Item 13: Update on Pricing and Incentive-Based Strategies
Item 14: Proposed Study Scope of Work
Outline

1. What is Congestion Pricing?

2. Why Study Congestion Pricing?

3. 2010 Mobility, Access and Pricing Study

4. Related Efforts in SF and Other Cities

5. Proposed Study Scope of Work
What is congestion pricing?

One of many tools to manage congestion:

- Charge a fee to drive in the most congested locations and times

Best practice to package with:

- Incentives
- Subsidies
- Discounts
- Multimodal improvements
Why study congestion pricing?

- 5th most congested region in the world
- SF travelers lose 79 hours/year to congestion
- Congestion results in concentrated air pollution, overlaps with COCs
- Transportation = 46% of SF GHG emissions
Feasibility Study included:

- Substantial community engagement
- Wide range of alternatives
- Detailed technical analysis
- Identification of feasible options
MAPS Outreach & Engagement

KEY STAKEHOLDER GROUPS

- Equity organizations
- Environmental advocates
- Business groups
- Residents, commuters

BROAD OUTREACH & MARKET RESEARCH

- Workshop series, e-workshop
- Direct outreach
- Public opinion polls, SP survey
- Intercept surveys
Is Congestion Pricing Fair?

Support for Studying Congestion Pricing in San Francisco – by Income

- Poll of Bay Area Travelers, August 2007

No opinion | Disagree Strongly | Disagree Somewhat | Agree Somewhat | Agree Strongly

- Very Low Income
- Low Income
- Middle Income
- High Income
Travel Modes to NE SF by Income (pm peak)

2008 Household Income

Person Trips (Percent)

- Auto
- Transit
- Walk/Bike

SF CHAMP, May 2008
Recommended Design: Northeast Cordon

- Cordon bounded by Laguna + 18th Streets
- Recommended Pilot Fee:
  - $3 AM/PM peak fee for crossing cordon
- Recommended discounts:
  - 50% for Disabled Drivers
  - 50% for Zone Residents
  - 50% for Low-income Drivers
  - $6 daily cap
  - $1 rebate on bridge tolls
  - Fleet program for businesses
Northeast Cordon performed best

Benefits:
- 12% fewer peak period auto trips
- 21% reduction in VHD
- 16% reduction in Northeast Cordon GHGs
- 20-25% transit speed improvement
- 12% reduction in pedestrian incidents
Program Could Generate $60-80M/year

Expenditure plan investments included:

- Faster, more frequent transit
- Street repaving
- Traffic calming
- Ped + bike improvements
- Streetscape enhancements
- Parking management + enforcement
- TDM programs
Business impacts: broadly neutral

- Minimal impact on employment (≤1%)
- Neutral to positive impacts on retail sales
SF Policy and Plan Support

- Regional Transportation Plans (2009 – 2017)
- Transit Center District Plan (2012)
- Inter-Agency Transportation Demand Management Strategy (2014)
Congestion Pricing around the World

Existing pricing systems:
- London
- Stockholm
- Singapore
- Milan
- Gothenburg (Sweden)

Considering pricing:
- Los Angeles / Santa Monica
- Seattle
- Vancouver
- Portland
- New York City
- Auckland
Next Step: Proposed Study Update

Scope to include:

- Major community engagement effort
- Develop updated pricing & incentives scenarios
- Evaluate based on current and anticipated needs
- Finalize new recommendations
- Identify implementation steps
Next Step: Proposed Study Update

Stakeholder Coordination and Community Engagement:

- Two major outreach rounds
- Regular stakeholder meetings
- Policy Advisory Committee
- Technical Advisory Committee
- Peer city partnerships
Next Step: Proposed Study Update

- Timeline: January 2019 – June 2020
- Estimated cost: $1.6 million
- Potential funding sources:
  - Prop K: $500k programmed
  - IPIC: $1 million programmed
  - Other grant sources
Questions?

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San Francisco County Transportation Authority