SFpark and Curb Management in San Francisco

Urbanism Next
May 8, 2019
SFpark as curb management
SFpark as curb management
Demand-based parking pricing

<table>
<thead>
<tr>
<th>Duration</th>
<th>Price Per Hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>9AM – 12AM</td>
<td>$2.50</td>
</tr>
<tr>
<td>12AM – 3PM</td>
<td>$3.50</td>
</tr>
<tr>
<td>3PM – 6PM</td>
<td>$2.00</td>
</tr>
</tbody>
</table>
SFpark’s successful strategies

• Collecting and analyzing data to understand what we have
• Data sharing and leveraging the private sector
• Communications
• Real-time data for customers
• Pricing to influence behavior
Collecting and analyzing data to understand what we have
Data sharing and leveraging the private sector
Communications
Real-time data for customers
Pricing to influence behavior

Fillmore District
Weekday Hourly Rates
3PM-6PM

Rate Effective July 2017

- Green: $.50 - $2.25
- Yellow: $2.50 - $4.75
- Pink: $5.00 - $6.75
SFpark evaluation

• Lowered parking prices
• Reduced the amount of time that blocks too full by 16%
• Increased the amount of time that blocks hit target occupancy by 31%
• Reduced perceived parking search time by 43%
• Reduced VMT and greenhouse gas emissions by 30%
From parking to curb management
Lack of loading space creates safety hazards, transit delays, and congestion
Curb management using the strategies of SFpark

- Collecting and analyzing data to understand what we have
- Data sharing and leveraging the private sector
- Communications
- Real-time data for customers
- Pricing to influence behavior
Collecting and analyzing data to understand what we have
Data sharing and leveraging the private sector

Choose a Side Street:
Driver will meet you there

Lyft Pickup Zone
Eddy Street
Ellis Street

Confirm location
Communications

8 AM
COMMERCIAL LOADING ONLY
30 min limit. Pay meter Mon - Sat
3 min non-commercial loading OK

6 PM
PASSENGER LOADING ONLY
5 min limit

2 AM DAILY

TOWED? 415-553-1235
Real-time data?

- Bluetooth
- ZigBee

WWW
Pricing to influence behavior

• “Curb touch” fee
• Impact/project fee
• Per-trip or per-stop fee
Thank you

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