

SF *park*

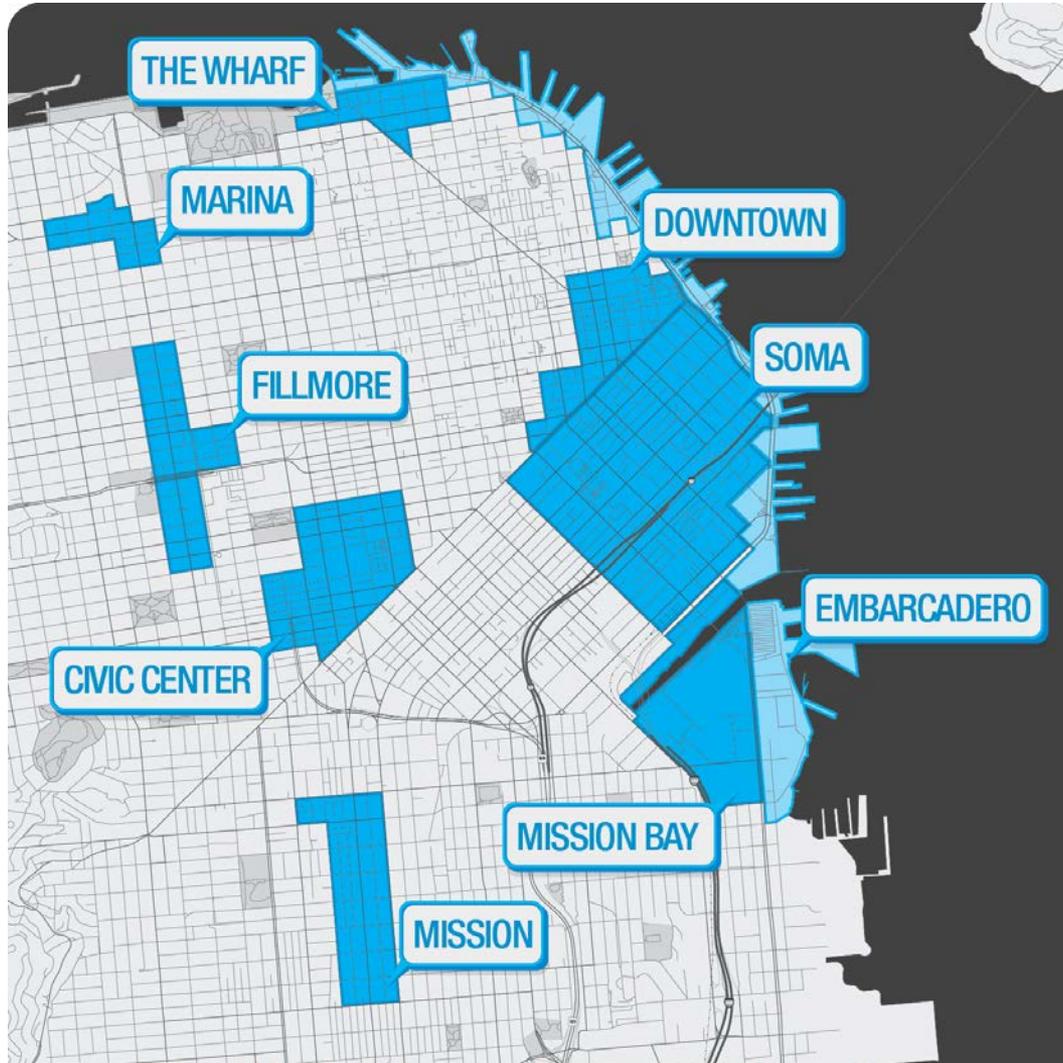
CIRCLE LESS, LIVE MORE



Quick overview

- Background
- Preparations
- Implementation
- Operation
- Next steps & lessons learned

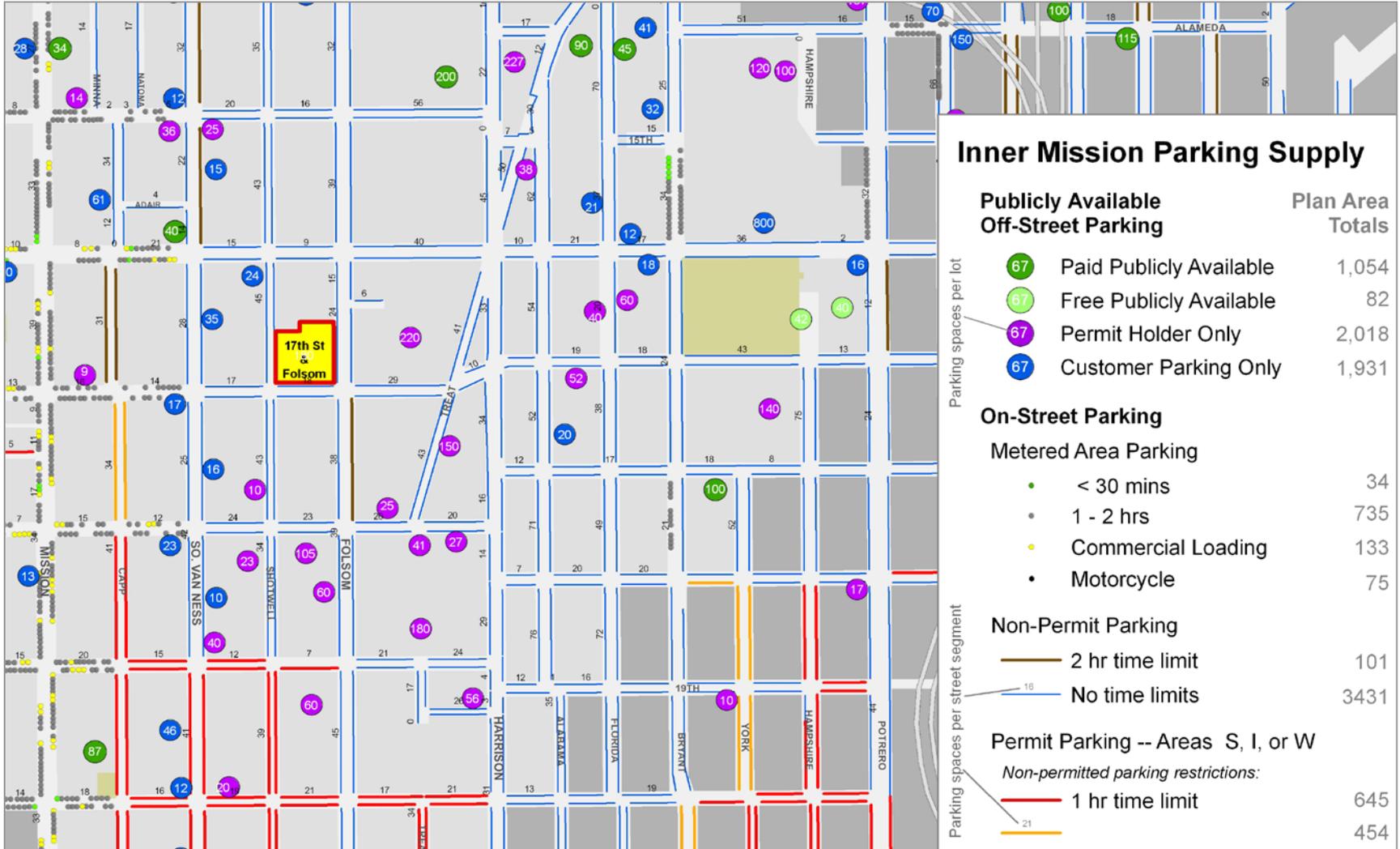
Demonstrating a new approach to parking



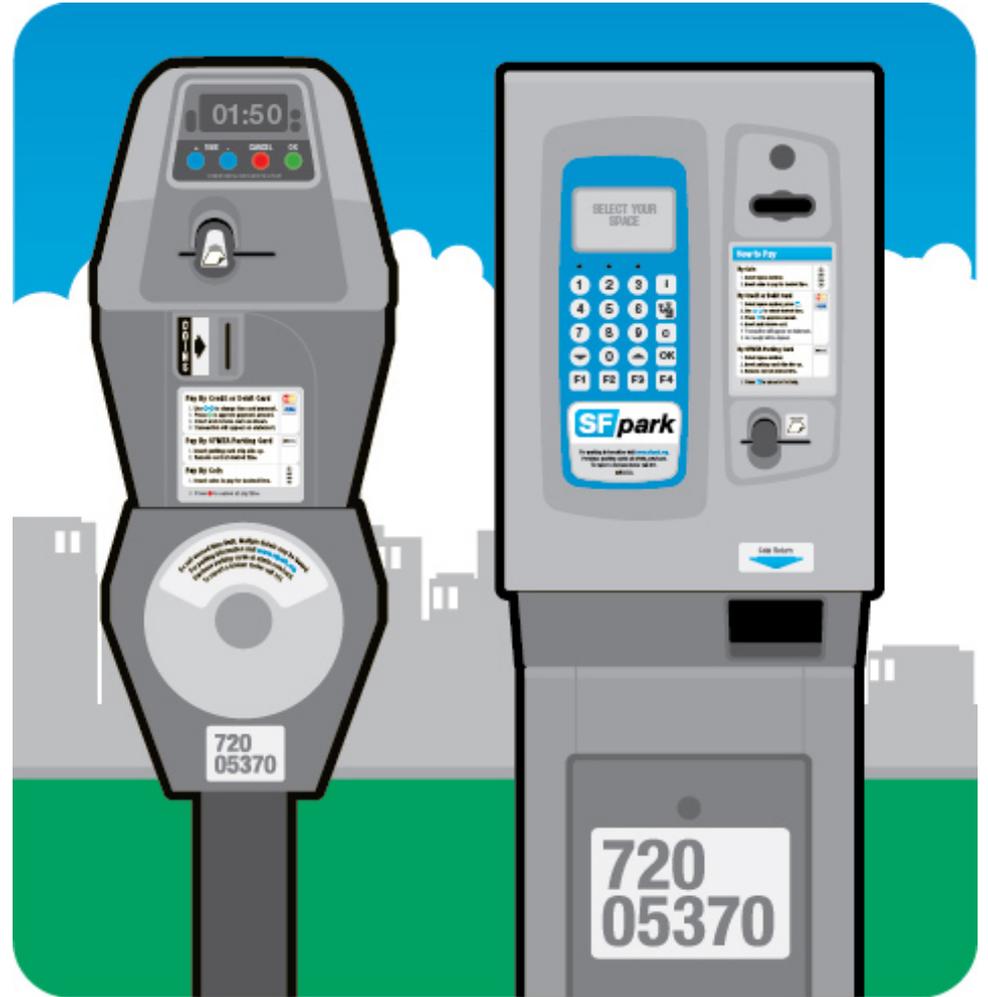
Timeline

- June 2009 – Funding in hand
- April 2011 – Project launch
- April 3, 2013 – 10th demand-responsive rate change
- April/May 2013 – Gather “after” data
- Fall 2013 through Spring 2014 – Project evaluation

Parking census



Coin and card meters



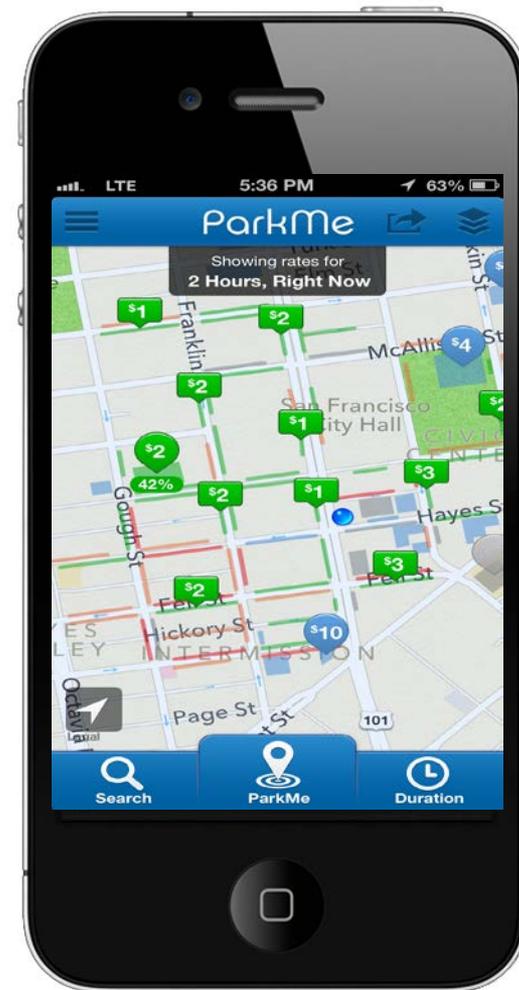
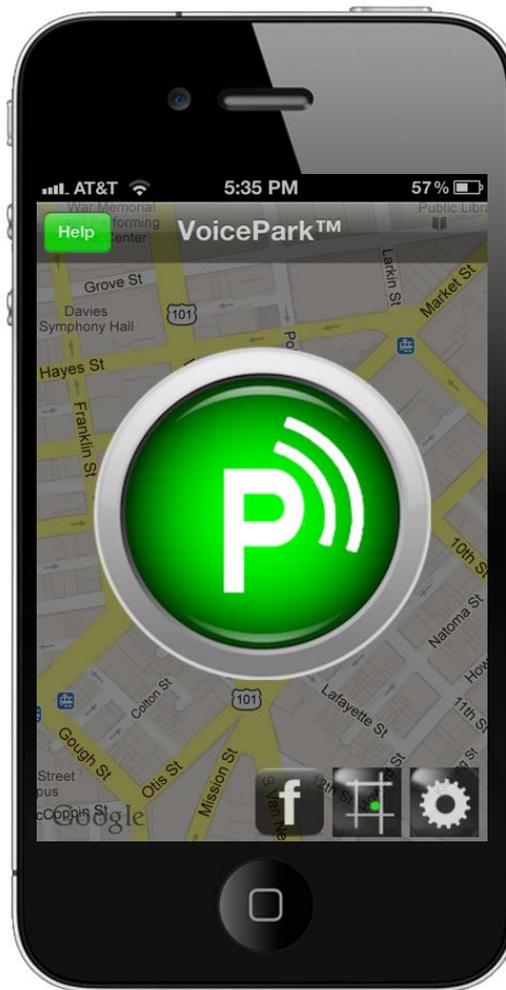
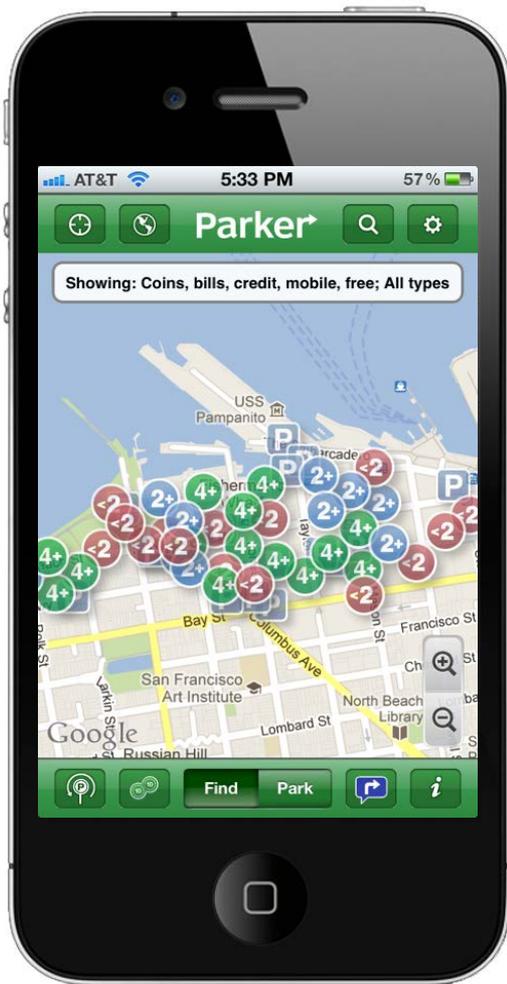
Parking sensors



Real-time information



Enable app development



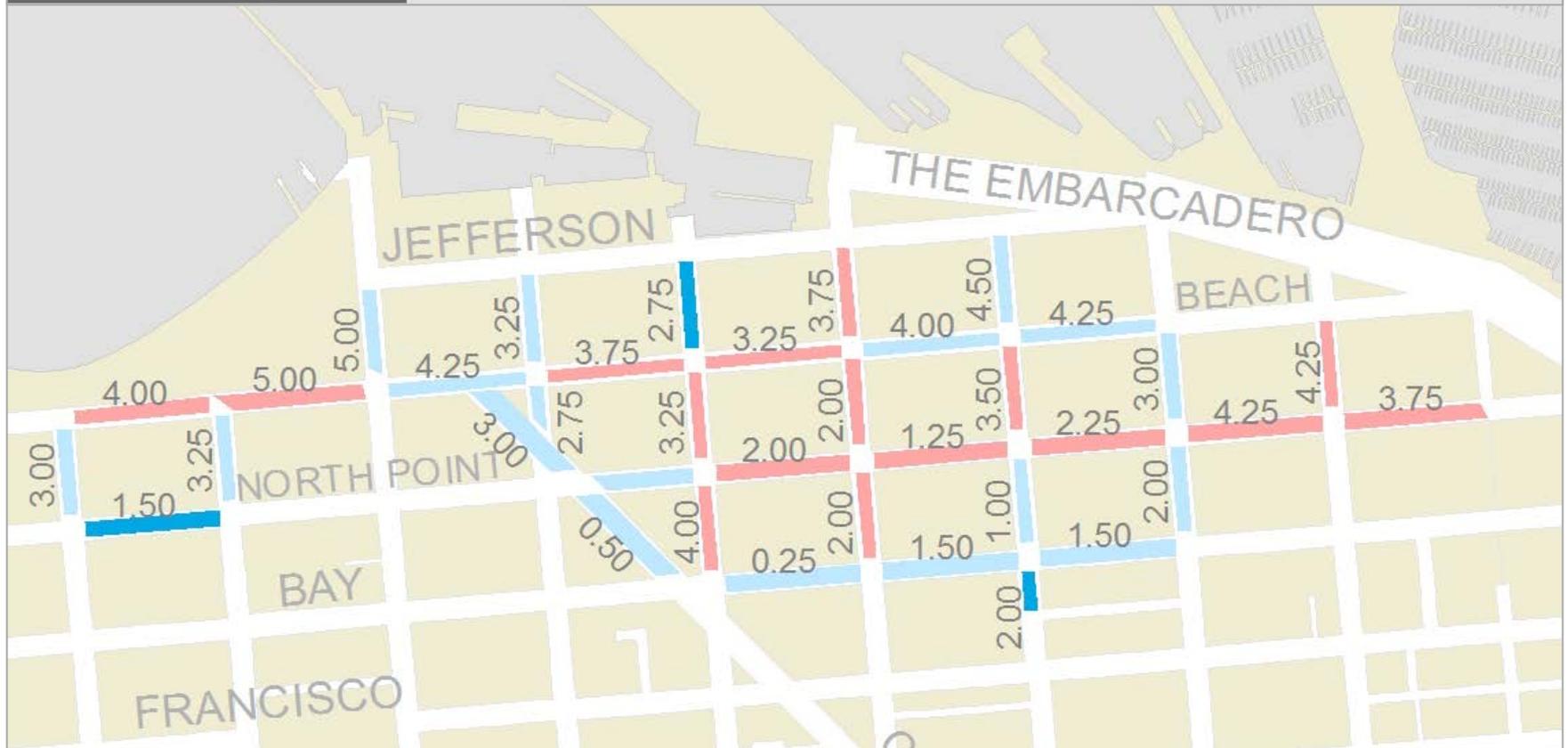
Pricing at parking meters and lots

- Demand responsive to find lowest possible prices
- Gradual and periodic changes: \$0.25 up or down every 4-6 weeks
- Time of day pricing (vary by block + weekday/end)



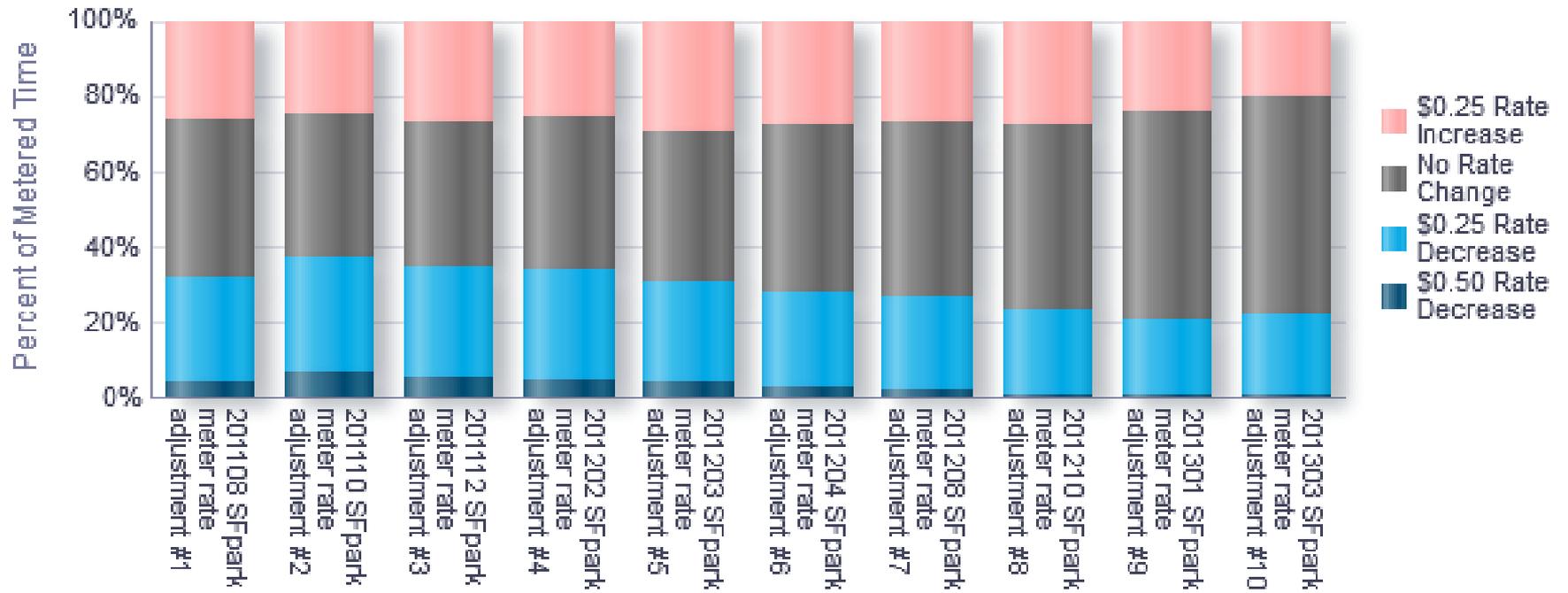
Demand responsive rate adjustments

Monday-Friday
Noon to 3pm



Demand responsive rate adjustments

Rate Change Distribution by Metered Hours



Special event pricing + evening hours



Pricing at SFpark parking garages



Performing Arts Garage

Hourly

Midnight – 9am	\$1.00/hr
9am – Noon	\$2.00/hr
Noon – 3pm	\$4.00/hr
3pm – 6pm	\$1.00/hr
6pm – Midnight	\$1.00/hr

Off-Peak Discounts *Mon–Fri*

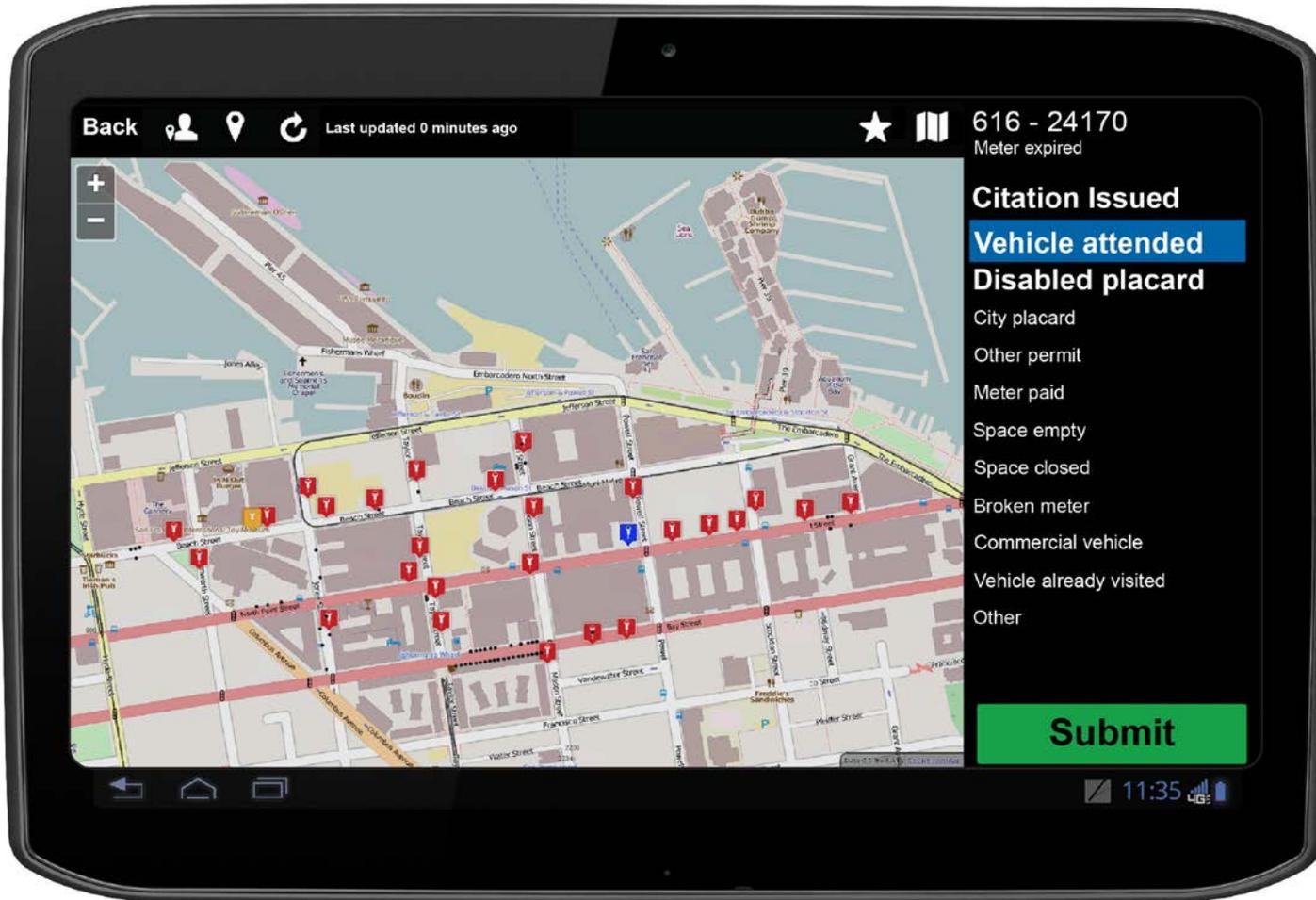
Enter before 8:30am	\$2 off
Exit after 6:30pm	\$2 off

*Must enter and exit on same calendar day
Must park for at least 3 hours*

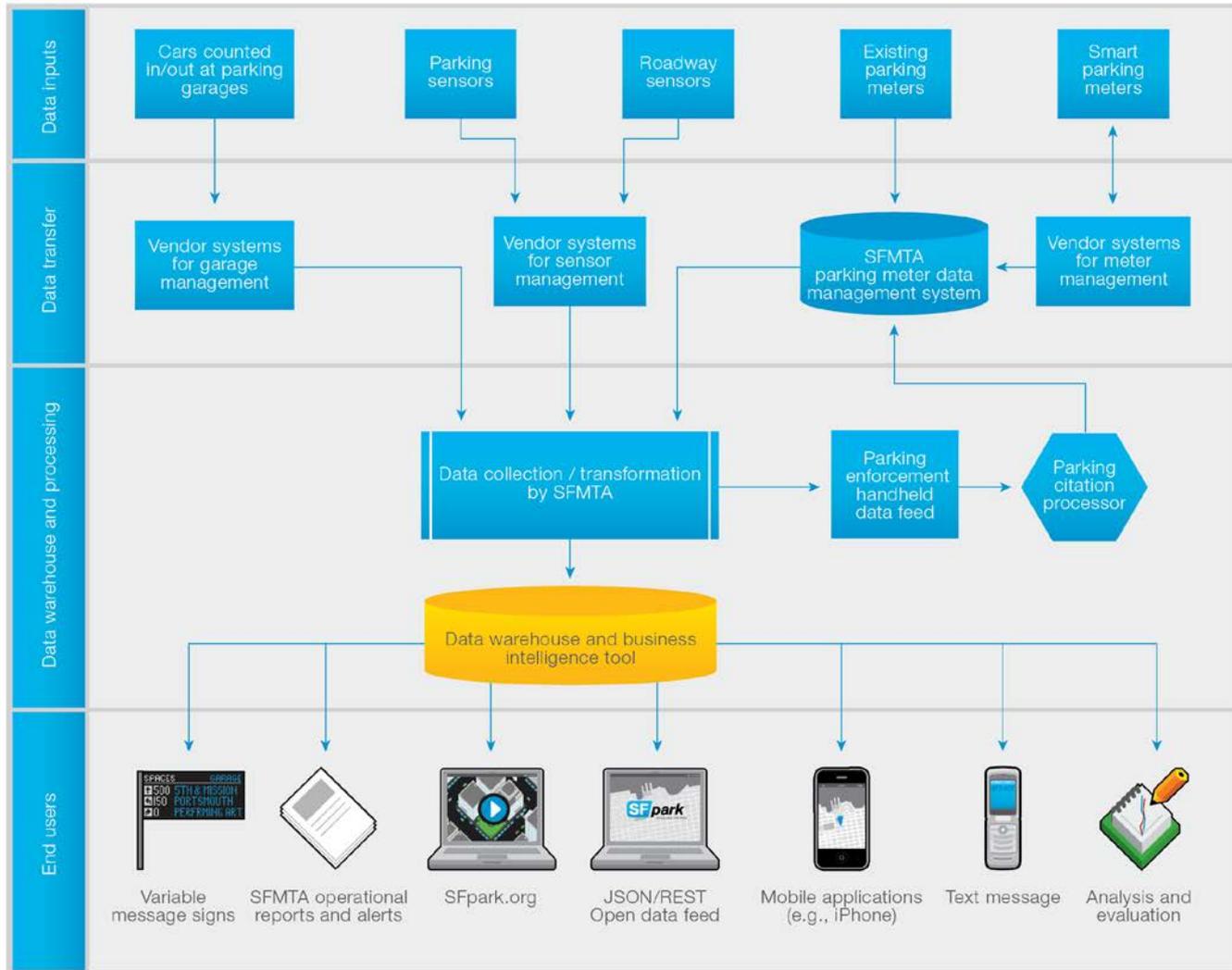
Enforcement



Enforcement real-time data pilot



Investment in data management/analytical tools





What's next

- Continue using meter payment data as occupancy proxy for rate changes
- Finish upgrading meters citywide
- Develop proposal for expanding the *SFpark* approach to remaining SFMTA meters, lots, and garages

Lessons learned

- What worked well
 - Large investment in communication and customer experience
 - Transparent, rules-based, and data-driven process
 - Clear goals and policies
- What was challenging
 - This approach is very IT intensive
 - Parking sensors are a nascent product/industry
 - Culture change takes time
 - Recognizing parking management as tool
 - Emphasizing availability rather than turnover

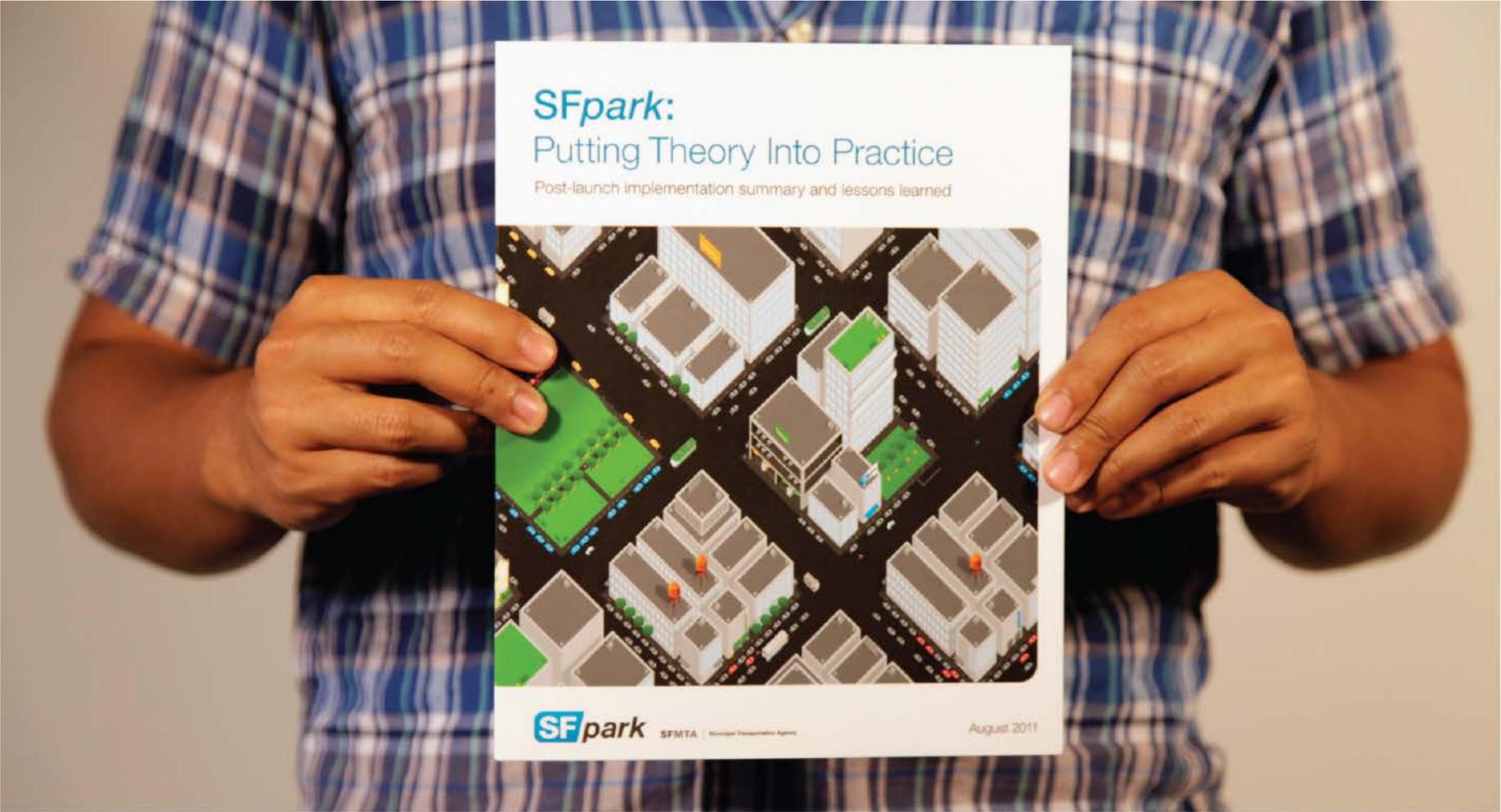


Why these pilot projects matter

Easy to replicate

- Low cost and (relatively) low tech
- Politically feasible (only local approvals required)
- No privacy issues

Learn more



Thank you

Lauren Mattern
lauren.mattern@sfmta.com

Resources at www.sfpark.org