Acknowledgements
SFpark overview
Coin and card meters
Improving the customer experience at garages

Performing Arts Garage

<table>
<thead>
<tr>
<th>Hourly</th>
<th>Off-Peak Discounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midnight – 9am</td>
<td>Enter before 8:30am</td>
</tr>
<tr>
<td>9am – Noon</td>
<td>Exit after 6:30pm</td>
</tr>
<tr>
<td>Noon – 3pm</td>
<td>$2 off</td>
</tr>
<tr>
<td>3pm – 6pm</td>
<td>$2 off</td>
</tr>
<tr>
<td>6pm – Midnight</td>
<td>Must enter and exit on same calendar day</td>
</tr>
<tr>
<td></td>
<td>Must park for at least 3 hours</td>
</tr>
</tbody>
</table>

Hourly rates:
- 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
Parking sensors
Better information
Data management and analytical tools

Data inputs:
- Cars counted in/out at parking garages
- Parking sensors
- Roadway sensors
- Existing parking meters
- Smart parking meters

Data transfer:
- Vendor systems for garage management
- Vendor systems for sensor management
- SFMTA parking meter data management system
- Vendor systems for meter management

Data collection / transformation by SFMTA:
- Parking enforcement handheld data feed
- Parking citation processor

Data warehouse and processing:
- Data warehouse and business intelligence tool

End users:
- Variable message signs
- SFMTA operational reports and alerts
- SFpark.org
- JSON/REST Open data feed
- Mobile applications (e.g., iPhone)
- Text message
- Analysis and evaluation
Pilot areas

- The Wharf
- Marina
- Fillmore
- Downtown
- SOMA
- Civic Center
- Mission Bay
- Mission
- Embarcadero
Schedule

**BUILD**
- Planning and development
- Meter and sensor installation

2009

**PILOT**
- Demand-responsive pricing in pilot areas
- Real-time parking data in pilot areas

2010 2011

**EXPAND**
- Evaluation
- Develop proposal for expanding citywide

2012 2013 2014
Sharing our experience

**SFpark**

*Putting Theory Into Practice*

Pilot project summary and lessons learned

June 2014

**SFpark**

*Pilot Project Evaluation*

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

June 2014
How did rates change?

Hourly parking rates in SFpark areas
Before vs. after (10 rate changes)
On- and off-street rates

- On-street:
  - Before: $2.69
  - After: $2.58

- Off-street:
  - Before: $3.45
  - After: $3.03
Was it easier to park?

How often are blocks too full?
Before vs. after, 90–100% occupancy, hourly frequency
HP pilot, pilot, control areas
Weekdays 9am to 6pm

- HP pilot: Blocks were full 45% less often
- Pilot: Blocks were full 16% less often
- Control: Blocks were full 51% more often
Was it easier to park?

How often do blocks meet target occupancy?
Before vs. after, 60–80% occupancy, hourly frequency
HP pilot, pilot, control areas
Weekdays 9am to 6pm

- HP pilot: Target occupancy met 100% more often
- Pilot: Target occupancy met 31% more often
- Control: Target occupancy met 6% more often

Percentage of time
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

Pilot
- 1.5 citations
- 1.1 citations
- 23% fewer citations issued

Control
- 1.5 citations
- 1.3 citations
- 12% fewer citations issued

Percentage of initial citations issued
Easier to find a parking space

Parking search time (minutes)
Reported search times, before vs. after
Pilot vs. control areas | Weekdays 9am to 6pm

- Pilot: 11:36, 6:36 (43% decrease)
- Control: 6:24, 5:36 (13% decrease)
Decreased vehicle miles travelled

**Daily vehicle miles traveled**

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

<table>
<thead>
<tr>
<th>Pilot</th>
<th>8,134 miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Control</td>
<td>3,110 miles</td>
</tr>
</tbody>
</table>

- 5,721 miles
- 2,933 miles

- 30% fewer miles traveled
- 6% fewer miles traveled

Percentage of initial miles traveled
## Decreased greenhouse gas emissions

### Daily greenhouse gas emissions (metric tons)

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

<table>
<thead>
<tr>
<th></th>
<th>before</th>
<th>after</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pilot</strong></td>
<td>7.0</td>
<td>4.9</td>
<td>30% decrease</td>
</tr>
<tr>
<td><strong>Control</strong></td>
<td>2.7</td>
<td>2.5</td>
<td>6% decrease</td>
</tr>
</tbody>
</table>
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

- **Pilot**: 0.9 (22% decrease)
- **Control**: 1.2

5% decrease
## 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

<table>
<thead>
<tr>
<th></th>
<th>Before</th>
<th>After</th>
<th>Net change</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corridors w/decrease in DP</td>
<td>6.4</td>
<td>6.6</td>
<td>0.2</td>
<td>2.3%</td>
</tr>
<tr>
<td>Corridors w/increase in DP</td>
<td>7.1</td>
<td>6.7</td>
<td>(0.4)</td>
<td>-5.4%</td>
</tr>
</tbody>
</table>
Supported economic vitality and safety

Sales tax revenue, percent change
Food product, general retail, misc sales tax receipts
SFpark pilot and all other areas
2006 to 2008 and 2011 to 2013

Percent change

<table>
<thead>
<tr>
<th>Year</th>
<th>Pilot</th>
<th>Other areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006-2008</td>
<td>15%</td>
<td>9%</td>
</tr>
<tr>
<td>2011-2013</td>
<td>22%</td>
<td>15%</td>
</tr>
</tbody>
</table>
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

Percent of time

- New meters
- Sunday metering
- HP pilot
- Pilot

demand-responsive pricing
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