



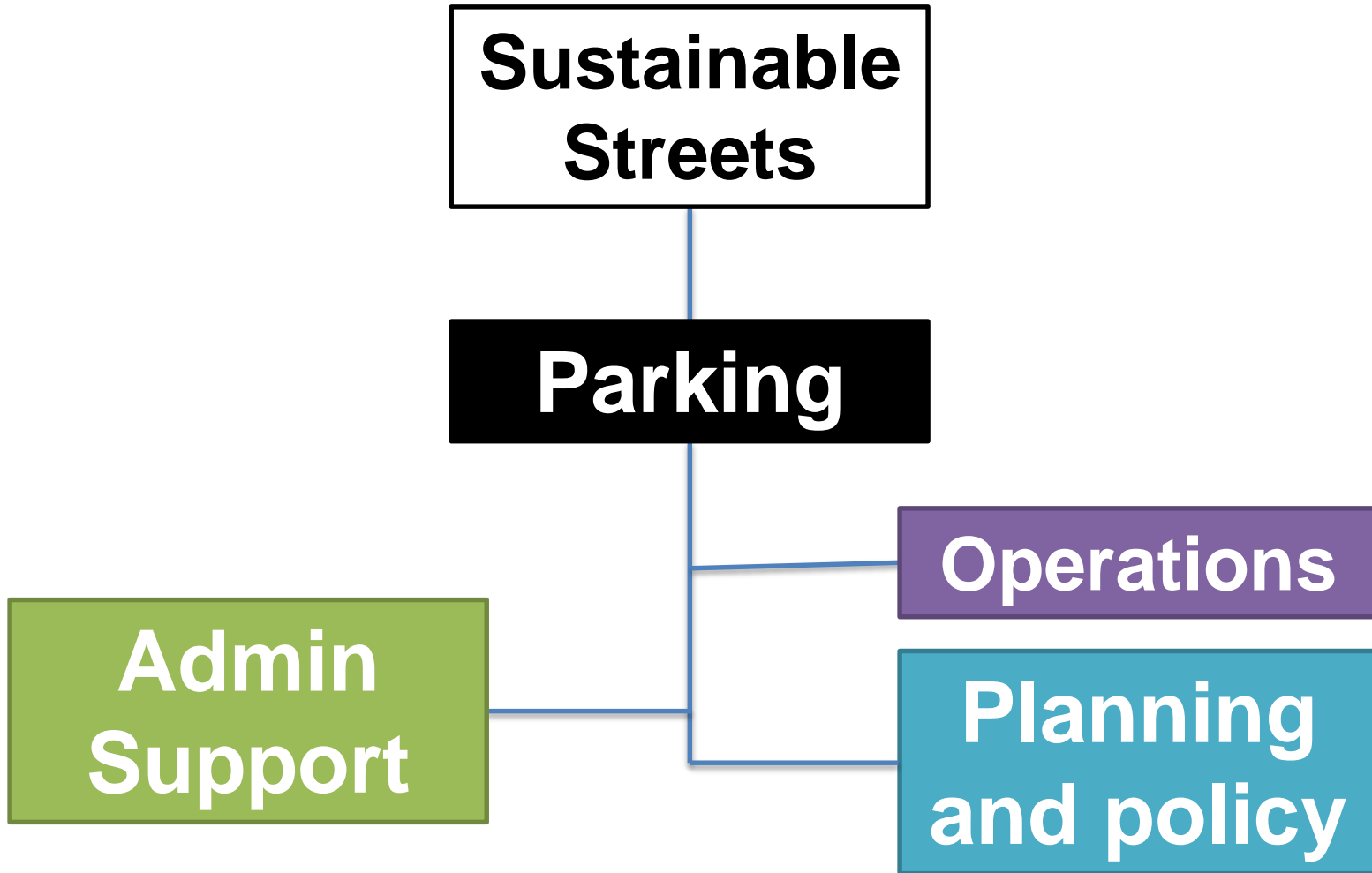
SFMTA
Municipal
Transportation
Agency

Parking Projects at SFMTA

SFMTA Citizens' Advisory Council
Financial and Administration Committee
April 28, 2016

* All financial values based on 6/30/2015 data.

Parking Organization Chart



- 275,000 on-street parking spaces
- 28,000 on-street metered parking spaces
 - \$51m annual revenue
- 38 off-street garages and parking lots
 - 15,000 garage/lot spaces
 - \$95m annual revenue (includes retail leases)
- 90,000 Residential Parking Permits (RPP)
 - 78,000 on-street spaces RPP eligible
 - \$10m annual revenue
- \$156m in total revenue (not including citations)
 - SFMTA total FY14-15 budget: \$948m

Garage Revenue Control

- PARCS- New physical hardware: gate arms, entry/exit cameras
- Off-site Central Monitoring Station
- Integrated payment and access-control systems
- Improved reporting tools
- Increased transaction automation will produce revenue and cost savings



- Expand SF*park* demand-responsive pricing to meters citywide
 - Presently implemented at 6,000 meters in 7 districts
 - Expansion would cover additional 23,000 metered spaces
- Real-time availability data
- Goals:
 - Reduce parking search time
 - Reduce double-parking
 - Reduce congestion
- Potential revenue impact:
 - Too early to say
 - Pilot program resulted in \$1.9M annual increase in revenues



Residential Parking Reform

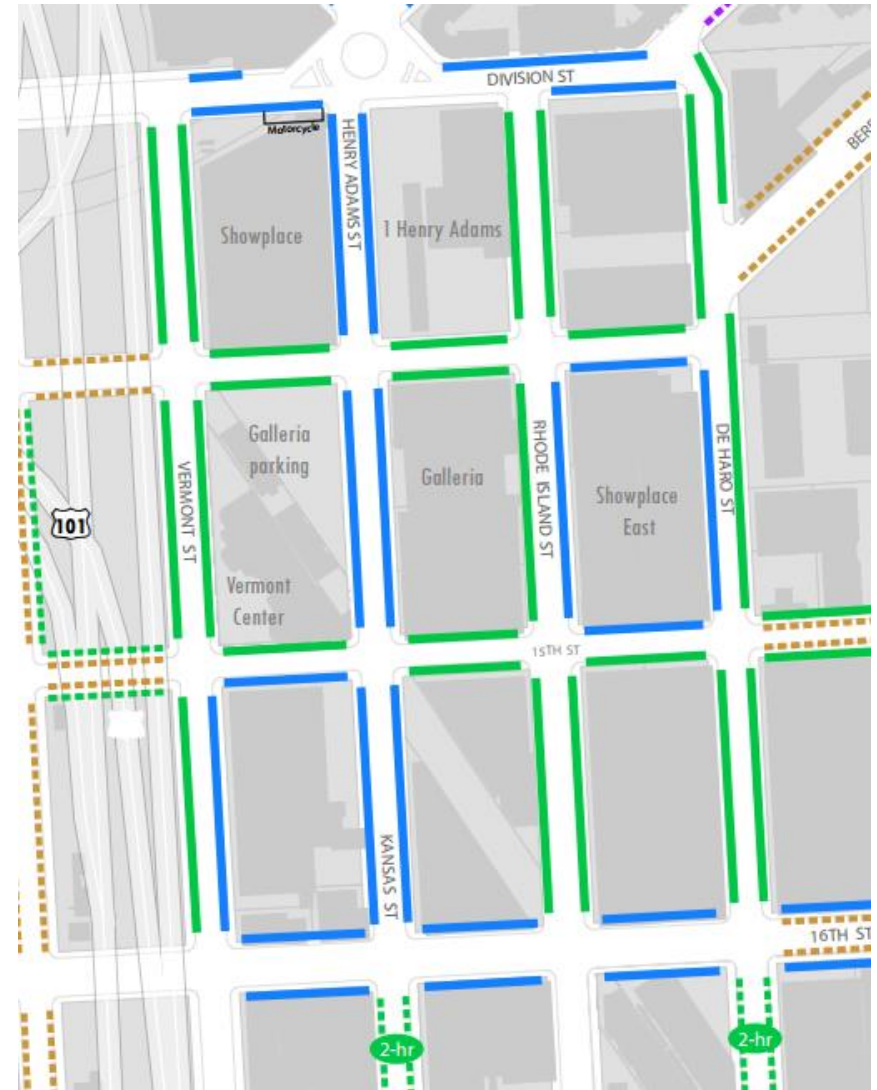
- 28% of all parking spaces in SF are RPP
- Little change in program since started in 1976
- Review best practices, talk to community about what works and what doesn't
- Develop policy options, evaluate impacts, vet with community
- Late Fall 2016 recommendations for policy and process improvements
- Revenue-neutral program (cost recovery)



- On-street spaces dedicated to car-share vehicles
- Pilot: 200+ locations throughout the city
- Pilot evaluation and recommendations for potential permanent program
- Revenue-neutral program (cost recovery)
- Space allocated to shared vehicles in SFMTA garages

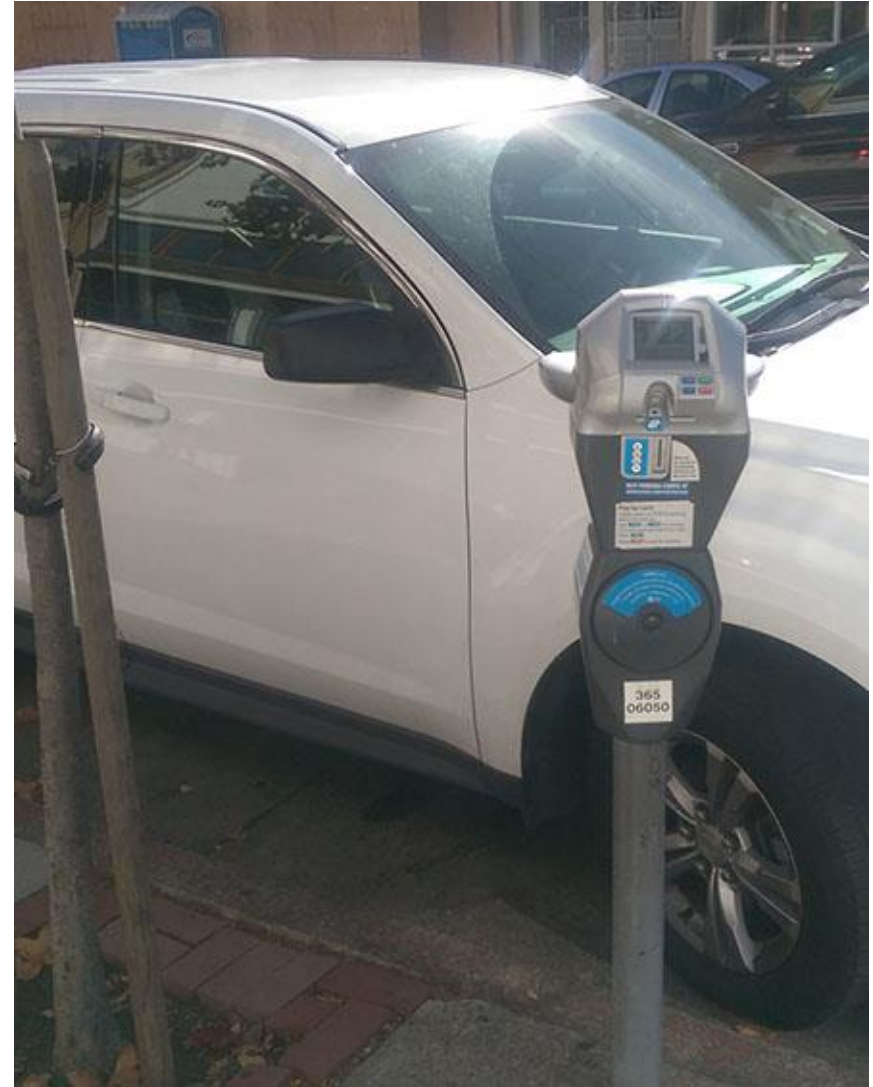


- Adapting parking policies to rapidly growing neighborhoods
- Focused on Eastern Neighborhoods, where land uses changing from industrial to residential/retail (NE Mission, Potrero, Dogpatch)
- Showplace Square/CCA plan passed MTA Board April 5
- Goal is better parking management; may generate revenue where paid parking installed



Parking Sensor Trial

- Piloting new generation of parking sensors that can provide real-time parking availability data
- Sensors are semi-mobile and meter-based, rather than in-street
- Sensor data piggybacks on existing meter data connection – no additional hardware
- Helps sharpen demand-responsive pricing



Potential: Evening Metering

- Work with merchant groups in areas where businesses open late
- Help manage parking demand after traditional meter end time of 6pm
- Goals:
 - Help business
 - Make parking easier to find
 - Reduce localized congestion
- May generate some revenue where meters in effect later



- Update parking enforcement beats (meter and residential parking enforcement) based on data
 - Where beats and RPP areas overlap
 - Time limits and start times
 - Ratio of PCO to size and distance of beat (geographic area)
 - Citation history and complaints
 - Align beats to high-volume transit routes
- Allow enforcement to focus on transportation and quality of life issues
 - Residential parking areas
 - Double-parking
 - Sidewalk parking
 - Blocking bike lanes
- Better Enforcement coverage; optimize staffing and increase officer productivity



Thank you
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