

Community Voices on Congestion Pricing Conversations in the Tenderloin, SoMa, and Bayview

Jodie Medeiros, Executive Director, Walk San Francisco
SFCTA Board Meeting
Tuesday, November 10, 2020

@walksf



walksf.org





Walk SF believes San Francisco can be the safest, most pedestrian-friendly city in the country.



Senior & Disability Working
Group of the Vision Zero
Coalition



Tenderloin Traffic Safety
Task Force



Vision Zero is possible!

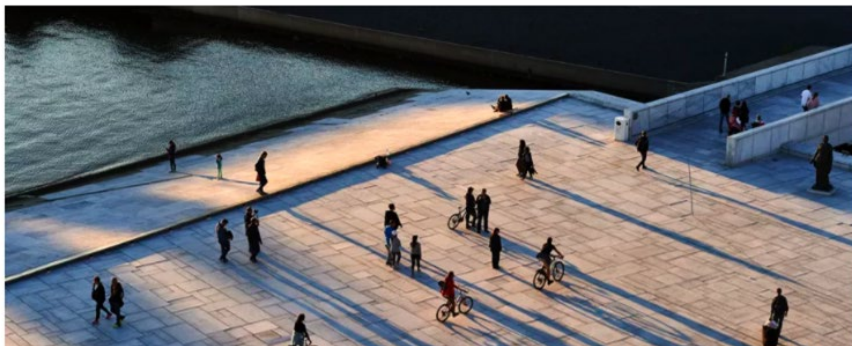
NEWS

TRANSPORTATION

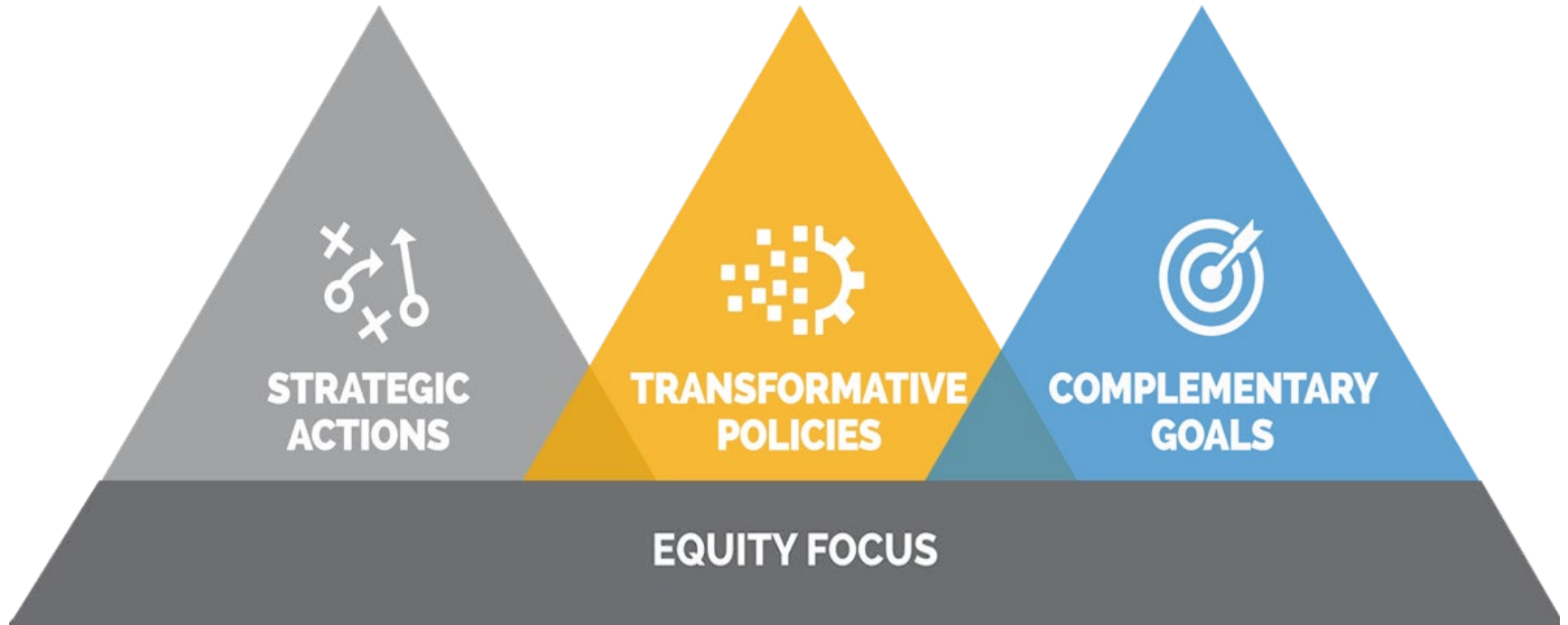
Oslo saw zero pedestrian and cyclist deaths in 2019. Here's how the city did it.

Reducing the number of cars reduced the number of traffic fatalities

By [Alissa Walker](#) | [@awalkerinLA](#) | Jan 3, 2020, 1:50pm EST



San Francisco's approach to Vision Zero



Vision Zero Transformative Policies



**Automated
Enforcement**



**Pricing and
Reducing
Vehicle Miles
Travelled**



**Urban Speed
Limit
Setting**



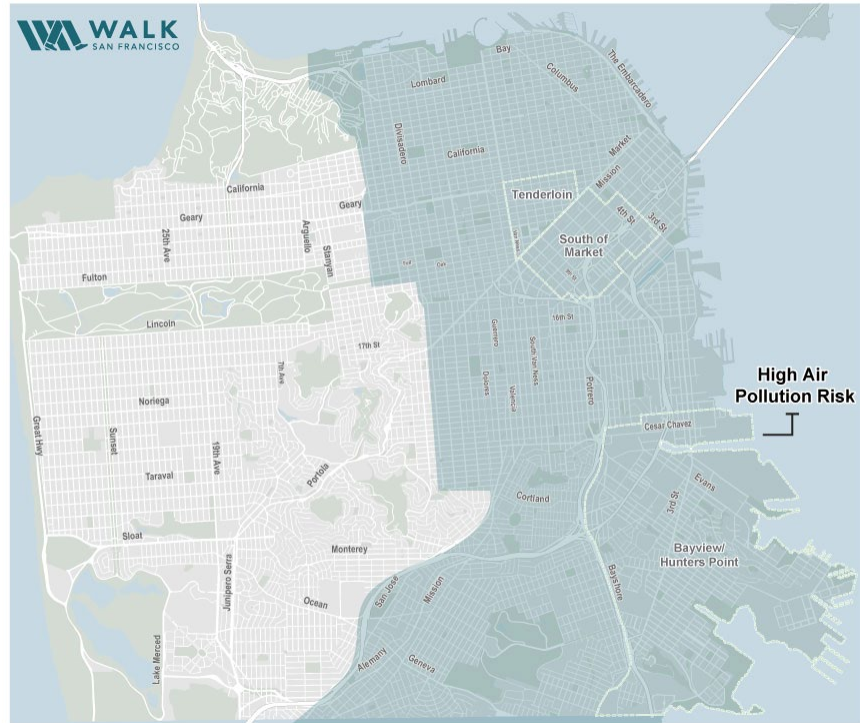
**Local Regulation
Of Transportation
Network
Companies**



Walk SF's Outreach Approach

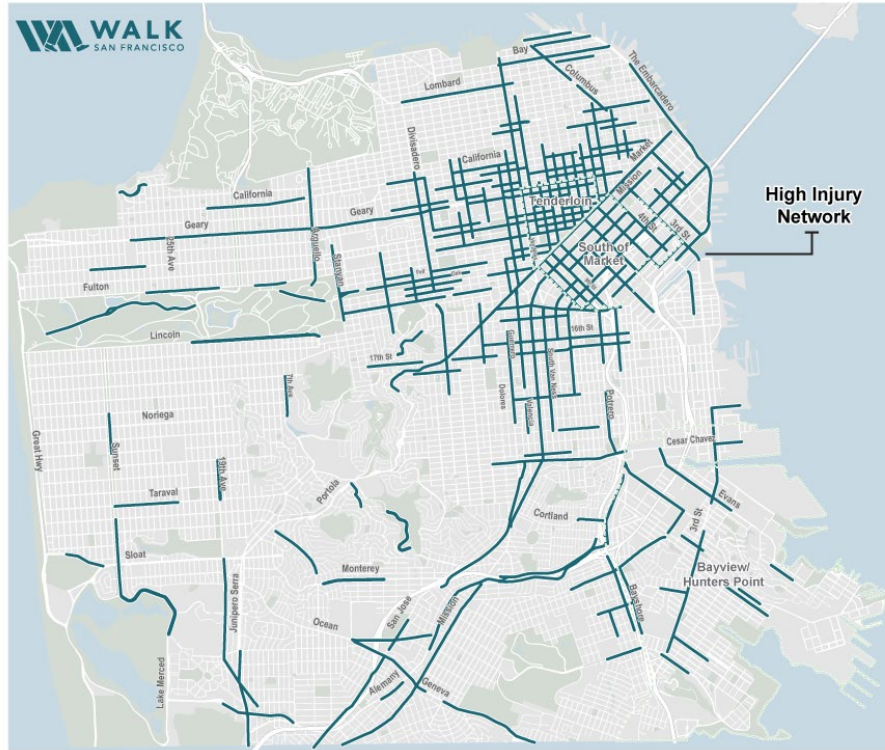
Tenderloin, SoMa, and
Bayview

Outreach to Priority Neighborhoods



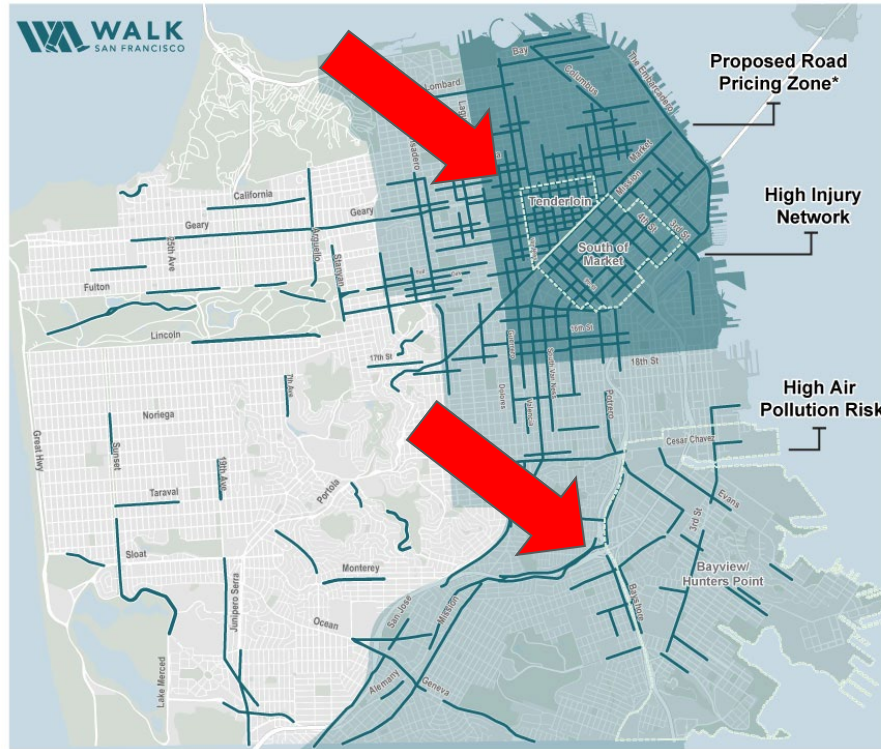
Source data: SFMTA, SFCTA, SFDPH, BAAQMD

Outreach to Priority Neighborhoods



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Outreach to Priority Neighborhoods



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Targeted Outreach



African American Holistic Wellness
Program Bayview Hunters Point

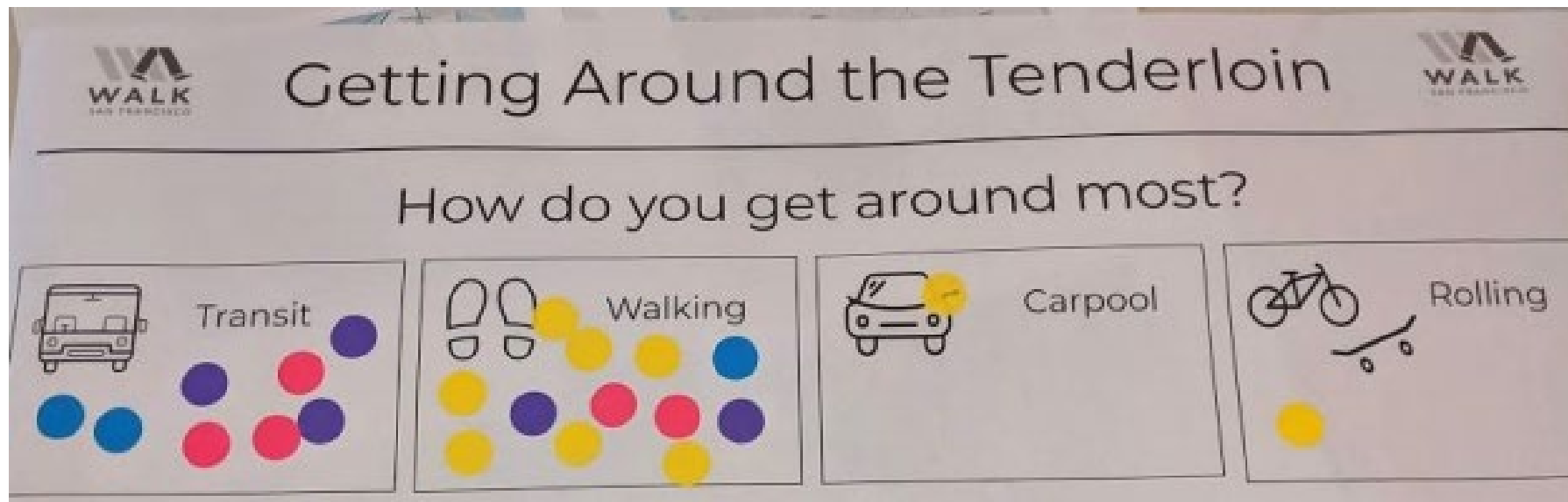
Introduce the concept

New City Idea

What if it cost money to drive on the busiest streets during the busiest parts of the day?



Customized Outreach Approach



Questions we asked:

- 1) What are your biggest concerns about a potential congestion pricing program, and
- 2) What would you most want to invest funds from congestion pricing in?



Top Concerns

1. Who Pays?
2. Will this lead to more affordable and frequent transit service?
3. Have we, as a city, exhausted other options other than congestion pricing?



Top Spending Priorities

#1 Cheaper or free transit

#2 More frequent transit service

#3 Safe streets through design





Community Voices on Congestion Pricing:

Conversations in the Tenderloin,
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Thank You

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