

# CURB MANAGEMENT STRATEGY

FEBRUARY 2020



# TABLE OF CONTENTS

INTRODUCTION ..... 5

EXECUTIVE SUMMARY ..... 6

ENGAGING THE PUBLIC ..... 12

THE CURB, IN CONTEXT ..... 14

GROWING PRESSURES ON  
A LIMITED, SHARED RESOURCE ..... 19

COMPLEMENTARY GOALS ..... 22

## **CURB MANAGEMENT FRAMEWORK** **24**

THE SFMTA’S APPROACH: LOOKING  
AT THE CURB THROUGH A NEW LENS ..... 26

THE FIVE FUNCTIONS OF  
SAN FRANCISCO’S CURB ..... 28

LAND USE, AS A GUIDE ..... 31

CURB HIERARCHY ..... 32

## **STRATEGIES** **34**

CURB MANAGEMENT MEANS DEVELOPING  
NEW TOOLS AND STRATEGIES ..... 36

 **OBJECTIVE 1: ADVANCE A HOLISTIC  
PLANNING APPROACH**

*Objective 1.1: Supplement the request-based Color Curb  
Program with proactive curb space allocation* ..... 42

*Objective 1.2: Revise Color Curb Program charges* ..... 44

*Objective 1.3: Simplify loading zone hours  
and days of enforcement* ..... 46

*Objective 1.4: Proactively manage parking for  
City service vehicles* ..... 48

*Objective 1.5: Develop guidelines for allocating  
motorcycle parking* ..... 50

 **OBJECTIVE 2: ACCOMMODATE  
GROWING LOADING NEEDS**

*Objective 2.1: Right-size loading zones according  
to context* ..... 52

*Objective 2.2: Increase evening and weekend  
parking and loading regulations* ..... 54

*Objective 2.3: Consider extending parking meter  
hours to evenings and Sundays* ..... 55

*Objective 2.4: Improve utility of yellow zones* ..... 56

*Objective 2.5: Improve utility of green zones* ..... 58

*Objective 2.6: Provide for goods loading in  
non-commercial vehicles* ..... 60

*Objective 2.7: Expand the use of loading zones  
that vary based on time of day* ..... 61

*Objective 2.8: Ensure sufficient loading during  
special events* ..... 62

*Objective 2.9: Amend the Planning Code to  
manage loading activities* ..... 63

 **OBJECTIVE 3: INCREASE COMPLIANCE WITH PARKING AND LOADING REGULATIONS**

*Objective 3.1: Pursue safety and accessibility through parking enforcement* ..... 64

*Objective 3.2: Standardize loading signage* ..... 66

*Objective 3.3: Develop public communications around curb management* ..... 67

*Objective 3.4: Reform parking violation fees to disincentivize the most harmful behaviors* ..... 68

*Objective 3.5: Pursue state legislation expanding camera-based enforcement* ..... 69

*Objective 3.6: Clarify locations where passenger loading is permitted* ..... 70

*Objective 3.7: Regulate parking at broken meters* ..... 72

*Objective 3.8: Move valet parking permit program to the SFMTA* ..... 73

*Objective 3.9: Make minor revisions to the Transportation Code* ..... 74

 **OBJECTIVE 4: IMPROVE ACCESS TO UP-TO-DATE DATA**

*Objective 4.1: Standardize curb data inventory* ..... 76

*Objective 4.2: Establish single inter-agency database for temporary curb use permits* ..... 78

*Objective 4.3: Standardize geofencing requests for Transportation Network Companies (TNCs)* ..... 79

 **OBJECTIVE 5: RATIONALIZE POLICIES TOWARDS PRIVATE USERS OF CURB SPACE**

*Objective 5.1: Study pricing to address curb use impacts* ..... 80

*Objective 5.2: Focus electric vehicle charging efforts off-street* ..... 82

*Objective 5.3: Develop procedures for determining if a driveway is abandoned* ..... 84

*Objective 5.4: Expand local role in regulation of Transportation Network Companies (TNCs)* ..... 86

 **OBJECTIVE 6: PROMOTE EQUITY AND ACCESSIBILITY**

*Objective 6.1: Prioritize accessibility in curb management* ..... 88

*Objective 6.2: Reduce the use of Muni “flag stops” and develop guidelines for when they are permitted* ..... 90

**DESIGN GUIDELINES 92**

CURB MANAGEMENT DESIGN GUIDELINES ..... 94



# INTRODUCTION

The transportation landscape in America’s cities has changed dramatically in the last 10 years. Many new modes of personal mobility, like ride-hailing, bike-sharing, electric scooters, and private transit, along with on-demand package and food delivery services, compete with more traditional modes for space on the streets and at curbs.

At the same time, cities have embraced new policies and tools to make sustainable transportation more safe, convenient, and reliable, such as dedicated bus lanes that speed up transit, protected bike lanes that separate bikes from cars, and sidewalk extensions that increase safety for people walking.

With all of these changes, competition for curb space is increasing. That competition results in more congestion and conflict between modes. As more people, services, and companies vie for curbside access, San Francisco needs to reimagine how this valuable space is allocated and managed.

San Francisco’s limited curb space has to be more flexible, dynamic, and responsive to the city’s changing transportation landscape, its diverse users, and a new era of urban growth and mobility.

As manager of San Francisco’s transportation network and the vast majority of the city’s curb, the San Francisco Municipal Transportation Agency (SFMTA) has developed a new approach to managing the city’s limited curb space to meet the demands of today and tomorrow.

## About the SFMTA

The SFMTA is unique in the United States in managing both the City’s public transportation network and its streets.

The SFMTA connects San Franciscans with their communities to enhance the economy, environment, and quality of life in the city. However you choose to get around—whether you ride Muni, take a car, walk, ride a bike, ride a scooter, take a taxi, or ride paratransit—the SFMTA seeks to help you get where you need to go as safely as possible.

The agency is governed by a seven-member Board of Directors. Appointed by the Mayor and confirmed by the Board of Supervisors, the SFMTA Board of Directors provides policy oversight in accordance with the San Francisco Charter, its Transit-First Policy and the public interest.

In accordance with state law, the SFMTA has primary responsibility for curb management in San Francisco, including allocation of curb space among different users and managing demand with tools, pricing, and enforcement of parking regulations.

# EXECUTIVE SUMMARY

## An Evolving City

San Francisco is a relatively small 47 square miles, but it is the nation’s second densest large city after New York City. Each day, more than 300,000 people commute into San Francisco; 49 percent of all jobs are held by people who live outside its boundaries. It serves as a cultural center for the region and attracts visitors from all over the world.



Our transit, street and curb resources are stretched to their limit, and will be stretched even further over the next two decades. By 2040, San Francisco’s population is projected to reach 1.1 million (a 24 percent increase) and the Bay Area’s population is estimated to swell to 9.3 million (a 29 percent increase).

With more people and jobs, and an abundance of new travel modes and on-demand delivery services, San Francisco has experienced: more traffic congestion, ongoing safety concerns, and more emissions. The new conditions on San Francisco streets have made it clear that we cannot use 20th century tools to manage 21st century pressures at the curb.

As San Francisco faces new challenges, the city also has an opportunity to rethink how it manages its curb to respond to those changes. The SFMTA’s Curb Management Strategy is a roadmap for how the SFMTA will manage and allocate the City’s limited and valuable curb space in a way that is both responsive to and anticipates current and future demands for curb access.

# How the strategy was developed

Work on the Curb Management Strategy began in March 2018. Key elements in the development of the plan include:

- 1 Review of San Francisco's existing curb management regulations and curb conditions
- 2 Review of best practices for curb management in other cities, including discussions with planners and engineers from those cities
- 3 Interviews with SFMTA staff and other city agency staff whose work touches the curb, to better understand their process, key challenges, and needs
- 4 Data collection on curb usage and design
- 5 Stakeholder workshops to inform the development of the curb prioritization model (the "framework")
- 6 Development of a curb framework and associated curb management strategies, policies and tools
- 7 Internal and external stakeholder outreach to gather feedback on the curb framework and management strategies



**THIS STRATEGY DEFINES  
FIVE KEY CURB FUNCTIONS,  
AND HOW THOSE  
FUNCTIONS AND USERS ARE  
PRIORITIZED IN DIFFERENT  
LAND USE CONTEXTS, TO  
REFLECT HOW CURB NEEDS  
VARY ACROSS THE CITY.**



## A New Approach

The curb is a valuable and finite resource with many users—some of them competing, and some of them complementary. This strategy defines five key curb functions and how those functions and users are prioritized in different land use contexts to reflect how curb needs vary across the city.

With curb space in high demand, curb functions that provide the highest level of access for a given amount of space along the curb should be prioritized. Throughout the most active and dense parts of San Francisco access for people and access for goods are given top priority while private car parking is lowest priority. By doing so, the curb can facilitate the movement of more people and goods.

After first allocating curb space for the highest priority functions, remaining curb space will be allocated to the lower priority functions. Just because something is a lower priority doesn't mean it won't have any space allocated to it, just that the needs of higher priorities are met first. In fact, because the higher priorities tend to be more space-efficient, there will usually be a significant amount of space remaining for lower priorities.

## Curb Functions



### Access for People

Active space that prioritizes transit boardings, and accommodates pick-ups/drop-offs, and shared-mobility services



### Access for Goods

Space for deliveries of different types and sizes, used for short periods of time



### Public Space and Services

Curb designated for use by people and public services



### Storage for Vehicles

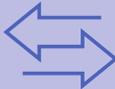
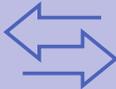
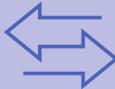
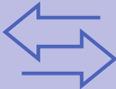
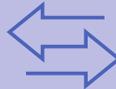
Space intended to be occupied by vehicles for extended periods, such that no other users can access the space



### Movement

Curb lane is used for the through-movement of motorized and non-motorized means of transportation, such that the curb lane is unavailable for other functions

# Curb Functions Prioritized by Land Use

	 <b>Low-Density Residential</b>	 <b>Mid- to High-Density Residential</b>	 <b>Neighborhood Commercial</b>	 <b>Downtown</b>	 <b>Major Attractor</b>	 <b>Industrial/Production, Distribution &amp; Repair</b>
<b>HIGH</b>   <b>LOW</b>						
						
						
						
						

## Strategy Recommendations

This document includes a suite of recommended tools, policies, legislative changes, design standards, and process improvements that the SFMTA could undertake.

These strategies support the following six key objectives:



**ADVANCE A  
HOLISTIC PLANNING  
APPROACH**



**IMPROVE ACCESS  
TO UP-TO-DATE  
DATA**



**ACCOMMODATE  
GROWING LOADING  
NEEDS**



**RATIONALIZE POLICIES  
TOWARDS PRIVATE  
USERS OF CURB SPACE**



**INCREASE COMPLIANCE  
WITH PARKING AND  
LOADING REGULATIONS**



**PROMOTE  
EQUITY AND  
ACCESSIBILITY**

# ENGAGING THE PUBLIC

The Curb Management Strategy is a policy document that establishes priorities for the management of San Francisco’s curb space, as well as recommends policies and tools the SFMTA will consider implementing.

Through the SFMTA’s work to allocate and manage the city’s curb space, the agency will prioritize community engagement through its planning and legislative processes.

## About the SFMTA’s Public Outreach and Engagement Team Strategy

As the SFMTA strives to meet the city’s current and future transportation needs, it has a responsibility to work with all of San Francisco’s diverse communities to understand their needs.

To ensure this obligation is fulfilled, the agency has established a Public Outreach and Engagement Team Strategy (POETS) to ensure communities are engaged as the SFMTA pursues plans and projects that impact them.

The fundamental principle behind the SFMTA’s Public Outreach and Engagement Team Strategy is that those who are impacted by the agency’s work have a right to be included in the decision-making process.

To ensure the agency fulfills this expectation, it has established Public Outreach & Engagement Requirements, which specifies that all agency projects must have a Public Outreach and Engagement Plan, and the implementation of that plan must be documented.

As the SFMTA moves forward on projects that affect or change curb usage and regulations, which will be guided by this Curb Management Strategy, the agency is committed to public outreach and engagement that embodies the SFMTA’s core values: *Respect, Inclusivity and Integrity*.

# Potrero Yard Reimagined

Bus Yard that Blends in with the Neighborhood  
- Sketches



Top of Bus Facility (2023)  
Shaping Bus Facility  
Reimagined Vision

Bus Facility (Mid Treatment  
E.g. Views into Bus Facility,  
Green Wall & Screening  
Screens)

Power of Green  
Screening Wall

Building Integration

SFMTA



# THE CURB, IN CONTEXT

At its most basic level, the curb is the border between the roadway and the sidewalk. It is a seemingly mundane space, but it is the setting for an extremely diverse and dynamic set of activities fundamental to a vibrant and well-functioning city. While people and goods can arrive at locations like home driveways or in a building’s loading bay, the vast majority of arrivals and departures happen at the city’s curb.

The curb serves as the transition space between movement and arrival. It’s at this point where the value of transportation is realized, and a trip has served its purpose. It makes sense that the curb is a coveted commodity; it generates tremendous value for San Francisco and its communities.

## A History of Auto-centric Design in San Francisco

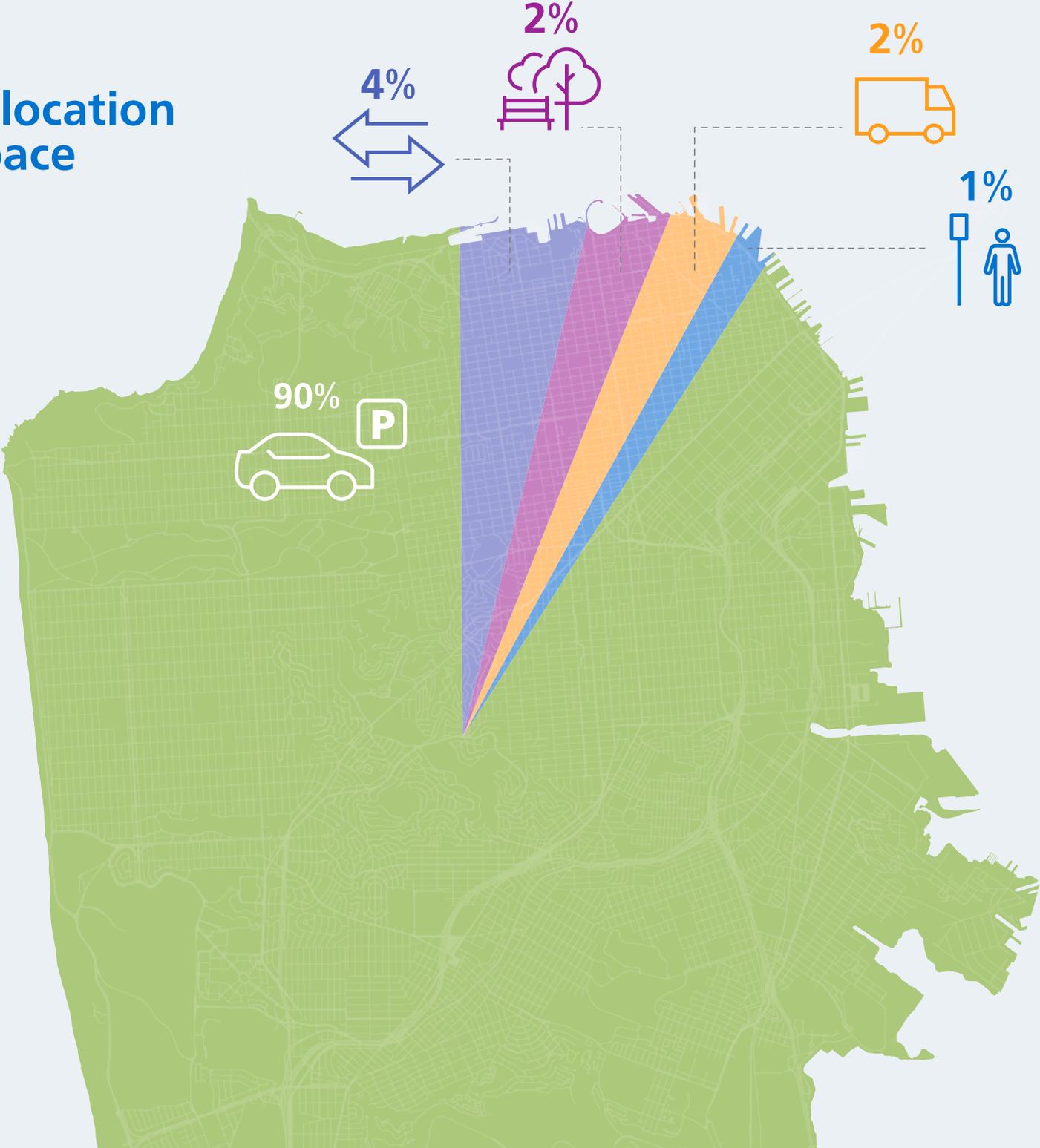
Before the 19th century, many streets were curb-less. In fact, when curbs were first created, their function was less about transportation and more about sanitation: to funnel wastewater and prevent backflow from the street into buildings.

But with the growth of motorization in the 19th century, sidewalks and curbs were built to ease the pressure on mixed-use streets. Where once people and horse-drawn carriages came in close contact, vehicles and people were now colliding. In 1927, San Francisco saw as many as 158 traffic-related fatalities on its streets.

For decades after automobiles first appeared in San Francisco in the late-19th century, there were very few, if any, regulations on where, when and how cars could access the curb. As the number of vehicles skyrocketed throughout the first half of the 20th century, competition for curb space increased and cities nationwide started to look for ways to better manage on-street parking and loading, particularly in downtowns and business districts. Records of loading zones in San Francisco go back to the 1930s, and the first parking meter in San Francisco was installed on Polk Street in 1947.

Today, San Francisco’s curbs heavily favor private car storage over any other use. Ninety percent of San Francisco’s curb space is allocated exclusively to private vehicle storage.

# Current Allocation of Curb Space



**THIS OUTDATED CURB  
ALLOCATION IS  
INCREASINGLY AT ODDS  
WITH SAN FRANCISCO'S  
CURRENT TRANSPORTATION  
LANDSCAPE.**



# Expanding Transportation Options

## 2010



PERSONAL PERSONAL PERSONAL MUNI BART CALTRAIN PARATRANSIT PERSONAL TAXI

## 2020



PERSONAL STATION-BASED BIKESHARE STATION-LESS BIKESHARE PERSONAL POWERED SCOOTER SHARE SHARED MOPED MUNI BART CALTRAIN COMMUTER SHUTTLE PRIVATE TRANSIT PARATRANSIT PERSONAL TAXI TNCs ON-STREET VEHICLE SHARE

With so much space allocated to private car parking, the issue of curb access and management has become increasingly important. There are more mobility options now than ever before, so more people and goods are moving around without a private vehicle and without needing long-term on-street storage. This outdated curb allocation is increasingly at odds with San Francisco’s current transportation landscape.

# San Francisco is changing. Since 2010 we have seen...



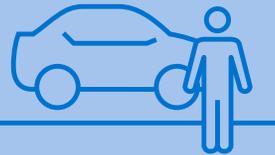
## Online Purchasing and On-Demand Deliveries

- A shift toward **online purchasing** has resulted in more overall deliveries
- Online and app-based services like **DoorDash, UberEats and Amazon Prime Now** are growing rapidly

## Ride-Hailing

On an average weekday in 2016 people took **170,000 TNC trips**<sup>1</sup>, which were:

- **15% of all trips** that began and ended in San Francisco
- **Twelve times more trips** than taxis during the same period



## Transit Ridership

- **716,000 daily trips** on Muni in 2017
- **40,000 more trips** per day than in 2010<sup>2</sup>
- **2,000 trips** per day using paratransit<sup>3</sup>

## Bike, Moped and Scooter Ridership

- **95,000 trips** per day on privately owned bicycles<sup>4</sup>
- **2,059 rides** on shared mopeds per day<sup>6</sup>
- **8,300 trips** per day on shared bicycles<sup>5</sup>
- **2,300 rides** on shared scooters per day<sup>7</sup>



<sup>1</sup>2018 SFMTA Mobility Trends Report

<sup>2</sup>2018 SFMTA Mobility Trends Report. Data is from 2017

<sup>3</sup>2018 SFMTA Mobility Trends Report

<sup>4</sup>2018 SFMTA Mobility Trends Report. Data is from 2017

<sup>5</sup>SFMTA July to September data. Includes trips made using Bay Wheels and Jump bikes

<sup>6</sup>SFMTA data from September 2018 to September 2019

<sup>7</sup>2018 SFMTA Mobility Trends Report

# GROWING PRESSURES ON A LIMITED, SHARED RESOURCE

Not since the advent of streetcars and automobiles have cities seen such a tremendous change in the ways people and goods move. Smartphone apps, payment systems, and changing attitudes around car ownership, environmental impacts and health, mobility and convenience have facilitated dozens of new ways of delivering people and goods.



Ride-hailing services like Uber and Lyft, which didn't exist 10 years ago, now make up a substantial portion of the total cars on the streets of San Francisco. They account for approximately 20% of all vehicle miles traveled within San Francisco and are responsible for half of the total increase in congestion since 2010. Commuter shuttles (sometimes known as "Google buses") serve 8,500 riders per day. More people are using San Francisco's bike-sharing, scooter-sharing, electric-moped-sharing, and car-sharing services. On-demand delivery services have become a part of everyday life, from e-commerce package delivery to lunch and dinner.

<sup>8</sup> San Francisco County Transportation Authority. TNCs and Congestion. 2018.

<sup>9</sup> Commuter Shuttle Program 2017 Annual Status Report



Clean Air Vehicle

8833

8833

Our APIs are Open. PUSH! Meaningful Connections.

RIDE

Care.

ZUCCHERBERG  
SAN FRANCISCO  
GENERAL  
Hospital Performance Center

ZSFG  
Care.org

DO NOT  
ENTER

MARKET

MARKET

NO PARKING

While these services provide additional mobility options and goods access, they raise concerns about: increased congestion; safety conflicts between pedestrians, cyclists, and car passengers; increases in double-parking, blocking traffic and bike lanes; and inequity, as these services may not be available to individuals of all social and economic levels, or those with mobility impairments needing accessible vehicles.

San Francisco’s curbs were not designed for these new uses. For years, the city’s curb management approach has been focused on parking, using tools like parking meters and parking permits to address access for private cars.

That approach might have worked decades ago, but it is not working today. Today, there is more competition for access to the curb. That means more congestion and pollution from circling vehicles and double parking, and more stress for people trying to complete their trip or do their job.

## San Francisco is getting more crowded. Since 2010...



# COMPLEMENTARY GOALS

By managing our shared curb space thoughtfully, efficiently, and equitably, San Francisco can support its Transit First policy of prioritizing sustainable transportation, its Vision Zero goal of eliminating traffic deaths and serious injuries, and its Climate Action Strategy goal of 80 percent of trips made by sustainable modes.

**To achieve these goals, San Francisco must align its policies with these aspirations. That means taking a new approach to how we manage our curb space, with the following goals in mind:**



## **Improve traffic safety and support Vision Zero**

With rational and cohesive curb management and allocating curb space proactively, we increase the likelihood that vehicles are able to load and unload safely, minimizing unsafe behaviors like double-parking and blocking bicycle lanes.



## **Speed up public transit and support the Transit First Policy**

Effective curb management can provide space for all street users to access the curb, reducing the number of vehicles blocking the travel lane or stopping in bus zones which causes increased congestion and slower transit service.



## Reduce greenhouse gas emissions

By allocating safe and convenient space to more sustainable modes of travel, curb management can help shift trips from single-occupancy vehicles to more sustainable modes, reducing vehicle miles traveled (VMT) and resultant greenhouse gas emissions. Effective curb management also minimizes circling for parking or loading space, reducing VMT and greenhouse gas emissions.



## Increase public transparency

Deciding how the curb is used can often lead to fierce community debates. By clearly communicating the SFMTA's curb management approach, the agency can be more transparent to the public about the city's efforts, its decision-making processes, and how the public will be involved. Making curb regulations easier to understand, more consistent, and predictable reduces confusion and enables greater compliance.



## Increase equity and access for all modes

Curb management can help ensure that curb space is allocated more equitably, providing access to this limited resource to all street users, including our most vulnerable.



## Integrate land use and transportation

As land uses change, demand for curb space among different users shifts. Proactive curb management can ensure the curb is allocated in a way that reflects adjacent land uses and prevailing transportation choices.

# CURB MANAGEMENT FRAMEWORK





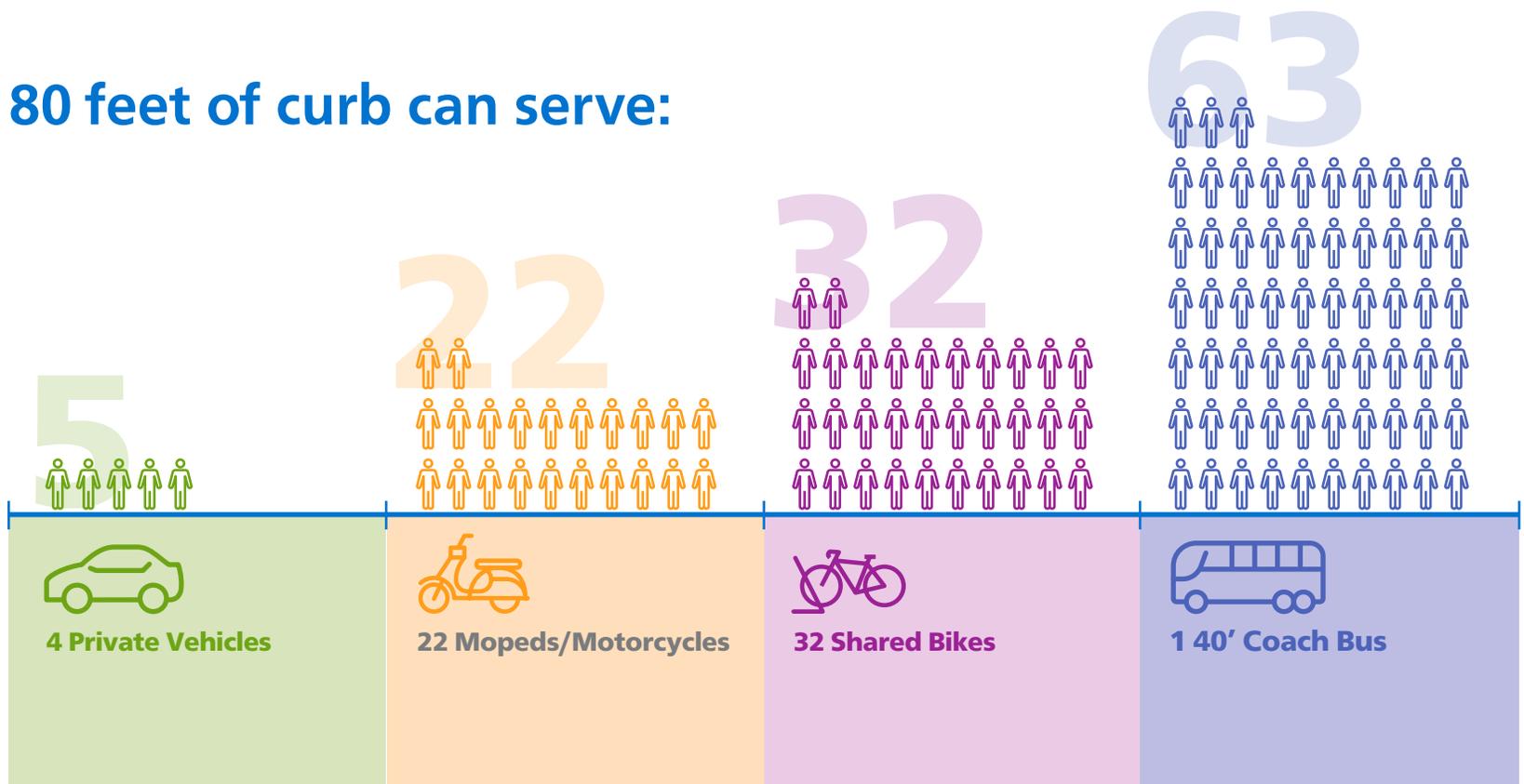
**THE FOUNDATION OF THE CURB MANAGEMENT STRATEGY IS THE HIERARCHY OF CURB FUNCTIONS AND THE PRIORITIZATION OF CURB FUNCTIONS THAT PROVIDE THE HIGHEST LEVEL OF ACCESS FOR A GIVEN AMOUNT OF SPACE ALONG THE CURB.**



# THE SFMTA'S APPROACH: LOOKING AT THE CURB THROUGH A NEW LENS

By first allocating space to those uses that provide the greatest amount of access, the curb can facilitate the movement of more people and goods, more effectively utilizing limited curb space and helping ensure direct access to the curb for individuals with mobility limitations.

## 80 feet of curb can serve:



# THE FIVE FUNCTIONS OF SAN FRANCISCO'S CURB

The curb provides access for a wide range of modes and users, and enables both active space, where the curb is used for short periods of time, and static uses where the curb is occupied by a single user for extended periods of time. This space plays a vital role in making the city function—it's the place where most trips begin and end, and the city's residential and commercial neighborhoods depend on the access that is provided at the curb.

**To better understand and prioritize curb uses, the SFMTA has divided curb functions into five categories:**



## ACCESS FOR PEOPLE

Active space that prioritizes transit boardings, and accommodates pick-ups/drop-offs, and shared-mobility services



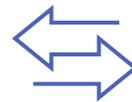
## STORAGE FOR VEHICLES

Space intended to be occupied by vehicles for extended periods, such that no other users can access the space



## ACCESS FOR GOODS

Space for deliveries of different types and sizes, used for short periods of time



## MOVEMENT

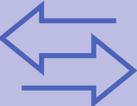
Curb lane is used for the through-movement of motorized and non-motorized means of transportation, such that the curb lane is unavailable for other functions



## PUBLIC SPACE AND SERVICES

Curb designated for use by people and public services

# Curb Users by Function

 <p><b>Access for People</b></p>	 <p><b>Access for Goods</b></p>	 <p><b>Public Space and Services</b></p>	 <p><b>Storage for Vehicles</b></p>	 <p><b>Movement</b></p>
<ul style="list-style-type: none"> <li>Bikeshare stations</li> <li>Bus layover</li> <li>Carshare</li> <li>Casino buses</li> <li>Casual carpool</li> <li>Commuter shuttles</li> <li>Paratransit</li> <li>Pedicabs</li> <li>Private transit</li> <li>Private vehicle pick-ups and drop-offs</li> <li>Public transit</li> <li>Specialized loading needs (school, church, hospital, event, etc.)</li> <li>Taxis</li> <li>TNCs</li> <li>Tour buses/charter buses</li> <li>Valet parking</li> </ul>	<ul style="list-style-type: none"> <li>Commercial delivery trucks and vehicles of varying sizes</li> <li>Customer pick-up of goods</li> <li>Non-commercial delivery vehicles of varying sizes</li> <li>On-demand deliveries</li> <li>Parcel delivery</li> </ul>	<ul style="list-style-type: none"> <li>Fire hydrants</li> <li>Community services</li> <li>Parklets</li> <li>Sidewalk widening</li> </ul>	<ul style="list-style-type: none"> <li>Bicycle parking/corrals</li> <li>Designated parking (police, consulate, city hall)</li> <li>Disabled parking</li> <li>Driveways</li> <li>EV charging stations</li> <li>Oversized vehicles</li> <li>Private autos (metered parking, residential parking permits (RPP), visitor parking, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>Bus only lanes</li> <li>Bike lanes</li> <li>HOV lanes</li> <li>Peak tow-away</li> <li>Visibility zones</li> </ul>

# Land Use Types

	DESCRIPTION	EXAMPLES
 <p><b>Low-Density Residential</b></p>	<p>Predominately single-family homes or single-family homes split into several units. There may be a small number of businesses serving nearby residents such as corner stores, dry cleaners, and coffee shops.</p>	<ul style="list-style-type: none"> <li>• Outer Sunset</li> <li>• Outer Richmond</li> <li>• Bernal Heights</li> <li>• Presidio Heights</li> </ul>
 <p><b>Mid- to High-Density Residential</b></p>	<p>Predominately mid- to high-rise apartments with businesses nearby serving residents such as corner stores, dry cleaners, and coffee shops.</p>	<ul style="list-style-type: none"> <li>• Rincon Hill</li> <li>• South Beach</li> <li>• Tenderloin</li> <li>• Nob Hill</li> </ul>
 <p><b>Neighborhood Commercial</b></p>	<p>A mix of residential and commercial services such as restaurants, coffee shops, corner stores, laundry services, and small-scale retail.</p>	<ul style="list-style-type: none"> <li>• Valencia Street</li> <li>• Clement Street</li> <li>• Hayes Street</li> </ul>
 <p><b>Downtown</b></p>	<p>High-density and intensity area. Predominately office, retail and other commercial with some high-density residential. Well served by transit.</p>	<ul style="list-style-type: none"> <li>• Financial District</li> <li>• Civic Center</li> <li>• SOMA</li> <li>• Mission Bay</li> </ul>
 <p><b>Major Attractor</b></p>	<p>Areas, institutions, or buildings that attract a unique set of users that may have specialized or discrete curb needs. These needs may be specific to day, time, or season.</p>	<ul style="list-style-type: none"> <li>• Fisherman's Wharf</li> <li>• Oracle Park</li> <li>• SFSU</li> <li>• Salesforce Transit Center</li> </ul>
 <p><b>Industrial/Production, Distribution &amp; Repair</b></p>	<p>Areas that serve light or heavy industry, or production, distribution, and repair services.</p>	<ul style="list-style-type: none"> <li>• Central Waterfront</li> <li>• India Basin</li> </ul>

## LAND USE, AS A GUIDE



The concentration and types of curb users varies by neighborhood and corridor, reflecting the surrounding land use context.

A corridor with a high concentration of shops and restaurants will have different curb needs and users than a residential neighborhood with single family homes. Land use types thus dictate what curb functions need to be accommodated.

While every neighborhood is different, and many neighborhoods reflect a mix of uses, six basic land use types prevail in San Francisco.

# CURB HIERARCHY

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The management of any type of asset requires setting priorities. Effective curb management is made possible by prioritizing curb functions to harmonize them with the surrounding land use.

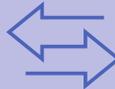
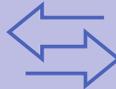
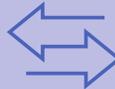
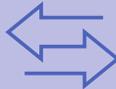
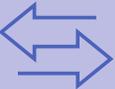
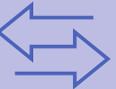
A curb hierarchy rationalizes how curb space is allocated by land use type and is a critical step in aligning curb management with the city's broader goals, such as reducing congestion, improving safety, supporting small businesses, and providing access to the curb for all.

For example, San Francisco can use its curb to support small businesses on commercial corridors by prioritizing access for people and goods. In a similar vein, a residential neighborhood may not need much of its curb space allocated to access for goods, with residents benefiting more from curb allocated to access for people and the storage of vehicles.

In locations where the curb zone is being used for the through movement of motorized and non-motorized means of transportation such as bicycle or transit lanes, movement takes priority over other curb functions.

After first allocating curb space for the highest priority functions, remaining curb area will be allocated to the lower priority functions. Just because something is a lower priority doesn't mean it won't have any space allocated to it, just that the needs of higher priorities are met first. In fact, because the higher priorities tend to be more space-efficient, there will usually be a significant amount of space remaining for lower priorities. Priorities will also change by time of day and day of week, so space may only be allocated for high priority functions for part of the day or week and will be made available for other functions outside of those times.

# Curb Functions Prioritized by Land Use

	 <b>Low-Density Residential</b>	 <b>Mid- to High-Density Residential</b>	 <b>Neighborhood Commercial</b>	 <b>Downtown</b>	 <b>Major Attractor</b>	 <b>Industrial/Production, Distribution &amp; Repair</b>
<b>HIGH</b>   <b>LOW</b>						
						
						
						
						

# STRATEGIES





# CURB MANAGEMENT MEANS DEVELOPING NEW TOOLS AND STRATEGIES

To develop this Strategy, the SFMTA Curb Management team conducted an exhaustive existing conditions analysis of San Francisco’s current policies and processes related to the allocation of curb space. This included meeting with dozens of staff across SFMTA divisions and other City agencies whose roles interact with the curb, including: Planning Department staff who recommend when loading zones be included in new developments; Public Works staff who issue permits to food trucks; SFMTA transit planners who determine where bus zones should be located; and parking control officers who enforce regulations on the street.

**Through these conversations, it became clear that the City and the SFMTA face two primary challenges in curb management:**

- 1** Insufficient tools, policies, and regulations to effectively manage demand at the curb as needs have evolved
- 2** A planning process that focuses on reactive rather than proactive curb management leading to piecemeal regulations that do not reflect the larger needs of a street or neighborhood.

To make San Francisco’s curb space more accessible, efficient, and equitable, this Strategy recommends a set of new tools, policies, legislative changes, design standards, and process improvements. These strategies are intended to be pragmatic and outcome-oriented

while still pushing the envelope towards cutting-edge policy. While some recommendations are more aspirational than others, this is not intended to be a conceptual, long-range planning document, and all recommendations are made with implementation in mind.

Under each of the Curb Management Strategy’s six objectives are strategies designed to achieve that objective. For each strategy the level of effort necessary to implement it is identified and encompasses both financial requirements as well as human capital needed. The mechanism for implementing each strategy varies; from SFMTA administrative and process changes to regulation and legislative changes that would be approved by the SFMTA Board, San Francisco Board of Supervisor or at the state level, many of which would also include public engagement.

The potential impact that a given strategy could have on achieving the objectives and goals of this strategy is identified as well as a general timeline for implementation.

The estimated timeline divides the strategies into short-, mid-, and long-term priorities. The SFMTA can begin to implement short-term strategies within six months of the adoption of this document, and some may already be in progress. Mid-term strategies can be implemented between six and eighteen months after adoption of the document, while long-term strategies will require more time.

# Summary of Strategies and Policies

STRATEGY	SUMMARY	TIMELINE	LEVEL OF EFFORT	IMPACT
 <b>OBJECTIVE 1</b> Advance a holistic planning approach				
<b>Supplement the request-based Color Curb Program with proactive curb space allocation</b>	Proactively allocate loading, short-term parking, and bike corrals based on demand. Encourage non-fronting businesses to apply for color curb, and develop taxi stand criteria.	Short-term	High	High
<b>Revise Color Curb Program charges</b>	Reduce color curb fees in short-term and eliminate in long-term. Allow SFMTA projects to create loading zones without sponsors and identify alternative funding sources.	Mid-term	High	High
<b>Simplify loading zone hours and days of enforcement</b>	Simplify hours and days of enforcement in parking regulations to make them easier to communicate and enforce. Specify regular hours whenever possible.	Short-term	Medium	Medium
<b>Proactively manage parking for City service vehicles</b>	Revise City vehicle permit terms, allocate reserved parking in certain areas, and include parking and loading information in City vehicle training.	Short-term	Low	Low
<b>Develop guidelines for allocating motorcycle parking</b>	Establish criteria for allocating motorcycle parking based on data, further reduce residential parking permit fee for electric mopeds, and consider electric moped-only parking.	Mid-term	Low	Low

STRATEGY	SUMMARY	TIMELINE	LEVEL OF EFFORT	IMPACT
 <b>OBJECTIVE 2</b> <b>Accommodate growing loading needs</b>				
<b>Right-size loading zones according to context</b>	Implement loading zone design standards, relocate and combine zones to maximize utility, and consider surrounding land uses when designing zones.	Short-term	Medium	High
<b>Increase evening and weekend parking and loading regulations</b>	Extend hours at loading zones to nights and weekends when warranted, and allocate resources to adjust enforcement staffing at these hours.	Mid-term	High	High
<b>Consider extending parking meter hours to evenings and Sundays</b>	Extending parking meter hours into the evening and on Sunday would help reduce double parking and circling.	Mid-term	High	High
<b>Improve utility of yellow zones</b>	Remove contractor meter payment exemption from yellow meters and consider permit program for parcel delivery.	Mid-term	Low	Medium
<b>Improve utility of green zones</b>	Pursue state legislation to remove disabled placard exemption from green zone time limits, standardize 15 minute time limit, extend hours where warranted, and implement clearer paint and signage.	Mid-term	Medium	Medium
<b>Provide for goods loading in non-commercial vehicles</b>	Encourage people to register for commercial license plates if performing goods loading, consider changing requirement that vehicles be attended in loading zones, and communicate that passenger loading is allowed in commercial zones for up to three minutes.	Mid-term	High	High
<b>Expand the use of loading zones that vary based on time of day</b>	Create more dual-use zones and standardize the curb treatment and signage.	Short-term	Medium	Medium

STRATEGY	SUMMARY	TIMELINE	LEVEL OF EFFORT	IMPACT
Ensure sufficient loading during special events	Require event organizers to replace white and yellow zones when necessary and create a standard temporary yellow zone sign template.	Short-term	Medium	Medium
Amend the Planning Code to manage loading activities	Amend the Planning Code to require developers to prepare a driveway and loading operations plan citywide for certain projects and to submit an on-street loading zone application to the SFMTA if applicable.	Short-term	Medium	Medium
 <b>OBJECTIVE 3</b> <b>Increase compliance with parking and loading regulations</b>				
Pursue safety and accessibility through parking enforcement	Prioritize enforcement of the most harmful violations and proactively cite for misuse of loading zones.	Mid-term	High	High
Standardize loading signage	Develop standard designs and templates for common parking regulations and install pole signage wherever possible.	Short-term	Low	Low
Develop public communications around curb management	Develop a public information campaign on parking and loading regulations and clearly communicate changes in policy prior to implementation and enforcement.	Short-term	Medium	Medium
Reform parking violation fees to disincentivize the most harmful behaviors	Increase fines for violations that compromise safety increase congestion and reduce fine for disabled parking related citations.	Short-term	Medium	Low
Pursue state legislation expanding camera-based enforcement	Pursue the expansion of the types of parking violations that can be cited using cameras and ways to improve the efficiency of existing program.	Long-term	Medium	Medium

STRATEGY	SUMMARY	TIMELINE	LEVEL OF EFFORT	IMPACT
 <b>OBJECTIVE 3</b> <b>Increase compliance with parking and loading regulations</b>				
<b>Clarify locations where passenger loading is permitted</b>	Publicize rule allowing passenger loading in yellow zones, remove yellow curb paint from truck zones, and encourage loading across driveways when no alternative is available.	Short-term	Medium	Medium
<b>Regulate parking at broken meters</b>	Establish a default four-hour time limit at broken meters.	Short-term	Medium	Medium
<b>Move valet parking permit program to the SFMTA</b>	Amend Police and Transportation Codes to move responsibility for valet permits to SFMTA.	Mid-term	Low	Low
<b>Make minor revisions to the Transportation Code</b>	Small edits to the Transportation Code to clarify vague provisions and conform the local Code to state law.	Short-term	Low	Low
 <b>OBJECTIVE 4</b> <b>Improve access to up-to-date data</b>				
<b>Standardize curb data inventory</b>	Develop a complete inventory of curb space in San Francisco, connect existing data sources, and improve the process to keep data up to date.	Mid-term	High	Medium
<b>Establish single inter-agency database for temporary curb use permits</b>	Connect all divisions and agencies that issue permits to occupy curb space to a single database.	Mid-term	Medium	Low
<b>Standardize geofencing requests for Transportation Network Companies (TNCs)</b>	Develop a standard operating procedure for requesting geofencing from TNCs and seek an agreement on implementation.	Short-term	Low	Medium

STRATEGY	SUMMARY	TIMELINE	LEVEL OF EFFORT	IMPACT
 <b>OBJECTIVE 5</b> <b>Rationalize policies towards private users of curb space</b>				
Study pricing to address curb use impacts	Commission a study to examine feasibility of curb pricing and other potential revenue sources.	Long-term	Medium	Medium
Focus electric vehicle charging efforts off-street	Consider permitting on-street electric vehicle charging stations, if at all, in limited circumstances after careful evaluation.	Short-term	Low	Low
Develop procedures for determining if a driveway is abandoned	Codify a process to declare a driveway abandoned or redundant to return that space to public parking or loading.	Mid-term	Low	Low
Expand local role in regulation of Transportation Network Companies (TNCs)	Ensure TNC regulations align with local transportation priorities.	Long-term	High	High
 <b>OBJECTIVE 6</b> <b>Promote equity and accessibility</b>				
Prioritize accessibility in curb management	Maximize accessibility in passenger loading zones and create paratransit-only loading.	Short-term	Medium	Medium
Reduce the use of Muni "flag stops" and develop guidelines for when they are permitted	Adopt a policy to avoid creating new "flag stops" and gradually replace with bus zones. Develop guidelines for when a bus zone is required.	Short-term	High	Medium



# Objective 1.1

Supplement the request-based Color Curb Program with proactive curb space allocation



**LEVEL OF EFFORT**  
High



**POTENTIAL IMPACT**  
High



**TIMELINE**  
Short-term

## RELATED STRATEGIES

- 1.2: Revise Color Curb Program charges and cost recovery requirement
- 1.5: Develop guidelines for allocating motorcycle parking
- 2.1: Right-size loading zones according to context



## HOW IT WORKS NOW

According to state and local law, white paint on the curb indicates a passenger loading zone, yellow indicates commercial loading, and green indicates short-term parking. Most white, yellow, and green zones in San Francisco are created on an individual application basis through the Color Curb Program. Business and property owners requesting white or green zones pay an application fee, an installation fee, and a biannual renewal fee (the City does not charge for yellow zones), with zone length, hours, and placement generally based on the requestor's needs.

Many areas with high loading demand have an undersupply of loading as no one business has applied for a zone. This leads to double parking, which impacts safety, congestion, and transit reliability. Loading zones are usually placed directly in front of the requesting property, even if there might be a better location nearby. Non-fronting business owners can request a loading zone, but this is not well-publicized. The cost for a zone increases as the length of the zone increases, so applicants have an incentive to request zones that may be too short.



A similar request-based system is in place for on-street bike corrals. This is in large part because street sweepers cannot reach the curb at bike corrals, so businesses that request corrals agree to keep them clean. Taxi stands, which are sometimes implemented

upon request, do not have clear guidelines for creation or implementation, and their usage is not closely monitored.

## RECOMMENDATIONS

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- 1 Supplement the Color Curb Program with proactive allocation of loading and short-term parking**
  - Retain the request-based Color Curb Program, continuing to allow businesses and organizations to apply for loading and short-term parking zones
  - Proactively allocate loading and short-term parking when white, yellow, or green zones could help accomplish City goals
- 2 Supplement individual bike corral requests with proactive bike corral creation**
  - Proactively create bike corrals based on bike and scooter parking demand
  - Maintenance could be funded by scooter and bike sharing company fees or through partnerships with local merchants
  - Bike corrals can be located in daylighting red zones where other curb uses would create safety or visibility concerns

- 3 Encourage non-fronting entities to apply through the Color Curb Program**
  - Entities other than fronting businesses and property owners, such as business districts, tour buses, and community groups could apply for loading zones in areas where they see a need
- 4 Develop criteria for evaluating new and existing taxi stands**
  - Take inventory of existing taxi stand locations and regularly monitor their usage
  - Adopt criteria to determine optimal taxi stand placement and identify underperforming taxi stands



## Objective 1.2

### Revise Color Curb Program charges



**LEVEL OF EFFORT**  
High



**POTENTIAL IMPACT**  
High



**TIMELINE**  
Mid-term

#### RELATED STRATEGIES

- 1.1: Supplement the request-based Color Curb Program with proactive curb space allocation
- 5.1: Implement pricing to address curb use impacts



#### HOW IT WORKS NOW

The Color Curb Program, which processes applications for different types of color curb zones and implements them on San Francisco streets, operates on a cost-recovery model by which application, installation, and renewal fees pay for the administration of the program. Business and property owners requesting white or green zones pay an application fee, an installation fee, and a biannual renewal fee (the City does not charge for yellow zones). Application and paint fees are also required for driveway red zones, which provide clearance next to driveway curb cuts.

Some businesses that pay for loading zones feel they own them and try to block them off for their personal use, even though they are open to the public. This is particularly prevalent at white zones with valet stands, where valet operators park cars in the white zone rather than leaving it open for active passenger loading.



The cost-recovery model has presented an impediment to proactive allocation of loading zones. The City has no mechanism to force a business to pay for a loading zone, even if the business depends on significant passenger or commercial loading, so the SFMTA is dependent on the willingness of the fronting business or property owner to pay for a white or green zone. Where no one is willing to pay for the zone, it often does not get created, regardless of how significant the need for it may be.

Effective curb management can be as useful as traffic engineering or transportation planning in creating safe and efficient streets. Just as the agency does not require application and payment of a fee to create a stop sign, a traffic signal, or a bike lane, it should not require an application and payment of a fee to implement curb management tools.

## RECOMMENDATIONS

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- 1 Reduce and eventually eliminate fees for request-based white and green zones**
  - Initially, reduce the application fee and make it refundable if the zone is not approved
  - Eliminate all or almost all fees when alternative funding sources are identified
  - Retain fees for driveway red zones as they serve only one property
  - Potentially retain fees for some color curb zones that serve only one business

- 2 Allow SFMTA projects to create color curb zones without fees**
  - Clarify that SFMTA streetscape projects may create white and green zones without sponsors
  - Analyze funding implications for zone repainting
- 3 Identify alternative funding sources for request-based and proactively-created loading zones**



# Objective 1.3

Simplify loading zone hours and days of enforcement



**LEVEL OF EFFORT**  
Medium



**POTENTIAL IMPACT**  
Medium



**TIMELINE**  
Short-term

## RELATED STRATEGIES

- 2.2: Increase evening and weekend parking and loading regulations
- 2.3: Extend parking meter hours to evenings and Sundays



## HOW IT WORKS NOW

Loading zones in San Francisco have a wide range of hours and days of enforcement. Yellow zones (for commercial loading) most commonly start in the morning between 7am and 9am and end in the afternoon between 4pm and 6pm, although many end earlier in the afternoon. Days of enforcement are split, with some in effect Monday through Friday while others are in effect on Saturdays as well. Very few yellow zones are in effect after 6pm or on Sundays.

White zone hours vary widely based on needs of the requestor. Some do not have specific hours, and instead are signed as “during posted services,” “during performances” or, historically, “during business hours,” though the Color Curb program has made a concerted effort to replace these designations with specific hours. In metered areas, meters are placed at white zones unless the white zone is in effect during all metered hours on that block (generally 9am-6pm, Monday-Saturday).



## RECOMMENDATIONS

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- 1 Extend loading zone hours when demand warrants to make regulations easier to communicate**
  - Standardize nearby regulations where feasible, at least on a block level
  - Extend loading zone hours when a small change could significantly improve legibility, making zones “At All Times” when possible
- 2 Avoid minor differences in loading zone hours on different days of the week**
  - Increase use of 7-day-a-week loading zones when demand warrants
  - Avoid different hours on Saturdays and Sundays than on weekdays unless demand is drastically different

- 3 Specify regular hours in all or nearly all white zones**
  - Policy already in place for businesses, with “during business hours” phased out
  - Many religious institutions and performance venues have predictable hours



## Objective 1.4

Proactively manage parking for City service vehicles



**LEVEL OF EFFORT**  
Medium



**POTENTIAL IMPACT**  
Low



**TIMELINE**  
Short-term



### HOW IT WORKS NOW

The City vehicle fleet is essential to providing services from homeless outreach and street cleaning to enforcement and transit infrastructure maintenance. While the City fleet enables City employees to provide essential services, City vehicles sometimes have to park in undesignated locations, or remove loading space from active loading uses. On Market Street, City vehicles were found to park in loading zones for a significant portion of the day.

Emergencies are not predictable, but some City services regularly require parking in the same locations. Certain locations already have dedicated City vehicle parking, like near police stations.

All City employees must take an online training in order to drive a City vehicle, but this training does not address how to park legally and safely. City vehicles have a permit allowing them to park at meters without paying, but they must comply with all other parking and traffic regulations unless responding to an emergency.



## RECOMMENDATIONS

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- 1 Adjust terms of City vehicle parking permit**
  - Work with City departments to reduce use of official vehicles when other alternatives are available
  - Revise City vehicle parking permit privileges near offices
  - City vehicles should only park in metered spaces when conducting essential off-site work and in loading zones only during emergencies
  - Brings city parking permits in line with contractor and press vehicle permits, which may not be used to park near the office of the permittee
- 2 Allocate parking to City vehicles in locations with high concentration of services**
  - Only in areas where City service vehicles consistently need to park
  - Prioritize off-street locations when possible
- 3 Include information on parking and loading in City vehicle training module**



## Objective 1.5

Develop guidelines for allocating motorcycle parking



**LEVEL OF EFFORT**  
Low



**POTENTIAL IMPACT**  
Low



**TIMELINE**  
Mid-term

### RELATED STRATEGIES

- 1.1: Supplement the request-based Color Curb Program with proactive curb space allocation



### HOW IT WORKS NOW

Currently, dedicated motorcycle parking in San Francisco is primarily installed based on requests from members of the public. It is sometimes added proactively when a piece of curb, for instance between driveways, is too short to accommodate a full-size vehicle but could fit a few motorcycle spaces. Metered motorcycle parking spaces are priced at a significant discount compared to the standard meter on that block.

Motorcycles are also permitted to park between metered parking spaces if they can fit and the meter is paid. Parking between spaces can sometimes make it more difficult for a full-size vehicle to fit in the remainder of the space and can lead to conflicts. Motorcycles can receive residential parking permit (RPP) stickers for a 25% discount compared to a standard permit.



While motorcycles take up less space and can be a more efficient use of limited curb space, they tend to be loud and have high greenhouse gas emissions. However, electric mopeds have the space advantages of motorcycles while producing little noise and zero emissions.

The Shared Electric Moped permit program allows permitted shared mopeds to park in RPP areas beyond time limits and to park in metered spaces without paying the meter. Permittees pay a fee and agree to abide by a set of terms and conditions.

## RECOMMENDATIONS

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- 1 Establish data-based criteria for allocating motorcycle parking**
  - Consider motorcycle parking issues as part of streetscape or curb management projects
  - Shared electric moped GPS data and observations of motorcycles parking between cars can help identify locations where parking is needed
- 2 Explore the creation of electric moped-only parking**
  - Could help encourage low-emission, efficient vehicles
  - Signage and enforcement should be carefully considered and planned

- 3 Further reduce the RPP fee for electric mopeds**
  - Could be reduced to 20% of the fee for a full-size vehicle, given that mopeds take up approximately one-fifth the space of a typical car
  - Encourages adoption of smaller, energy-efficient vehicles that take up less curb space



## Objective 2.1

Right-size loading zones according to context



**LEVEL OF EFFORT**  
Medium



**POTENTIAL IMPACT**  
High



**TIMELINE**  
Short-term

### RELATED STRATEGIES

- 1.1: Supplement the request-based Color Curb Program with proactive curb space allocation
- 6.1: Prioritize accessibility in curb management



### HOW IT WORKS NOW

Vehicles often block the travel lane next to an open loading zone while loading passengers. In many areas, this is because vehicles pull into a passenger loading zone front-first rather than parallel parking, and a loading zone needs to be longer than the length of the vehicle to ensure that vehicle can pull to the curb front-first. Many commercial loading zones are not long enough for trucks, which need even more space to maneuver, so trucks often end up double-parking near open yellow zones.

Many loading zones throughout the city are not long enough to accommodate demand even when vehicles pull all the way to the curb. Sometimes multiple short loading zones are located near each other but are not connected, reducing their utility and increasing double-parking. Loading zones are frequently located in the middle of the block, but locating them at the far-side of an intersection or other clear space like a driveway can significantly improve function and placing them next to an existing curb ramp can facilitate accessibility.



## RECOMMENDATIONS

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### 1 Implement loading zone minimum design standards based on data

- Standards include a minimum length, which will vary based on position on the block
- Standards are intended to maximize percentage of vehicles pulling to the curb to load and unload

### 2 Relocate and combine loading zones to maximize utility

- Nearby single-space loading zones should be combined
- Loading zones located in the middle of the block should be moved to the far-side of an intersection or clear space such as a driveway when feasible or be extended to meet the minimum length standards

### 3 Consider the needs of surrounding uses when designing loading zones

- Applies to both request-based and proactive loading zone creation
- Perform data collection to measure existing loading activity
- Make loading zones longer if there is already latent demand for loading in the area
- Collect activity data from users like TNCs, on-demand food or goods delivery services, and delivery companies to inform curb allocation



## Objective 2.2

### Increase evening and weekend parking and loading regulations



**LEVEL OF EFFORT**  
High



**POTENTIAL IMPACT**  
High



**TIMELINE**  
Mid-term

#### RELATED STRATEGIES

- 1.3: Simplify loading zone hours and days of enforcement
- 2.1: Right-size loading zones according to context
- 2.3: Extend parking meter hours to evenings and Sundays

#### HOW IT WORKS NOW

Currently, the vast majority of parking and loading regulations end in the early evening, generally by 6pm, and very few regulations are in place on Sundays. Nearly all yellow zones revert to free, unlimited parking after 6pm and on Sundays, and many are not in effect on Saturdays, either. Green zones are also generally only in effect 9am to 6pm, Monday through Saturday, as are parking time limits in some parts of the city. White zones are more likely to be in place later into the evening and on Sundays.

However, in many parts of the city, the highest passenger loading demand is in the evening and on weekends. For instance, an analysis of Valencia Street found more than twice as many loading events between 7pm and 9pm as between 9am and 11am, but only 3 percent of curb space is devoted to loading in the evening as opposed to 15 percent during the day. In addition, analyses have shown that Sundays have similar levels of activity to Saturdays.

Enforcement is heavily oriented towards daytime, weekday hours, with most of the limited enforcement resources available at nights and on Sundays dedicated to responding to complaints.

#### RECOMMENDATIONS

- 1 Extend hours at loading zones to nights and weekends where demand warrants**
- 2 Allocate the necessary resources to adjust enforcement hours to increase staffing in evenings and on weekends**
  - Allows for proactive enforcement rather than just responding to complaints
  - Necessary to ensure utility of new evening loading zones
  - Requires increased funding to implement without reducing daytime enforcement



## Objective 2.3

### Consider extending parking meter hours to evenings and Sundays



**LEVEL OF EFFORT**  
High



**POTENTIAL IMPACT**  
High



**TIMELINE**  
Mid-term

#### RELATED STRATEGIES

- 2.2: Increase evening and weekend parking and loading regulations

### HOW IT WORKS NOW

Parking meters support commercial areas by improving parking availability. Meters in most of San Francisco run only between 9am and 6pm, Monday through Saturday. The only exceptions are “special event areas” near Oracle Park and Chase Center, where meters operate 9am to 10pm seven days a week, and in areas under Port jurisdiction. The SFMTA extended meters to Sundays in 2013 but stopped the program in 2014.

In many commercial corridors, demand for parking is highest in the evening, during the dinner rush and nightlife hours. However, parking occupancy in some of these corridors reaches nearly 100% soon after 6pm, with little to no availability or turnover. This makes it harder for customers to get to businesses or appointments in the evening and increases circling and double-parking.

### RECOMMENDATIONS

1

#### Consider extending parking meter hours into the evening and on Sundays

- Already in place in event areas and Port jurisdiction
- Would reduce circling and double-parking
- Would increase parking turnover and availability, supporting business vitality

2

#### Evaluate the potential impacts of extending meter hours

- An extension of meter hours will have financial implications from both a revenue and cost perspective

3

#### Work with the business community and other neighborhood groups to determine what commercial areas or neighborhoods might benefit from extended meter hours



## Objective 2.4

Improve utility of yellow zones



**LEVEL OF EFFORT**  
Low



**POTENTIAL IMPACT**  
Medium



**TIMELINE**  
Mid-term

### RELATED STRATEGIES

- 3.6: Clarify locations where passenger loading is permitted



### HOW IT WORKS NOW

Yellow zone availability is especially important for business vitality, reducing congestion, and improving safety. Yellow zones are specifically dedicated to commercial loading and businesses rely on them for delivering goods. Blocked yellow zones are likely to lead to double-parked trucks.

Vehicles with contractor permits are exempt from paying meters, including those at yellow zones, but must comply with time limits. However, meter time limits are often enforced based on payment, since meters only allow drivers to pay for up to the time limit. As such, contractors often park in yellow zones for much longer than the 30-minute limit. In addition, vehicles with contractor permits frequently are not engaging in active loading for which yellow zones were designed; instead, contractors often park their vehicles in yellow zones while they visit a job or meeting site. This reduces yellow zone availability and pushes commercial loading into the travel lane.



## RECOMMENDATIONS

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### 1 Remove the contractor meter payment exemption from yellow meters

- Contractor vehicles could still use yellow zones if they pay and comply with the time limit
- Contractors could still park in regular metered spaces without paying
- Would increase availability of yellow zones for active loading

### 2 Consider implementing a permit program for parcel delivery services at yellow zone meters

- Parcel delivery vehicles rarely pay at yellow meters, so a permit program and permit fees could make up for lost meter revenue
- These types of services have strong financial and logistical incentives to keep moving, so they would be less likely than contractor vehicles to exceed yellow zone time limits
- Revenues generated could help fund larger curb management efforts



## Objective 2.5

Improve utility of green zones



**LEVEL OF EFFORT**  
Medium



**POTENTIAL IMPACT**  
Medium



**TIMELINE**  
Mid-term

### RELATED STRATEGIES

- 2.6: Provide for non-commercial vehicle goods loading
- 3.2: Standardize loading signage



### HOW IT WORKS NOW

Green zones are for short-term parking and can be metered or unmetered. They are commonly located outside businesses like laundromats, drugstores, and coffee shops. They also function as loading zones for people loading and unloading goods with non-commercial vehicles. They are particularly useful for people with disabilities who need to park as close as possible to the front door of a business.

Metered green zones in San Francisco have 15- or 30-minute limits, while unmetered green zones have 10-minute limits. In metered areas, green zones are indicated only by a green cap on the meter, not by paint on the curb. They are usually only in effect 9am to 6pm, Monday through Saturday, but demand for food deliveries and take-out is high in many neighborhoods in the evening and on Sundays. People with disabled parking placards are not subject to green zone time limits, which means that placard holders can park for up to 72 hours. This restricts the availability of green zones, particularly for people with disabilities needing short-term parking.



## RECOMMENDATIONS

- 1 Pursue state legislation to remove the disabled placard exemption for green zone time limits while allowing a longer time limit for people with disabilities**
  - Would increase availability and reliability of green zones, including for people with disabilities, by preventing one person from parking at a green zone all day
  - Related to but separate from other placard reform efforts
  - Partner and engage with other California cities and advocacy organizations
- 2 Standardize metered green zone time limits at 15 minutes**
  - A 15-minute limit would increase turnover and better serve quick pick-ups and drop-offs
  - Could help address non-commercial vehicle freight loading needs
  - Would reduce potential for abuse (feeding the meter every 30 minutes is easier than every 15)

- 3 Extend meter and time limit hours at green zones to evenings and Sundays in areas where demand warrants**
- 4 Consider painting curbs green and/or installing signage in metered areas**
  - Study whether curb paint or signs improve compliance compared to the current practice of indicating short-term metered spaces by only green caps on meters
  - Add signage so drivers know the time limit before attempting to pay



## Objective 2.6

### Provide for goods loading in non-commercial vehicles



**LEVEL OF EFFORT**  
High



**POTENTIAL IMPACT**  
High



**TIMELINE**  
Mid-term

#### RELATED STRATEGIES

- 2.5: Improve utility of green zones

### HOW IT WORKS NOW

The California Vehicle Code provides for two primary types of loading zones: white zones for passenger loading, and yellow zones primarily for commercial loading. However, traditional services like pizza delivery, small business owners, and rapidly growing on-demand delivery services frequently perform goods loading using non-commercial vehicles, which do not fit well into either type of loading zone.

Non-commercial vehicles may not use yellow zones, since they do not have commercial license plates and must leave their vehicle. They can stop in yellow zones for up to three minutes but their vehicle must remain attended. They may not use white zones since these only allow passenger loading and require vehicles to be attended. Non-commercial vehicles can use green zones, which are for short-term parking. However, green zones allow unlimited parking by people with disabled placards, and people with disabled placards frequently park in them all day making them unavailable to other users.

### RECOMMENDATIONS

- 1 Encourage people who use personal vehicles for goods delivery to register for commercial license plates**
  - Work with businesses as part of projects to publicize this option
  - Increases vehicle registration costs but expands parking options
- 2 Consider removing attended vehicle requirement for non-commercial vehicles in yellow and white zones**
  - Would allow drivers to get out of non-commercial vehicles for up to five minutes in a white zone, three minutes in a yellow zone
  - Could reduce availability of yellow and white zones and make enforcement more difficult
- 3 Initiate a communications and marketing effort to inform drivers that loading is permitted for up to three minutes in yellow zones if the vehicle remains attended**



## Objective 2.7

Expand the use of loading zones that vary based on time of day



**LEVEL OF EFFORT**  
Medium



**POTENTIAL IMPACT**  
Medium



**TIMELINE**  
Short-term

### RELATED STRATEGIES

- 2.2: Increase evening and weekend parking and loading regulations
- 3.2: Standardize loading signage

### HOW IT WORKS NOW

Demand for curb space varies over the course of the day. Often, commercial deliveries take place from the early morning to early afternoon, while passenger loading demand peaks in the evening. The SFMTA has long accommodated this varying demand by creating time-limited loading zones that allow regular parking outside of loading hours.

The SFMTA has also created some “dual-use” zones that provide different types of loading at different hours, most commonly commercial loading during the day and passenger loading in the evening. These are usually marked with yellow curb paint but sometimes have white curb paint instead, accompanied by signage.

### RECOMMENDATIONS

1

#### Create more dual-use zones that vary loading regulations based on time of day

- Many already exist, providing commercial loading at some times and passenger loading at other times
- Other combinations of regulations could also be beneficial in different parts of the city
- Expanding use of dual-use zones would help maximize efficiency of the curb

2

#### Standardize curb treatment for dual-use zones

- Collect data to determine the best curb color for dual-use zones
- Consider eliminating curb paint at dual-use zones and use signs exclusively to communicate regulations



## Objective 2.8

Ensure sufficient loading during special events



**LEVEL OF EFFORT**  
Medium



**POTENTIAL IMPACT**  
Medium



**TIMELINE**  
Short-term

### HOW IT WORKS NOW

Event organizers apply to the SFMTA to take street space, with a different process depending on whether they are only using curb space or also closing travel lanes. Organizers are required to replace blue zones on a one-for-one basis. Yellow and green zones are not relocated, while white zones are not relocated unless the white zone sponsor requests relocation. However, demand for loading may remain or even increase when a street is closed for an event.

### RECOMMENDATIONS

- 1 Require event organizers to replace yellow and white zones when necessary**
  - The SFMTA could require loading to be replaced through the Interdepartmental Staff Committee on Traffic and Transportation (ISCOTT) process only when necessary, focusing on major events in the Downtown area
  - Most events would not be affected
- 2 Create a standard temporary yellow zone sign template**
  - The SFMTA Temporary Sign Shop has templates for no parking, white, and blue zones, but not for yellow zones



## Objective 2.9

### Amend the Planning Code to manage loading activities



**LEVEL OF EFFORT**  
Medium



**POTENTIAL IMPACT**  
Medium



**TIMELINE**  
Short-term



### HOW IT WORKS NOW

The San Francisco Planning Code may require developers to provide on-site loading spaces. The San Francisco Planning Code typically does not have management requirements for on-site loading spaces, nor does it address on-street loading. Thus, the San Francisco Planning Department and the SFMTA may request developers to provide and manage these spaces, but the agencies' ability to ensure compliance with these requests can be limited.

### RECOMMENDATIONS

- 1 Amend the Planning Code to require developers to prepare a driveway and loading operations plan citywide for certain projects and to submit an on-street loading zone application to the SFMTA if applicable**



## Objective 3.1

Pursue safety and accessibility through parking enforcement



**LEVEL OF EFFORT**  
High



**POTENTIAL IMPACT**  
High



**TIMELINE**  
Mid-term

### RELATED STRATEGIES

- 3.4: Reform parking violation fees to disincentivize the most harmful behaviors
- 3.5: Pursue state-level legislation expanding camera-based enforcement
- 6.1: Prioritize accessibility in curb management



### HOW IT WORKS NOW

Parking enforcement is key to successful curb management. Enforcement strategies can ensure that people park and load in legal locations, that loading zones remain available for use, and that accessibility is retained for people with disabilities.

Many loading-related violations are inherently difficult to enforce. When a driver illegally double-parks or stops in a bus zone to drop off a passenger, they may be there for less than a minute, making it unlikely that an enforcement officer will catch them. Since the vehicle is occupied while the violation is taking place, the driver may leave if they see a parking control officer (PCO) approaching, and unpleasant interactions are more likely to occur than for violations when the vehicle is unattended.

Many parking violations have become part of the City's streetscape as the result of policies about how to focus enforcement resources. For instance, sidewalk parking is common in many parts of the city, particularly when parking at the curb is prohibited during street cleaning, but also at other times. Changing this behavior



will require a larger policy change by decision-makers and extensive public engagement, in addition to changes in enforcement procedures.

Similarly, many white zone sponsors have for decades parked their personal vehicles in white zones they sponsor rather than leaving those zones open for active passenger loading. The SFMTA

primarily cites for white zone violations based on complaints from white zone sponsors, so the sponsors themselves rarely receive citations for illegal parking in those zones. In addition, in many cases enforcement officers allow vehicles to park in white zones for longer than the five-minute limit listed in the Transportation Code.

## RECOMMENDATIONS

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1

### **Prioritize enforcement of most harmful violations**

- Base enforcement on City priorities like Vision Zero, Transit First, and accessibility
- Pursue reductions in violations like double-parking, sidewalk parking, blocking intersections, and stopping in bus zones
- Increase enforcement funding to avoid reducing staffing on beats like street sweeping and RPP
- Data-driven and detailed evaluation of revenue implications and impacts on behavior

2

### **Proactively cite for misuse of loading zones**

- Shift from a primarily complaint-based system
- Enforce five-minute limit at all white zones. At childcare centers, hospitals, and schools, allow unattended vehicles within five-minute limit



## Objective 3.2

### Standardize loading signage



**LEVEL OF EFFORT**  
Low



**POTENTIAL IMPACT**  
Low



**TIMELINE**  
Short-term

#### RELATED STRATEGIES

- 2.5: Improve utility of green zones
- 2.7: Expand use of loading zones that vary based on time of day

### HOW IT WORKS NOW

Signage at loading zones across the city varies widely. Some color curb zones have no signs, while in metered areas they often have small signs on meter posts near the ground. Although loading signs have become much more standardized in recent years, many different sign designs are still found at different loading zones across the city with the same regulations. Many signs are text heavy and convey the meaning of the zone using a double negative (No Stopping EXCEPT Passenger Loading) rather than a positive (Passenger Loading Only) reducing the legibility of the regulation.

### RECOMMENDATIONS

- 1 Develop standard designs for common types of loading zones and templates for less common sign types and messages**
  - Use positive language to make regulations clearer
  - Increase usage of Manual on Uniform Traffic Control Devices (MUTCD) approved icons, and reduce use of text, to improve legibility
  - Particularly important when implementing more complicated regulations like dual-use zones
- 2 Install pole signage at loading and short-term parking zones in metered and unmetered areas**
  - Provide larger signs than those used on meters
  - Could improve legibility and compliance with regulations
  - Evaluate effectiveness of new signs; include analysis of increased costs to Field Operations



## Objective 3.3

### Develop public communications around curb management



**LEVEL OF EFFORT**  
Medium



**POTENTIAL IMPACT**  
Medium



**TIMELINE**  
Short-term

#### RELATED STRATEGIES

- 3.1: Pursue safety and accessibility through parking enforcement
- 3.6: Clarify locations where passenger loading is permitted



### HOW IT WORKS NOW

San Francisco's curb regulations are often confusing and can be particularly inaccessible to people coming from outside the city or state. Many unsafe, illegal behaviors have been commonplace for decades and have been inconsistently enforced.

### RECOMMENDATIONS

1

#### Develop a public information campaign on parking and loading regulations in San Francisco

- Could highlight safe loading and parking practices and illustrate the negative impacts of behaviors such as double parking
- Could include ads on buses and in bus shelters, social media, and partnerships with companies like TNCs in coordination with other Vision Zero campaigns
- Could publicize little-known rules, such as that yellow zones may be used for brief passenger loading

2

#### Prioritize communications efforts around changes in policies

- Ensure the public is aware of changes to parking and loading regulations and enforcement procedures
- Many recommendations contained in this report will require changing longstanding practices
- Legislative changes and changes to enforcement procedures will require extensive communication prior to implementation



## Objective 3.4

### Reform parking violation fees to disincentivize the most harmful behaviors



**LEVEL OF EFFORT**  
Medium



**POTENTIAL IMPACT**  
Low



**TIMELINE**  
Short-term

#### RELATED STRATEGIES

- 3.1: Pursue safety and accessibility through parking enforcement

#### HOW IT WORKS NOW

The SFMTA Board sets fines for parking and traffic violations under parameters set by the California Vehicle Code (CVC). Most parking fines are between \$72 and \$110, while disabled parking violations carry a fine of \$866. Bus zone violations are the most expensive after those related to disabled parking, at \$288. Fines for double parking, parking on the sidewalk, and blocking an intersection, among others, are \$110.

#### RECOMMENDATIONS

- 1 Increase fines for the violations that compromise safety and increase congestion, like double parking, parking on sidewalks, blocking crosswalks, blocking intersections, obstructing traffic, blocking bike lanes, and blocking transit lanes**
  - Requires state legislation to authorize local jurisdictions to increase fines
  - Could be increased to the same level as bus zone citations
- 2 Consider reducing fine for disabled parking-related parking citations**
  - Current fine is disproportionate to all other parking fines and is excessively punitive, especially for people with low incomes
  - Discuss with disabled community to get feedback before moving forward with changes



## Objective 3.5

### Pursue state legislation expanding camera-based enforcement



**LEVEL OF EFFORT**  
Medium



**POTENTIAL IMPACT**  
Medium



**TIMELINE**  
Long-term

#### RELATED STRATEGIES

- 3.1: Pursue safety and accessibility through parking enforcement



### HOW IT WORKS NOW

Generally, a parking control officer (PCO) must personally witness an infraction to issue a citation, but the state legislature can authorize specific exceptions. Since 2007, San Francisco has been able to cite vehicles stopped in transit-only lanes or bus stops adjacent to transit-only lanes using cameras on buses, although PCOs still manually review camera footage before issuing citations. In addition, a number of cities were permitted to enforce street cleaning parking restrictions with cameras on street sweepers, but the authorization for this program has expired.

### RECOMMENDATIONS

1

#### Explore ways to improve efficiency of the existing transit-only lane enforcement process

- Reduce the amount of time PCOs must spend manually reviewing footage
- Pilot license-plate reader or other similar technology to automate the video-review process

2

#### Pursue state legislation expanding camera enforcement of parking violations

- Use bus cameras to cite for illegal stopping in any bus zone and for double-parking along any Muni route, not just in or adjacent to transit-only lanes
- Consider cameras at fixed locations in places with particularly egregious problems with illegal stopping (similar to red light cameras, but for parking and loading violations)
- Investigate reviving program to equip street sweepers with enforcement cameras to free up PCOs from street sweeping routes, which take up a large proportion of total enforcement resources



## Objective 3.6

Clarify locations where passenger loading is permitted



**LEVEL OF EFFORT**  
Medium



**POTENTIAL IMPACT**  
Medium



**TIMELINE**  
Short-term

### RELATED STRATEGIES

- 2.4: Improve utility of yellow zones
- 3.3: Develop public communications around curb management
- 5.3: Codify procedures for determining if a driveway is abandoned



### HOW IT WORKS NOW

Passenger loading is permitted in white zones for up to five minutes and in most yellow zones for up to three minutes. However, under the City Transportation Code, passenger loading is not legal in six-wheel truck zones, which are also painted yellow but have a red cap rather than yellow cap on the meter. There is a general misconception that passenger loading is never legal in yellow zones, but dispelling this is difficult when different types of yellow zones have different rules.

Driveways are common in San Francisco, and in many areas take up long stretches of curb that may not be used by the general public. Driveways are particularly prevalent in residential areas where there are few loading zones. However, many are used only a couple times per day or week while others are not used for car access at all.



## RECOMMENDATIONS

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- 1 Publicize rule allowing passenger loading in yellow zones**
  - Emphasize strict 3-minute limit and requirement for vehicle to be attended
- 2 Remove yellow curb paint from six-wheel truck loading zones**
  - Would help distinguish between six-wheel and regular yellow commercial loading zones
  - Indicate regulations using high-visibility signage instead

- 3 Encourage loading across driveways when no other alternative is available**
  - Loading across driveways has a much lower impact on safety and congestion than double-parking or loading in other illegal locations
  - Campaign should stress the requirement that the driver stay with the vehicle and move from the driveway when someone attempts to access it



## Objective 3.7

### Regulate parking at broken meters



**LEVEL OF EFFORT**  
Medium



**POTENTIAL IMPACT**  
Medium



**TIMELINE**  
Short-term

### HOW IT WORKS NOW

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According to state law, vehicles may park at an inoperable meter up to a posted time limit. If there is no posted time limit, a local jurisdiction may establish an automatic four-hour time limit, but San Francisco has not adopted such a policy.

Meter vandalism has increased in San Francisco over the last few years, with as many as 20% of meters in the city being inoperable on any given day. In some cases, people may vandalize meters specifically in order to park at them all day for free, often by jamming the coin slot with something other than a coin.

### RECOMMENDATIONS

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- 1 Adopt a local ordinance establishing a default maximum four-hour time limit at broken meters**



## Objective 3.8

### Move valet parking permit program to the SFMTA



**LEVEL OF EFFORT**  
Low



**POTENTIAL IMPACT**  
Low



**TIMELINE**  
Mid-term



### HOW IT WORKS NOW

Many transportation permitting functions that used to be administered by San Francisco Police Department (SFPD) have been transitioned to the SFMTA. Valet stands are one of the last remaining transportation-related functions permitted by SFPD. Valet permits need only be issued once and do not require renewal or periodic review.

Businesses applying for valet permit must demonstrate they have an adequate passenger loading zone and off-street space to store cars, but many valet operators park cars in the white zone, forcing loading at the valet zone to take place in the street. The SFMTA has little recourse, as it can cite individual cars, but not the valet operator itself, for violations.

### RECOMMENDATIONS

1

#### Amend the Police Code and Transportation Code to move responsibility for valets to the SFMTA

- Could be administered as part of Color Curb Program and include biannual renewal
- Would allow the SFMTA to leverage permits to reduce misuse of valet permits
- The SFMTA could deny valet permit requests if the proposed valet zone would harm safety, transit reliability, or congestion
- May require some continuing SFPD involvement in background checks



## Objective 3.9

Make minor revisions to the Transportation Code



**LEVEL OF EFFORT**  
Low



**POTENTIAL IMPACT**  
Low



**TIMELINE**  
Short-term



### HOW IT WORKS NOW

Some sections of the Transportation Code related to the curb are vague, unclear, conflict with the California Vehicle Code (CVC), or are outdated. Conflicting interpretations of these sections can lead to inconsistent regulations on the street.



## RECOMMENDATIONS

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- 1 Remove the definition of “Park” from the Transportation Code or revise it and add a definition of “Stop” to conform with the CVC.**
  - The Transportation Code definition of “park” conflicts with the CVC definition
- 2 Remove specified hours for apartment building white zones from the code, clarifying that effective hours are listed on signage and/or stenciled on the curb.**
  - The Code restricts staff’s ability to tailor hours to specific circumstances
- 3 Clarify that religious institutions and performance venues must clearly post hours of services or performances in a format provided by the SFMTA adjacent to the white zone.**
  - Religious institution loading zones are in effect “during posted services” while those next to performance venues are sometimes “during performances”
  - There is no standard for posting service and performance times
- 4 Remove the clause restricting white zone hours to the hours of operation of the adjacent establishment, clarifying that effective hours are listed on signage and/or stenciled on the curb.**
  - This regulation conflicts with a white zone serving more than just the fronting business



## Objective 4.1

### Standardize curb data inventory



**LEVEL OF EFFORT**  
High



**POTENTIAL IMPACT**  
Medium



**TIMELINE**  
Mid-term

#### RELATED STRATEGIES

- 4.2: Establish single inter-agency database for temporary curb use permits
- 4.3: Standardize geofencing notification procedures



### HOW IT WORKS NOW

Data on existing curb allocation in San Francisco is voluminous but scattered and incomplete. Different types of curb uses are tracked in different formats and locations that are not aligned with each other. Some curb designations are not stored in an easily accessible or computer-readable format, usually because the curb space was allocated decades before the advent of computers and databases. Some of the most accurate data is stored in CAD meter drawings, but these are not tied to geospatial databases.

A lack of reliable data has real consequences. The City is unable to tell the public where all existing loading zones are, information that could help reduce illegal stopping behavior and improve safety, transit reliability, and traffic congestion. Project managers who do not have complete data on the curb may make decisions that conflict with other curb needs. Staff often must resort to time-consuming field-checking of data.



## RECOMMENDATIONS

### 1 **Develop and implement a linear-referencing curb data model that can interface with SharedStreets and other industry standards**

- While a linear-referencing data model is ideal, point-based data could be used as an interim step
- The curb data model should support internal needs and allow for external data sharing
- Should be connected to the SFMTA's broader effort to digitize all street data
- An API to share the data with the public should be developed in tandem

### 2 **Integrate all SFMTA and City processes and systems that modify curb data to enable an up-to-date single source of truth for curb locations and regulations that is integrated into the curb data model**

- Includes sources and processes such as: CAD meter drawings, Salesforce color curb records, ArcGIS spatial database, and Paint Shop work tracking systems
- Should be paired with workflow improvements to the SFMTA's existing legislation and work order tracking systems, so that curb data can be updated in real-time
- Seek funding to build out a unified system and establish workflow processes that integrate with the curb data model

### 3 **Create a standardized, complete inventory of curb space in San Francisco utilizing the curb data model**

- Seek funding through grants and other means for a comprehensive curb mapping effort
- Investigate opportunities for working with private industry to populate data and share development and maintenance costs



## Objective 4.2

Establish single inter-agency database for temporary curb use permits



**LEVEL OF EFFORT**  
High



**POTENTIAL IMPACT**  
Medium



**TIMELINE**  
Mid-term

### RELATED STRATEGIES

- 4.1: Standardize curb data inventory
- 4.3: Standardize geofencing notification procedures

### HOW IT WORKS NOW

Event organizers apply to the SFMTA to take street space, with a different process depending on whether they are just using curb space or closing travel lanes. Construction contractors go to the SFMTA to occupy travel lanes but go to Public Works if they are only taking up curb space. There is no single central repository of temporary use of curb space by events or construction.

### RECOMMENDATIONS

- 1 Connect all divisions and agencies that issue permits to occupy curb space to a single database**
  - Determine the data format and repository to store temporary curb use/closure information
  - Would be a resource-intensive, long-term project, connected to larger curb mapping efforts
  - Would enable communication of temporary regulations via an API
  - Could ensure one-for-one replacement of loading zones during temporary street or curb closures, as is the current policy for blue zones



## Objective 4.3

### Standardize geofencing requests for Transportation Network Companies (TNCs)



**LEVEL OF EFFORT**  
Low



**POTENTIAL IMPACT**  
Medium



**TIMELINE**  
Short-term

#### RELATED STRATEGIES

- 4.1: Standardize curb data inventory
- 4.2: Establish single inter-agency database for temporary curb use permits



#### HOW IT WORKS NOW

Transportation Network Companies (TNCs) can choose to direct riders and drivers to specific pick-up and drop-off points in a process known as “geofencing.” Riders can be automatically assigned a pick-up or drop-off point, given a menu of options, or prohibited from requesting a pick-up at certain locations. The City has engaged with TNCs on voluntary geofencing in several locations, but on an ad hoc basis. Geofencing without adequate loading zones can exacerbate localized issues with illegal loading. Pairing geofencing with loading zones can help facilitate compliance with traffic laws.

#### RECOMMENDATIONS

- 1 Develop a standard operating procedure for requesting geofencing from TNCs**
  - Would involve a standard data format coordinated with the larger street and curb mapping effort
  - Could include designation of pick-up/drop-off points and areas to be covered by the geofence and utilize industry standards as much as possible to communicate with TNCs
- 2 Seek an agreement with TNCs on geofencing implementation**
  - TNCs would agree to geofence automatically upon SFMTA request
  - Should include set criteria for which situations geofencing will be implemented, such as minimum amount of curb space provided and loading activity observed
  - Could explore legislative avenues to require geofencing
- 3 Explore geofencing for other road users like taxis, Courier Network Services and traditional delivery companies**
  - Taxis may require technological upgrades and taxis providing door-to-door paratransit service need to be accommodated
  - Other delivery services would need different types of curb space, such as green zones



## Objective 5.1

Study pricing to address curb use impacts



**LEVEL OF EFFORT**  
Medium



**POTENTIAL IMPACT**  
Medium



**TIMELINE**  
Long-term

### RELATED STRATEGIES

- 1.2: Revise Color Curb Program charges and cost recovery requirement
- 5.4: Expand local role in regulation of TNCs



### HOW IT WORKS NOW

The SFMTA currently prices the curb through the use of parking meters and residential parking permit fees, along with smaller permit programs like the Commuter Shuttle Program. In metered areas, meters are placed at yellow zones, but the rate of payment is low. White zones are not metered.

From a policy standpoint, a curb pricing scheme would need to avoid incentivizing unsafe behavior. A program that charges for use of loading zones but does not have a mechanism to charge for stopping outside of loading zones could further encourage people to double-park or otherwise load in unsafe or unpermitted locations.

On the technical side, GPS technology that is currently being used in conventional vehicles is not precise enough to consistently identify whether someone is using a loading zone at the curb, double-parking, or perhaps just stuck in traffic in the travel lane next to a loading zone. Sensor or camera technology would require widespread adoption and raise serious privacy concerns. Any system of sensors or



cameras would require an extremely large capital investment for installation, maintenance, and power.

Finally, enforcement of a pricing scheme would be challenging. Camera-based enforcement would require state authorization and likely, would require a large team of officers to view camera footage. Both camera-based and in-person enforcement would need a mechanism to quickly determine whether a vehicle stopped in a loading zone has paid or not.

Any program to charge for brief loading events would have to address these challenges. Significant further study is needed to determine the feasibility of different types of curb pricing schemes and their potential impacts.

## RECOMMENDATIONS

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### **1 Hire a consultant to examine and develop an in-depth report to examine the feasibility of a curb pricing scheme and other potential revenue sources**

- Consider costs, benefits, and impacts
- Look at technological, practical, and legal issues through the lens of equity and privacy concerns
- Consider alternative funding sources that could address vehicles' impacts on the streets and curb without complicated, expensive infrastructure, like a fleet-based vehicle license fee, or a per-trip or per-stop fee
- Coordinate with congestion pricing studies already underway, which could accomplish many of the same goals as the fees described above and evaluate if any of the congestion pricing technologies could be applied to curb pricing



## Objective 5.2

Focus electric vehicle charging efforts off-street



### LEVEL OF EFFORT

Low



### POTENTIAL IMPACT

Low



### TIMELINE

Short-term



### HOW IT WORKS NOW

As electric vehicle adoption rates increase, so have discussions about the possibility of on-street electric vehicle charging stations. Some cities have begun installing curbside charging stations and restricting the parking spaces next to them to electric vehicles. San Francisco instituted a limited pilot in 2009, adding charging stations across the street from City Hall for use by City-owned electric vehicles, and the SFMTA has installed charging infrastructure in City-owned garages since the 1990s.



## RECOMMENDATIONS

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- 1 Focus electric vehicle charging infrastructure off-street**
  - Encourage conversion of off-street parking spaces to electric vehicle charging stations
  - Utilize City-owned garages and lots as well as private off-street parking

- 2 Consider permitting on-street electric vehicle charging stations, if at all, in limited circumstances after careful evaluation**
  - On-street charging stations require significant capital investment and lock curb space into a single use, which poses an obstacle to future streetscape changes
  - Restricting on-street parking to a small subset of vehicle owners has important equity implications
  - Develop robust criteria for evaluating any proposals based on these and other concerns



## Objective 5.3

Develop procedures for determining if a driveway is abandoned



**LEVEL OF EFFORT**  
Low



**POTENTIAL IMPACT**  
Low



**TIMELINE**  
Mid-term

### RELATED STRATEGIES

- 3.6: Clarify locations where passenger loading is permitted



### HOW IT WORKS NOW

Driveways remove parking spaces from public use while providing access to off-street parking to fronting property owners. Property owners or tenants may, in certain circumstances, park on the street in front of their driveway. If a driveway no longer provides access to off-street parking, the SFMTA generally will not tow vehicles parked across the driveway but may still issue a citation.

Public Works may require a property owner to raise the curb at an abandoned driveway, but such notices are often dropped if the Planning Department records show off-street parking there, even if the garage or off-street parking space has changed since the date of those records. Multiple driveways may provide access to the same off-street space, but there is no process to close one of these driveways.



## RECOMMENDATIONS

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1

### **Codify a process to declare a driveway abandoned**

- Should be developed in partnership with Public Works and the Planning Department
- Would take effect regardless of whether the curb is raised or whether records show permitted off-street parking there
- Would involve an appeal process, either at a public hearing or before a hearing officer
- May involve changes to the Transportation Code and other City codes

2

### **Develop a standard treatment for abandoned driveways in unmetered areas**

- In metered areas, meters can indicate that a driveway has been abandoned
- Another treatment, such as signage or paint, is needed to communicate that a driveway is open for parking in unmetered areas

3

### **Develop a process to revoke a redundant driveway**

- Would allow the city to repurpose the space across a driveway if that would not prevent access to the garage or off-street parking area
- May use same appeals process as abandoned driveway

4

### **Ensure driveways are removed whenever off-street parking is removed**

- The Planning Department would take this into account during permit application review
- Would involve new construction and renovations



## Objective 5.4

Expand local role in regulation of Transportation Network Companies (TNCs)



**LEVEL OF EFFORT**  
High



**POTENTIAL IMPACT**  
High



**TIMELINE**  
Long-term

### RELATED STRATEGIES

- 4.3: Standardize geofencing notification procedures
- 5.1: Implement pricing to address curb use impacts



### HOW IT WORKS NOW

Transportation Network Companies (TNCs) like Uber and Lyft are permitted at the state level by the California Public Utilities Commission (CPUC). CPUC regulation of TNCs has focused on broad issues such as labor standards and vehicle safety but has focused little on important local issues like loading behavior.

The SFMTA can issue citations to individual TNC drivers for illegal behavior but has little recourse against the companies that direct their drivers to illegal pick-up and drop-off points or to perform illegal maneuvers like mid-block U-turns in commercial areas. As such, TNCs have little incentive to ensure their drivers comply with local parking and traffic laws. Local jurisdictions also do not receive data or permit fees from TNCs despite their impact on City resources.



## RECOMMENDATIONS

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1

### **Ensure TNC regulations align with local transportation policy priorities, including Vision Zero and Transit First**

- Pursue state-level legislation to allow local jurisdictions to regulate aspects of TNC service
- Condition permits on compliance with parking and traffic laws, allowing City to issue fines directly to companies, not just drivers, for violations
- Mandate driver and rider training in San Francisco, including training on safe loading behavior
- Institute fees to pay for curbside management and enforcement needs
- Require TNCs to share data with local jurisdictions to help make curbside management decisions



## Objective 6.1

Prioritize accessibility in curb management



**LEVEL OF EFFORT**  
Medium



**POTENTIAL IMPACT**  
Medium



**TIMELINE**  
Short-term

### RELATED STRATEGIES

- 2.1: Right-size loading zones according to context
- 3.1: Pursue safety and accessibility through parking enforcement
- 6.2: Eliminate Muni “flag stops”



### HOW IT WORKS NOW

Curb access is critical for many people with disabilities. Getting dropped off in the travel lane may simply not be an option for people in wheelchairs if there is not an ADA-compliant curb ramp to get them from the street up to the sidewalk. The lack of passenger loading zones in many parts of the city makes it harder for people with disabilities to get around.

The SFMTA focuses on blue zones to serve people with disabilities, with strict siting guidelines and a goal that blue zones represent at least four percent of the metered parking supply. However, accessible passenger loading zones are just as, if not more, critical to accessibility, serving paratransit and accessible taxi riders, and able to deliver far more people to a location than a blue zone that might be used by just one person per day. Paratransit needs to get as close as possible to a rider’s destination, but often does not have curb space to do so. The SFMTA has created loading zones restricted to paratransit, but these are not defined in the Code.



## RECOMMENDATIONS

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### 1 Maximize accessibility when siting passenger loading zones

- Conform as closely as possible to the proposed Public Rights of Way Access Guidelines (PROWAG), taking into account grade, street furniture on the adjacent sidewalk, presence of curb ramps, and other factors
- Sometimes full adherence to PROWAG isn't feasible due to physical or funding constraints, but this shouldn't prevent creation of passenger loading zones

### 2 Codify definition of paratransit loading zone and establish zones at top paratransit destinations

- Could allow specific other users like ramp taxis and non-emergency medical transportation services
- Would ensure people with disabilities can safely get to key destinations such as dialysis centers



## Objective 6.2

Reduce the use of Muni “flag stops” and develop guidelines for when they are permitted



**LEVEL OF EFFORT**  
High



**POTENTIAL IMPACT**  
Medium



**TIMELINE**  
Short-term

### RELATED STRATEGIES

- 6.1: Prioritize accessibility in curb management



### HOW IT WORKS NOW

Many Muni stops across the city are “flag stops,” where the bus or train stops adjacent to parked cars. These are particularly prevalent in residential neighborhoods but exist all over the City. Flag stops force people with disabilities, particularly those who use wheelchairs or other mobility devices, to cross in front of parked cars into the street to access the bus’s lift or ramp. Seniors and people with disabilities not in wheelchairs must go around or between parked cars to access the bus, and do not have the benefit of the extra inches of curb when making the step up onto the bus. Few other major transit systems in the United States widely use flag stops.



## RECOMMENDATIONS

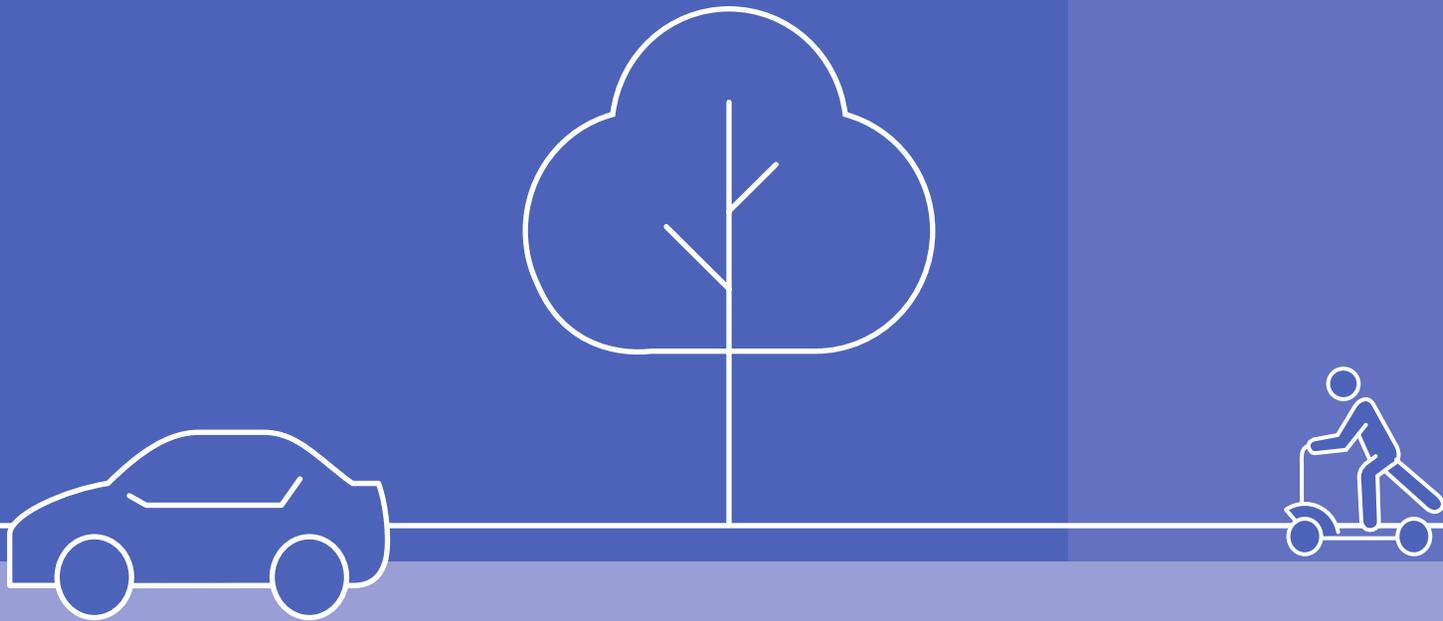
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### **1** SFMTA Board to adopt a policy to avoid creating new flag stops and gradually replace existing flag stops with bus zones

- Community engagement would still be required for each project converting a flag stop to a bus zone by removing parking
- More efficiently and equitably allocates curb space, as far more people can be served by a bus stop than by parking spaces

### **2** Develop guidelines (including a ridership threshold) for when a curbside bus zone is required

# DESIGN GUIDELINES





# CURB MANAGEMENT DESIGN GUIDELINES

ZONE TYPE	White Zone	Yellow Zone	Green Zone	Blue Zone
<b>ACCESS</b>	Passenger loading.	Generally freight loading only. Some are for trucks with six or more wheels only.	Short-term parking (incl. deliveries in passenger vehicles).	Accessible parking.
<b>MINIMUM LENGTH</b>	20 feet far-side <sup>1</sup> , 40 feet near-side, 60 feet mid-block.	22 feet min. far- or near-side <sup>1</sup> , at least 44 feet preferred, taking into account vehicle type. Longer if mid-block.	Standard parking space.	22 feet minimum.
<b>PLACEMENT CONSIDERATION</b>	Based on observed loading demand. Far-side of intersection best. Adjacent to intersection, driveway, red zone preferred.	Far-side of intersection best. Adjacent to intersection, driveway, red zone preferred. Near-side zones should be paired with daylighting red zone.	Close to destination.	Far-side of curb ramp. (see color curb guidelines)
<b>TIME LIMITS</b>	5-minute limit.	Generally 30-minute limit, 1-hour limit adjacent to high-rise buildings (except 3-min passenger loading).	15-minute limit preferred in metered areas, 10-minute in unmetered. 30-minute limit also possible.	N/A
<b>EFFECTIVE HOURS</b>	Default At All Times, adjust if specific loading needs on block are limited to certain hours.	Most common 8am–6pm Monday-Saturday.	Historically 9am–6pm Mon-Sat, extend to evenings and Sundays based on demand.	At All Times

<sup>1</sup> An adjacent driveway or red zone can count towards these lengths for midblock or nearside locations.

This document is intended to provide guidance to planners, engineers, and project managers on color curb zone placement and design when zones are implemented proactively as part of SFMTA projects. Standards will differ slightly for request-based zones, as they are tailored to the specific needs of the requesting entity. Staff should consult with the curb management team when developing a data collection plan and proposal for curb changes for additional guidance.

## Data Collection

In-person or video observations are the best way to assess parking and loading conditions, but staff resources are often limited.

Surveys can help determine commercial loading demand and can be used to extrapolate from limited in-person observations.

### **MERCHANT SURVEYS**

Merchant surveys can be very helpful in determining when and where commercial deliveries take place, and with what types of vehicles. This information can inform placement, effective hours, and days of the week for yellow zones. Merchant surveys can help gauge business attitudes towards other types of curb changes as well, although merchants are most directly familiar with the deliveries that they receive.

### **IN-PERSON LOADING OBSERVATIONS**

In-person or video observations of loading should be conducted for periods of at least two hours. Data collectors should note the time each vehicle arrived and departed, the type of vehicle, where it stopped (i.e. at the curb, in the travel lane, in a bike lane) and other factors as needed (see attached sample data collection sheet).

Optimal times to collect data depend on the location – downtown, the most important times to collect data could be around weekday rush hour, while on neighborhood commercial corridors it could be mid-day and the evening dinner rush. Data should be collected during at least one non-holiday mid-week day (Tues-Thurs) and one Saturday in areas with weekend activity. Data should not be collected in the rain.

### **PARKING OCCUPANCY AND TURNOVER**

Standard parking occupancy observations can be conducted over a wide area, illustrating overall parking availability over the course of the day. Data collectors should count the number of vehicles legally parked on each blockface at regular intervals (along with those parked illegally or in front of driveways), relative to the number of legal parking spaces. This data should be collected across at least eight hours on at least one non-holiday mid-week day (Tues-Thurs) and one Saturday in areas with weekend activity, and should not be collected in the rain.

Parking turnover data collection requires more staff resources and can be targeted to a few representative blocks in the project



area. Data collectors should note occupancy of each space, vehicle type, characteristics, and identifying information like a portion of the license plate number and making regular passes throughout the day, with similar timing to occupancy surveys. This data can provide information on average length of stay and variations based on vehicle type at different times of day.

### **INTERCEPT SURVEYS**

Intercept surveys can determine the mode share of visitors to the project area. In addition to mode share data, intercept surveys can ask about customer spending habits, frequency of visits, and opinions on potential traffic and parking changes. Staff should consider conducting surveys at different times of the day and on both weekdays and weekends.

### **DATA FORMAT AND POST PROJECT EVALUATION**

Any data collected should be stored in a format such that other staff can use it for future projects or to analyze change in conditions over time. After curb changes are implemented, project managers should conduct in-person or video data collection again to evaluate the impact of the curb changes and determine whether further adjustments are needed.

## Passenger loading

White zones are for passenger loading. White zones have a five-minute limit and require vehicles to be attended at all times (except in front of a childcare center, school, or hospital). Some white zones have special uses like taxi stands and commuter shuttle zones.

White zones should be implemented based on demand, which can be inferred from surrounding land uses, with businesses like entertainment venues, restaurants and bars attracting a high level of loading activity. The best way to determine demand is through in-person or video data collection. White zones serving a specific need should be paid for by adjacent business-owners, while projects may create white zones serving the needs of the wider block without requiring payment.

### LENGTH AND POSITION

Below are recommended minimum lengths of passenger loading zones in different positions on the block. Note that far- and near-side zones can be at the far- or near-side of an intersection or of another clear area like a long red zone or driveway. Approximately 20 feet should be added for each additional vehicle expected to need to use the zone at any one time based on data collection.

POSITION	FAR-SIDE	MID-BLOCK	NEAR-SIDE
Minimum length for one car	20 feet	60 feet	40 feet

### EFFECTIVE HOURS

New white zones should consider needs of the wider surrounding area, rather than just the fronting business. In areas with restaurants and bars, peak times for passenger loading can extend late into the night, while in office-centric areas, there may be little need for passenger loading nights and weekends.

“At all times” white zones are preferred to simplify the regulations, particularly when the remaining legal parking hours would otherwise be relatively narrow. In areas with little to no passenger loading demand at certain times, hours can be cut back. If a white zone is on a metered block and its hours do not fully cover the standard meter hours of 9am-6pm, Monday through Saturday, meters should be installed at the zone for payment when the white zone is not in effect. School loading zone hours should be tailored specifically to pick-up and drop-off times on school days, and religious institution loading zones can be marked “during posted services.”

### ACCESSIBILITY

Loading zones for projects that entail sidewalk work must be evaluated by the DPW Accessibility Coordinator to ensure compliance with accessibility standards, including construction of new curb ramps behind near-side or mid-block white zones. Projects not making sidewalk changes should place white zones at the far-side of the intersection when possible to provide access to a curb ramp. White zones should be sited in locations without obstructions on the sidewalk like tree wells and bike racks. Separate guidelines are being developed for white zones adjacent to protected bike lanes.

### **SIGNAGE AND PAINT**

In addition to white curb paint, white zones should be indicated by overhead pole signage. If meters are present within the white zone, meter pole signage is required.

## **Commercial loading**

Yellow zones are for commercial loading, allowing vehicles with commercial license plates to load up to the posted time limit (usually 30 minutes) and non-commercial vehicles to load for up to three minutes while the driver is attending the vehicle. Yellow zones in metered areas are generally metered.

Some yellow zones are designated for use only by trucks with six or more wheels. These zones do not allow three-minute non-commercial loading. They are indicated by a red cap on the meter in metered areas.

### **LENGTH AND POSITION**

Yellow zones should be a minimum of 22 feet at the far-side of an intersection to accommodate smaller delivery vehicles, but 44 or more feet is preferred. Mid-block yellow zones must be at least 44 feet in length. Yellow zones can consist of multiple separate metered spaces adjacent to each other, with larger trucks extending across two or more spaces. Like white zones, yellow zones work best when at the far-side of an intersection or other clear space and worst in the middle of the block surrounded by regular parking spaces.

### **EFFECTIVE HOURS**

Yellow zone hours vary widely, but the most common hours are 7am, 8am, or 9am to 6pm, Monday through Friday or Saturday. Hours should be based on delivery needs of surrounding businesses, which can be determined through surveys and video-based data collection. Some busier areas may have deliveries extending into the evening and on Sundays, in which case yellow zones can be in place at all times. Yellow zones can be metered during standard meter hours but remain in effect without requiring meter payment at all other times.

### **SIGNAGE AND PAINT**

In addition to yellow paint, yellow zones should be indicated by overhead pole signage. Six-wheel truck zones can be distinguished by removing any curb color and using only signage to indicate the regulation.

### **SIX-WHEEL TRUCK ZONES**

Six-wheel truck zones should be considered in areas with high commercial loading demand where it is especially important to ensure availability of curb spaces for larger trucks. They should be located adjacent to regular commercial loading zones where possible to ensure other delivery vehicles have a place to load and do not block the truck zone.

## Short-term parking

Green zones are for short-term parking. The SFMTA usually paints the curb green at green zones in unmetered areas while marking them only with a green cap on the meter in metered areas. Unmetered green zones have a ten-minute time limit while metered green zones have 15- or 30-minute limits.

### SITING

Green zones should be located close to businesses or institutions with short-term parking needs. These include restaurants with substantial take-out service, drugstores, and laundromats.

### EFFECTIVE HOURS AND TIME LIMITS

Historically, green zones have been in effect 9am-6pm, Monday through Saturday, during standard metered hours. However, demand for short-term parking in many areas peaks in the evening and weekend. In these areas, staff should consider extending green zones to 9pm or 10pm, daily.

Green zones in metered areas should generally have a 15-minute time limit to encourage turnover and reduce the chances for abuse (as it is more difficult to feed the meter every 15 minutes than every 30). However, in certain situations where green zones are serving a location like the post office where people may take longer, a 30-minute limit is acceptable.

### SIGNAGE AND PAINT

Projects should consider installing signage and/or paint at green zones, including those with meters, if project funding allows to help clarify the regulations and direct people to them. This is





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LINE STREETS  
TAXI  
ZONE

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SAN FRANCISCO  
TAXI

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YELLOW  
SAN FRANCISCO TAXICAB

NECESSARY YOUR FLIGHT  
TAXI  
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SAN FRANCISCO TAXICAB  
Veterans Cab Co.  
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SAN FRANCISCO TAXICAB

Step aboard  
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particularly important at green zones that extend beyond the standard meter hours.

## Taxi stands

Taxi stands allow taxis to wait for passengers with no time limit, and do not allow any other vehicles to stop. They should be considered near major attractors like stadiums, transit hubs, and hotels, and may be located adjacent to passenger loading zones to ensure other vehicles do not use the taxi stand. They should be painted white with a “taxi stand” stencil and clear signage indicating the zone is for taxis only.

## Red zones

### DAYLIGHTING

Projects should install visibility red zones at the approach to intersections, particularly those on the San Francisco High Injury Network, based on daylighting guidelines. Exact length of visibility red zones should be determined by a traffic engineer but are generally 10 feet at stop signs and 20 feet and signalized intersections.

## Multi-use zones

### PASSENGER AND COMMERCIAL

In areas with higher passenger loading demand in the evening, projects can create “dual-use” zones, allowing commercial loading at certain hours and passenger loading at other hours. These should be painted white and marked with clear signage.

### PASSENGER AND SHORT-TERM PARKING

Passenger loading zones can be combined with short-term parking (green zones). This is only recommended in places with high passenger loading demand during the evening adjacent to daytime-only uses that require short-term parking, such as laundromats and post offices. These should be marked by white paint on the curb and clear overhead signage, along with a green cap on the meter if it is a metered space.

### BUS ZONE AND OTHER USE

In some locations, a Muni zone may only be needed at certain hours and can be available for other uses at other times. Usually, these zones have been designated as general parking spaces outside of bus zone hours and have been marked by alternating red and black paint on the curb. Signage and paint for mixing a bus zone with another use, such as passenger or commercial loading, should be evaluated on a case-by-case basis.

