidy' of fees ▪ Protect privacy and be transparent ▪ Ensure equitable access to open space and recreation	▪ Support active and multimodal trips to, from, and within NB ▪ Ensure easy and equitable access to open space and recreation ▪ Reduce GhG emissions and pollution
KPIs	▪ Weekday peak period gateway vehicle trips ▪ Weekday peak period gateway mode share ▪ Queue lengths ▪ Vehicle hours of delay	▪ Customer complaints ▪ City staff time dedicated to program support, per transaction	▪ % of low-income travelers charged, relative to high- and middle-income travelers ▪ # and share of exemptions/discounts by equity demographics (TBD) ▪ Allocation of net revenue	▪ Active mode share ▪ GhG emissions from vehicles in NB ▪ Local air pollutants from vehicles in NB

Evaluation Framework

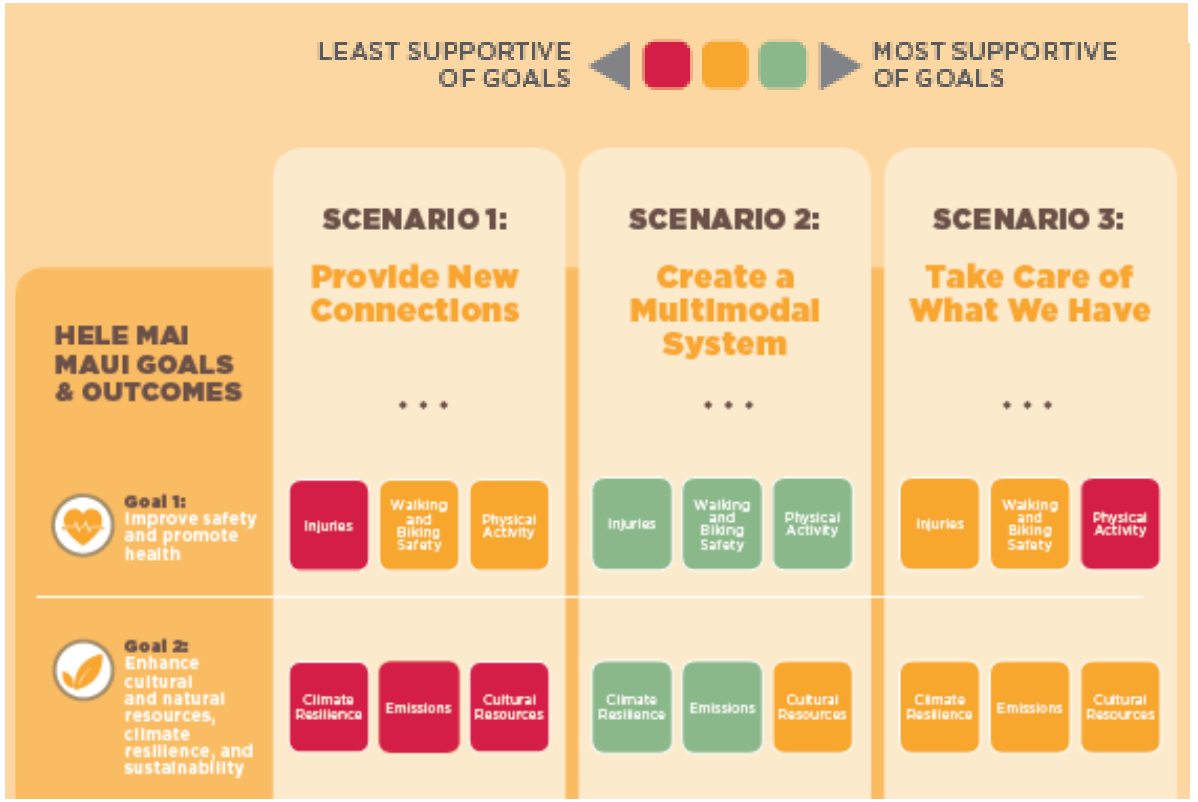
- 3 (or 2) tools x 2 (or 3) program element variations = 6 scenarios

- Screening Measures
  - PRIMARY (Quantitative)
    - Trip reduction relative to trip cap
  - SECONDARY (Qualitative)
    - Equity impacts
    - Cost and revenue
    - Implementation feasibility
    - Pollution reduction
    - TBD



Evaluation Framework

- Screening Tools
  - GIS-based analysis
  - "Off-model" analysis
  - Consumer Reports-style scoring
  - Blend of quantitative and qualitative



- Output
  - "Scorecard" w/ category- and aggregate-level ranking