Demand is Booming
As Transportation Funding Declines

And We Face the Climate Imperative
Pricing is the Last Tool in the Toolbox

- 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
Pricing as a Management Tool
Pricing as Impact Mitigation
Key Issues

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
CA, Bay Area & SF Studies

SFpark Pilot Project Evaluation
The SFMTA's evaluation of the benefits of the SFpark pilot project.

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

Treasure Island Mobility Management Study
Visit BARTperks.com to learn more.
Thank You.

Questions?

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