



SFMTA
Municipal
Transportation
Agency

Demand-responsive parking pricing

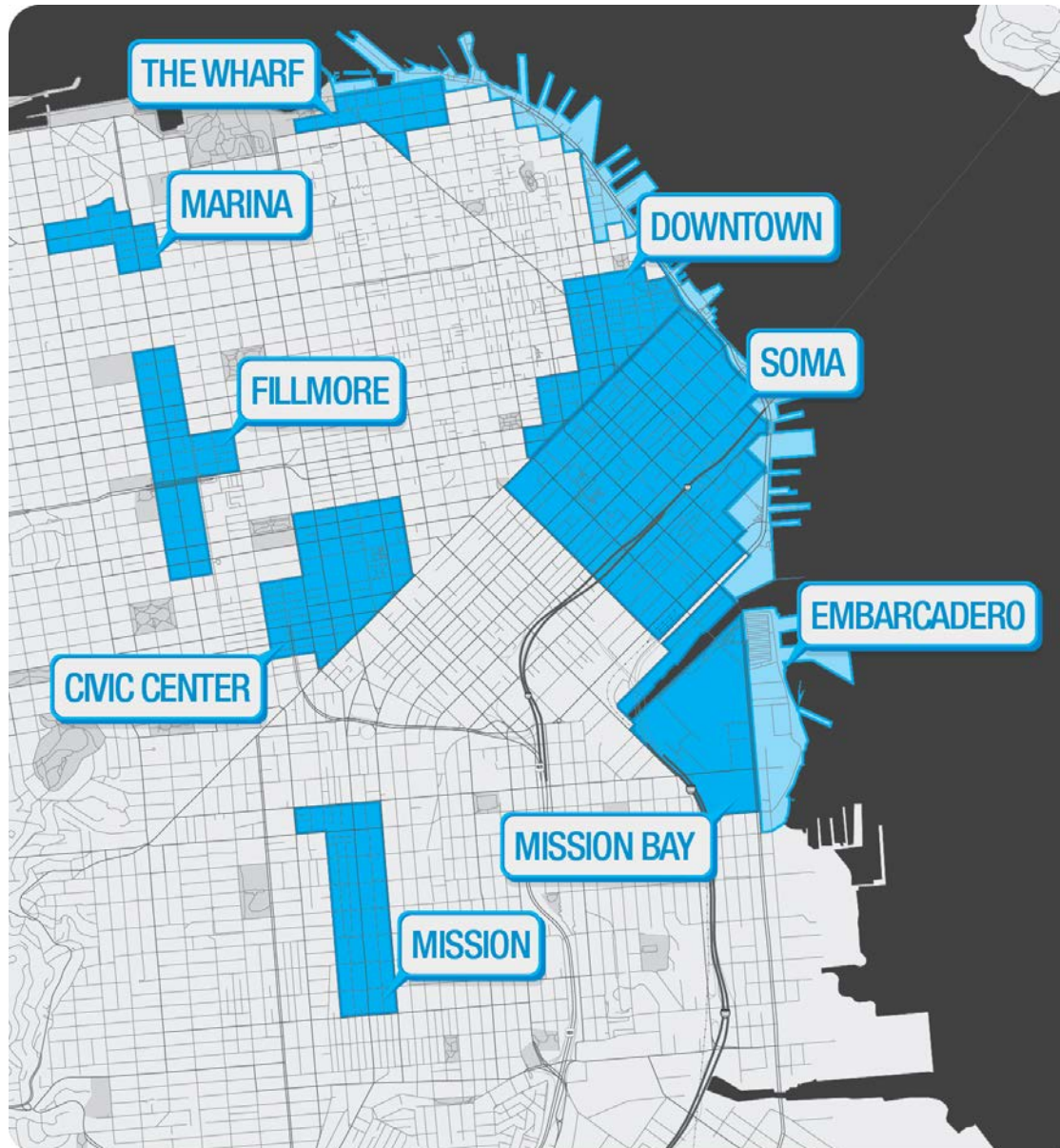
SFMTA Board of Directors

September 5, 2017

Project goals

- Make parking easier to find
- Reduce circling for parking
- Make it easier to access neighborhood commercial districts
- Provide more and better data about parking availability and pricing
- Build on the success of the *SFpark* pilot

SF *park* pilot



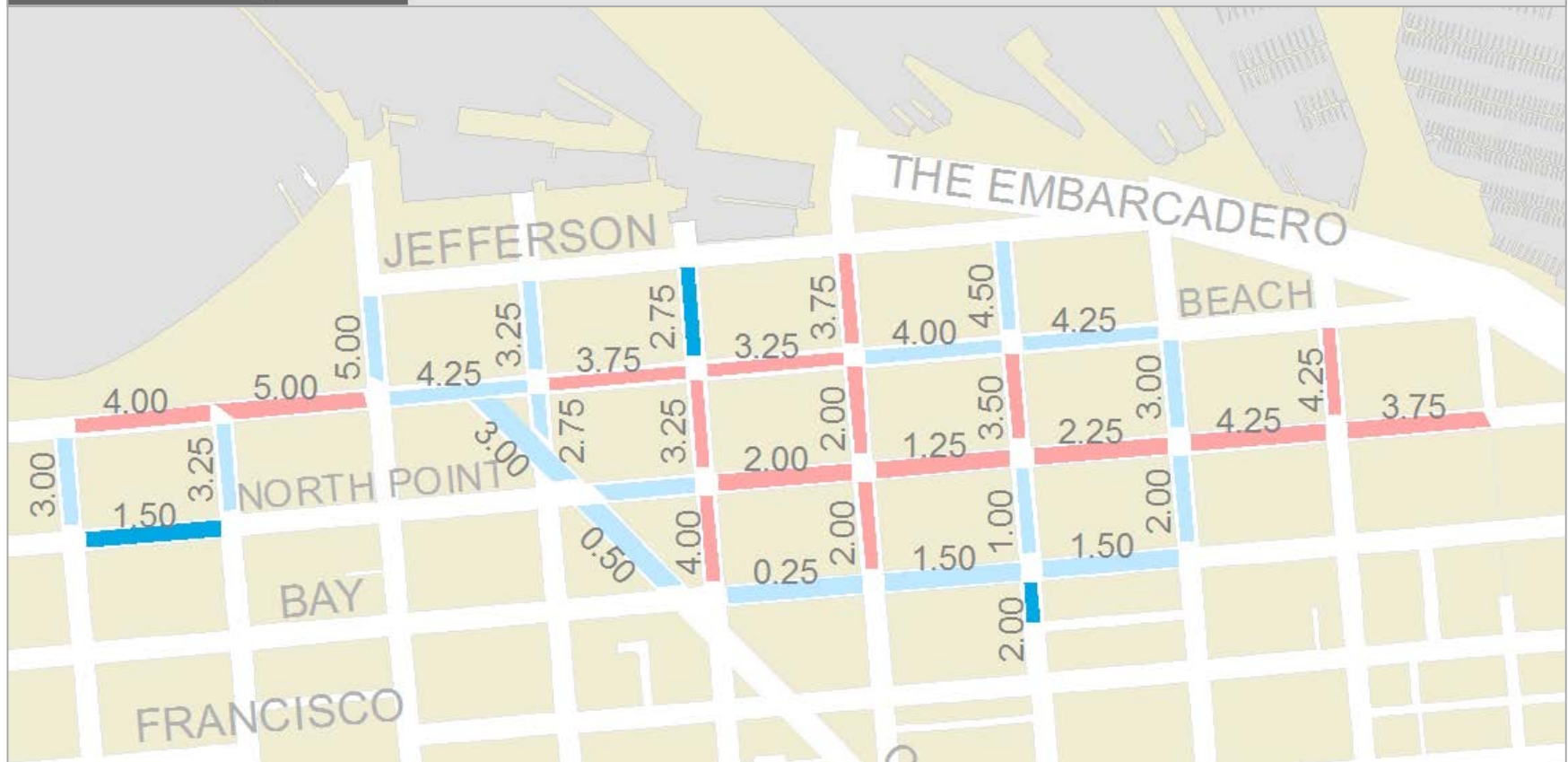
SF *park* pilot

- Demand-responsive to find lowest possible prices
- Gradual and periodic changes: \$0.25 up or down (or no change) every quarter
- Time of day pricing (vary by block + weekday/weekend)



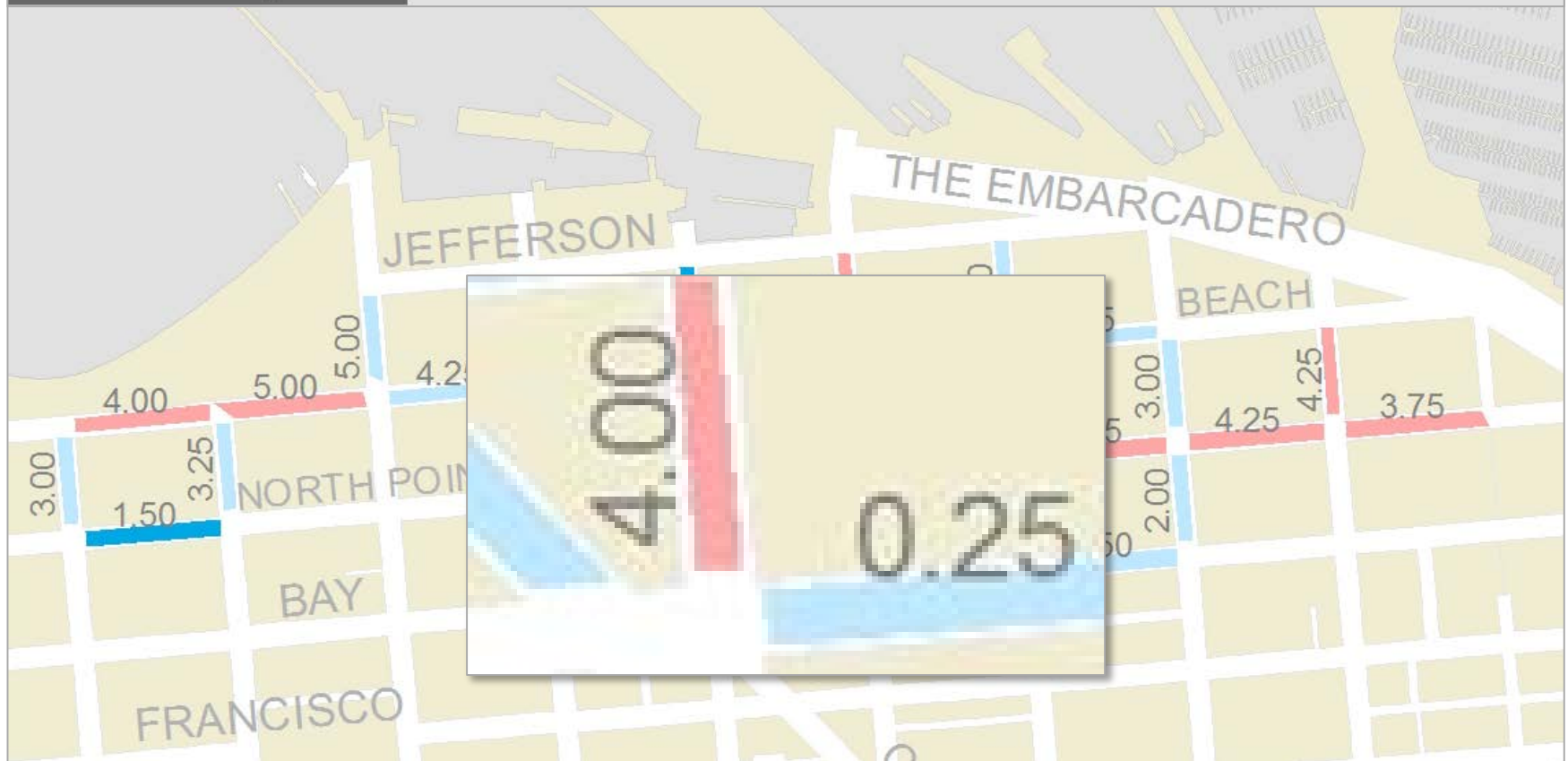
SF park pilot

Monday-Friday
Noon to 3pm



SF *park* pilot

Monday-Friday
Noon to 3pm

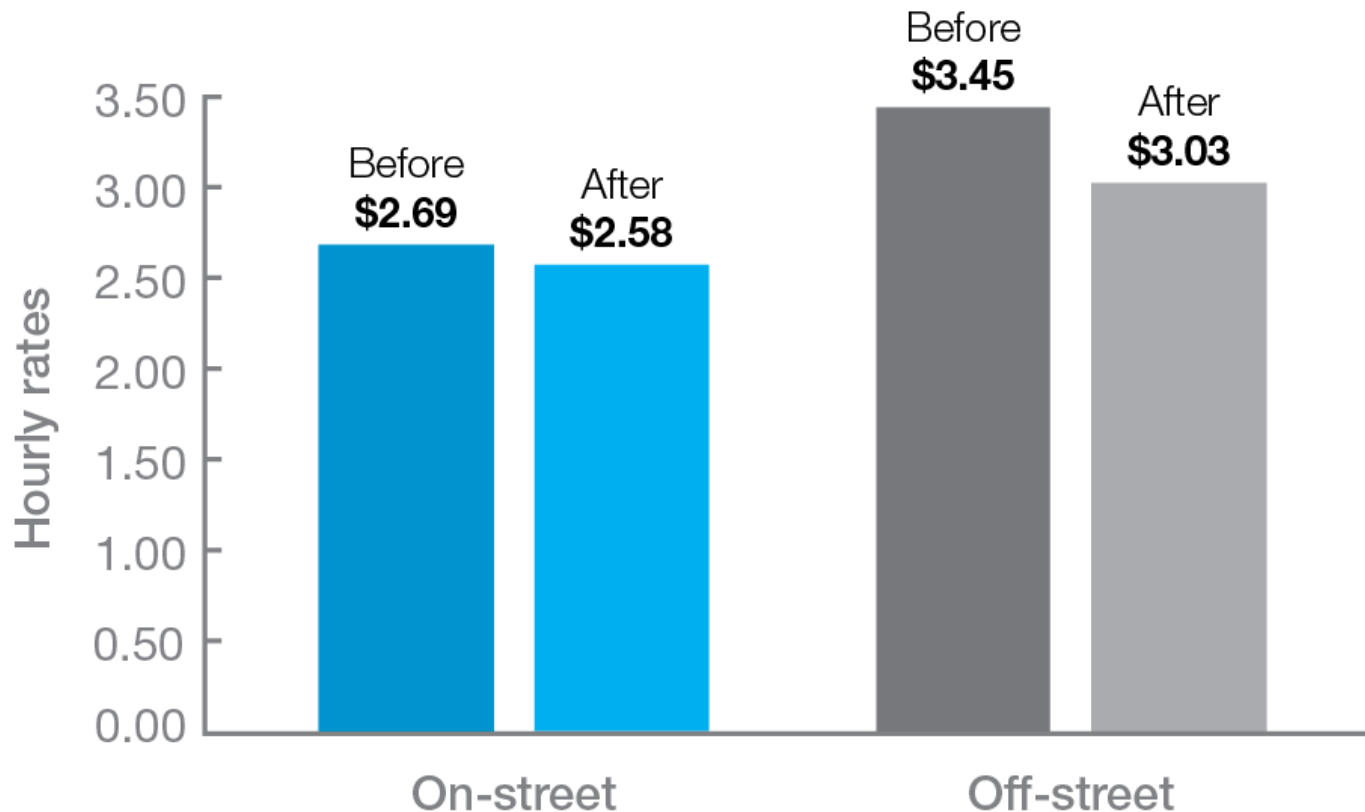


SFpark pilot evaluation

Hourly parking rates in SFpark areas

Before vs. after (10 rate changes)

On- and off-street rates

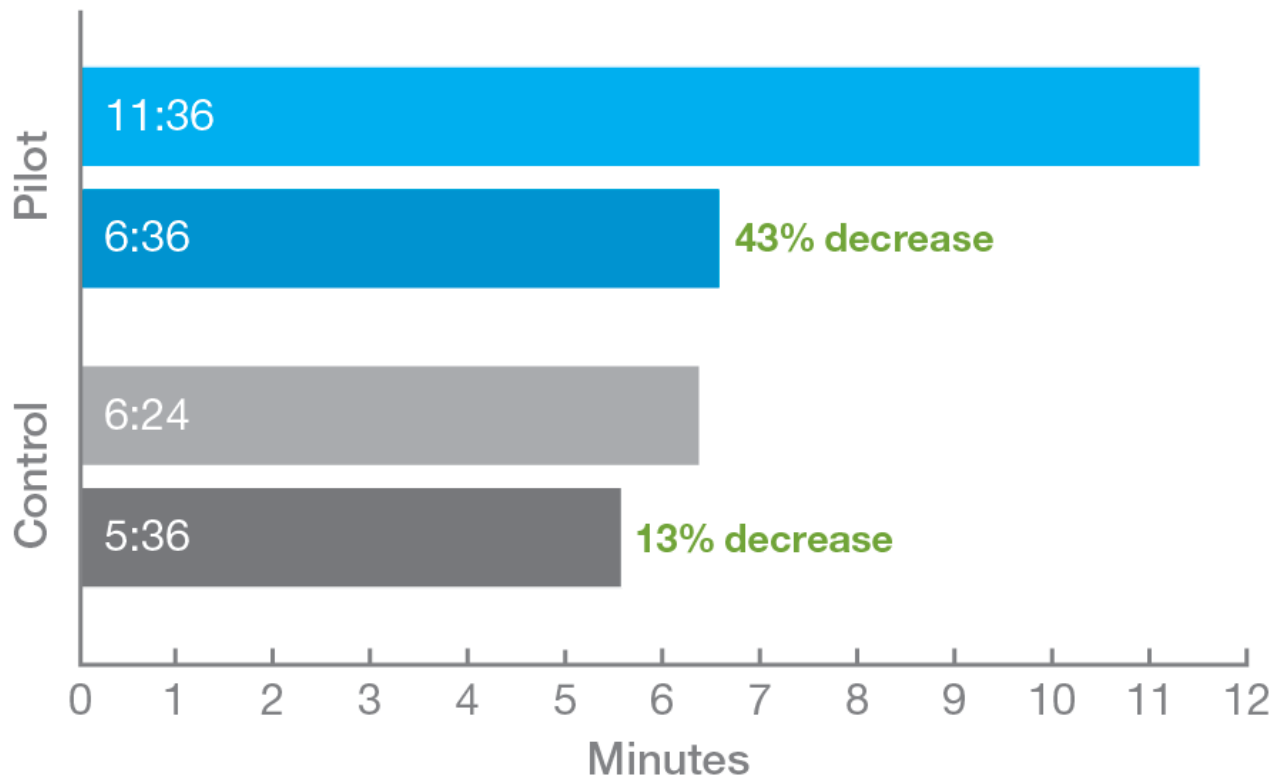


SFpark pilot evaluation

Parking search time (minutes)

Reported search times, before vs. after

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



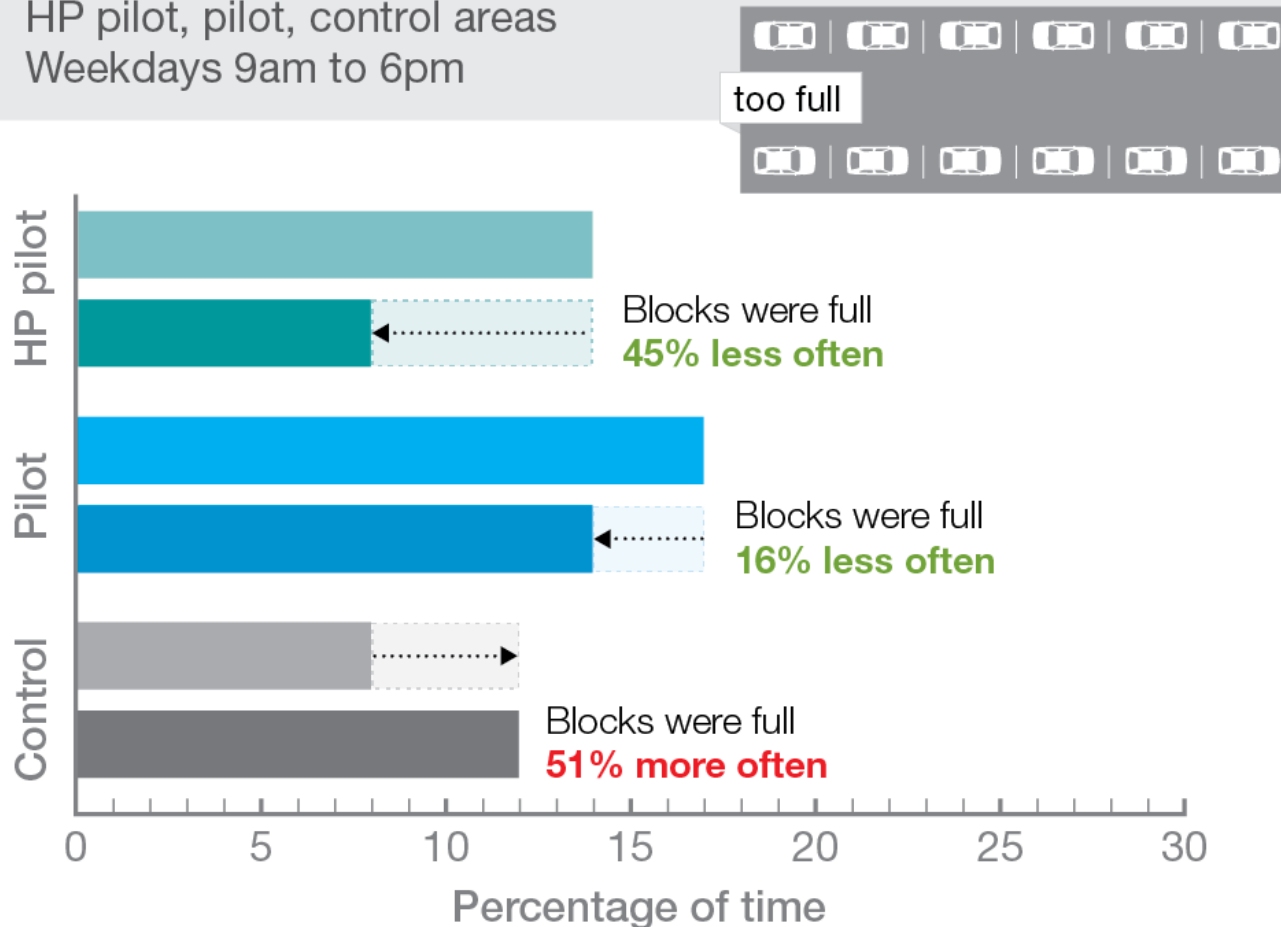
SFpark pilot evaluation

How often are blocks too full?

Before vs. after, 90–100% occupancy, hourly frequency

HP pilot, pilot, control areas

Weekdays 9am to 6pm



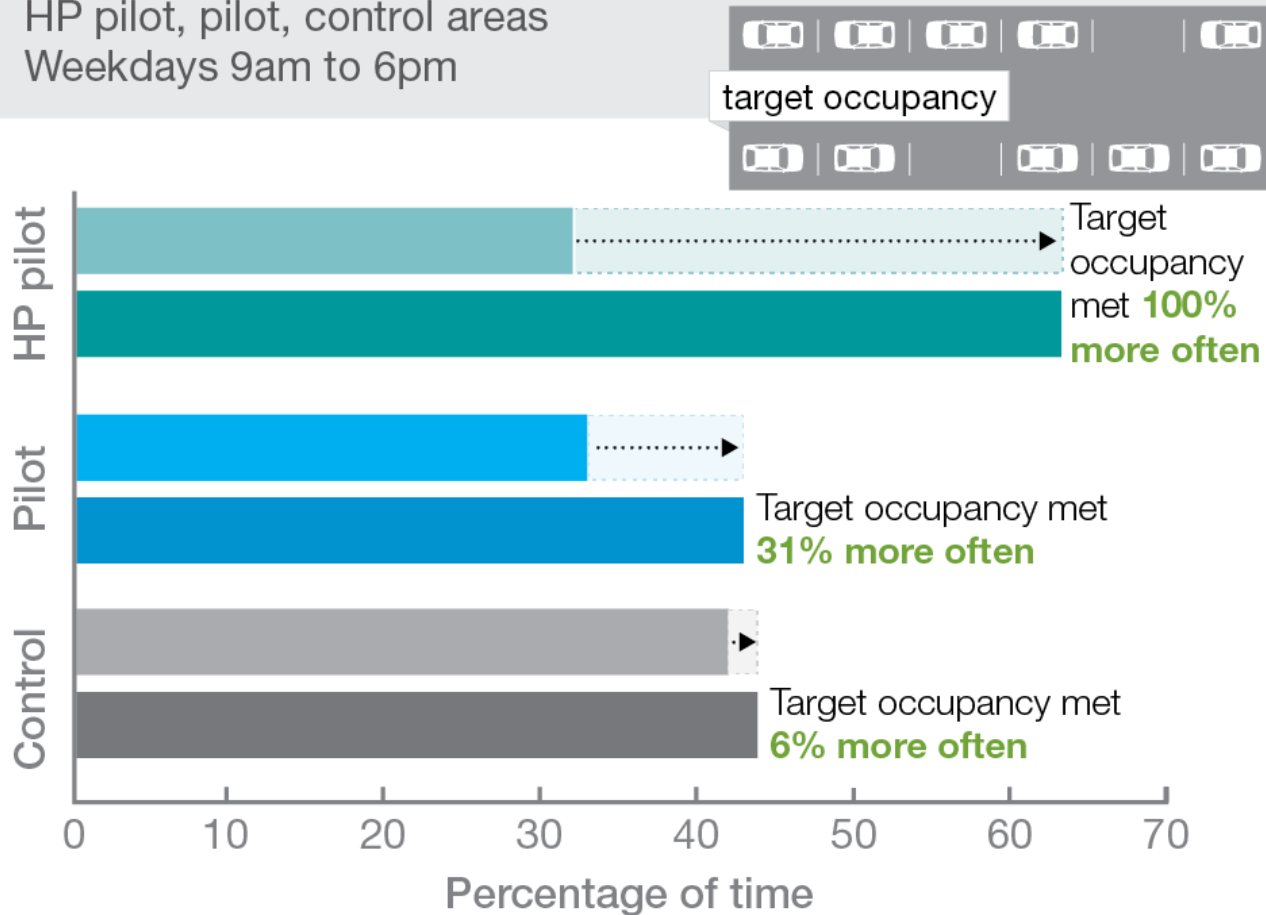
SFpark pilot evaluation

How often do blocks meet target occupancy?

Before vs. after, 60–80% occupancy, hourly frequency

HP pilot, pilot, control areas

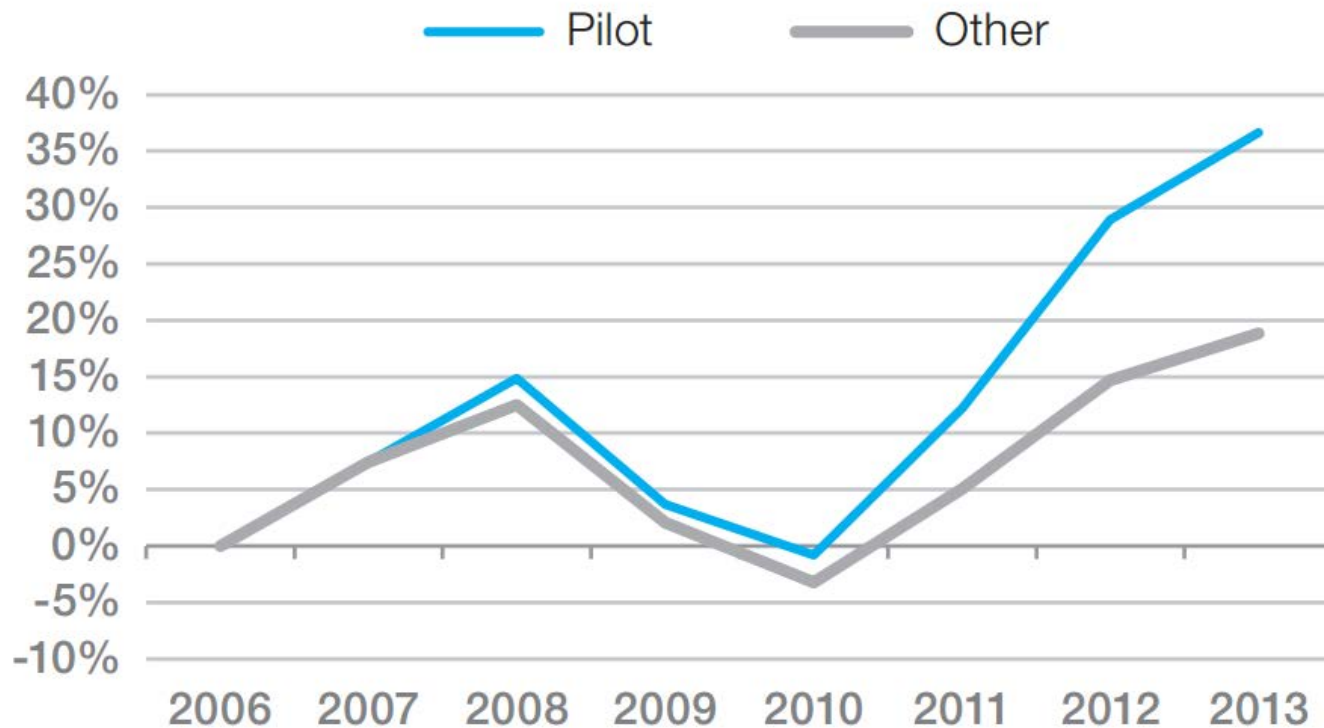
Weekdays 9am to 6pm



SF *park* pilot evaluation

Change in sales tax revenue, FY2006–2013

Food product, general retail and miscellaneous;
chain stores excluded



SFpark pilot evaluation

Daily greenhouse gas emissions (metric tons)

Before vs. after

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



Pilot

30% decrease

Control

before: 2.7

6% decrease

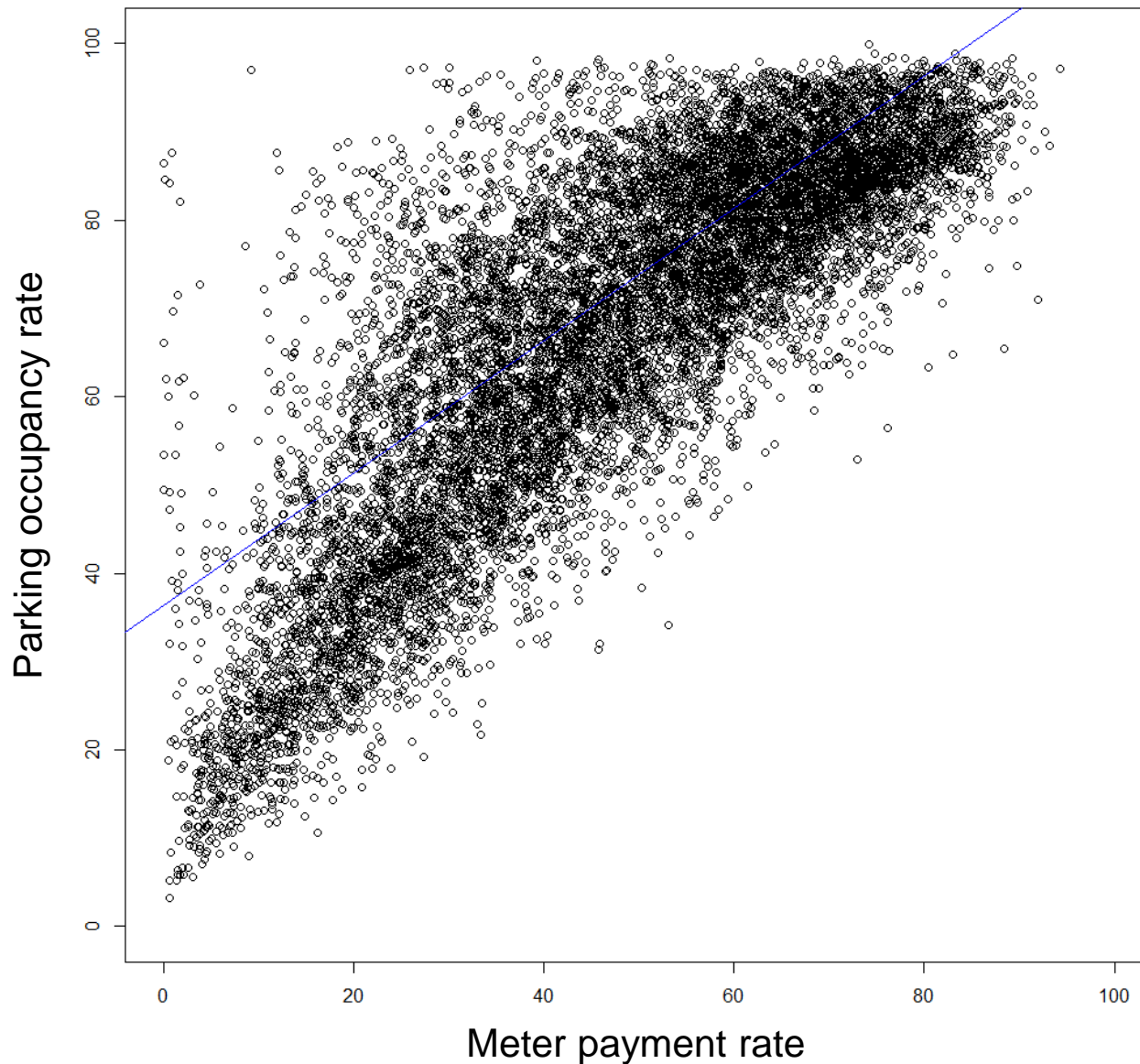
after: 2.5

Demand-responsive parking pricing

- Retain *SFpark* pilot policies regarding demand-responsive pricing
- No meters added—this is just about how to set prices
- Every SFMTA-managed meter, lot and garage in the City
- Rate adjustments based on meter payment data (available to the public)

Demand-responsive parking pricing

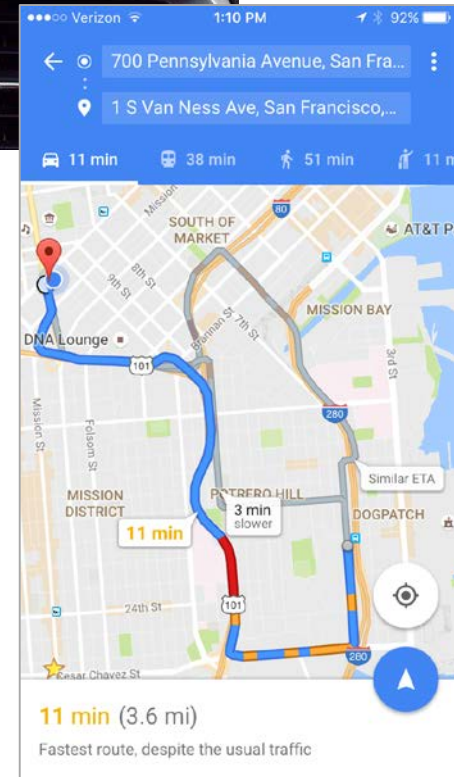
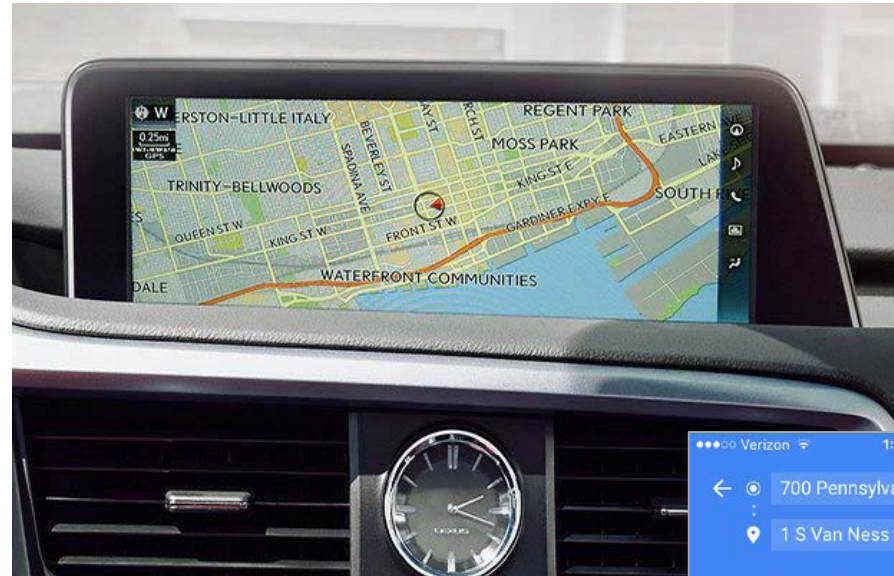
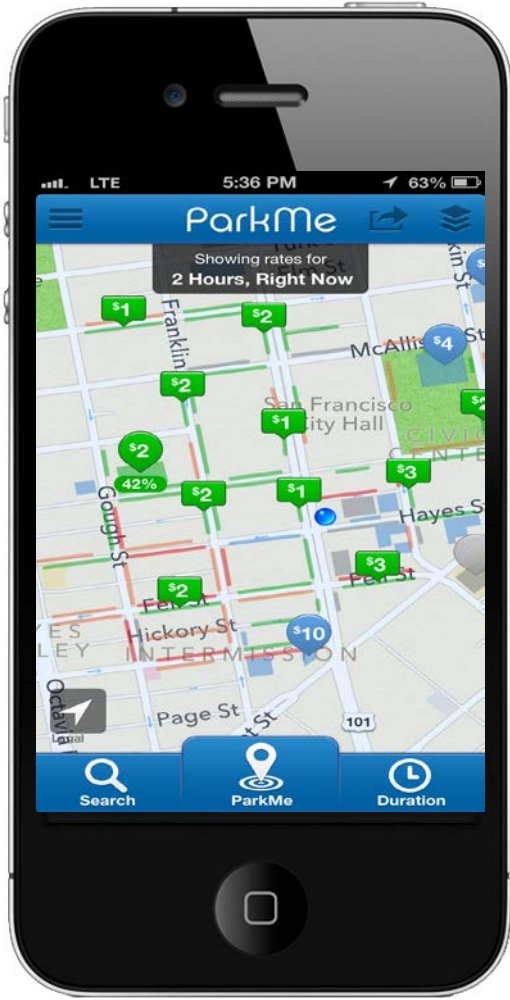
Meter payment and parking occupancy



Demand-responsive parking pricing

- Test of citywide rate adjustment:
 - Small overall average reduction in rates
 - Similar trends to *SFpark* pilot
 - Overall reduction in rates
 - More walkable streets more popular for parking
- Likely very minor revenue impacts

Making parking data public



Outreach

- Briefings offered to all Supervisors and Mayor's Office
- Offered information and presentations to nearly 60 merchant/business groups, CBDs, advocacy organizations across the City
- Presentations/meetings with 13 separate groups
- Presentation to SFMTA CAC
- Local media attention; likely more to come when approval item moves forward

Next steps

- Complete technical and data development
- Present to this Board for approval Fall 2017
- Begin rate change process late 2017

Thank you!

Hank Willson

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