Downtown Congestion Pricing Study

Transportation Authority Board

San Francisco County Transportation Authority

Agenda Item 6
July 13, 2021
What is Congestion Pricing?
Why Now?

- Congestion on the rise
- Would take 5+ years to plan and implement
- Need time for outreach
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
### Fee Levels by Income:
Fee reduced by half compared to pre-pandemic proposal

<table>
<thead>
<tr>
<th>INCOME (FOR A FAMILY OF FOUR)</th>
<th>FEE (WEEKDAY RUSH HOURS ONLY)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Very Low Income</strong></td>
<td>Free</td>
</tr>
<tr>
<td>For a family of four: up to $65,000 per year</td>
<td></td>
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<tr>
<td><strong>Low Income</strong></td>
<td>$2.17</td>
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<tr>
<td>For a family of four: $65,000 – $95,000 per year</td>
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<tr>
<td><strong>Moderate Income</strong></td>
<td>$4.33</td>
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<tr>
<td>For a family of four: $95,000 – $142,000 per year</td>
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<tr>
<td><strong>Middle and High Income</strong></td>
<td>$6.50</td>
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<tr>
<td>For a family of four: more than $142,000 per year</td>
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</tr>
</tbody>
</table>
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
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
Schedule (subject to change)

2019
JUL - SEP
Prepare

2020
OCT - DEC
Listen

JAN - APR
Develop

MAY - DEC
Define

2021
JAN - AUG
Analyze

SEP - DEC
Recommend

STEP 1
STEP 2
STEP 3
STEP 4
STEP 5
STEP 6
Potential path to implementation

- Transportation Authority Board vote
- State legislation
- Detailed policy and system design
- Community outreach
- Program implementation
Thank you.
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San Francisco
County Transportation
Authority