

What Did We Learn?

SUMMARY:

1. Performance-based analysis frames more informed policy discussion
2. Infrastructure alone does not achieve our targets, however, Freeway Operations is effective for congestion relief
3. Pricing has much bigger effect – first step is with HOT network and SF Doyle Drive/cordon pricing
4. Focused growth helps us reach targets in longer-term – first step is with FOCUS Priority Development Areas (PDAs)

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%)

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