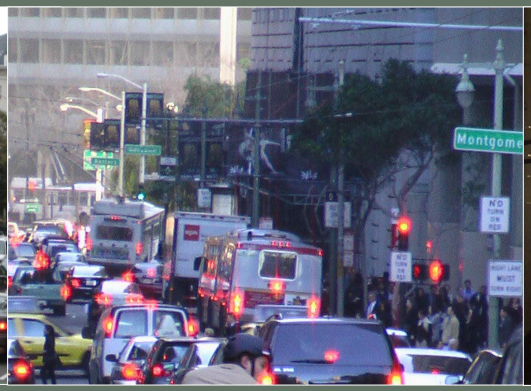
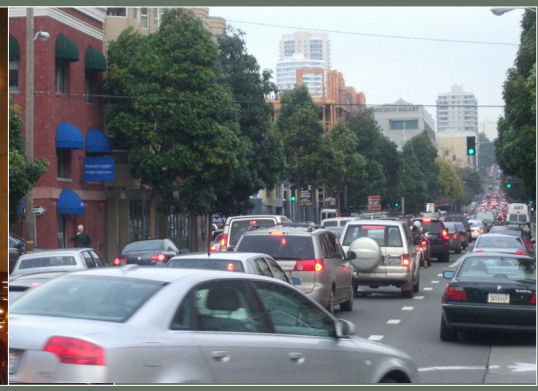
Update on Pricing and Incentive-Based Congestion Management Strategies

San Francisco County Transportation Authority Board
November 28, 2018

Outline

1. What is Congestion Pricing?
2. Why Study Congestion Pricing?
3. 2010 Mobility, Access and Pricing Study
4. Related Efforts in SF and Other Cities

What is congestion pricing?

One of many tools to manage congestion:

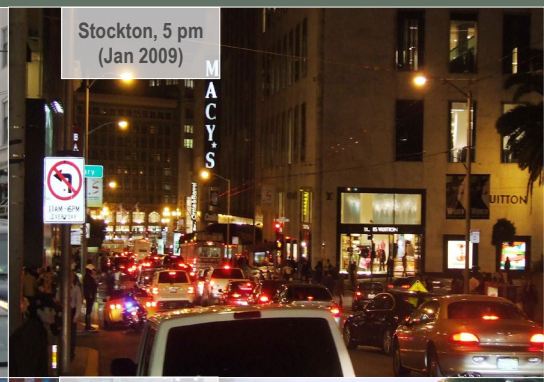
- Charge a fee to drive in the most congested locations and times

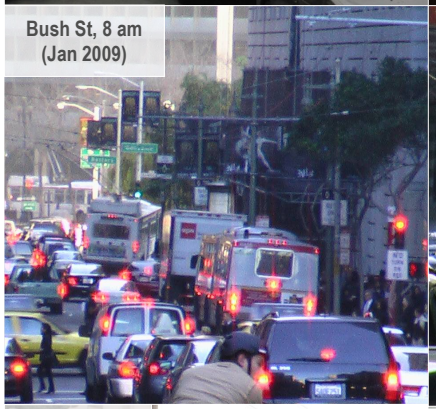
Best practice to package with:

- Incentives
- Discounts
- Multimodal improvements

Why study congestion pricing? (circa 2007)

- 5th most congested region in U.S.
- Peak period trips to Downtown SF twice as long as off-peak trips
- SF sacrificed over $2B/yr to congestion
- Transportation = 37% of SF GHG emissions

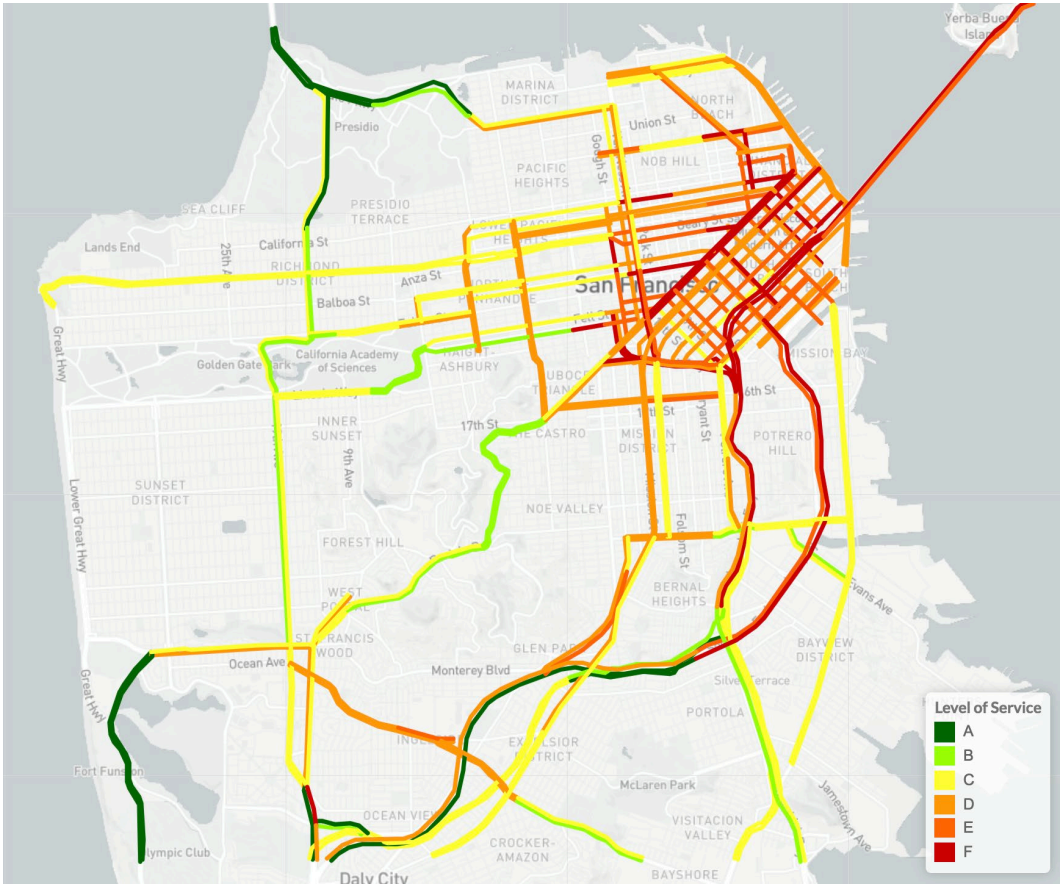




Why study congestion pricing? (circa 2018)

- 5th most congested region in the world
- SF travelers lose 79 hours/year to congestion
- Congestion results in concentrated air pollution, overlaps with COCs
- Transportation = 46% of SF GHG emissions

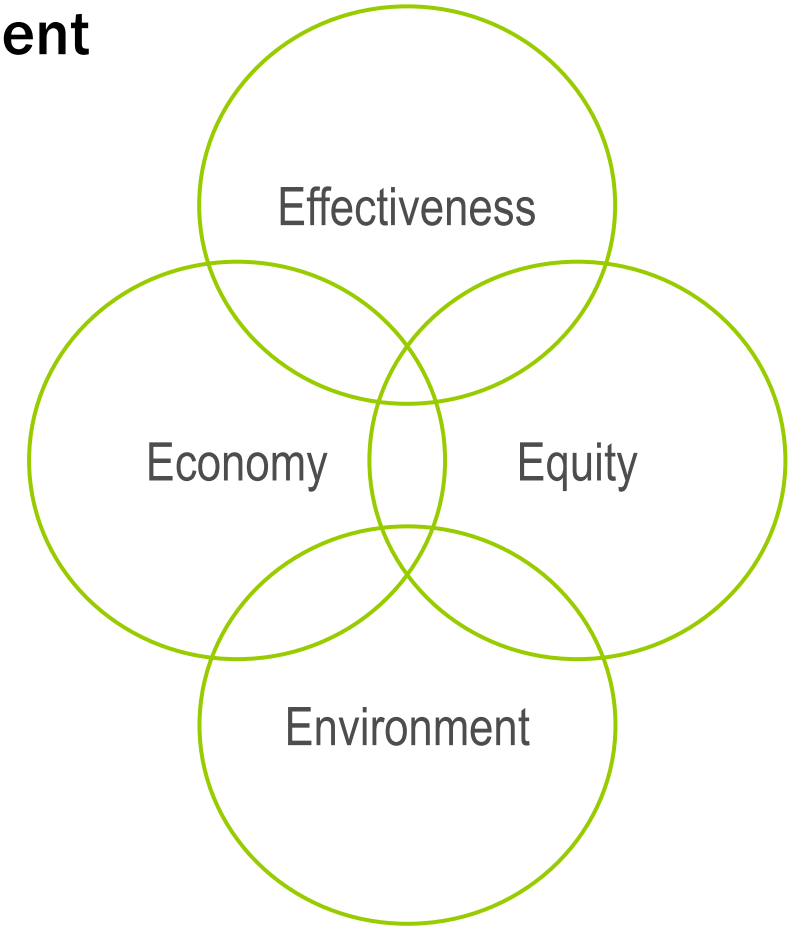
Weekday PM peak delay, 2017



2010 Mobility Access and Pricing Study

Feasibility Study included:

- **Substantial community engagement**
- **Wide range of alternatives**
- **Detailed technical analysis**
- **Identification of feasible options**



MAPS Outreach & Engagement

KEY STAKEHOLDER GROUPS

- Equity organizations
- Environmental advocates
- Business groups
- Residents, commuters

BROAD OUTREACH & MARKET RESEARCH

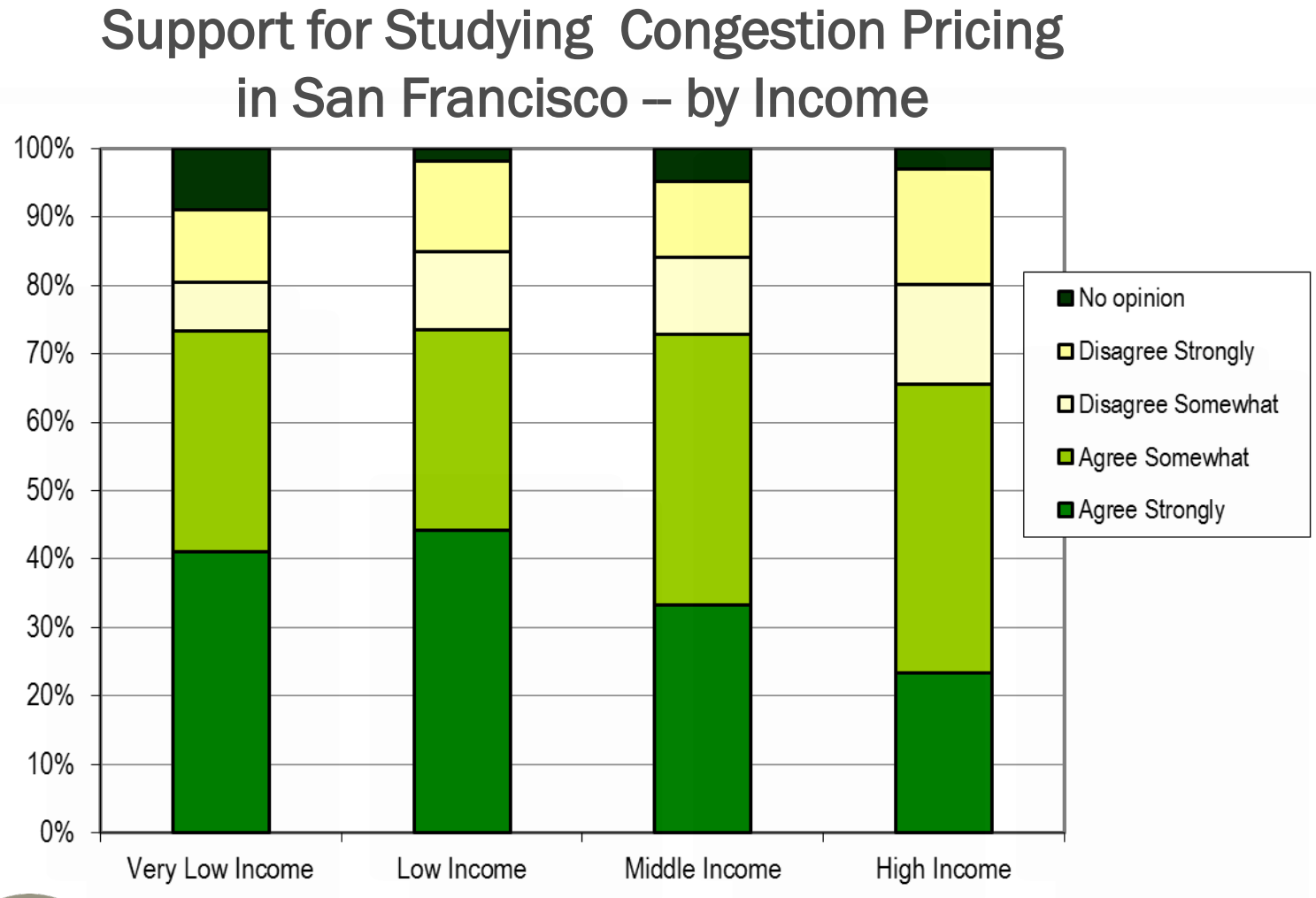
- Workshop series, e-workshop
- Direct outreach
- Public opinion polls, SP survey
- Intercept surveys

Feedback: community & equity

Top concerns:

- Availability, reliability, and cost of transit services
- Cost of paying fee to working poor
- Effect on local/off-peak service due to core/peak demands
- Traffic/parking diversions at edges of cordon

Is Congestion Pricing Fair?



Poll of Bay Area Travelers, August 2007

Feedback: business impacts

Top concerns:

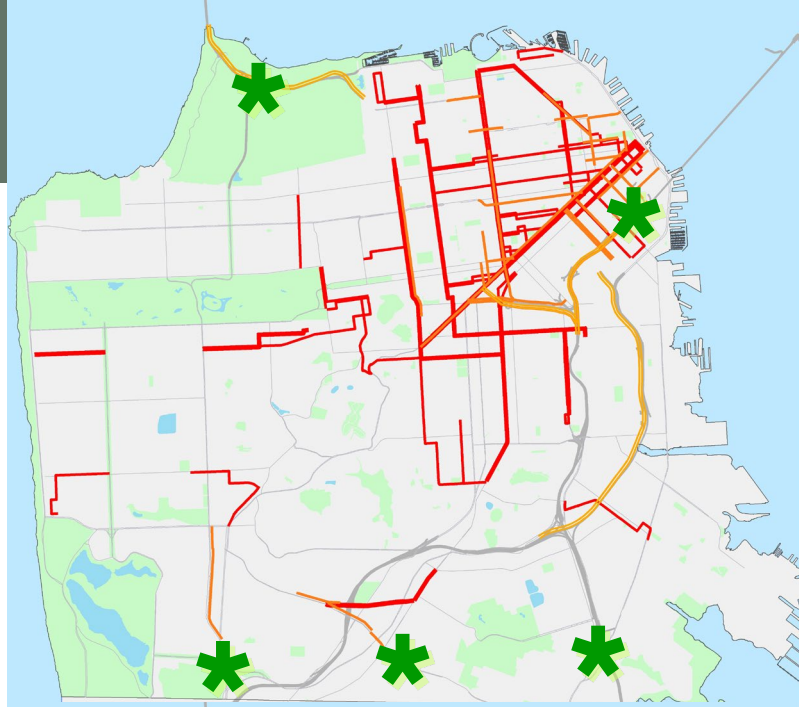
- Effect of fees on business location decisions
- Impacts of fees on retail sales
- Commercial fleet and tour bus costs
- Suggest parking pricing & traffic enforcement could have the same effect

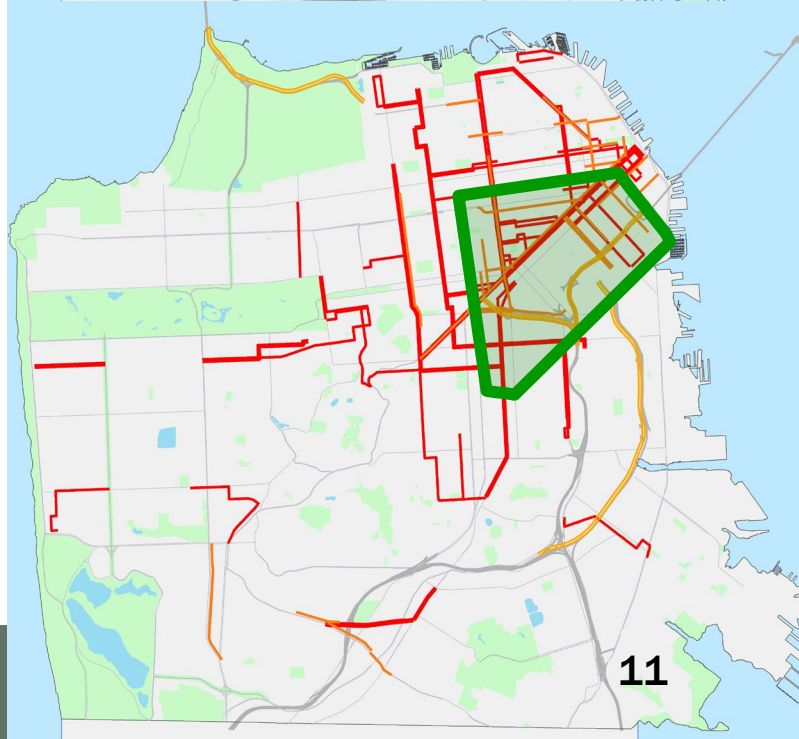
MAPS Study Design

What scenarios would be feasible and effective?

What improvements should be part of the package?

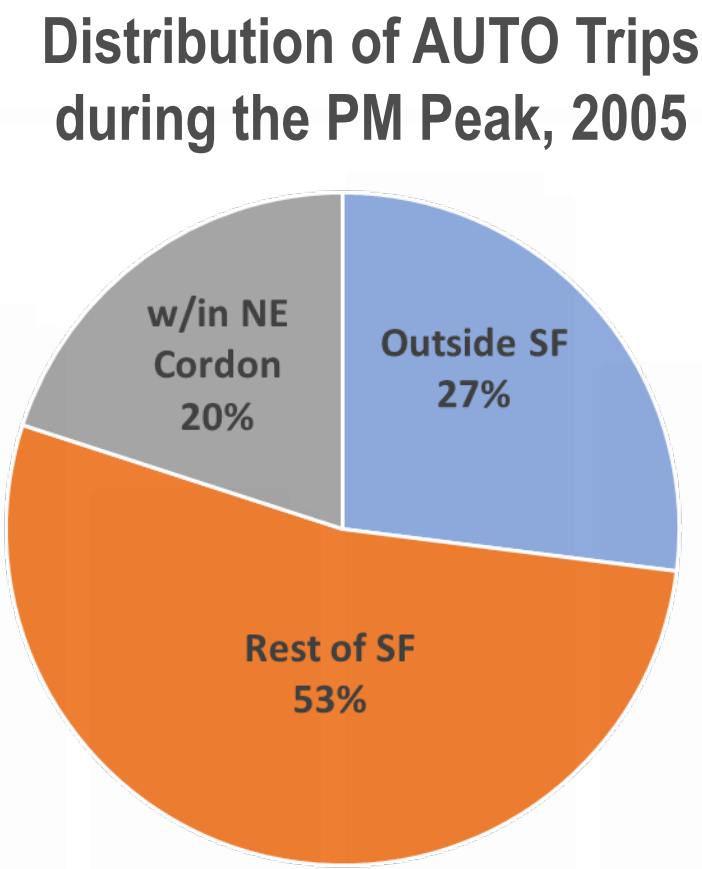
What are the potential benefits and impacts?





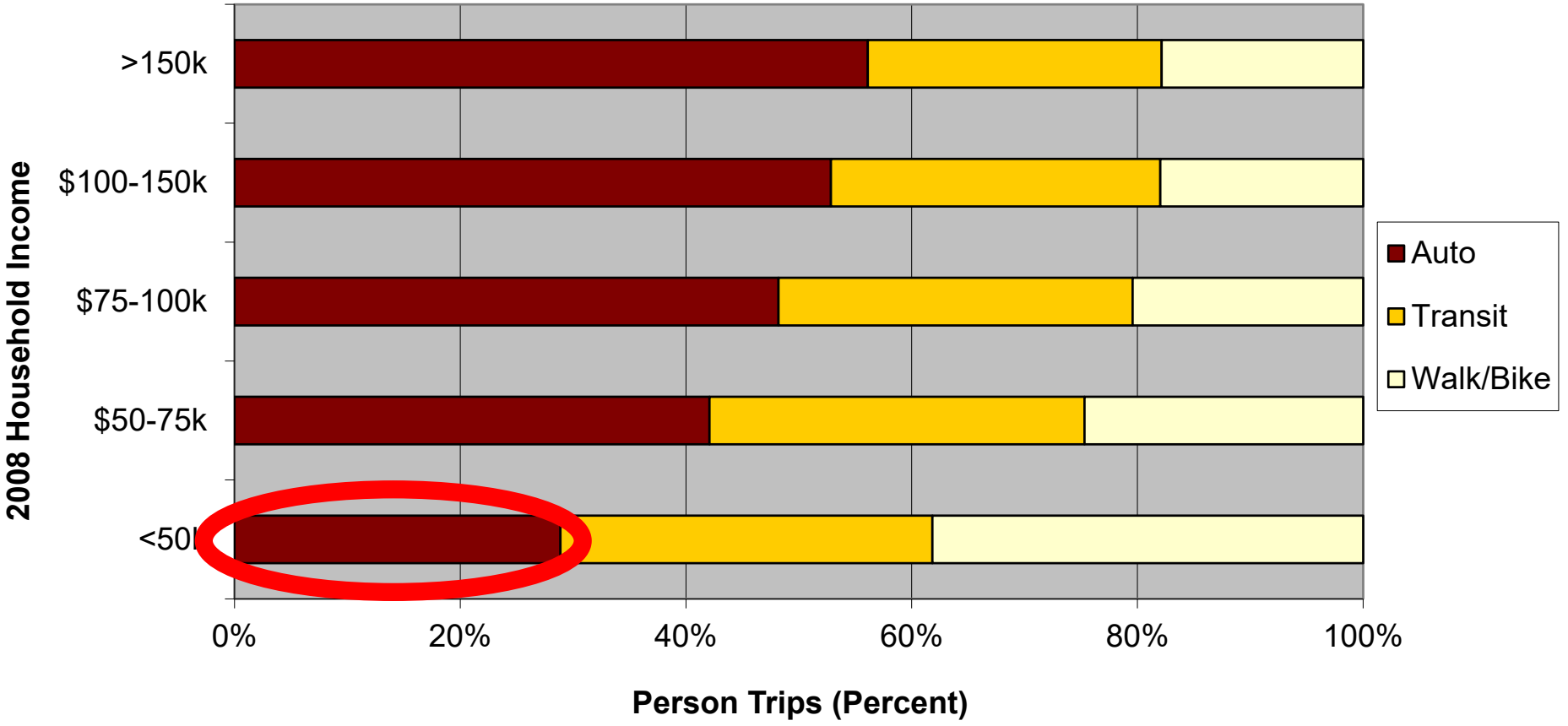
MAPS Analysis of trips in Northeast SF

- Nearly half by auto
- Over 40% made during peak periods
- SF residents make ¾ of car trips



Source: SF-CHAMP, 2010

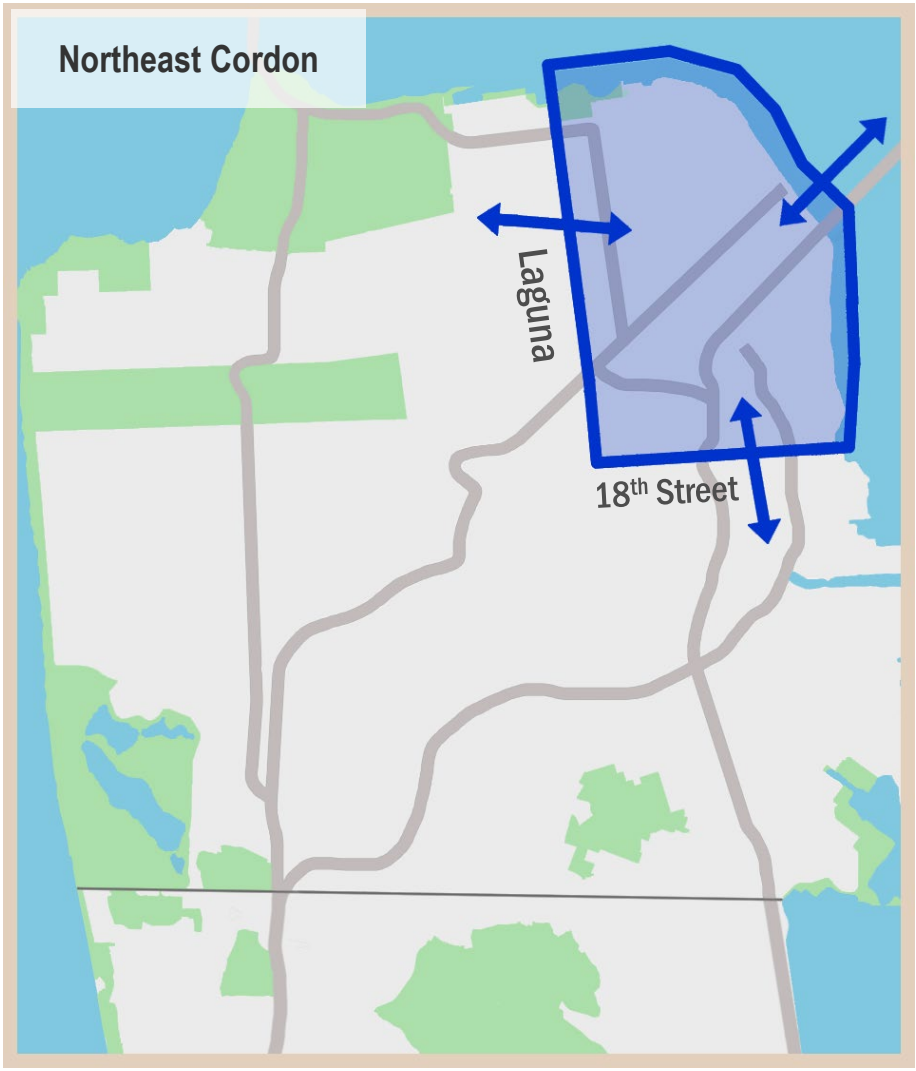
Travel Modes to NE SF by Income (pm peak)



SF CHAMP, May 2008

Recommended Design: Northeast Cordon

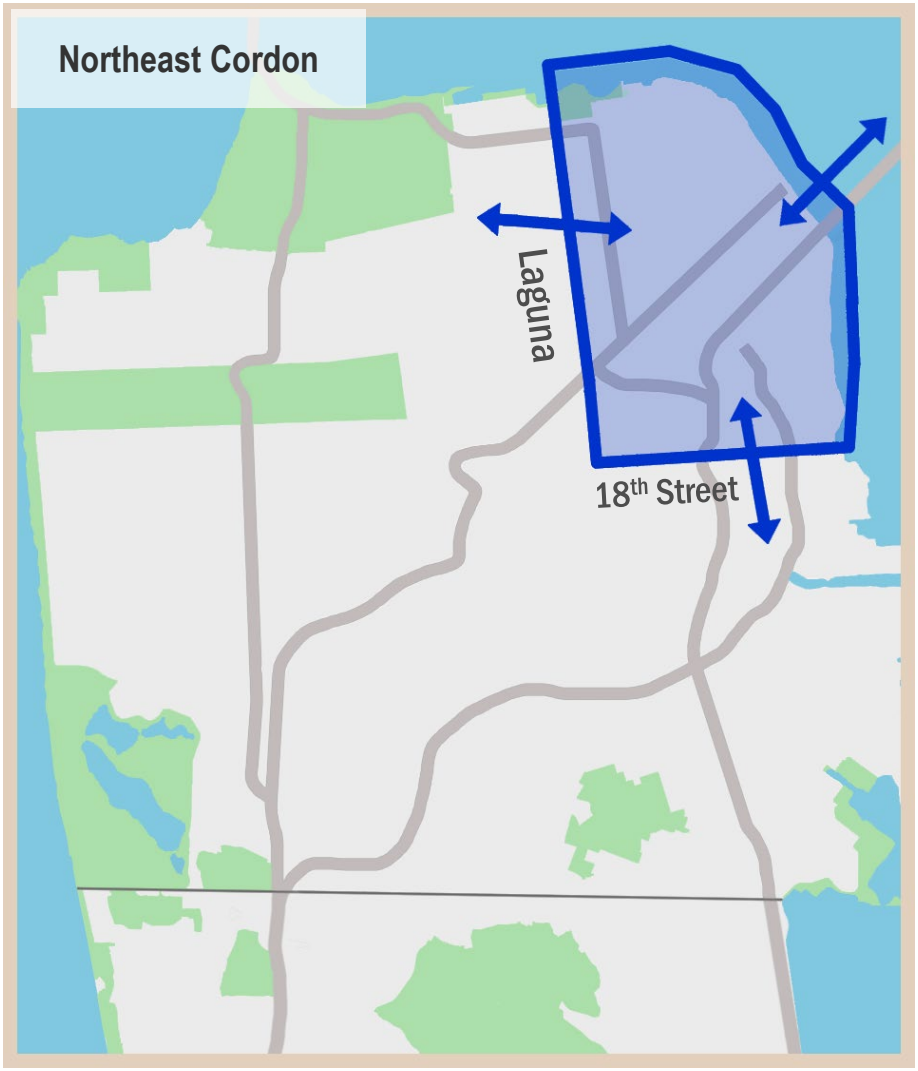
- Cordon bounded by Laguna + 18th Streets
- Recommended Pilot Fee:
  - $3 AM/PM peak fee for crossing cordon
- Recommended discounts:
  - 50% for Disabled Drivers
  - 50% for Zone Residents
  - 50% for Low-income Drivers
  - $6 daily cap
  - $1 rebate on bridge tolls
  - Fleet program for businesses



Northeast Cordon performed best

Benefits:

- 12% fewer peak period auto trips
- 21% reduction in VHD
- 16% reduction in Northeast Cordon GHGs
- 20-25% transit speed improvement
- 12% reduction in pedestrian incidents



Program Could Generate $60-80M/year

Expenditure plan investments included:

- Faster, more frequent transit
- Street repaving
- Traffic calming
- Ped + bike improvements
- Streetscape enhancements
- Parking management + enforcement
- TDM programs

Health and Safety Benefits

Less driving and congestion =>

- **Fewer ped & bike injury collisions**

Less particulate + toxic air pollution =>

- **Fewer health impacts for people most vulnerable to pollution**

More walking and biking =>

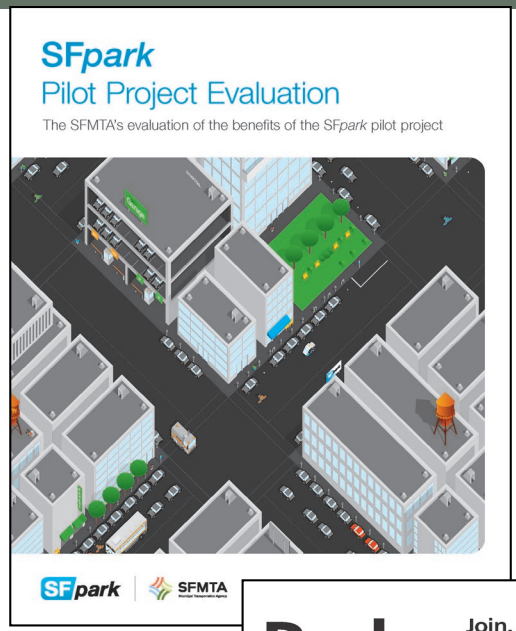
- **Healthier population**

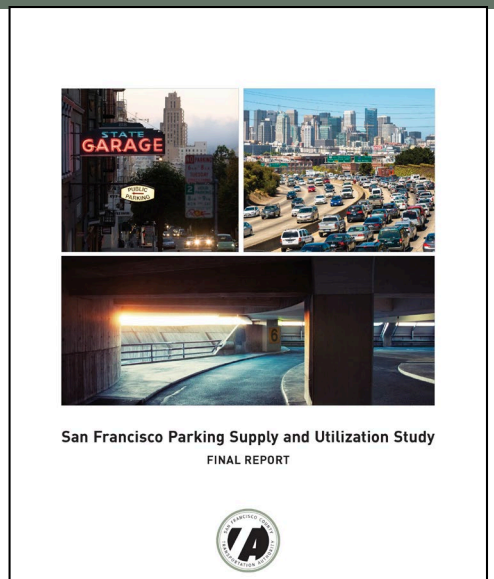
Business impacts: broadly neutral

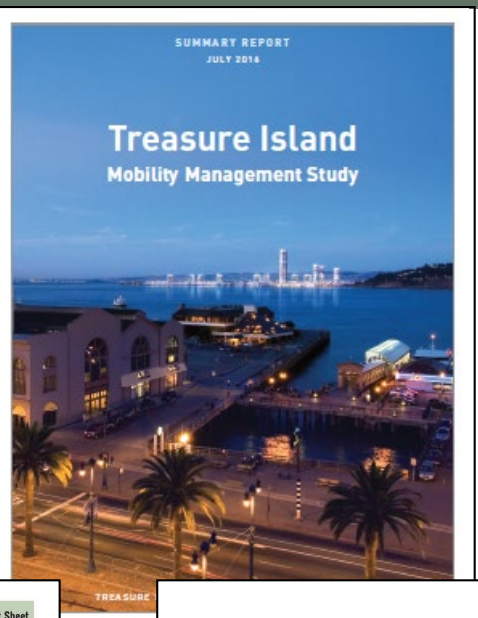
- **Minimal impact on employment (≤1%)**
- **Neutral to positive impacts on retail sales**

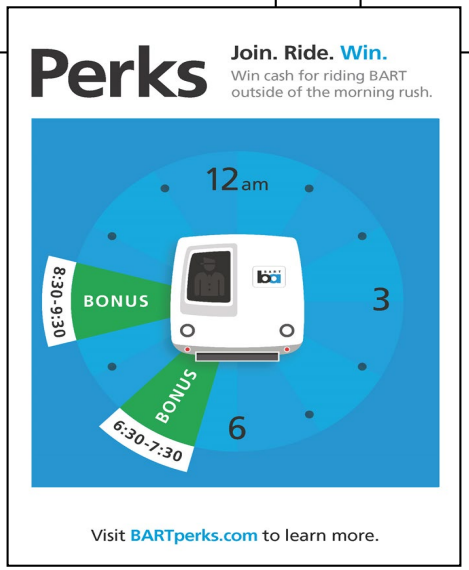
Photo credits: Flickr users Mark Crawley, Jeffrey Zeldman

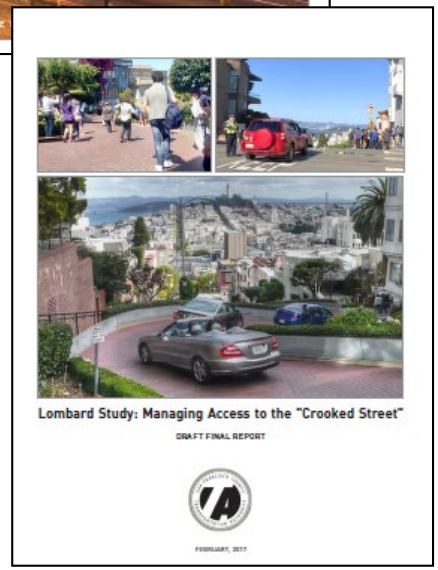
SF Incentives and Rewards











SF Policy and Plan Support

- SF Transportation Plans (2004 – 2017)
- SF Climate Action Plans (2004 – 2017)
- Regional Transportation Plans (2009 – 2017)

- Transit Center District Plan (2012)
- Inter-Agency Transportation Demand Management Strategy (2014)
- Emerging Mobility Evaluation Report (2018)

Congestion Pricing around the World

Existing pricing systems:

- London
- Stockholm
- Singapore
- Milan
- Gothenburg (Sweden)

Considering pricing:

- Los Angeles / Santa Monica
- Seattle
- Vancouver
- Portland
- New York City
- Auckland

What Could be Next?

- Refresh MAPS
  - Effectiveness
  - Equity
  - Economy
- Confirm design
- State legislative authority
- Environmental clearance
- Implementation

Questions?

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