

Attachment B: SFpark Pricing Policy for Special Event Parking

Special event pricing: general policy overview

This document describes how the SFMTA will adjust parking meter rates for special event parking in SFpark special event pricing areas during the pilot period. As part of the SFpark, the SFMTA will use demand-responsive pricing for special event parking to better achieve parking space availability targets during special events. SFpark's enabling legislation allows special event pricing in three SFpark pilot areas: South Embarcadero, Civic Center, and Fillmore. In these areas, special event pricing will apply only to parking spaces managed by SFpark.

In order to achieve availability targets of 10 to 35 percent, SFMTA staff will periodically evaluate parking availability during special events to determine how to adjust special event rates and time periods. In evaluating the parking sensor data, staff will use the following guidelines to determine special events price changes:

- When availability is less than 10 percent, the hourly rate will be raised by \$0.50.
- When availability is 10-35 percent, the hourly rate will not be changed.
- When availability is greater than 35 percent, the hourly rate will be lowered by \$0.50.

Depending on the demand for parking, as determined by parking sensor data, staff may vary parking rates by block. This means that some blocks may have different parking rates than others during special events.

Initial implementation: South Embarcadero pilot area

Initial implementation of special event pricing will occur during San Francisco Giants ballgames in the South Embarcadero pilot area. Special event prices will begin at \$5.00 per hour at SFpark smart parking meters south of Bryant Street and \$4.00 per hour at smart parking meters north of Bryant Street. This document summarizes rates for on-street general metered parking during weekday and weekend games and other special events for which the Port charges special event pricing, as well as how SFpark meters will be expanded throughout the South Embarcadero pilot area to help make special event pricing more effective.

Initial SFpark meter rates during special events will match rates set by the Port of San Francisco at the metered spaces under Port jurisdiction along the waterfront to avoid price disparities and confusing customers. Currently, the Port charges special event pricing at its parking meters along the Embarcadero and select side streets from Bryant Street to 2nd and King Streets at a rate of \$5.00 per hour and from Harrison Street to Bryant Street at a rate of \$4.00 per hour. Because SFpark's South Embarcadero pilot area extends to Folsom Street, the SFMTA will coordinate with the Port prior to implementation to potentially activate the Port's special event pricing to at least Folsom Street as well.

As described in more detail below, the SFpark South Embarcadero special event pricing area will be divided into two zones. Future rate changes will be determined by periodic analysis of parking availability during special events. As in other SFpark areas, prices will increase or decrease depending on how well special event parking spaces match availability targets. All rate changes will be coordinated with the Port to create a coherent special event parking management strategy.

Affected events

The SFMTA will begin special event pricing for San Francisco Giants home baseball games and other events in early 2012. Given current SFMTA meter operating hours, special event rates will be relevant for only those regular season home games which are day games when special event pricing will apply for the entire length of the games. The SFMTA will also coordinate with the Port to apply special event pricing during other events in the South Embarcadero pilot area, such as Fleet Week and Opera at the Ballpark.

Although the initial test of special event pricing will address events in the South Embarcadero area, the SFMTA will evaluate what other events in designated areas may be appropriate for special event pricing.

Implementation plan

Staff will coordinate with IPS and Duncan, the current vendors of parking meters used in SFpark areas, to create special event pricing meter configurations and implement them on schedule. The existing MacKay single space meters will not support special event pricing. The special event pricing area will be separated into two zones based on:

- Proximity to Port parking spaces
- Distance from the ballpark
- Present and future locations of SFpark meters (i.e., meters that support special event pricing)

Special event pricing will only apply to general metered parking smart parking meters; this excludes commercial loading zones and short term parking (30 minutes or less). Based on new meter installation schedules and meter replacement plans, the two special event pricing zones will eventually expand to fill the entire South Embarcadero pilot area. Details of this process can be found in the "Expansion Plan" section below.

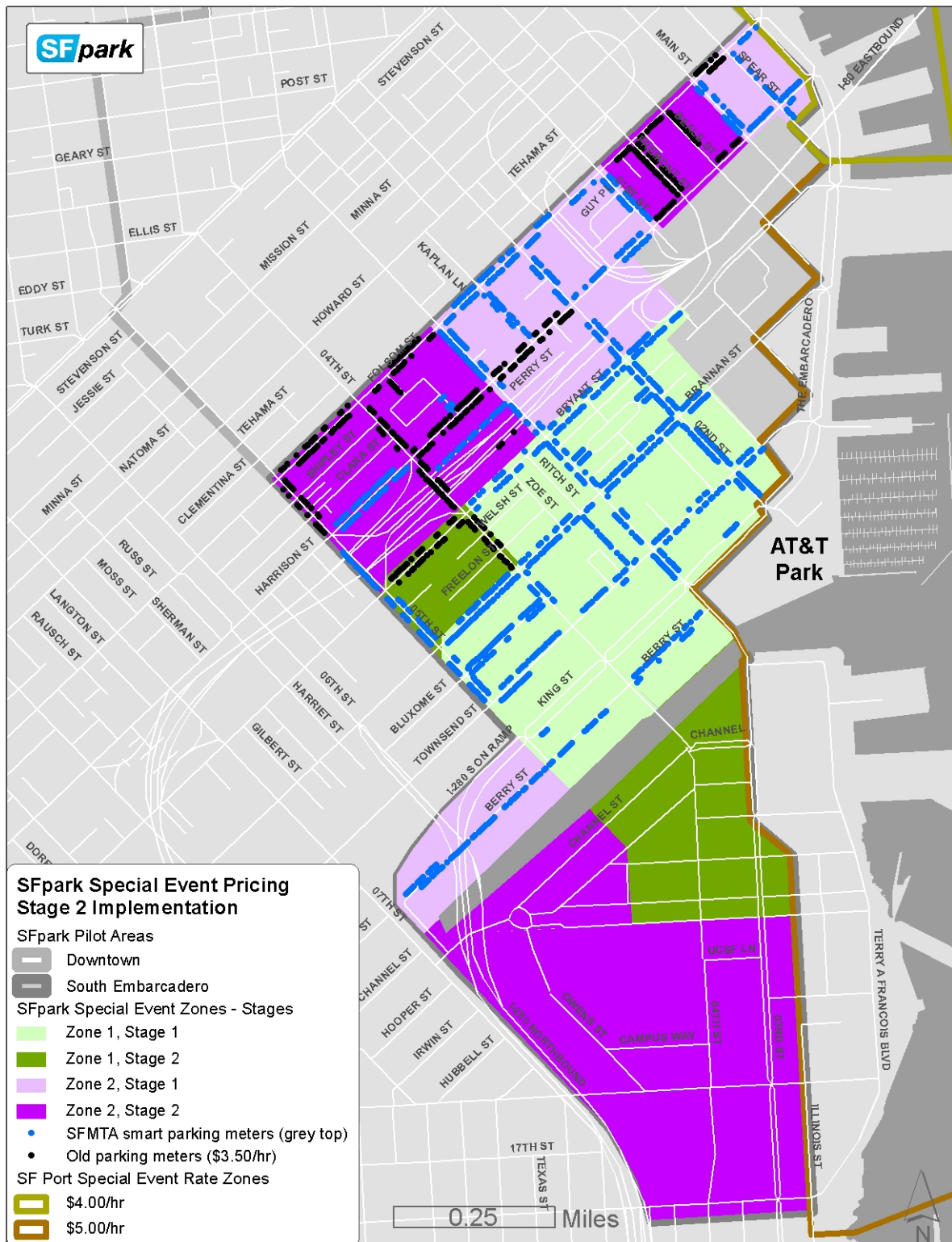
As seen in the following map¹, the initial special event pricing zones will center on SFpark's smart parking meters. Initial rates will match the Port of San Francisco's special event prices: Prices in zone 1 (below

¹ Note: the maps in this document show SFMTA smart parking meters that are currently installed as of April 2011 and those that will be installed by summer 2011.

Bryant Street) will match what the Port charges for special event pricing at its meters from Bryant Street to 2nd and King Streets (\$5.00 per hour), and prices in zone 2 (above Bryant Street) will match the Port's \$4.00 per hour special event rate at its meters between Bryant and Folsom Streets

Second stage expansion

Expansion of special event pricing in the South Embarcadero area will take place in stages as new SFpark meters replace existing meters. As shown in the map below, stage 2 of zone 2 will expand special event pricing throughout the South Embarcadero pilot area north of Bryant Street. Further expansion of special event pricing into Mission Bay will be developed in conjunction with SFMTA's metering and pricing plan for this area. Staff anticipates installation of new smart parking meters, including replacements for the remaining existing single space meters, to be completed by early 2012.



Schedule

Winter 2011	Procurement of replacement meters for MacKays Finish installation of replacement meters at existing parking meters
Early 2012	Implement stage 1 rate zones and prices at events near ballpark
April 2012	Implement stage 1 rate zones and prices for Giants season
May 2012	Evaluate parking availability data and prepare second price adjustment (if necessary) Second price change (if necessary)
June 2012	Evaluate effectiveness of special event pricing policies