

Downtown Congestion Pricing Study

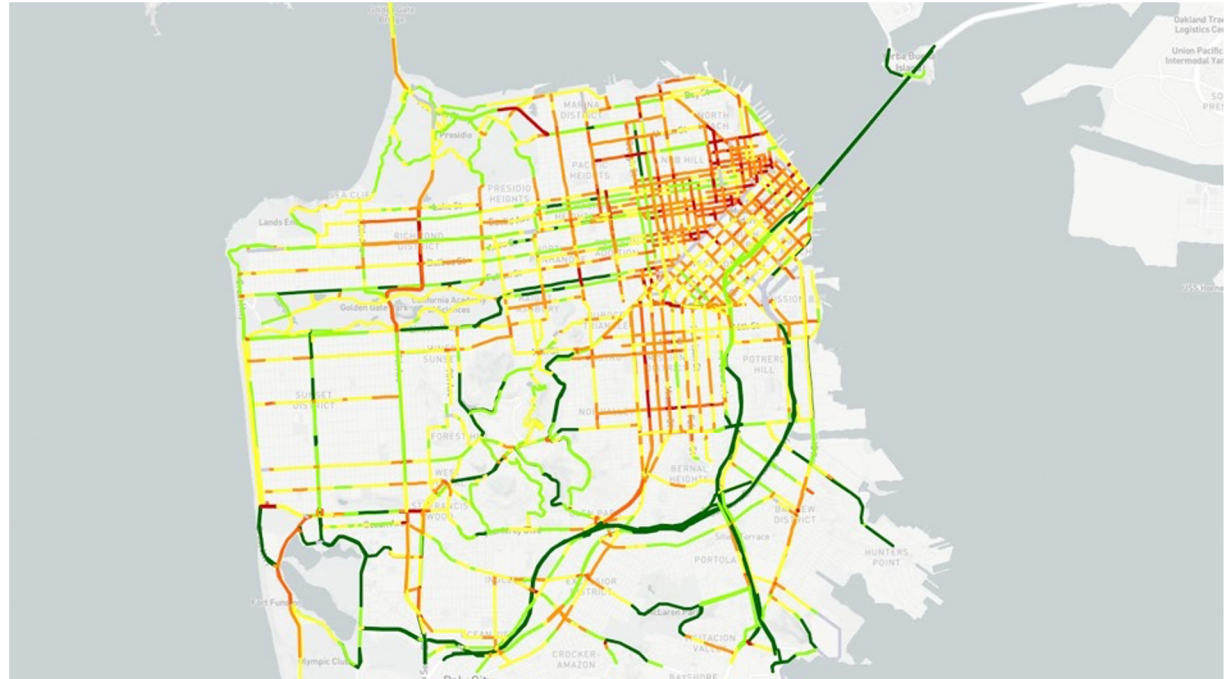


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Winter 2021

SF traffic in April 2020

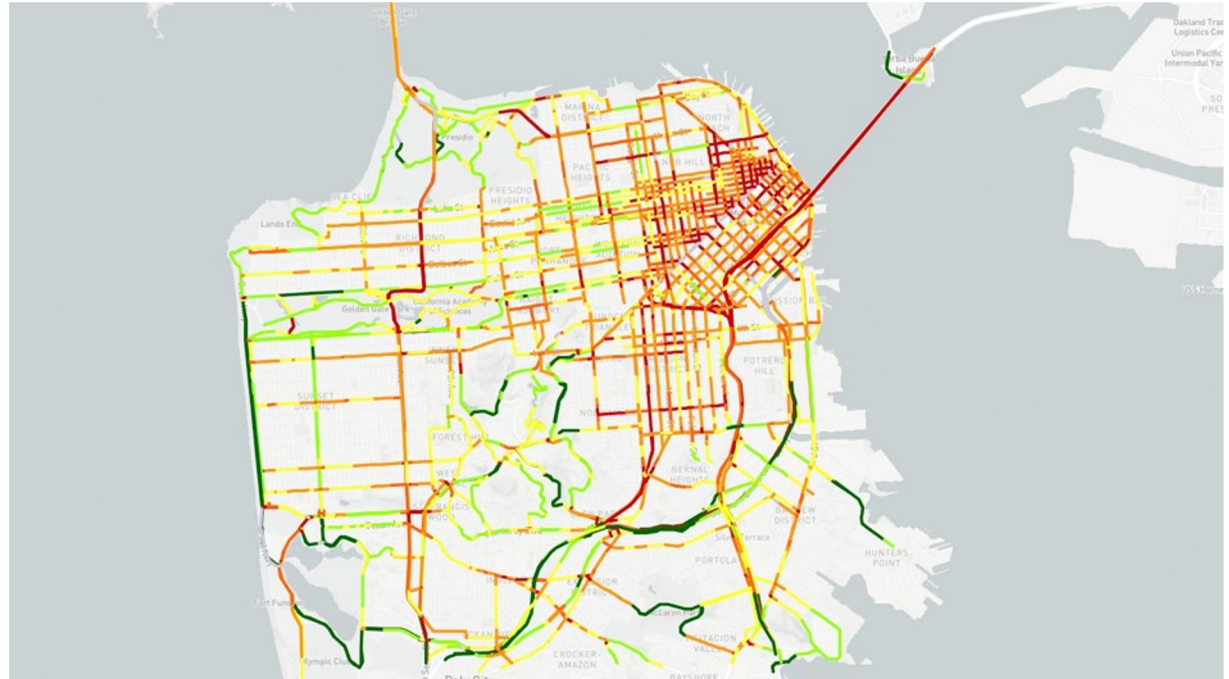
Coronavirus has dramatically changed our daily lives



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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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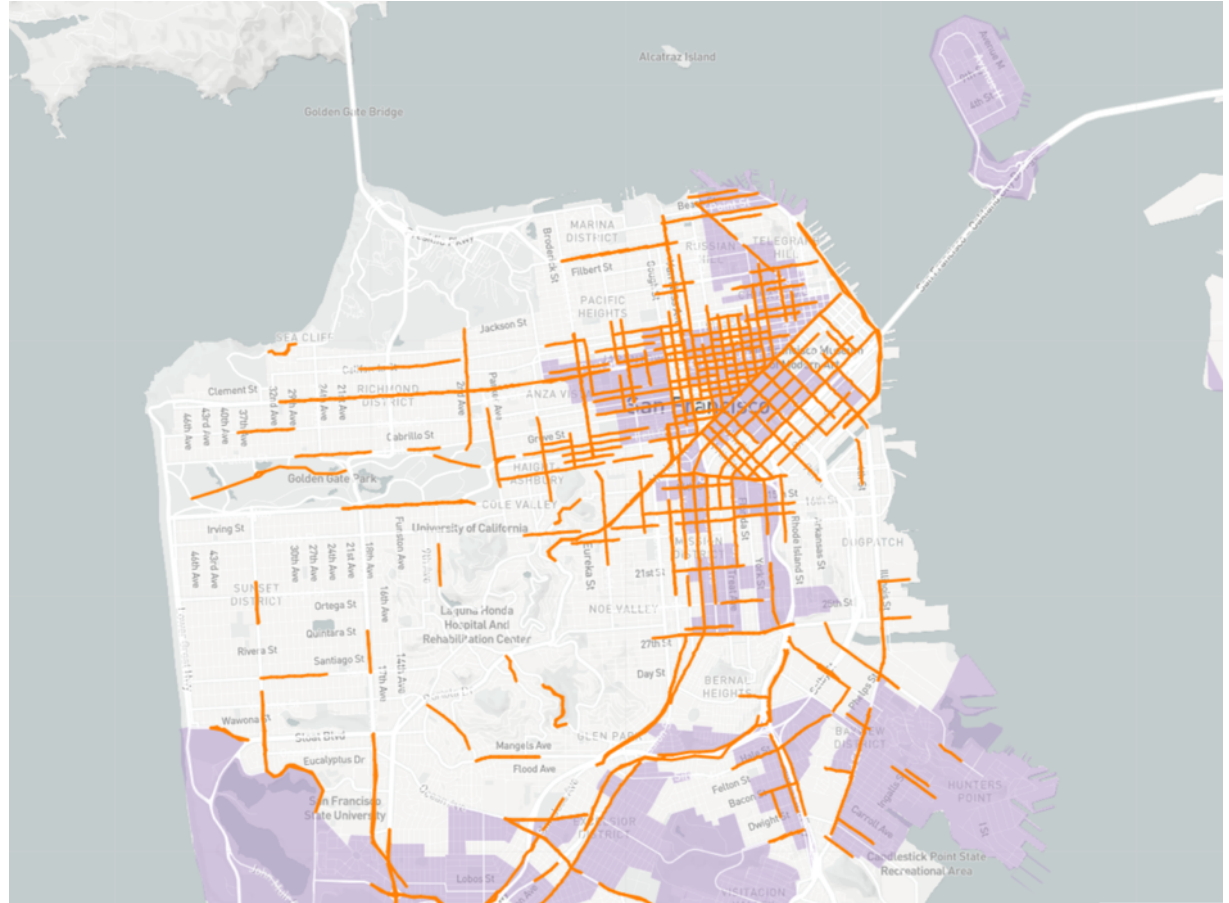
Congestion affects everyone



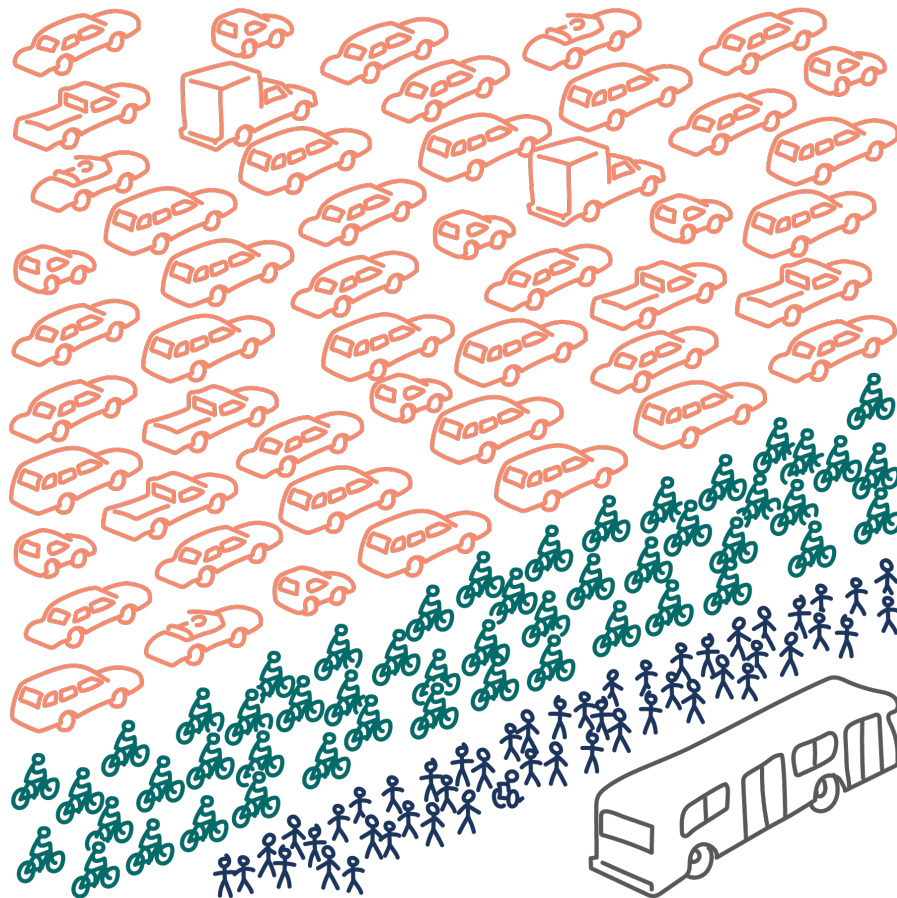
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Impacts on underinvested communities

- VISION ZERO HIGH-INJURY NETWORK
- COMMUNITIES OF CONCERN



Our challenge: move more people in fewer vehicles



50 PEOPLE
in CARS

50 PEOPLE
on BIKES

50 PEOPLE
on FOOT

50 PEOPLE
on a BUS



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Downtown Congestion Pricing Study



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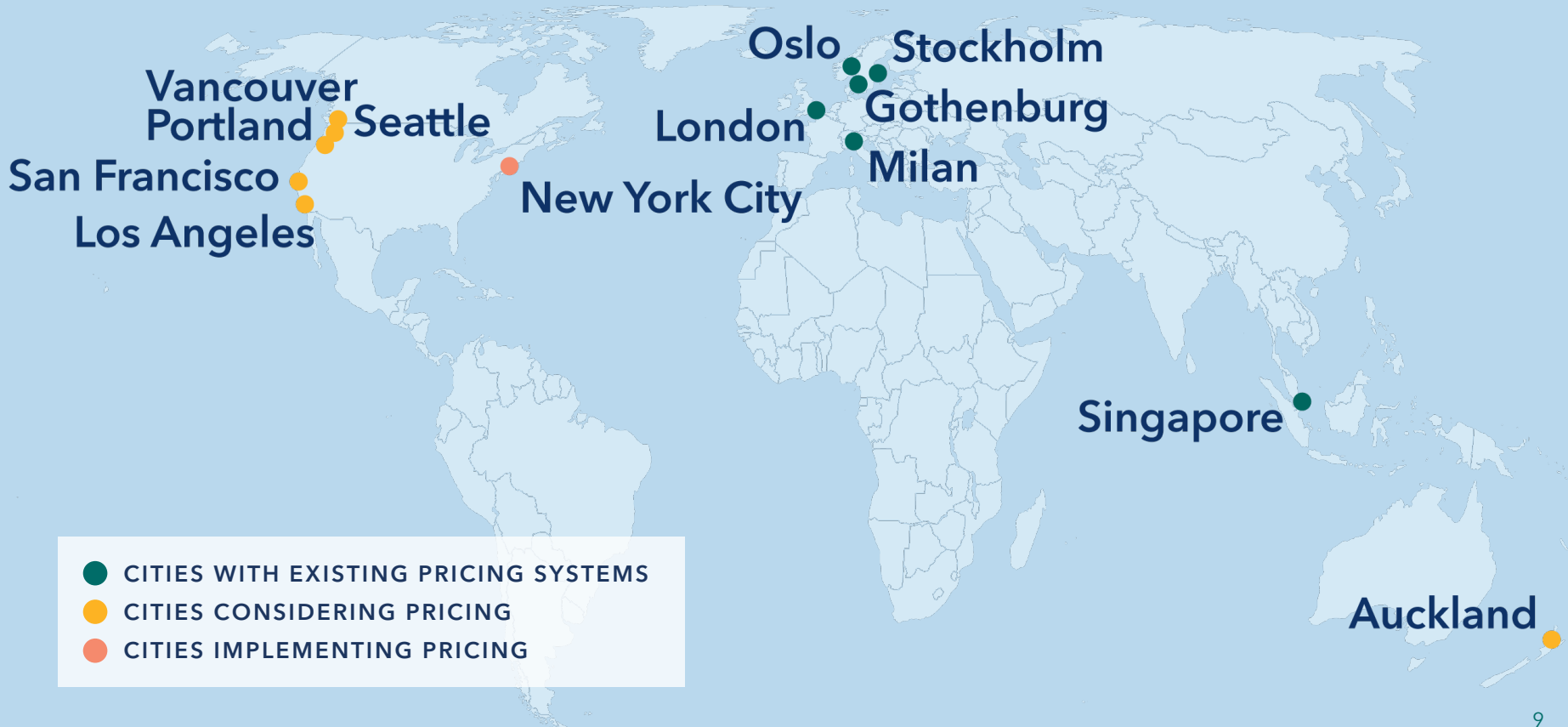


Photo by Sergio Ruiz, [flic.kr/p/TcdmM8](https://www.flic.kr/p/TcdmM8)

Congestion Pricing Around the World



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- CITIES WITH EXISTING PRICING SYSTEMS
- CITIES CONSIDERING PRICING
- CITIES IMPLEMENTING PRICING

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



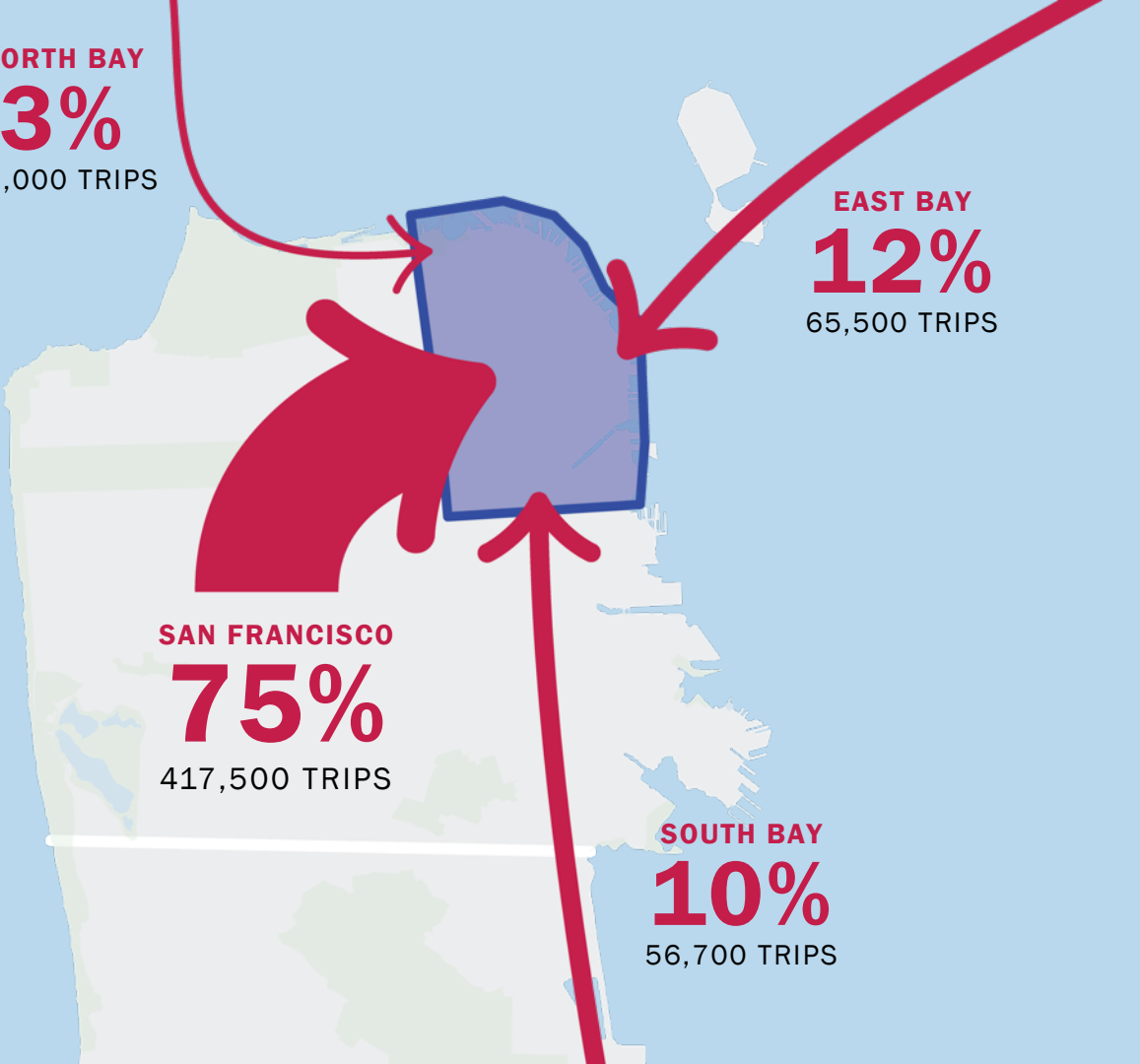
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NORTH BAY
3%
22,000 TRIPS

EAST BAY
12%
65,500 TRIPS

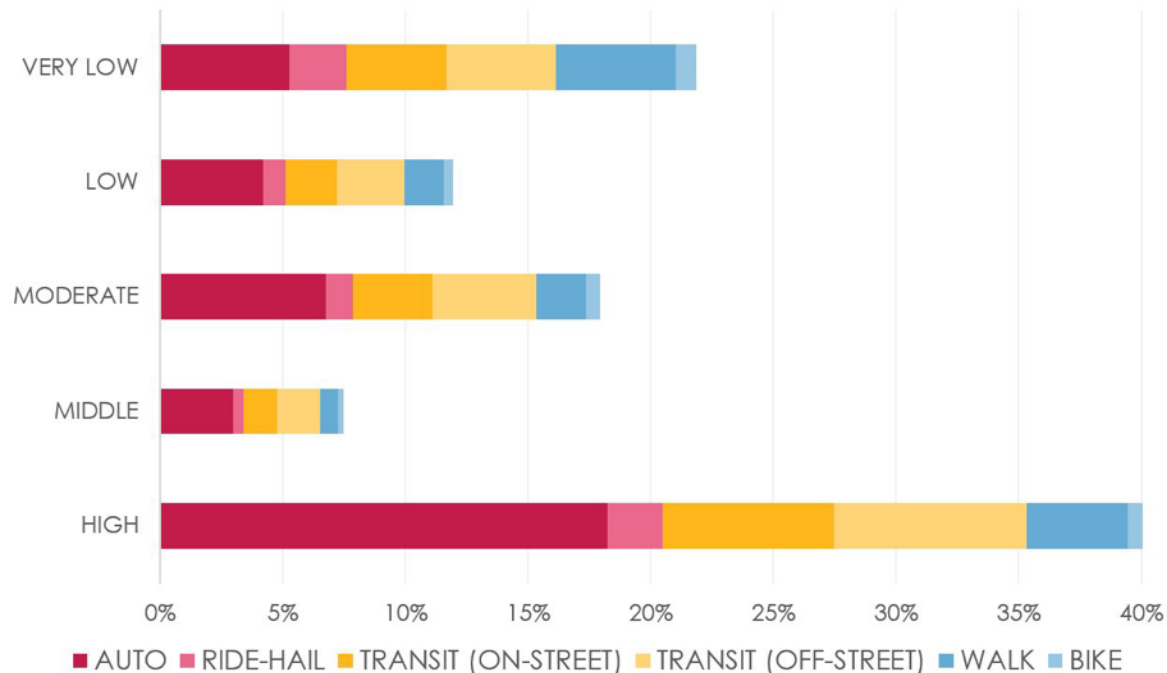
SAN FRANCISCO
75%
417,500 TRIPS

SOUTH BAY
10%
56,700 TRIPS

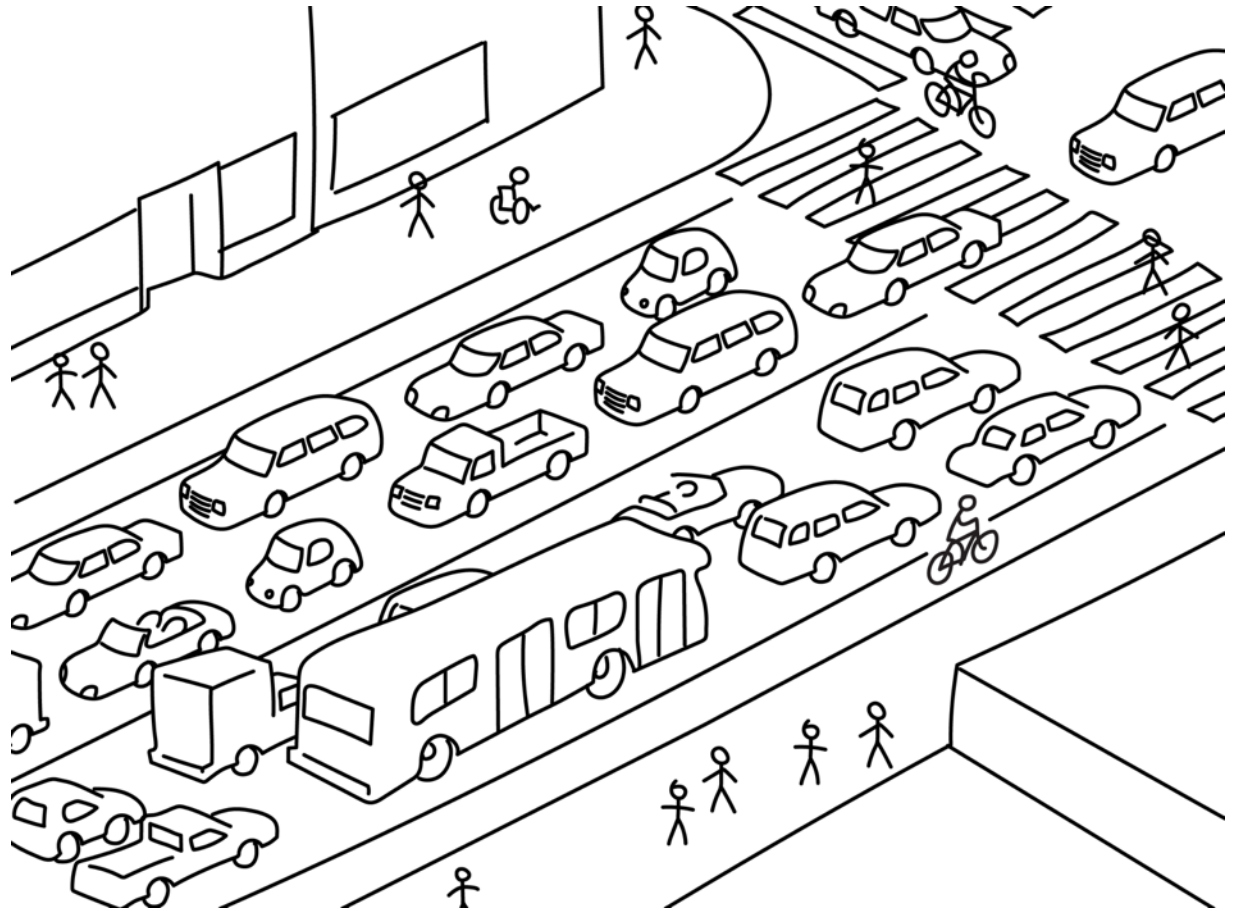


Of all downtown trips during morning peak, only 13% were low-income drivers

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

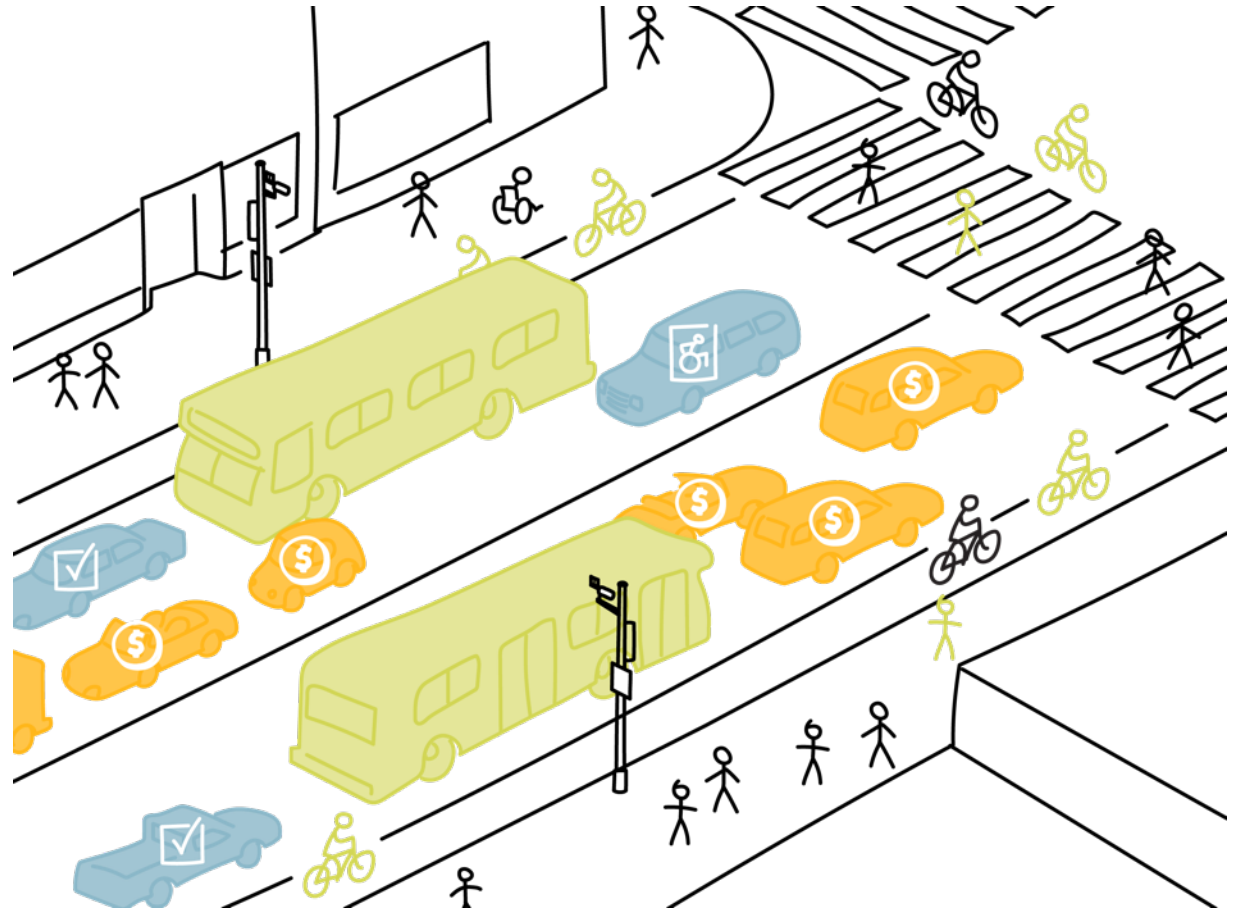


Developing a program that works for San Francisco



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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](https://www.flickr.com/photos/sergioruiz/)

Goals of congestion pricing: increase safety



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Photo by Sergio Ruiz, [flic.kr/p/VuN2RW](https://www.flickr.com/photos/VuN2RW/)

Goals of congestion pricing: clean the air



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Goals of congestion pricing: advance equity



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Photo by SFMTA Photography Department

Potential boundaries

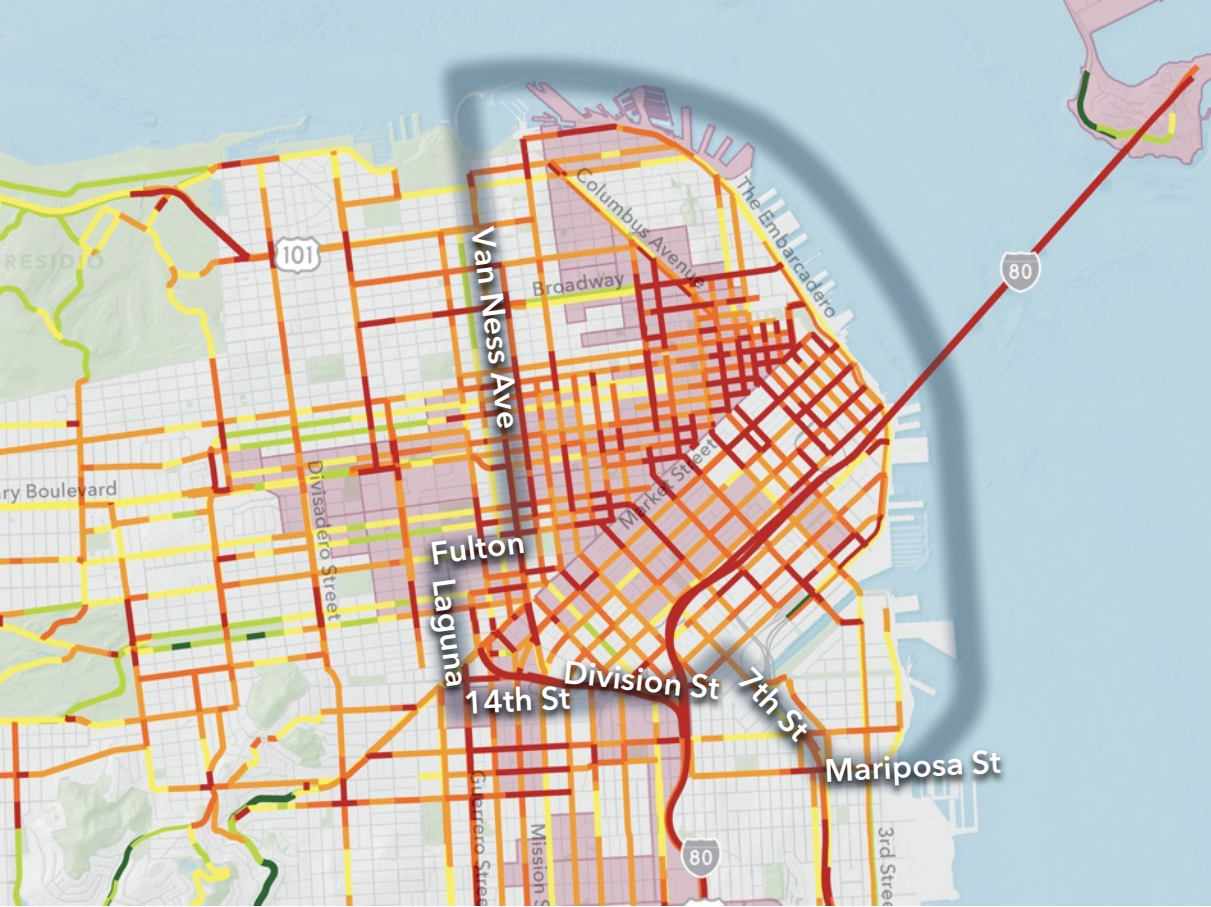
Communities of Concern 2017



Level of Service during PM Peak



Source: SFCTA, San Francisco Chained Activity Modeling Process



Potential Discounts, Exemptions, Fees

THREE
SCENARIOS:

1

means-based
focus

2

means-based,
resident,
toll-payer
discounts

3

means-based
focus

Incorporating Feedback: Fee structures



<p>THREE SCENARIOS:</p>	<p>1 means-based focus</p>	<p>2 means-based, resident, toll-payer discounts</p>	<p>3 means-based focus</p>
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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
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)
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Incorporating Feedback: Fee structures



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

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Incorporating Feedback: Fee structures



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TNC (Uber/Lyft)			
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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

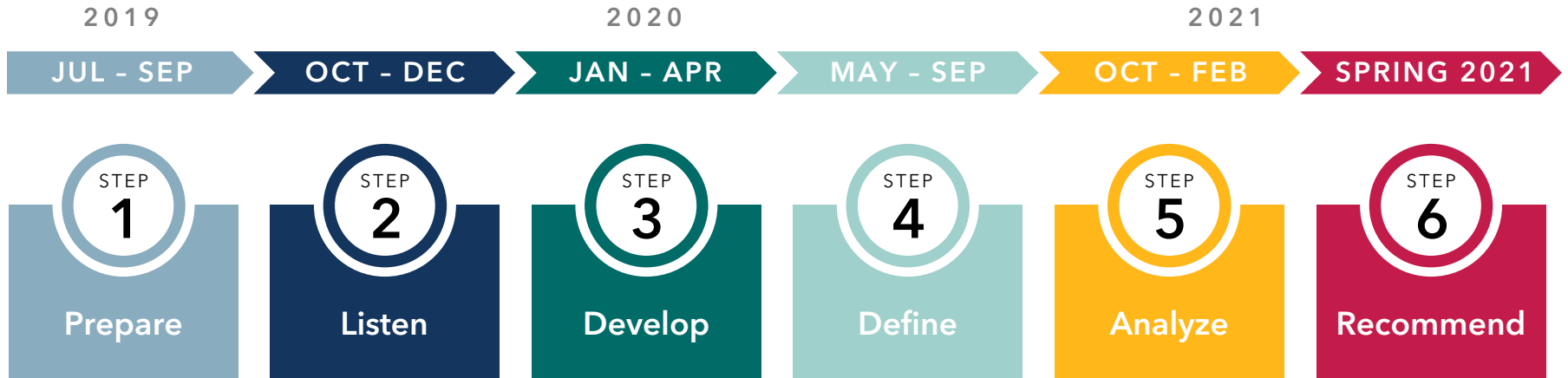
Additional options under consideration:

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



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Schedule (subject to change)



Potential path to implementation



- 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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