# ENGAGEMENT STRATEGY

## Downtown Congestion Pricing Study

### **Our Approach**

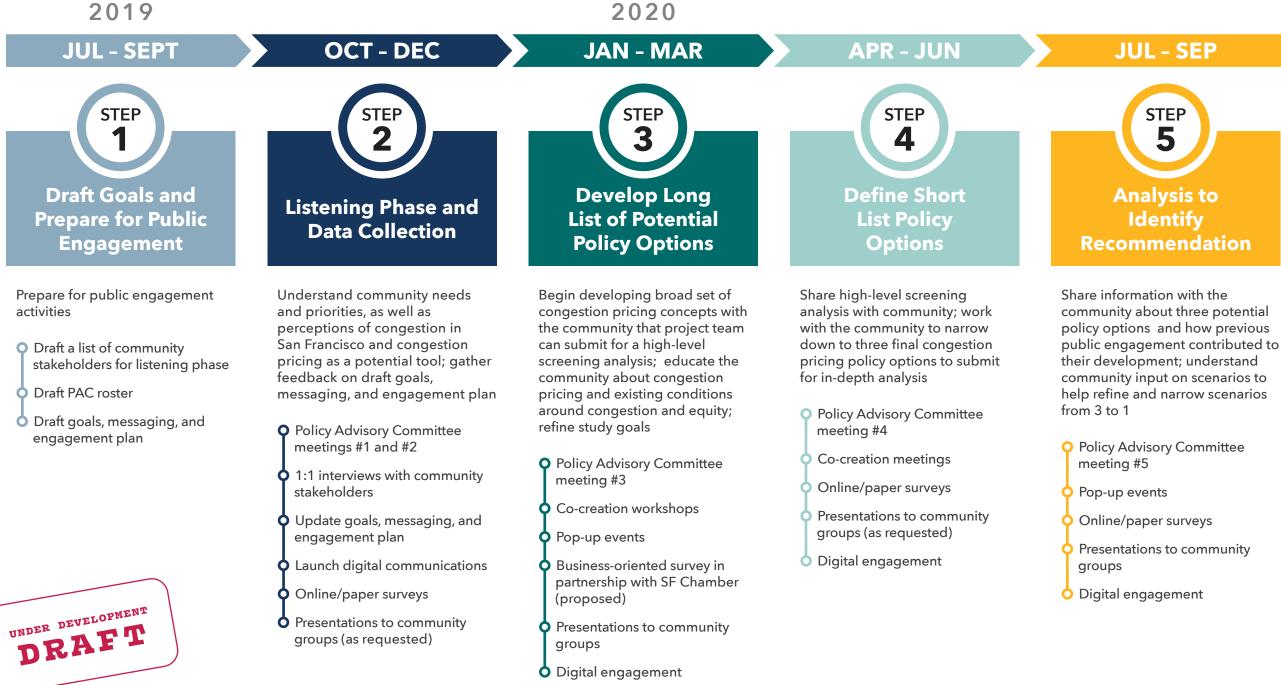
Our goal is to design a fair and equitable plan for congestion pricing in partnership with the community.

We will collaborate with stakeholders across the city and region with a focus on low-income and historically underinvested communities who experience the unequal burdens of our transportation system.

Our team will take an iterative approach and reflect on what we learn from the community at each step of the process. We will adapt our work as needed in order to design a recommendation that reflects the concerns, needs, and values of our communities.

### **Co-Creation workshops**

Through co-creation workshops, we will work to build creative solutions, buy-in, and accessible community engagement. Participants become co-designers who move through a structured creative problem-solving process of reflection, idea refinement, and testing.



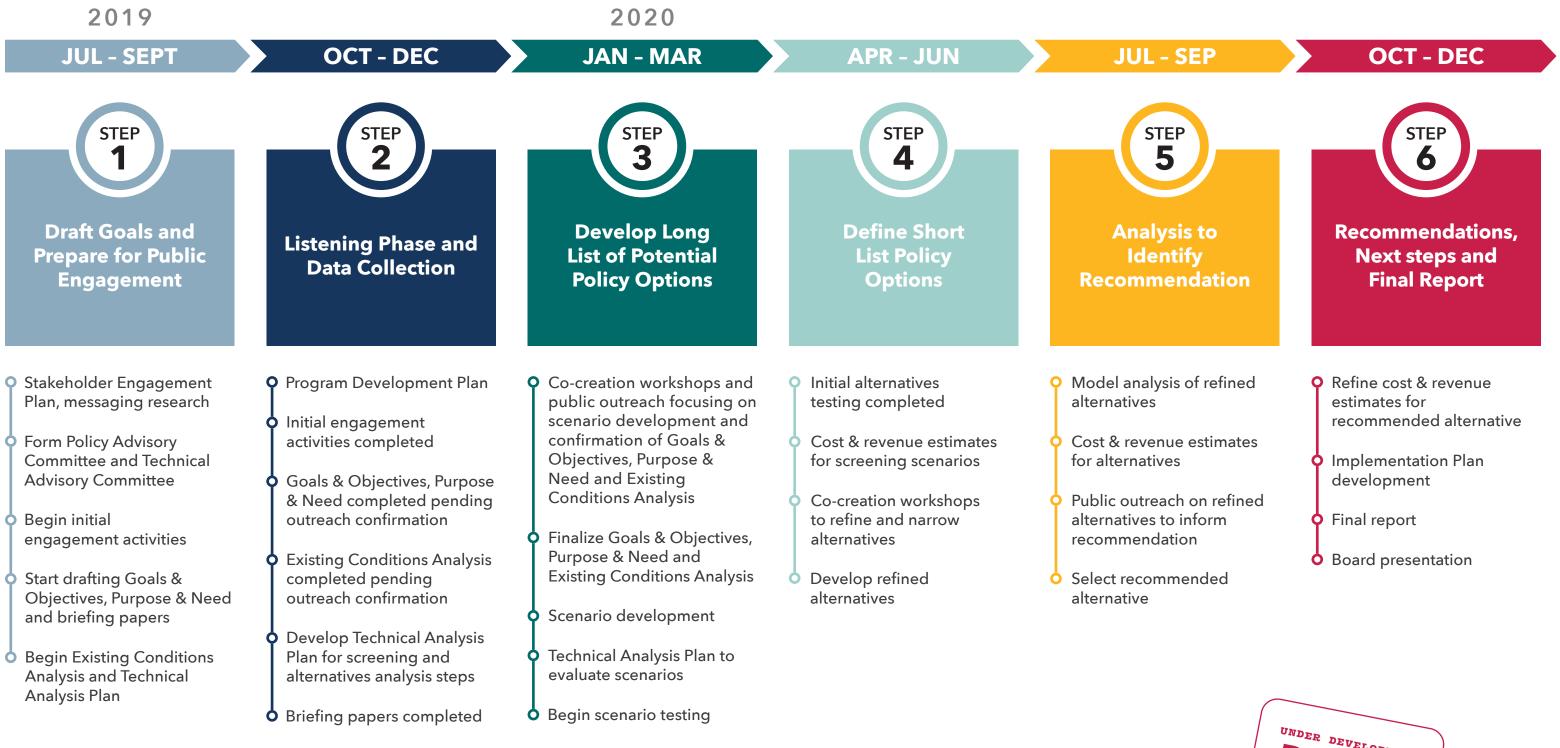
### **OCT - DEC**



Share results of detailed policy option evaluation; propose recommendations; report back on how community input led to the recommended option; submit report to Transportation Authority Board for consideration

- Policy Advisory Committee meeting #6
- Transportation Authority Board meeting
- Presentations to community groups (as requested)
- Digital engagement

# **PROJECT WORKFLOW**



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