

INTERNATIONAL ITS BEST PRACTICES WORKSHOP

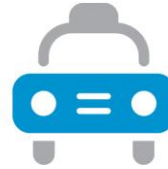
Agency Perspectives on Communications Issues The *SFpark* Experience (so far)

Mariana R. Parreiras

Principal Administrative Analyst

SFpark, San Francisco Municipal Transportation Agency

The SFMTA



SFpark: pricing parking for availability

- Every 6 weeks or so, we:
 - Measure demand
 - Come up with new rate recommendations

OCCUPANCY	RATE ADJUSTMENT
80-100%	+\$0.25/hr
60-80%	no change
30-60%	-\$0.25/hr
0-30%	-\$0.50/hr

- Apply rates to database
- Issue XML files to vendors with new rate schedules
- Compare what we sent to what they programmed
- Post notice on the web
- Give go-ahead to download
- Make new rates effective



Old: 1 to 2-hr limit

Times	Rate
Mo-Sa 9AM – 6PM	\$2.00

or

Times	Rate
Mo-Su 7AM – 7PM	\$3.00

or

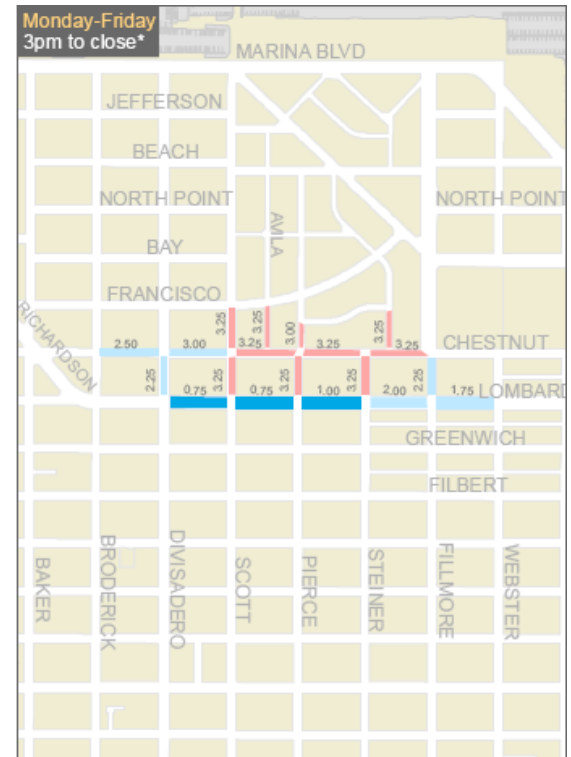
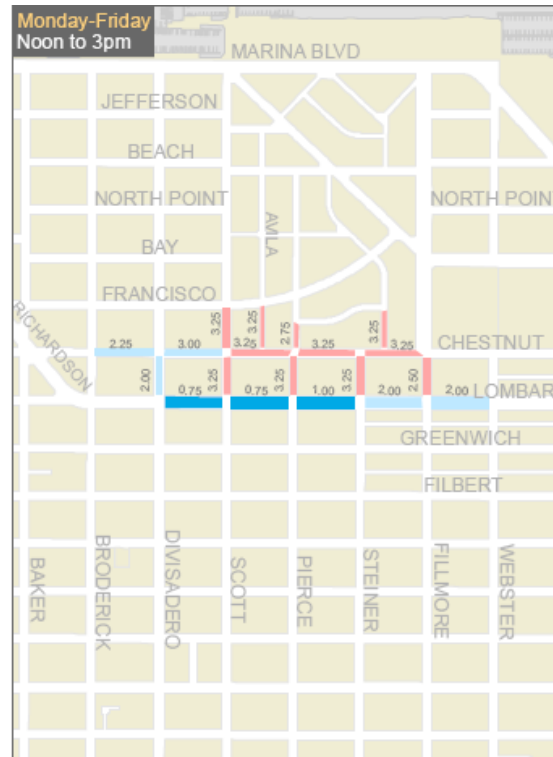
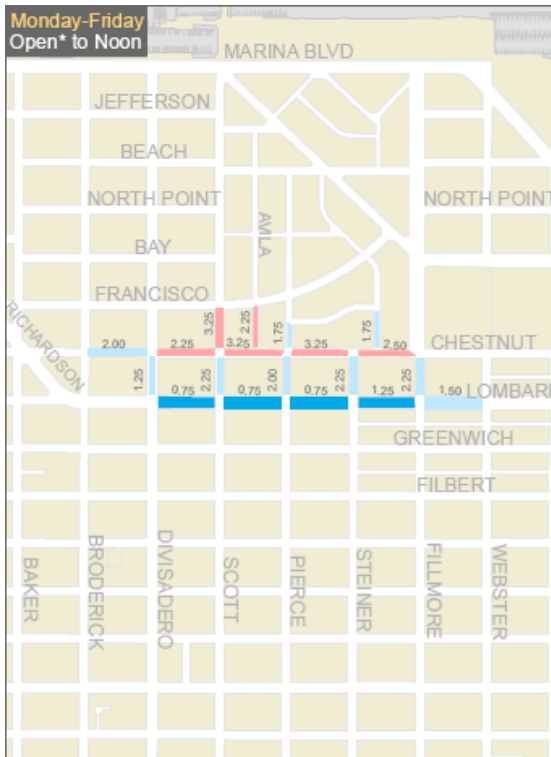
Times	Rate
Mo-Sa 7AM – 6PM	\$3.50

New: 4-hr limit, no limit

Times	Rate
Mo-Fr 9AM – 12PM	\$1.75
12PM – 3PM	\$2.50
3PM – 6PM	\$2.00
Sa 9AM – 12PM	\$1.50
12PM – 3PM	\$2.75
3PM – 6PM	\$2.50

x 5,500 metered spaces

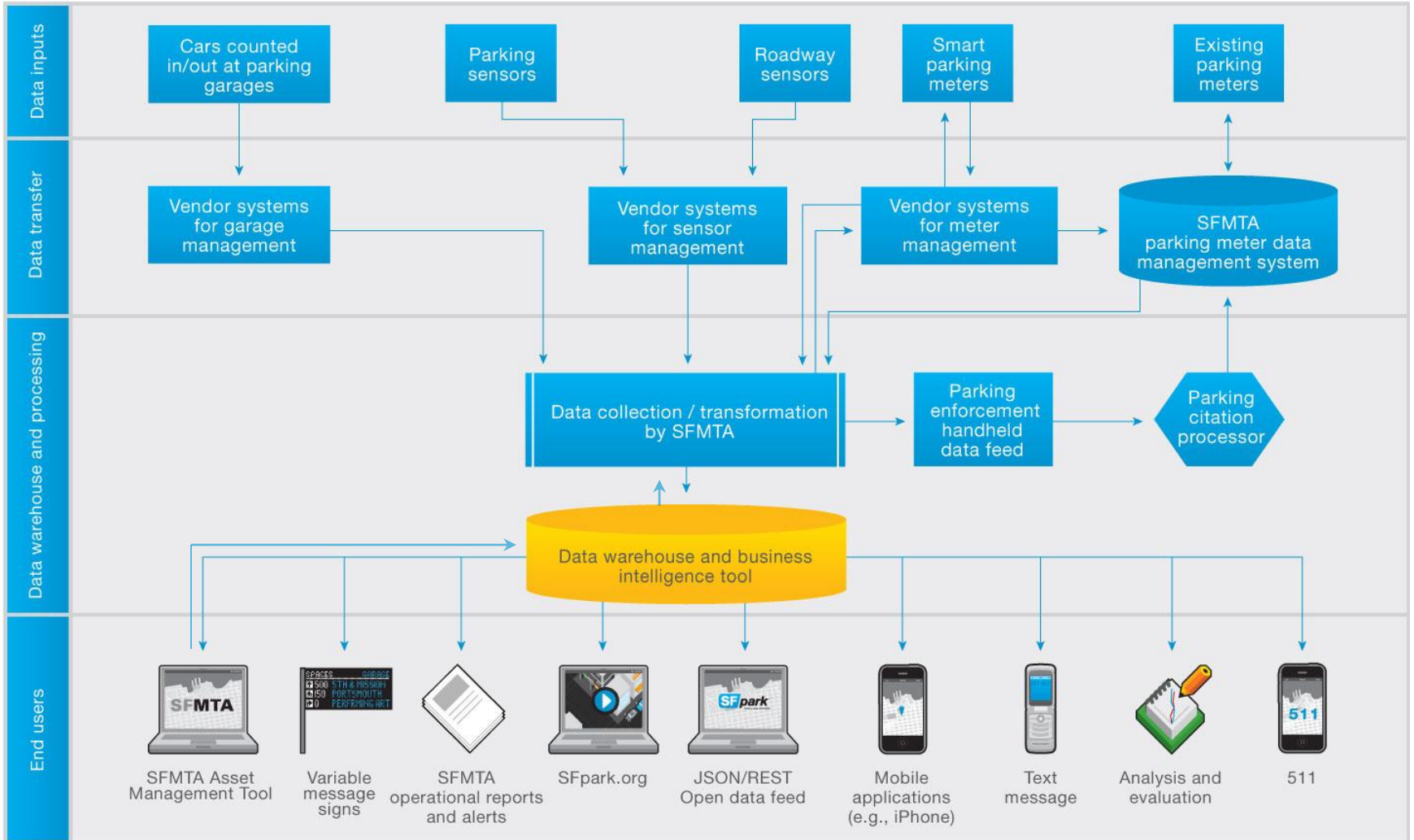
Marina Pilot Area, Mon-Fri after Rate Change 5



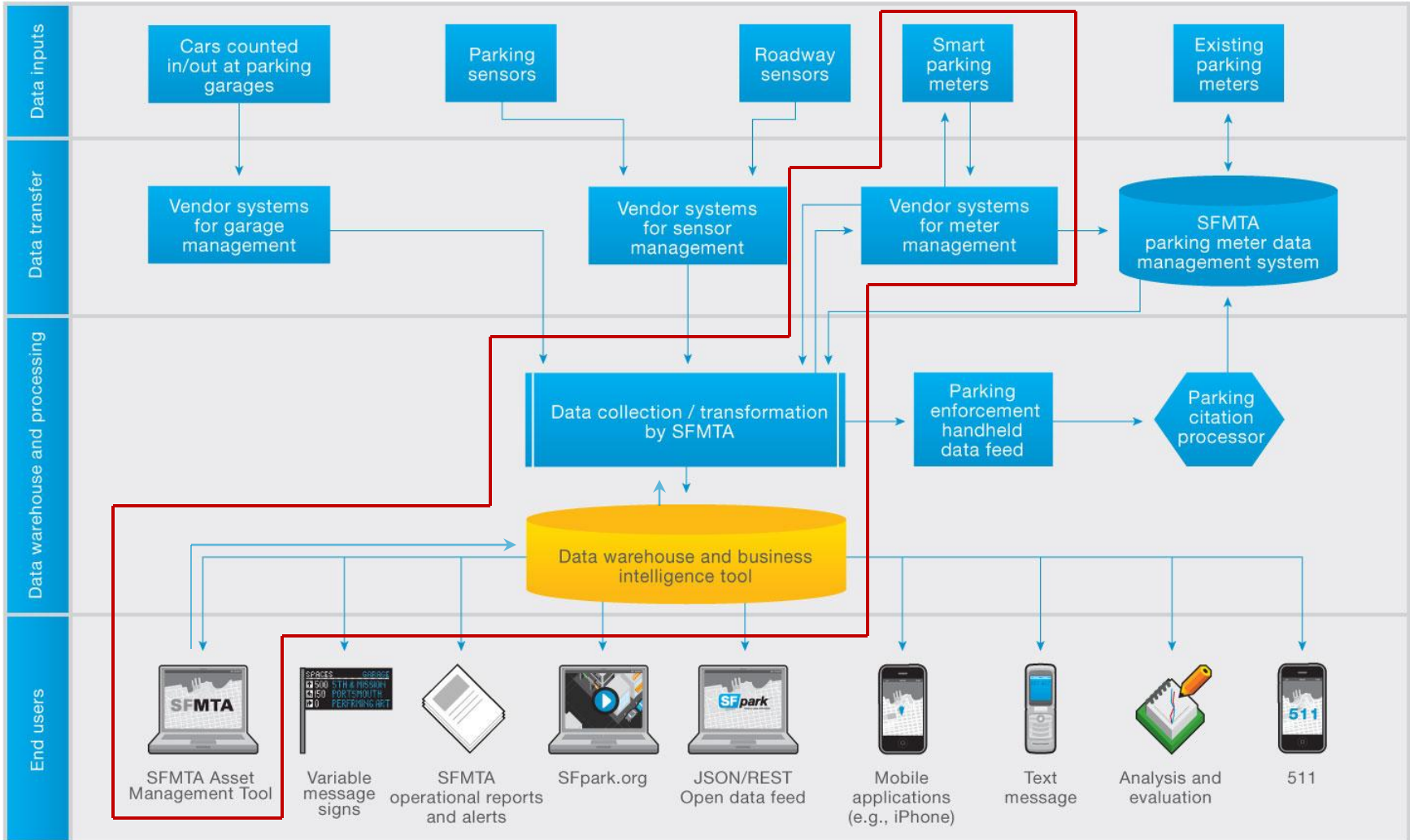
How?



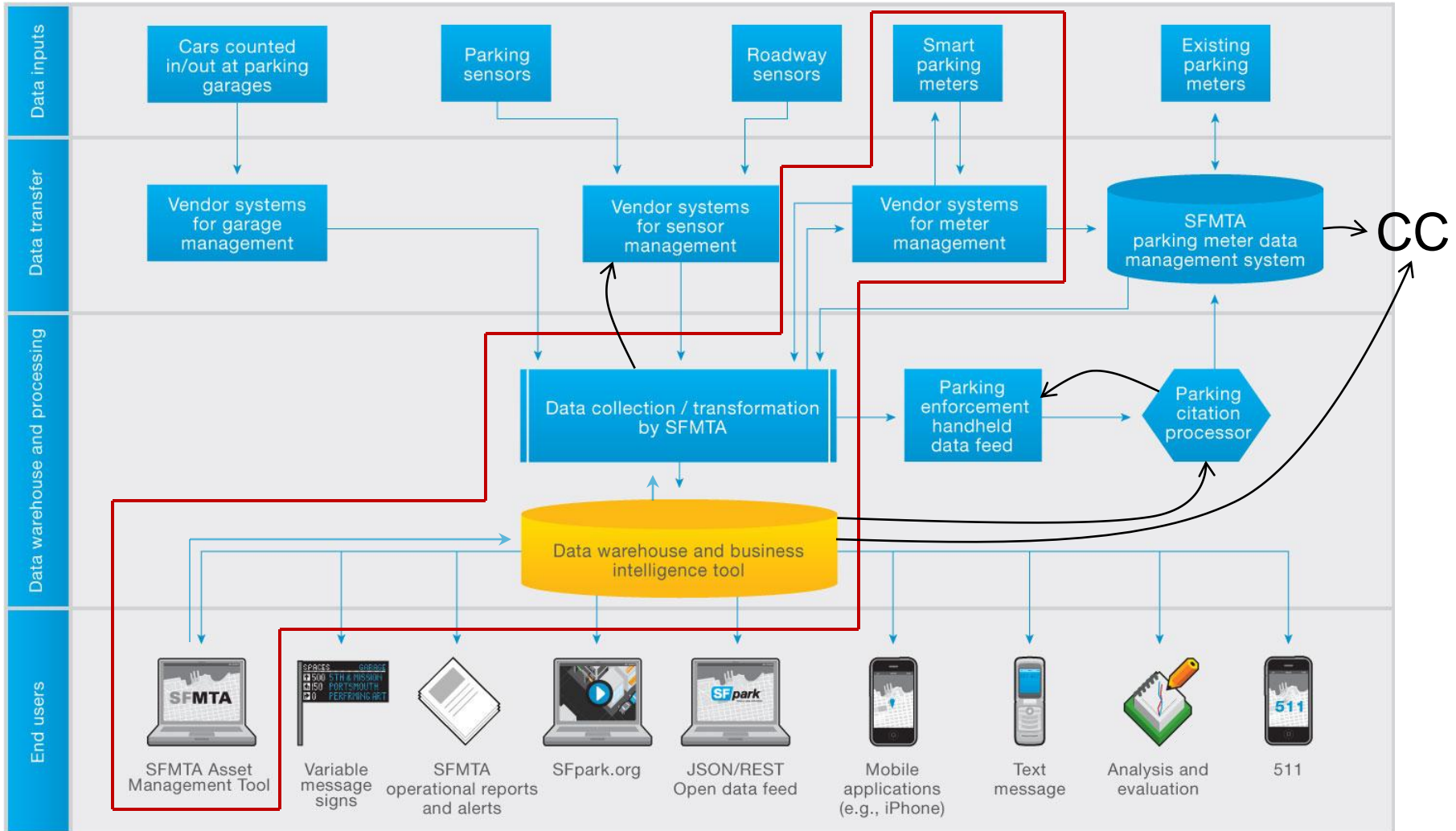
Data management and analytics



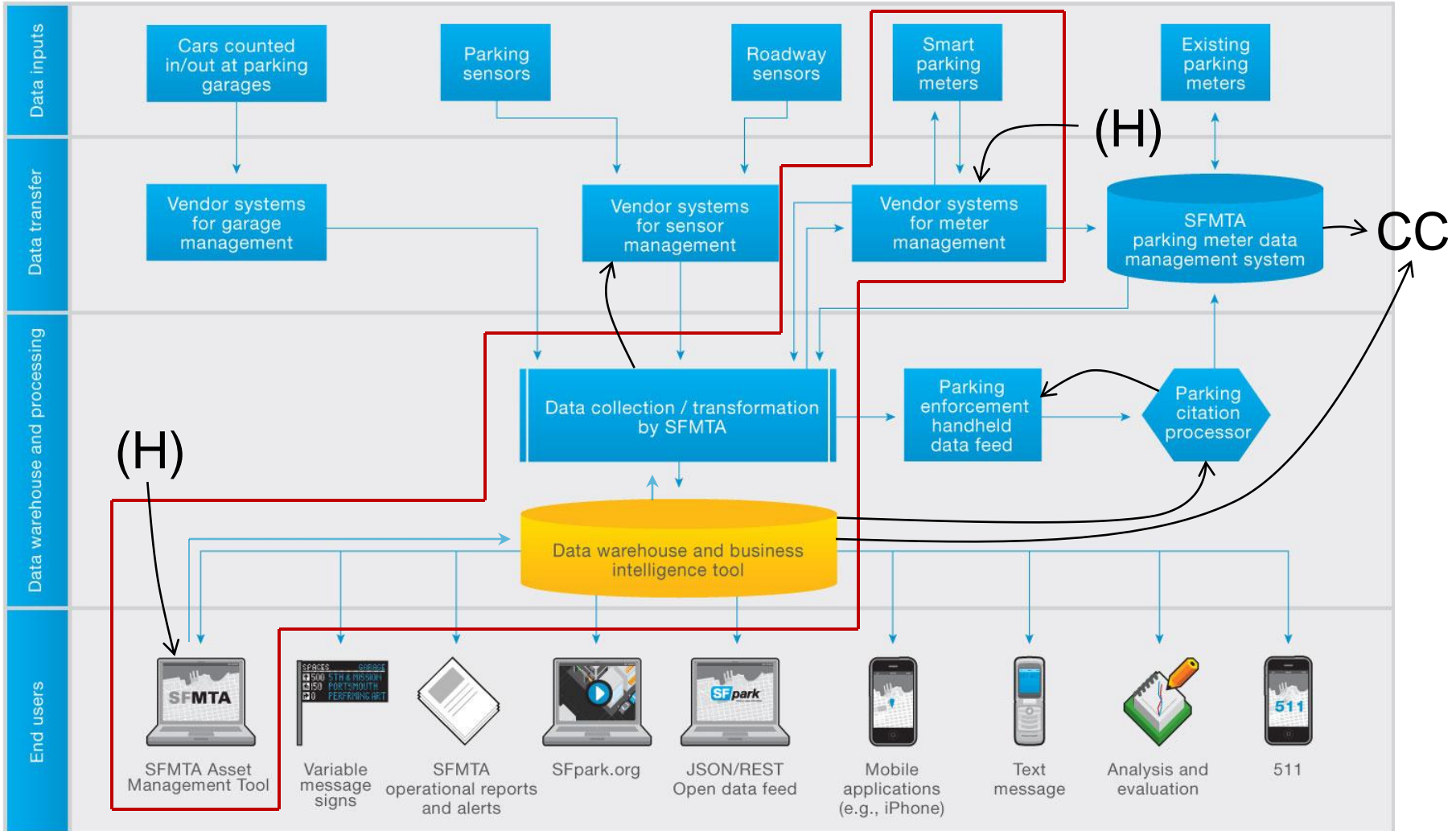
Data management and analytics



Data management and analytics + PBP

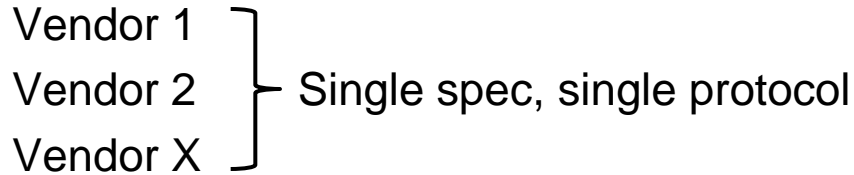


Data management and analytics + PBP

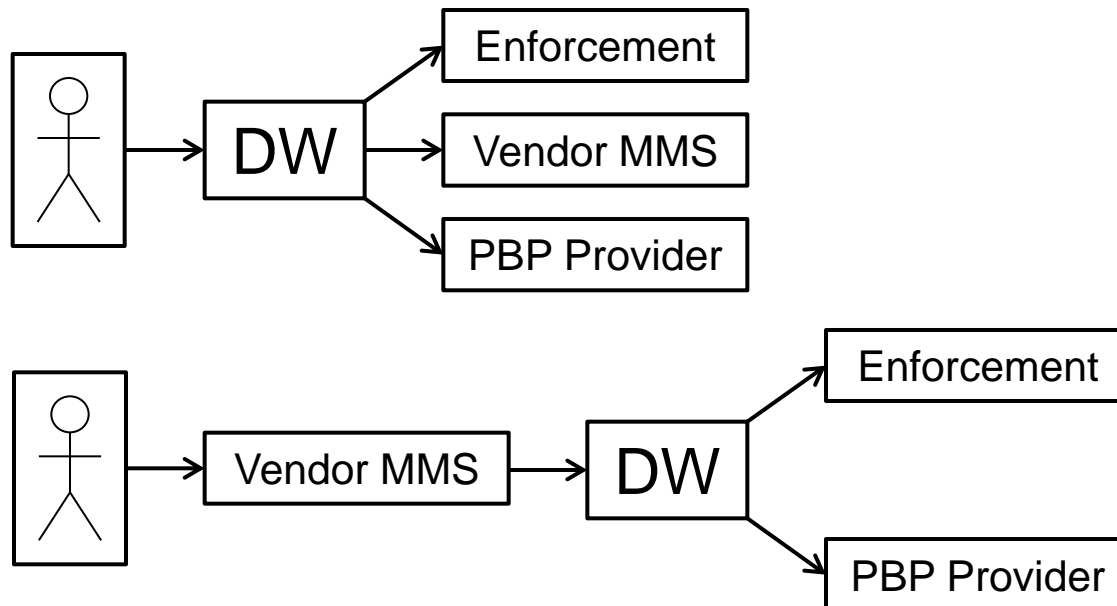


What we need moving forward

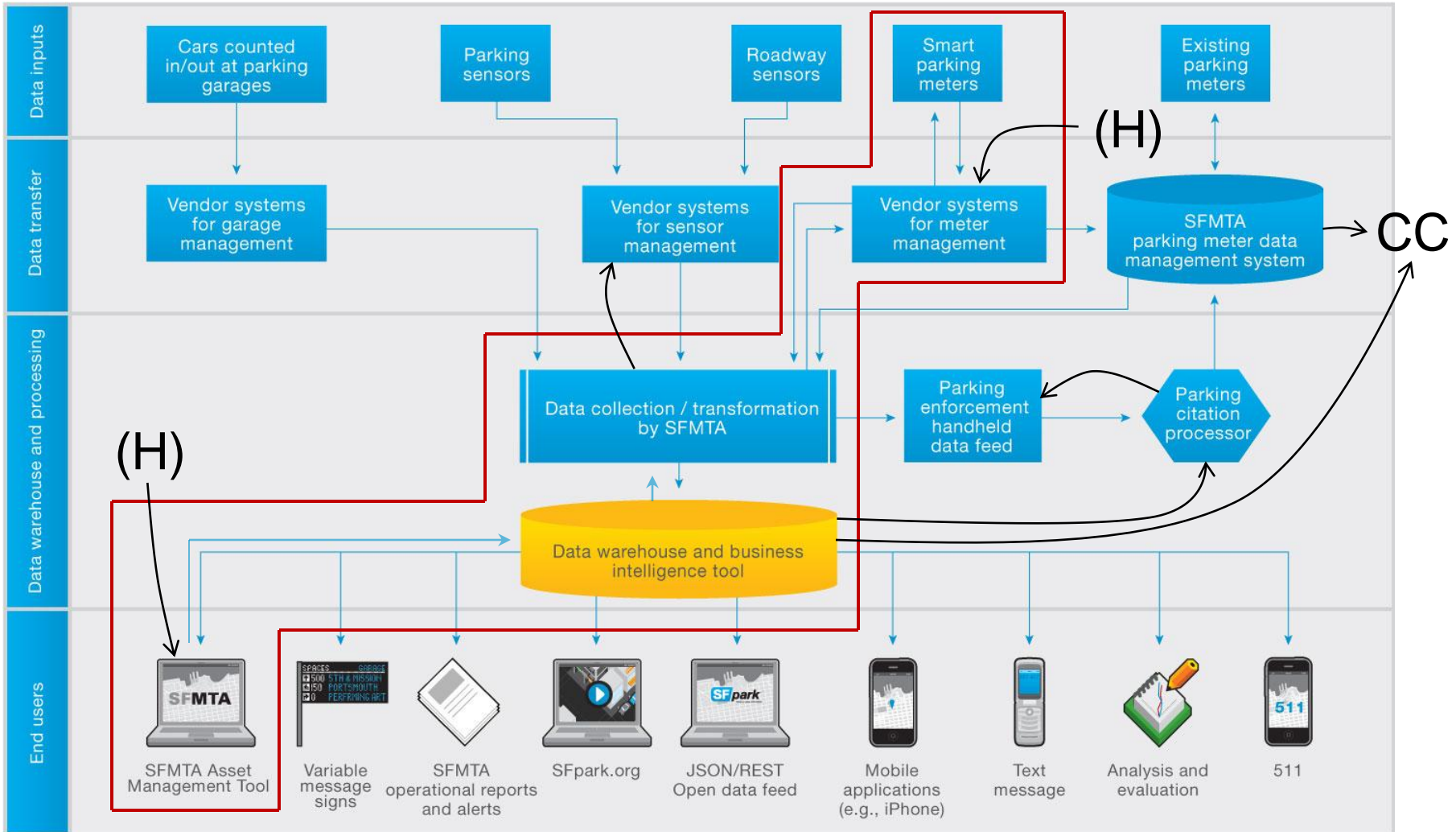
1. Vendor-agnostic standards, specifications → flexibility



2. Automation of data transfer → data maintenance



Data management and analytics + PBP



Thank you

Mariana Parreiras
mariana.parreiras@sfmta.com
SFMTA

