SFMTA | Municipal Transportation Agency

Intelligent Parking Management

TRB -- Workshop 167
Nexus Between Parking Pricing and Congestion Pricing
Sunday, January 11, 2009, 1:30 PM - 4:30 PM, Hilton

muni DPT

Context >> SFMTA

- Plans, operates, and manages San Francisco's transportation system
  - Transit
  - Streets (not freeways)
  - Parking
  - Taxis
- Manage the transportation system as coherent whole
- Parking: both on-street and part of the off-street supply

Context >> How is parking managed now?

- **How?**
  - Old meters – only accept coins/stored value cards
  - Limited data about demand
  - Emphasis on time limits to achieve turnover goals
  - On-street parking cheaper than off-street

- **Result for customers**
  - Parking can be hard to find and hard to pay for
  - Unpredictable parking search time
  - More congestion >> hurts transit riders

SF*park:* What is it?

- **Parking-based congestion management**
- **Intelligent parking management**
- **Managing parking as…**
  - Coherent whole (on and off street)
  - Crucial element of transportation system (rather than in isolation)
  - Powerful means to achieve City's goals for transportation system

<u>Doing more with what we have</u>

Goals and benefits

Primary goal of pilot projects

Manage parking supply and demand to reduce congestion

How parking management can reduce congestion

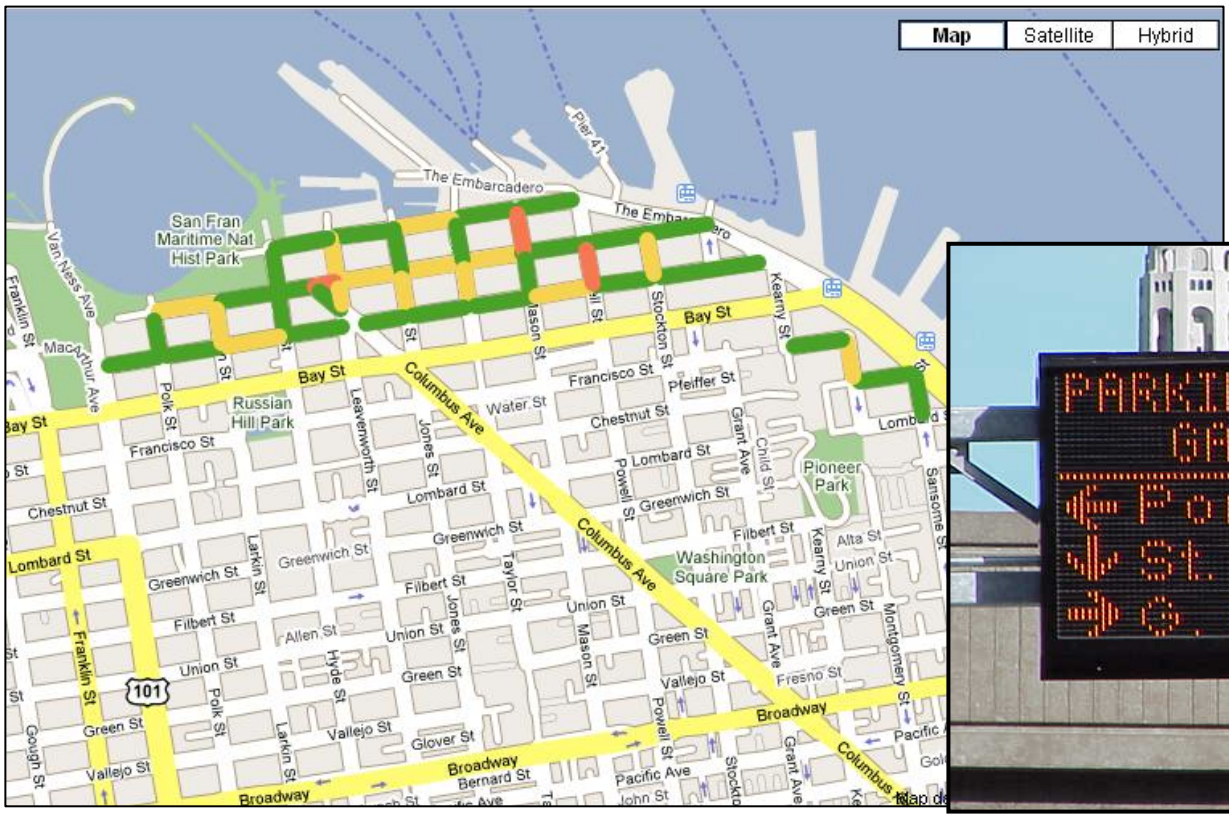
- Reduce circling
- Reduce double parking
- Manage auto trip demand + shift mode

Expected benefits

- Make driving more predictable and convenient travel choice
- Improve transit reliability and speed
- Reduce greenhouse gas emissions
- Increase pedestrian, bicyclist, and motorist safety
- Improve economic vitality of pilot areas

How achieve SF*park* goals?
1) Parking information

- Information about location, availability, and price
- Variable message signs, web, PDAs, text message



2) Parking management + 3) Enforcement

- **Parking management**
  - Demand-responsive pricing to manage towards availability targets
  - Relaxing time limits
  - Right relationship between price of on- and off-street parking
  - New meters make it easy to pay

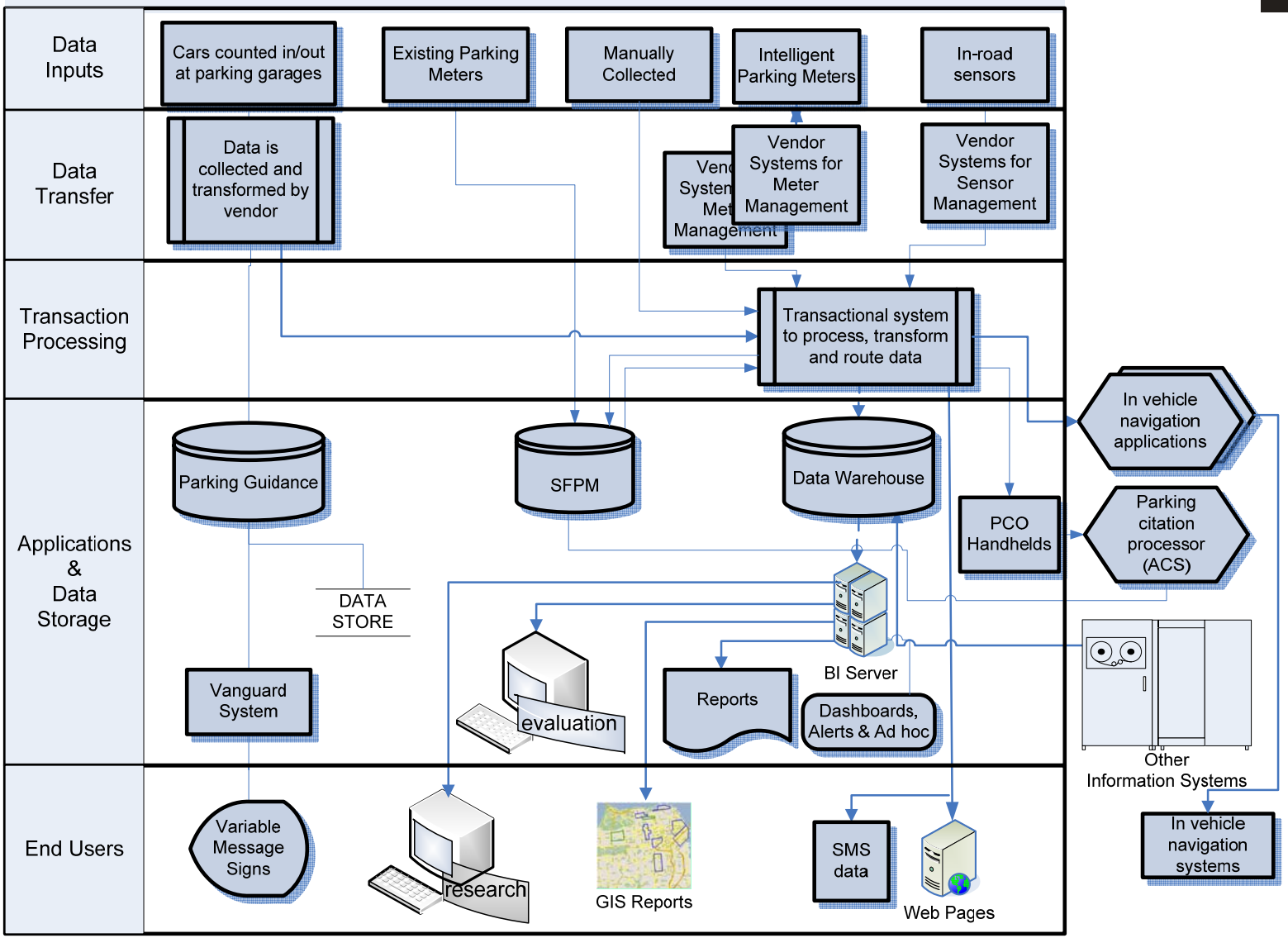
- **Enforcement**
  - New low-tech deployment strategies
  - Utilize new technologies

How will prices change?

- Prices will vary by:
  - Location
  - Day of week
  - Time of day
  - Special events
- Adjusted gradually and periodically – e.g., every 4 to 6 weeks, up or down by no more than $0.50/hour
- Give people time to learn prices and adjust behavior

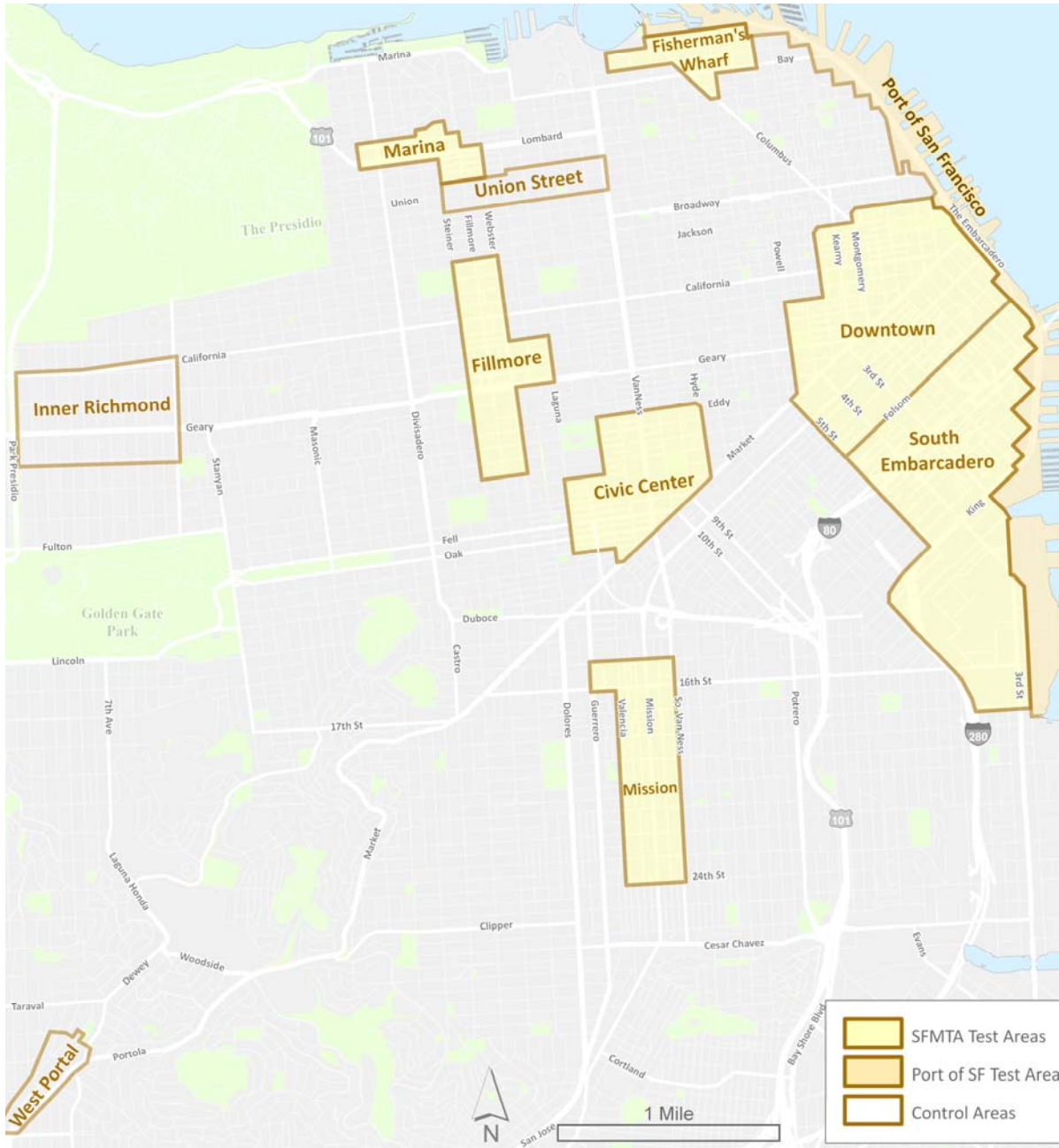
SF*park* data flow diagram

V 4.2
January 6, 2009



Scope

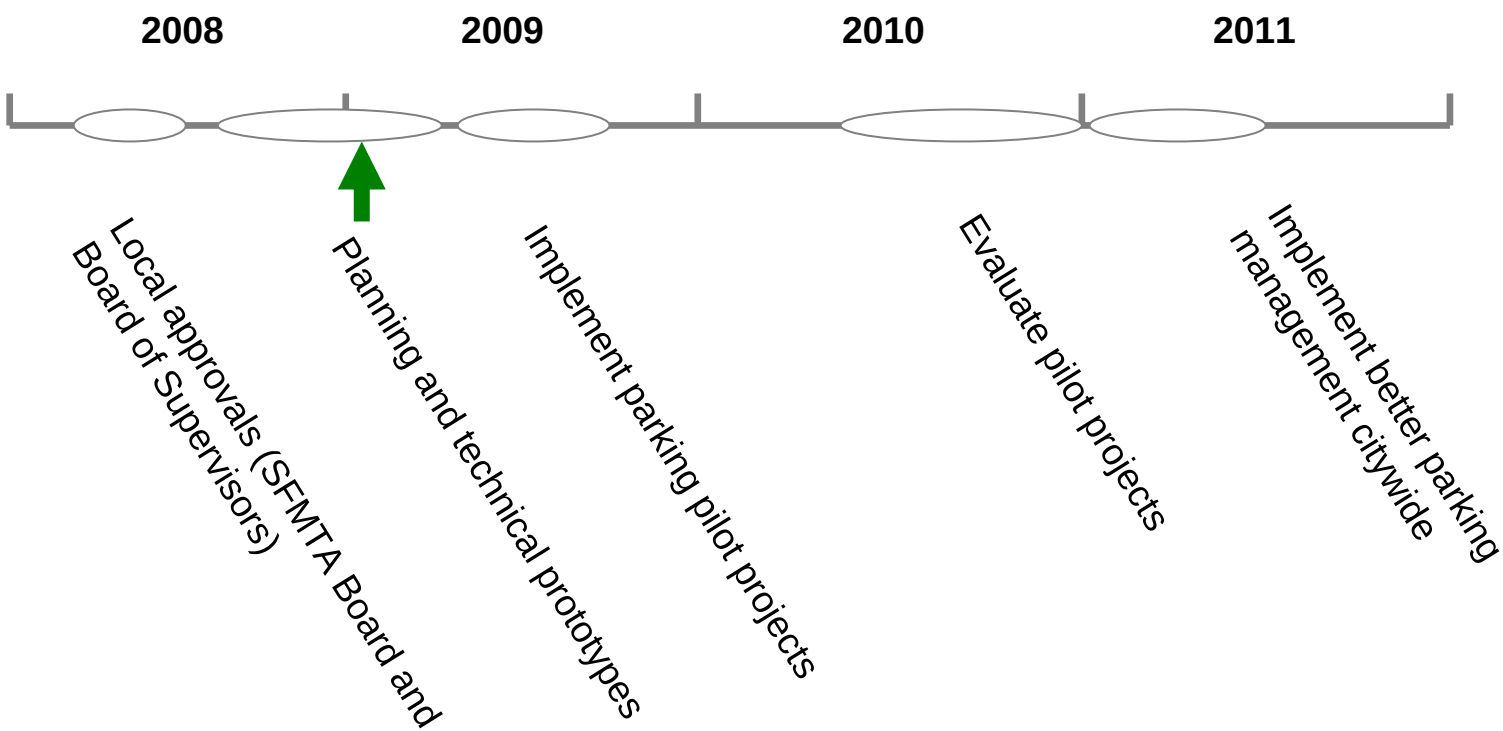
- $24.75 million
- ~25% of metered on-street parking spaces (6,000)
  - New sensors
  - New meters
- ~11,500 off-street parking spaces
- Parking information
- 18 months



SF*park*: Project status

- **Political approvals/ environmental clearance**
- **Implementation planning**
  - Technical prototypes
  - Survey of supply
  - Communications / marketing
  - Technical plans (SEMP)
- **Funding obligation**
- **RFPs**
- **Implementation**

SF*park* pilot projects timeline



How promising is a parking-based approach to congestion management?

Advantages

- People are accustomed to paying for parking (few interface issues)
- Parking prices are large factor in travel decisions
- Price adjustments can be subtle and respond to changing demand
- Technically straightforward; leverage existing infrastructure
- Low cost to implement
- Easy to replicate in other cities
- Only local political approvals are necessary (not state)
- No privacy issues
- Strong value proposition: many direct benefits for drivers
- Works well with other TDM / congestion pricing strategies

Issues

- Community support ?
- Revenue generation ?
- Effective ?

Thank you ----

Contact information

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