



**PORT OF SAN FRANCISCO AND STREETLINE, INC.  
PARTNER ON NEW PARKING PROGRAM**

*Joint partnership offers convenience and congestion relief for San Francisco drivers*

**FOR IMMEDIATE RELEASE**

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**SAN FRANCISCO, CA** – October 23, 2007 – A common reality for anyone driving in San Francisco is the daily challenge of finding parking in congested areas. The Port of San Francisco and Streetline, Inc. are working together in a pilot program to help tackle this problem.

The two organizations will share their innovative ideas to address this issue at a forum hosted by the San Francisco Chamber of Commerce. “We’re eager to focus on this conversation,” said Jim Lazarus, the Chamber’s Senior Vice President. “San Francisco drivers, pedestrians, cyclists and business owners all feel the adverse impacts of short-term, on street parking availability in San Francisco, and we must identify solutions.”

Streetline and the Port of San Francisco recently conducted a study of parking at metered spaces. The study used advanced technology developed by Streetline to monitor parking spaces, and assist drivers in finding – and paying for – on-street parking. With this system, drivers will be able to use the internet, mobile phones or GPS navigation systems to locate areas with available parking. To further ease the driving experience, drivers also will be able to wirelessly pay for available spaces.

Last August, The U.S. Department of Transportation awarded funding to San Francisco to implement a pilot program to address congestion problems.

During her recent visit to San Francisco, U.S. Secretary of Transportation Mary Peters touted the use of innovative meter technology created by Streetline to tackle congestion issues. “I believe we will look back at San Francisco’s congestion-relief plan as a turn in the right direction,” said Secretary Peters at a press conference last week.

“We are excited to share our ideas with the City of San Francisco and put our technology to work for the people who live here,” said Tod Dykstra, Founder and CEO of Streetline. “We hope to help bring about remarkable changes in the way people think about parking and how they use their cars.”

“When advanced technology is brought to bear to help people find parking, those who take advantage of these methods will save time and money,” said Tina Olson, Deputy Director of Finance & Administration for the Port. “Those who drive, walk, ride bikes, and use public transit will benefit as well, as they experience reduced congestion on our street. And our environment will benefit too, as fewer cars circling for parking spaces reduces our reliance on fossil fuels.”

Dykstra and Olson will present and discuss the findings from their joint study – and further discuss a congestion management system for San Francisco – at the noon forum on October 23.

**San Francisco Chamber of Commerce Special Public Policy Forum:**

Tuesday, October 23rd, 12:00 p.m. – 1:00 p.m.

Boardroom, San Francisco Chamber of Commerce

235 Montgomery Street, 12th Floor

San Francisco, CA 94104

A light lunch is provided compliments of Safeway.

To RSVP for this event, please email Patricia Aleman at [paleman@sfchamber.com](mailto:paleman@sfchamber.com)

**About Streetline, Inc.**

Streetline builds solutions to longstanding problems in city management and operations, through the customized design and application of new sensing technologies. Streetline’s parking management system offers cities the first real control and oversight of their complex inventory of on- and off-street spaces, and forms the backbone for other innovative sensing solutions that lower city costs and improve public services.

**About the Port of San Francisco**

The Port of San Francisco is a public enterprise committed to promoting a balance of maritime, recreational, industrial, transportation, public access and commercial activities on a self-supporting basis through appropriate management and development of the waterfront for the benefit of the public.

**More information on this issue can be found at:**

[www.streetlinenetworks.com](http://www.streetlinenetworks.com)

[www.sfport.com/site/port\\_index.asp?id=48893](http://www.sfport.com/site/port_index.asp?id=48893)

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