



RESOLUTION DIRECTING STAFF TO ADVANCE THE PROPOSED SCOPE OF WORK  
AND SEEK ADDITIONAL FUNDING FOR A CONGESTION PRICING STUDY UPDATE

WHEREAS, In 2010, the Transportation Authority adopted the Mobility, Access, and Pricing Study (MAPS), which examined a variety of alternatives to implement congestion pricing in San Francisco and recommended piloting a “Northeast Cordon” design; and

WHEREAS, The MAPS found the proposal would substantially reduce congestion, vehicle trips, greenhouse gas emissions, and traffic collisions while increasing transit speeds and frequencies; and

WHEREAS, Based on the Board’s discussion at the October 23, 2018 meeting, Chair Peskin requested that staff propose a scope, schedule, and budget for taking the next steps on congestion pricing in San Francisco; and

WHEREAS, The attached proposed Outline Scope of Work and Proposed Schedule for a Congestion Pricing Study Update summarize the tasks to develop a new congestion pricing proposal for San Francisco, including conducting substantial community engagement, evaluating a revised set of scenarios, and developing updated recommendations; and

WHEREAS, At its November 28, 2018 meeting, the Citizens Advisory Committee was briefed on and unanimously adopted a motion of support for the staff recommendation; now, therefore, be it

RESOLVED, That the Transportation Authority hereby directs staff to advance the proposed scope of work and seek additional funding for a Congestion Pricing Study Update.

Attachments:


1. Congestion Pricing Study Update – Outline Scope of Work
2. Congestion Pricing Study Update – Proposed Schedule



The foregoing Resolution was approved and adopted by the San Francisco County Transportation Authority at a regularly scheduled meeting thereof, this 11th day of December, 2018 by the following votes:

**Ayes:** Commissioners Brown, Fewer, Kim, Mandelman, Peskin, Ronen, Safai, Stefani, Tang and Yee (10)

**Absent:** Commissioner Cohen (1)

 12-14-18  
Aaron Peskin Date  
Chair

ATTEST:  12/18/18  
Tilly Chang Date  
Executive Director

## **Attachment 1: Proposed Outline Scope of Work**

### **Congestion Pricing Study Update**

#### **1. Goals & Objectives, Purpose & Need, Outreach Plan**

This task will define the project purpose, demonstrate the need for a congestion pricing and incentives program, and establish study goals. Study goal areas will include Effectiveness/Congestion, Equity, Economy, and Environment. The project team will also initiate the study's extensive interagency coordination and community engagement efforts, including developing a detailed outreach and communications plan, establishing a Technical Advisory Committee (TAC) with key agency partners, and forming a Policy Advisory Committee (PAC). The PAC will include key agency and other stakeholders representing transportation, neighborhood, equity, business, environmental, and other community organizations. The TAC and PAC will meet regularly to provide input on key deliverables throughout the study.

This task will also include the study's first major round of community outreach in mid-2019 to gather input on how to define the congestion problem, potential program elements, key issues, and how to define success.

#### **2. Case Studies and Peer City Partnerships**

The project team will identify project designs that others have used or studied, determine applicability for this study, and strengthen partnerships with other cities that are actively operating or studying congestion pricing.

#### **3. Evaluation Framework and Methodology**

The project team will develop a detailed set of metrics and methodology to evaluate each scenario according to the study goals and objectives. The methodology will include data needs, tools to be used, and which parts of evaluation should be done as part of this study phase or held until a future study phase. The evaluation will also consider whether scenario packages are likely to be effective with foreseeable future changes in the transportation sector.

#### **4. Develop Scenarios**

This task will define a range of program elements informed by input from Task 1 outreach, recent changes in the transportation sector, and the 2010 MAPS, then combine them into several scenarios to evaluate. Program elements will include potential congestion charging parameters, subsidies, discounts, incentives, and multimodal improvements to be funded with program revenues. Each scenario would identify complementary near-term congestion management strategies as appropriate.

#### **5. Scenario Evaluation**

Based on the evaluation framework defined in Task 3, the project team will evaluate each scenario to determine its performance according to the study goals and objectives. This evaluation will include estimates of program capital and operating costs as well as gross and net operating revenues.

This task will conclude in early 2020 with the study's second major round of outreach, which will provide an opportunity for stakeholders and the public to review analysis results and provide input on proposed scenarios and recommendations.

**6. Preferred Scenario and Funding and Implementation Plans**

The project team will identify one or more preferred scenarios, potentially including combining elements from multiple study scenarios. The implementation plan will include identification of major next steps and a potential timeline to implement the preferred scenario(s), either as an initial pilot or as a permanent system, such as environmental review, program design refinement, and funding. The project team will consider and recommend any possible strategies to shorten the amount of time to implementation for the recommended scenario(s) and to implement any complementary near-term congestion management strategies.

**7. Draft and Final Memo and Presentation**

The final memo and presentation will summarize the study scenarios; their costs, benefits, and other evaluation results; staff recommendations; and potential steps to implementation.

**Attachment 2: Congestion Pricing Study Update – Proposed Schedule**

<b>Congestion Pricing Study Update - Schedule</b>						
<b>Tasks</b>	<b>Jan-Mar '19</b>	<b>Apr-Jun '19</b>	<b>Jul-Sep '19</b>	<b>Oct-Dec '19</b>	<b>Jan-Mar '20</b>	<b>Apr-Jun '20</b>
<b>0</b> Startup and Consultant Procurement						
<b>1</b> Goals & Objectives, Purpose & Need, ID Key Stakeholders, Outreach Plan						
<i>Polling and Communications Development</i>						
<i>Major Outreach Round #1: Defining the problem and success; feedback on MAPS program elements</i>						
<b>2</b> Case Studies & Initiate Peer City Partnerships						
<b>3</b> Evaluation Framework and Methodology						
<b>4</b> Develop Scenarios						
<b>5</b> Evaluate Scenarios						
<i>Major Outreach Round #2: Feedback on scenarios and evaluation</i>						
<b>6</b> Preferred Scenario and Funding and Implementation Plans						
<b>7</b> Final Memo and Presentation						
<b>Ongoing Activities</b>						
Ongoing Project Management						
Ongoing General Outreach						
Technical Advisory Committee	*	*	*	*	*	*
Policy Advisory Committee	*	*	*	*	*	*
Peer City Partnerships Coordination	*	*	*	*	*	*