STRATEGIC OBJECTIVES:

SFpark is a demonstration of a new approach to parking management that will evaluate the effectiveness of demand-responsive pricing and real-time information on parking availability for reducing congestion and greenhouse gas emissions and provide other benefits. SFMTA is deploying and operating the SFpark system, MTC is enhancing its 511 system to provide real-time parking information, and SFCTA is supporting the initiative through outreach.

LOCAL PARTNERS:

- San Francisco Municipal Transportation Agency (SFMTA)
- Metropolitan Transportation Commission (MTC)
- San Francisco County Transportation Authority (SFCTA)

UPA/CRD Annual Report
San Francisco SFpark and Parking Information Systems

For Further Information

SFpark website: http://sfpark.org/
MTC 511 website: http://www.511.org/

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San Francisco Municipal Transportation Agency (SFMTA)
Metropolitan Transportation Commission (MTC)
San Francisco County Transportation Authority (SFCTA)

U.S. Department of Transportation
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San Francisco – Picture Courtesy of SFMTA

U.S. Department of Transportation
# San Francisco SFpark and Parking Information Systems

## 2010 ACCOMPLISHMENTS

### Projects

- **MTA: Parking Information via 511 Phone and Web**
  - Conducted user focus groups to evaluate interest in parking information
  - Completed system requirements for data collection and data dissemination
  - Completed a parking master database for storage of parking static data
  - Completed a Java message service data exchange process and documentation for receipt of dynamic data between 511 parking and partner parking vendors

- **SFTMA: Parking Pricing**
  - Begun development of the detailed design for the 511 phone and 511.org parking interfaces

### Non-technical Support Activities

- **Marketing**
  - Planned a marketing and advertising campaign to accompany the SFpark 2011 launch and pricing changes

### Lessons Learned

- **Legislative authority**
  - Legislative authority to proceed obtained in 2008

### Independent Evaluation

- **The National Evaluation Plan was completed in Dec. 2008 and posted on http://www.upa.dot.gov/pub.htm.**
  - All detailed test plans for data collection were drafted and are in final revision
  - Baseline data collection underway
  - Post-deployment data collection will begin with launch of SFpark in 2011 through early 2012.

## RESULTS TO DATE

### Lessons Learned

Primary challenges for the SFpark project have included contracting for new technology and communicating effectively about the sensitive subject of parking management and pricing. To address the latter, SFMTA staff have had hundreds of meetings with key stakeholders and groups to ensure that community leaders understand the purpose and benefits of this approach to parking management and is now following up with more broad communications strategies.

### PLANS FOR 2011

- **In early 2011, SFMTA will formally launch the SFpark pilot projects, including both real-time data about parking availability and demand-responsive pricing.**
  - The SFMTA also intends to expand the geographic scope of the pilot projects (i.e., expanding the existing pilot areas and adding new ones) and continue with data collection efforts to facilitate evaluation.

- **MTC will complete the detailed design and development processes for the 511 phone and 511.org parking interfaces.**
  - MTC will also begin receiving real-time and static data from SFpark in advance of a mid-2011 launch of 511’s dissemination features. In support of the SFpark and 511 enhancements,

### SFpark Pilot and Control Zones

Source: San Francisco Municipal Transportation Agency, used with permission.

### Timeline

- **2008**
  - Local Approvals
  - Planning and Technical Prototypes

- **2009**
  - Local Approvals
  - Funding Formally Obligated

- **2010**
  - Parking Data Available via 511
  - Citywide Implementation

- **2011**
  - First Pricing Change
  - Pilot Project Evaluation

- **2012**
  - Pilot Project Implementation

MTC conducted focus groups early in the project to better understand potential demand for parking information. Findings indicated a strong interest in availability and pricing information, and the ability for users to access real-time information for routine trips, but also plan parking for out-of-the-ordinary trips. A primary challenge of the 511 project has been to design appropriate dissemination features to meet users’ needs within the available resources. To address this challenge, MTC is focusing on providing the most value to the user, while identifying potential enhancements to implement at a later time. Another challenge of the project has been to develop a regional parking system for the future incorporation of additional parking vendors. MTC continues to have discussions with SFMTA regarding the most efficient and effective way for SFpark data to be communicated to 511, while still adhering to regional specifications.