

SPUR

Ideas + Action for a Better City

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Unclog Fog City

w/ SPUR + the SF Bicycle Coalition



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Summer 2020

Agenda

1. Welcome and Introductions
2. Card game demo
3. Q&A
4. Breakout groups
5. Breakout Room share-outs
6. Discussion



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Our new reality

Coronavirus has dramatically changed our daily lives



Photo by Sergio Ruiz, flic.kr/p/2iRS3xd



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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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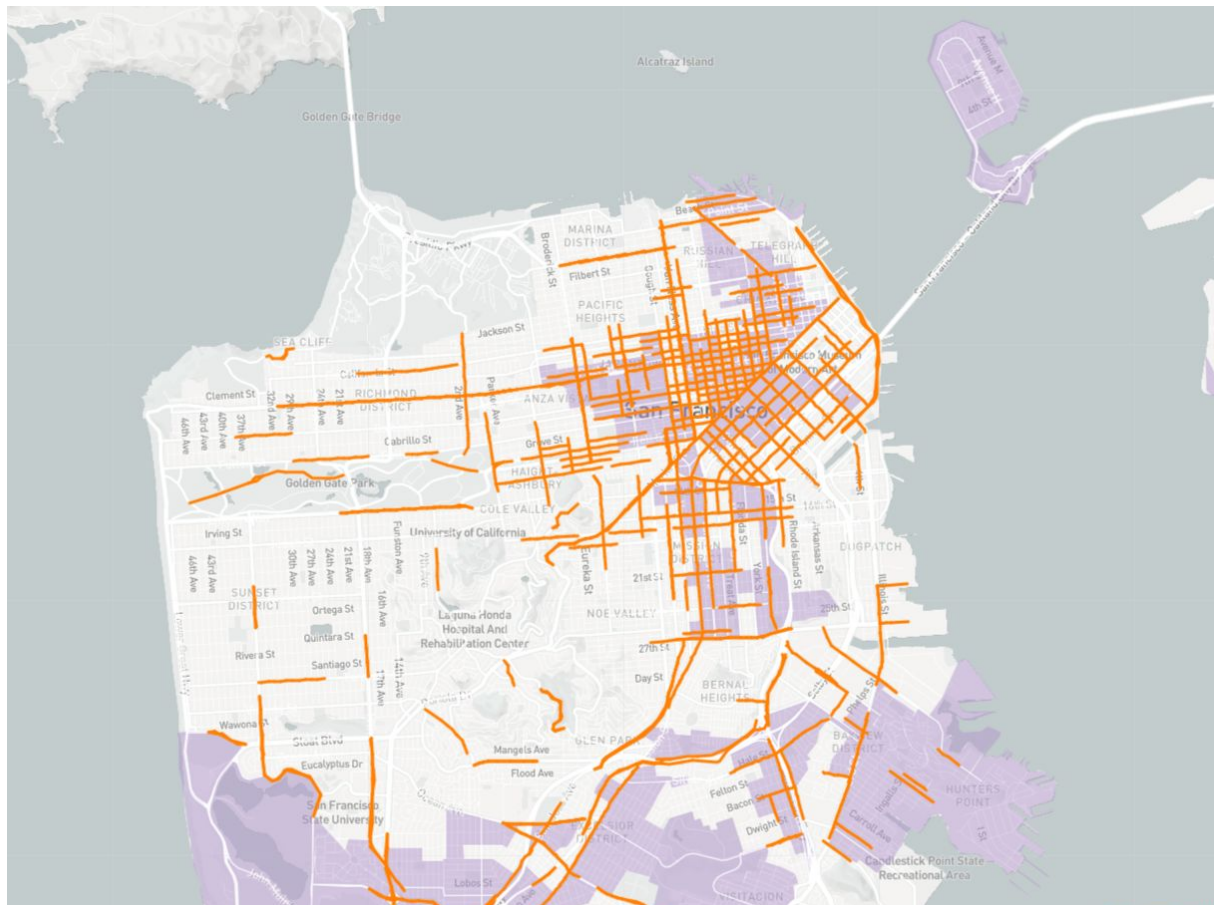
Impacts on underinvested communities

— VISION ZERO
HIGH-INJURY NETWORK

■ COMMUNITIES
OF CONCERN



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Efforts to address congestion helped



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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



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Photo by Sergio Ruiz

...but our efforts were not enough



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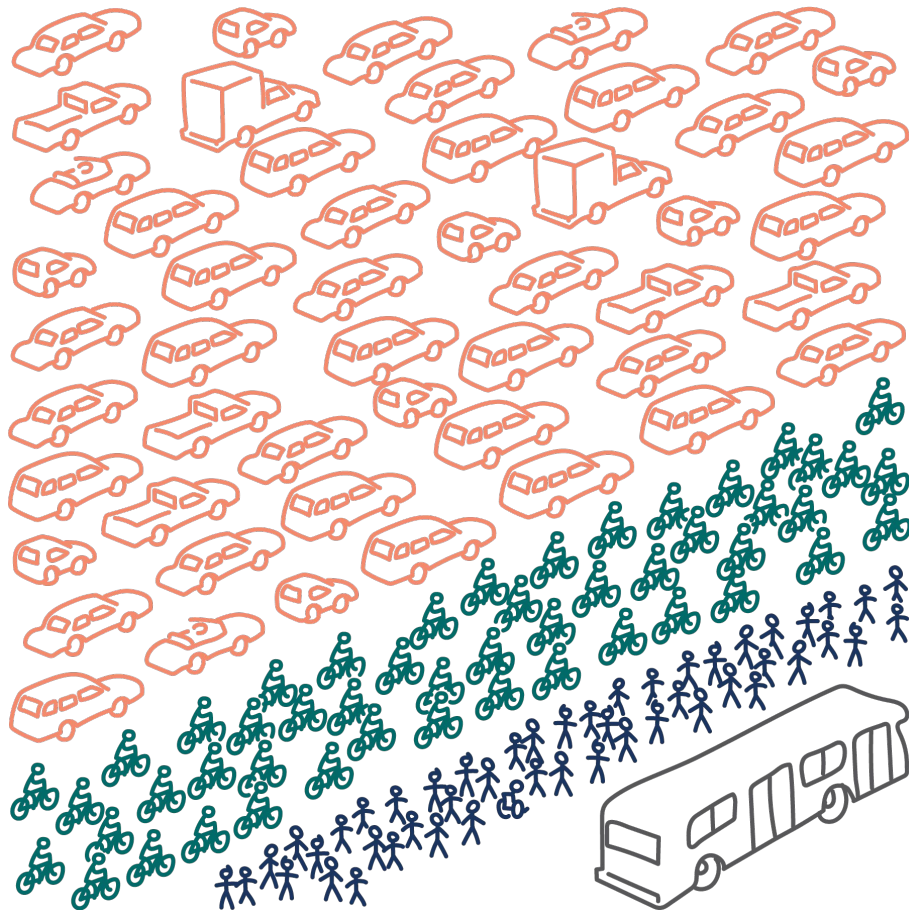


We will need to
reduce the number of cars
downtown to make transit,
walking, and biking
improvements work.

**Our
challenge:
move more
people in
fewer
vehicles**



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50 PEOPLE
in CARS

50 PEOPLE
on BIKES

50 PEOPLE
on FOOT

50 PEOPLE
on a BUS

Downtown Congestion Pricing Study



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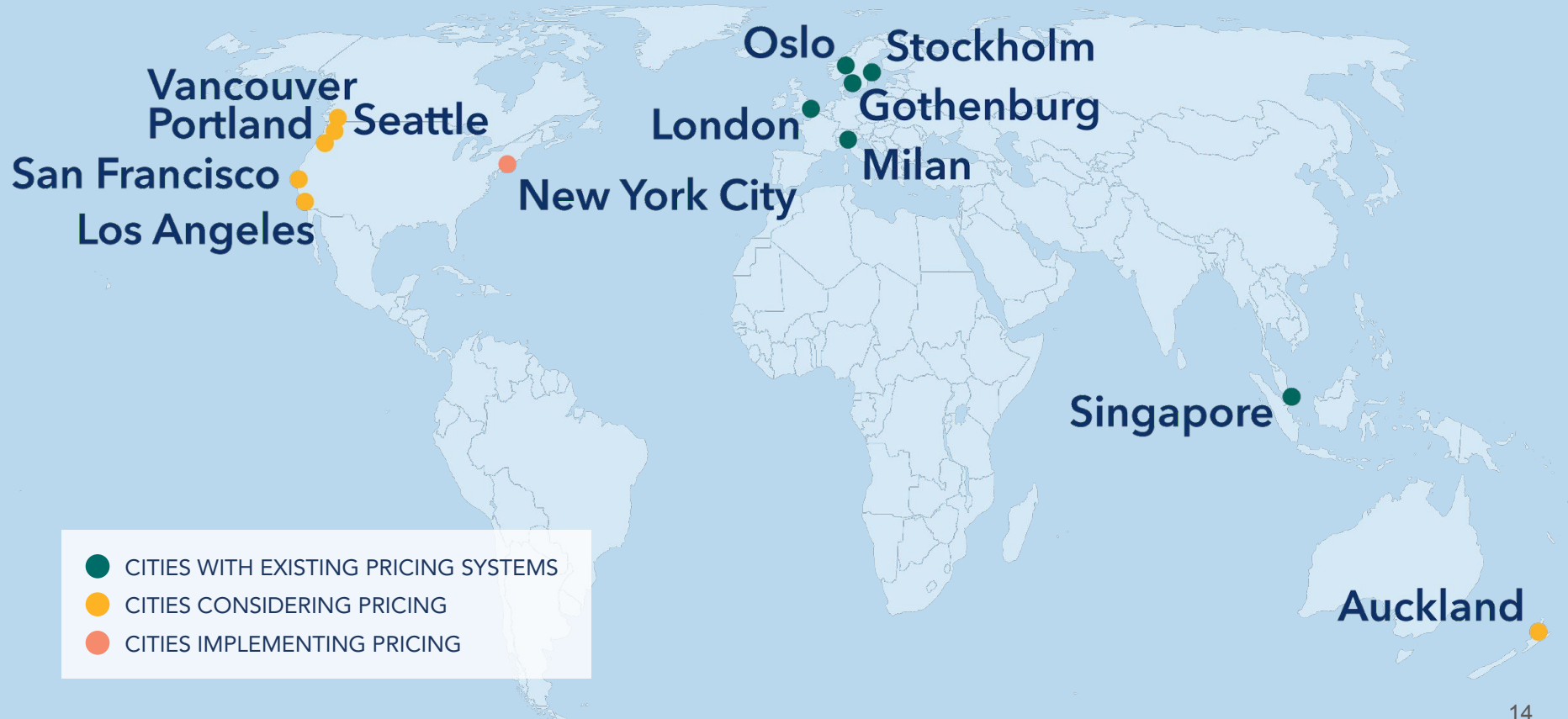


Photo by Sergio Ruiz, flic.kr/p/TcdmM8

Congestion Pricing Around the World



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- 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**

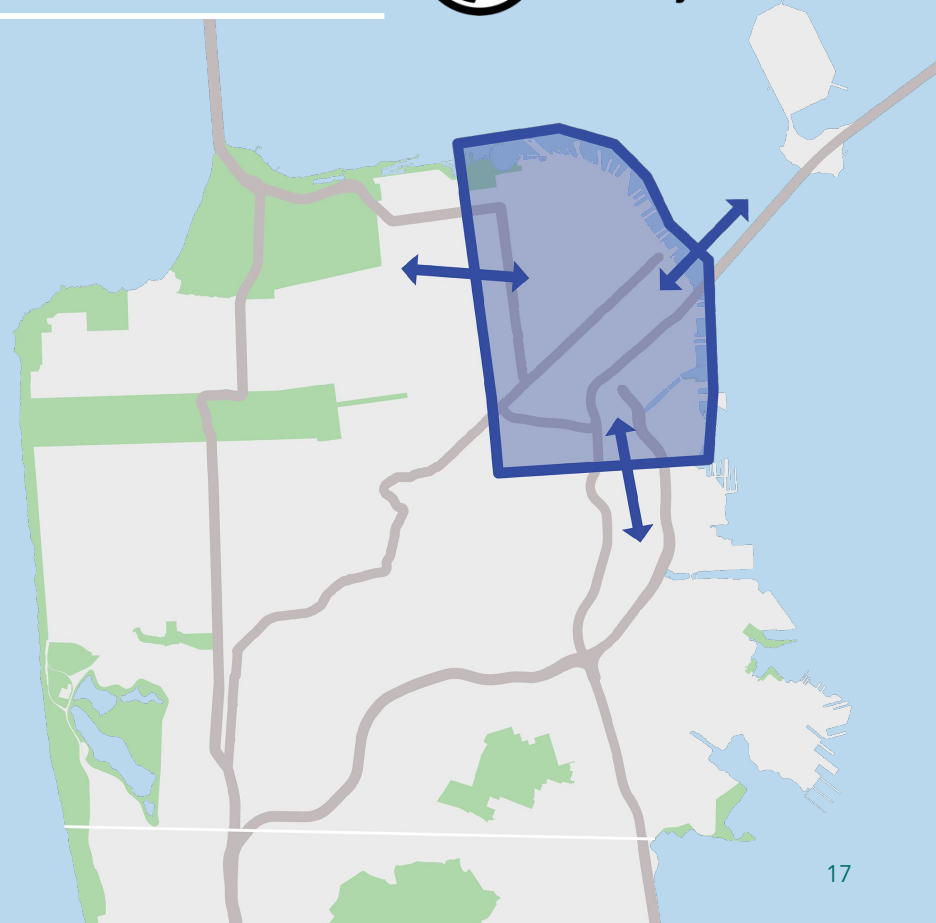
How we got here



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2010 study benefits:

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



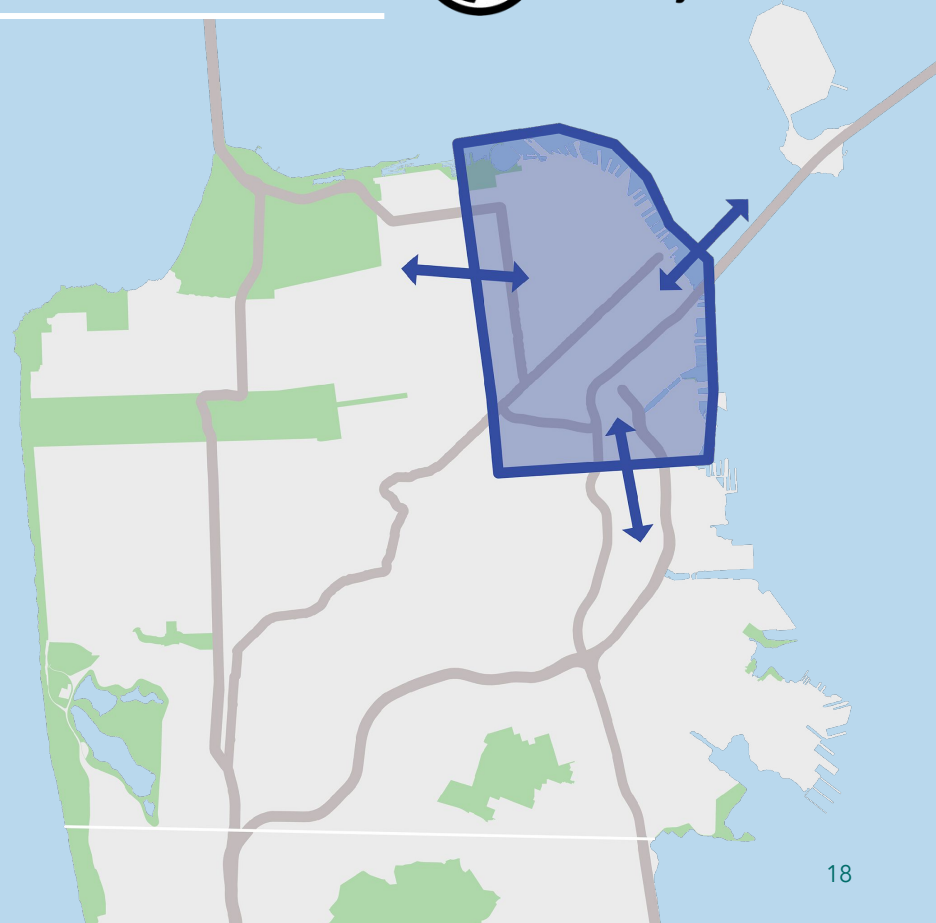
How we got here



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2010 study benefits:

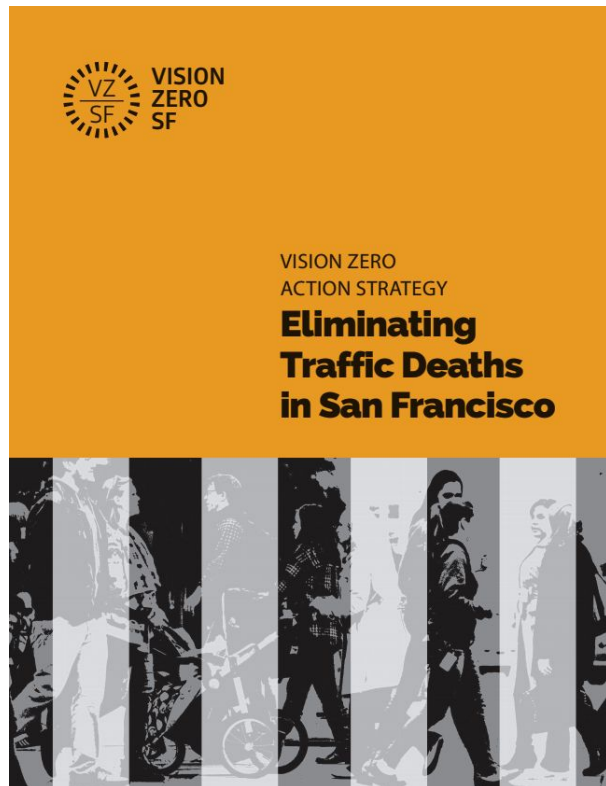
- 16% reduction GHGs in priced area
- 12% reduction in collisions
- Business effects broadly neutral



How we got here



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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

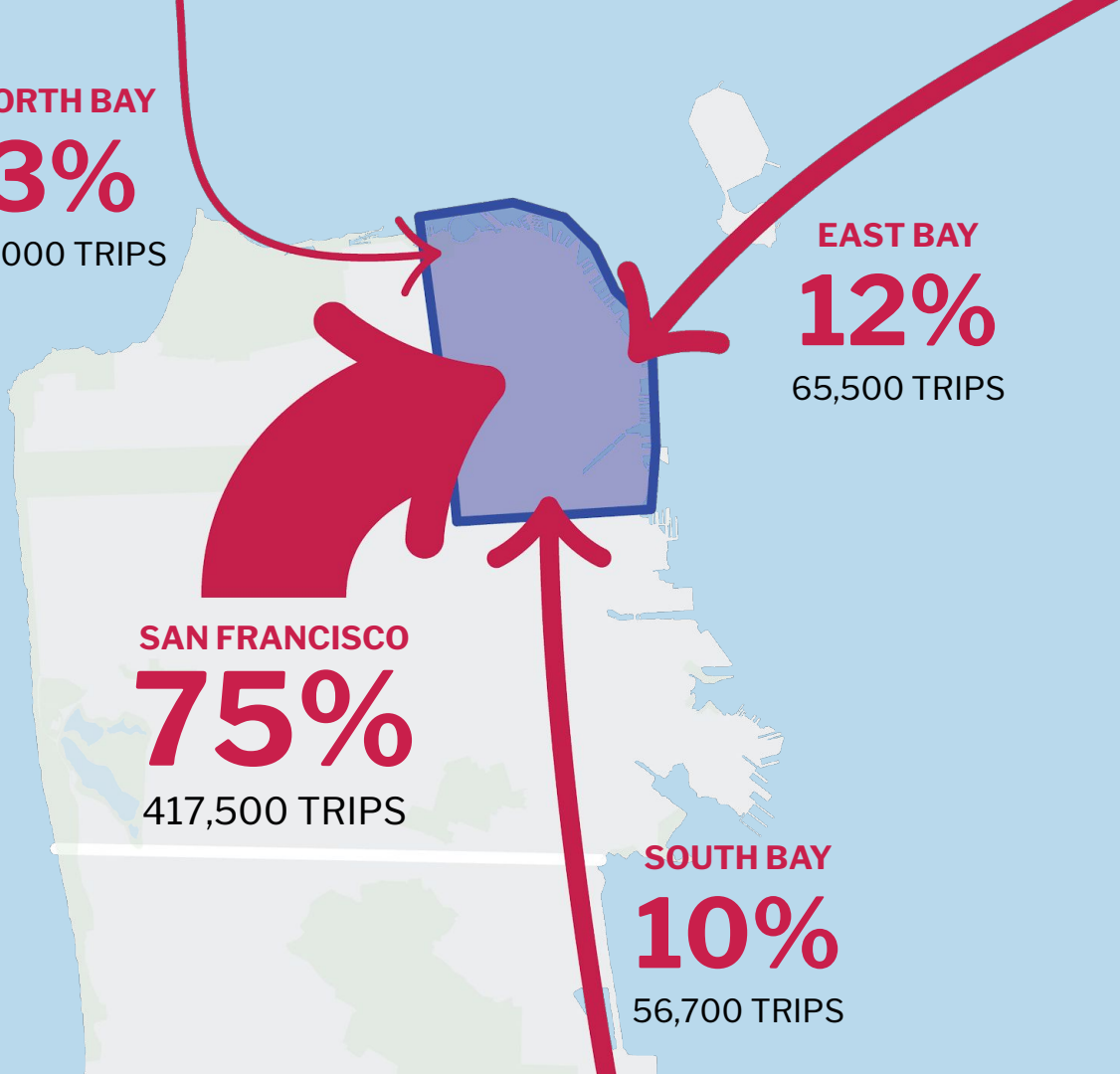
75%

417,500 TRIPS

SOUTH BAY

10%

56,700 TRIPS



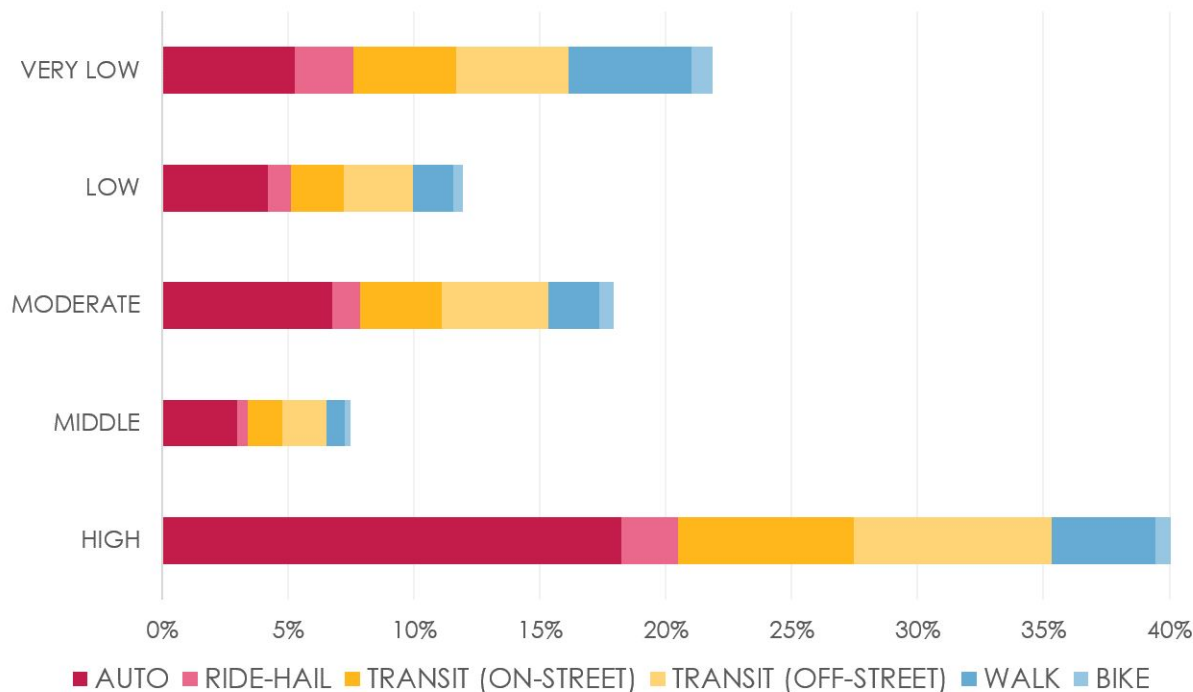
Travel in NE SF



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

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

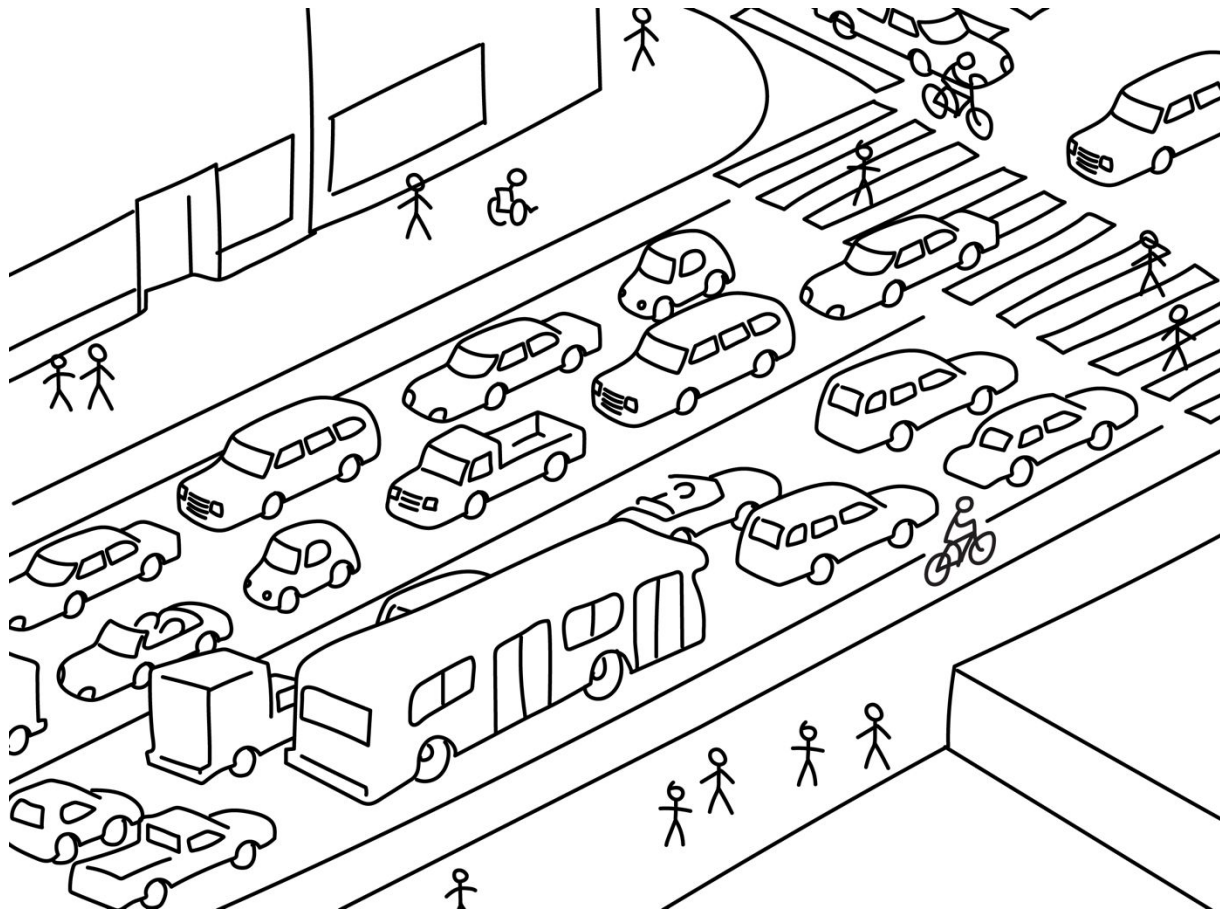


Source: SFCTA, SF-CHAMP 2015 Base Year Estimate

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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Goals of congestion pricing: increase safety



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Photo by Sergio Ruiz, flic.kr/p/VuN2RW

Goals of congestion pricing: clean the air



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Goals of congestion pricing: advance equity



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Photo by SFMTA Photography Department

Potential boundaries

Communities of Concern 2017



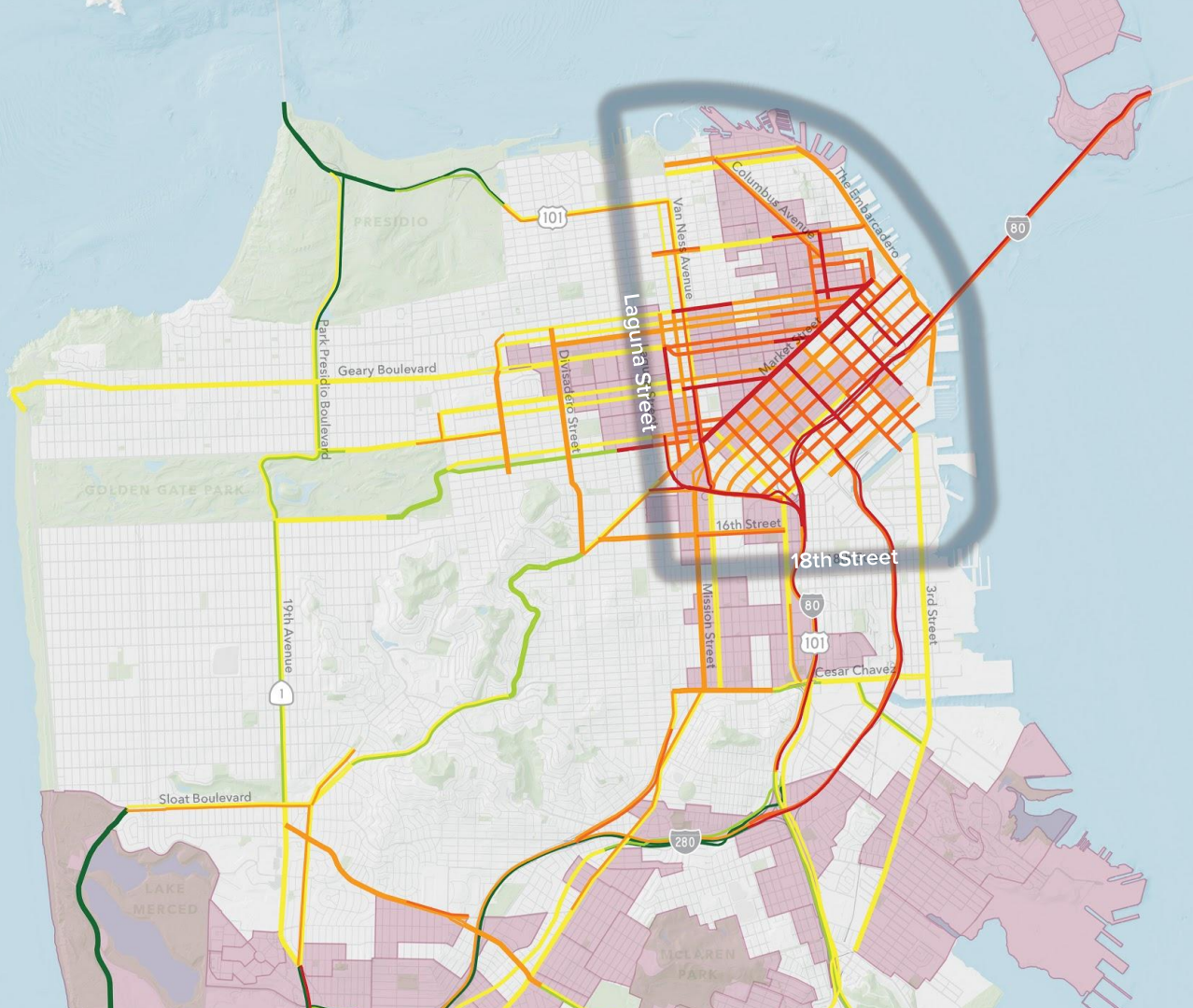
Level of Service during PM Peak

A B C D E F

Source: SF-CHAMP, 2019



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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



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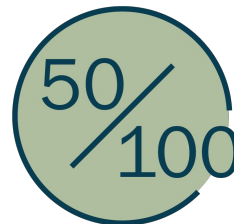
Moderate Discounts

\$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)



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Potential path to implementation



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

Outreach & Engagement



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Outreach Approach



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**1-1 conversations with
community leaders**

**Policy Advisory
Committee**

Equity focus

Co-creation Workshops



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Remote Engagement

- Online engagement: video + survey
- SMS texting
- Flyering
- In-language advertisements
- Digital/telephone town halls and workshops
- Virtual meetings with stakeholder groups
- Engaging senior-serving orgs, nonprofits in historically underinvested communities



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How to get involved



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- Visit sfcta.org/downtown
- Share your feedback with us by emailing congestion-pricing@sfcta.org

**For today:
Your
expertise**

You are also a part of the team

Your lived experience matters to us

Help us make sure we are:

- Creating a program that works for your community
- Addressing the problems that matter to your community



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Using Congestion Pricing to Unclog Fog City

TUESDAY, SEPTEMBER 1 AT 5:00 P.M.

Thank you.

sfcta.org/downtown
congestion-pricing@sfcta.org



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