

Southern California Association of Governments

Advisory Committee for Mobility Innovations

WORKSHOP #3

AGENDA

1. **Check-In & Workshop #2 Debrief**
2. **Confirm Goals & Agenda**
3. **Small Group Brainstorm: Goals, Objectives, and Tactics**
4. **What's Next?: Virtual Events & Resource Needs**
5. **Wrap-Up**

GROUND RULES

1
one mic,
one speaker

2
assume
good intent

3
move up,
move back

4
respect
confidentiality

5
challenge
with care

6
be present

7
be mindful
of time

8
others?

**CHECK-IN &
WORKSHOP 2
DEBRIEF
00001**

CHECKING IN



How are things going?

12345

WORKSHOP TWO DEBRIEF



**framing
the issue**



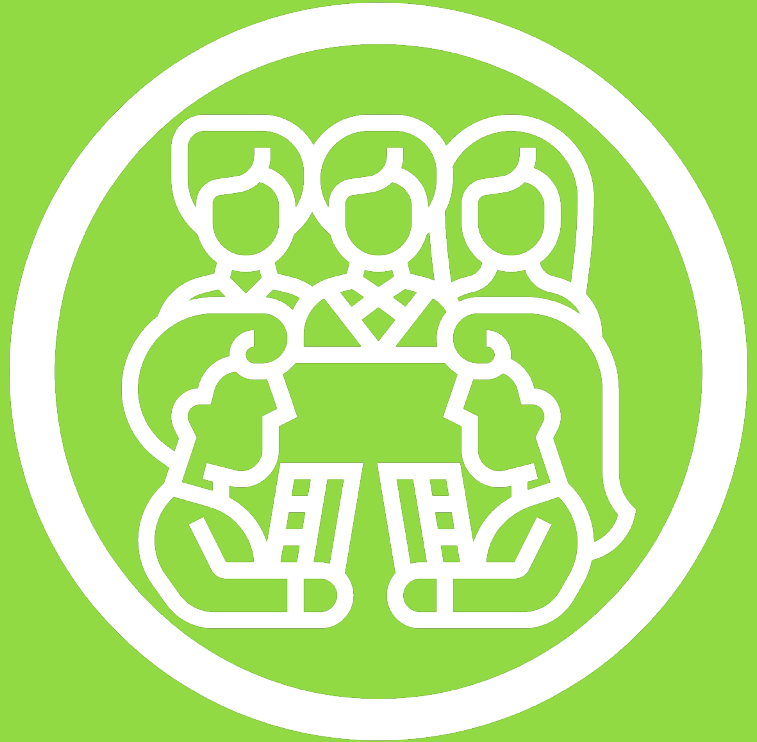
**added nuance
to equity indicators**



**began conversation
re: goals and interventions**

CONFIRM GOALS & AGENDA 00002

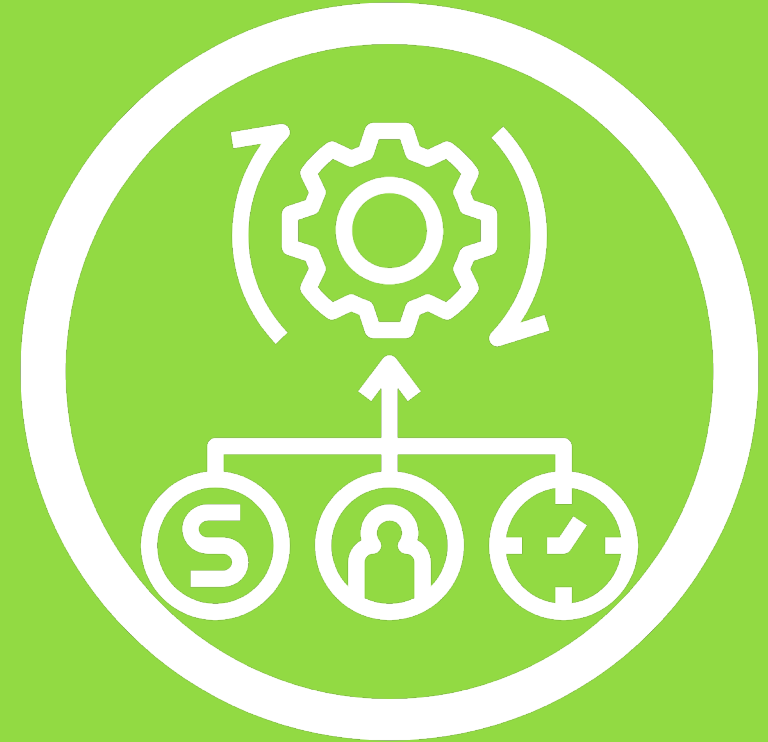
WORKSHOP THREE GOALS



support at committee-driven agenda



brainstorm next steps



identify resource needs

AGENDA: NEXT UP

1

Brainstorm/Small Group Discussion: Congestion Pricing Goals, Objectives, and Tactics

2

What's Next? Virtual Events & Resource Needs

SMALL GROUP BRAINSTORM

00003

GOALS + OBJECTIVES

1 **Ensure timely investment** of pricing revenue to support alternative modes

2 **Streamline the process** of obtaining discounts and exemptions

3 **Create a community oversight board** to steer implementation and accountability

4 **Fix the bus system** before implementing congestion pricing (+ other transit/mobility improvements?)

5 **Ensure regional coordination** before implementing congestion pricing

6 **Address enforcement issues** (e.g., over-policing)

▪ Insert additional goals here

DISCUSSION QUESTIONS

- 1** **What will it take** to make the goal, objective, or tactic a reality?
- 2** **Who** needs to be involved?
- 3** **What questions need to be answered** to ensure informed engagement?
- 4** **What are effective strategies** agencies can deploy to engage with communities on this issue?
- 5** **What strategies, techniques, or methods** should agencies avoid?

**WHAT'S
NEXT
00004**

VIRTUAL ENGAGEMENT

1
outline proposed
strategies
for virtual
engagement

2
work with
committee
members to
refine concepts

3
deliver detailed
engagement
strategy

12345

OVERVIEW

ENGAGEMENT GOALS



inform +
educate



provide a
platform



explore
impacts



propose
solutions



gather
input

ENGAGEMENT STRATEGIES



What virtual engagement strategies have worked for you?
(use the “raise hand” feature to share)

VIRTUAL ENGAGEMENT



livestream
discussions

Livestream discussions with CBO thought leaders with a chat feature for invited participants; record the program for future viewing

VIRTUAL ENGAGEMENT

Livestream discussions on Facebook

People's Virtual Town Hall

ACT LA: Alliance for Community Transit Los Angeles is live now.
5 minutes ago · 🌐

Can't pay your rent or mortgage on April 1? Concerned about workplace safety & job security? Houseless and worried about where to take shelter?
...
See More

Watching Now

79 1 Share

Angry Comment Share

Comments Up Next

Yes to Tenant Opportunity to Purchase Act (TOPA) and supporting Community Land Trusts and community ownership!
Love · Reply 3

Brandi V. Coleman kzkdsjshi, can we please make a point to call out the fact that 8 out of 15 of the council are landlords so we are all aware that they have vested interest in getting rent paid or rent forgiven
Wow · Reply 3

New Comment

Write a comment...

Edna Monroy, SAJE

Chat (42) Share Comment

12345

STRATEGIES

VIRTUAL ENGAGEMENT



short videos +
social media content

Create short videos or social media content regarding CBOs perspectives and work with CBOs to share with their respective audiences


VIRTUAL ENGAGEMENT

Social media content examples using Instagram

**Mobility Innovations:
POP QUIZ TIME!**

Q: What does "area pricing" mean?

A: Drivers pay a fee when they travel within a certain area.




What do you want to know about AREA PRICING? 🤔

Type something....

WHAT IS "AREA PRICING"?

- (A)** Drivers pay a fee whenever they enter a defined area
- (B)** Drivers pay a fee when they travel within an area
- (C)** Drivers pay a fee based on how far they travel
- (D)** An area where polluting vehicles are prohibited



Do you want area pricing in your downtown area to make air cleaner and reduce traffic?

YES | **NO**

VIRTUAL ENGAGEMENT

Social media content examples using Instagram

rtbcheerful 3h

What percentage of its money does the state of Massachusetts spend on housing?

1%	40%
62%	38%

This Instagram post features a dark background with a white text box containing the question. Below the question is a horizontal bar chart with four segments: a small green segment (1%), a large grey segment (62%), a red segment (40%), and a grey segment (38%).

rtbcheerful 3h

ANSWER:

1%

In a report, WBUR noted that Massachusetts spends about 40 percent of its money on health care, and one percent on housing. If health care leaders there start speaking out abo

This Instagram post has a grey background. The word 'ANSWER:' is centered in large black letters. Below it, '1%' is highlighted in a yellow box. The bottom half of the post contains a paragraph of text starting with 'In a report, WBUR noted...'.

How much do you LOVE the idea of a downtown with CLEAN AIR and LESS TRAFFIC?

🥰 _____

This Instagram post has a green-to-teal gradient background. It features a white text box with the question and a progress bar below it that starts with a 'love with hearts' emoji.

COUNTDOWN TO OUR VIRTUAL TOWN HALL

06 : 21 : 43

days hours minutes

This Instagram post has an orange-to-green gradient background. It features a white text box with the title 'COUNTDOWN TO OUR VIRTUAL TOWN HALL' and a digital timer showing 06 days, 21 hours, and 43 minutes.

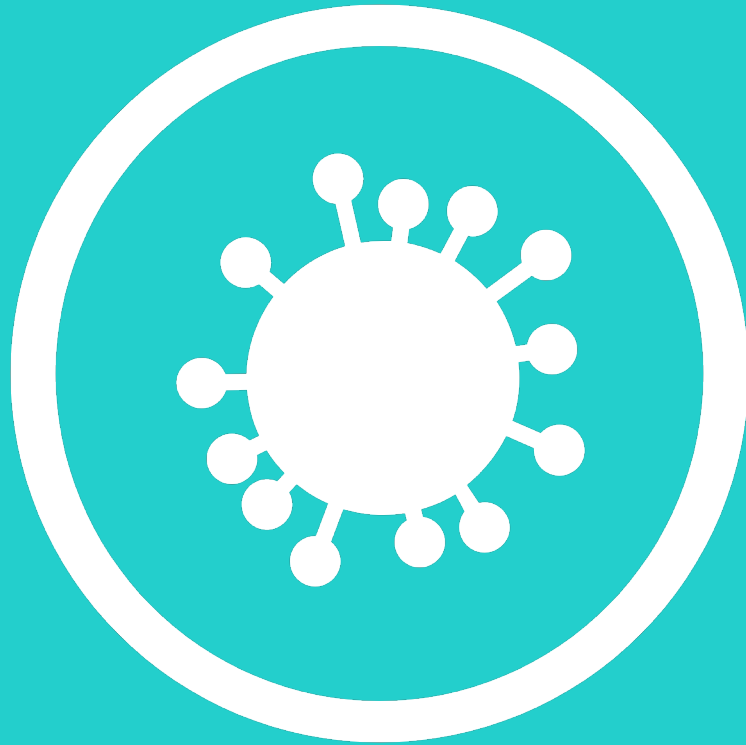
VIRTUAL ENGAGEMENT



historic
footage

Share historic footage of Los Angeles and the evolution of transportation on its streets, including via FB Watch Parties

VIRTUAL ENGAGEMENT



relate to
COVID-19 response

Relate mobility innovation concepts to COVID-19 situation so it remains relevant and abstract concepts become more salient

12345

STRATEGIES

VIRTUAL ENGAGEMENT



develop
website

Develop website which can serve as a depository for information best practices, worldwide examples, and potential ideas for Southern California

VIRTUAL ENGAGEMENT

Leverage game playing to illustrate consequences of choices upon different communities



game
play

12345

STRATEGIES

ACCESSIBILITY



multi-lingual



convenient



easy-to-access

THE DIGITAL DIVIDE



digital divide

Mind the digital gap! We need to be cognizant of the fact that many people don't have digital access and how do we include them in this process?

VIRTUAL ENGAGEMENT



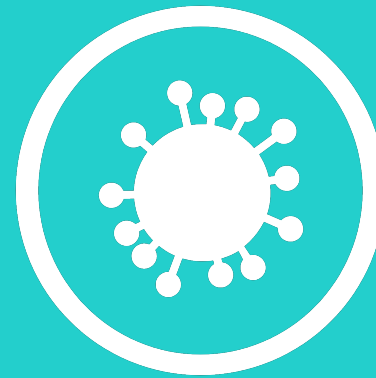
livestream discussions



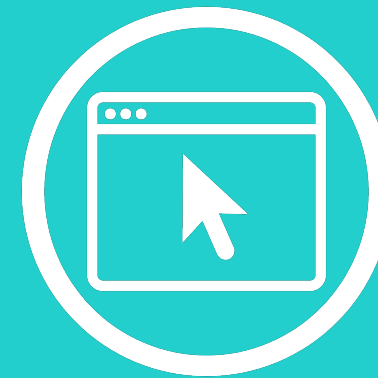
short videos



historic footage



tie to COVID-19 response



develop website



game play

12345

STRATEGIES

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