

From: [Martha Silver](#)
To: [Martha Silver](#)
Subject: FW: Question regarding Agenda Item 8, 10-12-2022 MTC Policy Advisory Council meeting
Date: Tuesday, October 11, 2022 7:35:01 PM
Attachments: [image001.png](#)

Good day, Frank,

Please consider the response below from staff regarding Agenda Item 8.

In this round of engagement, we sought to lift the voices of those who have historically been left out of the decision-making process and have deep, meaningful discussions. As such, we were deliberate and intentional in recruiting participants from historically excluded communities, including people of color, people with disabilities, low-income essential workers, the unhoused community, among others. We developed a thorough screening survey to ensure we recruited participants from the targeted populations we were trying to reach, we partnered with an experienced consultant and we did our best in inviting candidates to ensure a balanced representation from the various groups we were targeting, but we were not so precise to produce a statistically valid sample. To that end, we plan to conduct a statistically valid poll next year.

Future engagement will be designed based on the input that staff will need to inform the remaining phases of the study. Currently, we are envisioning continuing our focused discussions in combination with broader engagement in the form of in-person workshops with interested stakeholders and virtual interactive webinars that are open to the public.

Pricing implementation could result in tremendous public backlash. But to be clear, implementation of pricing is not a potential outcome of this study. As was described during our last interaction in April 2022, this study is a first and early action to determine whether pricing strategies have a role to play in the future of our freeways and that there are equitable pathways toward implementation. If the study does find equitable pathways, future studies would dive deeper into how pricing may be implemented and we would need to develop an engagement strategy that builds support from the ground up. In the meantime, this study will lay the groundwork for the public to understand tradeoffs and make better informed opinions about the challenges with status quo and various strategies to transform our freeway network.

Thank you
Martha

From: Frank Welte
Sent: Monday, October 10, 2022 3:46 PM
To: Leslie Lara-Enríquez <llara-enriquez@bayareametro.gov>; Anup Tapase <atapase@bayareametro.gov>
Cc: Marti Paschal <mpaschal@bayareametro.gov>; Martha Silver <MSilver@bayareametro.gov>
Subject: Question regarding Agenda Item 8, 10-12-2022 MTC Policy Advisory Council meeting

External Email

Hello:

Because the focus groups discussed in this presentation were necessarily small, what steps were taken to ensure that they represented a statistically significant sampling of the targeted populations?

How will future rounds of the study differ in their focus, their approach and the nature and size of targeted populations?

I believe that implementation of a freeway pricing program will result in a severe public backlash. What steps are being taken to forestall this likely outcome?

Regards,

Frank Welte | Senior Accessible Media and Braille Specialist

Phone: +1 (415).694.7363

Email: fwelte@lighthouse-sf.org

Pronouns: he, him

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From: [Martha Silver](#)
To: [Martha Silver](#)
Subject: FW: QUESTIONS---: Submit your Questions: October 12, 2022 MTC Policy Advisory Council Meeting Packet (925+Staff)
Date: Tuesday, October 11, 2022 7:37:50 PM

From: Martha Silver <MSilver@bayareametro.gov>
Sent: Tuesday, October 11, 2022 6:03 PM
To: Howard
Cc: Kỳ-Nam Miller <kmill@bayareametro.gov>; Marti Paschal <mpaschal@bayareametro.gov>; Leslie Lara-Enríquez <llara-enriquez@bayareametro.gov>; Anup Tapase <atapase@bayareametro.gov>; Martha Silver <MSilver@bayareametro.gov>
Subject: RE: QUESTIONS---: Submit your Questions: October 12, 2022 MTC Policy Advisory Council Meeting Packet (925+Staff)

Good day, Howard,

Please view the response below from staff regarding Agenda Item 8.

Some of the key feedback we heard during our initial round of engagement was to “prove” that pricing could work. Some focus group participants expressed interest in learning more about pricing from other places in the U.S. and around the world. However, participants were specifically interested in learning how pricing could work in the Bay Area. Separate from this engagement, we reviewed real-world case studies of all-lane pricing (Florida, Seattle, Orange County, LA, Singapore and London as well as underway studies) and their successes/failures with the study’s Advisory Group earlier this year and collectively learned lessons from them. As we move forward in the study’s engagement, we will incorporate these learnings as well as examples of how pricing has worked elsewhere.

Thank you
Martha

From: Howard
Sent: Monday, October 10, 2022 9:51 AM
To: Martha Silver <MSilver@bayareametro.gov>
Cc: Kỳ-Nam Miller <kmill@bayareametro.gov>; Marti Paschal <mpaschal@bayareametro.gov>
Subject: QUESTIONS---: Submit your Questions: October 12, 2022 MTC Policy Advisory Council Meeting Packet (925+Staff)

External Email

Hello Everyone: Some questions that may help clarify the presentations:
ITEM 22-1409: NEXT GEN FREEWAY STUDY: Rather than starting from ground zero (so-to-speak), has there been a compilation of existing programs in other cities/ states/ countries? That is, best practices from around the world, lessons learned, successes/ failures etc. If those case studies are presented, people may better visualize various concepts, possibilities, portions of what they like/ dislike and parts

that could be adapted to the Bay Area.

ITEM 22-0757: LEGISLATIVE & PUBLIC AFFAIRS: Hope to hear about good examples of coordination of city/ state/ federal agencies. Rather than just information-sharing and creating a unified voice, can different agencies' actual legislation and policies be pushed towards more uniformity---easing the prospects of regional transit integration, sharing of resources and cutting costs?

Best, Howard Wong, AIA