

Issues and Opportunities in Transportation Pricing

May 1, 2019



San Francisco
County Transportation
Authority

543
CityWide

Demand is Booming



San Francisco
County Transportation
Authority



As Transportation Funding Declines



San Francisco
County Transportation
Authority

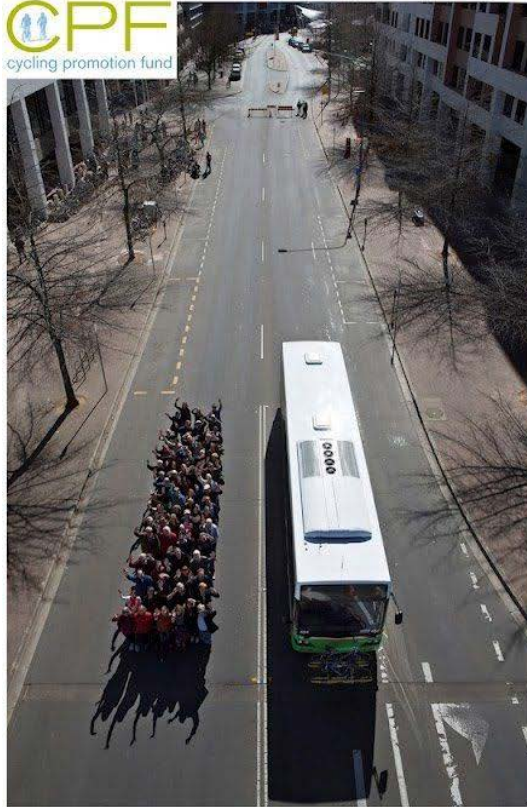


And We Face the Climate Imperative



San Francisco
County Transportation
Authority

CPF
cycling promotion fund



Pricing is the Last Tool in the Toolbox



San Francisco
County Transportation
Authority

- National VMT Fee Pilot Program (proposed)
- CA Road User Charge Pilot
- Express Lanes
- Congestion Pricing
- Ultra-Low Emissions Zone
- New Mobility Taxes and Fees



Initiatives reflect multiple rationales...

Pricing as a User Fee



Photo by Money



Photo by Spot Angels



San Francisco
County Transportation
Authority



Pricing as a Management Tool



Photo by SFMTA Photography Department



Photo by 680 SB Express Lane



Photo by SFCTA/ Treasure Island Mobility Management Agency

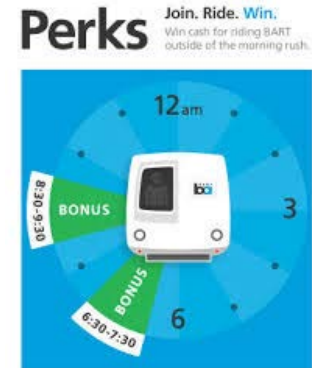


Photo by BART/SFCTA



San Francisco
County Transportation
Authority

Pricing as Impact Mitigation



Photo by SF Planning Department



Photo by Arnold Clark Vehicle Management

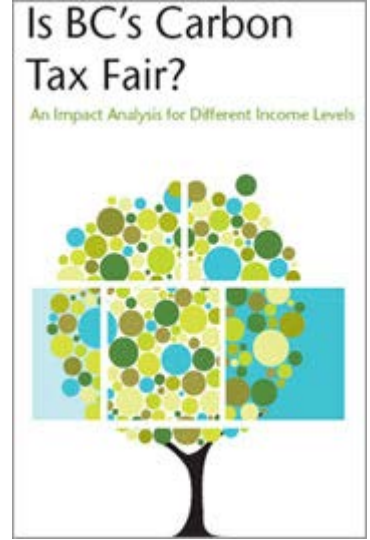


Photo by British Columbia Govt and Service Employees Union



San Francisco
County Transportation
Authority



Eno Brief

July 2018

Taxing New Mobility Services: What's Right? What's Next?

So Jung Kim and Robert Puentes

Key Issues



San Francisco
County Transportation
Authority

Set clear rationale and consider:

- Fairness – Who Pays and Who Benefits?
- Efficiency – Is it Cost Effective?
- Effectiveness – Does it Achieve the Goal?



Congestion Pricing: An Inclusive and Integrated Approach

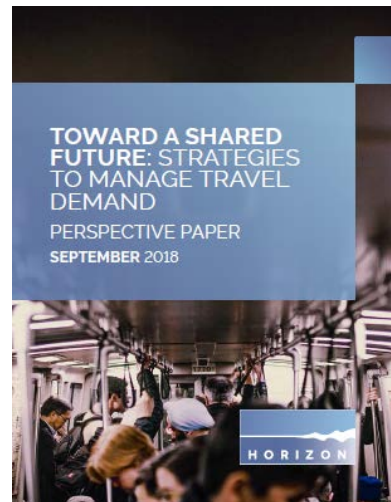
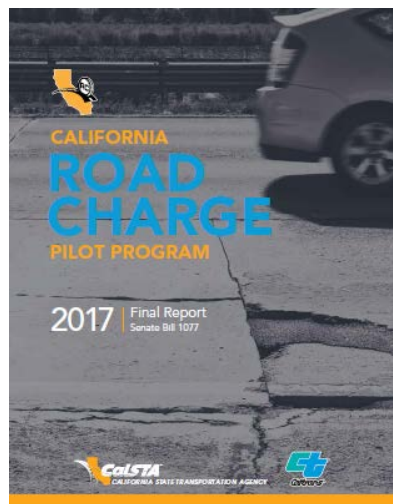
Tolling, Transit, TDM and Technology
Re-investment of Revenues
Equity Policies
Inclusive Public Engagement



San Francisco
County Transportation
Authority



CA, Bay Area & SF Studies



San Francisco Mobility, Access, and Pricing Study



SAN FRANCISCO COUNTY TRANSPORTATION AUTHORITY
PRESENTED TO THE AUTHORITY BOARD, DECEMBER 2010

SFpark Pilot Project Evaluation

The SFMTA's evaluation of the benefits of the SFpark pilot project



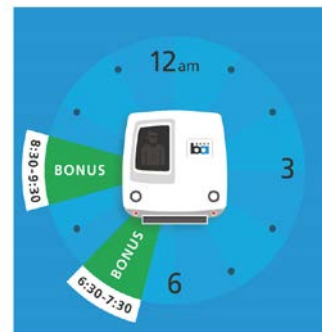
SFpark | SFMTA

June 2014

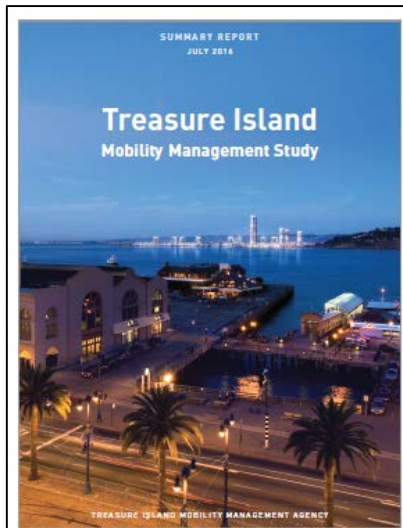
Perks

Join. Ride. Win.

Win cash for riding BART outside of the morning rush.



Visit BARTperks.com to learn more.



Thank You.

Questions?

Tilly Chang

tilly.chang@sfcta.org



San Francisco
County Transportation
Authority