

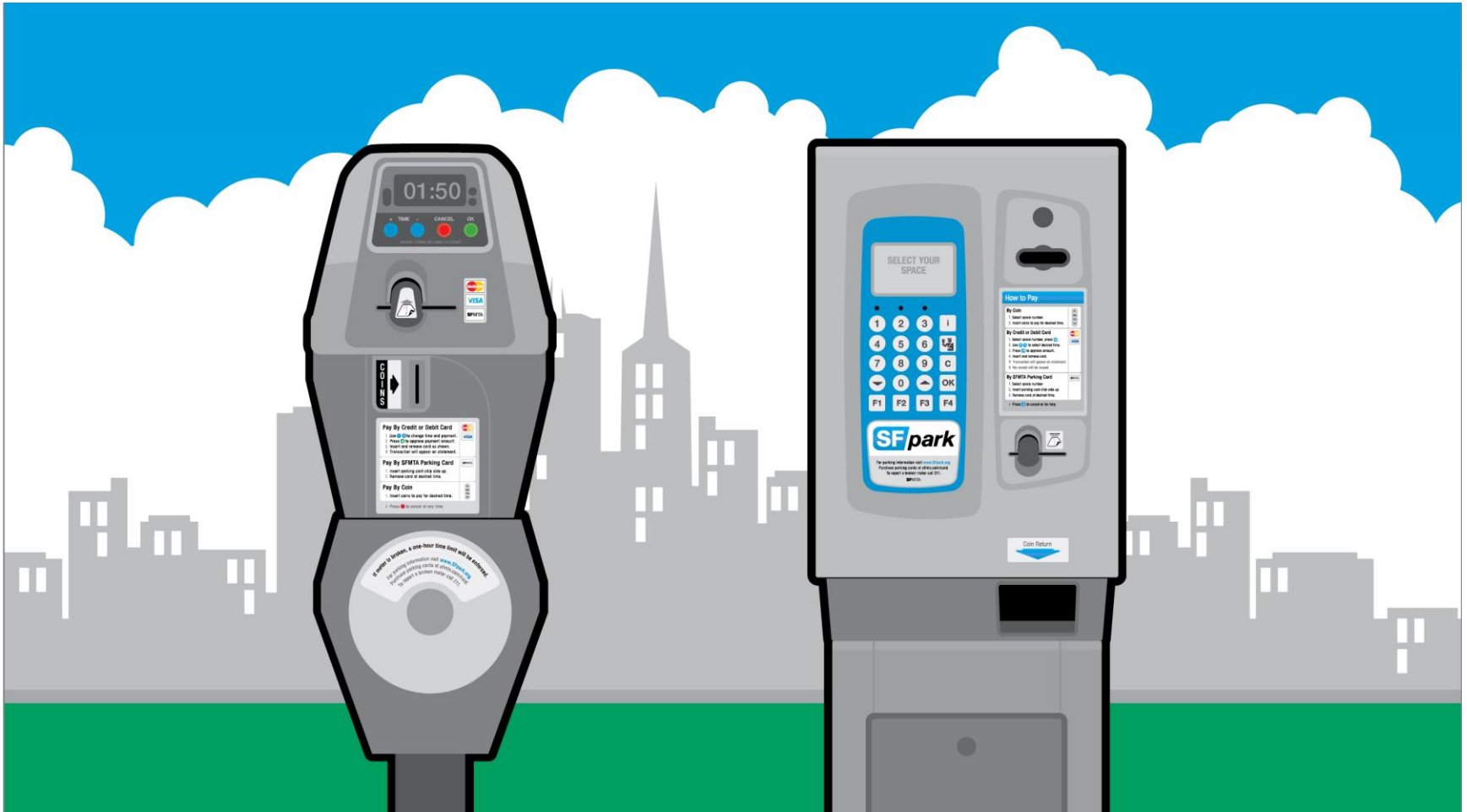
SF *park*

CIRCLE LESS, LIVE MORE

SFpark overview



Coin and card meters



Making garages work better



Performing Arts Garage

Hourly

Midnight – 9am	\$1.00/hr
9am – Noon	\$2.00/hr
Noon – 3pm	\$4.00/hr
3pm – 6pm	\$1.00/hr
6pm – Midnight	\$1.00/hr

Off-Peak Discounts *Mon–Fri*

Enter before 8:30am	\$2 off
Exit after 6:30pm	\$2 off

*Must enter and exit on same calendar day
Must park for at least 3 hours*

User interface and customer experience

If meter is broken, a two-hour time limit will be enforced.
 For parking information visit www.sfpark.org
 Purchase parking cards at sfmta.com/card
 To report a broken meter call 311.

COINS →

SFpark

542
02100

542
02100

should be helvetica condensed bold typeface

Pay By Credit or Debit Card

1. Insert and remove card as shown.
2. Use **←** **→** to change time and payment.
3. Press **⏏** to approve payment amount.

Transaction will appear on statement.

Pay By SFMTA Parking Card

1. Insert parking card, chip side up.
2. Use **←** **→** to change time and payment.
3. Press **⏏** and remove card.

Pay By Coin

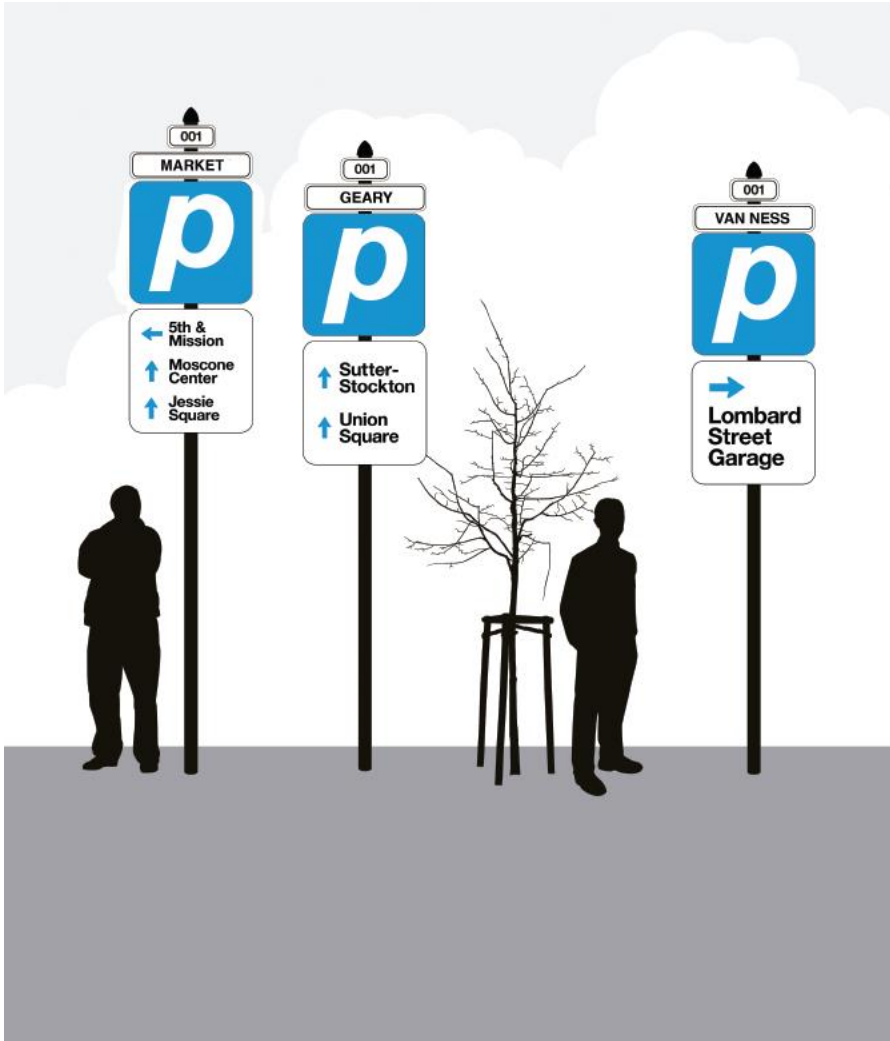
1. Insert coins to pay for desired time.

Press **⏏** to cancel at any time.

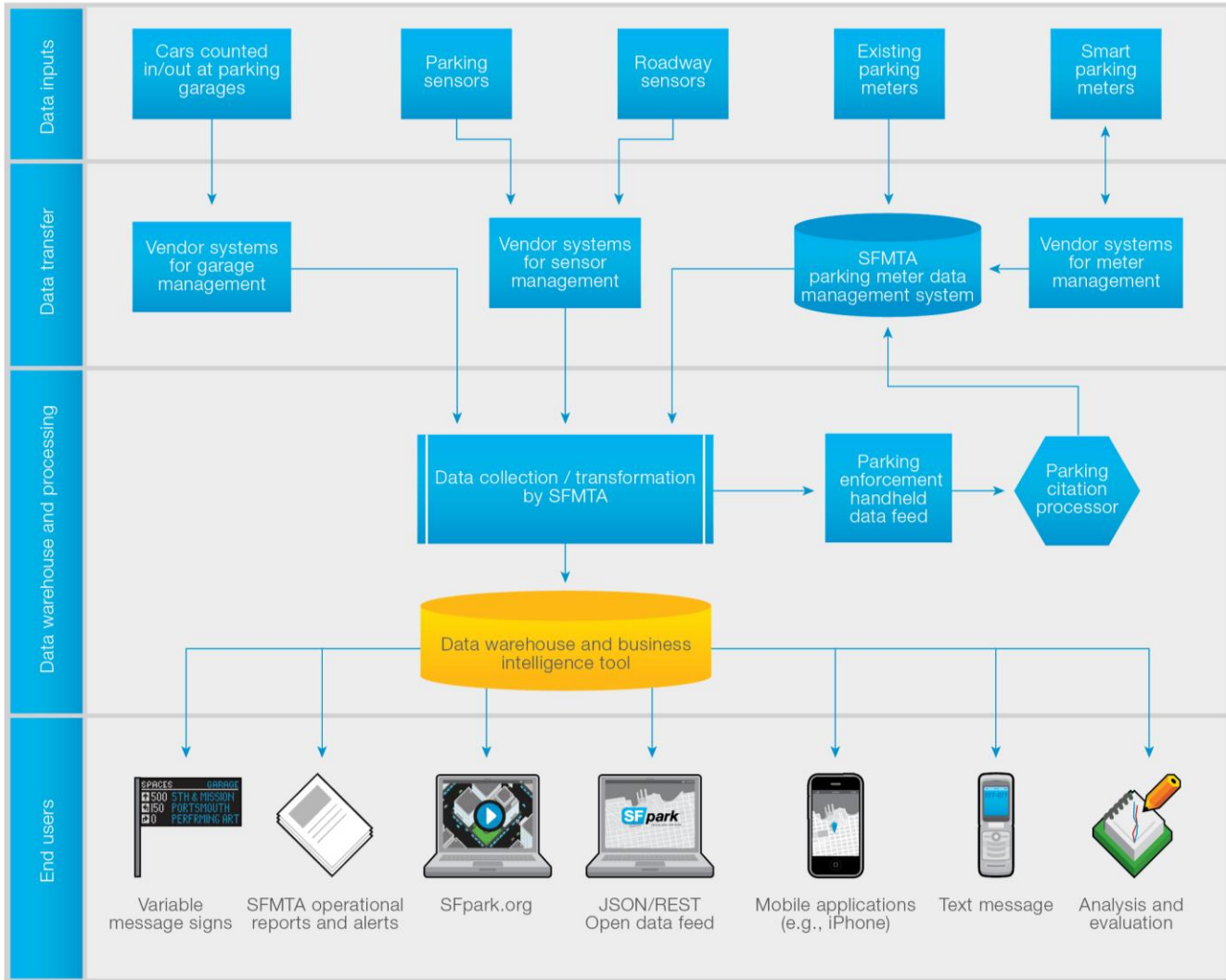
Parking sensors



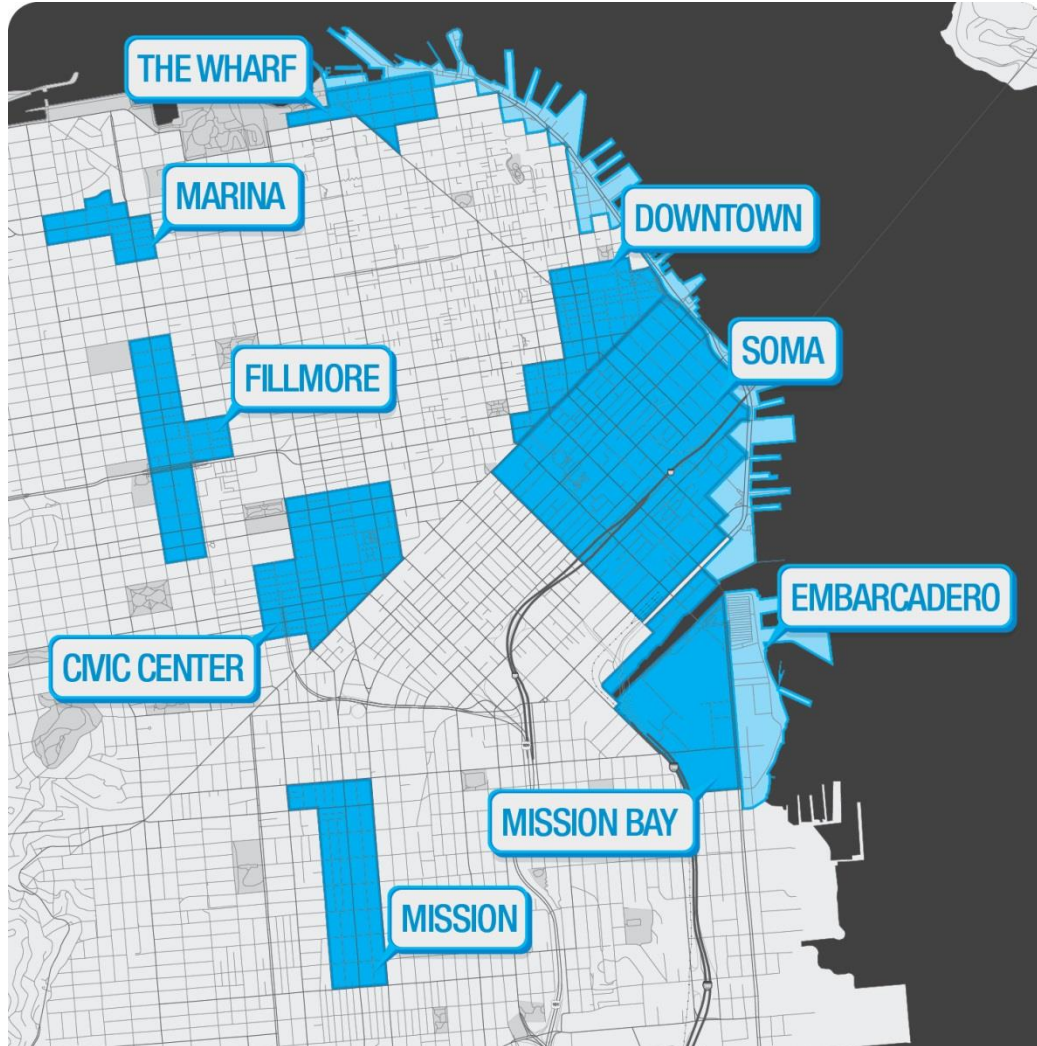
Better information



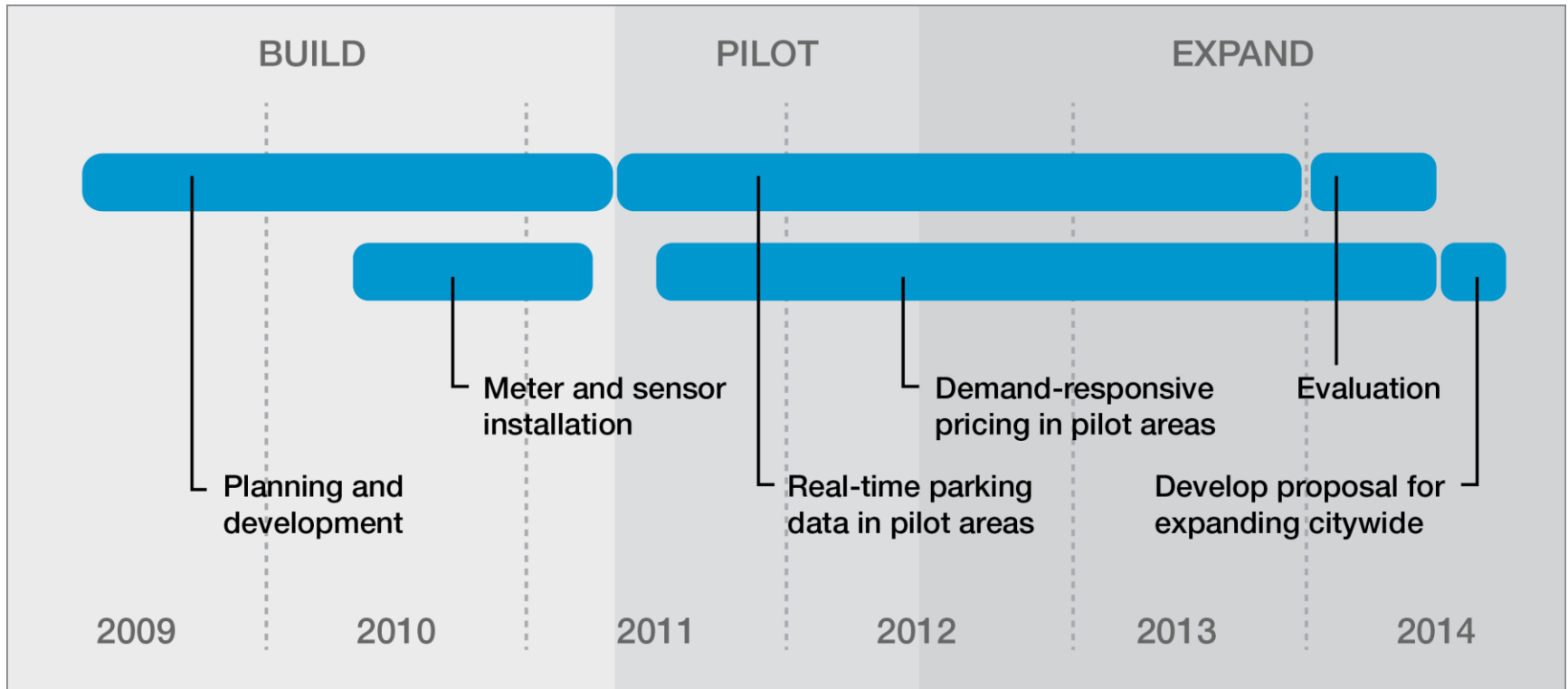
Data management and analytical tools



Pilot areas



Schedule highlights



Sharing our experience

SFpark

Putting Theory Into Practice

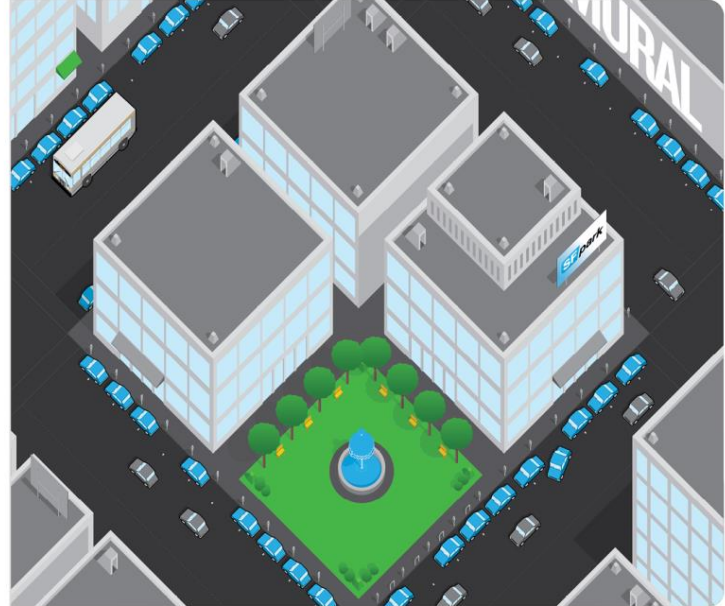
Pilot project summary and lessons learned



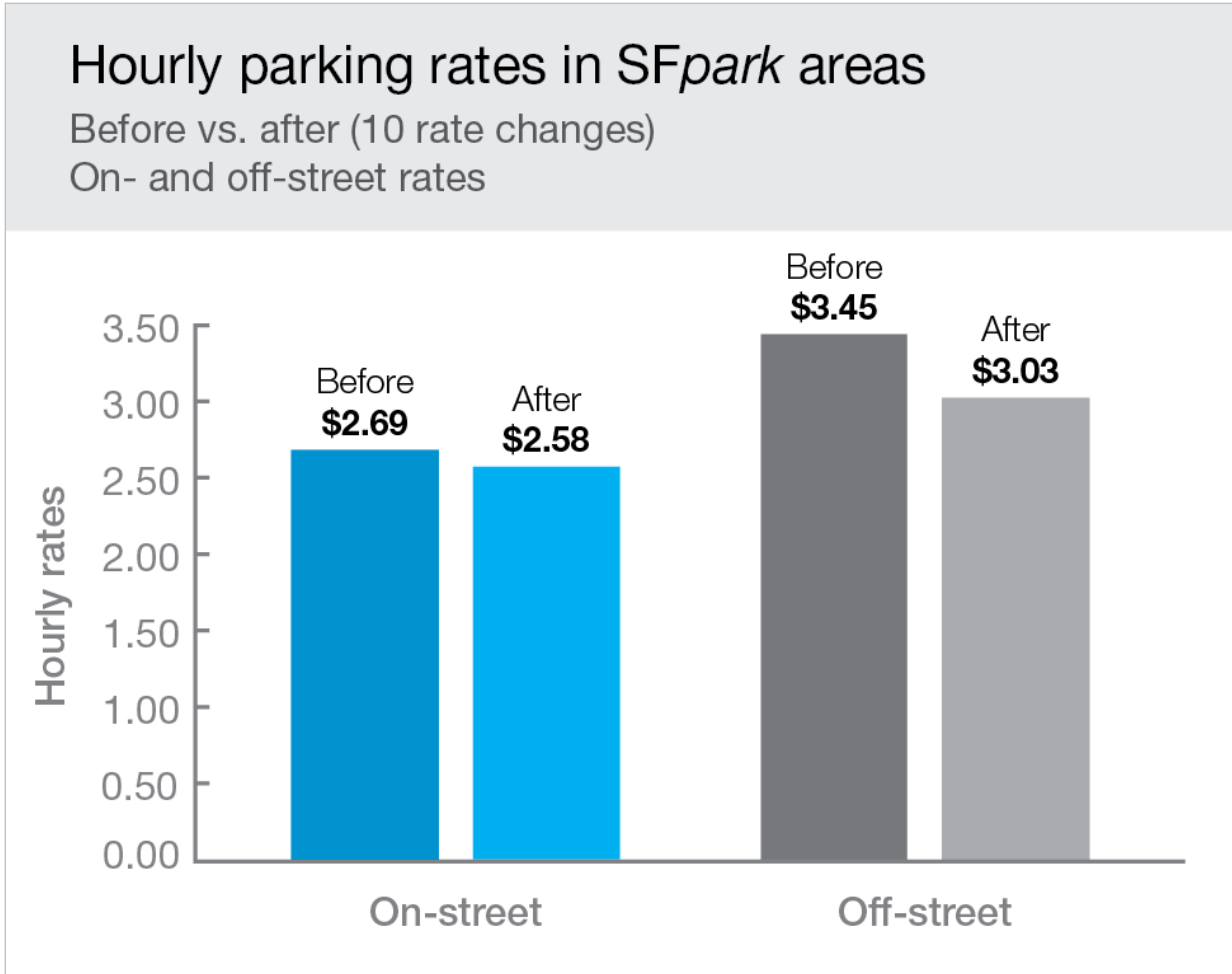
SFpark

Pilot Project Evaluation

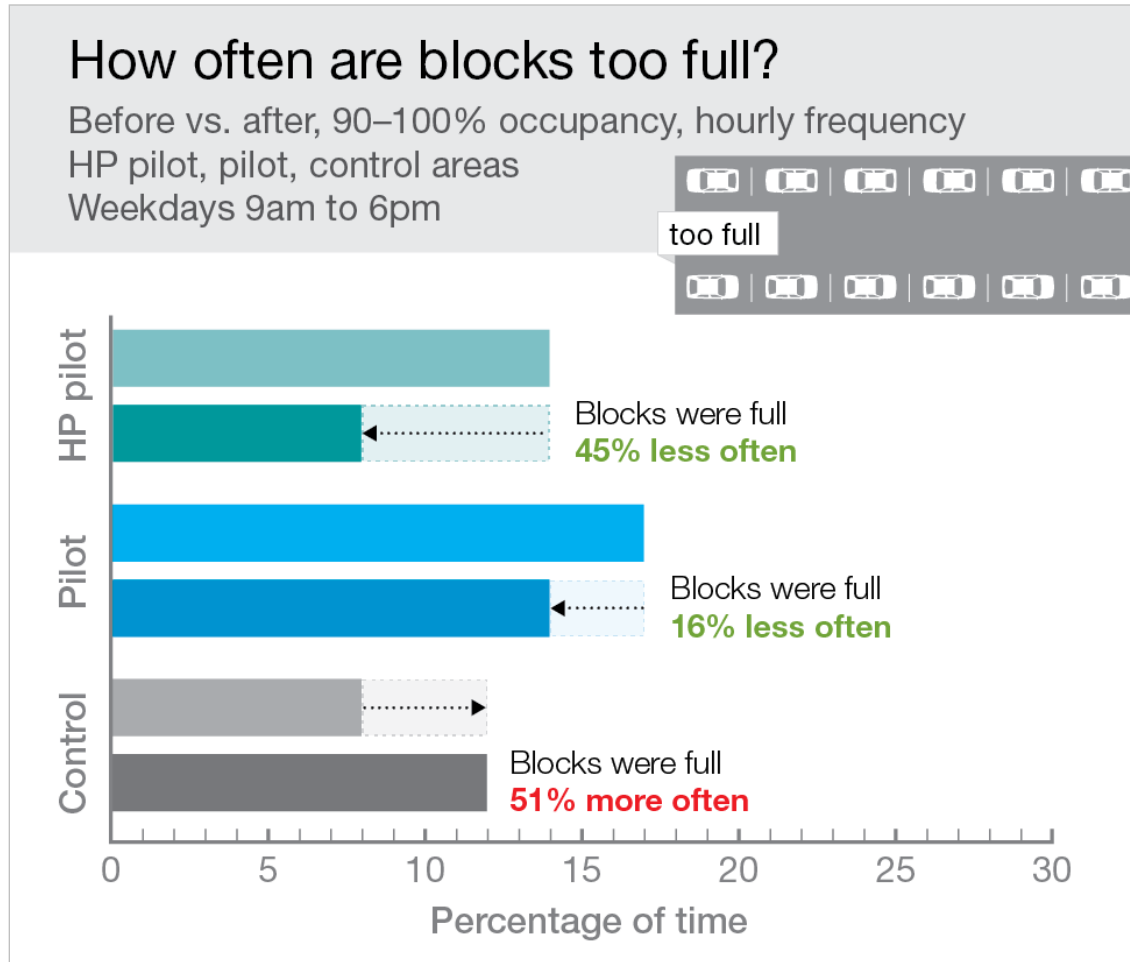
The SFMTA's evaluation of the benefits of the SFpark pilot project



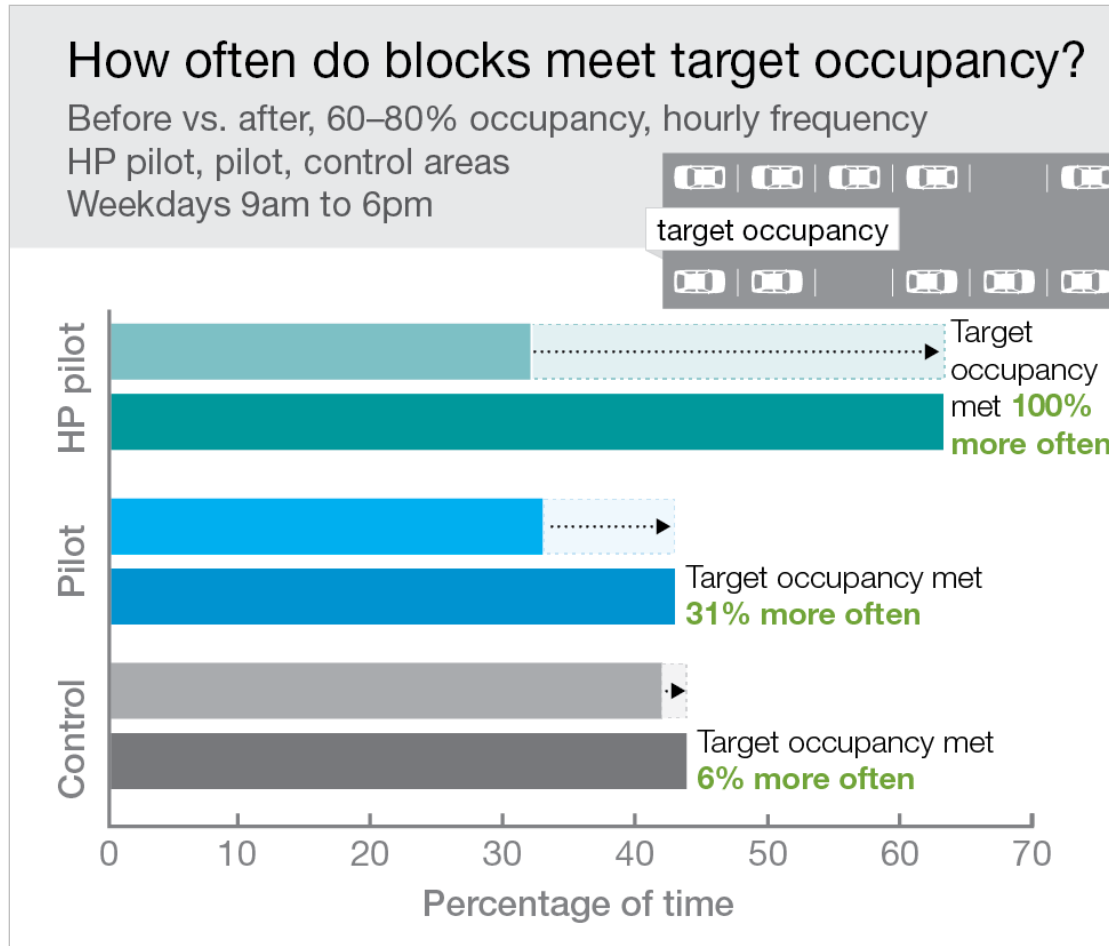
How did rates change?



Was it easier to park?



Was it easier to park?



Secondary benefits we expected

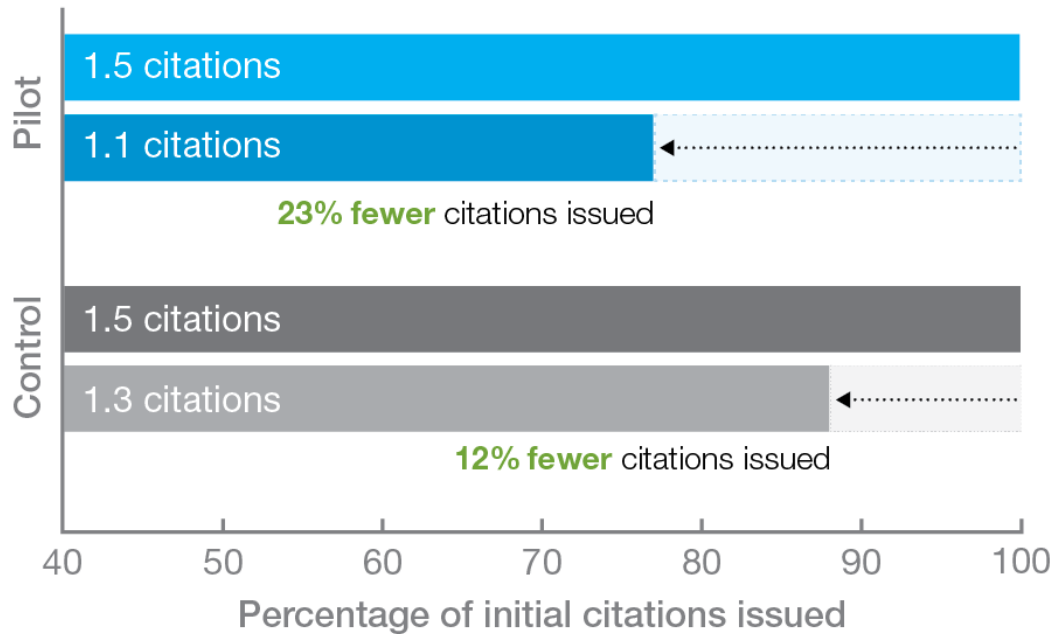
- Easier to pay and avoid citations
- Less circling
- Less vehicle miles traveled
- Decreased greenhouse gas emissions
- Decreased double parking
- Improve Muni speed
- Supported economic vitality and safety

Easier to pay and avoid citations

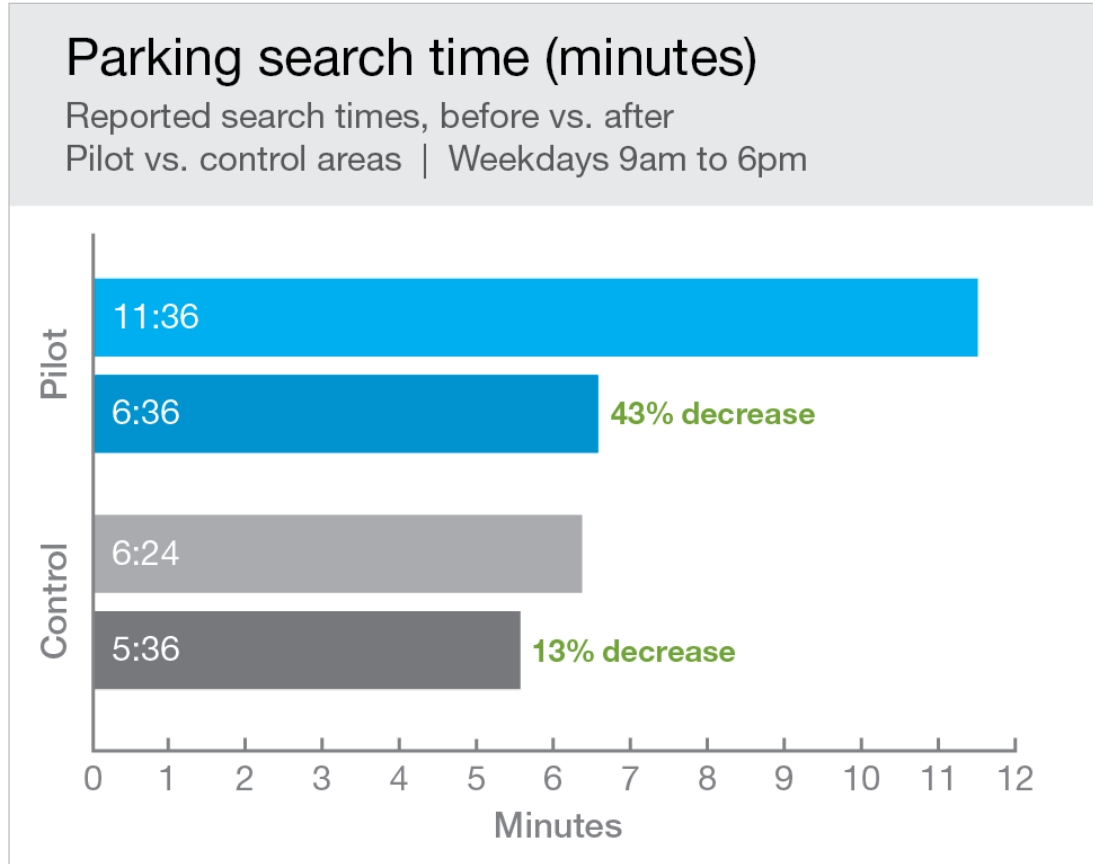
Average monthly parking citations per meter

Before vs. after

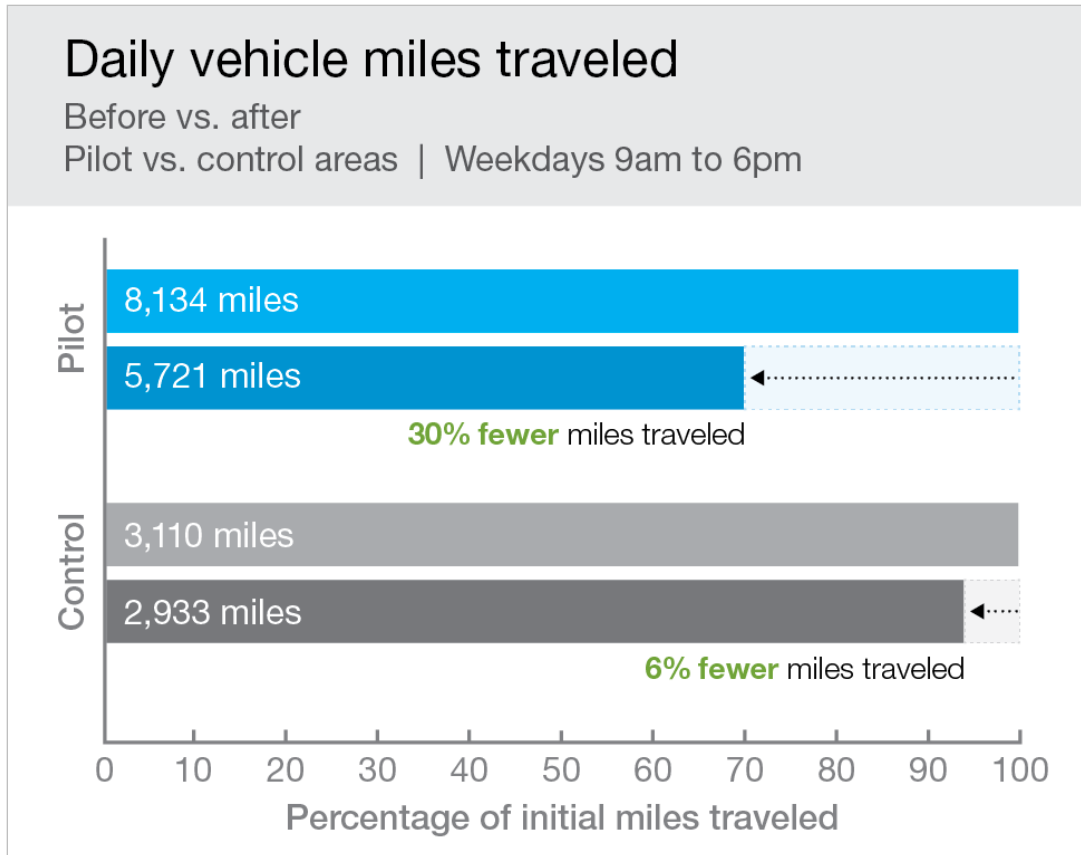
Pilot vs. control areas | Weekdays 9am to 6pm



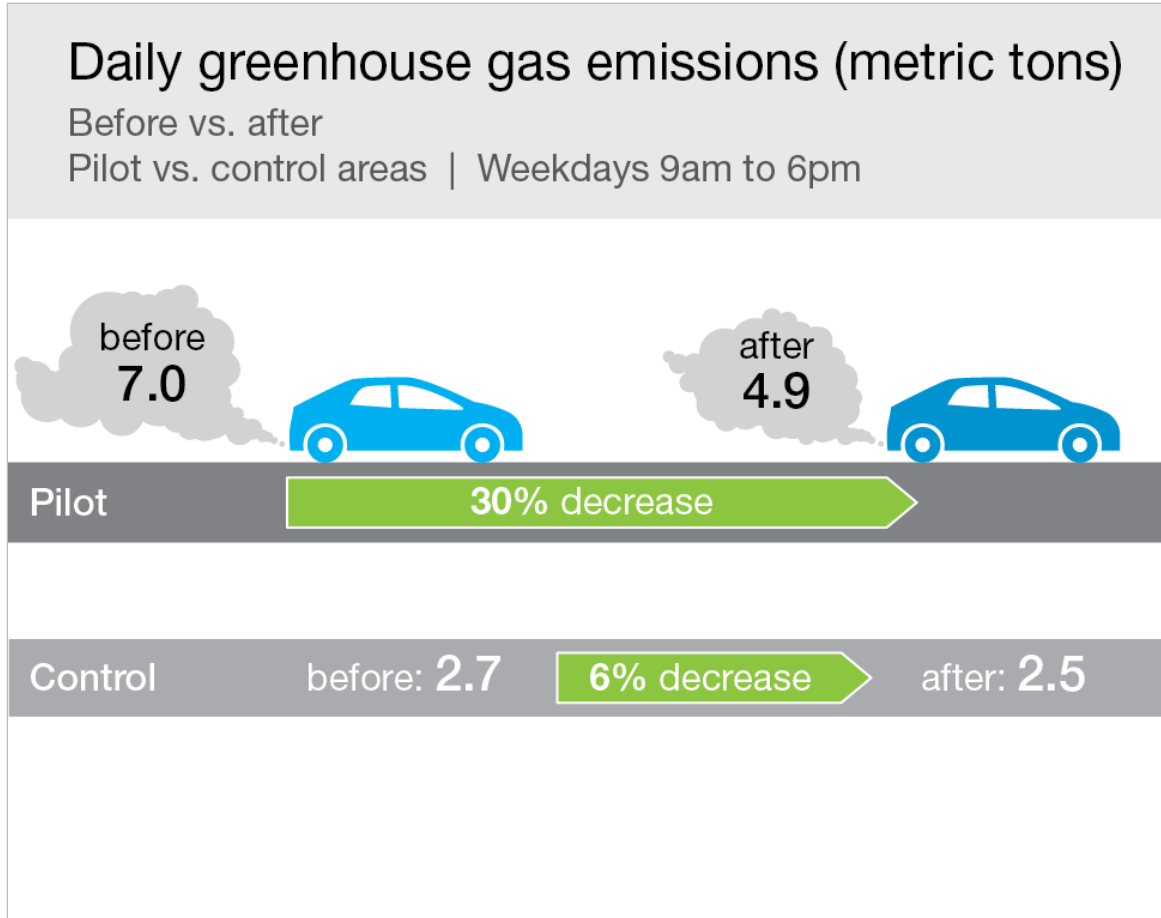
Easier to find a parking space



Decreased vehicle miles traveled



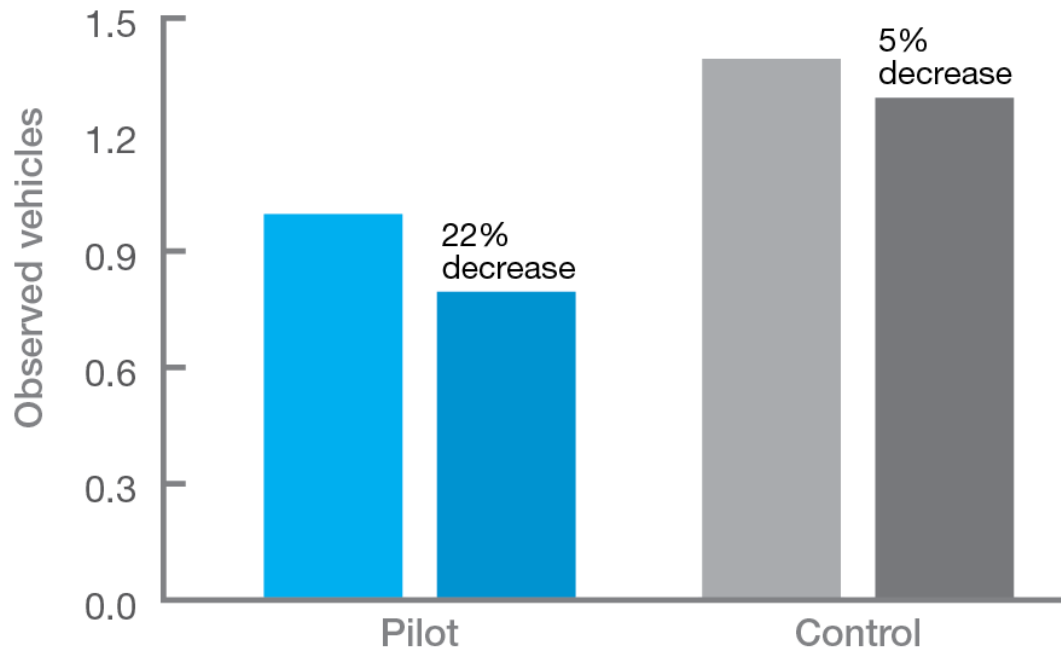
Decreased greenhouse gas emissions



Decreased double parking

Double parked vehicles per block per day

All pilot and control areas, weekdays 9am to 6pm, 2011–2013
Includes blockfaces with 5+ parkable spaces



Improved Muni speed

Transit speed and double parking

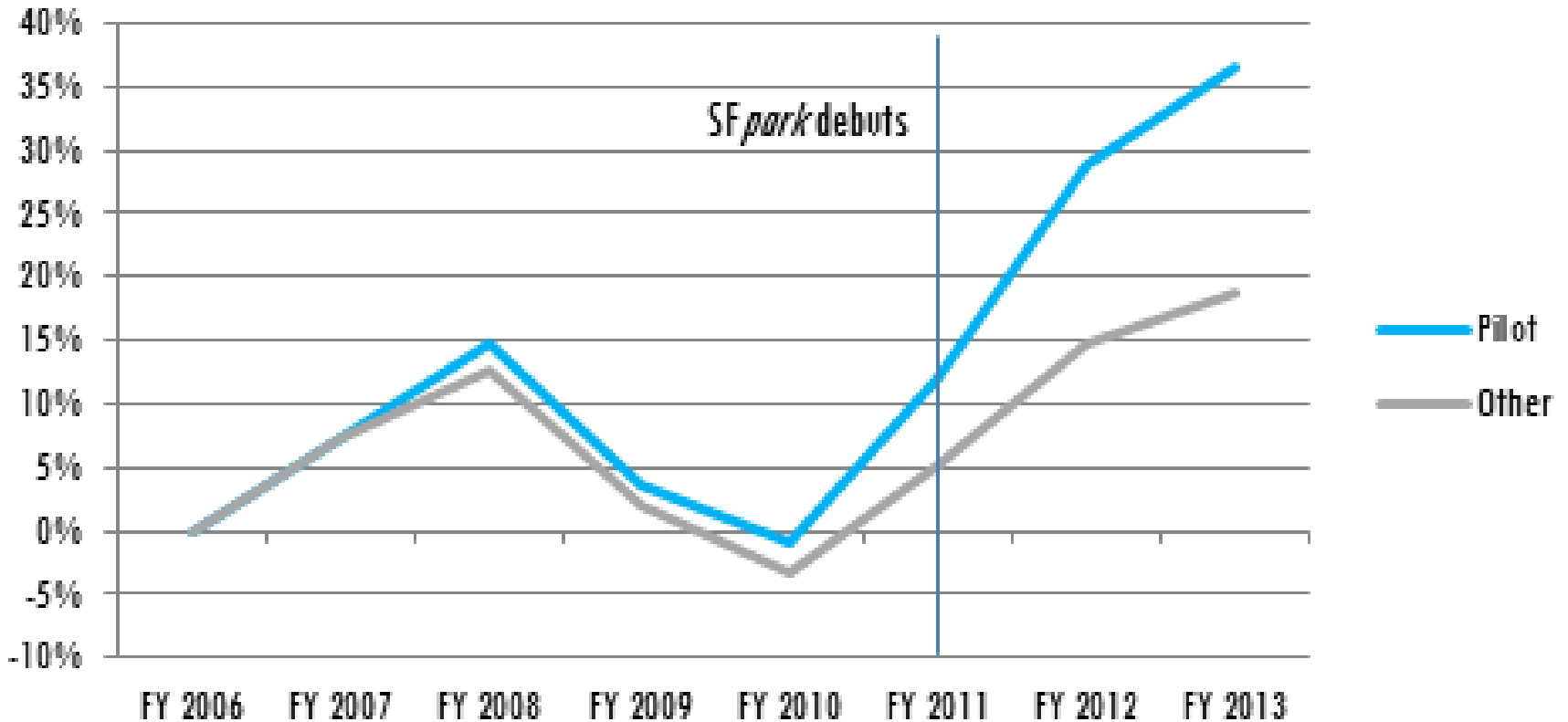
Transit speed on corridors with increased vs. decreased double parking (DP)
 Weekdays, 9am to 6pm
 Before vs. After

	Before	After	Net change	% change
Corridors w/decrease in DP	6.4	6.6	0.2	2.3%
Corridors w/increase in DP	7.1	6.7	(0.4)	-5.4%

Supported economic vitality and safety

Change in sales tax revenue, FY2006-2013

Food product, general retail and miscellaneous; chain stores excluded



Next steps

- Disseminate overview, evaluation, and technical manual to other cities
- Develop proposal for expanding the SFpark approach to remaining SFMTA meters, lots, and garages

Thank you

