

San Francisco, CA

SFpark Pilot Projects Implementation Assistance



The San Francisco Metropolitan Transportation Agency's SFpark program proposes 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 program of the program's impacts that went beyond the rhetoric of "smarter parking" to understand the real benefits. SFMTA contracted with Nelson\Nygaard to serve as an "adjunct" to SFMTA staff in developing 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. Nelson\Nygaard was then tasked with supporting the creation of evaluation framework. As part of this work, Nelson\Nygaard developed a number of survey instruments and survey implementation plans including a parking search time survey, merchant survey, and a shopper/visitor survey. Complementing the survey implementation plans, Nelson\Nygaard provided detailed input and feedback on the SFpark data collection plan, suggesting data collection methodologies and performance measures that could be utilized 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 critically important components of the City's parking system. Finally, Nelson\Nygaard's GIS Department supported the SFMTA staff in their mapping effort to inventory parking conditions in all the pilot districts.

The SFpark pilot districts are launching in 2009 with the evaluation phase scheduled to run through 2011.



Project Duration: 2008-2009

Total Budget: \$137,000

For more information:

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