

Downtown Congestion Pricing Study

Study Update and Prop K Appropriation Request



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**Agenda Item 7
December 8, 2020**

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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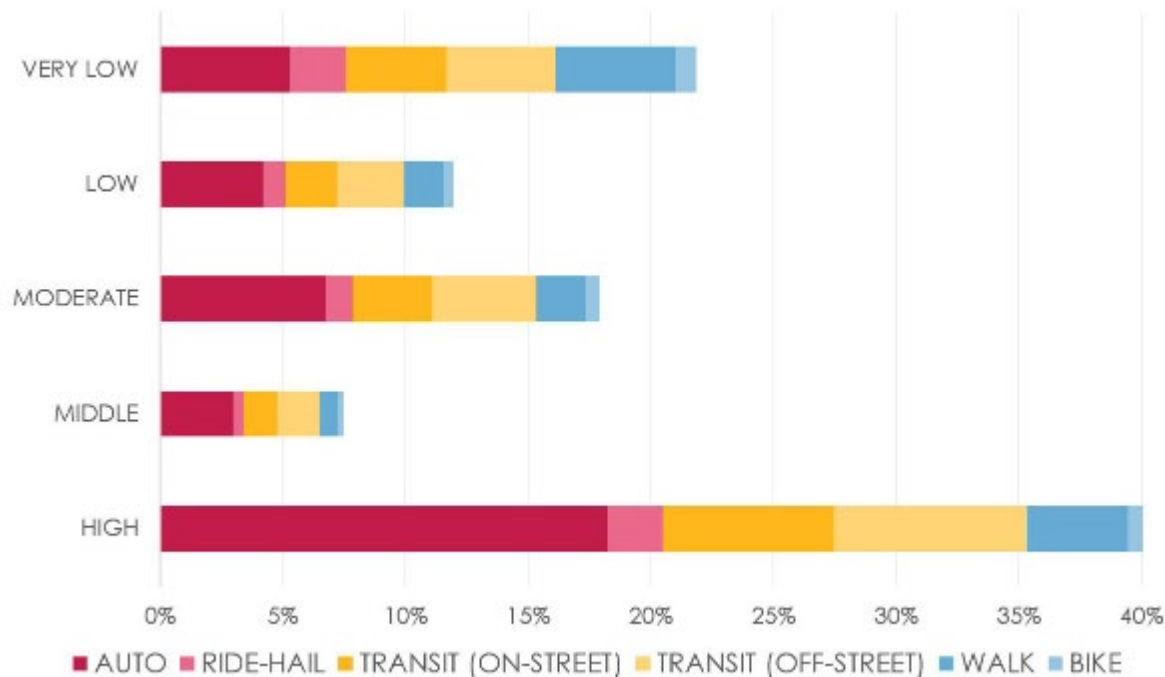
Travel in NE SF



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

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



Source: SFCTA, SF-CHAMP 2015 Base Year Estimate

Downtown Travel Patterns

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

Source: SFCTA, San Francisco
Chained Activity Modeling Process



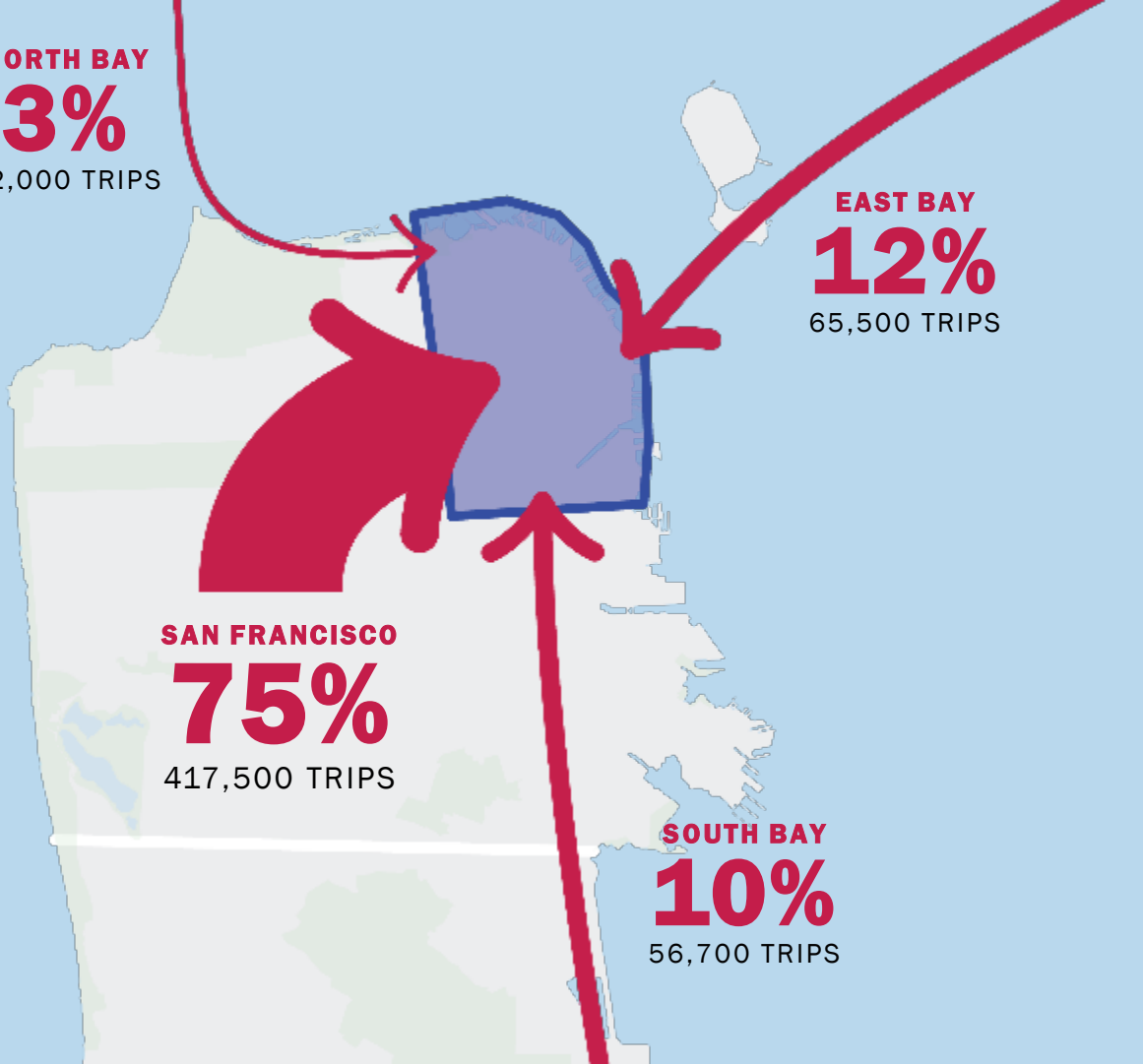
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NORTH BAY
3%
22,000 TRIPS

EAST BAY
12%
65,500 TRIPS

SAN FRANCISCO
75%
417,500 TRIPS

SOUTH BAY
10%
56,700 TRIPS



Outreach approach



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Policy Advisory Committee



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Policy Advisory Committee



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- APA Family Support Services
- Central City SRO Collaborative
- Chinatown Community Development Center
- ClimatePlan
- Commission on the Environment
- El Centro Bayview
- The Greenlining Institute
- Hayes Valley Neighborhood Association
- La Raza Centro Legal
- Mission Economic Development Agency
- Potrero Boosters Neighborhood Association
- SF Bay Area Planning and Urban Research Association
- SF Bicycle Coalition
- SF Chamber of Commerce
- SF Council of District Merchants Associations
- SF Giants
- SF Human Rights Commission
- SF Labor Council
- SF Transit Riders
- SF Travel
- Senior and Disability Action
- South Beach | Rincon | Mission Bay Neighborhood Assn.
- TransForm
- Transportation Authority Citizens Advisory Committee
- Uber
- UCSF Mission Bay
- Union Square Business Improvement District
- Walk San Francisco
- West of Twin Peaks Central Council
- Yellow Cab of San Francisco

Co-Creation



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Young Community Developers

Card Game



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FEE

\$12

for moderate, middle,
and high income drivers

\$6

for low income drivers

\$0

for very-low income
drivers

COLLECT

7

TOKENS

SUBSIDY

Drivers with
disabilities
discounts

Provide discounts to the
congestion fee for drivers
with disabilities.

SPEND

2

TOKENS

INVESTMENT

Transit
improvements

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

SPEND

2

TOKENS



Extra Tokens
to Spend



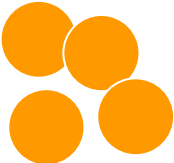
2 tokens

+



2 tokens

=

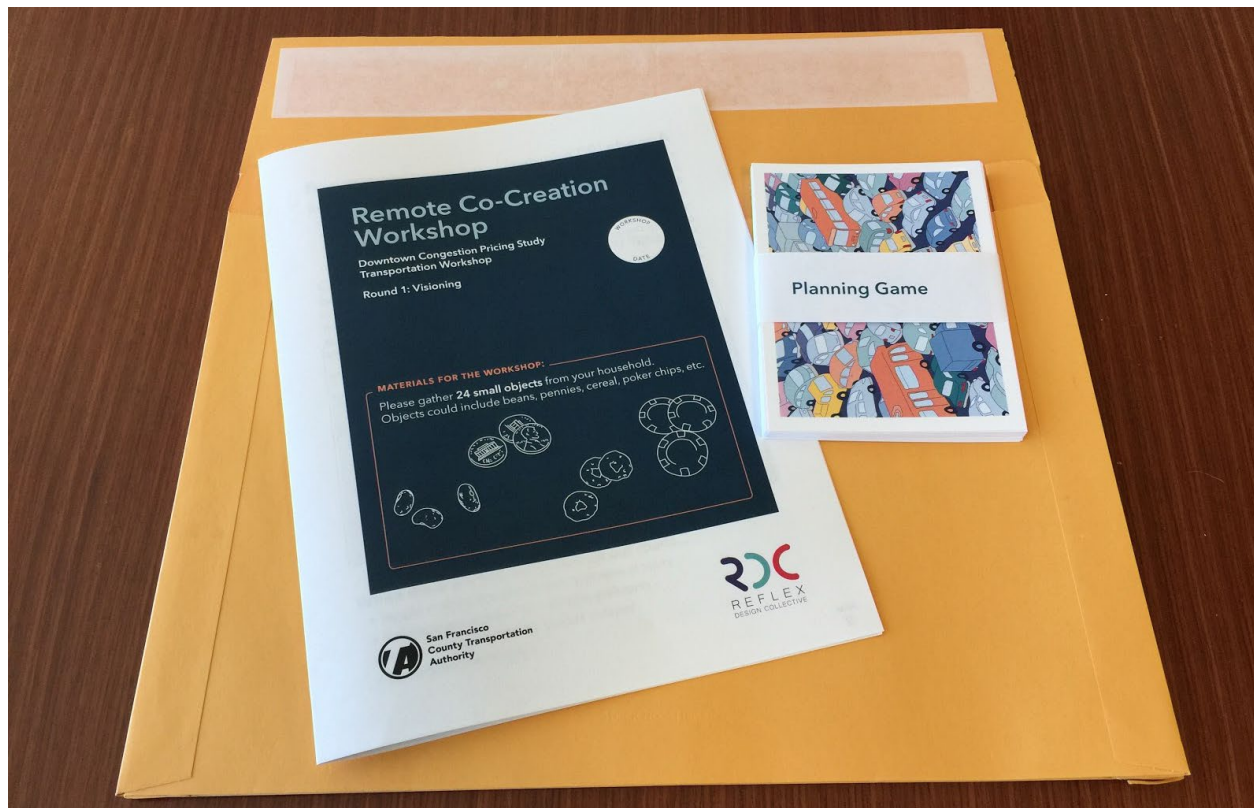


4 tokens

Remote Co-creation



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Remote Co-creation



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Additional Feedback Tools



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Hey! Thanks for texting the San Francisco County Transportation Authority to share your thoughts on how we can make your commute better. This is opt-in only and standard SMS rates apply.

What is your zipcode?

94118

Do you drive or take public transportation?

Drive

- Virtual/phone public meetings
- Digital survey: Unclog Fog City
- Texting survey
- Custom in-language surveys
- Digital outreach
- Phone calls

Publicity Tools



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- Multilingual posters in neighborhoods & parking garages
- In-language advertisements
- Earned media
- Social media

Incorporating feedback



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Key overall outreach themes

- **Overall:** Input varied widely on congestion pricing as a whole
- **Most common concerns:**
 - Affordability
 - Public transit
 - Business effects
- **Most popular benefits:**
 - Transit improvements
 - Health and quality of life



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Key overall outreach themes

- **Discounts and exemption priorities:**
 - Income-based congestion fee discounts & exemptions
 - Income-based transit fare subsidies
- **Investment priorities:**
 - Transit improvements
 - Pedestrian and bicycle safety upgrades



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Incorporating Feedback: Fee structures



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THREE
SCENARIOS:

1

means-based
focus

2

means-based,
resident,
toll-payer
discounts

3

means-based
focus

Incorporating Feedback: Fee structures

THREE
SCENARIOS:

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means-based,
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means-based
focus

Fee Direction

Inbound only

Inbound only

Two-way

Incorporating Feedback: Fee structures



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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)

Incorporating Feedback: Fee structures



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Bridge Toll Payer			
Zone resident			
Daily Cap			
TNC			
Transit subsidies			

Incorporating Feedback: Fee structures



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Incorporating Feedback: Fee structures



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Daily Cap	2 round trips	2 round trips	2 round trips
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Transit subsidies			

Incorporating Feedback: Fee structures



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Transit subsidies			

Incorporating Feedback: Fee structures



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Incorporating feedback: Boundary

Communities of Concern



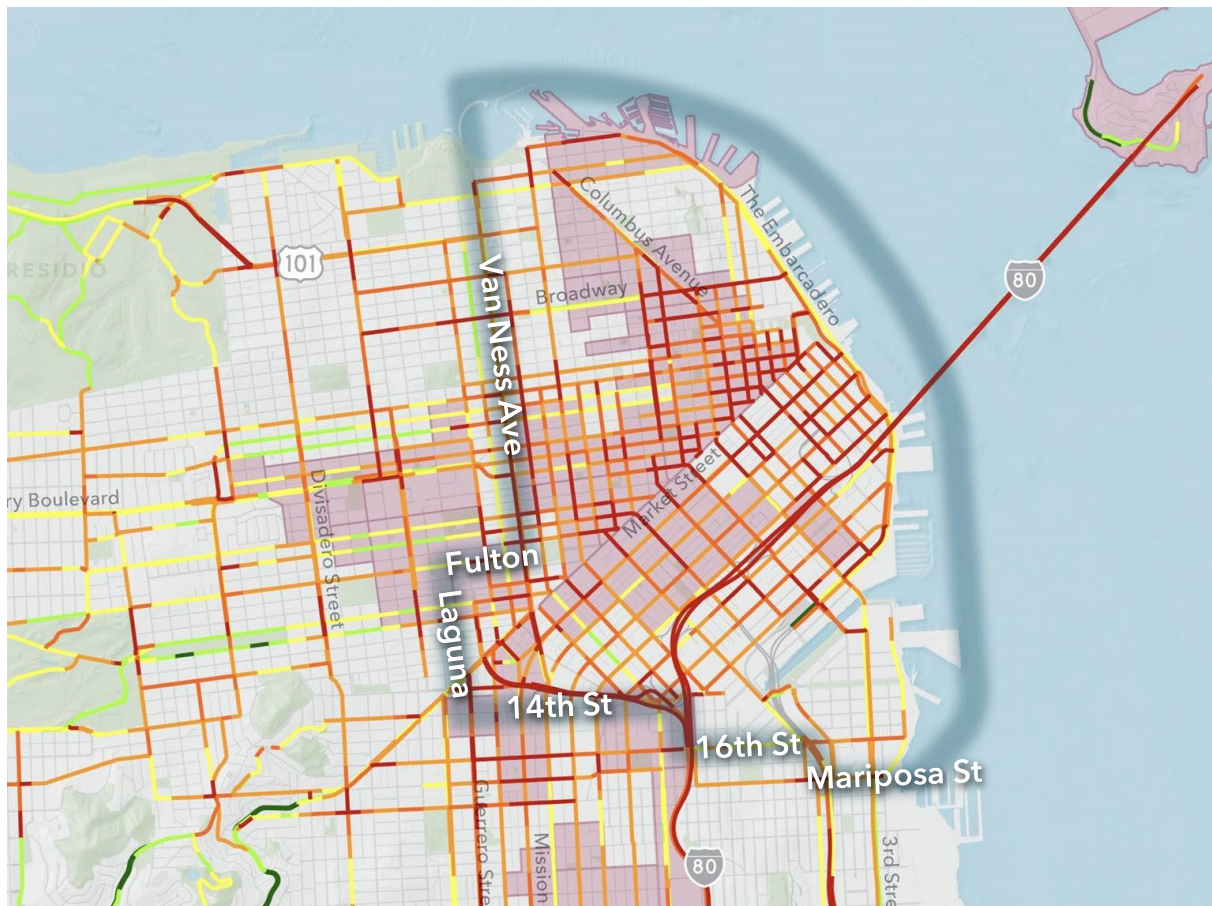
Level of Service during PM Peak



Source: SFCTA, San Francisco
Chained Activity Modeling Process



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Next steps



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Schedule (subject to change)



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Downtown Congestion Pricing (SFCTA) Planning

Prop K request: \$550,000

Total Project Cost: \$2.8 million

- Cost consistent with June 2020 consultant contract amendment
- Additional scope:
 - Additional PAC meetings, co-creation workshops, and regional outreach requested by PAC
 - Three-month schedule extension to provide more time for this outreach
- Study complete June 2021



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Thank you

sfcta.org/downtown

congestion-pricing@sfcta.org



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