ENGAGEMENT STRATEGY

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.

ENGAGEMENT STRATEGY

Downtown Congestion Pricing Study

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.

2019

2020

JUL - SEPT

OCT - DEC

JAN - MAR

APR - JUN

JUL - SEP

OCT - DEC

STEP 1
Draft Goals and Prepare for Public Engagement

Prepare for public engagement activities
Draft a list of community stakeholders for listening phase
Draft PAC roster
Draft goals, messaging, and engagement plan

STEP 2
Listening Phase and Data Collection

Understand community needs and priorities, as well as perceptions of congestion in San Francisco and congestion pricing as a potential tool; gather feedback on draft goals, messaging, and engagement plan

Policy Advisory Committee meetings #1 and #2
1:1 interviews with community stakeholders
Update goals, messaging, and engagement plan
Launch digital communications
Online/paper surveys
Presentations to community groups (as requested)

STEP 3
Develop Long List of Potential Policy Options

Begin developing broad set of congestion pricing concepts with the community that project team can submit for a high-level screening analysis; educate the community about congestion pricing and existing conditions around congestion and equity; refine study goals

Policy Advisory Committee meeting #3
Co-creation workshops
Pop-up events
Business-oriented survey in partnership with SF Chamber (proposed)
Presentations to community groups
Digital engagement

STEP 4
Define Short List Policy Options

Share high-level screening analysis with community; work with the community to narrow down to three final congestion pricing policy options to submit for in-depth analysis

Policy Advisory Committee meeting #4
Co-creation meetings
Online/paper surveys
Presentations to community groups (as requested)
Digital engagement

STEP 5
Analysis to Identify Recommendation

Share information with the community about three potential policy options and how previous public engagement contributed to their development; understand community input on scenarios to help refine and narrow scenarios from 3 to 1

Policy Advisory Committee meeting #5
Pop-up events
Online/paper surveys
Presentations to community groups
Digital engagement

STEP 6
Recommendations, Next steps and Final Report

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**

**Downtown Congestion Pricing Study**

### 2019

**JUL - SEPT**
- **STEP 1** Draft Goals and Prepare for Public Engagement
  - Stakeholder Engagement Plan, messaging research
  - Form Policy Advisory Committee and Technical Advisory Committee
  - Begin initial engagement activities
  - Start drafting Goals & Objectives, Purpose & Need and briefing papers
  - Begin Existing Conditions Analysis and Technical Analysis Plan

**OCT - DEC**
- **STEP 2** Listening Phase and Data Collection
  - Program Development Plan
  - Initial engagement activities completed
  - Goals & Objectives, Purpose & Need completed pending outreach confirmation
  - Start drafting Goals & Objectives, Purpose & Need and briefing papers
  - Develop Technical Analysis Plan
  - Briefing papers completed

### 2020

**JAN - MAR**
- **STEP 3** Develop Long List of Potential Policy Options
  - Co-creation workshops and public outreach focusing on scenario development and confirmation of Goals & Objectives, Purpose & Need and Existing Conditions Analysis
  - Existing Conditions Analysis completed pending outreach confirmation
  - Develop Technical Analysis Plan for screening and alternatives analysis steps
  - Briefing papers completed

**APR - JUN**
- **STEP 4** Define Short List Policy Options
  - Initial alternatives testing completed
  - Cost & revenue estimates for screening scenarios
  - Co-creation workshops to refine and narrow alternatives
  - Develop refined alternatives
  - Begin scenario testing

**JUL - SEP**
- **STEP 5** Analysis to Identify Recommendation
  - Model analysis of refined alternatives
  - Cost & revenue estimates for alternatives
  - Co-creation workshops on refined alternatives to inform recommendation
  - Develop refined alternatives
  - Select recommended alternative

**OCT - DEC**
- **STEP 6** Recommendations, Next steps and Final Report
  - Refine cost & revenue estimates for recommended alternative
  - Implementation Plan development
  - Final report
  - Board presentation

**UNDER DEVELOPMENT DRAFT**