1. PAC updates
2. The Greenlining Institute's Mobility Equity Framework
3. Goals and Evaluation Metrics
4. Outreach Updates
5. Next Steps
6. Public Comment
Updated Study Timeline

2019
JUL - SEPT
STEP 1
Draft Goals and Prepare for Public Engagement

2020
OCT - DEC
STEP 2
Listening Phase and Data Collection

JAN - APR
STEP 3
Develop Long List of Potential Program Features

MAY - AUG
STEP 4
Define Short List of Potential Program Features

SEP - NOV
STEP 5
Analysis to Identify Recommendation

2021
DEC - MAR
STEP 6
Recommendations, Next steps and Final Report
Session #1:
Why We are Studying Congestion Pricing
Wednesday, March 4
6pm-7:30pm

Session #2:
Congestion Pricing in Other Cities
Friday, March 27
9:30am-11:00am

Session #3: Data & Modeling
Wednesday, April 15
12:00pm-1:30pm
Mobility Equity Framework

Hana Creger
Building a nation where communities of color thrive and race is never a barrier to opportunity.
Problems

• Transportation injustices

• Lack of community power & engagement

• New mobility inequities
Mobility Equity Framework

- Increase access to mobility
- Reduce air pollution
- Enhance economic opportunities
Mobility Equity Framework

Step 1: Community Needs Assessment
- Determine Community-Identified Mobility Needs
- Educate Community on Mobility Equity
- Community Brainstorms Project Ideas

Step 2: Mobility Equity Analysis
- Equity Analysis of Projects
- Prioritization of Projects
- Project Proposals

Step 3: Community Decision-Making
- Voting
Step 1: Community Needs Assessment

Photo by Pamela Palma/TransForm
Step 2: Mobility Equity Analysis

Goal #1
Increase Access to Mobility
1. Affordability
2. Accessibility
3. Efficiency
4. Reliability
5. Safety

Goal #2
Reduce Air Pollution
6. Clean Air and Positive Health Benefits
7. Reduction in Greenhouse Gases
8. Reduction in Vehicle Miles Traveled

Goal #3
Enhance Economic Opportunity
9. Connectivity to Places of Employment, Education, Services, & Recreation
10. Fair Labor Practices
11. Transportation-Related Employment Opportunities
12. Inclusive Local Business & Economic Activity
Step 3: Community Decision-Making

Photo by Pamela Palma/TransForm
Mobility Equity Framework

- Community Needs Assessment
- Mobility Equity Analysis
- Community Decision-Making
- Step 1: Determine Community-Identified Mobility Needs
- Step 2: Educate Community on Mobility Equity
- Step 3: Community Brainstorms Project Ideas
- Project Proposals
- Prioritization of Projects
- Equity Analysis of Projects
- Voting
Thank You!

hanac@greenlining.org
@hanacreger
Goals & Evaluation Metrics
By reducing peak car trips downtown by at least 15%, we could...

- Get traffic moving
- Increase safety
- Clean the air
- Promote equity
Goals of congestion pricing:
get traffic moving
## Goals of congestion pricing: get traffic moving

<table>
<thead>
<tr>
<th>METRIC</th>
<th>TARGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vehicle trips</td>
<td>Decrease peak period vehicle trips by 15%</td>
</tr>
<tr>
<td>Vehicle delay</td>
<td>● Decrease the amount of time vehicles are sitting in traffic</td>
</tr>
<tr>
<td></td>
<td>● Decrease the amount of time that transit vehicles are sitting in traffic</td>
</tr>
<tr>
<td>Person trips</td>
<td>Maintain the number of daily person trips</td>
</tr>
<tr>
<td>Transit crowding</td>
<td>Decrease time spent in crowded conditions on transit</td>
</tr>
</tbody>
</table>
Goals of congestion pricing: get traffic moving

- Congestion has reached record levels in northeast SF
- Auto speeds have declined 28% since 2009
- Transit speeds average 6 mph

Source: SFCTA Congestion Management Program
Goals of congestion pricing: increase safety
Goals of congestion pricing: increase safety

<table>
<thead>
<tr>
<th>METRIC</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Crashes</td>
<td>Decrease fatal and serious injury crashes in the study area</td>
</tr>
</tbody>
</table>
Traffic fatalities are not declining toward 2024 goal of zero

Most traffic deaths are people walking
Goals of congestion pricing: clean the air
Goals of congestion pricing: clean the air

<table>
<thead>
<tr>
<th>METRIC</th>
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<tbody>
<tr>
<td>Greenhouse gas emissions</td>
<td>Reduce greenhouse gas emissions</td>
</tr>
<tr>
<td>Local emissions</td>
<td>Reduce unhealthy particulate emissions (PM2.5)</td>
</tr>
<tr>
<td>Mode share</td>
<td>Increase share of person trips by sustainable modes</td>
</tr>
<tr>
<td></td>
<td>(transit, walking, bicycling)</td>
</tr>
</tbody>
</table>
Clean the air

The transportation sector has not kept up with the GHG reductions gains made by other sectors.

San Francisco’s GHG Emissions by Sector 1990 – 2017

Source: SF Department of the Environment
Unhealthy air pollution is concentrated in:

- Northeast SF
- Disadvantaged communities near high-traffic roads

Source: SFCTA SF-CHAMP 2015 Base Year Estimate, EMFAC
Goals of congestion pricing:
clean the air

- 52% of daily trips are sustainable (non-auto)
- City goal is 80% sustainable trips

Source: SFCTA SF-CHAMP 2015 Base Year Estimate
Goals of congestion pricing: promote equity
## Goals of congestion pricing:
### promote equity

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<tr>
<td><strong>Travel time</strong></td>
<td>Decrease travel time downtown from communities of concern</td>
</tr>
<tr>
<td><strong>Travel costs</strong></td>
<td>Maintain travel costs as a percent of household income for low-income households</td>
</tr>
<tr>
<td><strong>Job access</strong></td>
<td>Increase the number of jobs within 30 minutes by auto or 45 minutes by transit from communities of concern</td>
</tr>
<tr>
<td><strong>Distribution</strong></td>
<td><strong>Metrics for Goals 1, 2, &amp; 3</strong> Segmentated by income level</td>
</tr>
</tbody>
</table>
# Income Definitions

<table>
<thead>
<tr>
<th>GROUP</th>
<th>AREA MEDIAN INCOME RANGE</th>
<th>DOLLAR RANGE FOR FAMILY OF FOUR</th>
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<tbody>
<tr>
<td>Very Low</td>
<td>&lt; 55%</td>
<td>&lt; $65,100</td>
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<tr>
<td>Low</td>
<td>55% – 80%</td>
<td>$65,100 – $94,700</td>
</tr>
<tr>
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<td>Middle</td>
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Of all downtown trips during morning peak, only 13% are low-income auto trips.
Promote Equity

Most drivers are in two highest income groups

Low-income drivers make only 25% of all driving trips

Source: SFCTA, SF-CHAMP 2015 Base Year Estimate
Goals of congestion pricing:

- Promote equity

- Lower-income people have slower trips downtown from all directions

Source: SFCTA SF-CHAMP 2015 Base Year Estimate
Additional community priorities:

1. Support the overall stability of communities of concern and other disadvantaged groups

2. Support local businesses and the arts
Activity
Break into groups

At your table...

a. Review updated goals
b. Review metrics
c. Discuss: These goals guide how we measure the effectiveness of potential policy designs. Do you think this will get us there? Is anything missing? What should we change?
1. **Dive deeper on one priority goal**
   - Does the goal feel valuable and relevant? Why/why not?
     
     If not, what could be better?
   - Do these metrics feel relevant/like a good representation of the goal? Why/why not?
     
     If not, what could be better?

2. **Discuss the next goal & repeat**
Discussion

Changes, Ideas, etc.
Share outs
Co-creation Workshops

Done
Tenderloin: Central City SRO
District 11: D11 Mobility Justice Committee
Engagement Update
Engagement Update
Co-creation Workshops

In progress
Bayview w/ Young Community Developers
Commuters w/ SEIU
Oceanview, Merced Heights, Ingleside w/ SF State
Chinatown w/ Chinese Newcomers
SoMa
Visitacion Valley w/ APA Family Support
Mission w/ MEDA
Western Neighborhoods
SPUR: SF, East Bay, San Jose
Engagement Update

Seeking Co-Creation Co-hosts

SoMa

East Bay Displaced

Treasure Island
Engagement Update

Community meetings
Engagement Update

Briefing papers

Where might the money go?
San Francisco's Downtown Congestion Pricing Study evaluated four different options for congestion pricing and could be used to improve public transportation, reduce congestion, and enhance the city's overall economy. The options include: regional pricing, corridor pricing, neighborhood pricing, and district pricing. Each option has its own set of benefits and drawbacks, and the city council will need to carefully consider the trade-offs before making a decision.

How does congestion pricing work?
Congestion pricing is a form of road pricing that uses economic incentives to reduce traffic congestion. In San Francisco, this could take the form of a fee that is charged to drivers who enter the congestion-pricing zone during peak travel times. The fee would be based on a sliding scale, with higher fees charged during times of heavier traffic.

How might congestion pricing advance equity in San Francisco?
Traffic congestion affects urban areas, however, San Francisco's proposed congestion-pricing policy is designed to mitigate the impacts on low-income and minority communities. The policy would require that 30% of the revenues generated from congestion pricing be reinvested in transportation projects that benefit these communities. This would help to ensure that congestion pricing is a fair and equitable solution for all San Franciscans.

How San Francisco will determine its congestion pricing investment plan
San Francisco's congestion-pricing plan is based on the city's comprehensive transportation strategy, which includes a range of initiatives to improve public transportation, reduce congestion, and enhance the city's overall economy. The plan will be evaluated on an ongoing basis to ensure that it continues to meet the needs of San Francisco's residents.

Summary of San Francisco's proposed 2018 investment plan
The proposed investment plan includes a range of initiatives to improve public transportation, reduce congestion, and enhance the city's overall economy. The plan includes investments in street improvements, public transportation projects, and transportation demand management. The plan will be evaluated on an ongoing basis to ensure that it continues to meet the needs of San Francisco's residents.
Engagement Update

Regional Outreach

1:1 meetings with CBOs

Labor organizations

Intercept outreach at transit stations

SFMTA parking garages
What’s Next

- Continued engagement
- Update goals & metrics
- Develop long list of program options
- Preliminary analysis of program options
- PAC Meeting #4
Thank you.
sfcta.org/downtown

San Francisco
County Transportation Authority
Additional Existing Conditions Data
San Francisco Morning Period Speeds on Surface Arterials, 2009 – 2019

- Northeast San Francisco is the most congested part of the city
- Auto speeds have declined by 28%
- Transit speeds have declined less, but are slower overall

Source: SFCTA Congestion Management Program
## Income Definitions

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Travel in NE SF Today

Of all downtown trips during morning peak, only 13% are low-income drivers

Source: SFCTA, SF-CHAMP 2015 Base Year Estimate
Travel in NE SF Today

Most drivers are in two highest income groups

Low-income drivers make only 25% of all driving trips

Percent of Morning Peak Car Trips by Income

- VERY LOW: 49%
- LOW: 14%
- MODERATE: 18%
- MIDDLE: 11%
- HIGH: 8%

Source: SFCTA, SF-CHAMP 2015 Base Year Estimate
Increase Safety

Traffic fatalities are not declining toward 2024 goal of zero

Most traffic deaths are people walking

Traffic Fatalities by Mode in San Francisco, 2010 – 2019

Note: Excludes freeway fatalities
Sources: SWITRS, SF Police Department
Clean the Air

- Transportation sector has not kept up with GHG reductions made by other sectors

San Francisco’s GHG Emissions by Sector, 1990-2017

Source: SF Department of the Environment
Clean the Air

Transportation makes up significantly more of San Francisco’s emissions than it did in 1990

San Francisco’s CO2 Emissions by Sector, 1990 – 2017

Source: SF Department of the Environment
Clean the Air

Pollution is concentrated in northeast SF and disadvantaged communities near high-volume roadways.
Clean the Air

Sustainable (non-auto) trips make up 52% of daily trips

City goal is 80% sustainable trips

Source: SFCTA, SF-CHAMP 2015 Base Year Estimate
Promote Equity

The lowest income people from San Francisco have the longest travel times to northeast SF. This pattern is not as clear for regional travelers to northeast SF.

Source: SFCTA, SF-CHAMP 2015 Base Year Estimate
Promote Equity

Lower-income people have slower trips downtown from all directions

Travel Speeds for Weekday Trips To, From, and Within Northeast San Francisco by Income

Source: SFCTA, SF-CHAMP 2015 Base Year Estimate