



SFMTA
Municipal Transportation Agency



Parking Management for the Northeast Mission

3 | 21 | 2013

SAN FRANCISCO, CALIFORNIA



Key Issues to Cover Tonight

- Project Background and Overview
- Residential Permit Parking (RPP) eligibility
- Production, Distribution & Repair (PDR) business needs – responsiveness and next steps
- Plan phasing for implementation – how to deliver immediate benefits while refining PDR strategies
- Comment period & process – letting us know how to make the proposal better





Project Background and Overview

Why are we taking about a plan to manage parking in the Northeast Mission?

- 17th-Folsom parking lot → park – Rec-Park & Planning asked the SFMTA to develop a plan to manage scarce on-street parking for everyone’s benefit
- Extensive policy basis for parking management
- Increasingly crowded/active/busy neighborhood, more residents, more workers, more visitors
- The neighborhood has already seen a lot of change and more is coming



A New Park for the Community

- Park construction expected to start in summer 2013, running through summer 2014
- Northern half of parking lot may remain open through construction
- SF Real Estate Division will reissue management contract for northern half of parking lot





Parking Policy

- City policy clearly calls for parking management in the Eastern Neighborhoods
- SFMTA is charged with implementing those policies and managing on-street parking in SF
- Needs of residents, businesses, visitors, sustainability, safety, Transit First – all must be balanced





Parking Policy

Mission Area Plan (adopted from Eastern Neighborhoods Plan)

- Policy 4.3.6: Reconsider and revise the way that on-street parking is managed in both commercial and residential districts in order to more efficiently use street parking space and increase turnover and parking availability.
- Objective 4.3: Establish parking policies that improve the quality of neighborhoods and reduce congestion and private vehicle trips by encouraging travel by non-auto modes.
- Objective 4.4: Support the circulation needs of existing and new PDR uses in the Mission.
- Objective 4.5: Consider the street networks in the Mission as a City resource essential to multi-modal movement and public open space.



Parking Policy

Eastern Neighborhoods Plan EIR Mitigation Measures

- **Measure E-2:**
Promote the use of smart parking technology to reduce excessive driving in search of parking spaces.
- **Measure E-4:**
As a mitigation measure to reduce the incentive to drive to destinations within the Eastern Neighborhoods, manage parking programs and supply of on-street and off-street parking. Mitigation may be achieved through some or all of the following measures:
 - Implement parking policies that favor short-term parking and progressive parking rate structures to discourage commuter and long-term parking.
 - Manage on-street parking through a residential permit process to discourage long-term employee and visitor parking in residential areas of the Eastern Neighborhoods.
 - Reduce the provision of off-street parking for commercial, institutional, and recreational uses by addressing demand through cash-out parking programs, car-sharing, bike-sharing, station cars, emergency-ride-home programs, peaking parking pricing, and unbundled commercial or institutional parking to facilitate and reduce the relative cost of using alternative modes of transportation.



Project Background and Overview

Problems with unmanaged parking:

- Wastes time
- Harder to visit the neighborhood
- Reduces economic vitality
- Causes unnecessary greenhouse gas emissions
- Increases congestion
- Makes the streets less safe for walkers and bicyclists
- Degrades Muni's speed and reliability

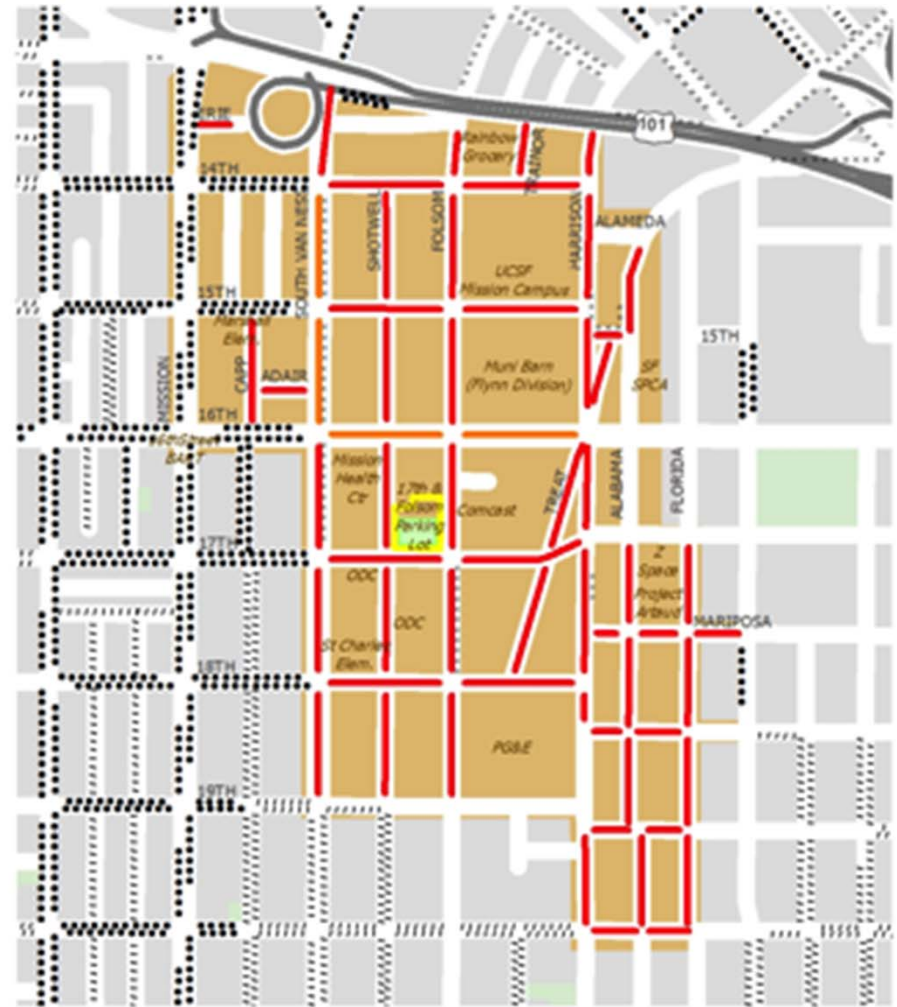


Data and Analysis – Parking Occupancy

Weekday mid-morning



Weekday afternoon





PDR Policy

- City has prioritized PDR as an economic development strategy
- Concerns we've heard about PDR & parking:
 - Worker commute / long time limits
 - Low-income workers
 - Unusual hours (not suited to transit)
 - Need vehicle during day
 - Workers tailor their hours to find parking
 - Delivery access needs
 - PDR is mixed into other land uses



PDR Policy





PDR Policy





PDR Policy



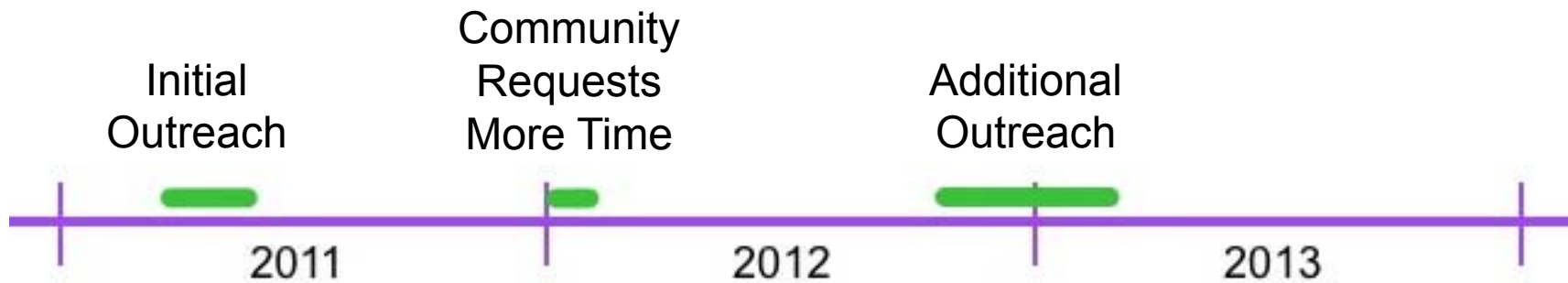


PDR Policy





Project Outreach





Draft Proposal – Proposal Goals and Benefits

- Make it easier to find a parking space quickly (when people choose to drive)
- Support economic vitality of local businesses
- Reduce negative impacts of traffic congestion, including circling and double parking
- Improve safety for all
- Improve Muni speed and reliability



Draft Proposal – Parking Uses

On-street parking users & uses

Residents

Shoppers / customers

Workers at local businesses (especially PDR)

Deliveries

Repair storage & work (auto / motorcycle)

Discouraged on-street parking uses

Commuter (park & ride)

Car storage (days & weeks at a time)

Oversize vehicles

Sidewalk parking / Double parking



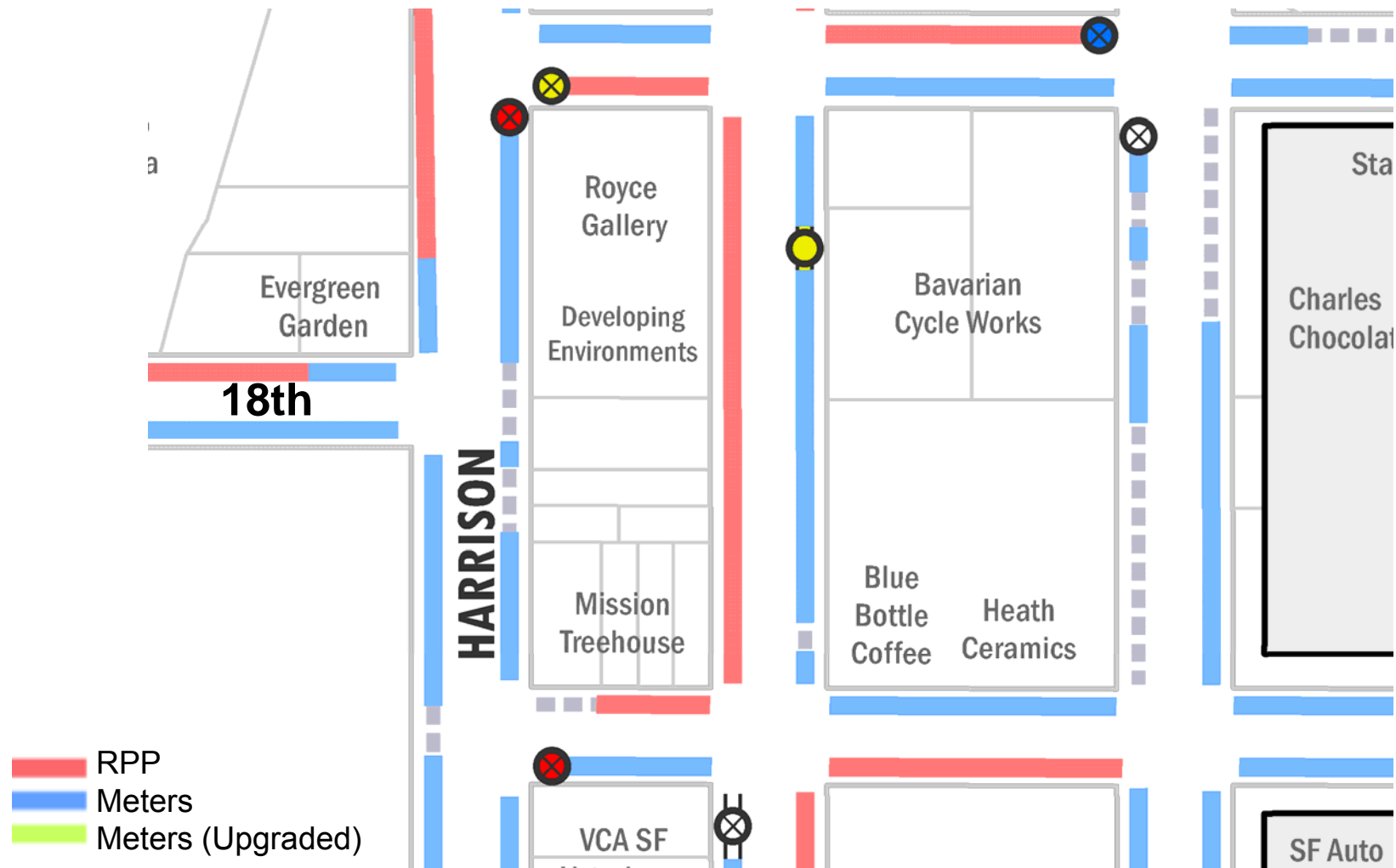
Draft Proposal – Overview

- Residential permits
- Meters (new and existing)
- Additional supply
- Loading zones
- Oversize vehicles
- Bike parking corrals
- On-street car share pods





Draft Proposal – Residential Permit Parking





Draft Proposal – Residential Permit Parking





Draft Proposal – Residential Permit Parking








Draft Proposal – Residential Permit Parking

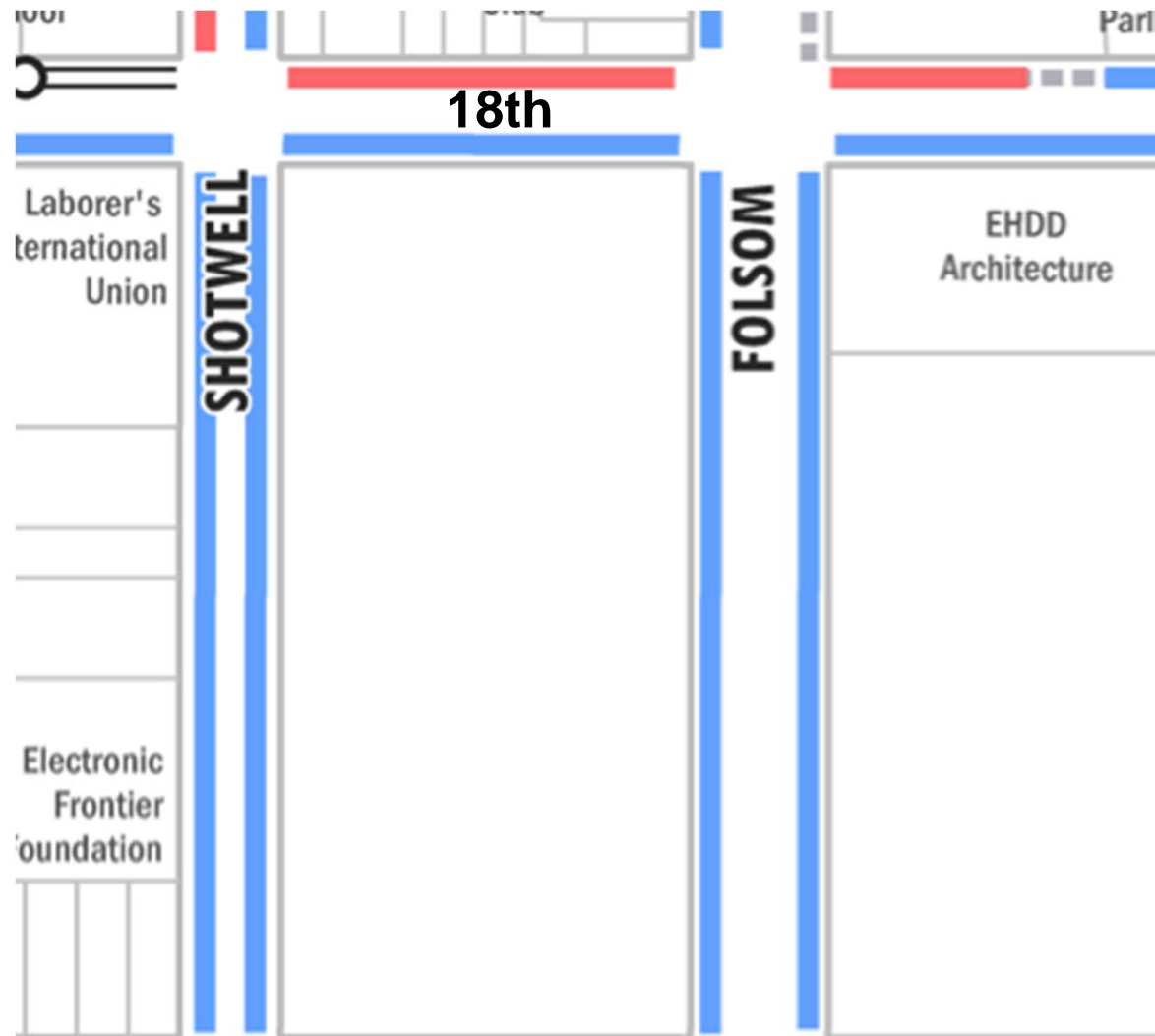




Draft Proposal – Parking Meters

- No time limits
- 50 cents/hour
- Easy to pay
- 8 hours
@ 50 cents =
round-trip Muni
fare

-  RPP
-  Meters
-  Meters (Upgraded)





Draft Proposal – Parking Meters








Draft Proposal – Parking Meters

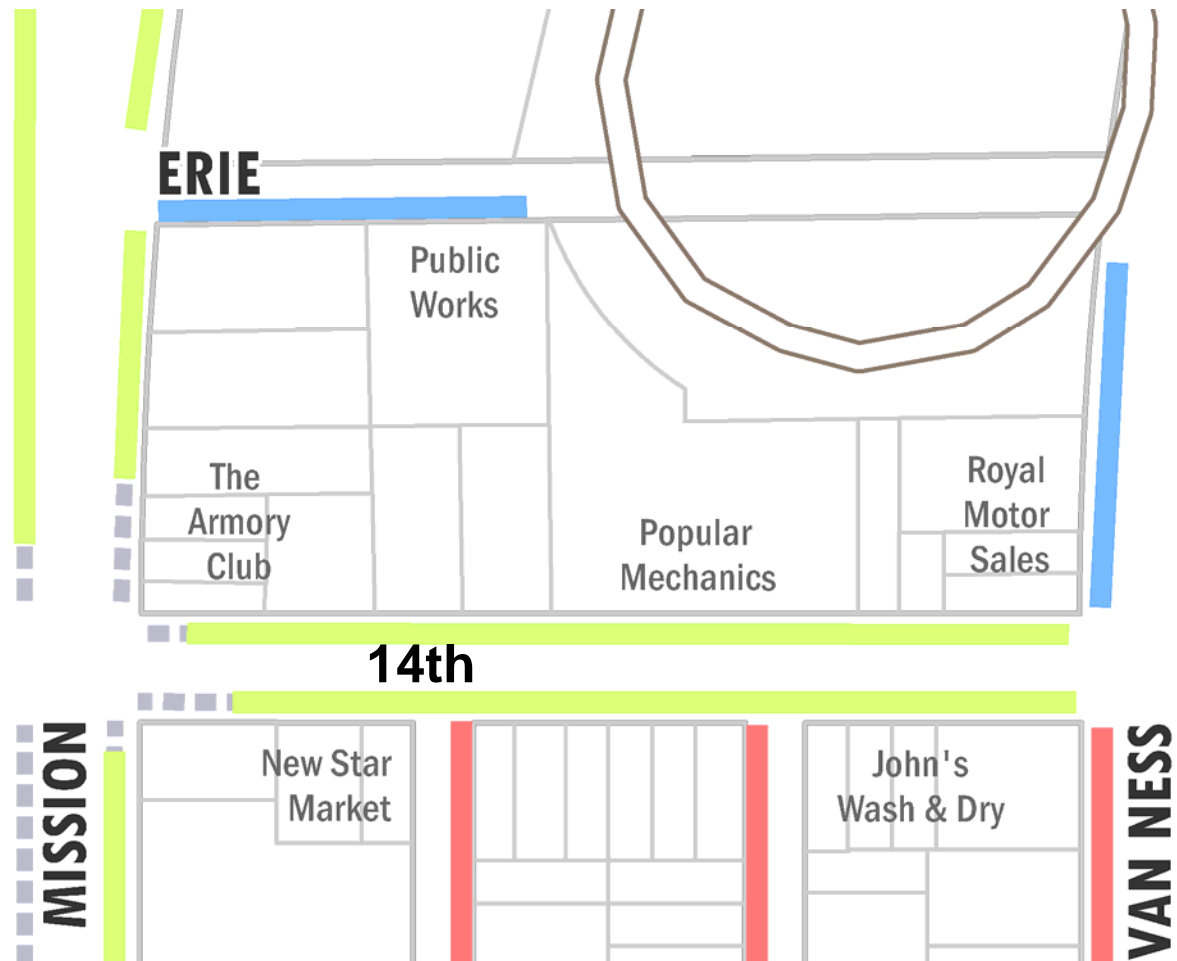




Draft Proposal – Upgrade Existing Meters

- Reduce rates
- Remove time limits
- Easier to pay

-  RPP
-  Meters
-  Meters (Upgraded)





Draft Proposal – Loading Zones





Draft Proposal – Oversize Vehicle Parking Controls





Draft Proposal – Bicycle Parking Corrals



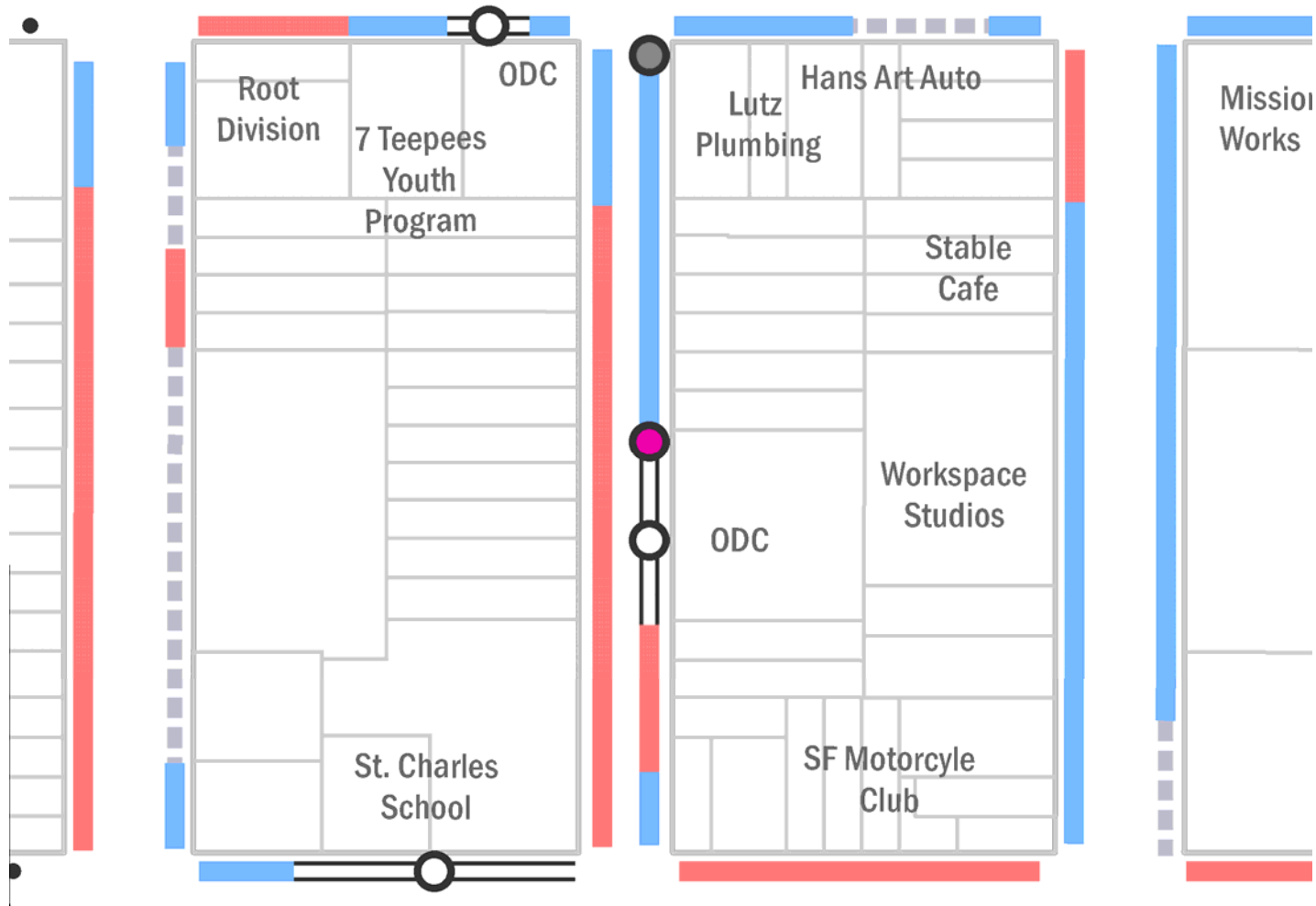


Draft Proposal – On-Street Car Share Pods





Draft Proposal – Balancing Priorities





PDR Business Needs and Parking Management





Business Parking Permits?

- Small business transportation needs
- Initial reservations about creating new Business Parking Permit system
- Evaluate Business Permit scenarios
- Wait on those PDR small business blocks for now



Transportation Benefit Package?

- Need more information to identify PDR solutions that can work in this neighborhood and others
- Mayor's office is working with SFMade to conduct detailed PDR business survey
- If need is identified, such a strategy would supplement or enhance the parking proposal
- Phased approach



Transportation Benefit Package?

Process:

- SFMade survey – about to launch – please participate
- Review detailed information about PDR businesses and employees (define the need)
- Work with PDR business leaders (small and big) to study issues/strategies
- Hold off on PDR small business blocks for now pending that discussion



Draft proposal – phasing

First:

- Add RPP blocks & expand RPP eligibility
- Upgrade existing meters
- New meters for businesses that *most* need them
- Install a few meters near park to open up spaces when parking lot spaces go away

Then:

- Install other parking meters (hold off on PDR areas)

Last:

- PDR areas, as small-business transportation management mechanism is studied



- ASAP
- Mid-term
- Pending PDR Strategy



Project Timeline

- Community meeting #1 – re-launch and introduction (November 29)
- Stakeholder meetings (November 2012-March 2013)
- Community meeting #2 – open house (January 19)
- Community meeting #3 – present draft proposal (March 21)
- Comment period for draft proposal (late March through late April)
- Proposal finalized – early May
- Review PDR business and transportation data, develop strategies for PDR blocks working with PDR business leaders – Spring 2013
- SFMTA Board deliberation and decision on initial phases – June
- Parking lot closes for park construction – Summer 2013
- SFMTA Board deliberation and decision on remaining issues/phases – late Summer 2013
- Phased plan implementation (as approved)



Implementation timeline

- Phase I (Summer 2013)
 - All RPP blocks
 - Upgrade / improve existing meters
 - Add meters where needed most urgently for economic vitality
 - Address some blocks nearest new park when lot closes
- Phase II (late Fall/Winter 2013/14)
 - Install other parking meters
- Phase III (pending analysis)
 - PDR blocks (those likely to be studied for PDR transportation strategies)



Get involved – keep in touch

on the web: SFMTA.com/NEMission
- download data and documents
- sign up for email announcements

email: ParkingPlanning@sfmta.com

phone: 415-701-4213

➔ comment period open through April 25, 2013