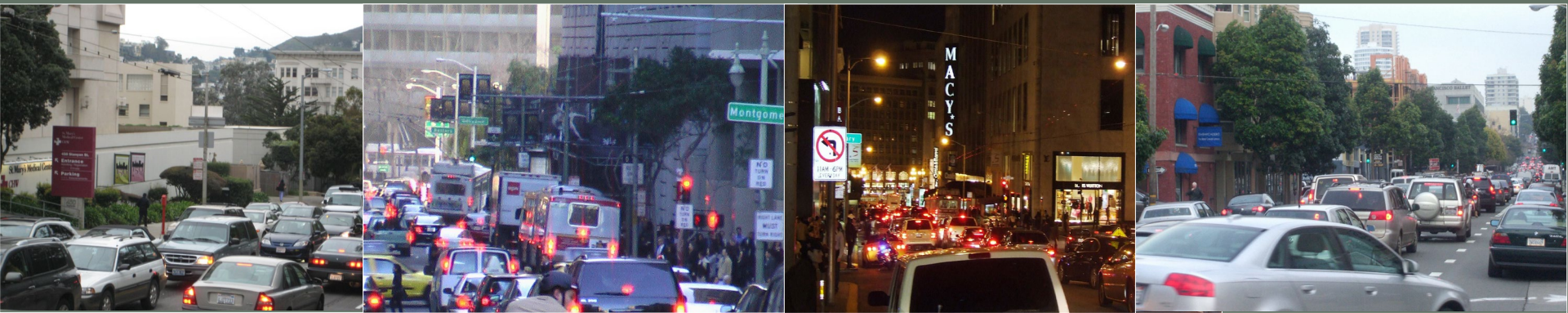


Update on Pricing and Incentive-Based Congestion Management Strategies



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)

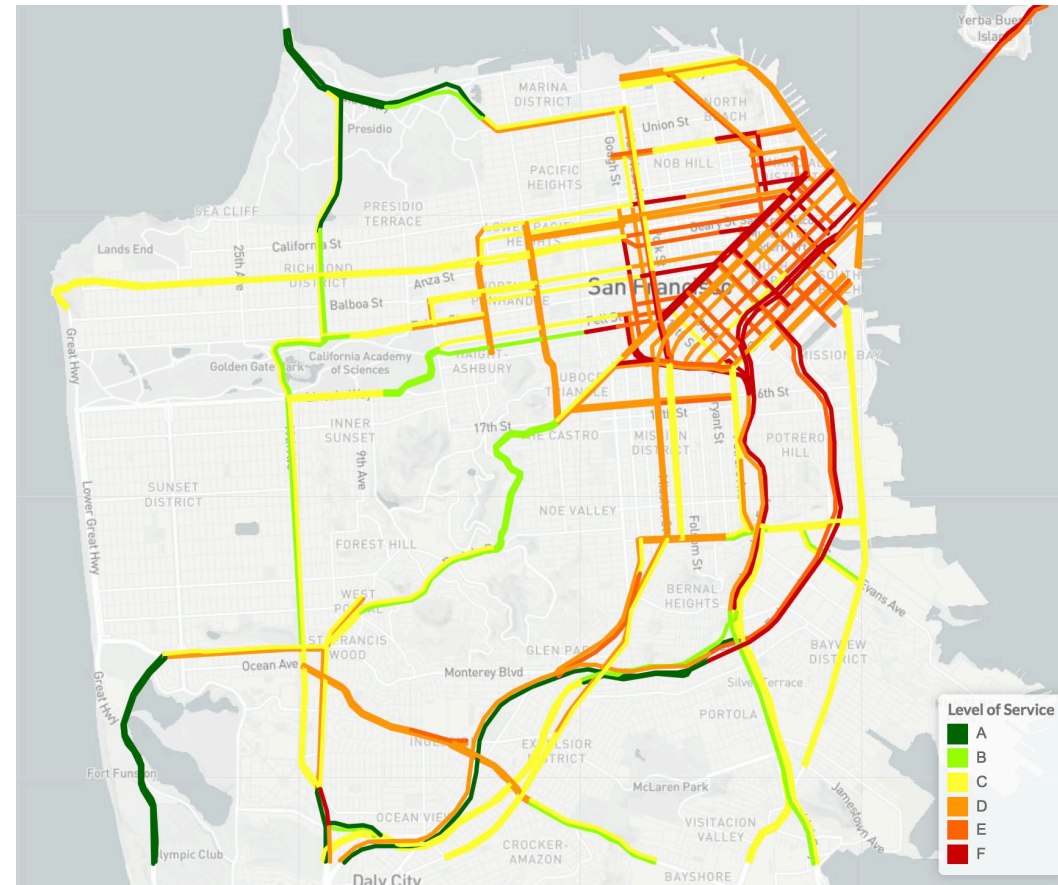
- 5th most congested region in U.S.
- Peak period trips to Downtown SF twice as long as off-peak trips
- SF sacrificed over \$2B/yr to congestion
- Transportation = 37% of SF GHG emissions



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

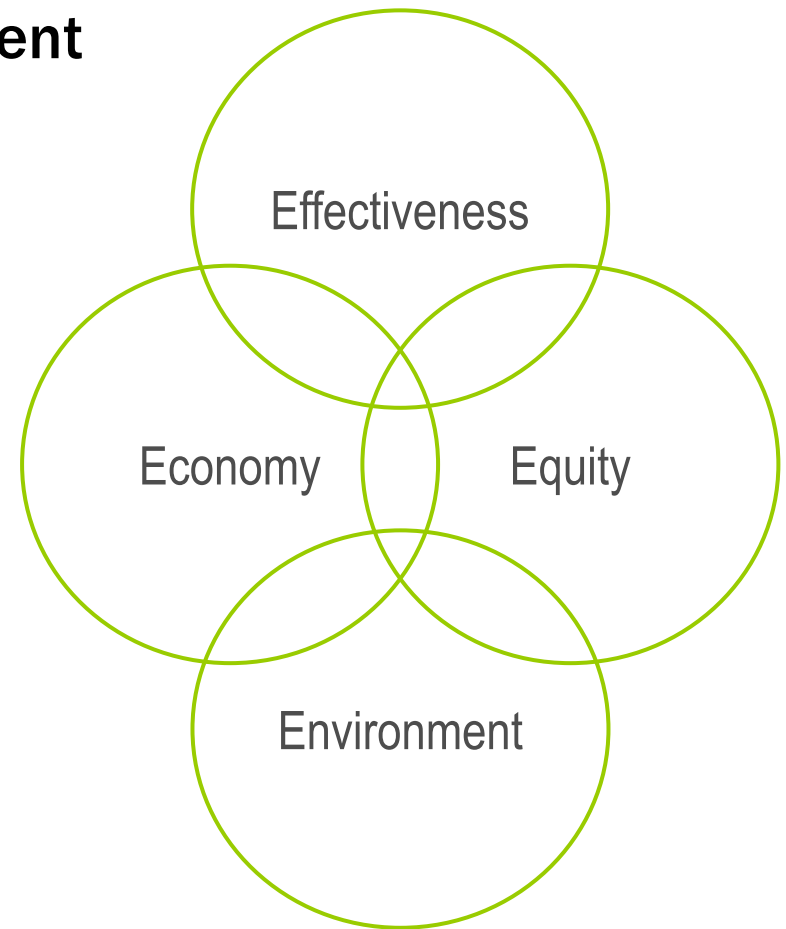
Weekday PM peak delay, 2017



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

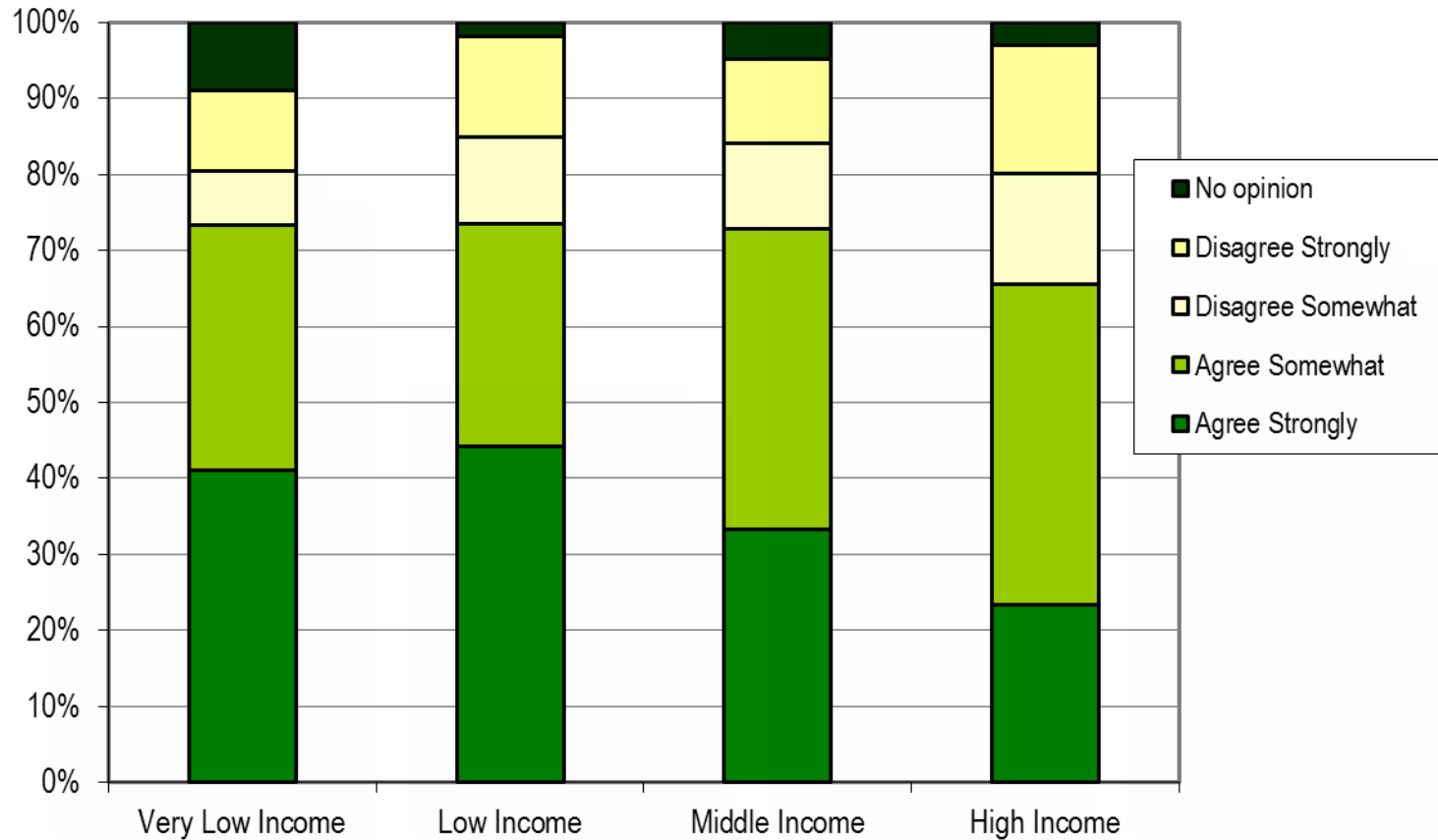
Top concerns:

- ▶ 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?

Support for Studying Congestion Pricing in San Francisco – by Income



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

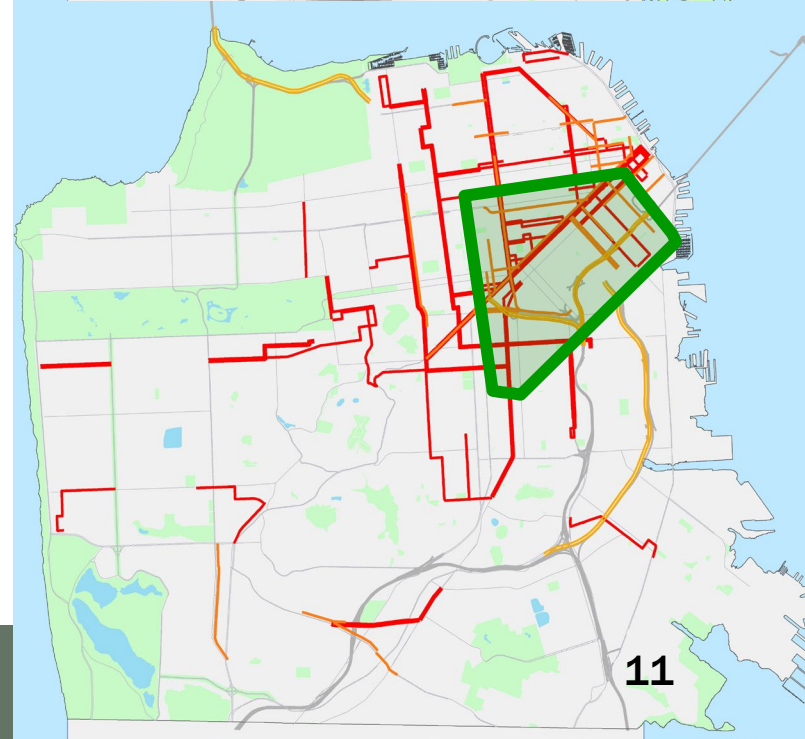
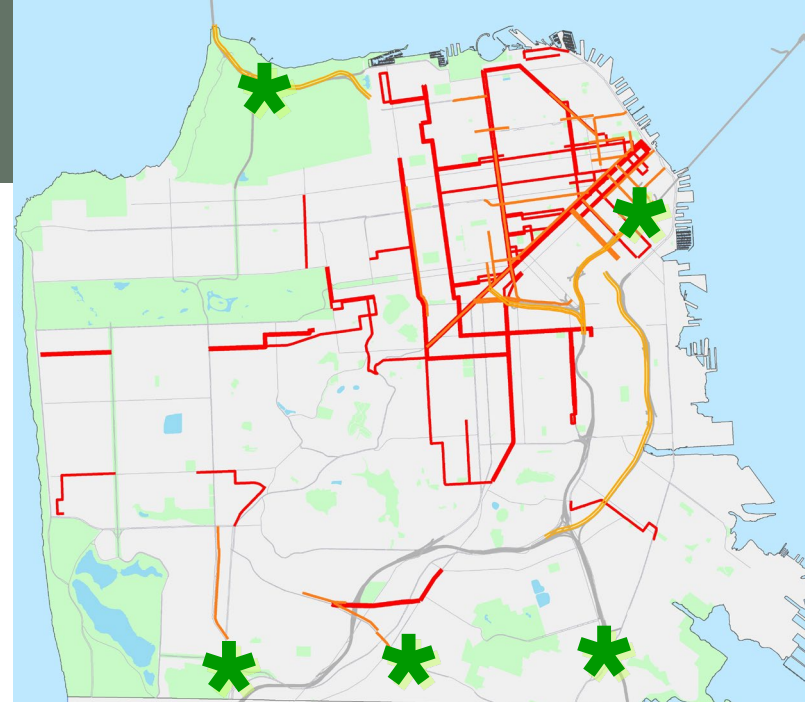


MAPS Study Design

What scenarios would be feasible and effective?

What improvements should be part of the package?

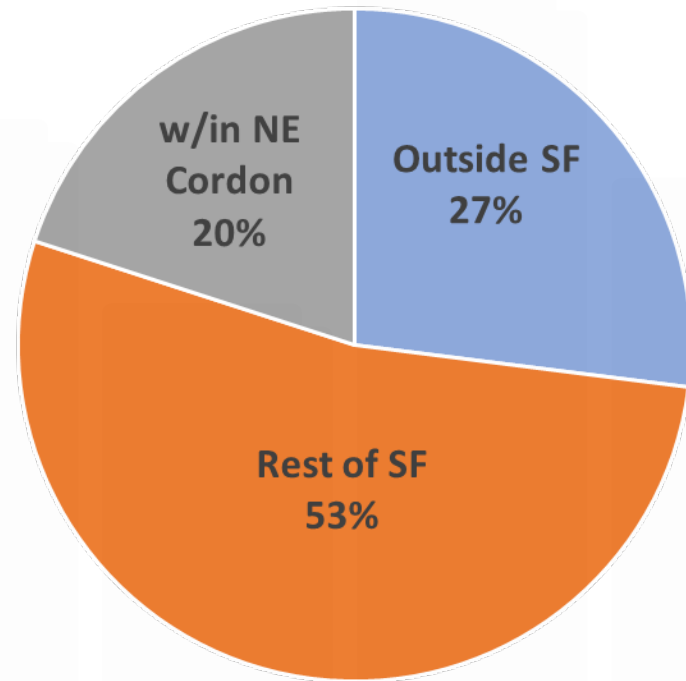
What are the potential benefits and impacts?



MAPS Analysis of trips in Northeast SF

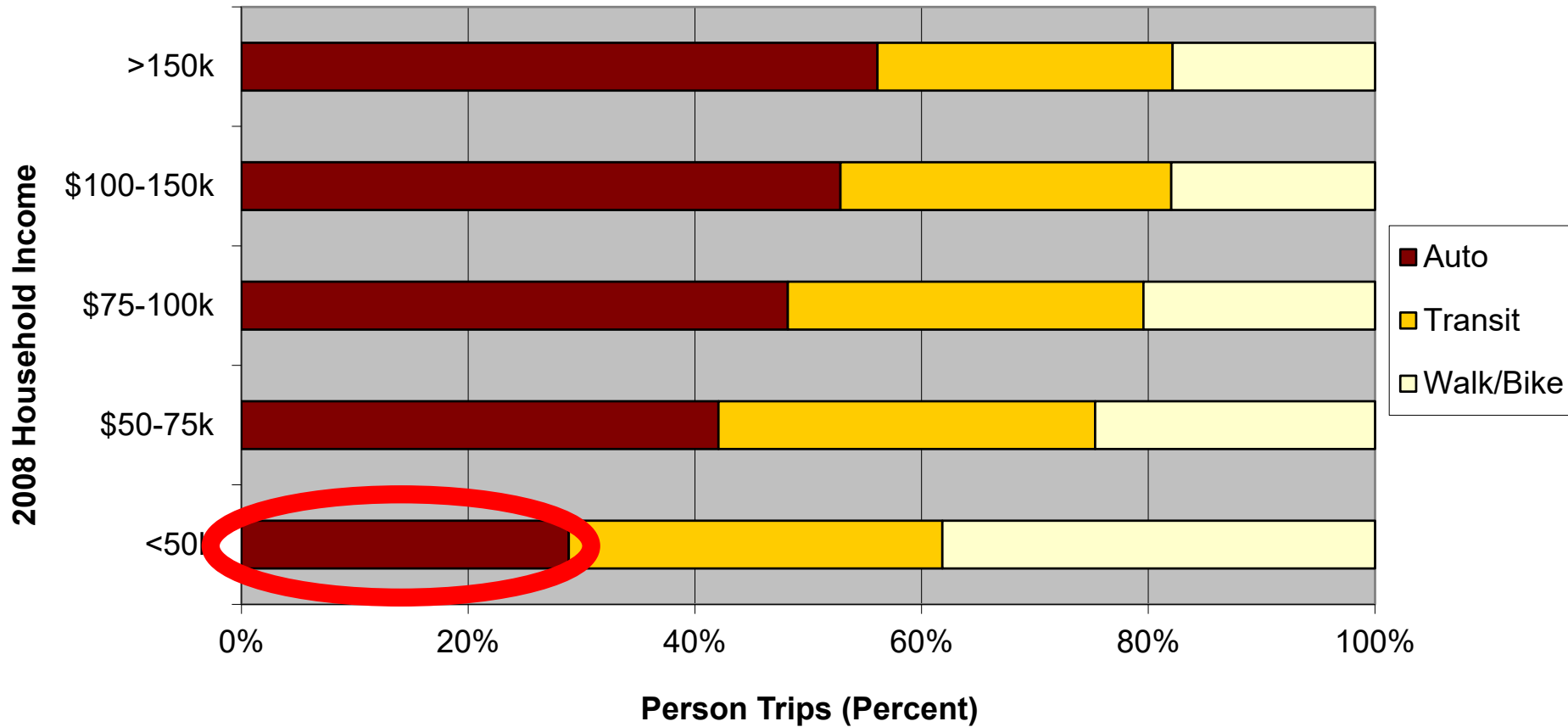
- Nearly half by auto
- Over 40% made during peak periods
- SF residents make $\frac{3}{4}$ of car trips

Distribution of AUTO Trips during the PM Peak, 2005



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 ($\leq 1\%$)
- Neutral to positive impacts on retail sales



Photo credits: Flickr users Mark Crawley, Jeffrey Zeldman

SF Incentives and Rewards

SFpark Pilot Project Evaluation

The SFMTA's evaluation of the benefits of the SFpark pilot project

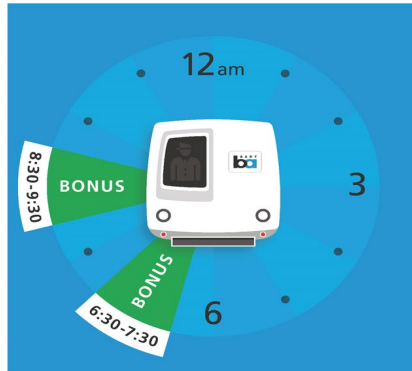


San Francisco Parking Supply and Utilization Study
FINAL REPORT



Perks

Join. Ride. Win.
Win cash for riding BART outside of the morning rush.



Visit BARTperks.com to learn more.



Addressing Congestion on San Francisco's Freeways



San Francisco's transportation system faces a critical problem more people than ever are trying to travel to, from and through the city. The freeways in San Francisco—US 101 and I-205—play an important role in this network, connecting San Francisco and the Peninsula.

While parts of San Francisco's freeways are critically congested, there are many empty seats in cars, vans, and buses. And demand is expected to increase by 20% there will be more than 100,000 additional daily trips between San Francisco and the South Bay.

The Transportation Authority is conducting a study to understand how we can address this growing challenge. The agency's Freeway Corridor Management Study focuses on addressing congestion while achieving the following goals:

- MOVE PEOPLE EFFICIENTLY:** We need to get more travelers to their destinations as quickly and safely as possible in the existing freeway footprint.
- IMPROVE TRIP RELIABILITY:** More reliable travel times will help overcome, from parents picking up their children from school to commuters who need to get to work on time.
- ENHANCE TRAVEL CHOICES:** Better transit and incentives to carpool give commuters convenient new travel options.
- CONTRIBUTE TO REGIONAL NETWORKING:** San Francisco's freeway management strategies will be coordinated with similar projects in San Mateo and across the region.
- REDUCE EMISSIONS:** Moving more people in the same or fewer vehicles will help achieve our climate goals as our population grows.
- SUPPORT COMMUNITY WELL-BEING:** We must ensure that any changes to freeway operations support equity and safety in nearby neighborhoods.

Transportation Authority Role
 Plan
 Design
 Deliver

Project/study goals
Reduce congestion on San Francisco's freeways by moving more people in fewer vehicles.

Timeline
The Freeway Corridor Management Study is expected to be complete in early 2018.

Learn more
Read about the study at www.sfta.org/freeways

Project/study partners
California, San Mateo County Transportation Authority, and San Francisco County Association of Governments of San Mateo County

Contact us
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Photo courtesy: Google Street View Photo Commons, Wikipedia.org/Andrey Gulyaev



Lombard Study: Managing Access to the "Crooked Street"
DRAFT FINAL REPORT



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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San Francisco County Transportation Authority