



**Downtown Congestion Pricing Study Policy Advisory Committee
Meeting Notice**

Thursday, November 12, 2020

6:00 p.m.-8:00 p.m.

Virtual meeting conducted via Zoom

- 1. Introductions**
- 2. Where we've been + what's next**
- 3. Activity overview**
- 4. Breakout rooms**
 - a. General feedback
 - b. Direction, boundary, vehicle types
 - c. Discounts, exemptions, fee amounts
 - d. Investments
- 5. Report-outs and group discussion**
- 6. Next steps**
- 7. Public comment**

Enclosure

1. Agenda
2. Video of Outreach Findings + Scenario Development Presentation:
<https://youtu.be/nrH4VOiXcw>
3. Slide Deck of Outreach Findings + Scenario Development Presentation
4. Outreach Findings Memo
5. Meeting notes from PAC 5

DOWNTOWN CONGESTION PRICING STUDY

Policy Advisory Committee #6

Policy Scenario Development Background



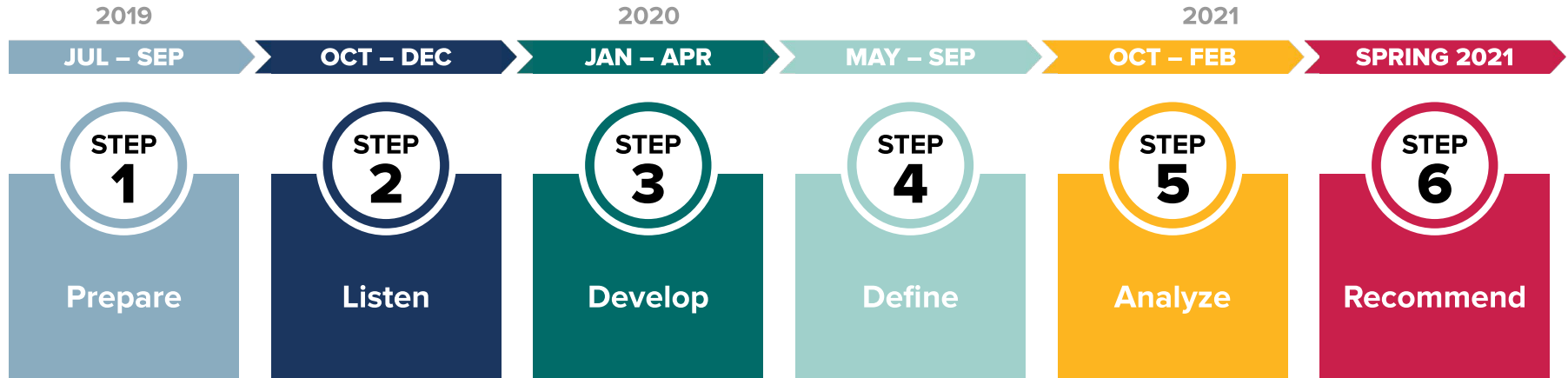
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Meeting Date: October 22, 2020

Schedule (subject to change)



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PAC 6 Objective

Give feedback on three **draft** congestion pricing scenarios for detailed analysis.



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Contents

- Background on inputs to scenario development
- Modeling findings, outreach input, and scenario recommendations by program element:
 - Inbound vs. two-way tolling, hours of operation
 - Boundary
 - Pricing by vehicle type
 - Discounts and exemptions
 - Investments
- Three draft scenarios for detailed analysis



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Goals of congestion pricing

By reducing peak car trips
downtown by at least **15%**,
we could...

- **Get traffic moving**
- **Increase safety**
- **Clean the air**
- **Advance equity**

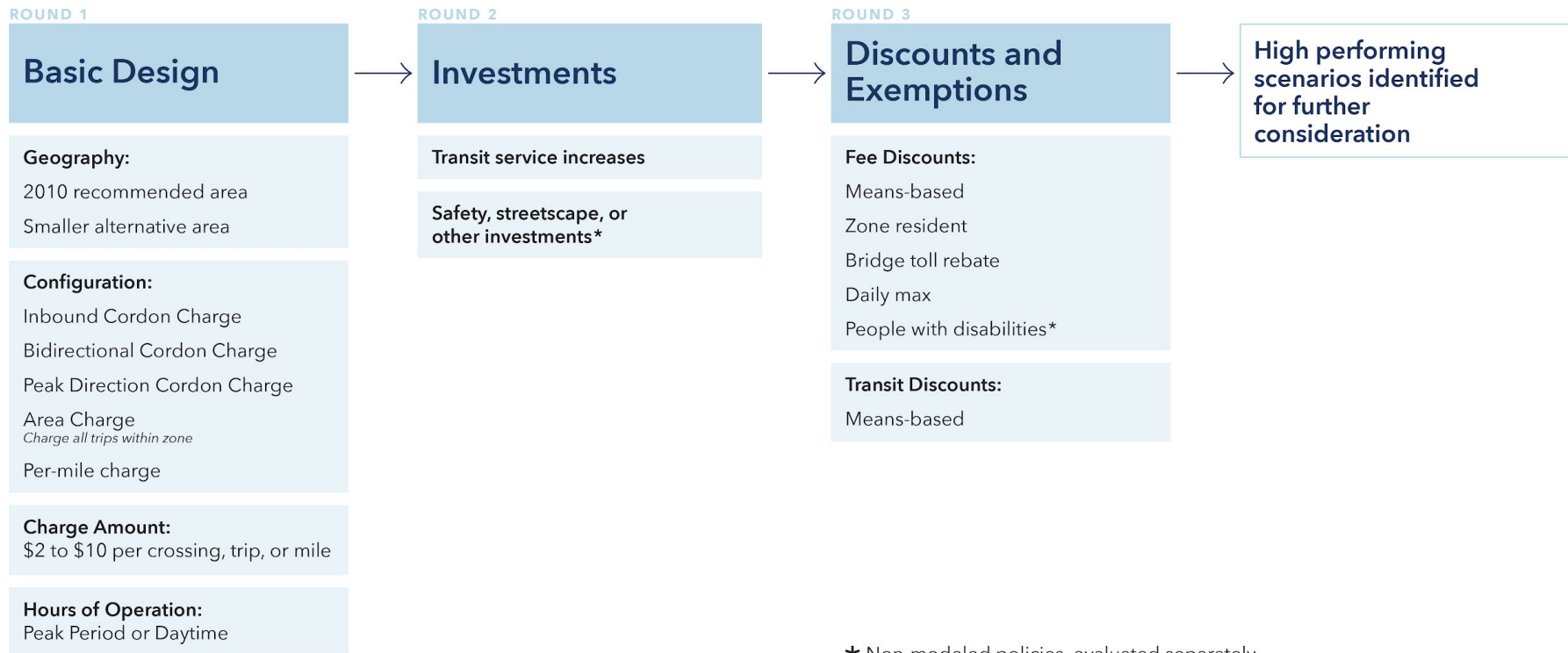


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Inputs: Initial scenario analysis



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* Non-modeled policies, evaluated separately

Inputs: Outreach Round 1

- 20+ co-creation workshops, most in communities of concern (13 in Cantonese or Spanish)
- Reached out to 250+ community groups, resulting in 60+ community briefings and public meetings
- 1,300+ digital and text survey responses
- WalkSF report of input from Tenderloin, SoMa, and Bayview
- 400+ posters in SoMa, Excelsior, OMI, 3rd Street corridor, and parking garages downtown
- Media stories and ads with circulation to at least 350,000 people
- Social media (NextDoor, Facebook, Twitter, WeChat, LinkedIn)



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Inputs: Key overall outreach themes

- **Overall:** Input varied widely on congestion pricing as a whole
- **Most common concerns:** affordability, public transit, effects on businesses
- **Most popular benefits:** transit improvements, health, and quality of life
- **Discounts and exemptions:** Income-based discounts for the congestion fee and for public transit were top priorities
- **Investments:** Transit improvements, pedestrian and bicycle safety upgrades were top priorities



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Inbound vs two-way tolling, hours of operation



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Program Type: Analysis results

Key Findings

- Inbound-only has a higher fee per crossing but a lower average daily traveler cost across all income groups
- Inbound-only has lowest equipment and operating costs
- Two-way fee generates most revenue



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Program Type:
Recommendation
for detailed
analysis

- Two inbound-only scenarios, one two-way scenario
- Charge during AM/PM weekday peak periods



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Boundary



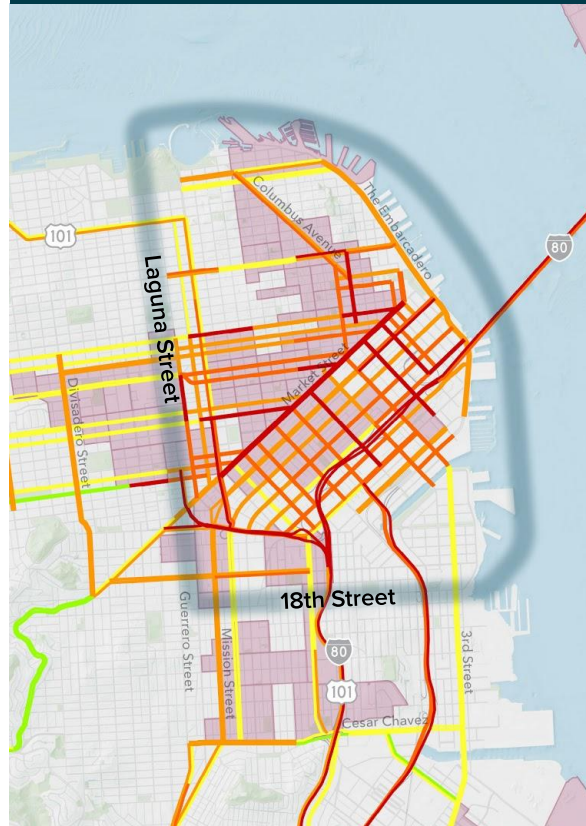
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Boundary: Analyzed Scenarios

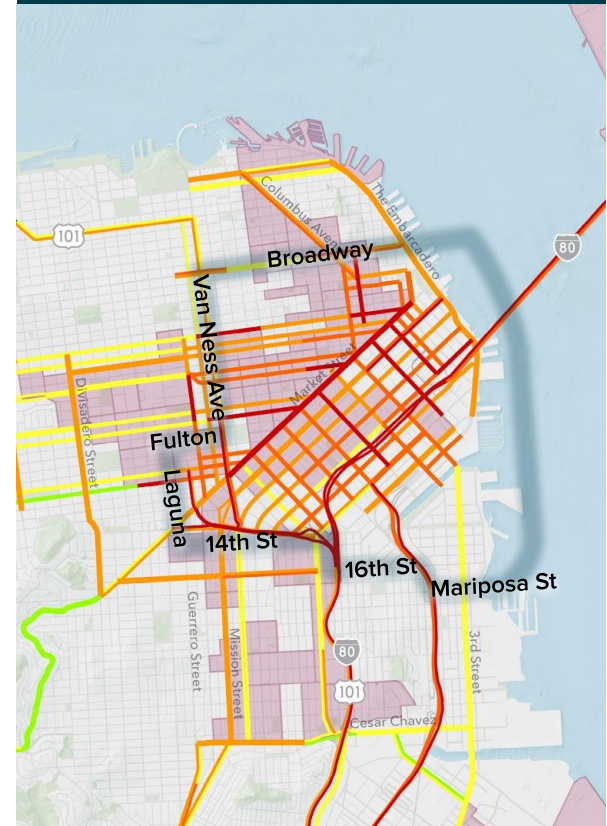


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Northeast San Francisco



Smaller Downtown Cordon



Boundary: Analysis results

Key Findings

- The same fee level would achieve 15% trip reduction
- Smaller cordon has:
 - Fewer total trips reduced
 - Proportionately less reduction in miles driven, emissions, crashes
 - Less net revenue



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Boundary: Public input

Neighborhoods in the zone:

- **Hayes Valley** residents wanted Octavia Blvd to be inside the boundary
- **Mission Bay** stakeholders had varied opinions
- **Chinatown** stakeholders had widespread concerns about effects on equity and merchants
- **Tenderloin** residents were interested in potential safety and transit benefits

Neighborhoods near the border:

- **Potrero, Mission and Japantown** stakeholders did not want the boundary to split their neighborhoods



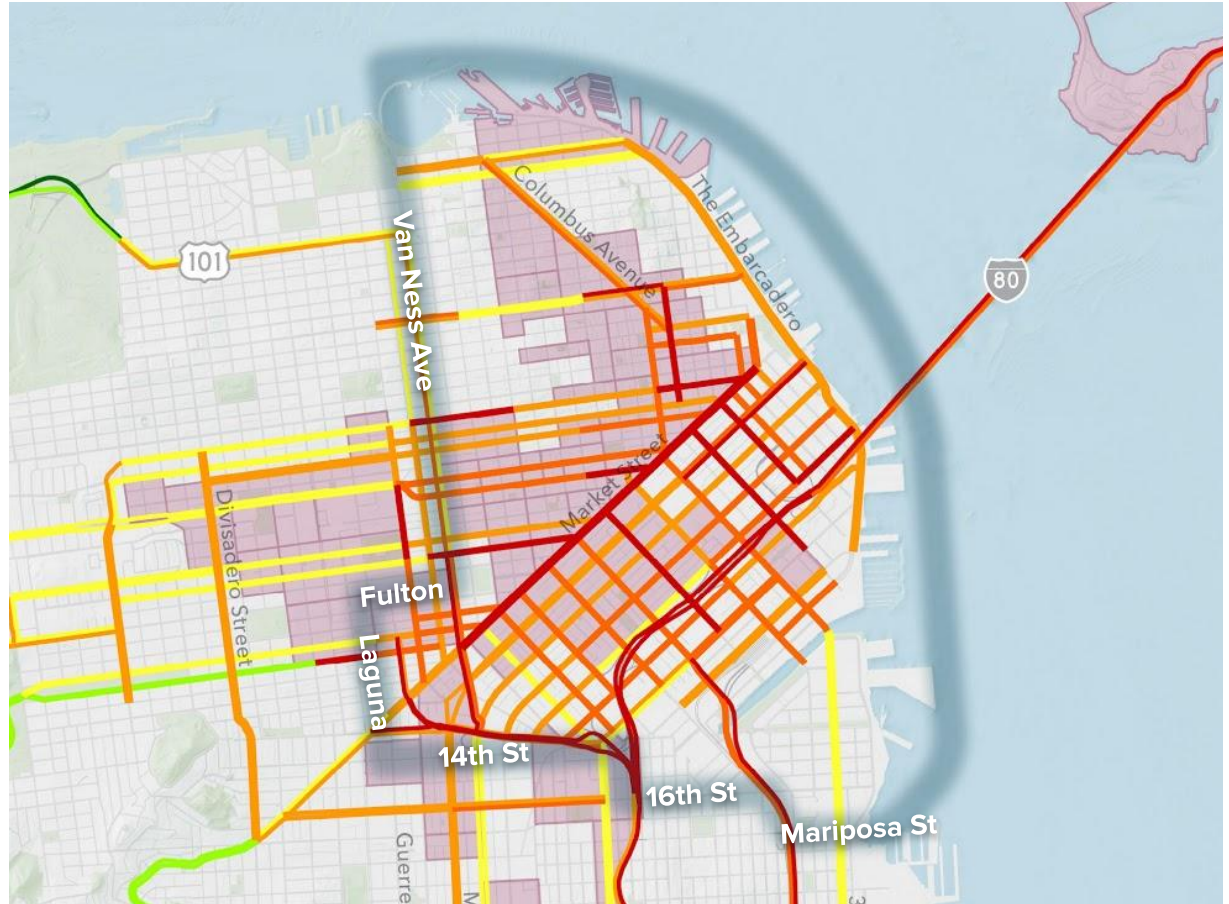
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Boundary: Recommendation for detailed analysis

Modified
Northeast
Cordon for all
scenarios



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Pricing by Vehicle Type



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Vehicle Type:
**Ride-hail
pricing**

Key Findings for ride-hail pricing — Two options:

- \$9.50 per mile on top of cordon charge (Price needed to achieve 15% trip reduction)
- Flat per-trip rate equal to cordon fee (would reduce ride-hail trips about 6%)



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Vehicle Type: Public input

- Public sentiment across the board indicated that **Lyft/Uber should pay their fair share**
- Some people (eg. people with disabilities or who do not own cars) **rely on TNCs**



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Vehicle Type: Recommendation for detailed analysis

- Include per-trip ride-hail fee equal to cordon fee for others in all scenarios
- Exempt vehicle types include transit, emergency, government, taxis, vehicles with 8+ people



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Discounts and Exemptions



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**Income-based
Discounts:
Analysis
results**

Income-Based Discount Key Findings: Driving Fee

- Fee exemption for very low-income drivers and 50% discount for low-income drivers would reduce or maintain travel costs for these income groups
- Adds \$3.50 to the base fee



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Income-based Discounts: Public Input

Driving Fee Income-Based Discount Key Findings

- Income-based discounts were the most common priority across all modes of outreach
- Some participants thought the discounts we presented didn't go far enough for low- and moderate-income people



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Income-based Discounts: Recommendation for detailed analysis

- All scenarios include at least 100% very low-income and 50% low-income discounts
- Two scenarios include deeper income-based discounts: 100% very low, 67% low, and 33% moderate income



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Transit Discount Key Findings:

- Some discounts would be feasible, e.g. either:
 - Free transit for very low income riders
 - Expanded transit discounts for low-income riders



Transit Discounts: Public Input

Transit Discount Key Findings:

Free transit for low-income travelers was a top priority for survey and co-creation participants.



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**Transit
Discounts:
Recommendation
for detailed
analysis**

Include free transit for very low income riders in two scenarios



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Discount for People with Disabilities: Analysis results

Key Findings on Discount for People with Disabilities:

- Discounts are not modelable
- System would need to be designed to avoid potential abuse



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Discount for People with Disabilities: Public input

Discounts for drivers with disabilities were popular in surveys and co-creation workshops



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**Discount for
People with
Disabilities:
Recommendation
for detailed
analysis**

Include 50% discount for people with disabilities in all scenarios



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Bridge Toll Discount: Analysis results

Bridge Toll Key Findings:

- A bridge toll-payer discount saves bridge drivers less than it would increase costs for other drivers
- Increases base fee by \$1



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Bridge Toll Discount: Public Input

Bridge Toll Key Findings:

- Bridge toll-payer discount was moderately popular in co-creation workshops and less popular in the survey



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**Bridge Toll
Discounts:
Recommendation
for detailed
analysis**

Include a partial bridge toll rebate in one scenario



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Resident Discount: Analysis results

Resident Discount Key Findings:

- 50% resident discount increases base fee by about \$2



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Resident Discount: Public Input

Resident Discount Key Findings:

- A resident discount was moderately popular
- Some residents asked for a full exemption



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**Resident
Discount:
Recommendation
for detailed
analysis**

Include 50% resident discount in
one scenario



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Daily Fee Cap: Analysis results

Daily Fee Cap Key Findings:

- Daily fee cap at 2x inbound fee per vehicle is feasible, would not change the base fee much



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Daily Fee Cap: Public input

- A daily fee cap was moderately popular
- Parents shared unique needs that involve use of cars for multiple trips a day in/out of zone



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Daily Fee Cap:
Recommendation
for detailed
analysis

Include daily cap at 2 round trips per vehicle in all scenarios, except for ride-hail and fleets



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Investments



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Investments:

**Transit
service to
accommodate
ridership
increase**

Transit Service Key Findings:

- 20 – 25% transit service increase would alleviate crowding
- Program revenue is sufficient to fund this increase



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Investments: Net revenue

Net Revenue Key Findings :

- A smaller zone generates less revenue than a larger zone
- Purely income-based pricing generates more revenue than options that include discounts for residents and bridge toll payers
- Net revenue ranges from \$3M to \$60M depending on scenario (after system cost and baseline transit service increases)



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Investments: Public input

- Transit improvements and pedestrian and bicycle safety upgrades were the most popular investments
- Street repaving, transit ambassadors, and paratransit improvements, and school buses were also popular



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Investments:
Recommendation
for detailed
analysis

- 20 – 25% transit service increase to alleviate crowding in all scenarios
- Investment in each scenario will prioritize:
 - Additional transit investments (e.g. more service, capacity, access)
 - Safety improvements (e.g. pedestrian, bicycle, traffic calming)



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Putting it all together: Recommended scenarios



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We will discuss...

- What is included in each scenario?
- What should be held constant?
- What tradeoffs do we want to analyze between scenarios?



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Recommended scenarios for detailed analysis



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	Scenario 1: Inbound with Deep Means-Based Discounts	Scenario 2: Inbound with Means-Based and Travel Needs Discounts	Scenario 3: Two-way with Deep Means-Based Discount
Program type:	Inbound	Inbound	Two-way
Days/hours:	AM / PM Peak	AM / PM Peak	AM / PM Peak
Geography:	Modified NE Cordon	Modified NE Cordon	Modified NE Cordon
Fleet policies:	TNC per trip fee Exempt vehicles: Transit, emergency, government, taxis, shuttles	TNC per trip fee Exempt vehicles: Transit, emergency, government, taxis, shuttles	TNC per trip fee Exempt vehicles: Transit, emergency, government, taxis, shuttles
Discounts and exemptions:	100%/50% very low/low income 50% people with disabilities Daily cap at 2 round trips Additional 17% low income + 33% moderate income (total = 100% / 67% / 33%) Transit fare subsidy	100%/50% very low/low income 50% people with disabilities Daily cap at 2 round trips 50% resident discount Bridge toll-payer discount	100%/50% very low/low income 50% people with disabilities Daily cap at 2 round trips Additional 17% low income + 33% moderate income (total = 100% / 67% / 33%) Transit fare subsidy
Base Investments:	Transit peak-period crowding alleviation	Transit peak-period crowding alleviation	Transit peak-period crowding alleviation
Investment level determined based on remaining revenues:	Other transit investments Safety and accessibility investments Other incentives and TDM	Other transit investments Safety and accessibility investments Other incentives and TDM	Other transit investments Safety and accessibility investments Other incentives and TDM

Thank you.



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Downtown Congestion Pricing Study

Outreach Findings

Spring – Fall 2020

Introduction

A primary objective of the Downtown Congestion Pricing Study is to ensure low-income communities of color would be helped and not harmed by a congestion pricing policy. Recognizing that low-income communities of color have historically been excluded from and often harmed by the planning process, the project team is working to lead the study with equity by inviting these communities to be collaborators in the outreach and engagement process.

The team kicked off the study in winter 2019 by hosting listening sessions with community leaders to get initial input on the study topic, process, and convening a Policy Advisory Committee with strong representation from equity-focused organizations to advise the project team throughout the study. With guidance from these stakeholders, the team developed an outreach strategy focused on working in collaboration with community organizations to design co-creation workshops that are accessible and relevant to their communities.

The team conducted the first large phase of community outreach from February to October 2020. This outreach round was paused when the global pandemic hit. The Policy Advisory Committee advised the project team to continue outreach with the study, recognizing that without intervention, a future economic recovery is likely to bring a return of traffic congestion and its negative impacts. The team then updated the study's outreach tools from in-person to remote with the goal of maintaining an equitable outreach strategy in a socially distant world.

During this first large phase of community outreach for the study, the project team introduced the concept of congestion pricing to the community and gathered feedback on the general concept of congestion pricing along with a long list of policy questions, such as:

*If congestion pricing was implemented, how much should the fee be?
Who should receive a discount or exemption?
Where should the revenue go?*

This memo outlines outreach activities and a synthesis of feedback from the first large phase of community outreach. Feedback from this phase of outreach will be used to inform a “short list” of three congestion pricing proposals that the project team will take back to the community for feedback during a second large phase of outreach in winter 2021.

Feedback Tools

The project team utilized the following channels to notify community stakeholders and gather feedback:

- **20+ Co-Creation workshops** with **159+ participants** from Communities of Concern, including:
 - 5 workshops in Spanish
 - 7 Cantonese-only workshops
 - 1 mixed Cantonese-English workshop
- Reached out to **250+ community organizations**, resulting in **60+ meetings with community groups and the public**, including groups in all 11 San Francisco districts and regional stakeholders
- **1,000+ digital survey responses** (Unclog Fog City game) and almost **300 text survey responses** representing all 11 San Francisco districts and regional stakeholders
- **Custom in-language surveys** distributed through Russian American Community Center to the Russian community and through Self-Help for the Elderly to Chinatown business owners
- **Digital outreach**
 - 50K+ impressions and 350+ comments on social media
 - 3,052 unique visits to project webpage
 - 1,651 unique visits to blog
 - 587 views of congestion pricing videos
 - Email correspondence with stakeholders - over 70 emails received from the public
- [WalkSF report](#) of input they gathered from **280+ outreach session participants** in the Tenderloin, SoMa, and Bayview

Publicity Tactics

- **400+ multilingual posters in key corridors** in SoMa, Excelsior, Outer Mission, Ingleside, Oceanview, and Bayview
- **20 multilingual posters** in downtown parking garages
- **Spanish and Chinese newspaper advertisements** placed in Sing Tao and El Tecolote
 - El Tecolote
 - Sing Tao
- **Earned media** in several outlets (cumulative circulation/viewership estimated to be at least 349,000 people)
 - San Francisco Examiner
 - San Francisco Chronicle
 - Sing Tao
 - Mission Local
 - KTVU morning show
- **Digital outreach**
 - Website, NextDoor, Facebook, Twitter, Instagram, WeChat, LinkedIn

Summary Key Findings

Overall themes

- **Input varied widely** on whether congestion pricing is a good idea, from very opposed to strong enthusiasm. For example, members of the Human Rights Commission Community Roundtable expressed strong opposition to the idea, due mostly to equity concerns. Meanwhile, members of Urban Environmentalists expressed strong support for the concept, noting its environmental and livability benefits. In general, the co-creation workshops and digital survey input channels, both of which allowed participants to design a recommended program while learning about the options and weighing tradeoffs themselves, resulted in higher levels of support for congestion pricing than other outreach methods that did not feature a strong co-design approach.
- The **most common concerns** included affordability for people with low and moderate incomes, existing challenges with public transit due to COVID-19, what the recovery from the pandemic and recession will look like, and effects on businesses.
- The **most popular benefits** included transit improvements and health and quality of life improvements for congested areas.
- **Income-based discounts and exemptions** for the congestion pricing fee and for public transit were a top priority.
- **Investment in transit was most popular** across all outreach formats, closely followed by pedestrian and bicycle safety upgrades.

Key findings from the neighborhood level

- **Hayes Valley** residents wanted Octavia Blvd to be inside the boundary.
- **Mission Bay** stakeholders had varied opinions, some supportive and some not supportive of the congestion pricing and whether the neighborhood should be included in the zone.
- **Chinatown** stakeholders had widespread concerns about effects on equity and merchants as well as concerns about being inside the boundary.
- **Tenderloin** residents were interested in potential safety and transit benefits
- Neighborhoods near the border, such as **Potrero**, **Mission** and **Japantown** did not want the boundary to split their neighborhoods.
- **Bayview** residents had concerns about how to get downtown given the difficulty of public transit in southeast San Francisco.

Limitations of Outreach

- **Regional outreach:** The Policy Advisory Committee strongly encouraged the project team to conduct thorough outreach to regional stakeholders, particularly those who have been displaced from San Francisco and have limited public transit options to access the city. About 35% of the text and online survey respondents live in the greater Bay Area region. However, the project team continues to work to establish relationships with equity-based regional partners for co-creation. Many regional stakeholders said that

congestion pricing outreach is not a priority for them given that only a fraction of their communities regularly travel to San Francisco, and that staff are currently addressing other challenges facing their communities. For this reason, the project team has planned remote outreach workshops for late October. Rather than partnering with community organizations to co-host these workshops, the project team will host them and recruit participants through community organization networks and flyer-ing.

- **Demographic breakdown of online survey respondents:** About half of respondents provided “optional” demographic information on the online survey. Of those who did complete the demographic information, the respondent breakdown differed from San Francisco’s population, skewing more white and higher income. The project team focused much of its outreach strategy on co-creation workshops which focused on gathering in-depth feedback from low-income communities of color to ensure the study process included thorough feedback from historically underinvested communities.

Key Findings from Co-Creation Workshops

Co-Creation Overview

Central to the engagement strategy is a series of collaborative “co-creation” workshops held in partnership with organizations in historically underinvested communities. These workshops seek to build creative solutions through deep and accessible community engagement. The project team workshoped policy ideas with community members during the first series of workshops and will return to the community a second time to continue to iterate on policy ideas. Co-hosts and participants receive compensation for their time.

During the first phase of workshops for the study, participants engaged in a card game where they balanced tradeoffs to design a potential congestion pricing program. In small groups, participants chose from a set of discounts/exemptions and then a set of investments, each costing a number of “tokens.” Participants then chose a peak period congestion fee which provides a number of tokens to pay for the other elements of their congestion pricing policy or could choose a “no fee” option and no discount or investment cards. Participants could iterate as needed to develop a balanced overall program. Although most sessions came to agreement on all the program elements, some were inconclusive with participants selecting discount and investment cards but not reaching agreement on the fee element to create a balanced program.

CARD GAME INSTRUCTIONS

- Blue SUBSIDY cards:** Each card includes a discount or exemption to help protect certain groups. Choose as many blue subsidy cards as you want.
- Red INVESTMENT cards:** Each card includes transportation improvements to make it easier to get downtown without a car. Choose as many red investment cards as you want.
- Green FEE cards:** Choose a fee to enter or exit the congestion pricing zone.

ANALYZE: Do you have enough tokens from your FEE card to pay for your congestion pricing program? If not, choose a higher FEE card or remove some SUBSIDY or INVESTMENT cards.

FEE

\$12 for moderate, middle, and high income drivers

\$6 for low income drivers

\$0 for very-low income drivers

COLLECT

7

TOKENS

SUBSIDY

Discounted transit for more low-income riders

Expand the Lifeline program to provide discounted local and regional transit fares to downtown for more low-income riders.

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

SPEND

3

TOKENS

INVESTMENT

Transit improvements

Provide more frequent buses on 10 congested or underserved Muni and regional routes serving downtown.

SPEND

2

TOKENS

After the pandemic hit, the project team worked with co-hosts to develop a remote co-creation model where participants received physical workshop kits in the mail and joined a call or webinar with project staff to go through the workshop. Collaboration with household members was encouraged.

The project team made adjustments based on the needs of each community, including hosting workshops in-language and adjusting the timing to accommodate constraints in communities hard-hit by the pandemic. In some cases, organizational capacity constraints due to COVID meant the team needed to find a different co-host to work with a community.

Due to schedule changes in response to the pandemic, the components of the card game changed between spring 2020 when the project team initially launched outreach, and summer/fall 2020, when the project team had updated modeling information. For example, the summer/fall version of the game featured a one-way inbound fee instead of the two-way fee featured in the spring 2020 version of the game. These limitations are reflected in the analysis below.

The information represented here is synthesized from co-creation workshops from February to early October 2020. The planned upcoming regional workshops being hosted for those outside of San Francisco have not been incorporated into the findings yet.

Participant Information

Workshop Location	Community Partner	Total Attendees	Languages Used
Bayview	Young Community Developers & APRISF	30	English
Chinatown	Chinese Newcomers	17	English and Cantonese
Excelsior	Excelsior Works	27	Cantonese
Mission	MEDA	13	English and Spanish
Mission Bay	CCDC	20	English
Mixed	El Centro & Senior and Disability Action	15	English and Spanish
SoMa	BiSHoP	3	English
Tenderloin	Central City SRO Collaborative	23	English and Spanish
Visitacion Valley	APA Family Support Services	4	English
West Side (Richmond + Sunset)	Self-help for the Elderly	7	Cantonese
Total		159	

Overall Themes

Theme 1: San Francisco has an affordability crisis and study recommendations should prioritize advancing equity and affordability.

People and small businesses in San Francisco struggle with affordability

- Many participants are concerned about housing and overall unaffordability.
- Increased travel costs would further strain budgets for families, workers, and small businesses.
- Affordability was a common primary concern for congestion pricing; this may have been why 10 sessions (about 24% of all sessions) wanted no fee at all or very low fees for drivers (\$1-3)

Participants overwhelmingly prioritized income-based discounts and exemptions over other types of discounts and exemptions.

- Very-low- and low-income communities should be a top priority and protected from fee costs. Some participants said that everyone in both very-low and low-income categories should get a full exemption.
- The income levels should be expanded to help moderate-income individuals. Of note, there is a heavy impact on individuals who are right on the cusp of being able to receive income-based social services but still have to grapple with the high expenses of San Francisco.
- There are many implementation questions/concerns:
 - How would someone get the subsidy (in terms of process) and how would that eligibility be verified?
 - How can people easily get this subsidy without going through lots of hoops and hurdles?
 - How would the government prevent abuse of the system (i.e. someone using another person's low-income status pass)?
 - Just because a subsidy exists, it doesn't mean that everyone who qualifies would get it. Very-low to low-income individuals may not know about subsidy, be afraid to get it because it'll get counted as public charge, have language barriers, etc.

A majority of participants prioritized transit discounts

- Many participants talked about how public transit is currently too expensive, and that it is actually cheaper to call an Uber/Lyft.
- Some participants brought up a need for seniors to be subsidized for transit, including those that may not be covered under means-based subsidy.

Some support for a discount for people with disabilities

- Some participants prioritized this discount because it is difficult for people with disabilities to get around and they should not have to pay more.

Some support for a bridge toll discount

- Though participants often supported this, usually they would prioritize income-based discounts and exemptions and public transit improvements over this discount.
- A small group of participants did choose this discount, and usually it was in consideration of workers who need to commute from the East Bay to get to San Francisco. They thought it would be too much for someone to pay both the bridge toll and congestion fee.

Some support for a resident discount

- There is some support for a downtown resident-based subsidy because they felt the idea of paying the congestion fee to go in and out of the area they live in is "ridiculous."
- However, some people noted that if someone is a high-income resident, they should not get this discount.
- Some people went further to say that residents should be fully exempted from the fee.

Some support for a daily cap

- Some parent participants spoke strongly about the impact of congestion pricing on their childrens' needs (school drop offs and pickups multiple times a day, it's more convenient to drive, it's safer to drive with young kids, etc.). They think congestion pricing would be unfair given this.

Theme 1 take-aways for program design:

- **Prioritize income-based discounts and exemptions while including other discount options in scenarios.**

Theme 2: Participants overwhelmingly prioritized public transit investments and emphasized the need for improvements to happen prior to a congestion fee.

Participants want major improvements to transit

- Improvement needs cited included:
 - More frequent and reliable service
 - Adding routes and stops
 - Safer and cleaner transit (less crime, fewer collisions, overcrowding)
 - More parking around transit hubs
 - Less crowding
 - Add different types of transit options (shuttles, pedicabs, bike shares)
- Some participants had questions around the future of transit given service cuts and usage due to COVID-19.
- Some participants emphasized the importance of improving transit before a congestion pricing is put in place, especially for neighborhoods like the Bayview. Some were skeptical about the government's ability to improve transit on a promised timeline based on past experiences with delayed transit improvement projects.

Pedestrian and bicycle safety upgrades were the second highest priority investment

- The majority of participants prioritized safety improvements, citing needs such as longer crosswalk times, dedicated signage, more bike lanes etc.
- Some participants don't feel safe on the streets because of poor behavior by some bicyclists, skateboarders, scooters, etc. and created their own investment card for pedestrian and bicycle safety education and law enforcers.

Street repaving was popular

- Nearly half of participants supported having roads repaved, citing currently poor conditions.
- Some participants noted that the construction associated with street repaving can itself cause congestion.

Transit ambassadors were popular

- Many participants supported transit ambassadors, correlating this support with feelings of unsafety in San Francisco, specifically on transit systems.
- Some participants thought this idea was currently too vague and would like to see more detail about how this would actually help increase safety on transit use.

There was interest in school buses and general education investments

- Some participants wanted increased school buses so that their children could have more options to get to school.
- Beyond school buses, there was also a pattern of participants creating broader school/education investments, such as funding for after school youth programs, funding for school supplies, or special bus tickets for students to go to downtown museums for learning.

There was interest in improved paratransit and improved disability accommodations overall

- A number of participants spoke about the importance of having improved paratransit options for people with disabilities so that it is easier for them to get around.
- In addition to paratransit shuttles, some advocated for better disability accommodations overall, especially on buses and in Uber/Lyfts.

Theme 2 take-aways for program design:

- **Prioritize investment funds for transit and safety improvements and consider other investment ideas depending on funding available.**

Theme 3: Most co-creation participants chose a fee level of at least \$10, provided it would fund a package of discounts and investments.

- Of the 42 sessions¹ conducted, 32 sessions (about 76%) decided on a fee of at least \$10, while the remaining 10 sessions (about 24%) wanted no fee at all or very low fees for drivers (\$1-3). Of these, 6 sessions decided on “no fee” (meaning no congestion pricing), 3 sessions decided on very low fees of \$1-3, and 1 session decided on no fee to drivers while passing on the fee to companies.
- The average group selected two discounts and three investments as part of its proposed policy. For example, a group who selected a \$12/6/0 fee structure would do so in tandem with 3 investments such as transit improvements, bike and pedestrian safety upgrades, and school buses, and 2 discounts and exemptions such as free transit for very-low income riders, and discounted transit for more low-income riders.

Theme 3 take-aways for program design:

- **The fee levels selected by most participants were close to the range under consideration for the study.**

¹ A “session” is defined as a breakout session within a co-creation workshop. Participants in each breakout session tried to reach agreement on a proposed program package.

- The final policy recommendation should consider how many investments and other benefits the fee can fund, and if there are enough benefits funded given the community's expectations for revenue usage.

Theme 4: Uber and Lyft should pay their fair share.

- Strong participant sentiments that ride-hail services (Lyft and Uber) are a major cause of congestion.
- Some participants went beyond ride-hail companies and named other tech companies and major corporations as responsible for helping address the congestion problem that they have disproportionately contributed to.
- Participants' attitudes toward Lyft and Uber drivers were mixed. There was some concern about Lyft and Uber passing any potential increase in their expenses to drivers or riders. Some participants cited drivers as also low-income community members, so it would be unfair for expenses to get passed to them. Some participants didn't like the congestion that ride-hail caused while others benefit from these services to get around the city.

Theme 4 take-aways for program design:

- **Include fees for ride-hail users to ensure their congestion impacts are addressed, while also maintaining affordability for those who have limited resources and rely on these services for their transportation needs.**
- **Pair a congestion pricing program with employer-based transportation demand strategies.**

Theme 5: The current state of our streets is unacceptable.

It's not safe

- Participants are concerned about being able to move about safely on streets, ranging from fear of traffic collisions to seeing drugs and alcohol usage in public.
- Public transit doesn't necessarily feel safe either, with participants citing regular fights and pickpocketing that happens in those settings.
- Participants also want their city to be cleaner in terms of the environment and the air.
- Some participants talked about police violence they've experienced in San Francisco.
- Some small business owners talked about their stores being robbed.

There is a lot of congestion

- Participants generally agree that there is a lot of congestion both getting in/out of the city and within the city. They would like to see less congestion in San Francisco.
- Small business owners talked about the difficulty congestion causes for their businesses, which are already hurting. They spoke particularly in terms of difficulty for deliveries and congestion being a deterrent for potential customers to come into the city.

The government isn't helping as much

- Many participants talked about distrust in government and past harms that government has caused.
- Many participants talked about their lack of faith in government's follow-through in creating positive change, including street pavement in poor condition and long delays in Central Subway construction.
- Participants named the needs for transparency and fairness as values to build trust with the government.

Theme 5 take-aways for program design:

- **Include improvements in investment proposals that would improve safety and perceptions of safety, such as bicycle and pedestrian safety measures and transit ambassadors.**
- **Continue to include robust community engagement as the program planning and design process continues.**

Theme 6: A number of participants proposed revising and contracting the zone boundaries.

- Some participants thought that only the most congested traffic streets should be in the zone, but not the entirety of the map itself.
- Participants from the Mission didn't want the zone boundary to split the neighborhood and wanted the boundary to be moved north closer to the Central Freeway.
- Some participants were concerned that the zone would push traffic to the borders and negatively impact adjacent underinvested communities.
- Chinatown had significant concerns about being in the zone, with the sentiment that it would negatively affect equity and merchants.
- Some participants from underinvested neighborhoods on the outskirts of San Francisco, like the Bayview, felt that they would be disproportionately affected by a large zone because currently they are forced to go into the downtown area to get basic services, groceries, etc. Residents had concerns about how to get downtown given the difficulty of public transit in southeast San Francisco.

Theme 6 take-aways for program design:

- **The zone boundaries should be adjusted to still include the most congested areas and ensure overall program viability, but with more sensitivity to individual neighborhood boundaries.**

Theme 7: The co-creation process sparked new ideas and highlighted unique concerns from community members.

Idea: Add a positive reinforcement/reward component suggestions included:

- Point system for riding public transit that gives free congestion pricing passes.

- Community service in exchange for free transit/congestion pricing options (especially for low-income people who can't afford congestion pricing).
- Exemptions for other transport options, i.e. motorcycles, electric cars.
- Monthly passes vs. per ride purchases that can reduce overall fee.

Idea: Worker-based/distance-based discounts and exemptions

- Some participants thought someone commuting for work to downtown should have discounts and exemptions or the cost could be directed to employers, particularly for San Francisco residents (i.e. Bayview) and East Bay commuters.

Idea: Invest in traffic control officers

- A small number of participants wanted more traffic directors who can enforce traffic rules and help move traffic along during congested times.

Concern: Some participants said there should be special consideration for seniors and college/graduate students who may not be protected enough by the means-based discounts.

Concern: A small number of participants had mixed feelings about congestion pricing and tourism. Some worried that congestion pricing would have a negative impact on tourism while some thought tourists should be charged a higher congestion fee.

Theme 7 take-aways for program design:

- **Consider pairing other incentives and transportation demand management strategies with a congestion pricing program, including for tourists**
- **Consider additional parking and traffic control officers as a potential investment with program revenue**
- **Continue to consider other ideas participants suggest as program design evolves**

Co-Creation Quantitative Data²

Overall Fees Chosen

	Regular Fee	Low Income	Very Low Income
Average	\$10.12	\$4.83	\$1.83
Median	\$12.00	\$6.00	\$0.00
Most Common Selection	\$12.00	\$6.00	\$0.00

Average Fee By Neighborhood (n=number of breakout sessions per neighborhood)

	Regular Fee	Low Income	Very Low Income
Bayview (n=7)	\$12.33	\$2.00	\$0.00
Chinatown (n=4)	\$3.00	\$1.50	\$0.00
Excelsior (n=6)	\$7.33	Information not available	
Mission (n=6)	\$12.29	\$6.14	\$2.86
Mission Bay (n=4)	\$15.00	\$8.00	\$4.40
Mixed - El Centro (n=2)	\$12.00	\$6.00	\$0.00
Mixed - SDA (n=2)	\$6.00	\$3.00	\$0.00
SoMa (n=2)	\$20.00	Information not available	
Tenderloin (n=6)	\$9.67	Information not available	
Visitation Valley (n=1)	\$12.00	Information not available	
West Side (n=2)	\$1.50	\$0.00	\$0.00

²

Co-creation data analysis limitations:

1. The findings and themes in this document do not include the last remaining co-creation workshops which took place after 10/2/2020, which includes workshops for those in Oakland, Richmond, etc.
2. Data set is inconsistent between the spring 2020 and summer/fall 2020 game versions and across workshops, which means some information is not available. For example the income discount card options changed between the spring 2020 and summer/fall 2020 game versions - the earlier version did not group income-based discounts with overall fee levels or distinguish between the low- and very-low income categories.
3. Variations across the number of co-creations facilitated at each neighborhood means that neighborhoods with more workshops will have their results represented more heavily.
4. Notes and workshop reporting were taken in varying formats, which may affect data representation and interpretation for results.

Discounts, Investments, and Fee Overall Popularity

Type	Neighborhood	# of Times Card Selected	% of Groups Who Selected Card
Discount Cards	Free transit for very low-income riders	24	59%
	Discounted transit for more low-income riders	21	51%
	Bridge toll-payer discount	14	34%
	Drivers with disabilities discounts	14	34%
	Create Your Own	14	34%
	Maximum daily charge	8	20%
Investment Cards	Transit improvements	27	66%
	Pedestrian and bicycle safety upgrades	21	51%
	Street repaving	19	46%
	Transit ambassadors	18	44%
	Add school buses	15	37%
	Create Your Own	11	27%
	Improved Paratransit	8	20%
Old Fee cards	\$4 peek period fee	6	15%
	\$6 peek period fee	5	12%
	\$5 peek period fee	2	5%
	Apply the fee to drive within the congestion pricing zone	2	5%
New Fee Cards	\$12/\$6/\$0	7	17%
	No Fee	5	12%
	\$10/\$5/\$5	3	7%
	\$14/\$7/\$0	2	5%
Both	Create Your Own	15	37%

Key Findings from Other Feedback Tools

Discounts + Exemptions

Income-based Discounts:

- Income-based discounts and exemptions were the top discount priority across all outreach channels.
- 37% of digital survey respondents prioritized free transit for very low-income (Lifeline) travelers – this was the top selection; 27% of survey respondents wanted discounted transit for more low-income riders. The digital survey included income-based congestion fee discounts in packages with the fee option levels.
- Income-based discounts were nearly universally prioritized in community presentations.
- Comments received via the text based survey, community presentations, social media, and email correspondence showed significant concern for low-income people having to pay a fee.

Disability Discount:

- Discounts for drivers with disabilities was the next most popular discount in the digital survey (29%) after income-based discounts.
- Some text survey respondents and social media comments also said that discounts for disabled drivers were important.

Bridge Toll-payer Discount:

- About one in seven digital survey respondents selected a bridge toll-payer discount. Non-San Francisco participants were more likely to choose the bridge toll discount (20%) compared to 11% of San Francisco respondents.
- Some text survey respondents were in favor of a bridge toll discount, which often correlated with concern about low-income commuters.
- Participants in community presentations expressed frustration that congestion related to eastbound on-ramps to the Bay Bridge had returned – some noted that the bridge toll alone wasn't enough of a deterrent to driving to eliminate ramp-related congestion.

Resident Discount:

- Overall, approximately one in four digital survey respondents favored discounts for zone residents. One in three Eastside residents favored a discount for those in the zone.
- Digital and text survey participants expressed concern for low income residents of the zone in their comments.
- A number of social media commenters noted that they would only support a plan that offered a discount to zone residents.

Daily Toll Cap:

- A maximum daily charge was the least popular discount/exemption among digital survey participants, with only approximately one in ten selecting it, even among Eastside residents.
- The unique needs of parents were cited in open-ended comments across outreach channels, with a number of participants citing that parents may/do make multiple car

trips a day in/out of zone. However, participants did not necessarily link this travel pattern to a maximum daily charge.

Discount and exemption take-aways for program design:

- **Prioritize income-based discounts and exemptions while including other discount options in scenarios.**

Investments

Transit Improvements

- Transit improvements were the most popular investment choice across outreach channels. Two out of three digital survey respondents (67%) chose transit improvements as an investment. Two out of three text respondents cited transit improvements as a top investment choice.
- Participants in community presentations frequently referenced making Muni free/cheaper, more accessible to seniors/parents, and less crowded. Community presentation attendees also cited better regional transit as a priority.
- A number of open-ended comments in the text survey as well as on social media expressed concern that without transit improvements, congestion pricing would create additional challenges for those traveling downtown.
- Commenters on social media expressed concern about trying to shift more people to transit, given recent service reductions due to COVID-19.

Bicycle and Pedestrian Improvements

- Bicycle and pedestrian improvements were a close second to transit improvements for the most popular investment choice across outreach channels. 61% of digital survey respondents prioritized bicycle and pedestrian safety upgrades.
- Safety was a recurring theme in open-ended comments on the text surveys and in social media.

Improved Paratransit

- Approximately one in four digital survey respondents prioritized investment in improved paratransit.

Transit Ambassadors

- Approximately one in four digital survey participants selected transit ambassadors as an investment.
- Participants in community presentations, the text survey, and on social media noted a desire for Muni to be made more safe, often in the context of making it more accessible to parents, seniors, and people with disabilities.

Street Repaving

- Approximately one in four digital survey participants (24%) selected street repaving as an investment but wasn't frequently mentioned through other outreach channels.

Additional School Buses

- Survey comments and participants in community presentations voiced concerns about school transportation, but school buses were not prioritized as much as other investments by those who took the digital survey.

Investment take-aways for program design:

- **Prioritize investment funds for transit and safety improvements and consider other investment ideas depending on funding available.**

Pricing by Vehicle Type

- Many participants in community presentations and social media commenters cited the impact that Lyft and Uber have had on congestion in San Francisco and voiced concerns that Lyft and Uber should pay their fair share.

Pricing by vehicle type take-aways for program design:

- **Include fees for ride-hail users to ensure their congestion impacts are addressed, while also maintaining affordability for those who have limited resources and rely on these services for their transportation needs.**

Overall Fee Levels

- For those who engaged in the congestion pricing game via the digital survey, 44% preferred a \$14 fee, 27% selected a \$12 fee, 19% selected a \$10 fee, and 8% chose “no fee.”
- However, nearly three out of four text respondents expressed opposition to the idea of a fee.
- Participants who provided social media comments frequently voiced their concern over any additional fees, particularly for low-income drivers.

Fee level take-aways for program design:

- **Overall, most survey participants selected one of the fee level options under consideration for the study, particularly when providing feedback in the context of selecting an overall balanced package of discounts/exemptions, investments, and fees.**
- **The final policy recommendation should consider how many investments and other benefits the fee can fund, and if there are enough benefits funded given the community’s expectations for revenue usage.**

Boundary

- Open-ended comments received across outreach channels frequently described the congestion pricing zone being too large.
- Those who participated in public meetings had a variety of responses to the geography

- Neighborhoods in the zone:
 - Hayes Valley residents wanted Octavia Blvd to be inside the boundary
 - Mission Bay stakeholders had varied opinions, some supportive and some not supportive of the congestion pricing and whether the neighborhood should be included in the zone
 - Chinatown stakeholders had concerns about effects on equity and merchants
 - Tenderloin residents were interested in potential safety and transit benefits
- Neighborhoods near the border:
 - Potrero, Mission and Japantown stakeholders did not want the boundary to split their neighborhoods

Boundary take-aways for program design:

- **The zone boundaries should be adjusted to still include the most congested areas and ensure overall program viability, but with more sensitivity to individual neighborhood boundaries.**

DRAFT MEETING NOTES

Downtown Congestion Pricing Study Policy Advisory Committee Meeting #5

Date: June 25, 2020

Packet: [Follow this link](#) for all materials shared in the meeting.

Watch video: [Follow this link](#) to watch a recording of the session.

Project staff:

- Tilly Chang, Executive Director, Transportation Authority
- Rachel Hiatt, Assistant Deputy Director for Planning, Transportation Authority
- Colin Dentel-Post, Senior Transportation Planner, Planning
- Eric Young, Director of Communications, Transportation Authority
- Paige Miller, Senior Communications Manager, Transportation Authority
- Drew Cooper, Senior Transportation Modeler, Technology, Data, and Analysis, Transportation Authority
- Michelle Beaulieu, Senior Transportation Planner, Policy and Programming, Transportation Authority
- Kimberly Venegas, Communications Coordinator
- Brooke Staton, Co-Founder, Managing Partner, Reflex Design Collective
- Julia Kong, Managing Partner, Reflex Design Collective
- Paisley Strellis, Director, Civic Edge Consulting

Policy Advisory Committee Members in Attendance

Central City SRO Collaborative (Evan Oravec), Chinatown Community Development Center (Chris Man), ClimatePlan (Amy Hartman), Commission of the Environment (Tiffany Chu), Hayes Valley Neighborhood Association (Robin Levitt), Mission Economic Development Agency (Rajni Banthia), Potrero Boosters Neighborhood Association (JR Eppler), SPUR (Sarah Jo Szambelan), San Francisco Bicycle Coalition (Janice Li), SF Giants (Josh Karlin-Resnick), San Francisco Labor Council (Rudy Gonzalez), San Francisco Transit Riders (Peter Strauss), Senior and Disability Action (Pi Ra), San Francisco Council of District Merchants (Maryo Mogannam), South Beach | Rincon | Mission Bay Neighborhood Association (Bruce Agid, Alice Rogers), TransForm (Hayley Currier), Union Square Business Improvement District (Karin Flood), Walk San Francisco (Jodie Medeiros), West of Twin Peaks Central Council (Steve Martin-Pinto)

Not in Attendance

A. Philip Randolph Institute, APA Family Support Services, El Centro Bayview, La Raza Centro Legal, San Francisco Chamber of Commerce, San Francisco Human Rights Commission, San Francisco Travel, SOMCAN, The Greenlining Institute, Transportation Authority Citizens Advisory Committee, Uber, UCSF Mission Bay, Vietnamese Youth Development Center, Yellow Cab of San Francisco, Young Community Developers

Agenda Item 1: Introductions [[Presentation](#)]

- Transportation Authority (TA) staff facilitated introductions and a quick zoom overview.

Agenda Item 2: Scenario Analysis and Input [[Presentation](#)]

- TA staff went over the scenario screening process which will use a three round process to explore a wide range of program design options and iteratively refine them to end up with a smaller set of high performing alternatives.
- Reflex Design Collective staff shared progress and takeaways collected from community co-creation workshops that were held pre-COVID
 - 3 workshops (out of 12) were held before the pandemic in the Tenderloin, Bayview, and Excelsior neighborhoods
- **Committee member:** How does the metric of impact on low income relate to reducing car trips? What does increasing transit by 23% look like?
- **Committee member:** Have you learned anything during the pandemic? Think about how we reserve street space for other modes.
- **Committee member:** Not sure if 15% vehicle trip reduction target is the right level. Transit becomes viewed as too expensive. Essential that we have broadened transit subsidies for low income populations. Important that we have a model that raises enough revenue to support lower income riders.
- **Committee member:** Will congestion pricing be employed during a recession?
- **Committee member:** Curious about vehicle trip analyses on slides 32-35. How were numbers calculated? Numbers look like they're in the same ballpark.

Breakout Room 1

What are your initial reactions?	<ul style="list-style-type: none">• Committee member: I was part of Tenderloin co-creation, fee at that time was about \$5, but now price notably higher. Disconnect between what people said fee should be vs. what it might be to reach 15%• Committee member: Lots of conversations about discounts, want to make sure people just have to qualify once for this congestion fee discount• Committee member: I feel the tension of paying to drive in your own neighborhood. Are people paying for parking now? We need to make sure people understand you have to pay in order to keep your car downtown.• Committee member: Might there be sticker shock?• Committee member: Will you consider capping congestion fees?• Committee member: How do we protect funds to make sure they are only going to transit.• Committee member: Have you thought of a discount program where if you park in a public garage you get a discount?• Committee member: Revenue needs must be factored into the
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	<p>equation.</p> <ul style="list-style-type: none"> • Committee member: It is tempting to give discounts to in-cordon residents. But downtown has both high and low income residents. I'm not inclined to give discounts to high income people in the cordon. • Committee member: There is a disconnect here. There are no cars downtown now. Pricing during a recession is a deterrent to coming downtown. Concern about timing of congestion pricing. • Committee member: Will there be political roadblocks to a congestion pricing plan? • Committee member: Important to have low income exemptions under the plan. Crucial to have some sort of exemption, just having people in the zone have exemptions is not inclusive.
What do you want to know from community members to help make decisions about these trade offs?	<ul style="list-style-type: none"> • Committee member: Get a more nuanced understanding of what people want to see

Breakout Room 2

What are your initial reactions?	<ul style="list-style-type: none"> • Committee member: I appreciate the thought that went into outreach to different neighborhoods. • Committee member: A lot of thought has gone into the analysis. The way it is broken out we have some good options to look at. • Committee member: South Beach/Rincon/Mission Bay neighborhoods will be close to the border. One thing that will make things more palatable from a neighborhood perspective is discounts for people who live in the zone. • Committee member: Initial reaction is that this is very well considered. What outreach has been done since Covid-19? Since the pandemic has started, more people are talking about "shelter in car" for transportation. I live in Concord and won't trust BART for a long time. We won't know what the quality of transit will be like. How are you considering this? • TA staff response: Our analysis assumes a "normal" world which we are not currently living. The TA is doing work to look at a variety of factors about how things might play out when shelter in place restrictions ease, such as preferences related
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	<p>to working from home, avoiding transit, etc to try and get a handle on what might result. A lot is still unknown. We also increased our outreach budget to expand our understanding of how people are responding to a program like this in a post-Covid world</p> <ul style="list-style-type: none"> • TA outreach consultant response: We have been doing remote co-creation and are talking about the impacts of Covid • Committee member: There are some foundational assumptions that are going to be challenged - people are moving out of the Bay Area. Demand is dropping. This is going to be hugely impactful on this program. • TA staff response: Scenarios will look at unemployment, transit supply, willingness to take transit, telecommute choices, and length/depth of the recession • Committee member: People are moving out - 20-40% of the large companies have told their employees that for the foreseeable future you will be telecommuting. 2019 was a down year but you will still never hit the level of congestion that we will need to trigger this kind of program. • TA staff response: Congestion is already returning • Committee member: We see congestion going away but people are driving awfully fast. Congestion is not such a terrible thing for cyclists - we need to reduce and slow the number of cars on the street. At least congestion slows cars down. • Committee member: As far as discounts and subsidies, I have a problem with them. I don't think anyone should be driving in the city. If people have to drive for work then the employers should pay for them. We are already subsidizing drivers via health impacts, climate change, etc. No one should be driving except maybe seniors and disabled folks.
<p>Do the options with discounts advance equity? Would you make changes? Eg. Increase base fee to provide more discounts or subsidies</p>	<ul style="list-style-type: none"> • Committee member: would suggest increasing the subsidies to 100% for both very low- and low-income. For low income people paying even \$10 would be very impactful • Committee member: I don't think anyone should have a discount. You'd assume that low-income drivers drive less. Pollution knows no demographics. • Committee member: It's all about service - if the quality of service isn't good then discounts won't matter.

Breakout Room 3

<p>What are your initial reactions?</p>	<ul style="list-style-type: none"> • Committee member: I was fairly surprised that under the full subsidy model for very low income model, it still reduced car trips significantly. • Committee member: I don't know if there is anything surprising to me. The biggest questions from my organization's perspective are what are the boundaries, what are the time periods, what are the economic, secondary impacts of this, and on non work trips. • TA staff response: what indicators would you be looking for? Maintaining same trip levels? We do see a 1% decrease in trips. • Committee member: If that's the best proxy, that's a good indicator. Broader economic analysis thinks about economic modeling to understand the cost that employees carry. • Committee member: I was hoping to geek out on the underlying data. For example, area median income (AMI). • TA staff response The definition of AMI that we used was the same as the Mayor's office and we have data if you are wondering what share of drives falls into what income range. We use a regional model of travel behavior. • Committee member: Our experience is that there are usually 2 to 3 low-income workers per car. A lot of people commute together from Contra Costa. How do we survey that? I'd like to explore the low-income effects a bit more. • TA staff response: we can look at other scenarios than 100% very low- and 50% low-income discounts. The eligibility can extend to people coming from Contra Costa. • Committee member: I am assuming a raw increase in transit capacity is one of few options, red carpet lanes can decrease cost and increase reliability. • TA staff response: We can consider investment options when we go from broader to more specific. • Committee member: Is there money available for capital costs or does it represent a trade off? • TA staff response: With the additional transit demand caused by congestion pricing, we would need a 23% service increase to lower crowding back to 2019 levels. In the initial years this program might cost more. We are being conservative with the amount of revenue we can invest. • Committee member: Implement red carpet lanes. Make transit more efficient, maximize revenue • TA staff response: One of the things that we found was that an inbound only charge would be best. The other options aren't as competitive. Do any of you have concerns with that? • Committee member: I would be concerned with in-bound only if it wasn't just peak period. I am concerned about the cordon area. • Committee member: Have you studied people trying to avoid the peak period fee and instead doing their trip at another time? If
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	<p>too many people did that we would have congestion at another time.</p> <ul style="list-style-type: none"> • TA staff response: I would need to get back to you about what the change in out-bound traffic levels would be. There would be fewer trips happening in general. • Committee member: Is morning or evening peak congestion worse? • TA staff response: Morning is worse.
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Breakout Room 4

<p>Do the options with discounts advance equity? Would you make changes? Eg. Increase base fee to provide more discounts or subsidies</p>	<ul style="list-style-type: none"> • Committee member: In implementation, how will you identify low-income drivers on the road? Support the idea and interested in details of how it would work. • TA outreach consultant: Program to verify incomes, attached to license plate, to allow for processing on the backend. Don't have all the details, could be refund or no charge up front.
<p>What do you think about moving ahead with inbound only?</p>	<ul style="list-style-type: none"> • Committee member: What configurations have other cities adopted? • TA staff response: Each city has a different system. Configuration of the city and the area informs the method. • Committee member: Goal is 15% reduction to peak trips. How will that be measured? Will and how will policies be updated? Will any of the hours, price, or design be dynamic to help achieve the goal? For example, if it turns out a bi-directional system works better, can the design be changed? • TA staff response: Something we are keeping in mind.
<p>What do you want to know from community members to help make decisions about these trade offs?</p>	<ul style="list-style-type: none"> • Committee member: Small businesses in the zone, have they been involved in the process of this study and what are their thoughts? Need to know how this will impact their profits. COVID crisis and recession already impacting those businesses. Should study how this project will impact small businesses within the zone. • TA outreach consultant: There has been 1 workshop in the Tenderloin, but no business representatives yet. Upcoming workshop in Chinatown will target merchants, and the team will do more workshops downtown (SoMa). • Committee member: Any reactions to the \$10-12 base price that is emerging from the study?

	<ul style="list-style-type: none"> • Committee member: Seems really high. People will avoid the cordon altogether. Small businesses need the traffic for their business. Will put businesses out of business or cause them to leave. • Committee member: what about the riders coming on the increased transit? • Committee member: People will be concerned about transit because of the virus and will want to use their cars likely for the next few years. This is a big psychological barrier. • Committee member: That price seems appropriate for San Francisco, less than the price of lunch downtown. It would deter me from ride-hail vehicles for example, maybe opt for bike then transit. Pricing doesn't seem out of the question to me. • Committee member: Seems high for low-income residents of Chinatown for example. • Committee members: What are the exemptions for residents, etc? Businesses on the border? • TA staff response: \$10-12 does include a discount for very low and low-income residents, that level allows the program to give discounts to those folks (100/50% discount for very low/low respectively). • Committee member: For people who aren't low or very-low income, \$10-12 seems reasonable considering the cost of BART.
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Larger group discussion questions and comments from PAC members:

- We're subsidizing driving. Concerned about boundaries of congestion pricing. Hayes Valley intersects many major arterials and is already overwhelmed by traffic. Want to make sure that Hayes Valley is included in the boundary.
- Make sure we get the absolute best from incremental dollars on congestion pricing.
- It might take ourselves awhile to dig ourselves out of a recession. Keep an open mind and keep that in mind.
- Can staff clarify the difference between peak direction and inbound pricing?
- Staff response: Inbound means you would pay when you enter the zone, bi-directional means you would pay when you enter and leave the zone.

Agenda Item 3: Outreach Updates [[Presentation](#)]

- TA staff provided updates on outreach efforts.
 - Outreach was paused to reassess how to continue in a way that leads with equity and is safe and socially distanced. This pause and restart will result in an extended outreach timeline into the fall.
 - The plan is to move forward with outreach for the study given that congestion will return as the economy bounces back.

- Staff received authorization from the Transportation Authority Board to increase consultant contracts and support more outreach.
- There are two main outreach challenges: how to have in-depth conversations and how can to reach communities of concern (seniors, low income, POC, people with less access to digital means of communication)?

Agenda Item 4: Next Steps [[Presentation](#)]

- TA staff shared the study schedule and planned next steps. Next PAC meeting in October, will have narrowed down scenarios for PAC consideration to inform recommendations in the spring

Agenda Item 5: Public Comment [[Presentation](#)]

- Public comment: Have you considered how many low income drivers will be ride-hail drivers? Their riders are probably not low income.
 - TA staff response: People all across the income spectrum are using ride-hail vehicles.
- Public comment: How much of SF traffic occurs during the peak period? Is it SF traffic or is it commuters?
- Public comment: Why not consider a higher level of reduction as an alternative?
- Public comment: Have you included changes in the price of parking that will include increases and decreases in driving? Muni makes a significant amount of money from parking.
- Public comment: Will inbound cost vary by time of day at all?
 - TA staff response: The main scenario we're looking at moving forward is an inbound fee at the peak period. We did look at a flat fee on weekdays only.
- Public comment: From a bicyclist's perspective, congestion isn't always bad because it slows traffic. Important thing is to slow down the traffic.
- Public comment: How to reach drivers specifically? Advertise at gas stations and supermarkets.
 - TA looking into how we can safely flyer while social distancing. Another idea was to reach out to SFMTA parking garages to connect to the people parking at the garages.