

# Downtown Congestion Pricing Study



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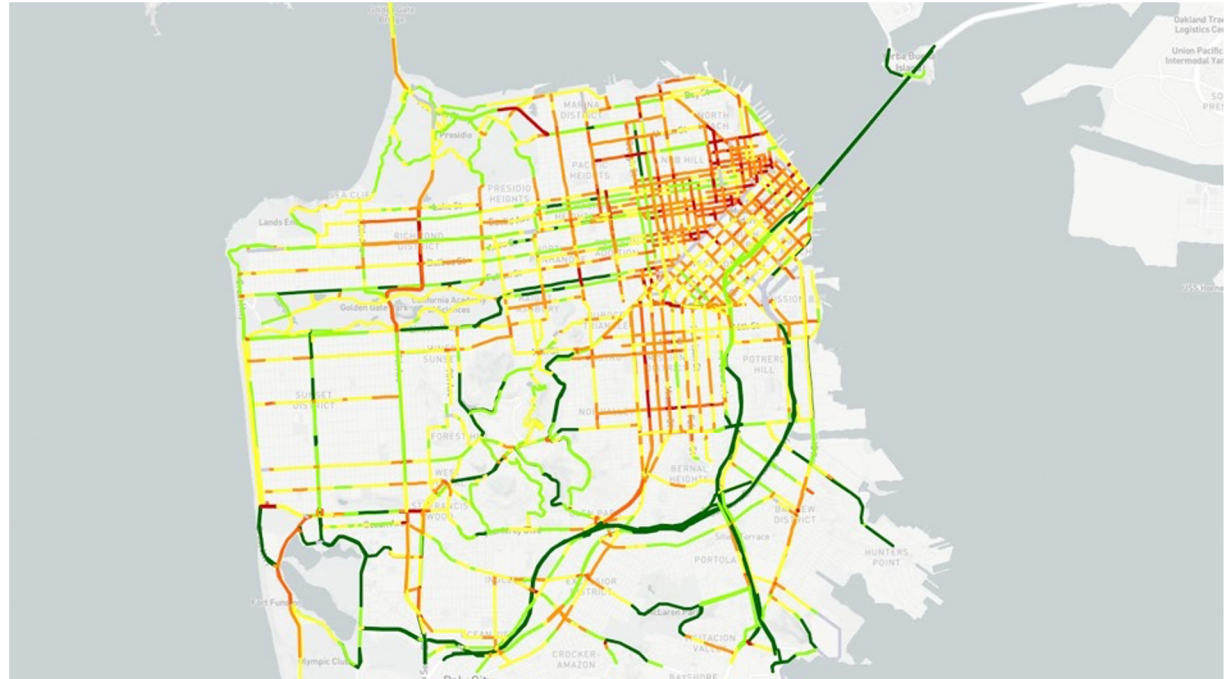
Winter 2021

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# SF traffic in April 2020

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# Coronavirus has dramatically changed our daily lives



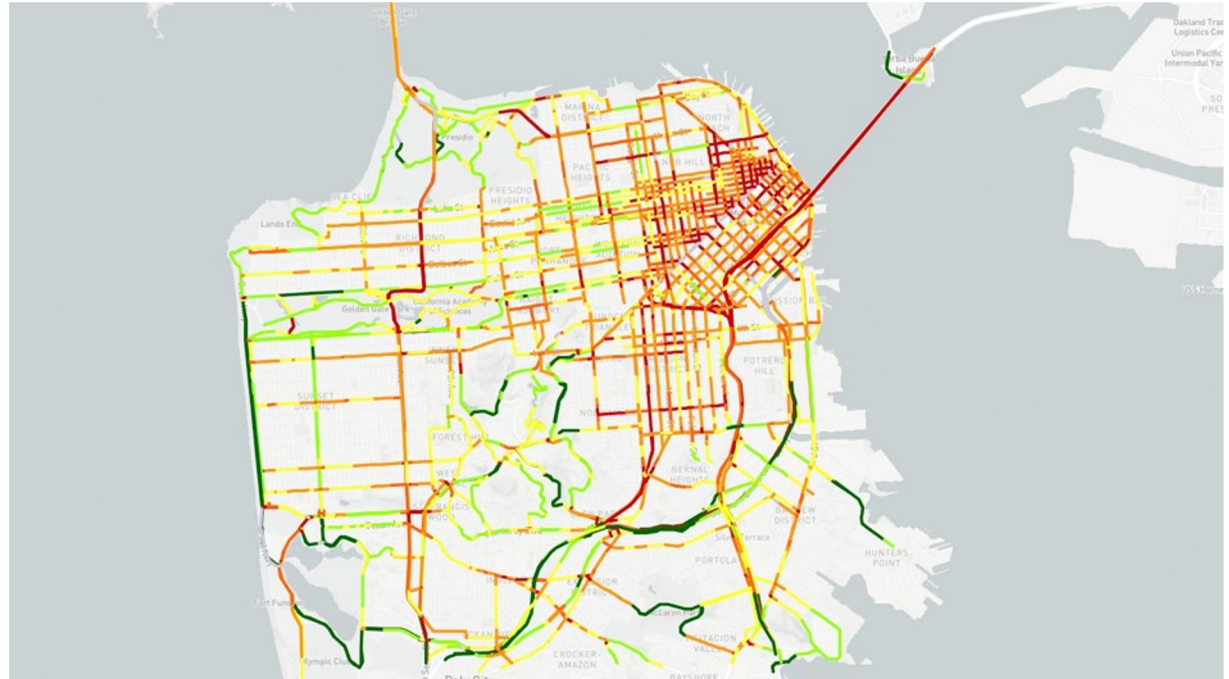
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# SF traffic in 2019

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## Congestion in San Francisco had reached record levels



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**People were  
driving more  
than ever**

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## 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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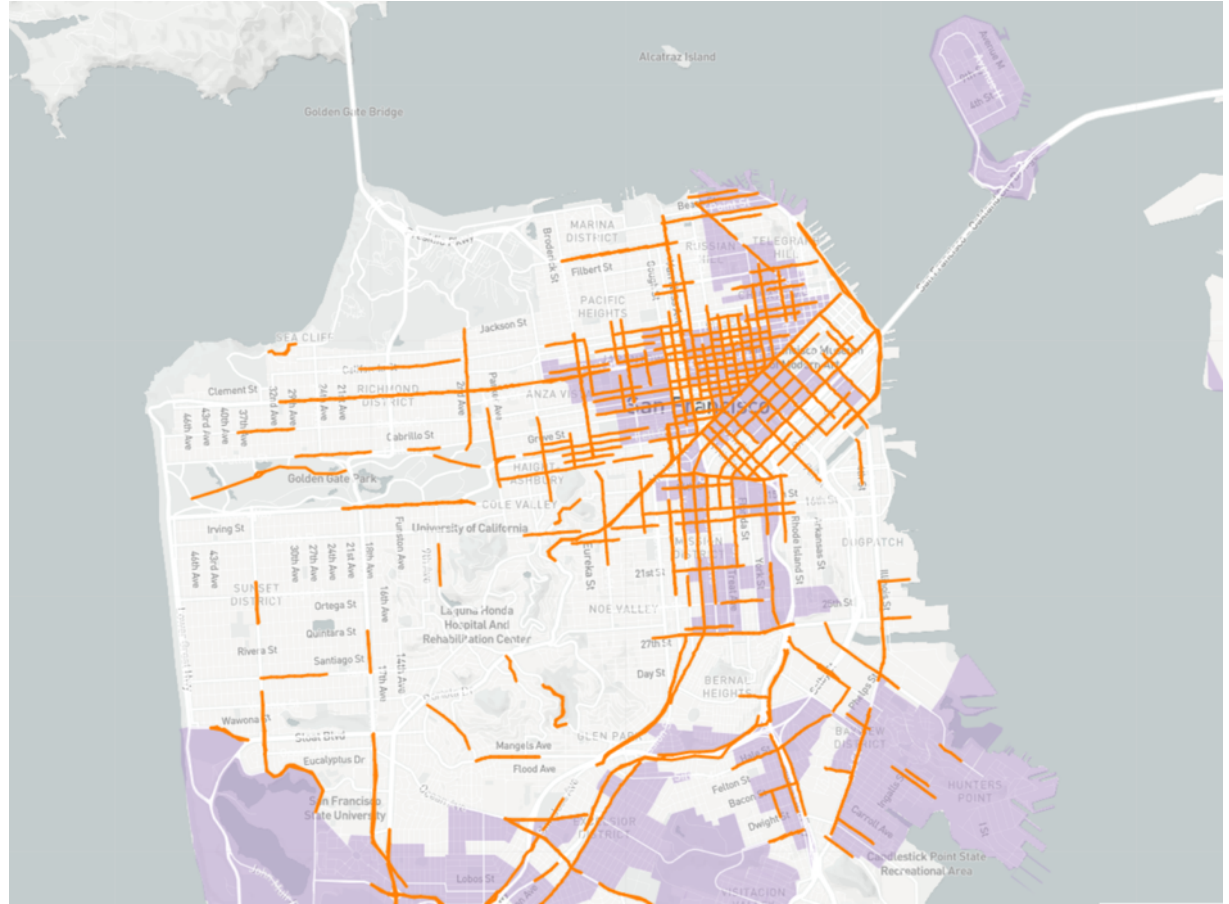
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# Impacts on underinvested communities

- VISION ZERO HIGH-INJURY NETWORK
- COMMUNITIES OF CONCERN



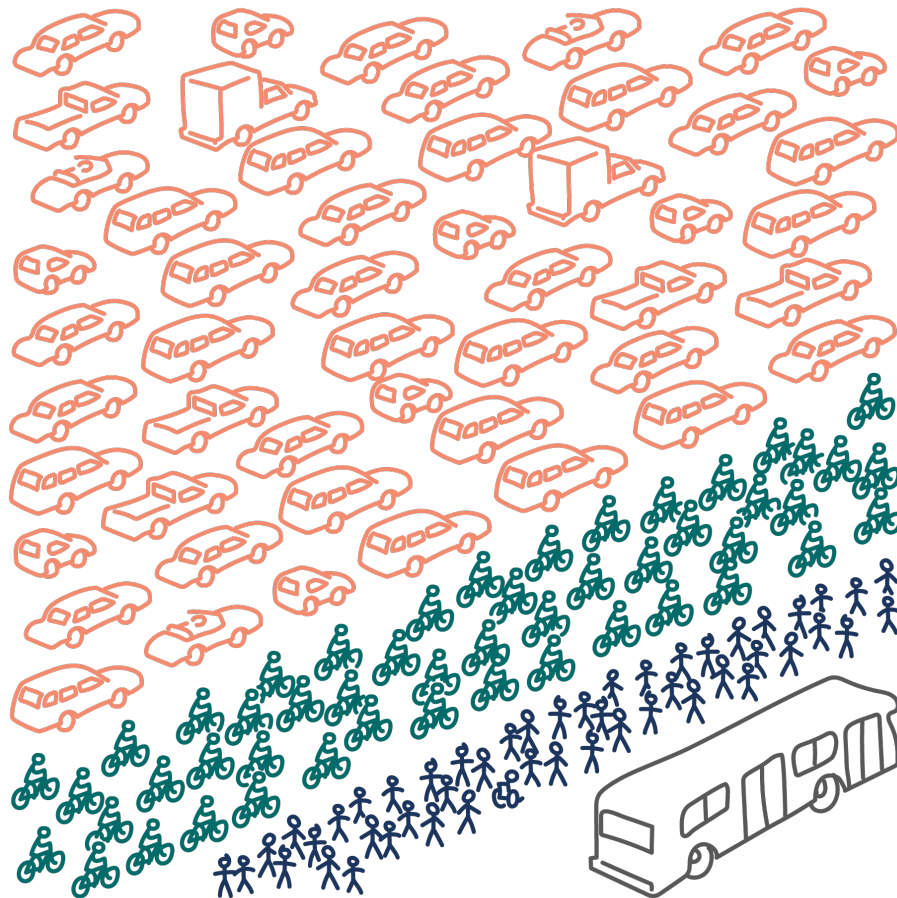
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# Our challenge: move more people in fewer vehicles

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50 PEOPLE  
in CARS

50 PEOPLE  
on BIKES

50 PEOPLE  
on FOOT

50 PEOPLE  
on a BUS



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# Downtown Congestion Pricing Study

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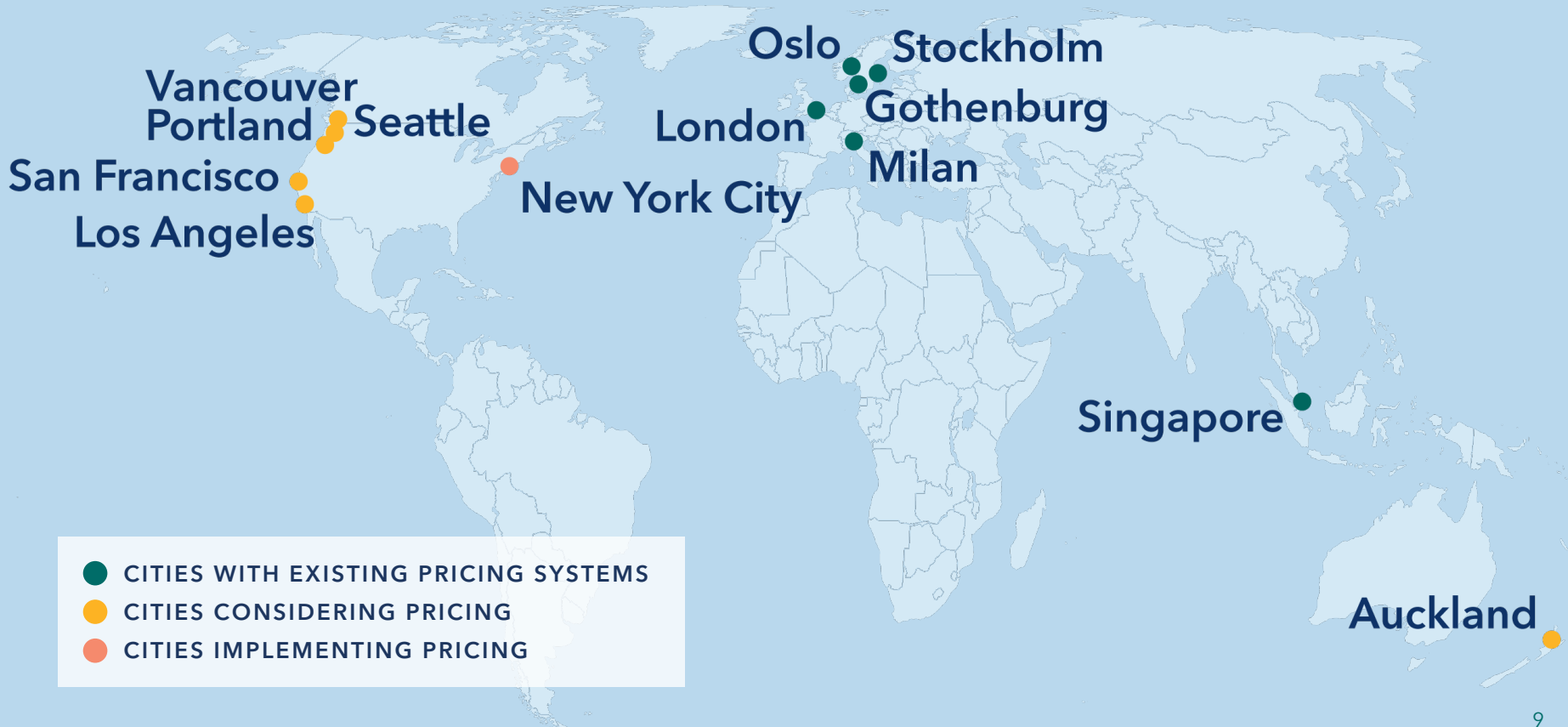


Photo by Sergio Ruiz, [flic.kr/p/TcdmM8](https://www.flic.kr/p/TcdmM8)

# 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

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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



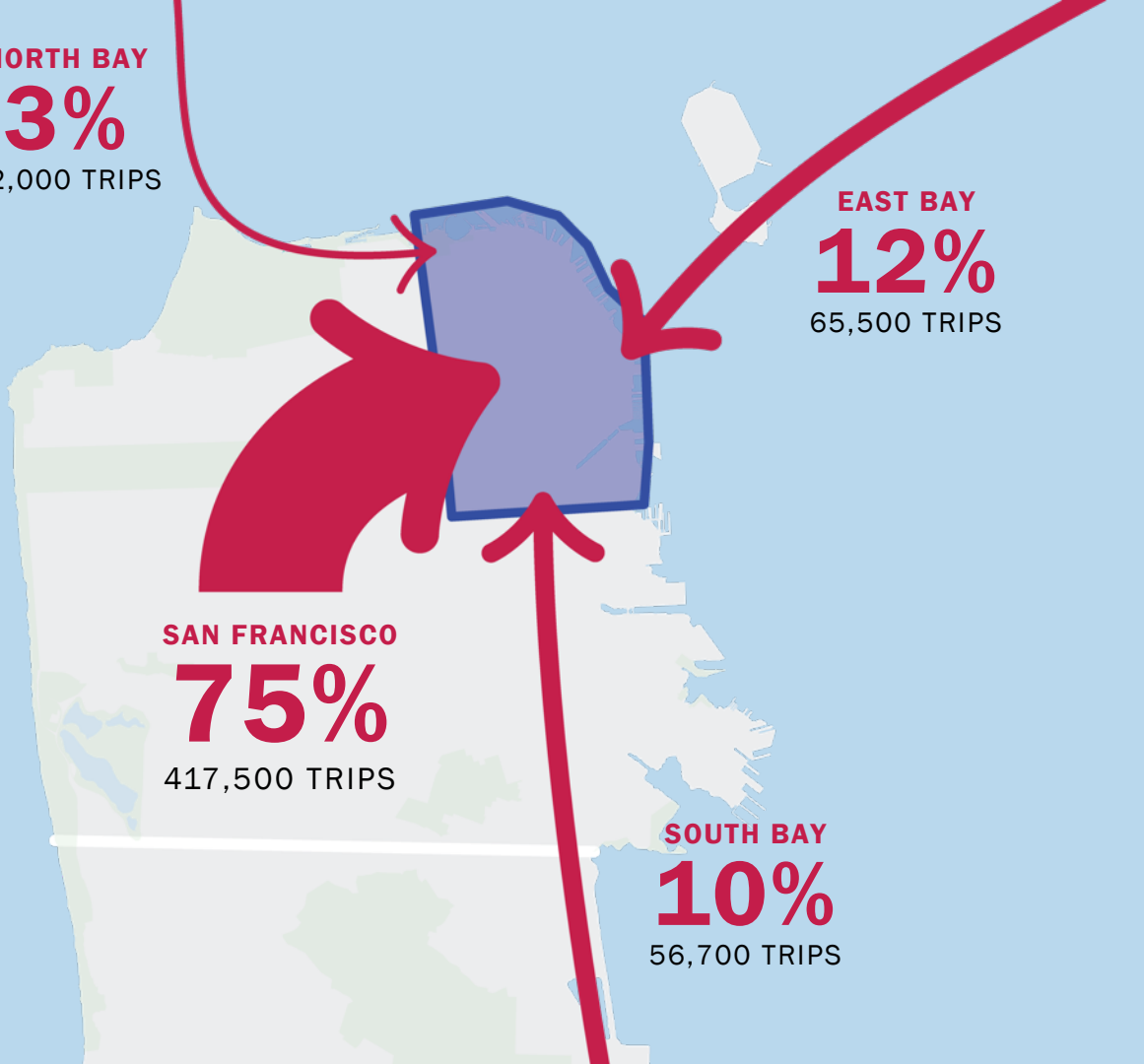
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NORTH BAY  
**3%**  
22,000 TRIPS

EAST BAY  
**12%**  
65,500 TRIPS

SAN FRANCISCO  
**75%**  
417,500 TRIPS

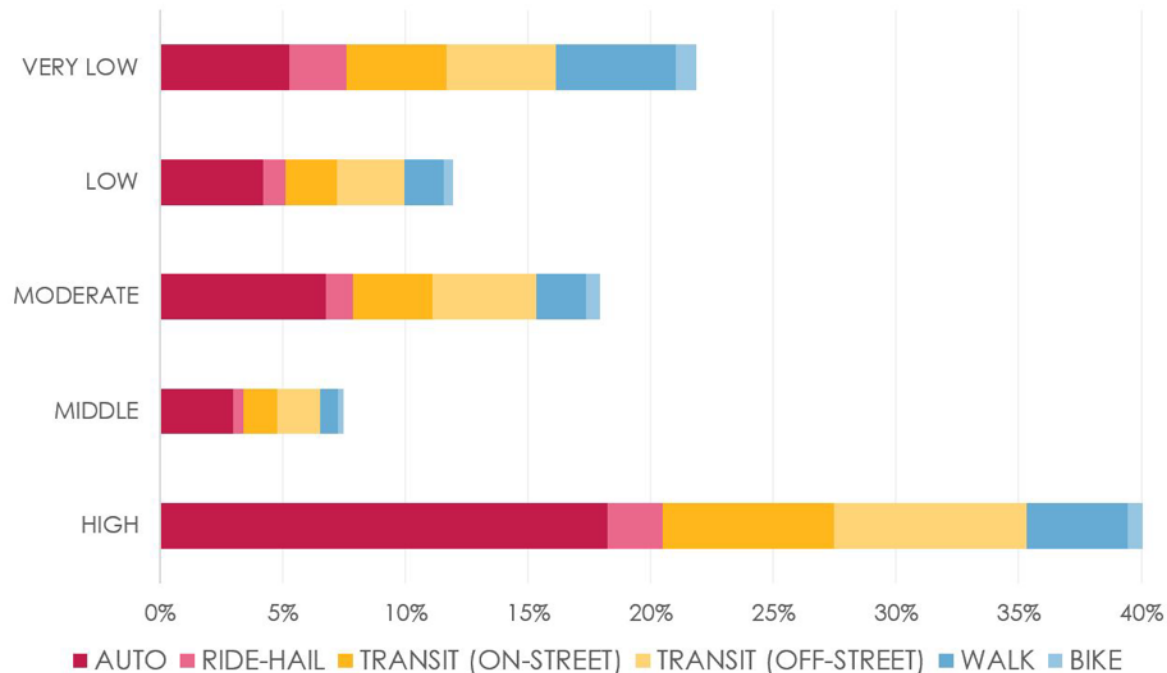
SOUTH BAY  
**10%**  
56,700 TRIPS





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

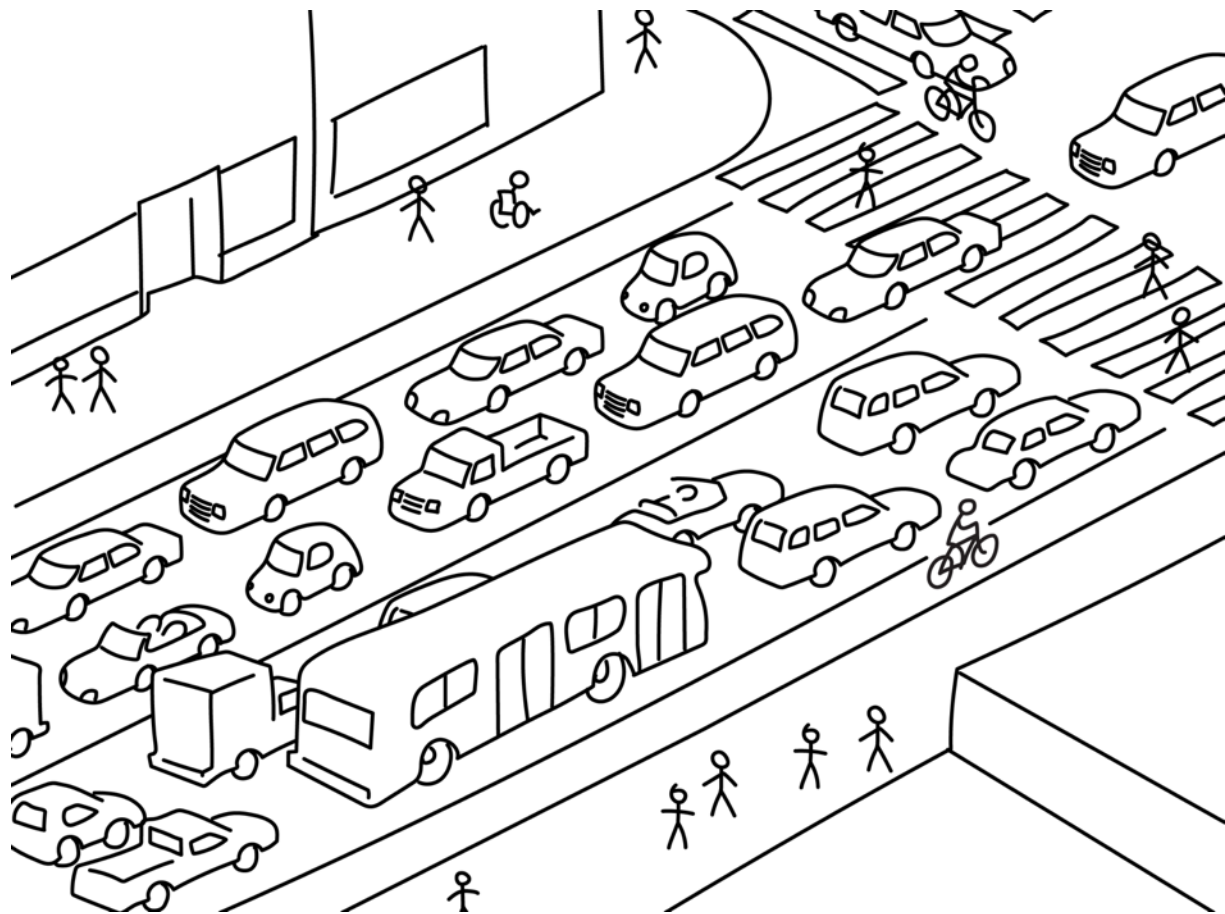
Percent of Weekday Morning Trips To, From, Within Northeast SF



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# Developing a program that works for San Francisco

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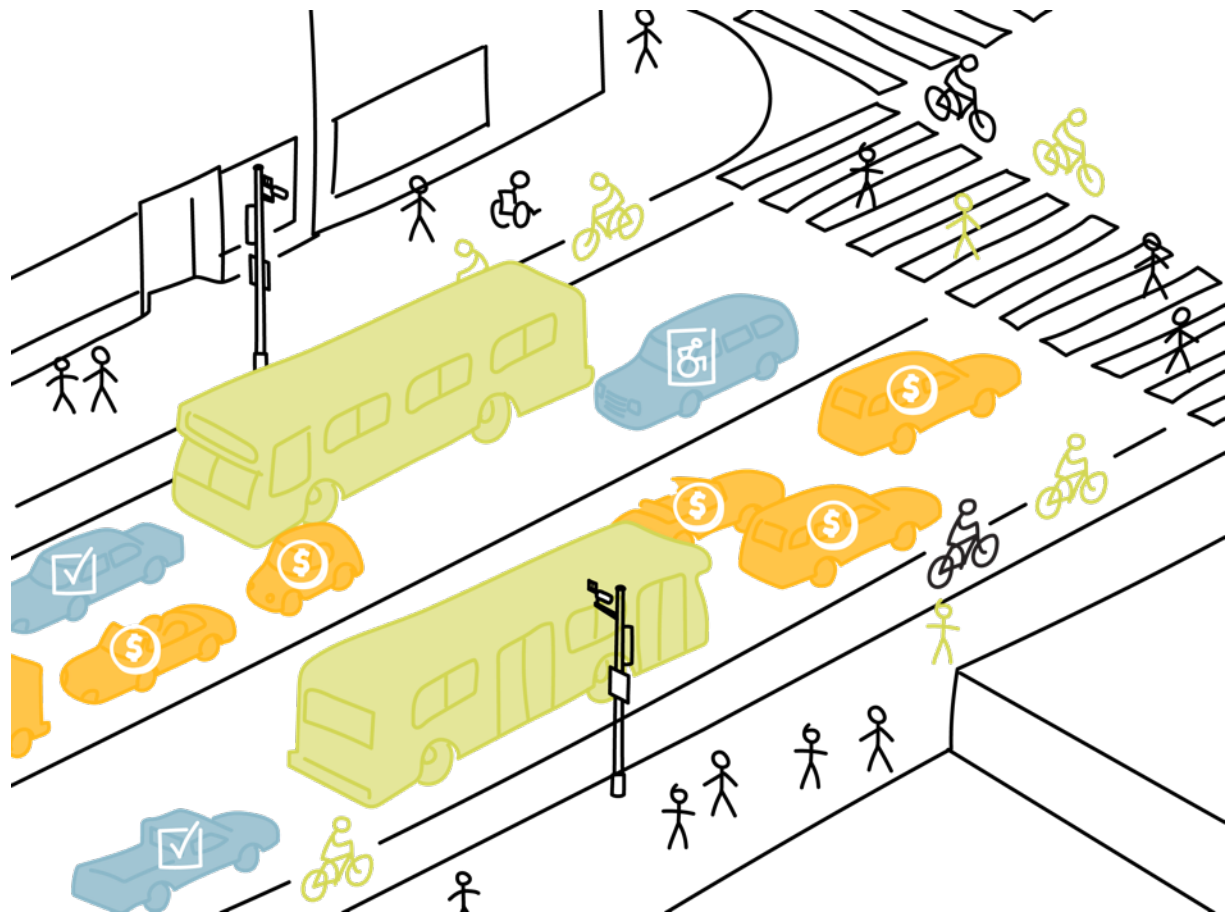


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# Developing a program that works for San Francisco

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## The target

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Reduce peak car trips  
downtown by at least

**15%**

from 2019 levels



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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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# Goals of congestion pricing: get traffic moving

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# Goals of congestion pricing: increase safety

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# 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

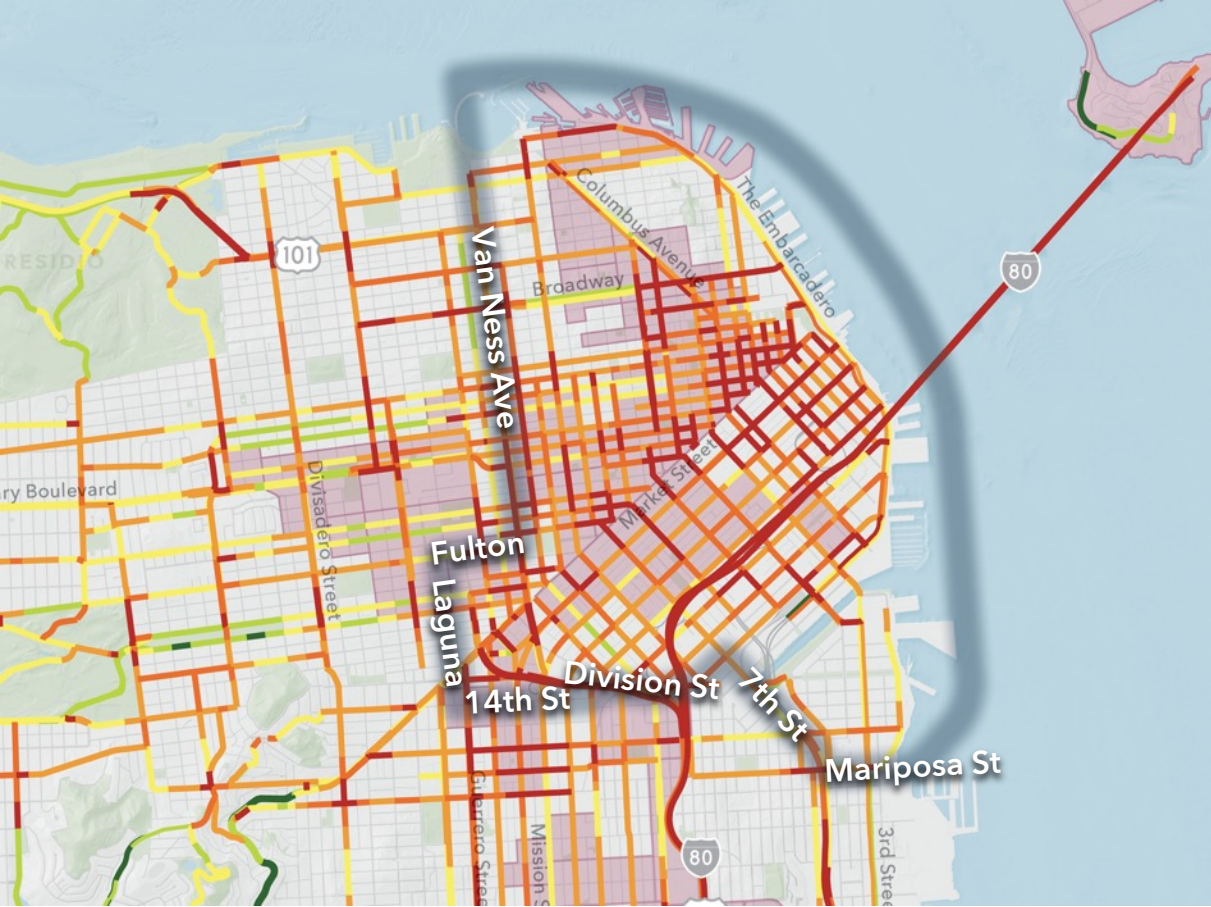
Communities of Concern 2017



Level of Service during PM Peak



Source: SFCTA, San Francisco Chained Activity Modeling Process



# Potential Discounts, Exemptions, Fees



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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



<p>THREE SCENARIOS:</p>	<p><b>1</b> means-based focus</p>	<p><b>2</b> means-based, resident, toll-payer discounts</p>	<p><b>3</b> 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
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<b>Moderate</b> 80 – 120% AMI Family of four: \$95 – 142k	<b>33% discount</b> (\$8.50)	<b>0% discount</b> (\$14.00)	<b>33% discount</b> (\$4.75)
<b>Middle &amp; High</b> 120% AMI Family of four: \$142k+	<b>0% discount</b> (\$12.50)	<b>0% discount</b> (\$14.00)	<b>0% discount</b> (\$7.00)

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<b>TNC (Uber/Lyft)</b>			
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# Investments

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## **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

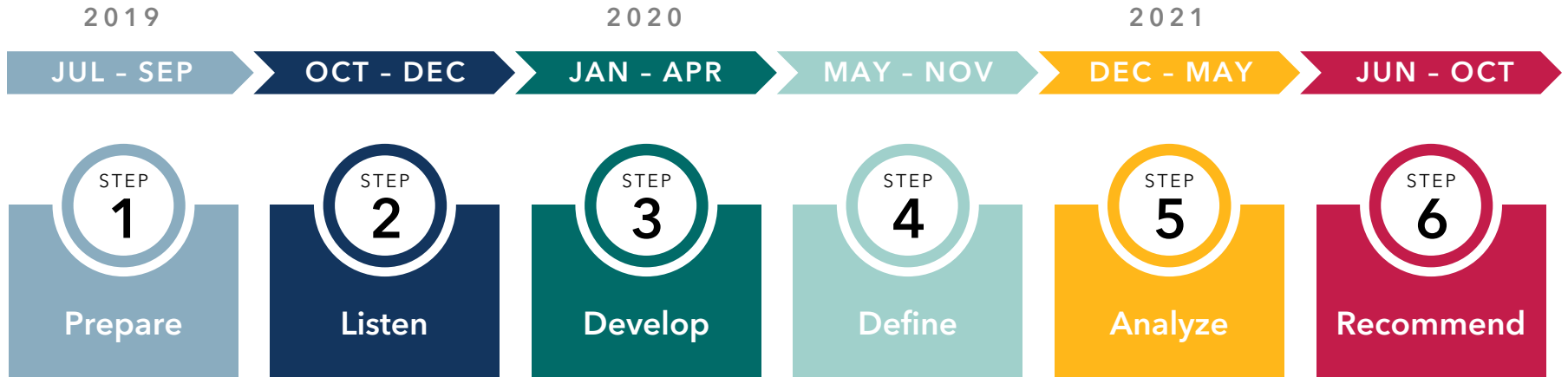
## **Additional options under consideration:**

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

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# How to get involved

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

# Thank you.

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