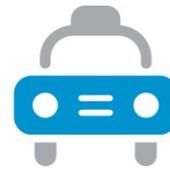


# SF *park*

CIRCLE LESS, LIVE MORE

# The SFMTA



# What is parking like in San Francisco?



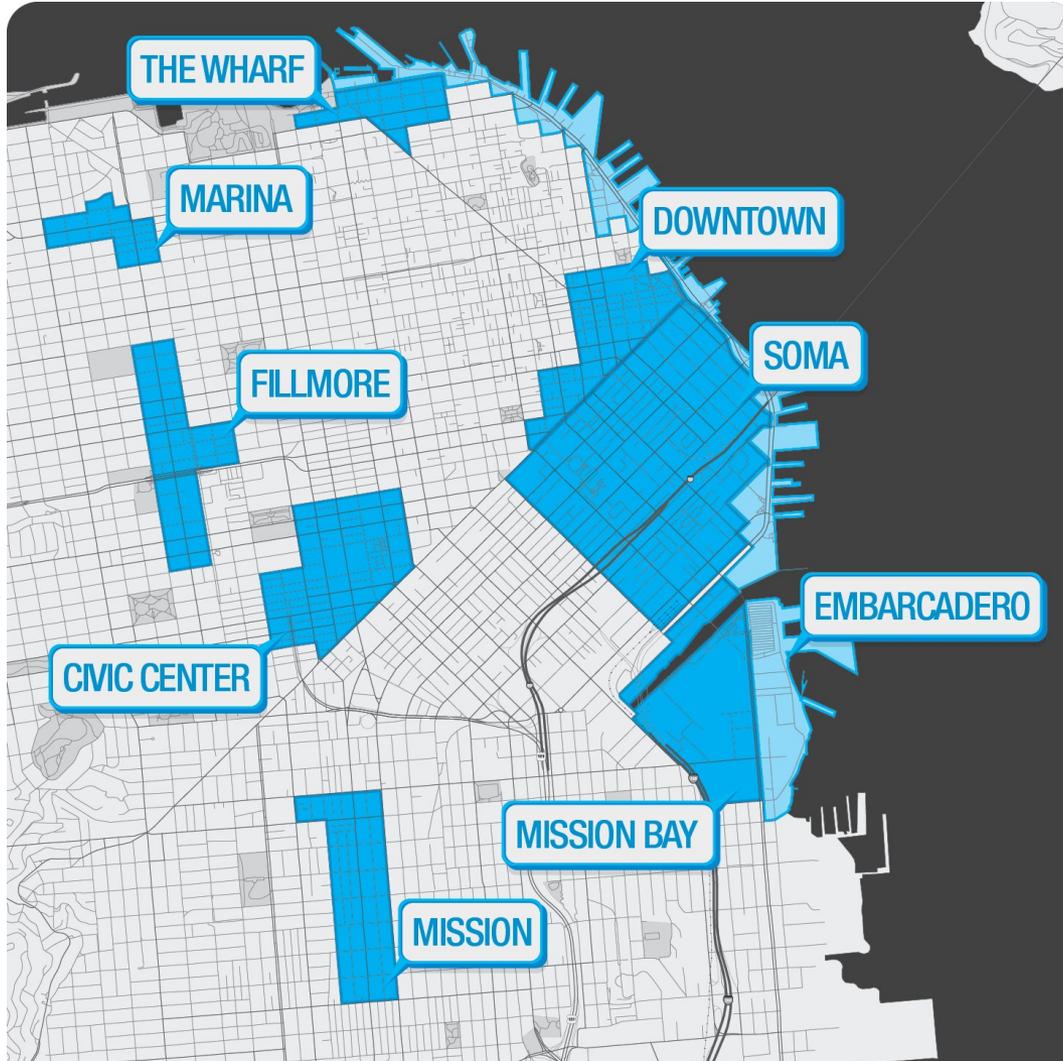
# How did we get here?



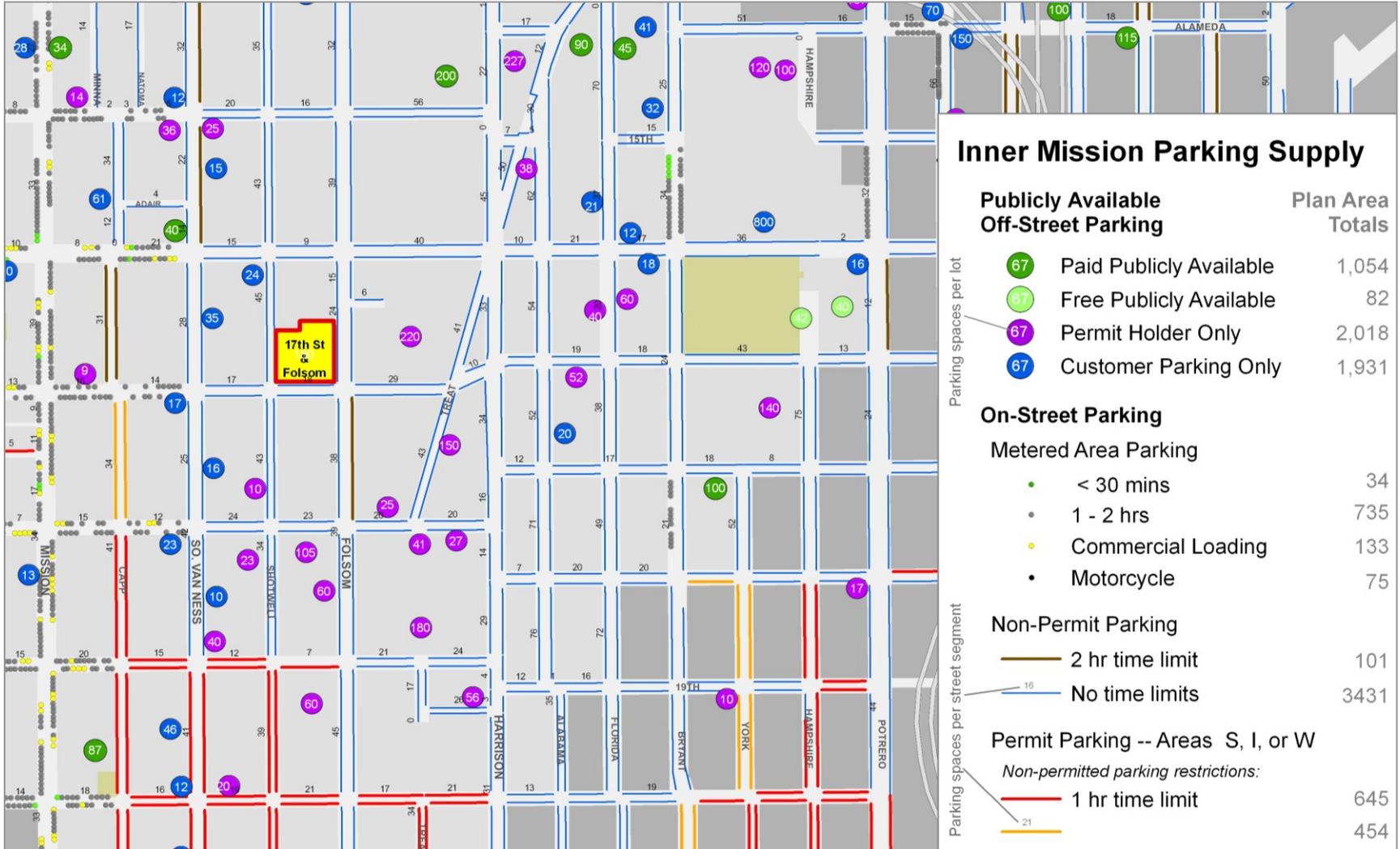
# What is the SFMTA doing about it?



# Demonstrating a new approach to parking



# Parking census



# Managing employee parking



# Coin and card meters



# Parking sensors

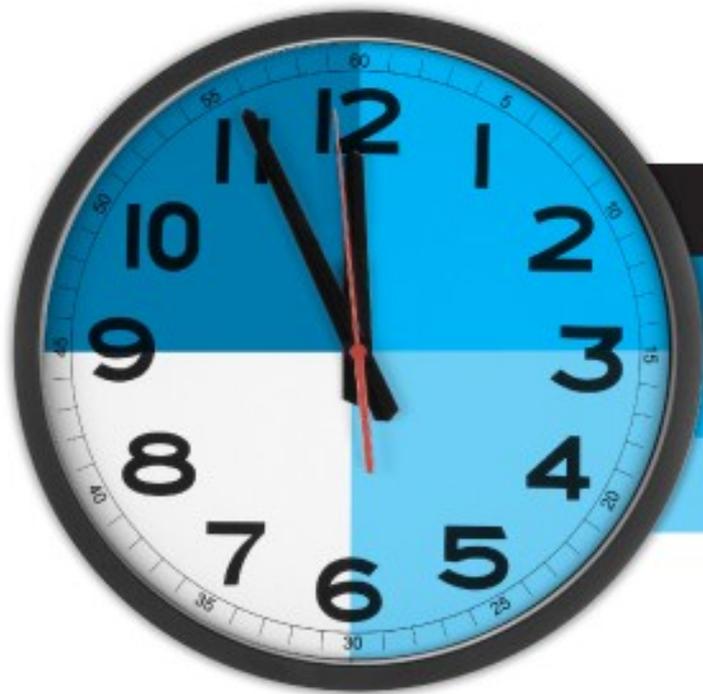


# Real-time information



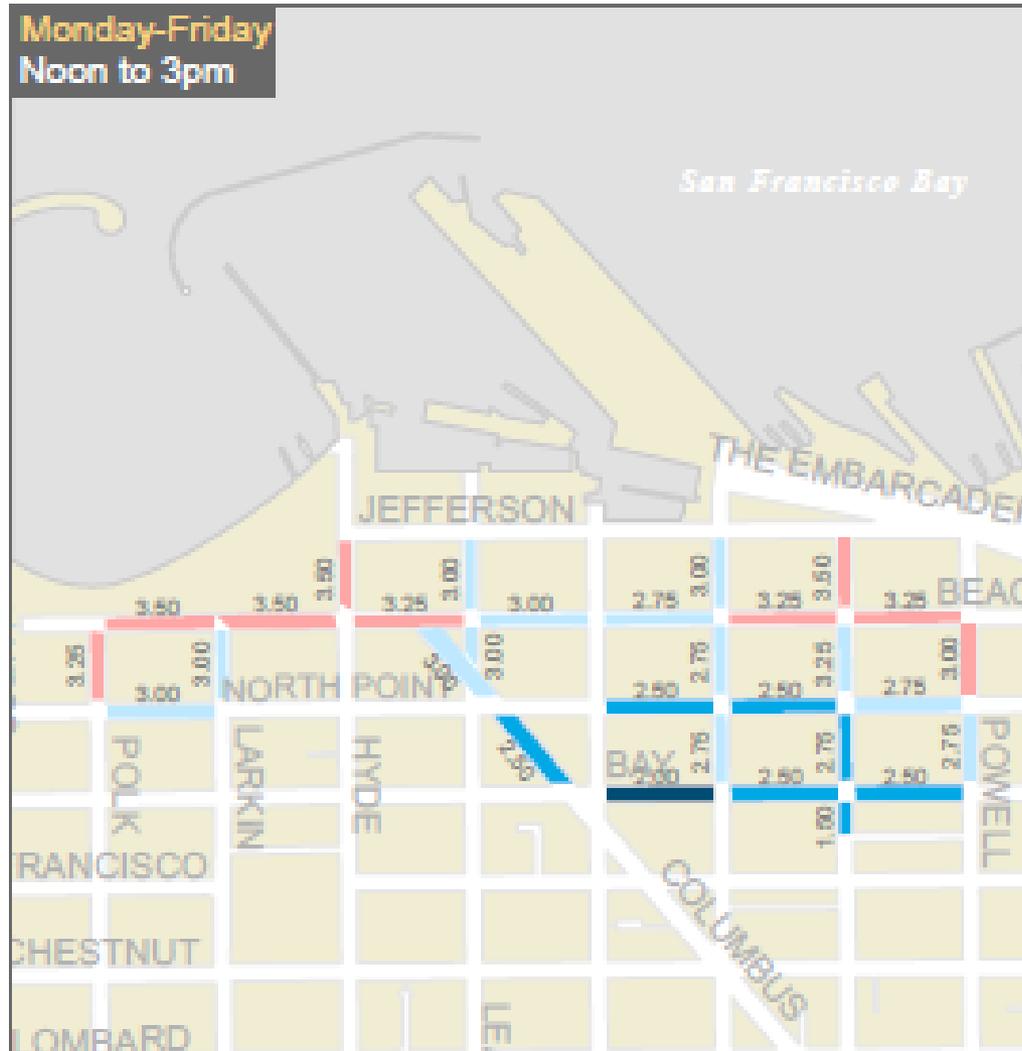
# Pricing at parking meters and lots

- 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)



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

# Demand responsive rate adjustments



# Demand responsive rate adjustments

## Rate changes by metered hours

	1 <sup>st</sup> rate change	2 <sup>nd</sup> rate change	3 <sup>rd</sup> rate change	4 <sup>th</sup> rate change
<b>Up \$0.25/hr</b>	26%	25%	27%	26%
<b>No change</b>	42%	37%	38%	39%
<b>Down \$0.25/hr</b>	28%	30%	29%	30%
<b>Down \$0.50/hr</b>	4%	7%	6%	5%

# Pricing at SFpark parking garages



# Low-tech demand-responsive pricing

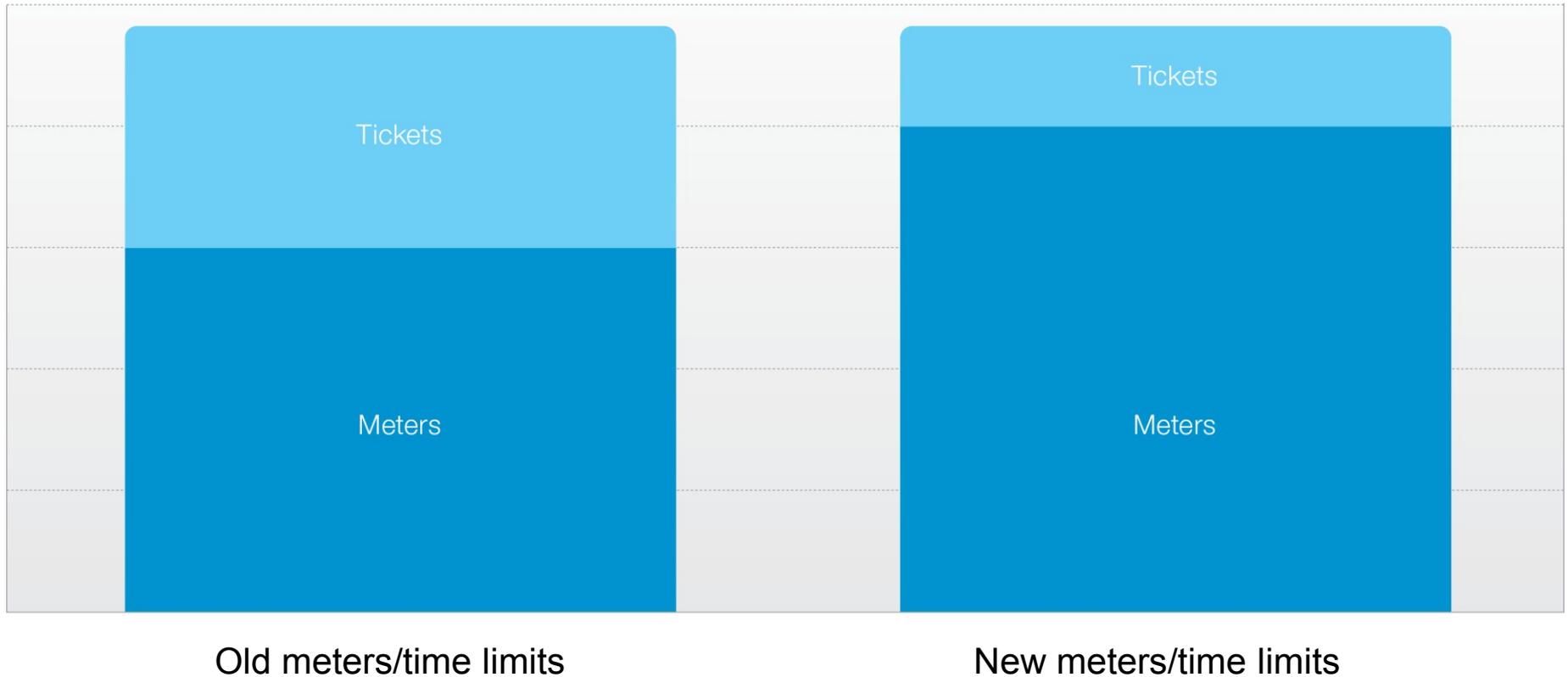
## Occupancy data can come from

- Parking sensors
- Parking meters
- Manual surveys

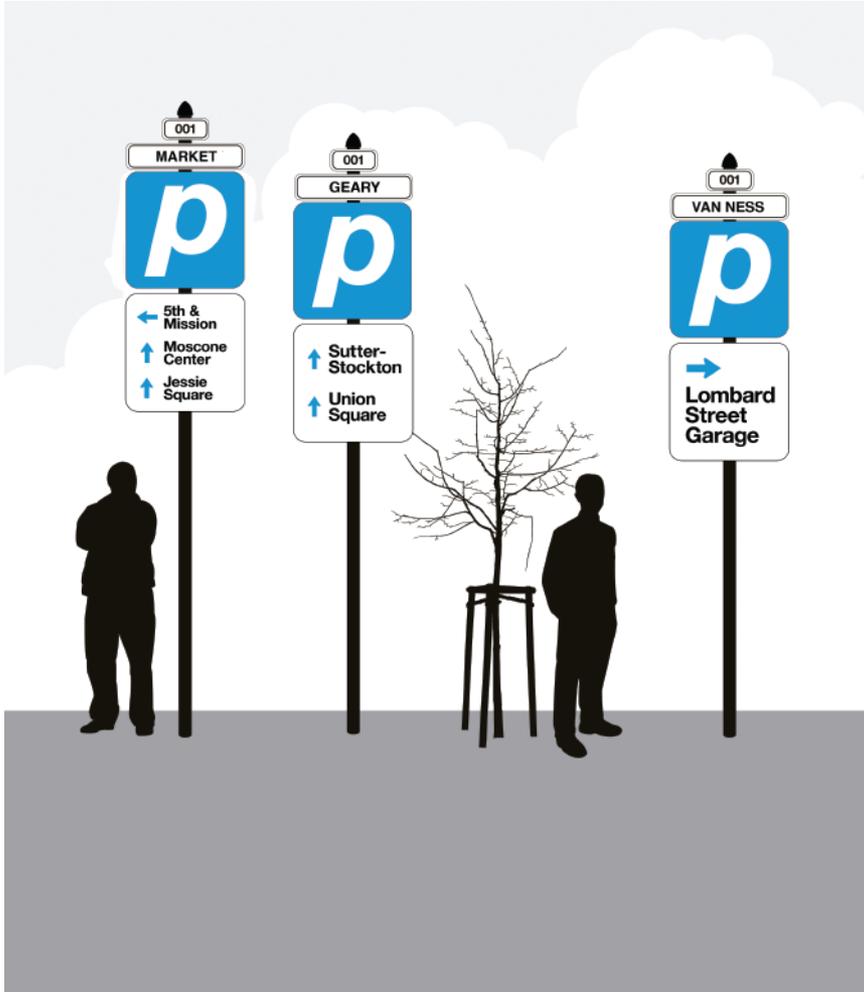
# Enforcement



# Initial revenue evaluation (new meters/time limits)



# Garage wayfinding + advertising



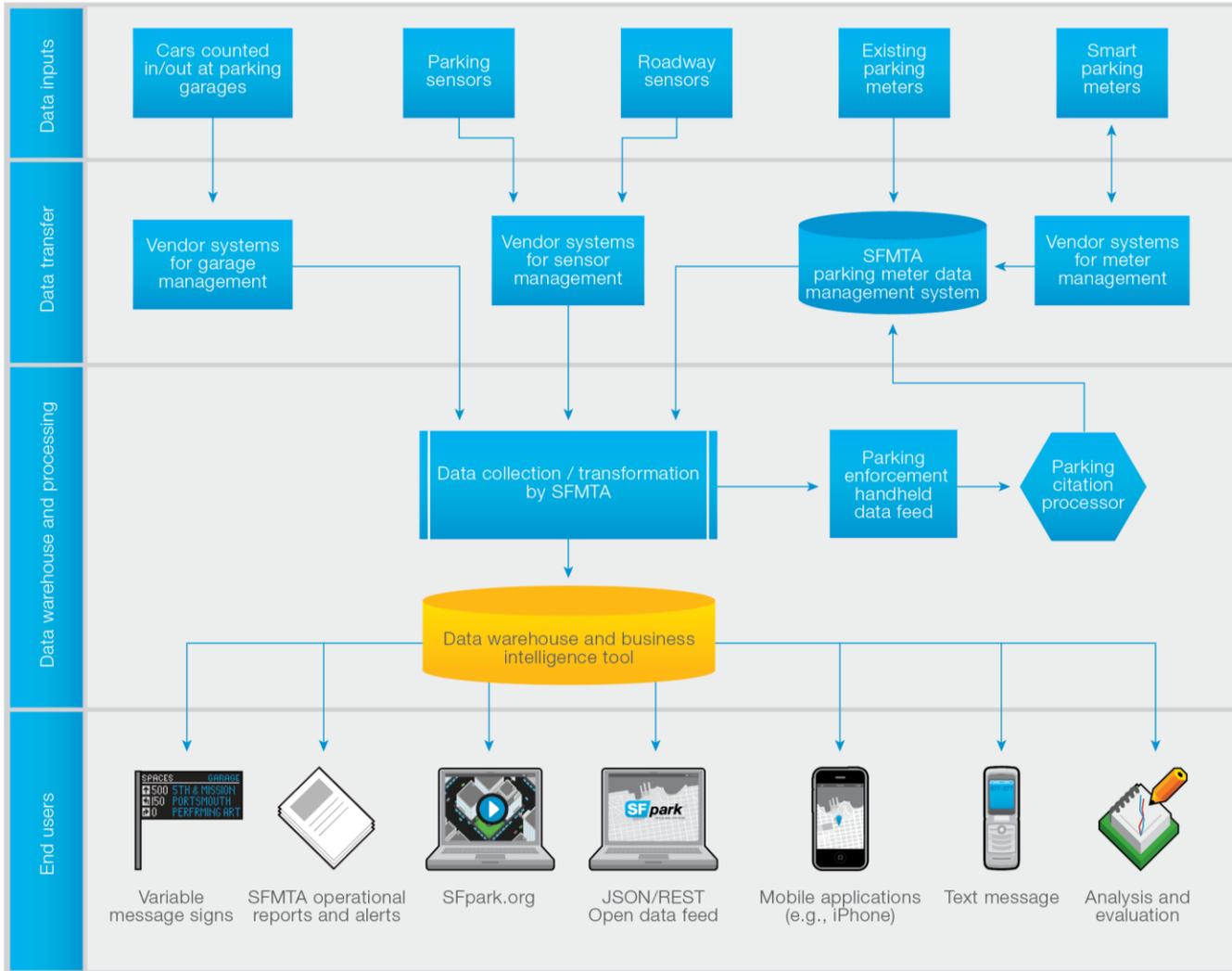
# Automatic data collection

- Supply data (census, asset management, street closures)
- 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 collection

- Parking search time
- Double parking
- Disabled placard
- Occupancy in residential areas
- Motorcycle occupancy
- Vehicle occupancy
- Intercept surveys (professional survey firm)

# Data management and analytics



# What's next

## Through Spring 2012

- Roll out pay by phone (citywide)
- Continue to develop business intelligence tool
- Continue to improve and document business processes

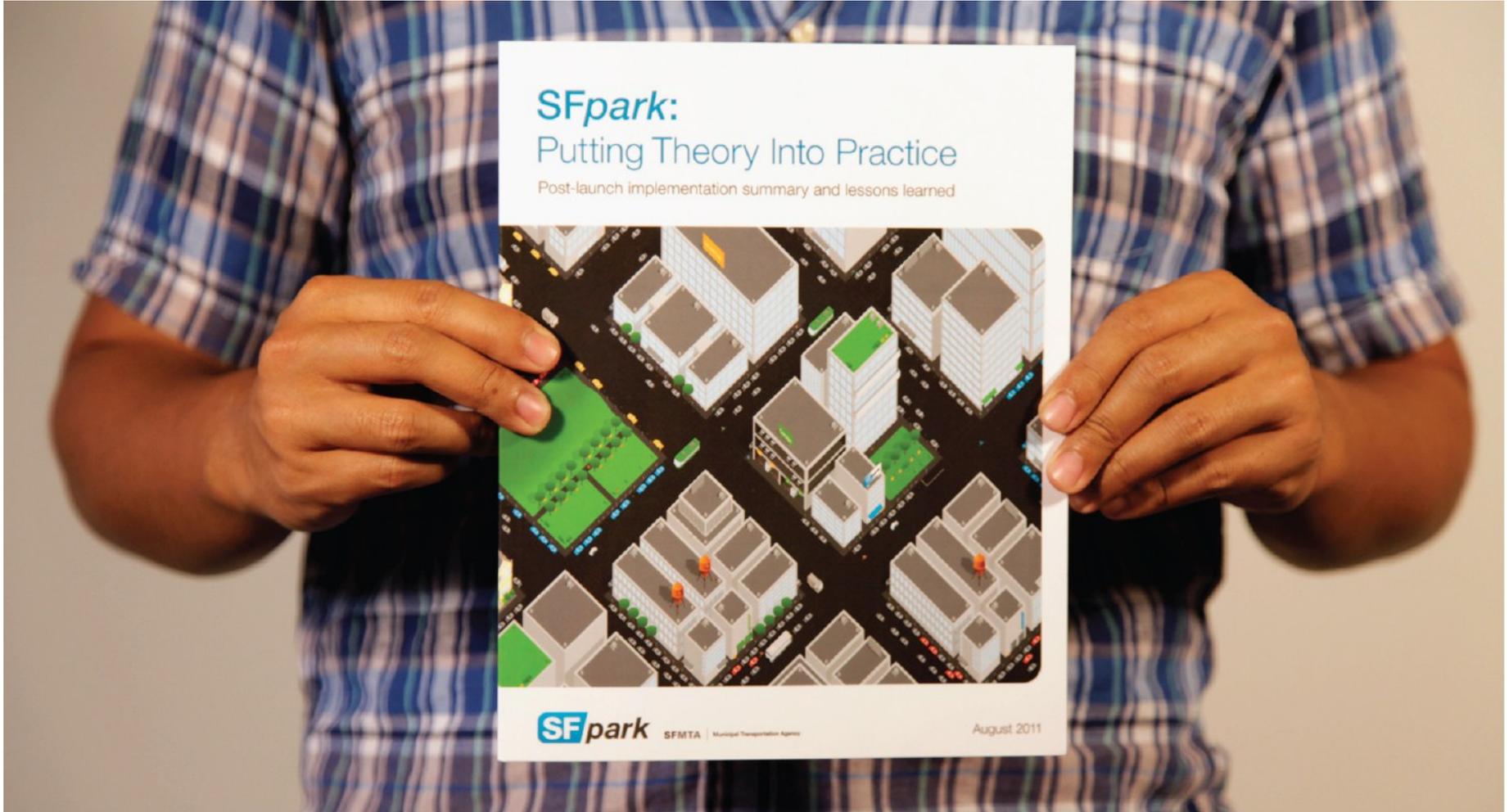
## Spring through late 2012

- Initiate variable message signs
- Accelerate sharing and dissemination of lessons learned
- Develop proposal for expanding *SFpark* citywide
- Release RFPs
- Evaluate pilot projects

# High level lessons learned

- Focus on availability (not turnover)
- Shifting how people think about parking takes time
  - Extensive outreach
  - Branding is useful
- Having a transparent, rules-based, and data-driven approach helps
- SFpark is essentially a complex IT undertaking
- Parking equipment is not plug and play

# Sharing our resources



# Thank you

Jay Primus

[jay.primus@sfmta.com](mailto:jay.primus@sfmta.com)

SFMTA