

Extended Meter Hours Study

Executive Summary

The SFMTA currently manages approximately 24,000 on-street metered parking spaces, most of which are operated from 9 a.m. to 6 p.m. Mondays through Saturdays. The SFMTA uses parking pricing and time limits to:

- Achieve desirable levels of parking availability
- Reduce congestion and illegal parking
- Improve Muni's speed and reliability
- Increase overall safety for all road users
- Increase economic vitality

In May 2009, the SFMTA initiated a study to refine an April 2009 proposal to extend the hours of meter operation to 10 p.m. citywide Mondays through Saturdays, and to operate parking meters from 10 a.m. to 6 p.m. on Sundays. The study was intended to better match when and where meter hours are extended with when and where parking is difficult to find in commercial areas. This study includes a survey of other jurisdictions' practices, a review of previous reports on parking in the City, and the collection of new data on parking occupancy levels, business hours of operation, stakeholder concerns, and residents' opinions. The study found:

- Demand for on-street parking is high in the evenings and on Sundays, which results in parking occupancies that are often higher than 100 percent due to illegal parking. It is hardest to find available parking spaces after 6 p.m. and on Sundays, when parking at meters is currently free and unrestricted.
- When San Francisco's meters were first introduced in 1947, many businesses kept traditional hours, usually from 9 a.m. to 5 p.m., Mondays through Saturdays. Today, many businesses are open late in the evening and all day on Sundays, which creates demand for parking at times when parking meters do not currently operate.
- Many cities and towns around the country operate their parking meters Monday through Saturday until 10 p.m., midnight, or 2 a.m., as well as on Sundays.
- Parking availability is the aspect of parking that San Francisco residents value most highly. Cost, though not unimportant, ranked fifth (out of nine) as a concern.
- A plurality of residents supports metering in the evenings and on Sundays if meter revenues are used to improve pedestrian and bicycle facilities and Muni service. Residents who never drive or drive rarely are more likely to support extending the hours than those who drive frequently.

Using this study, the SFMTA has refined the original April 2009 proposal for extending metering hours when and where warranted. We recommend that the operation of parking meters be extended as follows:

- Sundays: Establish metering hours from 11 a.m. to 6 p.m. citywide (instead of 10 a.m.).
- Mondays through Saturdays: Operate parking meters until 6 p.m., 9 p.m., or midnight when and where parking demand warrants (rather than 10 p.m. citywide):
 - Extend meter hours until 9 p.m. Monday through Thursday and until midnight Friday through Saturday at 59 percent of metered spaces.

- Extend meter hours until 9 p.m. on Friday and Saturday at 23 percent of metered spaces (leaving Monday through Thursday until 6 p.m.).
- Extend meter hours until midnight Monday through Saturday in areas where parking availability is low throughout the week, which is 17 percent of metered spaces.
- Operate meters Monday through Saturday until 6 p.m. at one percent of metered spaces.
- Rates: Retain current rates (but use demand-responsive pricing in SFpark pilot areas).
- Time limits: Establish 4-hour parking time limits after 6 p.m. and all day on Sundays.

We make the following additional recommendations, based primarily on the feedback we gathered in intercept surveys and stakeholder interviews:

- Improve the availability and marketing of SFMTA Parking Cards to make it easier for drivers to pay for parking and avoid parking tickets.
- Offer residents who live adjacent to commercial corridors the option to extend Residential Parking Permit (RPP) enforcement hours to reduce potential parking “spillover” in their neighborhoods. Hours of RPP enforcement could either match or extend beyond metering hours.
- Review metering hours at least every two years using 85 percent occupancy as the criteria and adjust metering hours as necessary to achieve availability goals.
- Reduce hourly meter rates in SFMTA parking lots when and where parking occupancy does not exceed 60 percent and consider lengthening time limits at those lots to improve driver convenience.
- Accelerate the implementation of two hour time limits in metered commercial areas.

Additional costs and revenues associated with extending metering hours are estimated to be:

Description	Change
Additional annual revenues	17,260,000
Additional annual costs	(8,430,000)
Net annual additional revenue	8,830,000
One-time implementation costs	2,500,000

Table of Contents

Executive Summary	
Table of Contents	
Background	2
Scope of Study.....	3
SFMTA Parking Policy.....	4
Review of Current Practices and Existing Data	5
Observations and Analysis.....	10
Recommendations.....	21
Impacts, Costs, and Benefits.....	27
Appendix A	
Appendix B	
Appendix C	

Background

The SFMTA manages nearly 25,000 parking meters on the streets and in the public parking lots of San Francisco. Most of these parking meters are operated Monday through Saturday from 9 a.m. to 6 p.m., with the exception of certain downtown meters that are operated from 7 a.m. and the meters in the Fisherman's Wharf area, which are also operated on Sundays. As of 2009, the SFMTA helps to manage an additional 1,000 metered parking spaces for the Port of San Francisco. Meters under the Port's jurisdiction operate from 7 a.m. to 11 p.m., seven days a week, 365 days a year.

Parking meters support local business. Before they became a familiar part of the urban streetscape, residents and businesses' employees parked their cars along commercial corridors all day, leaving few spaces for their customers. To encourage turnover¹ and create available spaces, cities began using parking meters and time limits. Increased parking availability² improves access to commercial establishments and promotes economic vitality.

Businesses keep longer hours today than they did in 1947, when San Francisco started installing parking meters. Then, most businesses kept traditional 9 a.m. to 5 p.m. hours on weekdays and were closed on Sundays. Now, San Francisco's businesses have much longer hours and many are open seven days a week.

In spring 2009, the SFMTA proposed extending parking meter hours to help align parking meter hours with the *SFpark* goal of creating the right level of parking availability. On May 12, 2009 the Board of Supervisors approved the SFMTA 2010 Amended Budget, which included revenue estimates from extending the parking meters' hours of operation citywide to 10 p.m. Mondays through Saturdays and from 10 a.m. to 6 p.m. on Sundays. Implementation of the extended metering hours was tabled pending the results of a study to refine the original proposal to extend metering hours. The SFMTA conducted this study in the summer of 2009, and this report summarizes that study as well as the refined proposal.



Mayor Roger Lapham testing the first parking meter in San Francisco on August 21, 1947 (reproduced with permission from the San Francisco Public Library)

¹ Parking turnover is defined as the number of vehicles occupying a space in a given period and is often expressed in vehicles per hour. For example, if a parking space sees, on average, two vehicles per hour between 9 a.m. and 6 p.m. but only one vehicle per hour between 6 p.m. and 12 a.m., its turnover is higher from 9 a.m. to 6 p.m. than from 6 p.m. to 12 a.m.

² Parking availability is defined as the percentage of parking spaces in an area that are not in use at a given time. For example, a block with 20 curbside spaces where 18 are occupied and 2 are empty has a parking availability of 10 percent.

Scope of Study

1. Clarify policy

- Clearly state the goals of, and vision for, parking management in San Francisco.

2. Gather data

- Survey current practices in other cities (i.e., their parking meter hours of operation).
- Review existing data on San Francisco's parking conditions.
- Collect data on local businesses' hours of operation.
- Conduct a survey of parking availability.
- Identify areas where parking availability is an issue in the evening, and/or on Sundays.

3. Gather input

- Conduct informal stakeholder interviews with individuals from citywide and neighborhood-specific groups to better understand concerns and refine the proposal.
- Conduct an on-street, in-person intercept survey to learn about residents' travel behavior and their opinions on metering in the evenings and on Sundays.

4. Develop proposal

- Define the criteria used to determine when and where parking meters should be operated.
- Develop a proposal for extending parking meter hours of operation.
- Estimate the benefits and costs related to extending metering hours, including in the analysis a consideration of the impact that extended metering hours would have on the deployment of parking enforcement officers.

5. Distribute the study to stakeholders

6. Present refined proposal to the SFMTA Board of Directors

SFMTA Parking Policy

Goals of parking management

Parking supply and demand are at the heart of many transportation issues. The SFMTA strives to manage parking coherently and strategically in support of the City's overall transportation goals and Transit First policy. Because it manages both on- and off-street parking, the SFMTA is well-positioned to achieve the following goals for parking management:

- **Manage parking towards availability targets.** By creating the right level of parking availability, parking will become easier and more convenient. In commercial areas, use both time limits and prices to achieve these goals.
- **Reduce congestion.** More parking availability means that drivers will spend less time circling in search of parking spaces. Less circling will reduce congestion and greenhouse gas emissions, and improve the quality of life in San Francisco's neighborhoods.
- **Increase San Francisco's economic vitality and competitiveness.** Improving access to commercial areas, whether by foot, bicycle, transit, or car (through the right level of parking availability), will facilitate economic activity in San Francisco's downtown and neighborhood commercial districts.
- **Reduce illegal parking.** More parking availability means that fewer drivers will be tempted to double-park or park illegally in bus zones, on sidewalks, or in front of fire hydrants and driveways.
- **Improve Muni's speed and reliability.** More parking availability also reduces double-parking, which means Muni will be able to operate faster, more reliably, and more safely, especially on busy commercial corridors where many of Muni's primary routes operate.
- **Improve safety for all road users.** The right level of parking availability reduces automobile double-parking and circling, both of which present hazards for all roadway users, including pedestrians, bicyclists and other drivers.

Parking management vision

These goals help to achieve a vision³ for parking in San Francisco in which parking will be:

- **Safe.** People will feel secure using SFMTA parking garages and lots. By reducing circling and double-parking, parking management will also increase roadway safety for all users.
- **Convenient.** Parking will be easier to find and more convenient to use, especially for high-priority vehicle trips.
- **Optional.** The SFMTA will use parking management to reduce parking demand and manage congestion, which will help to make alternatives to driving more attractive for everyone.
- **Responsive.** Parking management—for both private and commercial vehicles—will respond to the individual needs of San Francisco's diverse neighborhoods and streets.
- **Accountable.** The SFMTA will be accountable for making tangible improvements to parking management by developing and reporting clear goals and performance measures to SFMTA Board members, City officials, City residents, and other stakeholders so they know what is working well and where improvements are needed.

³ As approved by the SFMTA Board on April 15, 2008.

Review of Current Practices

To inform this study’s proposal, the SFMTA researched parking management practices in other municipalities. The findings are summarized below.

Current Practices

Tables 1 and 2 list cities where parking meters are operated past 6 p.m. on weekdays and/or on Sundays. These tables are not exhaustive; rather, they illustrate the variety of approaches taken by other cities. The hours listed on the tables sometimes apply to specific districts or neighborhoods and not necessarily to the whole municipality.

Table 1. North American Cities with Extended Metering Hours (August 2009)

6 p.m.	7 p.m.	8 p.m.	9 p.m.	10 p.m.	midnight	2 a.m. and later
Detroit, MI	St. Louis, MO	Boston, MA	Champaign, IL	Bethesda, MD	Charlotte, NC	Chicago, IL
Houston, TX	Boulder, CO	Las Vegas, NV	Long Beach, CA	Denver, CO	Los Angeles, CA**	Old Pasadena, CA‡
Nashville, TN		Los Angeles, CA*		Glendale, CA	Miami Beach, FL	Santa Monica, CA
New Orleans, LA		Old Pasadena, CA*		Las Vegas, NV	Milwaukee, WI	Tampa, FL
Redwood City, CA		Park City, UT		Portland, OR	New York City, NY	West Hollywood, CA
San Francisco, CA		Princeton, NJ		Washington, DC	Old Pasadena, CA**	
San Jose, CA		Vancouver, Canada			Toronto, Canada	
Sausalito, CA						

* Sunday-Thursday **Friday-Saturday ‡ West Gateway Parking District Shading denotes cities that meter on Sundays.

Table 2. Cities around the World with Extended Metering Hours (August 2009)

7 p.m.	8 p.m.	9 p.m.	10 p.m.	midnight
London	Copenhagen	Athens	Sydney	Amsterdam
	Madrid	Buenos Aires		Hong Kong
		Montreal		Vienna

Shading denotes cities that meter on Sundays.

Review of Existing Data

To inform this study, the SFMTA reviewed relevant data from previous studies of parking in San Francisco. Findings are summarized below.

Existing Parking Survey Data (SFCTA Study)

The SFMTA reviewed the parking survey commissioned by the San Francisco County Transportation Authority (SFCTA) and conducted by Godbe Research in summer 2006 as part of the SFCTA’s On-Street Parking Management and Pricing Study initiated in 2004. The random household mail survey, completed by 3,000 City residents, assessed users’ perceptions and experiences with parking and found that San Francisco drivers rank aspects of their parking experience in the following order of importance:

1. Availability (the ability to find a parking space)
2. Meter time limit (sufficient time to complete business)
3. Safety around the on-street parking location
4. Convenience (proximity of the parking space to the user’s destination)
5. Cost of metered parking
6. Condition of the on-street parking spaces
7. Availability of different payment options (coins, credit/debit card, other cards)
8. Effective enforcement of parking time limits and payment
9. Information about on-street parking

The survey suggests that finding a parking space easily, as indicated by respondents’ high ranking of “availability” and “convenience”, is most important to drivers. Cost ranked fifth. Because metering increases parking availability and therefore convenience, extending metering hours would help to address two of San Franciscans’ main parking-related complaints.

When asked to describe their experience with each specific aspect of parking on a scale ranging from “poor” to “fair” to “excellent,” respondents rated parking availability and the availability of different payment options the worst (between poor and fair). Their experience with the cost of parking was ranked, on average, as fair.

When asked what improvements in the parking experience they would be willing to pay more for, respondents expressed a willingness to pay primarily for improving parking availability and convenience.

When asked about the most important feature of parking during evening hours, respondents consistently named availability as being most important. Convenience ranked second and safety third.

Review of Existing Occupancy Data

Over the last three years, the SFMTA has tested parking sensor technologies that enable collection of parking occupancy⁴ data 24 hours a day. With this data, the SFMTA can identify on-street parking occupancy patterns. The SFMTA launched the first trial in partnership with the Port of San Francisco at metered spaces along the Embarcadero and in Fisherman’s Wharf. The SFMTA conducted subsequent trials on Columbus Avenue, Hayes Street, and in the parking lot at California and Steiner Streets. The data from the Columbus Avenue and Hayes Street trials is summarized below.

Parking Occupancy on Columbus Avenue (North Beach)

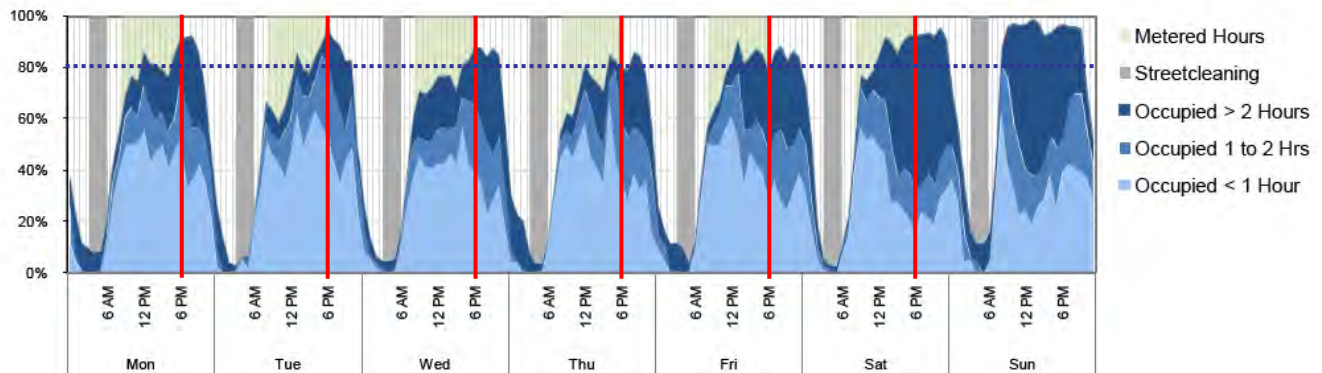
Columbus Avenue is the commercial center of San Francisco’s North Beach district. In summer 2007, the SFMTA conducted a technical trial of parking sensors⁵ at 29 of Columbus Avenue’s on-street metered spaces to monitor parking behavior.

Figure 1 illustrates some of the Columbus Avenue data. The chart shows that long-term (greater than 2 hours) parking occupancy remains consistently high, and in some cases increases, after 6 p.m. (indicated with red lines) when parking meters stop operating. The chart also shows that the highest occupancies occur on Sundays when parking is not metered.

The study shows that available parking spaces are very difficult to find on Sundays, when parking is free. Occupancy levels averaged 93 percent between 9 a.m. and 6 p.m., much higher than the 71 to 81 percent range observed during the same time period Mondays through Fridays, when parking is metered. Turnover is about 25 percent lower on Sundays than on any other day of the week.

The study also found that parking demand is fairly flat through most of the day on metered days, but peaks around 7 p.m., just after parking becomes free. The dark blue color, which represents the proportion of cars parked longer than two hours, shows that on Sundays people arrive early and park for longer periods than during the week when metering is in effect.

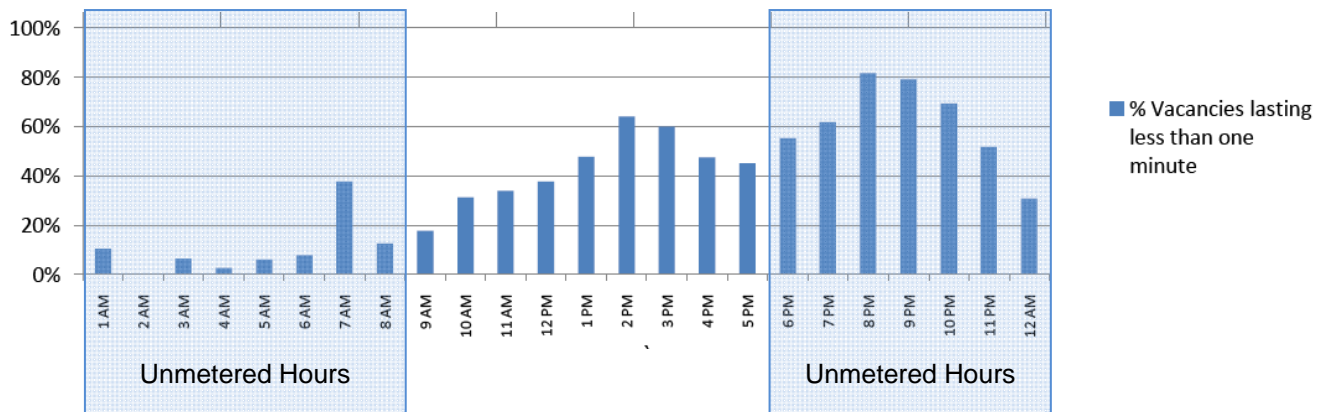
Figure 1. Parking Occupancy and Duration on Columbus Avenue (west side) between Green St. and Union St.



⁴ Parking occupancy is defined as the percentage of parking spaces in an area that are occupied, or in use, at a given time. It is the inverse of parking availability.

⁵ Parking sensors for both Columbus Avenue and Hayes Street trials were provided by Streetline Inc. at no cost to the SFMTA.

Figure 2. Percent of Vacancies Lasting One Minute or Less on Columbus Avenue between Green St. and Union St.



The study found that peak parking occupancy usually occurs at 9 p.m. and is, on average, 90 percent. Parking demand, indicated by the percentage of parking spaces left vacant for less than one minute, also peaks around 8 or 9 p.m. (Figure 2). Parking turnover is highest in the morning between 7 a.m. and 10 a.m., after which time it falls steadily until 1 a.m., with the result that the lowest turnover occurs during the evening and night hours, when parking is free all day. Meanwhile, the average stay at a parking space on Sundays is 96 minutes, more than twice the average weekday stay of 38 minutes.

Parking Occupancy on Hayes Street (Hayes Valley)

In March 2009, the SFMTA tested wireless parking sensors along Hayes Street, the main commercial corridor in the Hayes Valley district of the City. The sensors have since been collecting data from 60 parking spaces on Hayes Street between Gough Street and Laguna Street. From March data, the SFMTA found the following:

- On metered days (Mon-Sat 9 a.m. to 6 p.m.), occupancy peaks just after metered hours end (6 p.m.), while on Sundays, when parking is free, occupancy peaks around noon and remains at about 90 percent into the evening.
- Turnover is lower on Sundays, peaking at approximately 0.8 arrivals per hour in contrast to the peaks on metered days of between 1.0 and 1.4 arrivals per hour.
- Based on the average number of minutes of vacancy per space, some of the highest demand for parking occurs around 9 p.m., particularly on Tuesdays through Saturdays.

The lower occupancy average on Monday may reflect the fact that many restaurants are closed that day.

The SFMTA expanded on this analysis using data from June 2009 and found that parking pricing strongly influences driver behavior:

- On metered days, occupancy increases steeply around 6 p.m. and remains high until about 10 p.m. Mondays through Thursdays and 11 p.m. Fridays and Saturdays (Figure 3, next page).
- On Sundays, occupancy is high from 9 a.m. to 9 p.m., and is similar to Saturdays (Figure 3).

Parking occupancies are highest when meters are not in operation. On Sundays and weekday evenings after 6 p.m., parking is hard to find, which causes people to circle the block repeatedly, double-park, and park illegally.

Figure 3. Parking Occupancies and Vacancies for Hayes Street between Gough St. and Laguna St., June 2004

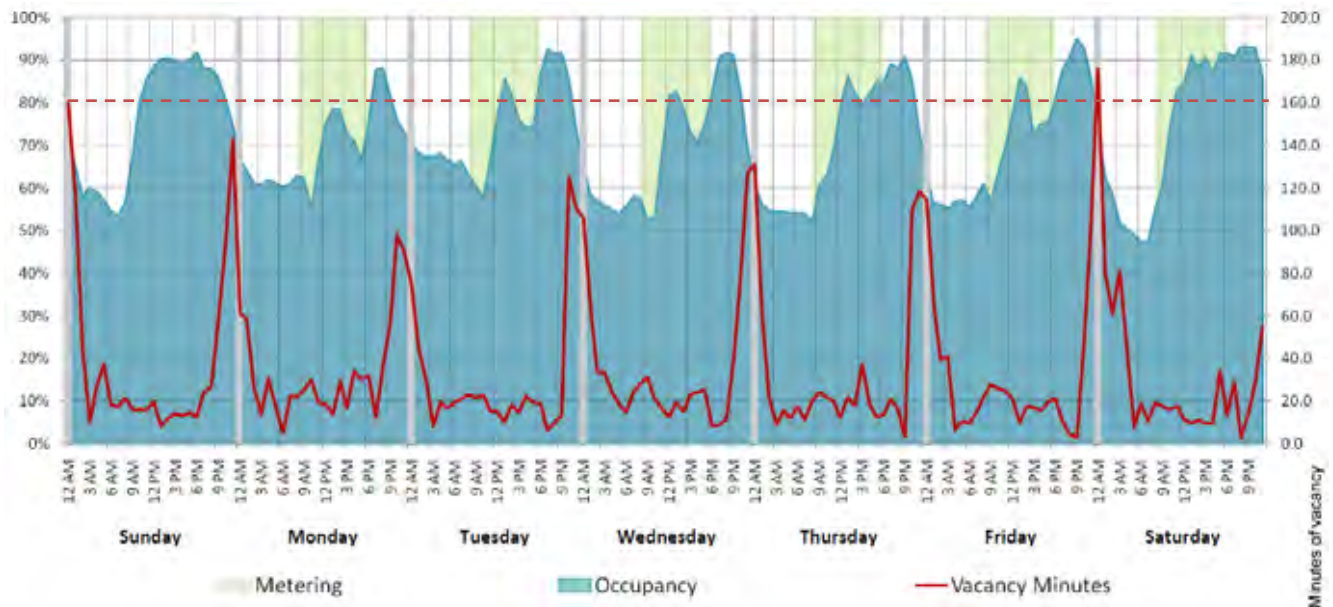


Figure 3 shows the percent occupancy (shaded blue) for each hour on each day of the week. The red line shows the number of minutes spaces were left vacant. Low numbers suggest a high demand for parking; spaces are not left vacant for long.

Parking occupancy patterns for Hayes Street (illustrated in Figure 3) are consistent with the previous Columbus Avenue and Hayes Street trials. When parking is metered, occupancy typically does not exceed 85 percent, producing adequate parking availability. But after 6 p.m. and on Sundays, when parking is not metered, the average length of stay increases significantly and availability drops. In short, parking spaces are more difficult to find when parking is not metered. The lack of metering also encourages workers and residents to park in spaces that are intended for businesses' customers.

Observations and Analysis

In July and August 2009, the SFMTA collected parking occupancy data from 22 representative commercial sites in San Francisco (Table 3 and Figure 4, next page). In addition, the SFMTA collected business hours data from at least two commercial blocks in each area, conducted intercept surveys in four of the 22 sites, and conducted informal stakeholder interviews with representatives from merchants organizations, transportation advocacy groups, and neighborhood organizations. This section summarizes the findings.

Table 3. Occupancy Survey Locations

Neighborhood	Street	From	To	Transit Routes/Lines	Bicycle Route
Bayview	3rd Street	Thomas	McKinnon	T, 54	5
Castro	Castro Street	Market St.	19th St.	24, 35	N/A
Cow Hollow	Union Street	Steiner	Van Ness	41, 45	6
Downtown	Sutter Street	Kearny	Stockton	2, 3, 4, 30, 45, 76	16
Excelsior	Mission Street	Geneva	Silver	14, 14L, 14X, 49	N/A
Financial District	Kearny Street	Geary	Sutter	9X, 9AX, 9BX, 30, 45	N/A
Mission I	Mission Street	26th St.	19th St.	14, 14L, 49	N/A
Mission II	Valencia Street	19th St.	Duboce	26	45
Noe Valley	24th Street	Castro	Chattanooga	48	N/A
Parkside	Taraval Street	29th Ave.	14th Ave.	L	N/A
Portola	San Bruno Ave.	Silver St.	Wayland	9, 9X, 9AX, 9BX	N/A
Richmond I	Clement Street	Arguello	Funston	2 (until ~8:30 p.m.)	N/A
Richmond II	Geary Boulevard	14th Ave.	28th Ave.	38, 38L	N/A
SoMa I	Folsom Street	5th St.	Fremont St.	12, 76	30
SoMa II	Howard Street	Fremont	3rd St.	12, 76	30
Sunset I	Irving Street	15th Ave.	27th Ave.	n/a	N/A
Sunset II	Irving Street	7th Ave.	12th Ave.	N	N/A
Union Square I	Geary Street	Stockton	Van Ness	38, 38L, 38BX	N/A
Union Square II	Stockton Street	Sutter	Geary	9X, 9AX, 9BX, 30, 45	17
Upper Haight	Haight Street	Stanyan	Masonic	33, 37, 43, 7, 71, 71L	N/A
Upper Market	Market Street	Duboce	Castro St.	F, 37	50
West Portal	West Portal Ave.	Ulloa	15th Ave	K, M, 17	N/A

Occupancy Survey

The survey methodology was as follows:

- We organized 22 commercial areas into three routes.
- We walked all the locations to verify the number of parking meters per block, and noted all blue curbs, bus zones, driveways, white curbs, and any unmetered legal parking spaces in each metered block, excluding blocks with no meters. Overall, we counted 2,000 legal parking spaces in the 22 commercial areas, of which approximately 1,850 are metered.

In teams of two, we drove each route on a Wednesday nights (representative of weeknights), Friday nights (representative of weekend nights), and on Sundays. During night shifts we counted parked cars in each block once each hour (for a total of four times) between approximately 7 p.m. and 11 p.m. On Sundays, we counted parked cars three times in the morning and three times in the afternoon, from about 9:30 a.m. to 12:30 p.m. and 2:30 p.m. to 5:30 p.m., respectively. We noted double-parked cars separately, as well as any metered spaces that were unavailable for parking due to construction or other reasons

Figure 4. Map of Parking Occupancy Survey Locations



Following the walking and driving surveys, we calculated parking occupancies in each commercial area by dividing the average number of parked cars by the total number of available legal spaces. A parking occupancy

greater than 85 percent indicates that parking spaces are difficult to find. A parking occupancy of greater than 100 percent is reported for areas where cars were seen parked at red and white curbs, in driveways, on sidewalks, at bus zones, and where they were double-parked. We found the following:

- On Sundays, parking is consistently hard to find throughout the City, with few exceptions. Sunday parking occupancies are generally lowest in the early morning hours, but increase throughout the morning, and stay very high for the rest of the day.
- On weekend evenings and nights, parking is hard to find in most of the surveyed areas until at least 11 p.m.
- On weekday evenings and nights, parking is hard to find in most of the surveyed areas until about 9 p.m. After 9 p.m., parking occupancies drop off in some neighborhoods; however, occupancies in some neighborhoods are consistently high throughout the evening and night (on Castro Street, Upper Market, Geary Street downtown, and Valencia Street in the Mission).
- Double-parking was a significant problem, specifically on certain blocks of Castro Street, Valencia Street, Irving Street, Geary Street, Geary Boulevard, and Clement Street.

Results are summarized in Tables 4 through 6 (next pages). Detailed data from each day can be found in Appendix B.

Table 4. Parking Occupancies, Wednesday Evening/Night

Neighborhood	Street	From	To	7 to 9 p.m.	8 to 10 p.m.	9 to 11 p.m.	Overall
Castro	Castro St.	Market St.	19th St.	≥ 100%	≥ 100%	≥ 100%	≥ 100%
Union Square II	Geary St.	Stockton St.	Van Ness Ave.	≥ 100%	≥ 100%	≥ 100%	≥ 100%
Mission II	Valencia St.	19th St.	Duboce Ave.	≥ 100%	≥ 100%	≥ 100%	≥ 100%
Upper Market	Market St.	Duboce Ave.	Castro St.	≥ 100%	≥ 100%	85% to 100%	≥ 100%
Richmond II	Geary Blvd.	14th Ave.	28th Ave.	≥ 100%	< 85%	< 85%	< 85%
Portola	San Bruno Ave.	Silver St.	Wayland St.	85% to 100%	85% to 100%	< 85%	< 85%
Mission I	Mission St.	26th St.	19th St.	85% to 100%	85% to 100%	< 85%	< 85%
Cow Hollow	Union St.	Steiner St.	Van Ness Ave.	85% to 100%	< 85%	< 85%	< 85%
Noe Valley	24th St.	Castro St.	Chattanooga St.	85% to 100%	< 85%	< 85%	< 85%
Parkside	Taraval St.	29th Ave.	14th Ave.	85% to 100%	< 85%	< 85%	< 85%
Sunset II	Irving St.	7th Ave.	12th Ave.	85% to 100%	< 85%	< 85%	< 85%
SoMa II	Howard St.	Fremont St.	3rd St.	85% to 100%	< 85%	< 85%	< 85%
Union Square I	Stockton St.	Sutter St.	Geary St.	85% to 100%	< 85%	< 85%	< 85%
SoMa I	Folsom St.	5th St.	Fremont St.	85% to 100%	< 85%	< 85%	< 85%
Downtown	Sutter St.	Kearny St.	Stockton St.	< 85%	< 85%	< 85%	< 85%
Upper Haight	Haight St.	Stanyan St.	Masonic Ave.	< 85%	< 85%	< 85%	< 85%
Richmond I	Clement St.	Arguello Blvd.	Funston Ave.	< 85%	< 85%	< 85%	< 85%
Sunset I	Irving St.	15th Ave.	27th Ave.	< 85%	< 85%	< 85%	< 85%
Excelsior	Mission St.	Geneva Ave.	Silver Ave.	< 85%	< 85%	< 85%	< 85%
West Portal	West Portal Ave.	Ulloa St.	15th Ave.	< 85%	< 85%	< 85%	< 85%
Bayview	3rd St.	Thomas Ave.	McKinnon Ave.	< 85%	< 85%	< 85%	< 85%
Financial District	Kearny St.	Geary St.	Sutter St.	< 85%	< 85%	< 85%	< 85%

Table 5. Parking Occupancies, Friday Evening/Night

Neighborhood	Street	From	To	7 to 9 p.m.	8 to 10 p.m.	9 to 11 p.m.	Overall
Castro	Castro St.	Market St.	19th St.	≥ 100%	≥ 100%	≥ 100%	≥ 100%
Union Square I	Geary St.	Stockton St.	Van Ness Ave.	≥ 100%	≥ 100%	≥ 100%	≥ 100%
Mission II	Valencia St.	19th St.	Duboce Ave.	≥ 100%	≥ 100%	≥ 100%	≥ 100%
Upper Market	Market St.	Duboce Ave.	Castro St.	≥ 100%	≥ 100%	≥ 100%	≥ 100%
Richmond II	Geary Blvd.	14th Ave.	28th Ave.	≥ 100%	≥ 100%	85% to 100%	≥ 100%
Downtown	Sutter St.	Kearny St.	Stockton St.	≥ 100%	85% to 100%	≥ 100%	≥ 100%
Portola	San Bruno Ave.	Silver Ave.	Wayland St.	≥ 100%	85% to 100%	< 85%	85% to 100%
Sunset II	Irving St.	7th Ave.	12th Ave.	≥ 100%	85% to 100%	< 85%	85% to 100%
SoMa I	Folsom St.	5th St.	Fremont St.	85% to 100%	≥ 100%	≥ 100%	85% to 100%
Mission I	Mission St.	26th St.	19th St.	85% to 100%	≥ 100%	85% to 100%	85% to 100%
Cow Hollow	Union St.	Steiner St.	Van Ness Ave.	85% to 100%	85% to 100%	85% to 100%	85% to 100%
Noe Valley	24th St.	Castro St.	Chattanooga St.	85% to 100%	85% to 100%	85% to 100%	85% to 100%
SoMa II	Howard St.	Fremont St.	3rd St.	85% to 100%	85% to 100%	85% to 100%	85% to 100%
Union Square II	Stockton St.	Sutter St.	Geary St.	85% to 100%	85% to 100%	85% to 100%	85% to 100%
Upper Haight	Haight St.	Stanyan St.	Masonic Ave.	85% to 100%	85% to 100%	85% to 100%	85% to 100%
Parkside	Taraval St.	29th Ave.	14th Ave.	85% to 100%	< 85%	< 85%	85% to 100%
Sunset I	Irving St.	15th Ave.	27th Ave.	85% to 100%	< 85%	< 85%	< 85%
Excelsior	Mission St.	Geneva Ave.	Silver Ave.	85% to 100%	< 85%	< 85%	< 85%
West Portal	West Portal Ave.	Ulloa St.	15th Ave.	85% to 100%	< 85%	< 85%	< 85%
Richmond I	Clement St.	Arguello Blvd.	Funston Ave.	< 85%	< 85%	< 85%	< 85%
Bayview	3rd St.	Thomas Ave.	McKinnon Ave.	< 85%	< 85%	< 85%	< 85%
Financial District	Kearny St.	Geary St.	Sutter St.	< 85%	< 85%	< 85%	< 85%

Table 6. Parking Occupancies, Sunday

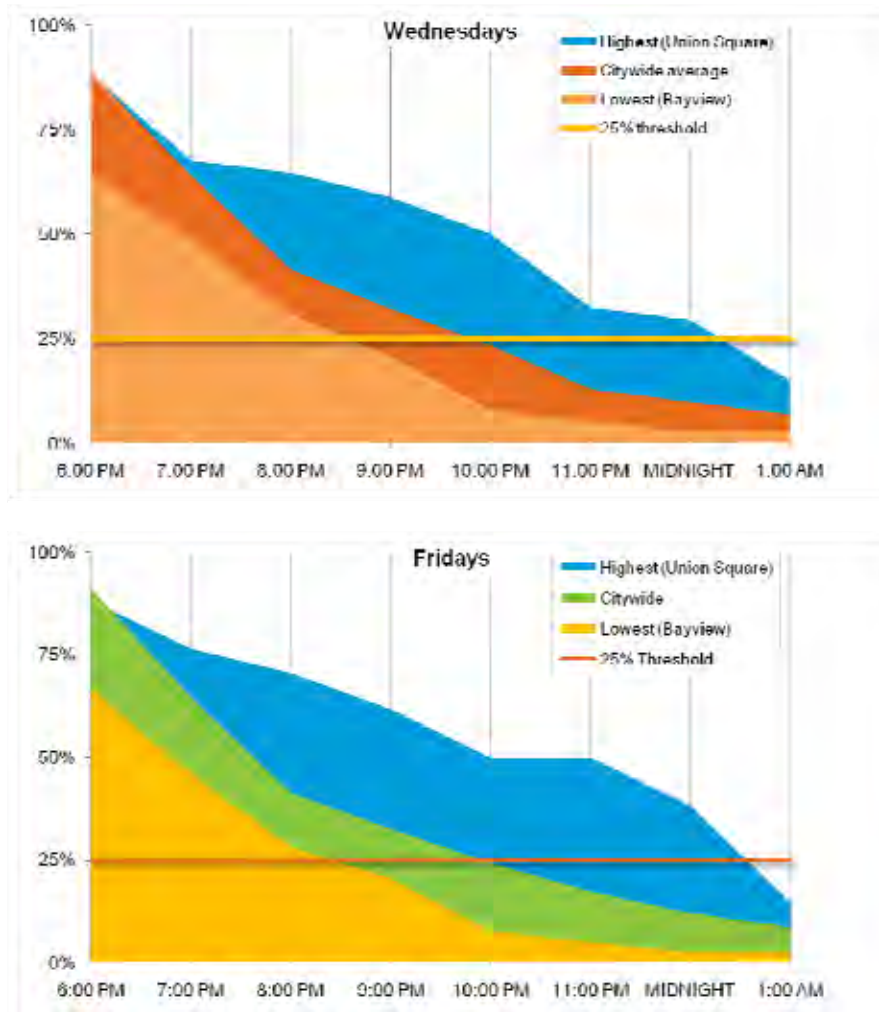
Neighborhood	Street	From	To	9:30 to 11:30 a.m.	11:30 a.m. to 3:30 p.m.	3:30 to 5:30 p.m.	Overall
Downtown	Sutter St.	Kearny St.	Stockton St.	≥ 100%	≥ 100%	≥ 100%	≥ 100%
Richmond II	Geary Blvd.	14th Ave.	28th Ave.	≥ 100%	≥ 100%	≥ 100%	≥ 100%
Union Square I	Stockton St.	Sutter St.	Geary St.	≥ 100%	≥ 100%	≥ 100%	≥ 100%
Union Square II	Geary St.	Stockton St.	Van Ness Ave.	≥ 100%	≥ 100%	≥ 100%	≥ 100%
Noe Valley	24th St.	Castro St.	Chattanooga St.	≥ 100%	≥ 100%	≥ 100%	≥ 100%
Portola	San Bruno Ave.	Silver Ave.	Wayland St.	≥ 100%	≥ 100%	≥ 100%	≥ 100%
Castro	Castro St.	Market St.	19th St.	≥ 100%	≥ 100%	≥ 100%	≥ 100%
Sunset II	Irving St.	7th Ave.	12th Ave.	≥ 100%	≥ 100%	≥ 100%	≥ 100%
Sunset I	Irving St.	15th Ave.	27th Ave.	≥ 100%	≥ 100%	≥ 100%	≥ 100%
Financial District	Kearny St.	Geary St.	Sutter St.	≥ 100%	≥ 100%	≥ 100%	≥ 100%
Richmond I	Clement St.	Arguello Blvd.	Funston Ave.	≥ 100%	≥ 100%	85% to 100%	85% to 100%
Mission II	Valencia St.	19th St.	Duboce Ave.	85% to 100%	≥ 100%	≥ 100%	≥ 100%
SoMa I	Folsom St.	5th St.	Fremont St.	85% to 100%	≥ 100%	85% to 100%	85% to 100%
Cow Hollow	Union St.	Steiner St.	Van Ness Ave.	85% to 100%	85% to 100%	85% to 100%	85% to 100%
Mission I	Mission St.	26th St.	19th St.	85% to 100%	≥ 100%	85% to 100%	85% to 100%
West Portal	West Portal Ave.	Ulloa St.	15th Ave	85% to 100%	85% to 100%	85% to 100%	85% to 100%
Parkside	Taraval St.	29th Ave.	14th Ave.	< 85%	85% to 100%	85% to 100%	85% to 100%
Excelsior	Mission St.	Geneva Ave.	Silver Ave.	< 85%	85% to 100%	85% to 100%	85% to 100%
Upper Haight	Haight St.	Stanyan St.	Masonic Ave.	< 85%	≥ 100%	85% to 100%	85% to 100%
SoMa II	Howard St.	Fremont St.	3rd St.	< 85%	85% to 100%	< 85%	< 85%
Upper Market	Market St.	Duboce Ave.	Castro St.	< 85%	85% to 100%	≥ 100%	85% to 100%
Bayview	3rd St.	Thomas Ave.	McKinnon Ave.	< 85%	< 85%	< 85%	< 85%

Business Hours Survey

To evaluate how well parking meter hours align with when businesses are actually open, we recorded the hours of operation for 1,005 businesses in operation in each of the study’s 22 areas. During the survey, we recorded hours posted on storefronts; when no hours were posted, we asked an employee. When businesses were closed that day, we made follow-up phone calls or researched the businesses online as necessary. Only businesses that were in operation as of July 2009 are included in the data and analysis.

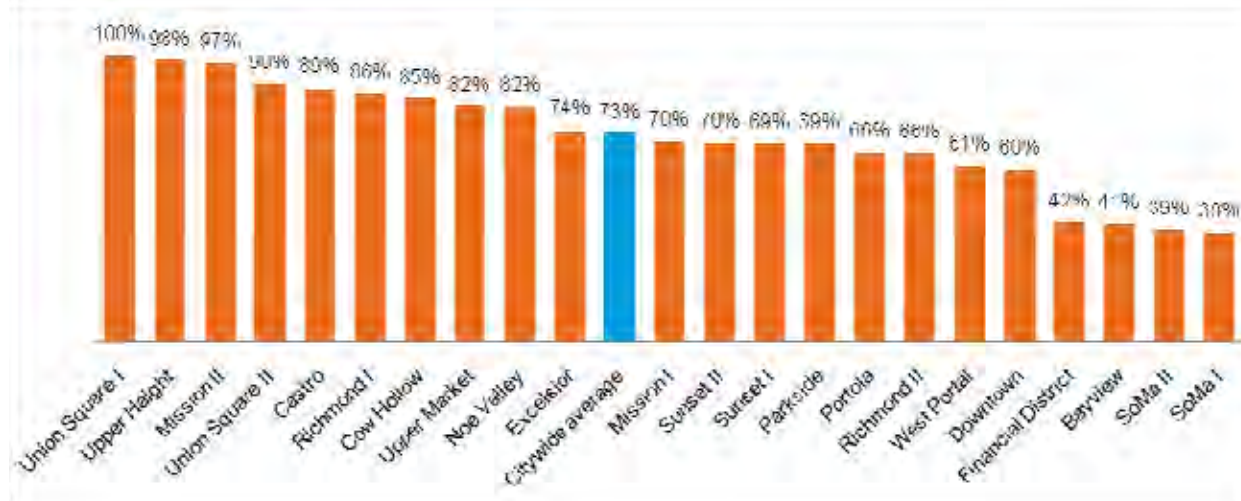
Based on the survey, a high percentage of businesses are open later than 6 p.m., when most parking meters currently stop operating (Figure 5). Though parking occupancies are the primary consideration for when to operate parking meters, when businesses are open is another consideration. We used 25 percent as one arbitrary threshold (indicated by the horizontal lines in Figure 5) above which open businesses generate significant parking demand. However, even a small number of businesses, such as restaurants, theaters, or nightclubs, can generate significant parking demand and would like their customers to be able to easily find available parking spaces, so a more meaningful threshold may be 10 percent of businesses or lower.

Figure 5. Percent of Businesses Open on Wednesdays and Fridays, by Hour



We also found that a clear majority of businesses are open on Sundays in most parts of the City (Figure 6). These results reflect the change that has occurred since 1947 when parking meters were first installed in San Francisco. At that time, relatively few businesses were open on Sundays. Now, in many parts of the city, Sundays are just as busy, if not busier, than other days of the week.

Figure 6. Percentage of Businesses Open on Sundays by Area



Of the businesses that are open on Sundays, many have early opening hours (Table 7).

Table 7. Earliest Hour at which 25 Percent of Businesses are open on Sundays

Neighborhood	Street	Hour
SoMa I	Folsom Street	N/A*
SoMa II	Howard Street	N/A*
Union Square I	Stockton Street	7 a.m.
Union Square II	Geary Street	8 a.m.
Richmond I	Clement Street	9 a.m.
Excelsior	Mission Street	9 a.m.
Richmond II	Geary Boulevard	10 a.m.
Sunset I	Irving Street	10 a.m.
Sunset II	Irving Street	10 a.m.
Castro	Castro Street	10 a.m.
Noe Valley	24 th Street	10 a.m.
Mission I	Mission Street	10 a.m.
Portola	San Bruno Avenue	10 a.m.
Bayview	3 rd Street	10 a.m.
Parkside	Taraval Street	10 a.m.
West Portal	West Portal Avenue	10 a.m.
Cow Hollow	Union Street	11 a.m.
Upper Haight	Haight Street	11 a.m.
Upper Market	Market Street	11 a.m.
Mission II	Valencia Street	11 a.m.
Financial District	Kearny Street	11 a.m.
Downtown	Sutter Street	11 a.m.

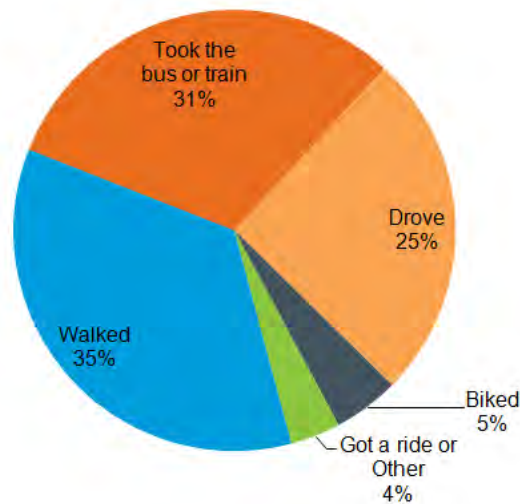
*Less than 25 percent of businesses open on Sundays.

Intercept Survey

We conducted intercept surveys asking San Francisco residents about their traveling habits and whether they would support extending the hours of operations of the parking meters into the evenings and on Sundays. We qualified the support questions by explaining that revenues from extending the hours would go towards better Muni service and pedestrian and bicycle improvements, and that there would be no time limits after 6 p.m. and on Sundays. We surveyed 165 residents one Wednesday evening on August 5 between 6 p.m. and 8 p.m. in the commercial areas of the Castro, Inner Sunset, Mission, and Marina. Please see Appendix C for the survey form.

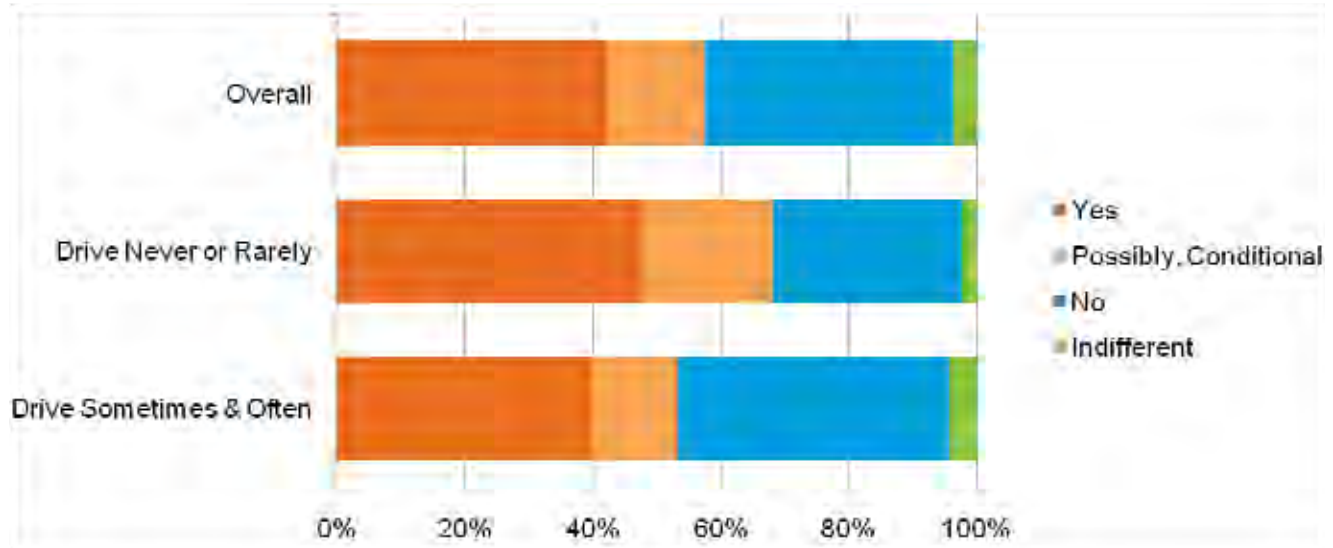
We asked residents what mode of transportation they had used to get to their destination in the neighborhood on the day of the survey (Figure 7). Of the 25 percent of respondents who drove that day, 90 percent found on-street parking. The average time reported to find a parking space was 5.5 minutes.

Figure 7. Mode Split of Travel on Day of Survey



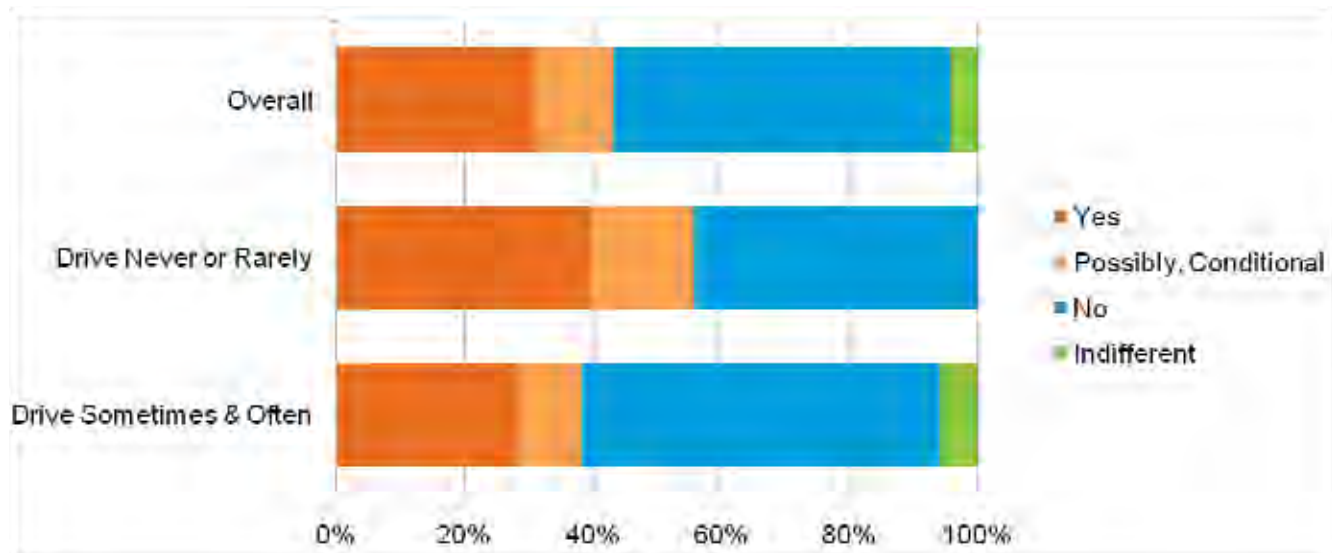
Of those who did not drive that day, we asked whether they ever drive and how often, qualifying it with “never,” “rarely,” “sometimes,” or “at least once/week.” We grouped responses from the people who never drive and the ones who drive only rarely and compared them to those drove that day and those who drive regularly.

Figure 8. Support for Extending Hours until 10 p.m. Monday through Saturday by Amount of Driving



Overall, when asked whether they would support extending metering hours until 10 p.m. Mondays through Saturdays, 42 percent said “Yes” and 39 percent said “No.” An additional 15 percent said they would support or possibly support it, but under some condition; and 4 percent were indifferent. People who drive little or not at all were more likely to support extending the hours until 10 p.m. than those who drive more frequently, with 48 percent “Yes” vs. 40 percent “Yes,” respectively (Figure 8).

Figure 9. Support for Metering on Sundays by Amount of Driving



Residents were generally less supportive of metering on Sundays than of extending hours in the evenings: 31 percent replied “Yes” and 52 percent “No,” with an additional 12 percent saying they would support it under some condition, and 4 percent were indifferent. Again, those who drive only rarely or not at all were more likely

to support it than those who drive more frequently, with 39 percent responding “Yes” in the former category and 28 percent in the latter.

Some of the conditions given for support are listed below:

- If revenues were put towards either pedestrian improvements or bicycle improvements or better Muni service, or some combination of two of the three, while excluding one specific beneficiary (i.e., some respondents supported extended hours if revenues were put towards pedestrian and bicycle improvements but not toward Muni service).
- If evening metering hours were only extended to 8 p.m. or 9 p.m. instead of 10 p.m.
- If hourly parking rates are lowered.
- If metering hours were extended in each neighborhood on a case-by-case basis.
- If buses were run more frequently during extended metering hours.

Many respondents paused to think when asked whether they would support additional metering hours in the evenings and on Sundays given the qualifications about how the revenue would be used. Many respondents expressed that the choice is a difficult one; that although they are not excited about paying for parking, they do want to see more money spent on Muni, pedestrian, and bicycle improvements.

Stakeholder Interviews

We conducted informal stakeholder interviews (typically one on one or in small groups) to better understand concerns related to extended metering hours, broaden the considerations of this proposal, and use that feedback to improve the recommendations of this study. To date, we have interviewed individuals from the organizations listed in Table 8.

Table 8. Stakeholder Interviews

Organization	Organization
Building Owners and Managers Association	Noriega-Lawton Merchants Association
Coalition of San Francisco Neighborhoods	Outer Sunset Merchants and Professionals Association
Cow Hollow Neighbors and Merchants Association	San Francisco Bicycle Coalition
Glen Park Association	Senior Action Network
Golden Gate Restaurant Association	SF Chamber of Commerce
Greater West Portal Neighborhood Association	SF Convention and Visitors Bureau
Inner Sunset Merchants Association	San Francisco Planning & Urban Research Association
Livable City	Small Business California
Marina Community Association	Taraval Parkside Merchants Association
Marina Merchants Association	TransForm
Market Street Association	Union Square Association
Merchants of Upper Market and Castro	WalkSF
Noe Valley Association	West of Twin Peaks Central Council
Noe Valley Merchants Association	Yerba Buena Alliance

The people interviewed generally agreed that parking availability in the evenings and Sundays is a problem in many areas and contributes to drivers' double-parking and circling in search of parking. Some of the most common comments on the draft proposal for extending meter hours are summarized below:

- Longer time limits in the evenings and on Sundays are critical so that people will have enough time to shop, eat, or enjoy other entertainment without having to return to feed a meter.
- If metering hours are extended, marketing and education will be very important so that residents and visitors will know to always check the meters to see when they are in operation. Information about changes has to be clear and readily available, and more street signage would help.
- Although the original April 2009 proposal for extending metering hours in a uniform, "one-size-fits-all" way across the City would be easier for the SFMTA to implement and for drivers to remember, basing the proposal on the technical data and unique parking demand in each neighborhood is preferable.
- San Francisco neighborhoods are diverse, and when making decisions about parking meter hours of operation, neighborhoods should be treated equally and evaluated using the same criteria.
- Extending metering hours might create the perception that San Francisco is not welcoming. If successful in increasing availability, metering may help dispel this perception. Better marketing of the ease of parking in San Francisco may also help.
- Extending metering hours could prompt visitors to look for parking on residential streets, which might upset residents.
- The SFMTA should improve availability of SFMTA Parking Cards to make payment easier and should advertise them through decals on the meters.
- Residents who were used to parking at meters for free for the night will have to find parking elsewhere until the meters stop running, or may choose to pay at the meters.
- Effective enforcement will be critical to for the proposal to be effective.

Recommendations

Conclusions

The purpose of this study was to refine the original April 2009 proposal for extending metering hours citywide until 10 p.m. Mondays through Saturdays and from 10 a.m. to 6 p.m. on Sundays. The study conclusions are:

- 1. There is a clear relationship between parking availability and use of parking meters.** Parking meters are an effective parking demand management tool, and when they are operational, parking availability is less of a problem. Data from previous occupancy surveys as well as parking sensors demonstrate this relationship. In general, in San Francisco's metered areas, parking availability is consistently very low when parking is unmetered after 6 p.m. and on Sundays.
- 2. Metering in the evenings and on Sundays is a sensible and successful policy.** The variety of metering hours in other cities shows the range of possibilities for parking meter hours of operation. While San Francisco has retained more traditional parking meter hours (i.e., operating the meters only until 6pm and not on Sundays), other cities have, over time, adjusted meter hours to create availability as prevailing business hours expanded. Parking occupancy data show that demand for parking in San Francisco in the evenings and on Sundays is generally high, which makes it difficult for customers to access businesses by car in San Francisco's neighborhood commercial districts at those times.
- 3. Many businesses are open past 6 p.m. and on Sundays.** Parking meters in commercial areas increase parking availability so that customers can visit retail outlets, restaurants, entertainment venues, and other businesses. Businesses are now open well past 6 p.m. Mondays through Saturdays uniformly throughout the City. In addition, businesses are typically open on Sundays in most parts of the City.
- 4. There is support for paying for parking in the evening and on Sundays.** Driver surveys have shown that parking availability is the most critical component of parking – above all else, people value being able to find a parking space close to their destination and quickly. As surveys show that availability is more important to drivers than the cost of parking, this suggests that many customers would not be opposed to paying for parking in the evenings and/or on Sundays if it means that it will be easier to find an available space. The intercept survey conducted as part of this study supports this conclusion: many residents would support paying for parking in the evenings and on Sundays, especially if the revenues were to go towards funding better Muni service and improved pedestrian and bicycle conditions.

Criteria for Operating Meters

Because metered on-street parking spaces in commercial areas exist primarily to support neighborhood social and economic activity by improving access, parking meters should operate in commercial areas where parking availability is too low. These criteria create conditions where parking is hard to find, which results in circling and double-parking, which is bad for drivers as well as pedestrians, bicyclists, and those using public transportation. Specifically, parking spaces should be metered after 6 p.m. Monday through Saturday and on Sundays when parking occupancies exceed 85 percent (i.e., parking availability is 15 percent or less) and at least 10 percent of businesses in that area are open.

In borderline cases, small adjustments should be made to improve the feasibility and consistency of implementation. For example, it is important for meter hours of operation to be consistent within neighborhoods and for transitions between areas with different meter hours of operation to be as clear and intuitive as possible.

It is recommended that the SFMTA Board of Directors authorize the Executive Director/CEO or his designee to review and adjust metering hours at least every two years as necessary to achieve availability goals where parking availability does not meet the occupancy standard of 85 percent when businesses are open. Using the occupancy criterion and other considerations from this study, the SFMTA developed a refined proposal for extending the hours of operation for parking meters, which is summarized below.

Proposal

To refine the original April 2009 plan to extend metered hours citywide, this report proposes adjusting the hours of parking meter operation that better matches the unique conditions in different neighborhoods and help create more parking availability on evenings and Sundays. Instead of extending meter hours Monday through Saturday until 10 p.m. citywide, the refined proposal would extend meter hours until 9 p.m. or midnight, when and where parking demand warrants. Please see Figure 10 (page 26) and Appendix C for maps of this proposal.

- Sundays:
 - Establish metering hours from 11 a.m. to 6 p.m. citywide
 - Establish 4-hour parking time limits
 - Retain current weekday rates (using *SFpark* demand-responsive pricing in *SFpark* pilot areas)

- Mondays through Saturdays:
 - Maintain current meter hours (e.g., 9 a.m. to 6 p.m.) where parking occupancies do not warrant extending metering hours. The relevant area appears in light blue in the map in Figure 10.
 - Bayview
 - Extend parking meter operations until 9 p.m. on Friday and Saturday evenings, maintaining current hours until 6 p.m. Monday through Thursday. The relevant areas appear in green in the map in Figure 10.
 - Financial District
 - Laurel Heights
 - Inner Richmond
 - Balboa
 - Irving
 - Parnassus
 - West Portal
 - Oceanview
 - Park Merced
 - Ingleside
 - Excelsior

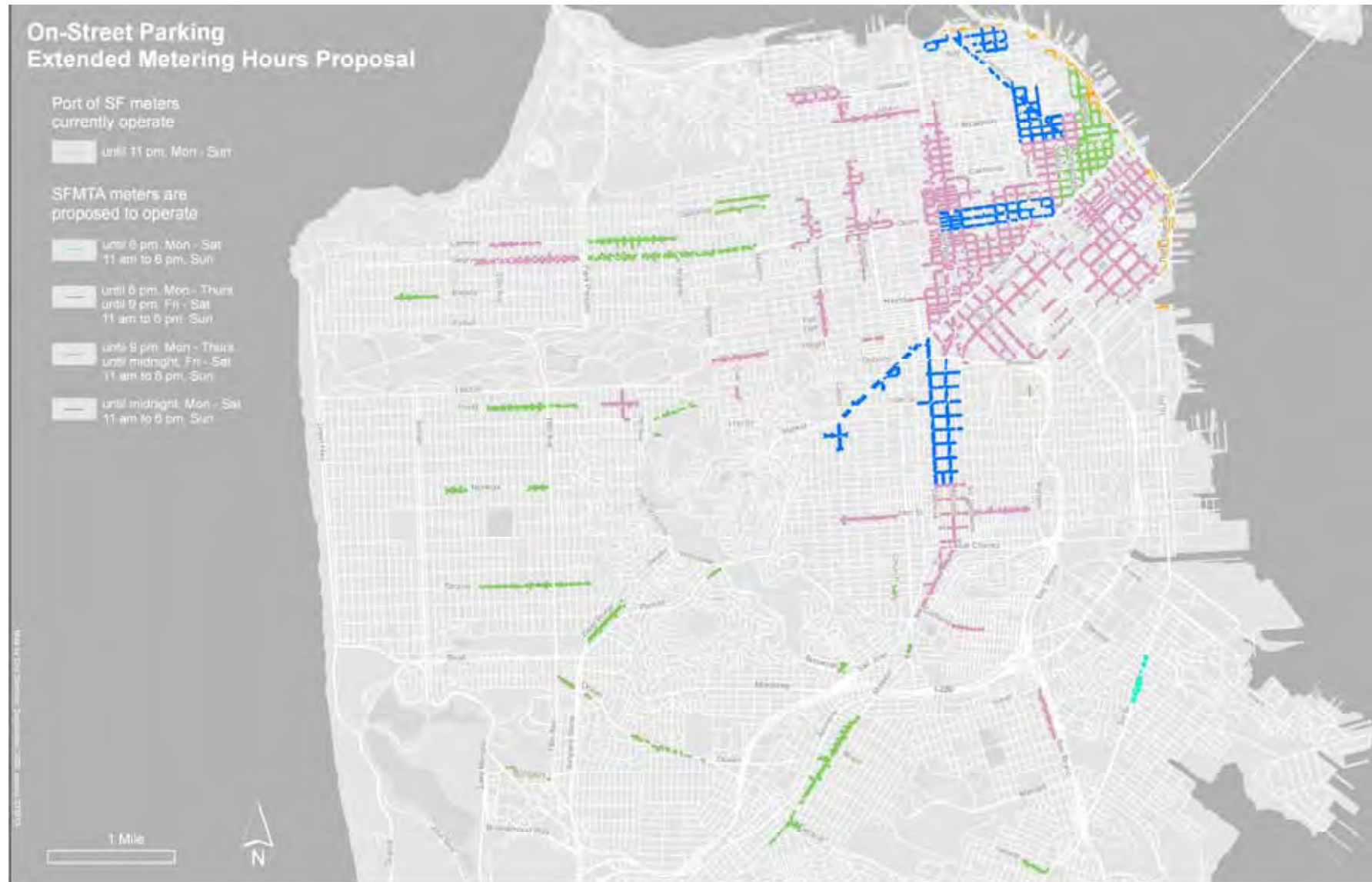
- Visitacion Valley
- Where warranted, extend parking meter hours until 9 p.m. Mondays through Thursdays and until midnight on Fridays and Saturdays in the following areas (which are pink in Figure 10):
 - Outer Richmond
 - Taraval
 - Inner Sunset
 - Noe Valley
 - Excelsior
 - Portola
 - Haight Ashbury
 - Cole Valley
 - Fillmore
 - Bernal
 - Western Addition
 - The Marina
 - Cow Hollow
 - Russian Hill
 - Civic Center
 - SoMa
- Where warranted, extend parking meter operations until midnight Monday through Saturday in the following areas (which are dark blue on the map):
 - Castro/Market/Church
 - Geary Blvd (Union Square)
 - Valencia (Inner Mission)
 - North Beach/Chinatown
- Retain current parking rates (using *SFpark* demand-responsive pricing in *SFpark* pilot areas)
- Establish 4-hour parking time limits after 6 p.m.

Other Recommendations

Additional recommendations follow from the data and feedback received from stakeholder interviews and intercept surveys:

- 1. Improve the availability of SFMTA Parking Cards.** These cards make it easier to pay for parking, and therefore easier for customers to avoid parking tickets. The SFMTA should advertise its online sales of Parking Cards using decals on the meters and increase the number of venues where they are sold.
- 2. Extend hours of enforcement of residential parking permit (RPP) areas surrounding metered areas.** The SFMTA should work with residents in neighborhoods surrounding commercial corridors to, if the neighborhood desires, extend RPP enforcement hours to better match the extended metering hours, either until the time the meters stop running or even two hours later. A separate SFMTA study is currently underway to evaluate the RPP program.
- 3. Review metering hours biennially.** Using the parking availability criterion in this report, the SFMTA Board should authorize the Executive Director/CEO or his designee to review and adjust metering hours, on a neighborhood-by-neighborhood basis, at least every two years as necessary to achieve availability goals where parking occupancy does not meet SFMTA standard of 85 percent when businesses are open.
- 4. Reduce hourly meter rates in SFMTA parking lots when and where parking occupancy does not exceed 60 percent.** To help make neighborhood SFMTA parking lots more attractive and convenient for drivers, and to help draw demand from on-street metered parking to off-street facilities, the SFMTA should reduce meter prices at those lots where occupancy does not exceed 60 percent. The SFMTA should also consider lengthening time limits at those lots to improve driver convenience.
- 5. Ensure that all metered commercial areas have two hour time limits.** The SFMTA has been moving to extend the majority of normal parking meters in commercial areas from one hour to two hours. As part of the implementation of extended hours, the SFMTA could accelerate that implementation to help improve driver convenience.

Figure 10. Map of Extended On-Street Metering Hours Recommendation



Impacts, Costs, and Revenues

This section summarizes the expected impacts, costs, and revenues associated with the implementation of the extended hours proposal.

Impacts for the City

Extending the hours when parking meters are in effect will increase parking availability. This change is expected to have the following impacts:

- **Make it easier for drivers to find a parking space.** While extending meter hours will mean that drivers will pay meters for more of the day, parking availability should improve so that it is easier to find a parking space, making driving more convenient by making parking search time more predictable.
- **Reduce congestion and greenhouse gas emissions.** More parking availability means that drivers will spend less time circling in search of parking spaces. Circling reduces safety, wastes fuel, and increases greenhouse gas emissions. Less circling will reduce congestion and greenhouse gas emissions, and improve the quality of life in San Francisco's neighborhoods.
- **Reduce illegal parking.** More parking availability is expected to reduce the incidence of double-parking and other illegal parking whether in bus zones, on sidewalks, or in front of fire hydrants and driveways. These are quality of life issues and, in the case of sidewalk parking, an accessibility issue.
- **Improve Muni's speed and reliability.** On busy San Francisco streets, Muni often gets stuck behind double parked cars or cars turning right or left while circling to find parking. By making it easier to find a parking space, Muni will be able to operate faster, more reliably, and more safely, especially on busy commercial corridors where many of Muni's primary routes operate.
- **Improve safety for all road users.** The right level of parking availability reduces automobile double-parking and circling, both of which present hazards for all roadway users, including pedestrians, bicyclists and other drivers.

Impacts for business

Many stakeholders are concerned that extending parking meter hours will hurt business in San Francisco's neighborhood commercial district. The SFMTA believes that extending metering hours when and where parking availability is an issue will support business vitality in San Francisco's neighborhoods. Not everyone drives, but those who do need to be able to access stores by car. Improving access to commercial areas, whether by foot, bicycle, transit, or car (through the right level of parking availability), helps to increase the economic vitality and competitiveness of San Francisco's commercial districts. Below is the rationale for this belief.

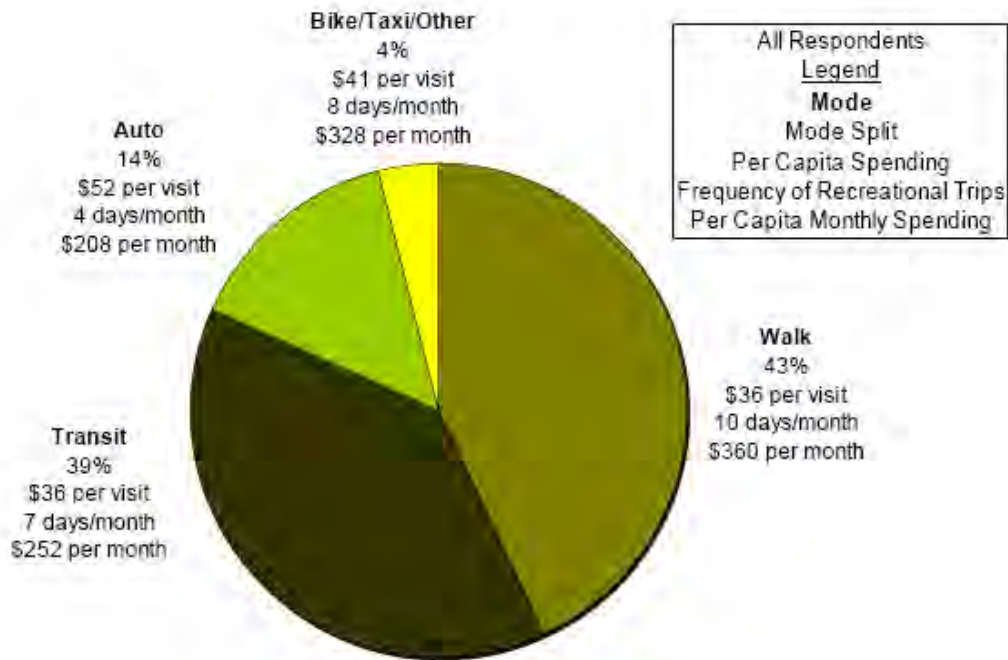
Fewer people drive that most people think

Parking is, of course, important, for businesses in San Francisco, but there are fewer drivers than most people think. Below is available survey data about the percentage of customers who arrive by car in San Francisco neighborhoods:

- 41 percent in West Portal⁶
- 25 percent in the Mission⁷
- 15 percent in the Marina⁸
- 30 percent in the Castro⁹
- 31 percent in Inner Sunset (9th and Irving)¹⁰
- 14 percent in North Beach (Columbus Avenue)¹¹

A recent study¹² in San Francisco suggests that most people who visit stores and the majority of overall spending come from people who do not drive:

Figure 11. Average Frequency of Recreational Trips and Spending by Mode of Access to Columbus Avenue – All Respondents (Weekday and Weekend)



⁶ 2006 study by SFCTA

⁷ 2009 survey by SFMTA

⁸ 2009 survey by SFMTA

⁹ 2009 survey by SFMTA

¹⁰ 2009 survey by SFMTA

¹¹ 2008 study by SFCTA

¹² 2008 Columbus Avenue Study by the SFCTA,

<http://www.sfcta.org/images/stories/Planning/ColumbusAvenue/Columbus%20Ave%20Stakeholder%20Meeting%202011-25-08%20Boards%20v2.pdf>

Experience with extending metering hours in other cities

Glendale, CA

In 2008, the City of Glendale extended meter hours of operation from 6 p.m. to 10 p.m., and started metering on Sundays. At first merchants were opposed to the proposal, but after significant outreach about how parking management could improve turnover and parking availability, merchants began pressuring city administrators to implement the changes as soon as possible. Some merchants requested that the metering hours be extended in the morning as well as in the evening to manage the heavy demand for parking that their customers generated in their early opening hours. To accommodate these businesses, which included coffee shops, gyms, and bakeries, the city moved the metering hours forward to 6 a.m. in some areas.

New York, NY

For many years, parking meters in New York City operated on Sundays, until 2005 when the New York City Council passed legislation abolishing parking charges on Sundays. NYDOT reports that parking availability on Sundays has deteriorated dramatically since the change. Streets are congested and parking occupancies have gone up, making parking spaces harder to find. The parking manager at NYDOT reported that merchants are “screaming” for the city to reinstitute Sunday metering hours because customers cannot find parking spaces.

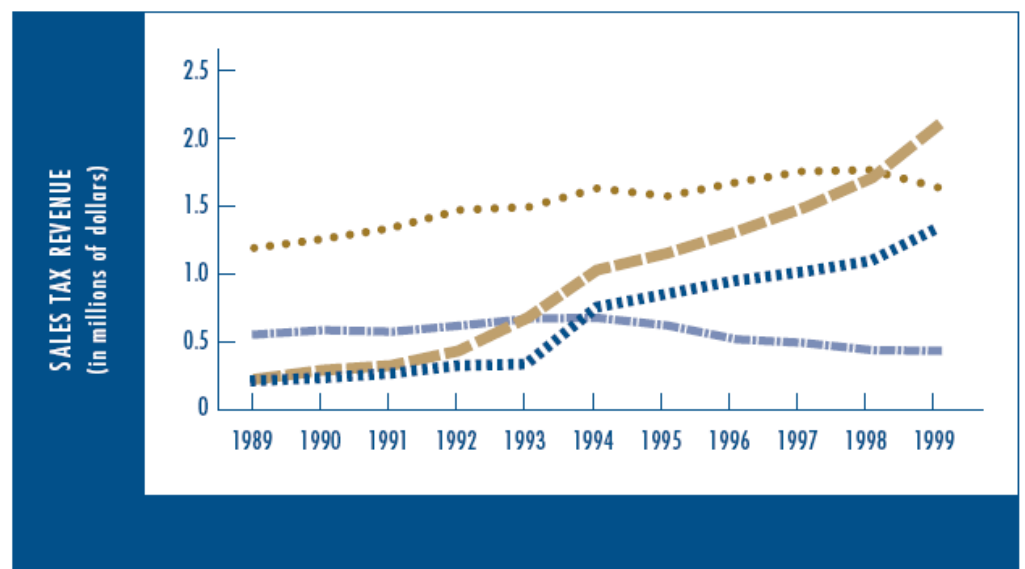
Old Town Pasadena, CA

Probably the most well-known example of parking meters helping, rather than hurting, business is Old town Pasadena, where meters operate until 2 a.m. and on Sundays. Figure 12¹³ shows sales tax revenue for different parts of Pasadena. Notice the increase for Old Town where meters were installed to help create parking availability, and the stagnation and decline of Plaza Pasadena, a nearby mall with free parking.

Figure 12. Pasadena Retail Sales Tax Revenue, 1989 to 1999

Pasadena retail sales-tax revenue

- Old Pasadena
- Playhouse District
- Plaza Pasadena
- South Lake



¹³ Source article found at: <http://shoup.bol.ucla.edu/SmallChange.pdf>

Moreover, the following table (a repeat of Table 1) summarizes the parking meter hours of operation in other cities and demonstrates that some of the most thriving business districts in the country, such as Old Pasadena and Santa Monica, operate meters well past 6 p.m. and on Sundays.

Table 10. North American Cities with Extended Metering Hours

6 p.m.	7 p.m.	8 p.m.	9 p.m.	10 p.m.	midnight	2 a.m. and later
Detroit, MI	St. Louis, MO	Boston, MA	Champaign, IL	Bethesda, MD	Charlotte, NC	Chicago, IL
Houston, TX	Boulder, CO	Las Vegas, NV	Long Beach, CA	Denver, CO	Los Angeles, CA**	Old Pasadena, CA‡
Nashville, TN		Los Angeles, CA*		Glendale, CA	Miami Beach, FL	Santa Monica, CA
New Orleans, LA		Old Pasadena, CA*		Las Vegas, NV	Milwaukee, WI	Tampa, FL
Redwood City, CA		Park City, UT		Portland, OR	New York City, NY	West Hollywood, CA
San Francisco, CA		Princeton, NJ		Washington, DC	Old Pasadena, CA**	
San Jose, CA		Vancouver, Canada			Toronto, Canada	
Sausalito, CA						

* Sunday-Thursday **Friday-Saturday ‡ West Gateway Parking District Shading denotes cities that meter on Sundays.

San Francisco as shopping destination

San Francisco is a wonderful city, in part because of its neighborhood commercial districts. Shoppers from San Francisco and the Bay Area have a choice about where to go to spend money: they can go to Stonestown, Walnut Creek, Bay Street, and so on, or they can shop in places such as, for example, Hayes Valley, the Mission, West Portal, Clement Street, and North Beach.

Malls do not offer the charm, character, and experience of a great San Francisco neighborhood. San Francisco’s neighborhoods are special places that many people want to experience. However, one great thing about places like Stonestown or Bay Street is that although parking is not necessarily free (e.g., drivers must pay for parking at Bay Street), it is almost always easy to find. That can’t always be said for many of San Francisco’s neighborhood commercial districts, especially in the evenings and on Sundays when parking demand is typically at its peak. Parking availability is an important part of what makes commercial districts attractive.

People do not like having to pay for parking, but they really dislike wasting 5 or 10 minutes (or more) circling to find a parking space rather than finding one quickly. This is the finding of both academic research and, as referenced on page six of this study, a survey of 3,000 San Francisco drivers. That survey asked San Franciscans to rank what characteristics of parking were most important, and availability (the ability to find a parking space) and convenience (proximity of the parking space to destination) were much more important than cost.

How extending meter hours can improve business

Not everyone drives, but using parking meters can help local businesses be more vital by:

- Increasing parking availability by:
 - Opening spaces on the commercial street for shoppers while businesses are open by encouraging residents to park in residential areas.
 - Discouraging people from storing their cars (whether residents, employees, or store owners) in prime parking spaces in front of businesses. This type of car storage reduces turnover and deters visitors by creating a shortage of convenient short-term parking.
 - Increasing turnover so that, for example, 12 cars can park in one parking space over the course of a day rather than seven, which is a 71 percent increase in the number of potential customers.
- Creating the perception—and reality—that it is easy to park in our commercial neighborhoods. Right now, few people would likely think it will be easy to park on a Friday night or Sunday afternoon in many of San Francisco’s commercial districts. Some shoppers surely avoid certain commercial districts because parking is hard to find. Improving parking availability by metering at busy times can help to bring back customers who have been burned by bad parking experiences in the past (for example, “I once circled for 15 minutes in that neighborhood, then gave up and vowed never to come back”).

In short, metering parking at busy times (whether in the day, night, or on Sundays) helps to create more open parking spaces, more turnover, and will generate more customers for local businesses. Parking won’t be free, but it will be more convenient, which is what San Franciscans have said they most want from parking.

Costs and Revenues

This section summarizes the estimated one-time and ongoing costs as well as revenues associated with implementing the recommended extension of parking meter hours.

The estimated one-time implementation costs are approximately \$2.5 million, which would cover the following items:

- The purchase of 55 additional enforcement vehicles.
- The purchase of 55 additional enforcement handheld devices, printers, and two-way radios.
- A community outreach, marketing, and educational campaign to publicize the changes and improve distribution of the SFMTA Parking Card.
- New plates, decals, and signage for meters.

Table 9 summarizes the estimated annual costs and revenues from the implementation of this proposal.

Table 9. Summary of Estimated Annual Costs and Revenues

Description	Change
Annual Revenues	
Operate 59% of meters an additional 3 hrs/day, Mon-Sat to 9 p.m.	\$4,690,000
Operate 59% of meters an additional 3 hrs/day, Fri-Sat to midnight	\$1,560,000
Operate 23% of meters an additional 3 hrs/day, Fri-Sat to 9 p.m.	\$610,000
Operate 17% of meters an additional 3 hrs/day, Mon-Sat 6 p.m. to midnight	\$2,700,000
Operate 100% of meters 7 hrs/day on Sundays 11 a.m. to 6 p.m.	\$3,500,000
Additional parking citation revenue from all extended meter hours	\$4,200,000
Net Additional Revenues	\$17,260,000
Additional Annual Expenditures	
Coin collection labor costs	\$(2,740,000)
Enforcement labor costs <ul style="list-style-type: none"> • 1 Asst. Director (8219) • 4 Supervisors (8216) • 32 Full-time and 26 part-time Parking Control Officers (PCOs) (8214) • 1 Payroll Clerk (1406) • 3 Storekeepers (1934) • 3 Dispatchers (1704 and 1705) 	\$ (4,600,000)
Additional enforcement vehicle maintenance costs	\$(600,000)
Meter maintenance labor costs <ul style="list-style-type: none"> • 1 Parking Meter Repair Supervisor (7243) • 3 Parking Meter Repairers (7444) 	\$(410,000)
Meter spare parts (excluding labor)	\$(50,000)
Bi-annual availability review (\$50,000 every two years)	\$(25,000)
Net Additional Costs	\$(8,430,000)
Net Annual Revenue	\$8,830,000

Key assumptions

- Parking occupancy is estimated to be approximately 80 to 85 percent during metered evening and Sunday hours.
- Parking citation revenue from the extended hours will be 60 percent of the daytime rate of parking citations given the challenges associated with evening enforcement.

These annual cost estimates do not include the incremental cost of additional office and parking lot space for the increased staff. The Enforcement Division is currently searching for new office space so this incremental cost would be accounted for after the signing of a new lease.

Appendix A: Results of the Occupancy Survey

Parking Occupancies, Wednesday Evening

Neighborhood	Street	From	To	Wednesday			Overall
				7 to 9 p.m.	8 to 10 p.m.	9 to 11 p.m.	
Castro	Castro St.	Market St.	19th St.	115%	110%	115%	115%
Union Square II	Geary	Stockton	Van Ness	112%	111%	103%	108%
Mission II	Valencia St.	19th St.	Duboce	106%	103%	100%	103%
Upper Market	Market St.	Duboce	Castro St.	106%	104%	97%	101%
Richmond II	Geary	14th Ave.	28th Ave.	104%	83%	60%	82%
Downtown	Sutter	Kearny	Stockton	95%	86%	74%	84%
Portola	San Bruno Ave.	Silver St.	Wayland	89%	85%	79%	84%
Sunset II	Irving	7th Ave.	12th Ave.	95%	82%	58%	77%
SoMa I	Folsom	5th St.	Fremont St.	93%	83%	72%	83%
Mission I	Mission St.	26th St.	19th St.	93%	82%	73%	83%
Cow Hollow	Union	Steiner	Van Ness	92%	70%	64%	78%
Noe Valley	24th St.	Castro	Chattanooga	89%	80%	66%	78%
SoMa II	Howard	Fremont	3rd St.	89%	67%	69%	79%
Union Square I	Stockton	Sutter	Geary	85%	78%	59%	72%
Upper Haight	Haight	Stanyan	Masonic	84%	68%	68%	76%
Parkside	Taraval	29th Ave.	14th Ave.	84%	75%	57%	70%
Sunset I	Irving	15th Ave.	27th Ave.	83%	70%	57%	70%
Excelsior	Mission St.	Geneva	Silver	77%	63%	49%	63%
West Portal	West Portal Ave.	Ulloa	15th Ave	75%	56%	43%	59%
Richmond I	Clement	Arguello	Funston	73%	59%	45%	59%
Bayview	3rd St.	Thomas	McKinnon	49%	40%	30%	39%
Financial District	Kearny	Geary	Sutter	45%	38%	40%	43%

Note: Parking occupancies over 100% were recorded when vehicles were parked illegally on sidewalks, in driveways, at bus stops, and when they were double-parked.

Parking Occupancies, Friday Evening

Neighborhood	Street	From	To	Friday			Overall
				7 to 9 p.m.	8 to 10 p.m.	9 to 11 p.m.	
Castro	Castro St.	Market St.	19th St.	124%	131%	128%	126%
Union Square II	Geary	Stockton	Van Ness	113%	124%	128%	121%
Mission II	Valencia St.	19th St.	Duboce	113%	112%	111%	112%
Upper Market	Market St.	Duboce	Castro St.	102%	107%	107%	104%
Richmond II	Geary	14th Ave.	28th Ave.	112%	109%	96%	104%
Downtown	Sutter	Kearny	Stockton	108%	98%	100%	104%
Portola	San Bruno Ave.	Silver St.	Wayland	102%	95%	79%	90%
Sunset II	Irving	7th Ave.	12th Ave.	106%	98%	84%	95%
SoMa I	Folsom	5th St.	Fremont St.	98%	103%	101%	100%
Mission I	Mission St.	26th St.	19th St.	99%	100%	93%	96%
Cow Hollow	Union	Steiner	Van Ness	96%	95%	92%	94%
Noe Valley	24th St.	Castro	Chattanooga	94%	90%	94%	94%
SoMa II	Howard	Fremont	3rd St.	87%	88%	89%	88%
Union Square I	Stockton	Sutter	Geary	92%	94%	92%	92%
Upper Haight	Haight	Stanyan	Masonic	96%	94%	94%	95%
Parkside	Taraval	29th Ave.	14th Ave.	95%	84%	75%	85%
Sunset I	Irving	15th Ave.	27th Ave.	94%	81%	66%	80%
Excelsior	Mission St.	Geneva	Silver	91%	80%	72%	82%
West Portal	West Portal Ave.	Ulloa	15th Ave	96%	84%	71%	83%
Richmond I	Clement	Arguello	Funston	84%	83%	66%	75%
Bayview	3rd St.	Thomas	McKinnon	39%	33%	22%	31%
Financial District	Kearny	Geary	Sutter	25%	38%	30%	28%

Sunday Parking Occupancies

Neighborhood	Street	From	To	Sunday			Overall
				9:30 to 11:30 a.m.	11:30 a.m. to 3:30 p.m.	3:30 to 5:30 p.m.	
Downtown	Sutter	Kearny	Stockton	114%	110%	108%	111%
Richmond II	Geary	14th Ave.	28th Ave.	111%	104%	100%	105%
Union Square I	Stockton	Sutter	Geary	111%	108%	114%	111%
Union Square II	Geary	Stockton	Van Ness	110%	117%	116%	114%
Noe Valley	24th St.	Castro	Chattanooga	106%	100%	100%	102%
Portola	San Bruno Ave.	Silver St.	Wayland	101%	108%	107%	105%
Castro	Castro St.	Market St.	19th St.	106%	122%	118%	115%
Sunset II	Irving	7th Ave.	12th Ave.	102%	107%	105%	105%
Sunset I	Irving	15th Ave.	27th Ave.	103%	107%	104%	105%
Financial District	Kearny	Geary	Sutter	100%	103%	110%	104%
Richmond I	Clement	Arguello	Funston	100%	104%	95%	100%
Mission II	Valencia St.	19th St.	Duboce	97%	102%	108%	102%
SoMa I	Folsom	5th St.	Fremont St.	95%	105%	99%	100%
Cow Hollow	Union	Steiner	Van Ness	86%	98%	99%	94%
Mission I	Mission St.	26th St.	19th St.	91%	102%	95%	96%
West Portal	West Portal Ave.	Ulloa	15th Ave	86%	95%	90%	90%
Parkside	Taraval	29th Ave.	14th Ave.	79%	95%	93%	89%
Excelsior	Mission St.	Geneva	Silver	83%	90%	98%	90%
Upper Haight	Haight	Stanyan	Masonic	85%	104%	97%	95%
SoMa II	Howard	Fremont	3rd St.	70%	94%	81%	82%
Upper Market	Market St.	Duboce	Castro St.	71%	93%	103%	89%
Bayview	3rd St.	Thomas	McKinnon	56%	40%	31%	43%

Appendix B: Intercept Survey Form

Location: _____ Date: _____ Time: _____ Weather: _____

I work for the City and I am conducting a survey. Can I ask you a few questions about parking in this neighborhood?

Screening question:

Do you live in San Francisco? Yes No [IF "NO," STOP SURVEY]

1. Do you live in this neighborhood? Yes No

2. How did you travel here today?

- I took the bus or train
- I walked
- I drove
- I biked
- I got a ride (taxi included)
- Other

3. [NON-DRIVERS ONLY] If you did not drive, do you ever drive in SF?

- No, never
- Yes, but very rarely
- Yes, sometimes
- Yes, at least once a week

[GO TO QUESTION 5]

4. [DRIVERS ONLY] If you drove,

a. Where did you park?

- On the street
- At a paid parking lot or garage
Where? _____ Cost: (hourly or total) _____
- Store or restaurant parking lot
- Residential (i.e., garage in my house/apartment building)
- Other: _____

b. How long did it take you to find a parking space? _____ minutes.

c. How far from your destination did you park?

- Less than 1 block away
- 1 – 3 blocks away
- 4 or more blocks away

5. Currently, parking at meters is free after 6 pm on weekdays and Saturdays, and all day on Sundays.

If money collected from parking meters went to support better Muni service and bicycle and pedestrian infrastructure, and if there were no parking time limit, would you support:

a. Extending the hours of operation of parking meters until 10pm on weekdays and Saturdays? [CHECK ALL THAT APPLY]

- Yes
- Yes, if money went to MUNI
- Yes, if money went to pedestrian improvements
- Yes, if money went to bicycle improvements
- No
- Indifferent
- Possibly. Explain: _____

b. Metering on Sundays? [CHECK ALL THAT APPLY]

- Yes
- Yes, if money went to MUNI
- Yes, if money went to pedestrian improvements
- Yes, if money went to bicycle improvements
- No
- Indifferent
- Possibly. Explain: _____

Comments:

Appendix C: Map of Extended On-Street Metering Hours Recommendation

