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
one mic, one speaker
assume good intent
move up, move back
respect confidentiality
challenge with care
be present
be mindful of time
others?
CHECK-IN & WORKSHOP 2 DEBRIEF
CHECKING IN

How are things going?
WORKSHOP TWO DEBRIEF

framing the issue

added nuance to equity indicators

began conversation re: goals and interventions
CONFIRM GOALS
AGENDA
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
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)
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
VIRTUAL ENGAGEMENT

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

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

- 1%
- 62%
- 40%
- 38%

**ANSWER:**

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

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

**COUNTROWN TO OUR VIRTUAL TOWN HALL**

0:6:21:43

STRAATEGIES
VIRTUAL ENGAGEMENT

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

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

- multi-lingual
- convenient
- easy-to-access
THE 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