



**PORT OF SAN FRANCISCO  
PIER 1  
SAN FRANCISCO, CA 94111**

## **On-Street Parking Program Study**

### **PHASE I - Study of On-Street Parking Patterns**

As part of its overall assessment of the on-street parking program, the Port has contracted with [StreetLine Networks](#) to conduct a study over a fixed period of time to determine the actual demand for the Port's metered parking spaces, including those in Fisherman's Wharf and on The Embarcadero.

The Port has several key objectives relative to this study, including identifying parking trends and areas that would benefit from site specific parking policies and a more focused enforcement effort; determining optimal pricing and duration of its metered parking sessions; and whether the Port can finance upgrading to "smart meter" technology that accepts credit card payments and supports site specific remote administration.

The [study area](#) includes approximately one curb mile, or 200 on-street parking spaces at specific sites throughout the Port's jurisdiction. Earlier this year, StreetLine deployed its surface-mounted sensor technology in the roadway bed adjacent to each parking space being monitored and has been continuously measuring parking space occupancy and turnover. The data collected thus far has produced baseline data, which the Port will use to measure the impact of pending changes to pricing, duration of parking sessions, and payment methods.

### **PHASE II - Pay-Station Demonstration Project**

Phase II began this past summer with the [Port's invitation](#) to the parking system vendor community to participate in a field demonstration of their parking system solutions in Fisherman's Wharf and The Embarcadero. As a result, five vendors installed their systems on seven blocks during the weeks of November 6<sup>th</sup> and 13<sup>th</sup> as follows:

## Demonstration Sites

Installation Date	Location	Vendor
November 6 <sup>th</sup>	Both sides - 1300 block of Battery Street	<a href="#">Parkeon</a>
November 6 <sup>th</sup>	South side - 300 block of Jefferson Street	<a href="#">Parkeon</a>
November 6 <sup>th</sup>	North side - Unit block of Chestnut Street	<a href="#">Photo Violation</a>
November 8 <sup>th</sup>	Both sides - 1700 block of Montgomery Street	<a href="#">Duncan</a>
November 13 <sup>th</sup>	West side - 200 Embarcadero	<a href="#">Cale/8d</a>
November 14 <sup>th</sup>	South side - Unit block of Francisco Street	<a href="#">Digital</a>
November 15 <sup>th</sup>	South side - 100 block of Jefferson Street	<a href="#">Digital</a>

## Vendor Technologies

All of the above installations, except on Chestnut Street, demonstrate similar pay-by-space parking systems. Drivers park, note their parking space number, walk to the nearest pay-station, and purchase time for their space using coins or credit/debit cards. Parking Control Officers (PCOs) determine the status of each vehicle's parking session by collecting data from the pay stations. Each affected side of the block has one or two pay stations depending on how many parking spaces need to be supported.

The vendor technology deployed on Chestnut Street requires one station for every two spaces, similar to existing double-head parking meters. They too accept coins and credit/debit cards.

## Pricing and Parking Session Strategies

For the purposes of the demonstration project, the Port is adopting a pricing strategy (similar to that of parking garages) to encourage one to two hour parking sessions, thereby generating turn over. These new parking rates- First Hour \$3; Second Hour \$3; Third Hour \$4; Fourth Hour \$5, will apply only to the seven demonstration sites described above and only for the duration of the project, which is expected to end no later than March 1, 2007.

Existing parking sessions are restricted to two hours. For the purposes of the demonstration project, four hour parking sessions will be allowed at all demonstration sites with the exception of Chestnut Street. It is believed that pricing will encourage most drivers to leave the area after two hours, or to park in off-street garages.

For the purposes of the Demonstration Project, all day parking will be allowed on the north side of the unit block of Chestnut Street, with the fourth hour and every hour thereafter costing \$5.

## Conversion

Each installation took several days to install and convert over. Canvas bags are being used to cover existing parking meter heads during the demonstration project. Except on

Chestnut Street, signs have been installed on existing parking meter posts indicating the parking space numbers and directing drivers to the nearest pay stations. Port Ambassadors were present early in the conversion to assist drivers with the new technology.

### **PHASE III – Evaluation and Data Analysis**

#### **Pay Station Evaluation**

Port and City staff involved in the administration, maintenance and operation of on-street parking programs will participate in the evaluation of the five vendor systems. In addition, the Port will consider external input from drivers, local businesses, and other interested parties.

#### **Data Collection and Analysis**

Port staff, working closely with StreetLine, will analyze the data collected to determine the feasibility of changing its on-street parking policies.

### **PHASE IV – Final Report**

Port staff will prepare a Final Report with recommendations and accompanying Resolution(s) to be presented to the Port Commission at a properly noticed Public Meeting.

#### **Additional Information**

The Port has developed this project web-page to provide 1) a project overview; 2) background documentation; 3) detailed and periodic updates throughout the project, and, 4) links to external resources, including partner vendors' websites.