

# South Beach / Rincon / Mission Bay Neighborhood Association Meeting Monday August 9, 2021

MINUTES

6:00PM-7:00 PM

ZOOM  
VIDEO-CONFERENCE MEETING

ATTENDEES	4 Officers, 2 Directors, 3 Presenters, 10 residents
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NEXT VIRTUAL MEETING: MONDAY 9/13, 6 PM; TOPIC TBA

TOPIC	Congestion Pricing Study
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- **WELCOME + INTRODUCTIONS** (Alice Rogers)
- **Merchant "Meet and Greet": New Belgium Brewing in Mission Bay**  
Tonight, we met Cameran Ambler (Associate Marketing Manager) of New Belgium Brewing (3<sup>rd</sup> Street at Mission Creek). San Francisco is their third US location. They produce world-class award-winning beer. As a company their focus is on the people (workers and customers), and they push for social and environmental change. They were an early champion of committing to sustainable business practices. Their taproom and restaurant focus on a world-class beer selection and globally inspired seasonal cuisine. For our NA residents, they are offering an exclusive offer: \$ 1 draft beer (for your first beer) with proof of residency. For more info on New Belgium Brewing, click [here](#). To view their PowerPoint presentation, click [here](#). For any follow-up questions of Cameran, please email her at [cambler@newbelgium.com](mailto:cambler@newbelgium.com)
- **Downtown Congestion Pricing Study**  
Rachel Hiatt (Assistant Deputy of Planning, SF County Transportation Authority) and Mari Hunter (Principal Planner, SF Municipal Transportation Agency) presented. Rachel is the Project Manager for this study. The 11 SF Board of Supervisors serve as commissioners on the SFCTA. The SFCTA's goal is to analyze traffic congestion throughout San Francisco at peak hours to determine solutions to decrease the amount of congestion, improve air quality, and create more public transportation options. One solution being studied by numerous cities in the US is Congestion Pricing – charging drivers for entering a designated area during peak morning/evening commuter weekday hours (6am to 9am and 3:30pm to 6:30pm). Drivers would not be charged for exiting the zone. The study began pre-pandemic and is seeking to incorporate anticipated changes post-pandemic thru 2025 related to changes in population, job growth, transit service, and travel behavior. One proposed 'zone' for this study is bound by Broadway on the north, Van Ness on the west, and Division and Mission Creek on the south. An earlier, larger zone includes north of Broadway, and south into Mission Bay. Pricing/fees -- with discounts / exemptions offered -- would be based on income. The money collected for this program would go back into improving transportation thru the zone. That could mean improved public transportation, more PCO's (Parking Control Officers), etc. The SFCTA will continue with outreach to the community in the Fall for feedback and input. This study is estimated to continue thru the end of 2021. Implementation of the final plan requires approval thru state legislation and would take about 5 years. The timeline could be extended due to the pandemic and Delta variant. For more info on the Congestion Pricing Study, click [here](#).

**Followed by Q&A.**

**To view the Zoom meeting recording, click [here](#). Password: 90K7?WZA**