



# Extending Parking Meter Hours

# Background

## Purpose of study

- To assess where and when extended parking meter hours make sense

## Why meter parking? Meters:

- Create parking availability
- Support economic vitality by making it easier for customers to park
- Reduce double-parking and circling, which improves safety for all road users, improves Muni reliability, and reduces greenhouse gas emissions
- Help the SFMTA achieve its overall goals for managing the City's transportation network

# Study Results – Other Cities

## Parking meter hours in other North American cities

6 p.m.	7 p.m.	8 p.m.	9 p.m.	10 p.m.	midnight	2 a.m. and later
Detroit, MI	St. Louis, MO	Boston, MA	Champaign, IL	Bethesda, MD	Charlotte, NC	Chicago, IL
Houston, TX	Boulder, CO	Las Vegas, NV	Long Beach, CA	Denver, CO	Los Angeles, CA**	Old Pasadena, CA‡
Nashville, TN		Los Angeles, CA*		Glendale, CA	Miami Beach, FL	Santa Monica, CA
New Orleans, LA		Old Pasadena, CA*		Las Vegas, NV	Milwaukee, WI	Tampa, FL
Redwood City, CA		Park City, UT		Portland, OR	New York City, NY	West Hollywood, CA
San Francisco, CA		Princeton, NJ		Washington, DC	Old Pasadena, CA**	
San Jose, CA		Vancouver, Canada			Toronto, Canada	
Sausalito, CA						

\* Sunday-Thursday    \*\*Friday-Saturday    ‡ West Gateway Parking District

Shading denotes cities that meter on Sundays.

## Other Studies

### SFCTA Parking Management Study (2004 – 2009)

- Professional survey of 3,000 parkers (Godbe Research in 2006)
- Residents ranked which parking characteristics are most important:
  1. Availability/ease of finding parking space
  2. Adequate time limits to conduct business
  3. Safety
  4. Convenience (proximity to destination)
  5. Cost
  6. Condition of the on-street parking spaces
  7. Availability of different payment options (e.g., credit cards)
  8. Effective enforcement of parking time limits and payment
  9. Information about on-street parking

**Finding: Parking availability and convenience are most important, not cost**

## Other Studies

### SFMTA Columbus Avenue Study (2007)

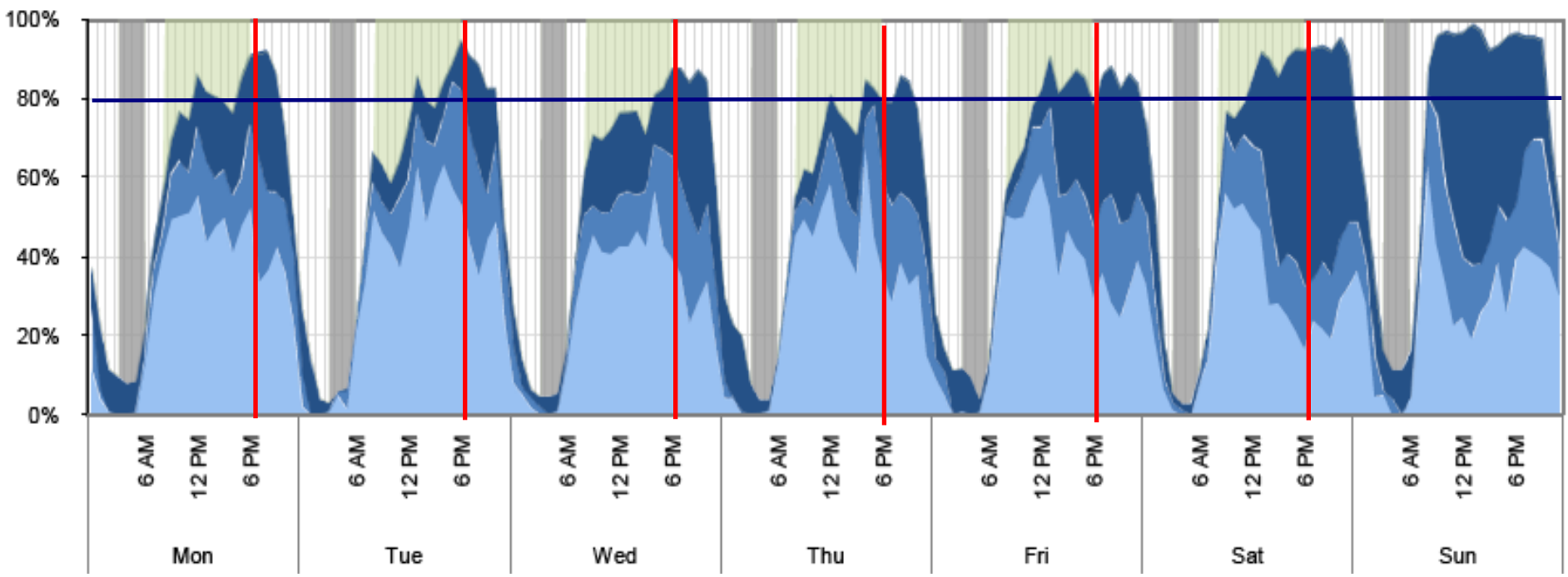
- Evenings: Parking occupancy peaks at 9 p.m. on weekdays: 90 percent
- Sundays: Compared to Monday-Saturday (9 a.m. to 6 p.m.):
  - Occupancy: 93 percent vs. 76 percent
  - Turnover: 25 percent lower
  - Length of stay: three times longer
- Parking demand is similar in other areas where parking sensors have been tested

**Finding: It is often difficult to find a parking space when parking meters are not used as a parking management tool**

# Other Studies

## Columbus Ave. parking occupancy (2007)

- Metered Hours
- Streetcleaning
- Occupied > 2 Hours
- Occupied 1 to 2 Hrs
- Occupied < 1 Hour



# Current Study

## Extended metering hours study (2009)

### Study (90 days)

- Availability data
- Business hour data
- Intercept surveys
- Stakeholder interviews

### **Finding: Metered parking occupancies exceed 85 percent on:**

- Sundays in almost all neighborhoods
- Fridays in many neighborhoods
- Wednesdays in some neighborhoods

# Existing Conditions – Wednesdays

Neighborhood	Street	From	To	7 to 9 p.m.	8 to 10 p.m.	9 to 11 p.m.	Overall
Upper Market	Castro St.	Market St.	19th St.	≥ 100%	≥ 100%	≥ 100%	≥ 100%
Downtown	Geary	Stockton	Van Ness	≥ 100%	≥ 100%	≥ 100%	≥ 100%
Mission II	Valencia St.	19th St.	Duboce	≥ 100%	≥ 100%	≥ 100%	≥ 100%
Upper Market	Market St.	Duboce	Castro St.	≥ 100%	≥ 100%	85% to 100%	≥ 100%
Richmond II (West)	Geary	14th Ave.	28th Ave.	≥ 100%	< 85%	< 85%	< 85%
Bernal Heights	San Bruno Ave.	Silver St.	Wayland	85% to 100%	85% to 100%	< 85%	< 85%
Mission I	Mission St.	26th St.	19th St.	85% to 100%	85% to 100%	< 85%	< 85%
Marina	Union	Steiner	Van Ness	85% to 100%	< 85%	< 85%	< 85%
Noe Valley	24th St.	Castro	Chattanooga	85% to 100%	< 85%	< 85%	< 85%
Sunset III (South)	Taraval	29th Ave.	14th Ave.	85% to 100%	< 85%	< 85%	< 85%
Sunset II (North)	Irving	7th Ave.	12th Ave.	85% to 100%	< 85%	< 85%	< 85%
SOMA II	Howard	Fremont	3rd St.	85% to 100%	< 85%	< 85%	< 85%
Financial District III	Stockton	Sutter	Geary	85% to 100%	< 85%	< 85%	< 85%
SOMA I	Folsom	5th St.	Fremont St.	85% to 100%	< 85%	< 85%	< 85%
Financial District II	Sutter	Kearny	Stockton	< 85%	< 85%	< 85%	< 85%
Upper Haight	Haight	Stanyan	Masonic	< 85%	< 85%	< 85%	< 85%
Richmond I (East)	Clement	Arguello	Funston	< 85%	< 85%	< 85%	< 85%
Sunset I (North)	Irving	15th Ave.	27th Ave.	< 85%	< 85%	< 85%	< 85%
Outer Mission	Mission St.	Geneva	Silver	< 85%	< 85%	< 85%	< 85%
West Portal	West Portal Ave.	Ulloa	15th Ave	< 85%	< 85%	< 85%	< 85%
Bayview	3rd St.	Thomas	McKinnon	< 85%	< 85%	< 85%	< 85%
Financial District I	Kearny	Geary	Sutter	< 85%	< 85%	< 85%	< 85%



# Existing Conditions – Fridays

Neighborhood	Street	From	To	7 to 9 p.m.	8 to 10 p.m.	9 to 11 p.m.	Overall
Upper Market	Castro St.	Market St.	19th St.	≥ 100%	≥ 100%	≥ 100%	≥ 100%
Downtown	Geary	Stockton	Van Ness	≥ 100%	≥ 100%	≥ 100%	≥ 100%
Mission II	Valencia St.	19th St.	Duboce	≥ 100%	≥ 100%	≥ 100%	≥ 100%
Upper Market	Market St.	Duboce	Castro St.	≥ 100%	≥ 100%	≥ 100%	≥ 100%
Richmond II (West)	Geary	14th Ave.	28th Ave.	≥ 100%	≥ 100%	85% to 100%	≥ 100%
Financial District II	Sutter	Kearny	Stockton	≥ 100%	85% to 100%	≥ 100%	≥ 100%
Bernal Heights	San Bruno Ave.	Silver St.	Wayland	≥ 100%	85% to 100%	< 85%	85% to 100%
Sunset II (North)	Irving	7th Ave.	12th Ave.	≥ 100%	85% to 100%	< 85%	85% to 100%
SOMA I	Folsom	5th St.	Fremont St.	85% to 100%	≥ 100%	≥ 100%	85% to 100%
Mission I	Mission St.	26th St.	19th St.	85% to 100%	≥ 100%	85% to 100%	85% to 100%
Marina	Union	Steiner	Van Ness	85% to 100%	85% to 100%	85% to 100%	85% to 100%
Noe Valley	24th St.	Castro	Chattanooga	85% to 100%	85% to 100%	85% to 100%	85% to 100%
SOMA II	Howard	Fremont	3rd St.	85% to 100%	85% to 100%	85% to 100%	85% to 100%
Financial District III	Stockton	Sutter	Geary	85% to 100%	85% to 100%	85% to 100%	85% to 100%
Upper Haight	Haight	Stanyan	Masonic	85% to 100%	85% to 100%	85% to 100%	85% to 100%
Sunset III (South)	Taraval	29th Ave.	14th Ave.	85% to 100%	< 85%	< 85%	85% to 100%
Sunset I (North)	Irving	15th Ave.	27th Ave.	85% to 100%	< 85%	< 85%	< 85%
Outer Mission	Mission St.	Geneva	Silver	85% to 100%	< 85%	< 85%	< 85%
West Portal	West Portal Ave.	Ulloa	15th Ave	85% to 100%	< 85%	< 85%	< 85%
Richmond I (East)	Clement	Arguello	Funston	< 85%	< 85%	< 85%	< 85%
Bayview	3rd St.	Thomas	McKinnon	< 85%	< 85%	< 85%	< 85%
Financial District I	Kearny	Geary	Sutter	< 85%	< 85%	< 85%	< 85%

# Existing Conditions – Sundays

Neighborhood	Street	From	To	9:30 -11:30 am	11:30 am - 3:30 pm	3:30-5:30 pm	Overall
Downtown	Sutter	Kearny	Stockton	≥ 100%	≥ 100%	≥ 100%	≥ 100%
Richmond II	Geary	14th Ave.	28th Ave.	≥ 100%	≥ 100%	≥ 100%	≥ 100%
Union Square I	Stockton	Sutter	Geary	≥ 100%	≥ 100%	≥ 100%	≥ 100%
Union Square II	Geary	Stockton	Van Ness	≥ 100%	≥ 100%	≥ 100%	≥ 100%
Noe Valley	24th St.	Castro	Chattanooga	≥ 100%	≥ 100%	≥ 100%	≥ 100%
Portola	San Bruno Ave.	Silver St.	Wayland	≥ 100%	≥ 100%	≥ 100%	≥ 100%
Castro	Castro St.	Market	19th St.	≥ 100%	≥ 100%	≥ 100%	≥ 100%
Sunset II	Irving	7th Ave.	12th Ave.	≥ 100%	≥ 100%	≥ 100%	≥ 100%
Sunset I	Irving	15th Ave.	27th Ave.	≥ 100%	≥ 100%	≥ 100%	≥ 100%
Financial District	Kearny	Geary	Sutter	≥ 100%	≥ 100%	≥ 100%	≥ 100%
Richmond I	Clement	Arguello	Funston	≥ 100%	≥ 100%	85% to 100%	85% to 100%
Mission II	Valencia St.	19th St.	Duboce	85% to 100%	≥ 100%	≥ 100%	≥ 100%
SoMa I	Folsom	5th St.	Fremont St.	85% to 100%	≥ 100%	85% to 100%	85% to 100%
Cow Hollow	Union	Steiner	Van Ness	85% to 100%	85% to 100%	85% to 100%	85% to 100%
Mission I	Mission St.	26th St.	19th St.	85% to 100%	≥ 100%	85% to 100%	85% to 100%
West Portal	West Portal	Ulloa	15th Ave	85% to 100%	85% to 100%	85% to 100%	85% to 100%
Parkside	Taraval	29th Ave.	14th Ave.	< 85%	85% to 100%	85% to 100%	85% to 100%
Excelsior	Mission St.	Geneva	Silver	< 85%	85% to 100%	85% to 100%	85% to 100%
Upper Haight	Haight	Stanyan	Masonic	< 85%	≥ 100%	85% to 100%	85% to 100%
SoMa II	Howard	Fremont	3rd St.	< 85%	85% to 100%	< 85%	< 85%
Upper Market	Market St.	Duboce	Castro St.	< 85%	85% to 100%	≥ 100%	85% to 100%
Bayview	3rd St.	Thomas	McKinnon	< 85%	< 85%	< 85%	< 85%

# Existing Conditions – Business Hours

Last hour at which 25 percent of businesses are open on **Wednesdays and Fridays**

<b>7 p.m.</b>	
Cow Hollow	Union St.
Richmond I	Clement St.
SoMa II	Howard St.*

<b>8 p.m.</b>	
Noe Valley	24 <sup>th</sup> St.
Mission I	Mission St.
Financial District	Kearny
Portola	San Bruno Ave
Bayview	3 <sup>rd</sup> St.
West Portal	West Portal Ave
Excelsior	Mission St.

<b>9 p.m.</b>	
Upper Haight	Haight St.
Upper Market	Market St.
SoMa I	Folsom St.
Parkside	Taraval St.

<b>10 p.m.</b>	
Richmond II	Geary Blvd.
Sunset I	Irving St.
Mission II	Valencia St.*
SoMa II	Howard St.**

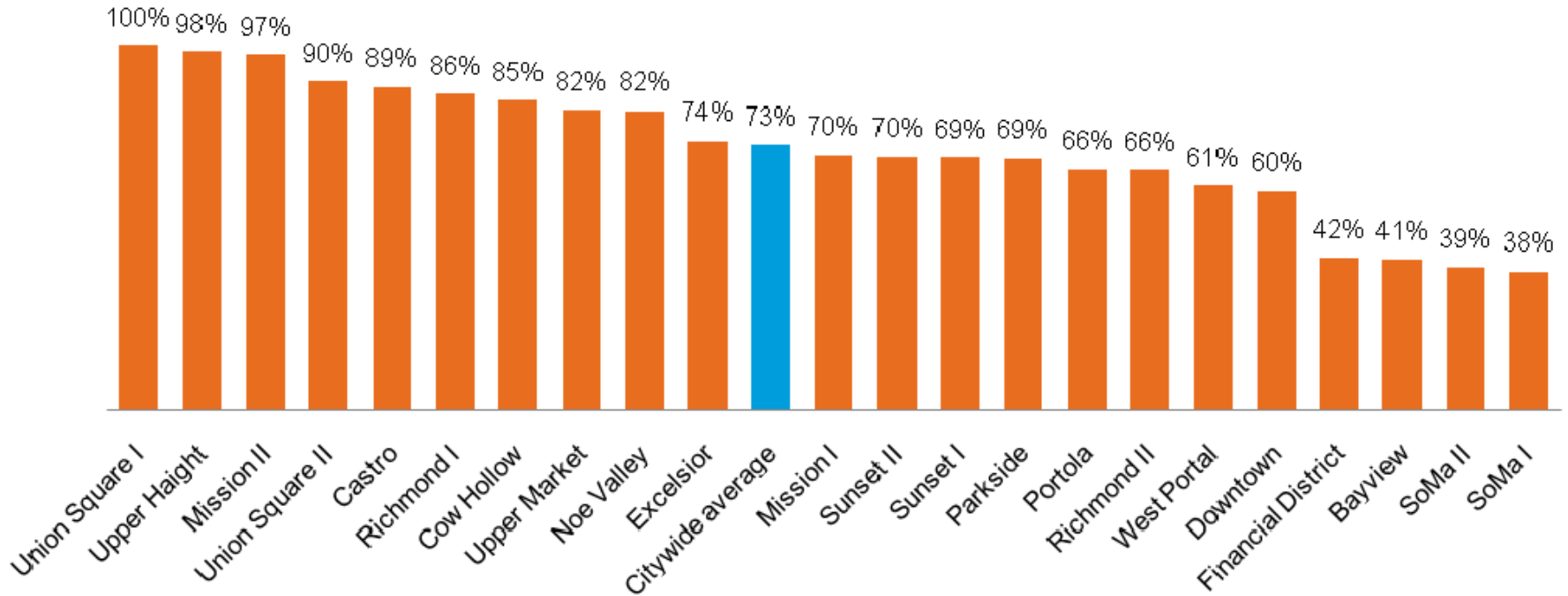
<b>11 p.m.</b>	
Upper Market	Castro St.

<b>Midnight</b>	
Union Square II	Geary St.
Mission II	Valencia St.**

\* Wednesdays only; \*\* Fridays only

# Existing conditions – Business Hours

Percentage of stores open on Sundays

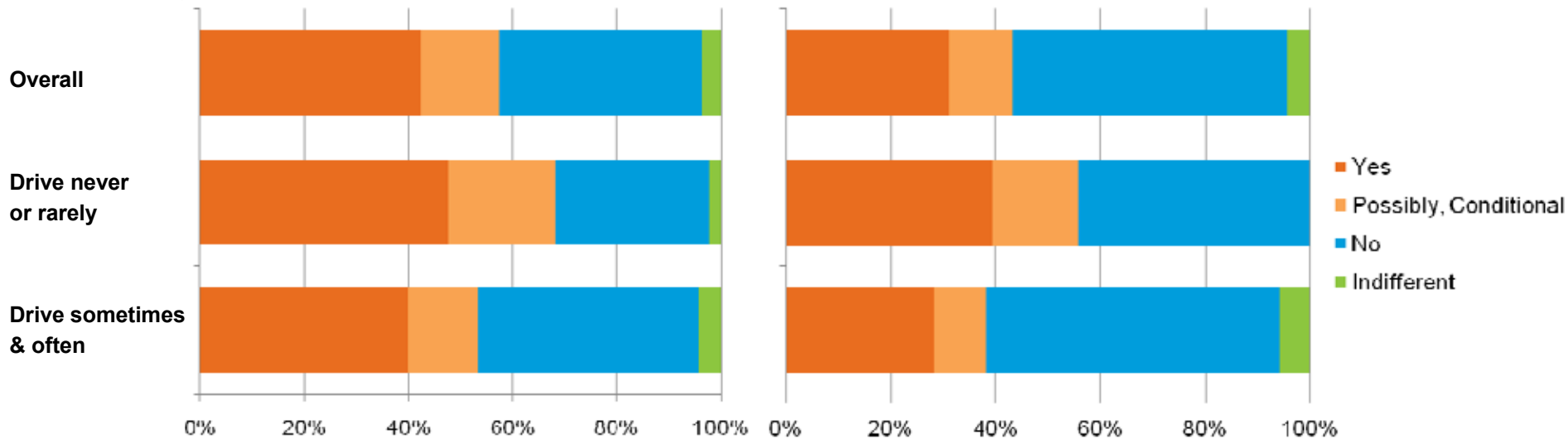


# Intercept Survey Results

“Would you support metering....

...to 10 p.m. Monday-Saturday?

...on Sundays?”



# Stakeholder Interviews

**Informal interviews to better understand concerns and improve recommendations**

Organizations	
Building Owners and Managers Association	Noriega-Lawton Merchants Association
Coalition of San Francisco Neighborhoods	Outer Sunset Merchants and Professionals Association
Cow Hollow Neighbors and Merchants Association	San Francisco Bicycle Coalition
Glen Park Association	Senior Action Network
Golden Gate Restaurant Association	SF Chamber of Commerce
Greater West Portal Neighborhood Association	SF Convention and Visitors Bureau
Inner Sunset Merchants Association	San Francisco Planning & Urban Research Association
Livable City	Small Business California
Marina Community Association	Taraval Parkside Merchants Association
Marina Merchants Association	TransForm
Market Street Association	Union Square Association
Merchants of Upper Market and Castro	WalkSF
Noe Valley Association	West of Twin Peaks Central Council
Noe Valley Merchants Association	Yerba Buena Alliance

# Proposal for Extended Metering Hours

- Better match meter hours to occupancy, not a one-size-fits-all. Primary criterion: meter when/where parking occupancy exceeds 85 percent
- Review and adjust hours at least every two years
- Adjust hours (based on current data):
  - Sunday: 11 a.m. to 6 p.m. (citywide) (not 10 a.m.)
  - Mon-Sat: Until 6 p.m., 9 p.m., or midnight (not 10 p.m. citywide)
    - 59 percent of metered spaces: Mon-Thurs until 9 p.m.; Fri-Sat until midnight
    - 23 percent of metered spaces: Mon-Thurs until 6 p.m.; Fri-Sat until 9 p.m.
    - 17 percent of metered spaces: Mon-Sat until midnight
    - 1 percent of metered spaces: Mon-Sat until 6 p.m.

# Proposal for Extended Metering Hours

- **Other recommendations based on stakeholder feedback**
  - Provide four-hour time limits after 6 p.m. and on Sundays
  - Provide option for residents to extend Residential Parking Permit enforcement hours to match or exceed meter hours
  - Improve availability of SFMTA parking cards
  - Reduce meter rates at SFMTA parking lots when and where occupancy does not exceed 60 percent
  - Ensure that all metered commercial areas have two-hour time limits



# On-Street Parking Extended Metering Hours Proposal

Part of SF meters  
currently operate

until 11 pm, Mon - Sun

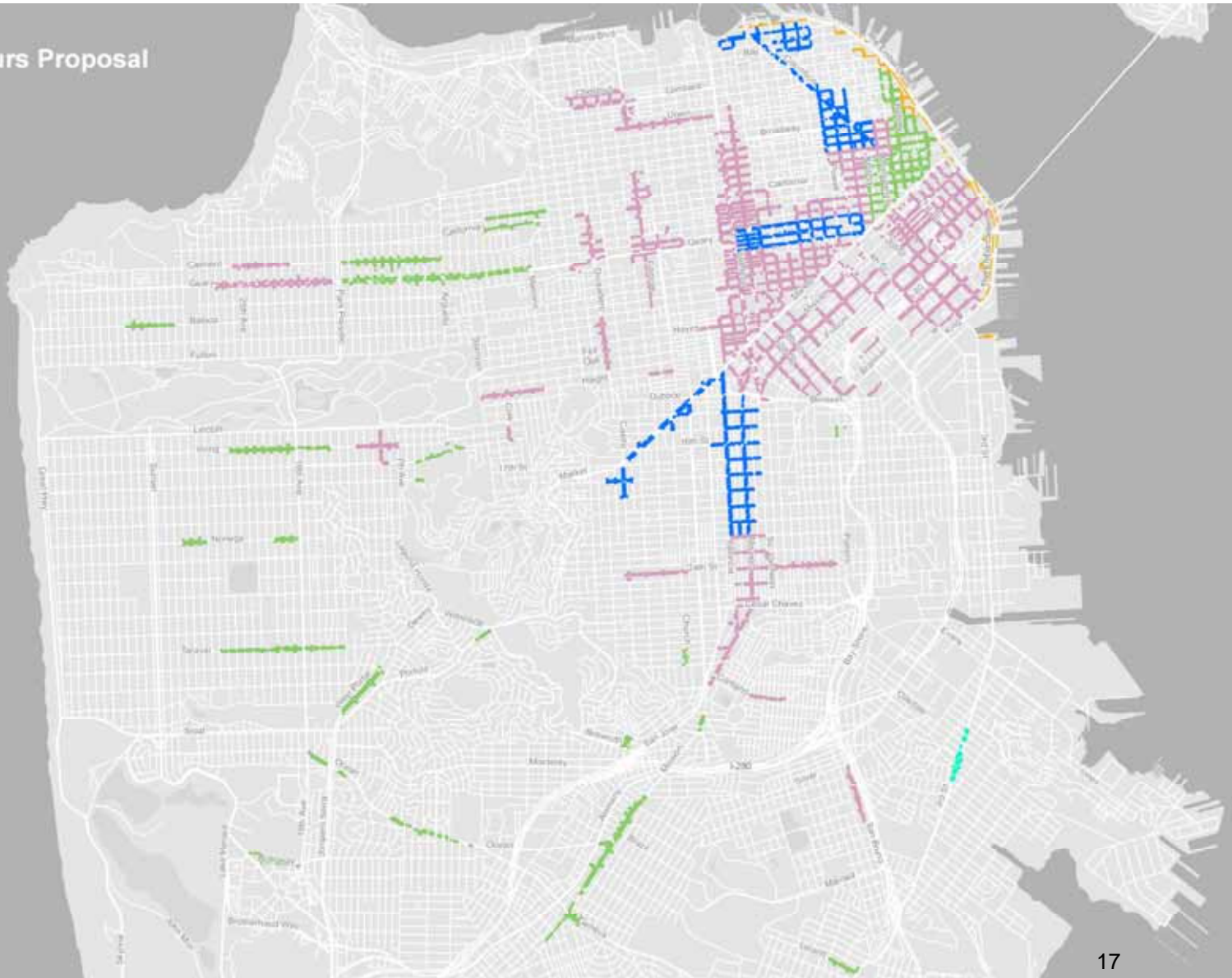
SFMTA meters are  
proposed to operate

until 6 pm, Mon - Sat  
11 am to 6 pm, Sun

until 6 pm, Mon - Thurs  
until 9 pm, Fri - Sat  
11 am to 6 pm, Sun

until 9 pm, Mon - Thurs  
until midnight, Fri - Sat  
11 am to 6 pm, Sun

until midnight, Mon - Sat  
11 am to 6 pm, Sun



# Proposal for Extended Metering Hours

## Summary of estimated costs and revenues

Description	Change
Additional annual revenues	17,260,000
Additional annual costs <ul style="list-style-type: none"> <li>• Enforcement</li> <li>• Meter maintenance</li> <li>• Coin collection</li> </ul>	(8,430,000)
<b>Net annual additional revenue</b>	<b>8,830,000</b>
<b>One-time implementation costs</b>	<b>2,500,000</b>

# Expected Impacts and Benefits

- **Effect of metering in the evenings and on Sundays**
  - Parking availability will increase
  - Congestion, double parking and illegal parking will decrease
- **Impacts/ Benefits**
  - **Drivers:** Will have to pay meters at these times, but it will be easier to find a parking space and can park for four-hours
  - **Businesses:** Improved access to stores should support economic vitality; customers can park for four-hours
  - **Residents:** No net loss of parking spaces; residential parking demand will be focused in residential areas; can park for four-hours
  - **Muni customers:** Muni will be faster and more reliable because fewer unpredictable delays
  - **Environment/ Safety:** Less unnecessary circling will improve safety for all road users, save fuel, and reduce greenhouse gas emissions

# Expected Impacts for Businesses

- **Magnitude of issue: fewer people drive than most people think**
  - ~41 percent of customers in West Portal arrive by car
  - ~15 percent of customers in North Beach and Marina arrive by car
  - Pedestrians and transit riders spend more per month in purchases than drivers
- **Experience in other cities**
  - Glendale, New York City, etc.
  - Many cities with extended hours have thriving commercial districts
- **Experience at the Port (parking meters extended until 11 p.m.)**
- **Making it easy to find a parking space attracts customers**
- **Meters**
  - Discourage store owners, employees or residents from storing cars in metered spaces in commercial areas, opening spaces for potential customers
  - Increase turnover and therefore potential customers