

San Francisco, CA

SFpark Pilot Projects Implementation Assistance



Institute for Transportation and
Development Policy
Sustainable Transport Award
SPUR Good Government Award 2012

The San Francisco Metropolitan Transportation Agency's SFpark program aims to dramatically improve parking in San Francisco by testing a number of best-practice parking management policies and techniques as well as supporting technologies. SFMTA received a federal Urban Partnership Program grant to evaluate the effectiveness of parking management as a strategy to reduce traffic congestion. The federal funding required a robust evaluation of the SFpark's impacts, reaching beyond the rhetoric of "smarter parking" to understand the program's true benefits. SFMTA hired Nelson\Nygaard to help develop the SFpark program, which covered 11 pilot districts representing approximately 25% of San Francisco's total public parking supply.

Nelson\Nygaard first assisted with the creation of a parking policy framework and enabling legislation. The team was then tasked with supporting the creation of evaluation framework. Nelson\Nygaard developed a number of survey instruments and survey implementation plans, including a parking search time survey, merchant survey, and shopper/visitor survey. Complementing the survey implementation plans, Nelson\Nygaard provided detailed input and feedback on the SFpark data collection plan, suggesting methodologies and measures that could be used to provide a reliable but cost-effective measure of success. Nelson\Nygaard also developed recommendations for potential reforms to the management of disabled parking and residential parking districts, both of which are critical components of San Francisco's parking system. Finally, Nelson\Nygaard's GIS department helped SFMTA conduct mapping to inventory parking conditions in all the pilot districts.

The SFpark program won the 2012 Institute for Transportation and Development Policy's Sustainable Transport Award and the 2012 SPUR Good Government Award.



Project Duration: 2008–2009

Total Budget: \$137,000

For more information:

San Francisco Municipal Transportation Agency
1 South Van Ness Avenue
San Francisco, CA 94103-1267

Contact:

Jay Primus
Program Director, SFpark
415-701-5413
Jay.Primus@sfmta.com