

Downtown Congestion Pricing Study Update

SFMTA Policy and Governance Committee



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July 28, 2020

SF traffic in April 2020

Coronavirus has dramatically changed our daily lives



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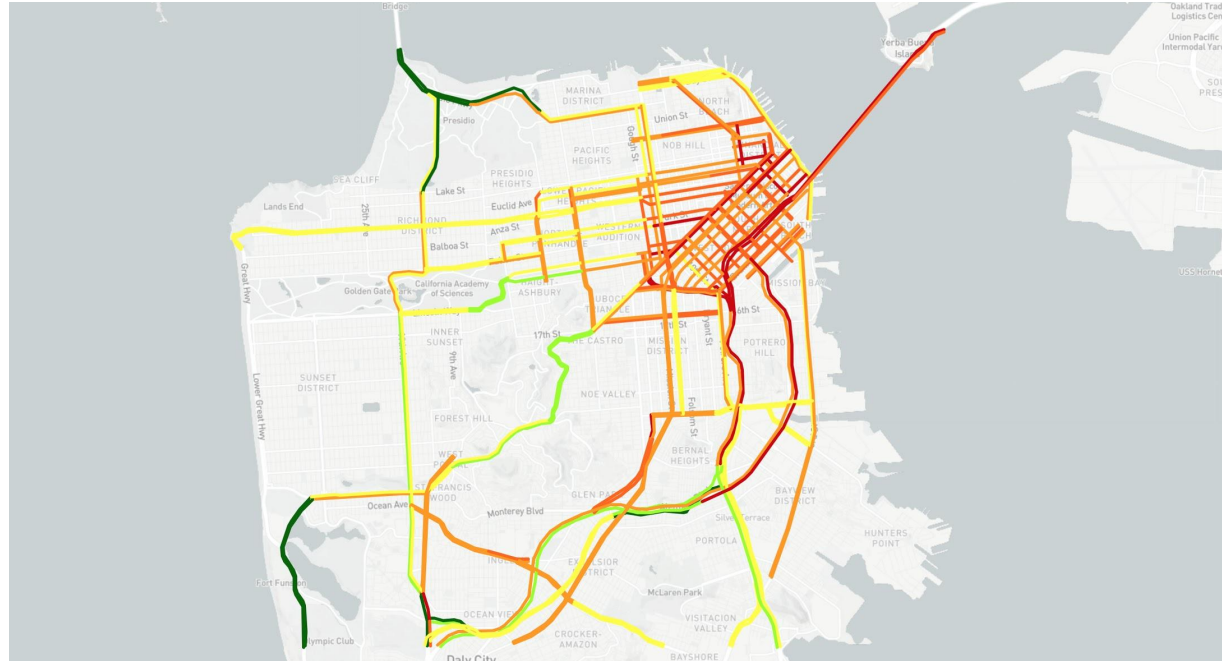


SF traffic in 2019

Congestion in San Francisco had reached record levels



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Congestion affects everyone



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Impacts on vulnerable communities



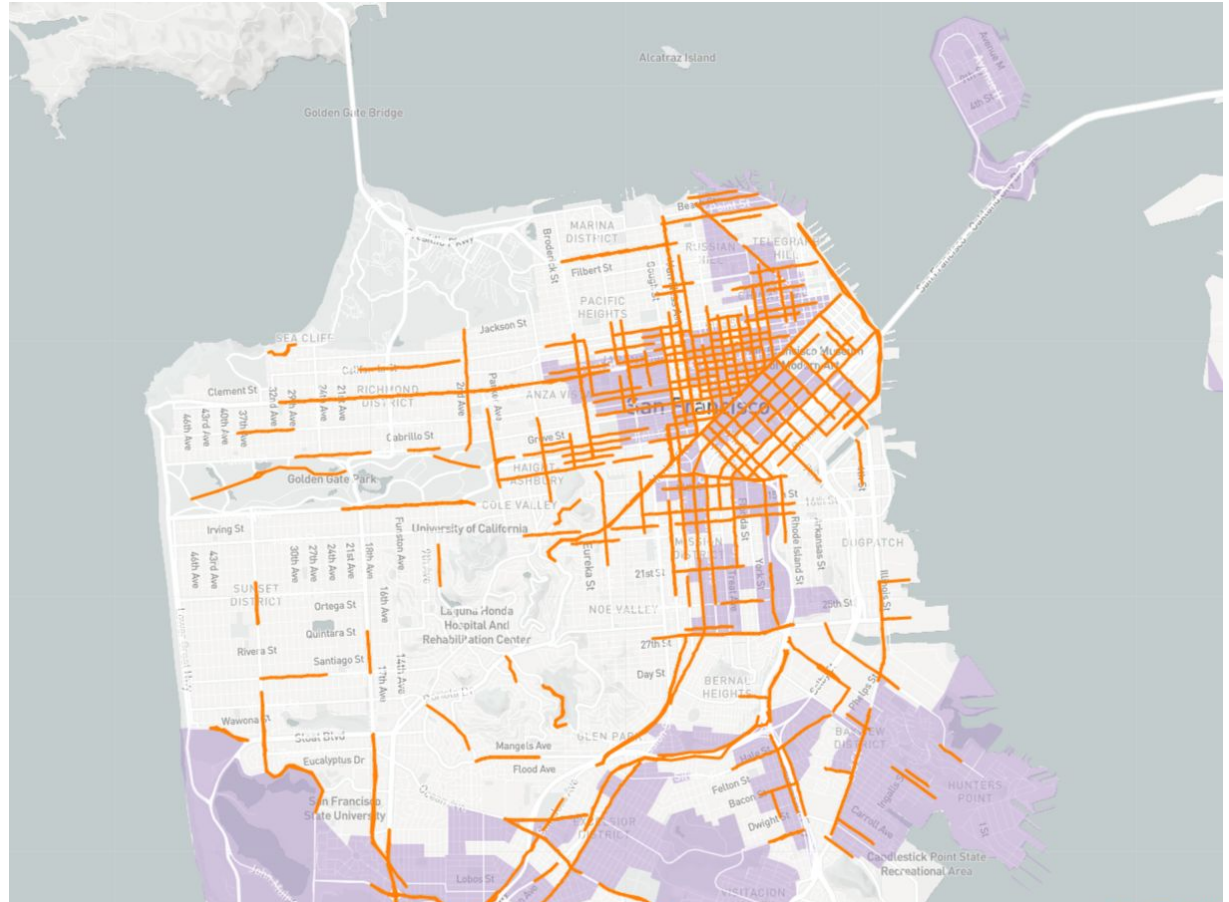
VISION ZERO
HIGH-INJURY NETWORK



COMMUNITIES
OF CONCERN



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Efforts to address congestion helped



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Uber, Lyft Tax Passes

Nov. 12, 2019, 4:28 PM

San Francisco users of rideshare services including Uber and Lyft will be paying more starting in January, when the city's new congestion pricing program takes effect.

...but our efforts were not enough



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Photo by Sergio Ruiz

...but our efforts were not enough



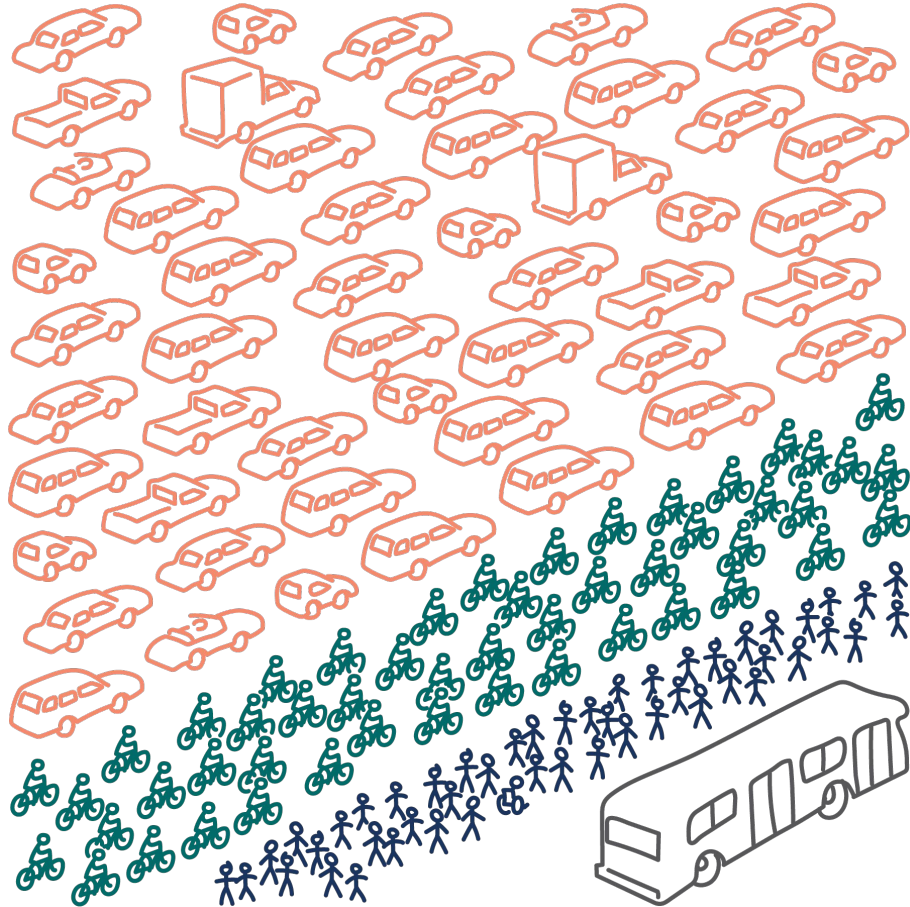
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We will need to
reduce the number of cars
downtown to make transit,
walking, and biking
improvements work.

Our challenge: move more people in fewer vehicles



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50 PEOPLE
in CARS

50 PEOPLE
on BIKES

50 PEOPLE
on FOOT

50 PEOPLE
on a BUS

Congestion Pricing Around the World



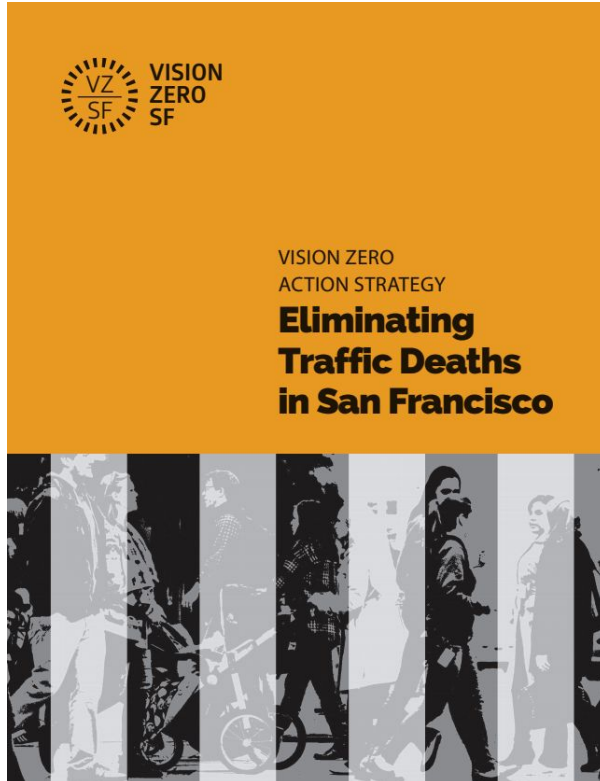
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Congestion pricing in past plans



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Mobility Access and Pricing Study, 2010

Transit Center District Plan, 2012

SF Climate Action Strategy, 2013

SF Transportation Demand Management Plan, 2017

SF Transportation Plan, 2017

SF Transportation Sector Climate Action Strategy, 2017

Plan Bay Area 2040, 2017

Transportation Task Force 2045 Report, 2018

Emerging Mobility Evaluation Report, 2018

SF Vision Zero Action Strategy, 2019

Downtown Congestion Pricing Study



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Photo by Sergio Ruiz, flic.kr/p/TcdmM8

Downtown Travel Patterns

75% of people
driving to Northeast
San Francisco came
from within the city

*Source: SFCTA, San Francisco Chained
Activity Modeling Process*



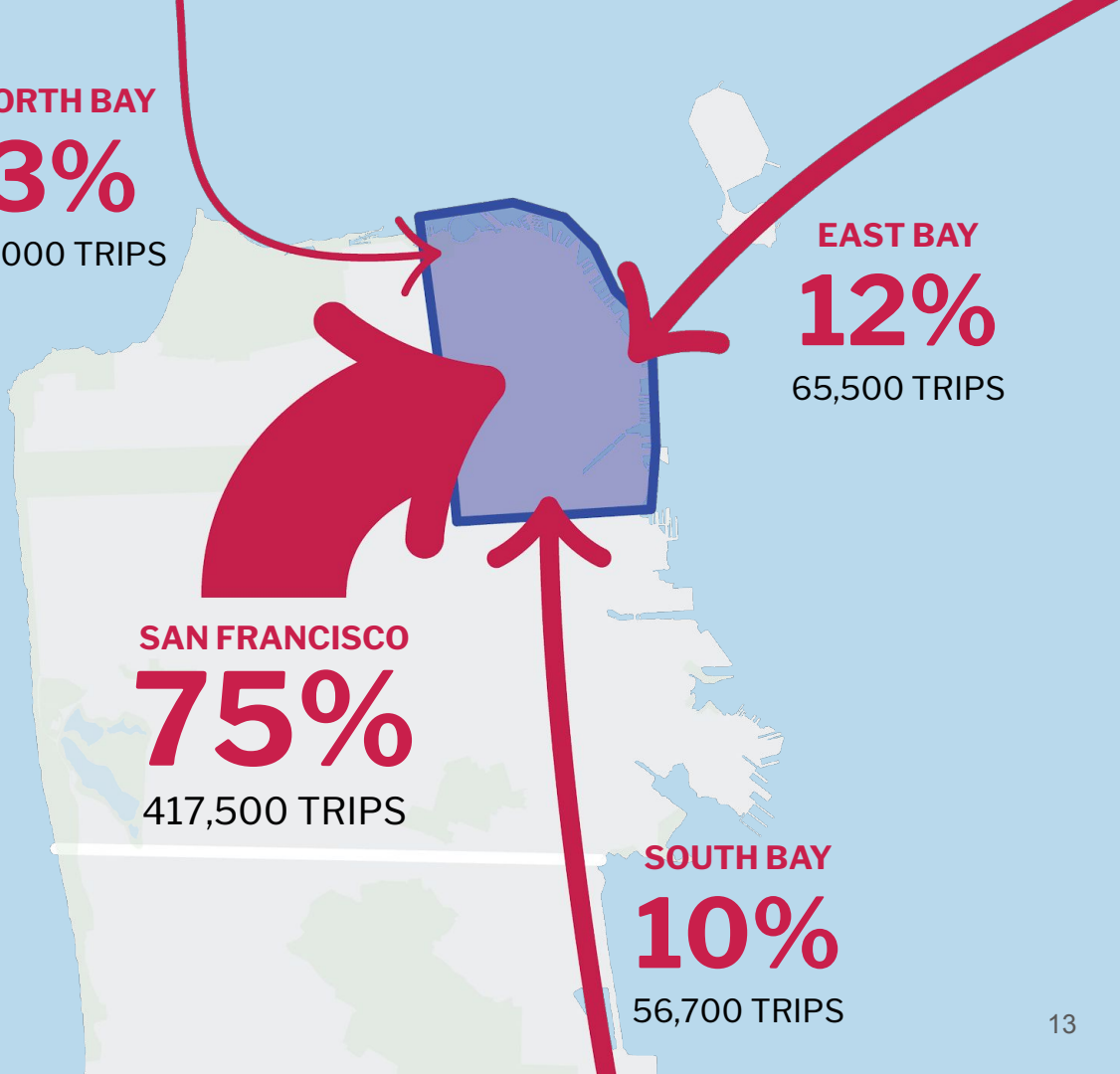
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NORTH BAY
3%
22,000 TRIPS

EAST BAY
12%
65,500 TRIPS

SAN FRANCISCO
75%
417,500 TRIPS

SOUTH BAY
10%
56,700 TRIPS



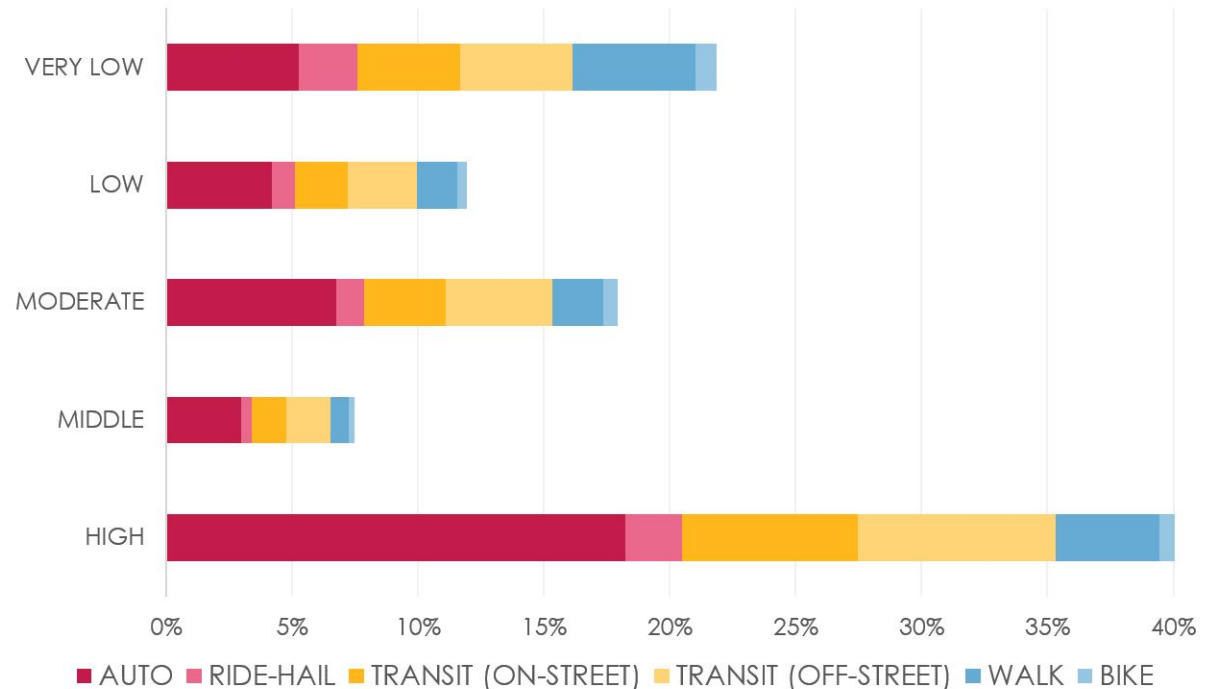
Travel in NE SF



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Of all downtown trips during morning peak, only 13% were low-income drivers

Percent of Weekday Morning Trips To, From, Within Northeast SF



Source: SFCTA, SF-CHAMP 2015 Base Year Estimate

Program Goals



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The target

Reduce peak car trips
downtown by at least

15%

from 2019 levels



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Goals of congestion pricing

By reducing peak car trips
downtown by at least **15%**,
we could...

- Get traffic moving
- Increase safety
- Clean the air
- Advance equity



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Goals of congestion pricing: get traffic moving



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Photo by Sergio Ruiz, [flic.kr/p/2b8zyVm](https://www.flickr.com/photos/sergioruiz/)

Goals of congestion pricing: increase safety



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Goals of congestion pricing: clean the air



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Goals of congestion pricing: advance equity



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Photo by SFMTA Photography Department

Outreach & Engagement



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Outreach to date

Policy Advisory Committee

Technical Advisory Committee

Listening sessions with key
stakeholders

Congestion survey

Co-creation workshops

Stakeholder presentations



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Policy Advisory Committee



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Co-Creation



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Co-Creation



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SUBSIDY



Low-income driver discounts

Provide discounts to the
congestion fee based on income.

Example low-income definition based
on household size: 1 person < 65k
annually, 2 people < 75K, 3 people < 85k,
4 people < \$95k

SPEND

2

TOKENS

INVESTMENT



Transit improvements

Provide more frequent
buses on 10 congested or
underserved routes.

SPEND

1

TOKEN

FEE



\$5 peak period fee

Charge \$5 to drive into or out
of downtown during morning or
evening rush hours

COLLECT

10

TOKENS

Study shifts due to COVID

Pause and adjust outreach

- Remote workshops with CoC partners
- Virtual activities and presentations

Flexible timeline based on stakeholder availability

Focus on how an equitable program could be part of recovery



Remote outreach

Engagement Tools

- Remote co-creation
- Phone, SMS texting conversations
- Digital/telephone town hall
- Virtual meetings with interested stakeholder groups



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Remote outreach

Publicity Tactics

- Low/no-contact flyer distribution
- In-language advertising
- Engaging senior-serving orgs, nonprofits in CoCs



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Scenario Analysis



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Screening process



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ROUND 1

Basic Design

ROUND 2

Investments

ROUND 3

Discounts and
Exemptions

High performing
scenarios identified
for further
consideration

PEAK DIRECTION



INBOUND



BIDIRECTIONAL



AREA



VMT



Key findings: Round 1

Inbound cordon is best performer

- Meets 15% vehicle trip reduction target with lowest daily traveler costs
- Requires \$8.50 fee per transaction before discounts added
- Has lowest capital and operating costs



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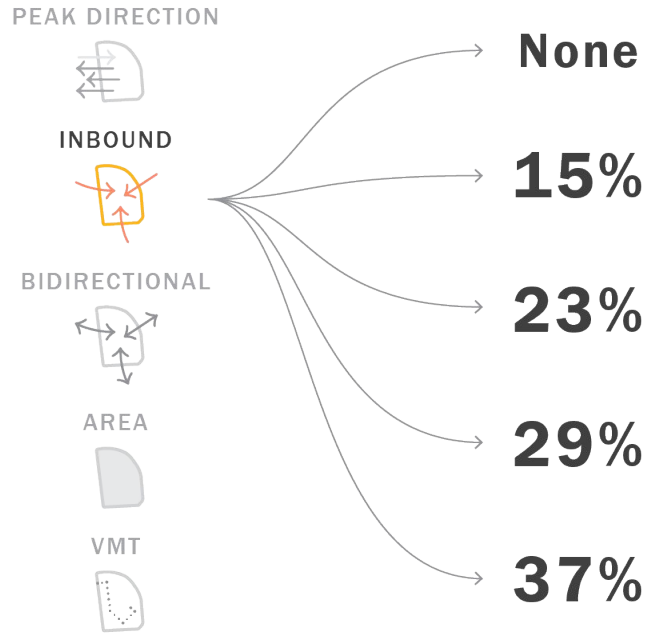
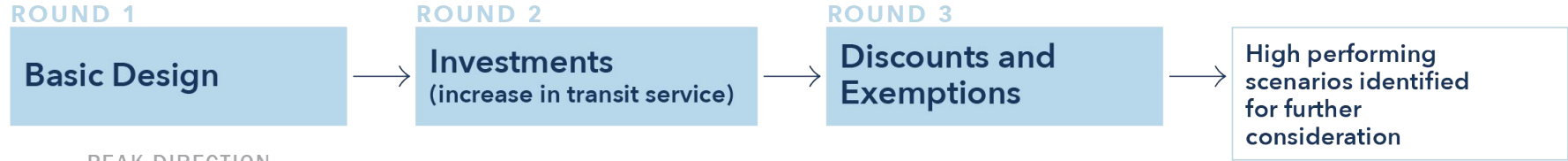
AREA



VMT



Screening process



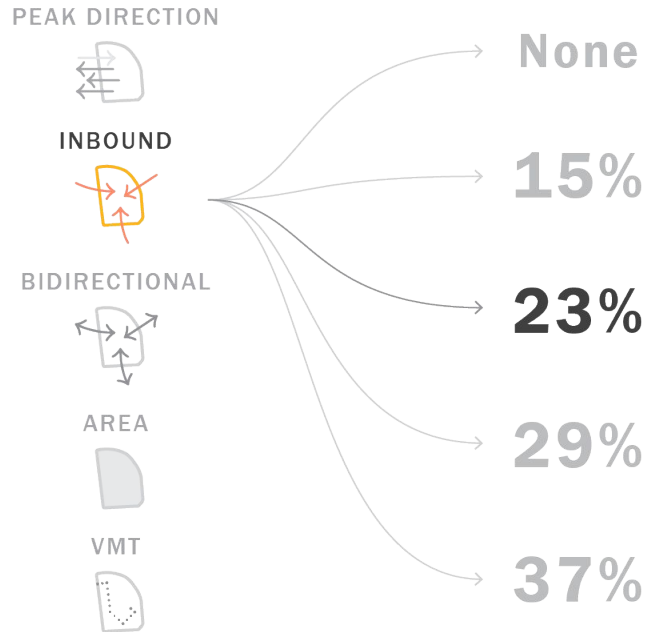
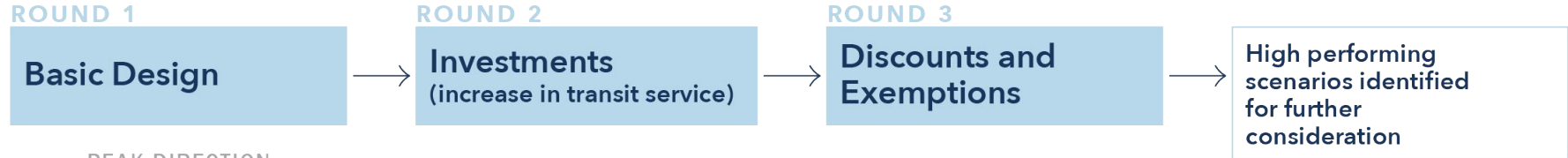
Key findings: Round 2

Transit service increase of at least 23% would alleviate crowding

- Inbound cordon revenue sufficient to fund this increase
- Additional revenue could be used to fund more service, discounts, or other priorities



Screening process



Screening process



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ROUND 1

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(increase in transit service)

ROUND 3

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PEAK DIRECTION



INBOUND



BIDIRECTIONAL



AREA



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None

15%

23%

29%

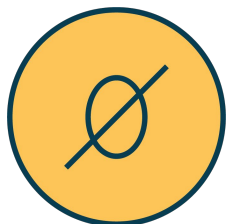
37%



Low income driver discount packages



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No Discounts

\$8.50 fee

No driving discounts

23% transit service
investment



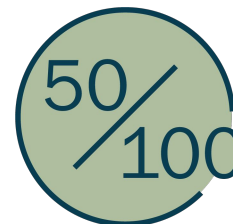
Moderate Discounts

\$10.00 fee

50% low-income
driver discount

50% very-low-income driver
discount

23% transit service
investment



More Discounts

\$12.00 fee

50% low-income
driver discount

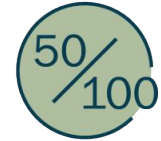
100% very-low-income
driver discount

23% transit service
investment

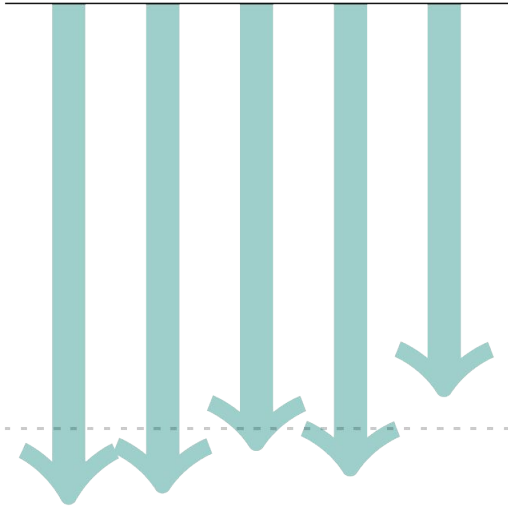
Vehicle trip reduction



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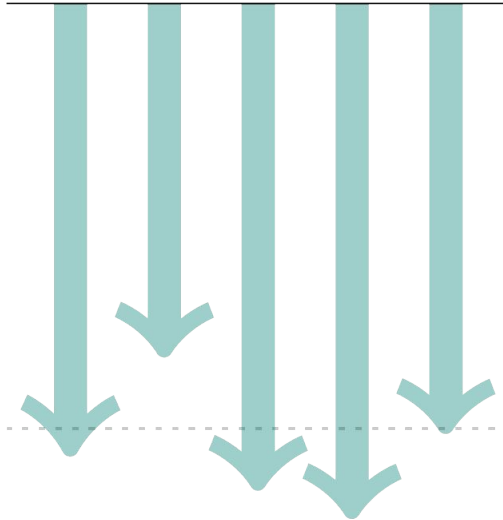


V. LOW LOW MOD. MIDDLE HIGH



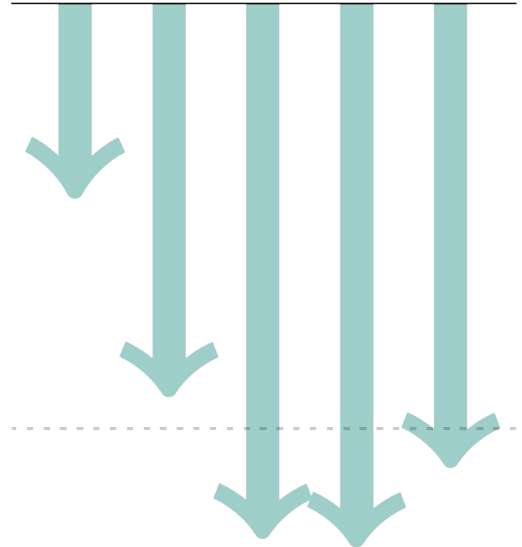
15%

V. LOW LOW MOD. MIDDLE HIGH



15%

V. LOW LOW MOD. MIDDLE HIGH

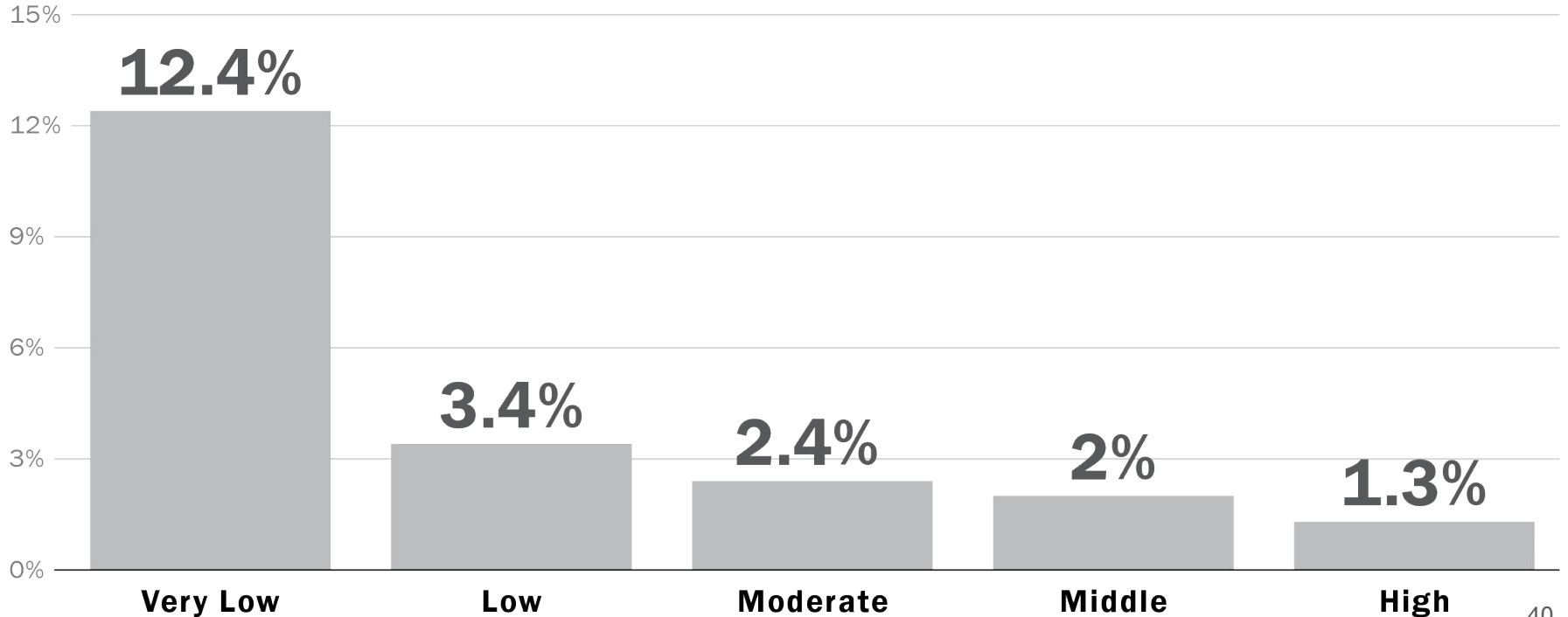


Cost as % of income for all travelers



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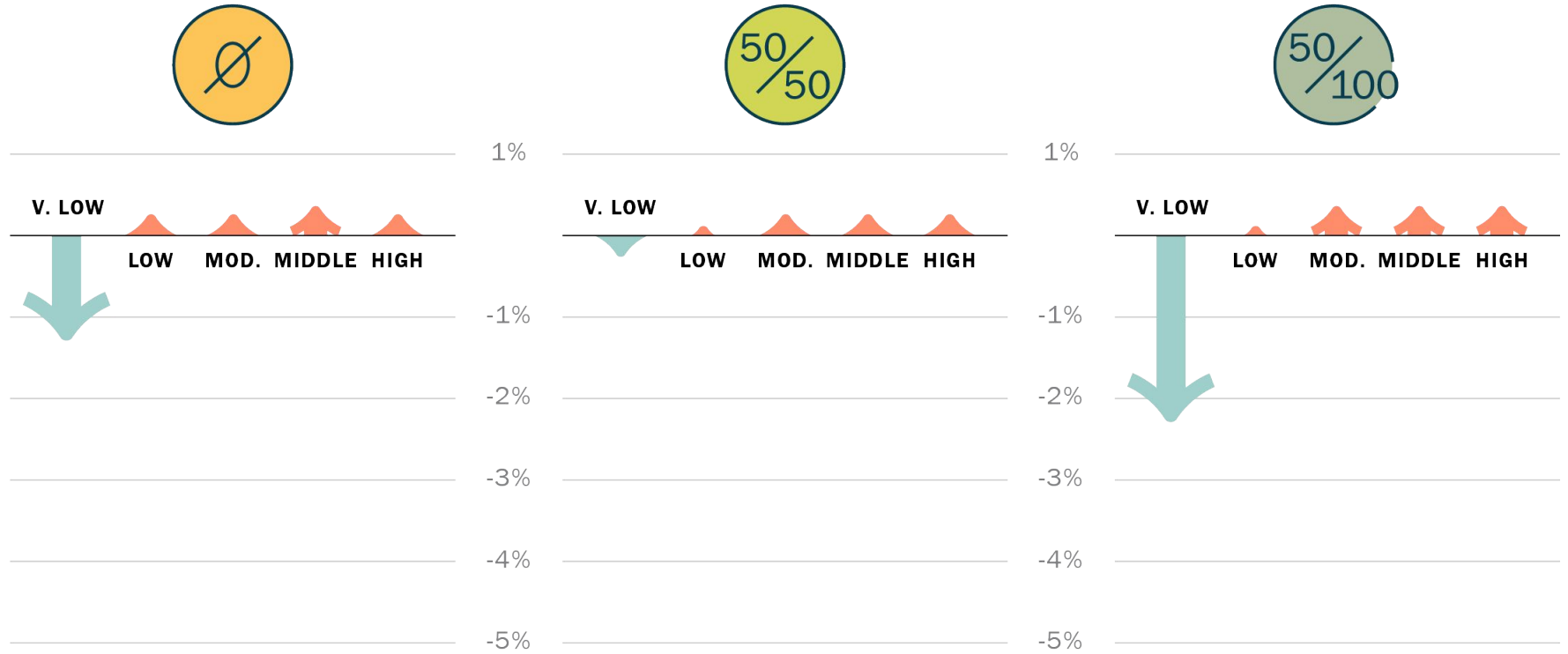
STATUS QUO



Change in cost as % of income – all travelers



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Costs are out-of-pocket expenses including auto operating and maintenance costs, bridge tolls, taxi and tnc fares, transit fares. Costs exclude parking and vehicle purchase.

Key inbound analysis findings: Round 3

Driving discounts reduce or maintain low-income traveler costs

- Income-based driving discounts increase the base price to \$10 – 12
- Revenue can fund driving discounts and transit service increase
- Higher discount levels result in a more equitable distribution of changes in driving



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(increase in transit service)

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PEAK DIRECTION



INBOUND



BIDIRECTIONAL



AREA



VMT



None

15%

23%

29%

37%



Other potential discounts & subsidies

Some discounts can be easily accommodated, while others may come with trade-offs

- Discounts for drivers with disabilities
- Maximum daily driving fee cap
- Zone resident driver discounts
- Bridge toll rebate
- Transit discounts



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Next Steps



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Schedule (subject to change)



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Potential path to implementation



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- Transportation Authority Board vote
- State legislation
- Detailed policy and system design
- Community outreach
- Program implementation

How to get involved



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- **Share feedback with us by emailing congestion-pricing@sfcta.org**
- **Visit sfcta.org/downtown**
 - Sign up to our email list to stay involved
 - Learn how congestion pricing could work
 - Participate in future activities
 - Provide feedback as the study progresses

Thank you.

sfcta.org/downtown
congestion-pricing@sfcta.org



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