Coronavirus has dramatically changed our daily lives
SF traffic in 2019

Congestion in San Francisco had reached record levels
Congestion affects everyone
Impacts on vulnerable communities
Efforts to address congestion helped
...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
Congestion pricing in past plans

- 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
Downtown Congestion Pricing Study
75% of people driving to Northeast San Francisco came from within the city

Source: SFCTA, San Francisco Chained Activity Modeling Process
Of all downtown trips during morning peak, only 13% were low-income drivers.

Source: SFCTA, SF-CHAMP 2015 Base Year Estimate
Program Goals
Reduce peak car trips downtown by at least 15% from 2019 levels
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
Outreach & Engagement
Outreach methods

- Policy Advisory Committee
- Technical Advisory Committee
- Listening sessions with key stakeholders
- Co-creation workshops
- Stakeholder presentations
- Broader public outreach tools
Co-Creation

San Francisco County Transportation Authority
Co-Creation

**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

**Investment**

**Transit improvements**

Provide more frequent buses on 10 congested or underserved routes.

**Fee**

$5 peak period fee

Charge $5 to drive into or out of downtown during morning or evening rush hours
Remote outreach

Engagement Tools

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

Publicity Methods

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

Communities of Concern 2017

Level of Service during PM Peak

San Francisco County Transportation Authority
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
Next Steps
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

● 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

- 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.
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