

Downtown Congestion Pricing Study

Market and Octavia CAC



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September 21, 2020

Our new reality

Coronavirus has dramatically changed our daily lives



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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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**People were
driving more
than ever**

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



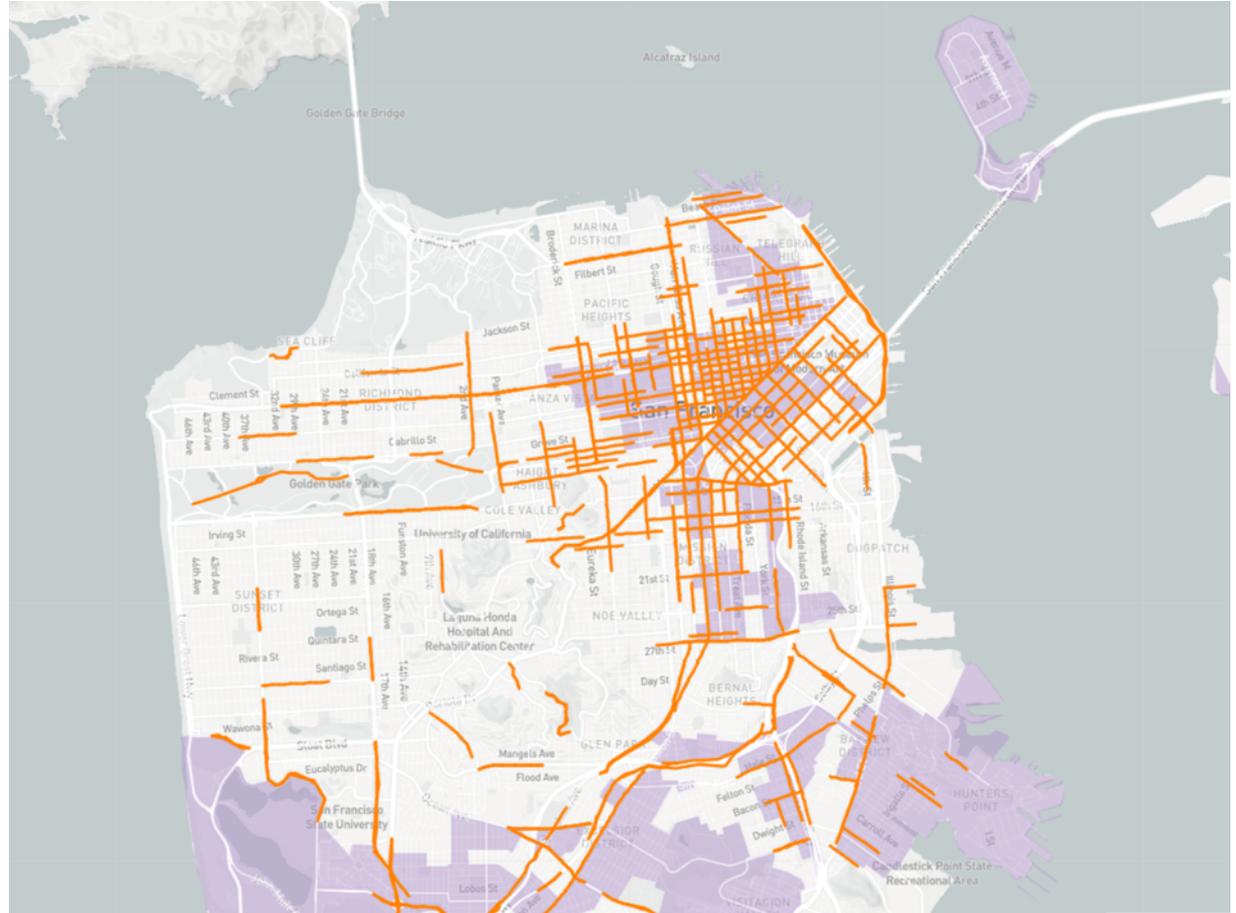
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Impacts on underinvested communities

- VISION ZERO HIGH-INJURY NETWORK
- COMMUNITIES OF CONCERN



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Efforts to address congestion helped



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Photo by SFMTA Photography Department



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

...but our efforts were not enough



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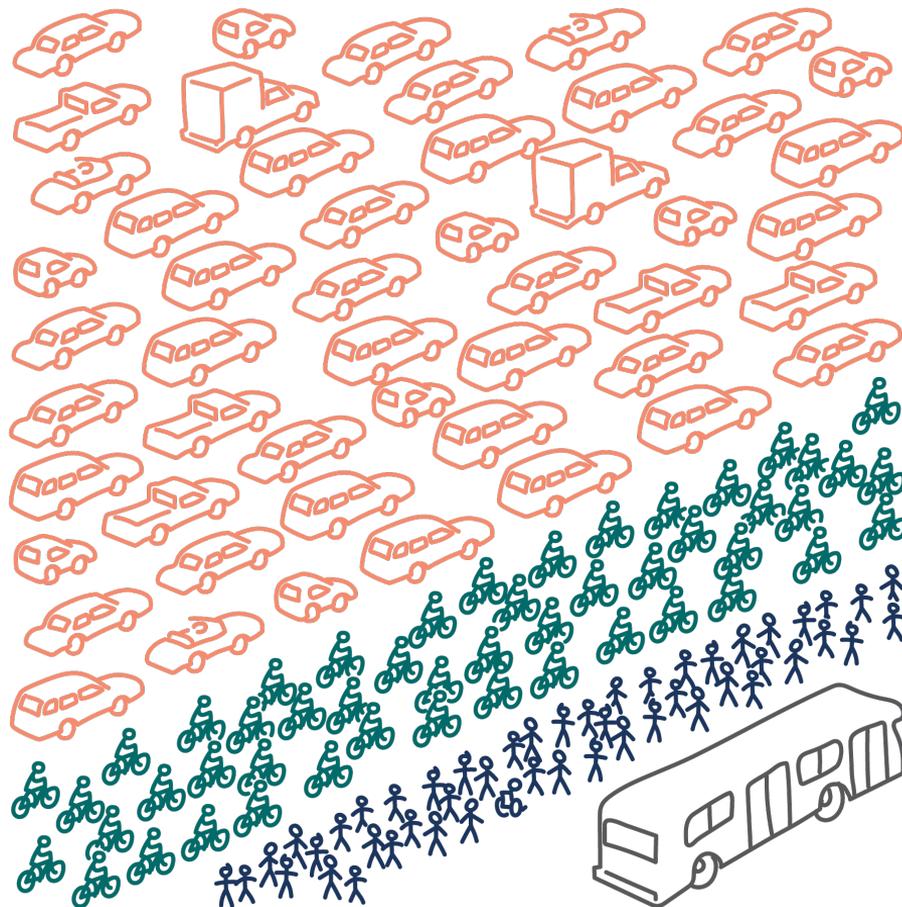
...but our efforts were not enough



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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



50 PEOPLE
in CARS

50 PEOPLE
on BIKES

50 PEOPLE
on FOOT

50 PEOPLE
on a BUS



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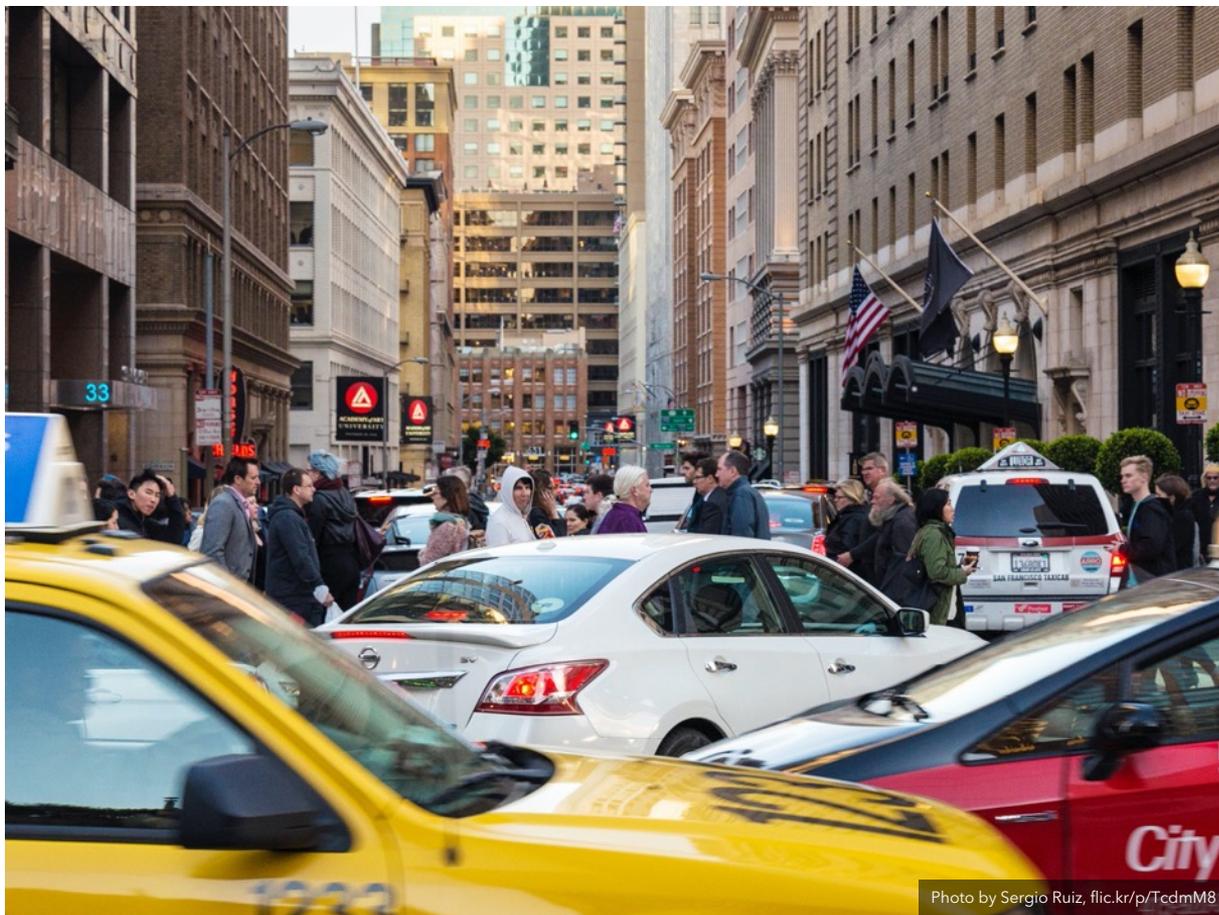
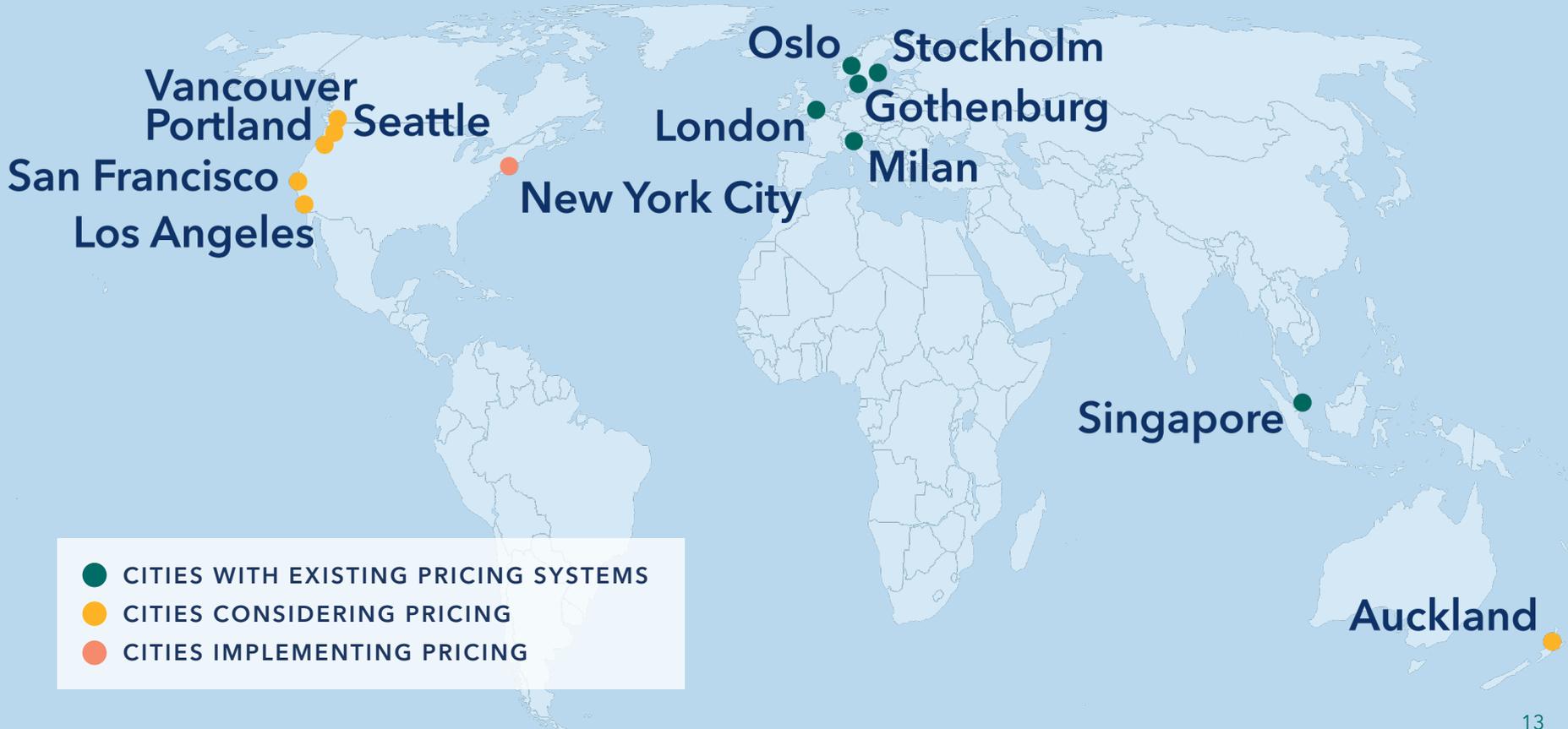


Photo by Sergio Ruiz, [flic.kr/p/TcdmM8](https://www.flic.kr/p/TcdmM8)

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

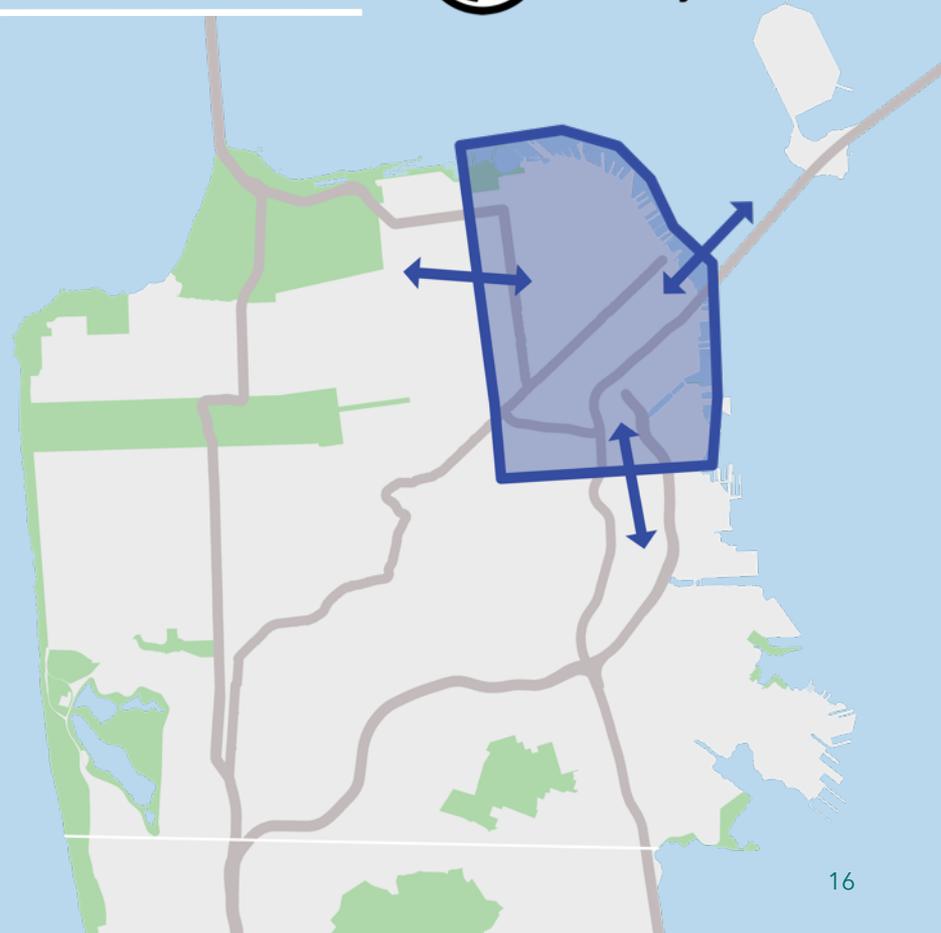
How we got here



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2010 study benefits:

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



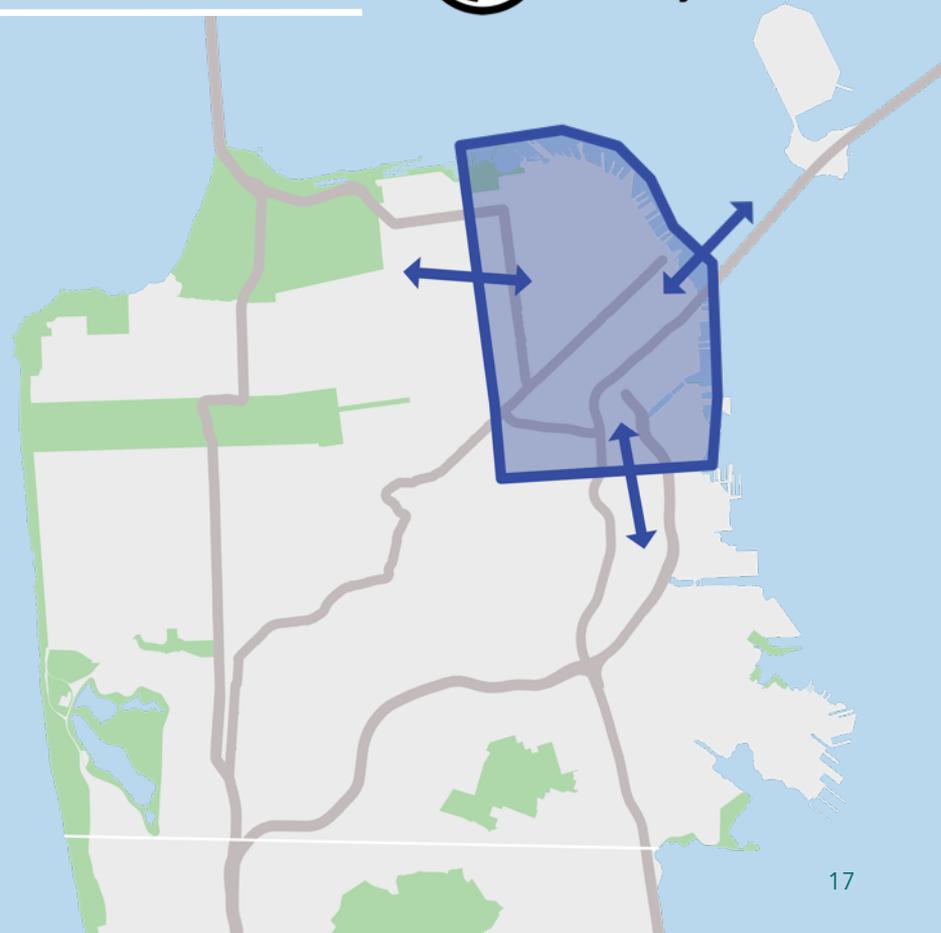
How we got here



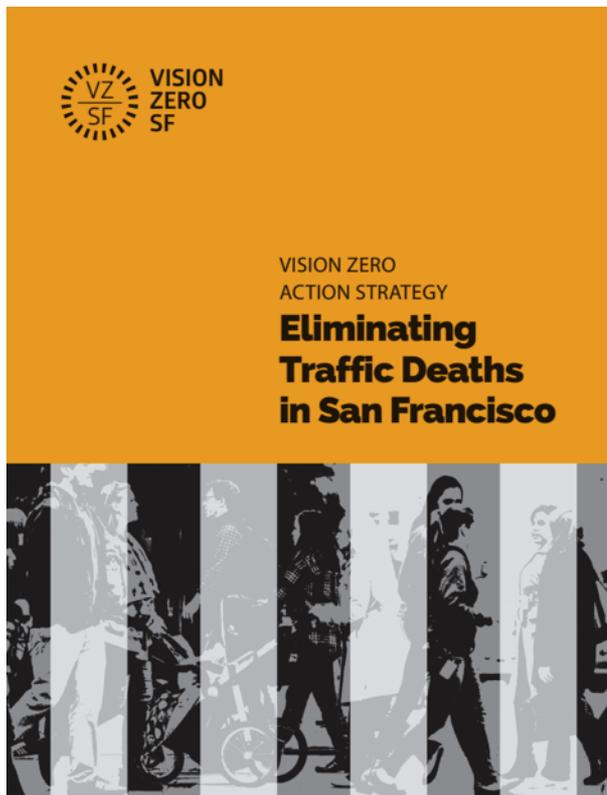
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2010 study benefits:

- 16% reduction GHGs in priced area
- 12% reduction in 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



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Downtown Travel Patterns

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

Source: SFCTA, San Francisco
Chained Activity Modeling Process



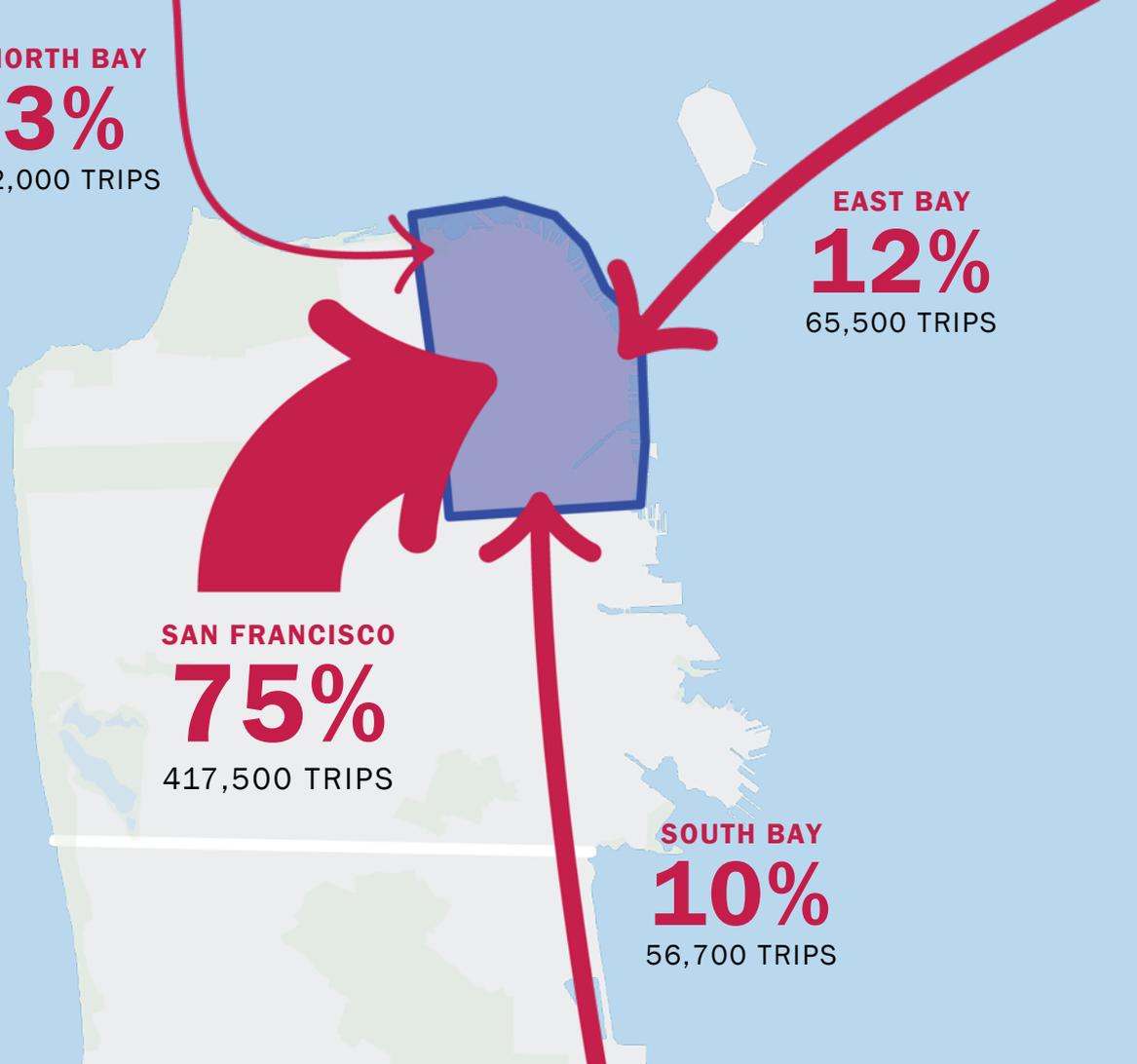
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NORTH BAY
3%
22,000 TRIPS

EAST BAY
12%
65,500 TRIPS

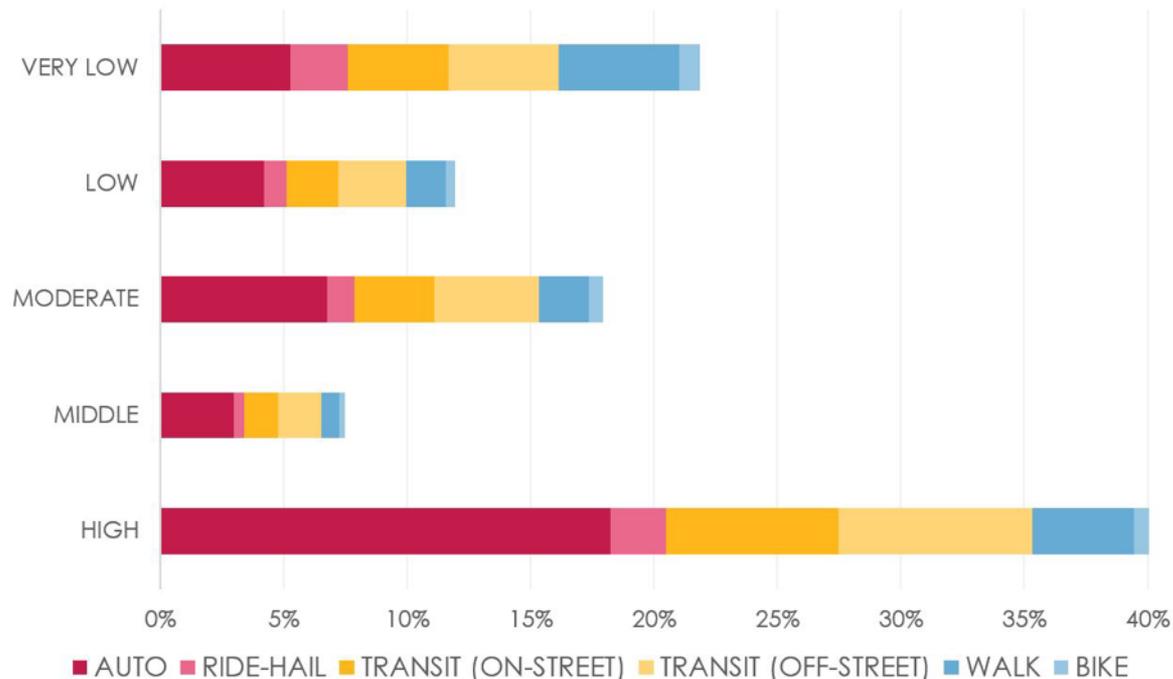
SAN FRANCISCO
75%
417,500 TRIPS

SOUTH BAY
10%
56,700 TRIPS

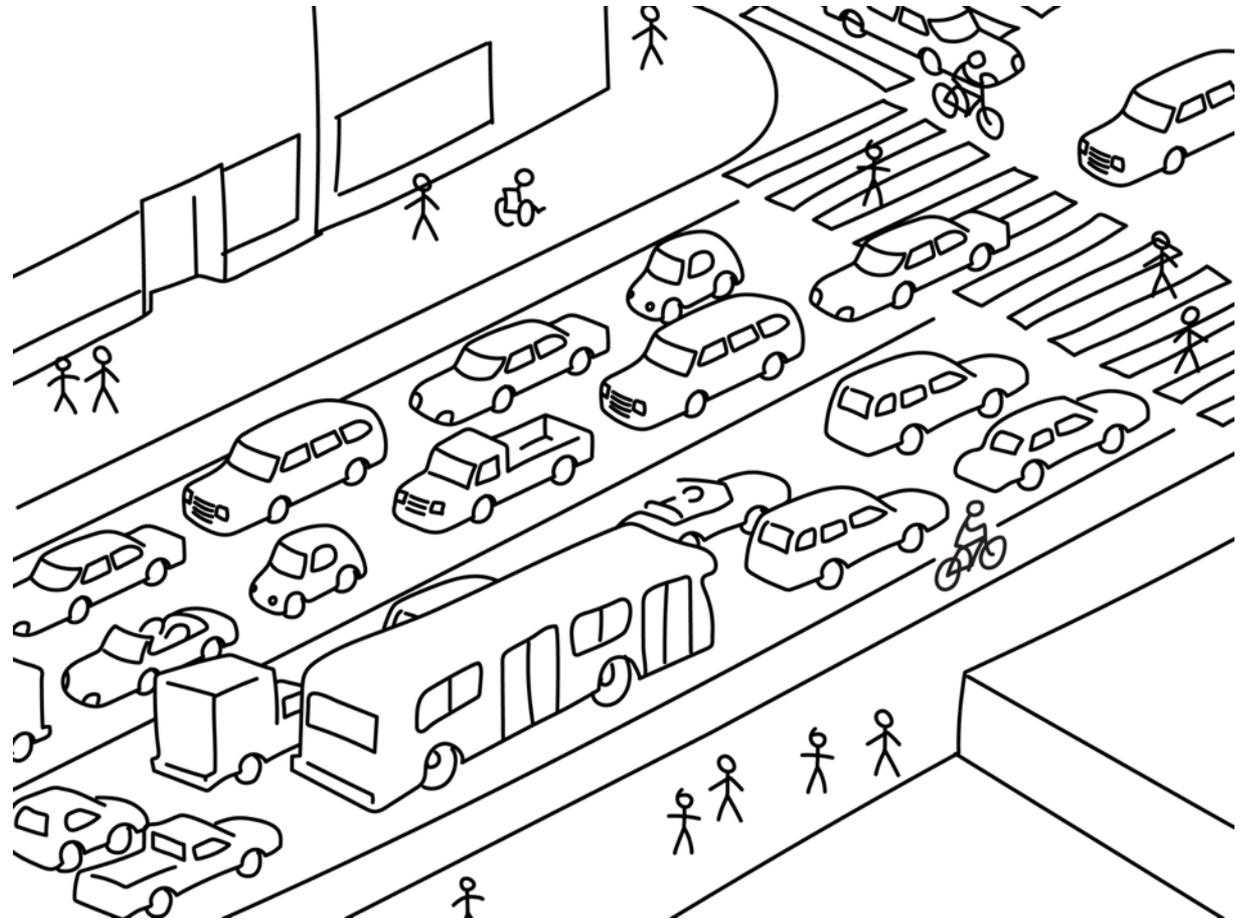


Of all downtown trips during morning peak, only 13% were low-income drivers

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

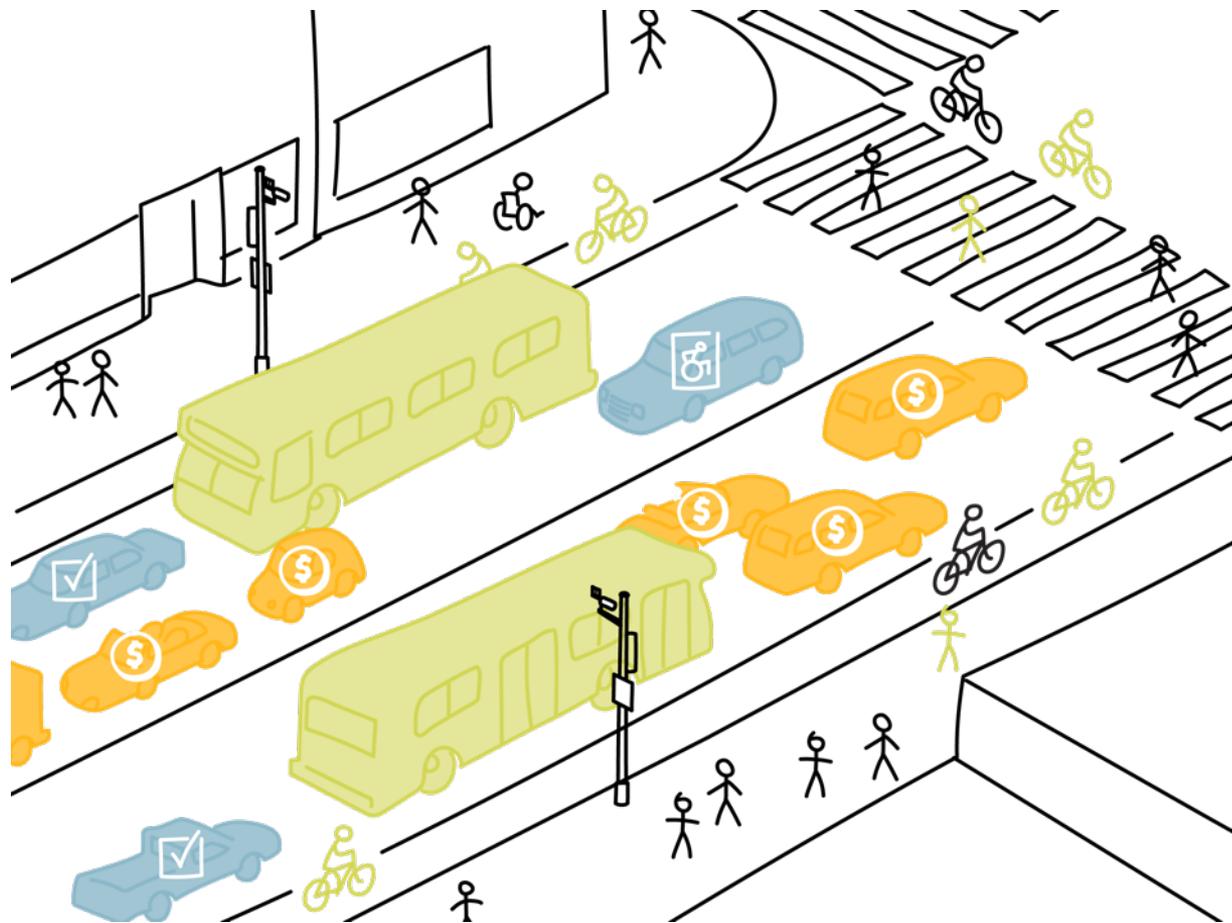


Developing a program that works for San Francisco



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Developing a program that works for San Francisco



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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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Photo by Sergio Ruiz, [flic.kr/p/VuN2RW](https://www.flickr.com/photos/VuN2RW/)

Goals of congestion pricing: clean the air



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Photo by Sergio Ruiz, [flic.kr/p/25zXP6y](https://www.flickr.com/photos/sergio_ruiz/25zXP6y)

Goals of congestion pricing: advance equity



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Photo by SFMTA Photography Department

Potential boundaries

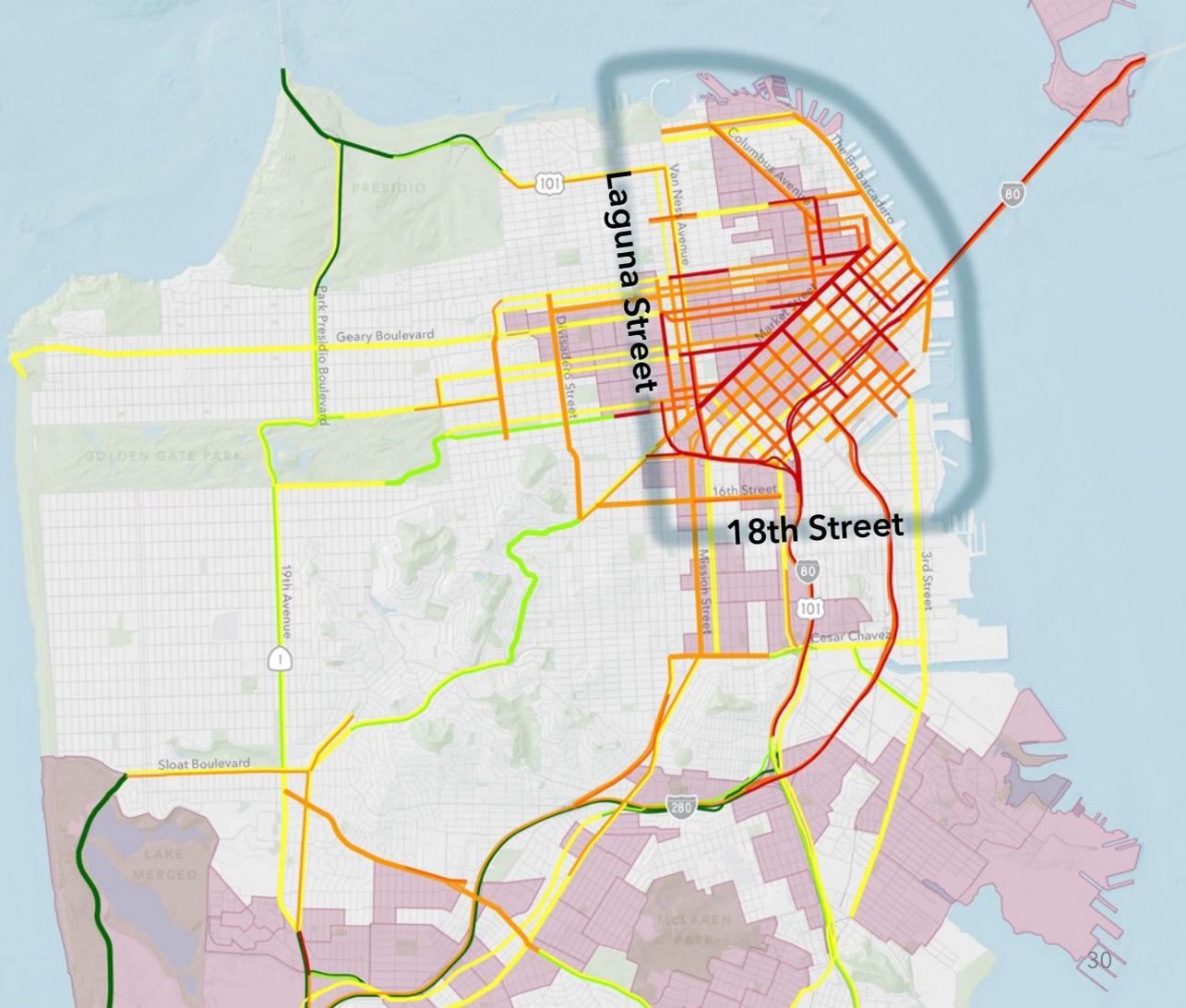
Communities of Concern 2017



Level of Service during PM Peak



Source: SF-CHAMP, 2019



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Analysis to date: Configuration



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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



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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Schedule (subject to change)



Potential path to implementation



- 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
 - 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



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