

WHAT IS CURB MANAGEMENT?

The SFMTA's Curb Management team was formed in early 2018 as the City begins to adopt a more holistic, proactive approach to parking and loading regulations. In the coming months, a Curb Management Strategy will be released, laying out recommendations for changes to policies, processes, and design standards to improve the way the SFMTA allocates curb spaces to the City's many varied users.

CONTEXT

While this team is new, the problems it is intended to address are not. Pictures from our photo archive show double-parked cars and trucks have caused transit delay, safety issues, and congestion for decades in San Francisco.



Double-parked cars block the City's first bus lane in the 1970s

Trucks parked in a loading zone in Chinatown all day force other trucks to double-park

Many users need curb access, from trucks and buses to taxis, bike-share and paratransit.



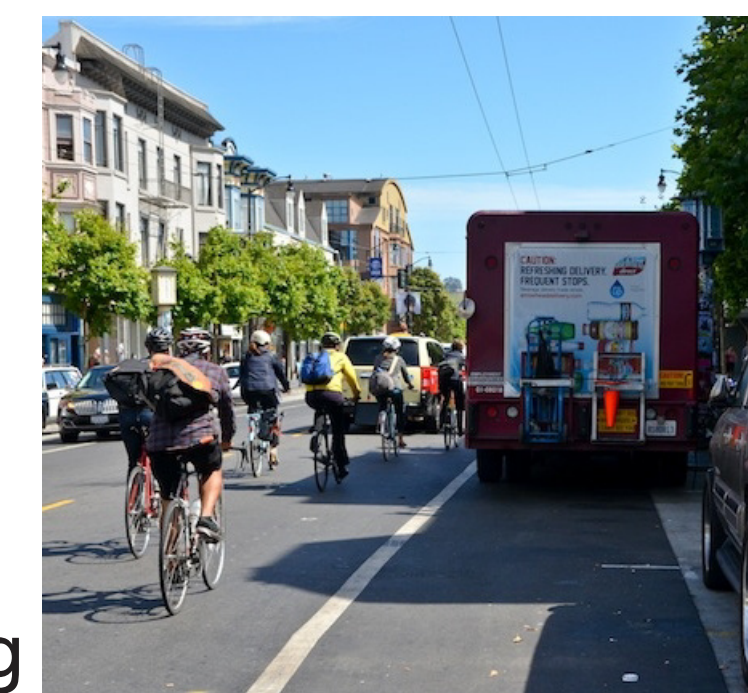
EXISTING APPROACH

The SFMTA's Color Curb Program accepts applications for loading and short-term parking zones. Applicants must generally pay for the zone, and after analyzing the request the Color Curb Program chooses whether to move forward.



Blue zones are for accessible parking, green for short-term parking, white for passenger loading, and yellow for commercial loading

Because loading zones are usually require an application and payment, many areas do not have enough loading zones to meet demand. This often leads to double-parking or other illegal loading, such as in driveways or bus zones. Illegal loading behavior can affect safety, transit reliability, and traffic congestion.



Truck loads in bike lane, forcing bicyclists into traffic



Truck blocks crosswalks to load



Bus veers around car double-parked in a transit lane

GOALS

The SFMTA's Curb Management Strategy draws on the agency's wider goals. These include:

- **Safety.** Combatting unsafe parking and loading is important to the City's Vision Zero goal of eliminating traffic deaths and severe injuries.
- **Transit priority.** Curb regulations should prioritize transit per San Francisco's Transit First Policy.
- **Accessibility.** Reliable access to the curb and a safe path of travel are critical for people with disabilities.
- **Equity.** The allocation of curb space should reflect the full spectrum of curb users.
- **Economic vitality.** Curb regulations should support local business needs.

NEW STRATEGY

The new curb management team seeks to allocate curb space in a holistic manner. This means proactively determining needs of a whole block or neighborhood based on merchant, resident, and intercept surveys, as well as in-person and video-based data collection.



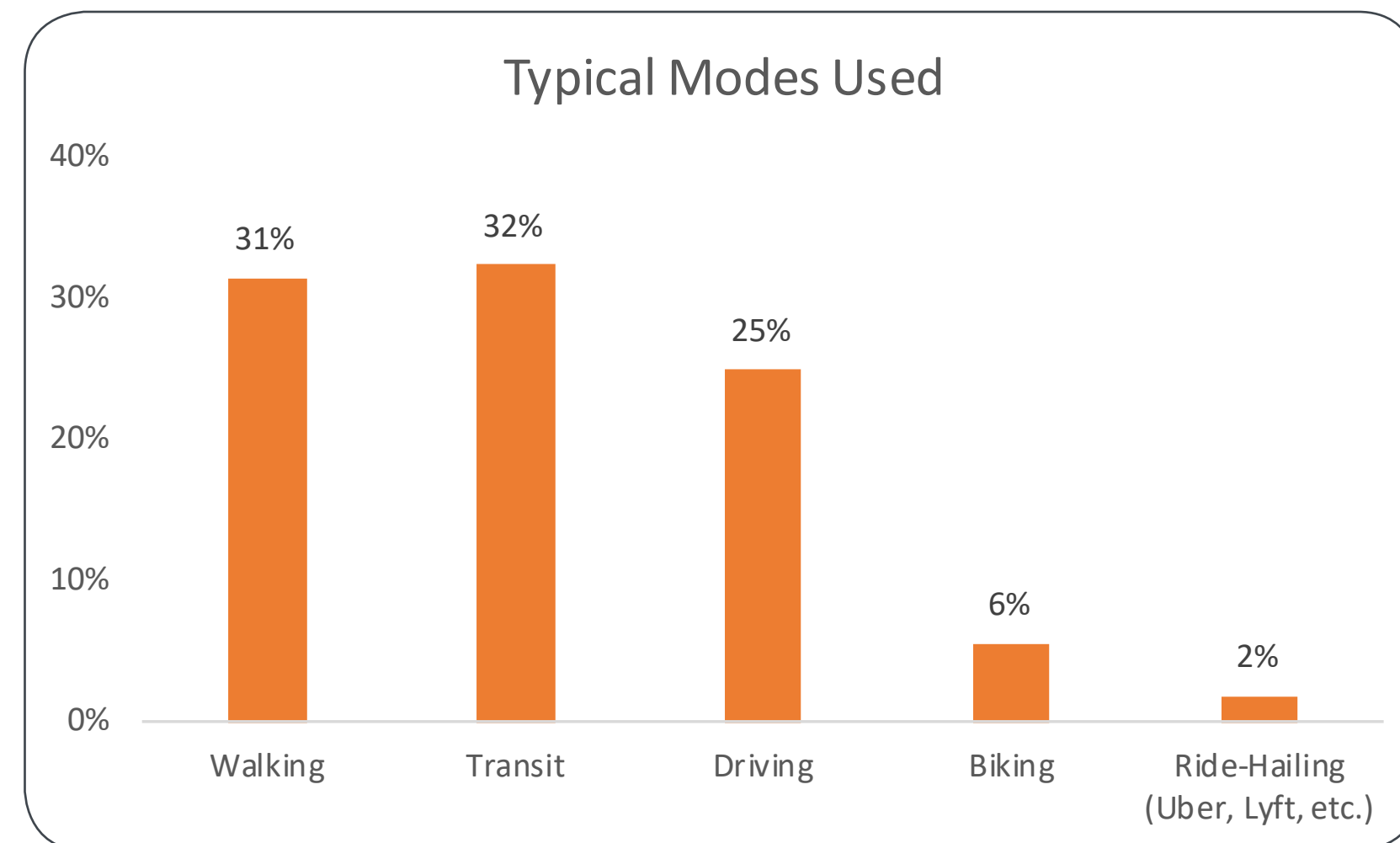
Recent curb management projects include 22nd Street Caltrain Station, Chase Center, and Valencia Street

PROJECT SURVEY HIGHLIGHTS

INTERCEPT SURVEY

82 surveys collected at 9th & Irving and 9th & Lincoln

44% of those surveyed live in the 94122 zip code



Per trip, drivers spend about \$44, twice as much money as those walking or taking transit

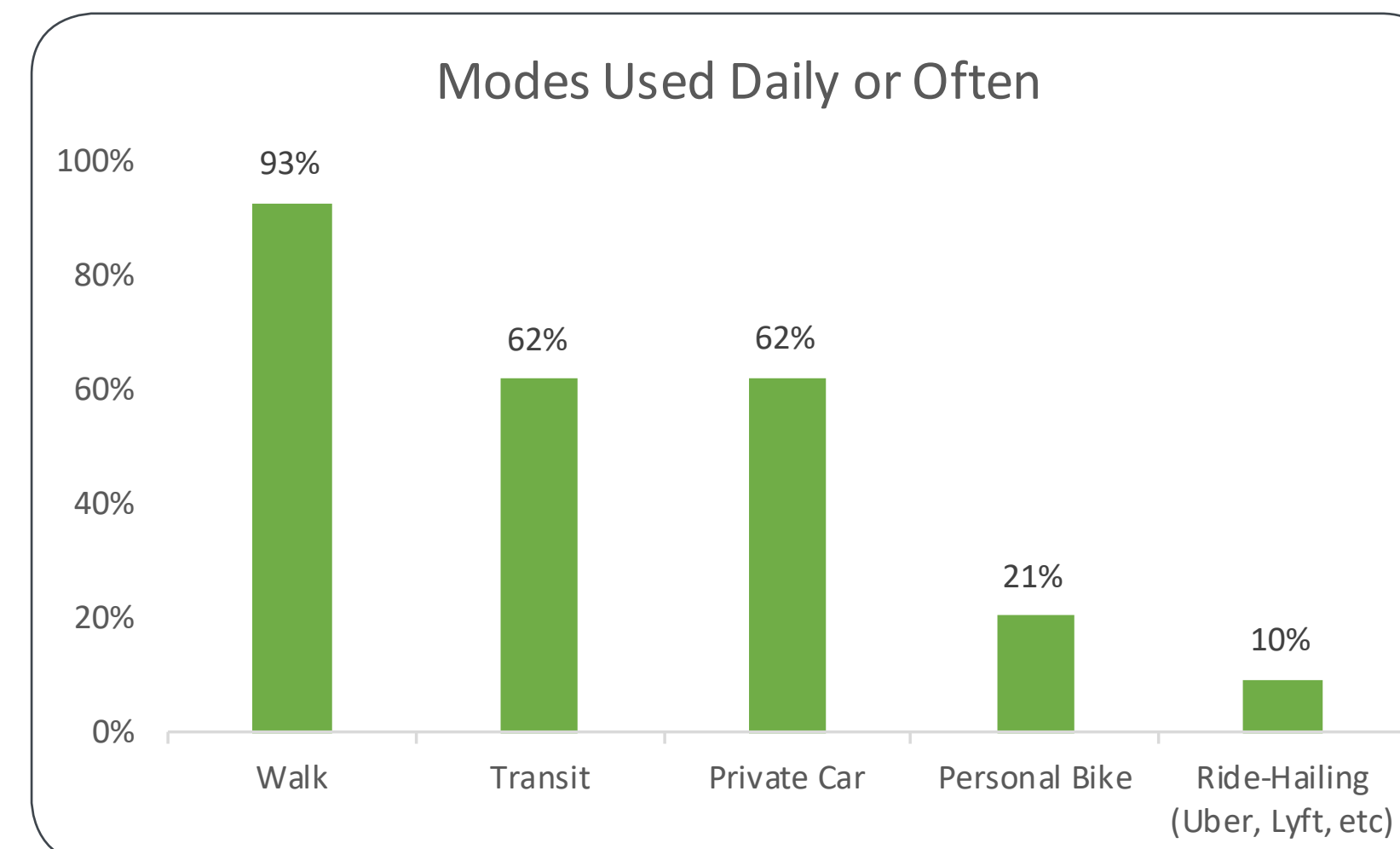
However, per week, those walking are estimated to spend the most, nearly \$100, at local businesses

The most common reasons for visiting are:

- Eating/drinking: 33%
- Entertainment/recreation: 20%
- Services: 17%
- Shopping: 15%

RESIDENT SURVEY

203 surveys collected; 132 from within project area



Average number of vehicles per household: 1.4

49% of residents don't park vehicles on the street

The average Inner Sunset garage can fit 1 vehicle

It takes the average resident 7.5-9.5 minutes to find a parking space

Common Resident Feedback

- Concern about previous parking removal
- Mixed responses to streetscape project
- Issues with double parking for passenger loading and deliveries
- Blocked driveways
- Concerns about bikeshare and carshare expansion
- Requests for more bicycle infrastructure
- Concerns about pedestrian safety

MERCHANT SURVEY

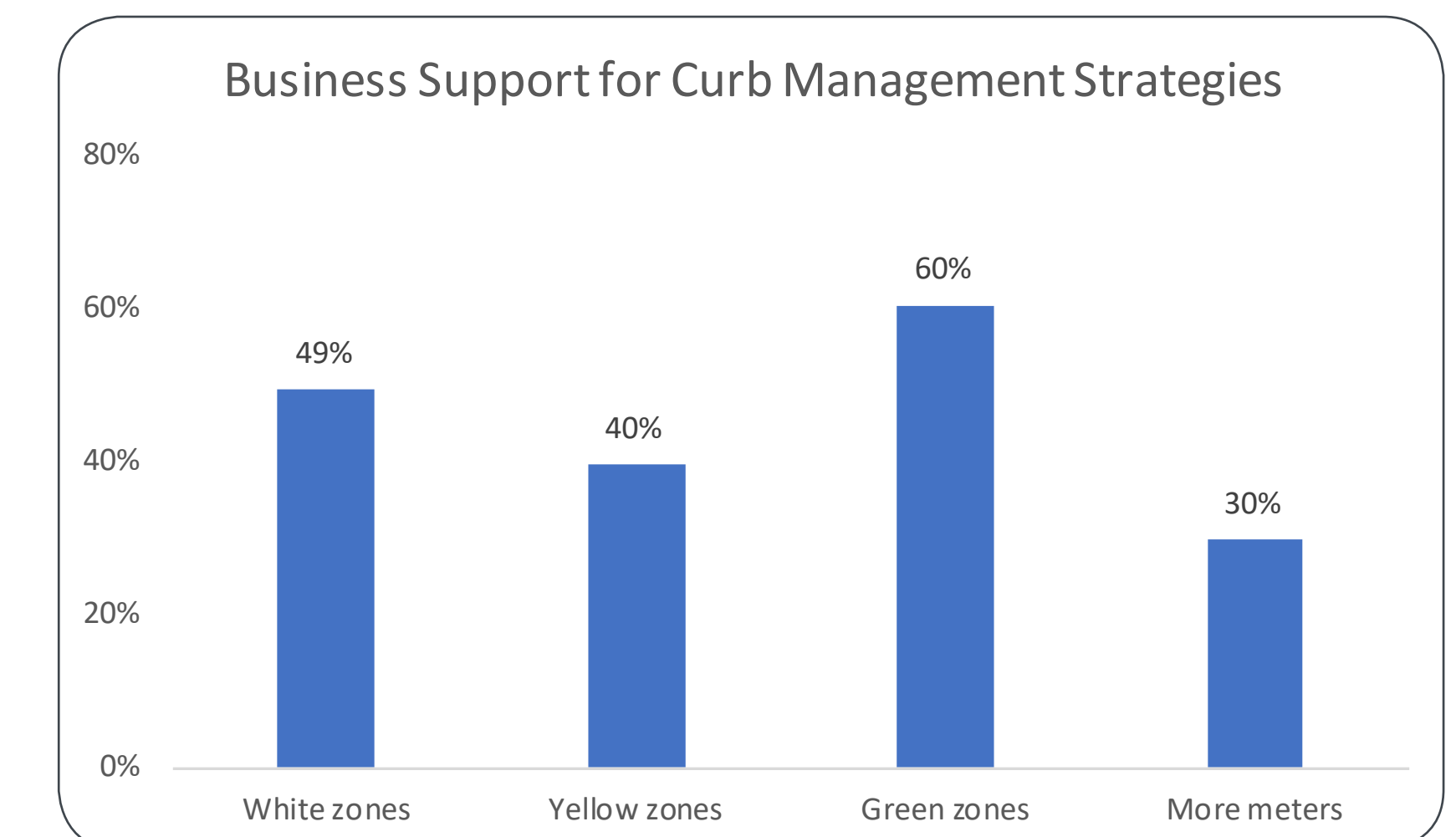
91 surveys collected; nearly all businesses contacted

Most deliveries occur between 9 am and 3 pm and take 10-20 minutes

Over 1/2 of businesses double-park for deliveries

Less than 1/3 of businesses use loading zones

40% of businesses use a personal car for deliveries



Common Merchant Feedback

- Difficult for customers and employees to find parking
- Need for more short term parking
- Difficulty using personal vehicles for deliveries
- Concerns about number and price of parking tickets
- More residential parking permits for businesses

Please mark things you like and changes you want to see



COMMERCIAL LOADING



Truck obstructs the N-Judah on Irving Street

Context

Commercial loading (yellow) zones are important for making sure businesses can receive deliveries, but some yellow zones in the Inner Sunset aren't meeting businesses' needs. When they don't, trucks often end up double parking.

Potential Recommendations

- Adjust length and location of yellow zones to make sure they can accommodate delivery vehicles
- Add yellow zones in areas where additional space is needed
- Adjust yellow zone hours so that they are in effect during delivery hours and serve as parking at other times

SHORT-TERM PARKING



Context

Short-term parking (green) zones allow 10-, 15- or 30-minute parking. They can help provide more parking availability for quick trips, like picking up take-out or running into the drugstore. They can also provide space for on-demand delivery services that many Inner Sunset businesses have come to rely on.

In metered areas, green zones are marked only by green caps on the meter, which can make them hard to find. They also are usually in effect only 9am-6pm, Monday through Saturday.

Potential Recommendations

- Add green zones where needed
- Implement better signage and curb paint at green zones to direct customers to them
- Adjust green zone hours so that they are in effect during peak restaurant hours in the evening

PASSENGER LOADING



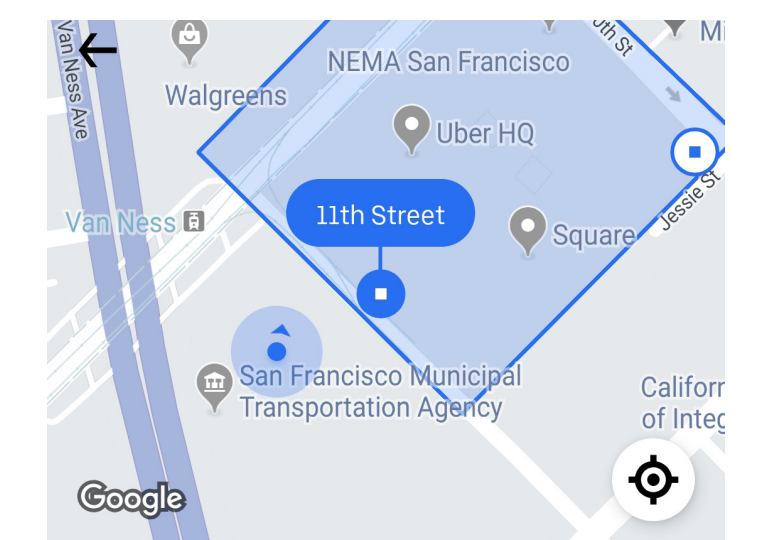
Paratransit loads in street because loading zone is full

Context

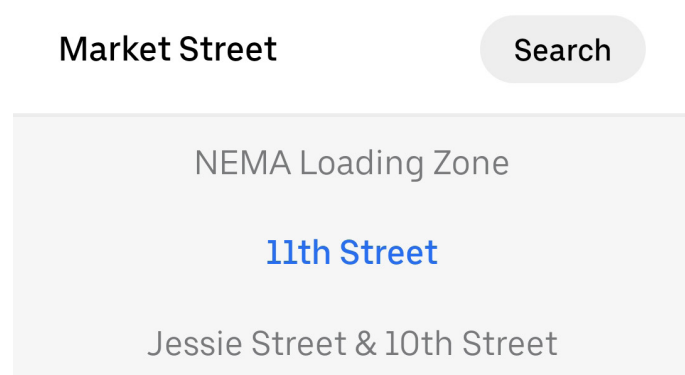
Passenger loading (white) zones allow 5-minute pick-up and drop-off of passengers. In addition to providing space for users like taxis and ride-hailing to pull over, they are important for people with disabilities. There is currently only one white zone in the project area.

Potential Recommendations

- Add white zones on the busiest blocks where double-parking for passenger loading is observed
- Make some commercial loading zones "dual-use" zones where passenger loading is allowed in the evening
- Direct ride-hailing companies like Uber and Lyft to use loading zones through "geofencing"



Set your pickup spot



Through geofencing, Uber and Lyft can direct riders and drivers to legal loading zones

ADDITIONAL PARKING



PARKING REGULATIONS



OTHER



Context

Opportunities for adding new on-street parking are rare, but there may be a few options. Several blocks around the Inner Sunset have angled parking. Options for expansion are limited, as the Fire Department has strict rules for minimum clear width. In addition, blocks with a lot of driveways can make angled parking less effective.

In addition, after the completion of the Inner Sunset Streetscape Project, parking may be restored in a few red zones in the area.

Potential Recommendations

- Investigate opportunities around the Inner Sunset to add angled parking to increase the parking supply
- Restore parking or loading in red zones no longer needed for transit in the area

Context

Parking meters can help increase availability of parking during business hours by encouraging turnover. Parking meter rates in San Francisco are set based on demand, targeting a rate at which at least one or two spaces will be available on every block. Most commercial blocks in the Inner Sunset have meters, but a couple don't.

While this project will not make changes to residential permit parking (RPP) areas, some RPP changes in the area may be worthy of further study.

Potential Recommendations

- Add parking meters on commercial blocks of Irving Street where there are currently none
- Add parking meters on the north side of Lincoln along the edge of Golden Gate Park to make it easier to find parking there
- Investigate whether any additional blocks in the area should be added to residential parking permit zones

Context

Some other issues with parking in the Inner Sunset were identified through surveys, data collection, and other means.

For years, the SFMTA has received complaints about tour buses stopping illegally in the Muni zone on the north side of Lincoln Way near 9th Avenue on the weekends, when JFK Drive is closed. A tour bus company recently offered to fund a weekend loading zone in the area to address this.

Many residents and merchants have also brought up concerns about the planned bike-share stations in the neighborhood.

Potential Recommendations

- Add tour bus zone along the edge of Golden Gate Park on weekends to address tour buses blocking Muni zone
- After implementation of bike-share stations, continue to monitor usage and performance