

Strategy	Summary	Timeline	Level of Effort	Impact
Objective 1: Advance a holistic planning approach				
Supplement the request-based Color Curb Program with proactive curb space allocation	Proactively allocate loading, short-term parking, and bike corrals based on demand. Encourage non-fronting businesses to apply for color curb, and develop taxi stand criteria.	Short-term	High	High
Revise Color Curb Program charges and cost recovery requirement	Reduce color curb fees in short-term and eliminate in long-term. Allow MTA projects to create loading zones without sponsors and identify alternative funding sources.	Mid-term	High	High
Simplify loading zone hours and days of enforcement	Simplify hours and days of enforcement in parking regulations to make them easier to communicate and enforce. Specify regular hours whenever possible.	Short-term	Medium	Medium
Proactively manage parking for City service vehicles	Prohibit City vehicle parking near the driver's office, allocate reserved parking in certain areas, and include parking and loading information in City vehicle training.	Long-term	Low	Low
Develop guidelines for allocating motorcycle parking	Establish criteria for allocating motorcycle parking based on data, further reduce RPP fee for electric mopeds, and consider electric moped-only parking.	Mid-term	Low	Low
Objective 2: Accommodate growing loading needs				
Right-size loading zones according to context	Implement loading zone design standards, relocate and combine zones to maximize utility, and consider surrounding land uses when designing zones.	Short-term	Medium	High
Increase evening and weekend parking and loading regulations	Extend hours at loading zones to nights and weekends when warranted, and allocate resources to adjust enforcement staffing at these hours.	Mid-term	High	High
Extend parking meter hours to evenings and Sundays	Extend parking meter hours into the evening and on Sunday to reduce double parking and circling.	Mid-term	High	High
Improve utility of yellow zones	Remove contractor meter payment exemption from yellow meters and consider permit program for parcel delivery.	Mid-term	Low	Medium
Improve utility of green zones	Pursue state legislation to remove disabled placard exemption from green zone time limits, standardize 15 minute time limit, extend hours where warranted, and implement better paint and signage.	Mid-term	Medium	Medium
Provide for non-commercial vehicle goods loading	Encourage people to register for commercial license plates if performing goods loading, consider changing requirement that vehicles be attended in loading zones, and communicate that loading is allowed in commercial zones for up to three minutes.	Mid-term	High	High
Expand use of loading zones that vary based on time of day	Create more dual-use zones and standardize the curb treatment and signage.	Short-term	Medium	Medium
Ensure sufficient loading during special events	Require event organizers to replace white and yellow zones when necessary and create a standard temporary yellow zone sign template.	Short-term	Medium	Medium
Revise the Planning Code to support curb management	Amend the Planning Code to require project sponsors to apply and pay for on-street loading zones when necessary.	Short-term	Low	Low
Objective 3: Increase compliance with parking and loading regulations				
Pursue safety and accessibility through parking enforcement	Prioritize enforcement of most harmful violations and proactively cite for misuse of loading zones.	Mid-term	High	High
Standardize loading signage	Develop standard designs and templates for common parking regulations and install pole signage wherever possible	Short-term	Low	Low
Develop public communications around curb management	Develop a public information campaign on parking regulations in SF and clearly communicate changes in policy prior to implementation and enforcement.	Short-term	Medium	Medium
Reform parking violation fees to disincentivize the most harmful behaviors	Increase fines for violations that compromise safety increase congestion and reduce fine for disabled parking related citations.	Short-term	Medium	Low
Pursue state legislation expanding camera-based enforcement	Pursue the expansion of the types of parking violations that can be cited using cameras and ways to improve the efficiency of existing program.	Long-term	Medium	Medium
Clarify locations where passenger loading is permitted	Publicize rule allowing passenger loading in yellow zones, remove yellow curb paint from truck zones, and encourage loading across driveways when no alternative is available.	Short-term	Medium	Medium
Regulate parking at broken meters	Establish a default four-hour time limit at broken meters.	Short-term	Medium	Medium
Move valet parking permit program to SFMTA	Amend Police and Transportation Codes to move responsibility for valet permits to SFMTA.	Mid-term	Low	Low
Make clarifying edits to the Transportation Code	Small edits to the Code to clarify vague provisions and conform the local Code to state law.	Short-term	Low	Low
Objective 4: Improve access to up-to-date data				
Standardize curb data inventory	Develop a complete inventory of curb space in San Francisco, connect existing data sources, and improve the process to keep data up to date.	Mid-term	High	Medium
Establish single inter-agency database for temporary curb use permits	Connect all divisions and agencies that issues permits to occupy curb use to a single database.	Mid-term	Medium	Low
Standardize geofencing notification procedures for Transportation Network Companies (TNCs)	Develop standard operating procedure for requesting geofencing from TNCs and seek an agreement on implementation. Explore similar programs for others.	Short-term	Low	Medium
Objective 5: Rationalize policies towards private users of curb space				
Implement pricing to address curb use impacts	Commission a study to examine feasibility of curb pricing and other potential revenue sources.	Long-term	Medium	Medium
Focus electric vehicle charging efforts off-street	Adopt a policy generally prohibiting on-street electric vehicle charging station and focus charging infrastructure off-street.	Short-term	Low	Low
Codify procedures for determining if a driveway is abandoned	Codify a process to declare a driveway abandoned or redundant to return that space to public parking or loading	Mid-term	Low	Low
Expand local role in regulation of Transportation Network Companies (TNCs)	Ensure TNC regulations align with local transportation priorities.	Long-term	High	High
Objective 6: Promote equity and accessibility				
Prioritize accessibility in Curb Management	Maximize accessibility in passenger loading zones and create paratransit-only loading.	Short-term	Medium	Medium
Reduce the use of Muni "flag stops" and develop guidelines for when they are permitted	Adopt a policy to avoid creating new "flag stops" and gradually replace with bus zones. Develop guidelines for when a bus zone is required	Short-term	High	Medium