

# Downtown Congestion Pricing Study



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Summer 2020

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# Our new reality

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# Coronavirus has dramatically changed our daily lives



Photo by Sergio Ruiz, [flic.kr/p/2iRS3xd](https://www.flic.kr/p/2iRS3xd)



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# SF traffic in April 2020

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# Coronavirus has dramatically changed our daily lives



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# SF traffic in 2019

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## Congestion in San Francisco had reached record levels



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**People were  
driving more  
than ever**

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## **Three main reasons:**

1. A growing population
2. Strong economy
3. Demand for travel by ride-hail vehicles



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# Congestion affects everyone

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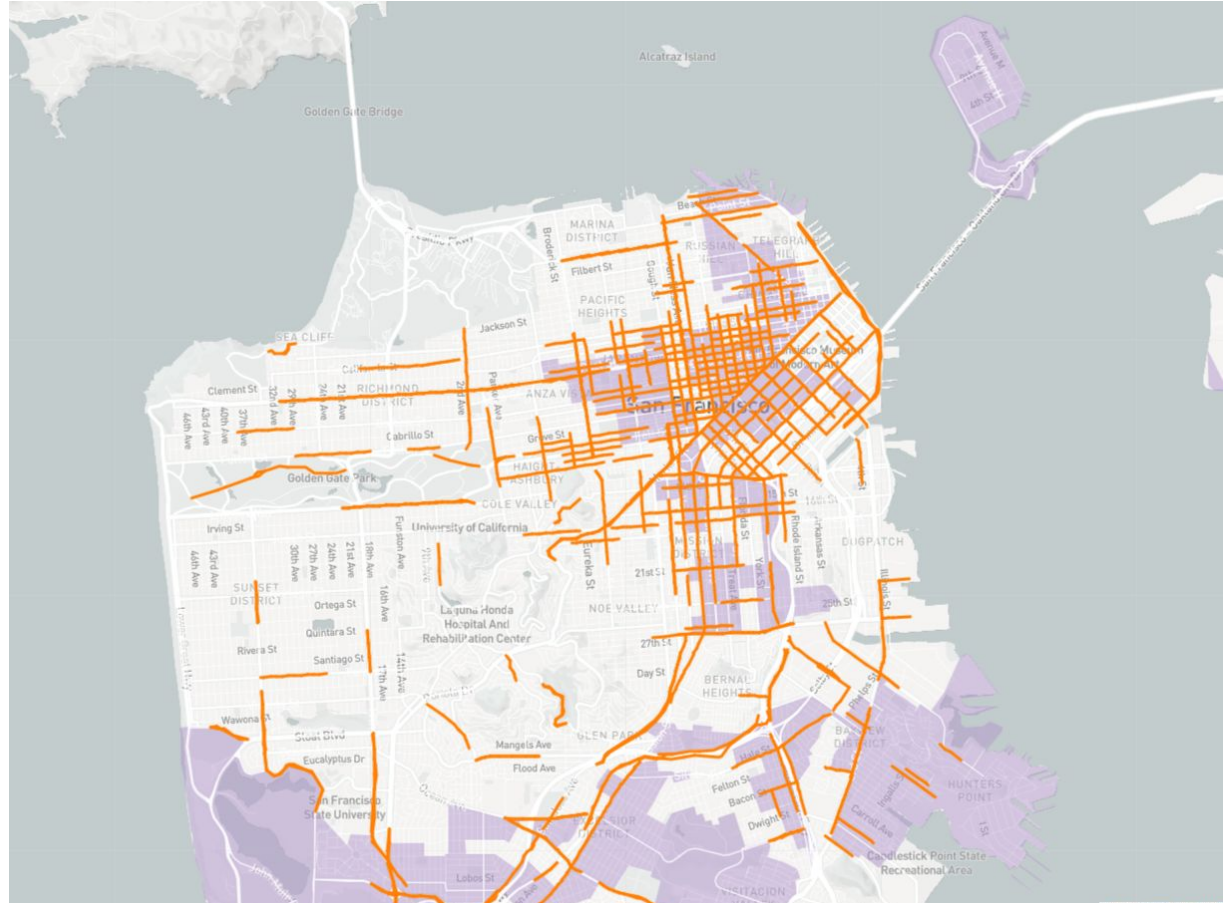
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# Impacts on underinvested communities

-  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 Inc. will be paying more starting in January, when



...but our efforts were not enough




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...but our efforts were not enough



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A photograph of a busy city street. In the foreground, a white taxi with a green and white 'TAXI' sign on its roof is visible. Pedestrians are crossing the street, including a man in a brown jacket and a woman with a backpack. The background shows a dense urban environment with buildings, traffic lights, and other vehicles.

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

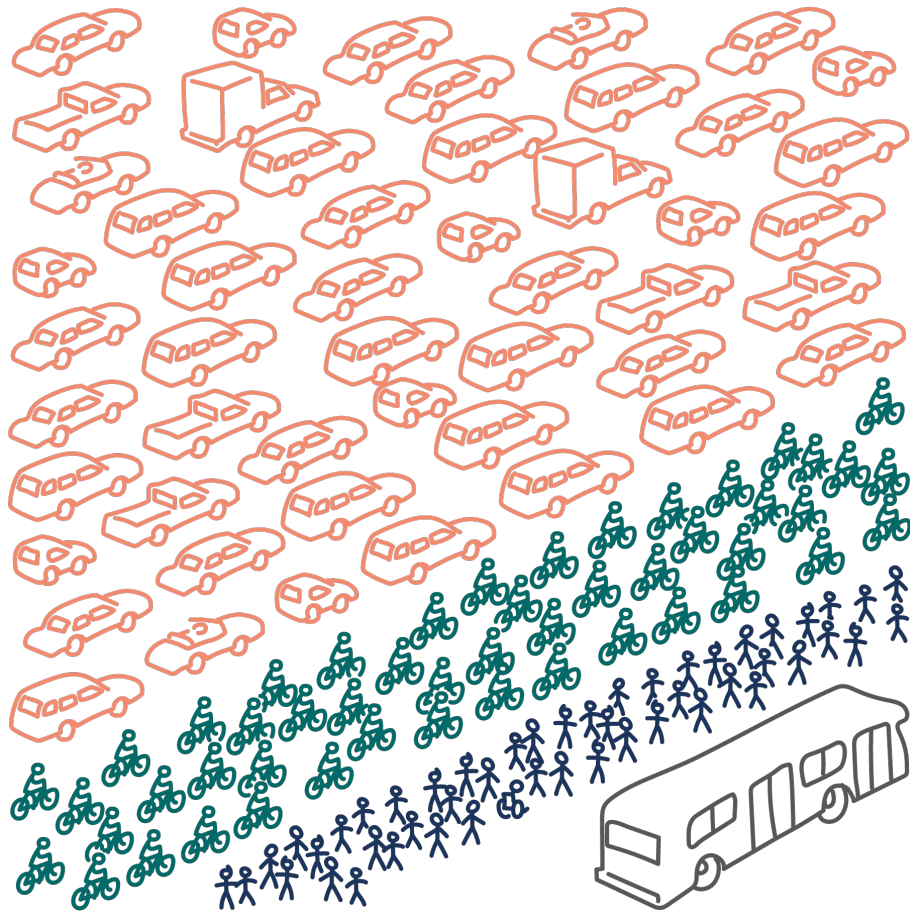
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# Our challenge: move more people in fewer vehicles

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50 PEOPLE  
in CARS

50 PEOPLE  
on BIKES

50 PEOPLE  
on FOOT

50 PEOPLE  
on a BUS

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# Downtown Congestion Pricing Study

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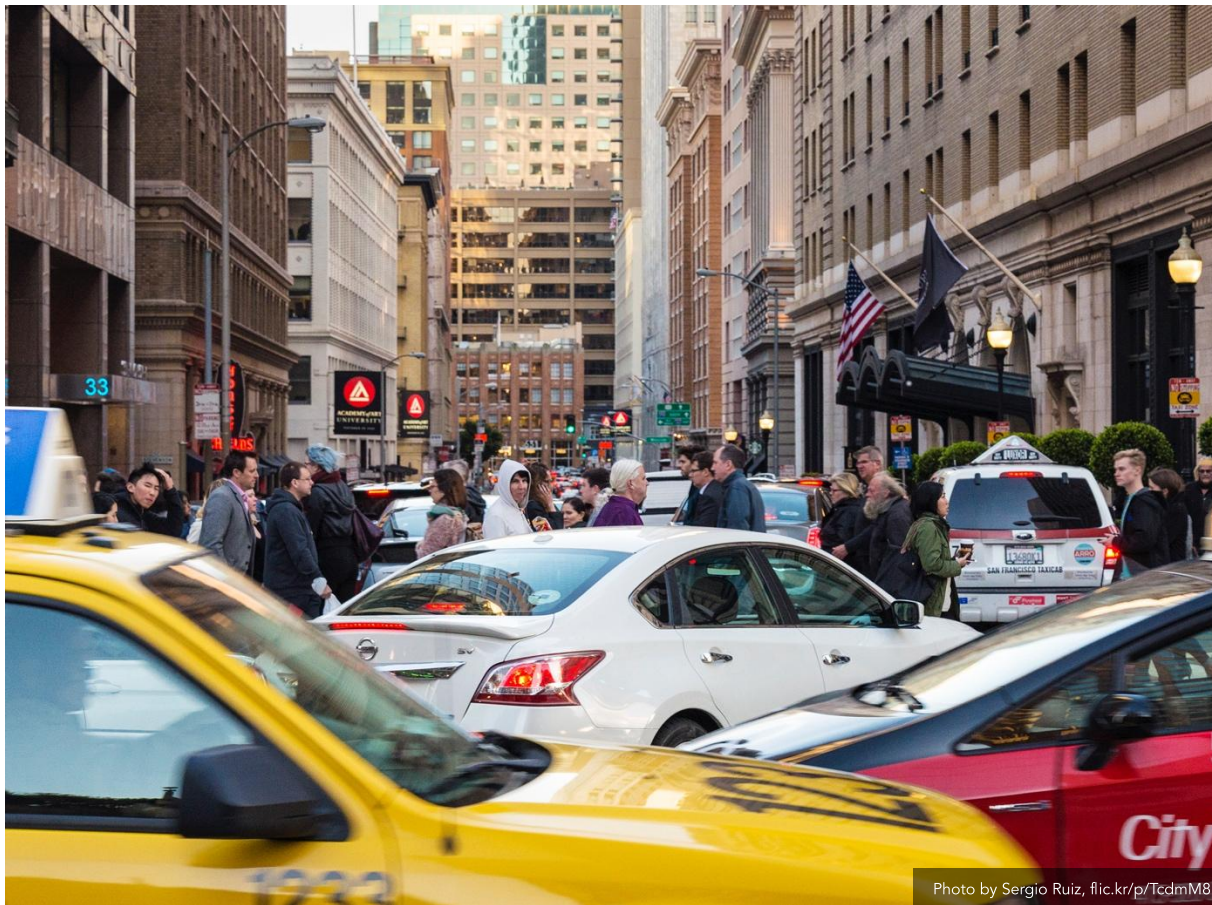
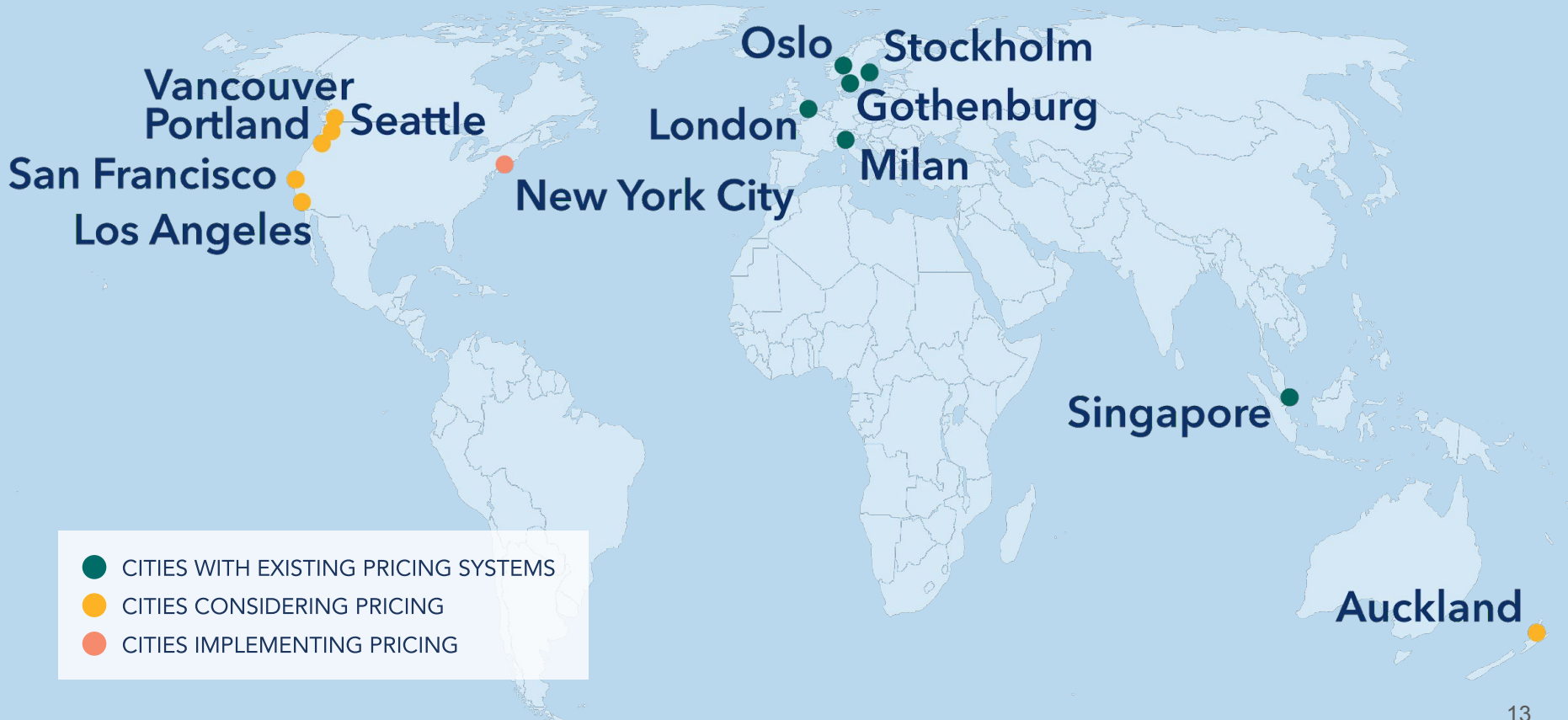


Photo by Sergio Ruiz, [flic.kr/p/TcdmM8](https://flic.kr/p/TcdmM8)

# Congestion Pricing Around the World



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- CITIES WITH EXISTING PRICING SYSTEMS
- CITIES CONSIDERING PRICING
- CITIES IMPLEMENTING PRICING



- 30% reduction in traffic congestion
- 38% increase in transit ridership
- 12% reduction in GHG emissions



- **22% reduction in traffic congestion**
- **5% increase in transit ridership**
- **14% reduction in GHG emissions**

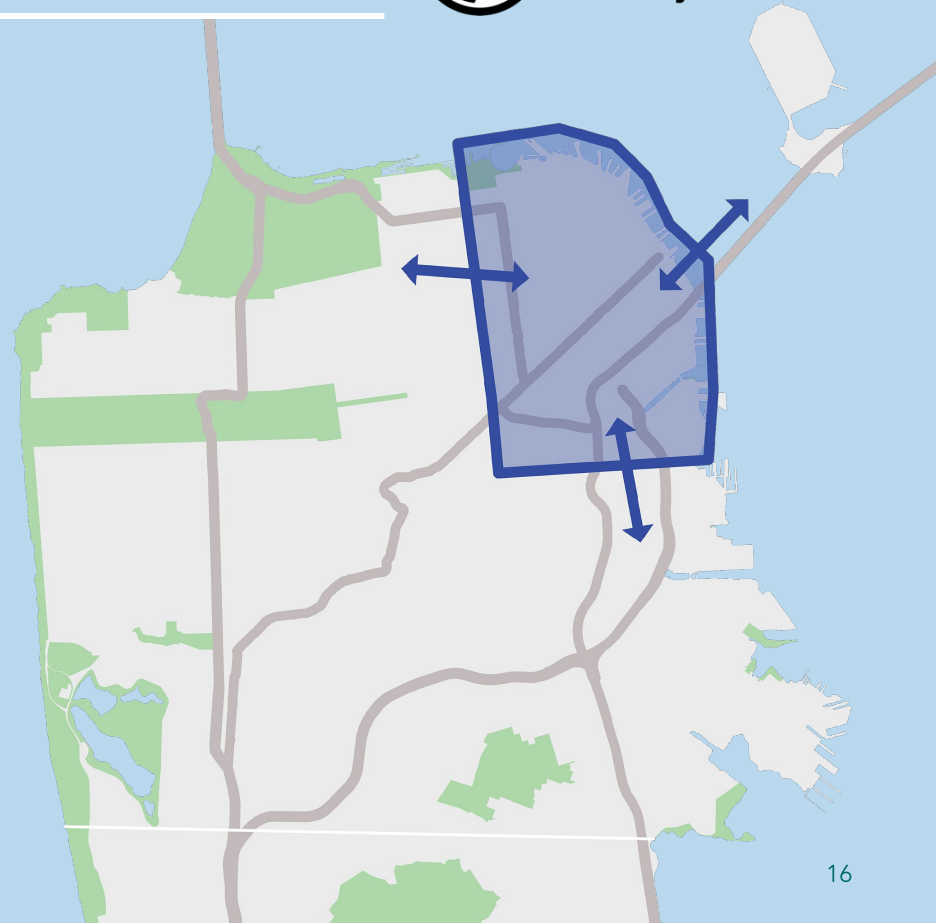
# How we got here



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## 2010 study benefits:

- 12% fewer peak period auto trips
- 21% reduction in vehicle delay
- 20% – 25% transit speed improvements





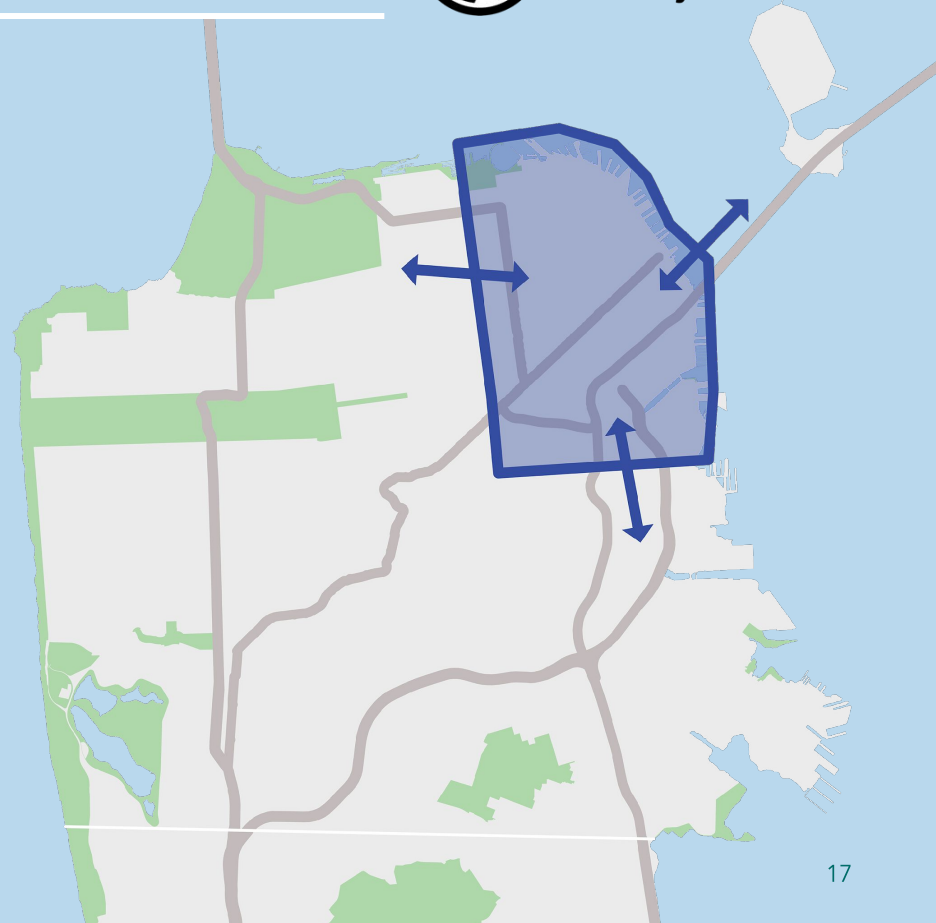
# How we got here



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## 2010 study benefits:

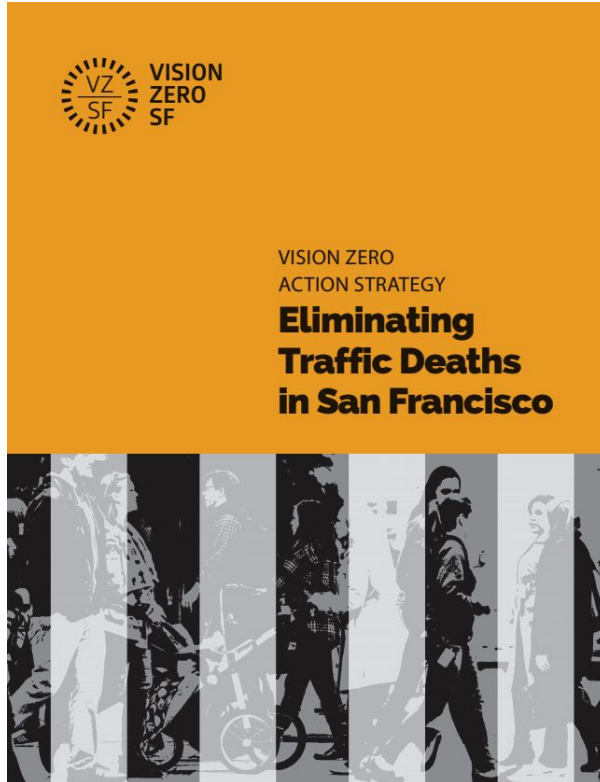
- 16% reduction GHGs in priced area
- 12% reduction in collisions
- Business effects broadly neutral



# How we got here



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SF Vision Zero Action Strategy, 2019

Transportation Task Force 2045 Report, 2018

Emerging Mobility Evaluation Report, 2018

SF Transportation Demand Management Plan, 2017

SF Transportation Plan, 2017

SF Transportation Sector Climate Action Strategy, 2017

Plan Bay Area 2040, 2017

SF Climate Action Strategy, 2013

Transit Center District Plan, 2012

# How we got here



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# Downtown Travel Patterns

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

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



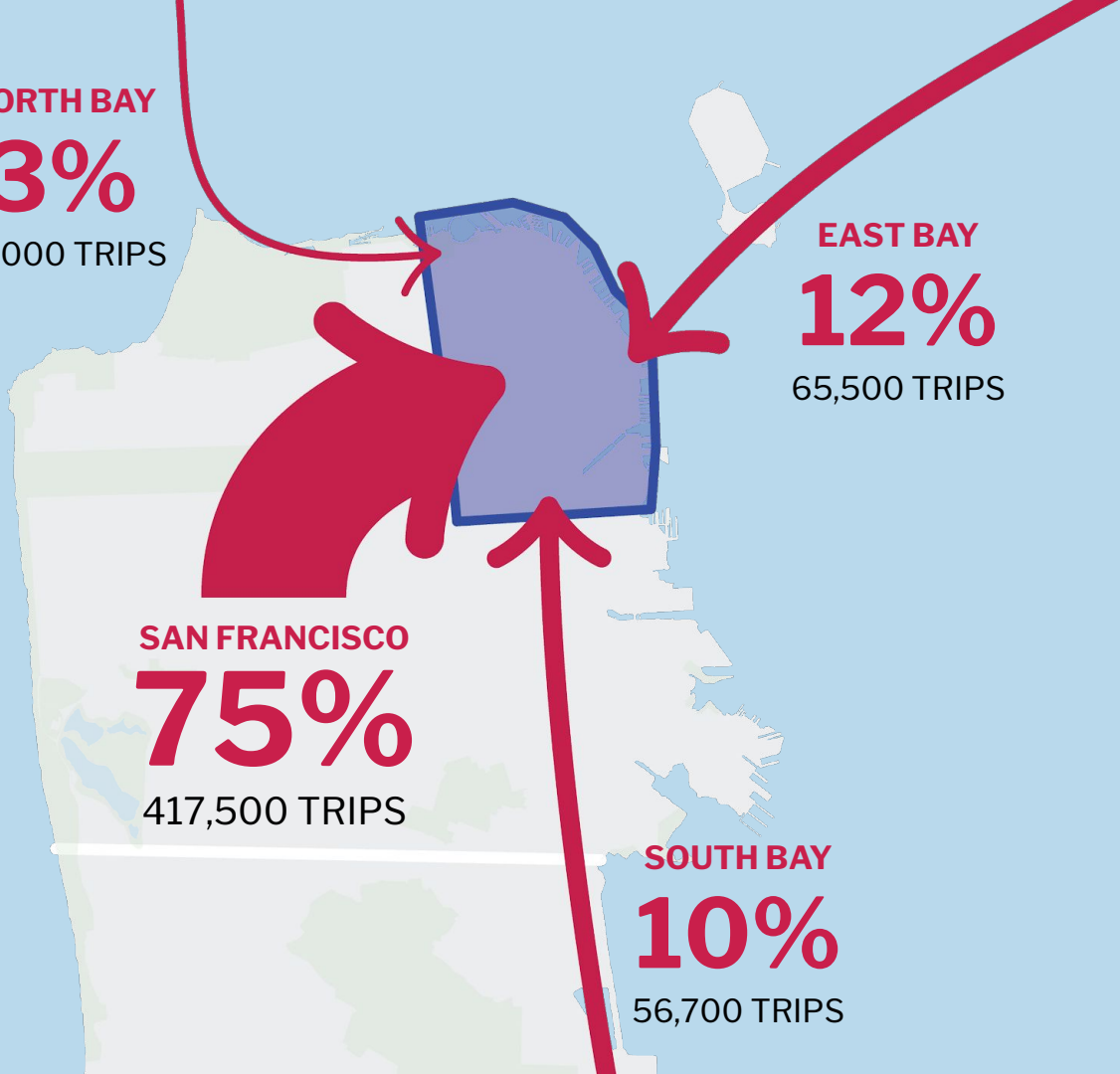
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**NORTH BAY**  
**3%**  
22,000 TRIPS

**EAST BAY**  
**12%**  
65,500 TRIPS

**SAN FRANCISCO**  
**75%**  
417,500 TRIPS

**SOUTH BAY**  
**10%**  
56,700 TRIPS



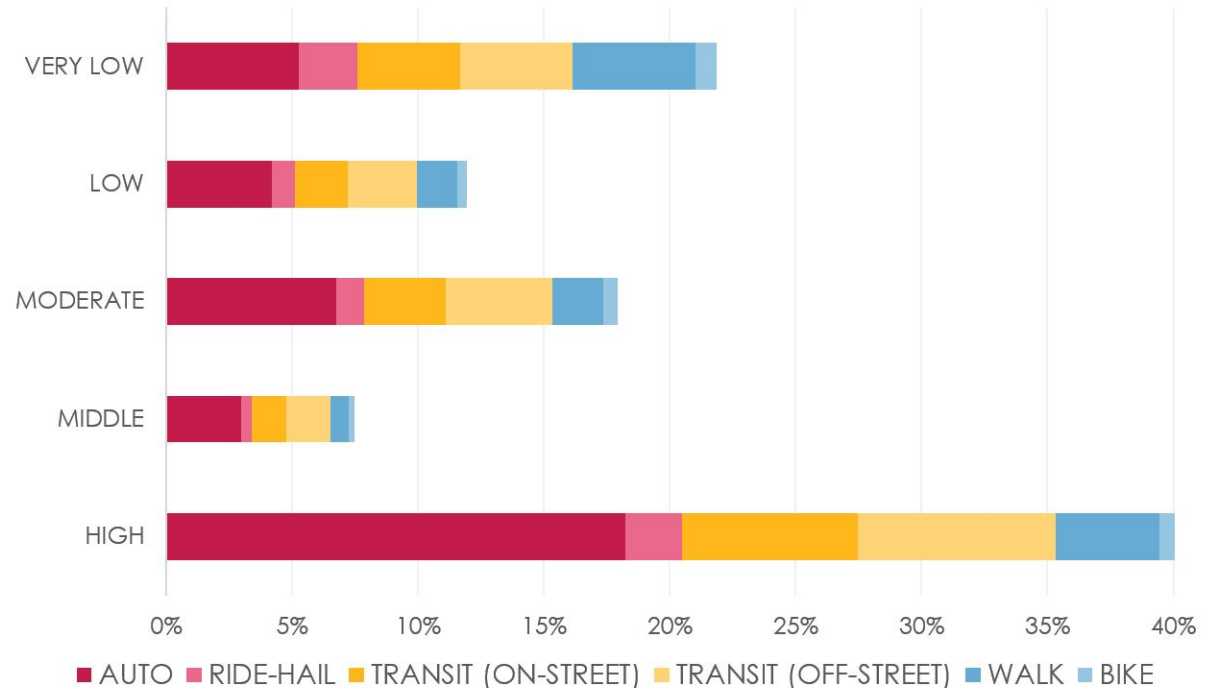
# Travel in NE SF



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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

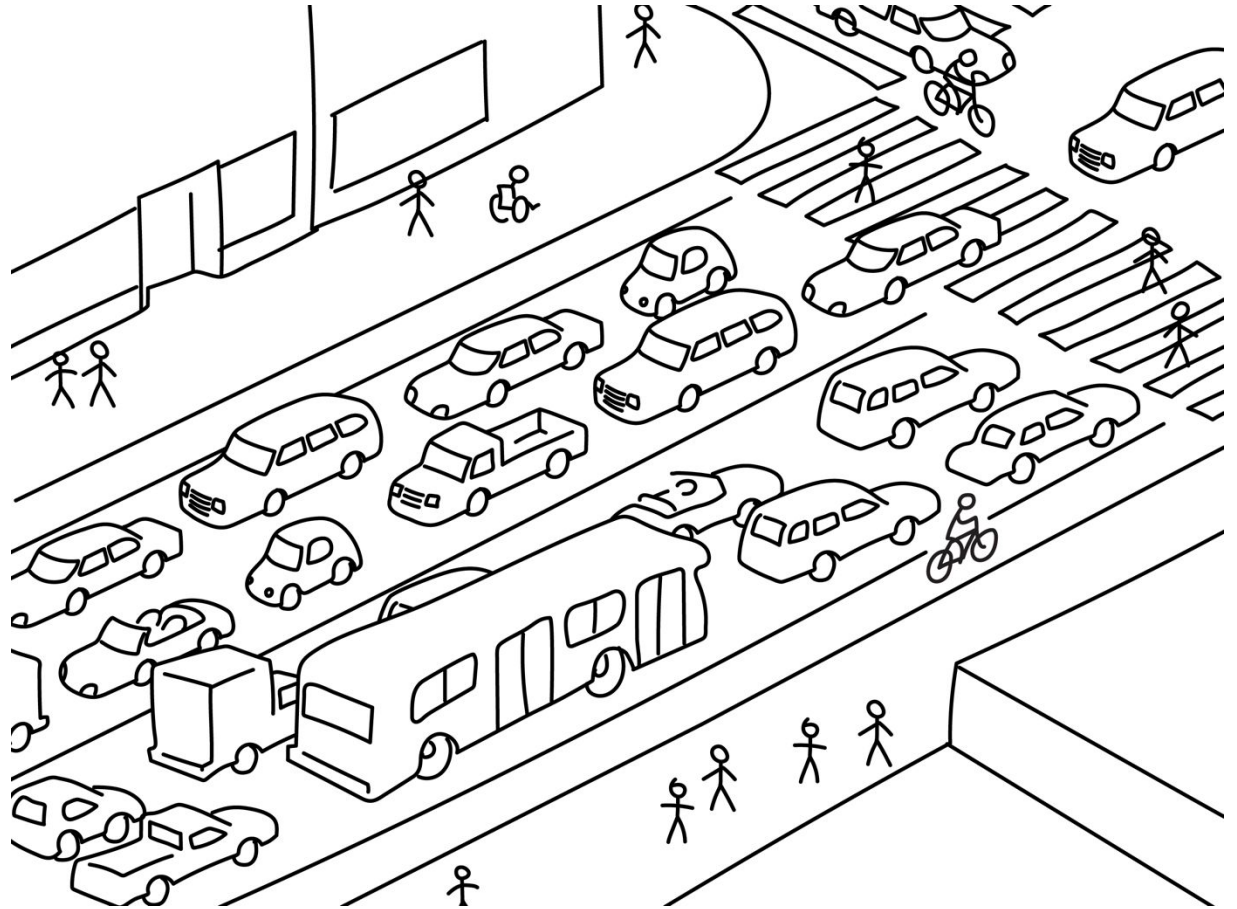


Source: SFCTA, SF-CHAMP 2015 Base Year Estimate

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# Developing a program that works for San Francisco

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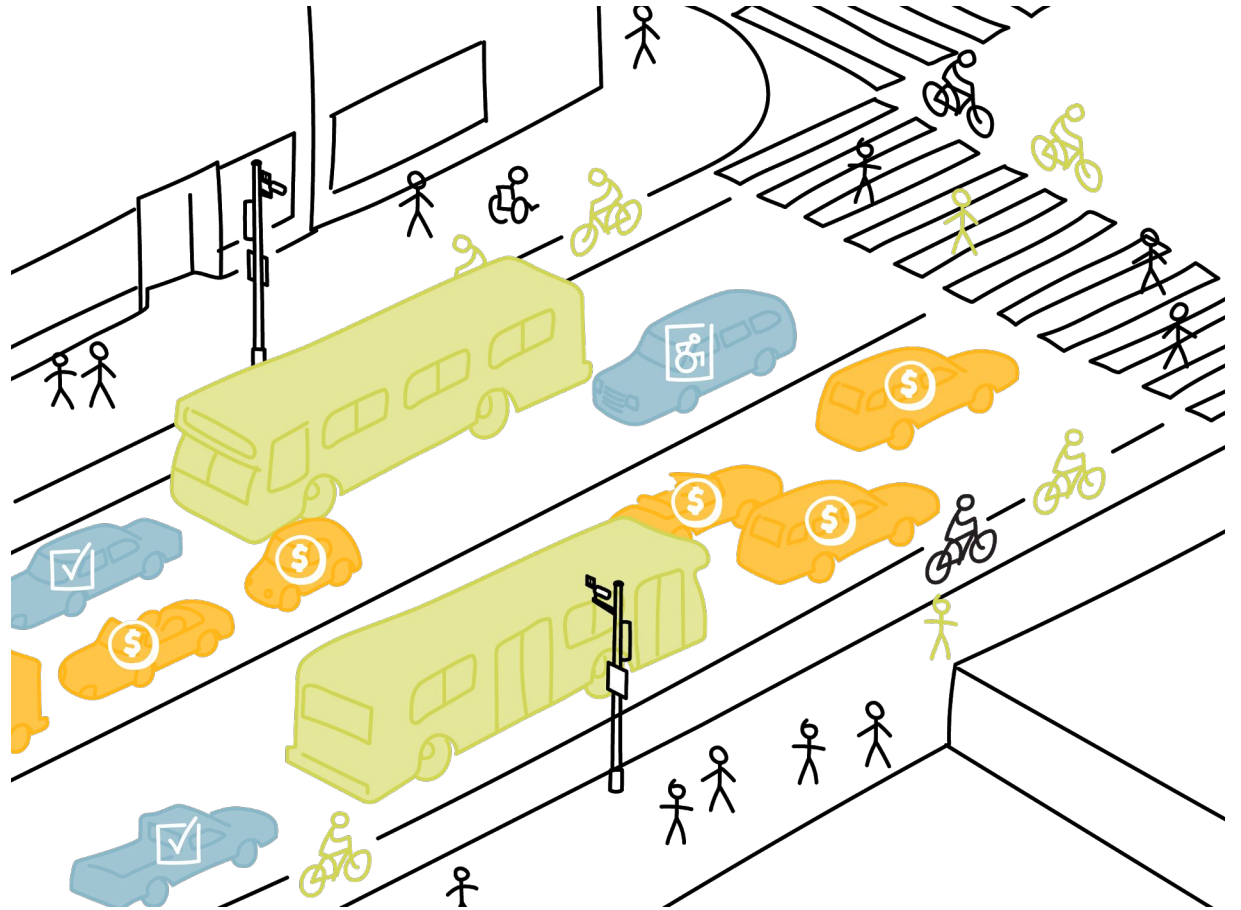


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# Developing a program that works for San Francisco

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## The target

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Reduce peak car trips  
downtown by at least

**15%**

from 2019 levels



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## Goals of congestion pricing

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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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# Goals of congestion pricing: increase safety

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Photo by Sergio Ruiz, flic.kr/p/VuN2RW

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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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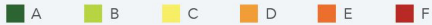
Photo by SFMTA Photography Department

# Potential boundaries

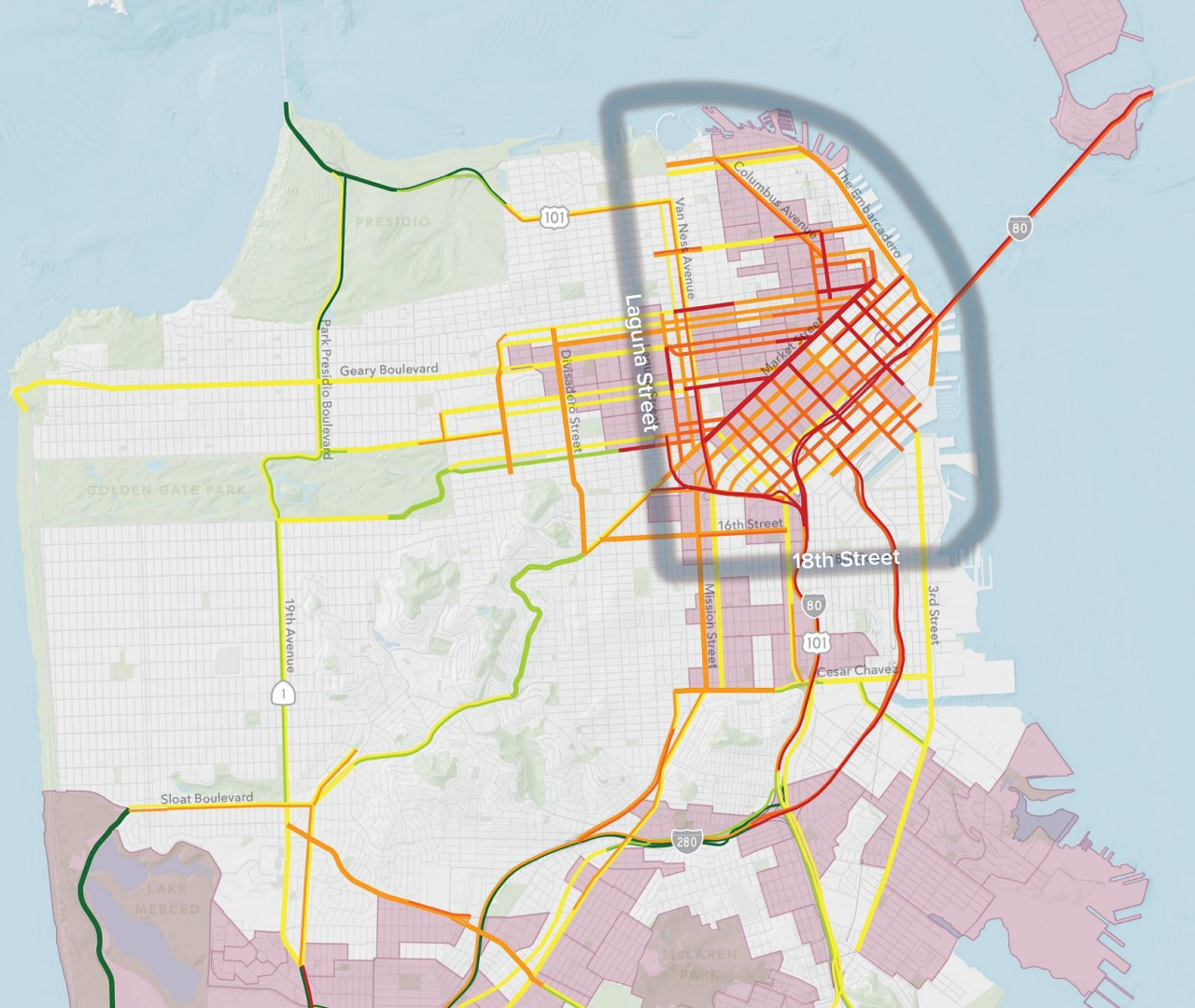
Communities of Concern 2017



Level of Service during PM Peak



Source: SF-CHAMP, 2019



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# Inbound performs best

Only trips going into downtown during rush hours pay the fee

Includes 20 – 25% transit increase

Also considering option of inbound + outbound fee



# Low Income Driver Discount Packages



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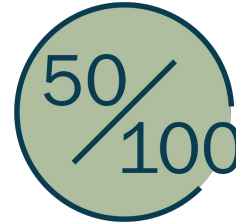
## Moderate Discounts

**\$10.00 fee**

**50%** low-income driver discount

**50%** very-low-income driver discount

**Discount** for people with disabilities



## More Discounts

**\$12.00 fee**

**50%** low-income driver discount

**100%** very-low-income driver discount

**Discount** for people with disabilities



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## Other potential discounts

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Zone resident driver discounts

Bridge toll payer discounts

Driving fee daily maximum

Transit discounts



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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

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# How to get involved

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- **Share your feedback with us by emailing [congestion-pricing@sfcta.org](mailto:congestion-pricing@sfcta.org)**
- **Visit [sfcta.org/downtown](https://sfcta.org/downtown) to:**
  - Learn more about congestion pricing
  - Play an online game to design your own program
  - Sign up for text message updates
  - Request a presentation
  - Sign up for email updates

# Thank you.

[sfcta.org/downtown](https://sfcta.org/downtown)  
[congestion-pricing@sfcta.org](mailto:congestion-pricing@sfcta.org)



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# If you're on a bus

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# If you're in a car

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# If you walk

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# If you bike

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# If you live or work downtown

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# If you're a business

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# Seeking public input

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- **Multiple ways for public to share input**
- **Visit [sfcta.org/downtown](https://sfcta.org/downtown) to:**
  - Play online game
  - Sign up for text message updates
  - Participate in virtual/telephone town hall
  - Request a presentation
  - Sign up for email updates

# Congestion expected to get worse



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San Francisco in 2050

**Population**

1,245,000 (41% increase)

**Jobs**

924,300 (24% increase)

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# Developing a program that works for San Francisco

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## Payment options

- FastTrak
- License Plate Scan
  - Pay online with credit card or Clipper Card
  - Pay with cash (ex. at Walgreens)
  - Get a bill in the mail



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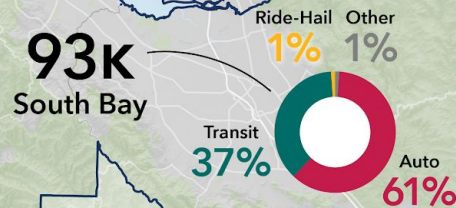
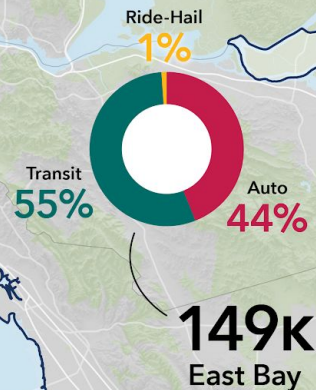
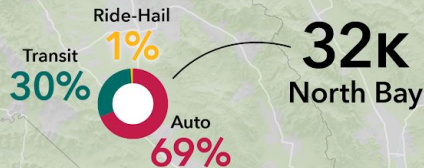
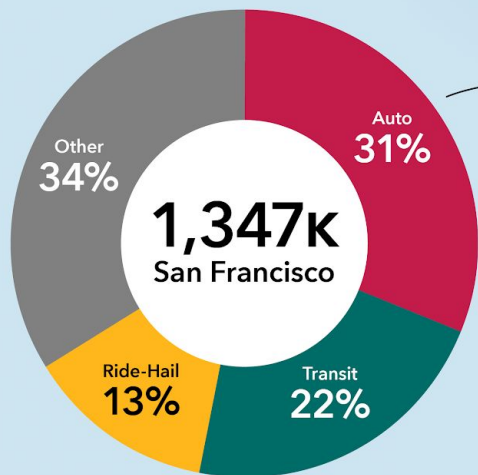
# Downtown Travelers Today

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

Source: SFCTA, San Francisco Chained Activity Modeling Process



San Francisco County Transportation Authority



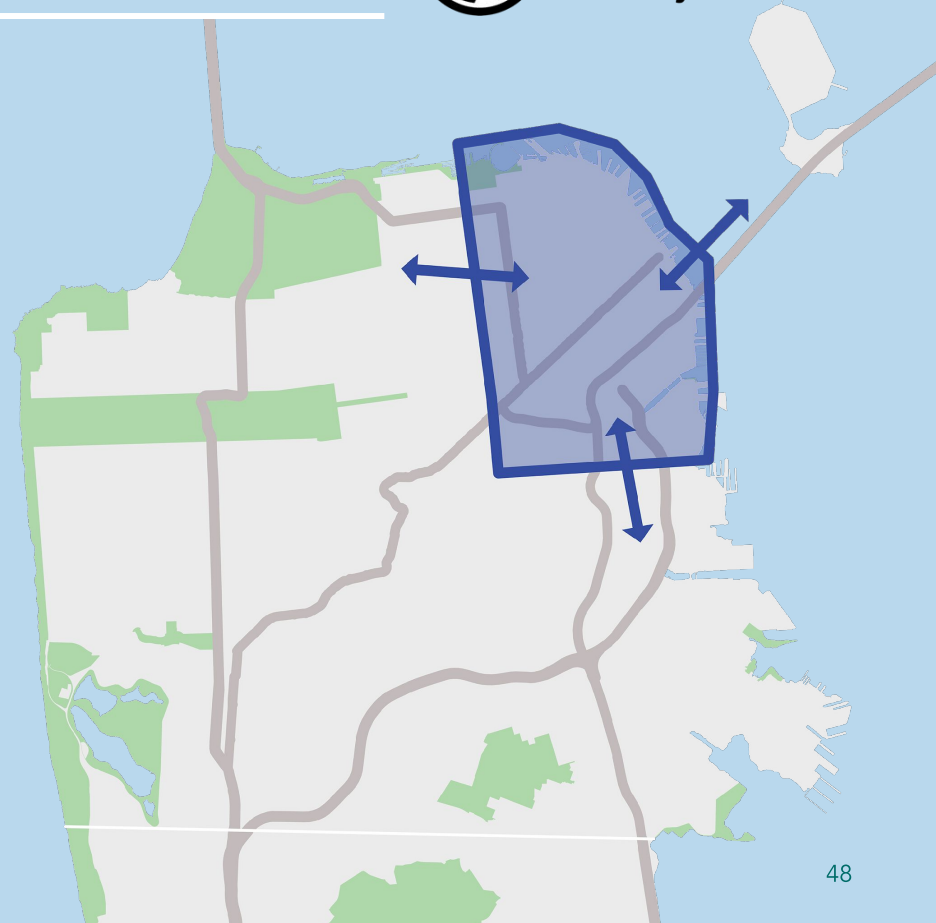
# How we got here



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## 2010 study:

- Fee to enter or exit downtown during peak
- Discounts & subsidies
- Package of transportation investments





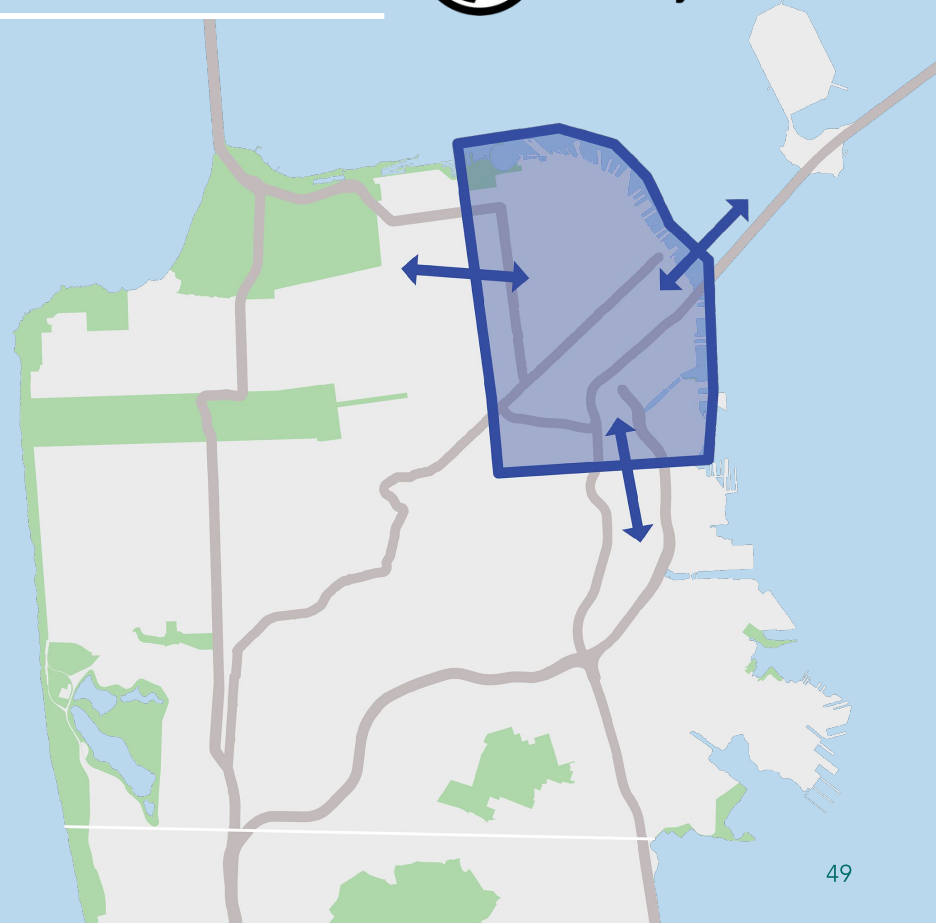
# How we got here



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## 2010 investments:

- Faster, more frequent transit
- Street repaving
- Traffic calming
- Ped & bike improvements
- Street beautification
- Parking management
- Commute programs



# Schedule (subject to change)



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