The city of San Francisco is undertaking a large-scale controlled parking pricing experiment. San Francisco has adopted a performance goal of 60–80% occupancy for its metered parking. The goal represents a heuristic performance measure intended to reduce double parking and cruising for parking, and improve the driver experience; it follows a wave of academic and policy literature that calls for adjusting on-street parking prices to achieve similar occupancy targets. In this paper, we evaluate the relationship between occupancy rules and metrics of direct policy interest, such as the probability of finding a parking space and the amount of cruising. We show how cruising and arrival rates can be simulated or estimated from hourly occupancy data. Further, we evaluate the impacts of the first two years of the San Francisco program, and conclude that rate changes have helped achieve the city’s occupancy goal and reduced cruising by 50%.

Robert C. Hampshire is a research assistant professor in University of Michigan Transportation Research Institute’s and the Industrial and Operations Engineering Department. He has also been a faculty member in Operations Research and Public Policy at the H. John Heinz III College at Carnegie Mellon University. He received a PhD in Operations Research and Financial Engineering from Princeton University in 2007. His research focuses on management, modeling, and optimization of services. His work considers mobility services such as autonomous vehicles, smart parking, connected vehicles, ride sharing, bike sharing, car sharing and person-2-person car sharing. This work is supported by the National Science Foundation including a CAREER Award, Department of Transportation and several nonprofit foundations. He uses stochastic modeling, simulation and dynamic optimization to develop design and management strategies. More specifically, his methodological interests are: dynamic control of transient stochastic systems, queueing networks with time-varying rates, machine learning, data science and asymptotic approximations.

**Is the curb 80% full or 20% empty?**

Assessing the impacts of San Francisco’s parking pricing experiment

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