

DOWNTOWN CONGESTION PRICING STUDY

Policy Advisory Committee

Session 5



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Agenda

1. **Welcome + Logistics**
2. **Introductions**
3. **Scenarios + Input**
4. **Outreach Updates**
5. **Next Steps**
6. **Public Comment**



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Logistics

Meeting facilitation (Colin)

Zoom process + Tech
Questions (Abe and Paige)

Meeting materials available
at sfcta.org/PAC5



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Using Zoom



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View participants + chat screen



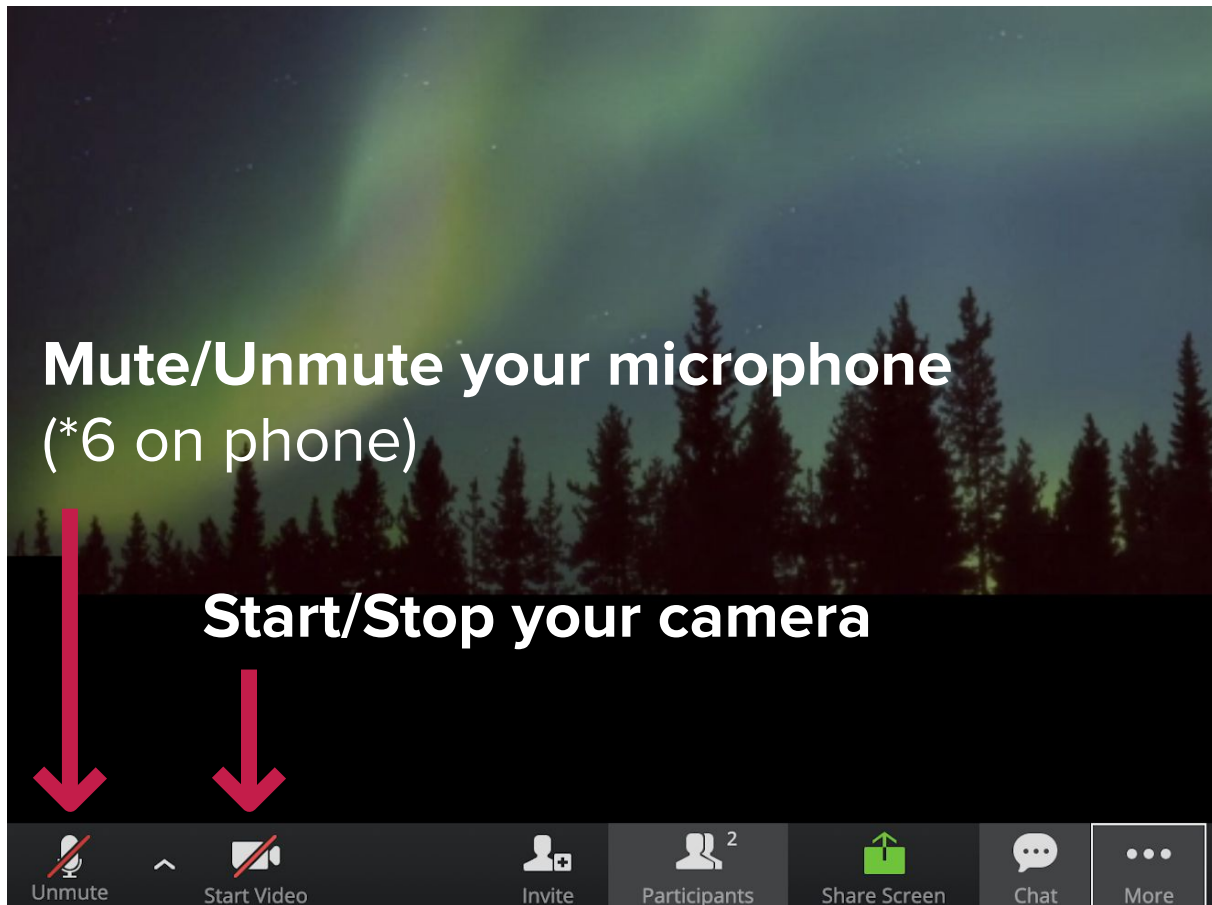
Using Zoom

Mute/Unmute your microphone
(*6 on phone)

Start/Stop your camera



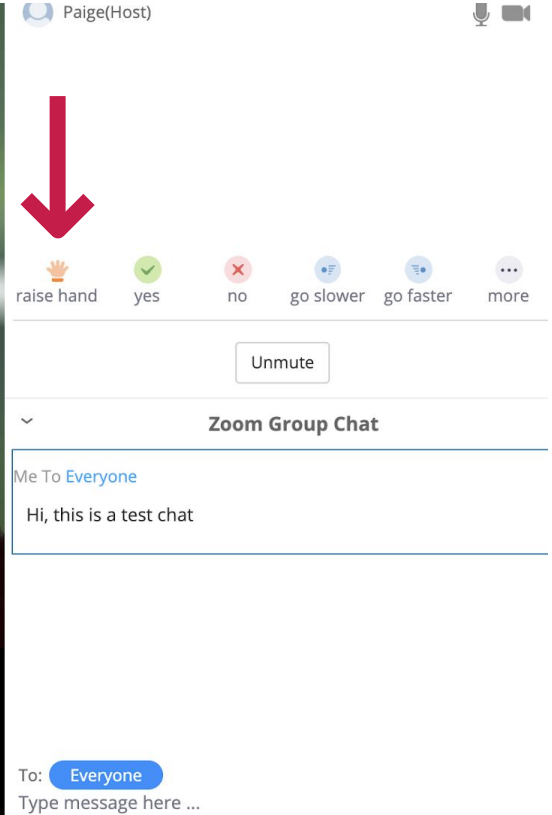
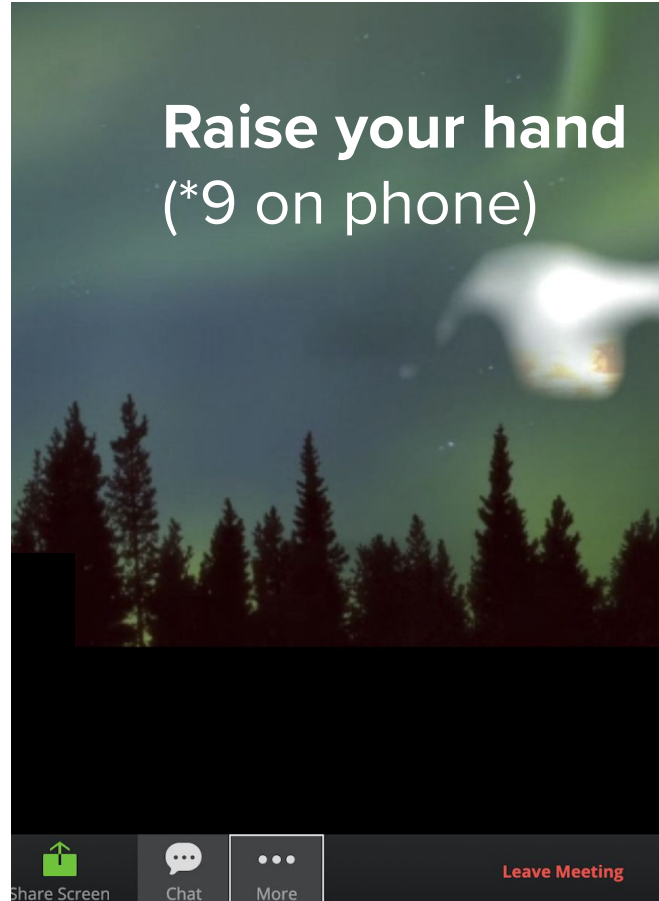
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Using Zoom



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Using Zoom: PAC Members

- Update your name and organization in Zoom



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Using Zoom: Members of the Public

2 public comment opportunities during meeting (1 min/person)

- Verbal public comment:
raise your hand (*9 on phone)
- Submit comments via chat
to **Paige**



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Using Zoom

Having trouble?

- Tell Abe/Paige in the chat (if you can)
- Text 415-930-3132



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Introductions

Transportation
Authority Staff

PAC Members - introduce
yourself and your
organization via chat

Text 415-930-3132 if having
trouble with Zoom



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Scenario Analysis



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Screening process



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ROUND 1

Basic Design

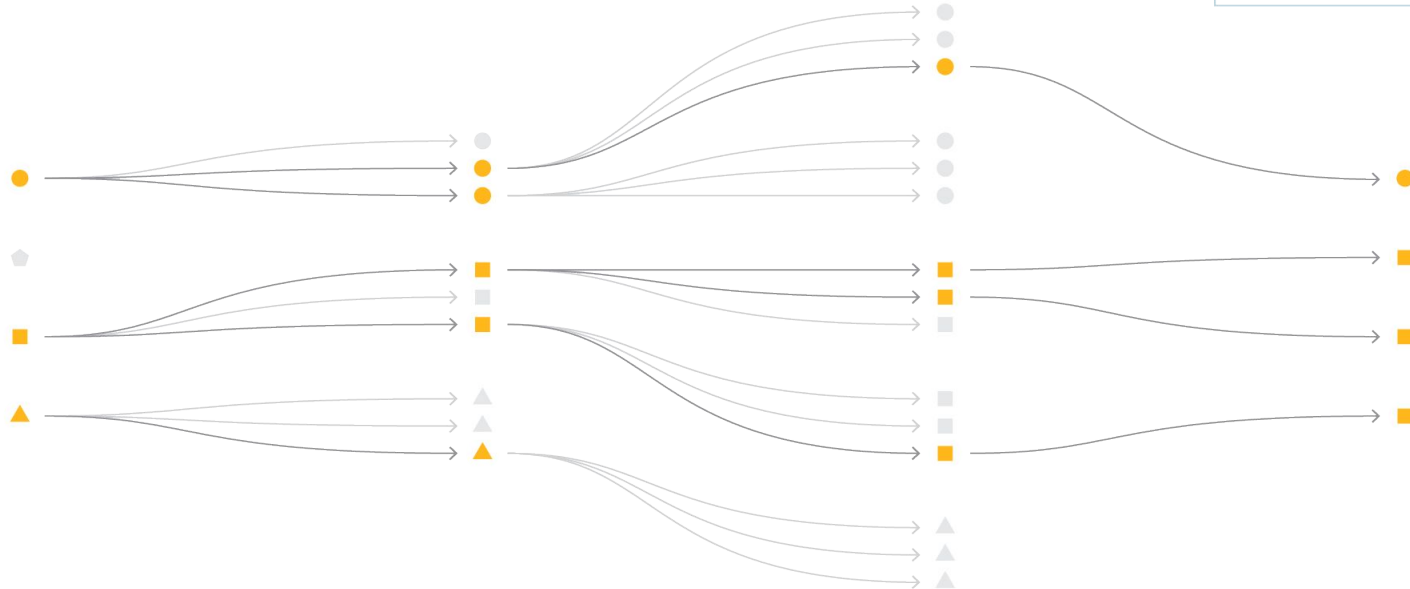
ROUND 2

Investments

ROUND 3

Discounts and
Exemptions

High performing
scenarios identified
for further
consideration



The target

Reduce peak car trips downtown by at least

15%

from 2019 levels

The fee amount for each of the following scenarios is the lowest charge that results in a 15% decrease in peak car trips.



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Round 1

Basic Design



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Configurations



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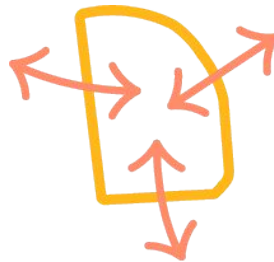
Peak Direction

Only trips in
the peak
direction pay
the fee



Inbound

Only trips
going into
downtown pay
the fee



Bidirectional

All trips that
cross the
congestion
zone boundary
pay the fee



Area

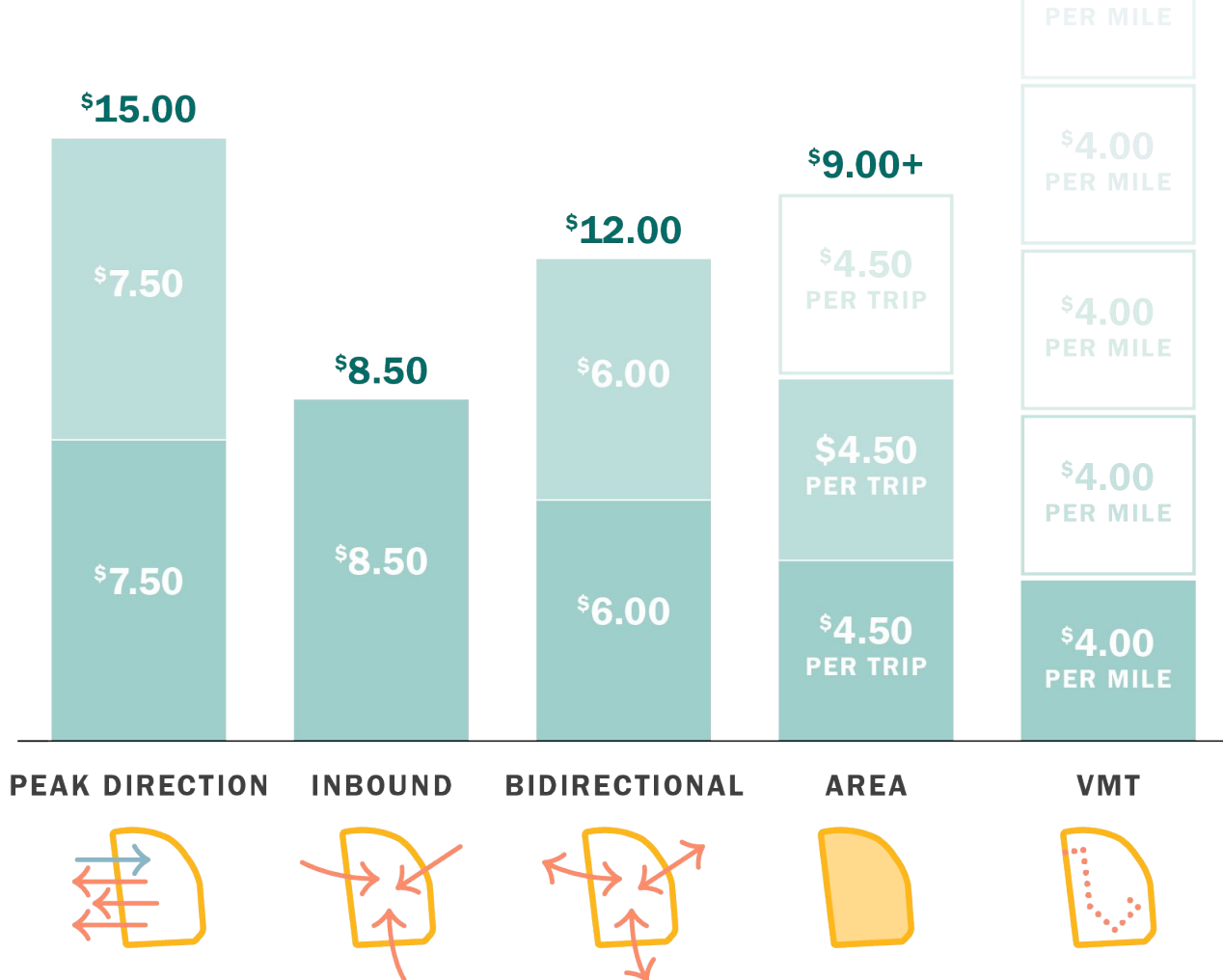
All trips that
touch the
congestion
zone pay
the fee



Vehicle Miles Traveled

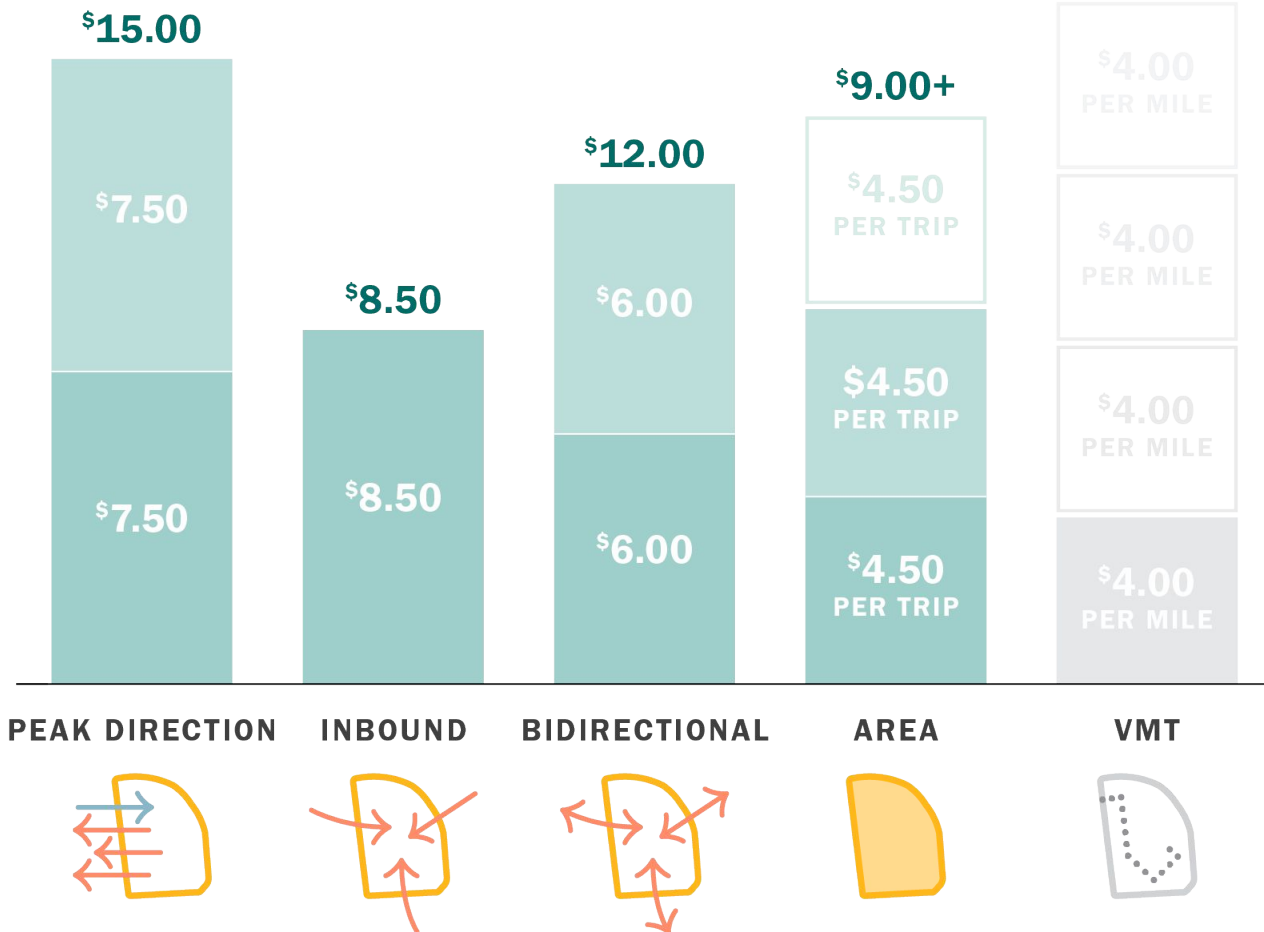
A fee is paid
for every mile
that any trip
takes within the
congestion
zone

Cost per peak-period round trip



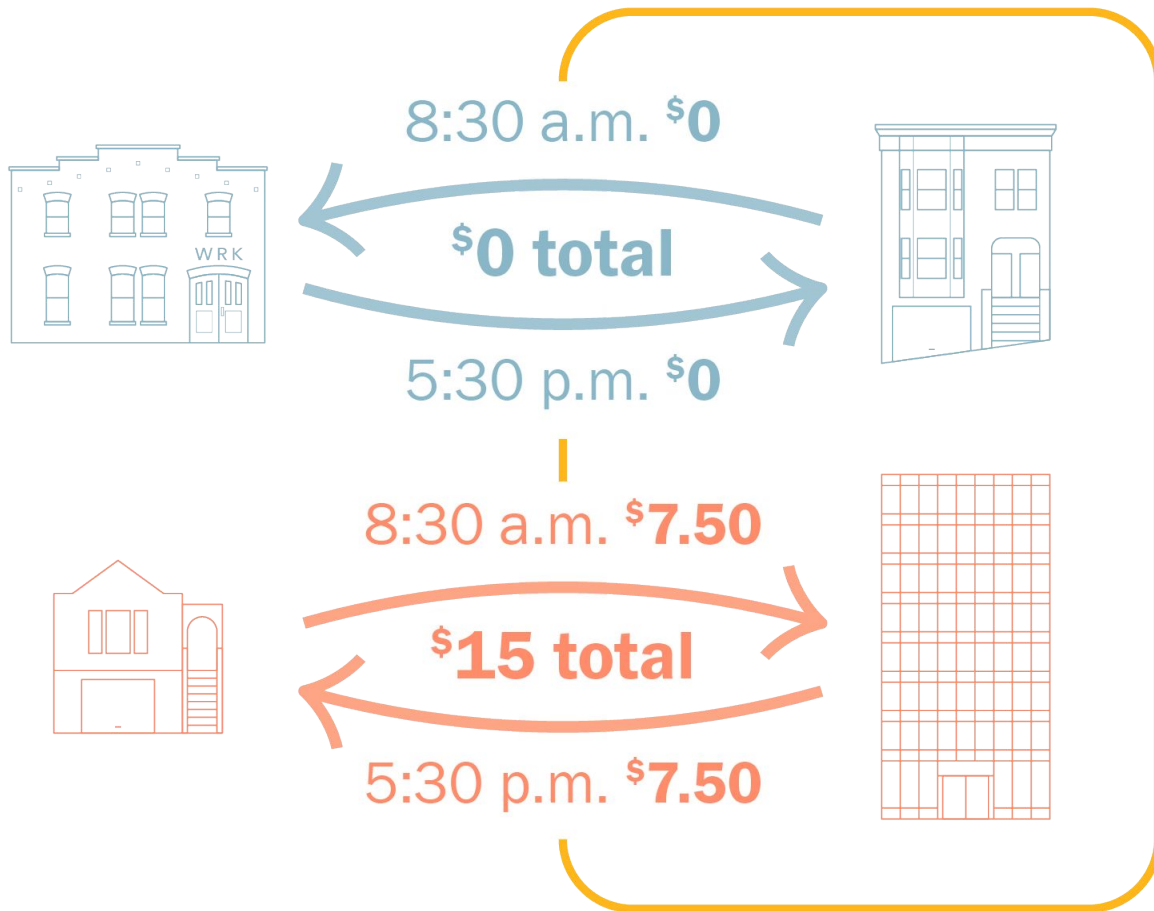
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Cost per peak-period round trip



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Peak direction pricing flaw



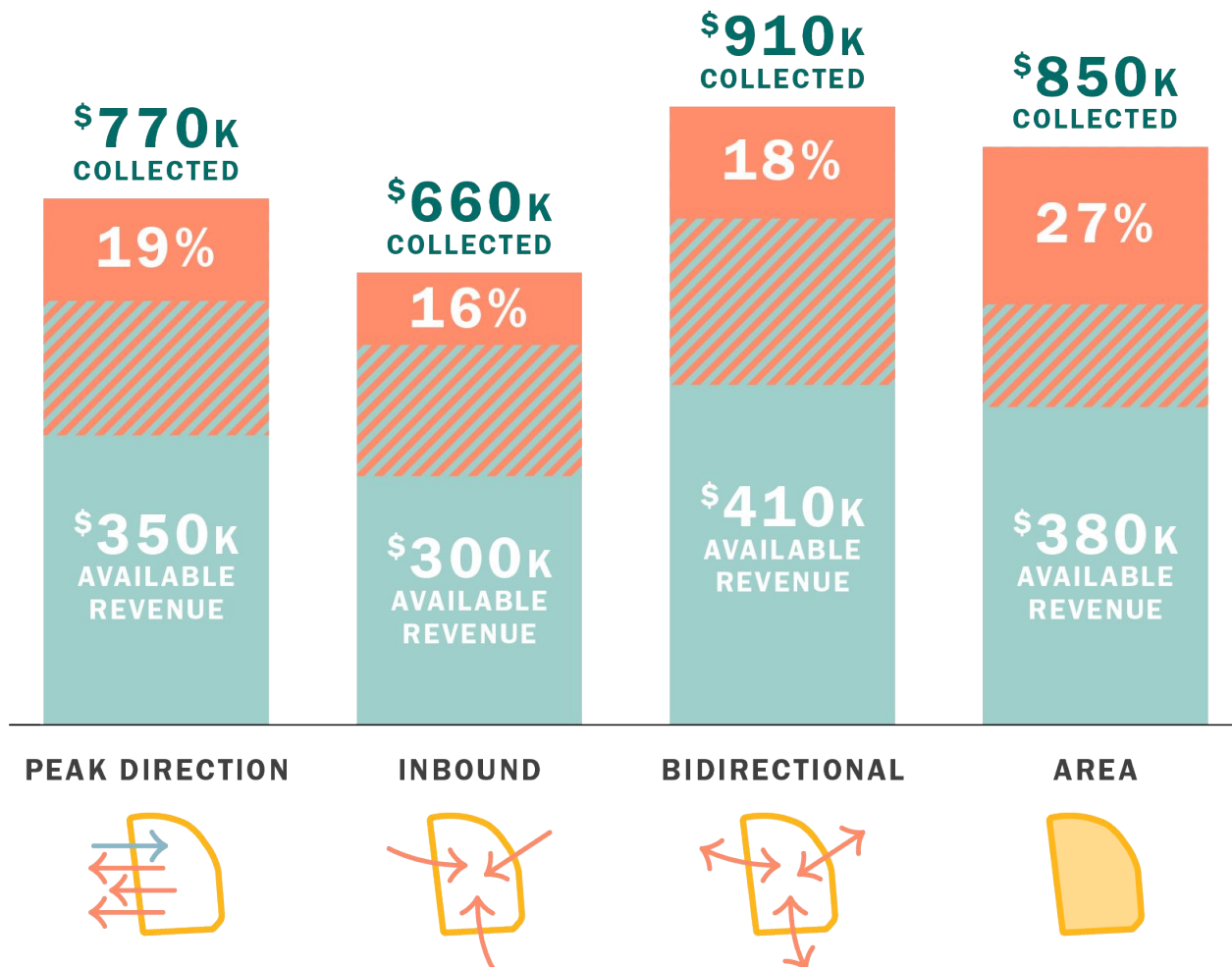
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DRAFT

Revenue and Costs

- Low program costs
- High program costs
- Available revenue

*Revenue and costs are estimates based on preliminary analysis, and are subject to change



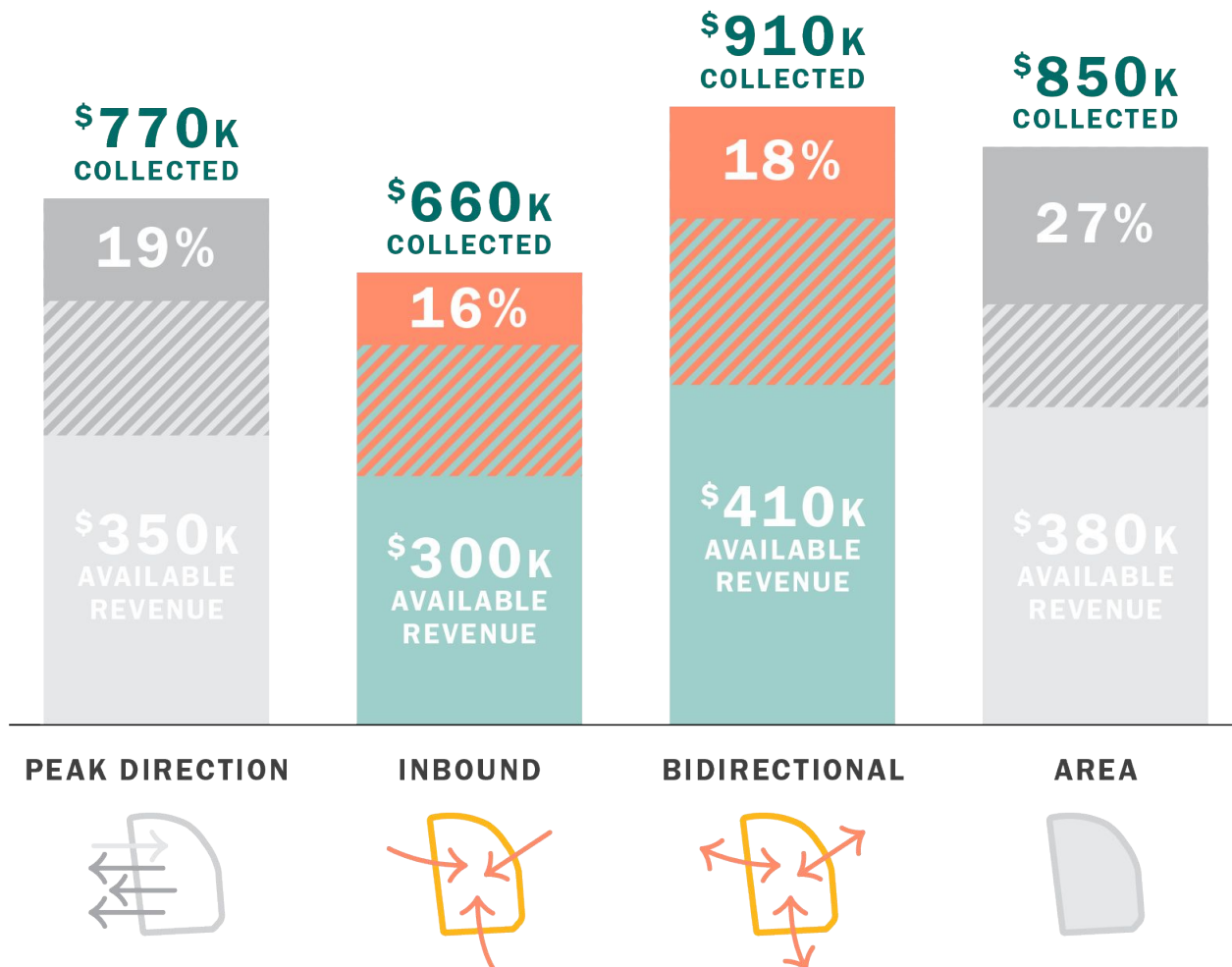
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DRAFT

Revenue and Costs

- Low program costs
- High program costs
- Available revenue

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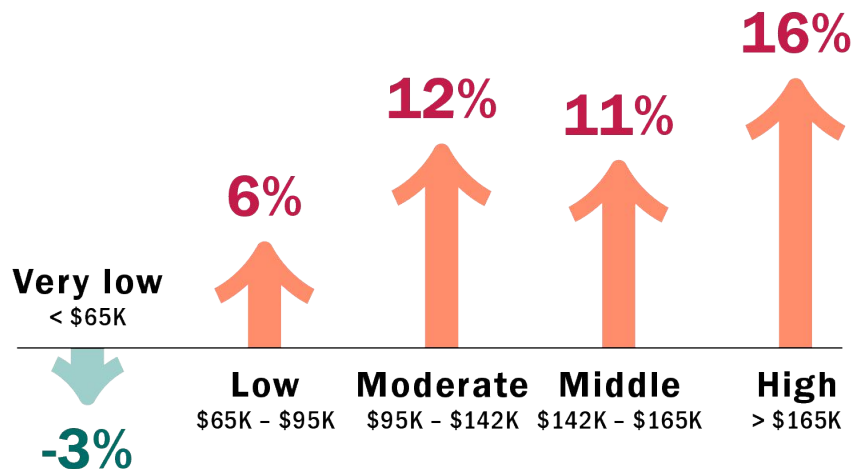
Change in Cost per Person, Daily



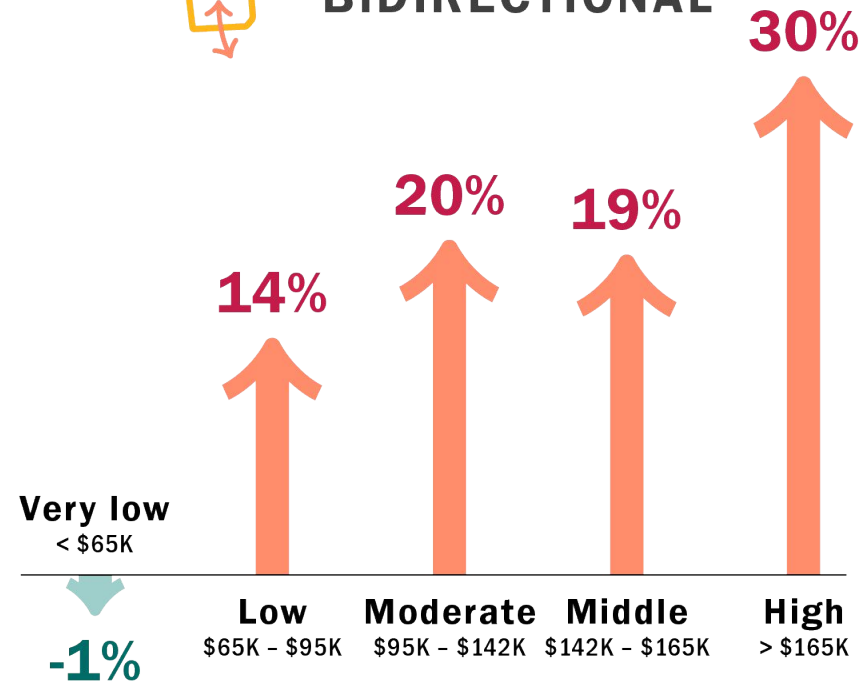
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INBOUND



BIDIRECTIONAL



Results are without any driving discounts. Costs are out-of-pocket expenses including auto operating and maintenance costs, bridge tolls, taxi and tnc fares, transit fares. Costs exclude parking and vehicle purchase.

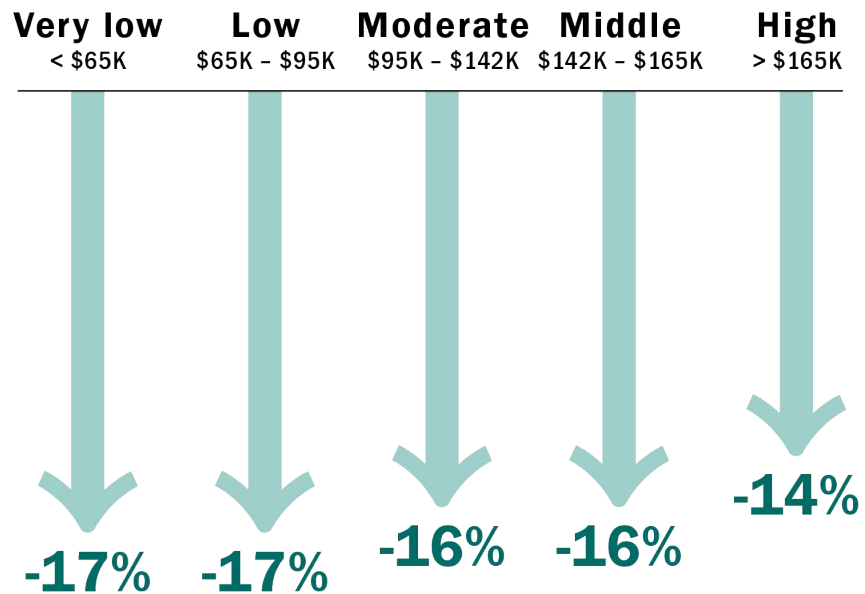
Change in Vehicle Trips, Combined Peak Periods



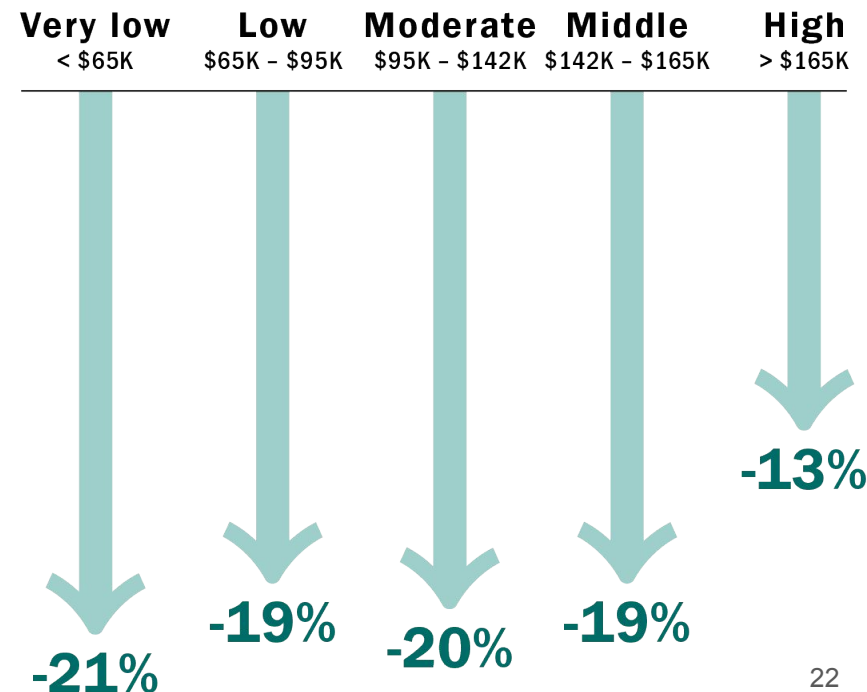
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INBOUND



BIDIRECTIONAL



Results are without any driving discounts.

Key Findings: Round 1

Inbound cordon is best performer

- Meets 15% vehicle trip reduction target with lowest daily traveler costs
- Requires \$8.50 fee per transaction
- Has lowest capital and operating costs

Without driving discounts, all scenarios disproportionately reduce driving trips among lower-income people



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Screening process



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ROUND 1

Basic Design

ROUND 2

Investments

ROUND 3

Discounts and
Exemptions

High performing
scenarios identified
for further
consideration

PEAK DIRECTION



INBOUND



BIDIRECTIONAL



AREA



VMT



Screening process



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PEAK DIRECTION



INBOUND



BIDIRECTIONAL



AREA



VMT



Round 2

Investments



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Key Findings: Round 2

Transit service increase of at least 23% would alleviate crowding

- Inbound cordon revenue sufficient to fund this increase
- More transit service does not further reduce driving
- Additional revenue could be used to fund more service or other priorities



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Screening process



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PEAK DIRECTION



INBOUND



BIDIRECTIONAL



AREA



VMT



None

15%

23%

29%

37%

Screening process



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Basic Design

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PEAK DIRECTION



INBOUND



BIDIRECTIONAL



AREA



VMT



None

15%

23%

29%

37%

Round 3

Discounts and Exemptions

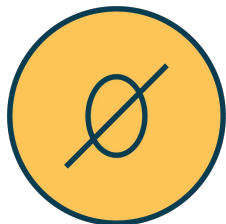


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Low Income Driver Discount Packages



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No Discounts

\$8.50 fee

No driving discounts

23% transit service
investment



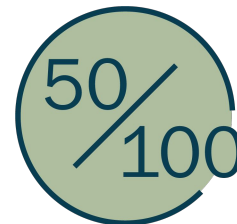
Moderate Discounts

\$10.00 fee

50% low-income
driver discount

50% very-low-income driver
discount

23% transit service
investment



More Discounts

\$12.00 fee

50% low-income
driver discount

100% very-low-income
driver discount

23% transit service
investment

Vehicle Trip Reduction



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NO DISCOUNTS

Very low

< \$65,100

Low

\$65,100 - \$94,700

Moderate

\$94,700 - \$142,100

Middle

\$142,100 - \$165,500

High

> \$165,500

-17.4%

-17%

-15.5%

-16.4%

-13.6%

Vehicle Trip Reduction



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MODERATE DISCOUNTS

Very low

< \$65,100

Low

\$65,100 – \$94,700

Moderate

\$94,700 – \$142,100

Middle

\$142,100 – \$165,500

High

> \$165,500

-15.7%

-12.2%

-16.9%

-17.9%

-14.9%

Vehicle Trip Reduction



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MORE DISCOUNTS

Very low

< \$65,100

-6.6%

Low

\$65,100 – \$94,700

-13.6%

Moderate

\$94,700 – \$142,100

-18.6%

Middle

\$142,100 – \$165,500

-18.9%

High

> \$165,500

-16.1%

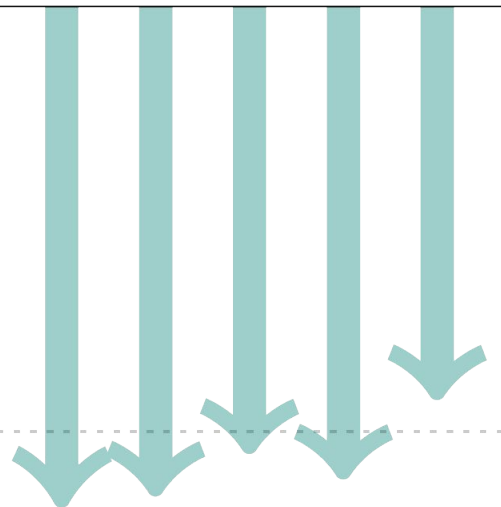
Vehicle Trip Reduction



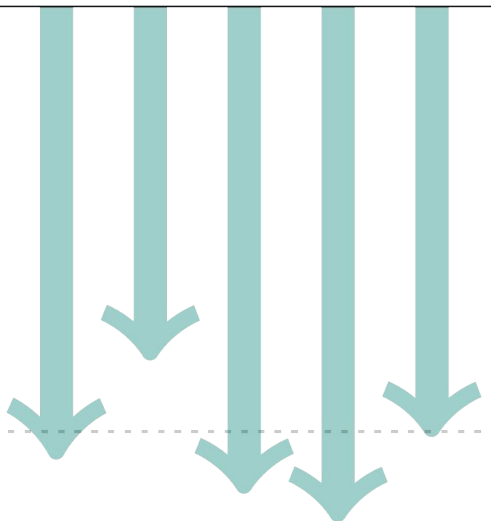
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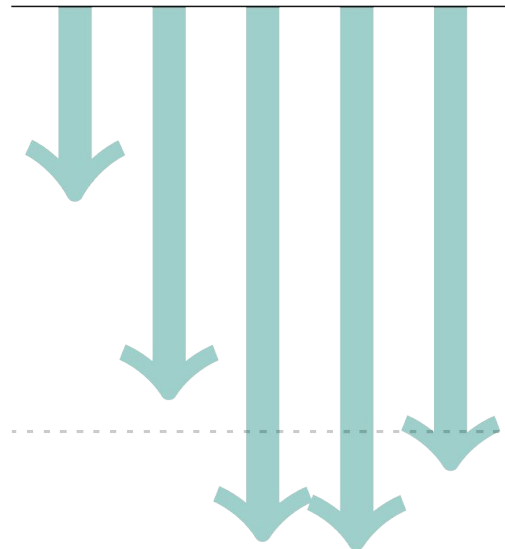
V. LOW LOW MOD. MIDDLE HIGH



V. LOW LOW MOD. MIDDLE HIGH



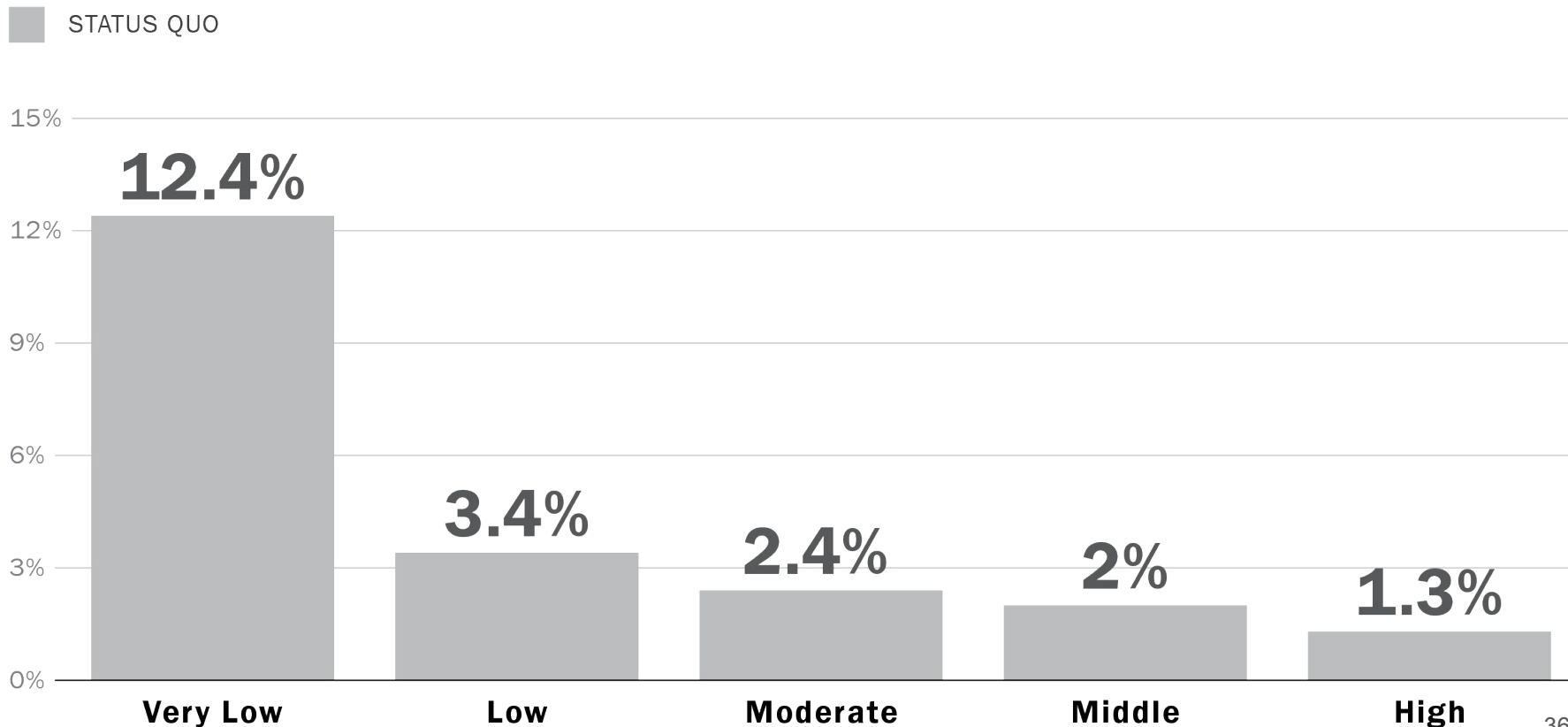
V. LOW LOW MOD. MIDDLE HIGH



Cost as % of income for all travelers



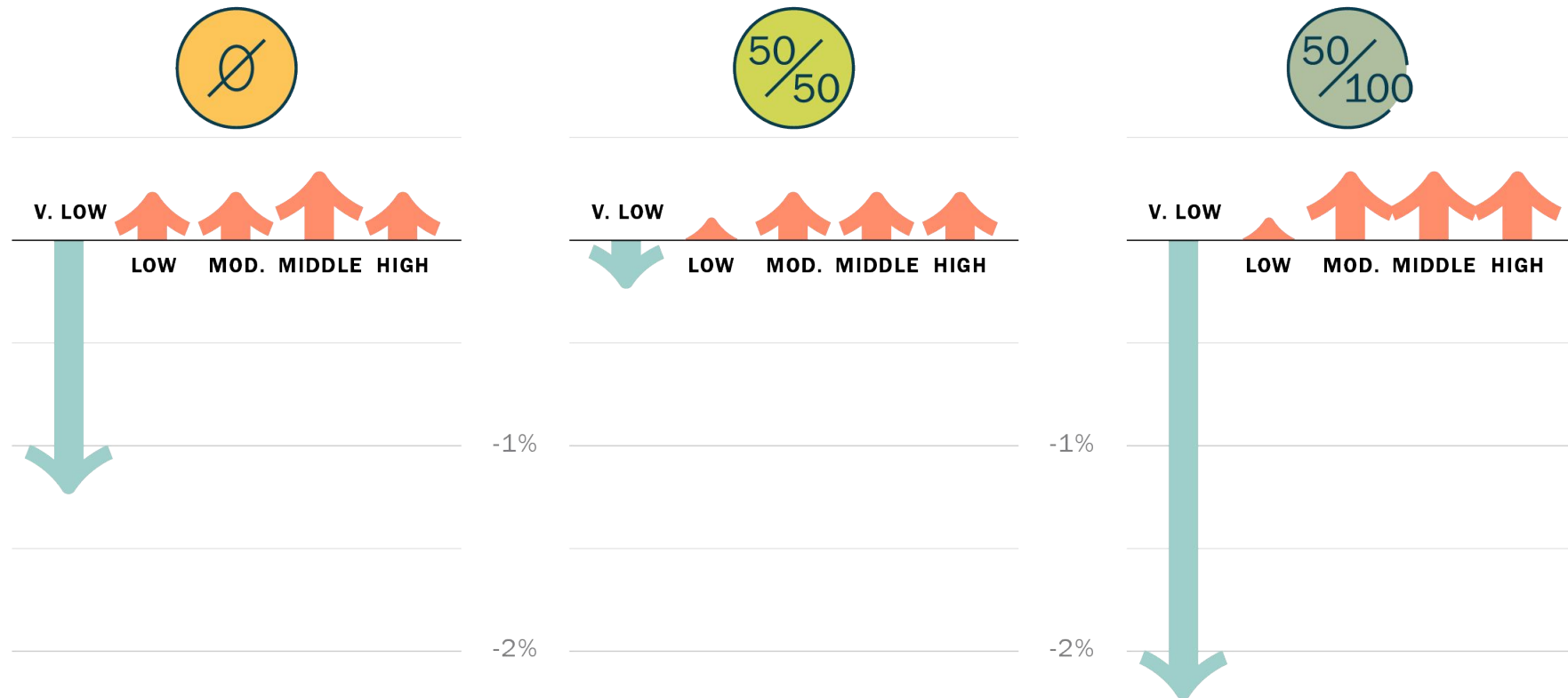
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Change in cost as % of income – all travelers



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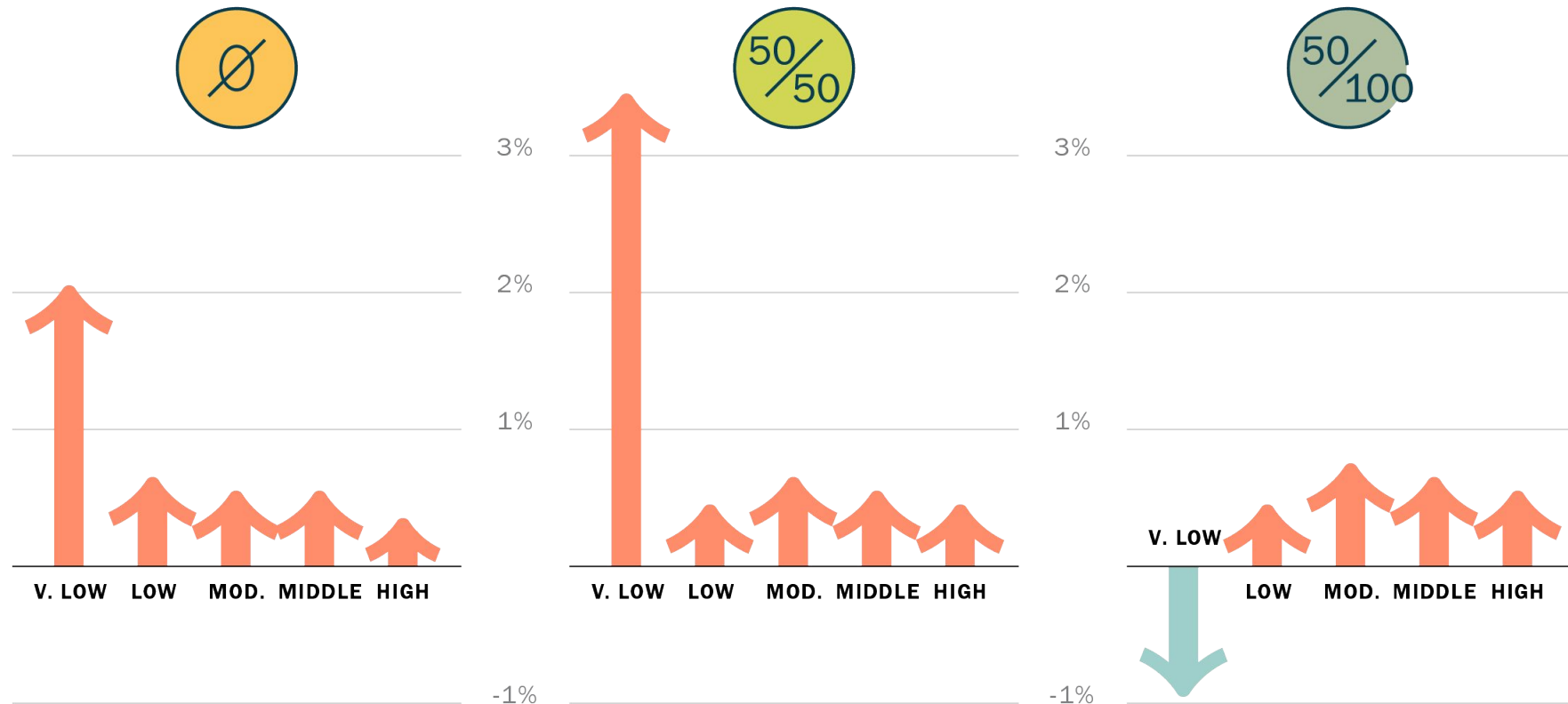


Costs are out-of-pocket expenses including auto operating and maintenance costs, bridge tolls, taxi and tnc fares, transit fares. Costs exclude parking and vehicle purchase.

Change in cost as % of income – drivers



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Costs are out-of-pocket expenses including auto operating and maintenance costs, bridge tolls, taxi and tnc fares, transit fares.
Costs exclude parking and vehicle purchase.

Key Findings: Round 3

Driving discounts reduce or maintain low-income traveler costs

- Income-based driving discounts increase the base price to \$10 – 12
- Inbound cordon revenue can fund driving discounts and transit service increase
- Higher discount levels result in a more equitable distribution of changes in driving



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Screening process



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ROUND 1

Basic Design

ROUND 2

Investments

ROUND 3

Discounts and
Exemptions

High performing
scenarios identified
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PEAK DIRECTION



INBOUND



BIDIRECTIONAL



AREA



VMT



None

15%

23%

29%

37%



Screening process



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PEAK DIRECTION



INBOUND



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AREA



VMT



None

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Screening process



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PEAK DIRECTION



INBOUND



BIDIRECTIONAL



AREA



VMT



None

15%

23%

29%

37%



Other discounts & subsidies

Some discounts can be easily accommodated, while others may come with trade-offs

- A maximum daily charge cap can be added with minimal effect on the program
- Zone resident discounts will increase cost to others, while likely reducing revenue available for other subsidies
- A \$1 bridge toll rebate likely benefits higher income drivers
- Narrow transit discounts may work, but bigger discounts for more people exceed estimated available revenue under options analyzed
- Discounts for drivers with disabilities are appropriate and require additional analysis



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Feedback from the Community



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Co-Creation



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Co-Creation



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SUBSIDY



Low-income driver discounts

Provide discounts to the
congestion fee based on income.

Example low-income definition based
on household size: 1 person < 65k
annually, 2 people < 75K, 3 people < 85k,
4 people < \$95k

SPEND

2

TOKENS

INVESTMENT



Transit improvements

Provide more frequent
buses on 10 congested or
underserved routes.

SPEND

1

TOKEN

FEE



\$5 peak period fee

Charge \$5 to drive into or out
of downtown during morning or
evening rush hours

COLLECT

10

TOKENS

Takeaways from co-creation to date

- Average preferred fee selected to cover desired investments/discounts: \$5 – \$5.50 (bidirectional)
- Investments: transit improvements, safety upgrades
- Discounts/Exemptions: Low-income transit, driver discounts
- Common themes:
Transparency, fairness

Conclusions should be considered **preliminary** as these only represent takeaways from Bayview, Tenderloin, and Excelsior workshops



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Community Presentations

Potrero Boosters,
Urban
Environmentalists,
SBRMBNA, Dogpatch
Merchants
Association, Union
Square BID



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- Desire for increased transit service
- Desire for exemptions/discounts for zone residents
- Interest in improving air quality
- Surprise that majority of traffic downtown comes from within SF
- Concern about boundaries dividing neighborhoods

Where do we go from here?

- 50/100 best advances our goals
- Co-creation to date has indicated interest in more transit discounts
- Your feedback today will help us determine what to incorporate in the next stage of analysis



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Now: Questions about the analysis

Breakout sessions: Feedback + discussion

Group reconvenes: Share-outs + PAC discussion

Public comment



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Breakout Sessions

PAC members are currently in breakout sessions and will return shortly

Members of the public are encouraged to provide feedback via google form at sfcta.org/pac5



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Breakout Sessions

Discussion Questions:

- What are your initial reactions?
- Do the options with discounts advance equity? Would you make changes?
Eg. Increase base fee to provide more discounts or subsidies
- What do you think about moving ahead with inbound only?
- What do you want to know from community members to help make decisions about these trade offs?



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Share outs + Discussion



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Public Comment



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Outreach Updates



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Outreach adjustments for Shelter- in-Place



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Our Challenge

- Can we replicate co-creation digitally?
- How can we reach populations of low-income individuals, people of color, seniors, and people with low-digital access?



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Remote Outreach

Engagement Tools

- Remote co-creation
- SMS texting conversations
- Digital/telephone town hall
- Virtual meetings with interested stakeholder groups



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Remote Co-Creation Approach

- With CBO Partner:
Community members sign up
for a session time
- Receive physical kits in mail or
play the game online
- Join a call or webinar with SFCTA
- Collaboration with household
members, friends encouraged



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Remote Outreach

Engagement Tools

- Remote co-creation
- Phone, SMS texting conversations
- Digital/telephone town hall
- Virtual meetings with interested stakeholder groups



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Remote Outreach

Publicity Tactics

- Low/no-contact distribution of flyers + door hangers
- In-language advertising (news/radio)
- Engaging senior-serving orgs, nonprofits in CoCs



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Q&A



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Next Steps

Schedule subject to change



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Public Comment

Submit via chat or raise hand to give a verbal comment (1 minute).



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Thank You

sfcta.org/downtown
congestion-pricing@sfcta.org



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