

South Beach / Rincon / Mission Bay Neighborhood Association Meeting Minutes

Monday September 28, 2020
6pm to 7pm via Zoom
6 Board Members, 2 Presenters, 12 Attendees

[NEXT MEETING: SF Waterfront Resilience, date TBD](#)

Topic	Designing a Congestion Pricing Plan for SF
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- **WELCOME / INTRODUCTIONS** (Alice Rogers)

- **DRAFTING A CONGESTION PRICING PLAN**

Priyoti Ahmed (Transportation Planner) and Eric Young (Communications Director) from the SF County Transportation Authority (SFCTA), the agency studying whether congestion pricing can be a viable tool for unclogging the congested streets in the northeast quadrant of the city (Financial District; SoMa) gave a [history of the study, the data and modeling that was used](#) to create a draft plan, and the plan's goals. By reducing vehicle congestion by 15% during peak traffic hours (~6—9 am; ~3:30—6:30 pm), the plan seeks to 1) get traffic moving more quickly; 2) Increase safety for walkers/bikers; 3) clean the air (especially important in our area!); and 4) advance equity by improving health and transportation for historically underinvested communities.

“The best practice is to combine the congestion fee with discounts, subsidies and incentives to make the system fair and encourage the use of sustainable transportation modes like transit, walking, and biking [for those able to make the shift]. Income-based discounts and exemptions could protect low-income travelers, maintaining or even reducing their transportation costs. Revenue from the program would be reinvested into safer streets and better transit, particularly for low-income communities and people of color.” [As noted on the project site.]

The draft plan is looking at a fee of ~\$10—12 for drivers crossing into the congestion zone during peak traffic hours. The draft zone is bordered on the west by Laguna, on the south by 18th St, and on the north and east by the waterfront. A 20—25% increase in bus service to downtown would be part of the plan. Very low income drivers would be exempt; low income drivers would receive a 50% discount. Other discounts under discussion/consideration include those for people with disabilities, zone residents, and bridge toll payers.

To help gather input on what the fees, discounts, and re-investments should be, the SFCTA created an interactive game, [Unclog Fog City](#), that invites respondents to choose among options for creating a balanced plan. Neighbors Katina Johnson and Charles Whitfield gamely paired up to play the game during the meeting and talk through the thinking behind their choices.

To give your input by playing the game (and possibly winning one of ten \$100 Visa gift cards!) click [here](#). To do a quick text survey (offered in 5 languages), click [here](#) for text numbers. To watch a 15-minute video similar to the presentation we received, click [here](#). To see the full range of congestion-management-related programs the SFCTA has developed, click [here](#). And to track current COVID-era congestion, click [here](#)!

The project page is [here](#). To contact the team with questions, or to share your thoughts, [email \[congestion-pricing@sfcta.org\]\(mailto:emailcongestion-pricing@sfcta.org\)](mailto:emailcongestion-pricing@sfcta.org).