



## Overview for MTC

November 10, 2009

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## Context

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- Plans, operates, and manages SF's transportation system



- Parking
  - » On-street
  - » 20 garages
  - » 21 lots

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**Managing parking as a...**

- » Coherent whole
- » Crucial element of transportation system
- » Powerful means



**Specifically – the big issues**

- » Non-pilot projects
  - Parking census
  - Accessible (disabled)
  - Residential
  - Commercial
- » Pilot projects (metered/garage parking)



## Pilot projects: Scope



### Scope

- 2 years
- \$24.75 million (80% UPP/federal funds)
- ~25% of metered parking spaces (6,000)
  - New sensors
  - New meters
- ~12,250 garage spaces



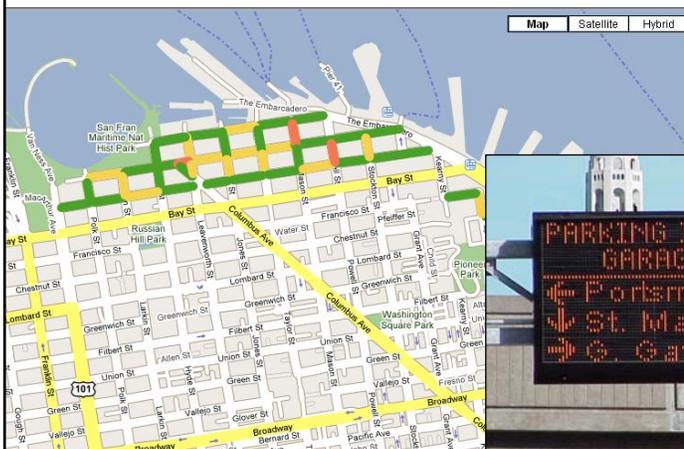
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## Pilot projects: strategies



### 1) Parking information



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## 2) Parking management

### Making parking more convenient

- » Longer time limits
- » Meter at the right times
- » Make it easy to pay
- » Improve overall user experience



## 3) Parking pricing

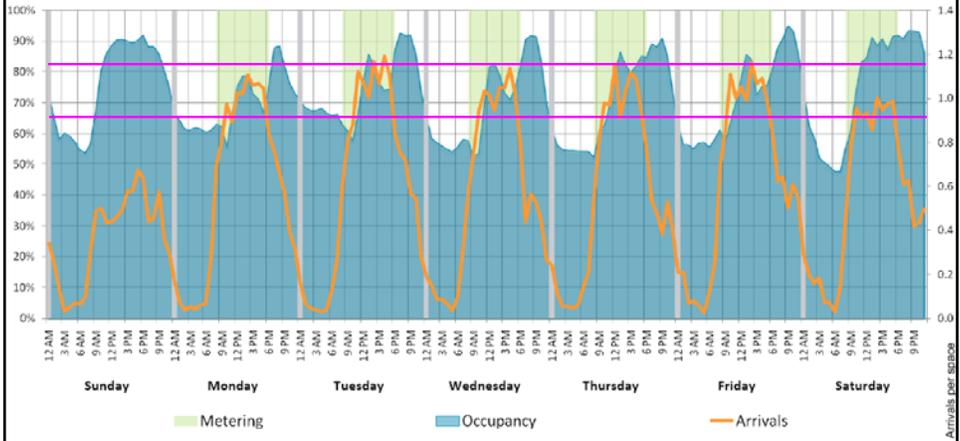
### Parking prices to make it easy to find

- » Demand-responsive pricing to manage towards availability targets:
  - Location
  - Day of week/ time of day
  - Special events
- » Adjust gradually and periodically -- every 4 weeks

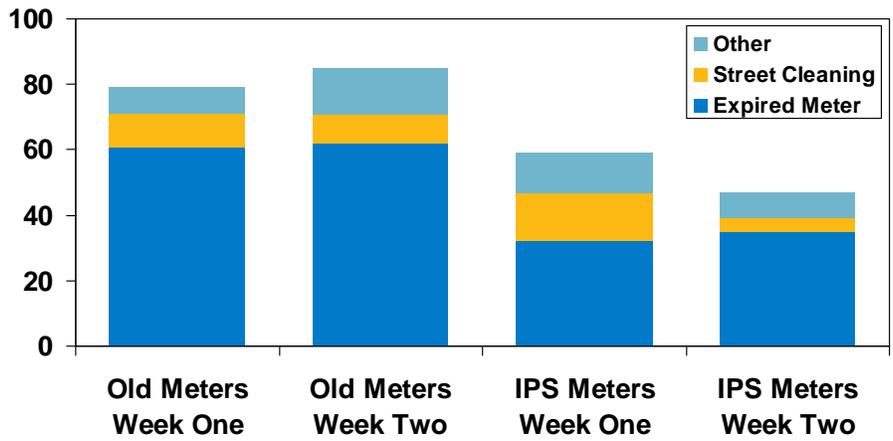
### Bottom line (s)

- » Give people time to learn prices and adjust behavior
- » Charge the lowest price possible to achieve the availability target

Availability standards (floor and ceiling)



4) Enforcement



How will it differ from how we do it now?

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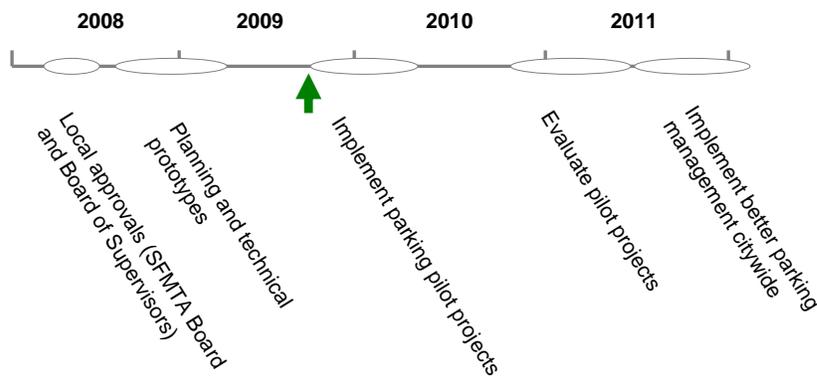
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Implementation

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Timeline



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## **Parking-based approach to congestion management**

### **Advantages**

- » Easy to for people to adopt
  - People are accustomed to paying for parking
  - Many direct benefits for drivers
- » Effective
  - Parking prices and availability are large factor in travel decisions
  - Price adjustments can be subtle and responsive
- » Easy to replicate in other cities
  - Technically straightforward using existing infrastructure
  - Low cost to implement
  - Only local political approvals are necessary (not state)
  - No privacy issues

### **Issues**

- » Technology ready? Will community support? Effectiveness?



## **Data collection and evaluation**

### **Goal of pilot projects: pilot test >> city >> beyond**

- Locally: citywide implementation
- Globally: support decisions in other cities

### **Data collection and evaluation**

- Data warehouse/ business intelligence tool to manage data and facilitate evaluation

### **Documentation and distribution**

- Local and federal teams doing evaluation
- Facilitating academic research
- Distribute results



***Thank you ----***

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