

A grayscale photograph of a San Francisco cable car on a city street. The cable car is moving up a hill, and several passengers are visible inside. The text 'Parking Initiatives' is overlaid in large, bold, white letters across the center of the image. The cable car has a sign that reads 'VANNESS AVE California' and '& Market Streets'.

# Parking Initiatives



# Context

## **Strategic goals**

- Improve transit speed and reliability
- Manage the City's transportation system more effectively
- Achieve financial sustainability

## **Significant upcoming parking-related decisions**

- Replace all parking meters
- New coin collection, counting, and parking services contract
- Determine the success of demand based pricing

# Goals

- **Realizing the promise of Prop E and A**
- **Managing parking as a...**
  - Coherent whole (on- and off-street)
  - Crucial element of transportation system (rather than in isolation)
  - Powerful means to achieve goals for transportation system (and City)

**Doing more with what we have**

# Current Parking Initiatives

## Enforcement

- Holiday enforcement schedule and deployment
- Pilot testing new enforcement approaches as part of *SFpark*
- PCO Training
- Deterring PCO assault
- Alternative PCO deployment
- License Plate Recognition technology
- Measuring relationship between enforcement, parking compliance and revenue
- New handheld technology
- New vehicles

# Current Parking Initiatives (Continued)

## Off-Street Parking

- RFP for Operations and Management of Parking Facilities
- RFP for a New Parking Access and Revenue Control System
- Performing Arts Garage Expansion
- Review for ADA Compliance and Improvements
- Development of Regulations for Operations and Management of Parking Facilities for Consistent Application
- Improve Facility Condition and Operations
- Clear, User-friendly Rate Structures
- Pilots under *SFpark*
  - TransLink as payment method in select garages
  - Testing off-peak discounts in *SFpark* pilot areas
  - Demand responsive pricing

# Current Parking Initiatives (Continued)

## Develop new partnerships with other agencies

### – Port of San Francisco

- Port purchasing new meters for its 1000 metered spaces
- SFMTA contracted to operate, maintain, and enforce
- Port will use same parking management approaches as other SFpark pilot areas – the 8<sup>th</sup> pilot area

### – Parks & Recreation

- Marina Green / Fort Mason Parking Management -- Draft Proposal Completed
- Overall Park & Recreation Parking Approach -- Analysis ongoing
- Memorandum of Understanding

# Current Parking Initiatives (Continued)

## Other initiatives

- **Develop new approach for managing accessible parking**
  - Review of existing and best practices
  - Lead process to develop state legislation for major advance in how SFMTA can better manage accessible parking
  - Partner with stakeholders
- **Trial of in-vehicle metering**
- **Parking survey**
  - Field verifying and GIS mapping all publicly available parking
  - Northeast quadrant of City complete

# Current Parking Initiatives (Continued)

## SFpark pilot projects

### – Technical prototypes

- Pay by cell phone
- California/Steiner
- Hayes Valley sensors
- Single space meters

### – Moving towards implementation

- Technical plans are being reviewed by FHWA
- Communications planning
- Estimated timing (assumes funding received by March 2009):
  - Start to install parking and roadway sensors April 2009
  - Start to install new pilot parking meters June 2009



# SFpark Scope Pilot projects

- \$24.75 million
- ~25% of metered on-street parking spaces (6,000)
  - New sensors
  - New meters
- ~11,500 off-street parking spaces
- Parking Guidance (Variable Message Signs)
- 18 months



# Upcoming projects

- Review of fees and meter exemptions
- Develop strategy to encourage parking cash out (commuters who are offered subsidized parking are also offered the cash equivalent if they use alternative travel modes)
- Develop parking policies to encourage car sharing
- Improve residential parking management
- Rationalize commercial loading policies
- Explore alternative payment methods
- Develop proposal for citywide parking management based on lessons learned from SF*park* pilot projects