

Downtown Congestion Pricing Study



San Francisco
County Transportation
Authority

Summer 2021

What is Congestion Pricing?



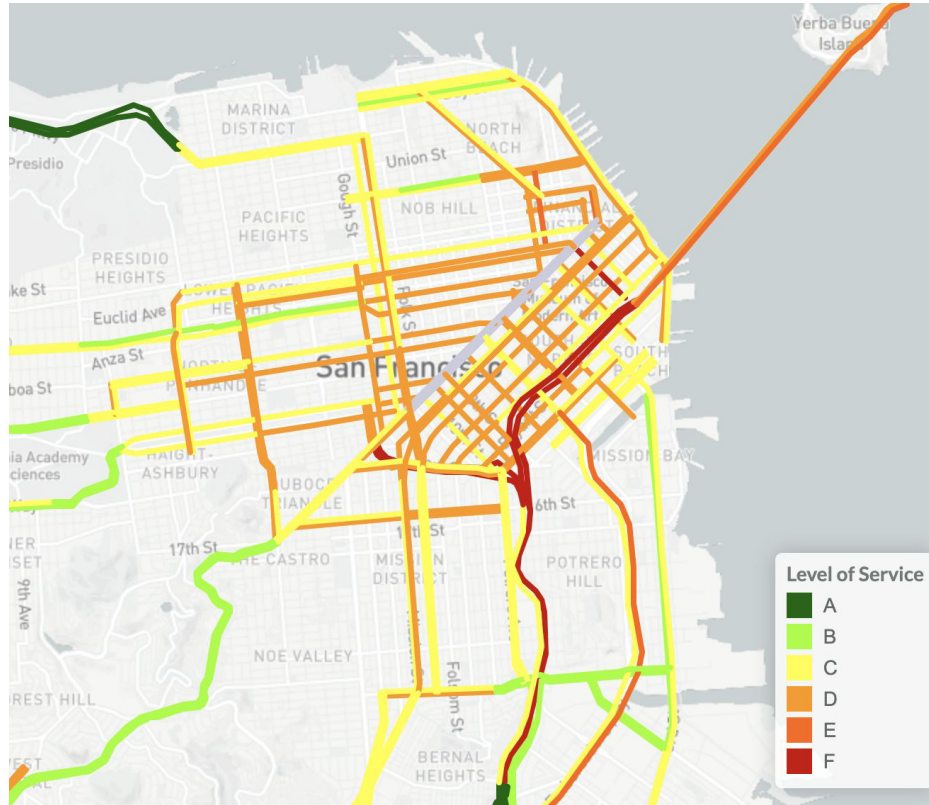
San Francisco
County Transportation
Authority



Why Now?

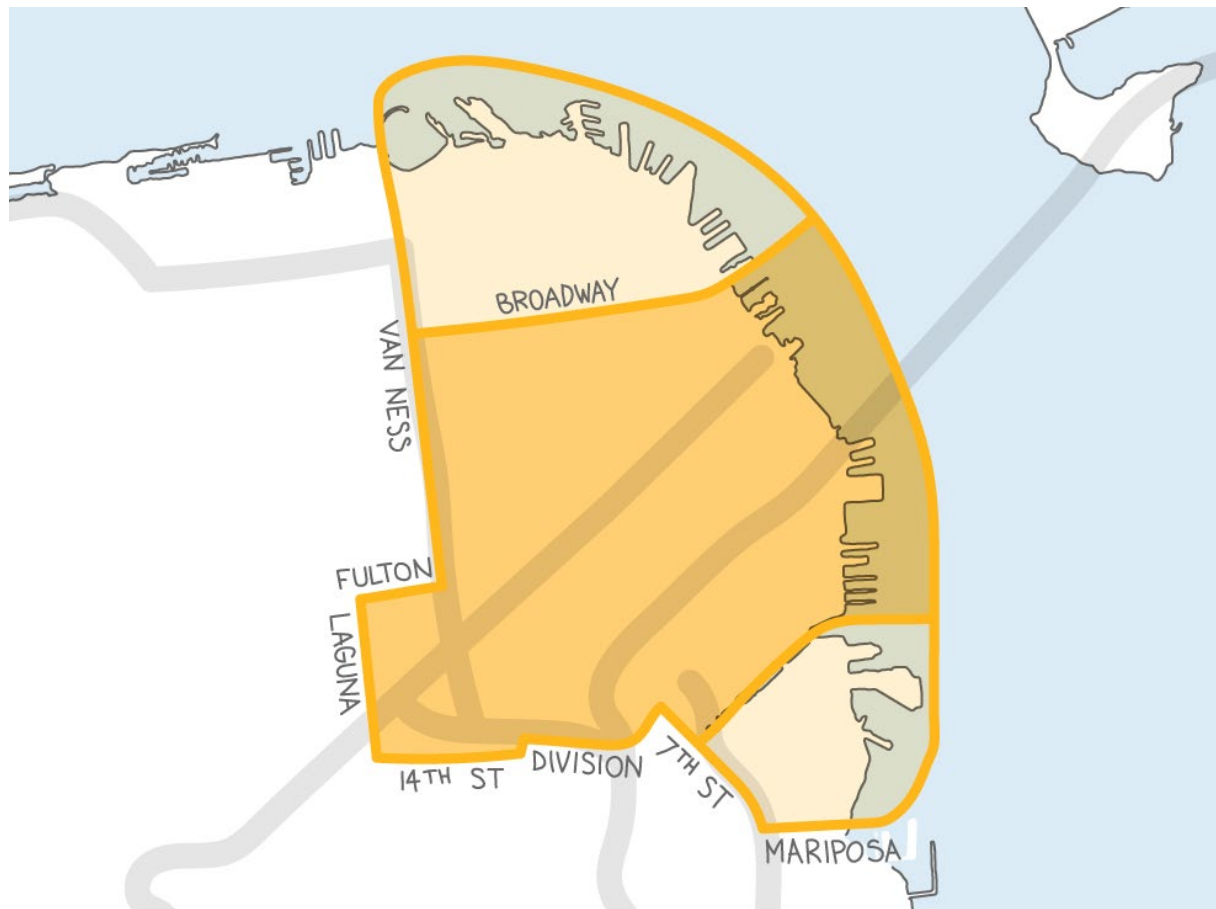


San Francisco
County Transportation
Authority



- Congestion on the rise
- Would take 5+ years to plan and implement
- Need time for outreach

Draft Program Scenarios



**San Francisco
County Transportation
Authority**

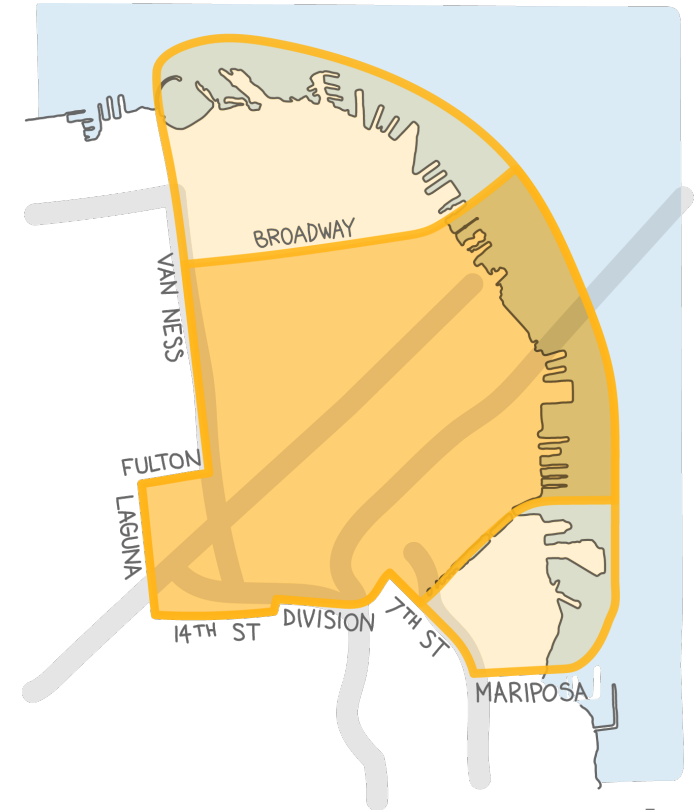
Draft Program Scenarios



San Francisco
County Transportation
Authority

Description:

- Drivers pay to enter this area during weekday rush hour (6am to 9am, 3:30pm to 6:30pm)
- You don't pay to leave



Draft Program Scenarios



San Francisco
County Transportation
Authority

Fee Levels by Income:

Fee reduced by half compared to pre-pandemic proposal

INCOME (FOR A FAMILY OF FOUR)

FEE (WEEKDAY RUSH HOURS ONLY)

Very Low Income

For a family of four: up to \$65,000 per year

Free

Low Income

For a family of four: \$65,000 – \$95,000 per year

\$2.17

Moderate Income

For a family of four: \$95,000 – \$142,000 per year

\$4.33

Middle and High Income

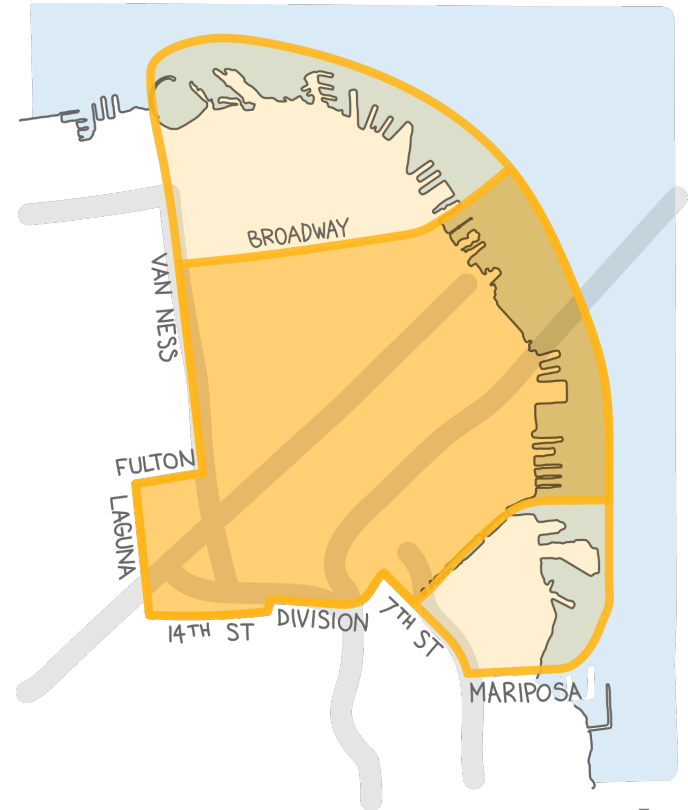
For a family of four: more than \$142,000 per year

\$6.50



Additional features:

- Disabled drivers: \$3.25
- Daily cap: You only pay up to 2x/day
- Ride-hail vehicles: \$6.50 per trip downtown (discounts apply)



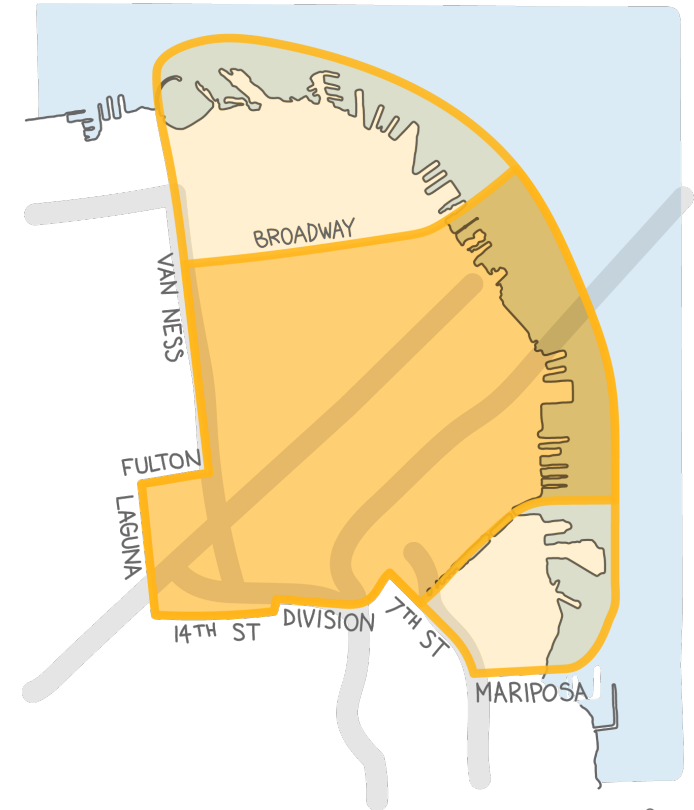
Draft Program Scenarios



San Francisco
County Transportation
Authority

Under consideration

- Zone resident discount
 - Bridge toll payer discount
 - Expanded Muni discounts
- **Each of these would require ~\$1 increase to base fee**



Upcoming Outreach: Tools

- **Co-creation workshops**
- **Town Halls** - English, Spanish, Cantonese
- **Community presentations**
- **Round tables** with business + labor groups
- **Online + text surveys**



San Francisco
County Transportation
Authority

Upcoming Outreach: Tactics

- **Digital outreach** - email, social media, website
- **Earned media**
- **Advertisements** in Spanish and Chinese
- **Postering** in key corridors + parking garages
- **Share with networks:** board members, Policy Advisory Committee, agency partners, and more

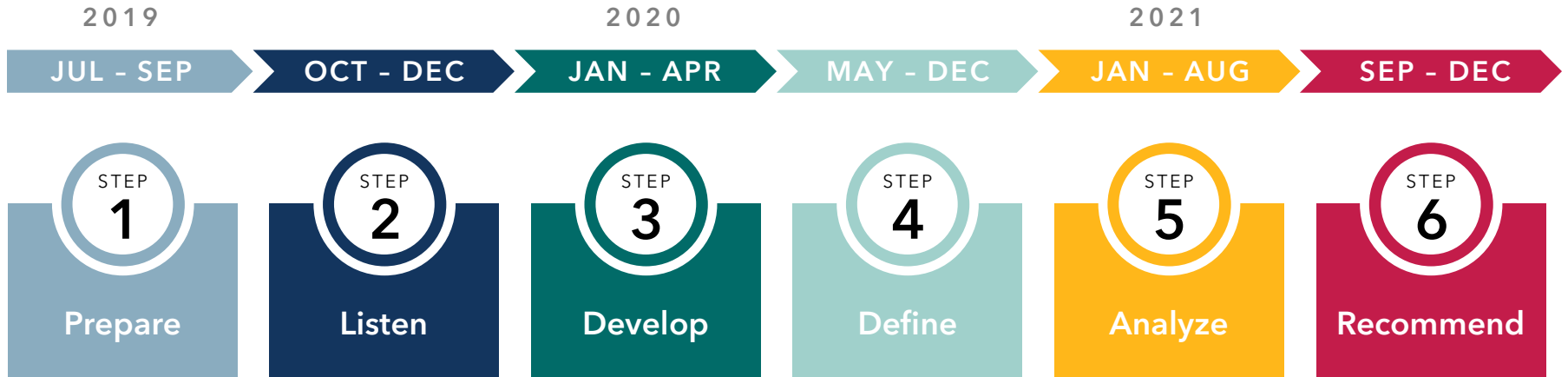


San Francisco
County Transportation
Authority

Schedule (subject to change)



San Francisco
County Transportation
Authority



Potential path to implementation



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

Thank you.

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



**San Francisco
County Transportation
Authority**