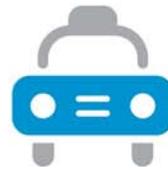


SF *park*

CIRCLE LESS, LIVE MORE

The SFMTA



What is parking like in San Francisco?

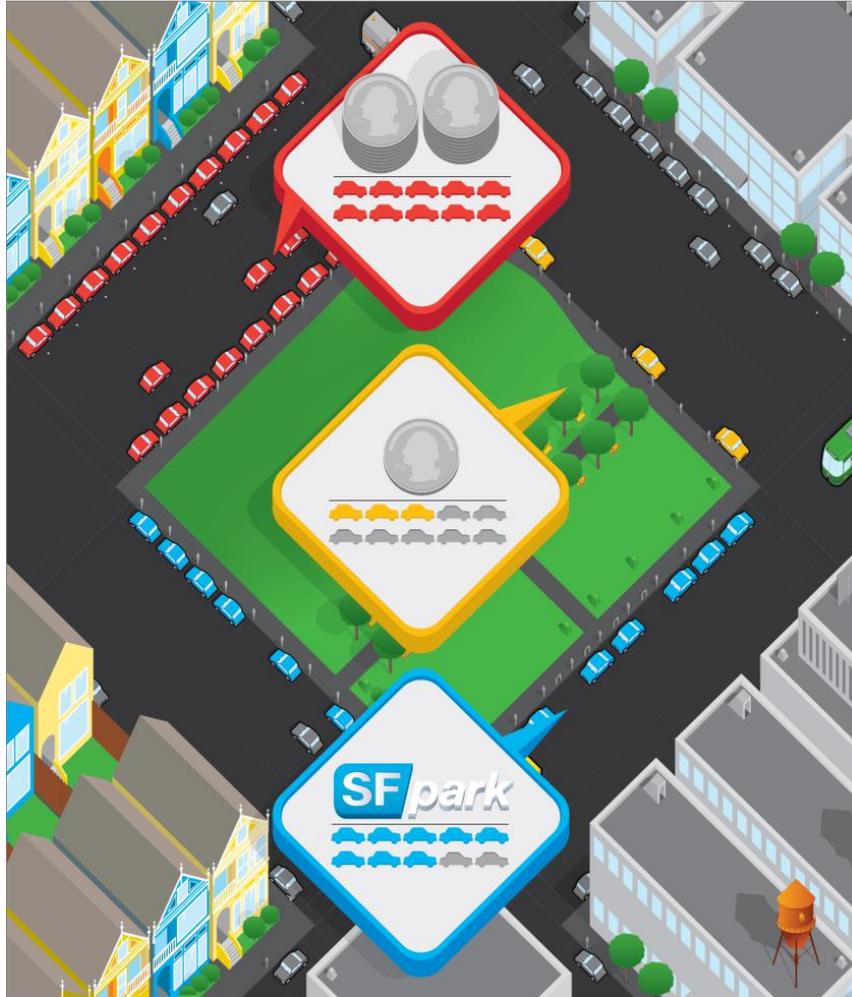


How did we get here?

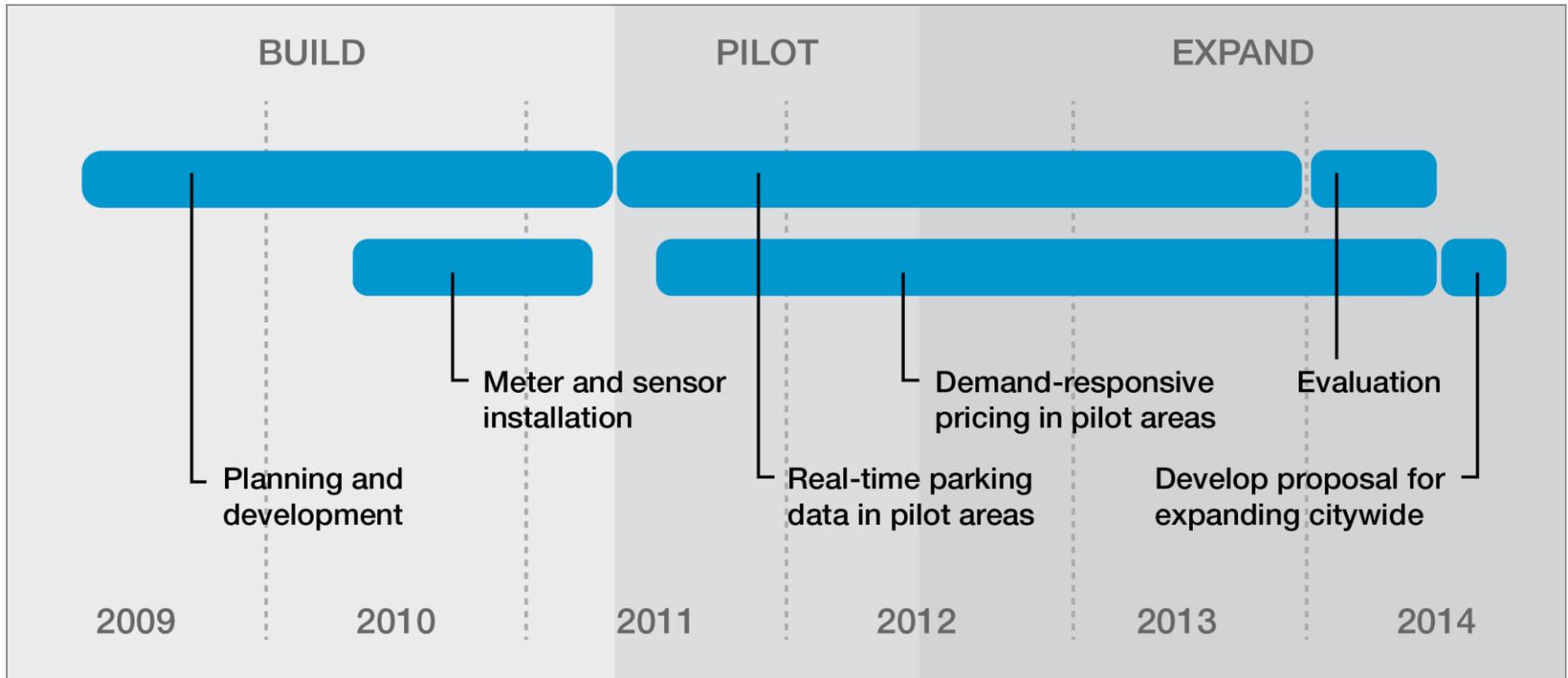


San Francisco Mayor Lapham operating the first parking meter installed in San Francisco in 1947

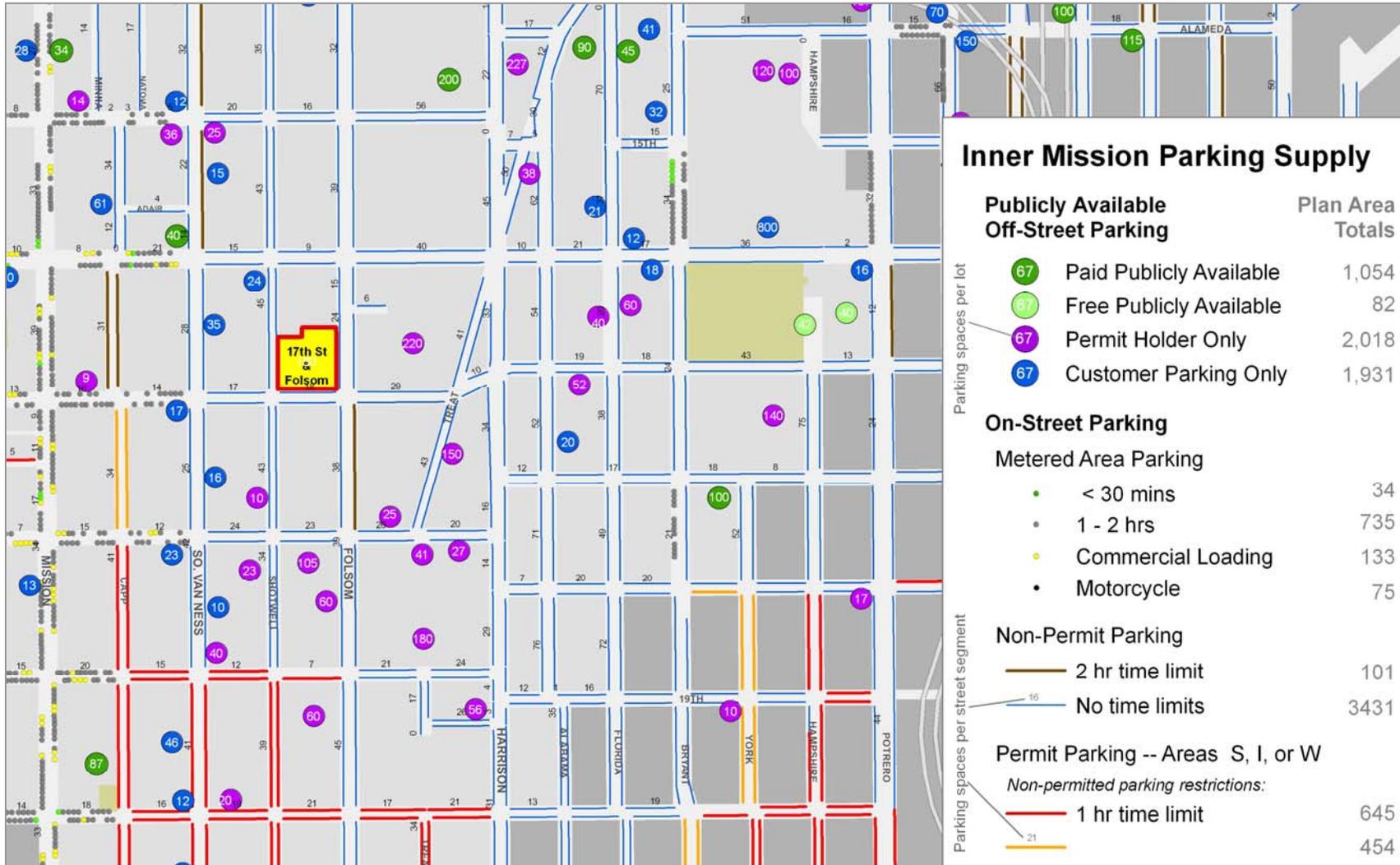
SFpark overview



Schedule



Parking census



Creating a cohesive identity

New Coin & Card Meters

Coming to the Financial District August–September

Pay by coin, credit & debit card, and SFMTA parking card.



Meter Upgrade Locations
From August to September, the San Francisco Municipal Transportation Agency (SFMTA) will replace around 415 existing parking meters with the new SFpark coin & card meters throughout the neighborhood. The state-of-the-art meters are easy to use and allow drivers to pay in multiple ways.

Learn more at SFpark.org



SFpark SFMTA Municipal Transportation Agency

SFpark: Circle Less, Live More
The new coin & card meters are part of the SFMTA's SFpark project, a two-year federally funded pilot of new parking management technologies and approaches. The goal is to make parking easier to find and pay for, and to reduce double-parking and circling. Better management of parking will open our streets and result in cleaner air, improved safety, faster Move times and improved access for commercial and emergency vehicles.

Find Parking More Easily
To help drivers find open spaces quickly, real-time parking availability data will be accessible via SFpark.org, 311, text message, smart phone applications and electronic message signs. This data will come from City-owned parking garages and parking sensors at on-street spaces in eight pilot neighborhoods.

Smarter Parking Pricing
Redistributing parking demand will ensure there is usually at least one space available per block. SFpark will adjust meter prices periodically to encourage drivers to park on underused blocks and in garages. While high-demand spaces will gradually go up in price, underused spaces will cost less. The SFMTA will charge the lowest price that ensures at least one space per block is available most of the time, and that garages almost always have a space. Demand-responsive pricing will start early 2011.

Get Fewer Parking Tickets
When the new pricing goes into effect, time limits will also be relaxed, making parking at meters even more convenient. With longer time limits and many ways to pay, it will be easy for drivers to avoid parking tickets.

Learn more at SFpark.org

New Coin & Card Meters

Coming to the Financial District August–September



SFpark SFMTA Municipal Transportation Agency



Upgraded Meters for the Financial District
From August to September, the San Francisco Municipal Transportation Agency (SFMTA) will replace around 415 existing parking meters with the new SFpark coin & card meters throughout the neighborhood. The state-of-the-art meters are easy to use and allow drivers to pay with coins, credit/debit cards and SFMTA parking card.

Single-Space Meters
Illuminated Display
View parking rates, hours, time limits and other important information.
Coin Payment
Insert coins for desired time. Use nickels, dimes, quarters or dollar coins.
Card Payment
Insert and remove credit/debit card. Adjust payment amount with **+** **-** buttons. Press **OK** button.
If using an SFMTA parking card, leave card in throughout transaction.

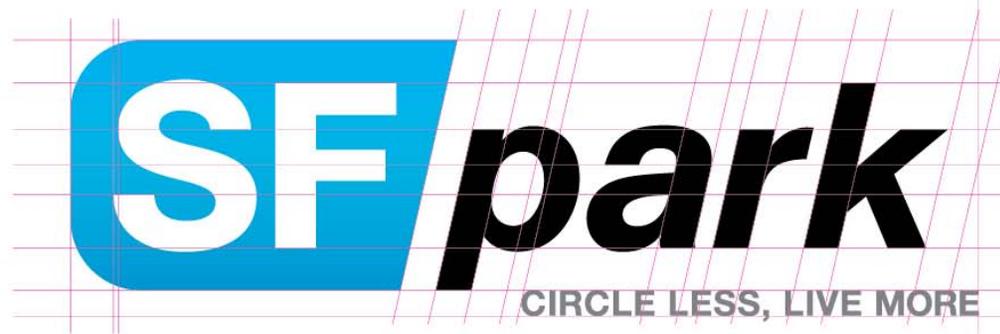
Multi-Space Meters
Illuminated Display
View parking rates, hours, time limits and other important information.
Keypad
Enter your space number first. Your space number is located on the curb next to your car. **OK**
Coin Payment
Enter space number. Insert coins for desired time. Use nickels, dimes, quarters or dollar coins. Press **+** to confirm. Insert and remove card to complete transaction. If using an SFMTA parking card, enter your space number, insert the card/they slide up and remove your card when the desired time is reached. No receipt is necessary.
Card Payment
If using a credit/debit card, enter space number, then press **+**, **-**, **OK** and **+** to change time. Press **+** to confirm. Insert and remove card to complete transaction. If using an SFMTA parking card, enter your space number, insert the card/they slide up and remove your card when the desired time is reached. No receipt is necessary.



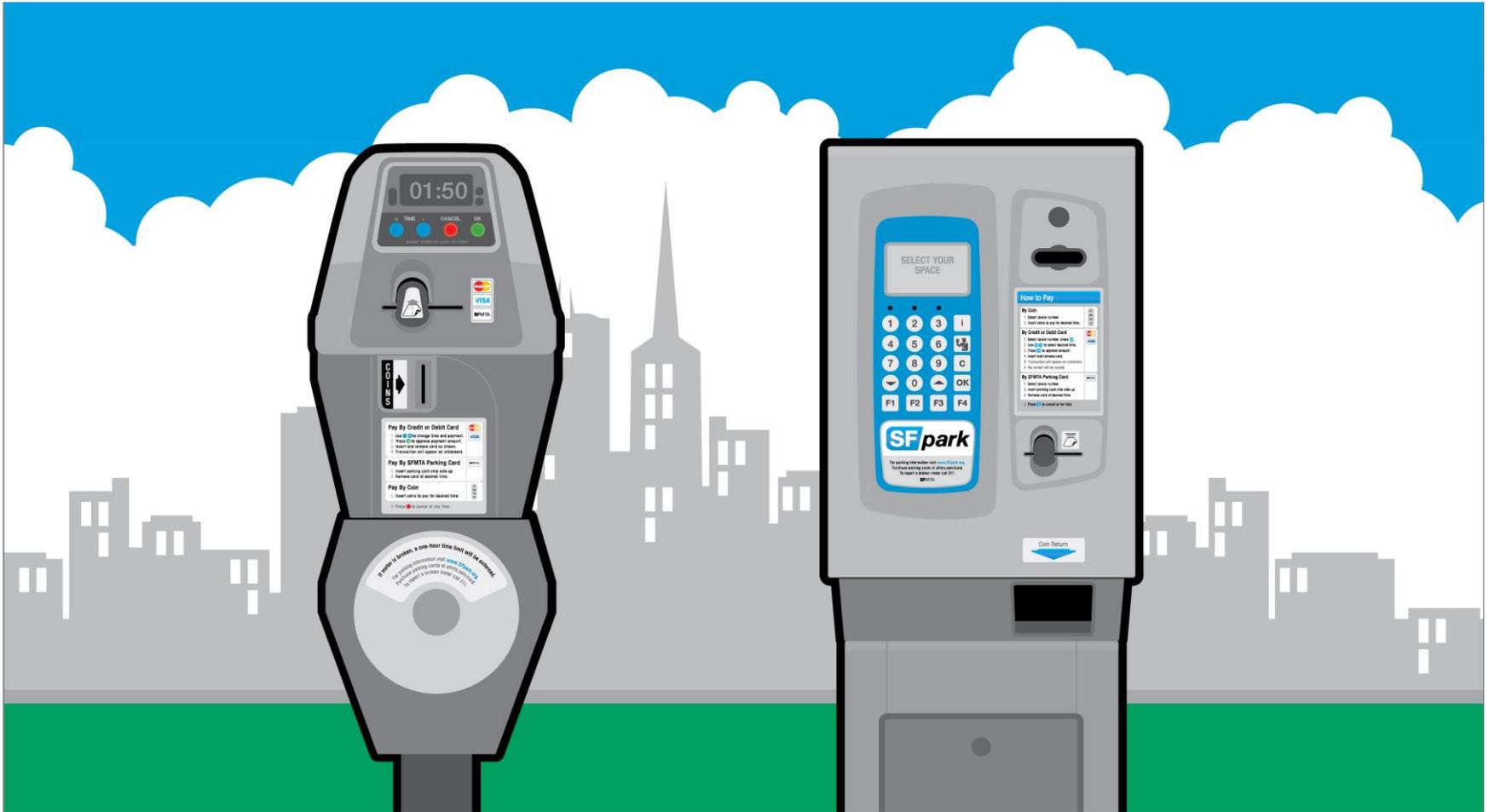
SFpark SFMTA Municipal Transportation Agency



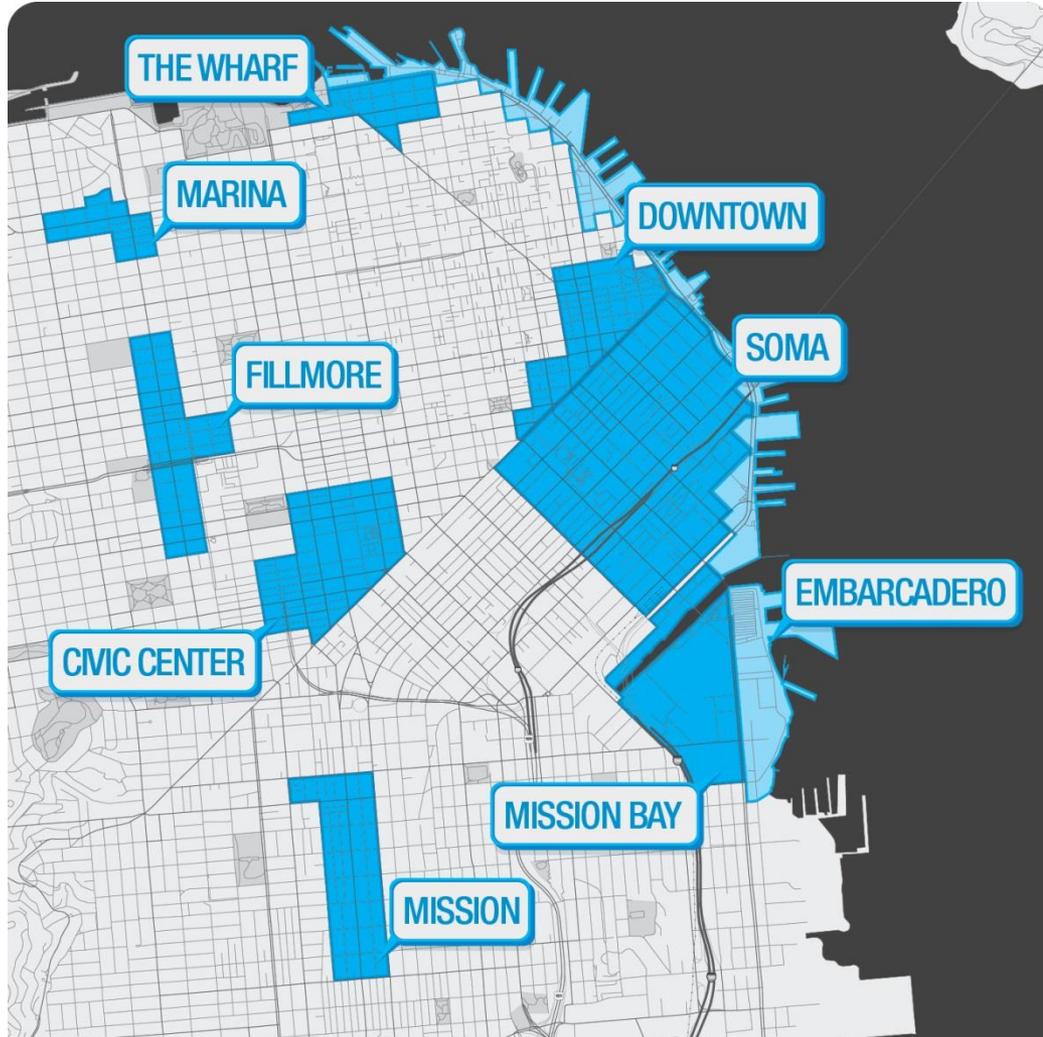
Identity and brand management



Coin and card meters



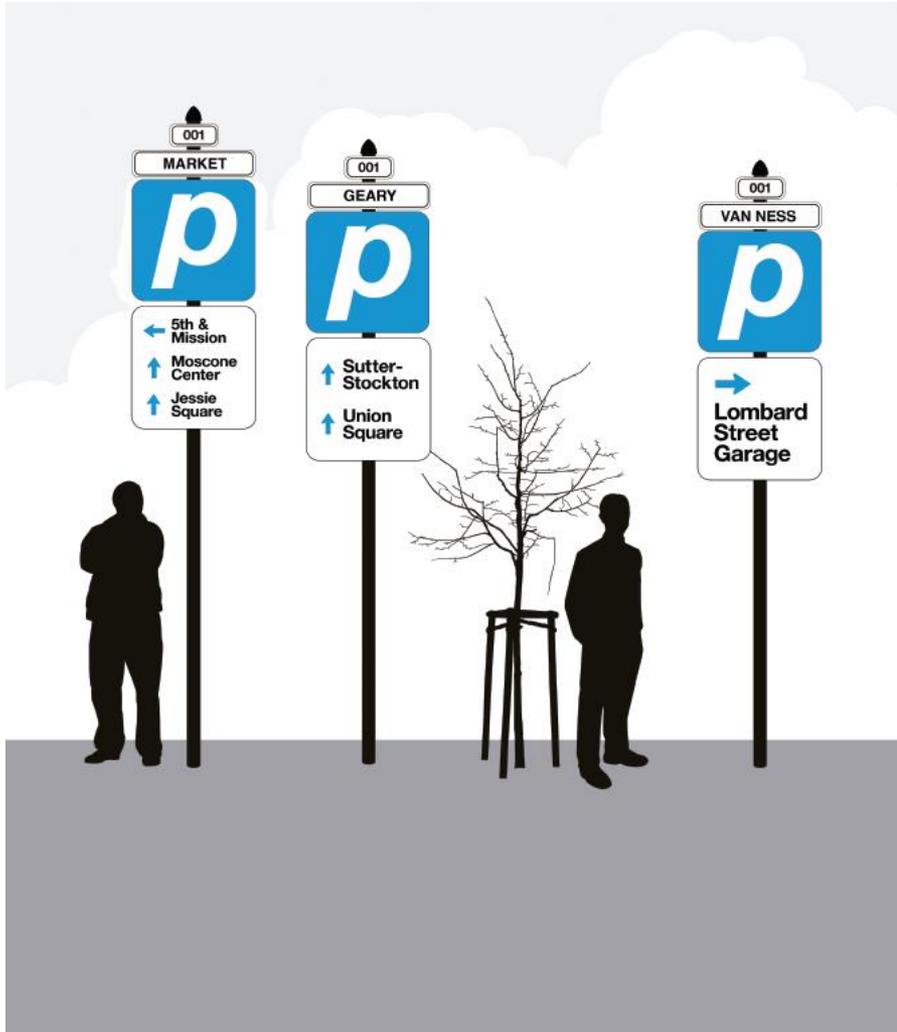
Pilot areas



Parking sensors



Better information



Improving the customer experience at garages



Performing Arts Garage

Hourly

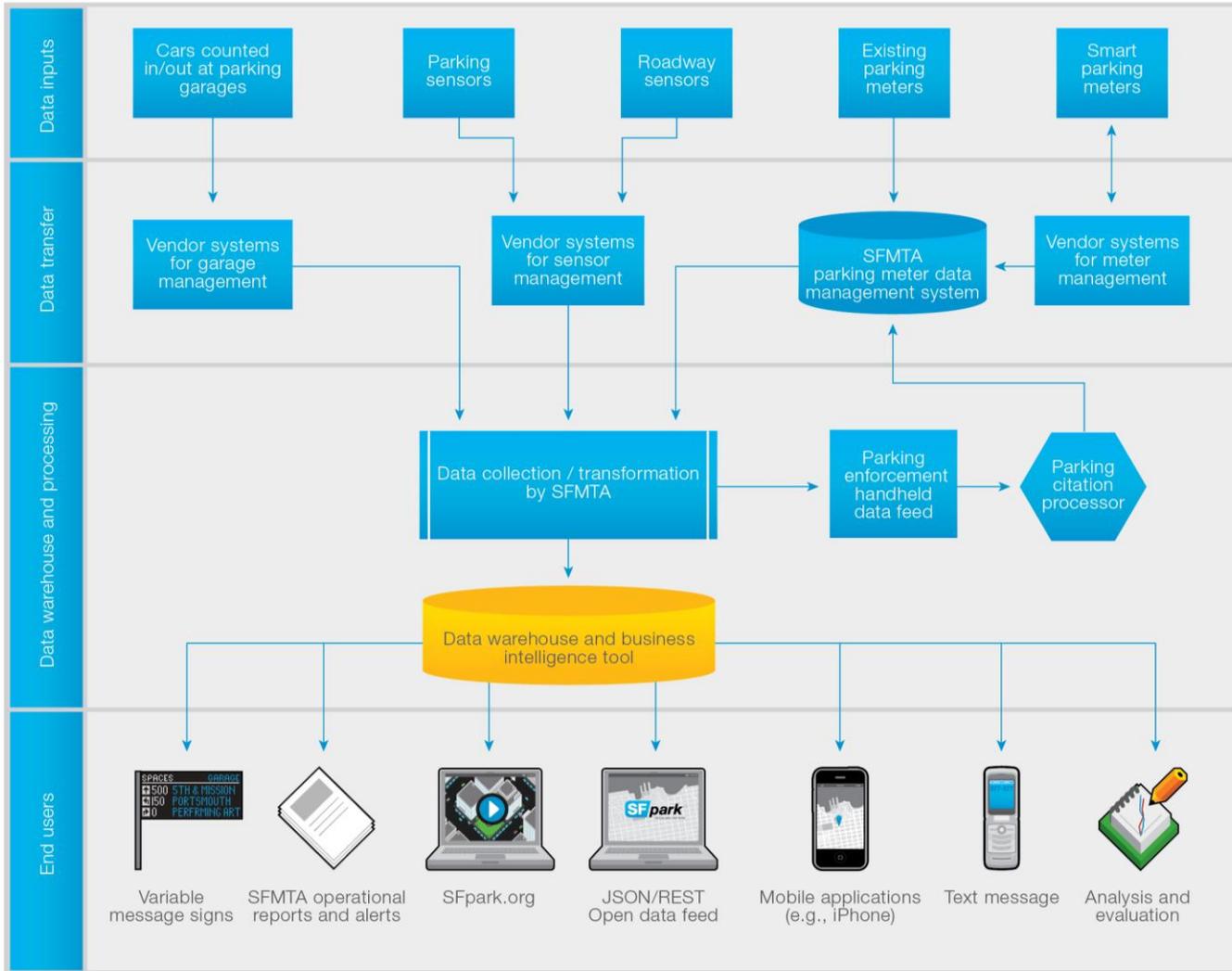
Midnight – 9am	\$1.00/hr
9am – Noon	\$2.00/hr
Noon – 3pm	\$4.00/hr
3pm – 6pm	\$1.00/hr
6pm – Midnight	\$1.00/hr

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*

Data management and analytical tools



Demand responsive rate adjustments

Occupancy Range	Rate Adjustment
80% - 100%	+\$0.25
60% - 80%	No change
30% - 60%	-\$0.25
0 - 30%	-\$0.50

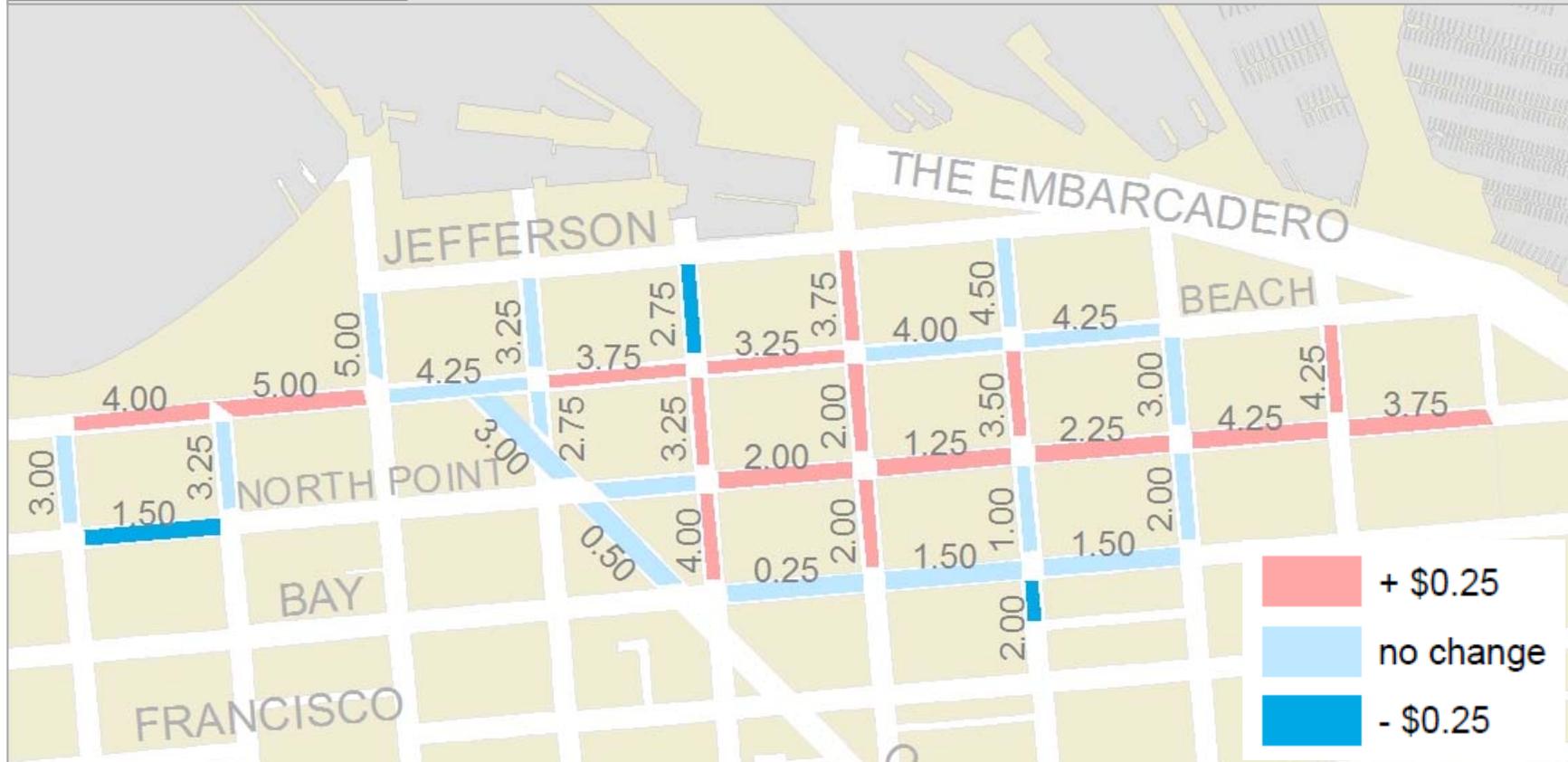
Pricing by time of day

- Demand responsive to find lowest possible prices
- Gradual and periodic changes: \$0.25 up or down every 6-8 weeks
- Time of day pricing (vary by block + weekday/end)



Demand responsive rate adjustments

Monday-Friday
Noon to 3pm



Sharing our experience

SFpark

Putting Theory Into Practice

Pilot project summary and lessons learned



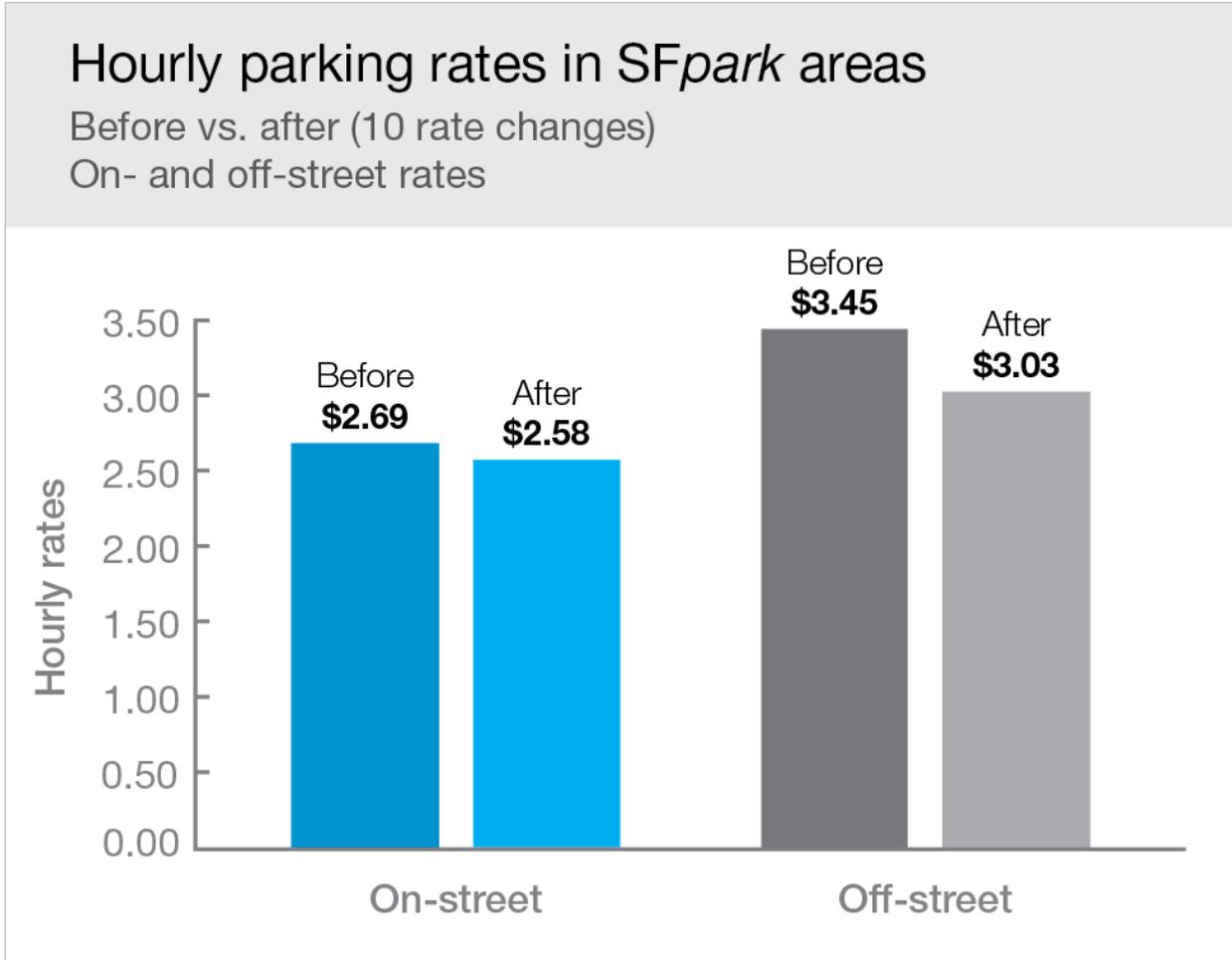
SFpark

Pilot Project Evaluation

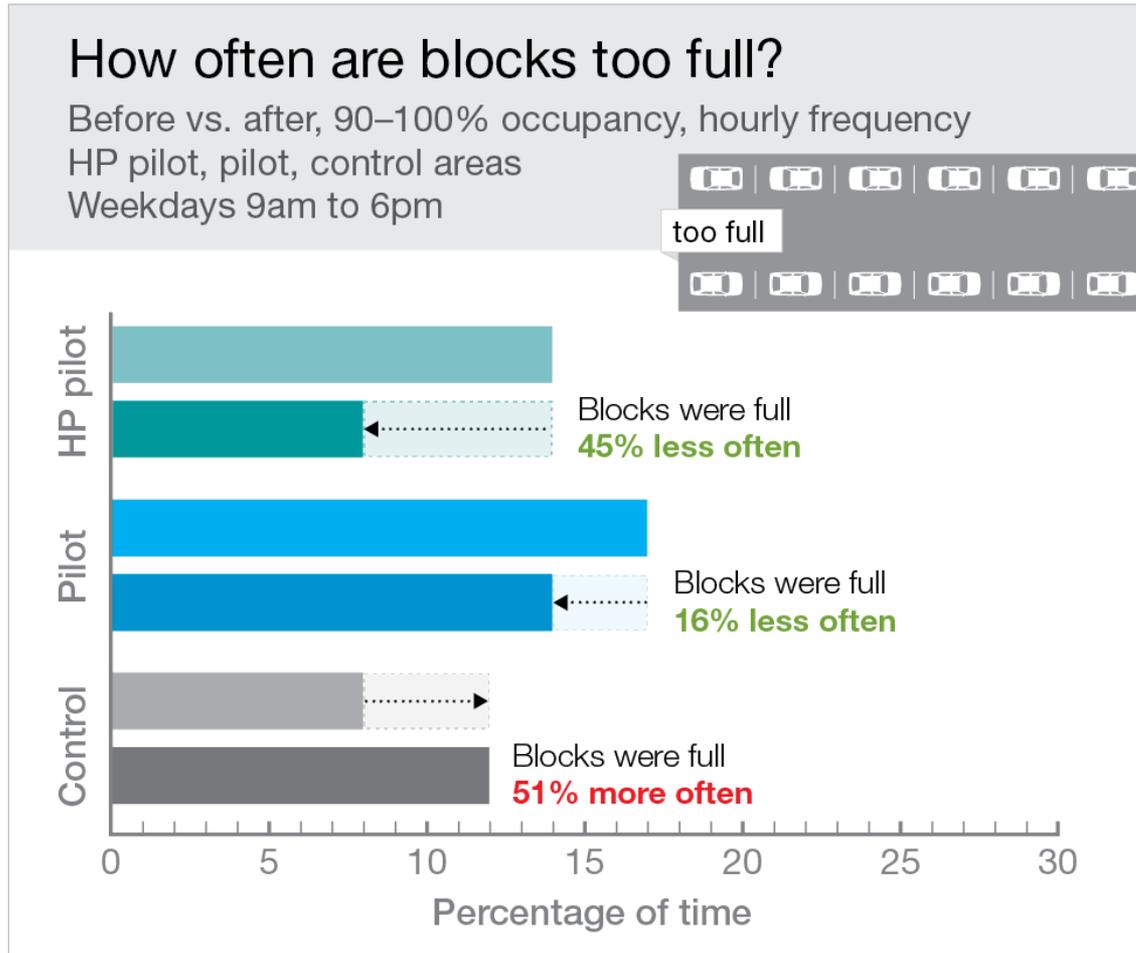
The SFMTA's evaluation of the benefits of the SFpark pilot project



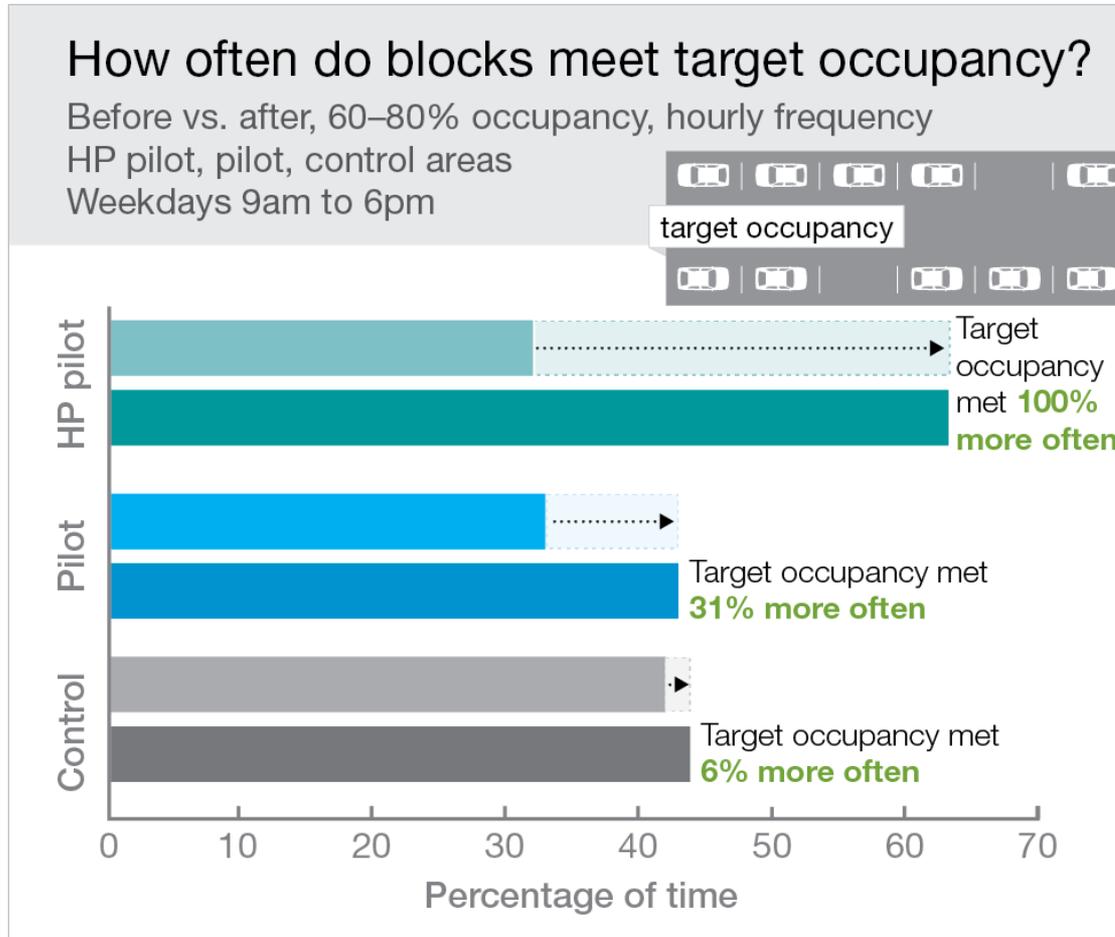
How did rates change?



Was it easier to park?



Was it easier to park?



Secondary benefits we expected

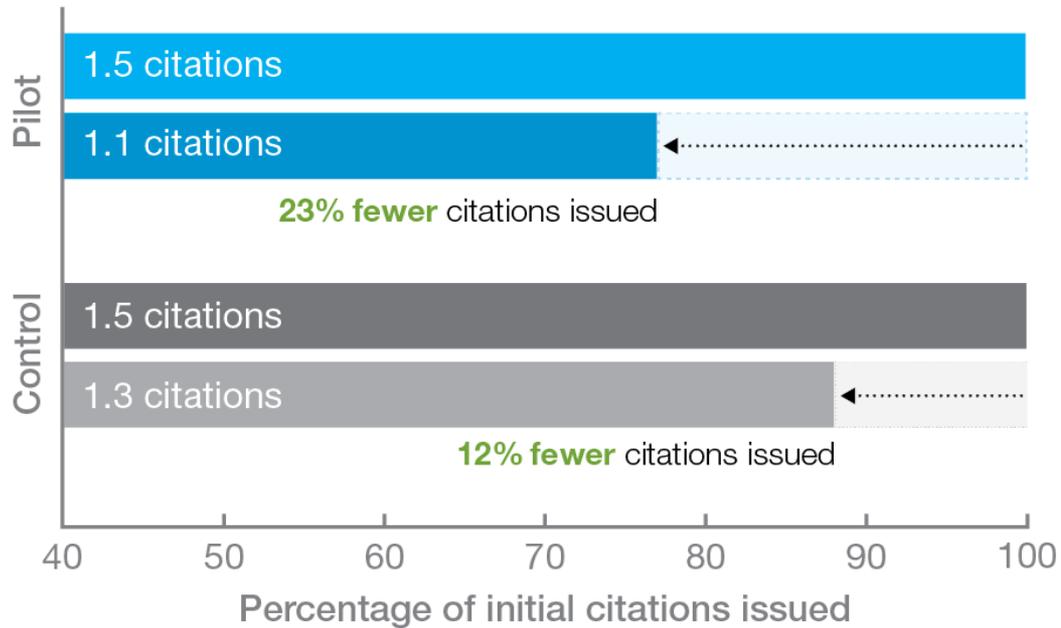
- Easier to pay and avoid citations
- Easier to find a parking space
- Parking spaces better utilized
- Less circling
- Less vehicle miles travelled
- Decreased greenhouse gas emissions
- Decreased double parking
- Improve Muni speed
- Supported economic vitality and safety

Easier to pay and avoid citations

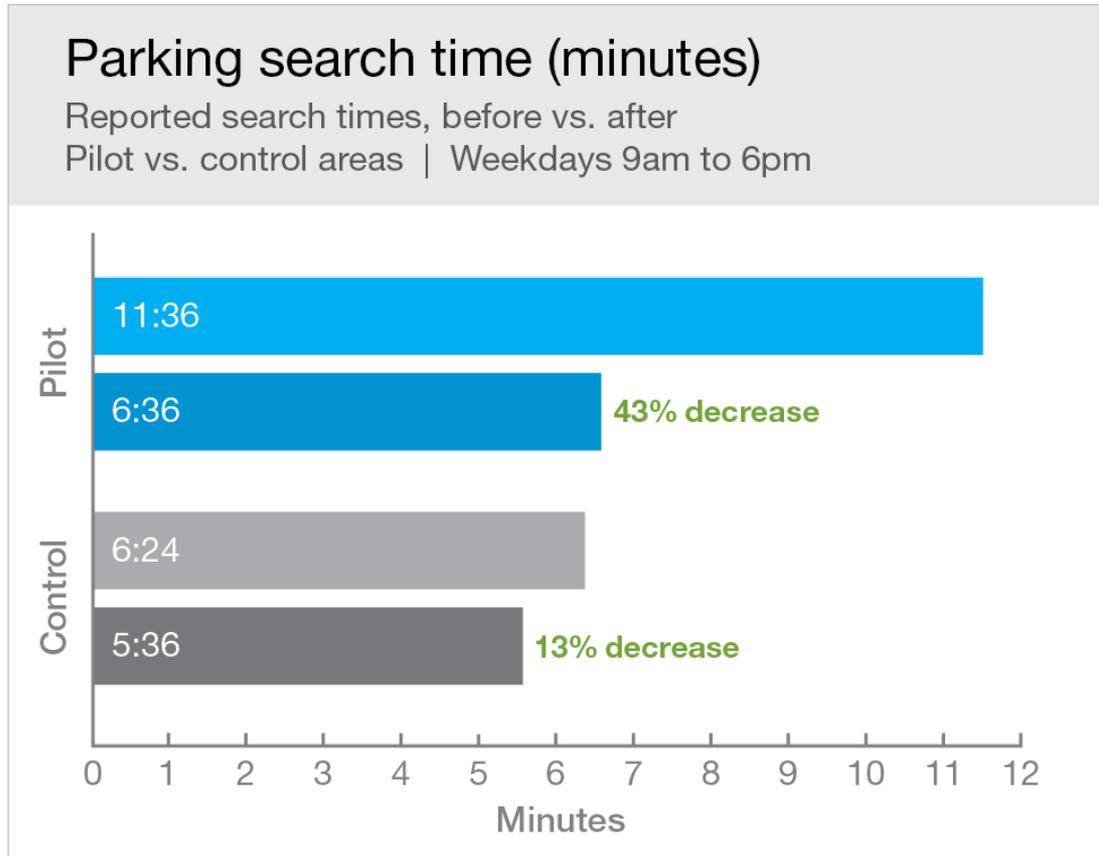
Average monthly parking citations per meter

Before vs. after

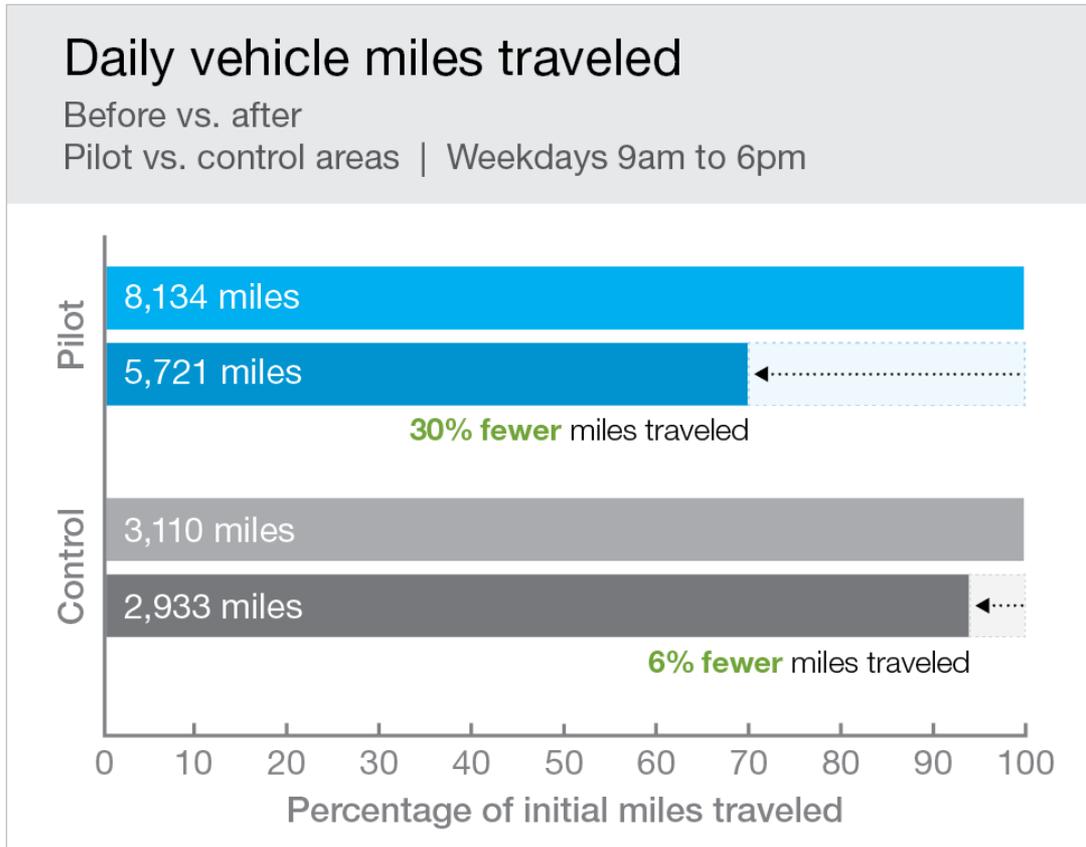
Pilot vs. control areas | Weekdays 9am to 6pm



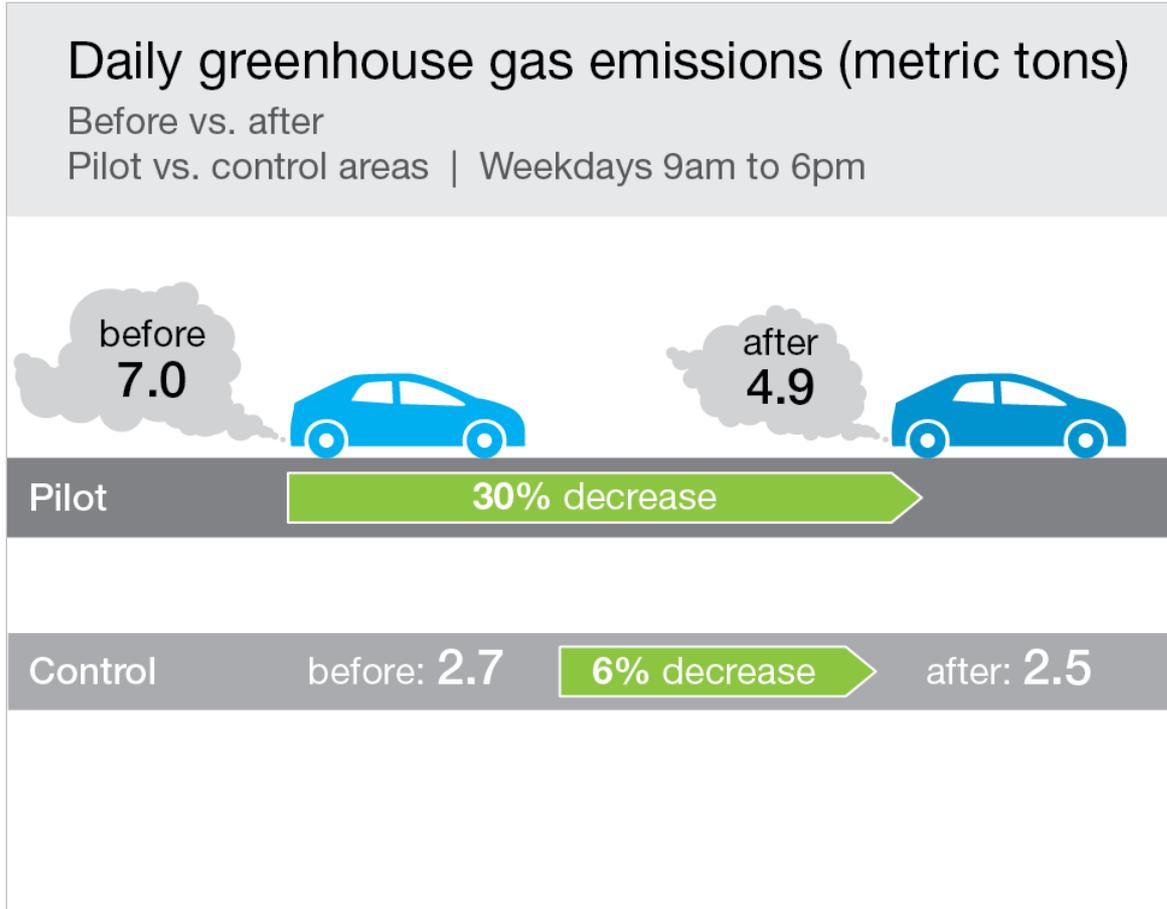
Easier to find a parking space



Decreased vehicle miles travelled



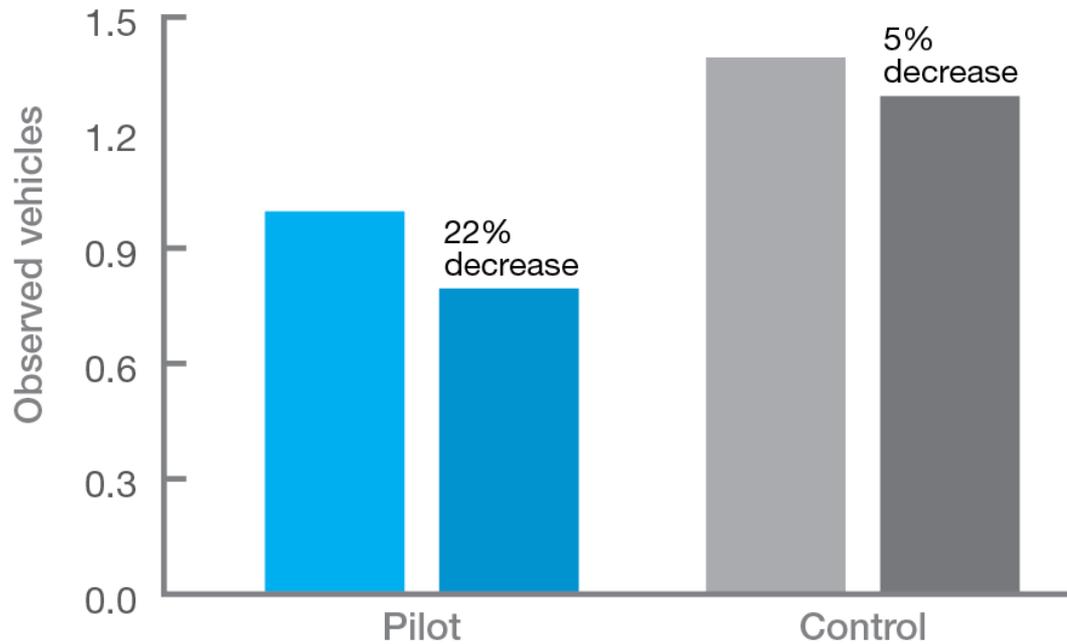
Decreased greenhouse gas emissions



Decreased double parking

Double parked vehicles per block per day

All pilot and control areas, weekdays 9am to 6pm, 2011–2013
Includes blockfaces with 5+ parkable spaces



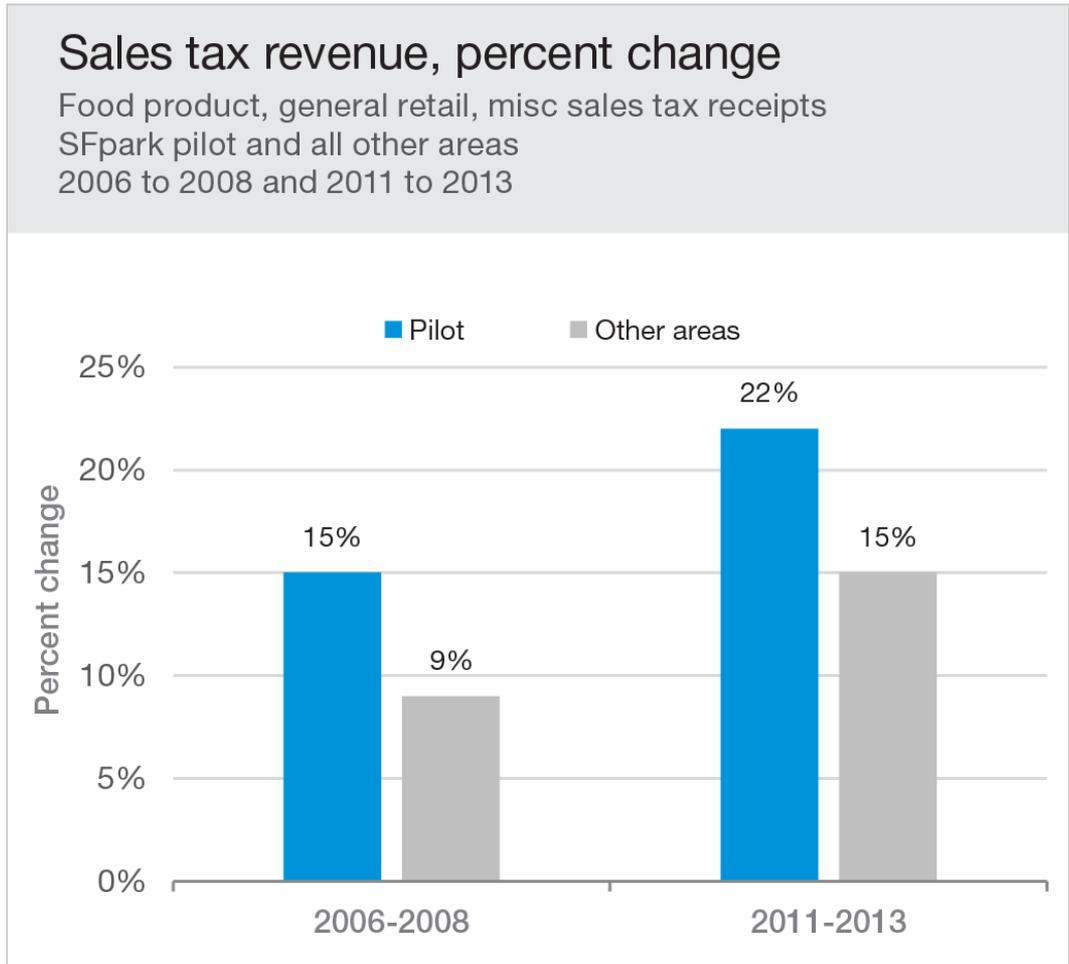
Improved Muni speed

Transit speed and double parking

Transit speed on corridors with increased vs. decreased double parking (DP)
 Weekdays, 9am to 6pm
 Before vs. After

	Before	After	Net change	% change
Corridors w/decrease in DP	6.4	6.6	0.2	2.3%
Corridors w/increase in DP	7.1	6.7	(0.4)	-5.4%

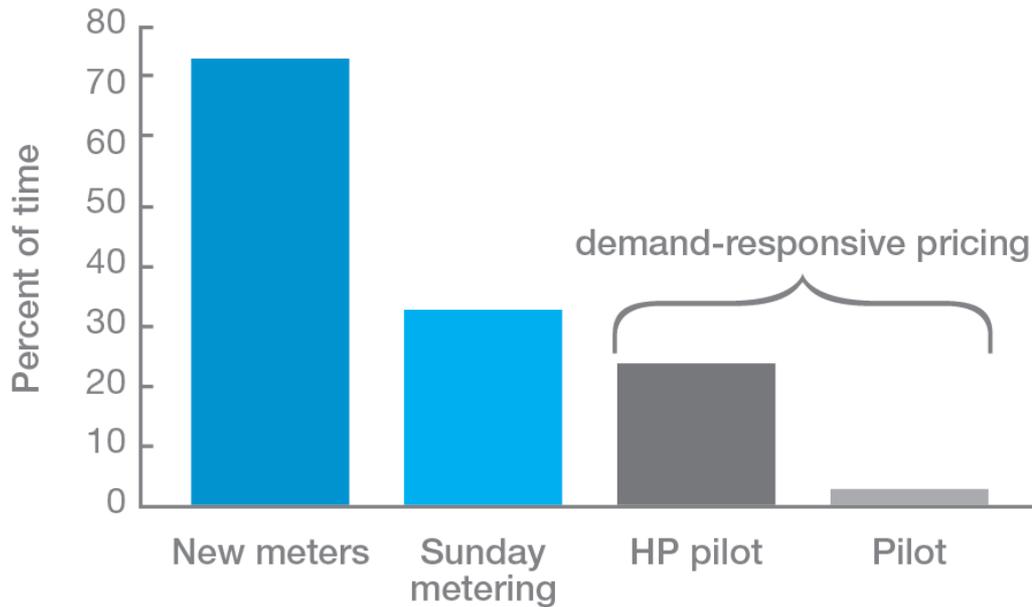
Supported economic vitality and safety



Additional findings

Change in percent of time parking was available

Change in percent, before to after, occupancy less than 90%
 New meters, Sunday metering, and demand-responsive pricing



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
 - Very IT intensive
 - Parking sensors are a nascent product/industry
 - Culture change takes time
 - Recognizing parking management as tool
 - Emphasizing availability rather than turnover
 - Payment compliance & legal context for disabled placard parking use

Next steps

- Disseminate overview, evaluation, and technical manual to other cities
- Develop proposal for expanding the SFpark approach to remaining SFMTA meters, lots, and garages

Thank you

Steph Nelson
steph.nelson@sfmta.com

Andy Thornley
andy.thornley@sfmta.com

SFpark.org