Downtown Congestion Pricing Study

Transportation Authority Board

San Francisco County Transportation Authority

Agenda Item 6

July 13, 2021
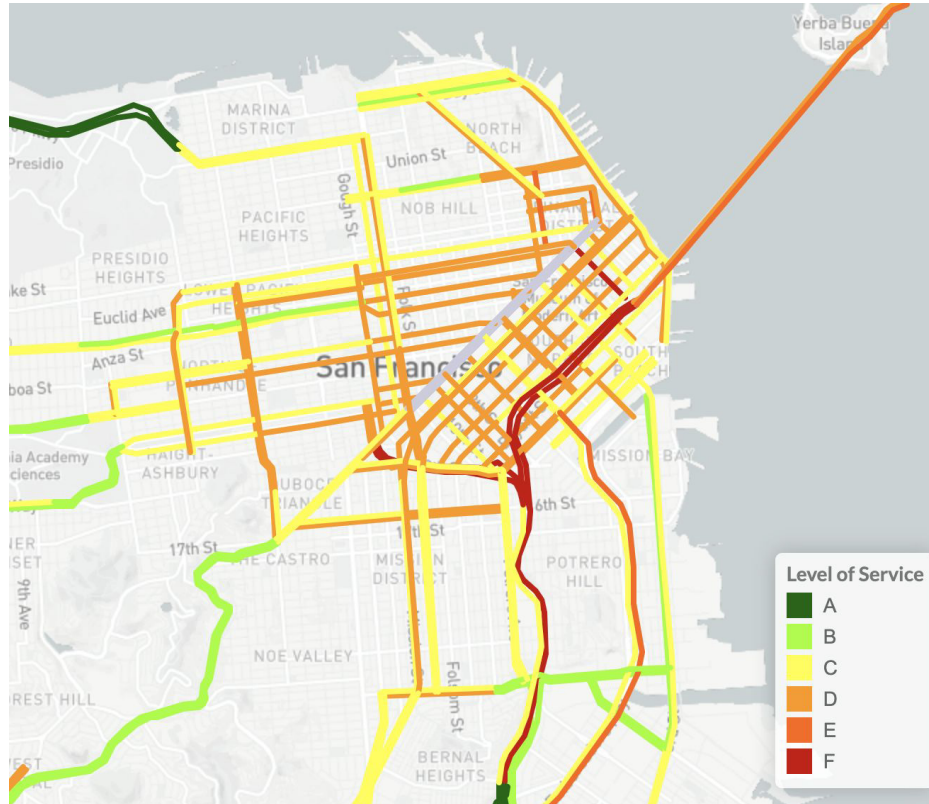
What is Congestion Pricing?

Why Now?

Level of Service
- A
- B
- C
- D
- E
- F
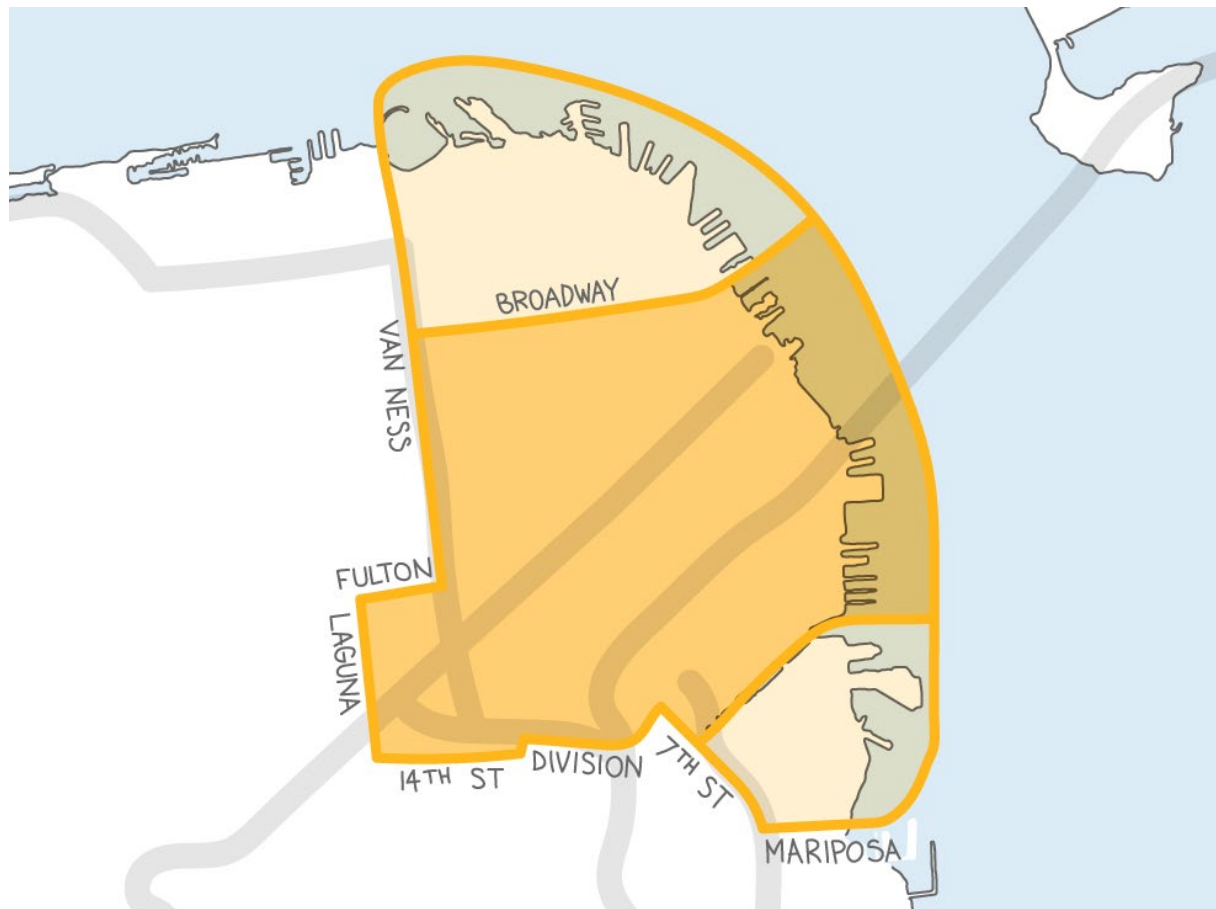
- Congestion on the rise

- Would take 5+ years to plan and implement

- Need time for outreach

Draft Program Scenarios
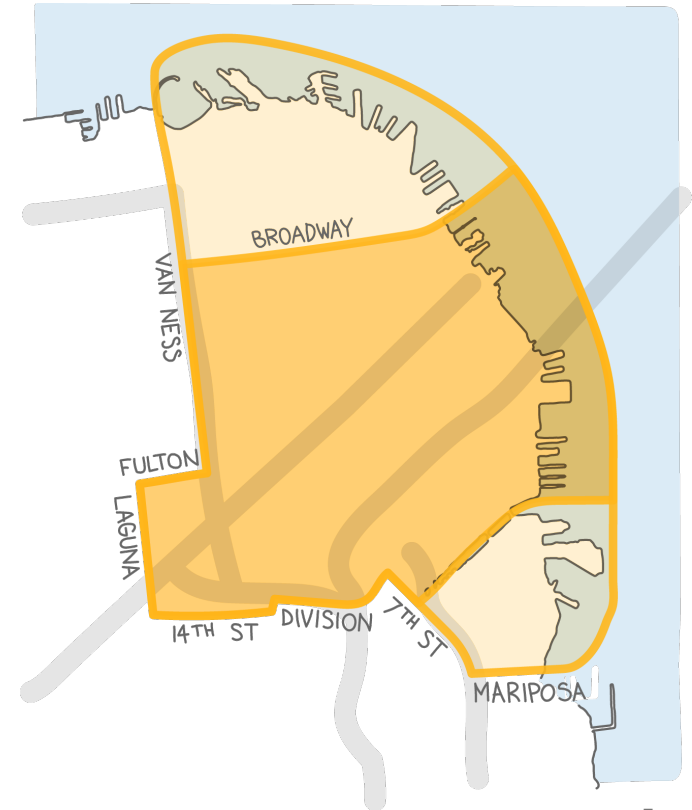

San Francisco County Transportation Authority

Draft Program Scenarios

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

San Francisco County Transportation Authority

Fee Levels by Income:

Fee reduced by half compared to pre-pandemic proposal

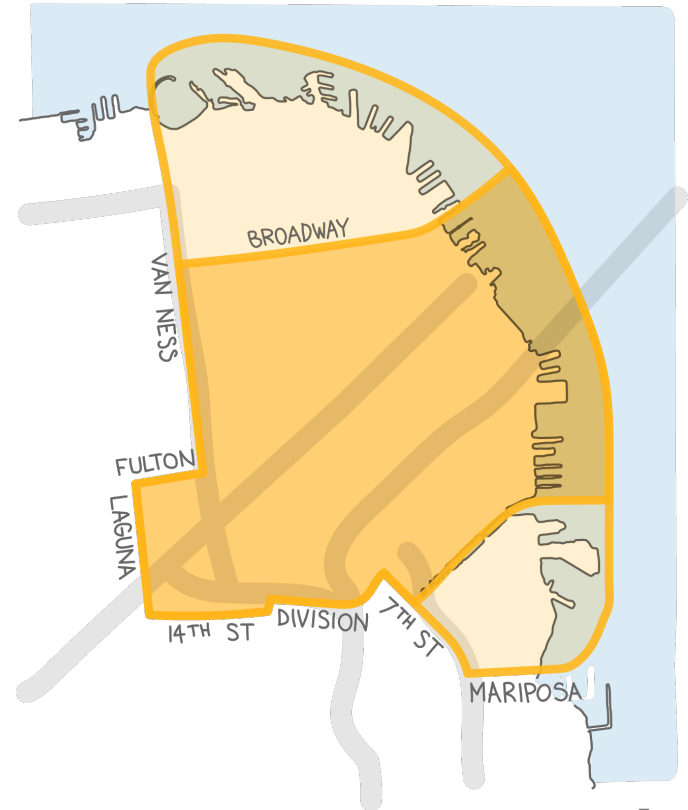| INCOME (FOR A FAMILY OF FOUR)	FEE (WEEKDAY RUSH HOURS ONLY)
Very Low Income For a family of four: up to $65,000 per year	Free
Low Income For a family of four: $65,000 – $95,000 per year	$2.17
Moderate Income For a family of four: $95,000 – $142,000 per year	$4.33
Middle and High Income For a family of four: more than $142,000 per year	$6.50

Draft Program Scenarios

Additional features:

- Disabled drivers: $3.25

- Daily cap: You only pay up to 2x/day

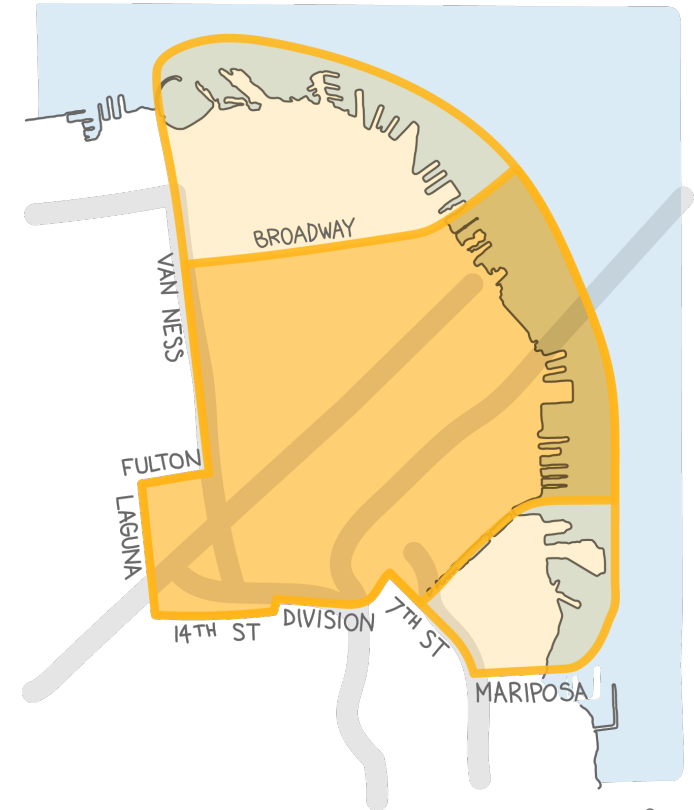- Ride-hail vehicles: $6.50 per trip downtown (discounts apply)

Draft Program Scenarios

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

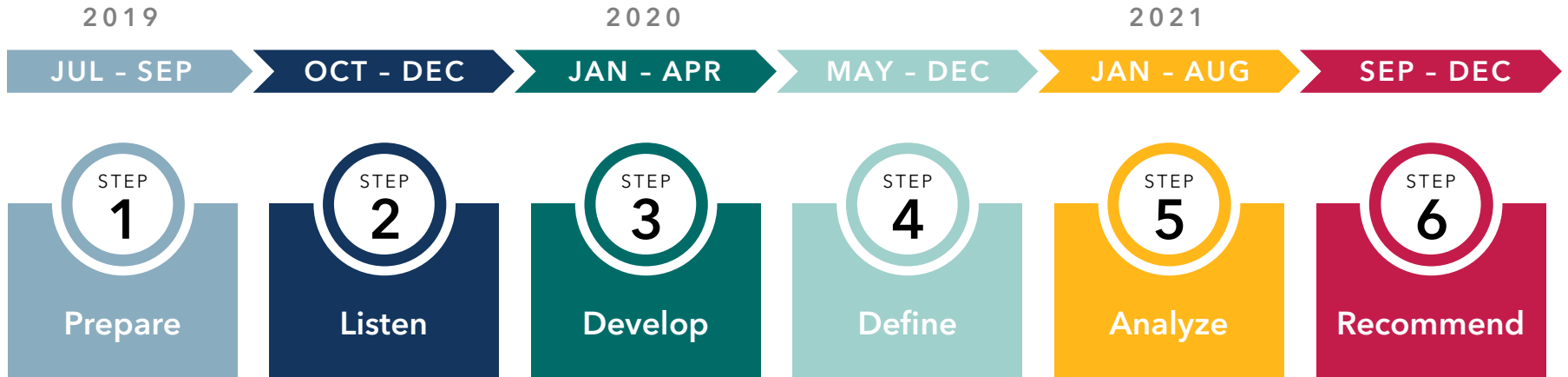- **Share with networks:** board members, Policy Advisory Committee, agency partners, and more

San Francisco
County Transportation
Authority

Schedule (subject to change)

San Francisco County Transportation Authority

2019

2020

2021

JUL – SEP	OCT – DEC	JAN – APR	MAY – DEC	JAN – AUG	SEP – DEC

STEP 1 — Prepare

STEP 2 — Listen

STEP 3 — Develop

STEP 4 — Define

STEP 5 — Analyze

STEP 6 — Recommend

Potential path to implementation

San Francisco County Transportation Authority

- 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**