

Issues and Opportunities in Transportation Pricing

May 1, 2019



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548
CityWide

Demand is Booming



As Transportation Funding Declines



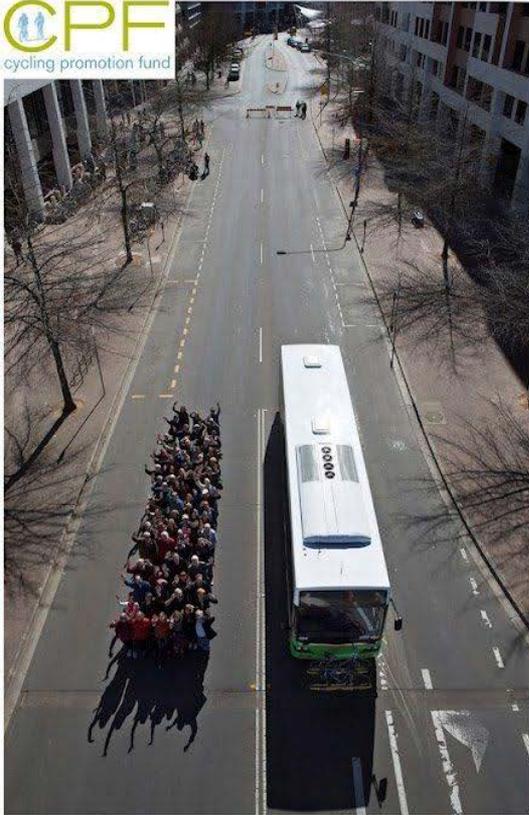
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And We Face the Climate Imperative



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Pricing is the Last Tool in the Toolbox



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- 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



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Pricing as a Management Tool



Photo by SFMTA Photography Department



Photo by 680 SB Express Lane



Photo by SFCTA/ Treasure Island Mobility Management Agency

Perks Join. Ride. Win.
Win cash for riding BART outside of the morning rush.



Photo by BART/SFCTA



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Pricing as Impact Mitigation



Photo by SF Planning Department



Photo by Arnold Clark Vehicle Management

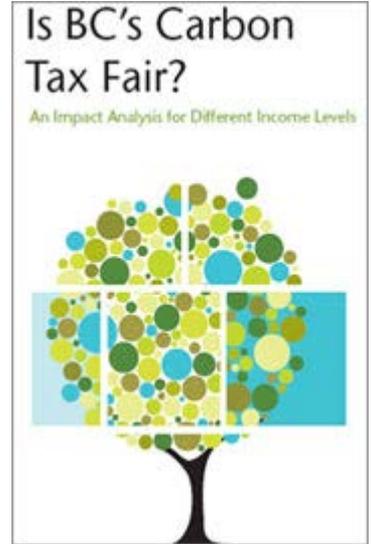
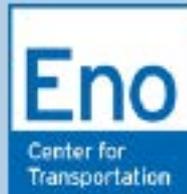


Photo by British Columbia Govt and Service Employees Union



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Eno Brief

July 2018

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

So Jung Kim and Robert Puentes

Key Issues



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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

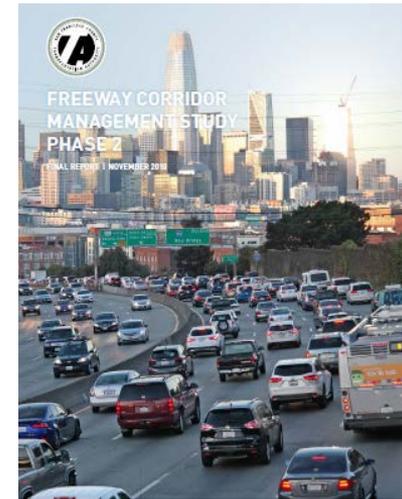
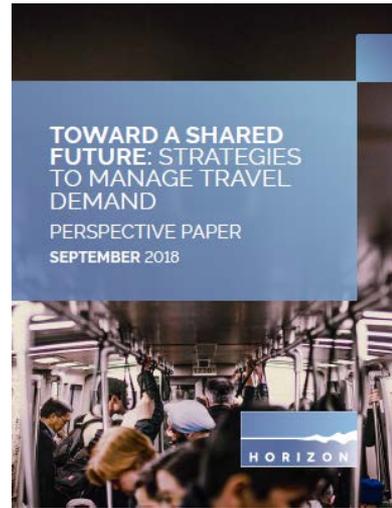
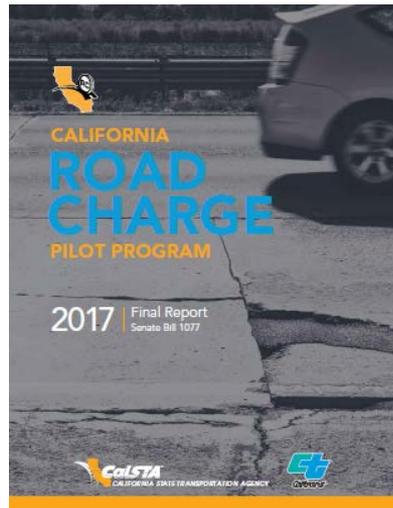
Tolling, Transit, TDM and Technology
Re-investment of Revenues
Equity Policies
Inclusive Public Engagement



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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



June 2014

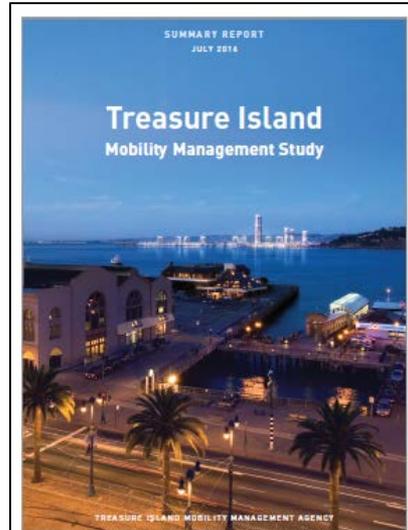
Perks

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Win cash for riding BART outside of the morning rush.



Visit BARTperks.com to learn more.



Thank You.

Questions?

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