Our new reality

Coronavirus has dramatically changed our daily lives
SF traffic in April 2020

Coronavirus has dramatically changed our daily lives
SF traffic in 2019

Congestion in San Francisco had reached record levels
People were driving more than ever

Three main reasons:
1. A growing population
2. Strong economy
3. Demand for travel by ride-hail vehicles
Congestion affects everyone
Impacts on underinvested communities
Efforts to address congestion helped

San Francisco users of rideshare services including Uber Inc. will be paying more starting in January, when...
...but our efforts were not enough
...but our efforts were not enough

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

San Francisco County Transportation Authority

50 people in cars
50 people on bikes
50 people on foot
50 people on a bus
Downtown Congestion Pricing Study
London

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

- 22% reduction in traffic congestion
- 5% increase in transit ridership
- 14% reduction in GHG emissions
How we got here

2010 study benefits:

- 12% fewer peak period auto trips
- 21% reduction in vehicle delay
- 20% - 25% transit speed improvements
How we got here

2010 study benefits:

- 16% reduction GHGs in priced area
- 12% reduction in pedestrian collisions
- Business effects broadly neutral
How we got here

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
Downtown Travel Patterns

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

Source: SFCTA, San Francisco Chained Activity Modeling Process
Travel in NE SF

Of all downtown trips during morning peak, only 13% were low-income drivers
Developing a program that works for San Francisco
Developing a program that works for San Francisco
The target

Reduce peak car trips downtown by at least 15% from 2019 levels
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
Goals of congestion pricing:
get traffic moving
Goals of congestion pricing: increase safety
Goals of congestion pricing: clean the air
Goals of congestion pricing: advance equity
Potential boundaries

Communities of Concern 2017

Level of Service during PM Peak
- A
- B
- C
- D
- E
- F

Source: SF-CHAMP, 2019
Analysis to date: Configuration

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

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
Schedule (subject to change)

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<thead>
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<th>2021</th>
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<tr>
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<td>OCT - DEC</td>
<td>JAN - APR</td>
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<td>SPRING 2021</td>
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**STEP 1** Prepare

**STEP 2** Listen

**STEP 3** Develop

**STEP 4** Define

**STEP 5** Analyze

**STEP 6** Recommend

JUL – SEP

OCT – DEC

JAN – APR

MAY – SEP

OCT – FEB

SPRING 2021
Potential path to implementation

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

● Share your feedback with us by emailing congestion-pricing@sfcta.org

● Visit sfcta.org/downtown
  - 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

sfcta.org/fogcity

Text survey

Complete a survey via text

For English: Text TRAFFIC
For Spanish: Text TRAFICO
For Chinese: Text 交通
For Filipino: Text TRAPIK
to 415-449-4214
Thank you.
sfcta.org/downtown
congestion-pricing@sfcta.org