



Transportation Seminar Series

*Friday, February 27, 2009
4 - 5 p.m. in 240 Bechtel Engineering Center*

Tilly Chang

Deputy Director for Planning
San Francisco County Transportation Authority

Congestion Pricing Initiatives in San Francisco: Forging the Path from Theory to Reality

Abstract: San Francisco's congestion pricing initiatives range from a feasibility study of area-pricing to an Urban Partnership grant-funded demonstration of variable pricing of parking to be implemented in the coming year. Ms. Chang will discuss these efforts, as well as plans for congestion pricing to support development plans on Treasure Island and a recent unsuccessful proposal to variably price Doyle Drive, the southern approach roadway to the Golden Gate Bridge. The talk will address strategic issues including how goals and objectives are defined, what constitutes "good project design" and the many ways planners engage with the public to ensure inclusive public involvement in decision-making.

Bio: Tilly Chang is the Deputy Director for Planning at the San Francisco County Transportation Authority. The Authority administers the Prop K half-cent local transportation sales tax program and is also the designated Congestion Management Agency (CMA) for San Francisco. In her post, Tilly oversees a multi-modal transportation planning program that includes development of the San Francisco Long Range Countywide Transportation Plan and Congestion Management Program. She spearheads several policy and planning efforts including two congestion pricing initiatives, multiple neighborhood, station and corridor planning studies, and the development of San Francisco's first full-featured BRT projects. Tilly previously worked as a Transport Officer at the World Bank, developing urban transportation projects in East Asia. She has also worked as a marketing manager at a technology start up and held posts at the Metropolitan Transportation Commission, the Federal Transit Administration, the Santa Clara County Valley Transportation Agency, and in private consulting. She holds a Master of Science degree in Transportation from the Massachusetts Institute of Technology and a Bachelor of Arts degree in Economics with a minor in City and Regional Planning from the University of California at Berkeley.

Please join us for a TRANSOC-sponsored cookie hour in the ITS library at 3:30 p.m.