Case Study

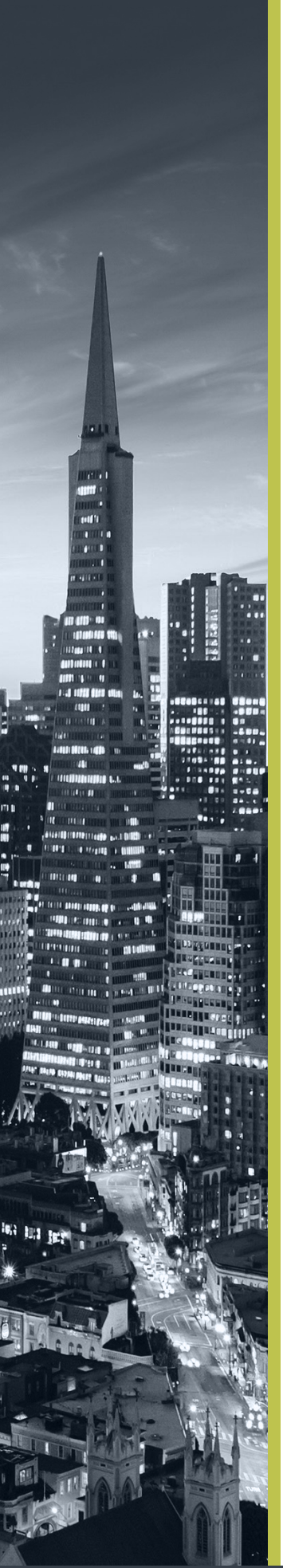
San Francisco : SFpark

People. Places. Connected.

Goal: Make parking easier to find.

Federally funded through the Department of Transportation's Urban Partnership Program, SFpark was a parking pilot that sought to use innovative technology to test a new approach to manage parking in San Francisco.

With Fybr's help, the city was able to collect and utilize real-time data to identify parking availability and implement demand-responsive pricing to help make parking easier to find.



Challenges

The San Francisco Municipal Transportation Agency (SFMTA) identified that historical parking management methods emphasized flat meter rates and short time limits to achieve turnover. However, this method was not convenient for drivers and it did not create optimal levels of parking availability. The SFpark pilot had many goals, but the primary focus was to make parking easier to find.

Solutions

Fybr was the turnkey provider of parking sensor hardware, maintenance, and data delivery (powered by AWS, using EC2, RDS, and Quicksight) for the federally funded SFpark program. Fybr designed, manufactured, installed, and maintained all of the sensor and sensor-supporting hardware (gateways, repeaters) used on the project in addition to approximately 11,000 parking sensors in 8,355 parking spaces monitoring all motorist arrival and departure information for three years. A combined office and maintenance facility of about 10 personnel was maintained and staffed by Fybr in San Francisco for the duration of the contract. The data collected by Fybr was transmitted electronically
to the SFpark database.

Outcomes

- The amount of time reported to find an available parking space decreased by 43% in the pilot areas compared to 13% in the control areas.
- In SFpark areas, the SFMTA gave 23% fewer parking meter-related citations per meter than before the pilot.
- Greenhouse gas emissions decreased in the pilot areas by 30% compared to 6% in the control areas.
- Peak-period congestion was reduced and double-parking in pilot areas decreased by 22% versus a 5% decrease in control areas.
- Overall city parking revenue went from $66M annually to $99M within three years.