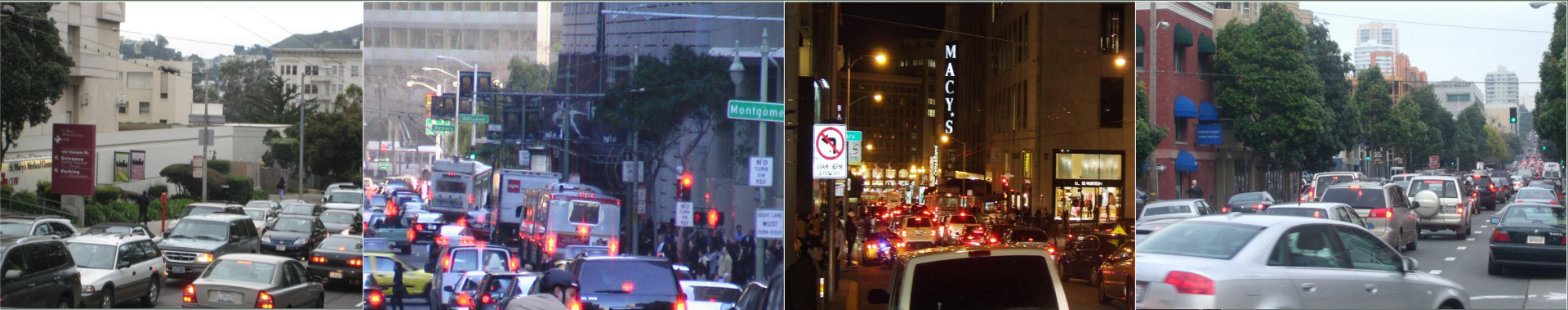


Congestion Pricing Study Update



Item 13: Update on Pricing and Incentive-Based Strategies
Item 14: Proposed Study Scope of Work



Citizens' Advisory Committee
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**
- 5. Proposed Study Scope of Work**



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:

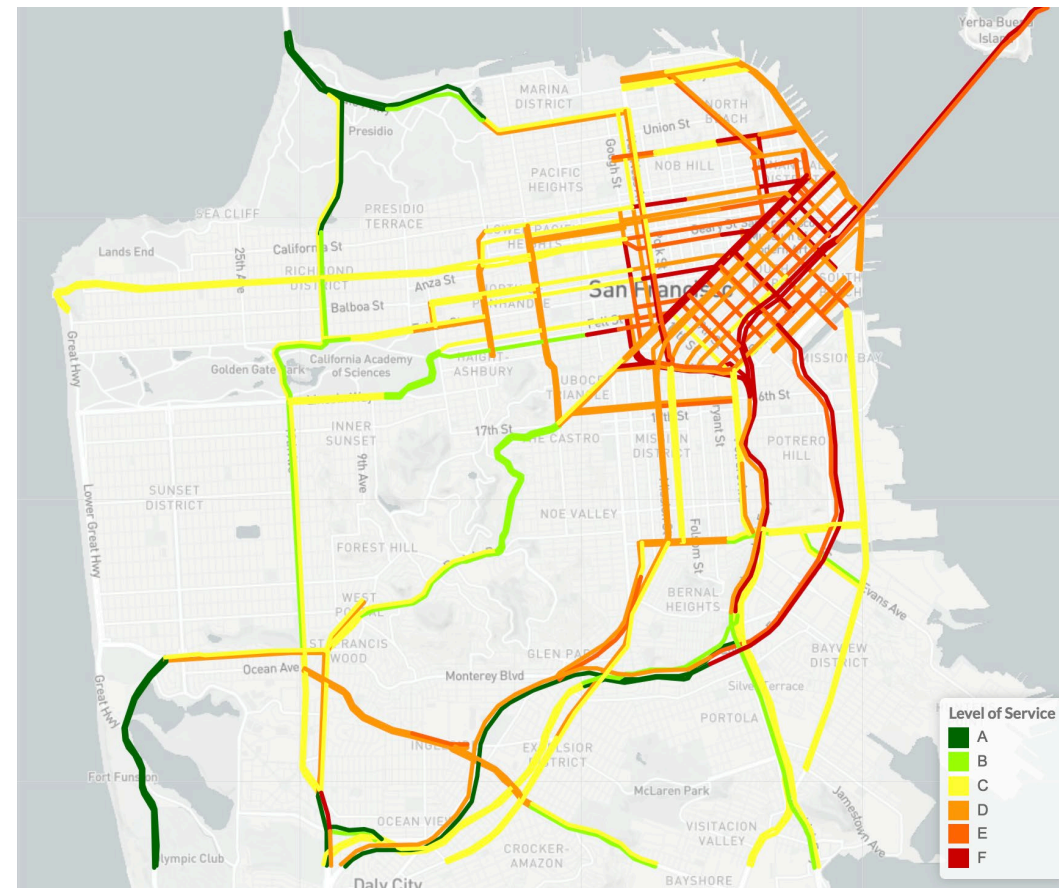
- Incentives
- Subsidies
- Discounts
- Multimodal improvements



Why study congestion pricing?

- 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

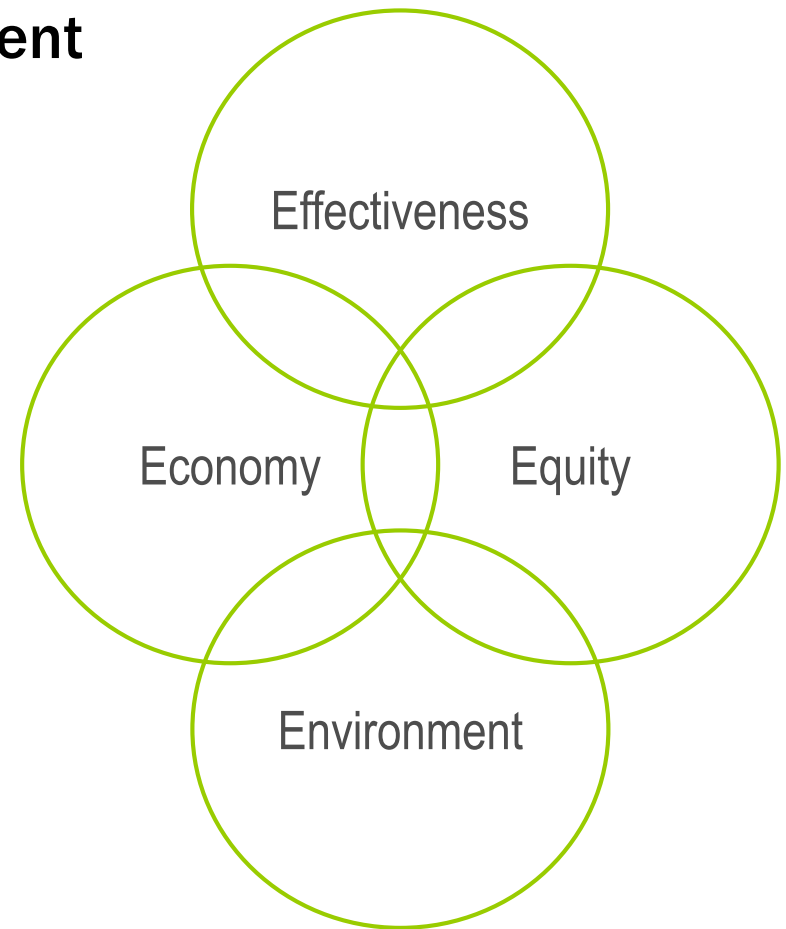
Weekday PM peak delay, 2017



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



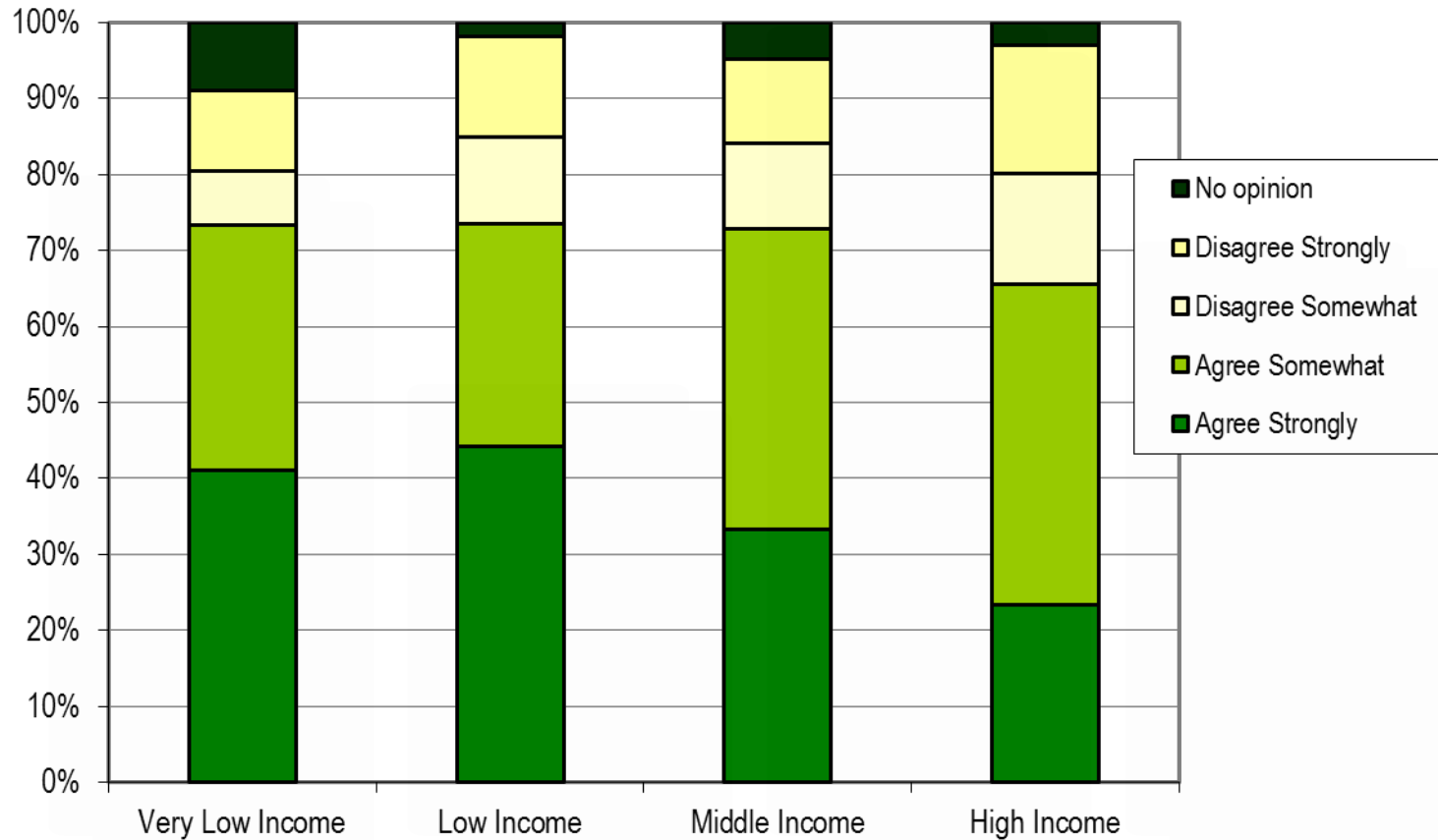
BROAD OUTREACH & MARKET RESEARCH

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



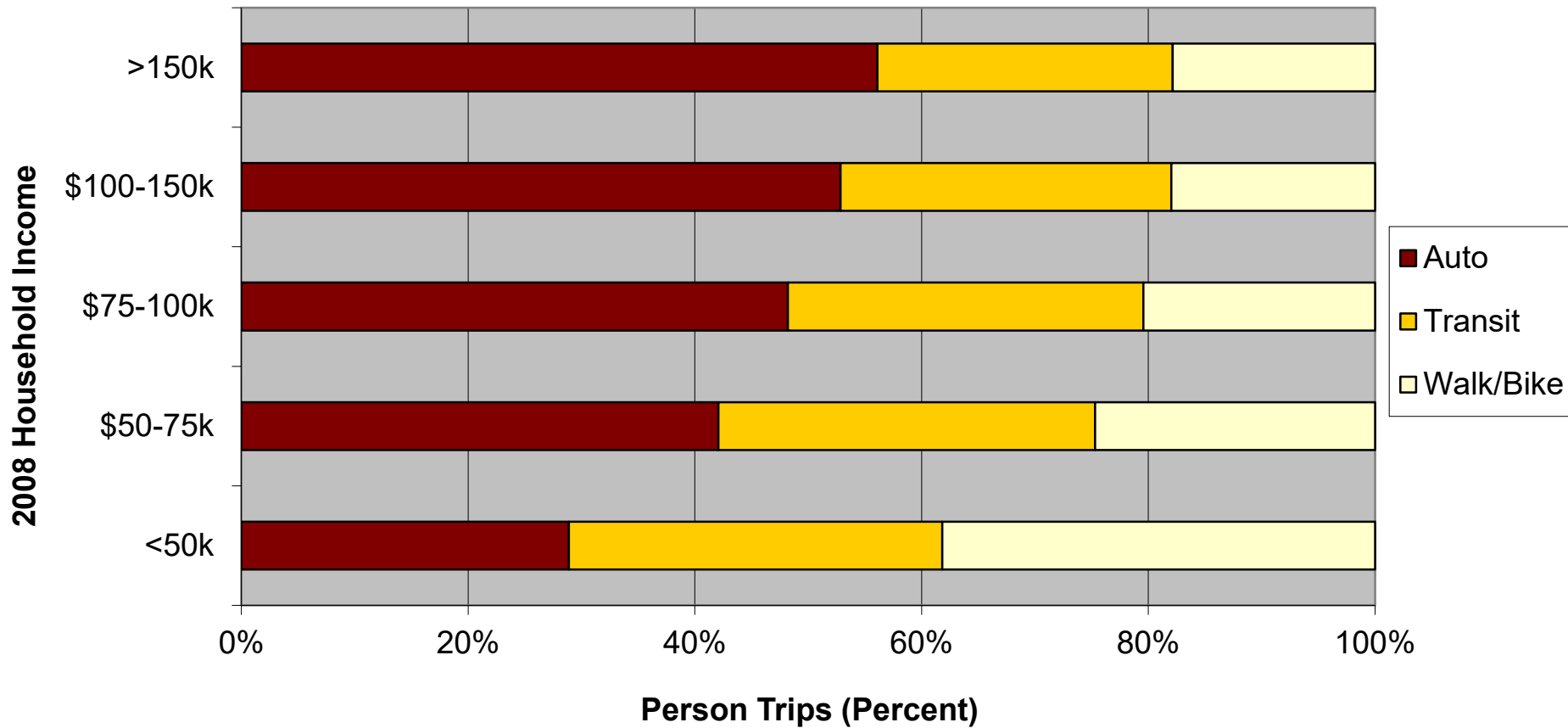
Is Congestion Pricing Fair?

Support for Studying Congestion Pricing in San Francisco – by Income



Poll of Bay Area Travelers, August 2007

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:

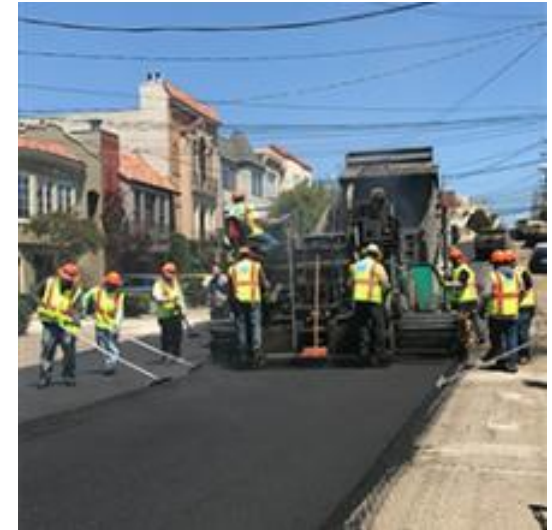
- 12% fewer peak period auto trips
- 21% reduction in VHD
- 16% reduction in Northeast Cordon GHGs
- 20-25% transit speed improvement
- 12% reduction in pedestrian incidents



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



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

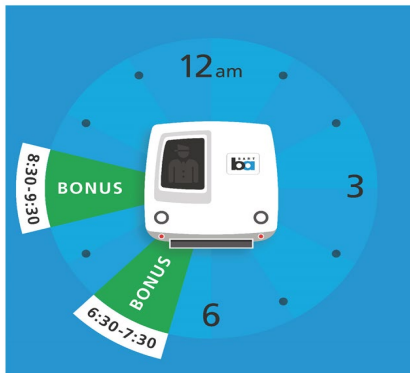


San Francisco Parking Supply and Utilization Study FINAL REPORT



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 2040, 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.
- INCREASE TRIP RELIABILITY:** More reliable travel times will help everyone, 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
- Build
- Operate
- 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

Sutter, San Mateo County Transportation Authority, and San Francisco County Association of Governments of San Mateo County

Contact us

Andrew Haden, Senior Transportation Planner
415.221.4810 or andrew.haden@sfta.org

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



Lombard Study: Managing Access to the "Crooked Street"

DRAFT FINAL REPORT

FEBRUARY, 2017

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



Next Step: Proposed Study Update

Scope to include:

- Major community engagement effort
- Develop updated pricing & incentives scenarios
- Evaluate based on current and anticipated needs
- Finalize new recommendations
- Identify implementation steps



Next Step: Proposed Study Update

Stakeholder Coordination and Community Engagement:

- **Two major outreach rounds**
- **Regular stakeholder meetings**
- **Policy Advisory Committee**
- **Technical Advisory Committee**
- **Peer city partnerships**



Next Step: Proposed Study Update

- **Timeline: January 2019 – June 2020**
- **Estimated cost: \$1.6 million**
- **Potential funding sources:**
 - Prop K: \$500k programmed
 - IPIC: \$1 million programmed
 - Other grant sources



Questions?

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San Francisco County Transportation Authority