

State of the Practice: Parking Management and Pricing in the United States
San Francisco, CA
Port of San Francisco
Pier 1, The Embarcadero
San Francisco, CA 94111

The event will be held in the *Bayside 1* conference room.

DAY 1—Thursday, September 22, 2011

8:00-9:00 AM Check in and Continental Breakfast

8:30-8:40 **FHWA/NACTO Welcome**

Ron Thaniel, National Association of City Transportation Officials, Executive Director
Allen Greenberg, Federal Highway Administration

8:40-8:55 **Welcome & Overview of San Francisco Developments**

Edward D. Reiskin, San Francisco Municipal Transportation Agency, Director of Transportation
Honorable Edwin Lee, Mayor of San Francisco

8:55-9:00 **Brief Overview of the Workshop**

Myron Swisher, SAIC

9:00-10:00 **THE BIG PICTURE: How are large, medium and small cities moving forward with parking policy innovation.**

Bruce Schaller, New York City Department of Transportation
Jon Wertjes, City of Minneapolis
Mark Yamarone, City of Pasadena Department of Transportation
Moderator: Allen Greenberg, Federal Highway Administration

10:00-10:15 **Break**

10:15-12:30 **SFpark Overview**

Jay Primus, San Francisco Municipal Transportation Agency

12:30-2:00 **Lunch with Key Note Speaker on SFpark Evaluation**

Carol Zimmerman, Battelle

2:00-3:30 **PLENARY #1: Market pricing: What is it and how do we get there?**

Damon Harvey, District of Columbia Department of Transportation
Bruce Schaller, New York City Department of Transportation
Mary Catherine Snyder, Seattle Department of Transportation
Thomas Mericle, City of Ventura
Moderator: April Armstrong, SAIC

3:30-3:45 **Break**

3:45-5:00 **PLENARY #2: Is there an ideal parking payment technology?**
Daniel E. Mitchell, City of Los Angeles Department of Transportation
Soumya Dey, District of Columbia Department of Transportation
Mariana Parreiras, San Francisco Municipal Transportation Agency
Moderator, April Armstrong, SAIC

5:00-6:00 **Reception**

DAY 2—Friday, September 23, 2011

8:15-9:00 AM **Check in and Continental Breakfast**

8:45-10:00 **PLENARY #3A: Commuter Parking Management, Pricing, and Parking Cashout**
Adeel Lari, University of Minnesota
Kurt Matthews, City of Boulder Parking Services
Carli Paine, San Francisco Municipal Transportation Agency
Moderator: Allen Greenberg, FHWA

PLENARY #3B: Contracting Issues: Whether to Contract, What to Contract, and How to Contract

Soumya Dey, District of Columbia Department of Transportation
Amir Sedadi, City of Los Angeles Department of Transportation
Angela Bowers-Ervin, City of Atlanta
Moderator and Speaker: Guillermo Leiva, New York City Department of Transportation

10:00-10:15 **Break**

10:15-11:30 **PLENARY #4A: Data Collection Systems, Approaches, Dissemination, and Analysis**
Jay Primus, San Francisco Municipal Transportation Agency
Mary Catherine Snyder, Seattle Department of Transportation
Moderator: Willa Ng, New York City Department of Transportation

PLENARY #4B: Parking Pricing and Management: What Can Be Done on a Tight Budget with Limited Staff?

Thomas Mericle, City of Ventura
David Zattero, City of Chicago
Moderator and Speaker: Matt Nichols, City of Berkeley,

11:30-12:30 **Managing Exceptions and Special Considerations – Four breakout sessions (Round 1)**

Disabled parking

Facilitator: Eulois Cleckley, District of Columbia Department of Transportation
Discussant: Jay Primus, San Francisco Municipal Transportation Agency

Residential permit parking and pricing

Facilitator: Allen Greenberg, Federal Highway Administration
Discussant: Kurt Matthews, City of Boulder Parking Services

Commercial loading and pricing

Facilitator: Mike Estey, City of Seattle Department of Transportation
Discussant: Guillermo Leiva, New York City Department of Transportation

Other Exceptions (carsharing, shuttles, charter buses, taxis, food vending, valet parking, etc)

Facilitator: Damon Harvey, District of Columbia Department of Transportation
Discussant: David Stein, New York City Department of Transportation

12:30-1:45 Lunch with Keynote: Philadelphia
Rina Cutler, Deputy Mayor of the City of Philadelphia

1:45-2:45 Managing Exceptions and Special Considerations – Four breakout sessions (Round 2)

Disabled parking

Facilitator: Eulois Cleckley, District of Columbia Department of Transportation
Discussant: Jay Primus, San Francisco Municipal Transportation Agency

Residential permit parking and pricing

Facilitator: Allen Greenberg, Federal Highway Administration
Discussant: Kurt Matthews, City of Boulder Parking Services

Government permits

Facilitator: Guillermo Leiva, New York City Department of Transportation
Discussant: Lauren Mattern, San Francisco Municipal Transportation Agency

Other Exceptions (carsharing, shuttles, charter buses, taxis, food vending, valet parking, etc)

Facilitator: Damon Harvey, District of Columbia Department of Transportation
Discussant: David Stein, New York City Department of Transportation

2:45-3:00 Break

3:00-3:45 PLENARY #5: Managing Exceptions and Special Considerations
Moderator: April Armstrong, SAIC

3:45-5:00 WRAP UP: KEY LESSONS FOR MOVING FORWARD
Bruce Schaller, New York City Department of Transportation
Don Shoup, UCLA
Rachel Weinberger, University of Pennsylvania
Moderator: April Armstrong, SAIC