SFpark
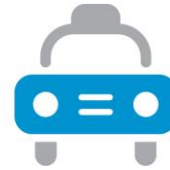
CIRCLE LESS, LIVE MORE

What to expect

- Background & overview
- Implementation
- Lessons learned
- Next steps

The SFMTA

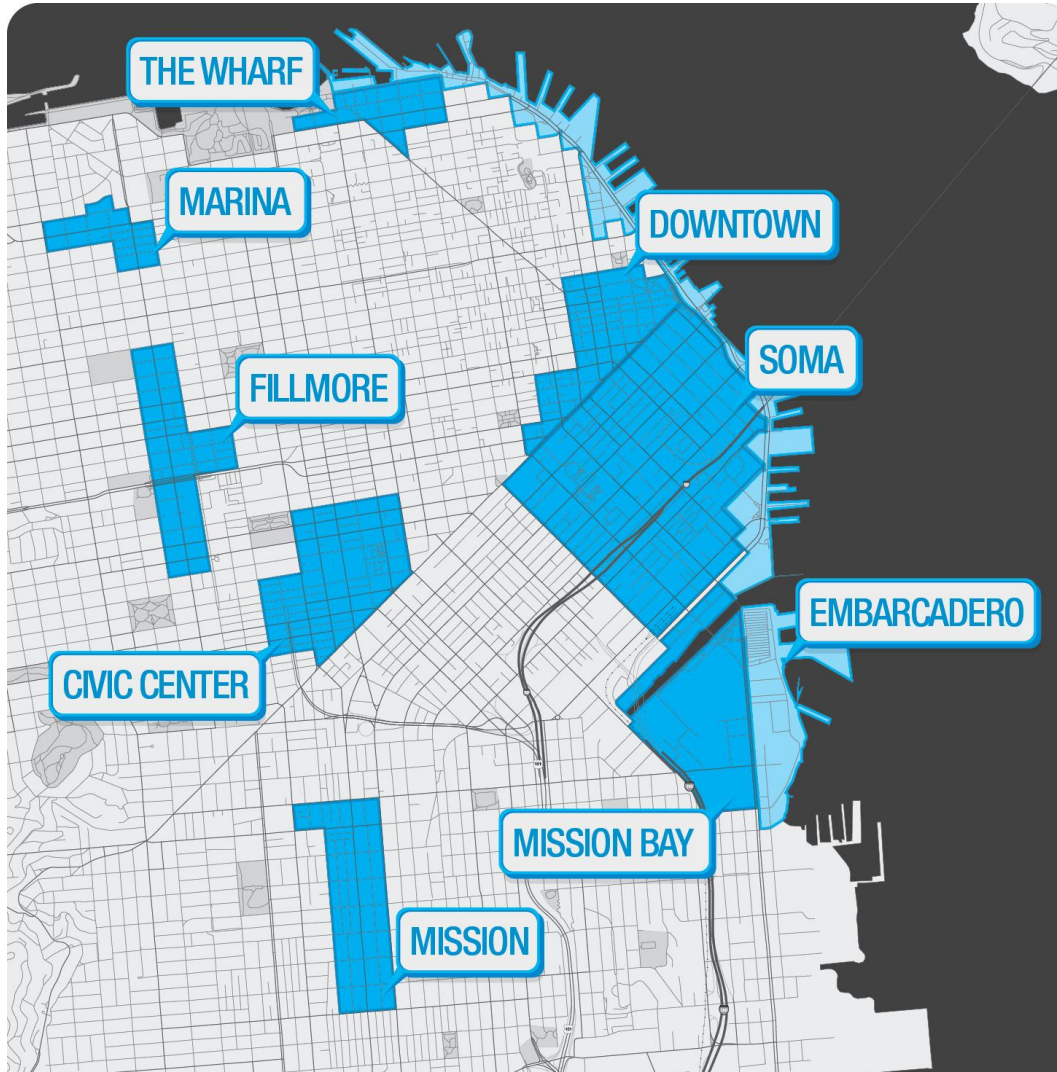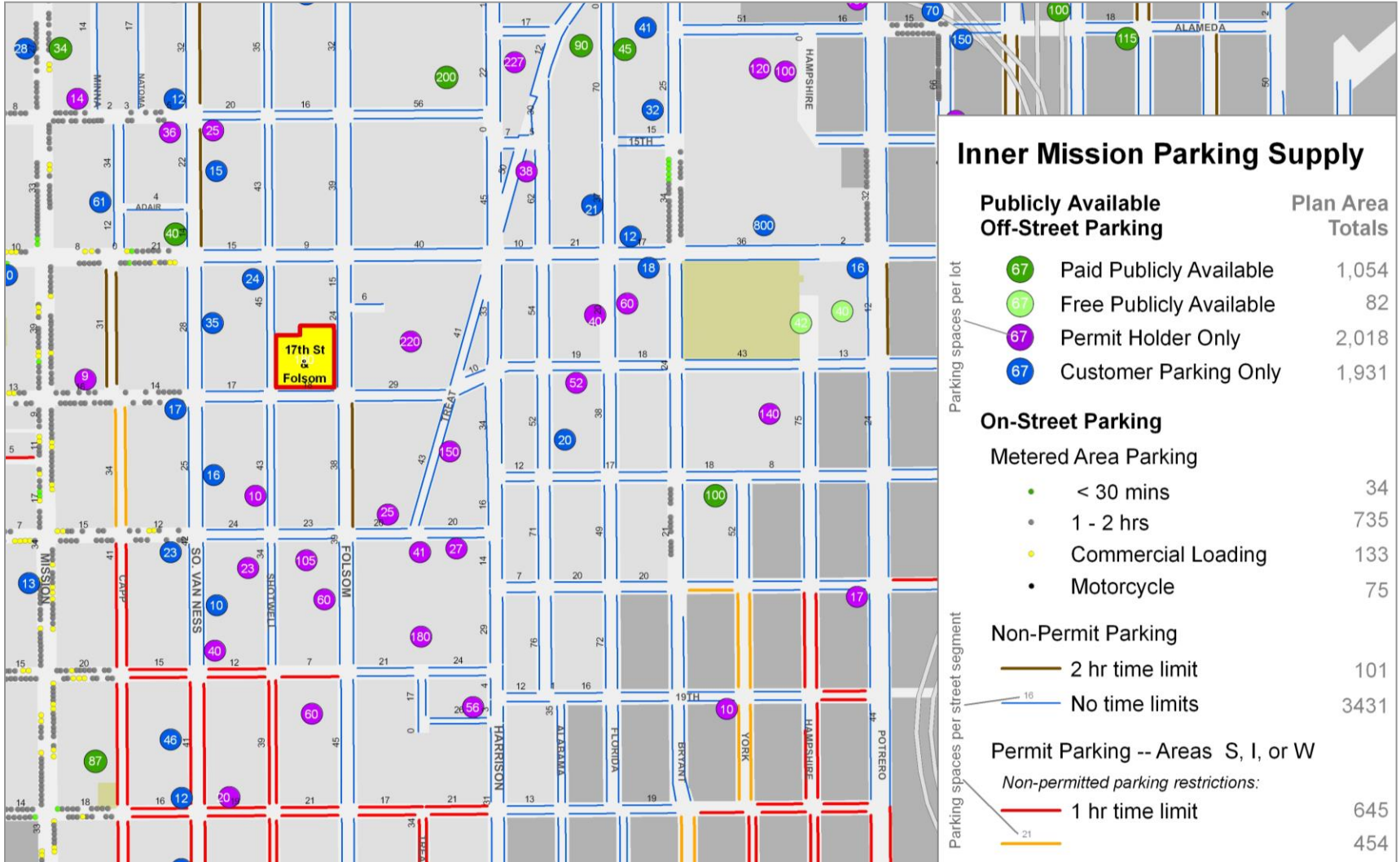# What is parking like in San Francisco?
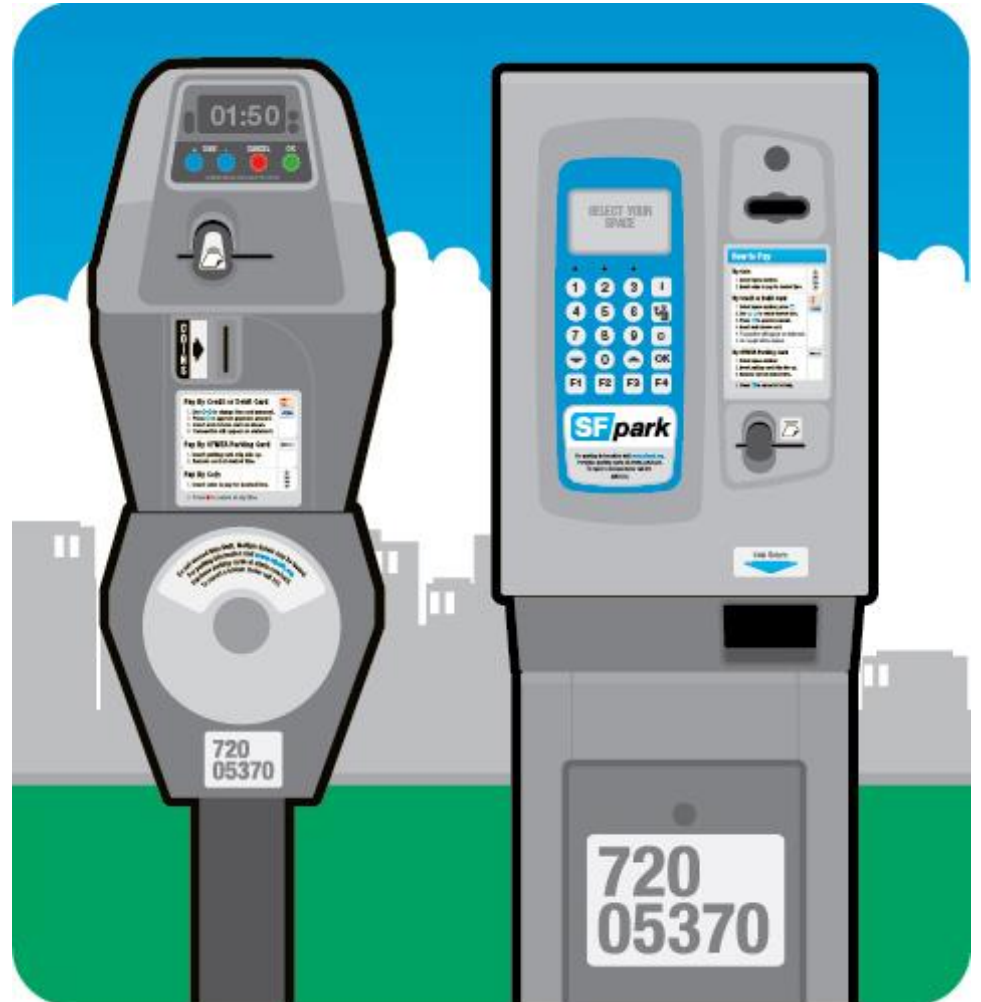
How did we get here?

What is the SFMTA doing about it?

Demonstrating a new approach to parking

Parking census

Coin and card meters

On-street parking sensors

Garage occupancy sensors

Real-time information and app development
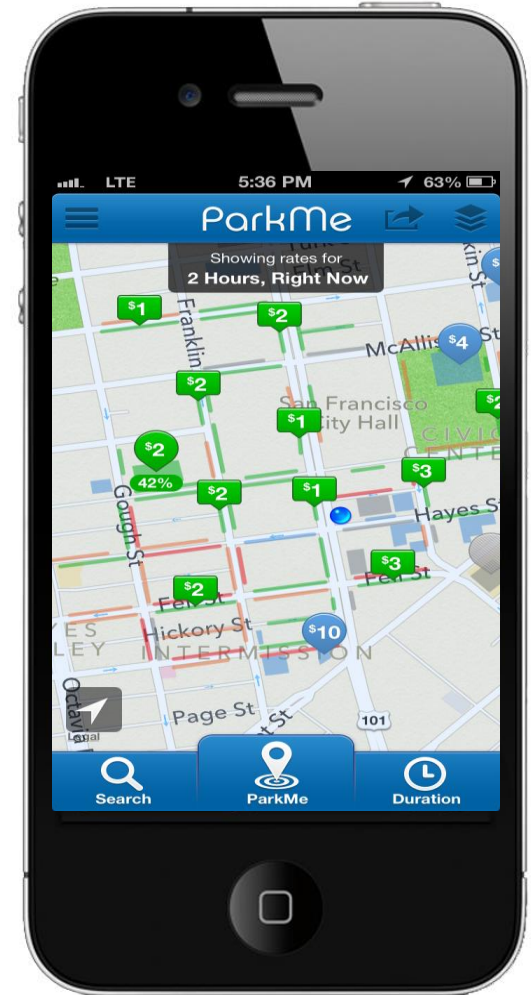
Pricing at parking meters and lots

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

Duration	Price Per Hour
9AM – 12AM	$2.50
12AM – 3PM	$3.50
3PM – 6PM	$2.00

Pricing at parking meters and lots

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

Pricing at SF*park* parking garages

SF*park* Performing Arts Garage

Hourly

Midnight–9am	$1.00/hr
9am–Noon	$1.00/hr
Noon–3pm	$1.50/hr
3pm–6pm	$1.00/hr
6pm–Midnight	$1.00/hr

Charged in 60-minute increments

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
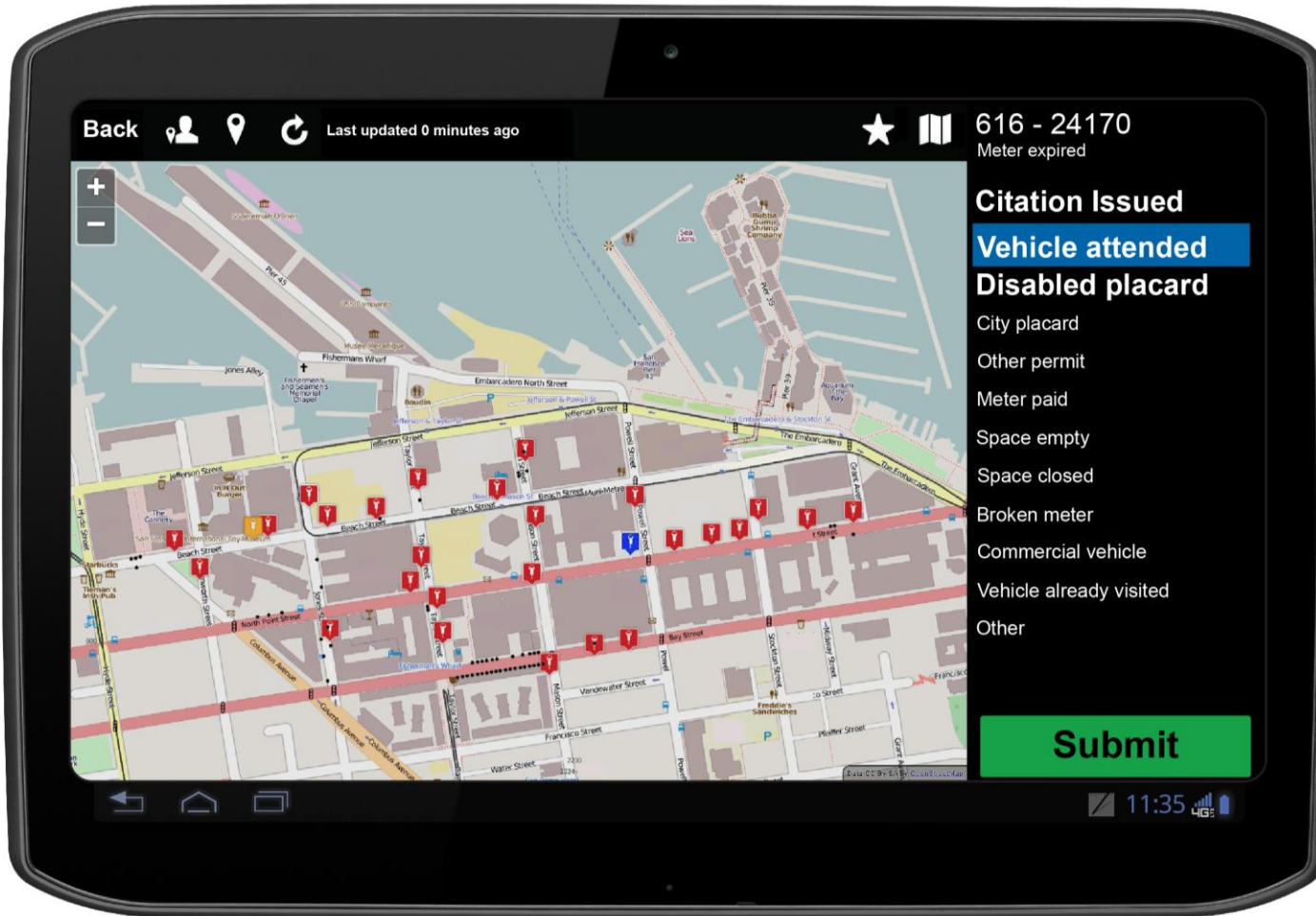*Must park for at least 3 hours*

Demand responsive rate adjustments
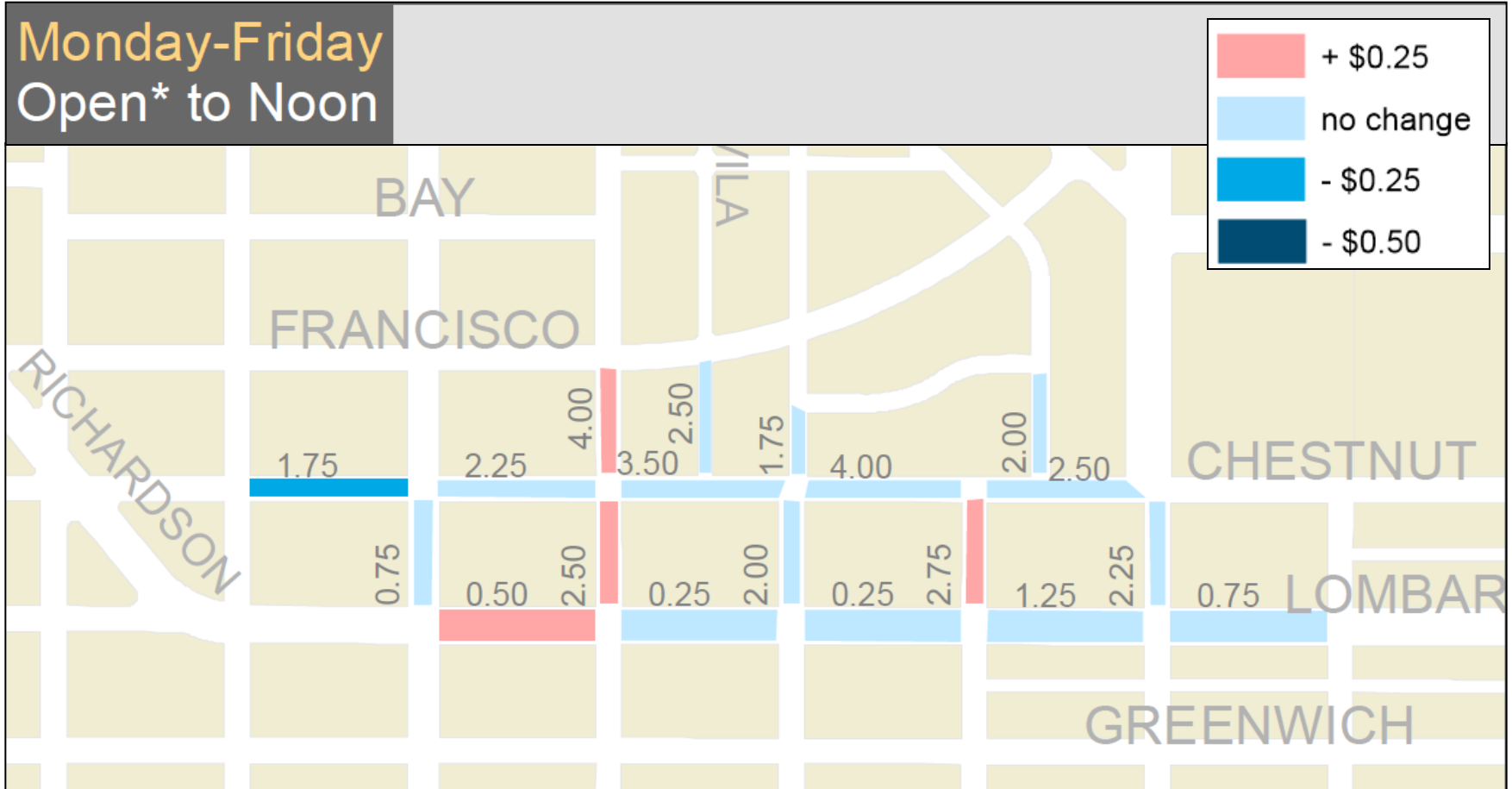
Enforcement
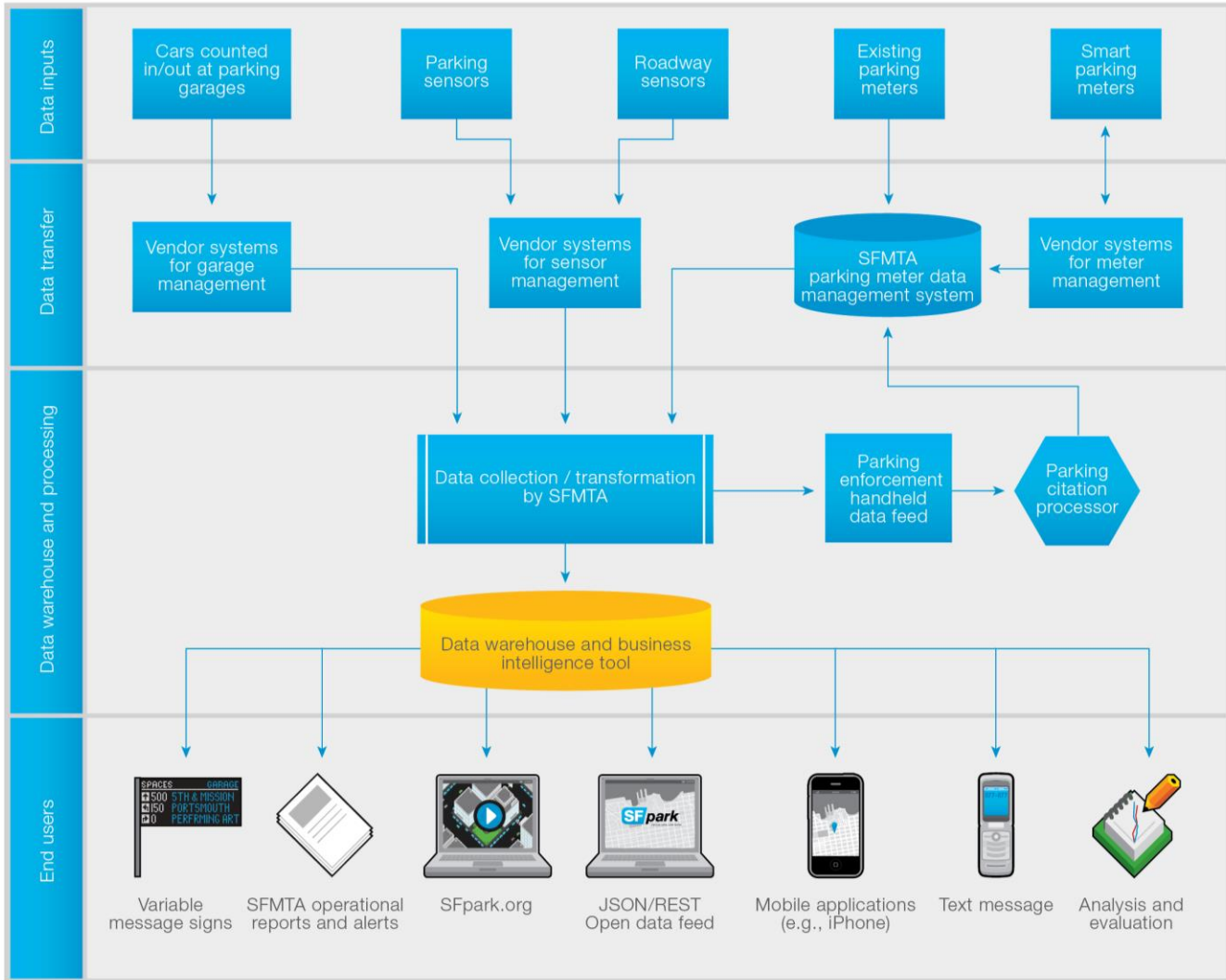
Enforcement real-time data pilot

Automatic data

- Supply data (census, asset management)
- Parking data (from sensors, meters, and citations)
- Garage data (usage by hour)
- Travel demand data (roadway sensors, highways PEMS, BART, Muni)
- Muni data (travel time data from APCs)
- Parking tax
- Sales tax
- Safety (SWITIRS collision data)
- Exogenous (fuel price, CPI, unemployment, precipitation)

Manual data

- Parking search time
- Double parking and disabled placard
- Intercept surveys (professional survey firm)

Investment in data management/analytical tools

Acquire + understand + clean + structure data

Inventory/asset management

Rate change process

Rate Adjustment Implementation Status

Rate Change Reference ID 1304 ▾

Actions	Implementation Reference	Comments	Process Step	Meter Vendor	Meter Model	Effective From Date	Step Start Date	Step End Date	Step Execution Status	Parking Management Districts	Block Selection	Time Limit Option	Step Start Flag	Xml Input File Name	Xml Output File Name
	201301%	Rate Change #9 PBP	99 - Process completed	PBP	-	01/16/2013	1/15/2013 4:41:53 PM	1/15/2013 4:41:53 PM	3 - Success			Y	-	ratesReconciliation_14-Jan-13.xml	PBP_PS_20130110_201301_1.xml
	201301013	Downtown Duncan	99 - Process completed	Duncan	VM	01/16/2013	1/15/2013 4:21:24 PM	1/15/2013 4:21:26 PM	3 - Success	Downtown		Y	-	REC_Duncan_PS_20121226_201301013_1.xml	Duncan_PS_20130104_20130101:
	201301014	Downtown IPS	99 - Process completed	IPS	147	01/16/2013	1/15/2013 4:22:29 PM	1/15/2013 4:22:32 PM	3 - Success	Downtown		Y	-	Rec_IPS_PS_20130104_201301014_1.xml	IPS_PS_20130104_201301014_1.
	201301023	South Embarcadero Duncan	99 - Process completed	Duncan	VM	01/16/2013	1/15/2013 4:24:56 PM	1/15/2013 4:24:57 PM	3 - Success	South Embarcadero		Y	-	REC_Duncan_PS_20121226_201301023_1.xml	Duncan_PS_20130104_20130102:
	201301024	South Embarcadero IPS	99 - Process completed	IPS	147	01/16/2013	1/15/2013 4:29:55 PM	1/15/2013 4:29:58 PM	3 - Success	South Embarcadero		Y	-	Rec_IPS_PS_20130104_201301024_1.xml	IPS_PS_20130104_201301024_1.
	201301033	Civic Center Duncan	99 - Process completed	Duncan	VM	01/16/2013	1/15/2013 4:35:29 PM	1/15/2013 4:35:31 PM	3 - Success	Civic Center		Y	-	REC_Duncan_PS_20121227_201301033_1.xml	Duncan_PS_20130104_20130103:
	201301034	Civic Center IPS	99 - Process completed	IPS	147	01/16/2013	1/15/2013 4:37:44 PM	1/15/2013 4:37:45 PM	3 - Success	Civic Center		Y	-	Rec_IPS_PS_20130104_201301034_1.xml	IPS_PS_20130104_201301034_1.
	201301043	Mission Duncan	99 - Process completed	Duncan	VM	01/16/2013	1/15/2013 4:38:16 PM	1/15/2013 4:38:16 PM	3 - Success	Mission		Y	-	REC_Duncan_PS_20121226_201301043_1.xml	Duncan_PS_20130104_20130104:
	201301044	Mission IPS	99 - Process completed	IPS	147	01/16/2013	1/15/2013 4:38:33 PM	1/15/2013 4:38:35 PM	3 - Success	Mission		Y	-	Rec_IPS_PS_20130104_201301044_1.xml	IPS_PS_20130104_201301044_1.
	201301054	Fillmore IPS	99 - Process completed	IPS	147	01/16/2013	1/15/2013 4:38:59 PM	1/15/2013 4:39:00 PM	3 - Success	Fillmore		Y	-	Rec_IPS_PS_20130104_201301054_1.xml	IPS_PS_20130104_201301054_1.
	201301064	Fisherman's Wharf IPS	99 - Process completed	IPS	147	01/16/2013	1/15/2013 4:39:22 PM	1/15/2013 4:39:23 PM	3 - Success	Fisherman's Wharf		Y	-	Rec_IPS_PS_20130104_201301064_1.xml	IPS_PS_20130104_201301064_1.
	201301074	Marina IPS	99 - Process completed	IPS	147	01/16/2013	1/15/2013 4:39:41 PM	1/15/2013 4:39:42 PM	3 - Success	Marina		Y	-	Rec_IPS_PS_20130104_201301074_1.xml	IPS_PS_20130104_201301074_1.

Operational control and real-time alerts

## Typical behavior
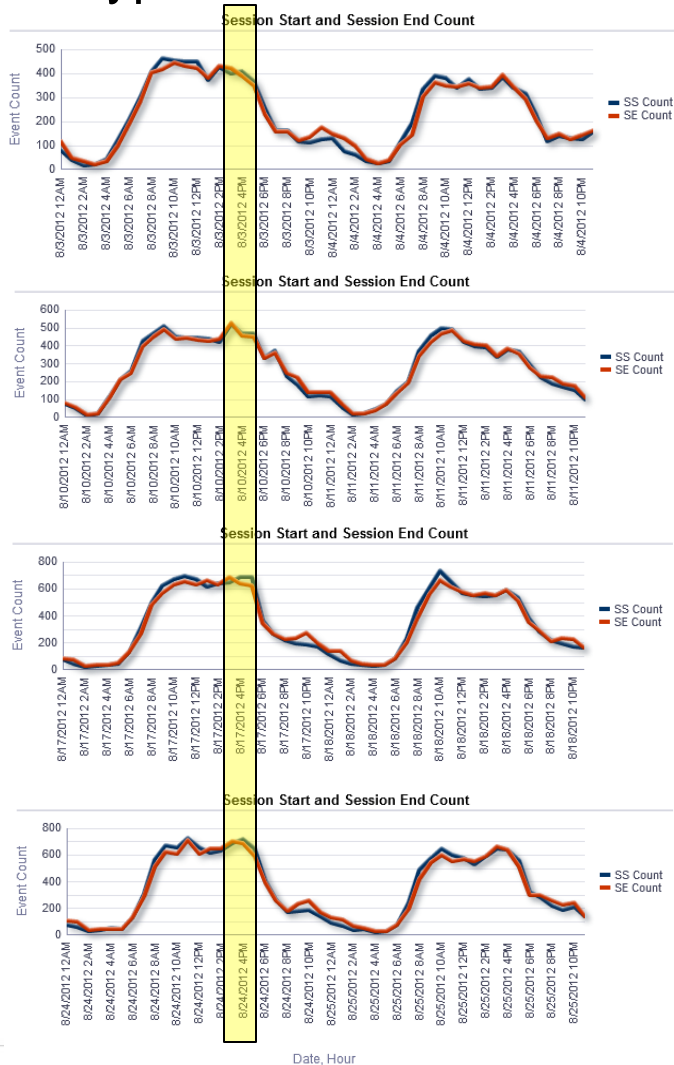
Atypical
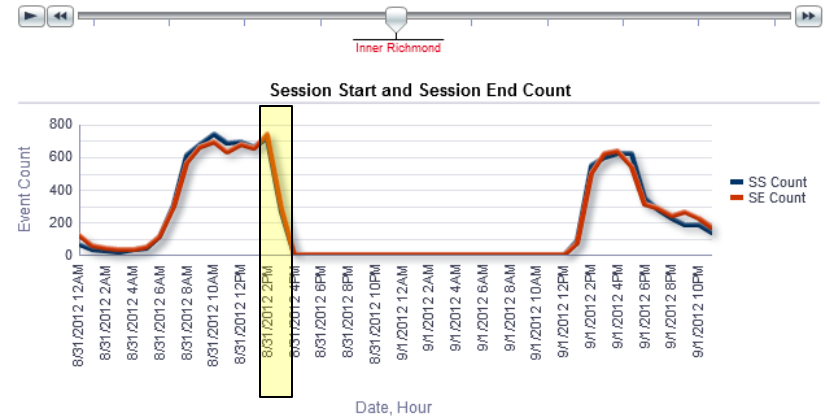
Lessons learned

- What worked well
  - Pilot project approach
  - Transparent, rules-based, and data-driven process
  - Clear goals and policies
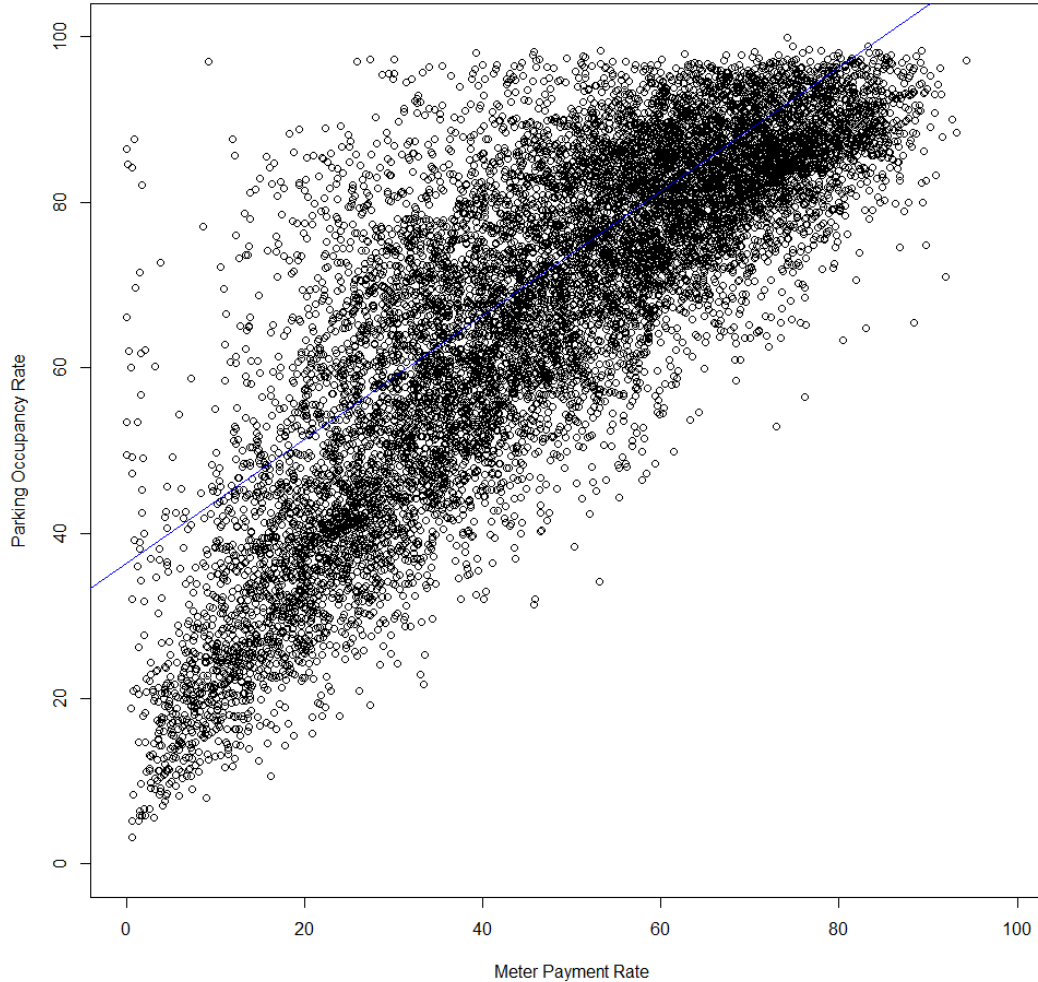 - Large investment in communication and customer experience

- What was challenging
  - This approach is very IT intensive
  - Implementing new technologies and procedures
  - Parking sensors are a nascent product/industry
  - Culture change takes time

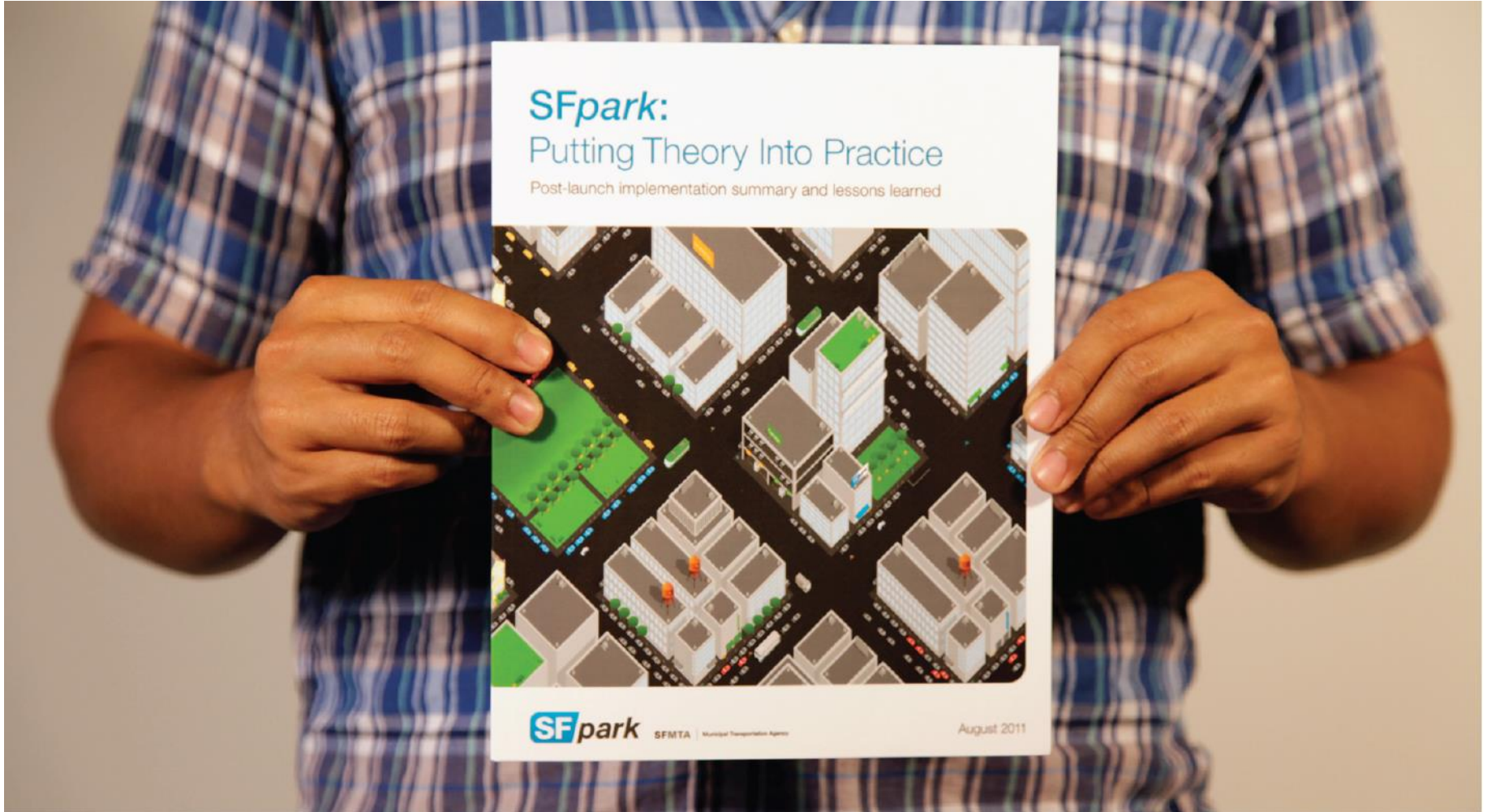# App changes
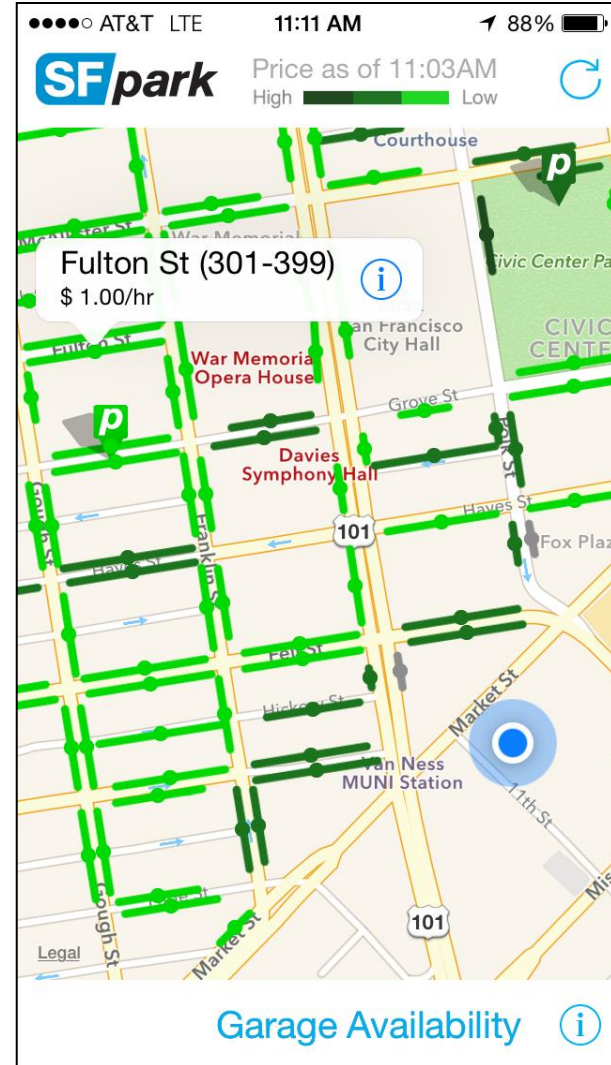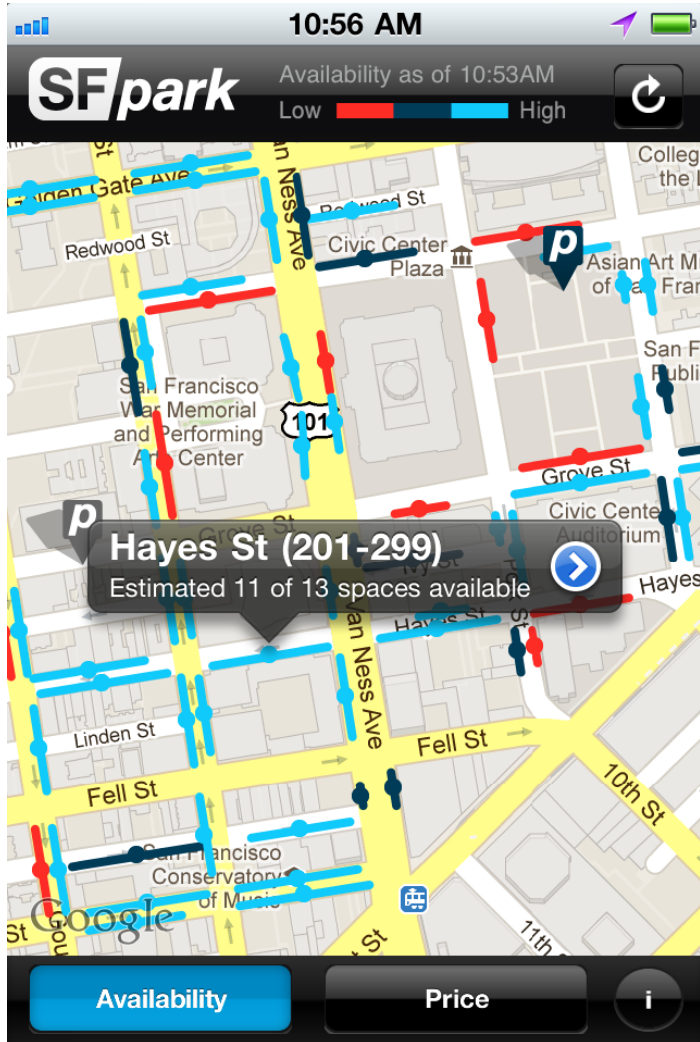
Modeling occupancy from meter payment

Meter Payment Rate and Parking Occupancy Rate

What's next

- Upgrade meters citywide

- Evaluate pilot projects

- Perform first rate adjustment without sensors

- Develop proposal to expand SF*park* citywide

Sharing our resources

Thank you

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SFMTA

www.SF_park_.org