

# Downtown Congestion Pricing Study

Market and Octavia CAC



San Francisco  
County Transportation  
Authority

September 21, 2020

---

## Our new reality

---

# Coronavirus has dramatically changed our daily lives



San Francisco  
County Transportation  
Authority

# SF traffic in April 2020

## Coronavirus has dramatically changed our daily lives



**San Francisco  
County Transportation  
Authority**

# SF traffic in 2019

## Congestion in San Francisco had reached record levels



**San Francisco  
County Transportation  
Authority**



---

**People were  
driving more  
than ever**

---

## Three main reasons:

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



San Francisco  
County Transportation  
Authority

# Congestion affects everyone



San Francisco  
County Transportation  
Authority

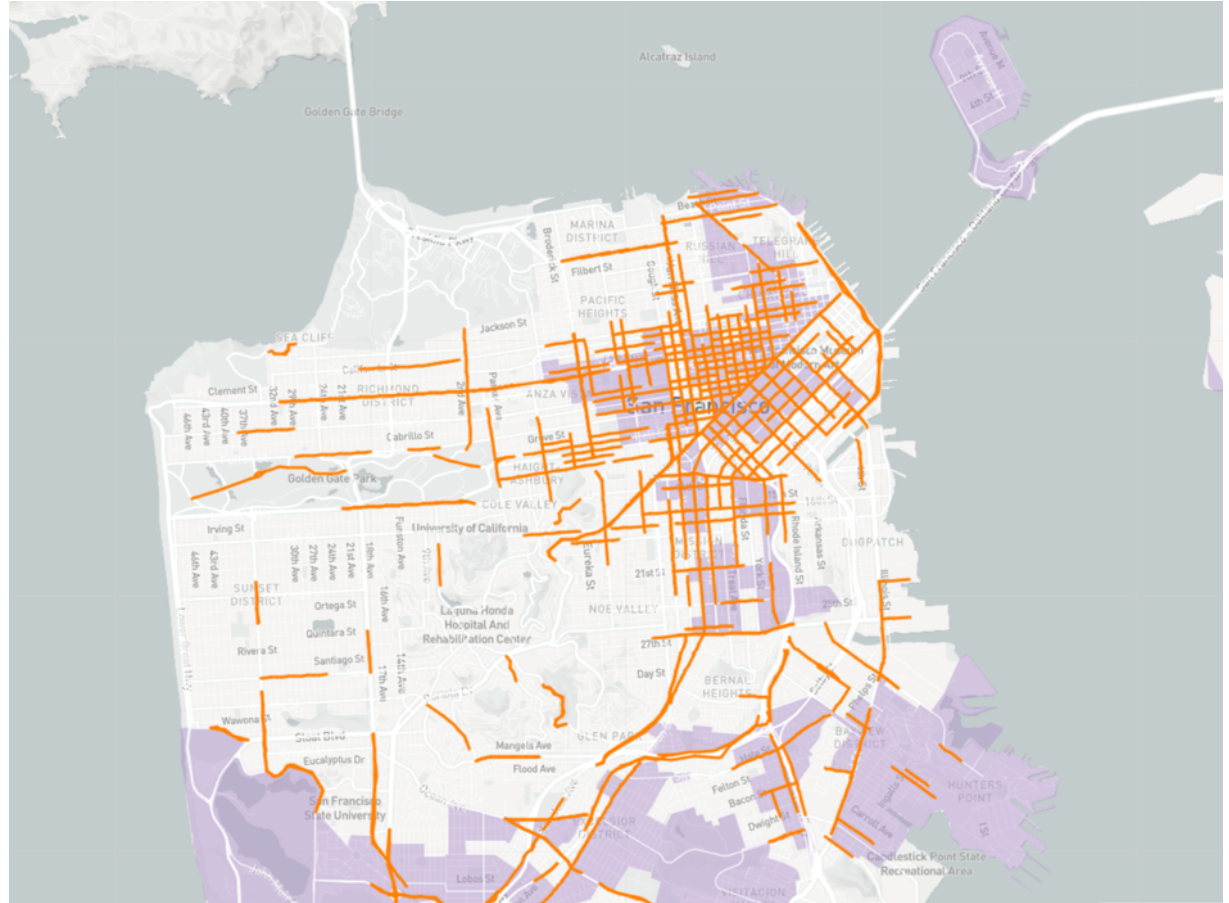


# Impacts on underinvested communities

- VISION ZERO  
HIGH-INJURY NETWORK
- COMMUNITIES  
OF CONCERN



**San Francisco  
County Transportation  
Authority**



# Efforts to address congestion helped



San Francisco  
County Transportation  
Authority



Photo by SFMTA Photography Department



Photo by SFMTA Photography Department



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 the city's new congestion pricing program takes effect.



# ...but our efforts were not enough



San Francisco  
County Transportation  
Authority






...but our efforts were not enough



San Francisco  
County Transportation  
Authority

A photograph of a busy city street, likely in San Francisco. In the foreground, the back of a white taxi with a 'TAXI' sign on its roof is visible. Pedestrians are crossing the street, and cars are stopped at a traffic light. The background shows city buildings and traffic lights. A semi-transparent dark blue box is overlaid in the center of the image, containing white text.

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

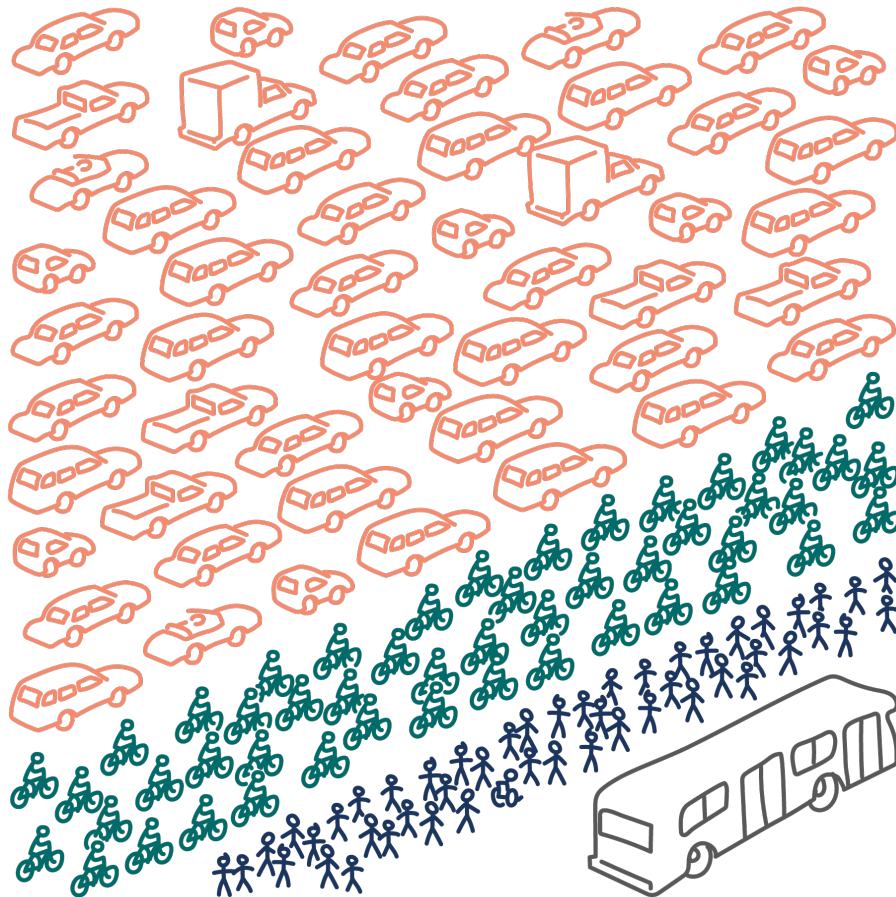
---

# 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



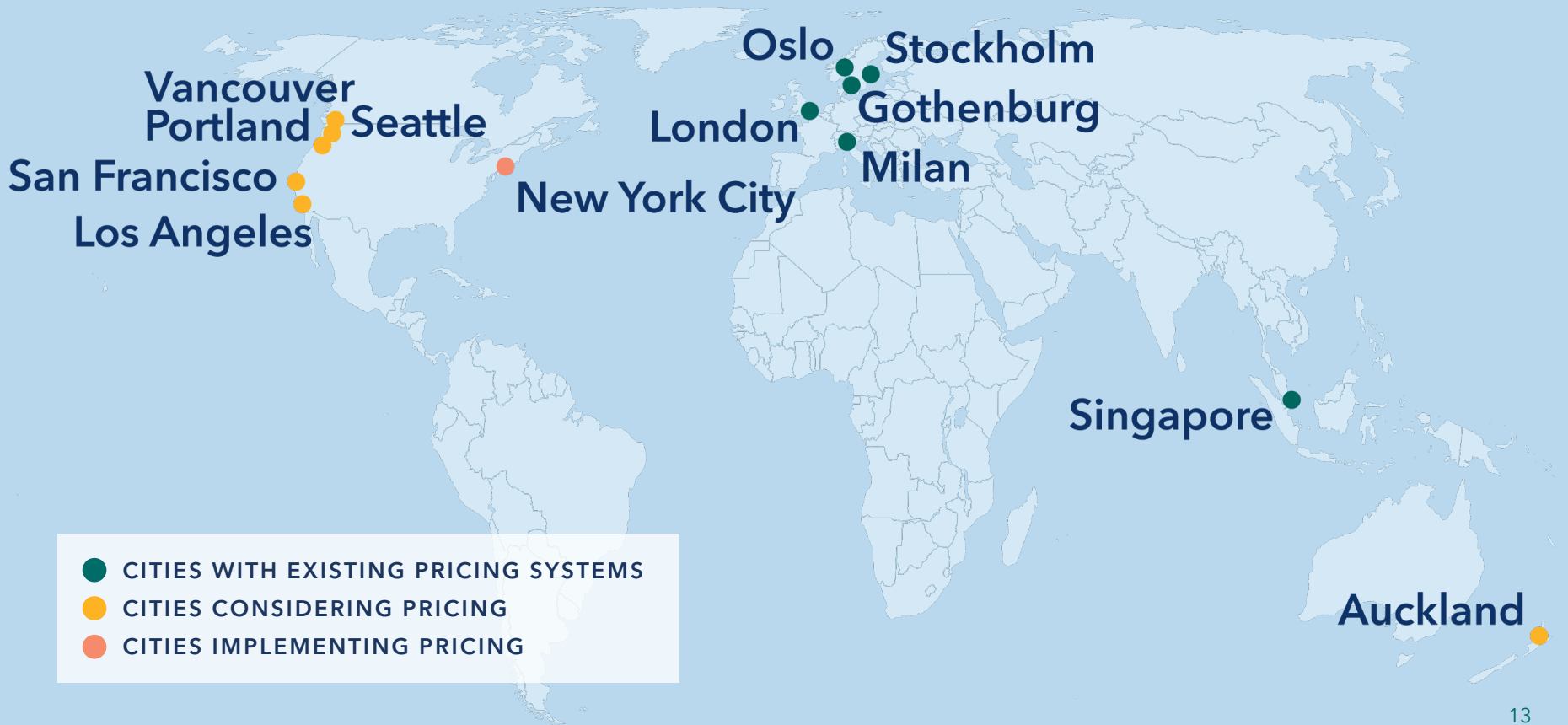
San Francisco  
County Transportation  
Authority



# Congestion Pricing Around the World



San Francisco  
County Transportation  
Authority





- 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

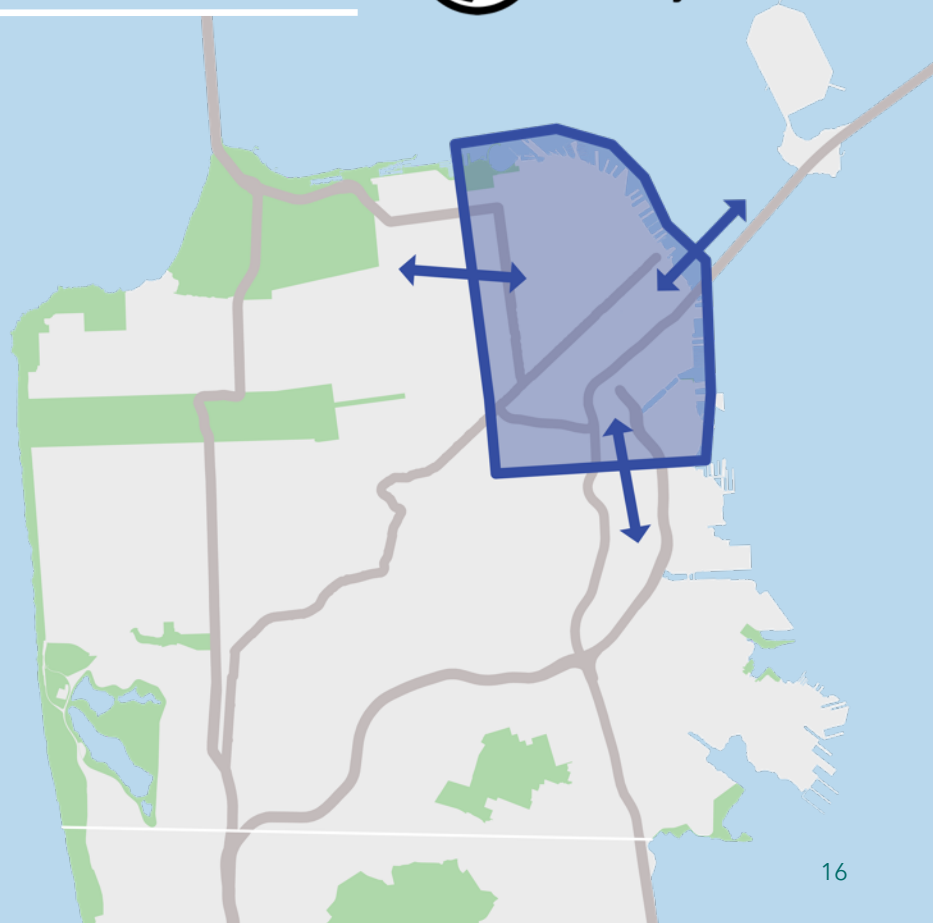
# How we got here



San Francisco  
County Transportation  
Authority

## 2010 study benefits:

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



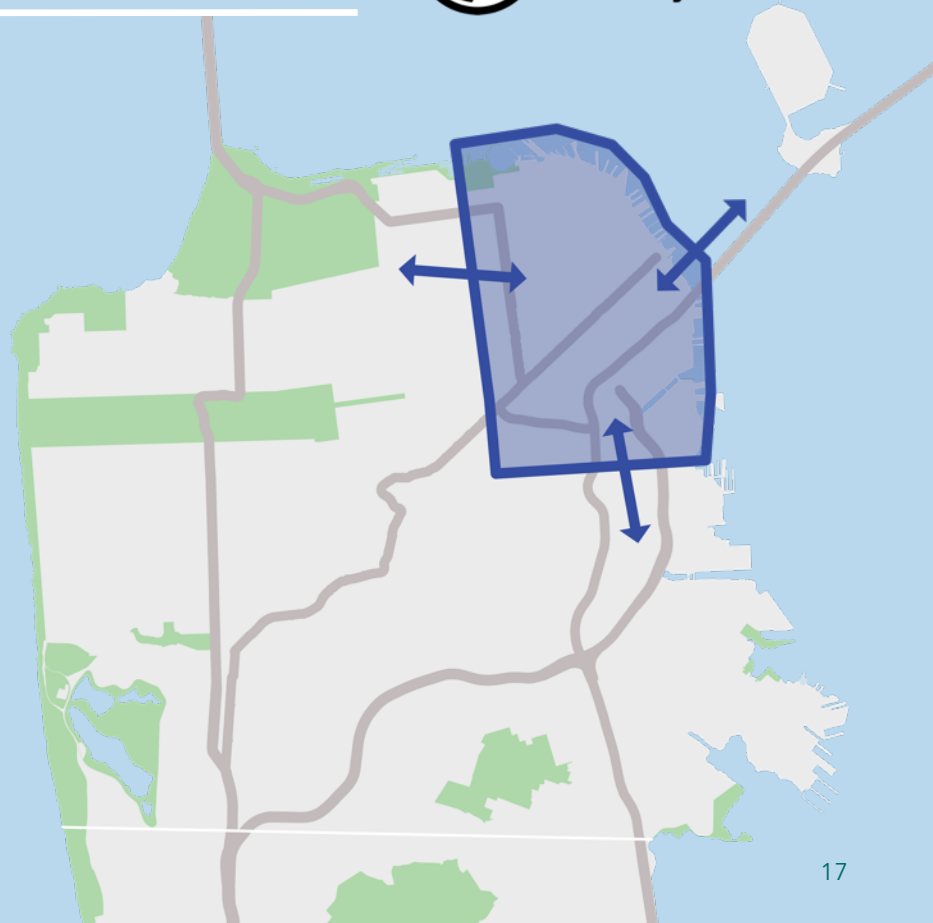
# How we got here



San Francisco  
County Transportation  
Authority

## 2010 study benefits:

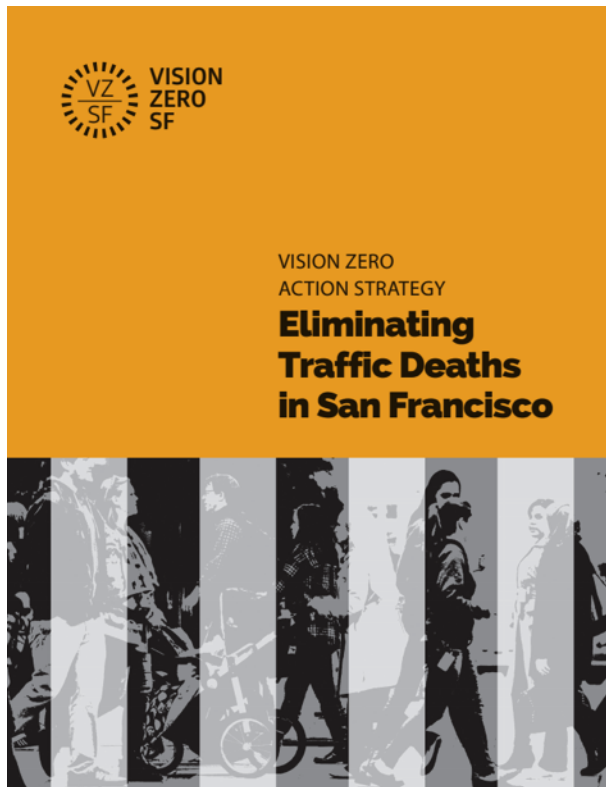
- 16% reduction GHGs in priced area
- 12% reduction in pedestrian collisions
- Business effects broadly neutral



# How we got here



San Francisco  
County Transportation  
Authority



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



San Francisco  
County Transportation  
Authority





# Downtown Travel Patterns

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

Source: SFCTA, San Francisco  
Chained Activity Modeling Process



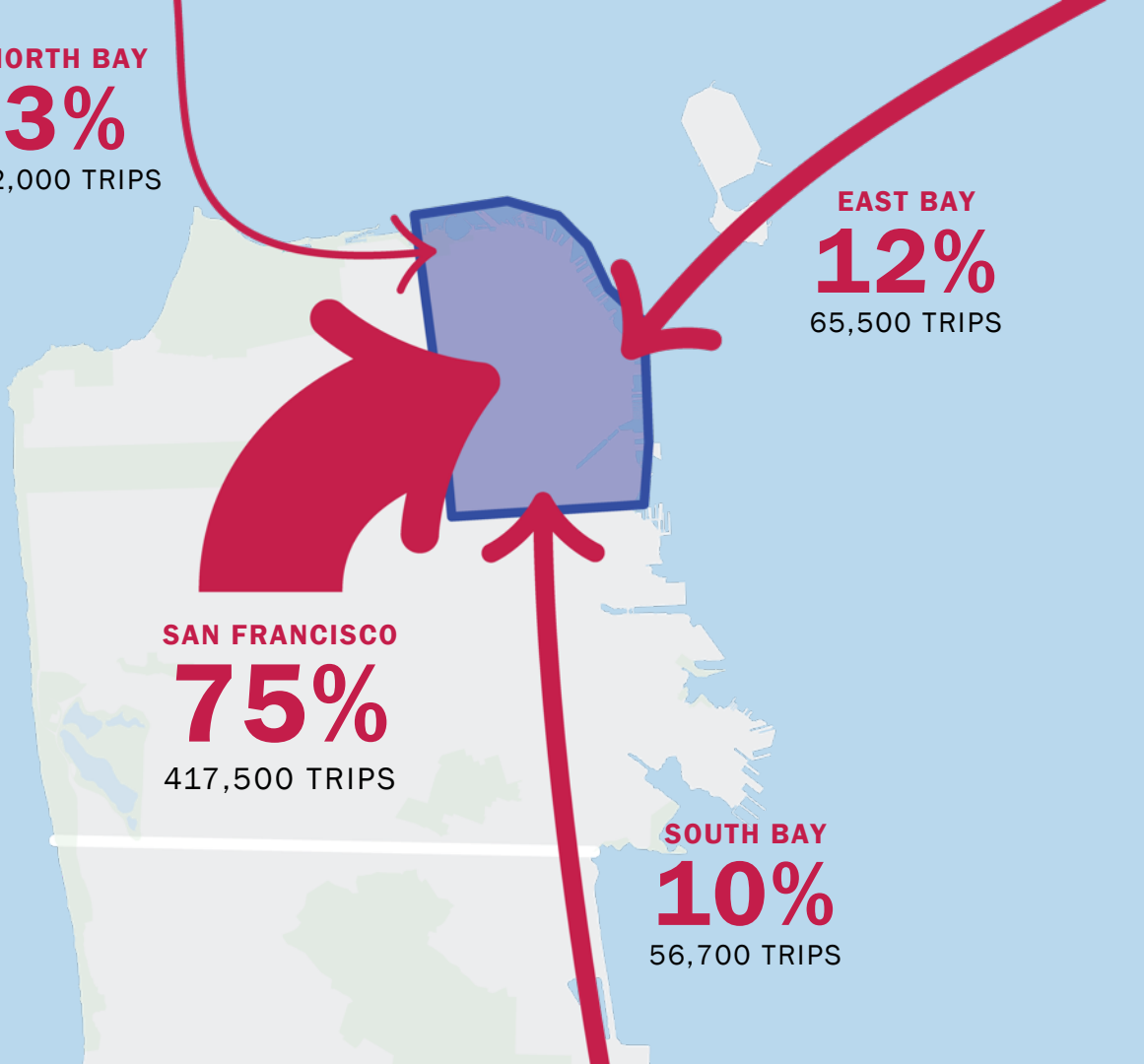
San Francisco  
County Transportation  
Authority

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

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

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

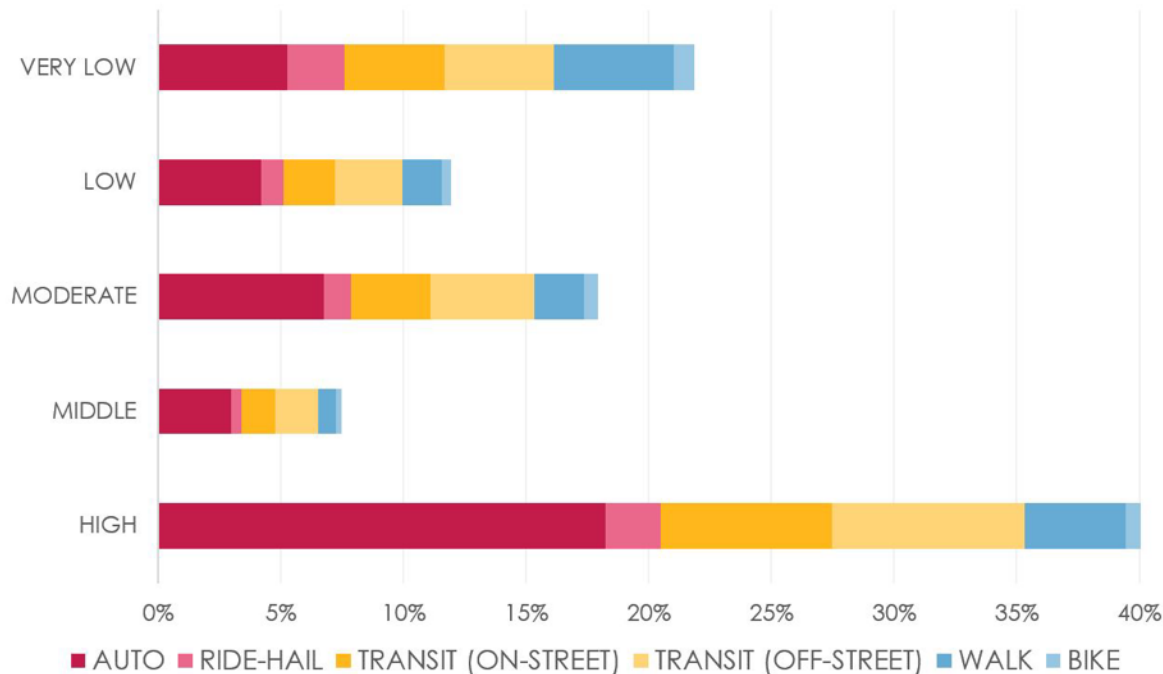
SOUTH BAY  
**10%**  
56,700 TRIPS





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

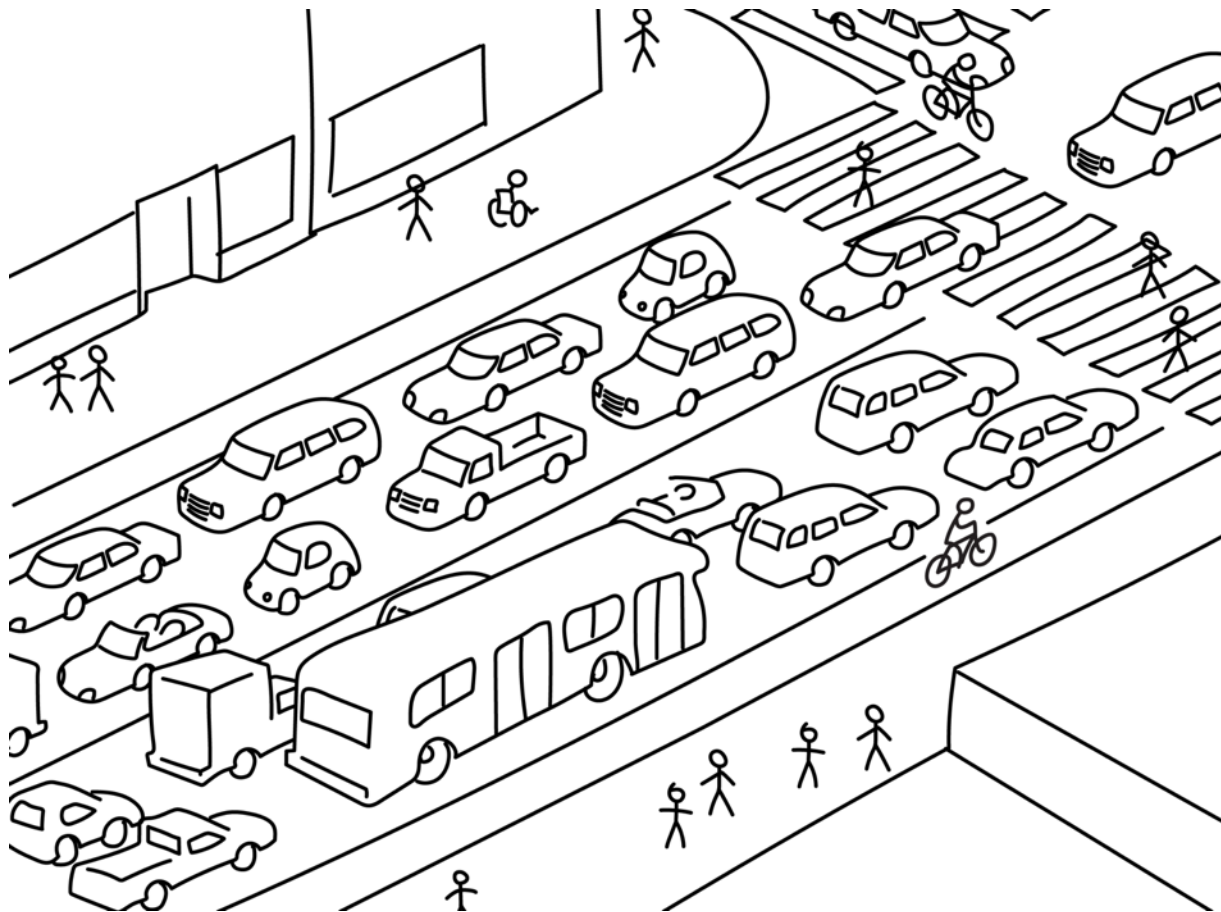
Percent of Weekday Morning Trips To, From, Within Northeast SF



# Developing a program that works for San Francisco



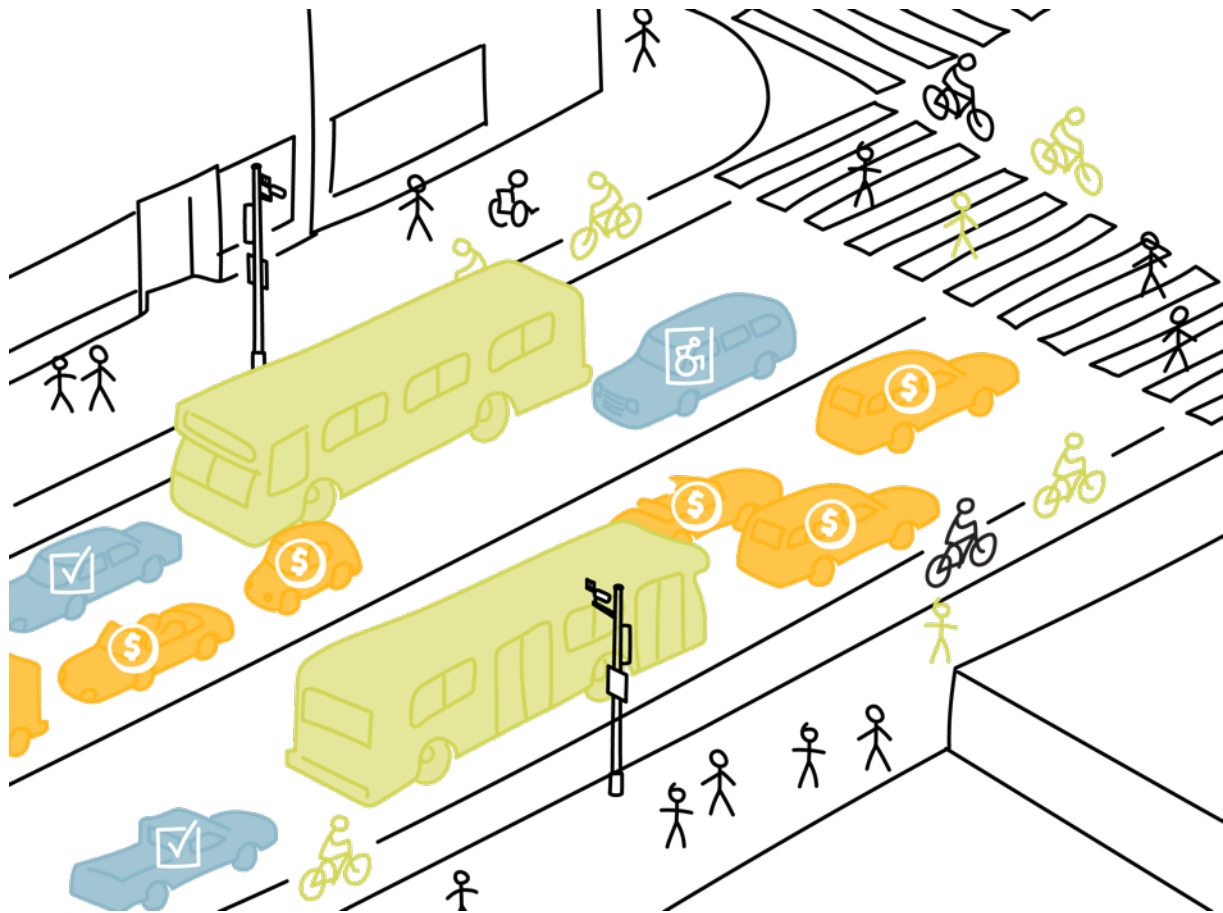
San Francisco  
County Transportation  
Authority



# Developing a program that works for San Francisco



San Francisco  
County Transportation  
Authority





---

## The target

---

Reduce peak car trips  
downtown by at least

15%

from 2019 levels



San Francisco  
County Transportation  
Authority

---

## 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



San Francisco  
County Transportation  
Authority

---

# Goals of congestion pricing: get traffic moving

---



San Francisco  
County Transportation  
Authority



Photo by Sergio Ruiz, flic.kr/p/2b8zyVm

---

# Goals of congestion pricing: increase safety

---



San Francisco  
County Transportation  
Authority



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



---

# Goals of congestion pricing: clean the air

---



San Francisco  
County Transportation  
Authority



# Goals of congestion pricing: advance equity



San Francisco  
County Transportation  
Authority



Photo by SFMTA Photography Department



# Potential boundaries

Communities of Concern 2017



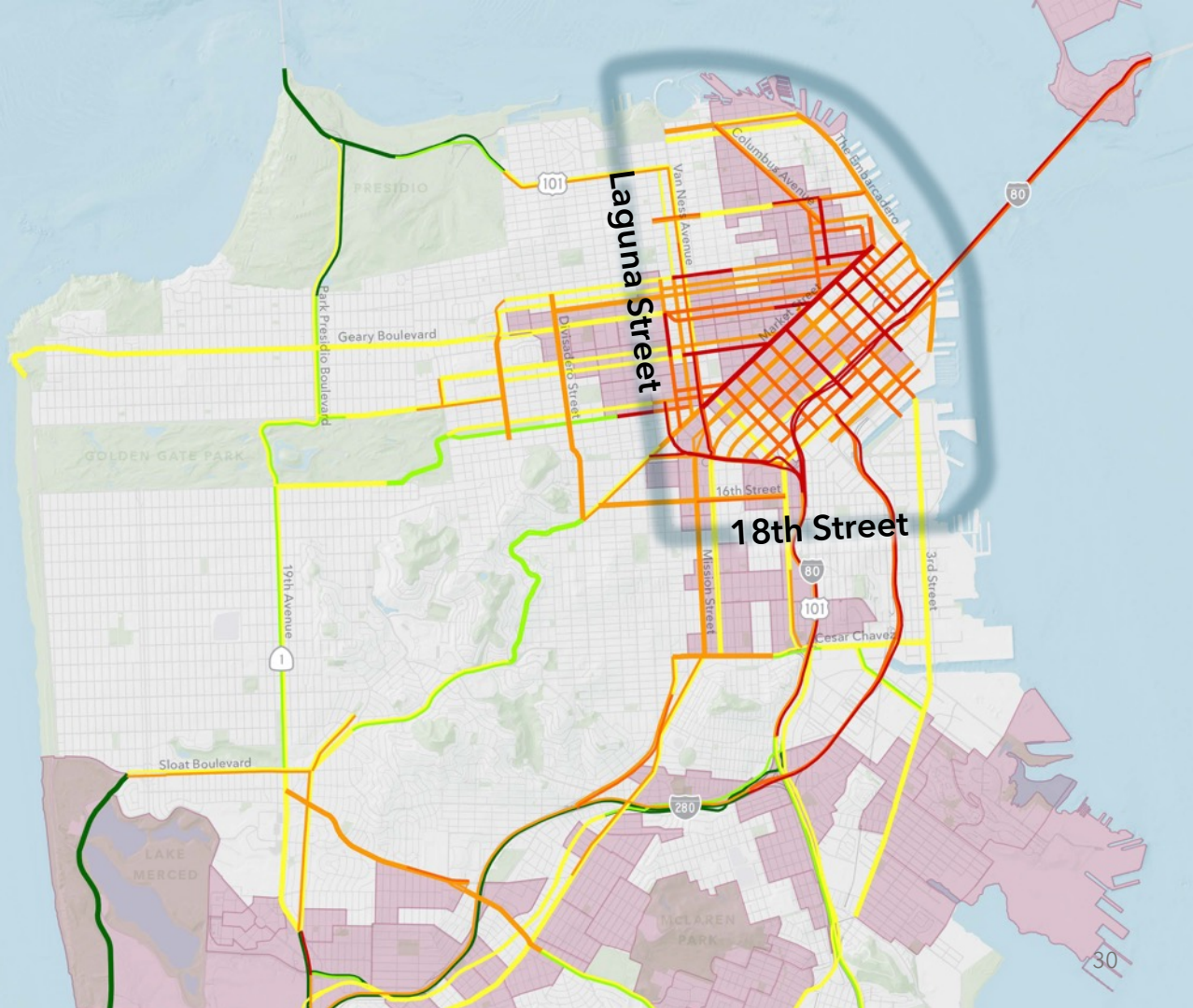
Level of Service during PM Peak

A B C D E F

Source: SF-CHAMP, 2019



**San Francisco  
County Transportation  
Authority**



## Analysis to date: Configuration



San Francisco  
County Transportation  
Authority

### 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



San Francisco  
County Transportation  
Authority



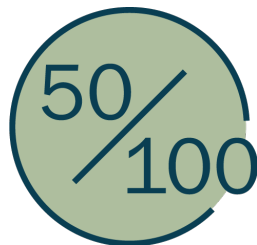
## Moderate Discounts

\$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



San Francisco  
County Transportation  
Authority

# Schedule (subject to change)



San Francisco  
County Transportation  
Authority



# Potential path to implementation



San Francisco  
County Transportation  
Authority



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



---

# How to get involved

---



San Francisco  
County Transportation  
Authority

- Share your feedback with us by emailing [congestion-pricing@sfcta.org](mailto:congestion-pricing@sfcta.org)
- Visit [sfcta.org/downtown](https://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



San Francisco  
County Transportation  
Authority

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



**San Francisco  
County Transportation  
Authority**