Ideas + Action for a Better City
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Unclog Fog City
w/ SPUR + the SF Bicycle Coalition

San Francisco County Transportation Authority
Summer 2020
Agenda

1. Welcome and Introductions
2. Card game demo
3. Q&A
4. Breakout groups
5. Breakout Room share-outs
6. Discussion
Coronavirus has dramatically changed our daily lives
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SF traffic in 2019

Congestion in San Francisco had reached record levels
People were driving more than ever

Three main reasons:

1. A growing population
2. Strong economy
3. Demand for travel by ride-hail vehicles
Congestion affects everyone
Impacts on underinvested 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

50 people in cars
50 people on bikes
50 people on foot
50 people on a bus
London

- 30% reduction in traffic congestion
- 38% increase in transit ridership
- 12% reduction in GHG emissions
Stockholm

- 22% reduction in traffic congestion
- 5% increase in transit ridership
- 14% reduction in GHG emissions
How we got here

2010 study benefits:

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

2010 study benefits:

- 16% reduction GHGs in priced area
- 12% reduction in 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
Downtown Travel Patterns

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

Source: SFCTA, San Francisco Chained Activity Modeling Process
Travel in NE SF

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

Source: SFCTA, SF-CHAMP 2015 Base Year Estimate
Developing a program that works for San Francisco
Developing a program that works for San Francisco
The target

Reduce peak car trips downtown by at least 15% from 2019 levels
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
Goals of congestion pricing:
get traffic moving
Goals of congestion pricing:
increase safety

San Francisco County Transportation Authority
Goals of congestion pricing: clean the air
Goals of congestion pricing: advance equity
Potential boundaries

Communities of Concern 2017

Level of Service during PM Peak

A  B  C  D  E  F

Source: SF-CH4MRT 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

**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
Schedule (subject to change)
Potential path to implementation

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

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Outreach Approach

1-1 conversations with community leaders

Policy Advisory Committee

Equity focus
Co-creation Workshops
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
How to get involved

- Visit sfcta.org/downtown
- Share your feedback with us by emailing congestion-pricing@sfcta.org
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
Using Congestion Pricing to Unclog Fog City

TUESDAY, SEPTEMBER 1 AT 5:00 P.M.
Thank you.
sfcta.org/downtown
congestion-pricing@sfcta.org