



SAN FRANCISCO  
PLANNING + URBAN RESEARCH  
ASSOCIATION

654 Mission Street  
San Francisco, California  
94105

415.781.8726 t  
415.781.7291 f

www.spur.org

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January 11, 2012

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1 Dr. Carlton B. Goodlett Place  
Room 200  
San Francisco, CA 94102

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Dear Mayor Lee:

**Immediate Past Chair**

Andy Barnes

As a longtime advocate for responsible planning and good government, the San Francisco Planning and Urban Research Association (SPUR) has long supported the SFpark initiative. SPUR urges your support for the proposal by the San Francisco Municipal Transportation Agency (SFMTA) to expand the project to more efficiently manage the city's constrained parking supply at Mission Bay; 17th and Folsom; and 12th and Folsom.

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Following the successful launch of the SFpark pilot program – including demand-based pricing and parking management utilizing smart meters and expanded payment options – SPUR strongly supports the application of these approaches to additional areas of the city that experience diverse parking demand. Especially in areas experiencing changes due to significant development (e.g. Mission Bay) and/or changes in land use (e.g. 17th and Folsom), innovative approaches such as SFpark can help to mitigate the impacts of those changes and more efficiently manage parking demand.

It is also important for the city continue to build on the success of initiatives such as SFpark. Scalability is an important benefit to the project design. Expansion of these efforts not only makes sense to address changing conditions due to development or construction, but will also help to address current capacity issues, as has been shown in the initial pilot areas.

SFpark is a critical component of achieving the region's goals of reducing congestion and greenhouse gas emissions. San Francisco has become an international model for a parking-based approach to congestion management. Replicating and scaling this success to help address our changing city is a responsible approach to a difficult challenge.

We strongly urge your support of the proposed expansion for SFpark at Mission Bay; 17th and Folsom; and 12th and Folsom. Thank you for your consideration.

Sincerely,

Gabriel Metcalf  
Executive Director

cc: Board of Supervisors, E. Reiskin