

The Port of San Francisco

March 27, 2007

ON-STREET PARKING STUDY

STUDY OVERVIEW

IMPACT OF:

- Higher Prices
- Longer Time Limits
- Progressive Rates
- Credit Card Payment

ON:

- Occupancy
- Turnover
- Revenue

FINDINGS:

- Usage was stable
- Revenue was up
- Compliance is low



AGGREGATE RESULTS

Study Size & Scope

16 block faces
187 metered parking spaces
6 months of data, 24 hours a day
→ 807,840 hours of measured capacity

Aggregate Results

284,000 parking sessions
363,000 hours of usage
→ Average duration = 76 minutes

227,000 hours of metered usage
93,000 hours of paid usage
30,000 hours of metered, unpaid DP usage (Est. from 2 week sample)
→ 104,000 hours of unpaid metered usage
→ About 3 hours per day per meter of non-compliance

BASELINE, STUDY & CONTROL

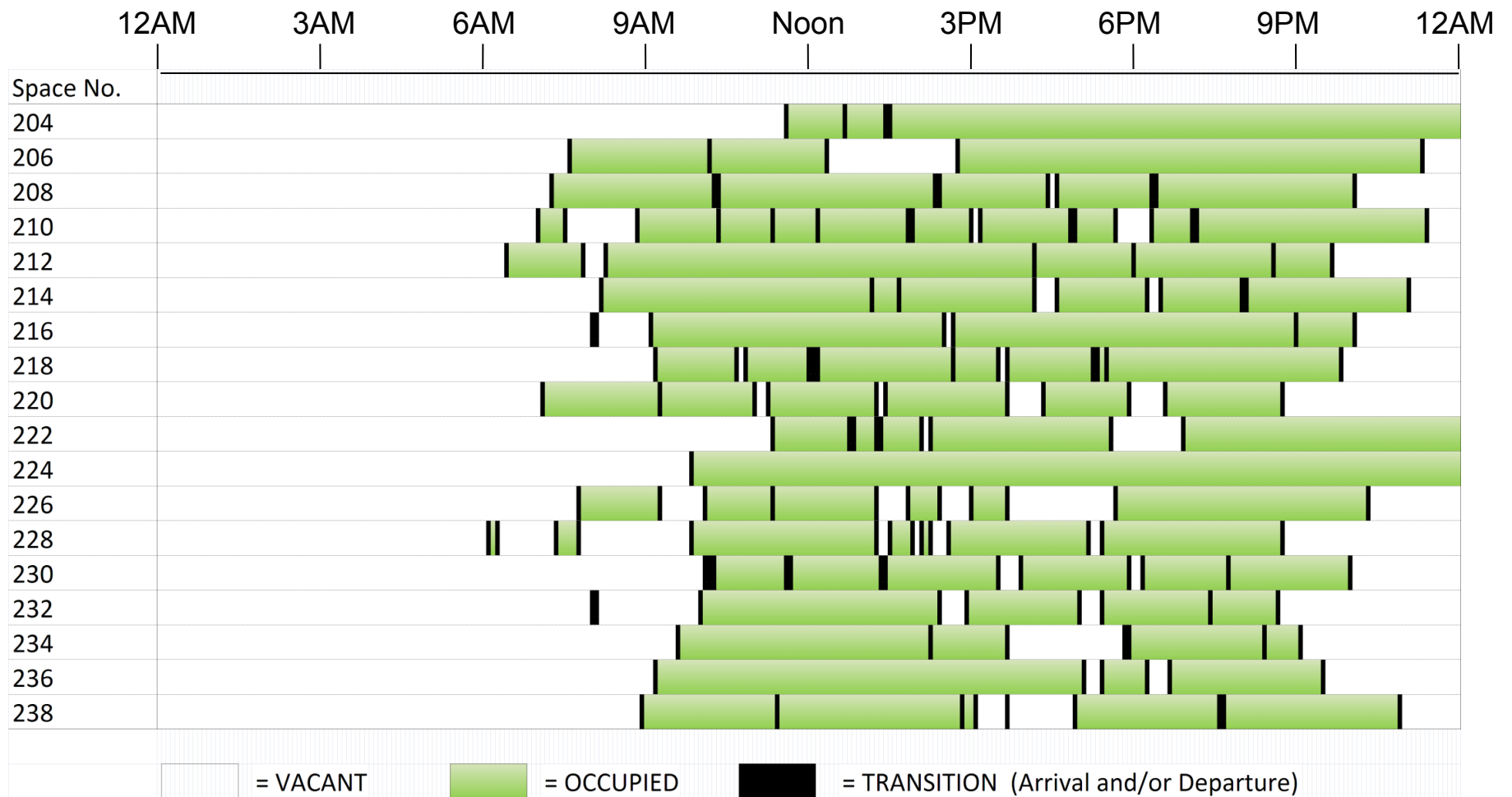
	HISTORICAL	BASELINE	STUDY	CONTROL
PERIOD	Aug-04 → Jul-06	Aug-06 → Oct-06	Dec-06 → Feb-07	Dec-06 → Feb-07
METER TYPE	Single Space	Single Space	Multispace	Single Space
TIME LIMIT	2 Hours	2 Hours	4 Hours *	2 Hours
PAYMENT TYPE	Coin	Coin	Coin & Credit Card	Coin
HOURLY RATE	\$2 .. \$2	\$2 .. \$2	\$3 .. \$3 .. \$4 .. \$5	\$2 .. \$2
DATA:				
<i>Meter Receipts</i>	Monthly Totals	Monthly Totals	Transaction Detail	Monthly Totals
<i>Citations</i>	Monthly Totals	Monthly Totals	No Data	No Data
<i>Usage</i>	No Data	Session Detail	Session Detail	Session Detail
<i>Usage Type</i>	No Data	No Data	Partial Data **	Partial Data **

* One block of Chestnut Street had no time limit during the study

** Surveys of DP usage were conducted for a two week period during the study

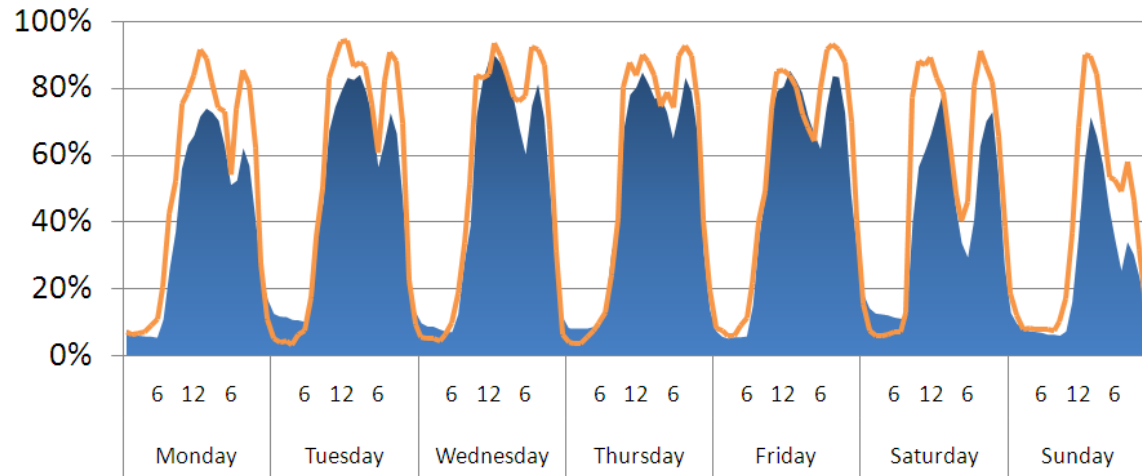
DATA: USAGE SESSIONS

DECEMBER 20, 2006 – 200 BLOCK OF EMBARCADERO SOUTH



OCCUPANCY & TURNOVER

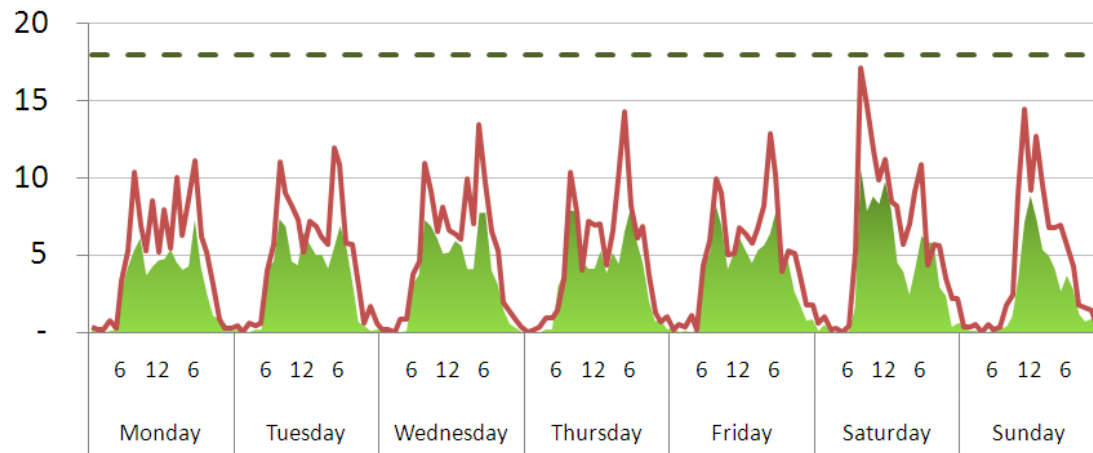
Embarcadero200EVEN



Occupancy

Average / Day	24 hrs	Meter Hrs
Study	43%	60%
Baseline	50%	71%

- Study Occupancy
- Baseline Occupancy

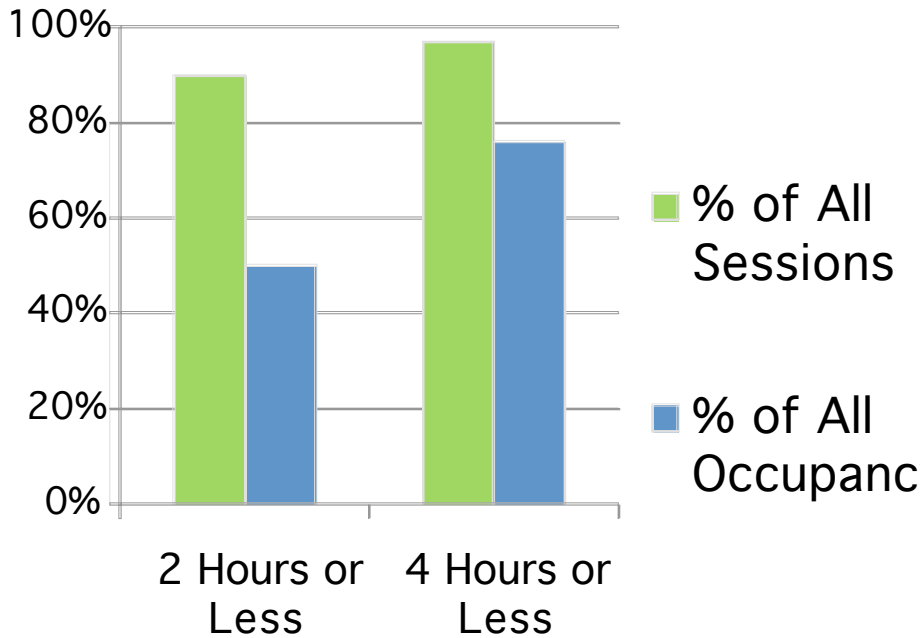


Turnover (New Arrivals)

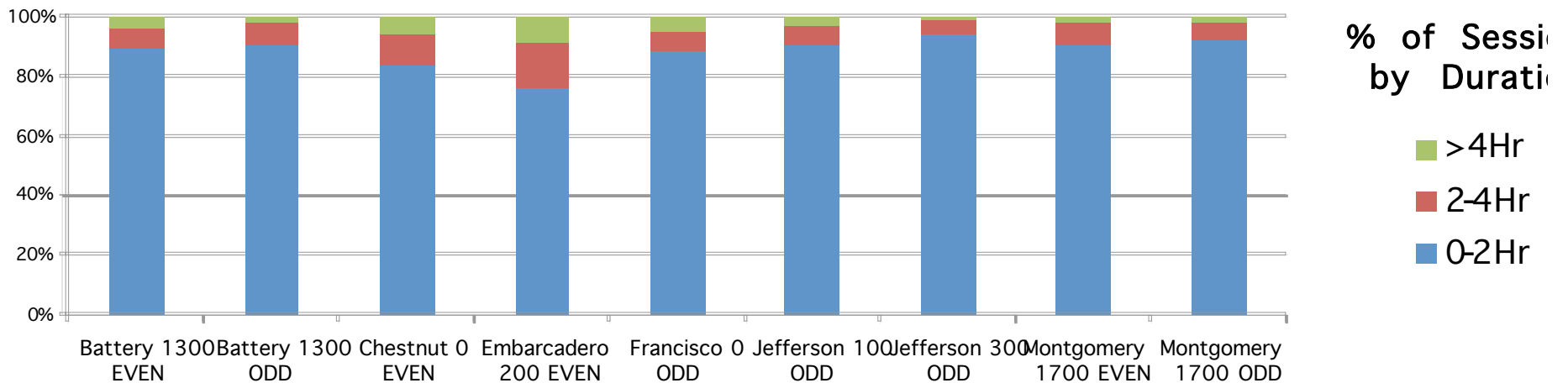
Avg / Space	Any Day	Week Day
Study	4.5	4.6
Baseline	6.6	6.5

- Study Arrivals
- Baseline Arrivals
- - Spaces

USAGE BY DURATION

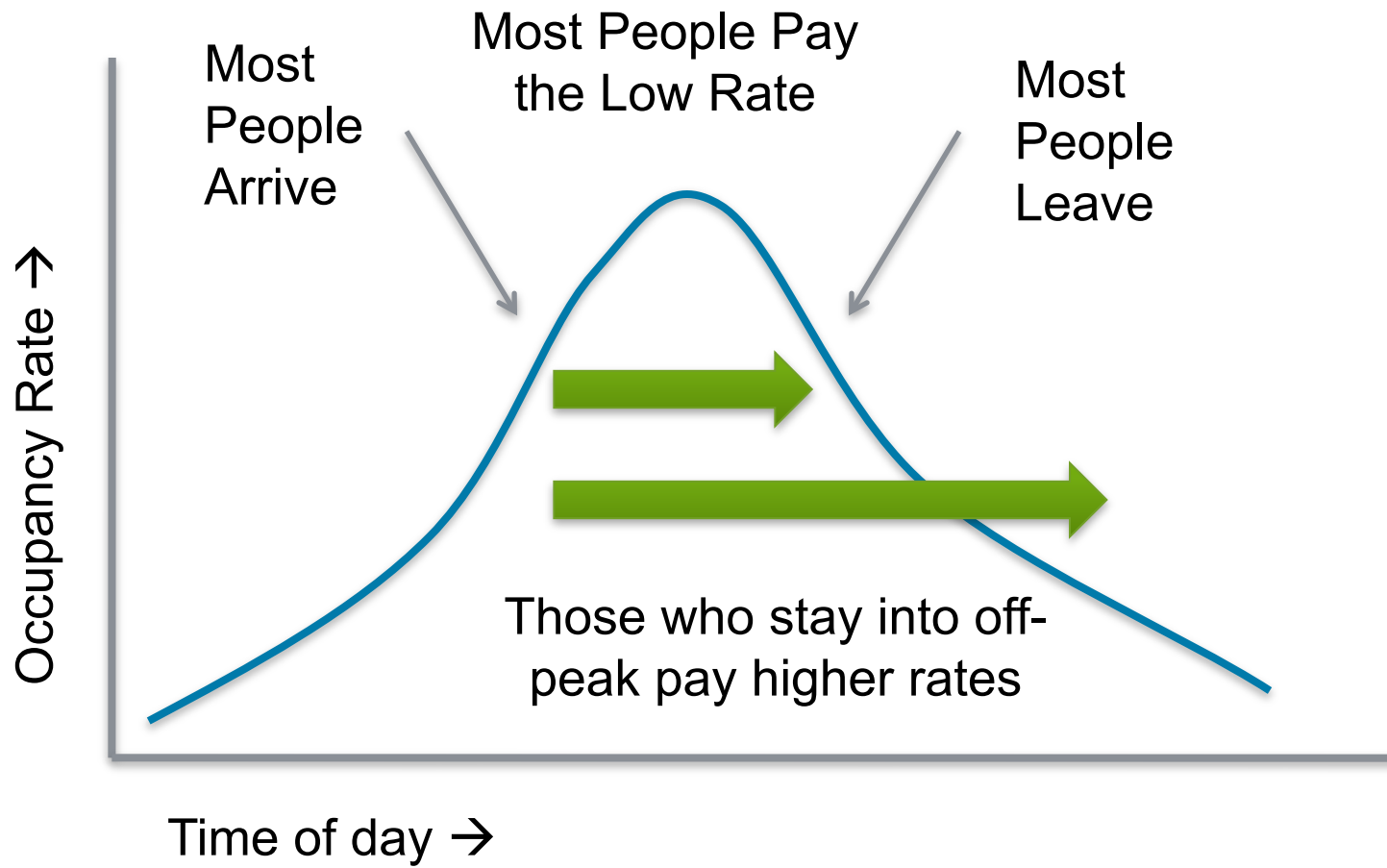


- Duration varied only slightly between baseline (2hr limit) and study (4hr limit)
- 2 Hour Limits cover 90% of sessions
- 4 Hour Limits cover 97% of sessions



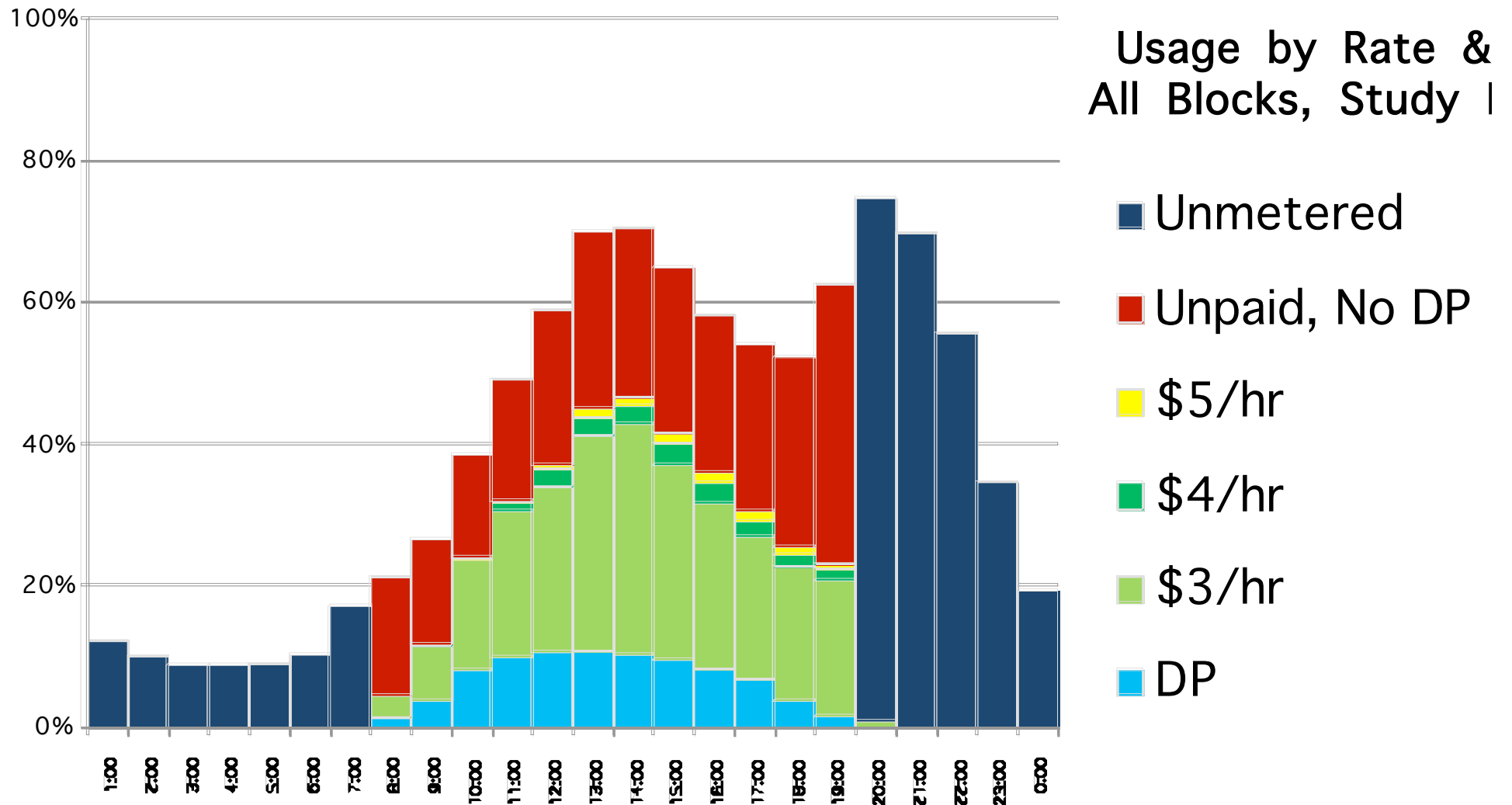
PROGRESSIVE RATE PRICING

PEAK AND OFF PEAK IMPACT

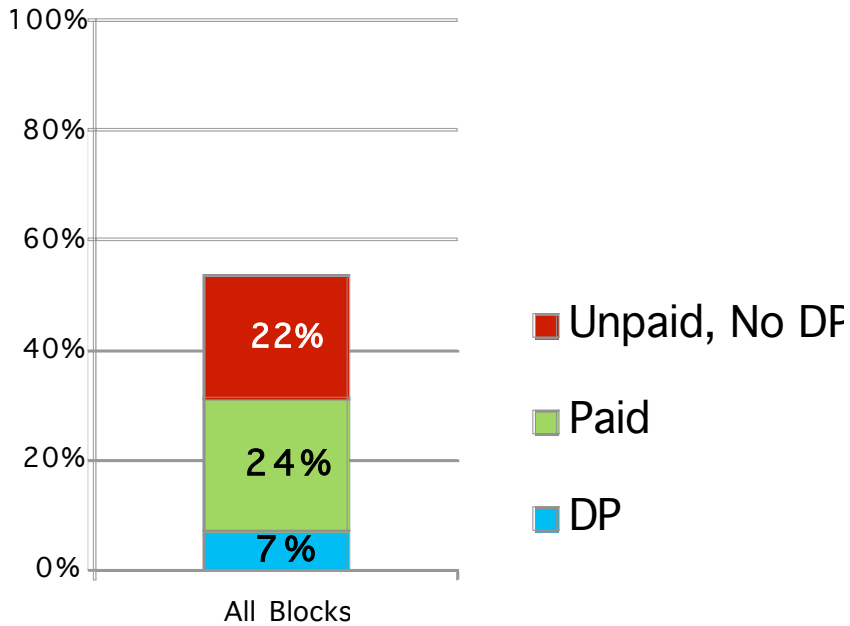


PROGRESSIVE RATES & USAGE

All Blocks On An Average Day

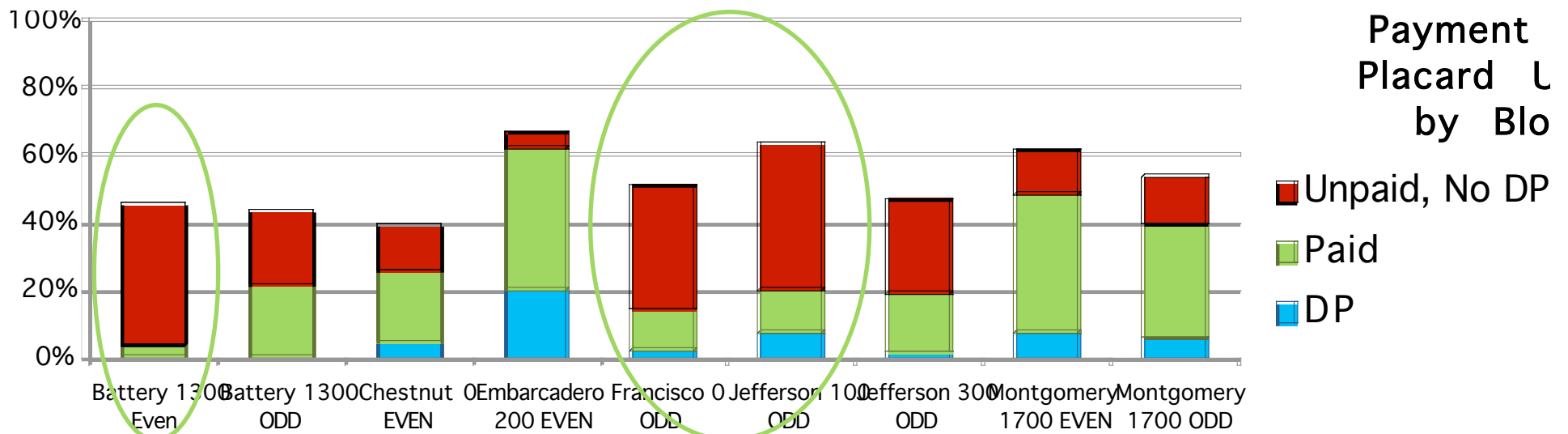


PAYMENT & PLACARD USE

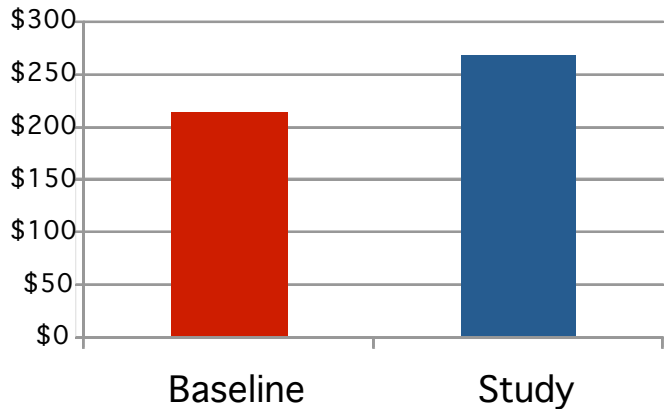


- Revenue Impact of non-compliance is **triple** that of disabled placard use.
- Impact of NC is **double** that of DP, excluding blocks with paystation failures.

○ Paystation Equipment Failures

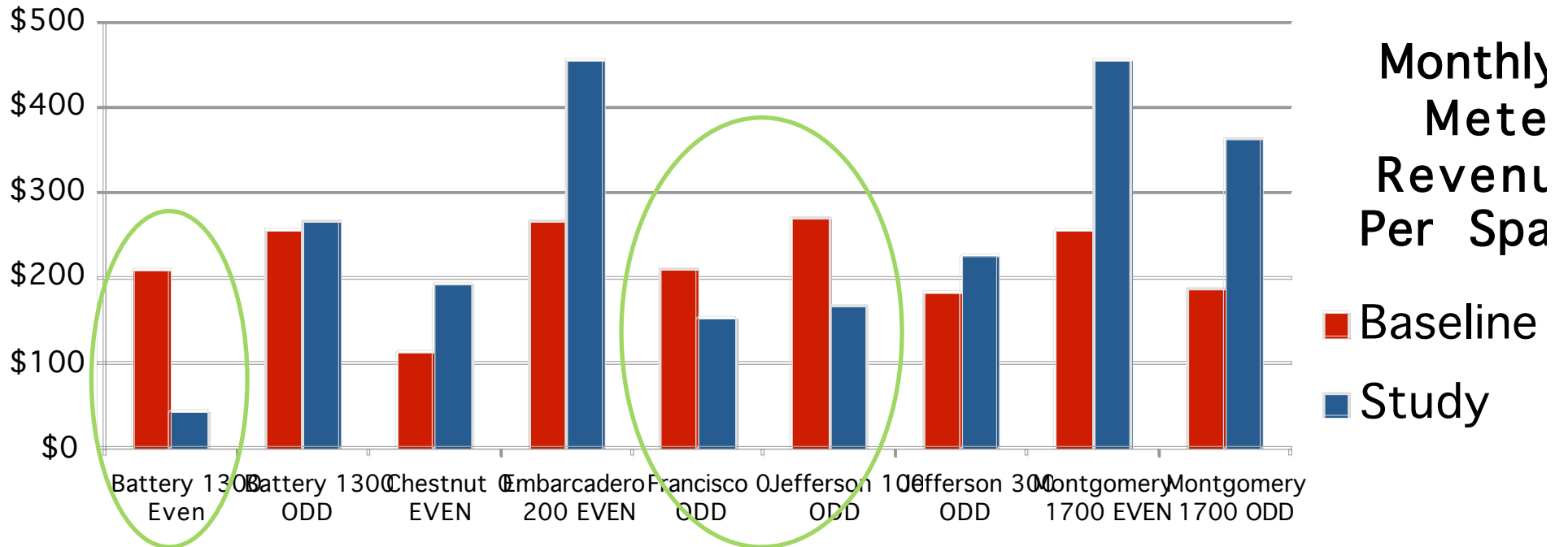


REVENUE PER SPACE



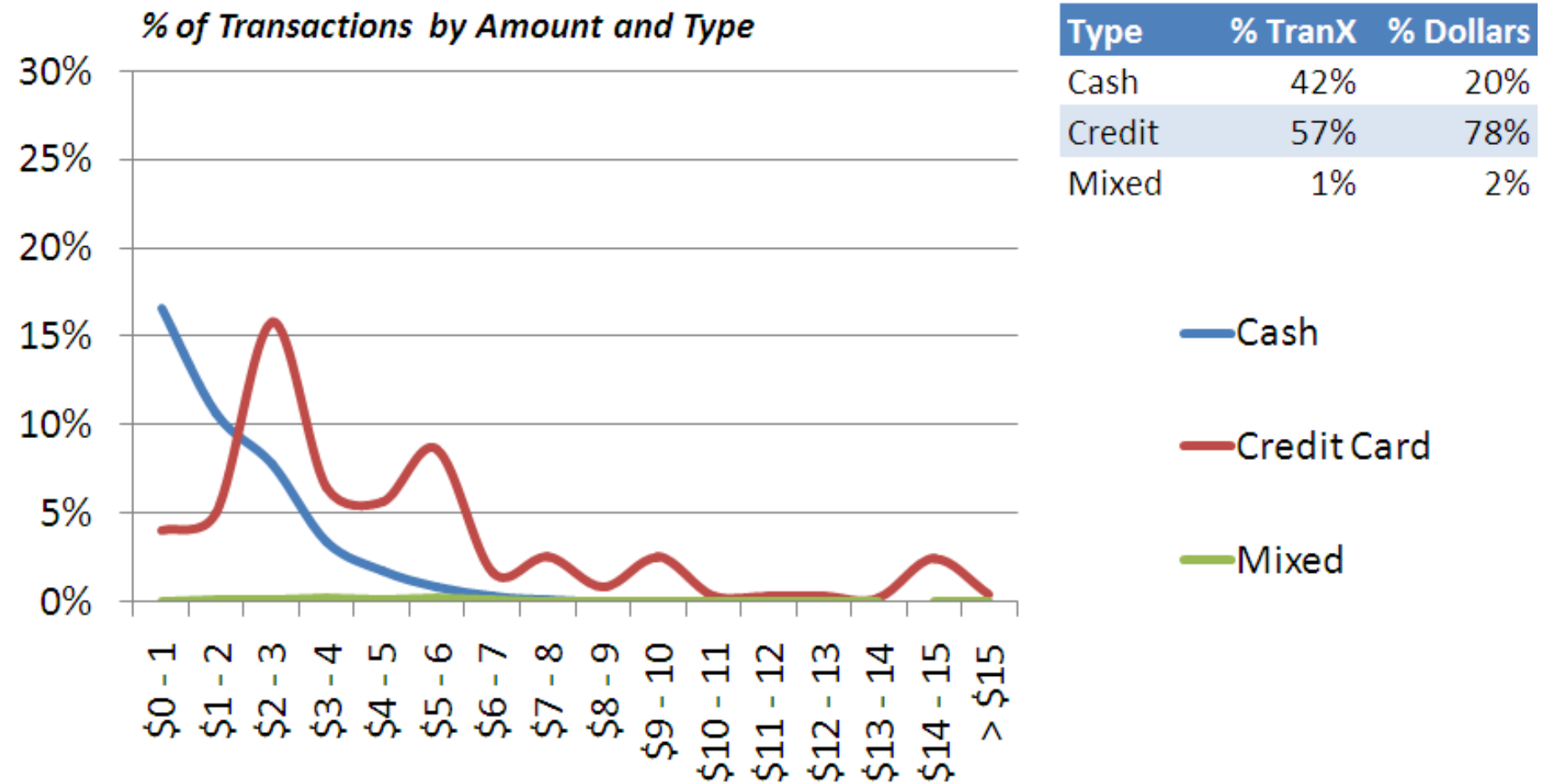
- 25% Overall Revenue Increase
- 56% Increase, excluding blocks with paystation equipment failure

○ Paystation Equipment Failures



CASH VS CREDIT TRANSACTIONS

ALL BLOCKS



SUMMARY OF FINDINGS

Finding	Significance
Compliance with time limits is high	▪ Four hour limit addresses 97% of usage, with limited enforcement
Compliance with payment is low	▪ Opportunities for enforcement improvement on payment
Variation between blocks is high	▪ Localized policies will be most effective
50% price increase → 50% revenue increase, controlling for equipment failures	▪ Pilot price increases are not out of line with demand
Progressive rates do not address congestion effectively	▪ Time of Day is a superior basis for differential pricing

PROPOSAL: 2 YEAR PRICING STUDY

- Coordinated between Port and City
- Zone-based pricing and management
 1. AT&T Ball Park Area
 2. Ferry Building Area
 3. Fisherman's Wharf Area
 4. South of Market Area
- Paystation payment equipment
 - Coins
 - Credit Cards
 - City Smart Cards

PROPOSED POLICY STRUCTURE

Hours of Operation

- Day rates 7AM to 6PM
- Evening rates 6PM to 11PM (in some locations)

Time Limits

- Four hours in most locations

Pricing Basis

- Time of day
- Special Event
- All day rates in under-utilized locations

Price Adjustments

- Quarterly based on measured targets

Targets

- 80% utilization at all hours
- 10% availability at all hours

RECOMMENDED NEXT STEPS

Presentation of results

- MTA Commission
- Board of Supervisors
- Citizen Advisory Committees

Possible Actions

- RFP for Paystations
- Legislation required for pricing study