



**TRANSPORTATION  
2035  
CHANGE IN MOTION**

## Transportation 2035: Summary of October 26<sup>th</sup> Bay Area On the Move Summit

Metropolitan Transportation Commission  
Planning Committee  
November 9, 2007

## Bay Area on the Move: Oct. 26, Oakland Marriott

- Historic partnership with ABAG
- General Assembly and Transportation Summit
- Prominent Speakers, Local Expert Panel
- Audience Participation via E-voting, Break-out Sessions, Comment Sheets
- **Key Topics:**
  - Climate Protection
  - Focused Growth
  - Transportation Revenue and Pricing



## Some 700 Participants...

### Came from every corner of the region...

- Alameda County (32%)
- Contra Costa County (17%)
- San Francisco County (15%)
- San Mateo County (6%)
- Santa Clara County (8%)
- Marin County (7%)
- Solano County (5%)
- Sonoma County (4%)
- Napa County (2%)
- Other (3%)



### ...and represented a range of interests

- Public Sector Staff (39%)
- Community, Environmental or Social Justice Advocates (25%)
- Elected Officials (12%)
- Concerned Individuals (10%)
- Business Persons (9%)
- Other (5%)



## Planning for a Better Future

### GOALS

Economy

Environment

Equity

### TARGETS

REDUCE  
CONGESTION

REDUCE  
EMISSIONS  
& VMT

IMPROVE  
AFFORDABILITY

### STRATEGIES

Infrastructure

Pricing &  
Focused  
Growth

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## Focused Growth

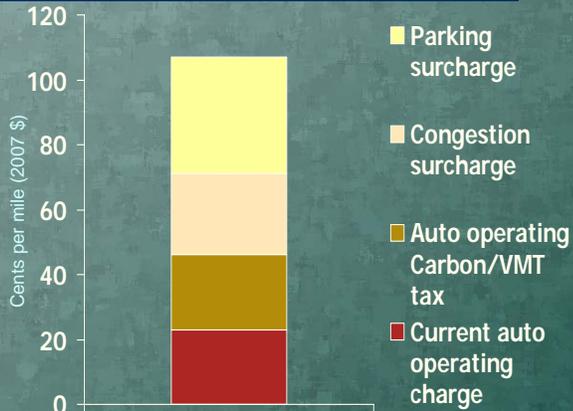
- Alternative land-use scenario
- For “what-if” analysis
- More concentrated and transit-oriented than Projections 2007
- Better jobs-housing balance



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## Transport Pricing

### Cost Increase for Typical Commute



Note: Represents cost for typical commute trip.  
Does not reflect discounts for low-income travelers.

- Pricing package increases auto operating costs five-fold, with focus on peak congested times



## Analysis Findings

1. Infrastructure alone does not help us reach our targets; however, Freeway Operations is effective for congestion relief
2. Pricing has much bigger effect – first step is with HOT network and SF Doyle Drive/cordon pricing
3. Focused growth helps us reach targets in longer-term – first step is with FOCUS Priority Development Areas (PDAs)
4. Technology advances are needed
5. Behavioral changes are needed



## What We Heard...

- **Tentative support for FOCUS PDAs investment priorities, *but ...***
  - What is FOCUS and how will it work?
  - Proximity matters (need easy access to transit, jobs, services, bike/ped access, good schools, etc.)
  - Can't ignore maintenance needs in other areas
  - Put top-notch transit network in place first
  - Affordable housing is key
  - Requires community buy in
  - "Carrots" are fine; you also need "sticks"



## What We Heard...

- **Road Pricing Revenue**
  - Public understanding of how pricing will work is key to public acceptance
  - Subsidizing transportation and expanding transit service for low-income residents is critical
  - Linking back to user benefits also important
  - Stronger support for directing new pricing revenue to FOCUS PDAs



## What We Heard...

- **We Need First-Rate Transit**

- Transit service levels, connectivity, must be increased to make it efficient
- Invest in transit system performance as well as freeway operations performance
- Transit fares should be more heavily subsidized
- The high-speed rail debate continues



## What We Heard...

- **Climate Protection Demands Leadership**

- Strong regional partnerships with locals and state are critical
- Technology matters (cleaner fuels, more fuel efficiency, etc.)
- Need stringent local zoning and enforcement
- More public education
- Pricing strategies should be pursued



