

# Downtown Congestion Pricing Study

Study Update and Prop K Appropriation Request



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Agenda Item 9  
December 2, 2020

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## Goals of congestion pricing

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

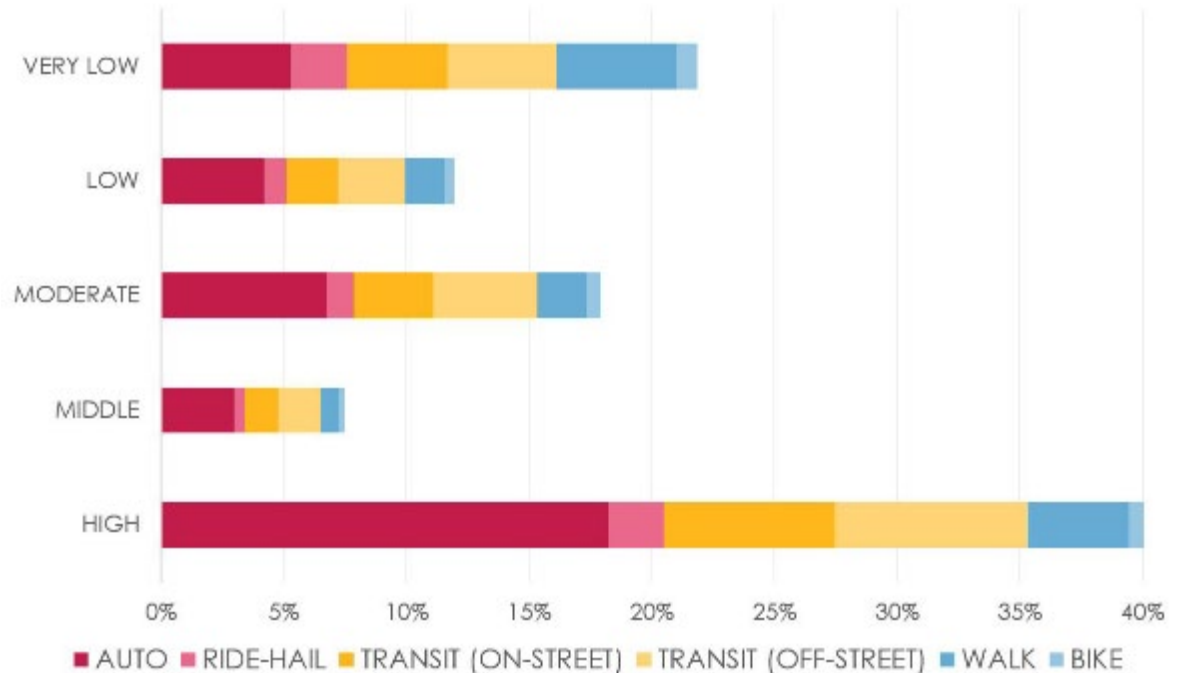
- Get traffic moving
- Increase safety
- Clean the air
- Advance equity



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

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



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# Downtown Travel Patterns

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

Source: SFCTA, San Francisco  
Chained Activity Modeling Process



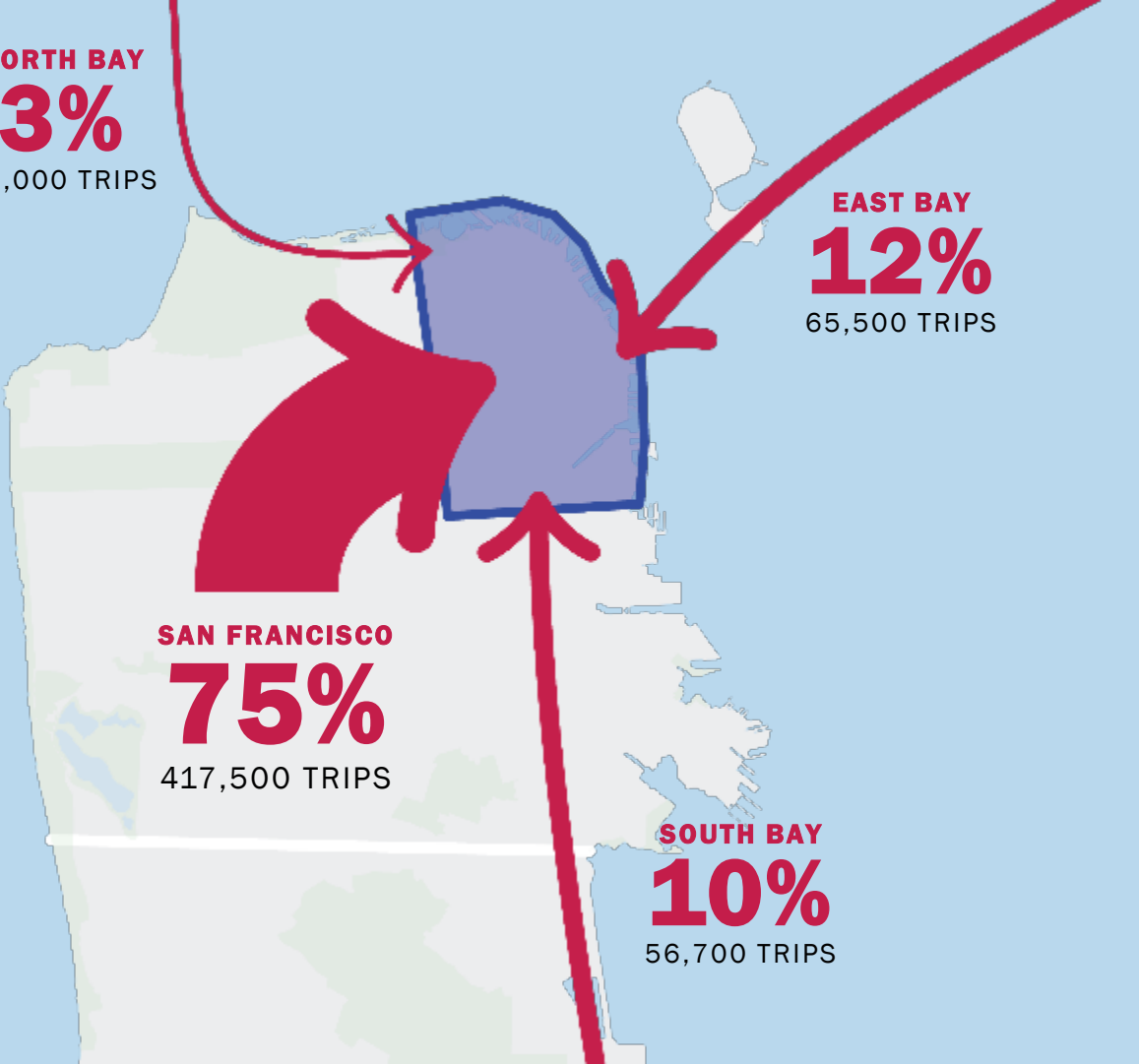
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NORTH BAY  
**3%**  
22,000 TRIPS

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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# Card Game



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**FEE**

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

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**\$6** for low income drivers

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**\$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



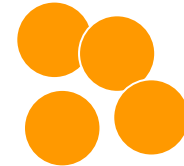
2 tokens

+



2 tokens

=

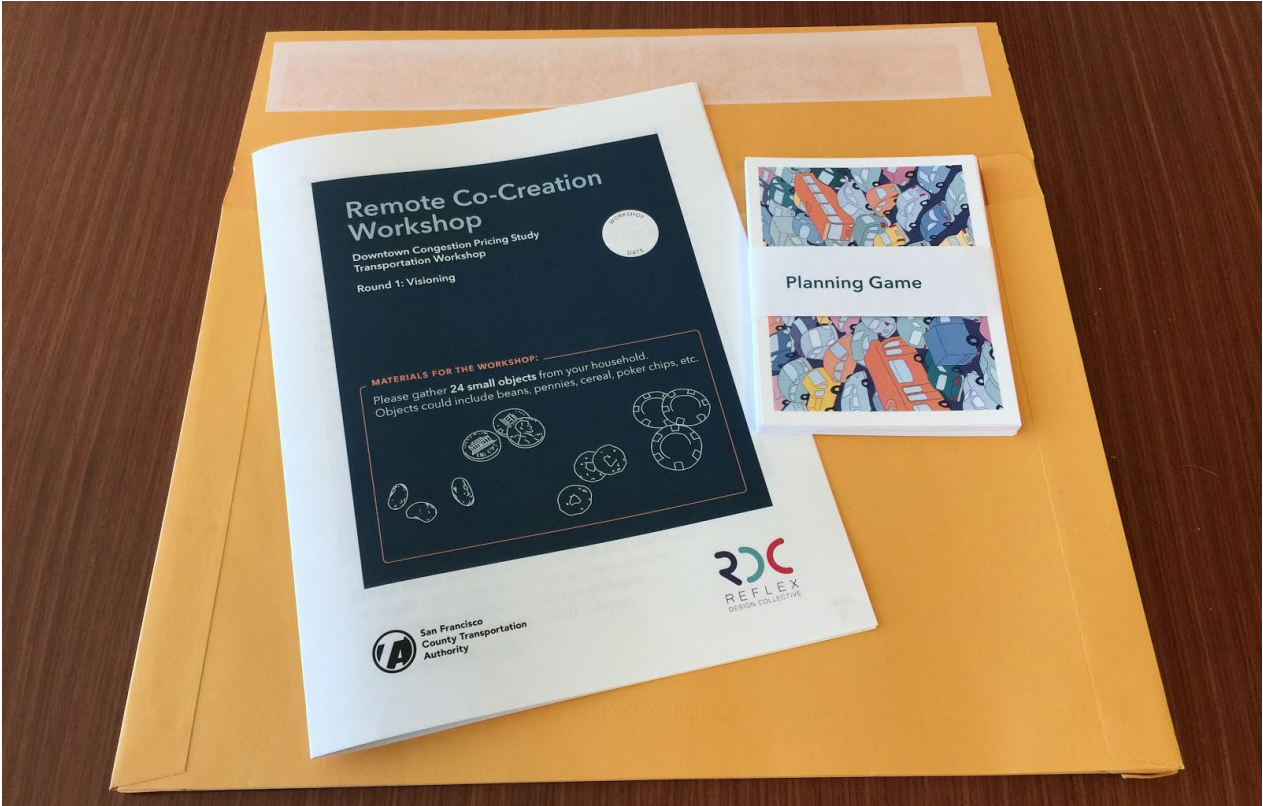


4 tokens

# 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

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- **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

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- **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



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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

# Incorporating Feedback: Fee structures



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
<b>Very Low Income</b> 0 – 55% AMI Family of four: \$65k	100% discount (\$0)	100% discount (\$0)	100% discount (\$0)
<b>Low Income</b> 55 – 80% AMI Family of four: \$65 – 95k	67% discount (\$4.25)	50% discount (\$7.00)	67% discount (\$2.25)
<b>Moderate</b> 80 – 120% AMI Family of four: \$95 – 142k	33% discount (\$8.50)	0% discount (\$14.00)	33% discount (\$4.75)
<b>Middle &amp; High</b> 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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<b>W/ Disability</b>			
<b>Bridge Toll Payer</b>			
<b>Zone resident</b>			
<b>Daily Cap</b>			
<b>TNC</b>			
<b>Transit subsidies</b>			

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Transit subsidies	Yes	No	Yes

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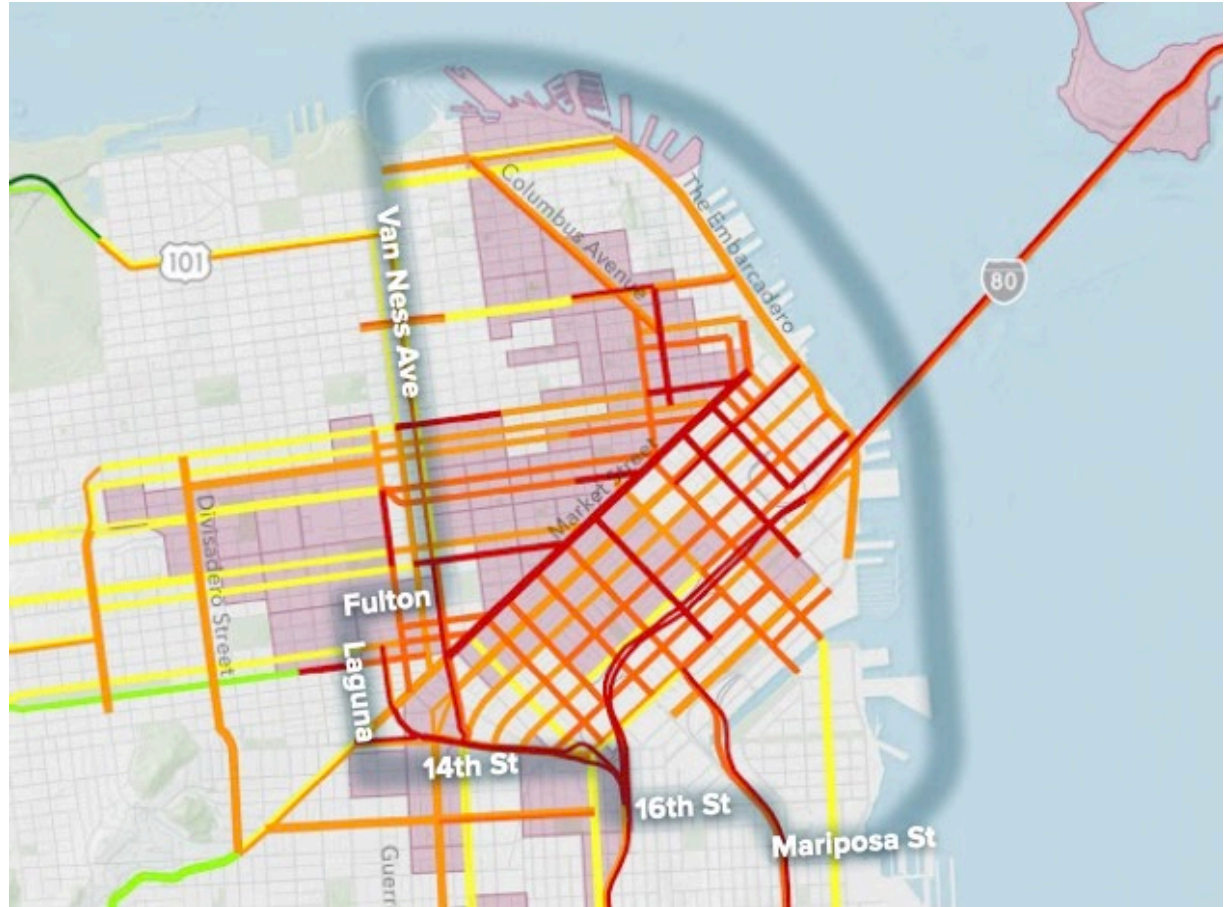
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# Incorporating feedback: Boundary

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# Next steps



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# Schedule (subject to change)



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# Downtown Congestion Pricing (SFCTA) Planning

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**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

# Thank you

[sfcta.org/downtown](https://sfcta.org/downtown)

[congestion-pricing@sfcta.org](mailto:congestion-pricing@sfcta.org)



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