

# Downtown Congestion Pricing Study

Study Update



San Francisco  
County Transportation  
Authority

January 19, 2021

# Schedule (subject to change)



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## Goals of congestion pricing

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

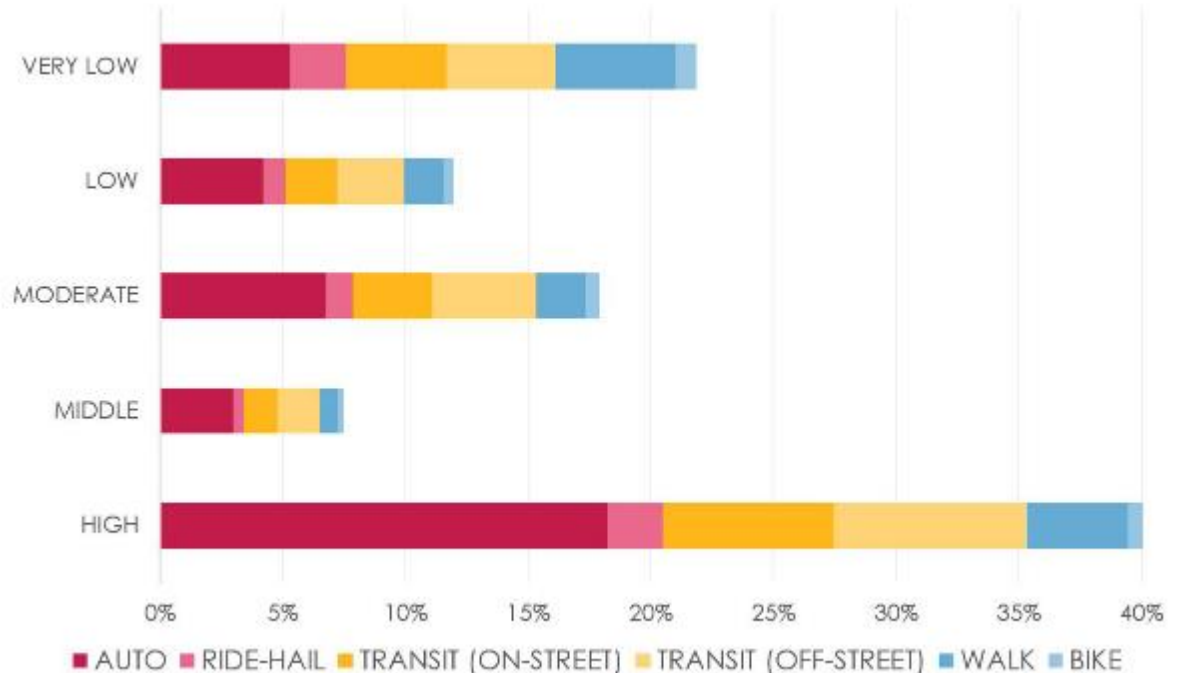
- Get traffic moving
- Increase safety
- Clean the air
- Advance equity



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

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



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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*

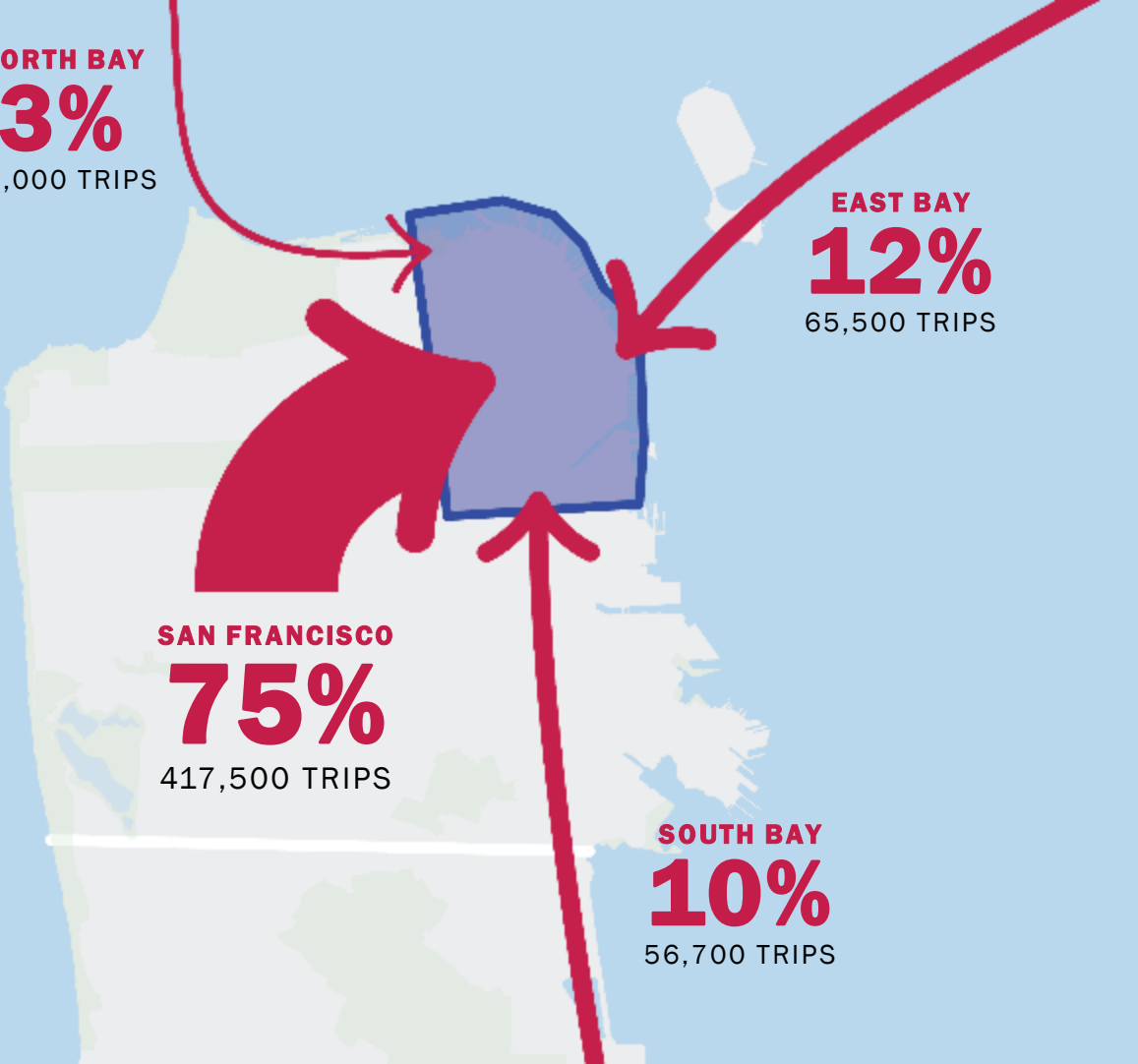


**NORTH BAY**  
**3%**  
22,000 TRIPS

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

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

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



# Outreach approach



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# Policy Advisory Committee



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# Policy Advisory Committee



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- APA Family Support Services
- Central City SRO Collaborative
- Chinatown Community Development Center
- ClimatePlan
- Commission on the Environment
- El Centro Bayview
- The Greenlining Institute
- Hayes Valley Neighborhood Association
- La Raza Centro Legal
- Mission Economic Development Agency
- Potrero Boosters Neighborhood Association
- SF Bay Area Planning and Urban Research Association
- SF Bicycle Coalition
- SF Chamber of Commerce
- SF Council of District Merchants Associations
- SF Giants
- SF Human Rights Commission
- SF Labor Council
- SF Transit Riders
- SF Travel
- Senior and Disability Action
- South Beach | Rincon | Mission Bay Neighborhood Assn.
- TransForm
- Transportation Authority Citizens Advisory Committee
- Uber
- UCSF Mission Bay
- Union Square Business Improvement District
- Walk San Francisco
- West of Twin Peaks Central Council
- Yellow Cab of San Francisco



# Co-Creation



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Young Community Developers

# Card Game

**FEE** 

**\$12** for moderate, middle, and high income drivers

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**\$6** for low income drivers

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**\$0** for very-low income drivers


COLLECT **7** TOKENS

**SUBSIDY** 

**Drivers with disabilities discounts**

Provide discounts to the congestion fee for drivers with disabilities.

SPEND **2** TOKENS

**INVESTMENT** 

**Transit improvements**

Provide more frequent buses on 10 congested or underserved Muni and regional routes serving downtown.

SPEND **2** TOKENS



Extra Tokens to Spend



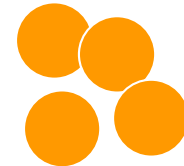
2 tokens

+



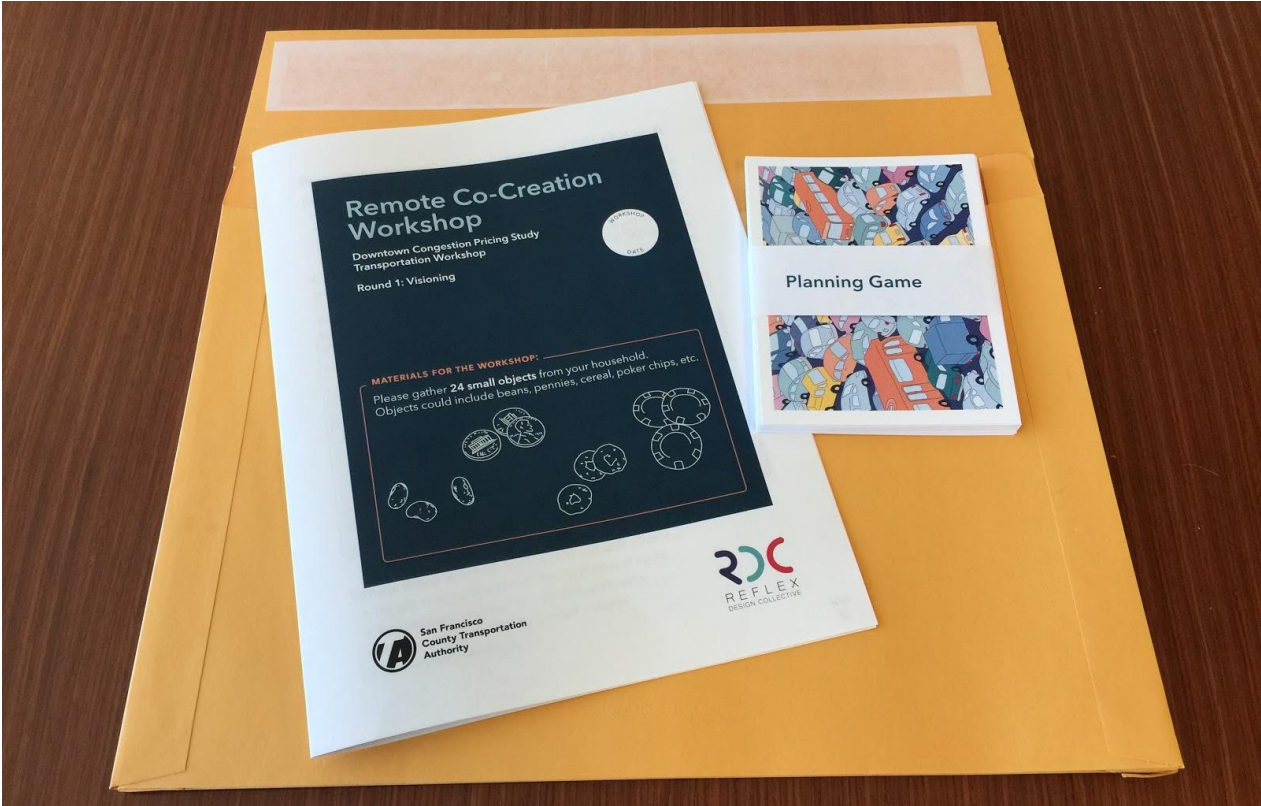
2 tokens

=



4 tokens

# Remote Co-creation



# Remote Co-creation



Chinatown Community Development Center



# Additional Feedback Tools



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Hey! Thanks for texting the San Francisco County Transportation Authority to share your thoughts on how we can make your commute better. This is opt-in only and standard SMS rates apply.

What is your zipcode?

94118

Do you drive or take public transportation?

Drive

- Virtual/phone public meetings
- Digital survey: Unclog Fog City
- Texting survey
- Custom in-language surveys
- Digital outreach
- Phone calls



- Multilingual posters in neighborhoods & parking garages
- In-language advertisements
- Earned media
- Social media

# Incorporating feedback



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## Key overall outreach themes

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- **Overall:** Input varied widely on congestion pricing as a whole
- **Most common concerns:**
  - Affordability
  - Public transit
  - Business effects
- **Most popular benefits:**
  - Transit improvements
  - Health and quality of life



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## Key overall outreach themes

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- **Discounts and exemption priorities:**
  - Income-based congestion fee discounts & exemptions
  - Income-based transit fare subsidies
- **Investment priorities:**
  - Transit improvements
  - Pedestrian and bicycle safety upgrades



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# Incorporating Feedback: Fee structures



SCENARIO	1 inbound with means-based focus	2 Inbound with means-based, resident, toll-payer discounts	3 Two-way with means-based focus
Fee Direction	Inbound only	Inbound only	Two-way
<b>Very Low Income</b> 0 – 55% AMI Family of four: \$65k	<b>100% discount</b> (\$0)	<b>100% discount</b> (\$0)	<b>100% discount</b> (\$0)
<b>Low Income</b> 55 – 80% AMI Family of four: \$65 – 95k	<b>67% discount</b> (\$4.25)	<b>50% discount</b> (\$7.00)	<b>67% discount</b> (\$2.25)
<b>Moderate</b> 80 – 120% AMI Family of four: \$95 – 142k	<b>33% discount</b> (\$8.50)	<b>0% discount</b> (\$14.00)	<b>33% discount</b> (\$4.75)
<b>Middle &amp; High</b> 120% AMI Family of four: \$142k+	<b>0% discount</b> (\$12.50)	<b>0% discount</b> (\$14.00)	<b>0% discount</b> (\$7.00)
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<b>Bridge Toll Payer</b>	<b>0% discount</b>	<b>\$1.75 discount</b> (\$12.25)	<b>0% discount</b>
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<b>Daily Cap</b>	<b>2 round trips</b>	<b>2 round trips</b>	<b>2 round trips</b>
<b>TNC</b>	<b>Fee charged for each trip</b>	<b>Fee charged for each trip</b>	<b>Fee charged for each trip</b>
<b>Transit subsidies</b>	<b>Yes</b>	<b>No</b>	<b>Yes</b>

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## Investments

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- **Minimum transit investment:**  
20 – 25% transit service increase to accommodate ridership increase
- **Net revenue:**  
Initial analysis indicated up to \$60M annually after minimum transit investment
- **Top priority investments:**
  - Transit improvements
  - Pedestrian, bicycle safety upgrades



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# Incorporating feedback: Boundary

Communities of Concern



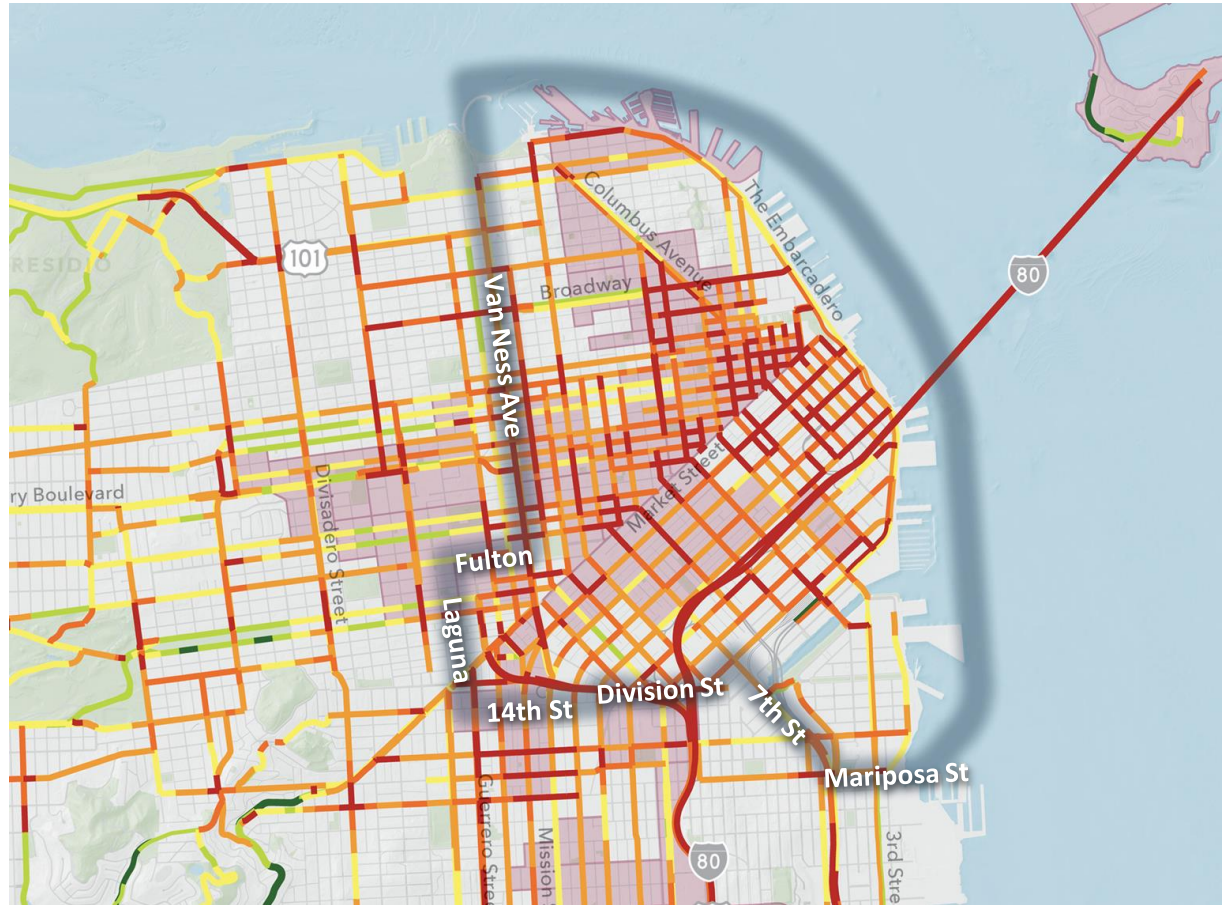
Level of Service during PM Peak



Source: SFCTA, San Francisco Chained  
Activity Modeling Process



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# Next steps



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# Schedule (subject to change)



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# Thank you

[sfcta.org/downtown](https://sfcta.org/downtown)

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



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# Scenario breakout slides



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# Incorporating Feedback: Fee structures



<p>THREE SCENARIOS:</p>	<p><b>1</b> means-based focus</p>	<p><b>2</b> means-based, resident, toll-payer discounts</p>	<p><b>3</b> means-based focus</p>
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Fee Direction

Inbound only

Inbound only

Two-way

# Incorporating Feedback: Fee structures



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