

Downtown Congestion Pricing Study



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Fall 2020

Our new reality

Coronavirus has dramatically changed our daily lives



Photo by Sergio Ruiz, flic.kr/p/2iRS3xd



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Coronavirus has dramatically changed our daily lives



3

SF traffic in 2019

Congestion in San Francisco had reached record levels



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**People were
driving more
than ever**

Three main reasons:

1. A growing population
2. Strong economy
3. Demand for travel by ride-hail vehicles



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Congestion affects everyone



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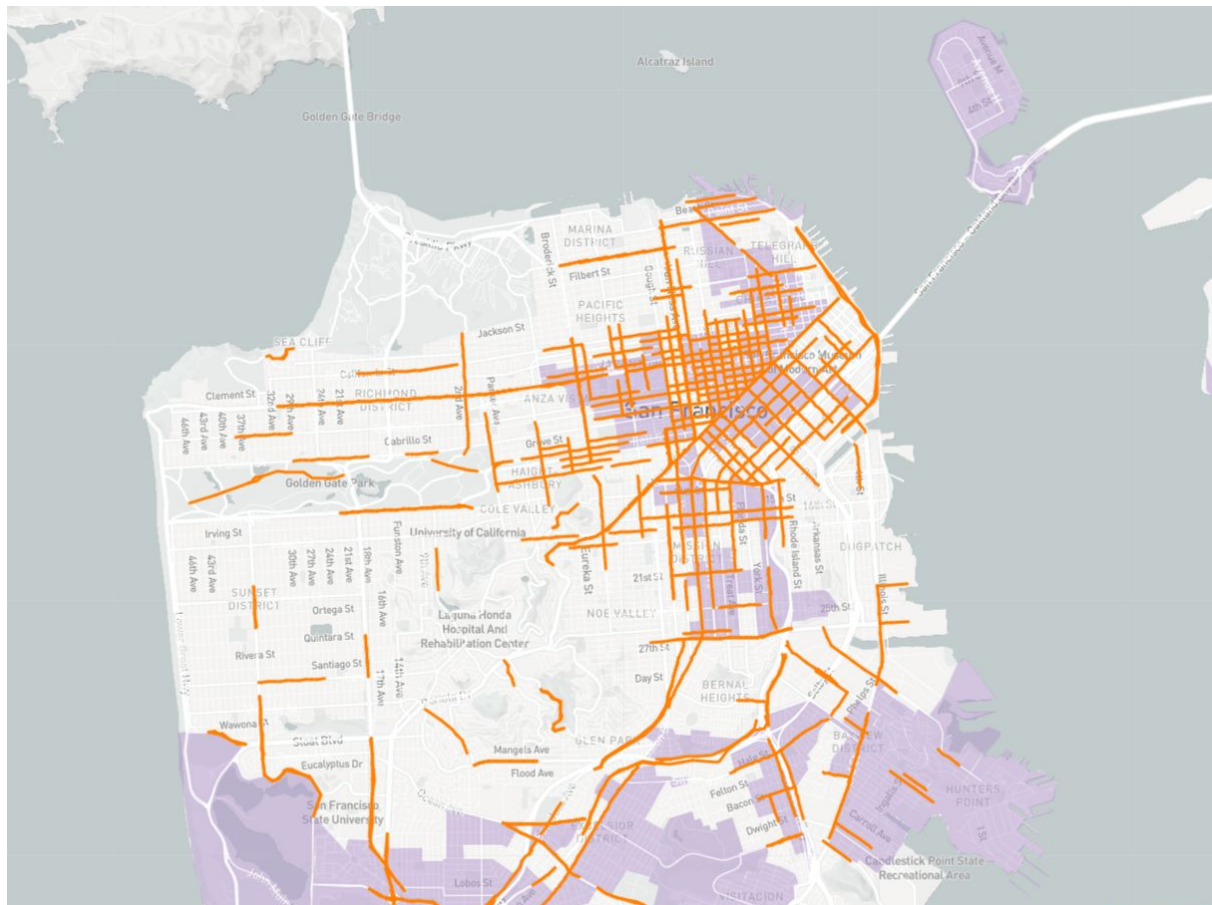
Impacts on underinvested communities

— VISION ZERO
HIGH-INJURY NETWORK

■ COMMUNITIES
OF CONCERN



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Efforts to address congestion helped



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Photo by SFMTA Photography Department



Photo by SFMTA Photography Department



Photo by SFMTA Photography Department

Uber, Lyft Tax Passes

Nov. 12, 2019, 4:28 PM

San Francisco users of rideshare services including Uber and Lyft will be paying more starting in January, when the city's new congestion pricing program takes effect.

...but our efforts were not enough



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Photo by Sergio Ruiz

...but our efforts were not enough



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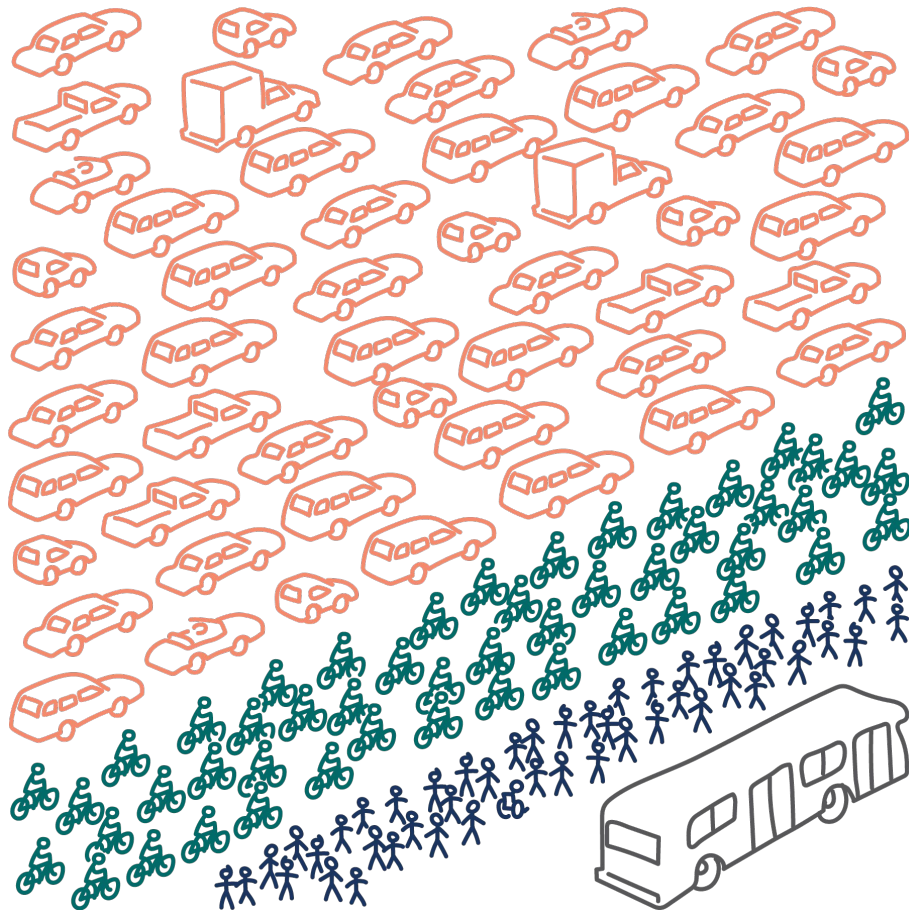
A photograph of a busy city street, likely in San Francisco. In the foreground, the back of a white taxi with a green 'TAXI' sign is visible. Pedestrians are crossing the street, and cars are stopped at a traffic light. A semi-transparent dark blue box is overlaid in the center of the image, containing white text. The text reads: 'We will need to **reduce the number of cars** downtown to make transit, walking, and biking improvements work.'

We will need to
reduce the number of cars
downtown to make transit,
walking, and biking
improvements work.

Our challenge: move more people in fewer vehicles



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50 PEOPLE
in CARS

50 PEOPLE
on BIKES

50 PEOPLE
on FOOT

50 PEOPLE
on a BUS

Downtown Congestion Pricing Study



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Photo by Sergio Ruiz, flic.kr/p/TcdmM8

Congestion Pricing Around the World



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- 30% reduction in traffic congestion
- 38% increase in transit ridership
- 12% reduction in GHG emissions



- **22% reduction in traffic congestion**
- **5% increase in transit ridership**
- **14% reduction in GHG emissions**

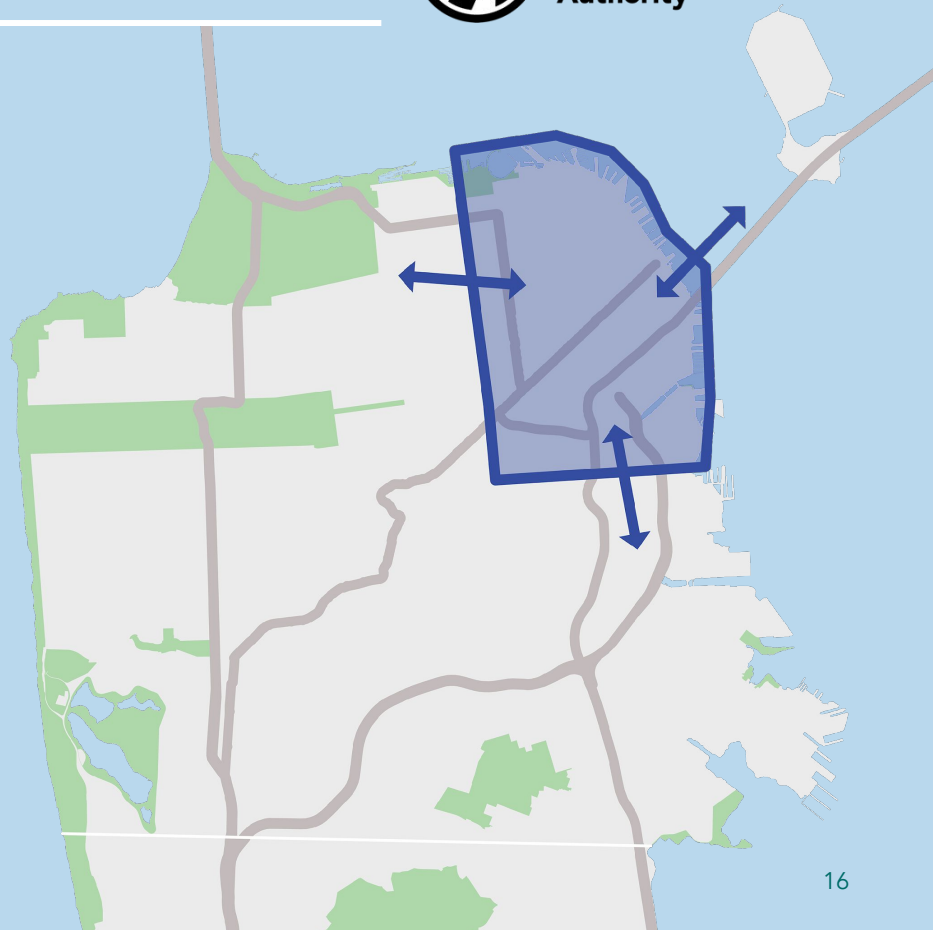
How we got here



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2010 study benefits:

- 12% fewer peak period auto trips
- 21% reduction in vehicle delay
- 20% – 25% transit speed improvements



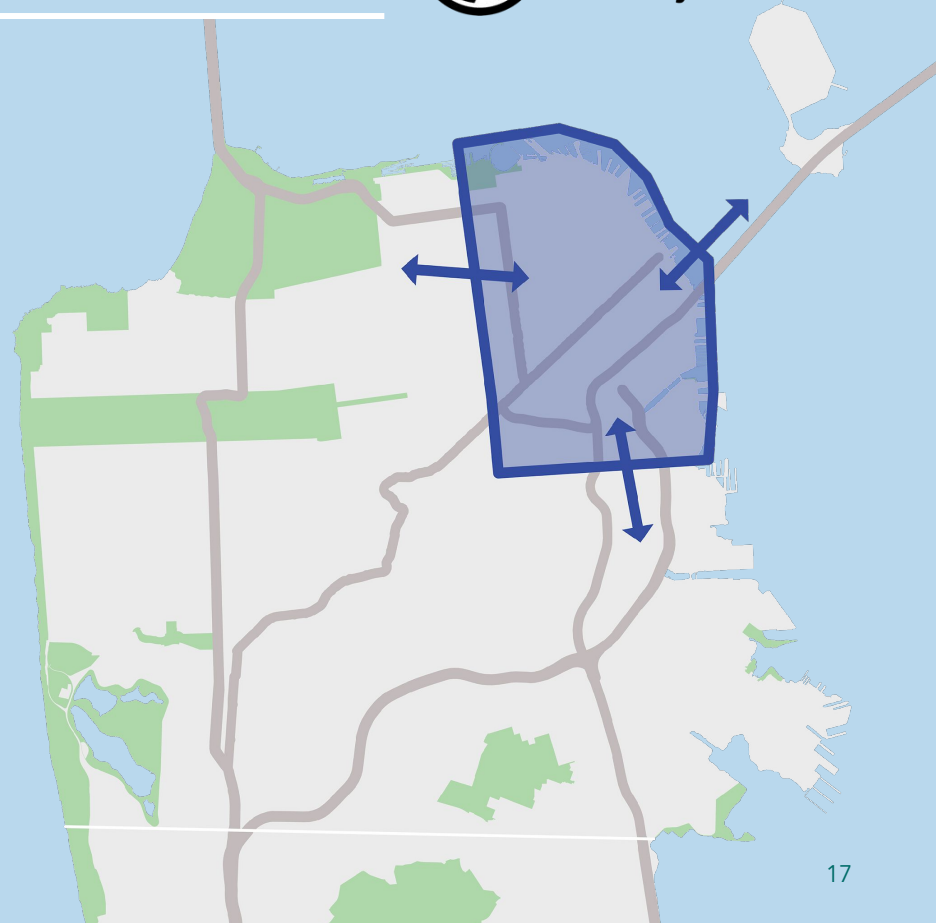
How we got here



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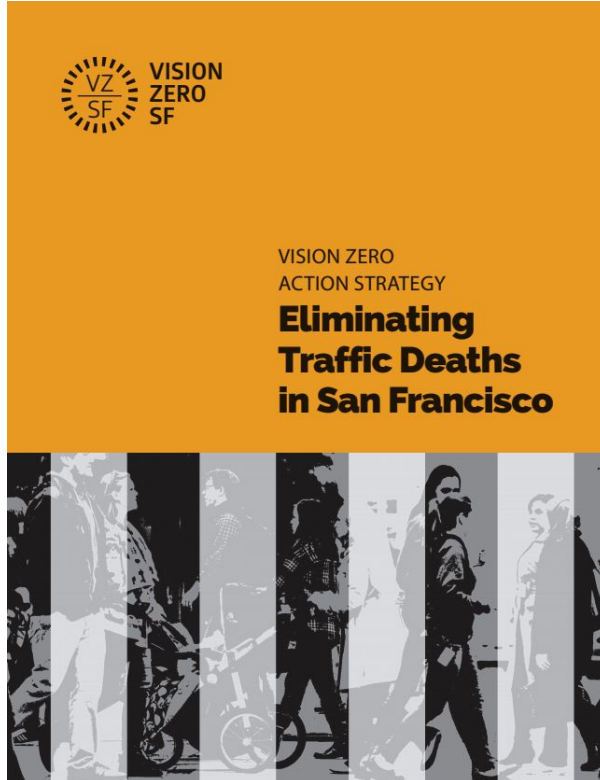
- 16% reduction GHGs in priced area
- 12% reduction in collisions
- Business effects broadly neutral



How we got here



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SF Vision Zero Action Strategy, 2019

Transportation Task Force 2045 Report, 2018

Emerging Mobility Evaluation Report, 2018

SF Transportation Demand Management Plan, 2017

SF Transportation Plan, 2017

SF Transportation Sector Climate Action Strategy, 2017

Plan Bay Area 2040, 2017

SF Climate Action Strategy, 2013

Transit Center District Plan, 2012

How we got here



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Downtown Travel Patterns

**75% of people
driving to Northeast
San Francisco came
from within the city**

*Source: SFCTA, San Francisco Chained
Activity Modeling Process*



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NORTH BAY

3%

22,000 TRIPS

EAST BAY

12%

65,500 TRIPS

SAN FRANCISCO

75%

417,500 TRIPS

SOUTH BAY

10%

56,700 TRIPS

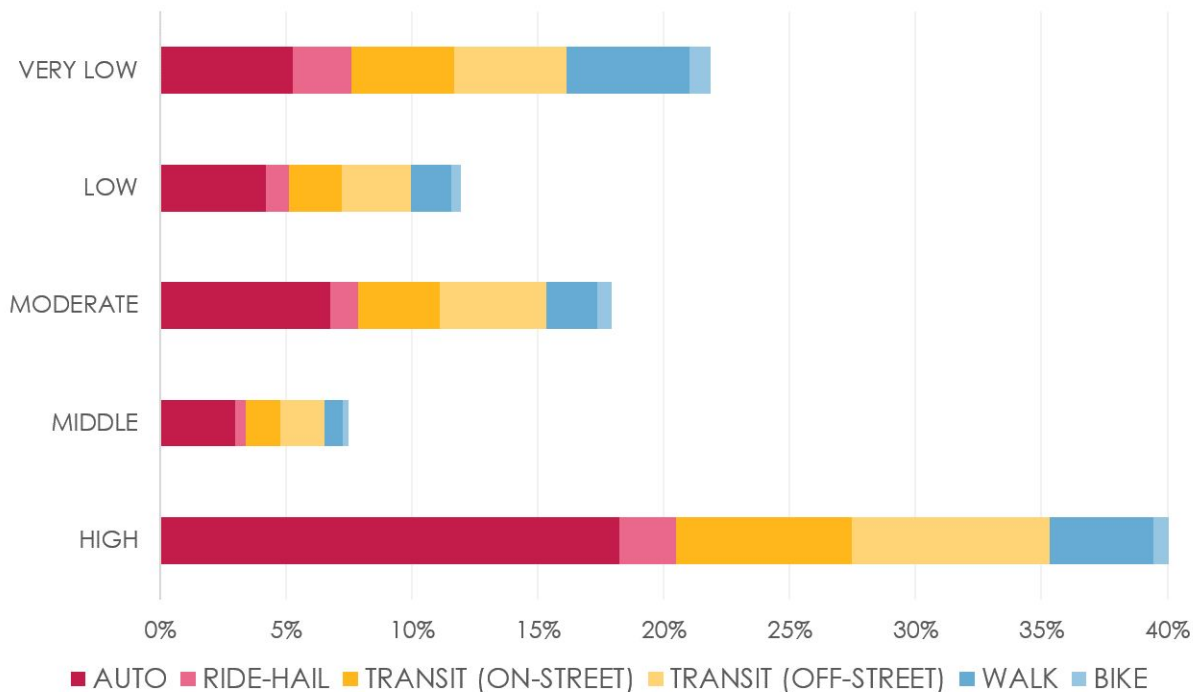
Travel in NE SF



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

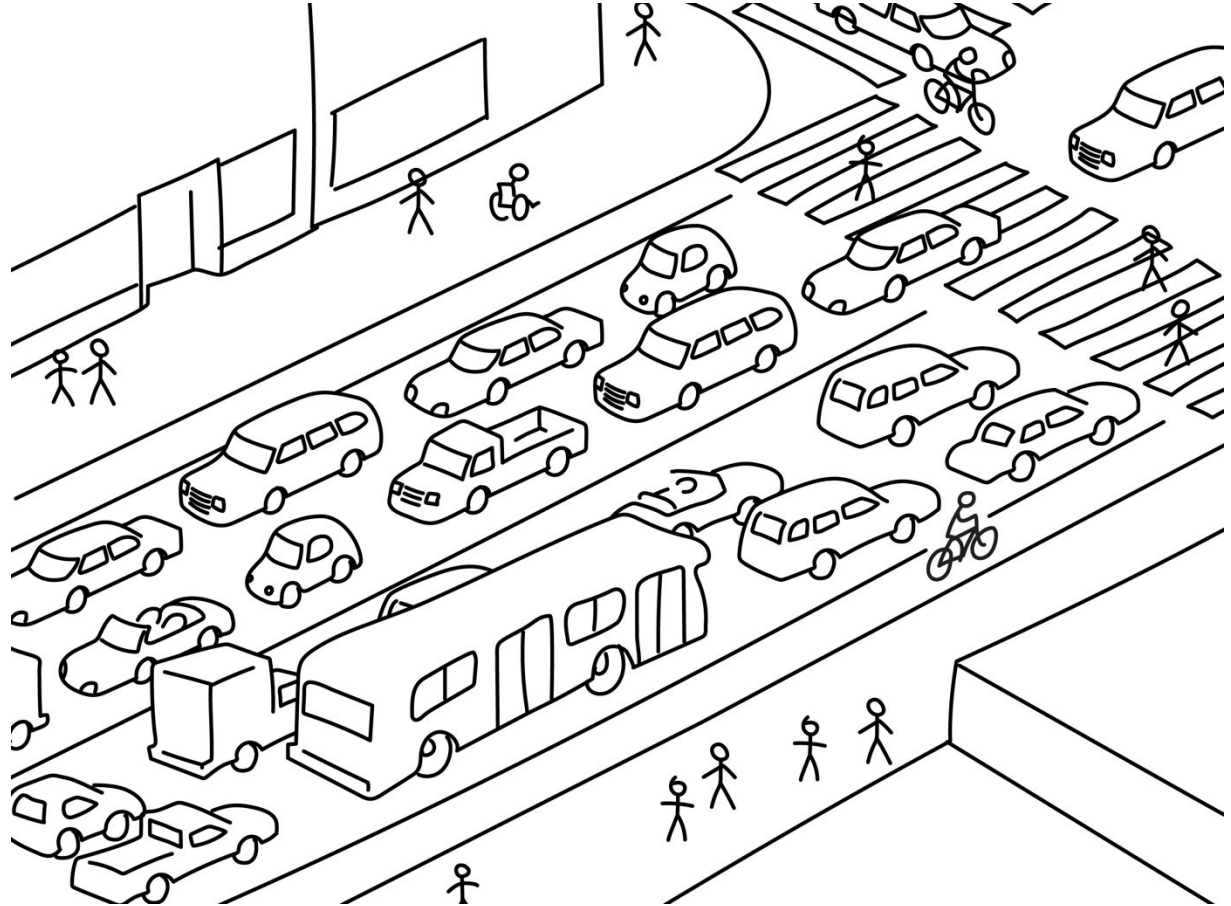
Percent of Weekday Morning Trips To, From, Within Northeast SF



Developing a program that works for San Francisco



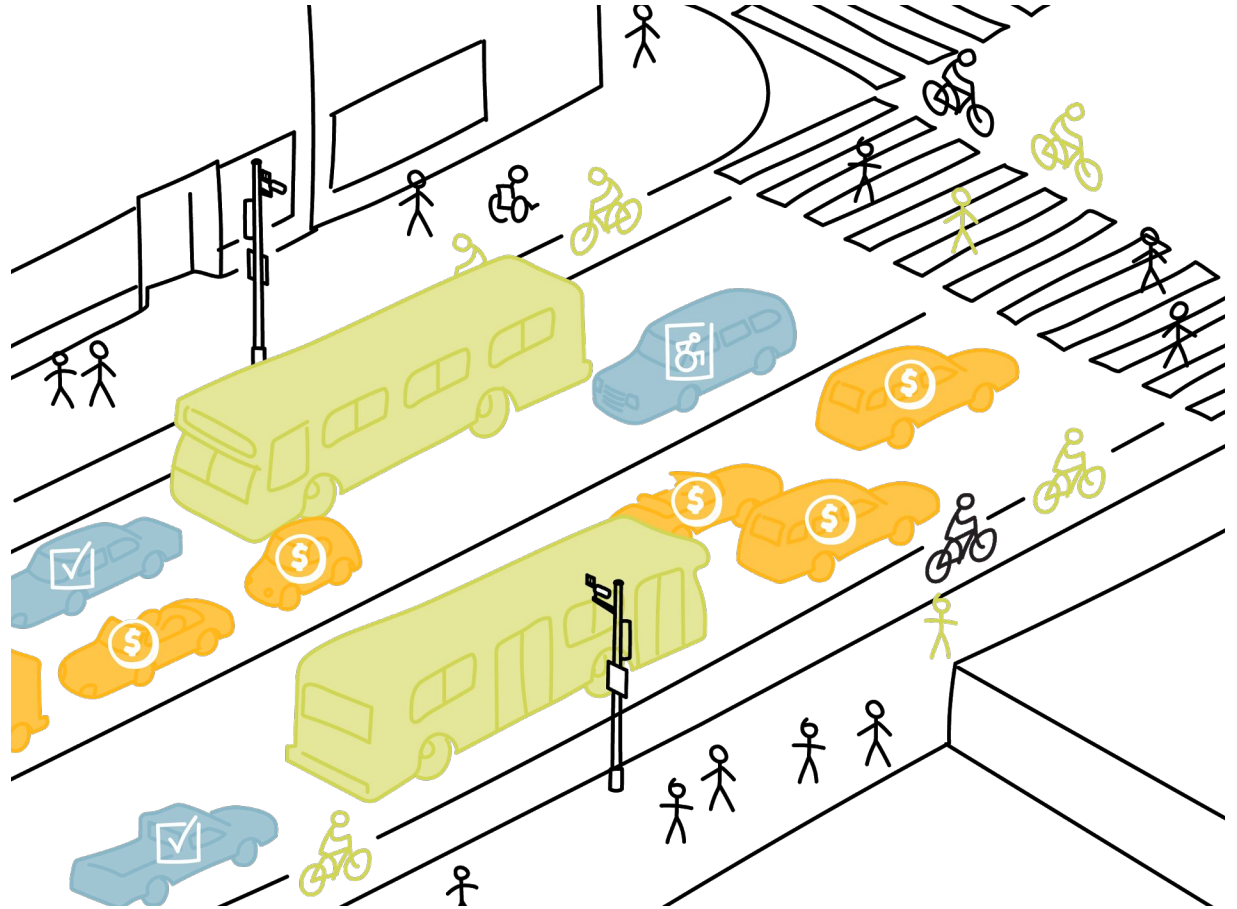
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Developing a program that works for San Francisco



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The target

Reduce peak car trips
downtown by at least

15%

from 2019 levels



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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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Goals of congestion pricing: get traffic moving



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Photo by Sergio Ruiz, flic.kr/p/2b8zyVm

Goals of congestion pricing: increase safety



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Photo by Sergio Ruiz, flic.kr/p/VuN2RW

Goals of congestion pricing: clean the air



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Photo by Sergio Ruiz, [flickr.com/p/25zXP6y](https://www.flickr.com/photos/25zXP6y/)

Goals of congestion pricing: advance equity



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Photo by SFMTA Photography Department

Potential Boundaries

Communities of Concern



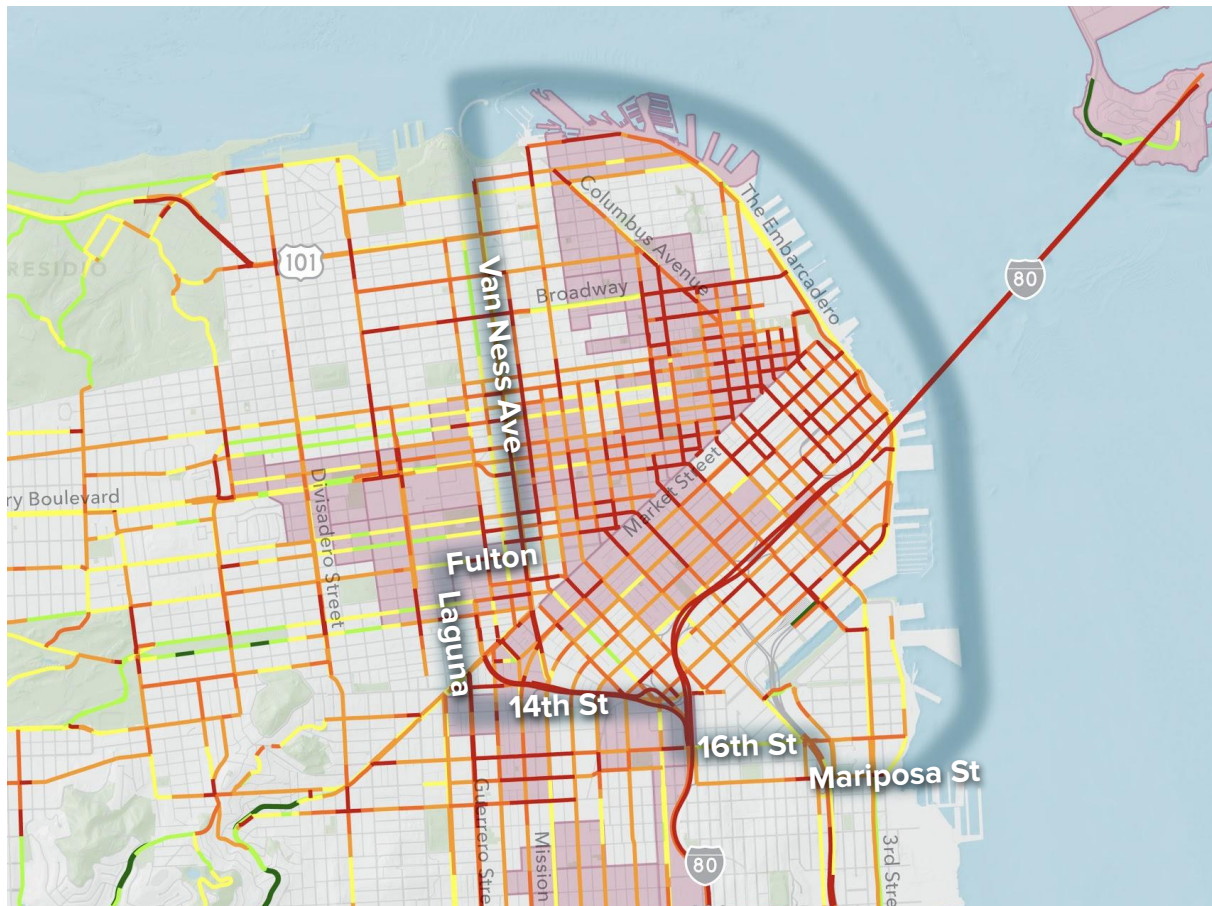
Level of Service during PM Peak



Source: SFCTA, San Francisco
Chained Activity Modeling Process



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Potential Discounts, Exemptions, Fees



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THREE
SCENARIOS:

1

means-based
focus

2

means-based,
resident,
toll-payer
discounts

3

means-based
focus

Potential Discounts, Exemptions, Fees



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THREE
SCENARIOS:

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means-based
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means-based
focus

Fee Direction

Inbound only

Inbound only

Two-way

Potential Discounts, Exemptions, Fees



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SCENARIO	1 Inbound with means-based focus	2 Inbound with means-based, resident, toll-payer discounts	3 Two-way with means-based focus
Fee Direction	Inbound only	Inbound only	Two-way
Very Low Income 0 – 55% AMI Family of four: \$65k	100% discount (\$0)	100% discount (\$0)	100% discount (\$0)
Low Income 55 – 80% AMI Family of four: \$65 – 95k	67% discount (\$4.25)	50% discount (\$7.00)	67% discount (\$2.25)
Moderate 80 – 120% AMI Family of four: \$95 – 142k	33% discount (\$8.50)	0% discount (\$14.00)	33% discount (\$4.75)
Middle & High 120% AMI Family of four: \$142k+	0% discount (\$12.50)	0% discount (\$14.00)	0% discount (\$7.00)

Potential Discounts, Exemptions, Fees



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W/ Disability			
Bridge Toll Payer			
Zone resident			
Daily Cap			
TNC (Uber/Lyft)			
Transit subsidies			

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Transit subsidies			

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Transit subsidies	Yes	No	Yes

Investments

Minimum transit investment:

20 – 25% transit service increase to accommodate ridership increase

Top investment priorities from outreach:

1. Additional transit investments (e.g. more service, capacity, access)
2. Pedestrian, bicycle safety upgrades

Additional options under consideration:

3. Street repaving
4. Transit ambassadors
5. Improved paratransit
6. School buses

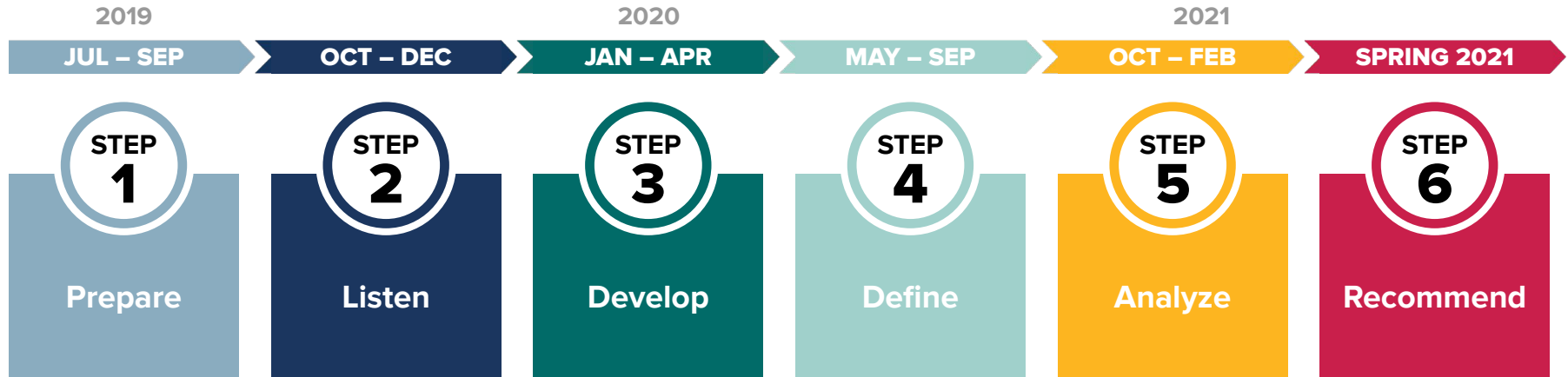


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Schedule (subject to change)



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Potential path to implementation



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- Transportation Authority Board vote
- State legislation
- Detailed policy and system design
- Community outreach
- Program implementation

How to get involved



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- Share your feedback with us by emailing congestion-pricing@sfcta.org
- Visit sfcta.org/downtown to:
 - Learn more about congestion pricing
 - Request a presentation
 - Sign up for email updates

Thank you.

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



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