

Downtown Congestion Pricing Study Update

SFMTA Citizens' Advisory Council



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October 1, 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



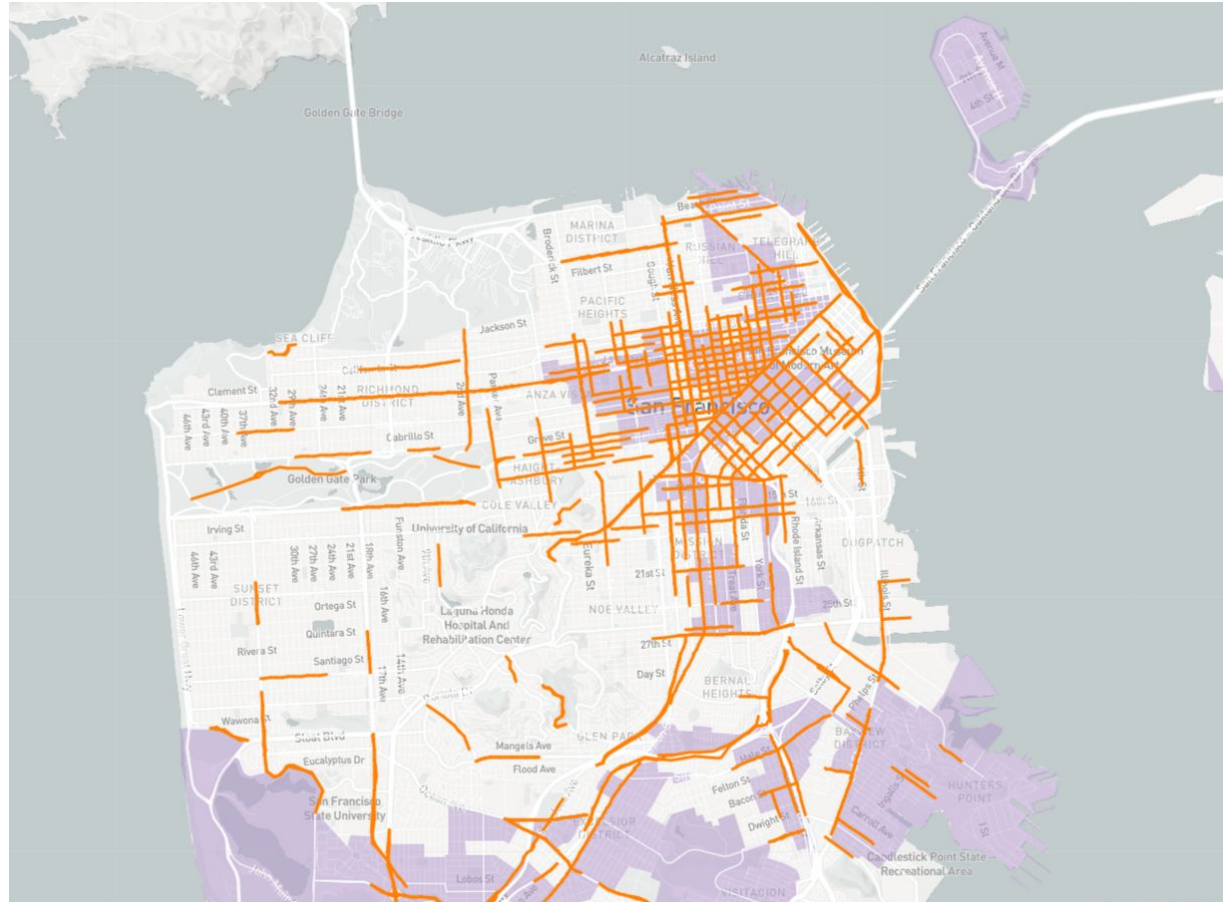
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Impacts on vulnerable communities

- VISION ZERO HIGH-INJURY NETWORK
- COMMUNITIES OF CONCERN



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Efforts to address congestion helped



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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...but our efforts were not enough



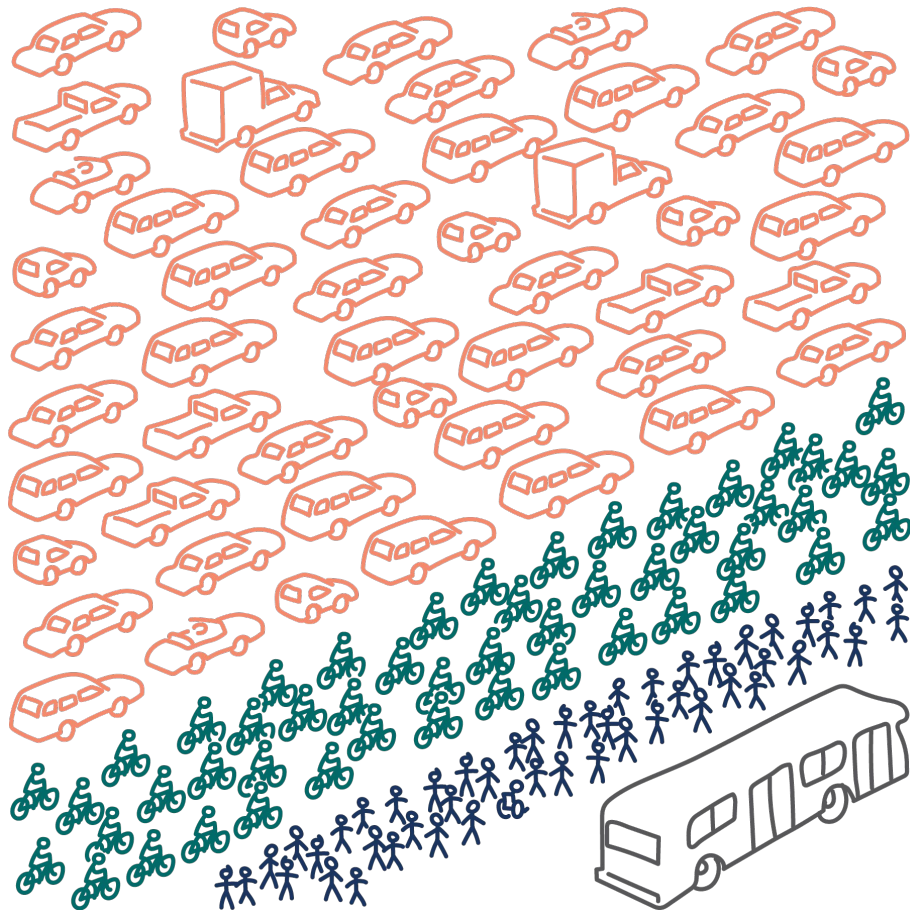
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We will need to
reduce the number of cars
downtown to make transit,
walking, and biking
improvements work.

Our challenge: move more people in fewer vehicles



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50 PEOPLE
in CARS

50 PEOPLE
on BIKES

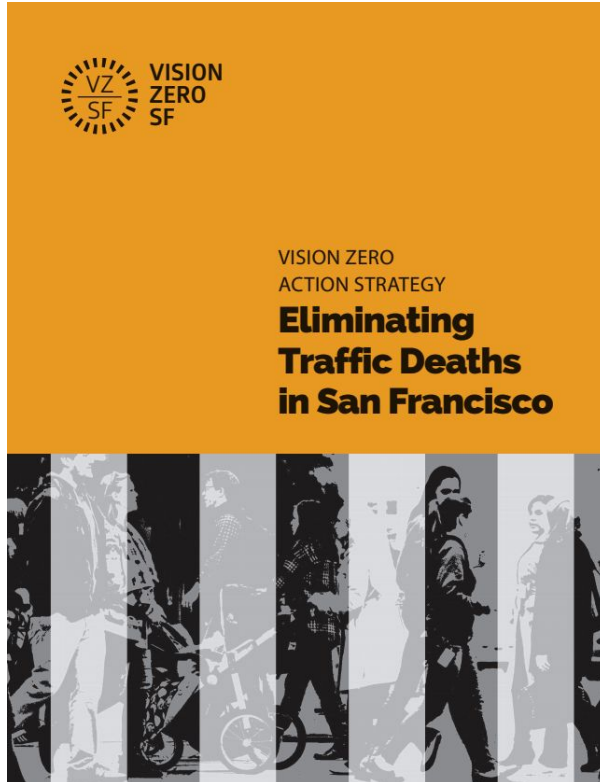
50 PEOPLE
on FOOT

50 PEOPLE
on a BUS

Congestion pricing 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

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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*



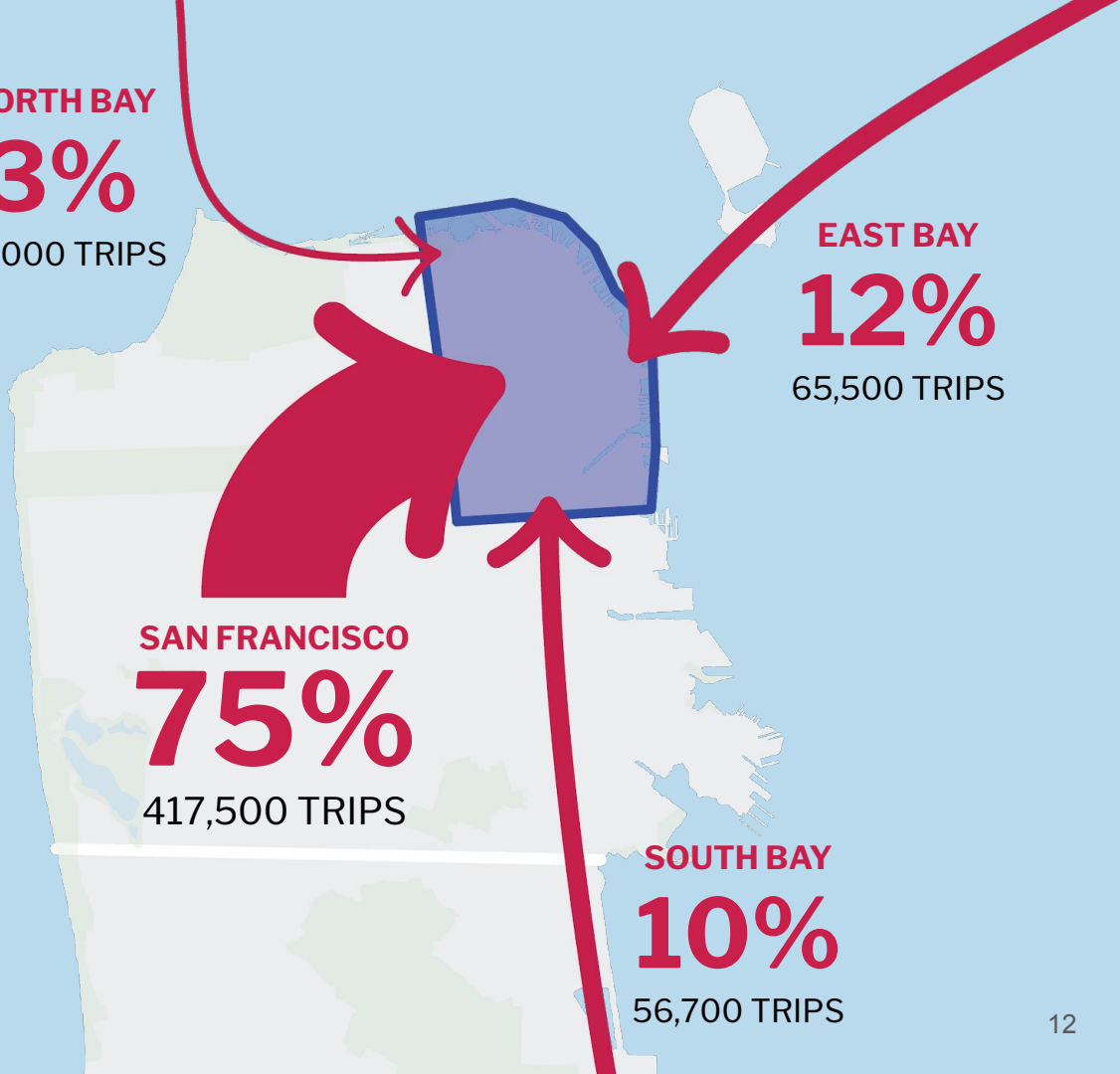
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NORTH BAY
3%
22,000 TRIPS

EAST BAY
12%
65,500 TRIPS

SAN FRANCISCO
75%
417,500 TRIPS

SOUTH BAY
10%
56,700 TRIPS



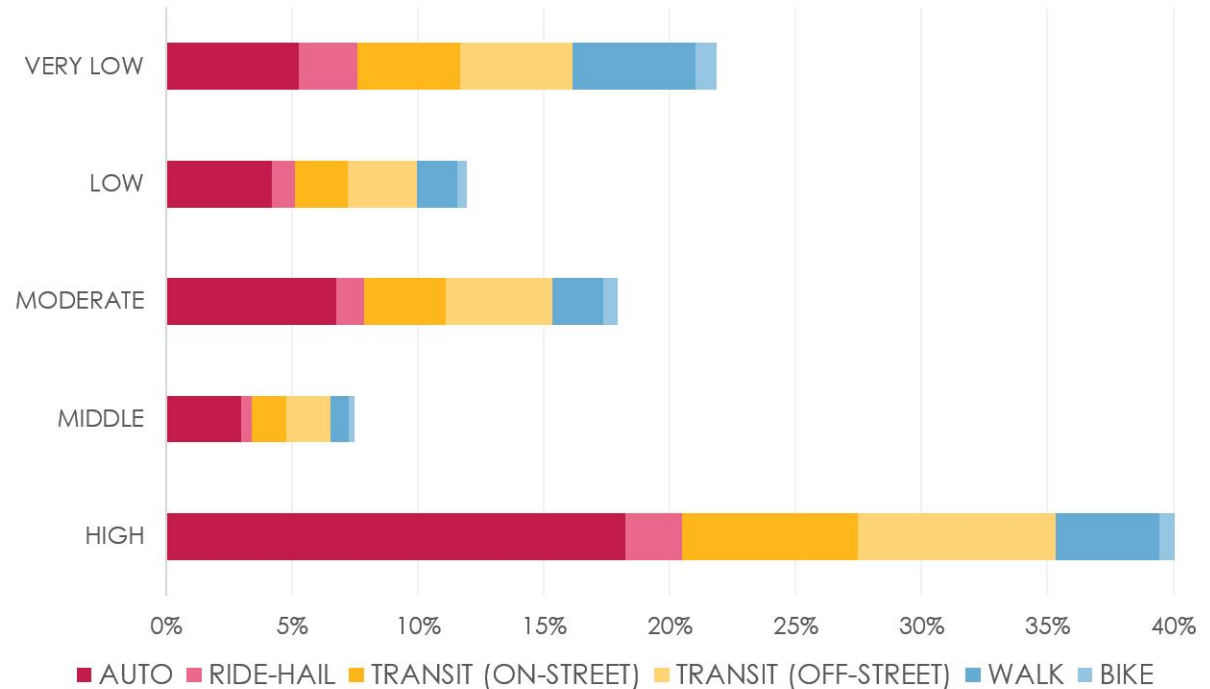
Travel in NE SF



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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/2b8zyVm/)

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 methods

Policy Advisory Committee

Technical Advisory Committee

Listening sessions with key stakeholders

Co-creation workshops

Stakeholder presentations

Broader public outreach tools



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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

Remote outreach

Engagement Tools

- Remote co-creation
- Virtual co-creation game and SMS text survey
- Digital/telephone town hall
- Virtual stakeholder group meetings



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Remote outreach

Publicity Methods

- Low/no-contact flyer distribution
- Media outreach and in-language advertising
- Social media
- Engaging senior-serving orgs, nonprofits in CoCs



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Scenario Analysis



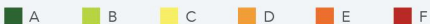
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Potential boundaries

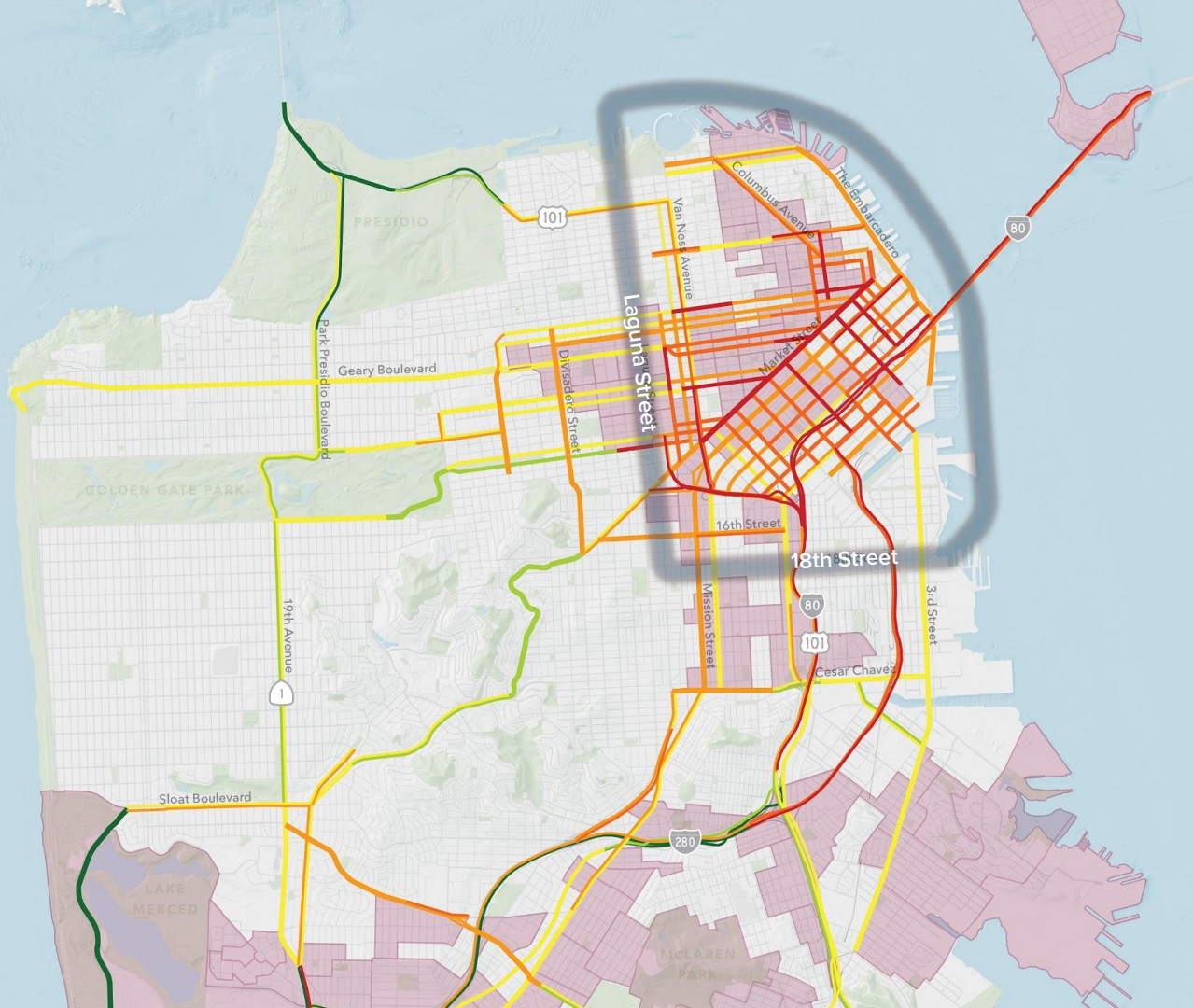
Communities of Concern 2017



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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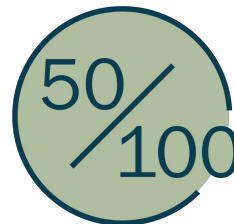
Moderate Discounts

\$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

Other potential discounts

Zone resident driver discounts

Bridge toll payer discounts

Driving fee daily maximum

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 your feedback with us by emailing congestion-pricing@sfcta.org**
- **Visit 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

Unclog Fog City + text survey



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- sfcta.org/fogcity

- Text survey



Complete a survey via text

For English: Text TRAFFIC to 415-449-4214

For Spanish: Text TRAFICO to 415-449-4214

For Chinese: Text 交通 to 415-449-4214

For Filipino: Text TRAPIK to 415-449-4214

Thank you.

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



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