


Moscone Center Garage Parking Analysis

FINAL REPORT



Prepared for
SFMTA
Municipal
Transportation
Agency

Prepared by
 **Adavant**
Consulting

and



LCW Consulting

October 20, 2017



Moscone Center Garage Parking Analysis

FINAL REPORT

Prepared for



SFMTA
Municipal
Transportation
Agency

Prepared by



200 Francisco Street, Second Floor
San Francisco, CA 94133
Tel: (415) 362-3552

and

LCW Consulting

3990 20th Street
San Francisco, CA 94114
Tel: (415) 252-7255

October 20, 2017

TABLE OF CONTENTS

	<u>Page</u>
Summary	1
Chapter 1 – Introduction.....	5
Chapter 2 – Existing Conditions	8
Parking Supply and Demand.....	8
Garage Customers Survey	18
Moscone Convention Center.....	24
Existing Conditions Summary	25
Chapter 3 – Analysis Scenarios.....	28
Chapter 4 – Near-term Assessment.....	29
Chapter 5 – Future Parking Demand	32
Land Use Changes within the Area of Influence.....	32
Moscone Convention Center.....	35
Parking Supply Changes within the Area of Influence	35
Parking Demand Methodology and Assumptions.....	36
Future Annual Parking Demand.....	38
Future Parking Demand Summary.....	41
Chapter 6 – Financial Assessment.....	42
Revenues	42
Operating Expenses.....	43
Total Income	43
Financial Assessment Summary	48
Chapter 7 – Conclusions.....	50
Appendices	
Appendix A	Parking Concepts Definitions
Appendix B	Public Parking Garage Rates
Appendix C	Moscone Center Garage and Fifth & Mission Garage Customer Survey Results
Appendix D	Moscone Center Garage Demand and Utilization
Appendix E	Fifth & Mission Garage Demand and Utilization
Appendix F	Moscone Convention Center Attendance Data (2013-2016)
Appendix G	Future Land Use Growth and Parking Demand Projections
Appendix H	Financial Assessment

LIST OF TABLES

Table 2-1	Public Parking Facilities within Area of Influence	8
Table 2-2	Annual Parking Demand at the Moscone Center Garage (July 2015-June 2016)	13
Table 2-3	Annual Parking Demand at the Fifth & Mission Garage (July 2015-June 2016).....	17
Table 2-4	SFMTA Garage Customer Survey Responses (October 2016)	19
Table 2-5	Size of Events at the Moscone Convention Center (January 2014 through June 2016)	24
Table 2-6	Summary of Existing Conditions FY 2015-16 Moscone Center Garage and Fifth & Mission Garage	27
Table 4-1	Near-Term Analysis (FY 2015-16) of Annual Parking Demand at Moscone Center Garage and Fifth & Mission Garage	30
Table 4-2	Near-Term Analysis (FY 2015-16) of Parking Utilization at the Fifth & Mission Garage a.....	31
Table 5-1	Summary of Existing (2012) and 2040 Land Use Data within the Area of Influence	32
Table 5-2	Future Annual Parking Demand for Selected Years at Moscone Center Garage and Fifth & Mission Garage	40
Table 6-1	Summary of Financial Statement Total Income (in millions) Moscone Center Garage and Fifth & Mission Garage	46

LIST OF FIGURES

Figure 1-1	Study Area of Influence	7
Figure 2-1	Study Area of Influence Existing Off-street Public Parking Facilities.....	9
Figure 2-2	Moscone Center Garage Average Daily Parking Demand by Month (2013-2016)	10
Figure 2-3	Moscone Center Garage – Average Daily Vehicle Parking Demand by Day of the Week (2013-2016).....	11
Figure 2-4	Moscone Center Garage – Average Daily Vehicle Parking Demand by Month (2013-2016)	12

	<u>Page</u>
Figure 2-5 Moscone Center Garage – Maximum Average Hourly Occupancy by Time Period (July 2015-June 2016).....	13
Figure 2-6 Moscone Center Garage – Maximum Average Occupancy for the Midday Period by Quarter and Hourly Rate	14
Figure 2-7 Fifth & Mission Garage Average Daily Parking Demand by Month (2013-2016)	15
Figure 2-8 Fifth & Mission Garage – Average Daily Vehicle Parking Demand by Day of the Week (2013-2016).....	16
Figure 2-9 Fifth & Mission Garage – Average Daily Vehicle Parking Demand by Month (2013-2016)	17
Figure 2-10 Fifth & Mission Garage – Maximum Average Hourly Occupancy by Time Period (July 2015-June 2016).....	18
Figure 2-11 Moscone Center Garage – Place of Origin by Trip Purpose (October 2016)	20
Figure 2-12 Moscone Center Garage – Frequency of Trips (October 2016)	21
Figure 2-13 Moscone Center Garage – Length of Stay (October 2016)	21
Figure 2-14 Fifth & Mission Garage – Place of Origin by Trip Purpose (October 2016)	22
Figure 2-15 Fifth & Mission Garage – Frequency of Trips (October 2016).....	23
Figure 2-16 Fifth & Mission Garage – Length of Stay (October 2016).....	23
Figure 2-17 Average Increase in Parked Vehicles by Moscone Convention Center Event Attendance	25
Figure 5-1 Growth in Housing Units (2012-2040 Conditions)	33
Figure 5-2 Growth in Employment (2012-2040 Conditions)	34
Figure 5-3 Average Daily Parking Demand due to New Commercial Development in the Study Area	37
Figure 5-4 Total Annual Demand for the Moscone Center Garage plus Fifth & Mission Garage	39
Figure 6-1 Total Annual Income for the Moscone Center Garage plus the Fifth & Mission Garage (Based on Existing Rate Structure)	48

SUMMARY

The SFMTA is assessing potential development opportunities and the effects of reducing or eliminating parking at the Moscone Center Garage located on the east side of Third Street between Howard and Folsom Streets in San Francisco. The assessment of the feasibility of development on the Moscone Center Garage site is a joint effort among various City agencies, and the parking analysis contained in this Moscone Center Garage Parking Analysis report is only one element in determining the feasibility of development opportunities for the site.

The Moscone Center Garage Parking Analysis was undertaken in order to answer several key questions about the current and future performance of the Moscone Center Garage (with about 730 parking spaces) and the nearby Fifth & Mission Garage (with about 2,585 parking spaces) under four parking supply scenarios (i.e., no change to current supply at the Moscone Center Garage, reducing the current supply to 500 spaces, reducing the supply further to 250 spaces, and eliminating all parking spaces at the Moscone Center Garage) and their potential financial implications for the SFMTA. Those questions, and the answers that the parking analysis has identified, are as follows:

- **Who are the current users of the Moscone Center Garage?**

Based on customer surveys conducted in October 2016, about 55 percent of customers are infrequent visitors to the area who park at the garage less than once a month. Frequent users that park five or more times per week represent 10 percent of the customers. About 80 percent of the customers come from outside San Francisco. The primary customer trip purposes are work (44 percent), and sightseeing or cultural events (22 percent). More than 90 percent of those parking at the Moscone Center Garage indicated that, if the Moscone Center Garage were to close, they would continue driving to the area and park elsewhere.

- **What is the current utilization of the Moscone Center Garage?**

On an average day, about 730 vehicles park at the Moscone Center Garage. Average daily parking demand is fairly evenly distributed throughout the year, except during the month of November, when the daily demand is about 16 percent above average.

In Fiscal Year (FY) 2015-16, the maximum average daily occupancy¹ of the 730 parking spaces within the Moscone Center Garage was 53 percent, occurring at midday. The maximum average occupancy was greater on non-holiday weekdays (66 percent) than on weekends (25 percent). During FY 2015-16, the garage was practically full (more than 85 percent of spaces occupied) for at least a portion of the day on 38 days, primarily on weekdays. It should be noted that utilization and parking occupancy at the Moscone Center Garage decreased following the substantial hourly rate increase (83 percent rate increase) during the midday period from October 1, 2013 (\$3.00) through January 1, 2015 (\$5.50), thus supporting the City's use of parking pricing to affect parking and travel demand.

¹ Maximum average occupancy is the highest occupancy during the day – typically during the midday period between noon and 3 PM.

- **What are the long-term land use and parking demand trends in the vicinity of the Moscone Center Garage?**

The City's land use projections assuming implementation of the Central SoMa Plan, indicate that, by year 2040, the number of residential units within the study area bounded by Market, Second, Harrison, and Sixth Street would increase by about 9,600 units (194 percent over existing conditions), and employment would increase by about 25,000 jobs (74 percent over existing conditions). Auto mode of travel for trips associated with this new residential and employment development would decrease from 40 percent of all trips under existing conditions, to 20 percent in 20 years (while trips by transit, walking, and bicycling would increase accordingly).

Cumulative parking demand associated with this new commercial development is projected to be 5,400 daily vehicles on weekdays and 2,000 daily vehicles on weekend days in 20 years, which would exceed the available capacity of existing and future parking supply in the study area, regardless whether the parking supply at the Moscone Center Garage is reduced or eliminated. It should be noted that historically, large predicted parking shortfalls in the downtown core of San Francisco, which is well served by public transit and has limited roadway capacity to accommodate additional vehicles, have not materialized. In general, due to difficulty in finding parking, some drivers may travel to the area at different times or days, may switch to transit, bicycle, or other forms of travel, or may forgo the trip and travel to a different location.

- **What would happen in the near-term if parking at the Moscone Center Garage were reduced or eliminated?**

Overall, reduction or elimination of the parking spaces at the Moscone Center Garage would mostly affect those driving to the area to work or attend cultural events and sightseeing (which combined represent about two thirds of all trips), mostly arriving from the Peninsula and the South Bay area (41 percent of all trips). In the near-term, most of the vehicles displaced from the Moscone Center Garage could be accommodated at the Fifth & Mission Garage, except during the midday peak demand period (from about 11 AM to 3 PM).

- **What are the mid-term and long-term effects of the land use and parking demand trends on the Moscone Center Garage and Fifth and Mission Garage occupancies? Are these demands appropriately served/not served?**

In the mid-term, in spite of aggressive assumptions regarding modal shifts away from the use of private automobiles and expected reductions in parking demand per capita due to social shifts such as the increase in use of TNCs², overall parking demand in the area is projected to continue to increase as the area builds out.

² A Transportation Network Company (TNC) is a company or organization that provides transportation services using an online-enabled platform to connect passengers with drivers using their personal vehicles (e.g., Lyft, Uber).

Full occupancy of the garages at midday would be reached by 2021 for the parking supply scenario which would eliminate the Moscone Center Garage, and by 2023 for the three scenarios that would maintain or reduce its current capacity.

By 2036, the amount of unserved parking demand projected for the two garages would be about 20 percent of total parking demand for these two facilities if the Moscone Center Garage is untouched. For the scenario where the Moscone Center Garage is eliminated, a greater percentage would be unserved (about 30 percent of total parking demand).

- **What are the financial implications of modifying the parking supply at the Moscone Center Garage?**

A financial assessment for the two garages was prepared for the four parking supply scenarios for a 20-year period between 2017 and 2036. If the Moscone Center Garage is reduced or eliminated as part of a new development project on the site, the project entitlement and design process would take a few years during which the Moscone Center Garage would continue to operate similar to existing conditions. Following this initial period, the greatest total income (i.e., net revenue less expenses) would be realized if the parking supply at the Moscone Center Garage remains unchanged (e.g., \$3.8 million total income in year 10). Reductions in Moscone Center Garage parking supply would reduce total income (e.g., \$2.6 million total income in year 10 if 500 spaces were provided, and \$1.6 million if 250 spaces were provided). As noted above, the change in total income for the Moscone Center Garage is one of many considerations in determining the financial feasibility of development opportunities on the site. Other considerations that will need to be included in the overall financial analysis of the scenarios will include ground lease revenue, tax collections, and other consequences of development on the site that are beyond the purview of this analysis.

In summary, the analysis contained within this report is based on City-developed projections of land use growth that would occur over a long period of time, concurrent with planned changes to the area transportation network, and expected changes in travel mode choices. Given the projected shortfall in parking supply relative to projected future parking demand in the study area, regardless of the amount of parking provided at the Moscone Center Garage, the following actions could be considered by City agencies to offset any loss in parking spaces:

- Continue implementation and expansion of off-street and on-street parking management through pricing according to time of day, day of the week, month, etc. that allow for maximum utilization.
- Monitor parking utilization conditions in the area, and provide information to users in real time.

- Coordinate use of remaining parking resources in the area (e.g., promoting the use of the Ellis-O'Farrell Garage on weekdays)³ if parking is reduced or eliminated at the Moscone Center Garage.
- Promote the increase of transit service supporting new residents, employees and visitors/shoppers to the area (e.g., Central Subway and Muni Forward).
- Develop and implement infrastructure improvements that facilitate travel by sustainable modes, such as walking and bicycling.
- Enforce City-mandated Transportation Demand Management (TDM)⁴ Program requirements for new developments.

³ The analysis of parking conditions at the Ellis-O'Farrell Garage is outside of the scope of work of this study. Nonetheless, a preliminary analysis of parking utilization data from July 2015 through June 2016 provided by the SFMTA indicates that the Ellis-O'Farrell Garage has 20 to 25 percent lower occupancies than the Fifth & Mission Garage throughout the day on weekdays and weekends. Maximum average occupancies at the Ellis-O'Farrell Garage on weekdays are about the same or lower than those at the Moscone Center Garage, while weekend occupancies at the Ellis-O'Farrell Garage are about twice as high as those at the Moscone Center Garage.

⁴ Transportation Demand Management (TDM) is the use of policies, programs, services and products to influence whether, why, when, where, and how people travel.

CHAPTER 1

INTRODUCTION

The San Francisco Municipal Transportation Agency (SFMTA) currently administers 20 parking garages with about 14,400 public parking spaces in San Francisco. The SFMTA is currently assessing potential development opportunities and the effects of reducing or eliminating parking at the Moscone Center Garage. The assessment of the feasibility of development on the Moscone Center Garage site is a joint effort among a number of City agencies, including the SFMTA, the Planning Department, the Office of Economic and Workforce Development, and the Mayor's Office of Housing and Community Development. The parking analysis contained in this Moscone Center Garage Parking Analysis report is only one element in determining the feasibility of development opportunities on the Moscone Center Garage site.

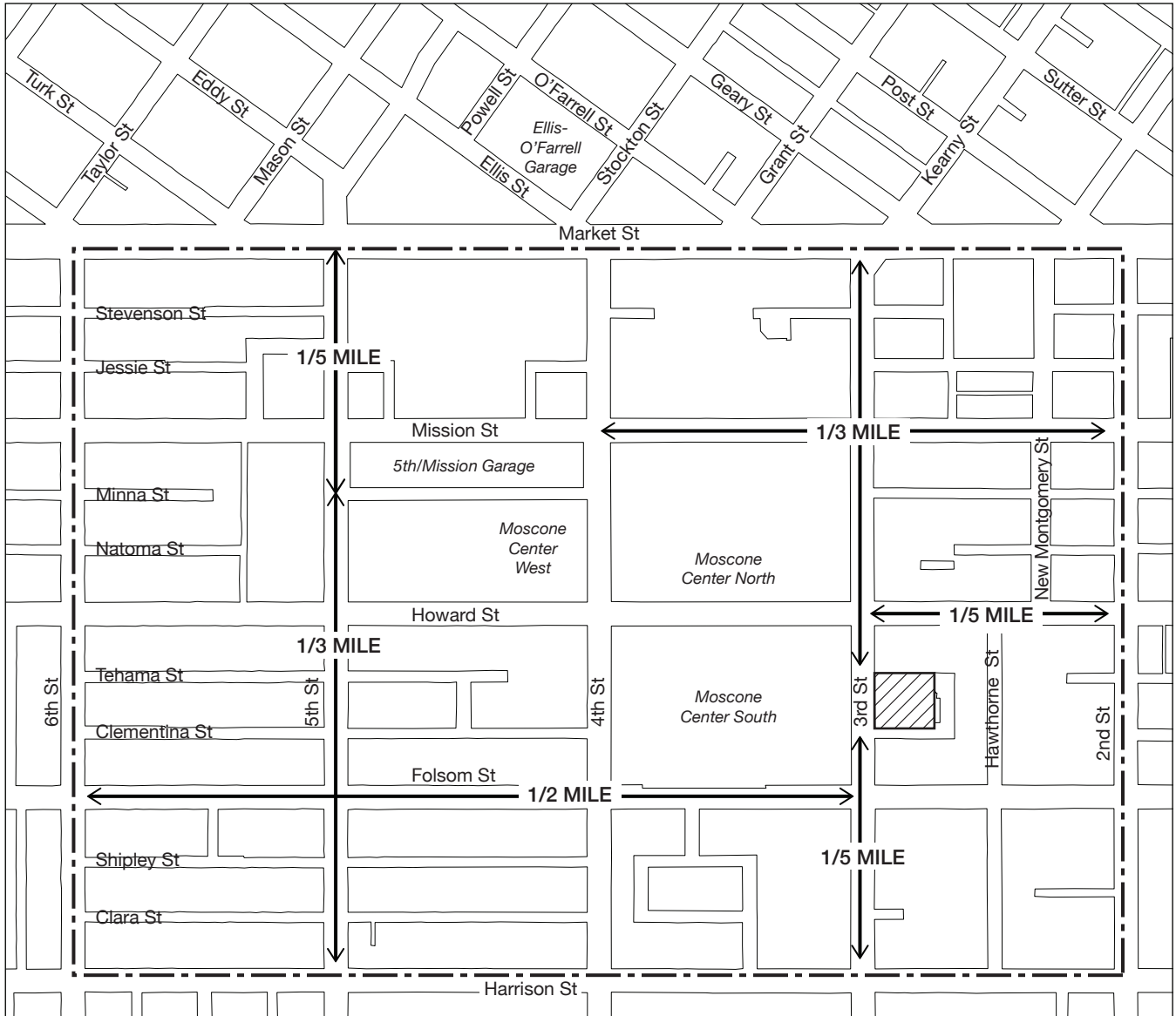
The Moscone Center Garage is located within the Central SoMa area of San Francisco, on the block bounded by Third, Howard, Second, and Folsom Streets. It is located directly across the street from the Moscone Convention Center and is accessed from Third Street, and contains about 730 public parking spaces. While the focus of the study is on the Moscone Center Garage, because of the interplay between the Moscone Center Garage and the Fifth & Mission Garage (located about 1,500 feet to the northwest, west of the Moscone Convention Center), the analysis considered both facilities and their parking demand interaction.

The study area for the parking demand analysis, referred to as the *Area of Influence*, encompasses the geographical area bounded by Market Street to north, Second Street to the east, Harrison Street to the south, and Sixth Street to the west. The area is defined approximately as a reasonable walking distance (from one fifth of a mile to half a mile) between the Moscone Center Garage or the Fifth & Mission Garage and numerous local destinations, as shown in **Figure 1-1**. As later described in this report (**Chapter 2-Garage Customer Survey**), the *Area of Influence* encompasses approximately 90 percent of the local destinations of those parking at the Moscone Center Garage or the Fifth & Mission Garage.

This report includes the following analysis:

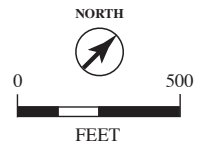
- Analysis of existing parking supply and demand characteristics for both the Moscone Center Garage and Fifth & Mission Garage.
- Development of 12 analysis scenarios for the Moscone Center Garage (four parking supply scenarios, each one with three potential parking rate structure scenarios).
- Analysis of near-term conditions using FY 2015-2016 data to assess the effect of the three Moscone Center Garage parking supply scenarios on existing utilization of both garages.

- Development of future daily parking demand for projected development (including the Moscone Convention Center) for the *Area of Influence*, as well as for the Moscone Center Garage and the Fifth & Mission Garage.
- Financial assessment of the 12 analysis scenarios for the Moscone Center Garage and the Fifth & Mission Garage.



 PROJECT SITE - MOSCONE CENTER GARAGE

 STUDY AREA OF INFLUENCE



CHAPTER 2

EXISTING CONDITIONS

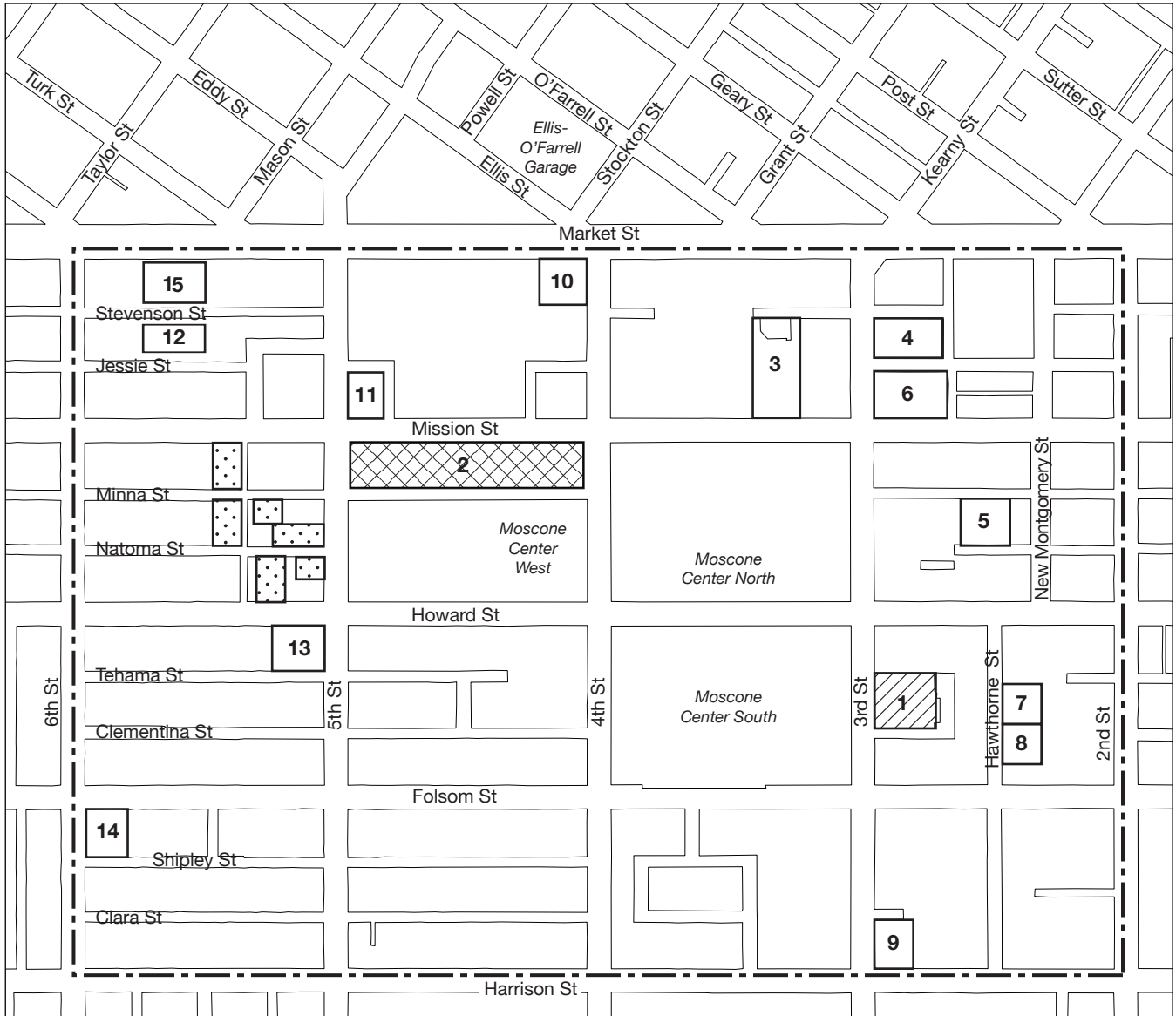
PARKING SUPPLY AND DEMAND

There are approximately 6,800 publicly-accessible off-street parking spaces at various garages and surface parking lots within the *Area of Influence*. Of these, approximately 730 spaces are located in the Moscone Center Garage and 2,585 spaces are located in the Fifth & Mission Garage. Together, these two SFMTA-owned facilities represent about 50 percent of the off-street publicly accessible parking supply within the *Area of Influence*. **Figure 2-1** presents the location of the parking facilities within the *Area of Influence*, while **Table 2-1** presents the parking supply for the parking facilities.






Table 2-1
Public Parking Facilities within Area of Influence
(Keyed to Figure 2-1)

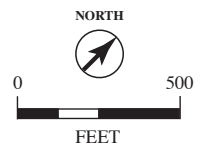
Facility	Number of Parking Spaces
1. Moscone Center Garage	730
2. Fifth & Mission Garage	2,585
3. Jessie Square Garage	372
4. Hearst Garage	796
5. SFMOMA Garage	410
6. Paramount Garage	350
7. 55 Hawthorne Garage	289
8. Hawthorne Plaza Garage	424
9. Valet Lot	125
10. Pacific Place Garage	100
11. Pickwick Hotel Garage	37
12. 485 Stevenson St Lot	200
13. 909-921 Howard St/206 Fifth St Lot	130
14. 301 Sixth Street Lot	75
15. 6x6 Garage	167
Total	6,790

Sources: Advant Consulting, LCW Consulting, SFMTA – 2017



SOURCE: Advant Consulting/LCW Consulting

-  FIFTH & MISSION/YERBA BUENA CENTER GARAGE
-  MOSCONE CENTER GARAGE
-  STUDY AREA OF INFLUENCE
-  FACILITY KEYED TO TABLE X
-  5M PROJECT SITE RESERVED PARKING (7 LOTS, 256 SPACES)



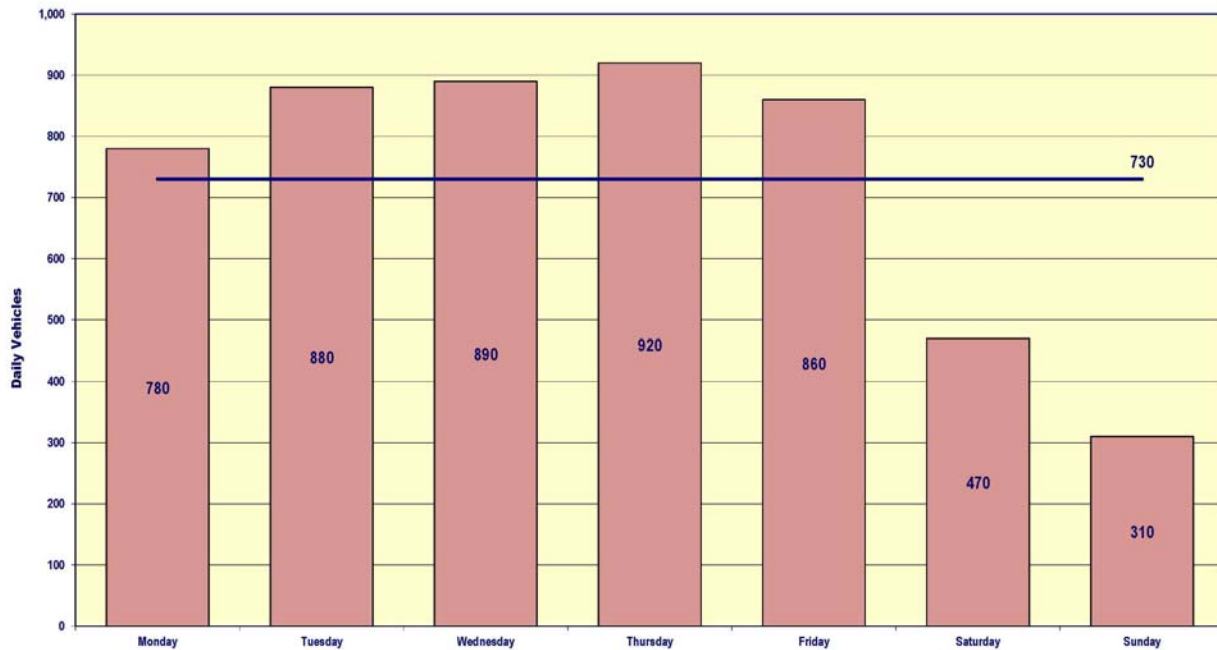
Moscone Center Garage

An average of 22,230 vehicles per month parked at the Moscone Center Garage between January 2013 and July 2016, which corresponds to an average daily parking demand of 730 vehicles. Average daily demand is fairly evenly distributed throughout the year (**Figure 2-2**), except for the months of February and November when the monthly parking demands are about 11 and 16 percent above average, respectively.



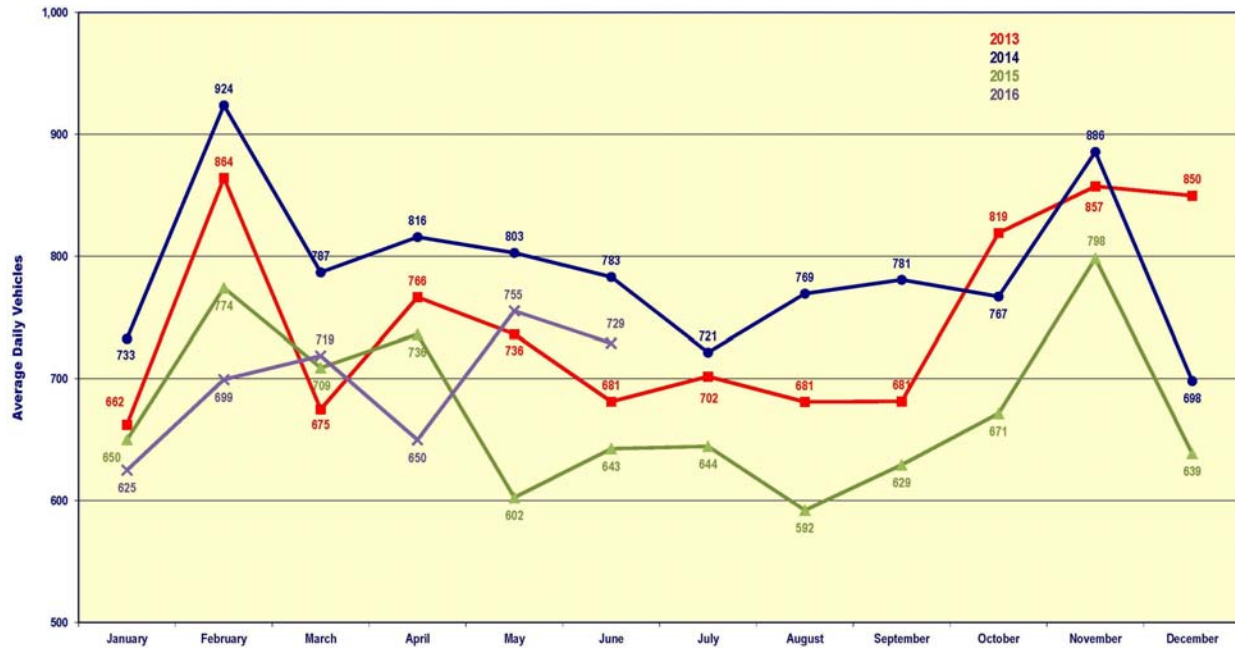
**Figure 2-2 – Moscone Center Garage
Average Daily Parking Demand by Month (2013-2016)**

Weekdays are the busiest days at the garage (**Figure 2-3**), with Mondays having the lowest average weekday demand and Thursdays the highest. Average weekend parking demand is approximately half of the demand of weekdays. On average, each space at the garage is used by a single vehicle each day.



**Figure 2-3 – Moscone Center Garage
Average Daily Vehicle Parking Demand by Day of the Week (2013-2016)**

The greatest number of annual vehicles parked at the Moscone Center Garage between 2013 and 2015 occurred in 2014, with approximately 287,400 vehicles. The total number of vehicles parked then decreased in 2015 by about 15 percent. The vehicle data for the first six months of 2016 shows a 2 percent increase in the number of vehicles parked compared to the same period in 2015. The number of average daily vehicles parked at the Moscone Center Garage for each month is shown in **Figure 2-4**.



**Figure 2-4 – Moscone Center Garage
Average Daily Vehicle Parking Demand by Month (2013-2016)**

A total of about 248,500 vehicles parked at the Moscone Center Garage during the most recent fiscal year (July 1, 2015 through June 30, 2016) for which detailed parking utilization was available (**Table 2-2**). The great majority (84 percent) of all the vehicles paid an hourly rate, while the remaining 16 percent were monthly permit parkers. About 81 percent of the overall parking demand occurred on non-holiday weekdays (69 percent of all days), 16 percent on weekends (28 percent), and 3 percent on holiday weekdays (3 percent).

**Table 2-2
Annual Parking Demand at the Moscone Center Garage
(July 2015-June 2016)**

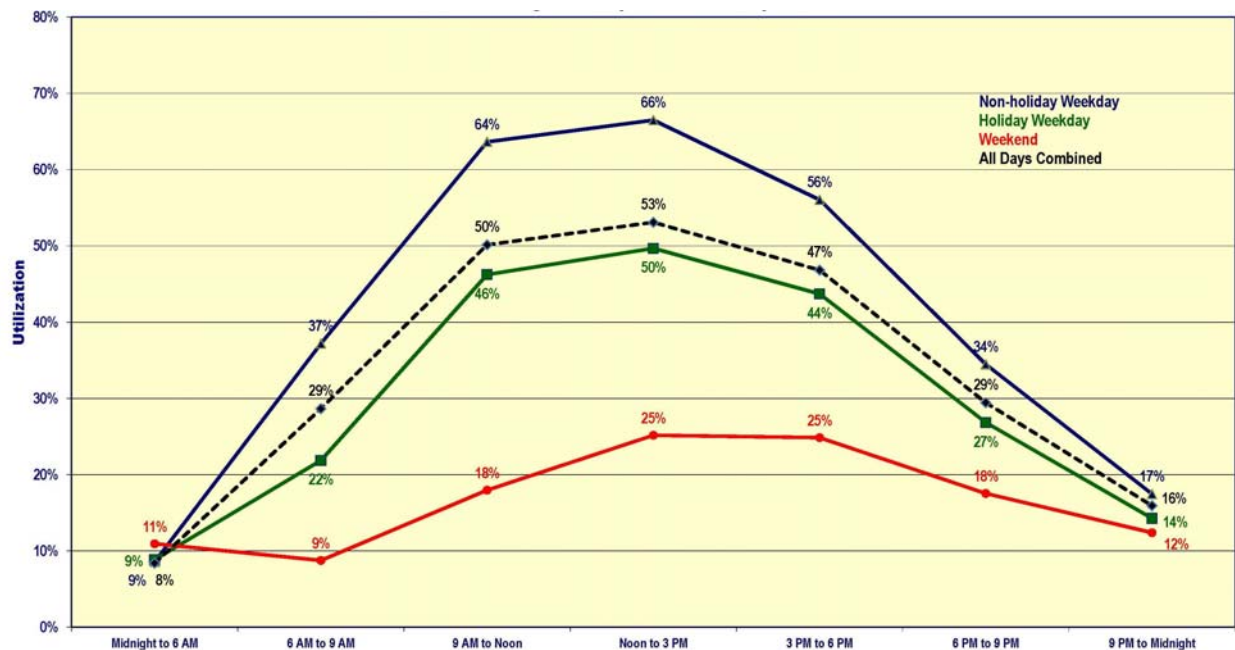
Type of Day	Number of Days	Hourly Rate	Number of Vehicles Monthly Permit	All Vehicles	
Non-holiday Weekday	251	163,975	37,067	201,042	81%
Holiday Weekday	11	6,148	689	6,837	3%
Weekend day	104	37,527	3,065	40,592	16%
Total ^a	366	207,650	40,821	248,471	100%
		84%	16%	100%	

Note:

a. 2016 was a leap year, with 366 days.

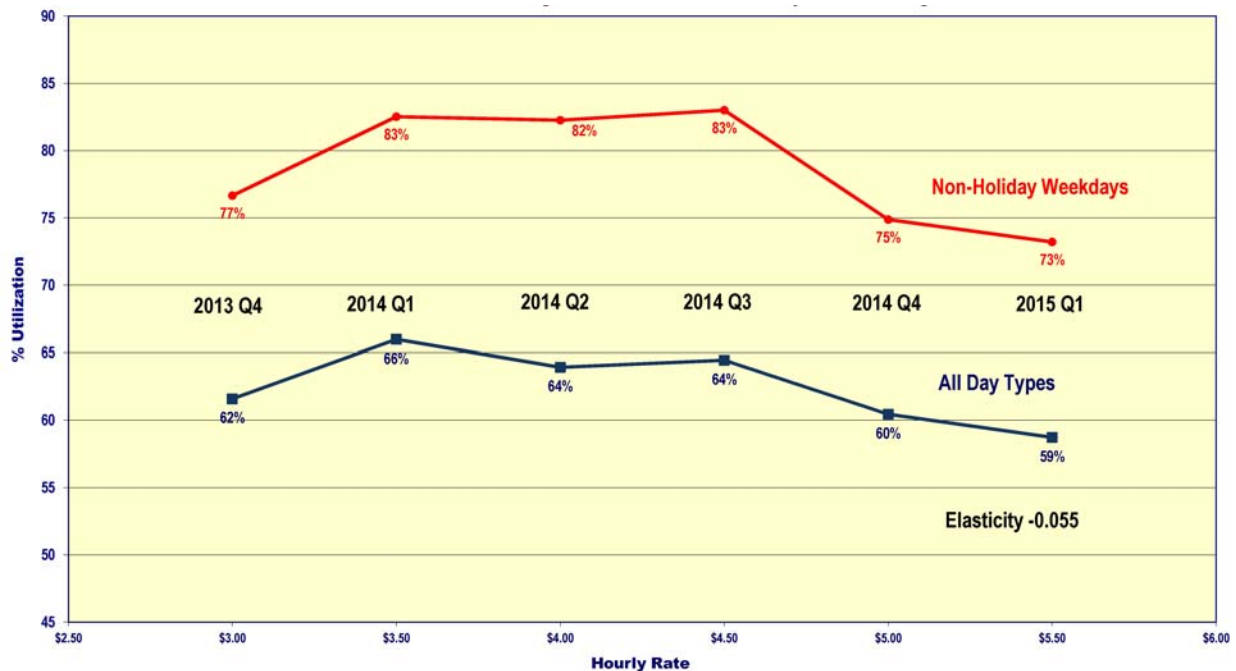
Sources: Advant Consulting, LCW Consulting, SFMTA – 2017

Maximum hourly occupancy occurred during the noon to 3 PM period (**Figure 2-5**), with a maximum average of 66 percent of all spaces being occupied on weekdays (240 spaces available), and 25 percent (549 spaces available) on weekends. During 38 days in FY 2015-16, the Moscone Center Garage operated above 85 percent occupancy (generally considered its practical capacity) for at least one hour, with 33 of the instances (87 percent of the total) occurring on non-holiday weekdays.



**Figure 2-5 – Moscone Center Garage
Maximum Average Hourly Occupancy by Time Period (July 2015-June 2016)**

It should be noted that utilization and parking occupancy at the Moscone Center Garage decreased following an 83 percent rate increase during the midday period (noon to 3 PM) from October 1, 2013 (\$3.00) through January 1 2015 (\$5.50), which is summarized in **Figure 2-6**. As shown in the figure, the maximum average occupancy at midday increased at first in spite of the higher rates, supporting the City’s use of parking pricing to affect parking and travel demand. It then stabilized until the hourly rate had increased by about 50 percent (\$4.50), at which time the maximum average occupancy started to decrease.



**Figure 2-6 – Moscone Center Garage
Maximum Average Occupancy for the Midday Period by Quarter and Hourly Rate**

The resulting elasticity of parking demand to the hourly rate for the period (October 2013 through January 2015) is approximately -0.06, a relatively low value. Previous studies have shown that the elasticity of vehicle trips with regard to parking prices is typically -0.1 to -0.3, with commuter parking elasticity values being around -0.1. Thus, those parking at the Moscone Center Garage appear twice as reluctant to modify their travel behavior as the average commuter elsewhere in the U.S.

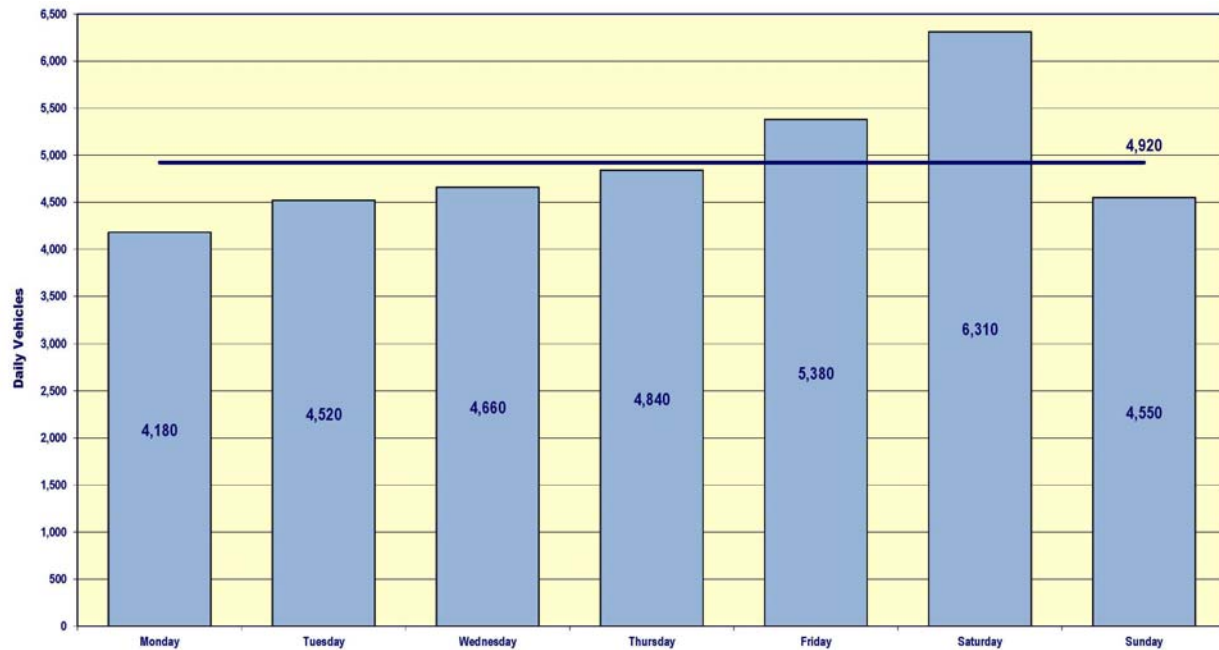
Fifth & Mission Garage

An average of 150,300 vehicles per month parked at the Fifth & Mission Garage between January 2013 and July 2016, which corresponds to an average daily demand of 4,920 vehicles. Average daily demand is fairly evenly distributed throughout the year (**Figure 2-7**), except for the month of December when the monthly demand is about 22 percent above average; November is the second highest month with an 8 percent over average demand.



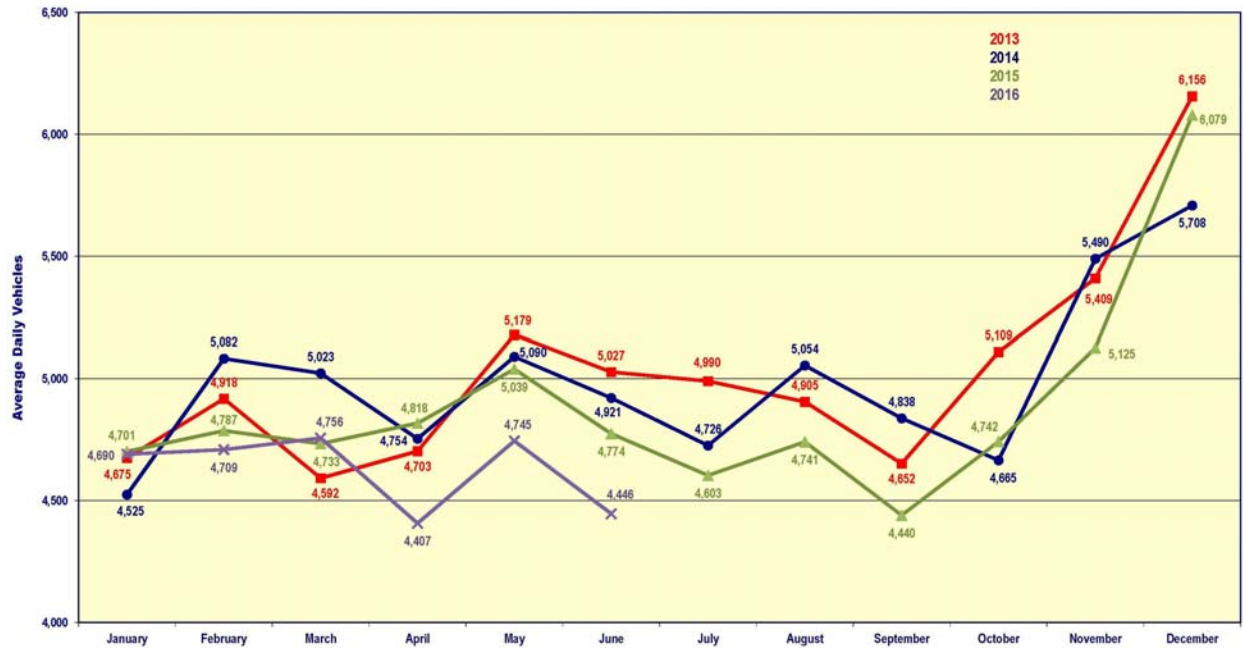
**Figure 2-7 – Fifth & Mission Garage
Average Daily Vehicle Parking Demand by Month (2013-2016)**

Saturdays are the busiest days at the garage (**Figure 2-8**), followed by Fridays, and then Thursdays. Mondays have the lowest average demand of the week. On average, each space at the garage is used by two vehicles per day.



**Figure 2-8 – Fifth & Mission Garage
Average Daily Vehicle Parking by Day of the Week (2013-2016)**

The greatest number of annual vehicles parked at the Fifth & Mission Garage between 2013 and 2015 occurred in 2013, with approximately 1,835,200 vehicles. The total number of vehicles parked then decreased in 2014 by about 2 percent, and again in 2015 by about 1 percent. The vehicle data for the first six months of 2016 shows a 3 percent decrease in the number of parked vehicles compared to the same period in 2015. The number of average daily vehicles parked at the Fifth & Mission Garage for each month is shown in **Figure 2-9**.



**Figure 2-9 – Fifth & Mission Garage
Average Daily Vehicle Parking Demand by Month (2013-2016)**

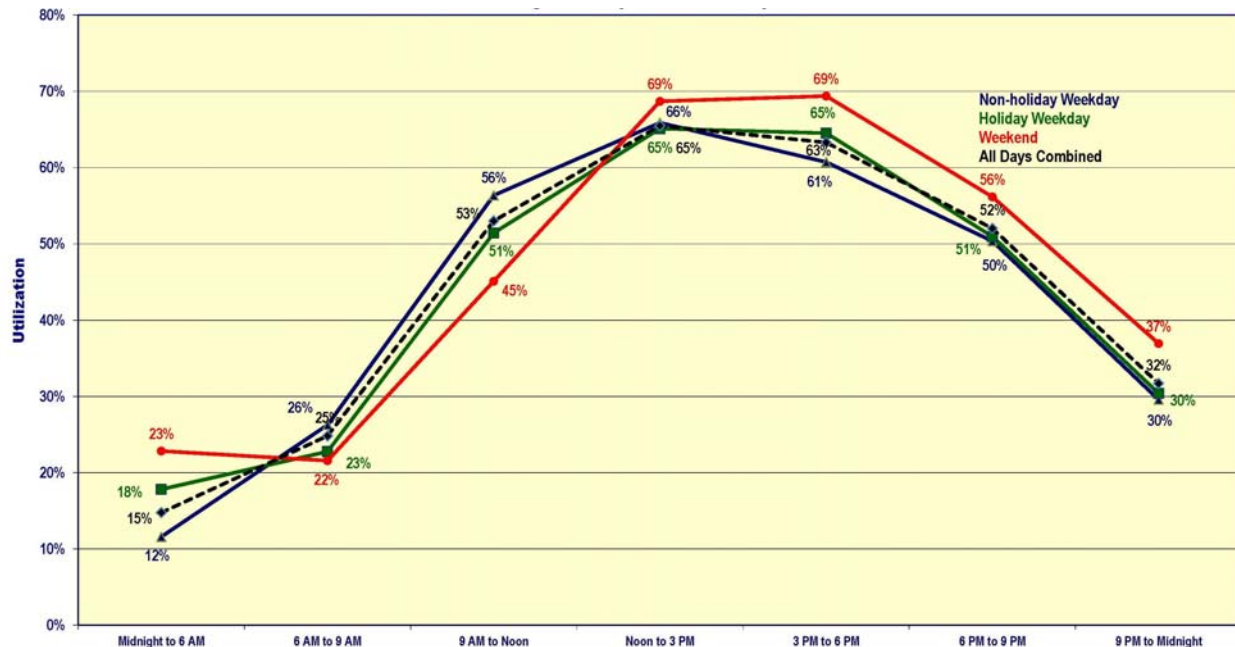
A total of about 1,754,200 vehicles parked at the Fifth & Mission Garage during the FY 2015-16 (Table 2-3). The vast majority (91 percent) of all the vehicles paid an hourly rate, while the remaining 9 percent were monthly permit parkers. About 66 percent of the overall parking demand occurred on non-holiday weekdays (69 percent of all days), 31 percent on weekends (28 percent), and 3 percent on holiday weekdays (3 percent).

**Table 2-3
Annual Parking Demand at the Fifth & Mission Garage
(July 2015-June 2016)**

Type of Day	Number of Days	Number of Vehicles			
		Hourly Rate	Monthly Permit	All Vehicles	
Non-holiday Weekday	251	1,032,046	127,787	1,159,833	66%
Holiday Weekday	11	48,253	3,303	51,556	3%
Weekend day	104	518,900	23,872	542,772	31%
Total	366	1,599,199	154,962	1,754,161	100%
		91%	9%	100%	

Sources: Adavant Consulting, LCW Consulting, SFMTA – 2017

Maximum hourly occupancy occurred during the noon to 3 PM period (**Figure 2-10**), with a maximum average of 66 percent of all spaces being occupied on weekdays (879 spaces available), and 69 percent on weekends (801 spaces available). During 45 days in FY 2015-16, the Fifth & Mission Garage operated above 85 percent occupancy (practical capacity) for at least one hour, with 25 of the instances (56 percent of the total) occurring on non-holiday weekdays, and 18 (40 percent of the total) occurring on weekend days.



**Figure 2-10 – Fifth & Mission Garage
Maximum Average Hourly Occupancy by Time Period (July 2015-June 2016)**

Additional detailed information about parking demand and utilization for the Moscone Center Garage and the Fifth & Mission Garage is included in **Appendices D and E**, respectively.

GARAGE CUSTOMER SURVEYS

A survey of customers at the Moscone Center Garage and the Fifth & Mission Garage was performed as part of this study on Thursday, October 20th and Saturday October 22nd, 2016. Garage customers were briefly interviewed from approximately 8 AM to 8 PM at various locations, while conducting their payment transactions prior to exiting the garages. A copy of the survey instrument is included in **Appendix C**.

A combined total of about 1,800 valid responses were obtained at both garages during the survey periods, representing a survey response rate between 25 and 47 percent (**Table 2-4**). As shown in the table, the lowest rate of response corresponds to the highest number of responses, and vice versa.

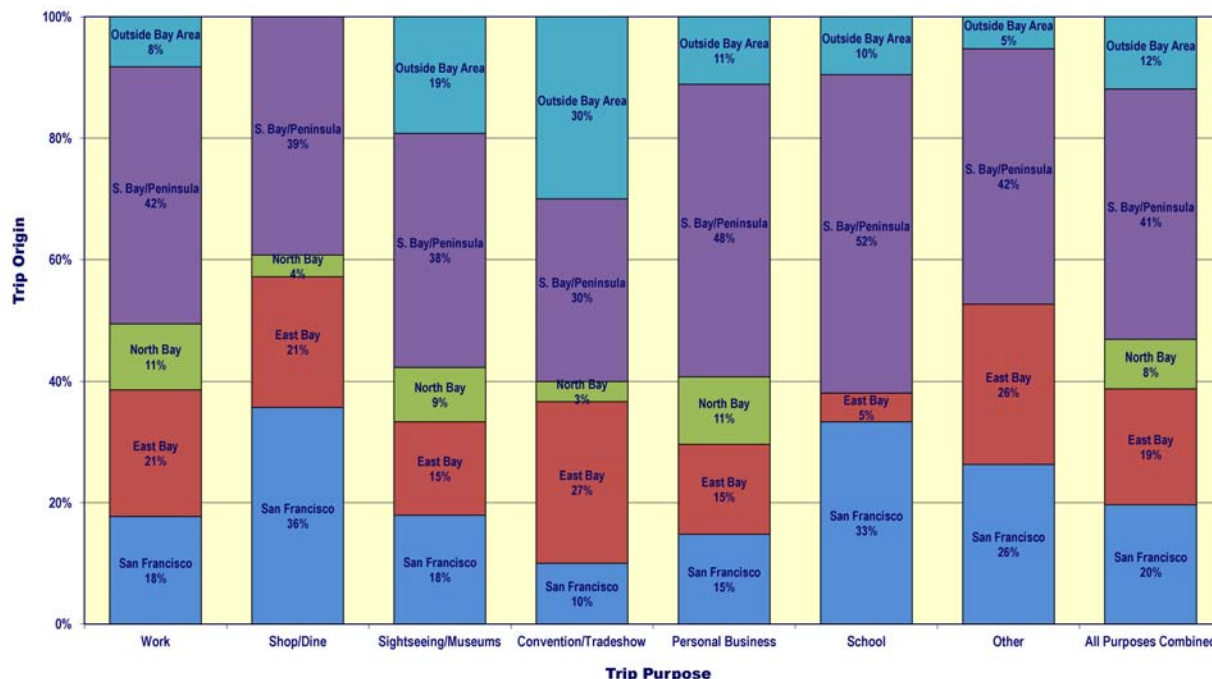
Table 2-4
SFMTA Garage Customer Survey Responses
(October 2016)

Survey Period 8 AM to 8 PM	Moscone Center Garage		Fifth & Mission Garage	
	Thursday October 20	Saturday October 22	Thursday October 20	Saturday October 22
Transient Vehicles Exiting	454	349	2,364	3,186
Valid Survey Responses	213	151	678	783
Overall Response Rate	47%	43%	29%	25%

Sources: Adavant Consulting, LCW Consulting, SFMTA – 2017

Moscone Center Garage

Based on the survey data, most of those parking at the Moscone Center Garage (**Figure 2-11**) come from the Peninsula/South Bay (41 percent), followed by San Francisco (20 percent), and the East Bay (19 percent). The main purpose of their trip was work (44 percent), followed by sightseeing and museum visits (22 percent). The majority of the trips originating in San Francisco are for work purposes (39 percent), followed by museum visits and sightseeing (20 percent).



**Figure 2-11 – Moscone Center Garage
Place of Origin by Trip Purpose (October 2016)**

As shown in **Figure 2-12**, most of all users (55 percent) are infrequent visitors who park at the garage less than once a month, followed by those who park only once or twice per week (14 percent), and then frequent users who park five or more times per week (10 percent). About 60 percent of those parking at the Moscone Center Garage stay between two and six hours (**Figure 2-13**). The average length of stay is about five and a quarter hours on weekdays, and three and three quarter hours on weekend days.

On average, about 92 percent of the Moscone Center Garage users have an ultimate destination located within the area of influence (90 percent on weekdays and 95 percent on weekends; a chart of local destinations is included in **Appendix C**). Over 90 percent of those parking at the Moscone Center Garage indicated that they would continue driving to the area and then park elsewhere, if the garage were to close.

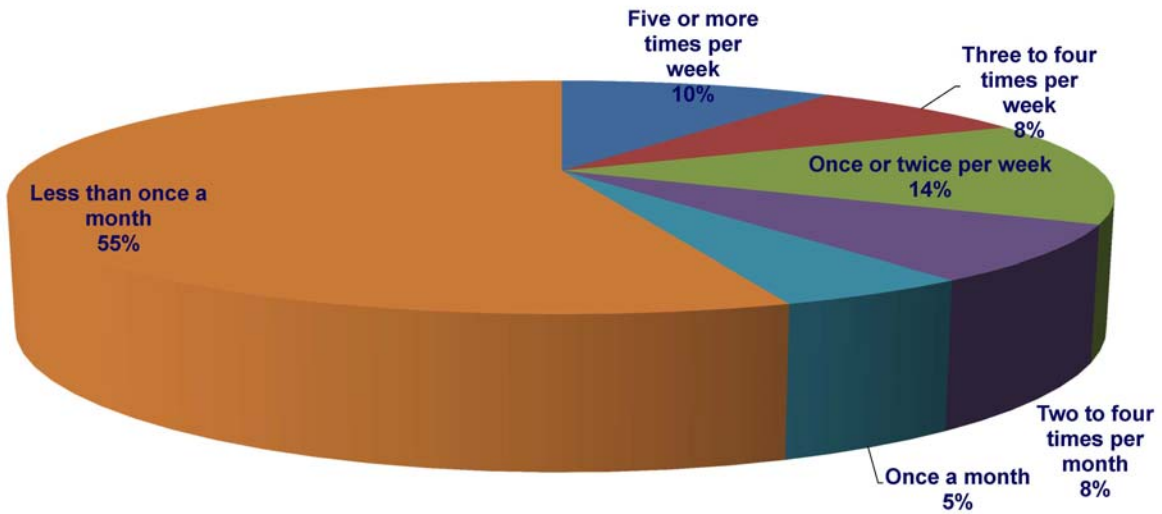


Figure 2-12 – Moscone Center Garage Frequency of Trips (October 2016)

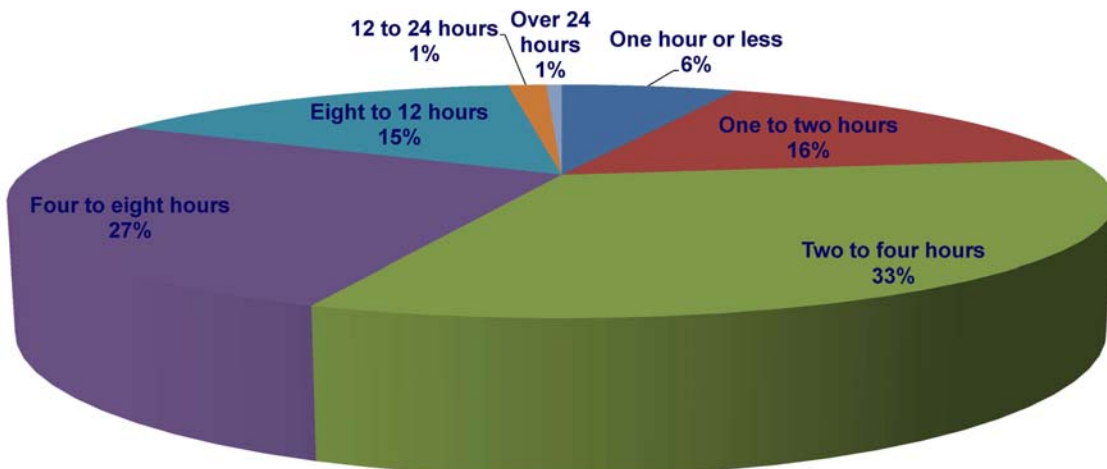
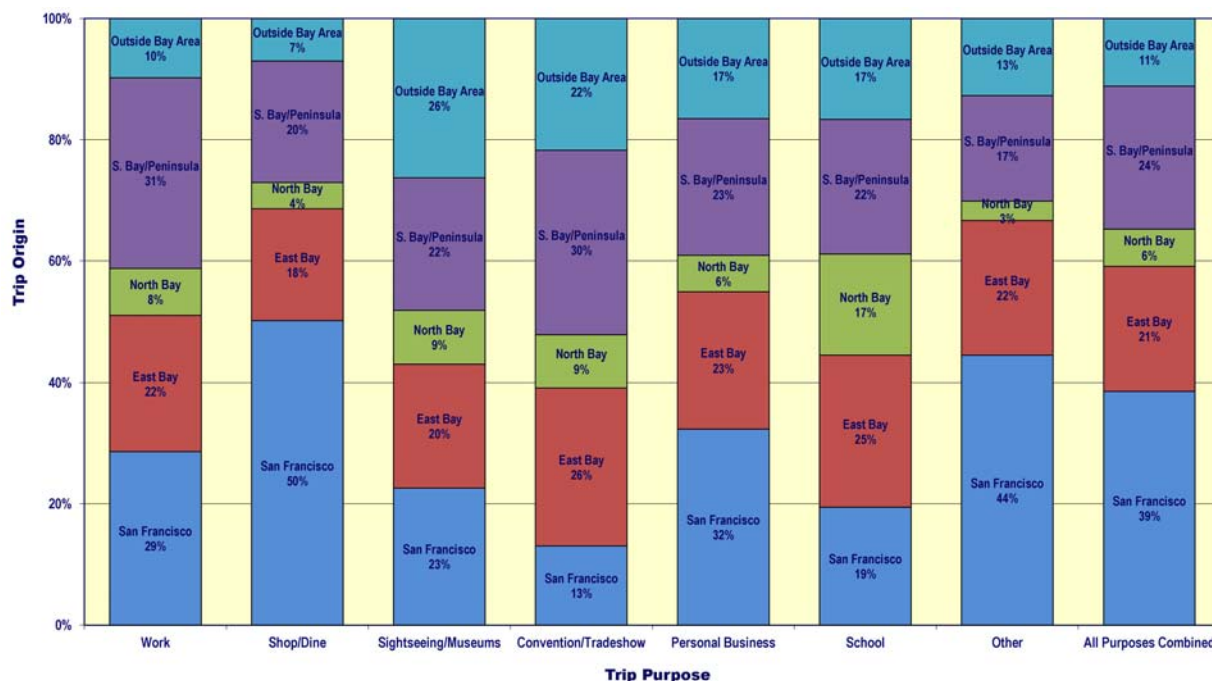


Figure 2-13 – Moscone Center Garage Length of Stay (October 2016)

Fifth & Mission Garage

According to the survey data, most of those parking at the Fifth & Mission Garage (**Figure 2-14**) come from San Francisco (39 percent), followed by the Peninsula/South Bay (24 percent), and the East Bay (21 percent). The main purpose of their trip was shopping and dining (46 percent), followed by work (27 percent). The majority of the trips originating in San Francisco are for shopping and dining purposes (60 percent), followed by work (20 percent).



**Figure 2-14 – Fifth & Mission Garage
Place of Origin by Trip Purpose (October 2016)**

As shown in **Figure 2-15**, the plurality of all users (41 percent) are infrequent visitors who park at the garage less than once a month, followed by those who park once a month (18 percent), and then more frequent users who park once or twice per week (17 percent). Frequent garage users, those who park five or more times per week, represent just 3 percent of the total. About 60 percent of those parking at the Fifth & Mission Garage stay between one and three hours (**Figure 2-16**). The average length of stay is about three and a half hours on weekdays, and almost three hours on weekend days. On average, about 87 percent of the Fifth & Mission Garage users have an ultimate destination located within the area of influence (86 percent on weekdays and 88 percent on weekends).

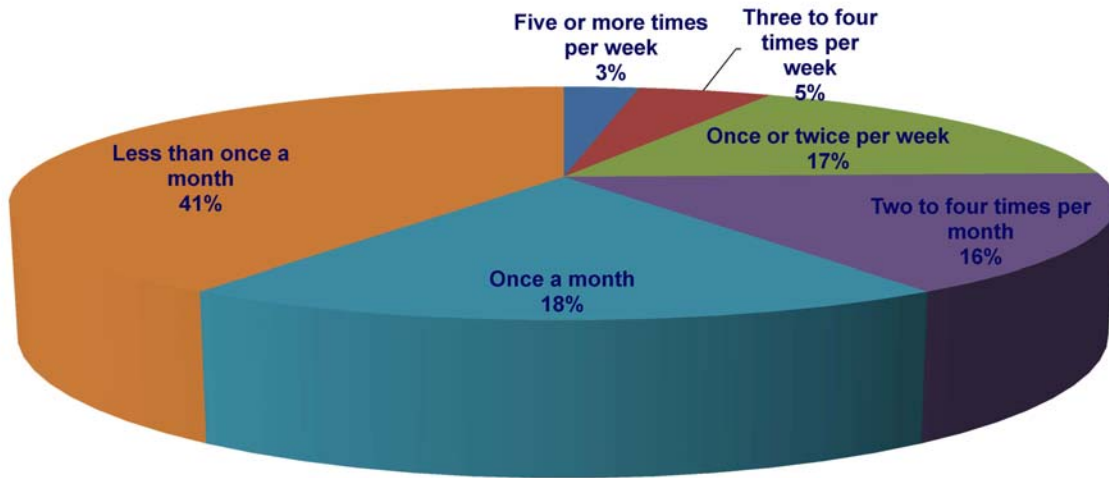


Figure 2-15 – Fifth & Mission Garage
Frequency of Trips (October 2016)

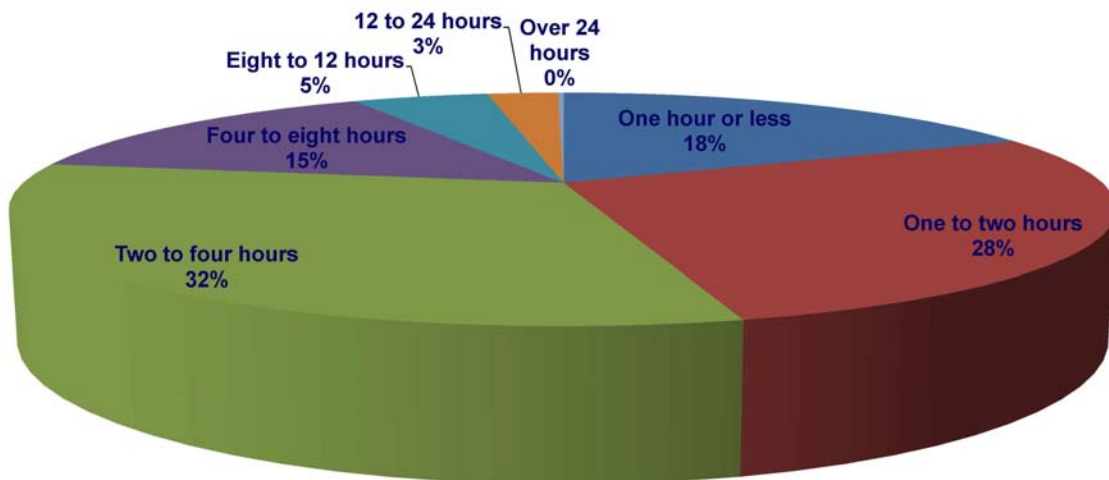


Figure 2-16 – Fifth & Mission Garage
Length of Stay (October 2016)

More detailed information and additional charts and figures summarizing the results of the customer survey for the Moscone Center Garage and the Fifth & Mission Garage are included in **Appendix C**.

MOSCONE CONVENTION CENTER

The Moscone Convention Center, includes three main buildings (Moscone North, South and West), consisting of more than two million square feet of building area and providing approximately 542,000 square feet of exhibition space. Construction of a 262,700-square foot expansion for exhibitions, meetings, conventions, and tradeshow, is currently underway.

As shown in **Table 2-5**, the Moscone Convention Center holds approximately 65 events per year. Small events (65 percent of the total number of events) host fewer than 10,000 registered attendees, medium events (12 percent of the total) host from 10,000 to 20,000 attendees, large events (17 percent of the total) host from 20,000 to 70,000 attendees, and very large events (6 percent of the total) host over 70,000 registered attendees.

Table 2-5
Size of Events at the Moscone Convention Center
(January 2014 through June 2016)

Event Size	Event Registration	Average Number of Events per Year		Average Days per Event	Average Daily Attendance
Small	Less than 10,000	42	65%	2.9	3,410
Medium	10,000 to 20,000	8	12%	3.3	9,240
Large	20,000 to 70,000	11	17%	3.9	30,350
Very Large	Over 70,000	4	6%	6.1	60,160
All Events Combined		65	100%	3.3	11,810

Source: SMG/The Moscone Convention Center – 2016

No public parking is provided at the Moscone Convention Center. Public parking is available at nearby garages, including the Moscone Center Garage and the Fifth & Mission Garage. Data provided by the SFMTA and the Moscone Convention Center, and analyzed for this study (**Figure 2-17**), indicates that during a large event on a weekday at the Moscone Convention Center there are a total of about 800 to 1,600 additional vehicles parked at the Moscone Center Garage and the Fifth & Mission Garage. Due to its larger capacity, the majority of those attending an event park at the Fifth & Mission Garage. As shown in **Figure 2-17**, vehicles parked at the Fifth & Mission Garage represent between 75 (for a large event) and 90 percent (for a small event) of the additional vehicle demand.

The lower parking demand corresponds to an event hosting about 20,000 attendees, while the larger parking demand occurs during an event hosting 60,000 or more attendees. A discussion about the anticipated increase in events and attendance at the Moscone Convention Center after construction of its ongoing expansion is completed is addressed in **Chapter 5-Future Parking Demand**.

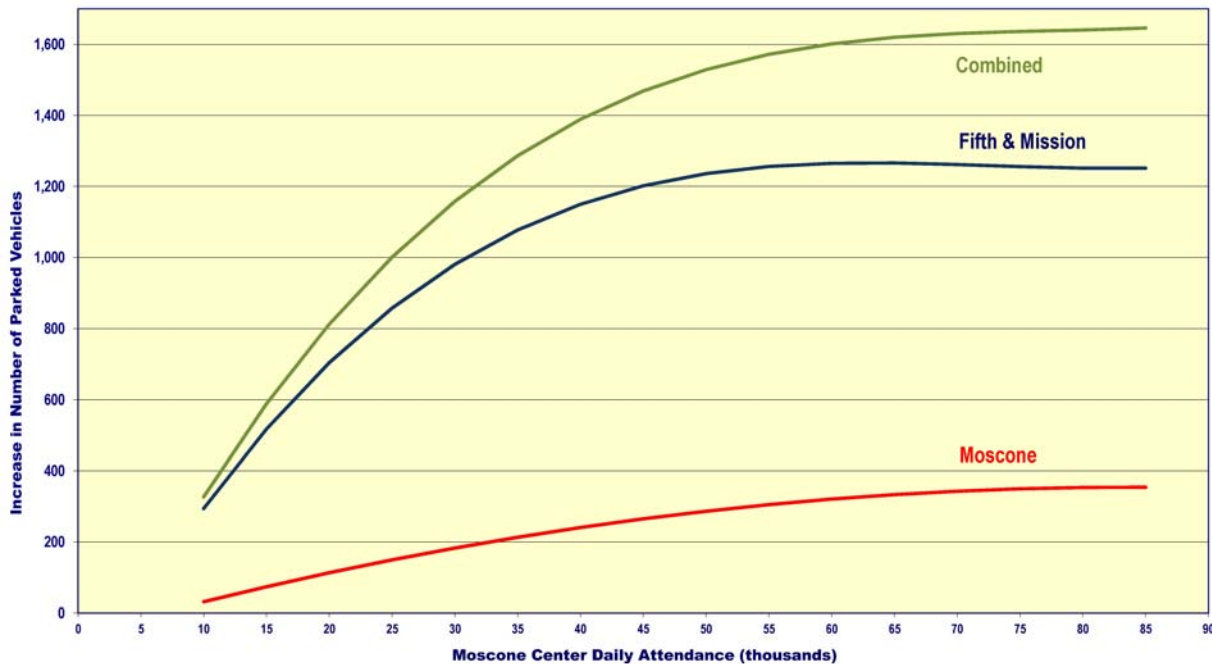


Figure 2-17 – Average Increase in Parked Vehicles by Moscone Convention Center Event Attendance

EXISTING CONDITIONS SUMMARY

- There are approximately 6,800 publicly-accessible off-street parking spaces at various garages and surface parking lots within the *Area of Influence* bounded by Market, Second, Harrison, and Sixth Streets. The Moscone Center Garage (730 spaces) and the Fifth & Mission Garage (2,585 spaces) comprise about 50 percent of the total supply.
- At the Moscone Center Garage, average daily parking demand is fairly evenly distributed throughout the year, with the highest demand on weekdays. The maximum hourly occupancy occurs during the noon to 3 PM period, with a maximum average of 66 percent of all spaces being occupied on weekdays, and 25 percent on weekends. In FY 2015-2016, the garage operated above 85 percent occupancy (generally considered practical capacity) for at least one hour on 38 days.
- At the Fifth & Mission Garage, average daily parking demand is also fairly evenly distributed throughout the year, except during the peak holiday season in late November and December, with the highest demand on Saturdays. The maximum hourly occupancy occurs during the noon to 3 PM period, with a maximum average of 66 percent of all spaces being occupied on weekdays, and 69 percent on weekends. In FY 2015-2016, the garage operated above 85 percent occupancy for at least one hour on 45 days.

- Following a substantial rate increase at the Moscone Center Garage in 2013, parking occupancies and overall utilization decreased at the garage. The resulting price elasticity of parking demand to the hourly rate for the period of October 2013 through January 2015 is -0.06, a relatively low value (compared to national averages of -0.1 to -0.3). The low elasticity indicates that those parking at the Moscone Center Garage appear twice as reluctant to modify their travel behavior as average commuters elsewhere in the U.S.
- The greatest number of annual vehicles parked between 2013 and 2015 occurred in 2013 (1 percent over average) at the Fifth & Mission Garage and in 2014 (7 percent over average) at the Moscone Center Garage. The total number of vehicles parked then decreased by 2 percent and 15 percent, respectively. Total vehicle counts for the first six months of 2016 show a 2 percent increase in the number of vehicles parked at Moscone Center and a 3 percent decrease at the Fifth & Mission Garage, compared to the same period in 2015.
- Surveys of customers of the Moscone Center Garage and the Fifth & Mission Garage were conducted in October 2016. Most of those parking in the Moscone Center Garage were from the Peninsula/South Bay, and the main purpose of the trip was work, while most of those parking in the Fifth & Mission Garage were from San Francisco, and the main purpose of the trip was shopping and dining. On average, about 93 percent of customers at the Moscone Center Garage and 87 percent of customers at the Fifth & Mission Garage had an ultimate destination within the *Area of Influence*. More than 90 percent of Moscone Center Garage customers indicated that, if the Moscone Center Garage were to close, they would continue driving to the area and would park elsewhere.
- Events at the Moscone Convention Center generate parking demand, and, because no public parking is provided at the convention center, visitors that drive park at nearby garages including the Moscone Center Garage and the Fifth & Mission Garage. There are about 65 events at the convention center on an annual basis, of which 23 percent have more than 20,000 attendees. On weekday during events with more than 20,000 attendees, there are a total of 800 to 1,600 additional vehicles parked at the two garages, with most parking occurring at the Fifth & Mission Garage.
- A summary of maximum average utilization at midday, and on how many days practical capacity is reach at the Moscone Center Garage and Fifth & Mission Garage is presented in **Table 2-6**.

**Table 2-6
Summary of Existing Conditions FY 2015-16
Moscone Center Garage and Fifth & Mission Garage**

	Moscone Center Garage	Fifth & Mission Garage
Number of Parking Spaces	730	2,585
Maximum Average Hourly Utilization at Midday		
- All days	53%	65%
- Non-holiday Weekdays	66%	66%
- Weekends	25%	69%
Practical Capacity ^a Reached During,		
- All days	38 days	45 days
- Non-holiday Weekdays	33 days	25 days
- Holiday Weekdays	3 days	2 days
- Weekends	2 days	18 days
Customer Profile	Infrequent users, with 20% arriving from SF. The main trip purpose is work (44%).	At least once a month; 40% arriving from SF. Main trip purpose is shop and dine (46%).

Note:

- a. The occupancy rate at which parking in an area or facility is considered well utilized though still reasonably available; it usually is considered to be 85 percent of off-street spaces available.

Sources: Adavant Consulting, LCW Consulting – 2017

CHAPTER 3

ANALYSIS SCENARIOS

Four parking supply scenarios for the Moscone Center Garage were developed to present the range of parking demand and financial effects associated with potential changes to the Moscone Center Garage. These four scenarios are:

- Scenario 1: No Change in Moscone Center Garage Parking Supply (i.e., 730 parking spaces)
- Scenario 2: 500 Parking Spaces in Moscone Center Garage
- Scenario 3: 250 Parking Spaces in Moscone Center Garage
- Scenario 4: Closure of Moscone Center Garage (i.e., 0 parking spaces)

Scenario 1, the status quo, maintains existing conditions, and serves as the baseline to which Scenarios 2 through 4 are compared against. Scenarios 2 and 3 reduce the Moscone Center Garage parking supply by 230 and 480 parking spaces, respectively. Scenario 4 eliminates public parking altogether at the Moscone Center Garage site.

In addition, each Moscone Center Garage scenario was analyzed for three parking rate scenarios for transient (i.e., hourly) and monthly parking: A) the Existing Rate structure; B) a Market Rate structure (10 percent over existing rates); and, C) a Premium Rate structure (20 percent over existing rates). The three parking rate scenarios were applied to both the Moscone Center Garage and the Fifth & Mission Garage.⁵

The increase in hourly parking rates for the Market Rate and Premium Rate structures was based on a comparison of hourly and maximum parking rates at the two SFMTA-operated garages and several nearby, privately-owned parking garages (i.e., Hearst Garage, Whitehouse Garage, and SFMOMA Garage) (see Appendix B). The parking rate comparison amongst the five garages revealed that the hourly rates at the Moscone Center Garage and the Fifth & Mission Garage are between 10 and 45 percent lower, depending on arrival and duration of stay, than the rates of the nearby privately-owned public garages. It should be noted that the Moscone Center Garage hourly rates are higher than those at the Fifth & Mission Garage. However, the daily parking rate at Moscone Center Garage is lower.

Combined, the four parking supply scenarios for the Moscone Center Garage and the three parking rate scenarios, result in a total of 12 analysis scenarios.

⁵ As described in **Chapter 6**, the financial analysis assumes that parking rates will increase during the 20-year analysis period for all four scenarios. The market and premium rate increases over existing rates were applied to year 1 of the 20-year analysis period.

CHAPTER 4

NEAR-TERM ASSESSMENT

Prior to the evaluation of future conditions for the 12 analysis scenarios described in **Chapter 3**, an analysis of existing conditions using FY 2015-16 garage utilization data for both garages was conducted for the three Moscone Center Garage parking supply scenarios (i.e., a change in total supply to 500, 250, and zero spaces). The purpose of this virtual analysis was to identify the theoretical parking conditions in the very near-term if the parking supply at the Moscone Center Garage were reduced or eliminated. Specifically, the analysis determined how many vehicles would be displaced from the Moscone Center Garage, and how many could be accommodated at the Fifth & Mission Garage during various periods of the day for three Moscone Center Garage parking supply scenarios. Evaluating parking conditions for the FY 2015-16 allows the use of the very detailed parking utilization data gathered by the SFMTA on an hourly basis, something that is not possible to extrapolate into the future when analyzing the future parking demand conditions.

The maximum number of vehicles parked at the Moscone Center Garage and at the Fifth & Mission Garage for each hour of the day from July 1, 2015 to June 30, 2016, a total of approximately 17,500 data points, was obtained from the SFMTA. It was then possible to determine the shift in the number of vehicles from the Moscone Center Garage to the Fifth & Mission Garage for each hour of the 12-month period, depending on the specific Moscone Center Garage parking supply scenario. The analysis assumed that all existing customers displaced from the Moscone Center Garage would park in the Fifth & Mission Garage (i.e., instead of parking at other off-street facilities in the area, shift modes, or not make the trip).

As summarized in **Table 4-1**, the number of vehicles that would be displaced from the Moscone Center Garage would range between 10,000 and 248,000 on an annual basis, depending on the Moscone Center Garage parking supply scenario. The number of vehicles from the Moscone Center Garage that would not be accommodated at the Fifth & Mission Garage would range between 800 and 15,000 on an annual basis, representing less than 1 percent of the total vehicles parked at both garages.

**Table 4-1
Near-Term Analysis (FY 2015-16) of Annual Parking Demand at
Moscone Center Garage and Fifth & Mission Garage ^{a, b}**

Parking Demand	Existing Conditions	Scenario 2 500 spaces at Moscone Center Garage	Scenario 3 250 spaces at Moscone Center Garage	Scenario 4 Closure of Moscone Center Garage
Vehicles parked at Moscone Center Garage	248,471	238,445	182,106	0
Vehicle shift from Moscone Center Garage to Fifth & Mission Garage	0	10,026	66,365	248,471
Vehicles parked at Fifth & Mission Garage	1,754,161	1,763,373	1,815,582	1,987,802
Number of shifted vehicles not served at the Fifth & Mission Garage	0	814	4,944	14,830
Total vehicles parked at both garages	2,002,632	2,001,818	1,997,688	1,987,802
Percentage of all vehicles not being served	0.00%	0.04%	0.25%	0.75%

Notes:

- a. Parking demand expressed as the number of vehicles parked.
- b. Assumes that all customers displaced from the Moscone Center Garage would try to park at the Fifth & Mission Garage.

Sources: Adavant Consulting, LCW Consulting – 2017

Table 4-2, summarizes the number of days when the Fifth & Mission Garage would reach absolute capacity (100 percent of occupied spaces), as well as its practical capacity (85 to 90 percent of the spaces being occupied). A more detailed table is provided in **Appendix G**.

**Table 4-2
Near-Term Analysis (FY 2015-16) of Parking Utilization
at the Fifth & Mission Garage ^a**

Maximum Utilization	Existing Conditions		Scenario 2 500 spaces at Moscone Center Garage		Scenario 3 250 spaces at Moscone Center Garage		Scenario 4 Closure of Moscone Center Garage	
Number of days in a year when displaced Moscone Center Garage vehicles could not be fully accommodated at the Fifth & Mission Garage								
	No. of days	Annual Percent	No. of days	Annual Percent	No. of days	Annual Percent	No. of days	Annual Percent
85 %	85	23%	90	25%	138	38%	270	74%
90 %	20	5%	33	9%	55	15%	90	25%
95 %	10	3%	19	5%	38	10%	67	18%
100 %	0	0%	8	2%	26	7%	50	14%
Number of hours in a year when displaced Moscone Center Garage vehicles could not be fully accommodated at the Fifth & Mission Garage								
	No. of hours	Hours per Day	No. of hours	Hours per Day	No. of hours	Hours per Day	No. of hours	Hours per Day
85 %	159	2	202	2	331	2	601	2
90 %	74	4	119	4	219	4	422	5
95 %	16	2	47	2	131	3	307	5
100 %	0	0	17	2	80	3	202	4

Note:

- a. Assumes that all customers displaced from the Moscone Center Garage would try to park at the Fifth & Mission Garage.

Sources: Adavant Consulting, LCW Consulting – 2017

CHAPTER 5

FUTURE PARKING DEMAND

Daily parking demand (the total number of vehicles parked in the garage on a daily basis) was developed for both garages based on the existing hourly parking demand at the facility, and the expected increases in demand in the area due to future planned development. Daily parking demand was calculated separately for weekdays and weekends or holidays, which were then combined in order to obtain an annual parking demand. An annual demand was developed for the 20-year period between 2017 and 2036 for use as input into the financial assessment presented in **Chapter 6**.

LAND USE CHANGES WITHIN THE AREA OF INFLUENCE

Future parking demand within the *Area of Influence* was based on data obtained from SF-CHAMP, the City’s travel demand forecasting model for future land use scenarios developed for the analysis of the Central SoMa Plan rezoning. As shown on **Table 5-1**, between 2012⁶ and 2040, the *Area of Influence* is projected to experience a growth in residential space of about 9,600 units, and a growth in employment of about 25,000 jobs – with the majority of jobs in management, information, and professional services (MIPS) and located along the Fourth Street corridor.

Figure 5-1 graphically illustrates the distribution of growth in housing units within the Area of Influence between existing and 2040 condition, while **Figure 5-2** similarly illustrates the distribution of employment growth. **Appendix G** contains the SF-CHAMP land use data for the 15 Traffic Analysis Zones (TAZ) located within the Area of Influence.

Table 5-1
Summary of Existing (2012) and 2040 Land Use Data
within the Area of Influence ^a

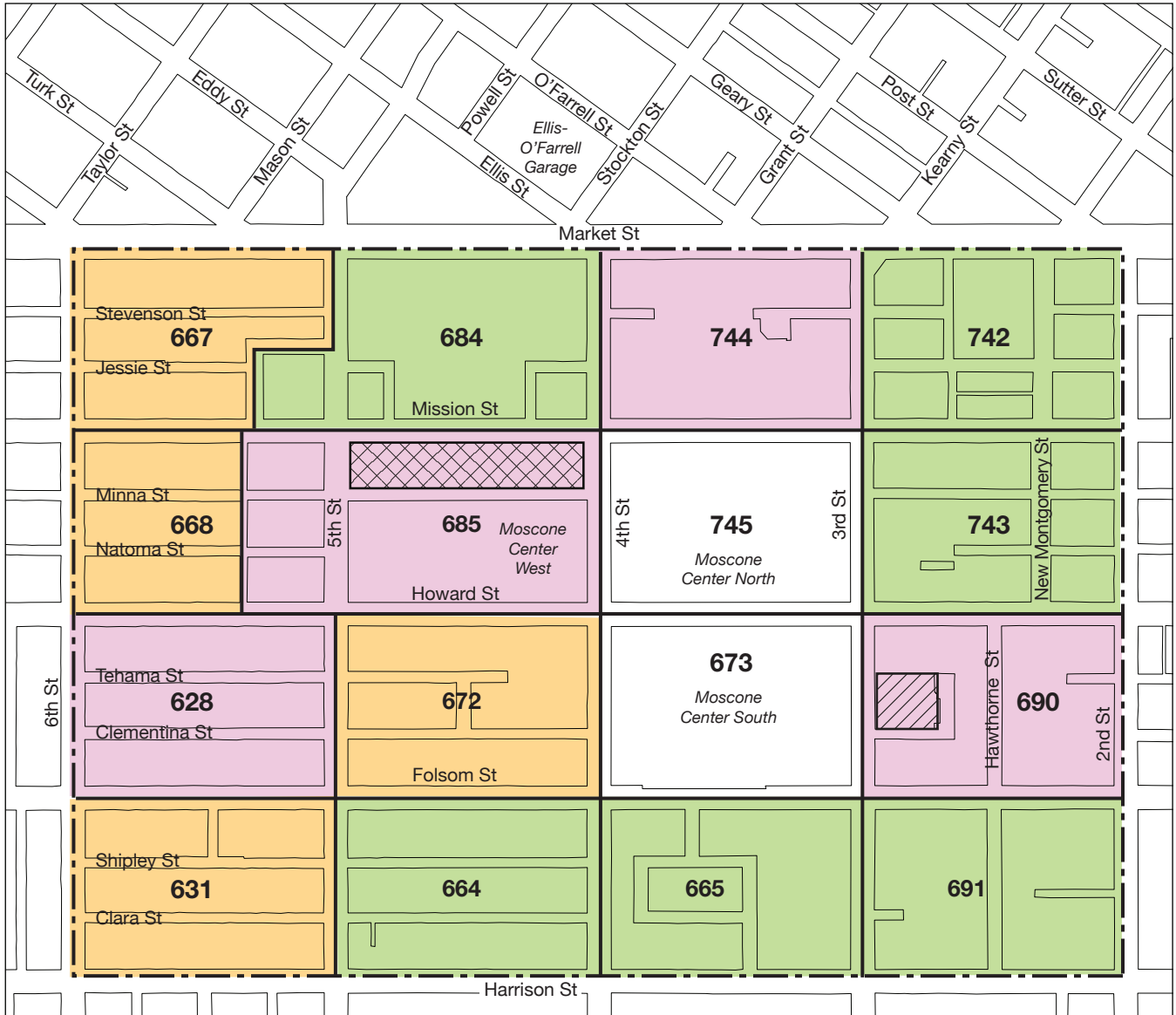
Land Use	Number of Housing Units	Employment (Number of Jobs)
Existing (2012) ^b	4,940	33,660
2040 (with Central SoMa Plan)	14,520	58,870
Growth 2012 to 2040	9,580	25,210
Percentage Change	194%	75%

Notes:

- a. Residential dwelling units and employment estimates for the 15 Traffic Analysis Zones (TAZs) located within the Area of Influence, which is bounded by Market, Second, Harrison, and Fifth Streets. See **Appendix G**.
- b. The base year for the SF-CHAMP model runs used in the analysis is 2012, the latest available base year.

Sources: Advant Consulting, LCW Consulting, SF-CHAMP – 2017

⁶ The base year for the SF-CHAMP model runs used in the Central SoMa Plan analysis is 2012, the latest available base year.



SOURCE: Advant Consulting/LCW Consulting

FIFTH & MISSION/YERBA BUENA CENTER GARAGE

MOSCONE CENTER GARAGE

STUDY AREA OF INFLUENCE

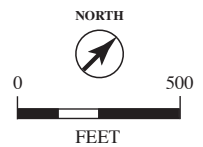
SF-CHAMP TRAFFIC ANALYSIS ZONE (TAZ)

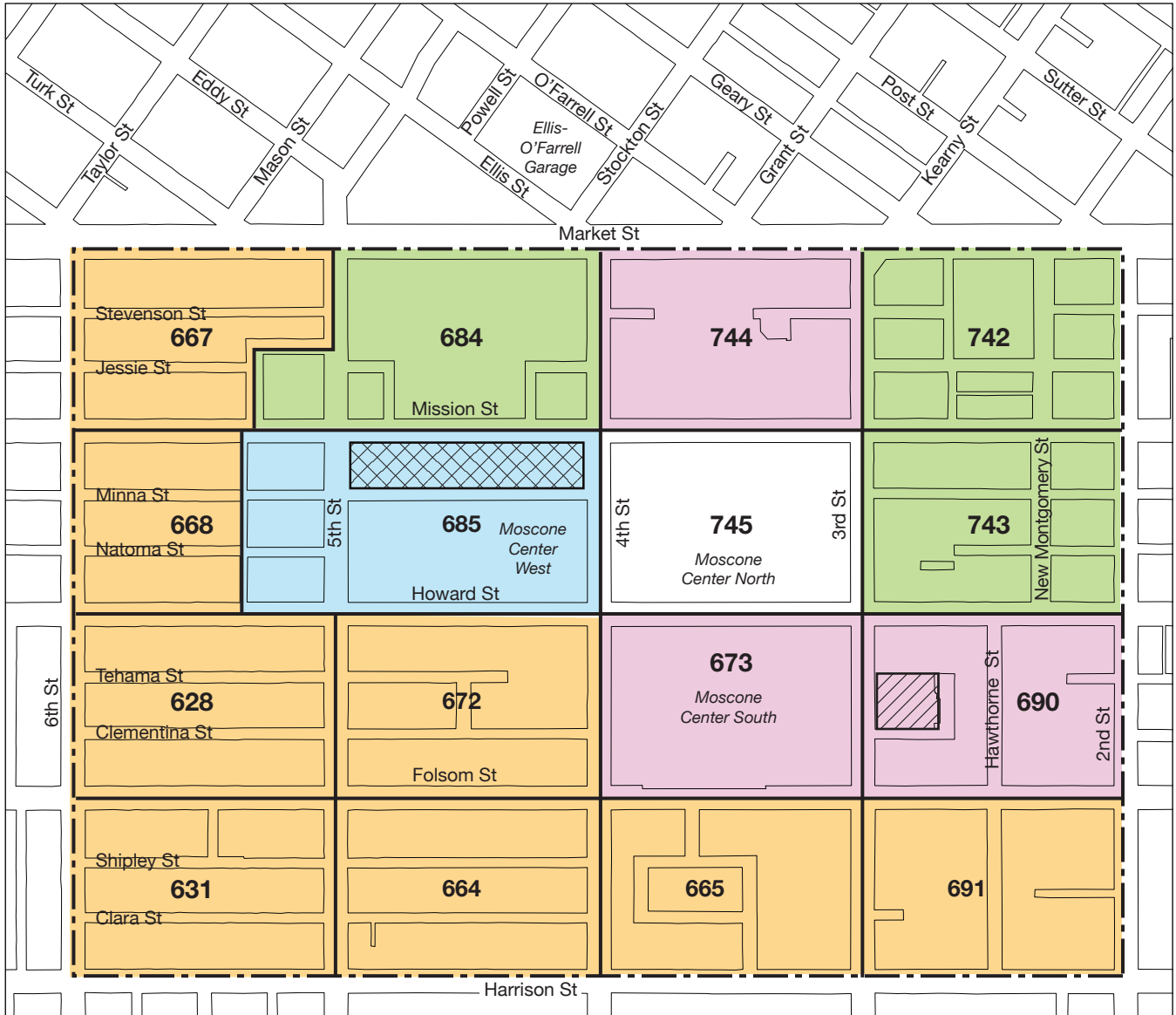
HOUSING UNITS

1-500

500-1,000

1,000-5,000





SOURCE: Advant Consulting/LCW Consulting





 FIFTH & MISSION/YERBA BUENA CENTER GARAGE

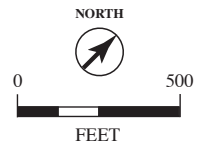
 MOSCONE CENTER GARAGE

 STUDY AREA OF INFLUENCE

 SF-CHAMP TRAFFIC ANALYSIS ZONE (TAZ)

TOTAL EMPLOYMENT

-  1-500
-  501-2,500
-  2,501-5,000
-  > 5,000



MOSCONE CONVENTION CENTER

In addition to this residential and employment growth, the Moscone Convention Center is currently being expanded to add approximately 262,700 square feet of floor area for exhibitions, meetings, conventions, and tradeshow, increasing the total Moscone Center North and South exhibition areas to approximately 888,300 square feet. As a result, it is expected that approximately seven additional large events (those with a registered attendance between 20,000 and 70,000) per year, each with an average duration of four days, would be accommodated in the future at the Moscone Center, as a result of the Expansion Project.⁷

It is estimated that the seven additional large events would result in a combined parking demand of up to 1,600 vehicles per day at the Moscone Center Garage and at the Fifth & Mission Garage during 28 days of a year.

PARKING SUPPLY CHANGES WITHIN THE AREA OF INFLUENCE

It is anticipated that there would be a minimal net-new increase in the amount of off-street public parking supply within the *Area of Influence*. Publicly-accessible parking supply within the *Area of Influence* is projected to remain at about 7,000 spaces for the following reasons:

1. Future development within the *Area of Influence* is expected to occur on sites that are currently occupied by temporary surface parking (e.g., parking lot at Fifth/Howard, parking lots along the east side of Sixth Street between Harrison and Folsom Streets);
2. Some existing public parking facilities will switch to private use, and will no longer be available to the public (e.g., Jessie Square Garage will convert to a primarily private parking garage to support the 706 Mission Street development currently under construction);
3. The maximum permitted parking supply as part of new commercial development projects is limited to 7 percent of the gross square footage, and many recent new developments include either no commercial parking, or less than the maximum permitted;
4. No new mid- or large-size public parking facilities are planned to be constructed; and
5. Mandatory targets of the recently-adopted San Francisco TDM Ordinance are based on the number of parking spaces proposed by development projects, and providing fewer parking spaces would facilitate meeting such targets.

⁷ City and County of San Francisco, Moscone Center Expansion Project, Final Environmental Impact Report, August 14, 2017. Planning Department Case No. 2013.0514E.

PARKING DEMAND METHODOLOGY AND ASSUMPTIONS

Parking demand growth was estimated only for non-residential uses, as residential parking demand was assumed to be accommodated within the parking garages to be built as part of new residential development projects or other private parking facilities. It is also expected that existing and future residential parking demand would decrease due to San Francisco *Planning Code* limitations on the provision of residential parking, TDM ordinance requirements, and ongoing shifts to alternative modes of travel such as walking, transit, bicycling, as well as use of TNCs.

Parking demand was estimated using the *SF Guidelines* methodology which calculates long- and short-term parking demand based on the net increase in the number of employee and visitor trips generated by development that would travel by automobile. Current employee and visitor travel to or from the *Area of Influence* by automobile represents about 40 percent of all trips, which is expected to decrease to 20 percent by 2040 for trips associated with new development. The estimation of future parking demand assumes that the projected shift from auto mode to other modes by year 2040 would occur gradually over the 20-year analysis period, starting with 35 percent auto travel during the first five years, decreasing to 30 percent over the following five years, and then to 20 percent during the final ten years.

The parking demand calculations also assume that new planned development over the 20-year period would not be built uniformly. Instead, increases in parking demand due to development would be lower in the near-term as development projects come online (half of the average growth rate during the first five years), stabilizing during the following five years, and then increasing with the remaining planned development growth during the final 10 years.

Because the Moscone Center Garage and Fifth & Mission Garage account for 50 percent of the public parking supply within the Area of Influence, the future growth in daily parking demand was similarly proportionally distributed to the two facilities (i.e., 10 percent to the Moscone Center Garage, and 40 percent to the Fifth & Mission Garage), with the remaining 50 percent assumed to be allocated to existing or future privately-managed public parking facilities in the area. As noted above, the net increase in the public parking supply in the *Area of Influence* through 2036 is anticipated to be minimal. Existing monthly permit parking demand at the Fifth & Mission Garage was assumed to remain at current levels. At the Moscone Center Garage, existing monthly parking demand was assumed to remain at current levels for Scenario 1 (i.e., no change in parking supply), and for Scenarios 2 and 3 was prorated based on the number of parking spaces that would be provided (e.g., for the Moscone Center Garage scenario that includes 500 spaces, a factor based on $500/730 = 0.68$ was applied).

The additional daily parking demand that can be expected at the Moscone Center Garage and the Fifth & Mission Garage over the next 20 years is graphically depicted in **Figure 5-3**. These values represent an unconstrained parking demand, not limited by the capacity of the two parking facilities, and do not include the additional demand generated by new large events expected to occur at the Moscone Convention Center as a result of its ongoing expansion.

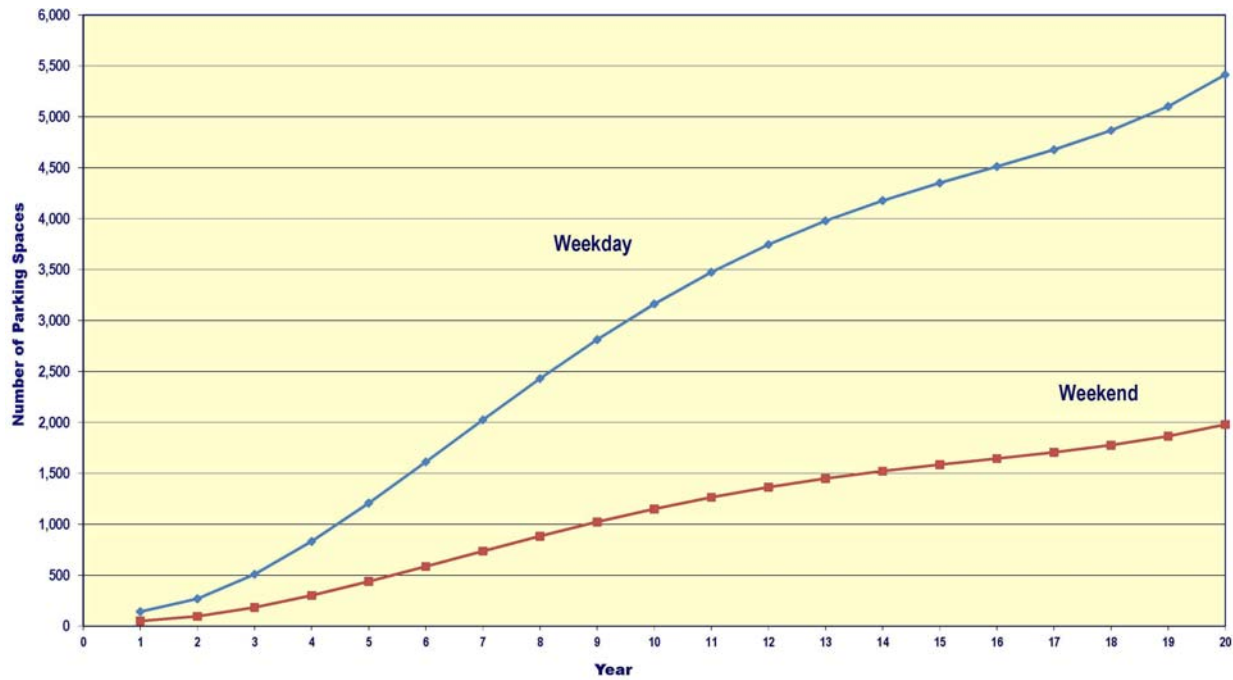


Figure 5-3 – Average Daily Parking Demand Due to New Commercial Development in the Study Area

As previously discussed in **Chapter 4**, the shift of vehicles from the Moscone Center Garage to the Fifth & Mission Garage would result in additional hours when the Fifth & Mission Garage would reach its maximum capacity. The hours most affected at first by the vehicle shift would be during midday period (noon to 3 PM), extending to the shoulder hours on both sides, as the parking demand continues to grow. As was shown in **Table 4-2**, this effect is more pronounced as the parking supply at the Moscone Center Garage is further reduced.

In order to estimate when the garage would be full, the data developed for FY 2015-16 for the midday period was used as a pivot point. An average weekday and weekend day were developed, to which the estimated daily parking demands due to new development and the expansion to Moscone Convention Center, as described in the previous sections, were added. These additional parking demands were considered all day demands, that is, each additional vehicle would generally occupy a parking space from 9 AM to 6 PM.

Furthermore, it was assumed that the vehicle arrival and departure (garage utilization) curves would remain similar to the existing patterns (e.g., the methodology and financial analysis does not take into account potential changes to the overnight parking rates that could increase late night arrivals and earlier departures).

It is known, from the FY 2015-16 data (Table 4-2), on how many days the 100 percent utilization would be reached at least once for each analysis scenario in a given year. As the additional parking demand was added to both garages under each scenario, the parking availabilities were recalculated, and the results used as a surrogate to estimate the percentage of days when either garage would be full at least during one hour. By using 100 percent as the threshold for maximum parking utilization, it can be assumed that the garage would be practically full (85 percent utilization) at least throughout the midday period.

Both the Moscone Center Garage and the Fifth & Mission Garage provide parking for monthly parkers. For purposes of the financial analysis, the number of monthly parkers at the Fifth & Mission Garage was assumed to remain constant at existing levels throughout the 20-year analysis period. This is consistent with SFMTA's policy of maximizing short-term parking (shoppers, personal business, dining, etc.) and minimizing commuter parking in downtown. For the Moscone Center Garage, the monthly parker demand was assumed to remain constant at existing levels for Scenario 1, which would maintain the existing 730 parking spaces. For Scenarios 2 and 3, the monthly parking demand has been prorated based on the total number of parking spaces that would be provided under each scenario thus, the monthly parker demand would be 32 percent less than existing for Scenario 2, and 66 percent less than existing for Scenario 3.

FUTURE ANNUAL PARKING DEMAND

The combined existing annual parking transactions (including transient and monthly parkers) at the two garages in FY 2015-16 was about two million vehicles (about 0.25 million at Moscone Center Garage and 1.75 million at the Fifth & Mission Garage), and the future demand is expected to increase to 2.6 million vehicles (i.e., by 30 percent) by 2036.

For the three parking supply scenarios that reduce or eliminate existing parking at the Moscone Center Garage, it was assumed that the resulting unserved demand would shift entirely to the Fifth & Mission Garage. In the near-term, depending on the parking supply scenario, the Fifth & Mission Garage has availability to accommodate a portion of the existing Moscone Center Garage demand, but as the future parking demand in the area increases, the combined garages would start to reach their maximum capacity during more days of the year and an increasing number of vehicles would be prevented from parking at the two garages.

Figure 5-4 provides a graphic summary of the expected total demand at the Moscone Center and Fifth & Mission garages for the 20-year (2017 to 2036) parking demand analysis period. As shown in the figure, the two garages are expected to become effectively full during the midday period somewhere during 2020 for Scenario 4 that eliminates the Moscone Center Garage, and 2023 for Scenarios 1, 2 and 3, with 730, 500 and 250 parking spaces being provided at the Moscone Center Garage, respectively. At the point when full midday occupancy is reached, the annual unserved demand would represent between 4 and 7 percent of the total parking demand, about 250 to 500 vehicles per day, depending on the scenario.

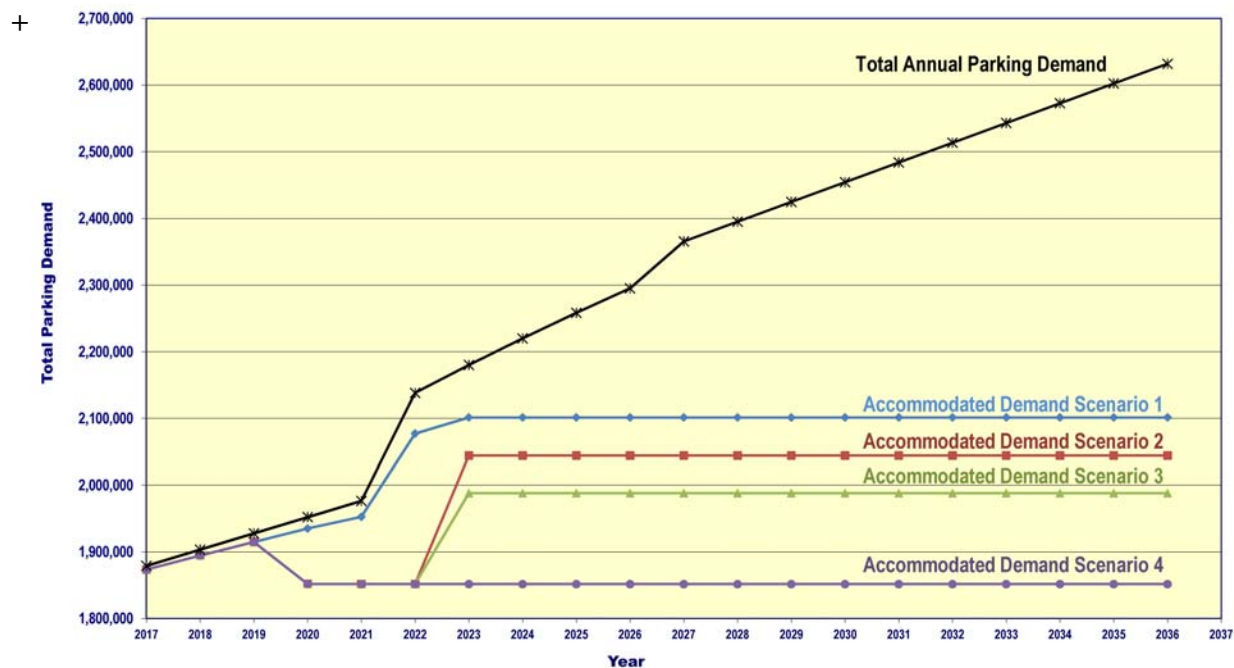


Figure 5-4 – Total Annual Demand for the Moscone Center Garage plus Fifth & Mission Garage

Table 5-2 provides a quantitative summary of the annual parking demand at the Moscone Center Garage and the Fifth & Mission Garage for the 20-year parking analysis period, at five-year increments. The number of vehicles not being accommodated would be relatively low during the first five years, about 1 to 6 percent depending on the scenario. The unserved parking demand would increase in subsequent years, representing 20 percent (Scenario 1) to 30 percent (Scenario 4) of the total parking demand for these two facilities by 2036. These represent a daily average of 1,500 to 2,100 unserved vehicles, or two to three times the parking capacity of the existing Moscone Center Garage.

**Table 5-2
Future Annual Parking Demand for Selected Years
at Moscone Center Garage and Fifth & Mission Garage ^{a, b}**

Parking Demand	Scenario 1 No Change in Parking Supply	Scenario 2 500 spaces at Moscone Center Garage	Scenario 3 250 spaces at Moscone Center Garage	Scenario 4 Closure of Moscone Center Garage
Year 2021 ^[c]				
Total vehicle demand at both garages	1,976,400	1,976,400	1,976,400	1,976,400
Vehicles parked at both garages	1,952,600	1,851,700	1,851,700	1,851,700
Vehicles not being accommodated	23,800	124,700	124,700	124,700
% of vehicles not being accommodated	1%	6%	6%	6%
Year 2026				
Total vehicle demand at both garages	2,295,100	2,295,100	2,295,100	2,295,100
Vehicles parked at both garages	2,101,400	2,044,400	1,988,000	1,851,700
Vehicles not being accommodated	193,700	250,700	307,100	443,400
% of vehicles not being accommodated	8%	11%	13%	19%
Year 2031				
Total vehicle demand at both garages	2,483,900	2,483,900	2,483,900	2,483,900
Vehicles parked at both garages	2,101,400	2,044,400	1,988,000	1,851,700
Vehicles not being accommodated	382,500	439,500	495,900	632,200
% of vehicles not being accommodated	15%	18%	20%	25%
Year 2036				
Total vehicle demand at both garages	2,632,000	2,632,000	2,632,000	2,632,000
Vehicles parked at both garages	2,101,400	2,044,400	1,988,000	1,851,700
Vehicles not being accommodated	530,600	587,600	644,000	780,300
% of vehicles not being accommodated	20%	22%	24%	30%

Notes:

- a. Parking demand expressed as the number of vehicles parked.
- b. Assumes that all customers displaced from the Moscone Center Garage would try to park at the Fifth & Mission Garage.
- c. The Moscone Center Garage would not be operational in 2020, except for Scenario 1. Under Scenarios 2 and 3, the smaller Moscone Center Garage is assumed to be under construction for the three-year period from 2020 through 2022. Under Scenario 4, the Moscone Center Garage would cease operations at the beginning of 2020.

Sources: Adavant Consulting, LCW Consulting – 2017

As described earlier in this chapter, the methodology used to develop future parking demand projections includes aggressive estimates in terms of mode of travel share (i.e., a 20 percent auto use, much lower than current conditions), in spite of which a substantial shortfall of parking spaces relative to the parking demand is shown in **Figure 5-4**. In addition, the parking shortfalls presented in the figure represents approximately half of the total for the *Area of Influence*.

It should be noted that large parking shortfalls that had been estimated for this area as part of previous studies (construction of Moscone West, development of the San Francisco Centre, etc.) have never materialized, in large part due to changes in travel behavior and mode of travel resulting from constrained parking availability. This means that the parking demand projections presented here are likely reasonable for the next six to eight years, but would have a higher degree of uncertainty afterwards. Similarly, in the event that more public parking were to be built in the area over the next 20 years, the aggressive modal split estimates would not materialize, and the shortfall could be even greater than the estimates presented here.

FUTURE PARKING DEMAND SUMMARY

- The existing number of residential units within the *Area of Influence* would triple in the next 20 years, while the amount of commercial space would almost double.
- No substantial changes are expected in the amount of off-street public parking supply available in the area, while the general on-street parking supply is anticipated to be reduced as part of the proposed Central SoMa Plan street network changes.
- Overall parking demand in the area would increase by 33 percent, even when assuming a 50 percent reduction in auto mode for trips to and from the area over the next 20 years, which represents a daily average shortfall of 3,000 to 4,200 unserved vehicles for the *Area of Influence*.
- The average daily shortfall at both garages would be about 1,500 to 2,100 by 2036, depending on the scenario, which is two to three times the parking supply of the existing Moscone Center Garage.
- Large parking shortfalls estimated for this area as part of previous studies have never materialized due to changes in travel behavior resulting from constrained parking availability. Thus, the parking demand projections presented here are likely reasonable for the next six to eight years, but would have a higher degree of uncertainty afterwards.

CHAPTER 6

FINANCIAL ASSESSMENT

A financial assessment was prepared for the Moscone Center Garage and the Fifth & Mission Garage for a 20-year period between 2017 and 2036. For each garage, annual net revenue and expenses were calculated for each of the 20 years evaluated in the assessment. Annual total income, which is derived by subtracting expenses from net revenue, was then calculated. As noted in **Chapter 1**, this financial assessment is one element of the analysis of the fiscal impact and feasibility of development opportunities for the Moscone Center Garage site currently being conducted as part of a separate City effort. The financial assessment is presented for current dollars, not adjusted for inflation, and therefore the time value of money.

For the three analysis scenarios that would result in fewer parking spaces being provided at the Moscone Center Garage (Scenarios 2, 3, and 4), the financial analysis accounted for an initial three-year period of continued operation at the Moscone Garage during which the environmental clearance, entitlements, and design efforts for the proposed replacement project at the existing garage site would be conducted. In addition, for the two scenarios where some replacement parking at the Moscone Center Garage site would be provided (Scenarios 2 and 3), the analysis assumed that three years of non-operation would follow the initial three-year entitlement process, while the development project containing a new, smaller garage is under construction.

REVENUES

Total gross revenue includes transient and monthly parking receipt revenues, as well as non-parking revenue (e.g., leasing of ground floor retail).

For each analysis scenario, the annual parking revenue was calculated by multiplying the annual parking transactions (presented in Chapter 5) by the daily parking rate (i.e., the average charge per transaction) for each of the 20 years in the financial analysis. The daily parking rate was based on FY 2015-16 conditions at each garage. Per SFMTA policy parking rate increases are implemented every couple of years in response to inflation and to manage parking demand at the garage, and not on an annual basis. However, for purposes of the financial analysis, to reflect increases in parking rates expected to occur over time, the average daily parking rate for transient and monthly parking was increased by two percent annually for each garage.

Both the Moscone Center Garage and the Fifth & Mission Garage currently include leasable commercial space that generates additional revenue for each garage. For the Moscone Center Garage scenarios that provide fewer parking spaces than existing (Scenarios 2 and 3), the non-parking revenues were removed as leasable commercial space would likely not be included as part of the new garage component of the development.

A 25 percent City-implemented parking tax was applied to the gross taxable parking revenues (non-parking revenues are tax-exempt) to obtain Net Revenue. However, because 80 percent of the parking tax returns to the SFMTA as part of its operating budget, only the 20 percent of the parking tax that is not available to SFMTA was subtracted from the Gross Revenue to yield Net Revenue.

OPERATING EXPENSES

The estimation of annual operating expenses was based on actual FY 2015-16 operating expenses at the Moscone Center Garage and the Fifth & Mission Garage. Expenses include: payroll, utilities, supplies and services, insurance, maintenance and repair, management fee, garage security, professional services, and other costs such as licenses and permits.

Appendix H provides a summary of the existing annual operating expenses for both garages. The operating expenses do not include maintenance reserve. Based on information provided by the SFMTA, operational expenses were assumed to increase at an average of 3 percent annually.

For the two Moscone Center Garage scenarios with fewer parking spaces than existing conditions (Scenarios 2 and 3), the payroll expenses were assumed to remain the same as for FY 2015-16 (but with an expected increase in costs of 3 percent per year), as operational improvements aimed at reducing labor costs have already been implemented into the Moscone Center Garage, and therefore labor costs are anticipated to remain similar for the two smaller garage scenarios. All other expenses were prorated based on the parking spaces that would be provided (for example, utility costs are expected to be proportionally smaller for a smaller garage).

TOTAL INCOME

Table 6-1 presents a summary of the annual Total Income for year 5 (2021), year 10 (2026), year 15 (2031), and year 20 (2036) of the financial assessment for each of the 12 analysis scenarios (i.e., the four parking supply scenarios for the Moscone Center Garage, each with three parking rate scenarios). These years represent a snapshot of the financial assessment for these four analysis years, and the detailed financial assessment by year for the 20-year period is included in **Appendix H** to this report. The following discussion of Total Income is first presented for the Moscone Center Garage and the Fifth & Mission Garage separately, and then combined, as the combined analysis better reflects the full financial implications of the scenarios.

Moscone Center Garage

- **Scenario 1: No Change in Moscone Center Garage Parking Supply.** With no changes to the number of parking spaces at the Moscone Center Garage (i.e., 730 parking spaces), the facility would operate close to full occupancy during the peak demand periods (i.e., roughly between 8 AM and 7 PM on weekdays) by 2023 (year 7 of 20 of the financial analysis). Under the existing parking rate scenario, annual Total Income for this scenario would increase from \$2.6 million in FY 2015-16, to about \$3.8 million by 2026 (year 10) and to about \$4.4 million by 2036 (year 20).
- **Scenario 2: 500 Spaces at Moscone Center Garage.** With a reduction in the number of parking spaces at the Moscone Center Garage from 730 under existing conditions to 500 parking spaces, the facility would operate close to full occupancy during the peak demand periods by 2023 (year 7 of 20 of the financial analysis). Note that during analysis years 2020 to 2022 the new garage would be under construction. Demand for parking at the Moscone Garage would approach capacity in year 2023, the year the new Moscone Garage would commence operations. Under the existing parking rate scenario, annual Total Income for this scenario would increase from \$2.6 million in FY 2015-16, to about \$2.8 million by 2026 (year 10) and to about \$3.0 million by 2036 (year 20).

Under this scenario, income would not be generated nor would expenses be incurred, for the three years during which the new garage/development project is being constructed (i.e., 2020 through 2022).

- **Scenario 3: 250 Spaces at Moscone Center Garage.** With a reduction in the number of parking spaces from 730 to 250 parking spaces, the facility would operate close to full occupancy during the peak demand periods by 2023 (year 7 of 20 of the financial analysis). As described for Scenario 2, between 2020 and 2022, the new garage would be under construction. Parking demand associated with new development would result in the Moscone Garage being near capacity in 2023, the year the new Moscone Garage would open for business. Under the existing parking rate scenario, annual Total Income for this scenario would decrease from \$2.6 million in FY 2015-16 to \$1.6 million by 2026 (year 10). By 2036 (year 20) the annual Total Income would be about \$1.8 million.

Under this scenario, income would not be generated nor would expenses be incurred, for the three years during which the new garage/development project is being constructed (i.e., 2020 through 2022).

- **Scenario 4: Closure of Moscone Center Garage.** Under this scenario, the Moscone Center Garage would continue to operate for three years (i.e., 2017 through 2019) during which approvals and design of the proposed development project are underway. The Moscone Center Garage would cease operations at the commencement of construction of the development project. The Fifth & Mission Garage would reach full occupancy by 2020 if the parking demand from the Moscone Center Garage shifts to the Fifth & Mission Garage.

As described in **Chapter 3**, for all Moscone Center Garage parking supply scenarios, changes to the parking rate structure were also evaluated to more closely resemble hourly rates currently charged at privately-owned public parking facilities in the area. As such, the Market Rate and the Premium Rate scenarios would increase annual Total Income by 10 percent (Market Rate) to 20 percent (Premium Rate) over the existing base scenario. For these parking rate scenarios, the number of annual transactions was not revised, as persons currently parking at the Moscone Center Garage appear reluctant to modify their travel behavior in response to parking rate increases. See **Figure 2-6** which presents the elasticity of parking demand in the area. The parking elasticity is a relatively low value of -0.06, while previous studies in the U.S. have shown that the elasticity of vehicle trips with regard to parking prices is typically -0.1 to -0.3.

Fifth & Mission Garage

Based on the projected levels of development and travel demand assumptions described above, the Fifth & Mission Garage would operate close to full occupancy during the peak demand periods under all Moscone Center Garage parking supply scenarios. Under Scenarios 2 and 3, the Fifth & Mission Garage would accommodate parking demand displaced from the Moscone Center Garage during the three years during which the smaller Moscone Center Garage is under construction. The parking demand associated with new development projected to occur after 2023 would essentially exceed the capacity of the Fifth & Mission Garage. Thus, parking demand is not expected to vary substantially at the Fifth & Mission Garage after 2023 for any of the analysis scenarios. The increases in Total Income for subsequent years of the financial analysis are due to increases in parking rates.

Under the existing parking rate scenario, annual Total Income at the Fifth & Mission Garage would increase from \$16.4 million for FY 2015-16, to about \$22.5 million by 2026 (year 10), and to about \$26.7 million by 2036 (year 20). Changes to the parking rate structure to more closely resemble current hourly rates at privately-owned public parking facilities in the area would increase annual Total Income by 10 to 20 percent over the existing base scenario.

Total Both Garages

As shown on **Table 6-1**, the greatest annual Total Income for both garages combined would be realized under Scenario 1, under which the Moscone Center Garage parking supply would remain unchanged.

Table 6-1
Summary of Financial Statement Total Income (in millions) ^[a,b,c]
Moscone Center Garage and Fifth & Mission Garage

Transient Base Rate /Garage/Year	SCENARIO 1 No Change in Parking Supply	SCENARIO 2 500 spaces at Moscone Center Garage	SCENARIO 3 250 spaces at Moscone Center Garage	SCENARIO 4 Closure of Moscone Center Garage
Existing Rates ^[d]				
Moscone Center Garage				
- Year 5 (2021) ^[d]	\$3.2	\$0.0	\$0.0	\$0.0
- Year 10 (2026)	\$3.8	\$2.6	\$1.6	\$0.0
- Year 15 (2031)	\$4.1	\$2.8	\$1.7	\$0.0
- Year 20 (2036)	\$4.4	\$3.0	\$1.8	\$0.0
Fifth & Mission Garage				
- Year 5 (2021)	\$19.2	\$20.6	\$20.6	\$20.6
- Year 10 (2026)	\$22.5	\$22.5	\$22.5	\$22.5
- Year 15 (2031)	\$24.5	\$24.5	\$24.5	\$24.5
- Year 20 (2036)	\$26.7	\$26.7	\$26.7	\$26.7
Total of Both Garages ^[e]				
- Year 5 (2021)	\$22.4	\$20.6	\$20.6	\$20.6
- Year 10 (2026)	\$26.3	\$25.1	\$24.1	\$22.5
- Year 15 (2031)	\$28.6	\$27.3	\$26.2	\$24.5
- Year 20 (2036)	\$31.1	\$29.7	\$28.5	\$26.7
Market Rates ^[e]				
Moscone Center Garage				
- Year 5 (2021) ^[d]	\$3.6	\$0.0	\$0.0	\$0.0
- Year 10 (2026)	\$4.3	\$3.0	\$1.8	\$0.0
- Year 15 (2031)	\$4.6	\$3.2	\$2.0	\$0.0
- Year 20 (2036)	\$5.0	\$3.4	\$2.1	\$0.0
Fifth & Mission Garage				
- Year 5 (2021)	\$21.4	\$23.0	\$23.0	\$23.0
- Year 10 (2026)	\$25.1	\$25.1	\$25.1	\$25.1
- Year 15 (2031)	\$27.4	\$27.4	\$27.4	\$27.4
- Year 20 (2036)	\$29.9	\$29.9	\$29.9	\$29.9
Total of Both Garages ^[e]				
- Year 5 (2021)	\$25.1	\$23.0	\$23.0	\$23.0
- Year 10 (2026)	\$29.4	\$28.1	\$26.1	\$25.1
- Year 15 (2031)	\$32.0	\$30.6	\$29.4	\$27.4
- Year 20 (2036)	\$34.9	\$33.3	\$32.0	\$29.9

Table 6-1
Summary of Financial Statement Total Income (in millions) ^[a,b,c]
Moscone Center Garage and Fifth & Mission Garage

Transient Base Rate /Garage/Year	SCENARIO 1 No Change in Parking Supply	SCENARIO 2 500 spaces at Moscone Center Garage	SCENARIO 3 250 spaces at Moscone Center Garage	SCENARIO 4 Closure of Moscone Center Garage
Premium Rates ^[h]				
Moscone Center Garage				
- Year 5 (2021) ^[d]	\$4.1	\$0.0	\$0.0	\$0.0
- Year 10 (2026)	\$4.8	\$3.3	\$2.1	\$0.0
- Year 15 (2031)	\$5.2	\$3.6	\$2.2	\$0.0
- Year 20 (2036)	\$5.6	\$3.9	\$2.4	\$0.0
Fifth & Mission Garage				
- Year 5 (2021)	\$23.6	\$25.4	\$25.4	\$25.4
- Year 10 (2026)	\$27.8	\$27.8	\$27.8	\$27.8
- Year 15 (2031)	\$30.3	\$30.3	\$30.3	\$30.3
- Year 20 (2036)	\$33.1	\$33.1	\$33.1	\$33.1
Total of Both Garages ^[e]				
- Year 5 (2021)	\$27.7	\$25.4	\$25.4	\$25.4
- Year 10 (2026)	\$32.6	\$31.1	\$29.9	\$27.8
- Year 15 (2031)	\$35.5	\$33.9	\$32.5	\$30.3
- Year 20 (2036)	\$38.7	\$37.0	\$35.5	\$33.1

Notes:

- a. Total Income = Net Revenues (Gross Revenue less portion of parking tax not returned to SFMTA) less Operating Expenses.
- b. Financial assessment prepared for the 20-year period between 2017 and 2036.
- c. Total Income for FY 2015-16 was \$2.6 million for the Moscone Center Garage, and \$16.4 million for the Fifth & Mission Garage.
- d. For Scenarios 2 and 3, the smaller Moscone Center Garage would be under construction and out of service in year 5 (2021).
- e. Combined total for Scenarios 1, 2 and 4, and Fifth & Mission Garage for Scenario 4. Under Scenarios 2 and 3, the smaller Moscone Center Garage is assumed to be under construction for the three-year period from 2020 through 2022. Under Scenario 4, the Moscone Center Garage would cease operations at the beginning of 2020.
- f. Existing rates assume 2015-16 base transient and monthly rates at the Moscone Center Garage and the Fifth & Mission Garage.
- g. Market rates assume a 10 percent increase over existing FY 2015-16 base transient and monthly rates to more closely reflect rates at privately-owned public garages.
- h. Premium rates assume a 20 percent increase over existing 2015-16 base transient and monthly rates to reflect the higher end of rates at privately-owned public garages.

Sources: Adavant Consulting, LCW Consulting, SFMTA – 2017

In year 5 (2021), the new smaller Moscone Center Garage would be under construction under Scenarios 2 and 3, and under Scenario 4, the Moscone Center Garage would not exist, as operations at the garage would cease by the end of 2019. Thus, for Scenarios 2 through 4, Total Income in year 5 (2021) represents only the income generated by the Fifth

& Mission Garage. For each of the subsequent analysis years following 2023, Total Income for Scenarios 2 through 4 would be between 5 and 15 percent less than for Scenario 1.

Figure 6-1 provides a graphic representation of the annual Total Income for the Moscone Center Garage plus the Fifth & Mission Garage based on the existing rate structure. As described above, for Scenarios 2 through 4, the Total Income in the three-year period between 2020 through 2022 represents only the income generated by the Fifth & Mission Garage, when the new smaller Moscone Center Garage would be under construction under Scenarios 2 and 3, or eliminated under Scenario 4.

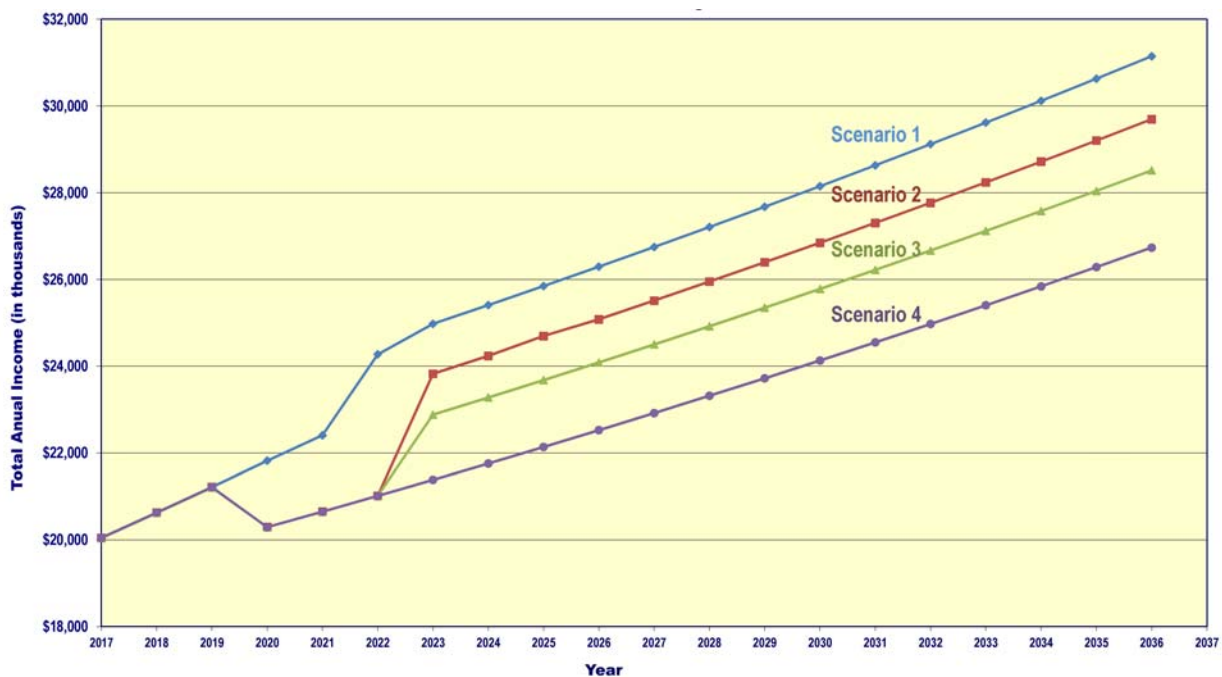


Figure 6-1 – Total Annual Income for the Moscone Center Garage plus the Fifth & Mission Garage (Based on Existing Rate Structure)

FINANCIAL ASSESSMENT SUMMARY

- Total gross revenue includes transient and monthly parking receipt revenues, as well as non-parking revenue (e.g., leasing of ground floor retail).
- Projected future parking demand within the *Area of Influence* is expected to exceed available parking supply, such that increases in parking rates, even 10 to 20 percent increases, would not substantially affect the number of transactions at both garages. That is, in response to a rate increase some drivers may no longer park at these facilities. However, the spaces would be occupied by other drivers willing to pay the higher rate but who could not find a parking space when rates were lower. As is

shown in **Figure 2-6**, the elasticity of parking demand in the area is a relatively low value of -0.06, while previous studies have shown that the elasticity of vehicle trips with regard to parking prices is typically -0.1 to -0.3

- Because of the close proximity between the Moscone Center Garage and the Fifth & Mission Garage, and the ability of the much larger Fifth & Mission Garage to accommodate additional demand, a combined financial assessment of both garages demonstrates how a reduction in parking supply at the Moscone Center Garage, and resulting reduction in revenues, would be offset by increased use and revenues at the Fifth & Mission Garage.
- For the two scenarios that would reduce the parking supply at the Moscone Center Garage (Scenarios 2 and 3), the combined assessment accounts for the accommodation of a portion of the Moscone Center Garage parking demand within the Fifth & Mission Garage during construction of the new garage. For the scenario that completely eliminates parking at the Moscone Center Garage, the financial assessment accounts for the Moscone Center Garage parking demand that could be accommodated within the Fifth & Mission Garage.
- For Scenarios 2 and 3, when the smaller future Moscone Center Garage is under construction (from 2020 through 2022), there would be a higher utilization of the Fifth & Mission Garage, and it would therefore have higher total income for those years, compared to Scenario 1 (No change in parking supply) and Scenario 4 (Closure of Moscone Center Garage).
- Of the four analysis scenarios, Scenario 1, with no changes to the Moscone Center Garage parking supply, would result in the highest total income for the two garages combined (\$31.1 million). Total income in year 20 (2036) for Scenario 2, with 500 spaces at the Moscone Center Garage, would be \$29.7 million, 4.5 percent lower than Scenario 1, while total income for Scenario 3, with 250 spaces at the Moscone Center Garage would be \$28.5 million, 8.4 percent lower than Scenario 1. Removing the Moscone Center Garage (Scenario 4) would result in a total income at the Fifth & Mission Garage of \$26.7 million, 14.1 percent lower than maintaining the existing parking supply at both garages.
- Some effects of a smaller Moscone Center Garage on total income could be offset by a higher parking rate structure.
- The complete financial implication of redeveloping the Moscone Center Garage site needs to include the analysis of other revenue and expense considerations such as ground lease revenue, tax collection, and other consequences of development of the site that are beyond the purview of this analysis.

CHAPTER 7

CONCLUSIONS

Overall, the reduction or elimination of the existing parking spaces at the Moscone Center Garage (Scenarios 2, 3, and 4) would mostly affect those driving to the area to shop, dine or work, especially those arriving from the Peninsula and South Bay. In the near-term, most of the displaced vehicles from the Moscone Center Garage could be accommodated at the Fifth & Mission Garage, except during peak demand periods, generally at midday (anticipated to occur for eight days out of the year under Scenario 2, for 26 days under Scenario 3, and for 50 days under Scenario 4).

In the mid-term, in spite of aggressive assumptions regarding modal shifts away from auto driving and expected reductions in parking demand per capita, overall parking demand in the area is projected to continue to increase as the area builds out. Full capacity of the garages at midday would be reached (based on current forecasts for development in this area) between 2020 for the parking scenario which would eliminate the Moscone Center Garage (i.e., Scenario 4) and 2023 for the three scenarios that would maintain or reduce its current capacity (Scenarios 1, 2 and 3).

In the long-term, the amount of unserved parking demand would become similar in any of the four scenarios after parking demand exceeds the capacity of Moscone Center and Fifth & Mission garages. By 2036, the unserved parking demand would range between 20 percent of total parking demand for these two facilities under Scenario 1, to 30 percent of total parking demand under Scenario 4.

The financial assessment presents the range of the impact on total income for Moscone Center Garage and the Fifth & Mission Garage for the 20-year analysis period. The combined financial assessment of both garages demonstrates how a reduction in parking supply at the Moscone Center Garage, and resulting reduction in revenues, would be offset by increased use of and revenues at the Fifth & Mission Garage. Furthermore, while the maximum total income would be attained by maintaining the existing parking supply, the financial impact of the reduction or elimination of the parking supply at the Moscone Center Garage could be minimized by implementing parking rates more in line with privately-owned public parking facilities. The complete financial implication of redeveloping the Moscone Center Garage site needs to include analysis of other revenue and expense considerations such as ground lease revenue, tax collection, and other consequences of development of the site that are beyond the purview of this analysis.

The analysis contained within this report is based on City-developed projections of land use growth that would occur over a long period of time, concurrent with planned changes to the area transportation network, and expected changes in travel mode choices. Historically, large predicted parking shortfalls in the downtown core of San Francisco, which is well served by public transit and has limited roadway capacity to accommodate additional vehicles, have not materialized. In general, due to difficulty in finding parking, some drivers may travel to the area at different times or days, may switch to transit, bicycle, or

other forms of travel, or may forgo the trip and travel to a different location. However, considering the projected shortfall in parking supply in the study area, regardless of the amount of parking provided at the Moscone Center Garage, the following actions could be considered by City agencies to offset the loss in parking spaces:

- Continue implementation and expansion of off-street and on-street parking management through pricing according to time of day, day of the week, month, etc. that allow for maximum utilization.
- Monitor parking utilization conditions in the area, and provide information to users in real time.
- Coordinate use of remaining parking resources in the area (e.g., promoting the use of the Ellis-O'Farrell Garage on weekdays) if parking is reduced or eliminated at the Moscone Center Garage.
- Promote the increase of transit service supporting new residents, employees and visitors/shoppers to the area (e.g., Central Subway and Muni Forward).
- Develop and implement infrastructure improvements that facilitate travel by sustainable modes, such as walking and bicycling.
- Enforce City-mandated TDM Program requirements for new developments.

APPENDIX A

PARKING CONCEPTS DEFINITIONS

Accumulation: The number of vehicles parked at any given time; it is a measure of instantaneous parking demand.

Availability (Vacancy): The percentage of parking spaces in an area or facility that are not in use at a given time. Availability expresses the same concept as occupancy, as it is equal to one minus the occupancy percentage. Availability is the way in which the user experiences the prevailing occupancy rate.

Duration: The length of a time that an individual vehicle is parked in a space. Duration is typically expressed as the average length of individual parking sessions during a period of interest. Duration is a function of the trip purpose of the user, the parking rate structure, and mandated time limits.

Occupancy (Utilization): The percentage of parking spaces in an area or facility that are in use at a given time. For example, a garage experiencing 66 percent occupancy has vehicles parked in two out of every three spaces provided.

Practical Capacity (Effective Supply): The occupancy rate at which parking in an area or facility is considered well utilized though still reasonably available. It usually is considered to be 85 percent of off-street spaces and 90 percent of curb spaces, as parking occupancy rates at or close to 100 percent are generally considered undesirable. When available on-street spaces are scarce drivers tend to circle around the block to find an available on-street space, adding to congestion. Similarly, a safety factor is desirable at parking facilities to minimize delays involving motorists entering or leaving parking spaces, or cruising vehicles in search of vacant spaces.

Transient Parker: A parker who pays for parking on a short-term basis, typically hourly or daily.

Turnover: The number of vehicles occupying a space during a given period. Turnover is typically expressed in vehicles per hour or another time period. The turnover rate is determined by dividing the total number of parkers in a time period by the total number of legal parking spaces available. Turnover is an indicator of the productivity or efficiency of a parking space (i.e., quantity of users served).

APPENDIX B

PUBLIC PARKING GARAGE RATES

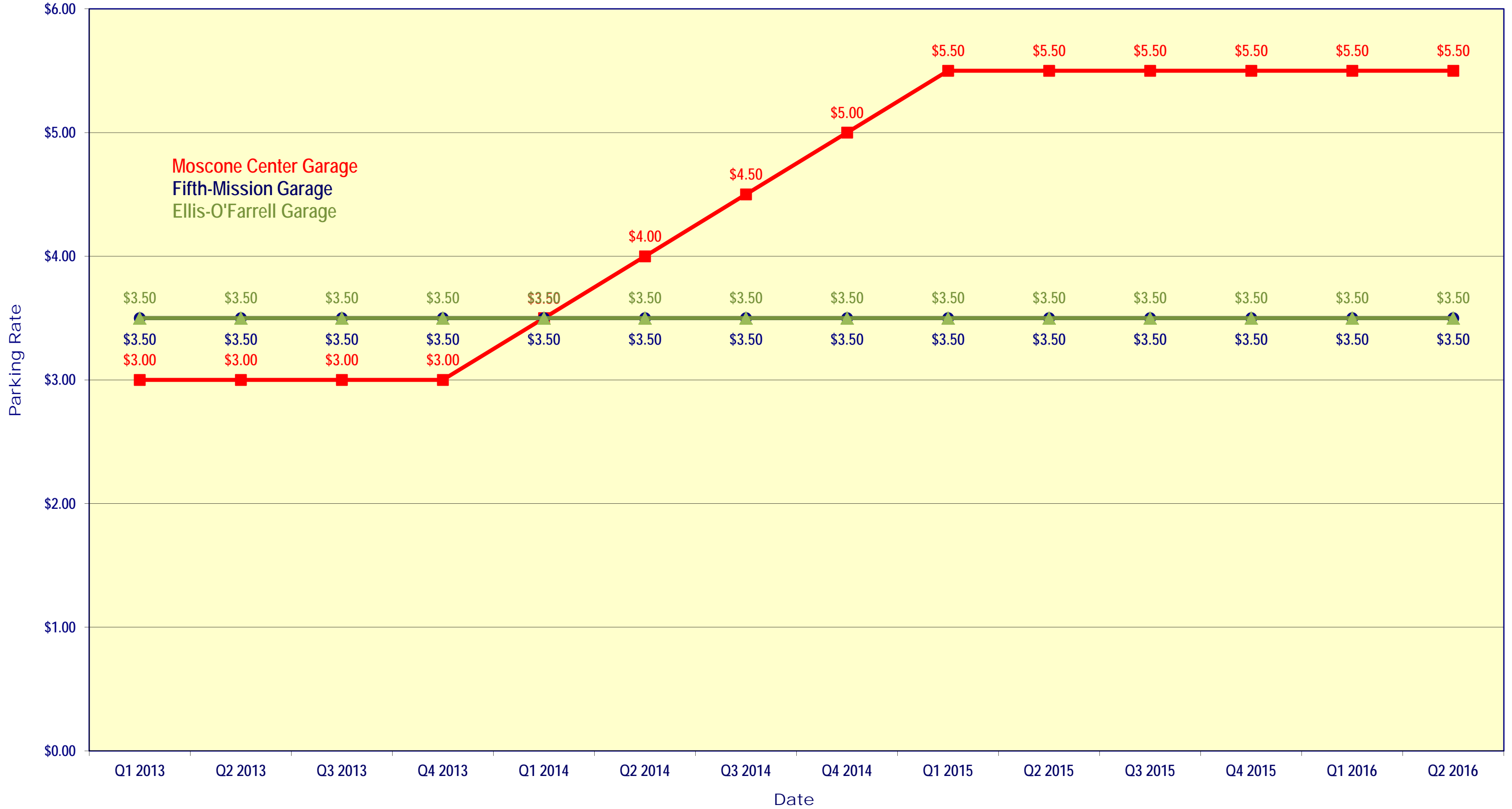
Existing Parking Rates

Rates	City-owned		Privately-owned Public Garages			
	Moscone Garage 730 spaces	Fifth & Mission	Hearst Garage 796 spaces	White House Garage 600 spaces	SFMOMA Garage 410 spaces	Embarcadero Center 665 spaces
Hourly Rates						
12 a.m. to 9 a.m.	\$1.00	\$2.00				
9 a.m. to 12 p.m.	\$2.50	\$3.00				
12 p.m. to 3 p.m.	\$5.50	\$3.50				
3 p.m. to 6 p.m.	\$2.00	\$3.50				
6 p.m. to 12 a.m.	\$1.00	\$1.50				
30 minutes			\$4.00	\$3.75	\$4.00	\$6.00
30 min to 1 hour			\$8.00	\$7.50	\$8.00	
1 to 1.5 hours			\$12.50	\$11.25	\$12.00	
1.5 to 2 hours			\$16.00	\$15.00	\$16.00	
1.5 to 2.5 hours			\$20.00	\$18.75	\$20.00	
2.5 to 12 hours			\$24.00	--	--	
2.5 to 3 hours			--	\$22.50	--	
2 to 3 hours			--	--	\$24.00	
3 to 6 hours			--	\$26.25	--	
6 to 12 hours			--	\$29.00	\$26.00	
12 to 24 hours			\$35.00	\$36.00	\$35.00	\$34.00
Weekday Discount						
AM - enter before 8:30 a.m.	\$2 off	\$2 off				
PM - exit after 6:30 p.m.	\$2 off	\$2 off				
Flat Rate						
Daily/Lost Ticket	\$29	\$34	\$35	\$36	\$35	\$34
Early Bird	\$16	--		\$22		
Monthly						
Reserved	\$435	\$510	\$440			
Reserved Area	\$0	\$335				
Regular	\$325	\$315	\$375	\$390	\$450	\$435
Carpool/Carshare	\$165	\$160	\$310			
Cost Comparisons						
2 hours betw 12 and 3 PM	\$11.00	\$7.00	\$16.00	\$15.00	\$16.00	\$24.00
3 hours betw 12 and 3 PM	\$16.50	\$10.50	\$24.00	\$22.50	\$24.00	\$34.00
6 hours betw 9 AM & 3 PM	\$24.00	\$19.50	\$24.00	\$26.25	\$26.00	\$34.00
9 hours betw 8 AM & 5 PM	\$29.00	\$28.50	\$24.00	\$29.00	\$26.00	\$34.00
12 hours betw 6 AM & 6 PM	\$29.00	\$34.00	\$24.00	\$29.00	\$26.00	\$34.00
Daily Flat Rate	\$29.00	\$34.00	\$35.00	\$36.00	\$35.00	\$34.00

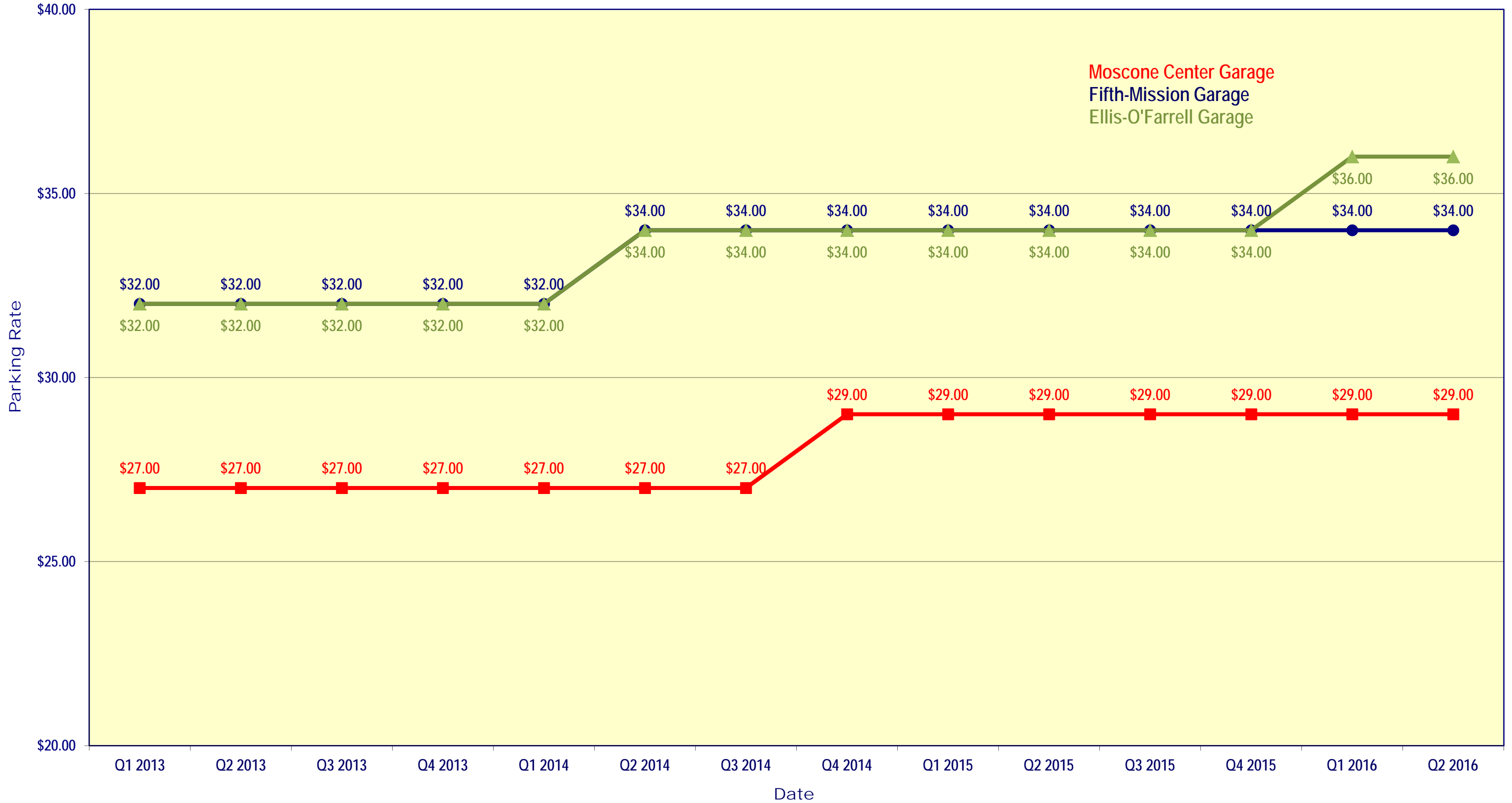
not
validated

Existing Rates

Selected SFMTA Garages Hourly Parking Rate: Noon to 3 PM



Selected SFMTA Garages Daily Maximum Parking Rate



APPENDIX C

MOSCONE CENTER GARAGE AND FIFTH & MISSION GARAGE CUSTOMER SURVEY RESULTS

Moscone Center & 5th/Mission Garages
Survey of Hourly Customers - October 2016

LENGTH OF STAY	MOSCONE CENTER GARAGE						FIFTH/MISSION GARAGE					
	Weekday		Saturday		Both Days		Weekday		Saturday		Both Days	
One hour or less	8	4%	15	10%	23	6%	115	17%	149	19%	264	18%
One to two hours	35	17%	24	16%	59	16%	188	28%	210	27%	398	28%
Two to four hours	65	31%	55	37%	120	33%	187	28%	275	35%	462	32%
Four to eight hours	57	27%	40	27%	97	27%	112	17%	98	13%	210	15%
Eight to 12 hours	41	19%	14	9%	55	15%	50	7%	21	3%	71	5%
12 to 24 hours	4	2%	1	1%	5	1%	15	2%	22	3%	37	3%
Over 24 hours	2	1%	-	0%	2	1%	1	0%	2	0%	3	0%
Total	212	100%	149	100%	361	100%	668	100%	777	100%	1,445	100%
Average length of stay	5 hours 17 min		3 hours 48 min		4 hours 40 min		3 hours 24 min		2 hours 59 min		3 hours 11 min	

FREQUENCY OF TRIP	MOSCONE CENTER GARAGE						FIFTH/MISSION GARAGE					
	Weekday		Saturday		Both Days		Weekday		Saturday		Both Days	
Five or more times per week	30	14%	6	4%	36	10%	28	4%	11	1%	39	3%
Three to four times per week	23	11%	6	4%	29	8%	45	7%	24	3%	69	5%
Once or twice per week	38	18%	14	9%	52	14%	134	20%	107	14%	241	17%
Two to four times per month	15	7%	13	9%	28	8%	98	15%	135	18%	233	16%
Once a month	7	3%	10	7%	17	5%	97	14%	165	22%	262	18%
Less than once a month	99	47%	102	68%	201	55%	270	40%	312	41%	582	41%
Total	212	100%	151	100%	363	100%	672	100%	754	100%	1,426	100%

VEHICLE OCCUPANCY	MOSCONE CENTER GARAGE						FIFTH/MISSION GARAGE					
	Weekday		Saturday		Both Days		Weekday		Saturday		Both Days	
One person	166	78%	58	38%	224	62%	483	71%	319	41%	802	55%
Two people	35	16%	55	36%	90	25%	142	21%	312	40%	454	31%
Three people	6	3%	21	14%	27	7%	35	5%	91	12%	126	9%
Four people	4	2%	10	7%	14	4%	7	1%	45	6%	52	4%
Five or more people	2	1%	7	5%	9	2%	9	1%	16	2%	25	2%
Total	213	100%	151	100%	364	100%	676	100%	783	100%	1,459	100%
Average vehicle occupancy	1.31		2.11		1.64		1.41		1.89		1.67	

Moscone Center & 5th/Mission Garages
Survey of Hourly Customers - October 2016

TRIP PURPOSE	MOSCONE CENTER GARAGE						FIFTH/MISSION GARAGE					
	Weekday		Saturday		Both Days		Weekday		Saturday		Both Days	
Work	132	63%	27	18%	159	44%	314	46%	78	10%	392	27%
Shoppng/Dining	3	1%	25	17%	28	8%	201	30%	474	61%	675	46%
Sightseeing/Museums	28	13%	50	33%	78	22%	44	6%	93	12%	137	9%
Convention/Tradeshaw	2	1%	28	19%	30	8%	2	0%	21	3%	23	2%
Personal Business	25	12%	2	1%	27	7%	74	11%	59	8%	133	9%
School	16	8%	5	3%	21	6%	16	2%	20	3%	36	2%
Other	5	2%	14	9%	19	5%	27	4%	37	5%	64	4%
All Trip Purposes	211	100%	151	100%	362	100%	678	100%	782	100%	1,460	100%

ALTERNATIVE MODE OF TRAVEL IF MOSCONE GARAGE CLOSED	MOSCONE CENTER GARAGE					
	Weekday		Saturday		Both Days	
Continue driving	150	87%	148	98%	298	92%
Take transit	20	12%	3	2%	23	7%
Other mode	2	1%	-	0%	2	1%
Total	172	100%	151	100%	323	100%

AREA OF INFLUENCE	MOSCONE CENTER GARAGE						FIFTH/MISSION GARAGE					
	Weekday		Saturday		Both Days		Weekday		Saturday		Both Days	
Local destination inside Area of Influence	178	89%	141	95%	319	92%	566	86%	670	88%	1,236	87%
Local destination outside Area of Influence	21	11%	8	5%	29	8%	89	14%	89	12%	178	13%
All Local Destinations	199	100%	149	100%	348	100%	655	100%	759	100%	1,414	100%

Moscone Center & 5th/Mission Garages
Survey of Hourly Customers - October 2016

PLACE OF ORIGIN	MOSCONE CENTER GARAGE						FIFTH/MISSION GARAGE					
	Weekday		Saturday		Both Days		Weekday		Saturday		Both Days	
SF-N. Beach/Fish. Wharf/Russian Hill	-	0%	1	1%	1	0%	7	1%	12	2%	19	1%
SF-Nob Hill/Chinatown	-	0%	1	1%	1	0%	6	1%	4	1%	10	1%
SF-Civic Center/Downtown	-	0%	1	1%	1	0%	15	2%	10	1%	25	2%
SF-Financial District	-	0%	-	0%	-	0%	5	1%	3	0%	8	1%
SF-SOMA	2	1%	1	1%	3	1%	31	5%	32	4%	63	4%
SF-Treasure Island	-	0%	-	0%	-	0%	-	0%	1	0%	1	0%
SF-Haight Ashbury/GG Park	-	0%	3	2%	3	1%	6	1%	5	1%	11	1%
SF-Richmond/Presidio Heights/Seacliff	4	2%	2	1%	6	2%	18	3%	11	1%	29	2%
SF-Presidio/Marina	3	1%	2	1%	5	1%	11	2%	17	2%	28	2%
SF-Pac Hghts/Cow HI/W Add/Hayes V	3	1%	1	1%	4	1%	32	5%	29	4%	61	4%
SF-Glen Park	1	0%	-	0%	1	0%	6	1%	4	1%	10	1%
SF-Mission/Bernal Heights	8	4%	4	3%	12	3%	29	4%	44	6%	73	5%
SF-Castro/Upper Market/Noe Valley	4	2%	4	3%	8	2%	13	2%	31	4%	44	3%
SF-Mission Bay/Potrero Hill/Dogpatch	1	0%	-	0%	1	0%	15	2%	16	2%	31	2%
SF-Bayview/Hunters Point	1	0%	-	0%	1	0%	9	1%	10	1%	19	1%
SF-Twin Peaks/West of Twin Peaks	-	0%	-	0%	-	0%	5	1%	10	1%	15	1%
SF-Sunset/Parkside	7	3%	5	3%	12	3%	24	4%	38	5%	62	4%
SF-Lakeshore	1	0%	-	0%	1	0%	2	0%	3	0%	5	0%
SF-O View/Ingl/Balboa T/OME/Crocker A	9	4%	2	1%	11	3%	10	1%	19	2%	29	2%
SF-Undefined	2	1%	-	0%	2	1%	14	2%	3	0%	17	1%
<i>San Francisco</i>	<i>46</i>	<i>22%</i>	<i>27</i>	<i>18%</i>	<i>73</i>	<i>20%</i>	<i>258</i>	<i>38%</i>	<i>302</i>	<i>39%</i>	<i>560</i>	<i>39%</i>
East Bay	38	18%	31	21%	69	19%	135	20%	163	21%	298	21%
North Bay	18	8%	11	7%	29	8%	38	6%	51	7%	89	6%
South Bay/Peninsula	89	42%	60	40%	149	41%	187	28%	157	20%	344	24%
Outside Bay Area	22	10%	21	14%	43	12%	56	8%	106	14%	162	11%
<i>Subtotal Outside San Francisco</i>	<i>167</i>	<i>78%</i>	<i>123</i>	<i>82%</i>	<i>290</i>	<i>80%</i>	<i>416</i>	<i>62%</i>	<i>477</i>	<i>61%</i>	<i>893</i>	<i>61%</i>
All Origins	213	100%	150	100%	363	100%	674	100%	779	100%	1,453	100%

Moscone Center & 5th/Mission Garages Customer Survey - October 2016

LENGTH OF STAY BY PURPOSE	WEEKDAY										SATURDAY						
	Work	Shop/ Dine	Sightseeing/ Museums	Convention/ Tradeshow	Personal Business	School	Other	All Purposes	Work	Shop/ Dine	Sightseeing/ Museums	Convention/ Tradeshow	Personal Business	School	Other	All Purposes	
MOSCONE CENTER GARAGE																	
One hour or less	3 2%	0 0%	1 4%	0 0%	4 16%	0 0%	0 0%	8 4%	3 11%	4 17%	5 10%	1 4%	0 0%	0 0%	2 14%	15 10%	
One to two hours	21 16%	1 33%	4 14%	0 0%	4 16%	4 25%	1 20%	35 17%	4 15%	4 17%	9 18%	3 11%	1 50%	1 20%	2 14%	24 16%	
Two to four hours	24 18%	2 67%	19 68%	1 50%	10 40%	7 44%	2 40%	65 31%	2 7%	13 54%	27 55%	6 21%	1 50%	2 40%	4 29%	55 37%	
Four to eight hours	43 33%	0 0%	3 11%	0 0%	4 16%	5 31%	1 20%	56 27%	16 59%	3 13%	7 14%	8 29%	0 0%	1 20%	5 36%	40 27%	
Eight to 12 hours	36 27%	0 0%	0 0%	1 50%	2 8%	0 0%	1 20%	40 19%	2 7%	0 0%	0 0%	10 36%	0 0%	1 20%	1 7%	14 9%	
12 to 24 hours	2 2%	0 0%	1 4%	0 0%	1 4%	0 0%	0 0%	4 2%	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	1 1%	
Over 24 hours	2 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	- 0%	
Total	131 100%	3 100%	28 100%	2 100%	25 100%	16 100%	5 100%	210 100%	27 100%	24 100%	49 100%	28 100%	2 100%	5 100%	14 100%	149 100%	
	<i>62%</i>	<i>1%</i>	<i>13%</i>	<i>1%</i>	<i>12%</i>	<i>8%</i>	<i>2%</i>	<i>100%</i>	<i>18%</i>	<i>16%</i>	<i>33%</i>	<i>19%</i>	<i>1%</i>	<i>3%</i>	<i>9%</i>	<i>100%</i>	

5TH/MISSION GARAGE	WEEKDAY										SATURDAY						
	Work	Shop/ Dine	Sightseeing/ Museums	Convention/ Tradeshow	Personal Business	School	Other	All Purposes	Work	Shop/ Dine	Sightseeing/ Museums	Convention/ Tradeshow	Personal Business	School	Other	All Purposes	
One hour or less	27 9%	60 30%	5 11%	0 0%	13 18%	3 19%	7 26%	115 17%	10 14%	119 25%	4 4%	2 10%	10 17%	1 5%	3 8%	149 19%	
One to two hours	66 21%	64 32%	13 30%	0 0%	31 42%	4 25%	10 37%	188 28%	11 15%	138 29%	24 26%	3 14%	17 29%	5 26%	11 30%	209 27%	
Two to four hours	91 30%	48 24%	14 32%	2 100%	19 26%	6 38%	7 26%	187 28%	15 20%	165 35%	46 49%	3 14%	22 37%	9 47%	14 38%	274 35%	
Four to eight hours	76 25%	18 9%	9 20%	0 0%	5 7%	1 6%	3 11%	112 17%	19 26%	47 10%	12 13%	7 33%	6 10%	2 11%	5 14%	98 13%	
Eight to 12 hours	38 12%	9 5%	1 2%	0 0%	1 1%	1 6%	0 0%	50 7%	11 15%	2 0%	0 0%	3 14%	2 3%	2 11%	1 3%	21 3%	
12 to 24 hours	8 3%	0 0%	2 5%	0 0%	4 5%	1 6%	0 0%	15 2%	6 8%	1 0%	7 8%	3 14%	2 3%	0 0%	3 8%	22 3%	
Over 24 hours	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	2 3%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 0%	
Total	307 100%	199 100%	44 100%	2 100%	73 100%	16 100%	27 100%	668 100%	74 100%	472 100%	93 100%	21 100%	59 100%	19 100%	37 100%	775 100%	
	<i>46%</i>	<i>30%</i>	<i>7%</i>	<i>0%</i>	<i>11%</i>	<i>2%</i>	<i>4%</i>	<i>100%</i>	<i>10%</i>	<i>61%</i>	<i>12%</i>	<i>3%</i>	<i>8%</i>	<i>2%</i>	<i>5%</i>	<i>100%</i>	

PEOPLE IN VEHICLE BY PURPOSE	WEEKDAY										SATURDAY						
	Work	Shop/ Dine	Sightseeing/ Museums	Convention/ Tradeshow	Personal Business	School	Other	All Purposes	Work	Shop/ Dine	Sightseeing/ Museums	Convention/ Tradeshow	Personal Business	School	Other	All Purposes	
MOSCONE CENTER GARAGE																	
One person	118 89%	1 33%	7 25%	2 100%	21 84%	11 69%	4 80%	164 78%	18 67%	8 32%	8 16%	20 71%	1 50%	2 40%	1 7%	58 38%	
Two people	11 8%	1 33%	16 57%	0 0%	4 16%	3 19%	0 0%	35 17%	6 22%	9 36%	25 50%	7 25%	1 50%	3 60%	4 29%	55 36%	
Three people	3 2%	0 0%	2 7%	0 0%	0 0%	0 0%	1 20%	6 3%	1 4%	4 16%	9 18%	1 4%	0 0%	0 0%	6 43%	21 14%	
Four people	0 0%	0 0%	3 11%	0 0%	0 0%	1 6%	0 0%	4 2%	1 4%	1 4%	7 14%	0 0%	0 0%	0 0%	1 7%	10 7%	
Five or more people	0 0%	1 33%	0 0%	0 0%	0 0%	1 6%	0 0%	2 1%	1 4%	3 12%	1 2%	0 0%	0 0%	0 0%	2 14%	7 5%	
Total	132 100%	3 100%	28 100%	2 100%	25 100%	16 100%	5 100%	211 100%	27 100%	25 100%	50 100%	28 100%	2 100%	5 100%	14 100%	151 100%	
	<i>63%</i>	<i>1%</i>	<i>13%</i>	<i>1%</i>	<i>12%</i>	<i>8%</i>	<i>2%</i>	<i>100%</i>	<i>18%</i>	<i>17%</i>	<i>33%</i>	<i>19%</i>	<i>1%</i>	<i>3%</i>	<i>9%</i>	<i>100%</i>	

5TH/MISSION GARAGE	WEEKDAY										SATURDAY						
	Work	Shop/ Dine	Sightseeing/ Museums	Convention/ Tradeshow	Personal Business	School	Other	All Purposes	Work	Shop/ Dine	Sightseeing/ Museums	Convention/ Tradeshow	Personal Business	School	Other	All Purposes	
One person	271 87%	114 57%	11 25%	1 50%	58 78%	13 81%	15 56%	483 71%	59 77%	183 39%	13 14%	11 52%	32 54%	9 45%	12 32%	319 41%	
Two people	35 11%	64 32%	21 48%	1 50%	8 11%	1 6%	12 44%	142 21%	10 13%	211 45%	46 49%	4 19%	20 34%	5 25%	15 41%	311 40%	
Three people	5 2%	18 9%	9 20%	0 0%	2 3%	1 6%	0 0%	35 5%	7 9%	53 11%	13 14%	6 29%	1 2%	5 25%	6 16%	91 12%	
Four people	0 0%	4 2%	1 2%	0 0%	2 3%	0 0%	0 0%	7 1%	1 1%	19 4%	15 16%	0 0%	5 8%	1 5%	4 11%	45 6%	
Five or more people	1 0%	1 0%	2 5%	0 0%	4 5%	1 6%	0 0%	9 1%	0 0%	8 2%	6 6%	0 0%	1 2%	0 0%	0 0%	15 2%	
Total	312 100%	201 100%	44 100%	2 100%	74 100%	16 100%	27 100%	676 100%	77 100%	474 100%	93 100%	21 100%	59 100%	20 100%	37 100%	781 100%	
	<i>46%</i>	<i>30%</i>	<i>7%</i>	<i>0%</i>	<i>11%</i>	<i>2%</i>	<i>4%</i>	<i>100%</i>	<i>10%</i>	<i>61%</i>	<i>12%</i>	<i>3%</i>	<i>8%</i>	<i>3%</i>	<i>5%</i>	<i>100%</i>	

Moscone Center & 5th/Mission Garages Customer Survey - October 2016

LENGTH OF STAY BY PURPOSE	WEEKDAY									SATURDAY								
	Work	Shop/ Dine	Sightseeing/ Museums	Convention/ Tradeshow	Personal Business	School	Other	All Purposes	Work	Shop/ Dine	Sightseeing/ Museums	Convention/ Tradeshow	Personal Business	School	Other	All Purposes		
MOSCONE CENTER GARAGE																		
One hour or less	3 2%	0 0%	1 4%	0 0%	4 16%	0 0%	1 20%	8 4%	3 11%	4 17%	5 10%	1 4%	0 0%	0 0%	2 14%	15 10%		
One to two hours	21 16%	1 33%	4 14%	0 0%	4 16%	4 25%	1 20%	35 17%	4 15%	4 17%	9 18%	3 11%	1 50%	1 20%	2 14%	24 16%		
Two to four hours	24 18%	2 67%	19 68%	1 50%	10 40%	7 44%	2 40%	65 31%	2 7%	13 54%	27 55%	6 21%	1 50%	2 40%	4 29%	55 37%		
Four to eight hours	43 33%	0 0%	3 11%	0 0%	4 16%	5 31%	1 20%	56 27%	16 59%	3 13%	7 14%	8 29%	0 0%	1 20%	5 36%	40 27%		
Eight to 12 hours	36 27%	0 0%	0 0%	1 50%	2 8%	0 0%	1 20%	40 19%	2 7%	0 0%	0 0%	10 36%	0 0%	1 20%	1 7%	14 9%		
12 to 24 hours	2 2%	0 0%	1 4%	0 0%	1 4%	0 0%	0 0%	4 2%	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	1 1%		
Over 24 hours	2 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	- 0%		
Total	131 100%	3 100%	28 100%	2 100%	25 100%	16 100%	5 100%	210 100%	27 100%	24 100%	49 100%	28 100%	2 100%	5 100%	14 100%	149 100%		
	<i>62%</i>	<i>1%</i>	<i>13%</i>	<i>1%</i>	<i>12%</i>	<i>8%</i>	<i>2%</i>	<i>100%</i>	<i>18%</i>	<i>16%</i>	<i>33%</i>	<i>19%</i>	<i>1%</i>	<i>3%</i>	<i>9%</i>	<i>100%</i>		
5TH/MISSION GARAGE																		
One hour or less	27 9%	60 30%	5 11%	0 0%	13 18%	3 19%	7 26%	115 17%	10 14%	119 25%	4 4%	2 10%	10 17%	1 5%	3 8%	149 19%		
One to two hours	66 21%	64 32%	13 30%	0 0%	31 42%	4 25%	10 37%	188 28%	11 15%	138 29%	24 26%	3 14%	17 29%	5 26%	11 30%	209 27%		
Two to four hours	91 30%	48 24%	14 32%	2 100%	19 26%	6 38%	7 26%	187 28%	15 20%	165 35%	46 49%	3 14%	22 37%	9 47%	14 38%	274 35%		
Four to eight hours	76 25%	18 9%	9 20%	0 0%	5 7%	1 6%	3 11%	112 17%	19 26%	47 10%	12 13%	7 33%	6 10%	2 11%	5 14%	98 13%		
Eight to 12 hours	38 12%	9 5%	1 2%	0 0%	1 1%	1 6%	0 0%	50 7%	11 15%	2 0%	0 0%	3 14%	2 3%	2 11%	1 3%	21 3%		
12 to 24 hours	8 3%	0 0%	2 5%	0 0%	4 5%	1 6%	0 0%	15 2%	6 8%	1 0%	7 8%	3 14%	2 3%	0 0%	3 8%	22 3%		
Over 24 hours	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	2 3%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 0%		
Total	307 100%	199 100%	44 100%	2 100%	73 100%	16 100%	27 100%	668 100%	74 100%	472 100%	93 100%	21 100%	59 100%	19 100%	37 100%	775 100%		
	<i>46%</i>	<i>30%</i>	<i>7%</i>	<i>0%</i>	<i>11%</i>	<i>2%</i>	<i>4%</i>	<i>100%</i>	<i>10%</i>	<i>61%</i>	<i>12%</i>	<i>3%</i>	<i>8%</i>	<i>2%</i>	<i>5%</i>	<i>100%</i>		

PEOPLE IN VEHICLE BY PURPOSE	WEEKDAY									SATURDAY								
	Work	Shop/ Dine	Sightseeing/ Museums	Convention/ Tradeshow	Personal Business	School	Other	All Purposes	Work	Shop/ Dine	Sightseeing/ Museums	Convention/ Tradeshow	Personal Business	School	Other	All Purposes		
MOSCONE CENTER GARAGE																		
One person	118 89%	1 33%	7 25%	2 100%	21 84%	11 69%	4 80%	164 78%	18 67%	8 32%	8 16%	20 71%	1 50%	2 40%	1 7%	58 38%		
Two people	11 8%	1 33%	16 57%	0 0%	4 16%	3 19%	0 0%	35 17%	6 22%	9 36%	25 50%	7 25%	1 50%	3 60%	4 29%	55 36%		
Three people	3 2%	0 0%	2 7%	0 0%	0 0%	0 0%	1 20%	6 3%	1 4%	4 16%	9 18%	1 4%	0 0%	0 0%	6 43%	21 14%		
Four people	0 0%	0 0%	3 11%	0 0%	0 0%	1 6%	0 0%	4 2%	1 4%	1 4%	7 14%	0 0%	0 0%	0 0%	1 7%	10 7%		
Five or more people	0 0%	1 33%	0 0%	0 0%	0 0%	1 6%	0 0%	2 1%	1 4%	3 12%	1 2%	0 0%	0 0%	0 0%	2 14%	7 5%		
Total	132 100%	3 100%	28 100%	2 100%	25 100%	16 100%	5 100%	211 100%	27 100%	25 100%	50 100%	28 100%	2 100%	5 100%	14 100%	151 100%		
	<i>63%</i>	<i>1%</i>	<i>13%</i>	<i>1%</i>	<i>12%</i>	<i>8%</i>	<i>2%</i>	<i>100%</i>	<i>18%</i>	<i>17%</i>	<i>33%</i>	<i>19%</i>	<i>1%</i>	<i>3%</i>	<i>9%</i>	<i>100%</i>		
5TH/MISSION GARAGE																		
One person	271 87%	114 57%	11 25%	1 50%	58 78%	13 81%	15 56%	483 71%	59 77%	183 39%	13 14%	11 52%	32 54%	9 45%	12 32%	319 41%		
Two people	35 11%	64 32%	21 48%	1 50%	8 11%	1 6%	12 44%	142 21%	10 13%	211 45%	46 49%	4 19%	20 34%	5 25%	15 41%	311 40%		
Three people	5 2%	18 9%	9 20%	0 0%	2 3%	1 6%	0 0%	35 5%	7 9%	53 11%	13 14%	6 29%	1 2%	5 25%	6 16%	91 12%		
Four people	0 0%	4 2%	1 2%	0 0%	2 3%	0 0%	0 0%	7 1%	1 1%	19 4%	15 16%	0 0%	5 8%	1 5%	4 11%	45 6%		
Five or more people	1 0%	1 0%	2 5%	0 0%	4 5%	1 6%	0 0%	9 1%	0 0%	8 2%	6 6%	0 0%	1 2%	0 0%	0 0%	15 2%		
Total	312 100%	201 100%	44 100%	2 100%	74 100%	16 100%	27 100%	676 100%	77 100%	474 100%	93 100%	21 100%	59 100%	20 100%	37 100%	781 100%		
	<i>46%</i>	<i>30%</i>	<i>7%</i>	<i>0%</i>	<i>11%</i>	<i>2%</i>	<i>4%</i>	<i>100%</i>	<i>10%</i>	<i>61%</i>	<i>12%</i>	<i>3%</i>	<i>8%</i>	<i>3%</i>	<i>5%</i>	<i>100%</i>		

Moscone Center & 5th/Mission

LENGTH OF STAY BY PURPOSE	BOTH DAYS								All Purposes
	Work	Shop/ Dine	Sightseeing/ Museums	Convention/ Tradeshaw	Personal Business	School	Other		
MOSCONE CENTER GARAGE									
One hour or less	6 4%	4 15%	6 8%	1 3%	4 15%	- 0%	2 11%	23 6%	
One to two hours	25 16%	5 19%	13 17%	3 10%	5 19%	5 24%	3 16%	59 16%	
Two to four hours	26 16%	15 56%	46 60%	7 23%	11 41%	9 43%	6 32%	120 33%	
Four to eight hours	59 37%	3 11%	10 13%	8 27%	4 15%	6 29%	6 32%	96 27%	
Eight to 12 hours	38 24%	- 0%	- 0%	11 37%	2 7%	1 5%	2 11%	54 15%	
12 to 24 hours	2 1%	- 0%	2 3%	- 0%	1 4%	- 0%	- 0%	5 1%	
Over 24 hours	2 1%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	2 1%	
Total	158 100%	27 100%	77 100%	30 100%	27 100%	21 100%	19 100%	359 100%	
	<i>44%</i>	<i>8%</i>	<i>21%</i>	<i>8%</i>	<i>8%</i>	<i>6%</i>	<i>5%</i>	<i>100%</i>	

5TH/MISSION GARAGE	BOTH DAYS								All Purposes
	Work	Shop/ Dine	Sightseeing/ Museums	Convention/ Tradeshaw	Personal Business	School	Other		
MOSCONE CENTER GARAGE									
One hour or less	37 10%	179 27%	9 7%	2 9%	23 17%	4 11%	10 16%	264 18%	
One to two hours	77 20%	202 30%	37 27%	3 13%	48 36%	9 26%	21 33%	397 28%	
Two to four hours	106 28%	213 32%	60 44%	5 22%	41 31%	15 43%	21 33%	461 32%	
Four to eight hours	95 25%	65 10%	21 15%	7 30%	11 8%	3 9%	8 13%	210 15%	
Eight to 12 hours	49 13%	11 2%	1 1%	3 13%	3 2%	3 9%	1 2%	71 5%	
12 to 24 hours	14 4%	1 0%	9 7%	3 13%	6 5%	1 3%	3 5%	37 3%	
Over 24 hours	3 1%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	3 0%	
Total	381 100%	671 100%	137 100%	23 100%	132 100%	35 100%	64 100%	1,443 100%	
	<i>26%</i>	<i>47%</i>	<i>9%</i>	<i>2%</i>	<i>9%</i>	<i>2%</i>	<i>4%</i>	<i>100%</i>	

PEOPLE IN VEHICLE BY PURPOSE	BOTH DAYS								All Purposes
	Work	Shop/ Dine	Sightseeing/ Museums	Convention/ Tradeshaw	Personal Business	School	Other		
MOSCONE CENTER GARAGE									
One person	136 86%	9 32%	15 19%	22 73%	22 81%	13 62%	5 26%	222 61%	
Two people	17 11%	10 36%	41 53%	7 23%	5 19%	6 29%	4 21%	90 25%	
Three people	4 3%	4 14%	11 14%	1 3%	- 0%	- 0%	7 37%	27 7%	
Four people	1 1%	1 4%	10 13%	- 0%	- 0%	1 5%	1 5%	14 4%	
Five or more people	1 1%	4 14%	1 1%	- 0%	- 0%	1 5%	2 11%	9 2%	
Total	159 100%	28 100%	78 100%	30 100%	27 100%	21 100%	19 100%	362 100%	
	<i>44%</i>	<i>8%</i>	<i>22%</i>	<i>8%</i>	<i>7%</i>	<i>6%</i>	<i>5%</i>	<i>100%</i>	

5TH/MISSION GARAGE	BOTH DAYS								All Purposes
	Work	Shop/ Dine	Sightseeing/ Museums	Convention/ Tradeshaw	Personal Business	School	Other		
MOSCONE CENTER GARAGE									
One person	330 85%	297 44%	24 18%	12 52%	90 68%	22 61%	27 42%	802 55%	
Two people	45 12%	275 41%	67 49%	5 22%	28 21%	6 17%	27 42%	453 31%	
Three people	12 3%	71 11%	22 16%	6 26%	3 2%	6 17%	6 9%	126 9%	
Four people	1 0%	23 3%	16 12%	- 0%	7 5%	1 3%	4 6%	52 4%	
Five or more people	1 0%	9 1%	8 6%	- 0%	5 4%	1 3%	- 0%	24 2%	
Total	389 100%	675 100%	137 100%	23 100%	133 100%	36 100%	64 100%	1,457 100%	
	<i>27%</i>	<i>46%</i>	<i>9%</i>	<i>2%</i>	<i>9%</i>	<i>2%</i>	<i>4%</i>	<i>100%</i>	

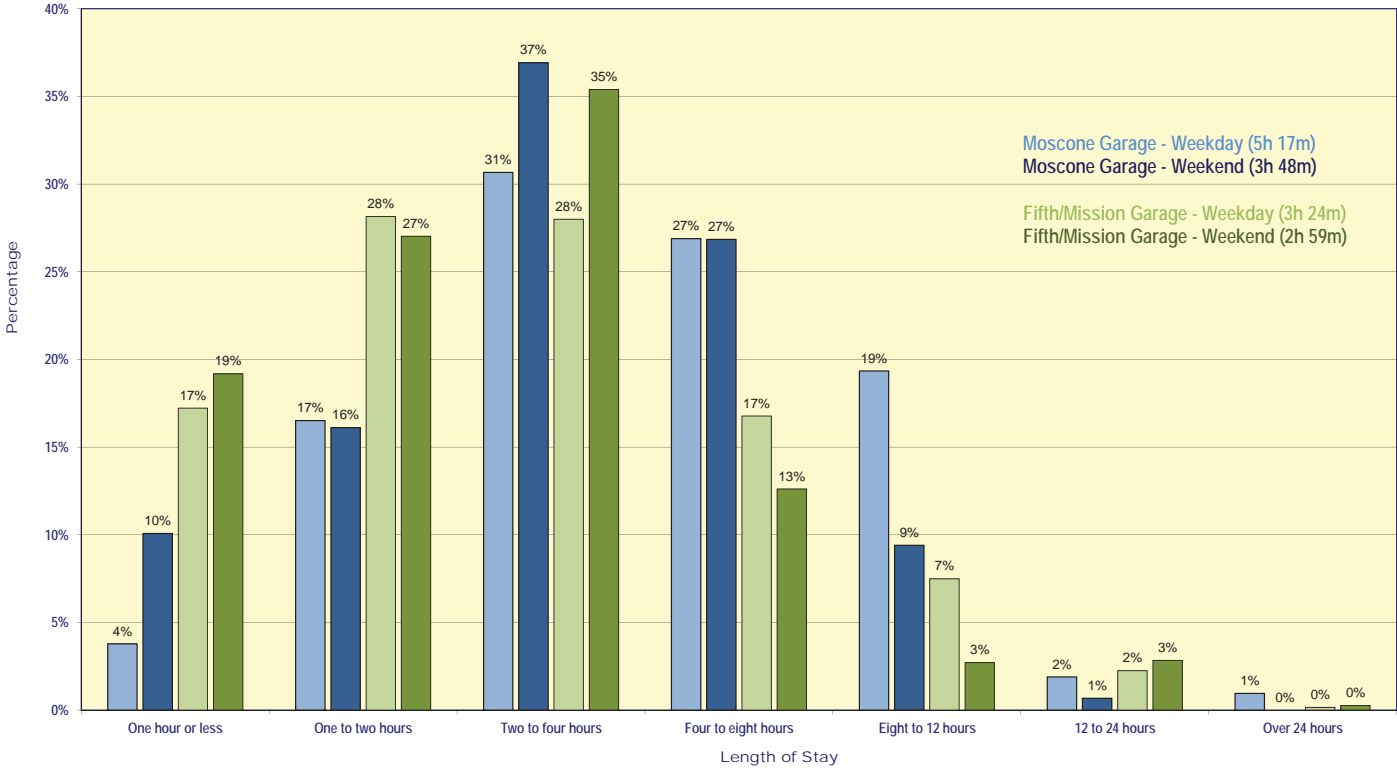
Customer Survey - Oct. 2016 Moscone Center & 5th/Mission Garages

PLACE OF ORIGIN BY PURPOSE	WEEKDAY									SATURDAY								
	Work	Shop/ Dine	Sightseeing/ Museums	Convention/ Tradeshow	Personal Business	School	Other	All Purposes	Work	Shop/ Dine	Sightseeing/ Museums	Convention/ Tradeshow	Personal Business	School	Other	All Purposes		
MOSCONE CENTER GARAGE																		
SF-N. Beach/Fish. Wharf/Russian Hill	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1 4%	0%	0%	0%	0%	1 1%		
SF-Nob Hill/Chinatown	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1 2%	0%	0%	0%	0%	1 1%		
SF-Civic Center/Downtown	0%	0%	0%	0%	0%	0%	0%	0%	0%	1 4%	0%	0%	0%	0%	0%	1 1%		
SF-Financial District	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	- 0%		
SF-SOMA	1 1%	0%	0%	0%	0%	0%	0%	1 0%	0%	0%	1 2%	0%	0%	0%	0%	1 1%		
SF-Treasure Island	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	- 0%		
SF-Haight Ashbury/GG Park	0%	0%	0%	0%	0%	0%	0%	0%	0%	1 4%	1 2%	1 4%	0%	0%	0%	3 2%		
SF-Richmond/Presidio Heights/Seacliff	1 1%	0%	2 7%	0%	0%	0%	1 6%	4 2%	0%	0%	1 2%	0%	0%	0%	1 7%	2 1%		
SF-Presidio/Marina	2 2%	0%	1 4%	0%	0%	0%	0%	3 1%	0%	1 4%	1 2%	0%	0%	0%	0%	2 1%		
SF-Pac Hghts/Cow HI/W Add/Hayes V	1 1%	0%	0%	0%	0%	0%	1 6%	2 1%	0%	1 4%	0%	0%	0%	0%	0%	1 1%		
SF-Glen Park	1 1%	0%	0%	0%	0%	0%	0%	1 0%	0%	0%	0%	0%	0%	0%	0%	- 0%		
SF-Mission/Bernal Heights	4 3%	0%	2 7%	0%	2 8%	0%	0%	8 4%	1 4%	1 4%	1 2%	1 4%	0%	0%	0%	4 3%		
SF-Castro/Upper Market/Noe Valley	4 3%	0%	0%	0%	0%	0%	0%	4 2%	0%	2 8%	1 2%	0%	0%	0%	1 7%	4 3%		
SF-Mission Bay/Potrero Hill/Dogpatch	1 1%	0%	0%	0%	0%	0%	0%	1 0%	0%	0%	0%	0%	0%	0%	0%	- 0%		
SF-Bayview/Hunters Point	1 1%	0%	0%	0%	0%	0%	0%	1 0%	0%	0%	0%	0%	0%	0%	0%	- 0%		
SF-Twin Peaks/West of Twin Peaks	0%	0%	0%	0%	0%	0%	0%	- 0%	0%	0%	0%	0%	0%	0%	0%	- 0%		
SF-Sunset/Parkside	2 2%	0%	0%	0%	1 4%	3 19%	1 20%	7 3%	1 4%	1 4%	2 4%	0%	0%	0%	1 7%	5 3%		
SF-Lakeshore	1 1%	0%	0%	0%	0%	0%	0%	1 0%	0%	0%	0%	0%	0%	0%	0%	- 0%		
SF-O View/Ingl/Balboa T/OME/Crocker A	6 5%	0%	0%	0%	1 4%	2 13%	0%	9 4%	0%	0%	0%	1 4%	0%	0%	0%	2 1%		
SF-Undefined	1 1%	1 33%	0%	0%	0%	0%	0%	2 1%	0%	0%	0%	0%	0%	0%	0%	- 0%		
Subtotal San Francisco	26 20%	1 33%	5 18%	- 0%	4 16%	7 44%	1 20%	44 21%	2 8%	9 36%	9 18%	3 11%	- 0%	- 0%	4 29%	27 18%		
	59%	2%	11%	0%	9%	16%	2%	100%	7%	33%	33%	11%	0%	0%	15%	100%		
East Bay	25 19%	0%	6 21%	1 50%	4 16%	1 6%	1 20%	38 18%	8 31%	6 24%	6 12%	7 25%	0%	0%	4 29%	31 21%		
North Bay	12 9%	0%	3 11%	0%	3 12%	0%	0%	18 9%	5 19%	1 4%	4 8%	1 4%	0%	0%	0%	11 7%		
South Bay/Peninsula	60 45%	2 67%	7 25%	0%	11 44%	7 44%	2 40%	89 42%	7 27%	9 36%	23 46%	9 32%	2 100%	4 80%	6 43%	60 40%		
Outside Bay Area	9 7%	0%	7 25%	1 50%	3 12%	1 6%	1 20%	22 10%	4 15%	0%	8 16%	8 29%	0%	1 20%	0%	21 14%		
Subtotal Outside San Francisco	106 80%	2 67%	23 82%	2 100%	21 84%	9 56%	4 80%	167 79%	24 92%	16 64%	41 82%	25 89%	2 100%	5 100%	10 71%	123 82%		
	63%	1%	14%	1%	13%	5%	2%	100%	20%	13%	33%	20%	2%	4%	8%	100%		
All Origins	132 100%	3 100%	28 100%	2 100%	25 100%	16 100%	5 100%	211 100%	26 100%	25 100%	50 100%	28 100%	2 100%	5 100%	14 100%	150 100%		
	63%	1%	13%	1%	12%	8%	2%	100%	17%	17%	33%	19%	1%	3%	9%	100%		
5TH/MISSION GARAGE																		
SF-N. Beach/Fish. Wharf/Russian Hill	2 1%	4 2%	0%	0%	0%	1 6%	0%	7 1%	1 1%	7 1%	1 1%	0%	1 2%	1 5%	1 3%	12 2%		
SF-Nob Hill/Chinatown	3 1%	2 1%	0%	0%	0%	1 6%	0%	6 1%	0%	4 1%	0%	0%	0%	0%	0%	4 1%		
SF-Civic Center/Downtown	3 1%	10 5%	0%	0%	1 1%	0%	1 4%	15 2%	1 1%	5 1%	1 1%	0%	2 3%	0%	1 3%	10 1%		
SF-Financial District	1 0%	1 1%	2 5%	0%	0%	0%	1 4%	5 1%	3 4%	0%	0%	0%	0%	0%	0%	3 0%		
SF-SOMA	9 3%	18 9%	1 2%	0%	2 3%	1 6%	0%	31 5%	1 1%	25 5%	1 1%	0%	1 2%	0%	4 11%	32 4%		
SF-Treasure Island	0%	0%	0%	0%	0%	0%	0%	- 0%	0%	1 0%	0%	0%	0%	0%	0%	1 0%		
SF-Haight Ashbury/GG Park	2 1%	2 1%	0%	0%	2 3%	0%	0%	6 1%	0%	4 1%	1 1%	0%	0%	0%	0%	5 1%		
SF-Richmond/Presidio Heights/Seacliff	10 3%	7 4%	0%	0%	1 1%	0%	0%	18 3%	0%	9 2%	1 1%	0%	1 2%	0%	0%	11 1%		
SF-Presidio/Marina	3 1%	4 2%	2 5%	0%	2 3%	0%	0%	11 2%	0%	15 3%	2 2%	0%	0%	0%	0%	17 2%		
SF-Pac Hghts/Cow HI/W Add/Hayes V	7 2%	17 9%	2 5%	0%	4 5%	0%	2 7%	32 5%	0%	21 4%	5 5%	1 5%	0%	1 3%	1 3%	29 4%		
SF-Glen Park	2 1%	4 2%	0%	0%	0%	0%	0%	6 1%	0%	4 1%	0%	0%	0%	0%	0%	4 1%		
SF-Mission/Bernal Heights	12 4%	7 4%	2 5%	0%	6 8%	0%	2 7%	29 4%	3 4%	33 7%	1 1%	0%	4 7%	0%	3 8%	44 6%		
SF-Castro/Upper Market/Noe Valley	5 2%	5 3%	1 2%	0%	0%	2 7%	0%	13 2%	3 4%	24 5%	3 3%	0%	1 2%	0%	0%	31 4%		
SF-Mission Bay/Potrero Hill/Dogpatch	6 2%	7 4%	0%	0%	1 1%	0%	1 4%	15 2%	0%	12 3%	1 1%	0%	2 3%	0%	1 3%	16 2%		
SF-Bayview/Hunters Point	4 1%	5 3%	0%	0%	0%	0%	0%	9 1%	1 1%	8 2%	0%	0%	0%	0%	1 3%	10 1%		
SF-Twin Peaks/West of Twin Peaks	1 0%	3 2%	0%	0%	1 1%	0%	0%	5 1%	2 3%	7 1%	0%	0%	1 2%	0%	0%	10 1%		
SF-Sunset/Parkside	11 4%	9 5%	1 2%	0%	2 3%	0%	1 4%	24 4%	7 9%	26 6%	1 1%	1 5%	1 2%	1 5%	1 3%	38 5%		
SF-Lakeshore	0%	1 1%	0%	0%	1 1%	0%	0%	2 0%	0%	2 0%	1 1%	0%	0%	0%	0%	3 0%		
SF-O View/Ingl/Balboa T/OME/Crker A	3 1%	5 3%	0%	0%	1 1%	0%	1 4%	10 1%	3 4%	13 3%	0%	1 5%	1 2%	0%	1 3%	19 2%		
SF-Undefined	2 1%	6 3%	1 2%	0%	3 4%	1 6%	1 4%	14 2%	0%	0%	0%	0%	1 2%	0%	2 6%	3 0%		
Subtotal San Francisco	86 28%	117 59%	12 27%	- 0%	27 36%	4 25%	12 44%	258 38%	25 32%	220 47%	19 20%	3 14%	16 27%	3 15%	16 44%	302 39%		
	33%	45%	5%	0%	10%	2%	5%	100%	8%	73%	6%	1%	5%	1%	5%	100%		
East Bay	67 22%	31 16%	9 20%	0%	16 22%	4 25%	8 30%	135 20%	20 26%	93 20%	19 20%	6 29%	14 24%	5 25%	6 17%	163 21%		
North Bay	22 7%	3 2%	2 5%	0%	8 11%	2 13%	1 4%	38 6%	8 10%	26 6%	10 11%	2 10%	0%	4 20%	1 3%	51 7%		
South Bay/Peninsula	110 35%	40 20%	11 25%	2 100%	16 22%	3 19%	5 19%	187 28%	12 16%	95 20%	19 20%	5 24%	14 24%	5 25%	6 17%	156 20%		
Outside Bay Area	26 8%	9 5%	10 23%	0%	7 9%	3 19%	1 4%	56 8%	12 16%	38 8%	26 28%	5 24%	15 25%	3 15%	7 19%	106 14%		
Subtotal Outside San Francisco	225 72%	83 42%	32 73%	2 100%	47 64%	12 75%	15 56%	416 62%	52 68%	252 53%	74 80%	18 86%	43 73%	17 85%	20 56%	476 61%		
	54%	20%	8%	0%	11%	3%	4%	100%	11%	53%	16%	4%	9%	4%	4%	100%		
All Origins	311 100%	200 100%	44 100%	2 100%	74 100%	16 100%	27 100%	674 100%	77 100%	472 100%	93 100%	21 100%	59 100%	20 100%	36 100%	778 100%		
	46%	30%	7%	0%	11%	2%	4%	100%	10%	61%	12%	3%	8%	3%	5%	100%		

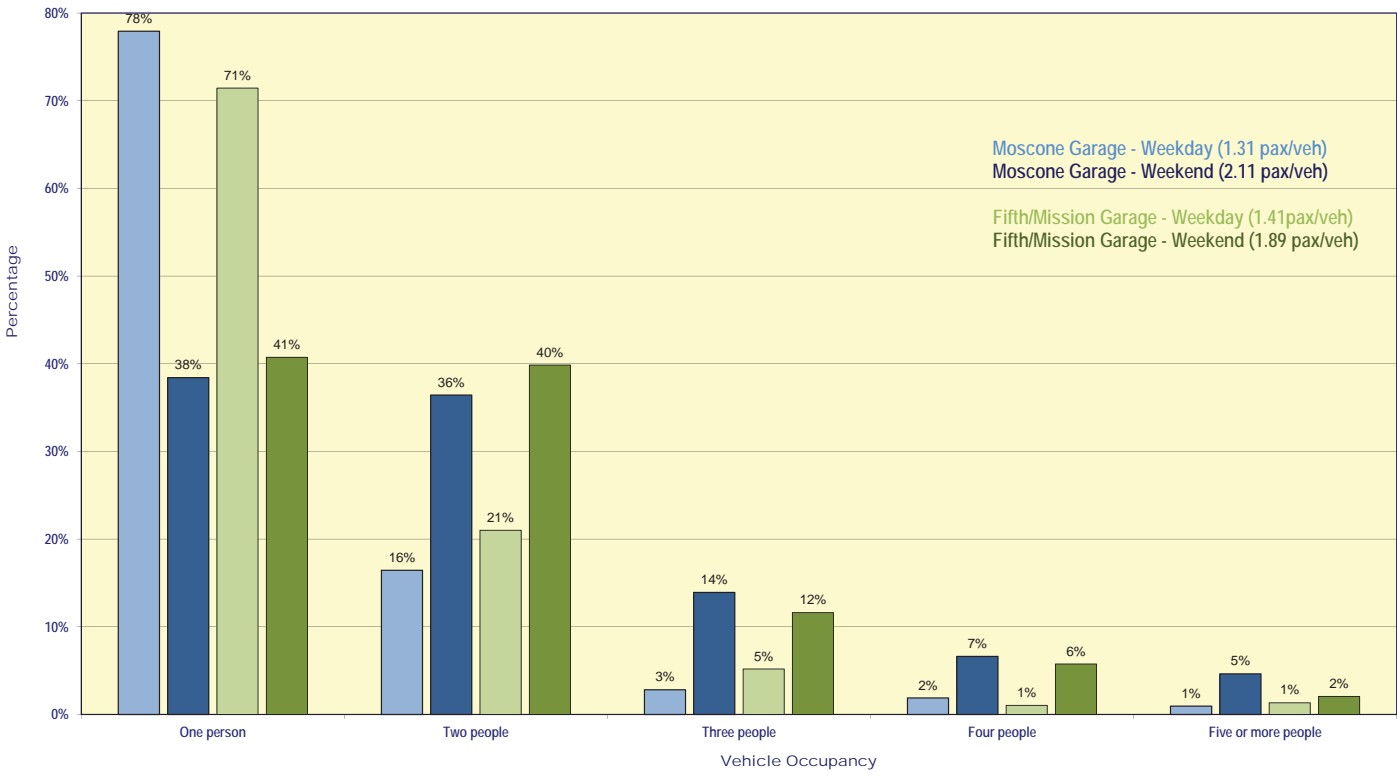
Customer Survey - Oct. 2016 Moscone Center & 5th/Mission Garages

PLACE OF ORIGIN BY PURPOSE	BOTH DAYS									
	Work	Shop/ Dine	Sightseeing/ Museums	Convention/ Tradeshow	Personal Business	School	Other	All Purposes		
MOSCONE CENTER GARAGE										
SF-N. Beach/Fish. Wharf/Russian Hill	- 0%	1 4%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	1 0%
SF-Nob Hill/Chinatown	- 0%	- 0%	1 1%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	1 0%
SF-Civic Center/Downtown	- 0%	1 4%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	1 0%
SF-Financial District	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%
SF-SOMA	1 1%	- 0%	1 1%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	2 1%
SF-Treasure Island	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%
SF-Haight Ashbury/GG Park	- 0%	1 4%	1 1%	1 3%	- 0%	- 0%	- 0%	- 0%	- 0%	3 1%
SF-Richmond/Presidio Heights/Seacliff	1 1%	- 0%	3 4%	- 0%	- 0%	1 5%	1 5%	1 5%	1 5%	6 2%
SF-Presidio/Marina	2 1%	1 4%	2 3%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	5 1%
SF-Pac Hghts/Cow HI/W Add/Hayes V	1 1%	1 4%	- 0%	- 0%	- 0%	1 5%	- 0%	- 0%	- 0%	3 1%
SF-Glen Park	1 1%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	1 0%
SF-Mission/Bernal Heights	5 3%	1 4%	3 4%	1 3%	2 7%	- 0%	- 0%	- 0%	- 0%	12 3%
SF-Castro/Upper Market/Noe Valley	4 3%	2 7%	1 1%	- 0%	- 0%	- 0%	- 0%	1 5%	1 5%	8 2%
SF-Mission Bay/Potrero Hill/Dogpatch	1 1%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	1 0%
SF-Bayview/Hunters Point	1 1%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	1 0%
SF-Twin Peaks/West of Twin Peaks	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%
SF-Sunset/Parkside	3 2%	1 4%	2 3%	- 0%	1 4%	3 14%	3 14%	2 11%	2 11%	12 3%
SF-Lakeshore	1 1%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	1 0%
SF-O View/Ingl/Balboa T/OME/Crocker A	6 4%	- 0%	- 0%	1 3%	1 4%	2 10%	1 5%	1 5%	1 5%	11 3%
SF-Undefined	1 1%	1 4%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	2 1%
<i>Subtotal San Francisco</i>	<i>28 18%</i>	<i>10 36%</i>	<i>14 18%</i>	<i>3 10%</i>	<i>4 15%</i>	<i>7 33%</i>	<i>5 26%</i>	<i>7 33%</i>	<i>5 26%</i>	<i>71 20%</i>
	<i>39%</i>	<i>14%</i>	<i>20%</i>	<i>4%</i>	<i>6%</i>	<i>10%</i>	<i>7%</i>	<i>10%</i>	<i>7%</i>	<i>100%</i>
East Bay	33 21%	6 21%	12 15%	8 27%	4 15%	1 5%	5 26%	1 5%	5 26%	69 19%
North Bay	17 11%	1 4%	7 9%	1 3%	3 11%	- 0%	- 0%	- 0%	- 0%	29 8%
South Bay/Peninsula	67 42%	11 39%	30 38%	9 30%	13 48%	11 52%	8 42%	8 42%	8 42%	149 41%
Outside Bay Area	13 8%	- 0%	15 19%	9 30%	3 11%	2 10%	1 5%	1 5%	1 5%	43 12%
<i>Subtotal Outside San Francisco</i>	<i>130 82%</i>	<i>18 64%</i>	<i>64 82%</i>	<i>27 90%</i>	<i>23 85%</i>	<i>14 67%</i>	<i>14 74%</i>	<i>14 67%</i>	<i>14 74%</i>	<i>290 80%</i>
	<i>45%</i>	<i>6%</i>	<i>22%</i>	<i>9%</i>	<i>8%</i>	<i>5%</i>	<i>5%</i>	<i>5%</i>	<i>5%</i>	<i>100%</i>
All Origins	158 100%	28 100%	78 100%	30 100%	27 100%	21 100%	19 100%	21 100%	19 100%	361 100%
	44%	8%	22%	8%	7%	6%	5%	6%	5%	100%
5TH/MISSION GARAGE										
SF-N. Beach/Fish. Wharf/Russian Hill	3 1%	11 2%	1 1%	- 0%	1 1%	- 0%	1 1%	2 6%	1 2%	19 1%
SF-Nob Hill/Chinatown	3 1%	6 1%	- 0%	- 0%	- 0%	- 0%	1 3%	- 0%	- 0%	10 1%
SF-Civic Center/Downtown	4 1%	15 2%	1 1%	- 0%	3 2%	- 0%	2 3%	- 0%	2 3%	25 2%
SF-Financial District	4 1%	1 0%	2 1%	- 0%	- 0%	- 0%	1 2%	- 0%	1 2%	8 1%
SF-SOMA	10 3%	43 6%	2 1%	- 0%	3 2%	1 3%	4 6%	4 6%	4 6%	63 4%
SF-Treasure Island	- 0%	1 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	1 0%
SF-Haight Ashbury/GG Park	2 1%	6 1%	1 1%	- 0%	2 2%	- 0%	- 0%	- 0%	- 0%	11 1%
SF-Richmond/Presidio Heights/Seacliff	10 3%	16 2%	1 1%	- 0%	2 2%	- 0%	- 0%	- 0%	- 0%	29 2%
SF-Presidio/Marina	3 1%	19 3%	4 3%	- 0%	2 2%	- 0%	- 0%	- 0%	- 0%	28 2%
SF-Pac Hghts/Cow HI/W Add/Hayes V	7 2%	38 6%	7 5%	1 4%	4 3%	1 3%	3 5%	3 5%	3 5%	61 4%
SF-Glen Park	2 1%	8 1%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	10 1%
SF-Mission/Bernal Heights	15 4%	40 6%	3 2%	- 0%	10 8%	- 0%	5 8%	- 0%	- 0%	73 5%
SF-Castro/Upper Market/Noe Valley	8 2%	29 4%	4 3%	- 0%	1 1%	- 0%	2 3%	- 0%	- 0%	44 3%
SF-Mission Bay/Potrero Hill/Dogpatch	6 2%	19 3%	1 1%	- 0%	3 2%	- 0%	2 3%	- 0%	2 3%	31 2%
SF-Bayview/Hunters Point	5 1%	13 2%	- 0%	- 0%	- 0%	- 0%	1 2%	- 0%	1 2%	19 1%
SF-Twin Peaks/West of Twin Peaks	3 1%	10 1%	- 0%	- 0%	2 2%	- 0%	- 0%	- 0%	- 0%	15 1%
SF-Sunset/Parkside	18 5%	35 5%	2 1%	1 4%	3 2%	1 3%	2 3%	2 3%	2 3%	62 4%
SF-Lakeshore	- 0%	3 0%	1 1%	- 0%	1 1%	- 0%	- 0%	- 0%	- 0%	5 0%
SF-O View/Ingl/Balboa T/OME/Crker A	6 2%	18 3%	- 0%	1 4%	2 2%	- 0%	2 3%	- 0%	2 3%	29 2%
SF-Undefined	2 1%	6 1%	1 1%	- 0%	4 3%	1 3%	3 5%	3 5%	3 5%	17 1%
<i>Subtotal San Francisco</i>	<i>111 29%</i>	<i>337 50%</i>	<i>31 23%</i>	<i>3 13%</i>	<i>43 32%</i>	<i>7 19%</i>	<i>28 44%</i>	<i>28 44%</i>	<i>28 44%</i>	<i>560 39%</i>
	<i>20%</i>	<i>60%</i>	<i>6%</i>	<i>1%</i>	<i>8%</i>	<i>1%</i>	<i>5%</i>	<i>5%</i>	<i>5%</i>	<i>100%</i>
East Bay	87 22%	124 18%	28 20%	6 26%	30 23%	9 25%	14 22%	14 22%	14 22%	298 21%
North Bay	30 8%	29 4%	12 9%	2 9%	8 6%	6 17%	2 3%	2 3%	2 3%	89 6%
South Bay/Peninsula	122 31%	135 20%	30 22%	7 30%	30 23%	8 22%	11 17%	11 17%	11 17%	343 24%
Outside Bay Area	38 10%	47 7%	36 26%	5 22%	22 17%	6 17%	8 13%	8 13%	8 13%	162 11%
<i>Subtotal Outside San Francisco</i>	<i>277 71%</i>	<i>335 50%</i>	<i>106 77%</i>	<i>20 87%</i>	<i>90 68%</i>	<i>29 81%</i>	<i>35 56%</i>	<i>35 56%</i>	<i>35 56%</i>	<i>892 61%</i>
	<i>31%</i>	<i>38%</i>	<i>12%</i>	<i>2%</i>	<i>10%</i>	<i>3%</i>	<i>4%</i>	<i>4%</i>	<i>4%</i>	<i>100%</i>
All Origins	388 100%	672 100%	137 100%	23 100%	133 100%	36 100%	63 100%	63 100%	63 100%	1,452 100%
	27%	46%	9%	2%	9%	2%	4%	4%	4%	100%

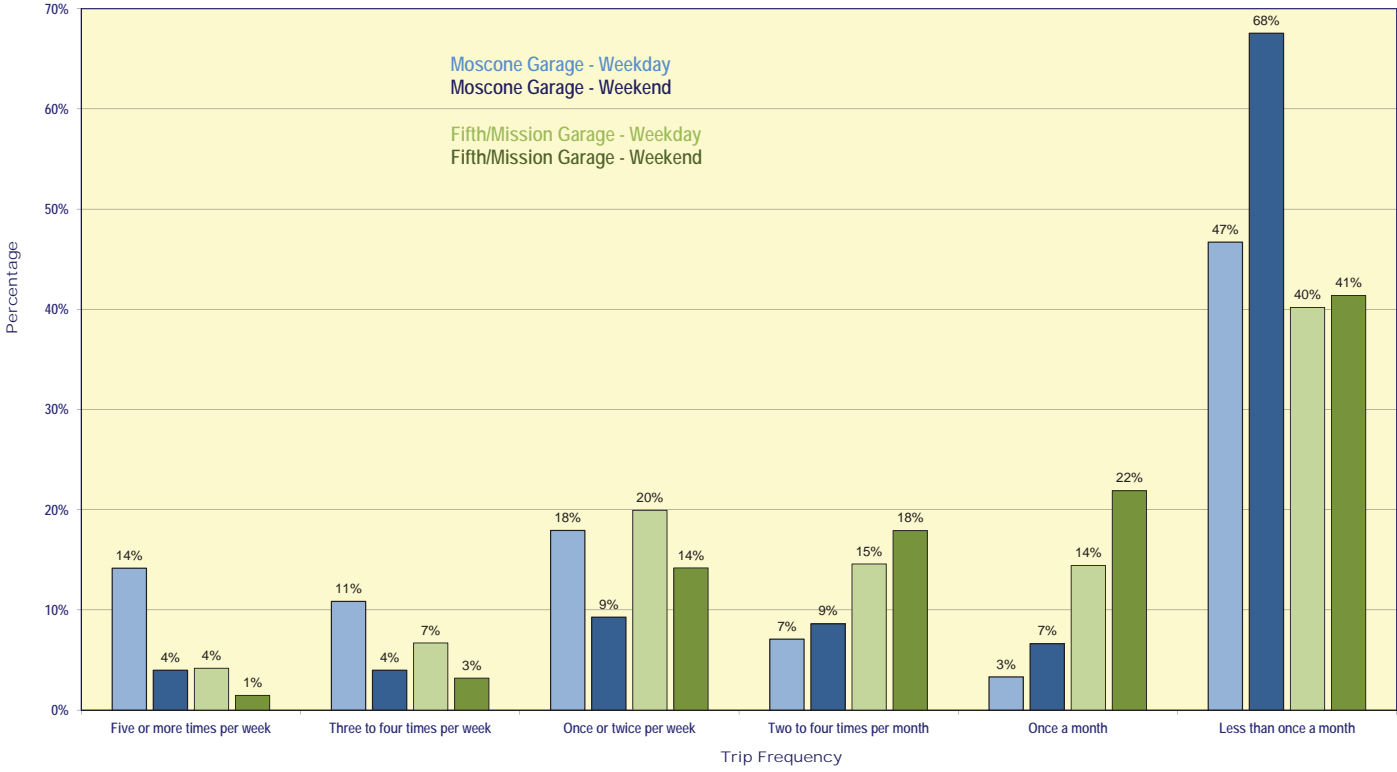
Moscone Center and Fifth/Mission Garage Customer Survey Average Length of Stay



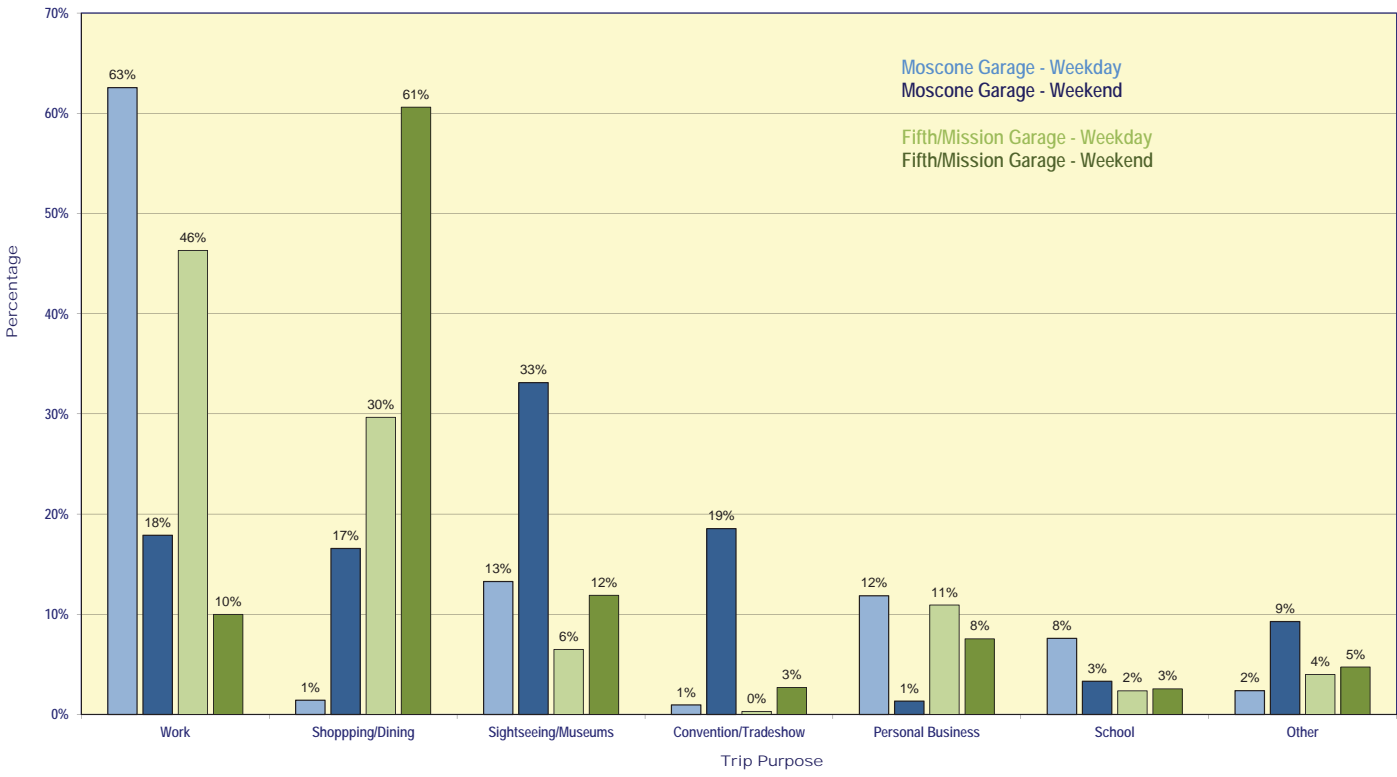
Moscone Center and Fifth/Mission Garage Customer Survey Vehicle Occupancy



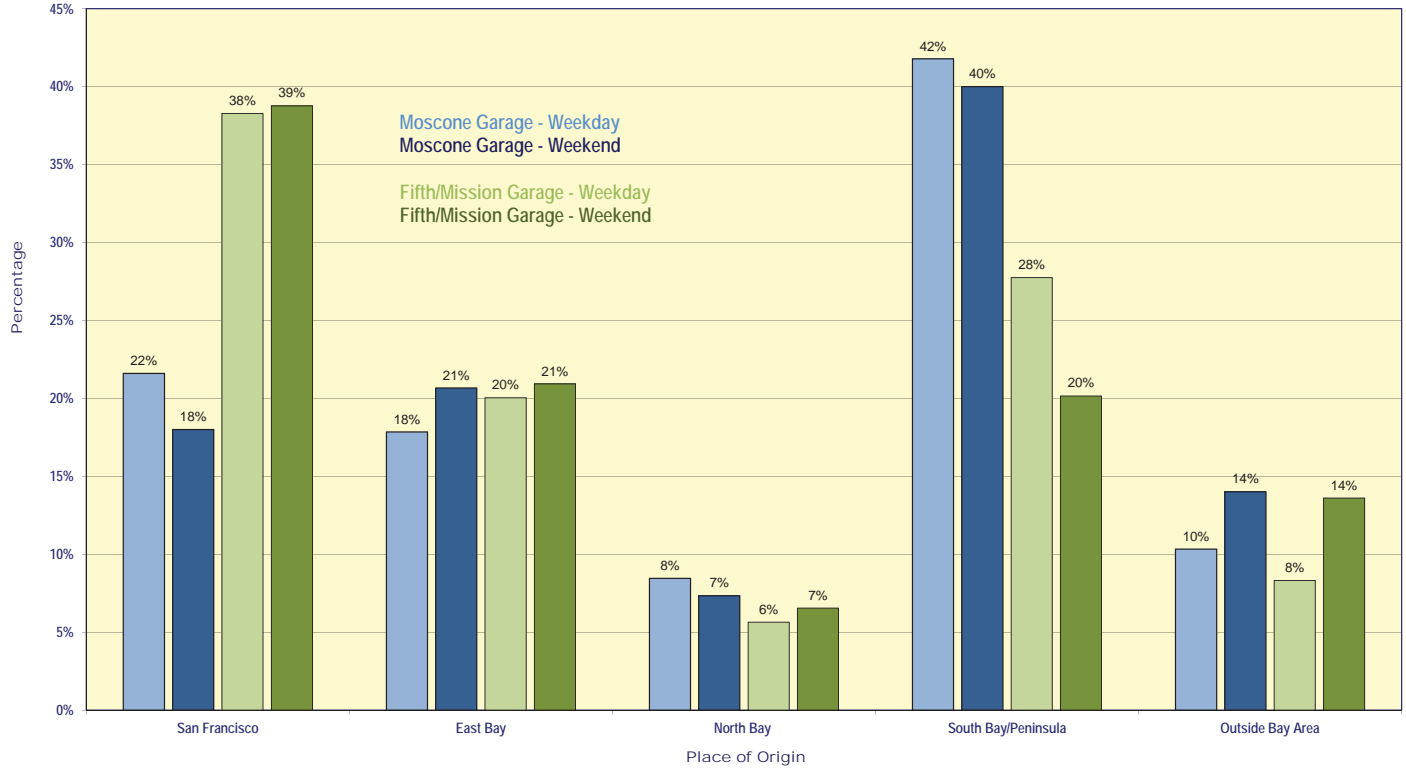
Moscone Center and Fifth/Mission Garage Customer Survey Trip Frequency



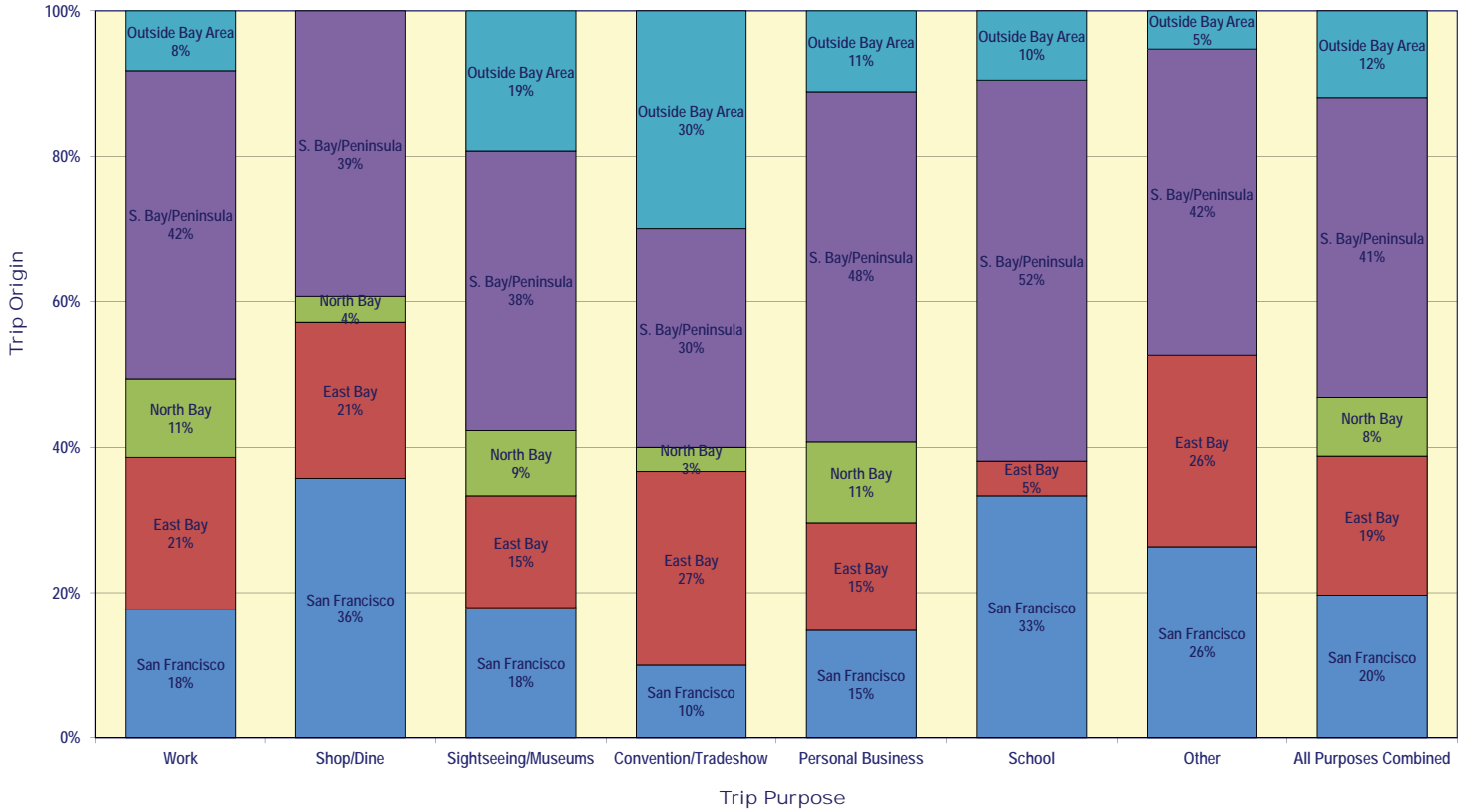
Moscone Center and Fifth/Mission Garage Customer Survey Trip Purpose



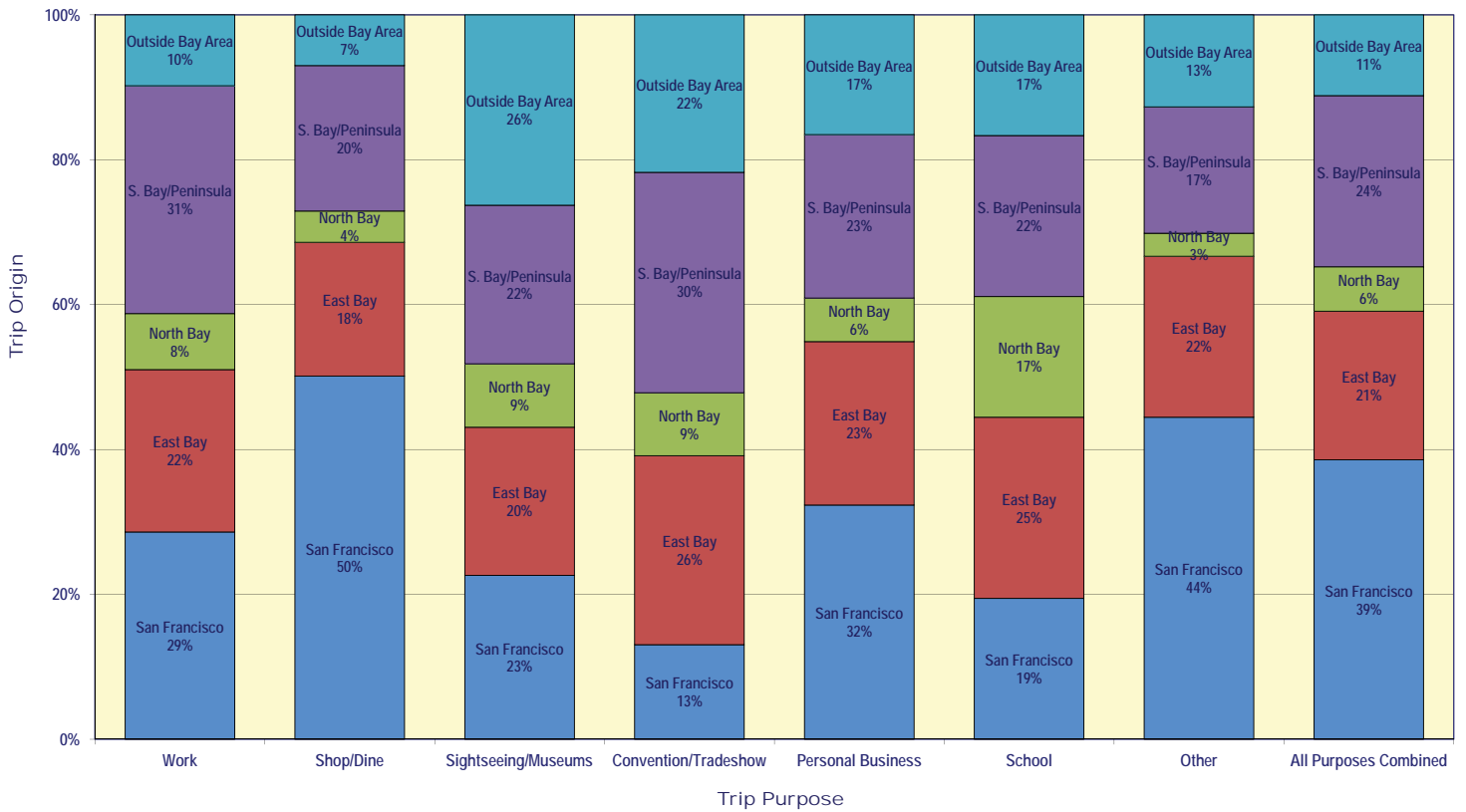
Moscone Center and Fifth/Mission Garage Customer Survey Trip Origin



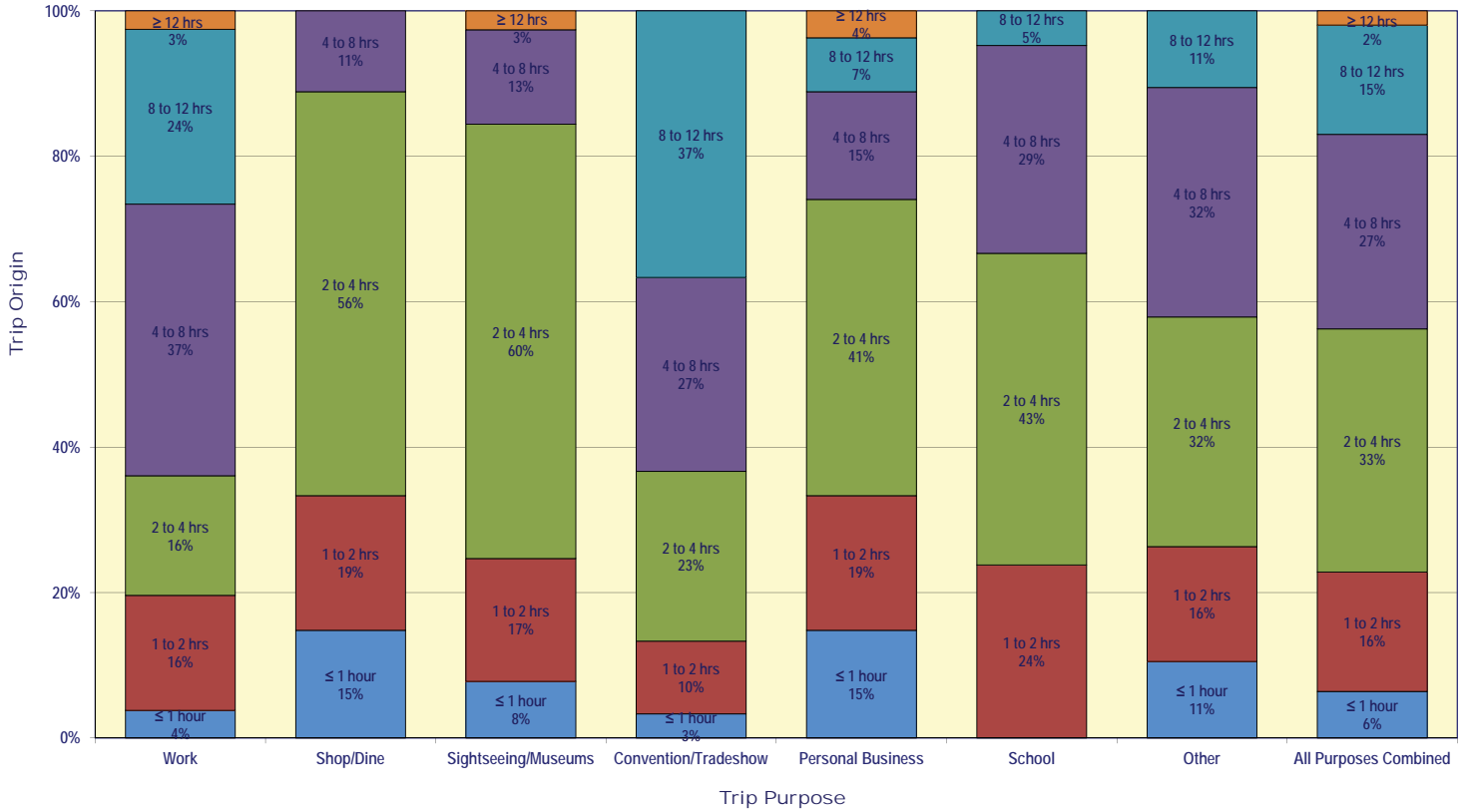
Moscone Center Garage Customer Survey Place of Origin by Trip Purpose



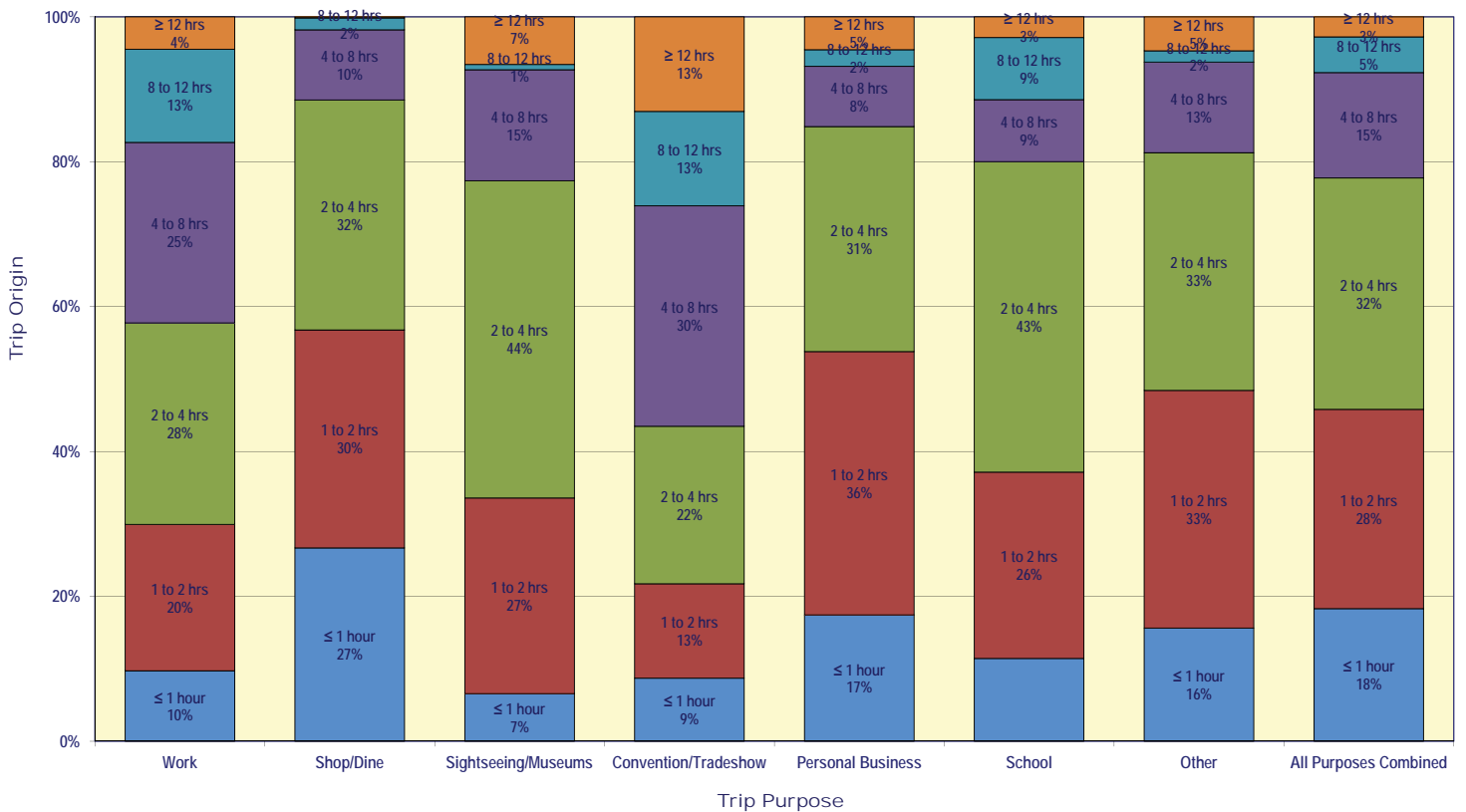
Fifth/Mission Customer Survey Place of Origin by Trip Purpose



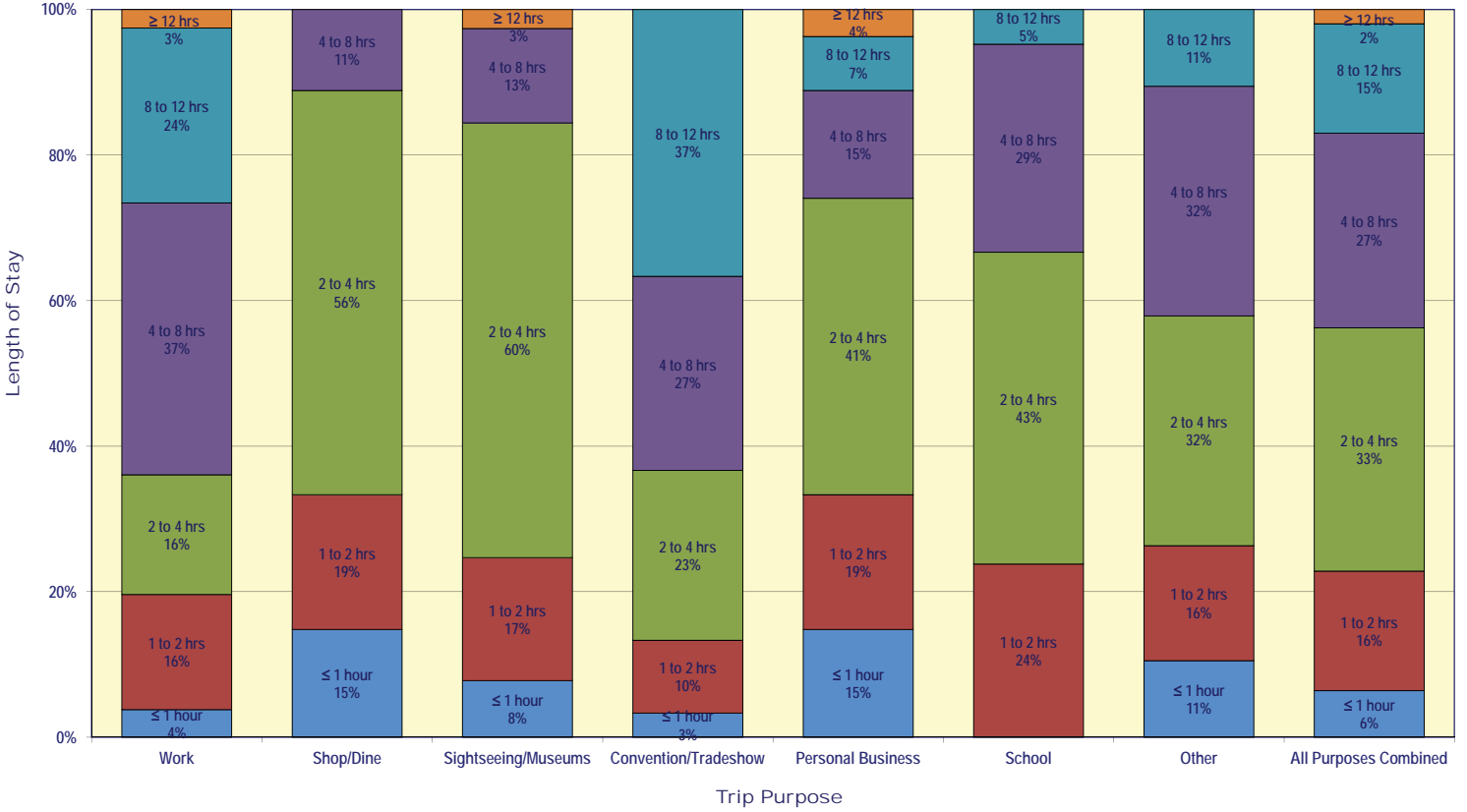
Moscone Center Garage Customer Survey Place of Origin by Length of Stay



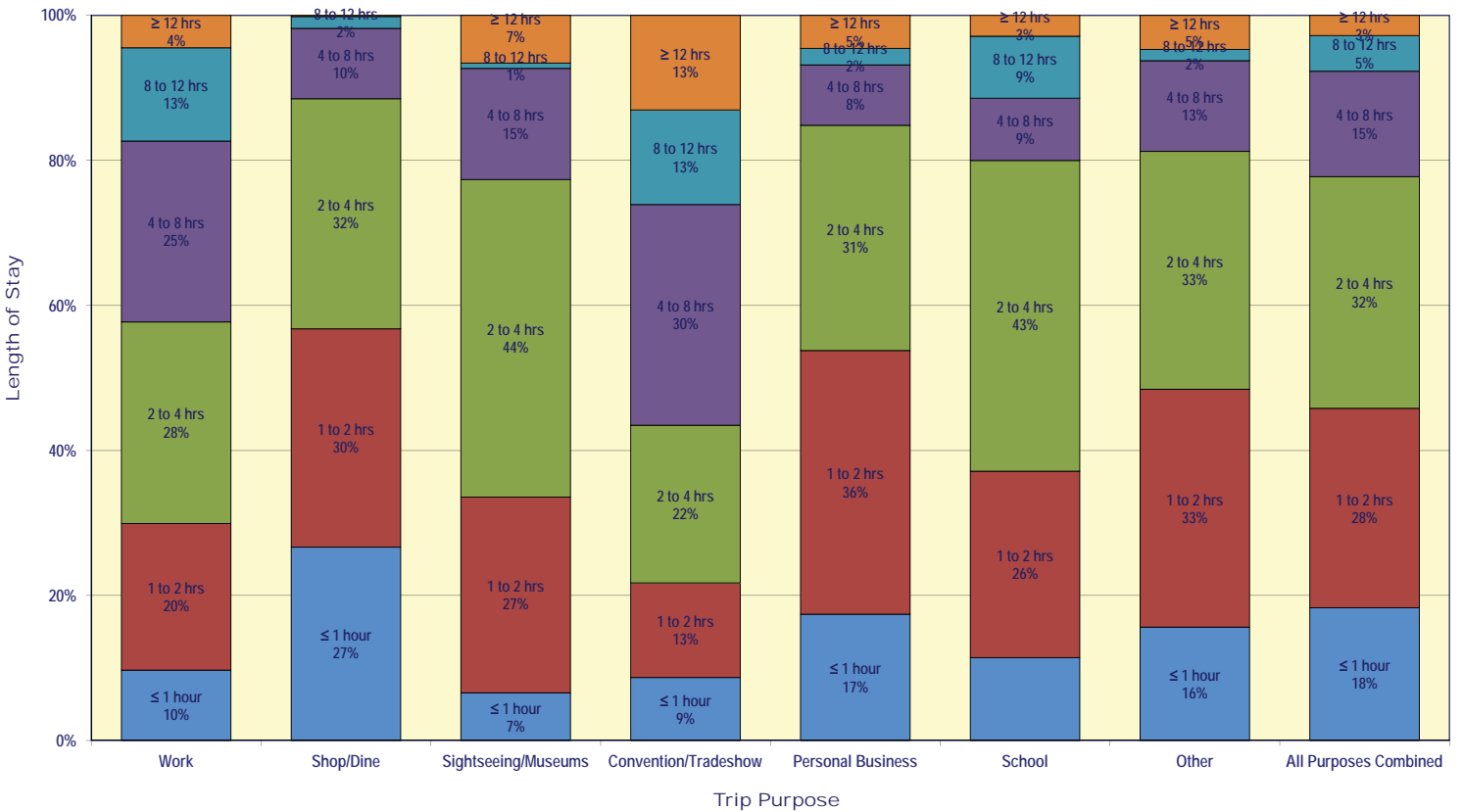
Fifth/Mission Garage Customer Survey Place of Origin by Length of Stay



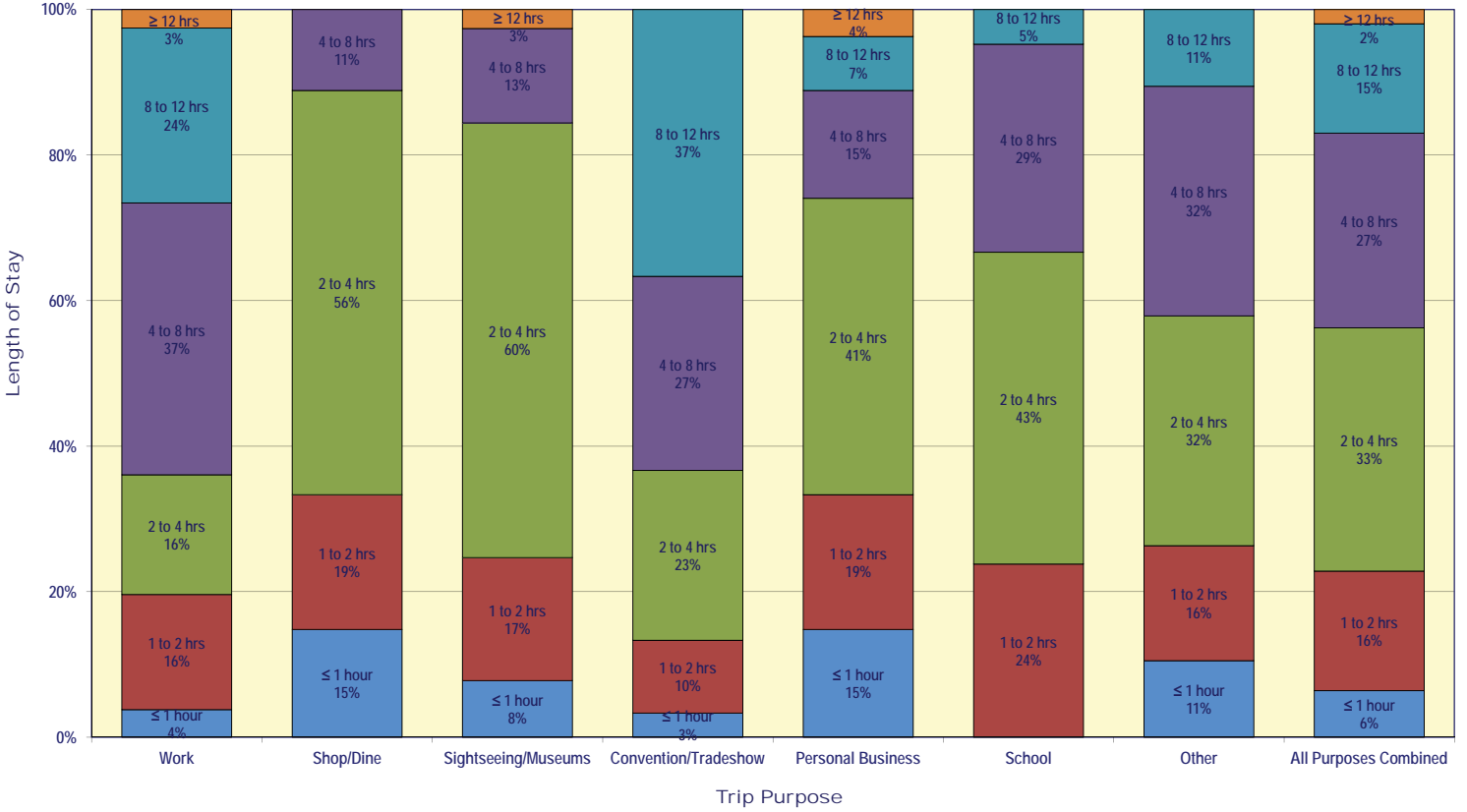
Moscone Center Garage Customer Survey Length of Stay by Trip Purpose



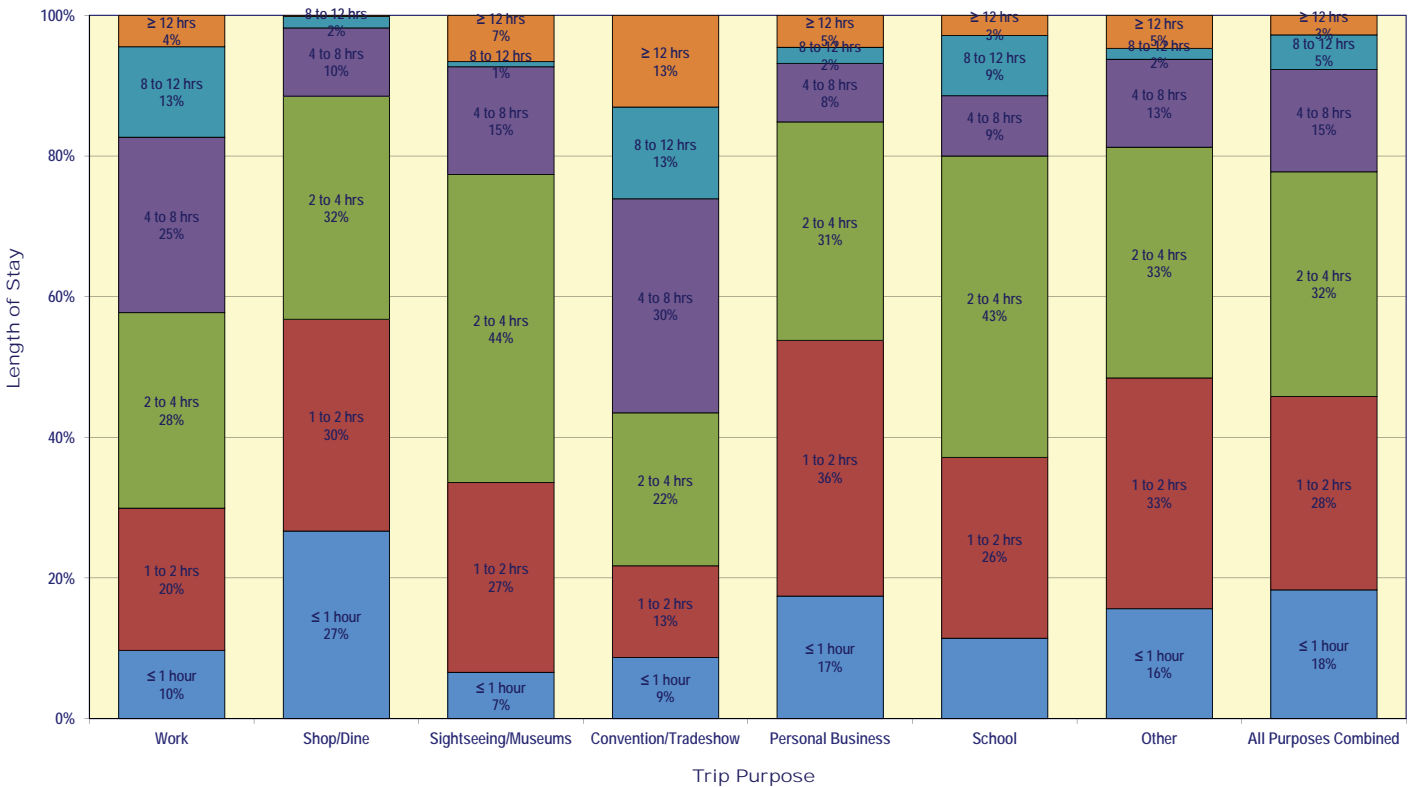
Fifth/Mission Garage Customer Survey Length of Stay by Trip Purpose



Moscone Center Garage Customer Survey Length of Stay by Trip Purpose



Fifth/Mission Garage Customer Survey Length of Stay by Trip Purpose

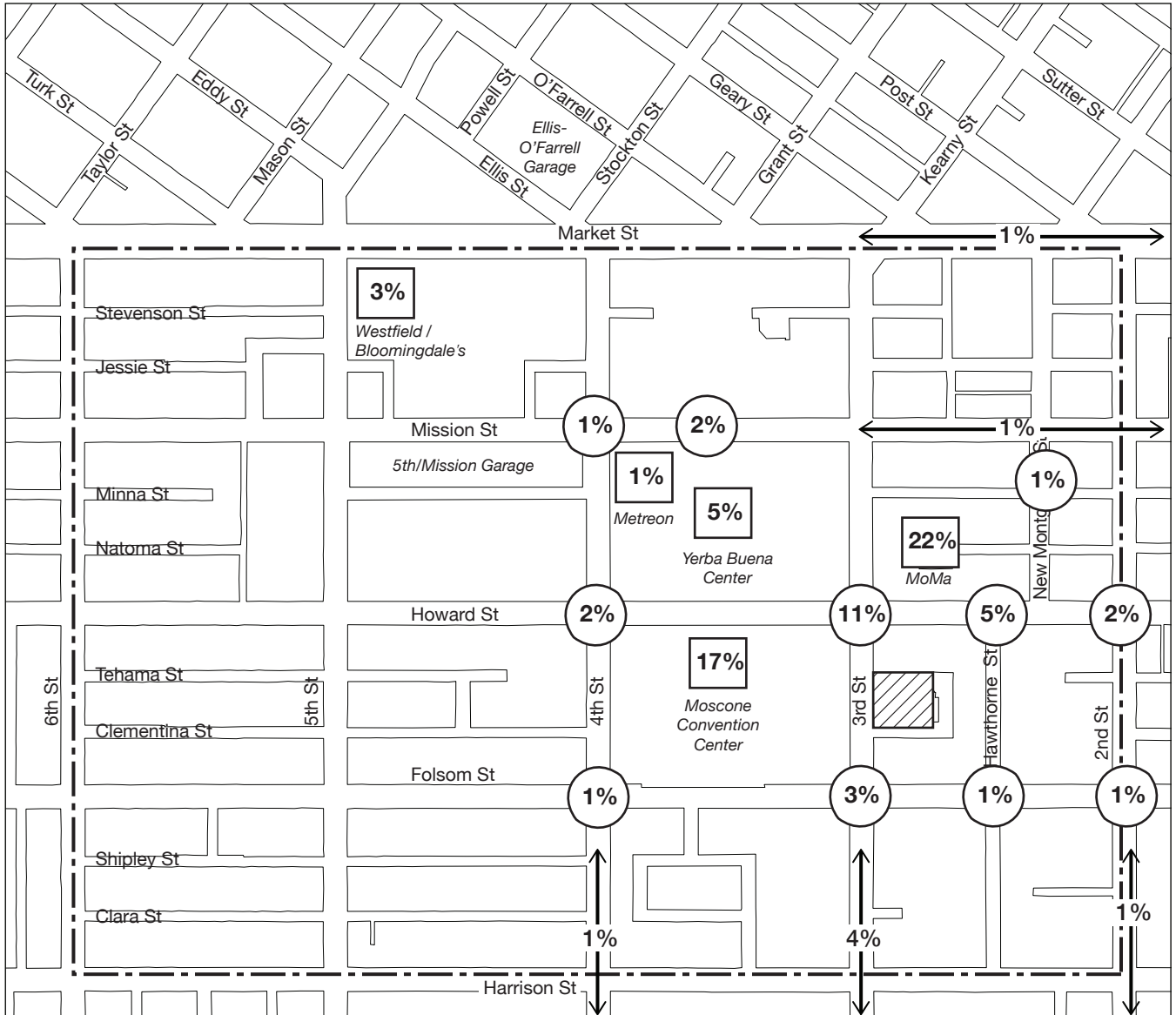


LOCAL DESTINATION			MOSCONE CENTER GARAGE			FIFTH/MISSION GARAGE							Both Days			
						Weekday			Saturday							
			Weekday	Saturday	Both Days	Main	5th St	4th St	Total	Main	5th St	4th St			Total	
Inside Area			178	141	319	274	135	157	566	504	37	129	670	1,236		
Outside Area			21	8	29	34	20	35	89	57	11	21	89	178		
Total			199	149	348	308	155	192	655	561	48	150	759	1,414		
Inside Area			89%	95%	92%	89%	87%	82%	86%	90%	77%	86%	88%	87%		
Outside Area			11%	5%	8%	11%	13%	18%	14%	10%	23%	14%	12%	13%		
Total			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Total responses			213	151	364	316	162	200	678	581	52	151	784	1,462		
Unknown destination			14	2	16	8	7	8	23	20	4	1	25	48		
1 block	1	Inside	0	0	0	0%	2	3	1	6	0	0	0	6	0%	
2 blocks	2	Inside	1	0	1	0%	2	1	0	3	0	0	0	3	0%	
3 blocks	3	Inside	1	0	1	0%	1	0	1	2	0	0	0	2	0%	
4 blocks	4	Inside	0	0	0	0%	1	1	0	2	0	0	0	2	0%	
Metreon	5	Inside	1	1	2	1%	9	3	19	31	13	1	19	33	64	5%
MOMA	6	Inside	30	46	76	22%	9	2	11	22	21	1	14	36	58	4%
Moscone Center	7	Inside	16	44	60	17%	1	0	9	10	22	2	19	43	53	4%
Westfield/Bloomingdale's	8	Inside	3	8	11	3%	150	31	7	188	386	20	19	425	613	43%
Yerba Buena Center/Gardens	9	Inside	5	12	17	5%	5	0	10	15	3	0	6	9	24	2%
Chinatown	10		0	0	0	0%	0	0	1	1	5	0	1	6	7	0%
City Hall	11		0	0	0	0%	1	0	0	1	3	0	0	3	4	0%
Citywide	12		0	3	3	1%	0	2	0	2	2	2	0	4	6	0%
Downtown	13		0	0	0	0%	0	0	5	5	1	0	1	2	7	0%
Ferry Building	14		0	0	0	0%	1	1	1	3	0	0	0	0	3	0%
Financial District	15		1	1	2	1%	1	3	7	11	1	0	0	1	12	1%
Fisherman's Wharf	16		0	0	0	0%	2	0	0	2	6	1	0	7	9	1%
Hayes Valley	17		0	0	0	0%	0	0	0	0	1	0	0	1	1	0%
Lower Haight/Ashbury	18		0	0	0	0%	0	0	0	0	1	0	0	1	1	0%
Mission District	19		0	0	0	0%	1	1	0	2	2	0	0	2	4	0%
Nob Hill	20		0	0	0	0%	0	1	0	1	1	0	0	1	2	0%
North Beach	21		0	0	0	0%	0	0	0	0	1	0	0	1	1	0%
North of Market	22		0	0	0	0%	1	0	0	1	0	0	0	0	1	0%
Pacific Heights	23		0	0	0	0%	0	0	0	0	0	0	1	1	1	0%
Potrero Hill	24		0	0	0	0%	0	0	1	1	0	0	0	0	1	0%
SOMA	25		1	2	3	1%	2	0	1	3	3	0	0	3	6	0%
The Embarcadero	26		0	0	0	0%	0	0	0	0	0	0	1	1	1	0%
Union Square	27		0	0	0	0%	13	3	3	19	17	3	12	32	51	4%

LOCAL DESTINATION		MOSCONE CENTER GARAGE				FIFTH/MISSION GARAGE								Both Days		
						Weekday				Saturday						
		Weekday	Saturday	Both Days		Main	5th St	4th St	Total	Main	5th St	4th St	Total			
Bush/Belden	28	1	0	1	0%	0	0	0	0	0	0	0	0	0	0%	
Bush/Montgomery	29	1	0	1	0%	0	0	0	0	0	0	0	0	0	0%	
California/Montgomery	30	0	0	0	0%	0	1	0	1	0	0	0	0	1	0%	
Campton/Grant	31	0	0	0	0%	0	0	1	1	0	0	0	0	1	0%	
Carolina/17th	32	1	0	1	0%	0	0	0	0	0	0	0	0	0	0%	
Eddy/Cyril Magnin	33	0	0	0	0%	0	2	0	2	0	1	1	2	4	0%	
Ellis/Powell	34	0	0	0	0%	0	0	0	0	1	0	0	1	1	0%	
Folsom/1st	35	1	0	1	0%	0	0	0	0	0	0	0	0	0	0%	
Folsom/2nd	36	Inside	2	0	2	1%	0	0	0	0	0	0	0	0	0%	
Folsom/3rd	37	Inside	8	3	11	3%	0	0	1	1	0	0	0	1	0%	
Folsom/4th	38	Inside	1	1	2	1%	0	0	0	0	0	0	0	0	0%	
Folsom/Hawthorne	39	Inside	4	0	4	1%	0	0	0	0	0	1	1	1	0%	
Geary/Mason	40		0	0	0	0%	0	0	0	0	1	0	0	1	0%	
Geary/Taylor	41		0	0	0	0%	0	0	0	0	1	0	0	1	0%	
Harrison/2nd	42	Inside	1	0	1	0%	0	0	0	0	0	0	0	0	0%	
Harrison/3rd	43	Inside	1	0	1	0%	0	0	0	0	0	0	0	0	0%	
Harrison/5th	44	Inside	0	0	0	0%	0	0	0	0	2	0	0	2	0%	
Harrison/7th	45		0	0	0	0%	1	0	0	1	0	0	0	1	0%	
Harrison/9th	46		0	0	0	0%	1	0	0	1	0	0	0	1	0%	
Howard/1st	47		0	0	0	0%	0	1	1	2	0	0	0	2	0%	
Howard/2nd	48	Inside	7	0	7	2%	1	0	0	1	0	0	0	1	0%	
Howard/3rd	49	Inside	33	7	40	11%	0	0	0	0	0	0	1	1	0%	
Howard/4th	50	Inside	3	3	6	2%	1	1	3	5	3	0	1	4	9	1%
Howard/5th	51	Inside	0	0	0	0%	4	9	0	13	3	2	0	5	18	1%
Howard/6th	52	Inside	0	0	0	0%	0	1	0	1	0	0	0	0	1	0%
Howard/7th	53		0	0	0	0%	0	1	0	1	0	0	0	0	1	0%
Howard/Fremont	54		1	0	1	0%	0	0	0	0	0	0	0	0	0	0%
Howard/Hawthorne	55	Inside	3	0	3	1%	0	0	1	1	0	0	0	0	1	0%
Howard/New Montgomery	56	Inside	9	4	13	4%	2	0	0	2	3	0	1	4	6	0%
Jessie/4th	57	Inside	0	0	0	0%	0	0	1	1	0	0	0	0	1	0%
Jessie/5th	58	Inside	0	0	0	0%	0	0	0	0	1	0	0	1	1	0%
Jessie/Mint	59	Inside	0	0	0	0%	0	2	0	2	3	0	0	3	5	0%
Market/Steuart	60		1	0	1	0%	0	0	0	0	0	0	0	0	0	0%
Market/2nd	61	Inside	0	0	0	0%	0	0	1	1	0	0	0	0	1	0%
Market/3rd	62	Inside	1	0	1	0%	1	1	0	2	4	0	0	4	6	0%
Market/4th	63	Inside	0	0	0	0%	4	2	5	11	1	0	5	6	17	1%
Market/5th	64	Inside	0	0	0	0%	7	4	1	12	0	0	1	1	13	1%
Market/6th	65	Inside	0	0	0	0%	2	2	0	4	0	1	0	1	5	0%
Market/7th	66		0	0	0	0%	0	0	0	0	0	1	0	1	1	0%
Market/9th	67		0	0	0	0%	1	0	0	1	0	0	0	0	1	0%
Market/First	68		1	0	1	0%	0	0	0	0	0	0	0	0	0	0%
Market/Grant	69	Inside	0	0	0	0%	1	1	2	4	1	0	0	1	5	0%
Market/Montgomery	70	Inside	0	0	0	0%	0	1	0	1	0	0	0	0	1	0%

LOCAL DESTINATION			MOSCONE CENTER GARAGE			FIFTH/MISSION GARAGE								Both Days		
						Weekday				Saturday						
			Weekday	Saturday	Both Days	Main	5th St	4th St	Total	Main	5th St	4th St	Total			
Market/New Montgomery	71	Inside	1	0	1	0%	0	0	1	1	0	0	1	1	2	0%
Market/Post	72		1	0	1	0%	0	0	0	0	0	0	0	0	0	0%
Market/Powell	73	Inside	0	0	0	0%	6	3	1	10	10	1	0	11	21	1%
Market/Sutter	74		2	0	2	1%	0	0	0	0	0	0	0	0	0	0%
Market/Taylor	75		0	0	0	0%	1	0	0	1	8	0	0	8	9	1%
Market/Yerba Buena	76	Inside	0	0	0	0%	2	0	2	4	0	0	2	2	6	0%
Minna/2nd	77	Inside	1	0	1	0%	0	0	0	0	0	0	0	0	0	0%
Minna/3rd	78	Inside	2	0	2	1%	0	0	0	0	0	0	0	0	0	0%
Minna/5th	79	Inside	0	0	0	0%	6	9	0	15	3	0	0	3	18	1%
Minna/New Montgomery	80	Inside	1	1	2	1%	0	0	0	0	0	0	0	0	0	0%
Mission/1st	81		1	0	1	0%	0	0	0	0	0	0	0	0	0	0%
Mission/22nd	82		0	0	0	0%	1	0	0	1	0	0	0	0	1	0%
Mission/2nd	83	Inside	1	0	1	0%	0	0	1	1	0	0	1	1	2	0%
Mission/3rd	84	Inside	0	0	0	0%	9	2	2	13	0	0	0	0	13	1%
Mission/4th	85	Inside	3	1	4	1%	12	4	31	47	10	0	20	30	77	5%
Mission/5th	86	Inside	0	0	0	0%	6	8	0	14	1	0	0	1	15	1%
Mission/6th	87	Inside	0	0	0	0%	0	3	0	3	0	2	0	2	5	0%
Mission/Anthony	88		1	0	1	0%	0	0	0	0	0	0	0	0	0	0%
Mission/Ecker	89		1	0	1	0%	0	0	4	4	0	0	0	0	4	0%
Mission/Fremont	90		0	1	1	0%	2	0	0	2	0	0	0	0	2	0%
Mission/Jessie	91	Inside	0	0	0	0%	1	0	0	1	1	0	0	1	2	0%
Mission/Mary	92	Inside	0	0	0	0%	0	2	0	2	0	0	0	0	2	0%
Mission/New Montgomery	93	Inside	1	0	1	0%	0	0	0	0	0	0	0	0	0	0%
Mission/Yerba Buena	94	Inside	2	4	6	2%	5	1	3	9	5	0	5	10	19	1%
Natoma/Mary	95	Inside	0	0	0	0%	0	0	0	0	0	1	0	1	1	0%
O'Farrell/Leavenworth	96		0	0	0	0%	1	0	0	1	0	0	0	0	1	0%
O'Farrell/Powell	97		0	0	0	0%	0	0	0	0	0	0	1	1	1	0%
O'Farrell/Stockton	98		0	1	1	0%	0	0	0	0	1	0	0	1	1	0%
Pacific/Battery	99		1	0	1	0%	0	0	0	0	0	0	0	0	0	0%
Pine/Stockton	100		0	0	0	0%	0	0	0	0	0	0	1	1	1	0%
Post/Kearny	101		1	0	1	0%	0	0	1	1	0	0	0	0	1	0%
Post/Montgomery	102		0	0	0	0%	0	0	1	1	0	0	0	0	1	0%
Stevenson/3rd	103	Inside	0	0	0	0%	0	0	4	4	1	0	1	2	6	0%
Stevenson/4th	104	Inside	0	0	0	0%	0	0	0	0	0	0	4	4	4	0%
Sutter/Montgomery	105		0	0	0	0%	0	0	1	1	0	0	1	1	2	0%
Sutter/Powell	106		0	0	0	0%	0	0	0	0	1	1	0	2	2	0%
Sutter/Stockton	107		0	0	0	0%	1	0	0	1	0	0	0	0	1	0%
Tehama/2nd	108	Inside	1	0	1	0%	0	0	0	0	0	0	0	0	0	0%

LOCAL DESTINATION			MOSCONE CENTER GARAGE				FIFTH/MISSION GARAGE								Both Days	
							Weekday				Saturday					
			Weekday	Saturday	Both Days		Main	5th St	4th St	Total	Main	5th St	4th St	Total		
2nd	109	Inside	2	0	2	1%	0	0	0	0	1	0	0	1	1	0%
3rd	110	Inside	11	4	15	4%	1	0	2	3	0	0	2	2	5	0%
4th	111	Inside	2	0	2	1%	0	0	9	9	0	0	0	0	9	1%
5th	112	Inside	0	0	0	0%	1	17	2	20	0	1	0	1	21	1%
7th	113		0	0	0	0%	0	0	0	0	0	1	0	1	1	0%
Bryant	114		1	0	1	0%	0	0	0	0	0	0	0	0	0	0%
California	115		0	0	0	0%	0	1	1	2	0	0	0	0	2	0%
Clementina	116	Inside	0	0	0	0%	0	1	0	1	0	0	0	0	1	0%
Fillmore	117		0	0	0	0%	0	0	1	1	0	0	0	0	1	0%
Folsom	118	Inside	1	0	1	0%	0	2	0	2	0	0	0	0	2	0%
Fremont	119		2	0	2	1%	0	0	2	2	0	0	0	0	2	0%
Grant	120		0	0	0	0%	1	0	0	1	0	0	0	0	1	0%
Harrison	121	Inside	0	0	0	0%	0	0	0	0	1	0	0	1	1	0%
Hawthorne	122	Inside	0	0	0	0%	0	0	0	0	0	0	1	1	1	0%
Howard	123	Inside	1	0	1	0%	0	1	0	1	0	0	0	0	1	0%
Jessie	124	Inside	0	0	0	0%	0	1	0	1	0	0	0	0	1	0%
Jones	125		0	0	0	0%	0	1	0	1	0	0	0	0	1	0%
Lombard	126		0	0	0	0%	0	0	0	0	0	0	1	1	1	0%
Market	127	Inside	3	2	5	1%	16	9	6	31	3	1	0	4	35	2%
Mission	128	Inside	2	0	2	1%	6	7	16	29	1	4	5	10	39	3%
Montgomery	129		1	0	1	0%	1	0	1	2	0	0	0	0	2	0%
Natoma	130	Inside	1	0	1	0%	0	0	0	0	1	0	0	1	1	0%
New Montgomery	131	Inside	11	0	11	3%	0	0	3	3	0	0	0	0	3	0%
Polk	132		0	0	0	0%	0	0	1	1	0	0	0	0	1	0%
Post	133		0	0	0	0%	0	1	0	1	0	0	0	0	1	0%
Powell	134		0	0	0	0%	0	0	0	0	0	1	0	1	1	0%
Stevenson	135	Inside	1	0	1	0%	0	0	1	1	0	0	0	0	1	0%
Sutter	136		0	0	0	0%	1	1	0	2	0	0	0	0	2	0%
Taylor	137		0	0	0	0%	0	0	1	1	0	0	0	0	1	0%
No response	999		14	2	16		8	7	8	23	20	4	1	25	48	



 PROJECT SITE - MOSCONE CENTER GARAGE

 STUDY AREA OF INFLUENCE

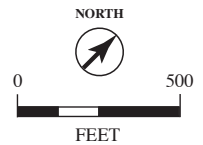
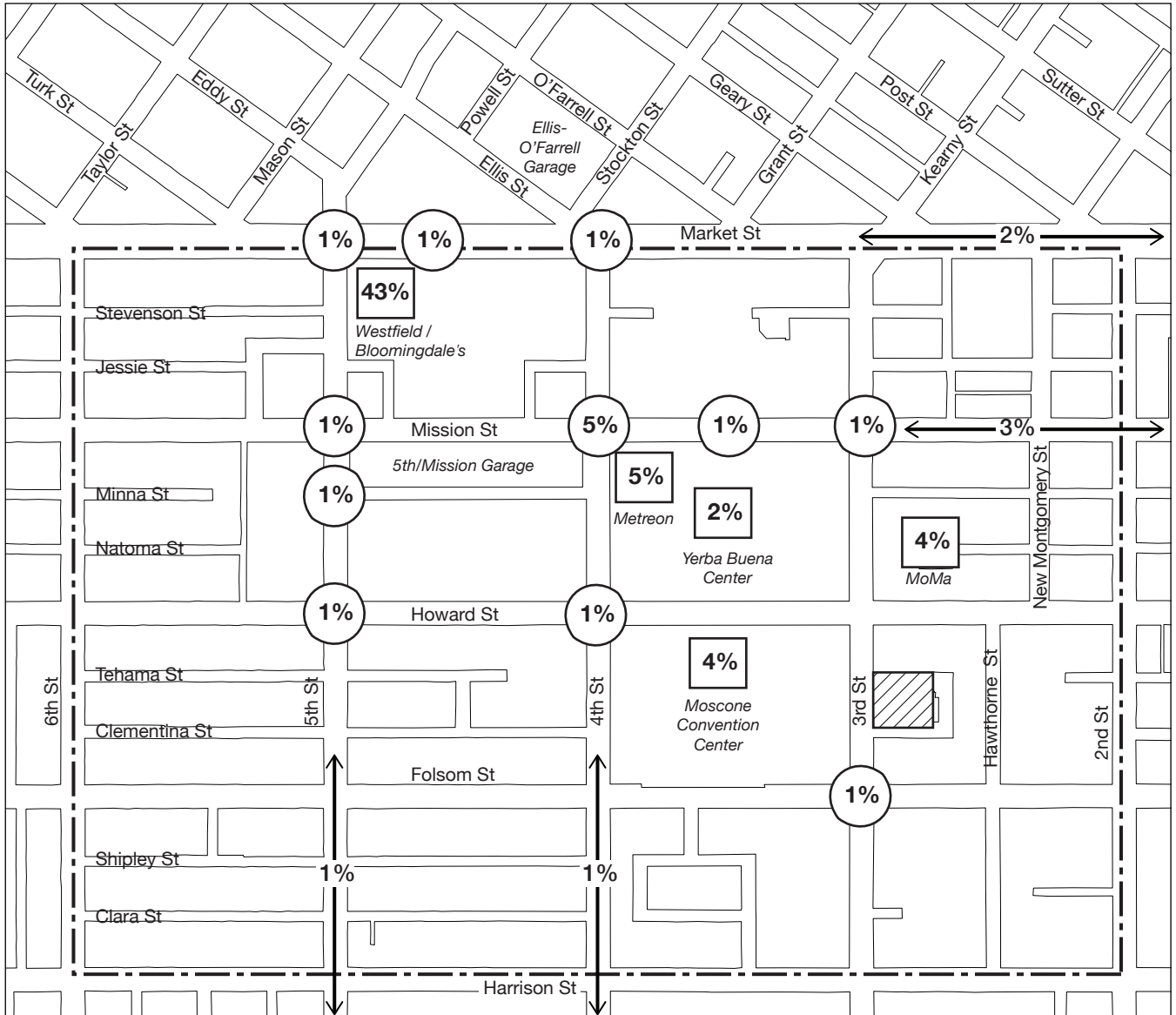
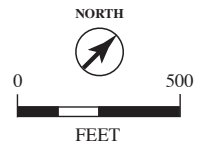


FIGURE C1: MOSCONE CENTER GARAGE LOCAL DESTINATIONS



 PROJECT SITE - MOSCONE CENTER GARAGE

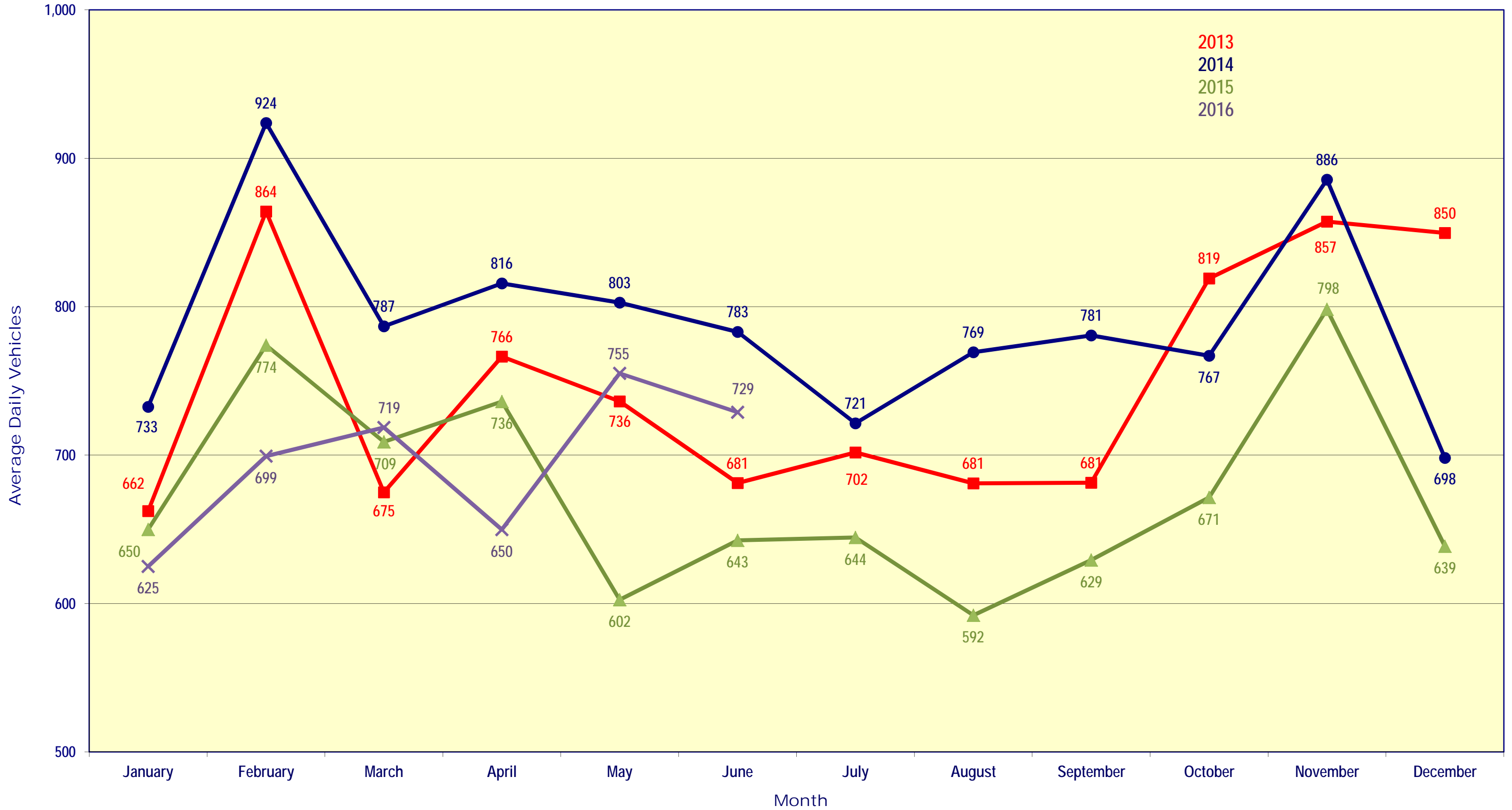
 STUDY AREA OF INFLUENCE



APPENDIX D

MOSCONE CENTER GARAGE DEMAND AND UTILIZATION

Moscone Center Garage Average Daily Vehicles by Month (2013-2016)



Moscone Center Garage (732 spaces)																								
Day	Jan-13		Feb-13		Mar-13		Apr-13		May-13		Jun-13		Jul-13		Aug-13		Sep-13		Oct-13		Nov-13		Dec-13	
	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit
1	110	12	912	148	710	132	528	135	669	129	617	28	677	120	617	133	96	16	699	153	789	153	1,198	22
2	372	123	945	35	341	32	745	154	729	152	551	22	849	130	632	131	86	15	834	147	380	30	997	147
3	493	122	339	13	143	19	674	136	675	135	522	136	751	118	248	34	518	142	862	157	171	24	825	166
4	512	124	770	152	450	136	912	134	373	34	682	152	133	10	162	22	586	141	758	156	644	155	874	141
5	307	32	842	161	594	154	975	114	279	18	669	143	558	71	521	129	720	144	415	32	764	152	907	166
6	185	16	953	160	651	145	717	26	534	142	611	143	211	18	577	150	663	147	138	24	858	147	937	145
7	436	148	1,060	150	801	153	191	17	654	137	571	134	139	13	640	149	249	30	557	148	872	147	602	44
8	512	138	705	140	666	131	550	140	715	145	275	26	774	142	691	152	141	23	673	151	1,098	154	304	18
9	547	152	292	20	475	32	933	143	729	148	145	18	820	154	666	144	647	151	756	148	566	37	812	144
10	634	159	189	16	376	23	967	159	768	142	587	146	885	148	346	31	859	143	704	161	217	24	898	146
11	672	153	548	141	692	143	835	149	380	23	670	123	930	138	225	22	926	155	842	148	688	131	971	147
12	286	25	623	147	637	149	728	144	226	21	657	132	643	134	547	145	845	159	550	40	844	161	1,031	152
13	172	20	813	148	579	149	376	28	545	154	789	133	269	28	611	151	612	133	270	27	646	148	1,105	149
14	452	146	960	150	649	151	159	17	726	156	773	124	105	23	715	150	243	29	686	137	813	153	975	31
15	512	144	823	142	663	138	547	141	762	127	512	31	493	132	874	154	191	30	741	153	824	136	312	20
16	530	159	998	39	341	30	649	155	974	154	196	22	618	138	910	130	587	150	769	157	358	26	702	168
17	721	126	832	16	176	23	665	141	866	127	628	134	577	133	703	19	654	158	879	155	256	17	785	156
18	748	125	849	60	530	142	762	149	559	32	678	140	704	131	160	18	750	156	932	145	907	142	907	153
19	780	29	925	136	651	146	824	128	275	22	707	136	672	122	515	143	765	149	602	39	911	141	852	159
20	963	22	624	140	721	145	574	25	660	143	770	146	251	29	638	145	702	126	203	14	1,057	143	860	144
21	922	93	739	144	722	142	296	24	823	151	706	129	158	16	687	144	425	30	879	144	1,004	143	647	37
22	921	147	690	149	672	134	674	141	795	149	359	20	568	129	699	151	571	18	937	155	877	137	314	18
23	552	138	589	31	397	34	760	145	948	150	217	24	631	137	696	137	882	135	962	153	386	24	515	517
24	705	701	299	19	232	13	946	151	610	127	525	142	719	137	395	22	940	140	839	160	142	26	315	322
25	652	132	999	151	641	133	752	143	374	24	697	141	765	134	493	22	1,002	139	800	151	661	146	-	-
26	456	30	940	161	859	153	677	133	235	9	788	139	808	125	816	157	942	146	464	36	754	151	466	465
27	212	11	913	160	954	158	436	25	267	21	856	132	834	27	856	150	662	145	324	23	989	121	512	501
28	443	136	956	140	1,000	145	366	19	605	135	755	128	598	28	849	151	279	41	791	159	826	14	371	364
29	519	151			933	126	641	135	740	144	307	25	888	144	676	142	176	19	965	170	1,618	38	139	143
30	534	147			290	25	844	138	1,041	155	645	20	963	138	411	123	562	151	931	168	1,749	32	427	423
31	867	142			123	18			934	146			682	136	163	19	-	-	850	169			486	85
	16,727	3,803	21,127	3,069	17,669	3,254	19,703	3,289	19,470	3,352	17,465	2,969	18,673	3,083	17,739	3,370	17,281	3,161	21,612	3,780	22,669	3,053	21,046	5,293
Daily turnover	0.74		1.03		0.78		0.90		0.86		0.80		0.82		0.78		0.76		0.95		1.03		0.93	
Maximum	963	701	1,060	161	1,000	158	975	159	1,041	156	856	152	963	154	910	157	1,002	159	965	170	1,749	161	1,198	517

Hours: Sun: 9:00 am-9:00 pm
 Mon-Thu: 6:00 am-12:00 am
 Fri: 6:00 am-2:30 am
 Sat: 8:00 am-2:30 am

Moscone Center Garage (732 spaces)																								
Day	Jan-14		Feb-14		Mar-14		Apr-14		May-14		Jun-14		Jul-14		Aug-14		Sep-14		Oct-14		Nov-14		Dec-14	
	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit
1	143	10	414	32	325	23	723	147	838	157	242	25	743	167	807	155	145	37	933	151	282	37	568	150
2	475	124	274	17	143	16	826	153	806	162	785	159	737	177	681	33	624	174	896	148	154	26	687	154
3	571	131	915	143	605	155	989	159	388	35	881	162	700	156	546	27	863	177	406	142	651	167	755	158
4	180	30	827	147	732	158	949	156	307	30	911	168	127	31	820	168	916	173	236	31	706	171	893	158
5	87	18	857	156	806	160	809	33	735	170	848	173	190	32	868	171	867	172	137	24	779	168	990	170
6	533	148	1,043	161	865	150	166	22	725	167	728	168	101	19	754	174	515	38	728	166	909	167	811	40
7	610	168	899	156	770	146	727	161	895	179	304	36	823	168	735	166	153	29	885	178	689	158	418	23
8	671	161	385	26	346	25	918	160	1,076	156	209	27	840	184	755	154	713	170	758	177	332	33	897	173
9	765	163	191	14	269	25	897	160	979	162	685	167	914	177	338	35	910	168	816	169	184	23	821	161
10	682	164	791	146	885	144	837	163	404	34	772	164	1,008	181	337	28	932	171	614	148	655	166	773	166
11	363	28	902	142	912	158	781	152	168	29	803	170	819	172	722	170	936	173	319	34	705	1,479	249	54
12	191	17	950	153	928	152	273	31	667	173	833	173	278	28	845	170	771	168	245	27	848	170	813	159
13	601	169	945	143	1,000	147	173	23	857	165	803	165	157	21	755	163	354	42	877	134	917	162	738	28
14	684	157	995	135	869	141	703	154	869	169	442	35	629	155	743	161	200	27	860	153	803	158	349	19
15	731	171	1,300	40	432	32	776	152	874	168	228	22	662	172	736	164	751	173	949	150	336	33	940	159
16	848	172	789	25	196	27	834	169	858	160	726	169	696	177	332	34	782	171	927	151	179	23	864	163
17	918	163	902	54	771	156	853	163	492	32	744	164	776	174	223	26	828	182	700	150	581	164	841	164
18	697	27	977	163	939	163	694	133	320	21	759	172	787	169	618	169	850	170	264	39	748	168	895	158
19	886	23	824	162	949	151	261	27	890	170	800	173	281	30	713	175	699	166	153	27	783	167	803	149
20	885	91	825	148	1,003	144	103	19	908	165	713	169	120	25	743	176	354	38	779	167	880	161	603	32
21	922	159	934	140	1,050	142	622	157	1,070	163	341	31	618	174	862	169	178	25	834	159	1,066	158	341	22
22	745	162	487	30	323	32	805	167	944	163	190	16	725	178	861	164	588	166	680	62	1,073	39	538	150
23	735	156	319	24	167	18	839	169	706	141	705	168	742	183	315	35	723	173	802	160	920	22	520	119
24	830	138	1,015	156	564	165	949	164	321	32	980	164	738	177	461	24	733	164	876	143	924	156	320	65
25	384	30	942	159	792	148	964	154	187	22	943	170	776	167	862	174	768	151	326	46	966	154	-	-
26	155	23	1,047	163	952	154	453	34	168	32	1,066	173	220	36	894	174	789	150	191	30	981	130	345	37
27	631	171	1,040	159	1,042	150	246	25	678	153	809	158	151	25	948	176	401	51	779	165	570	15	292	18
28	744	163	937	147	968	148	742	167	876	167	339	33	650	179	859	170	536	29	794	166	1,638	34	112	16
29	797	173			539	35	851	172	881	164	481	27	705	169	546	142	868	151	796	160	1,557	32	448	122
30	809	163			208	16	980	183	906	151	658	162	801	170	196	36	846	146	736	170	188	25	443	110
31	814	150			621	139			368	32			815	163	165	25			725	127			392	86
	19,087	3,623	22,726	3,141	20,971	3,420	20,743	3,729	21,161	3,724	19,728	3,763	18,329	4,036	20,040	3,808	19,593	3,825	20,021	3,754	22,004	4,566	18,459	3,183
Daily turnover	0.84		1.11		0.92		0.94		0.93		0.90		0.81		0.88		0.89		0.88		1.00		0.81	
Maximum	922	173	1,300	163	1,050	165	989	183	1,076	179	1,066	173	1,008	184	948	176	936	182	949	178	1,638	1,479	990	173
Average																								

Moscone Center Garage (732 spaces)																								
Day	Jan-15		Feb-15		Mar-15		Apr-15		May-15		Jun-15		July, 2015		Aug., 2015		Sep., 2015		Oct., 2015		Nov., 2015		Dec., 2015	
	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit
1	91	10	221	20	171	24	697	157	729	152	451	147	553	148	229	31	794	160	655	149	123	27	580	150
2	356	66	624	162	816	158	796	146	243	36	541	146	499	125	141	30	875	159	588	148	520	154	635	158
3	192	26	694	166	467	168	569	123	228	21	569	147	217	44	470	145	809	167	273	41	566	171	681	146
4	118	19	746	154	880	170	236	40	631	149	604	136	84	18	534	151	390	135	221	24	617	167	719	153
5	365	116	717	174	980	164	132	26	763	148	621	114	89	15	523	149	208	32	623	161	690	169	707	39
6	489	159	645	158	918	159	495	140	759	145	220	25	427	143	481	136	105	18	716	159	679	153	441	21
7	526	160	460	37	514	43	619	140	645	147	275	17	534	150	506	136	111	24	683	143	355	43	602	169
8	640	167	336	25	142	24	757	145	249	129	818	151	617	152	212	34	533	149	666	155	242	22	646	164
9	701	162	880	165	605	170	930	156	171	40	860	158	658	145	130	23	583	171	629	156	544	161	687	161
10	644	30	879	169	761	163	627	135	600	21	861	148	604	143	393	147	644	160	371	32	687	154	702	158
11	872	27	873	181	583	173	310	37	911	140	669	133	308	37	472	142	631	137	216	19	660	141	694	147
12	829	166	948	171	658	162	166	30	944	147	631	127	170	27	571	153	211	42	600	125	702	162	592	37
13	878	165	656	155	634	149	638	150	152	135	258	32	771	151	560	148	122	22	713	163	618	148	347	15
14	659	163	280	37	409	40	747	150	712	144	139	16	876	151	578	129	615	137	799	161	304	33	743	154
15	634	159	155	30	116	22	759	156	714	150	522	135	869	161	280	39	830	138	761	149	172	14	764	154
16	709	144	380	53	467	148	813	152	419	37	578	134	916	146	186	26	737	130	558	142	541	154	803	153
17	303	26	777	163	535	159	775	146	184	13	528	151	581	139	472	131	893	136	221	40	629	162	853	159
18	156	18	722	156	634	165	381	37	491	141	547	149	200	36	709	137	699	133	94	23	649	152	835	138
19	382	67	806	146	719	160	273	33	641	158	521	125	119	18	748	139	201	34	473	149	715	163	562	37
20	595	154	864	133	826	159	986	149	690	143	275	34	472	143	884	136	119	23	631	162	922	141	295	17
21	683	167	823	39	494	42	988	142	682	142	139	23	554	154	853	137	467	159	662	164	1,073	35	533	129
22	790	151	637	21	378	34	986	150	499	119	492	126	563	157	657	36	565	151	641	159	938	28	515	124
23	813	156	833	157	729	152	1,002	145	223	35	569	141	665	153	127	20	541	141	564	151	797	140	515	95
24	518	37	902	164	691	173	784	155	131	23	629	138	706	148	417	134	608	143	305	39	836	139	234	48
25	263	25	736	170	579	160	226	37	153	31	720	133	672	31	499	158	699	154	454	27	926	118	-	-
26	592	164	716	168	595	160	293	27	505	144	694	123	462	25	549	154	442	30	872	142	644	17	352	11
27	632	167	734	151	772	155	531	145	653	142	399	38	824	142	691	157	148	22	849	150	1,553	29	190	9
28	624	164	268	36	616	39	642	152	738	150	659	15	811	156	649	143	513	151	959	135	1,514	30	342	91
29	629	168			155	30	684	155	662	136	669	140	597	156	248	40	655	166	717	143	971	25	388	92
30	625	160			564	156	731	153	247	42	572	145	515	150	492	21	749	159	498	140	549	159	406	88
31	439	37			725	161			125	23			537	145	792	139			220	32			347	70
	16,747	3,400	18,312	3,361	18,133	3,842	18,573	3,509	15,494	3,183	16,030	3,247	16,470	3,509	15,053	3,301	15,497	3,383	17,232	3,583	20,736	3,211	16,710	3,087
Daily turnover	0.74		0.89		0.80		0.85		0.68		0.73		0.73		0.66		0.71		0.76		0.94		0.74	
Maximum	878	168	948	181	980	173	1,002	157	944	158	861	158	916	161	884	158	893	171	959	164	1,553	171	853	169
Average																								

Moscone Center Garage												
Day	Jan., 2016		Feb., 2016		March, 2016		Apr-16		May-16		Jun-16	
	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit
1	145	29	488	140	911	173	690	142	420	22	620	165
2	201	33	675	154	887	172	585	41	730	139	624	157
3	129	11	580	144	910	165	108	25	626	148	533	159
4	403	121	686	145	645	156	483	166	757	153	426	37
5	436	150	722	129	256	40	580	155	954	139	342	18
6	508	140	1,005	45	181	25	575	167	962	141	709	155
7	593	160	165	19	678	168	650	147	586	35	885	160
8	741	139	451	148	757	168	689	156	381	17	829	155
9	542	27	579	153	789	167	403	32	604	143	841	161
10	506	18	662	159	653	172	183	21	587	147	588	145
11	766	147	588	160	590	149	532	158	651	156	504	26
12	642	161	556	159	402	39	610	157	855	157	346	17
13	630	148	343	45	257	21	591	164	625	143	461	157
14	732	151	332	27	748	160	623	149	458	37	726	157
15	774	140	562	63	845	165	593	139	304	14	726	149
16	608	38	863	156	977	168	293	41	645	148	789	147
17	968	23	859	152	932	156	128	26	715	147	833	138
18	727	72	923	160	915	155	499	146	741	160	437	31
19	889	143	596	142	325	40	606	135	869	145	360	15
20	640	148	517	43	207	27	623	145	715	144	503	145
21	587	146	197	31	460	154	844	147	553	32	755	153
22	508	145	477	159	776	159	646	140	466	21	866	150
23	298	25	537	160	473	152	388	43	880	157	735	131
24	124	18	582	163	587	143	305	22	877	153	423	30
25	428	136	692	159	528	147	504	158	1,030	152	515	14
26	487	145	694	142	274	47	667	150	904	148	568	153
27	474	145	261	43	145	21	750	153	643	125	526	152
28	506	140	274	27	486	156	730	149	412	23	615	152
29	481	128	1,013	174	563	150	736	134	376	22	568	153
30	432	33			603	161	431	40	248	30	680	151
31	385	24			593	148			478	159		
	16,290	3,084	16,879	3,401	18,353	3,924	16,045	3,448	20,052	3,357	18,333	3,533
Daily turnover	0.72		0.80		0.81		0.73		0.88		0.83	
Maximum	968	161	1,013	174	977	173	844	167	1,030	160	885	165
Average												

Moscone Center Garage
(732 spaces)

Month	Total Vehicles per Month					Average Vehicles			Number of Days					Average Total Daily Vehicles					Average Daily Turnover					
	2013	2014	2015	2016	Total	per Month			2013	2014	2015	2016	Total	2013	2014	2015	2016	All	2013	2014	2015	2016	All	
January	1	20,530	22,710	20,147	19,374	82,761	20,690	8%	93%	31	31	31	31	124	662	733	650	625	667	0.90	1.00	0.89	0.85	0.91
February	2	24,196	25,867	21,673	20,280	92,016	23,004	9%	103%	28	28	28	29	113	864	924	774	699	814	1.18	1.26	1.06	0.96	1.11
March	3	20,923	24,391	21,975	22,277	89,566	22,392	8%	101%	31	31	31	31	124	675	787	709	719	722	0.92	1.07	0.97	0.98	0.99
April	4	22,992	24,472	22,082	19,493	89,039	22,260	8%	100%	30	30	30	30	120	766	816	736	650	742	1.05	1.11	1.01	0.89	1.01
May	5	22,822	24,885	18,677	23,409	89,793	22,448	8%	101%	31	31	31	31	124	736	803	602	755	724	1.01	1.10	0.82	1.03	0.99
June	6	20,434	23,491	19,277	21,866	85,068	21,267	8%	96%	30	30	30	30	120	681	783	643	729	709	0.93	1.07	0.88	1.00	0.97
July	7	21,756	22,365	19,979	-	64,100	21,367	8%	96%	31	31	31	-	93	702	721	644	0	689	0.96	0.99	0.88	0.00	0.94
August	8	21,109	23,848	18,354	-	63,311	21,104	8%	95%	31	31	31	-	93	681	769	592	0	681	0.93	1.05	0.81	0.00	0.93
September	9	20,442	23,418	18,880	-	62,740	20,913	8%	94%	30	30	30	-	90	681	781	629	0	697	0.93	1.07	0.86	0.00	0.95
October	10	25,392	23,775	20,815	-	69,982	23,327	9%	105%	31	31	31	-	93	819	767	671	0	752	1.12	1.05	0.92	0.00	1.03
November	11	25,722	26,570	23,947	-	76,239	25,413	10%	114%	30	30	30	-	90	857	886	798	0	847	1.17	1.21	1.09	0.00	1.16
December	12	26,339	21,642	19,797	-	67,778	22,593	8%	102%	31	31	31	-	93	850	698	639	0	729	1.16	0.95	0.87	0.00	1.00
TOTAL		272,657	287,434	245,603	126,699	932,393	266,777	100%	22,231	365	365	365	182	1,277	747	787	673	696	730	1.02	1.08	0.92	0.95	1.00

Quarter	Total Vehicles per Quarter					Average Vehicles			Number of Days					Average Total Daily Vehicles					Average Daily Turnover					
	2013	2014	2015	2016	Total	per Quarter			2013	2014	2015	2016	Total	2013	2014	2015	2016	All	2013	2014	2015	2016	All	
Jan-March	Q1	65,649	72,968	63,795	61,931	264,343	66,086	25%	99%	90	90	90	91	361	729	811	709	681	732	1.00	1.11	0.97	0.93	1.00
April-June	Q2	66,248	72,848	60,036	64,768	263,900	65,975	25%	99%	91	91	91	91	364	728	801	660	712	725	0.99	1.09	0.90	0.97	0.99
July-Sept	Q3	63,307	69,631	57,213	-	190,151	63,384	24%	95%	92	92	92	-	276	688	757	622	0	689	0.94	1.03	0.85	0.00	0.94
Oct-Dec	Q4	77,453	71,987	64,559	-	213,999	71,333	27%	107%	92	92	92	-	276	842	782	702	0	775	1.15	1.07	0.96	0.00	1.06
TOTAL		272,657	287,434	245,603	126,699	932,393	266,777	100%	66,694	365	365	365	182	1,277	747	787	673	696	730	1.02	1.08	0.92	0.95	1.00

Day of the week	Total Vehicles per Day					Average Vehicles			Number of Days					Average Total Daily Vehicles					Average Daily Turnover					
	2013	2014	2015	2016	Total	per Day			2013	2014	2015	2016	Total	2013	2014	2015	2016	All	2013	2014	2015	2016	All	
Monday	1	40,464	44,643	37,549	18,663	141,319	40,434	15%	106%	52	52	52	26	182	778	859	722	718	776	1.06	1.17	0.99	0.98	1.06
Tuesday	2	46,049	51,028	42,823	21,697	161,597	46,236	17%	121%	53	52	52	26	183	869	981	824	835	883	1.19	1.34	1.13	1.14	1.21
Wednesday	3	46,205	51,297	42,905	22,032	162,439	46,477	17%	122%	52	53	52	26	183	889	968	825	847	888	1.21	1.32	1.13	1.16	1.21
Thursday	4	49,538	51,365	43,938	23,013	167,854	48,027	18%	126%	52	52	53	26	183	953	988	829	885	917	1.30	1.35	1.13	1.21	1.25
Friday	5	47,117	49,380	40,845	20,067	157,409	45,038	17%	68%	52	52	52	26	182	906	950	785	772	865	1.24	1.30	1.07	1.05	1.18
Saturday	6	26,907	24,719	22,197	12,385	86,208	24,666	9%	37%	52	52	52	26	182	517	475	427	476	474	0.71	0.65	0.58	0.65	0.65
Sunday	7	16,377	15,002	15,346	8,842	55,567	15,899	6%	24%	52	52	52	26	182	315	289	295	340	305	0.43	0.39	0.40	0.46	0.42
TOTAL		272,657	287,434	245,603	126,699	932,393	266,777	100%	38,111	365	365	365	182	1,277	747	787	673	696	730	1.02	1.08	0.92	0.95	1.00

Month	Average Daily Vehicles								Average Daily Turnover							
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	All Days	Mon	Tue	Wed	Thu	Fri	Sat	Sun	All Days
January	718	769	722	818	779	454	394	667	0.98	1.05	0.99	1.12	1.06	0.62	0.54	0.91
February	866	962	954	1,008	918	622	368	814	1.18	1.31	1.30	1.38	1.25	0.85	0.50	1.11
March	780	890	920	960	917	429	222	722	1.07	1.22	1.26	1.37	1.25	0.59	0.30	0.99
April	761	899	937	975	887	455	229	742	1.04	1.23	1.28	1.33	1.21	0.62	0.31	1.01
May	697	864	905	1,007	874	420	310	724	0.95	1.18	1.24	1.38	1.19	0.57	0.42	0.99
June	759	868	883	902	802	414	357	709	1.04	1.19	1.21	1.23	1.10	0.57	0.49	0.97
July	810	894	869	843	727	346	219	689	1.11	1.22	1.19	1.15	0.99	0.47	0.30	0.94
August	763	841	863	873	828	388	299	681	1.04	1.15	1.18	1.19	1.13	0.53	0.41	0.93
September	665	887	935	964	829	360	234	697	0.91	1.21	1.28	1.32	1.13	0.49	0.32	0.95
October	870	951	968	940	824	388	245	752	1.19	1.30	1.32	1.28	1.13	0.53	0.33	1.03
November	820	1,027	964	918	1,136	766	370	847	1.12	1.40	1.32	1.25	1.55	1.05	0.51	1.16
December	840	787	758	769	875	664	394	729	1.15	1.07	1.04	1.05	1.20	0.91	0.54	1.00
Avg All Months	776	883	888	917	865	474	305	730	1.06	1.21	1.21	1.25	1.18	0.65	0.42	1.00

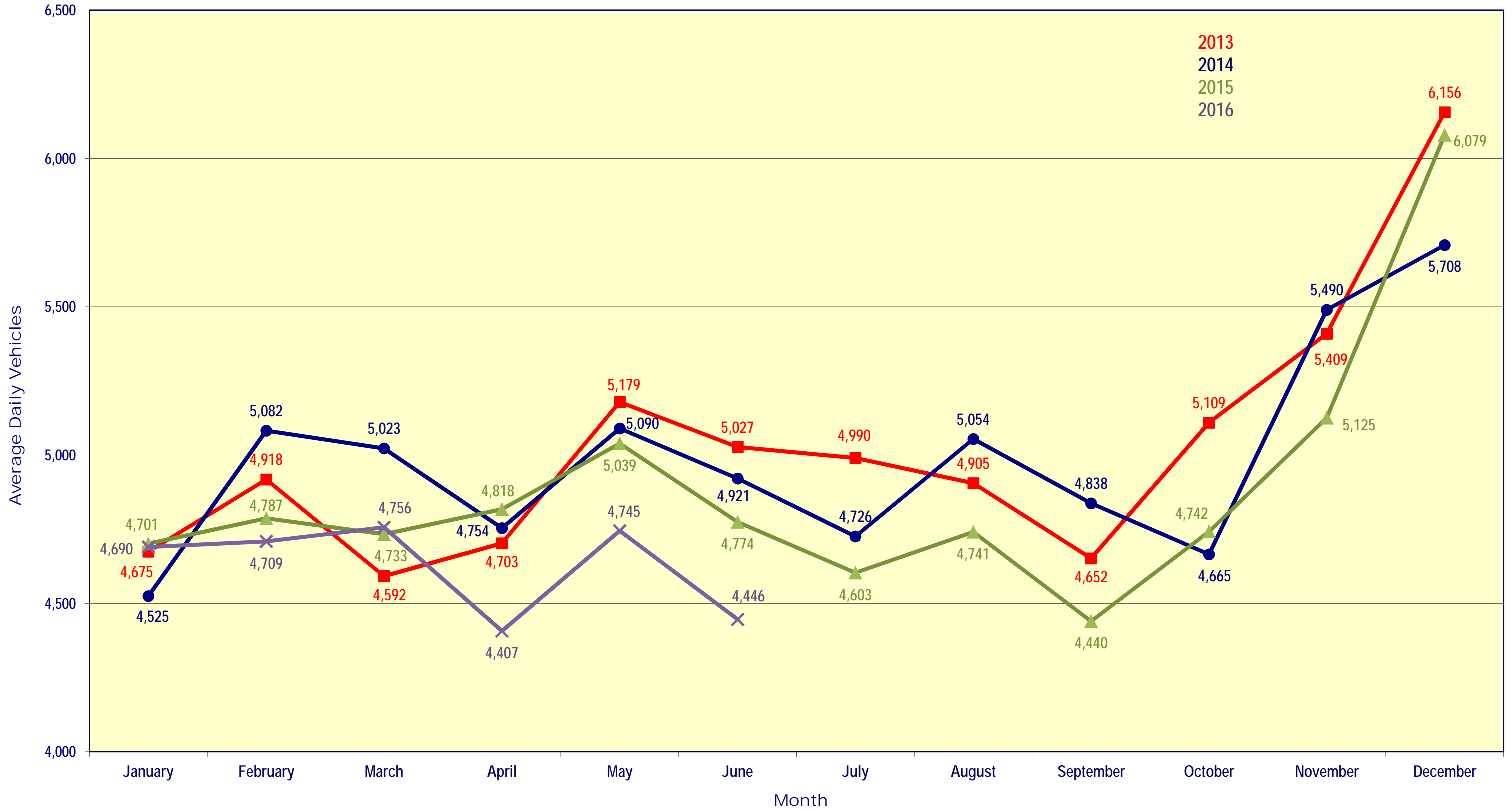
123 Highest value of the period
345 Highest value of the month
789 Highest value of the day
968 Highest value of the day and month

MOSCONE CENTER GARAGE		732 spaces							MAXIMUM AVERAGE HOURLY UTILIZATION DURING PERIOD							No. of hours		No. of days						
FY 2015-2016 Utilization			Number of Days		NUMBER OF EXITING VEHICLES											> 85%		> 85%						
					Transient	Monthly	Total		12AM-6AM	6AM-9AM	9AM-12PM	12PM-3PM	3PM-6PM	6PM-9PM	9PM-12AM									
July 2015 thru June 2016	Non holiday	Weekday	251	69%	163,975	37,067	201,042	81%	9%	37%	64%	66%	56%	34%	17%	147	33	13%	87%					
	Holiday	Weekday	11	3%	6,148	689	6,837	3%	9%	22%	46%	50%	44%	27%	14%	11	3	27%	8%					
	Weekend		104	28%	37,527	3,065	40,592	16%	11%	9%	18%	25%	25%	18%	12%	6	2	2%	5%					
	Total		366	100%	207,650	40,821	248,471	100%	8%	29%	50%	53%	47%	29%	16%	164	38	10%	100%					
					84%	16%	100%																	

APPENDIX E

FIFTH & MISSION GARAGE DEMAND AND UTILIZATION

Fifth & Mission Garage Average Daily Vehicles by Month (2013-2016)



Fifth and Mission Garage (2,585 spaces)																								
Day	Jan-13		Feb-13		Mar-13		Apr-13		May-13		Jun-13		Jul-13		Aug-13		Sep-13		Oct-13		Nov-13		Dec-13	
	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit
1	4,896	146	5,533	346	4,271	337	3,781	353	4,002	398	6,167	183	4,037	334	4,669	372	3,843	129	3,588	332	4,821	347	6,158	159
2	3,866	324	6,641	209	5,779	214	3,965	399	4,101	398	5,510	155	4,653	381	4,845	356	3,579	141	4,319	348	6,363	229	4,053	367
3	4,311	360	2,752	150	4,329	161	4,003	402	4,897	380	3,338	357	4,798	367	6,177	212	3,039	362	4,167	382	4,664	155	4,133	375
4	5,205	365	3,081	367	2,842	360	4,640	409	6,388	228	4,004	394	3,699	164	5,007	141	3,299	372	5,162	368	3,383	343	4,484	381
5	6,594	208	3,964	371	3,482	385	5,593	387	4,944	178	4,255	402	5,665	261	3,466	338	3,790	386	6,478	198	3,575	366	4,981	422
6	4,918	151	4,225	392	3,415	384	6,879	227	3,482	389	4,497	399	5,233	191	3,845	382	4,201	371	4,425	141	4,081	367	5,889	409
7	3,205	366	4,622	382	3,617	413	4,744	185	3,790	418	4,971	381	3,891	143	4,112	379	5,383	199	3,274	350	4,419	357	7,787	231
8	3,400	379	4,781	362	4,463	368	3,557	384	4,137	428	5,829	207	3,666	369	4,363	365	3,635	150	3,740	386	5,284	355	5,987	188
9	3,813	371	5,664	207	5,924	224	4,202	405	4,620	425	4,912	182	5,005	399	4,889	363	3,483	370	3,886	361	7,171	214	4,291	374
10	4,240	386	4,341	152	4,136	167	4,001	397	5,028	386	4,098	379	5,055	384	6,559	228	4,548	386	4,215	391	5,170	156	4,668	410
11	4,881	388	2,997	373	3,277	375	4,118	411	6,521	235	4,646	385	5,621	390	5,332	149	4,751	374	4,935	363	4,345	319	5,199	404
12	5,436	204	3,526	370	3,506	399	4,554	379	4,724	170	4,465	397	5,474	381	3,637	390	4,712	395	6,869	219	3,771	374	5,521	385
13	4,426	171	4,132	384	3,329	384	5,771	222	3,739	395	4,755	379	6,560	207	3,920	390	4,308	363	4,664	164	4,238	350	7,413	389
14	3,061	364	5,014	370	3,801	399	3,459	203	4,037	417	6,243	382	4,871	166	4,061	371	5,630	188	3,882	357	4,935	383	7,713	234
15	3,607	390	4,687	347	4,212	387	3,211	401	5,270	402	6,130	194	3,615	396	4,893	383	4,756	161	3,990	376	5,251	371	6,604	205
16	3,706	391	6,359	213	5,847	199	3,729	406	5,479	430	4,712	163	3,731	413	5,851	390	3,365	368	4,085	371	7,114	233	4,763	388
17	3,994	386	5,242	151	4,031	181	3,651	406	6,199	395	3,736	395	3,774	405	6,790	209	3,657	396	4,693	405	5,425	210	5,441	408
18	4,746	359	5,339	261	3,055	397	4,039	403	6,766	224	4,132	394	4,265	385	4,613	151	3,781	385	6,034	384	4,405	360	6,062	393
19	6,455	203	4,350	373	3,717	407	4,707	403	3,943	152	4,750	396	5,154	371	3,361	392	4,041	396	7,162	214	5,051	355	6,370	405
20	4,949	142	3,812	358	3,838	396	5,840	225	3,775	407	4,760	383	6,207	206	3,705	397	4,807	404	6,416	172	5,493	367	7,452	377
21	5,068	262	4,354	389	4,163	408	4,219	176	4,087	414	5,096	384	4,958	159	3,740	366	6,094	208	4,396	372	5,371	370	7,993	255
22	4,581	368	4,242	372	4,571	381	3,166	378	4,466	416	5,715	229	3,563	383	4,329	393	4,544	161	4,935	369	5,496	391	6,993	206
23	3,054	366	6,464	197	6,239	226	3,723	418	5,664	429	5,404	162	3,908	412	4,779	382	4,334	362	4,879	386	7,151	223	7,042	349
24	3,415	388	3,829	152	4,215	184	4,005	413	5,410	364	3,840	359	3,942	393	5,762	216	4,771	389	4,295	372	5,243	165	5,300	288
25	4,210	379	3,665	370	3,526	380	4,524	406	6,435	229	4,512	392	4,326	390	4,543	153	4,979	391	5,072	377	4,015	358	2,589	96
26	6,146	189	5,078	382	4,220	386	4,865	397	5,277	181	4,376	384	4,720	369	4,239	390	4,646	392	6,449	202	4,222	360	6,968	280
27	4,352	154	5,514	395	4,830	386	6,401	238	5,558	193	4,908	385	6,636	213	4,885	406	4,797	354	5,255	152	4,610	344	6,600	285
28	2,893	375	4,725	372	5,338	389	4,392	190	3,498	404	4,952	363	5,371	188	4,495	381	5,992	210	4,010	365	2,977	98	6,875	227
29	3,413	390			5,675	349	3,288	386	3,870	425	4,716	186	3,963	361	3,517	350	4,057	145	4,693	386	7,881	248	5,087	177
30	3,512	379			5,755	223	3,629	415	4,575	412	1,896	134	4,300	370	3,569	332	3,450	377	4,554	370	7,373	216	5,778	297
31	4,851	407			2,975	126			5,128	417			4,100	385	4,208	173			3,872	358			4,995	282
	135,204	9,711	128,933	8,767	132,378	9,975	130,656	10,424	149,810	10,739	141,325	9,485	144,761	9,936	142,161	9,900	130,272	9,285	148,394	9,991	153,298	8,984	181,189	9,646
Daily turnover	1.69		1.78		1.65		1.68		1.87		1.82		1.81		1.77		1.68		1.85		1.98		2.26	
Maximum	6,594	407	6,641	395	6,239	413	6,879	418	6,766	430	6,243	402	6,636	413	6,790	406	6,094	404	7,162	405	7,881	391	7,993	422

Fifth and Mission Garage (2,585 spaces)																								
Day	Jan-14		Feb-14		Mar-14		Apr-14		May-14		Jun-14		Jul-14		Aug-14		Sep-14		Oct-14		Nov-14		Dec-14	
	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit
1	4,510	168	5,864	223	6,386	245	3,511	391	4,203	415	4,686	194	3,760	420	5,147	417	3,649	203	5,026	425	6,177	242	3,155	457
2	4,475	315	3,211	152	4,475	177	4,074	384	4,775	419	4,253	428	3,897	417	6,333	251	3,119	478	4,340	437	3,999	187	3,711	442
3	5,130	312	3,300	382	3,126	372	4,470	398	5,780	234	4,796	459	4,398	385	5,037	191	3,963	477	4,892	449	3,398	483	3,920	460
4	5,766	217	4,143	404	3,729	388	5,149	400	4,766	210	5,056	454	3,452	167	4,062	426	4,978	493	5,599	236	4,165	470	4,582	475
5	3,657	179	4,914	392	3,619	394	7,513	250	3,436	432	4,822	425	4,676	186	4,310	464	5,493	458	3,825	205	4,430	486	5,840	460
6	2,859	368	4,911	384	4,156	412	4,515	191	3,523	437	5,038	419	3,424	191	4,040	458	6,330	276	3,313	476	5,045	475	7,082	248
7	3,289	362	4,239	383	4,948	402	3,466	389	3,852	447	6,104	236	3,683	394	4,664	445	3,566	223	3,994	477	5,398	469	5,577	210
8	3,492	371	6,121	225	5,904	253	4,212	387	4,324	421	4,382	219	5,044	423	4,990	392	3,602	462	4,223	503	7,186	252	4,327	488
9	3,830	376	5,041	181	4,230	197	4,285	422	4,890	406	3,536	425	4,916	442	6,503	217	4,571	471	4,334	499	4,880	201	4,717	477
10	4,233	394	3,738	393	3,225	402	4,173	419	5,907	225	3,788	436	5,566	433	5,090	214	4,964	484	3,543	432	3,945	472	4,331	510
11	6,335	210	4,419	403	3,771	431	4,678	394	4,117	204	3,891	414	5,052	407	3,699	465	4,828	469	5,191	215	4,991	452	3,018	319
12	3,662	163	4,666	396	4,155	419	5,649	248	3,555	430	4,379	435	5,803	227	3,996	467	4,573	476	4,164	191	4,891	509	5,594	481
13	3,198	394	4,634	391	4,601	383	3,993	183	4,900	427	4,780	407	3,848	202	4,129	472	5,603	244	4,398	407	5,011	478	7,608	221
14	3,543	387	5,925	399	5,141	392	3,454	400	4,152	438	5,746	222	3,313	430	4,211	478	3,618	232	4,102	437	5,539	480	5,761	212
15	3,621	382	6,867	204	6,088	209	3,606	424	4,595	430	4,299	209	3,847	459	4,766	434	3,746	479	4,831	463	7,122	247	4,606	456
16	3,868	397	5,736	176	4,438	187	3,911	454	5,907	415	3,617	403	3,966	469	6,078	249	3,987	457	4,708	459	5,054	237	5,379	486
17	4,678	395	5,119	299	3,598	405	4,561	410	7,086	249	3,856	409	4,539	464	4,255	204	4,099	470	4,488	464	3,438	475	5,446	480
18	6,670	239	4,402	386	4,520	403	5,055	383	4,070	163	3,900	419	5,065	426	3,582	463	4,384	477	6,153	239	4,219	489	6,301	497
19	4,655	180	3,857	397	4,937	392	5,451	242	4,616	405	4,538	414	6,040	229	4,102	485	4,895	467	4,672	195	4,398	463	6,731	457
20	5,434	289	3,803	385	5,498	413	2,756	135	4,964	424	4,571	398	4,282	201	4,054	454	5,955	267	3,916	472	4,490	490	7,604	223
21	4,833	404	4,340	397	5,639	399	3,401	400	5,303	397	6,023	231	3,491	433	4,427	471	4,097	211	3,977	479	5,705	486	6,745	206
22	3,245	385	5,683	236	6,165	243	4,175	430	5,395	437	4,270	198	3,879	440	4,934	445	3,565	489	3,851	490	7,676	235	6,590	407
23	3,558	394	4,031	186	4,330	214	4,365	423	5,312	387	3,491	413	3,750	434	5,772	250	3,788	459	3,995	473	6,215	202	6,763	394
24	4,189	381	3,974	382	3,410	400	4,584	411	5,761	198	4,220	422	4,347	438	4,089	183	4,030	474	3,939	468	4,401	472	5,107	281
25	5,642	214	5,020	388	4,318	394	5,009	384	4,634	180	5,584	415	4,915	411	4,646	428	3,869	480	4,982	252	4,735	458	2,397	56
26	4,232	171	5,049	403	5,129	369	6,207	232	4,369	204	6,043	424	5,572	240	5,221	465	4,578	448	3,672	202	5,334	418	7,084	238
27	2,953	364	5,207	390	5,628	385	4,480	202	3,371	440	5,091	395	4,256	183	5,140	457	5,668	224	3,533	467	3,372	97	6,079	206
28	3,340	366	4,762	392	5,374	378	3,656	404	4,086	415	5,295	231	3,686	443	4,398	441	4,375	214	3,443	502	7,202	262	5,126	178
29	3,437	376			6,836	216	3,910	409	4,463	418	3,172	146	3,881	464	4,218	403	4,460	436	3,771	488	6,879	234	4,982	319
30	3,670	357			4,531	193	3,738	414	4,810	392	3,687	413	4,273	449	5,213	225	4,841	437	4,210	484	4,280	191	5,051	337
31	4,396	354			3,341	390			5,926	234			4,525	446	3,969	190			3,246	312			4,736	309
	130,400	9,864	132,976	9,329	145,246	10,457	132,007	10,613	146,848	10,933	136,914	10,713	135,146	11,353	145,075	11,604	133,194	11,935	132,331	12,298	153,575	11,112	165,950	10,990
Daily turnover	1.63		1.84		1.81		1.70		1.83		1.77		1.69		1.81		1.72		1.65		1.98		2.07	
Maximum	6,670	404	6,867	404	6,836	431	7,513	454	7,086	447	6,104	459	6,040	469	6,503	485	6,330	493	6,153	503	7,676	509	7,608	510

Fifth and Mission Garage (2,585 spaces)																								
Day	Jan-15		Feb-15		Mar-15		Apr-15		May-15		Jun-15		July, 2015		Aug., 2015		Sep., 2015		Oct., 2015		Nov., 2015		Dec., 2015	
	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit
1	3,980	153	3,441	169	4,644	190	3,711	487	5,196	466	3,272	477	3,712	450	5,717	241	4,055	546	3,846	545	3,569	207	3,804	536
2	5,488	288	3,192	456	3,634	454	4,183	457	5,665	236	3,969	495	3,984	449	4,261	204	4,164	551	4,457	496	3,116	519	4,077	538
3	5,379	201	3,514	462	4,237	484	5,012	421	4,621	193	4,306	498	4,839	246	3,404	477	3,809	534	5,725	260	3,552	542	4,122	515
4	4,041	178	3,921	475	5,305	483	5,831	248	3,412	474	3,971	494	3,064	165	3,677	507	3,985	490	3,944	219	3,686	532	5,758	538
5	2,840	454	4,108	474	4,779	471	3,492	151	3,817	488	4,808	491	3,210	181	3,746	482	4,815	246	3,343	544	4,379	546	7,057	280
6	3,053	460	4,243	443	5,145	453	3,577	454	4,239	504	5,974	250	2,924	430	4,170	497	3,805	189	3,914	566	4,958	502	5,356	227
7	3,323	460	6,213	234	5,592	215	3,916	468	4,694	487	4,265	218	3,498	481	4,418	468	3,581	226	3,938	567	6,578	261	3,915	527
8	3,843	468	4,217	175	3,525	198	4,223	473	5,181	490	4,326	484	3,729	474	5,885	224	3,163	535	3,969	546	4,829	258	4,264	567
9	4,366	454	3,365	466	3,408	477	4,728	477	6,056	241	4,465	493	4,188	469	4,344	190	3,593	543	4,870	516	3,500	526	4,489	528
10	5,652	216	4,278	474	4,315	470	4,736	460	4,348	182	4,526	492	4,778	448	3,302	473	3,627	537	5,673	247	4,269	548	4,469	531
11	5,035	198	4,575	465	3,666	483	5,642	249	3,458	496	4,871	484	5,374	219	3,636	494	4,060	531	3,836	222	5,189	506	6,005	499
12	4,683	465	4,717	458	3,972	465	3,682	185	4,298	479	5,472	481	3,617	187	3,921	500	5,582	254	3,399	499	4,427	548	7,557	266
13	4,897	469	5,206	453	4,513	461	3,424	472	4,585	487	6,182	276	3,791	476	4,017	492	3,723	194	3,375	565	4,845	524	5,286	225
14	4,058	484	6,544	205	5,806	223	3,615	494	4,267	489	4,317	197	4,527	496	4,791	472	3,281	526	3,818	565	6,299	288	4,361	519
15	4,022	472	4,289	183	3,694	184	4,034	483	4,826	500	3,803	463	4,925	494	5,930	260	4,038	535	4,206	548	4,855	209	5,129	523
16	4,862	475	4,148	274	3,525	472	3,878	472	6,560	260	3,818	474	5,090	498	4,460	214	4,064	528	4,778	497	3,532	521	5,769	524
17	5,887	238	3,565	454	3,161	488	4,627	467	3,452	169	4,529	469	5,040	466	3,755	514	4,155	535	5,780	260	3,956	537	6,693	552
18	4,161	184	3,753	447	3,622	471	5,822	242	4,044	476	4,692	471	5,364	244	4,266	532	4,511	458	4,467	227	4,111	536	7,211	500
19	4,869	328	4,309	452	4,310	469	4,582	186	3,872	485	3,865	375	3,793	220	4,675	518	5,028	249	3,254	525	4,493	548	8,117	272
20	3,438	498	4,738	448	4,896	475	4,359	463	4,400	528	6,409	222	3,431	495	4,654	496	3,376	231	4,104	552	5,341	522	7,117	241
21	3,511	463	5,995	246	5,979	234	4,902	488	4,499	491	4,509	190	3,765	488	5,169	506	3,069	537	3,674	545	7,531	279	6,764	443
22	4,005	470	4,050	182	4,274	195	4,965	497	4,977	438	3,652	441	3,759	509	5,918	262	3,309	554	3,744	542	5,710	216	6,978	477
23	4,784	483	4,036	463	3,505	445	5,226	471	5,930	224	4,022	447	4,225	477	4,041	203	3,353	541	4,713	534	4,501	520	7,335	395
24	5,413	229	3,988	475	3,853	450	4,765	473	4,976	174	3,978	451	4,896	474	3,361	524	4,015	540	5,626	268	4,412	492	5,566	272
25	3,889	205	4,246	461	4,161	455	5,839	238	4,656	209	4,678	467	5,978	246	3,549	547	4,902	505	4,434	205	4,876	422	3,140	96
26	3,354	457	4,022	469	4,396	438	4,569	199	3,644	468	4,950	422	4,039	205	3,717	555	6,429	257	4,131	507	2,523	103	7,389	239
27	3,328	472	4,686	449	4,854	450	3,448	487	4,084	503	4,649	233	3,671	490	3,830	515	3,630	209	4,475	491	7,068	289	6,132	204
28	3,436	474	6,031	228	6,484	242	3,900	494	5,028	495	1,742	149	3,985	491	4,335	506	3,173	510	4,895	490	6,663	267	5,585	332
29	3,626	468			3,961	206	3,834	484	5,329	465	3,642	442	3,955	507	5,220	241	3,807	523	4,209	514	5,177	222	5,586	369
30	4,559	455			3,436	463	3,867	498	6,029	245	3,569	448	4,341	498	4,188	204	3,968	519	4,205	488	3,328	493	5,742	356
31	6,400	236			3,928	484			4,023	199			4,767	468	3,785	514			4,403	245			5,295	301
	134,182	11,555	123,390	10,640	134,580	12,148	132,389	12,138	144,166	12,041	131,231	11,994	130,259	12,441	134,142	12,832	120,070	13,133	133,205	13,795	141,273	12,483	176,068	12,392
Daily turnover	1.67		1.70		1.68		1.71		1.80		1.69		1.63		1.67		1.55		1.66		1.82		2.20	
Maximum	6,400	498	6,544	475	6,484	488	5,839	498	6,560	528	6,409	498	5,978	509	5,930	555	6,429	554	5,780	567	7,531	548	8,117	567

Fifth and Mission Garage (2,585 spaces)												
Day	Jan., 2016		Feb., 2016		March, 2016		Apr-16		May-16		Jun-16	
	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit	Transient Exit	Monthly Exit
1	4,896	198	3,394	541	4,419	552	5,006	487	4,182	227	3,762	492
2	6,340	221	3,837	591	4,571	545	5,787	248	3,633	508	3,636	500
3	4,419	187	4,182	578	4,611	506	3,517	229	3,218	556	4,300	469
4	3,125	496	4,121	559	4,675	495	3,071	522	3,722	535	5,413	223
5	3,252	521	5,006	537	6,248	260	3,394	538	4,696	562	3,527	214
6	3,426	506	5,399	297	4,511	222	3,476	524	5,218	490	3,455	506
7	3,705	557	1,997	222	2,968	518	3,521	503	6,716	219	4,122	521
8	4,554	525	3,437	541	3,544	555	3,454	466	4,483	189	4,164	507
9	6,228	252	3,461	551	3,637	532	4,884	228	3,429	518	4,437	499
10	4,598	206	3,945	544	3,922	547	3,857	210	3,480	551	4,347	436
11	3,555	522	4,373	536	4,324	498	3,013	507	3,679	520	5,838	242
12	3,787	523	5,027	497	6,047	247	3,391	546	4,012	542	4,102	209
13	3,793	526	6,292	243	4,479	196	3,448	537	4,789	487	3,227	484
14	3,964	518	5,494	220	3,564	531	3,715	539	5,985	248	4,124	509
15	4,488	506	4,741	307	4,139	552	4,338	496	3,196	190	4,306	525
16	6,229	266	3,756	530	4,809	549	5,574	244	3,356	512	4,509	490
17	5,400	209	4,190	503	4,435	544	3,175	221	3,834	550	4,943	463
18	5,073	335	4,137	517	4,962	500	2,746	513	4,071	551	5,228	244
19	4,271	527	4,646	485	5,561	246	3,372	549	4,220	530	3,177	206
20	3,662	533	6,241	244	4,218	207	3,555	522	4,743	502	3,315	470
21	3,851	526	3,904	226	3,319	482	3,762	533	6,218	288	3,976	494
22	4,192	492	3,166	507	4,682	511	4,753	496	4,334	211	4,431	471
23	5,570	245	3,275	548	3,791	524	5,393	226	4,024	496	3,817	447
24	3,757	209	3,704	518	4,369	501	3,781	219	4,395	539	4,125	403
25	2,916	525	3,865	512	4,905	486	3,141	504	4,529	496	4,546	209
26	3,276	550	4,785	502	5,591	257	3,620	553	4,707	499	1,413	164
27	3,459	538	5,375	261	2,453	152	3,953	520	4,955	442	3,252	467
28	3,573	540	3,945	207	3,531	526	4,109	528	4,942	214	3,576	485
29	4,026	525	4,033	504	3,524	534	4,573	497	4,394	187	3,967	498
30	5,118	294			3,630	522	5,885	233	3,600	210	4,012	481
31	4,038	281			4,160	553			3,243	514		
	132,541	12,859	123,728	12,828	133,599	13,850	119,264	12,938	134,003	13,083	121,047	12,328
Daily turnover	1.65		1.65		1.67		1.54		1.67		1.56	
Maximum	6,340	557	6,292	591	6,248	555	5,885	553	6,716	562	5,838	525

Fifth-Mission Garage
(2,585 spaces)

Month	Total Vehicles per Month					Average Vehicles			Number of Days					Average Total Daily Vehicles					Average Daily Turnover					
	2013	2014	2015	2016	Total	per Month		2013	2014	2015	2016	Total	2013	2014	2015	2016	All	2013	2014	2015	2016	All		
January	1	144,915	140,264	145,737	145,400	576,316	144,079	8%	96%	31	31	31	31	124	4,675	4,525	4,701	4,690	4,648	1.81	1.75	1.82	1.81	1.80
February	2	137,700	142,305	134,030	136,556	550,591	137,648	8%	92%	28	28	28	29	113	4,918	5,082	4,787	4,709	4,872	1.90	1.97	1.85	1.82	1.88
March	3	142,353	155,703	146,728	147,449	592,233	148,058	8%	98%	31	31	31	31	124	4,592	5,023	4,733	4,756	4,776	1.78	1.94	1.83	1.84	1.85
April	4	141,080	142,620	144,527	132,202	560,429	140,107	8%	93%	30	30	30	30	120	4,703	4,754	4,818	4,407	4,670	1.82	1.84	1.86	1.70	1.81
May	5	160,549	157,781	156,207	147,086	621,623	155,406	9%	103%	31	31	31	31	124	5,179	5,090	5,039	4,745	5,013	2.00	1.97	1.95	1.84	1.94
June	6	150,810	147,627	143,225	133,375	575,037	143,759	8%	96%	30	30	30	30	120	5,027	4,921	4,774	4,446	4,792	1.94	1.90	1.85	1.72	1.85
July	7	154,697	146,499	142,700	-	443,896	147,965	8%	98%	31	31	31	-	93	4,990	4,726	4,603	0	4,773	1.93	1.83	1.78	0.00	1.85
August	8	152,061	156,679	146,974	-	455,714	151,905	8%	101%	31	31	31	-	93	4,905	5,054	4,741	0	4,900	1.90	1.96	1.83	0.00	1.90
September	9	139,557	145,129	133,203	-	417,889	139,296	8%	93%	30	30	30	-	90	4,652	4,838	4,440	0	4,643	1.80	1.87	1.72	0.00	1.80
October	10	158,385	144,629	147,000	-	450,014	150,005	8%	100%	31	31	31	-	93	5,109	4,665	4,742	0	4,839	1.98	1.80	1.83	0.00	1.87
November	11	162,282	164,687	153,756	-	480,725	160,242	9%	107%	30	30	30	-	90	5,409	5,490	5,125	0	5,341	2.09	2.12	1.98	0.00	2.07
December	12	190,835	176,940	188,460	-	556,235	185,412	10%	123%	31	31	31	-	93	6,156	5,708	6,079	0	5,981	2.38	2.21	2.35	0.00	2.31
TOTAL		1,835,224	1,820,863	1,782,547	842,068	6,280,702	1,803,882	100%	150,323	365	365	365	182	1,277	5,028	4,989	4,884	4,627	4,918	1.95	1.93	1.89	1.79	1.90

Quarter	Total Vehicles per Quarter					Average Vehicles			Number of Days					Average Total Daily Vehicles					Average Daily Turnover					
	2013	2014	2015	2016	Total	per Quarter		2013	2014	2015	2016	Total	2013	2014	2015	2016	All	2013	2014	2015	2016	All		
Jan-March	Q1	424,968	438,272	426,495	429,405	1,719,140	429,785	24%	95%	90	90	90	91	361	4,722	4,870	4,739	4,719	4,762	1.83	1.88	1.83	1.83	1.84
April-June	Q2	452,439	448,028	443,959	412,663	1,757,089	439,272	24%	97%	91	91	91	91	364	4,972	4,923	4,879	4,535	4,827	1.92	1.90	1.89	1.75	1.87
July-Sept	Q3	446,315	448,307	422,877	-	1,317,499	439,166	24%	97%	92	92	92	-	276	4,851	4,873	4,596	0	4,774	1.88	1.89	1.78	0.00	1.85
Oct-Dec	Q4	511,502	486,256	489,216	-	1,486,974	495,658	27%	110%	92	92	92	-	276	5,560	5,285	5,318	0	5,388	2.15	2.04	2.06	0.00	2.08
TOTAL		1,835,224	1,820,863	1,782,547	842,068	6,280,702	1,803,882	100%	450,970	365	365	365	182	1,277	5,028	4,989	4,884	4,627	4,918	1.95	1.93	1.89	1.79	1.90

Day of the week	Total Vehicles per Day					Average Vehicles			Number of Days					Average Total Daily Vehicles					Average Daily Turnover					
	2013	2014	2015	2016	Total	per Day		2013	2014	2015	2016	Total	2013	2014	2015	2016	All	2013	2014	2015	2016	All		
Monday	1	218,569	220,386	218,504	102,636	760,095	218,307	12%	85%	52	52	52	26	182	4,203	4,238	4,202	3,948	4,176	1.63	1.64	1.63	1.53	1.62
Tuesday	2	239,920	242,252	234,310	110,918	827,400	237,638	13%	92%	53	52	52	26	183	4,527	4,659	4,506	4,266	4,521	1.75	1.80	1.74	1.65	1.75
Wednesday	3	239,330	252,926	245,523	115,478	853,257	245,064	14%	95%	52	53	52	26	183	4,603	4,772	4,722	4,441	4,663	1.78	1.85	1.83	1.72	1.80
Thursday	4	256,467	254,924	253,845	119,808	885,044	254,194	14%	99%	52	52	53	26	183	4,932	4,902	4,790	4,608	4,836	1.91	1.90	1.85	1.78	1.87
Friday	5	288,588	280,324	277,699	132,410	979,021	281,185	16%	62%	52	52	52	26	182	5,550	5,391	5,340	5,093	5,379	2.15	2.09	2.07	1.97	2.08
Saturday	6	339,688	331,760	321,316	155,047	1,147,811	329,663	18%	73%	52	52	52	26	182	6,532	6,380	6,179	5,963	6,307	2.53	2.47	2.39	2.31	2.44
Sunday	7	252,662	238,291	231,350	105,771	828,074	237,831	13%	53%	52	52	52	26	182	4,859	4,583	4,449	4,068	4,550	1.88	1.77	1.72	1.57	1.76
TOTAL		1,835,224	1,820,863	1,782,547	842,068	6,280,702	1,803,882	100%	257,697	365	365	365	182	1,277	5,028	4,989	4,884	4,627	4,918	1.95	1.93	1.89	1.79	1.90

Month	Average Daily Vehicles								Average Space Turnover							
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	All Days	Mon	Tue	Wed	Thu	Fri	Sat	Sun	All Days
January	4,091	4,201	4,023	4,354	5,032	6,186	4,550	4,648	1.58	1.63	1.56	1.68	1.95	2.39	1.76	1.80
February	4,212	4,484	4,737	4,873	5,229	6,339	4,275	4,872	1.63	1.73	1.83	1.88	2.02	2.45	1.65	1.88
March	3,786	4,408	4,596	4,909	5,281	6,245	4,262	4,776	1.46	1.71	1.78	1.90	2.04	2.42	1.65	1.85
April	3,834	4,277	4,415	4,697	5,192	6,142	4,142	4,670	1.48	1.65	1.71	1.82	2.01	2.38	1.60	1.81
May	4,288	4,352	4,726	5,103	5,569	6,383	4,547	5,013	1.66	1.68	1.83	1.97	2.15	2.47	1.76	1.94
June	4,075	4,544	4,819	4,994	5,264	5,870	4,089	4,792	1.58	1.76	1.86	1.93	2.04	2.27	1.58	1.85
July	4,021	4,566	4,609	4,929	5,286	5,757	4,316	4,773	1.56	1.77	1.78	1.91	2.04	2.23	1.67	1.85
August	4,161	4,554	4,602	4,757	5,183	6,102	4,701	4,900	1.61	1.76	1.78	1.84	2.01	2.36	1.82	1.90
September	3,987	4,373	4,547	4,707	5,036	5,944	4,113	4,643	1.54	1.69	1.76	1.82	1.95	2.30	1.59	1.80
October	4,183	4,481	4,723	4,651	5,034	6,088	4,672	4,839	1.62	1.73	1.83	1.80	1.95	2.36	1.81	1.87
November	4,244	4,697	5,053	4,661	6,157	7,193	5,135	5,341	1.64	1.82	1.95	1.80	2.38	2.78	1.99	2.07
December	5,424	5,486	5,353	5,484	6,621	7,647	6,197	5,981	2.10	2.12	2.07	2.12	2.56	2.96	2.40	2.31
Avg All Months	4,176	4,521	4,663	4,836	5,379	6,307	4,550	4,918	1.62	1.75	1.80	1.87	2.08	2.44	1.76	1.90

123 Highest value of the period
345 Highest value of the month
789 Highest value of the day

FIFTH/MISSION GARAGE		2,585 spaces																		
FY 2015-2016 Utilization			Number of Days		NUMBER OF EXITING VEHICLES				MAXIMUM AVERAGE HOURLY UTILIZATION DURING PERIOD								No. of hours		No. of days	
					Transient	Monthly	Total		12AM-6AM	6AM-9AM	9AM-12PM	12PM-3PM	3PM-6PM	6PM-9PM	9PM-12AM	> 85%	> 85%			
July 2015 thru June 2016	Non holiday	Weekday	251	69%	1,032,046	127,787	1,159,833	66%	12%	26%	56%	66%	61%	50%	30%	67	25	10%	56%	
	Holiday	Weekday	11	3%	48,253	3,303	51,556	3%	18%	23%	51%	65%	65%	51%	30%	12	2	18%	4%	
	Weekend		104	28%	518,900	23,872	542,772	31%	23%	22%	45%	69%	69%	56%	37%	80	18	17%	40%	
	Total		366	100%	1,599,199	154,962	1,754,161	100%	15%	25%	53%	65%	63%	52%	32%	159	45	12%	100%	
					91%	9%	100%													

July 2015 thru June 2016

SCENARIO 1 (Existing Conditions)

	Moscone Center Garage 732 spaces				Fifth/Mission Garage 2,585 spaces			
	Non holiday Weekdays	Holiday Weekdays	Weekend Days	All Days	Non holiday Weekdays	Holiday Weekdays	Weekend Days	All Days
	No. of hours > 100%	0	0	0	0	0	0	0
No. of days > 100%	0	0	0	0	0	0	0	0
Avg. hours per day >100%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vehicle shift from Moscone to 5th/Mission Non-serviced vehicles	0	0	0	0	0	0	0	0

SCENARIO 2

	Moscone Center Garage 500 spaces				Fifth/Mission Garage 2,585 spaces			
	Non holiday Weekdays	Holiday Weekdays	Weekend Days	All Days	Non holiday Weekdays	Holiday Weekdays	Weekend Days	All Days
	No. of hours > 100%	0	0	0	0	13	2	2
No. of days > 100%	0	0	0	0	6	1	1	8
Avg. hours per day >100%	0.0	0.0	0.0	0.0	2.2	2.0	2.0	2.1
Vehicle shift from Moscone to 5th/Mission Non-serviced vehicles	9,107	554	365	10,026	601	148	65	814

SCENARIO 3

	Moscone Center Garage 250 spaces				Fifth/Mission Garage 2,585 spaces			
	Non holiday Weekdays	Holiday Weekdays	Weekend Days	All Days	Non holiday Weekdays	Holiday Weekdays	Weekend Days	All Days
	No. of hours > 100%	0	0	0	0	58	10	12
No. of days > 100%	0	0	0	0	20	2	4	26
Avg. hours per day >100%	0.0	0.0	0.0	0.0	2.9	5.0	3.0	3.1
Vehicle shift from Moscone to 5th/Mission Non-serviced vehicles	61,558	1,887	2,920	66,365	3,619	642	683	4,944

SCENARIO 4

	Fifth/Mission Garage 2,585 spaces			
	Non holiday Weekdays	Holiday Weekdays	Weekend Days	All Days
	No. of hours > 100%	141	15	46
No. of days > 100%	35	3	12	50
Avg. hours per day >100%	4.0	5.0	3.8	4.0
Vehicle shift from Moscone to 5th/Mission Non-serviced vehicles	10,931	1,266	2,633	14,830

APPENDIX F

MOSCONE CONVENTION CENTER

ATTENDANCE DATA – 2013-2016

Moscone Center

Event Analysis January 2014 through June 2016

Year	Number of Events		Event Days	Avg. Days per Event	Total Registrants	Average Registrants per Event	Days in a Year with Events	
2014	69	43%	220	3.2	1,013,673	14,691	175	48%
2015	58	36%	188	3.2	1,095,265	18,884	172	47%
2016	35	22%	123	3.5	721,487	20,614	94	52%
TOTAL	162	100%	531	3.3	2,830,425	17,472	441	48%
<i>Average:</i>		<i>65 events per year</i>			<i>1,132,170</i>		<i>147</i>	<i>48%</i>

Month	2.5-Year Number of Events Start	End	Average	Average Number of Events per Month		3-year Registrants per Start Month		Average Registration per Event per Month		3-Year Event Days	
January	1	15	12	13.5	4.5	8%	400,758	14%	29,686	133,586	53 10%
February	2	19	22	20.5	6.8	13%	208,724	7%	10,182	69,575	53 10%
March	3	19	16	17.5	5.8	11%	352,285	12%	20,131	117,428	54 10%
April	4	21	22	21.5	7.2	13%	166,070	6%	7,724	55,357	63 12%
May	5	15	17	16.0	5.3	10%	164,887	6%	10,305	54,962	57 11%
June	6	20	19	19.5	6.5	12%	201,745	7%	10,346	67,248	60 11%
July	7	8	8	8.0	2.7	5%	116,023	4%	14,503	38,674	26 5%
August	8	8	8	8.0	2.7	5%	138,409	5%	17,301	46,136	30 6%
September	9	11	10	10.5	3.5	6%	305,146	11%	29,062	101,715	38 7%
October	10	10	12	11.0	3.7	7%	311,553	11%	28,323	103,851	29 5%
November	11	13	13	13.0	4.3	8%	353,074	12%	27,160	117,691	55 10%
December	12	3	3	3.0	1.0	2%	111,751	4%	37,250	37,250	13 2%
TOTAL		162	162	162.0	54.0	100%	2,830,425	100%	17,472	943,475	531 100%
<i>verage events per month:</i>		<i>5.4</i>	<i>5.4</i>	<i>5.4</i>	<i>1.8</i>		<i>94,348</i>				

Day	3-Year No. of Events		3-Year Event Days	
	Start	End		
Monday	1	32	3	115 22%
Tuesday	2	41	26	113 21%
Wednesday	3	23	25	62 12%
Thursday	4	20	50	53 10%
Friday	5	11	24	38 7%
Saturday	6	23	24	102 19%
Sunday	7	12	10	48 9%
TOTAL		162	162	531 100%

No. of Event Days	Number of Events	
1	20	12%
2	18	11%
3	67	41%
4	31	19%
5	17	10%
6	3	2%
7	3	2%
8	1	1%
9	2	1%
10	-	0%
	162	100%

Avg. event duration: 3.28 days

Moscone Center

Event Analysis January 2014 through June 2016

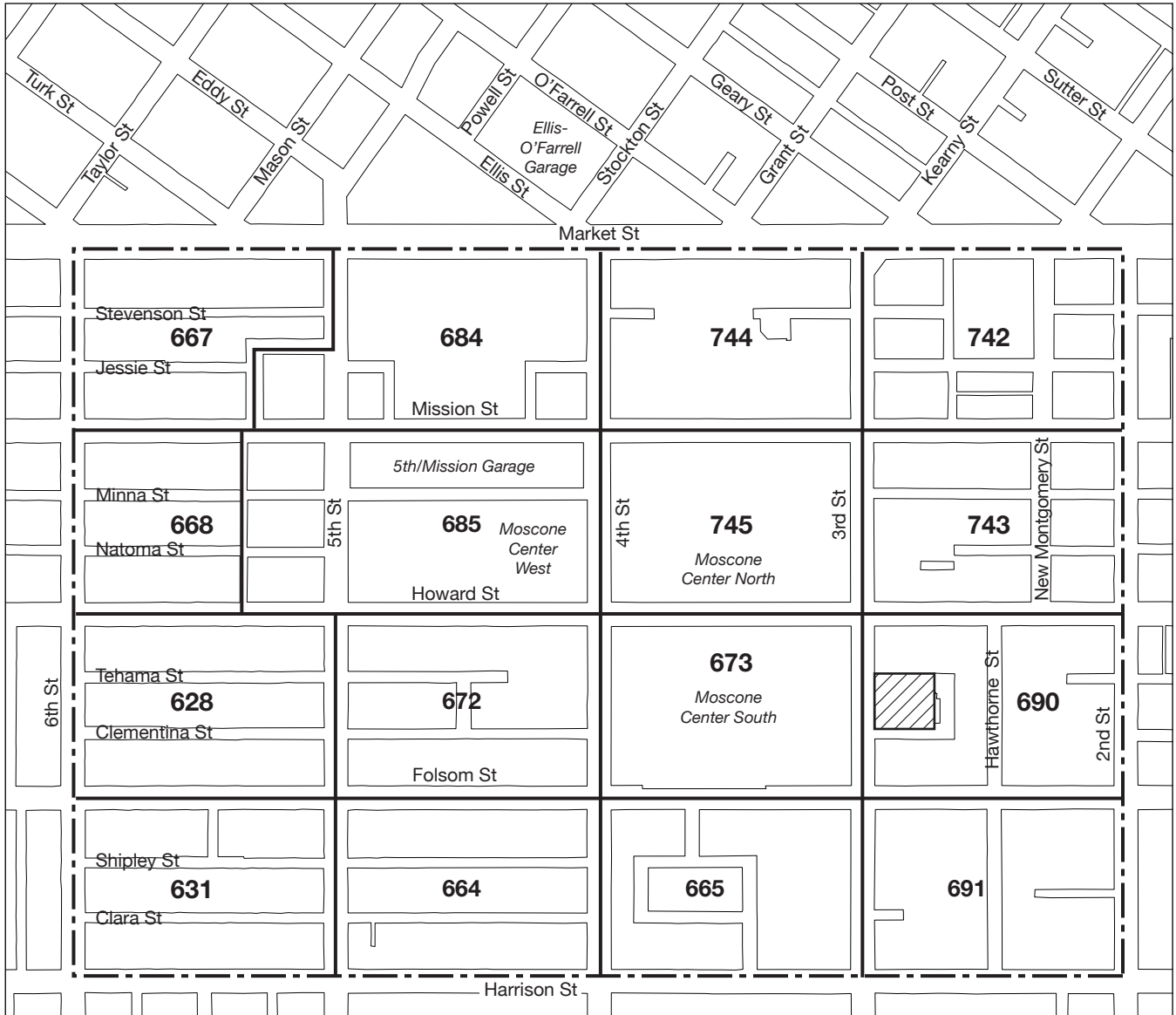
Month	TOTAL DAILY ATTENDANCE				Average per Month	
	2014	2015	2016	Total		
January	1	51,980	79,285	89,599	220,864	73,621 2%
February	2	198,040	108,280	531,581	837,901	279,300 9%
March	3	217,538	248,395	406,656	872,589	290,863 9%
April	4	107,529	212,601	106,916	427,046	142,349 5%
May	5	193,167	155,734	298,475	647,376	215,792 7%
June	6	200,985	188,696	202,077	591,758	197,253 6%
July	7	149,002	141,911	-	290,913	145,457 5%
August	8	234,761	112,245	-	347,006	173,503 5%
September	9	334,634	579,605	-	914,239	457,120 14%
October	10	673,304	653,233	-	1,326,537	663,269 21%
November	11	265,517	328,250	-	593,767	296,884 9%
December	12	221,440	230,350	-	451,790	225,895 7%
TOTAL		2,847,897	3,038,585	1,635,304	7,521,786	3,161,304 100%

Day	TOTAL DAILY ATTENDANCE						Average per Day		
	2014	2015	2016	Total					
Monday	1	478,692	52	398,217	52	176,458	26	1,053,367	8,103 14%
Tuesday	2	628,037	52	617,981	52	284,476	26	1,530,494	11,773 20%
Wednesday	3	617,136	53	595,362	52	342,942	26	1,555,440	11,874 21%
Thursday	4	580,019	52	595,123	53	309,114	26	1,484,256	11,330 20%
Friday	5	186,150	52	328,822	52	181,372	26	696,344	5,356 9%
Saturday	6	182,013	52	210,784	52	185,637	26	578,434	4,449 8%
Sunday	7	175,850	52	292,296	52	155,305	26	623,451	4,796 8%
TOTAL		2,847,897	365	3,038,585	365	1,635,304	182	7,521,786	57,681 100%




Event Type	Event Registration	Number of Events	Average Number of Events per Year	Event Days	Avg. Days per Event	Avg. Daily Attendance	Avg. Event Attendance
Small	Less than 10,000	105	42 65%	300	2.86	3,405	9,729
Medium	10,000 to 20,000	21	8 12%	70	3.33	9,244	30,815
Large	20,000 to 70,000	27	11 17%	106	3.93	30,352	119,159
Very Large	Over 70,000	9	4 6%	55	6.11	60,162	367,654
TOTAL		162	65 100%	531	3.28	11,806	38,698

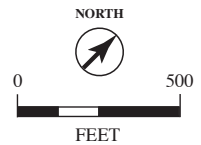
APPENDIX G

FUTURE LAND USE GROWTH AND PARKING DEMAND PROJECTIONS



SOURCE: Advant Consulting/LCW Consulting

-  MOSCONE CENTER GARAGE
-  STUDY AREA OF INFLUENCE
-  SF-CHAMP TRAFFIC ANALYSIS ZONE (TAZ)



Moscone Garage Study
SF-CHAMP Housing Units and Employment Comparisons

January 11, 2017

TAZ	2012								2040 (with Central SoMa Plan)							
	Housing Units	CIE	MED	MIPS	PDR	Ret/Ent	Vis	EMP	Housing Units	CIE	MED	MIPS	PDR	Ret/Ent	Vis	EMP
628	332	3	0	96	173	274	4	550	1401	24	2	585	173	316	7	1,107
631	263	9	0	57	214	77	5	362	897	38	2	741	214	135	10	1,140
664	642	55	1	221	187	55	0	519	916	75	2	694	190	95	3	1,059
665	692	71	15	2712	2	226	2	3028	808	90	16	3171	2	265	5	3,549
667	307	135	101	998	0	277	6	1517	969	209	106	2750	0	426	18	3,509
668	464	93	4	208	132	122	5	564	1108	118	6	795	132	172	9	1,232
672	864	631	31	365	80	497	2	1606	1491	671	34	1308	83	577	8	2,681
673	0	81	0	321	0	11	0	413	0	81	0	1402	0	2047	675	4,205
684	12	125	1	581	1	2119	165	2992	211	128	1	645	1	2124	165	3,064
685	9	0	0	2177	1164	89	462	3892	1413	35	3	7960	1164	864	468	10,494
690	81	300	8	3000	0	529	0	3837	1226	422	17	5872	0	773	20	7,104
691	462	28	6	1448	33	95	0	1610	926	109	12	3372	33	259	13	3,798
742	531	795	49	2635	40	570	28	4117	782	802	49	2795	40	584	29	4,299
743	216	181	2	4257	0	299	185	4924	985	188	3	4428	0	314	186	5,119
744	63	281	35	1823	7	667	564	3377	1386	384	43	4265	7	875	581	6,155
745	0	3	0	66	1	285	0	355	0	3	0	66	1	285	0	355
	4,938	2,791	253	20,965	2,034	6,192	1,428	33,663	14,519	3,377	296	40,849	2,040	10,111	2,197	58,870

CIE = Cultural, Institutional, Education/Medical
MED = Medical and Health Services
MIPS = Management, Information and Professional Services
PDR = Production/Distribution/Repair
Retail/ENT = Retail and Entertainment
VISITOR = Visitor Lodging

Moscone Garage Study
SF-CHAMP Housing Units and Employment Comparisons
 January 11, 2017

TAZ	Projected Growth 2040 - 2012							
	Housing	Employment						EMP
	Units	CIE	MED	MIPS	PDR	Ret/Ent	Vis	
628	1069	21	2	489	0	42	3	557
631	634	29	2	684	0	58	5	778
664	274	20	1	473	3	40	3	540
665	116	19	1	459	0	39	3	521
667	662	74	5	1752	0	149	12	1,992
668	644	25	2	587	0	50	4	668
672	627	40	3	943	3	80	6	1,075
673	0	0	0	1081	0	2036	675	3,792
684	199	3	0	64	0	5	0	72
685	1404	35	3	5783	0	775	6	6,602
690	1145	122	9	2872	0	244	20	3,267
691	464	81	6	1924	0	164	13	2,188
742	251	7	0	160	0	14	1	182
743	769	7	1	171	0	15	1	195
744	1323	103	8	2442	0	208	17	2,778
745	0	0	0	0	0	0	0	0
	9,581	586	43	19,884	6	3,919	769	25,207
					20,519		4,688	

CIE = Cultural, Institutional, Education/Medical
 MED = Medical and Health Services
 MIPS = Management, Information and Professional Services
 PDR = Production/Distribution/Repair
 Retail/ENT = Retail and Entertainment
 VISITOR = Visitor Lodging

Moscone Garage 5 % drive = 20%

SF-CHAMP Housing Units and Employment Comparisons

Janua

TAZ	Growth in Weekday Daily Parking Demand Total "spaces" not adjusted				Growth in Weekend Daily Parking Demand Total "spaces" not adjusted		
	Residential	Non-Residential		Total	Non-Residential		Total
	Long-Term	Short-Term	Long-Term	Demand	Short-Term	Long-Term	Demand
628	0	120	72	192	51	15	66
631	0	167	101	268	72	20	92
664	0	116	70	186	49	14	63
665	0	112	68	180	48	14	62
667	0	428	259	687	184	52	236
668	0	144	87	230	62	17	79
672	0	231	140	370	99	28	126
673	0	2,089	492	2,581	2,587	489	3,076
684	0	15	9	24	6	2	8
685	0	1,551	857	2,408	840	213	1,053
690	0	703	424	1,127	302	85	387
691	0	471	284	755	202	57	259
742	0	39	24	63	17	5	22
743	0	42	25	67	18	5	23
744	0	598	361	959	257	73	330
745	0	0	0	0	0	0	0
	0	6,825	3,274	10,099	4,795	1,088	5,883

annual increase in weekday daily demand
251 days

annual increase in weekend daily demand
100 days

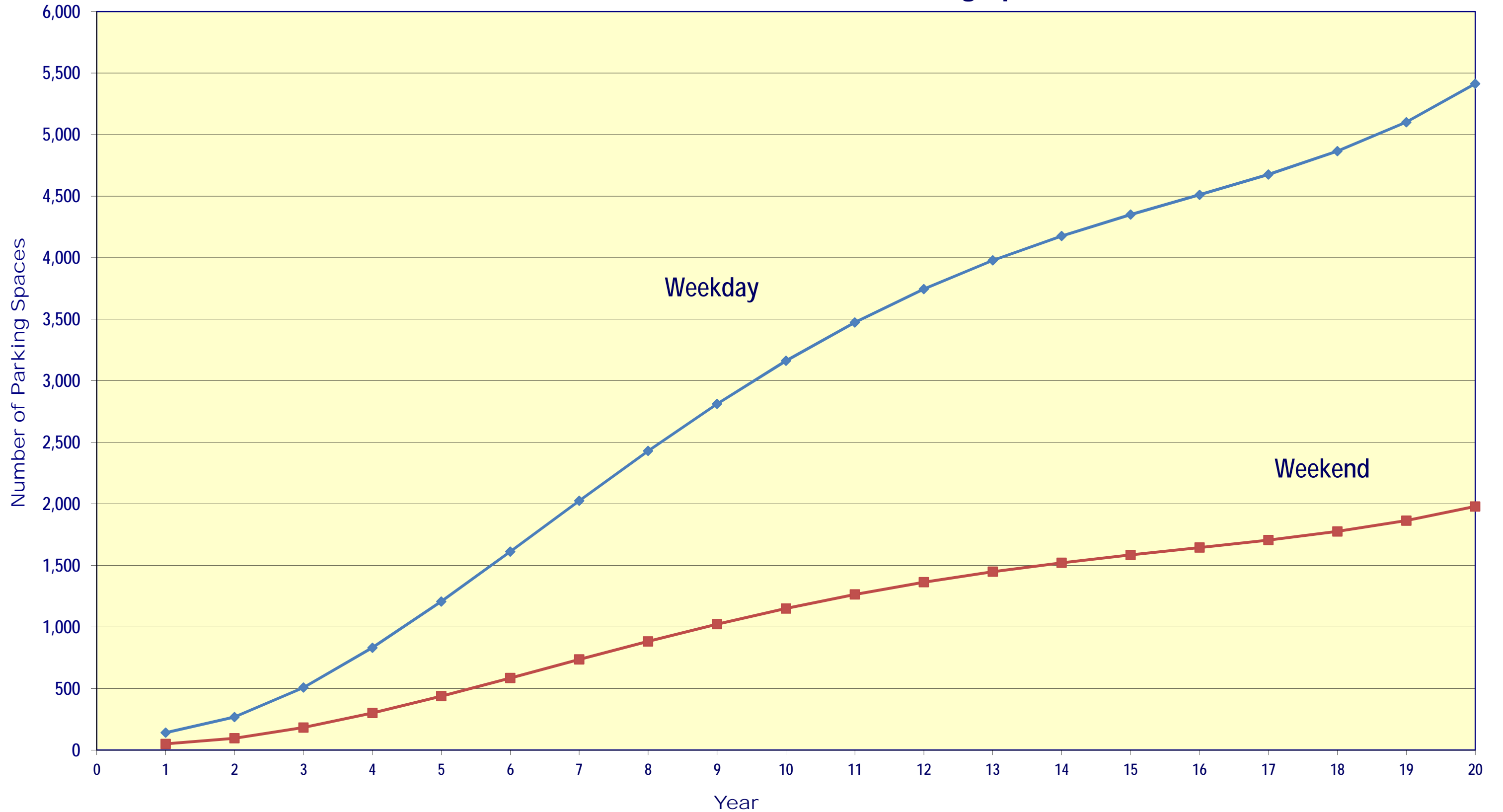
annual increase in daily parking demand	% drive
weekday	20%
weekend	191
	70

Annual increase in daily parking demand	% drive	% drive	% drive
	35%	30%	20%
weekday	335	287	191
weekend	122	105	70

	Year	Daily Development (Linear)		Daily Development (Late start)		Daily Development (Parabolic)	
		weekday	weekend	weekday	weekend	weekday	weekend
D.A. 35%	1	335	122	167	61	141	50
	2	669	244	335	122	268	96
	3	1,004	366	502	183	508	183
	4	1,339	488	669	244	831	301
	5	1,673	610	837	305	1,207	438
D.A. 30%	6	1,960	714	1,950	710	1,612	585
	7	2,247	819	2,236	815	2,025	736
	8	2,534	923	2,511	915	2,430	883
	9	2,821	1,028	2,775	1,011	2,812	1,023
	10	3,108	1,132	3,028	1,103	3,162	1,150
D.A. 20%	11	3,299	1,202	3,511	1,279	3,474	1,264
	12	3,490	1,272	3,715	1,353	3,745	1,364
	13	3,681	1,341	3,919	1,428	3,978	1,449
	14	3,873	1,411	4,122	1,502	4,176	1,521
	15	4,064	1,481	4,326	1,576	4,350	1,585
	16	4,255	1,550	4,529	1,650	4,511	1,645
	17	4,446	1,620	4,733	1,724	4,676	1,706
	18	4,638	1,690	4,936	1,798	4,865	1,776
	19	4,829	1,759	5,140	1,873	5,101	1,864
	20	5,020	1,829	5,343	1,947	5,413	1,979
		59,285	21,598	59,285	21,598	59,285	21,598

Growth in Parking Demand Due to Development

Cumulative Number of Parking Spaces



Near-term Analysis of Vehicle Shifts
Data set from July 1, 2015 to June 30, 2016

	SCENARIO 1 (Existing Conditions)								SCENARIO 2								SCENARIO 3								SCENARIO 4							
	Moscone Center Garage 732 spaces				Fifth/Mission Garage 2,585 spaces				Moscone Center Garage 500 spaces				Fifth/Mission Garage 2,585 spaces				Moscone Center Garage 250 spaces				Fifth/Mission Garage 2,585 spaces				Fifth/Mission Garage 2,585 spaces							
	Non holiday Weekdays	Holiday Weekdays	Weekend Days	All Days	Non holiday Weekdays	Holiday Weekdays	Weekend Days	All Days	Non holiday Weekdays	Holiday Weekdays	Weekend Days	All Days	Non holiday Weekdays	Holiday Weekdays	Weekend Days	All Days	Non holiday Weekdays	Holiday Weekdays	Weekend Days	All Days	Non holiday Weekdays	Holiday Weekdays	Weekend Days	All Days	Non holiday Weekdays	Holiday Weekdays	Weekend Days	All Days				
No. of Days	251	11	104	366	251	11	104	366	251	11	104	366	251	11	104	366	251	11	104	366	251	11	104	366	251	11	104	366				
No. of hours > 100%	0	0	0	0	0	0	0	0	0	0	0	0	13	2	2	17	0	0	0	0	58	10	12	80	141	15	46	202				
No. of days > 100%	0	0	0	0	0	0	0	0	0	0	0	0	6	1	1	8	0	0	0	0	20	2	4	26	35	3	12	50				
Avg. hours per day >100%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	2.0	2.0	2.1	0.0	0.0	0.0	0.0	2.9	5.0	3.0	3.1	4.0	5.0	3.8	4.0				
Veh shift from Moscone to 5/Mission	0	0	0	0	0	0	0	0	9,107	554	365	10,026	0	0	0	0	61,558	1,887	2,920	66,365	0	0	0	0	0	0	0	248,471				
Non-serviced vehicles	0	0	0	0	0	0	0	0	0	0	0	0	601	148	65	814	0	0	0	0	3,619	642	683	4,944	10,931	1,266	2,633	14,830				
Remaining spaces at 95%	37				129				25				129				37				129				129							
No. of hours > 95%	0	0	1	1	8	1	7	16	592	25	15	632	29	5	13	47	2,616	67	151	2,834	96	11	24	131	209	19	79	307				
No. of days > 95%	0	0	1	1	5	1	4	10	132	4	3	139	11	2	6	19	247	7	28	282	29	2	7	38	46	3	18	67				
Avg. hours per day >95%	0.0	0.0	1.0	1.0	1.6	1.0	1.8	1.6	4.5	6.3	5.0	4.5	2.6	2.5	2.2	2.5	10.6	9.6	5.4	10.0	3.3	5.5	3.4	3.4	4.5	6.3	4.4	4.6				
Remaining spaces at 90%	73				259				50				259				25				259				259							
No. of hours > 90%	87	8	4	99	27	6	41	74	772	28	17	817	66	10	43	119	2,705	71	174	2,950	145	17	57	219	284	25	113	422				
No. of days > 90%	27	3	1	31	8	2	10	20	165	4	4	173	21	2	10	33	247	7	33	287	38	3	14	55	62	4	24	90				
Avg. hours per day >90%	3.2	2.7	4.0	3.2	3.4	3.0	4.1	3.7	4.7	7.0	4.3	4.7	3.1	5.0	4.3	3.6	11.0	10.1	5.3	10.3	3.8	5.7	4.1	4.0	4.6	6.3	4.7	4.7				
Remaining spaces at 85%	110				388				75				388				38				388				388							
No. of hours > 85%	147	11	6	164	67	12	80	159	985	33	21	1,039	109	13	80	202	2,814	73	203	3,090	219	20	92	331	422	27	152	601				
No. of days > 85%	33	3	2	38	25	2	18	45	196	5	6	207	31	2	18	51	247	7	38	292	47	4	20	71	91	4	29	124				
Avg. hours per day >85%	4.5	3.7	3.0	4.3	2.7	6.0	4.4	3.5	5.0	6.6	3.5	5.0	3.5	6.5	4.4	4.0	11.4	10.4	5.3	10.6	4.7	5.0	4.6	4.7	4.6	6.8	5.2	4.8				
Remaining spaces at 80%	146				517				100				517				50				517				517							
No. of hours > 80%	202	15	8	225	129	15	117	261	1,239	37	29	1,305	164	17	117	298	2,910	75	234	3,219	292	25	131	448	636	30	202	868				
No. of days > 80%	43	3	2	48	35	2	26	63	222	5	7	234	40	3	26	69	247	7	42	296	65	4	27	96	146	5	41	192				
Avg. hours per day >80%	4.7	5.0	4.0	4.7	3.7	7.5	4.5	4.1	5.6	7.4	4.1	5.6	4.1	5.7	4.5	4.3	11.8	10.7	5.6	10.9	4.5	6.3	4.9	4.7	4.4	6.0	4.9	4.5				
Remaining spaces at 75%	183				646				125				646				63				646				646							
No. of hours > 75%	277	16	10	303	213	20	171	404	1,505	40	39	1,584	248	24	171	443	3,024	79	270	3,373	443	28	179	650	928	42	286	1,256				
No. of days > 75%	61	3	2	66	46	5	34	85	235	5	9	249	51	5	34	90	247	7	48	302	99	5	34	138	203	7	60	270				
Avg. hours per day >75%	4.5	5.3	5.0	4.6	4.6	4.0	5.0	4.8	6.4	8.0	4.3	6.4	4.9	4.8	5.0	4.9	12.2	11.3	5.6	11.2	4.5	5.6	5.3	4.7	4.6	6.0	4.8	4.7				
Remaining spaces at 70%	220				776				150				776				75				776				776							
No. of hours > 70%	384	19	12	415	311	30	261	602	1,742	43	52	1,837	339	32	262	633	3,129	82	302	3,513	659	34	265	958	1,307	49	400	1,756				
No. of days > 70%	84	3	2	89	65	6	59	130	241	5	9	255	70	6	59	135	249	7	50	306	150	6	59	215	236	7	70	313				
Avg. hours per day >70%	4.6	6.3	6.0	4.7	4.8	5.0	4.4	4.6	7.2	8.6	5.8	7.2	4.8	5.3	4.4	4.7	12.6	11.7	6.0	11.5	4.4	5.7	4.5	4.5	5.5	7.0	5.7	5.6				
Remaining spaces at 65%	256				905				175				905				88				905				905							
No. of hours > 65%	583	24	15	622	497	36	384	917	1,939	48	67	2,054	534	37	384	955	3,252	85	336	3,673	958	44	386	1,388	1,655	57	530	2,242				
No. of days > 65%	129	4	3	136	110	6	72	188	242	6	14	262	121	6	72	199	249	8	51	308	208	7	72	287	247	9	80	336				
Avg. hours per day >65%	4.5	6.0	5.0	4.6	4.5	6.0	5.3	4.9	8.0	8.0	4.8	7.8	4.4	6.2	5.3	4.8	13.1	10.6	6.6	11.9	4.6	6.3	5.4	4.8	6.7	6.3	6.6	6.7				
Remaining spaces at 60%	293				1,034				200				1,034				100				1,034				1,034							
No. of hours > 60%	857	29	17	903	839	47	513	1,399	2,142	54	83	2,279	848	47	513	1,408	3,381	90	393	3,864	1,345	54	517	1,916	2,016	66	635	2,717				
No. of days > 60%	178	5	4	187	178	8	79	265	244	7	17	268	178	8	79	265	249	8	57	314	238	9	79	326	248	9	89	346				
Avg. hours per day >60%	4.8	5.8	4.3	4.8	4.7	5.9	6.5	5.3	8.8	7.7	4.9	8.5	4.8	5.9	6.5	5.3	13.6	11.3	6.9	12.3	5.7	6.0	6.5	5.9	8.1	7.3	7.1	7.9				
Remaining spaces at 50%	366				1,293				250				1,293				125				1,293				1,293							
No. of hours > 50%	1,602	41	44	1,687	1,839	72	741	2,652	2,529	64	138	2,731	1,836	72	741	2,649	3,651	102	555	4,308	2,081	74	746	2,901	2,587	87	858	3,532				
No. of days > 50%	237	5	9	251	248	9	97	354	247	7	26	280	248	9	97	354	250	10	71	331	248	9	97	354	250	9	100	359				
Avg. hours per day >50%	6.8	8.2	4.9	6.7	7.4	8.0	7.6	7.5	10.2	9.1	5.3	9.8	7.4	8.0	7.6	7.5	14.6	10.2	7.8	13.0	8.4	8.2	7.7	8.2	10.3	9.7	8.6	9.8				

APPENDIX H

FINANCIAL ASSESSMENT

Moscone Garage Financial Analysis

Table 5

Expenses Details - FY 2015-2016

Expenses	Moscone	Fifth & Mission	Ellis O'Farrell
Payroll			
Administrative Salaries	\$79,502	\$61,085	\$165,571
Parking Operation Salaries	\$266,694	\$1,081,140	\$1,402,089
Vacation/Sick/Holiday Contingency	\$34,921	\$110,790	\$276,689
Payroll Employer Tax	\$38,687	\$121,096	\$190,395
Workers Compensation	\$45,353	\$126,360	\$219,478
Pension/Supplemental Income	\$25,654	\$129,568	\$181,714
Health & Welfare	\$71,398	\$277,172	\$440,467
	\$562,209	\$1,907,211	\$2,876,403
Utilities (Electricity and Water)			
	<u>\$85,323</u>	<u>\$563,701</u>	<u>\$120,872</u>
	\$85,323	\$563,701	\$120,872
Supplies & Service			
Insurance/Bonding	\$54,628	\$68,574	\$81,765
Repair & Maintenance	\$105,557	\$277,452	\$206,685
Materials & Supplies	\$11,141	\$45,254	\$5,578
Telephone and Internet	<u>\$21,282</u>	<u>\$18,523</u>	<u>\$8,293</u>
	\$192,608	\$409,803	\$302,321
Management Cost			
Base Management Fee	<u>\$25,725</u>	<u>\$85,400</u>	<u>\$34,200</u>
	\$25,725	\$85,400	\$34,200
Professional Services			
Accounting/Payroll Processing	\$9,528	\$0	\$46,109
Rubbish & Sweeping	\$9,158	\$128,681	\$29,215
Janitorial	\$36,361	\$556,710	\$248,874
Bank/Credit Cards/Armored Car Fees	\$9,459	\$105,994	\$5,448
Security	\$131,556	\$513,949	\$86,597
Uniform Cleaning	\$1,451	\$6,386	\$15,712
Other Professional Services	<u>\$4,309</u>	<u>\$0</u>	<u>\$4,358</u>
	\$201,822	\$1,311,720	\$436,313
Other Costs			
Employee Development	\$0	\$0	\$0
License & Permits	\$13,516	\$15,241	\$23,077
Marketing	\$0	\$0	\$0
Misc/Auto Damage/Operating	\$49	\$10,544	\$26,617
	\$13,565	\$25,785	\$49,694
	\$1,081,252	\$4,303,620	\$3,819,803
Operating Expenses			
Moscone (730 spaces)			
2014-2015	\$1,048,678		
2015-2016	\$1,081,251	3.1%	
2015-2016 cost per space	\$1,481		
Fifth & Mission (2,585 spaces)			
2014-2015	\$4,228,682		
2015-2016	\$4,303,620	1.8%	
2015-2016 cost per space	\$1,665		
Ellis-O'Farrell (950 spaces)			
2014-2015	\$3,660,045		
2015-2016	\$3,819,801	4.4%	
2015-2016 cost per space	\$4,021		

Moscone Garage Financial Analysis
Summary of Base Rates in Analysis Scenarios
Average Rate per Transient Transaction

	Base 2015-2016	Market Rate +10%	Premium Rate +20%
Moscone Garage	\$14.17	\$15.59	\$17.00
Fifth & Mission Garage	\$10.65	\$11.72	\$12.78

Note: Rate adjustment made to 2015-2016 rate.
Financial Analysis for 20 years from 2017 to 2036

Moscone Garage Financial Analysis
Summary of Financial Statement Total Income and Annual Transient Demand
Adjusted for Monthly Parkers - Existing Rates
June 9, 2017

	Existing	Scenario 1 No Change	Scenario 2 500 Moscone	Scenario 3 250 Moscone	Scenario 4 No Moscone
Existing (2015-2016) Total Income					
Moscone	\$2,558,503	--	--	--	--
Fifth & Mission	\$16,446,703	--	--	--	--
Total	\$19,005,206	--	--	--	--
Demand Served	1,809,899				
Year 5 (2021) Total Income					
Moscone	--	\$3,230,903	\$0	\$0	\$0
Fifth & Mission	--	\$19,172,593	\$20,648,634	\$20,648,634	\$20,648,634
Total		\$22,403,497	\$20,648,634	\$20,648,634	\$20,648,634
Demand Served		1,952,644	1,851,680	1,851,680	1,851,680
Unserviced Demand		23,759	124,722	124,722	124,722
Total Demand		1,976,403	1,976,403	1,976,403	1,976,403
Year 10 (2026) Total Income					
Moscone	--	\$3,770,205	\$2,556,435	\$1,562,663	\$0
Fifth & Mission	--	\$22,522,391	\$22,522,390	\$22,522,393	\$22,522,397
Total		\$26,292,596	\$25,078,825	\$24,085,056	\$22,522,397
Demand Served		2,101,369	2,044,376	1,988,037	1,851,680
Unserviced Demand		193,774	250,767	307,106	443,462
Total Demand		2,295,142	2,295,142	2,295,142	2,295,142
Year 15 (2031) Total Income					
Moscone	--	\$4,082,409	\$2,754,439	\$1,670,419	\$0
Fifth & Mission	--	\$24,547,318	\$24,547,316	\$24,547,320	\$24,547,325
Total		\$28,629,727	\$27,301,756	\$26,217,740	\$24,547,325
Demand Served		2,101,369	2,044,376	1,988,037	1,851,680
Unserviced Demand		382,543	439,536	495,875	632,232
Total Demand		2,483,912	2,483,912	2,483,912	2,483,912
Year 20 (2036) Total Income					
Moscone	--	\$4,414,334	\$2,962,210	\$1,780,649	\$0
Fifth & Mission	--	\$26,732,157	\$26,732,155	\$26,732,160	\$26,732,165
Total		\$31,146,491	\$29,694,365	\$28,512,809	\$26,732,165
Demand Served		2,101,369	2,044,376	1,988,037	1,851,680
Unserviced Demand		530,593	587,587	643,925	780,282
Total Demand		2,631,962	2,631,962	2,631,962	2,631,962
Cumulative Total 20 Year Total Income					
Moscone		\$74,517,394	\$46,525,169	\$31,639,341	\$8,725,213
Fifth & Mission		\$447,410,254	\$450,761,329	\$450,761,383	\$451,166,365
Total		\$521,927,648	\$497,286,498	\$482,400,724	\$459,891,578

Note: Under Scenarios 2 and 3, the smaller Moscone Center Garage assumed to be under construction between 2020 and 2023. Under Scenario 4, the Moscone Center Garage would ease operations at the end of 2020.

Moscone Garage Financial Analysis
Summary of Financial Statement Total Income and Annual Transient Demand
Adjusted for Monthly Parkets - Market Rates (+10%)
June 9, 2017

	Existing	Scenario 1 No Change	Scenario 2 500 Moscone	Scenario 3 250 Moscone	Scenario 4 No Moscone
Existing (2015-2016) Total Income					
Moscone	\$2,558,503	--	--	--	--
Fifth & Mission	\$16,446,703	--	--	--	--
Total	\$19,005,206	--	--	--	--
Demand Served	1,809,899				
Year 5 (2021) Total Income					
Moscone	--	\$3,577,351	\$0	\$0	\$0
Fifth & Mission	--	\$21,093,415	\$22,717,061	\$22,717,061	\$22,717,061
Total		\$24,670,766	\$22,717,061	\$22,717,061	\$22,717,061
Demand Served		1,952,644	1,851,680	1,851,680	1,851,680
Unserviced Demand		23,759	124,722	124,722	124,722
Total Demand		1,976,403	1,976,403	1,976,403	1,976,403
Year 10 (2026) Total Income					
Moscone	--	\$4,179,932	\$2,872,640	\$1,786,418	\$0
Fifth & Mission	--	\$24,806,100	\$24,806,099	\$24,806,103	\$24,806,107
Total		\$28,986,033	\$27,678,738	\$26,592,521	\$24,806,107
Demand Served		2,101,369	2,044,376	1,988,037	1,851,680
Unserviced Demand		193,774	250,767	307,106	443,462
Total Demand		2,295,142	2,295,142	2,295,142	2,295,142
Year 15 (2031) Total Income					
Moscone	--	\$4,534,781	\$3,103,555	\$1,917,463	\$0
Fifth & Mission	--	\$27,068,717	\$27,068,716	\$27,068,720	\$27,068,725
Total		\$31,603,498	\$30,172,270	\$28,986,183	\$27,068,725
Demand Served		2,101,369	2,044,376	1,988,037	1,851,680
Unserviced Demand		382,543	439,536	495,875	632,232
Total Demand		2,483,912	2,483,912	2,483,912	2,483,912
Year 20 (2036) Total Income					
Moscone	--	\$4,913,789	\$3,347,661	\$2,053,405	\$0
Fifth & Mission	--	\$29,515,986	\$29,515,984	\$29,515,989	\$29,515,995
Total		\$34,429,774	\$32,863,645	\$31,569,394	\$29,515,995
Demand Served		2,101,369	2,044,376	1,988,037	1,851,680
Unserviced Demand		530,593	587,587	643,925	780,282
Total Demand		2,631,962	2,631,962	2,631,962	2,631,962
Cumulative Total 20 Year Total Income					
Moscone		\$82,672,297	\$52,174,267	\$35,963,272	\$9,653,605
Fifth & Mission		\$492,943,181	\$496,629,364	\$496,629,423	\$497,081,930
Total		\$575,615,478	\$548,803,630	\$532,592,694	\$506,735,536

Note: Under Scenarios 2 and 3, the smaller Moscone Center Garage assumed to be under construction between 2020 and 2023. Under Scenario 4, the Moscone Center Garage would ease operations at the end of 2020.

Moscone Garage Financial Analysis
Summary of Financial Statement Total Income and Annual Transient Demand
Adjusted for Monthly Parkers - Premium Rates (+20%)

	Existing	Scenario 1 No Change	Scenario 2 500 Moscone	Scenario 3 250 Moscone	Scenario 4 No Moscone
Existing (2015-2016) Total Income					
Moscone	\$2,558,503	--	--	--	--
Fifth & Mission	\$16,446,703	--	--	--	--
Total	\$19,005,206	--	--	--	--
Demand Served	1,809,899				
Year 5 (2021) Total Income					
Moscone	--	\$3,923,798	\$0	\$0	\$0
Fifth & Mission	--	\$23,014,238	\$24,785,487	\$24,785,487	\$24,785,487
Total		\$26,938,036	\$24,785,487	\$24,785,487	\$24,785,487
Demand Served		1,952,644	1,851,680	1,851,680	1,851,680
Unserviced Demand		23,759	124,722	124,722	124,722
Total Demand		1,976,403	1,976,403	1,976,403	1,976,403
Year 10 (2026) Total Income					
Moscone	--	\$4,589,659	\$3,188,844	\$2,010,173	\$0
Fifth & Mission	--	\$27,089,809	\$27,089,808	\$27,089,812	\$27,089,817
Total		\$31,679,469	\$30,278,652	\$29,099,985	\$27,089,817
Demand Served		2,101,369	2,044,376	1,988,037	1,851,680
Unserviced Demand		193,774	250,767	307,106	443,462
Total Demand		2,295,142	2,295,142	2,295,142	2,295,142
Year 15 (2031) Total Income					
Moscone	--	\$4,987,153	\$3,452,670	\$2,164,506	\$0
Fifth & Mission	--	\$29,590,117	\$29,590,115	\$29,590,120	\$29,590,126
Total		\$34,577,270	\$33,042,785	\$31,754,626	\$29,590,126
Demand Served		2,101,369	2,044,376	1,988,037	1,851,680
Unserviced Demand		382,543	439,536	495,875	632,232
Total Demand		2,483,912	2,483,912	2,483,912	2,483,912
Year 20 (2036) Total Income					
Moscone	--	\$5,413,243	\$3,733,112	\$2,326,161	\$0
Fifth & Mission	--	\$32,299,815	\$32,299,813	\$32,299,818	\$32,299,824
Total		\$37,713,058	\$36,032,925	\$34,625,979	\$32,299,824
Demand Served		2,101,369	2,044,376	1,988,037	1,851,680
Unserviced Demand		530,593	587,587	643,925	780,282
Total Demand		2,631,962	2,631,962	2,631,962	2,631,962
Cumulative Total 20 Year Total Income					
Moscone		\$90,827,199	\$57,862,357	\$40,259,757	\$10,581,998
Fifth & Mission		\$538,476,107	\$542,497,398	\$542,497,462	\$542,997,496
Total		\$629,303,307	\$600,359,755	\$582,757,220	\$553,579,494

Note: Under Scenarios 2 and 3, the smaller Moscone Center Garage assumed to be under construction between 2020 and 2023. Under Scenario 4, the Moscone Center Garage would ease operations at the end of 2020.

Existing Rate Scenarios

Moscone Garage Financial Analysis
Table 1D: Scenario 1 - No Change in Parking Supply
Annual Revenues and Expenses

MOSCONE GARAGE	1	2	3	4	5	6	7	8	9	10
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Revenue										
Daily (Transient) Revenue	\$3,131,608	\$3,257,864	\$3,383,082	\$3,516,655	\$3,646,815	\$3,984,467	\$4,064,157	\$4,145,440	\$4,228,349	\$4,312,916
Monthly Parking	\$792,576	\$808,428	\$824,596	\$841,088	\$857,910	\$875,068	\$892,569	\$910,421	\$928,629	\$947,202
Gov't Monthly Parking (tax exempt)	\$9,923	\$10,121	\$10,323	\$10,530	\$10,740	\$10,955	\$11,174	\$11,398	\$11,626	\$11,858
Non-parking revenue (tax exempt)	\$179,357	\$182,944	\$186,603	\$190,335	\$194,142	\$198,024	\$201,985	\$206,025	\$210,145	\$214,348
Total Gross Revenue	\$4,113,463	\$4,259,356	\$4,404,604	\$4,558,608	\$4,709,607	\$5,068,515	\$5,169,885	\$5,273,283	\$5,378,749	\$5,486,323
Parking tax	(\$981,046)	(\$1,016,573)	(\$1,051,919)	(\$1,089,436)	(\$1,126,181)	(\$1,214,884)	(\$1,239,181)	(\$1,263,965)	(\$1,289,244)	(\$1,315,029)
Parking tax back to SFMTA	\$784,837	\$813,258	\$841,536	\$871,549	\$900,945	\$971,907	\$991,345	\$1,011,172	\$1,031,396	\$1,052,023
Total Net Revenue	\$3,917,254	\$4,056,042	\$4,194,220	\$4,340,721	\$4,484,371	\$4,825,538	\$4,922,049	\$5,020,490	\$5,120,900	\$5,223,318
Expenses										
Payroll	\$579,075	\$596,448	\$614,341	\$632,771	\$651,754	\$671,307	\$691,446	\$712,190	\$733,555	\$755,562
Utilities	\$87,883	\$90,519	\$93,235	\$96,032	\$98,913	\$101,880	\$104,937	\$108,085	\$111,327	\$114,667
Supplies & Service	\$198,386	\$204,338	\$210,468	\$216,782	\$223,285	\$229,984	\$236,884	\$243,990	\$251,310	\$258,849
Management Cost	\$26,497	\$27,292	\$28,110	\$28,954	\$29,822	\$30,717	\$31,639	\$32,588	\$33,565	\$34,572
Professional Services	\$207,877	\$214,113	\$220,536	\$227,152	\$233,967	\$240,986	\$248,216	\$255,662	\$263,332	\$271,232
Other Costs	\$13,972	\$14,391	\$14,823	\$15,268	\$15,726	\$16,197	\$16,683	\$17,184	\$17,699	\$18,230
Total Operating Expenses	\$1,113,690	\$1,147,100	\$1,181,513	\$1,216,959	\$1,253,467	\$1,291,071	\$1,329,804	\$1,369,698	\$1,410,789	\$1,453,112
Total Income										
(Net Revenue less Expenses)	\$2,803,565	\$2,908,942	\$3,012,707	\$3,123,762	\$3,230,903	\$3,534,467	\$3,592,245	\$3,650,792	\$3,710,111	\$3,770,205
FIFTH & MISSION GARAGE										
	1	2	3	4	5	6	7	8	9	10
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Revenue										
Daily (Transient) Revenue	\$17,998,244	\$18,543,610	\$19,099,301	\$19,665,427	\$20,219,182	\$21,918,114	\$22,652,528	\$23,105,579	\$23,567,691	\$24,039,044
Monthly Parking	\$2,938,903	\$2,997,681	\$3,057,635	\$3,118,788	\$3,181,163	\$3,244,787	\$3,309,682	\$3,375,876	\$3,443,394	\$3,512,261
Validation Parking	\$198,541	\$202,512	\$206,562	\$210,693	\$214,907	\$219,205	\$223,589	\$228,061	\$232,622	\$237,275
Non-parking revenue (tax exempt)	\$1,595,646	\$1,627,559	\$1,660,110	\$1,693,312	\$1,727,179	\$1,761,722	\$1,796,957	\$1,832,896	\$1,869,554	\$1,906,945
Total Gross Revenue	\$22,731,334	\$23,371,362	\$24,023,609	\$24,688,220	\$25,342,431	\$27,143,829	\$27,982,757	\$28,542,412	\$29,113,260	\$29,695,525
Parking tax	(\$5,283,922)	(\$5,435,951)	(\$5,590,875)	(\$5,748,727)	(\$5,903,813)	(\$6,345,527)	(\$6,546,450)	(\$6,677,379)	(\$6,810,927)	(\$6,947,145)
Parking tax back to SFMTA	\$4,227,138	\$4,348,761	\$4,472,700	\$4,598,981	\$4,723,050	\$5,076,421	\$5,237,160	\$5,341,903	\$5,448,741	\$5,557,716
Total Net Revenue	\$21,674,550	\$22,284,172	\$22,905,434	\$23,538,475	\$24,161,668	\$25,874,723	\$26,673,467	\$27,206,936	\$27,751,075	\$28,306,096
Expenses										
Payroll	\$1,964,427	\$2,023,360	\$2,084,061	\$2,146,583	\$2,210,980	\$2,277,310	\$2,345,629	\$2,415,998	\$2,488,478	\$2,563,132
Utilities	\$580,612	\$598,030	\$615,971	\$634,450	\$653,484	\$673,088	\$693,281	\$714,080	\$735,502	\$757,567
Supplies & Service	\$422,097	\$434,760	\$447,803	\$461,237	\$475,074	\$489,326	\$504,006	\$519,126	\$534,700	\$550,741
Management Cost	\$87,962	\$90,601	\$93,319	\$96,118	\$99,002	\$101,972	\$105,031	\$108,182	\$111,428	\$114,770
Professional Services	\$1,351,072	\$1,391,604	\$1,433,352	\$1,476,352	\$1,520,643	\$1,566,262	\$1,613,250	\$1,661,648	\$1,711,497	\$1,762,842
Other Costs	\$26,559	\$27,355	\$28,176	\$29,021	\$29,892	\$30,789	\$31,712	\$32,664	\$33,644	\$34,653
Total Operating Expenses	\$4,432,729	\$4,565,710	\$4,702,682	\$4,843,762	\$4,989,075	\$5,138,747	\$5,292,910	\$5,451,697	\$5,615,248	\$5,783,705
Total Income										
(Net Revenue less Expenses)	\$17,241,821	\$17,718,462	\$18,202,752	\$18,694,712	\$19,172,593	\$20,735,976	\$21,380,557	\$21,755,239	\$22,135,827	\$22,522,391

Moscone Garage Financial /
Table 1D: Scenario 1 - No Chang
Annual Revenues and Expenses

MOSCONE GARAGE	11 2027	12 2028	13 2029	14 2030	15 2031	16 2032	17 2033	18 2034	19 2035	20 2036	
Revenue											
Daily (Transient) Revenue	\$4,399,174	\$4,487,157	\$4,576,900	\$4,668,438	\$4,761,807	\$4,857,043	\$4,954,184	\$5,053,268	\$5,154,333	\$5,257,420	
Monthly Parking	\$966,146	\$985,469	\$1,005,178	\$1,025,282	\$1,045,787	\$1,066,703	\$1,088,037	\$1,109,798	\$1,131,994	\$1,154,634	
Gov't Monthly Parking (tax exempt)	\$12,096	\$12,337	\$12,584	\$12,836	\$13,093	\$13,354	\$13,622	\$13,894	\$14,172	\$14,455	
Non-parking revenue (tax exempt)	\$218,635	\$223,008	\$227,468	\$232,017	\$236,657	\$241,391	\$246,218	\$251,143	\$256,166	\$261,289	
Total Gross Revenue	\$5,596,050	\$5,707,971	\$5,822,130	\$5,938,573	\$6,057,344	\$6,178,491	\$6,302,061	\$6,428,102	\$6,556,664	\$6,687,798	
Parking tax	(\$1,341,330)	(\$1,368,156)	(\$1,395,520)	(\$1,423,430)	(\$1,451,899)	(\$1,480,937)	(\$1,510,555)	(\$1,540,766)	(\$1,571,582)	(\$1,603,013)	
Parking tax back to SFMTA	\$1,073,064	\$1,094,525	\$1,116,416	\$1,138,744	\$1,161,519	\$1,184,749	\$1,208,444	\$1,232,613	\$1,257,265	\$1,282,411	
Total Net Revenue	\$5,327,784	\$5,434,340	\$5,543,026	\$5,653,887	\$5,766,965	\$5,882,304	\$5,999,950	\$6,119,949	\$6,242,348	\$6,367,195	
Expenses											
Payroll	\$778,229	\$801,576	\$825,623	\$850,392	\$875,903	\$902,180	\$929,246	\$957,123	\$985,837	\$1,015,412	
Utilities	\$118,107	\$121,650	\$125,300	\$129,059	\$132,930	\$136,918	\$141,026	\$145,257	\$149,614	\$154,103	
Supplies & Service	\$266,615	\$274,613	\$282,851	\$291,337	\$300,074	\$309,079	\$318,352	\$327,902	\$337,739	\$347,871	
Management Cost	\$35,609	\$36,678	\$37,778	\$38,911	\$40,079	\$41,281	\$42,520	\$43,795	\$45,109	\$46,462	
Professional Services	\$279,369	\$287,750	\$296,382	\$305,274	\$314,432	\$323,865	\$333,581	\$343,588	\$353,896	\$364,513	
Other Costs	\$18,777	\$19,340	\$19,921	\$20,518	\$21,134	\$21,768	\$22,421	\$23,094	\$23,786	\$24,500	
Total Operating Expenses	\$1,496,706	\$1,541,607	\$1,587,855	\$1,635,491	\$1,684,555	\$1,735,092	\$1,787,145	\$1,840,759	\$1,895,982	\$1,952,861	
Total Income											
(Net Revenue less Expenses)	\$3,831,078	\$3,892,733	\$3,955,171	\$4,018,396	\$4,082,409	\$4,147,212	\$4,212,805	\$4,279,190	\$4,346,366	\$4,414,334	\$74,517,394
FIFTH & MISSION GARAGE	11	12	13	14	15	16	17	18	19	20	
	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	
Revenue											
Daily (Transient) Revenue	\$24,519,825	\$25,010,222	\$25,510,426	\$26,020,635	\$26,541,047	\$27,071,868	\$27,613,306	\$28,165,572	\$28,728,883	\$29,303,461	
Monthly Parking	\$3,582,507	\$3,654,157	\$3,727,240	\$3,801,785	\$3,877,820	\$3,955,377	\$4,034,484	\$4,115,174	\$4,197,477	\$4,281,427	
Validation Parking	\$242,020	\$246,861	\$251,798	\$256,834	\$261,971	\$267,210	\$272,554	\$278,005	\$283,565	\$289,237	
Non-parking revenue (tax exempt)	\$1,945,084	\$1,983,985	\$2,023,665	\$2,064,138	\$2,105,421	\$2,147,530	\$2,190,480	\$2,234,290	\$2,278,976	\$2,324,555	
Total Gross Revenue	\$30,289,436	\$30,895,225	\$31,513,129	\$32,143,392	\$32,786,260	\$33,441,985	\$34,110,824	\$34,793,041	\$35,488,902	\$36,198,680	
Parking tax	(\$7,086,088)	(\$7,227,810)	(\$7,372,366)	(\$7,519,813)	(\$7,670,210)	(\$7,823,614)	(\$7,980,086)	(\$8,139,688)	(\$8,302,482)	(\$8,468,531)	
Parking tax back to SFMTA	\$5,668,870	\$5,782,248	\$5,897,893	\$6,015,851	\$6,136,168	\$6,258,891	\$6,384,069	\$6,511,750	\$6,641,985	\$6,774,825	
Total Net Revenue	\$28,872,218	\$29,449,663	\$30,038,656	\$30,639,429	\$31,252,218	\$31,877,262	\$32,514,807	\$33,165,103	\$33,828,405	\$34,504,974	
Expenses											
Payroll	\$2,640,026	\$2,719,227	\$2,800,804	\$2,884,828	\$2,971,373	\$3,060,514	\$3,152,329	\$3,246,899	\$3,344,306	\$3,444,635	
Utilities	\$780,294	\$803,703	\$827,814	\$852,648	\$878,228	\$904,575	\$931,712	\$959,663	\$988,453	\$1,018,107	
Supplies & Service	\$567,263	\$584,281	\$601,810	\$619,864	\$638,460	\$657,614	\$677,342	\$697,662	\$718,592	\$740,150	
Management Cost	\$118,214	\$121,760	\$125,413	\$129,175	\$133,050	\$137,042	\$141,153	\$145,388	\$149,749	\$154,242	
Professional Services	\$1,815,727	\$1,870,199	\$1,926,305	\$1,984,094	\$2,043,617	\$2,104,926	\$2,168,073	\$2,233,115	\$2,300,109	\$2,369,112	
Other Costs	\$35,692	\$36,763	\$37,866	\$39,002	\$40,172	\$41,377	\$42,619	\$43,897	\$45,214	\$46,571	
Total Operating Expenses	\$5,957,217	\$6,135,933	\$6,320,011	\$6,509,611	\$6,704,900	\$6,906,047	\$7,113,228	\$7,326,625	\$7,546,424	\$7,772,816	
Total Income											
(Net Revenue less Expenses)	\$22,915,002	\$23,313,730	\$23,718,645	\$24,129,818	\$24,547,318	\$24,971,215	\$25,401,579	\$25,838,478	\$26,281,982	\$26,732,157	\$447,410,254

Moscone Garage Financial Analysis
Table 2D :Scenario 2 - 500-Space Moscone Garage
Annual Revenues and Expenses - Adjusted

MOSCONE GARAGE	1	2	3	4	5	6	7	8	9	10
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Revenue										
Daily (Transient) Revenue	\$3,131,608	\$3,257,864	\$3,383,082	\$0	\$0	\$0	\$3,136,489	\$3,199,219	\$3,263,203	\$3,328,467
Monthly Parking	\$792,576	\$808,428	\$824,596	\$0	\$0	\$0	\$611,349	\$623,576	\$636,047	\$648,768
Gov't Monthly Parking (tax exempt)	\$9,923	\$10,121	\$10,323	\$0	\$0	\$0	\$10,740	\$10,955	\$11,174	\$11,398
Non-parking revenue (tax exempt)	\$179,357	\$182,944	\$186,603	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Gross Revenue	\$4,113,463	\$4,259,356	\$4,404,604	\$0	\$0	\$0	\$3,758,578	\$3,833,750	\$3,910,425	\$3,988,633
Parking tax	(\$981,046)	(\$1,016,573)	(\$1,051,919)	\$0	\$0	\$0	(\$936,959)	(\$955,699)	(\$779,850)	(\$994,309)
Parking tax back to SFMTA	\$784,837	\$813,258	\$841,536	\$0	\$0	\$0	\$749,568	\$764,559	\$623,880	\$795,447
Total Net Revenue	\$3,917,254	\$4,056,042	\$4,194,220	\$0	\$0	\$0	\$3,571,186	\$3,642,610	\$3,754,455	\$3,789,771
Expenses										
Payroll	\$579,075	\$596,448	\$614,341	\$0	\$0	\$0	\$691,446	\$712,190	\$733,555	\$755,562
Utilities	\$87,883	\$90,519	\$93,235	\$0	\$0	\$0	\$71,874	\$74,031	\$76,251	\$78,539
Supplies & Service	\$198,386	\$204,338	\$210,468	\$0	\$0	\$0	\$162,249	\$167,116	\$172,130	\$177,294
Management Cost	\$26,497	\$27,292	\$28,110	\$0	\$0	\$0	\$21,670	\$22,320	\$22,990	\$23,680
Professional Services	\$207,877	\$214,113	\$220,536	\$0	\$0	\$0	\$170,011	\$175,111	\$180,364	\$185,775
Other Costs	\$13,972	\$14,391	\$14,823	\$0	\$0	\$0	\$11,427	\$11,770	\$12,123	\$12,486
Total Operating Expenses	\$1,113,690	\$1,147,100	\$1,181,513	\$0	\$0	\$0	\$1,128,677	\$1,162,538	\$1,197,414	\$1,233,336
Total Income										
(Net Revenue less Expenses)	\$2,803,565	\$2,908,942	\$3,012,707	\$0	\$0	\$0	\$2,442,509	\$2,480,072	\$2,557,041	\$2,556,435

FIFTH & MISSION GARAGE	1	2	3	4	5	6	7	8	9	10
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Revenue										
Daily (Transient) Revenue	\$17,998,244	\$18,543,610	\$19,099,301	\$21,348,917	\$21,772,909	\$22,208,367	\$22,652,527	\$23,105,577	\$23,567,689	\$24,039,043
Monthly Parking	\$2,938,903	\$2,997,681	\$3,057,635	\$3,118,788	\$3,181,163	\$3,244,787	\$3,309,682	\$3,375,876	\$3,443,394	\$3,512,261
Validation Parking	\$198,541	\$202,512	\$206,562	\$210,693	\$214,907	\$219,205	\$223,589	\$228,061	\$232,622	\$237,275
Non-parking revenue (tax exempt)	\$1,595,646	\$1,627,559	\$1,660,110	\$1,693,312	\$1,727,179	\$1,761,722	\$1,796,957	\$1,832,896	\$1,869,554	\$1,906,945
Total Gross Revenue	\$22,731,334	\$23,371,362	\$24,023,609	\$26,371,710	\$26,896,158	\$27,434,082	\$27,982,755	\$28,542,410	\$29,113,259	\$29,695,524
Parking tax	(\$5,283,922)	(\$5,435,951)	(\$5,590,875)	(\$6,169,599)	(\$6,292,245)	(\$6,418,090)	(\$6,546,450)	(\$6,677,379)	(\$6,810,926)	(\$6,947,145)
Parking tax back to SFMTA	\$4,227,138	\$4,348,761	\$4,472,700	\$4,935,680	\$5,033,796	\$5,134,472	\$5,237,160	\$5,341,903	\$5,448,741	\$5,557,716
Total Net Revenue	\$21,674,550	\$22,284,172	\$22,905,434	\$25,137,790	\$25,637,710	\$26,150,464	\$26,673,465	\$27,206,935	\$27,751,073	\$28,306,095
Expenses										
Payroll	\$1,964,427	\$2,023,360	\$2,084,061	\$2,146,583	\$2,210,980	\$2,277,310	\$2,345,629	\$2,415,998	\$2,488,478	\$2,563,132
Utilities	\$580,612	\$598,030	\$615,971	\$634,450	\$653,484	\$673,088	\$693,281	\$714,080	\$735,502	\$757,567
Supplies & Service	\$422,097	\$434,760	\$447,803	\$461,237	\$475,074	\$489,326	\$504,006	\$519,126	\$534,700	\$550,741
Management Cost	\$87,962	\$90,601	\$93,319	\$96,118	\$99,002	\$101,972	\$105,031	\$108,182	\$111,428	\$114,770
Professional Services	\$1,351,072	\$1,391,604	\$1,433,352	\$1,476,352	\$1,520,643	\$1,566,262	\$1,613,250	\$1,661,648	\$1,711,497	\$1,762,842
Other Costs	\$26,559	\$27,355	\$28,176	\$29,021	\$29,892	\$30,789	\$31,712	\$32,664	\$33,644	\$34,653
Total Operating Expenses	\$4,432,729	\$4,565,710	\$4,702,682	\$4,843,762	\$4,989,075	\$5,138,747	\$5,292,910	\$5,451,697	\$5,615,248	\$5,783,705
Total Income										
(Net Revenue less Expenses)	\$17,241,821	\$17,718,462	\$18,202,752	\$20,294,028	\$20,648,634	\$21,011,716	\$21,380,556	\$21,755,238	\$22,135,825	\$22,522,390

Moscone Garage Financial /
Table 2D :Scenario 2 - 500-Spac
Annual Revenues and Expenses

MOSCONE GARAGE	11 2027	12 2028	13 2029	14 2030	15 2031	16 2032	17 2033	18 2034	19 2035	20 2036	
Revenue											
Daily (Transient) Revenue	\$3,395,036	\$3,462,937	\$3,532,196	\$3,602,840	\$3,674,897	\$3,748,395	\$3,823,362	\$3,899,830	\$3,977,826	\$4,057,383	
Monthly Parking	\$661,744	\$674,979	\$688,478	\$702,248	\$716,293	\$730,618	\$745,231	\$760,135	\$775,338	\$790,845	
Gov't Monthly Parking (tax exempt)	\$11,626	\$11,858	\$12,096	\$12,337	\$12,584	\$12,836	\$13,093	\$13,354	\$13,622	\$13,894	
Non-parking revenue (tax exempt)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Total Gross Revenue	\$4,068,406	\$4,149,774	\$4,232,770	\$4,317,425	\$4,403,773	\$4,491,849	\$4,581,686	\$4,673,320	\$4,766,786	\$4,862,122	
Parking tax	(\$1,014,195)	(\$1,034,479)	(\$1,055,168)	(\$1,076,272)	(\$1,097,797)	(\$1,119,753)	(\$1,142,148)	(\$1,164,991)	(\$1,188,291)	(\$1,212,057)	
Parking tax back to SFMTA	\$811,356	\$827,583	\$844,135	\$861,017	\$878,238	\$895,803	\$913,719	\$931,993	\$950,633	\$969,646	
Total Net Revenue	\$3,865,567	\$3,942,878	\$4,021,736	\$4,102,171	\$4,184,214	\$4,267,898	\$4,353,256	\$4,440,321	\$4,529,128	\$4,619,710	
Expenses											
Payroll	\$778,229	\$801,576	\$825,623	\$850,392	\$875,903	\$902,180	\$929,246	\$957,123	\$985,837	\$1,015,412	
Utilities	\$80,895	\$83,322	\$85,822	\$88,396	\$91,048	\$93,780	\$96,593	\$99,491	\$102,476	\$105,550	
Supplies & Service	\$182,613	\$188,091	\$193,734	\$199,546	\$205,532	\$211,698	\$218,049	\$224,591	\$231,328	\$238,268	
Management Cost	\$24,390	\$25,122	\$25,875	\$26,652	\$27,451	\$28,275	\$29,123	\$29,997	\$30,897	\$31,823	
Professional Services	\$191,349	\$197,089	\$203,002	\$209,092	\$215,364	\$221,825	\$228,480	\$235,335	\$242,395	\$249,666	
Other Costs	\$12,861	\$13,247	\$13,644	\$14,054	\$14,475	\$14,909	\$15,357	\$15,817	\$16,292	\$16,781	
Total Operating Expenses	\$1,270,336	\$1,308,446	\$1,347,700	\$1,388,131	\$1,429,775	\$1,472,668	\$1,516,848	\$1,562,353	\$1,609,224	\$1,657,501	
Total Income											
(Net Revenue less Expenses)	\$2,595,231	\$2,634,432	\$2,674,036	\$2,714,040	\$2,754,439	\$2,795,230	\$2,836,408	\$2,877,968	\$2,919,904	\$2,962,210	\$46,525,169
FIFTH & MISSION GARAGE											
Revenue											
Daily (Transient) Revenue	\$24,519,824	\$25,010,220	\$25,510,424	\$26,020,633	\$26,541,046	\$27,071,867	\$27,613,304	\$28,165,570	\$28,728,881	\$29,303,459	
Monthly Parking	\$3,582,507	\$3,654,157	\$3,727,240	\$3,801,785	\$3,877,820	\$3,955,377	\$4,034,484	\$4,115,174	\$4,197,477	\$4,281,427	
Validation Parking	\$242,020	\$246,861	\$251,798	\$256,834	\$261,971	\$267,210	\$272,554	\$278,005	\$283,565	\$289,237	
Non-parking revenue (tax exempt)	\$1,945,084	\$1,983,985	\$2,023,665	\$2,064,138	\$2,105,421	\$2,147,530	\$2,190,480	\$2,234,290	\$2,278,976	\$2,324,555	
Total Gross Revenue	\$30,289,434	\$30,895,223	\$31,513,127	\$32,143,390	\$32,786,258	\$33,441,983	\$34,110,823	\$34,793,039	\$35,488,900	\$36,198,678	
Parking tax	(\$7,086,088)	(\$7,227,809)	(\$7,372,366)	(\$7,519,813)	(\$7,670,209)	(\$7,823,613)	(\$7,980,086)	(\$8,139,687)	(\$8,302,481)	(\$8,468,531)	
Parking tax back to SFMTA	\$5,668,870	\$5,782,248	\$5,897,892	\$6,015,850	\$6,136,167	\$6,258,891	\$6,384,068	\$6,511,750	\$6,641,985	\$6,774,825	
Total Net Revenue	\$28,872,217	\$29,449,661	\$30,038,654	\$30,639,427	\$31,252,216	\$31,877,260	\$32,514,806	\$33,165,102	\$33,828,404	\$34,504,972	
Expenses											
Payroll	\$2,640,026	\$2,719,227	\$2,800,804	\$2,884,828	\$2,971,373	\$3,060,514	\$3,152,329	\$3,246,899	\$3,344,306	\$3,444,635	
Utilities	\$780,294	\$803,703	\$827,814	\$852,648	\$878,228	\$904,575	\$931,712	\$959,663	\$988,453	\$1,018,107	
Supplies & Service	\$567,263	\$584,281	\$601,810	\$619,864	\$638,460	\$657,614	\$677,342	\$697,662	\$718,592	\$740,150	
Management Cost	\$118,214	\$121,760	\$125,413	\$129,175	\$133,050	\$137,042	\$141,153	\$145,388	\$149,749	\$154,242	
Professional Services	\$1,815,727	\$1,870,199	\$1,926,305	\$1,984,094	\$2,043,617	\$2,104,926	\$2,168,073	\$2,233,115	\$2,300,109	\$2,369,112	
Other Costs	\$35,692	\$36,763	\$37,866	\$39,002	\$40,172	\$41,377	\$42,619	\$43,897	\$45,214	\$46,571	
Total Operating Expenses	\$5,957,217	\$6,135,933	\$6,320,011	\$6,509,611	\$6,704,900	\$6,906,047	\$7,113,228	\$7,326,625	\$7,546,424	\$7,772,816	
Total Income											
(Net Revenue less Expenses)	\$22,915,000	\$23,313,728	\$23,718,643	\$24,129,816	\$24,547,316	\$24,971,214	\$25,401,577	\$25,838,477	\$26,281,980	\$26,732,155	\$450,761,329

Moscone Garage Financial Analysis
Table 3D: Scenario 3 - 250-Space Moscone Garage
Annual Revenues and Expenses - Adjusted

MOSCONE GARAGE	1	2	3	4	5	6	7	8	9	10
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Revenue										
Daily (Transient) Revenue	\$3,131,608	\$3,257,864	\$3,383,082	\$0	\$0	\$0	\$2,219,466	\$2,263,855	\$2,309,132	\$2,355,315
Monthly Parking	\$792,576	\$808,428	\$824,596	\$0	\$0	\$0	\$305,674	\$311,788	\$318,024	\$324,384
Gov't Monthly Parking (tax exempt)	\$9,923	\$10,121	\$10,323	\$0	\$0	\$0	\$10,740	\$10,955	\$11,174	\$11,398
Non-parking revenue (tax exempt)	\$179,357	\$182,944	\$186,603	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Gross Revenue	\$4,113,463	\$4,259,356	\$4,404,604	\$0	\$0	\$0	\$2,535,881	\$2,586,598	\$2,638,330	\$2,691,097
Parking tax	(\$1,025,885)	(\$1,062,309)	(\$1,098,570)	\$0	\$0	\$0	(\$631,285)	(\$643,911)	(\$656,789)	(\$669,925)
Parking tax back to SFMTA	\$820,708	\$849,847	\$878,856	\$0	\$0	\$0	\$505,028	\$515,129	\$525,431	\$535,940
Total Net Revenue	\$3,908,286	\$4,046,895	\$4,184,890	\$0	\$0	\$0	\$2,409,624	\$2,457,816	\$2,506,973	\$2,557,112
Expenses										
Payroll	\$579,075	\$596,448	\$614,341	\$0	\$0	\$0	\$691,446	\$712,190	\$733,555	\$755,562
Utilities	\$87,883	\$90,519	\$93,235	\$0	\$0	\$0	\$35,937	\$37,015	\$38,126	\$39,270
Supplies & Service	\$198,386	\$204,338	\$210,468	\$0	\$0	\$0	\$81,125	\$83,558	\$86,065	\$88,647
Management Cost	\$26,497	\$27,292	\$28,110	\$0	\$0	\$0	\$10,835	\$11,160	\$11,495	\$11,840
Professional Services	\$207,877	\$214,113	\$220,536	\$0	\$0	\$0	\$85,005	\$87,556	\$90,182	\$92,888
Other Costs	\$13,972	\$14,391	\$14,823	\$0	\$0	\$0	\$5,713	\$5,885	\$6,061	\$6,243
Total Operating Expenses	\$1,113,690	\$1,147,100	\$1,181,513	\$0	\$0	\$0	\$910,062	\$937,364	\$965,484	\$994,449
Total Income										
(Net Revenue less Expenses)	\$2,794,597	\$2,899,794	\$3,003,377	\$0	\$0	\$0	\$1,499,562	\$1,520,453	\$1,541,488	\$1,562,663

FIFTH & MISSION GARAGE	1	2	3	4	5	6	7	8	9	10
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Revenue										
Daily (Transient) Revenue	\$17,998,244	\$18,543,610	\$19,099,301	\$21,348,917	\$21,772,909	\$22,208,367	\$22,652,530	\$23,105,581	\$23,567,693	\$24,039,047
Monthly Parking	\$2,938,903	\$2,997,681	\$3,057,635	\$3,118,788	\$3,181,163	\$3,244,787	\$3,309,682	\$3,375,876	\$3,443,394	\$3,512,261
Validation Parking	\$198,541	\$202,512	\$206,562	\$210,693	\$214,907	\$219,205	\$223,589	\$228,061	\$232,622	\$237,275
Non-parking revenue (tax exempt)	\$1,595,646	\$1,627,559	\$1,660,110	\$1,693,312	\$1,727,179	\$1,761,722	\$1,796,957	\$1,832,896	\$1,869,554	\$1,906,945
Total Gross Revenue	\$22,731,334	\$23,371,362	\$24,023,609	\$26,371,710	\$26,896,158	\$27,434,082	\$27,982,759	\$28,542,414	\$29,113,262	\$29,695,528
Parking tax	(\$5,283,922)	(\$5,435,951)	(\$5,590,875)	(\$6,169,599)	(\$6,292,245)	(\$6,418,090)	(\$6,546,451)	(\$6,677,380)	(\$6,810,927)	(\$6,947,146)
Parking tax back to SFMTA	\$4,227,138	\$4,348,761	\$4,472,700	\$4,935,680	\$5,033,796	\$5,134,472	\$5,237,160	\$5,341,904	\$5,448,742	\$5,557,717
Total Net Revenue	\$21,674,550	\$22,284,172	\$22,905,434	\$25,137,790	\$25,637,710	\$26,150,464	\$26,673,469	\$27,206,938	\$27,751,077	\$28,306,098
Expenses										
Payroll	\$1,964,427	\$2,023,360	\$2,084,061	\$2,146,583	\$2,210,980	\$2,277,310	\$2,345,629	\$2,415,998	\$2,488,478	\$2,563,132
Utilities	\$580,612	\$598,030	\$615,971	\$634,450	\$653,484	\$673,088	\$693,281	\$714,080	\$735,502	\$757,567
Supplies & Service	\$422,097	\$434,760	\$447,803	\$461,237	\$475,074	\$489,326	\$504,006	\$519,126	\$534,700	\$550,741
Management Cost	\$87,962	\$90,601	\$93,319	\$96,118	\$99,002	\$101,972	\$105,031	\$108,182	\$111,428	\$114,770
Professional Services	\$1,351,072	\$1,391,604	\$1,433,352	\$1,476,352	\$1,520,643	\$1,566,262	\$1,613,250	\$1,661,648	\$1,711,497	\$1,762,842
Other Costs	\$26,559	\$27,355	\$28,176	\$29,021	\$29,892	\$30,789	\$31,712	\$32,664	\$33,644	\$34,653
Total Operating Expenses	\$4,432,729	\$4,565,710	\$4,702,682	\$4,843,762	\$4,989,075	\$5,138,747	\$5,292,910	\$5,451,697	\$5,615,248	\$5,783,705
Total Income										
(Net Revenue less Expenses)	\$17,241,821	\$17,718,462	\$18,202,752	\$20,294,028	\$20,648,634	\$21,011,716	\$21,380,559	\$21,755,241	\$22,135,829	\$22,522,393

Moscone Garage Financial /
Table 3D: Scenario 3 - 250-Spac
Annual Revenues and Expenses

MOSCONE GARAGE	11	12	13	14	15	16	17	18	19	20	
	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	
Revenue											
Daily (Transient) Revenue	\$2,402,421	\$2,450,470	\$2,499,479	\$2,549,469	\$2,600,458	\$2,652,467	\$2,705,517	\$2,759,627	\$2,814,820	\$2,871,116	
Monthly Parking	\$330,872	\$337,489	\$344,239	\$351,124	\$358,146	\$365,309	\$372,615	\$380,068	\$387,669	\$395,422	
Gov't Monthly Parking (tax exempt)	\$11,626	\$11,858	\$12,096	\$12,337	\$12,584	\$12,836	\$13,093	\$13,354	\$13,622	\$13,894	
Non-parking revenue (tax exempt)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Total Gross Revenue	\$2,744,919	\$2,799,817	\$2,855,814	\$2,912,930	\$2,971,189	\$3,030,612	\$3,091,225	\$3,153,049	\$3,216,110	\$3,280,432	
Parking tax	(\$683,323)	(\$696,990)	(\$710,930)	(\$725,148)	(\$739,651)	(\$754,444)	(\$769,533)	(\$784,924)	(\$800,622)	(\$816,635)	
Parking tax back to SFMTA	\$546,659	\$557,592	\$568,744	\$580,119	\$591,721	\$603,555	\$615,626	\$627,939	\$640,498	\$653,308	
Total Net Revenue	\$2,608,254	\$2,660,419	\$2,713,628	\$2,767,900	\$2,823,258	\$2,879,724	\$2,937,318	\$2,996,064	\$3,055,986	\$3,117,105	
Expenses											
Payroll	\$778,229	\$801,576	\$825,623	\$850,392	\$875,903	\$902,180	\$929,246	\$957,123	\$985,837	\$1,015,412	
Utilities	\$40,448	\$41,661	\$42,911	\$44,198	\$45,524	\$46,890	\$48,297	\$49,745	\$51,238	\$52,775	
Supplies & Service	\$91,306	\$94,046	\$96,867	\$99,773	\$102,766	\$105,849	\$109,025	\$112,295	\$115,664	\$119,134	
Management Cost	\$12,195	\$12,561	\$12,938	\$13,326	\$13,726	\$14,137	\$14,561	\$14,998	\$15,448	\$15,912	
Professional Services	\$95,674	\$98,544	\$101,501	\$104,546	\$107,682	\$110,913	\$114,240	\$117,667	\$121,197	\$124,833	
Other Costs	\$6,431	\$6,623	\$6,822	\$7,027	\$7,238	\$7,455	\$7,678	\$7,909	\$8,146	\$8,390	
Total Operating Expenses	\$1,024,282	\$1,055,011	\$1,086,661	\$1,119,261	\$1,152,839	\$1,187,424	\$1,223,047	\$1,259,738	\$1,297,530	\$1,336,456	
Total Income											
(Net Revenue less Expenses)	\$1,583,972	\$1,605,409	\$1,626,967	\$1,648,639	\$1,670,419	\$1,692,299	\$1,714,271	\$1,736,326	\$1,758,455	\$1,780,649	\$31,639,341
FIFTH & MISSION GARAGE											
	11	12	13	14	15	16	17	18	19	20	
	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	
Revenue											
Daily (Transient) Revenue	\$24,519,827	\$25,010,224	\$25,510,428	\$26,020,637	\$26,541,050	\$27,071,871	\$27,613,308	\$28,165,574	\$28,728,886	\$29,303,464	
Monthly Parking	\$3,582,507	\$3,654,157	\$3,727,240	\$3,801,785	\$3,877,820	\$3,955,377	\$4,034,484	\$4,115,174	\$4,197,477	\$4,281,427	
Validation Parking	\$242,020	\$246,861	\$251,798	\$256,834	\$261,971	\$267,210	\$272,554	\$278,005	\$283,565	\$289,237	
Non-parking revenue (tax exempt)	\$1,945,084	\$1,983,985	\$2,023,665	\$2,064,138	\$2,105,421	\$2,147,530	\$2,190,480	\$2,234,290	\$2,278,976	\$2,324,555	
Total Gross Revenue	\$30,289,438	\$30,895,227	\$31,513,131	\$32,143,394	\$32,786,262	\$33,441,987	\$34,110,827	\$34,793,044	\$35,488,904	\$36,198,682	
Parking tax	(\$7,086,089)	(\$7,227,810)	(\$7,372,367)	(\$7,519,814)	(\$7,670,210)	(\$7,823,614)	(\$7,980,087)	(\$8,139,688)	(\$8,302,482)	(\$8,468,532)	
Parking tax back to SFMTA	\$5,668,871	\$5,782,248	\$5,897,893	\$6,015,851	\$6,136,168	\$6,258,892	\$6,384,069	\$6,511,751	\$6,641,986	\$6,774,825	
Total Net Revenue	\$28,872,220	\$29,449,665	\$30,038,658	\$30,639,431	\$31,252,220	\$31,877,264	\$32,514,810	\$33,165,106	\$33,828,408	\$34,504,976	
Expenses											
Payroll	\$2,640,026	\$2,719,227	\$2,800,804	\$2,884,828	\$2,971,373	\$3,060,514	\$3,152,329	\$3,246,899	\$3,344,306	\$3,444,635	
Utilities	\$780,294	\$803,703	\$827,814	\$852,648	\$878,228	\$904,575	\$931,712	\$959,663	\$988,453	\$1,018,107	
Supplies & Service	\$567,263	\$584,281	\$601,810	\$619,864	\$638,460	\$657,614	\$677,342	\$697,662	\$718,592	\$740,150	
Management Cost	\$118,214	\$121,760	\$125,413	\$129,175	\$133,050	\$137,042	\$141,153	\$145,388	\$149,749	\$154,242	
Professional Services	\$1,815,727	\$1,870,199	\$1,926,305	\$1,984,094	\$2,043,617	\$2,104,926	\$2,168,073	\$2,233,115	\$2,300,109	\$2,369,112	
Other Costs	\$35,692	\$36,763	\$37,866	\$39,002	\$40,172	\$41,377	\$42,619	\$43,897	\$45,214	\$46,571	
Total Operating Expenses	\$5,957,217	\$6,135,933	\$6,320,011	\$6,509,611	\$6,704,900	\$6,906,047	\$7,113,228	\$7,326,625	\$7,546,424	\$7,772,816	
Total Income											
(Net Revenue less Expenses)	\$22,915,004	\$23,313,732	\$23,718,647	\$24,129,820	\$24,547,320	\$24,971,218	\$25,401,582	\$25,838,481	\$26,281,984	\$26,732,160	\$450,761,383

Moscone Garage Financial Analysis
Table 4B: Scenario 4 - No Moscone Garage
Annual Revenues and Expenses - Adjusted

MOSCONE GARAGE	1	2	3	4	5	6	7	8	9	10
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Revenue										
Daily (Transient) Revenue	\$3,131,608	\$3,257,864	\$3,383,082	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Monthly Parking	\$792,576	\$808,428	\$824,596	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Gov't Monthly Parking (tax exempt)	\$9,923	\$10,121	\$10,323	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Non-parking revenue (tax exempt)	\$179,357	\$182,944	\$186,603	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Gross Revenue	\$4,113,463	\$4,259,356	\$4,404,604	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Parking tax	(\$981,046)	(\$1,016,573)	(\$1,051,919)	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Parking tax back to SFMTA	\$784,837	\$813,258	\$841,536	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Net Revenue	\$3,917,254	\$4,056,042	\$4,194,220	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Expenses										
Payroll	\$579,075	\$596,448	\$614,341	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Utilities	\$87,883	\$90,519	\$93,235	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Supplies & Service	\$198,386	\$204,338	\$210,468	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Management Cost	\$26,497	\$27,292	\$28,110	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Professional Services	\$207,877	\$214,113	\$220,536	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Costs	\$13,972	\$14,391	\$14,823	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Operating Expenses	\$1,113,690	\$1,147,100	\$1,181,513	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Income (Net Revenue less Expenses)	\$2,803,565	\$2,908,942	\$3,012,707	\$0	\$0	\$0	\$0	\$0	\$0	\$0

FIFTH & MISSION GARAGE	1	2	3	4	5	6	7	8	9	10
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Revenue										
Daily (Transient) Revenue	\$17,998,244	\$18,543,610	\$19,099,301	\$21,348,917	\$21,772,909	\$22,208,367	\$22,652,535	\$23,105,586	\$23,567,697	\$24,039,051
Monthly Parking	\$2,938,903	\$2,997,681	\$3,057,635	\$3,118,788	\$3,181,163	\$3,244,787	\$3,309,682	\$3,375,876	\$3,443,394	\$3,512,261
Validation Parking	\$198,541	\$202,512	\$206,562	\$210,693	\$214,907	\$219,205	\$223,589	\$228,061	\$232,622	\$237,275
Non-parking revenue (tax exempt)	\$1,595,646	\$1,627,559	\$1,660,110	\$1,693,312	\$1,727,179	\$1,761,722	\$1,796,957	\$1,832,896	\$1,869,554	\$1,906,945
Total Gross Revenue	\$22,731,334	\$23,371,362	\$24,023,609	\$26,371,710	\$26,896,158	\$27,434,082	\$27,982,763	\$28,542,419	\$29,113,267	\$29,695,532
Parking tax	(\$5,283,922)	(\$5,435,951)	(\$5,590,875)	(\$6,169,599)	(\$6,292,245)	(\$6,418,090)	(\$6,546,452)	(\$6,677,381)	(\$6,810,928)	(\$6,947,147)
Parking tax back to SFMTA	\$4,227,138	\$4,348,761	\$4,472,700	\$4,935,680	\$5,033,796	\$5,134,472	\$5,237,161	\$5,341,905	\$5,448,743	\$5,557,717
Total Net Revenue	\$21,674,550	\$22,284,172	\$22,905,434	\$25,137,790	\$25,637,710	\$26,150,464	\$26,673,473	\$27,206,942	\$27,751,081	\$28,306,103
Expenses										
Payroll	\$1,964,427	\$2,023,360	\$2,084,061	\$2,146,583	\$2,210,980	\$2,277,310	\$2,345,629	\$2,415,998	\$2,488,478	\$2,563,132
Utilities	\$580,612	\$598,030	\$615,971	\$634,450	\$653,484	\$673,088	\$693,281	\$714,080	\$735,502	\$757,567
Supplies & Service	\$422,097	\$434,760	\$447,803	\$461,237	\$475,074	\$489,326	\$504,006	\$519,126	\$534,700	\$550,741
Management Cost	\$87,962	\$90,601	\$93,319	\$96,118	\$99,002	\$101,972	\$105,031	\$108,182	\$111,428	\$114,770
Professional Services	\$1,351,072	\$1,391,604	\$1,433,352	\$1,476,352	\$1,520,643	\$1,566,262	\$1,613,250	\$1,661,648	\$1,711,497	\$1,762,842
Other Costs	\$26,559	\$27,355	\$28,176	\$29,021	\$29,892	\$30,789	\$31,712	\$32,664	\$33,644	\$34,653
Total Operating Expenses	\$4,432,729	\$4,565,710	\$4,702,682	\$4,843,762	\$4,989,075	\$5,138,747	\$5,292,910	\$5,451,697	\$5,615,248	\$5,783,705
Total Income (Net Revenue less Expenses)	\$17,241,821	\$17,718,462	\$18,202,752	\$20,294,028	\$20,648,634	\$21,011,716	\$21,380,563	\$21,755,245	\$22,135,833	\$22,522,397

Moscone Garage Financial Analysis
Table 4B: Scenario 4 - No Moscone
Annual Revenues and Expenses - A

MOSCONE GARAGE	11 2027	12 2028	13 2029	14 2030	15 2031	16 2032	17 2033	18 2034	19 2035	20 2036	
Revenue											
Daily (Transient) Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Monthly Parking	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Gov't Monthly Parking (tax exempt)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Non-parking revenue (tax exempt)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Gross Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Parking tax	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Parking tax back to SFMTA	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Net Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Expenses											
Payroll	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Utilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Supplies & Service	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Management Cost	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Professional Services	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Operating Expenses	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Income (Net Revenue less Expenses)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$8,725,213

FIFTH & MISSION GARAGE	11 2027	12 2028	13 2029	14 2030	15 2031	16 2032	17 2033	18 2034	19 2035	20 2036	
Revenue											
Daily (Transient) Revenue	\$24,519,832	\$25,510,433	\$25,510,433	\$26,020,642	\$26,541,055	\$27,071,876	\$27,613,314	\$28,165,580	\$28,728,891	\$29,303,469	
Monthly Parking	\$3,582,507	\$3,727,240	\$3,727,240	\$3,801,785	\$3,877,820	\$3,955,377	\$4,034,484	\$4,115,174	\$4,197,477	\$4,281,427	
Validation Parking	\$242,020	\$251,798	\$251,798	\$256,834	\$261,971	\$267,210	\$272,554	\$278,005	\$283,565	\$289,237	
Non-parking revenue (tax exempt)	\$1,945,084	\$2,023,665	\$2,023,665	\$2,064,138	\$2,105,421	\$2,147,530	\$2,190,480	\$2,234,290	\$2,278,976	\$2,324,555	
Total Gross Revenue	\$30,289,443	\$31,513,136	\$31,513,136	\$32,143,399	\$32,786,267	\$33,441,992	\$34,110,832	\$34,793,049	\$35,488,910	\$36,198,688	
Parking tax	(\$7,086,090)	(\$7,372,368)	(\$7,372,368)	(\$7,519,815)	(\$7,670,211)	(\$7,823,616)	(\$7,980,088)	(\$8,139,690)	(\$8,302,484)	(\$8,468,533)	
Parking tax back to SFMTA	\$5,668,872	\$5,897,894	\$5,897,894	\$6,015,852	\$6,136,169	\$6,258,893	\$6,384,070	\$6,511,752	\$6,641,987	\$6,774,827	
Total Net Revenue	\$28,872,225	\$30,038,663	\$30,038,663	\$30,639,436	\$31,252,225	\$31,877,269	\$32,514,815	\$33,165,111	\$33,828,413	\$34,504,981	
Expenses											
Payroll	\$2,640,026	\$2,800,804	\$2,800,804	\$2,884,828	\$2,971,373	\$3,060,514	\$3,152,329	\$3,246,899	\$3,344,306	\$3,444,635	
Utilities	\$780,294	\$827,814	\$827,814	\$852,648	\$878,228	\$904,575	\$931,712	\$959,663	\$988,453	\$1,018,107	
Supplies & Service	\$567,263	\$601,810	\$601,810	\$619,864	\$638,460	\$657,614	\$677,342	\$697,662	\$718,592	\$740,150	
Management Cost	\$118,214	\$125,413	\$125,413	\$129,175	\$133,050	\$137,042	\$141,153	\$145,388	\$149,749	\$154,242	
Professional Services	\$1,815,727	\$1,926,305	\$1,926,305	\$1,984,094	\$2,043,617	\$2,104,926	\$2,168,073	\$2,233,115	\$2,300,109	\$2,369,112	
Other Costs	\$35,692	\$37,866	\$37,866	\$39,002	\$40,172	\$41,377	\$42,619	\$43,897	\$45,214	\$46,571	
Total Operating Expenses	\$5,957,217	\$6,320,011	\$6,320,011	\$6,509,611	\$6,704,900	\$6,906,047	\$7,113,228	\$7,326,625	\$7,546,424	\$7,772,816	
Total Income (Net Revenue less Expenses)	\$22,915,008	\$23,718,652	\$23,718,652	\$24,129,825	\$24,547,325	\$24,971,223	\$25,401,587	\$25,838,486	\$26,281,990	\$26,732,165	\$451,166,365

Market Rate (+ 10%) Scenarios

Moscone Garage Financial Analysis
Table 1D: Scenario 1 - No Change in Parking Supply
Annual Revenues and Expenses - Market Rates (+ 10%)

MOSCONE GARAGE	1	2	3	4	5	6	7	8	9	10
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Revenue										
Daily (Transient) Revenue	\$3,444,769	\$3,583,650	\$3,721,390	\$3,868,321	\$4,011,497	\$4,382,914	\$4,470,572	\$4,559,984	\$4,651,183	\$4,744,207
Monthly Parking	\$871,834	\$889,270	\$907,056	\$925,197	\$943,701	\$962,575	\$981,826	\$1,001,463	\$1,021,492	\$1,041,922
Gov't Monthly Parking (tax exempt)	\$9,923	\$10,121	\$10,323	\$10,530	\$10,740	\$10,955	\$11,174	\$11,398	\$11,626	\$11,858
Non-parking revenue (tax exempt)	\$179,357	\$182,944	\$186,603	\$190,335	\$194,142	\$198,024	\$201,985	\$206,025	\$210,145	\$214,348
Total Gross Revenue	\$4,505,882	\$4,665,986	\$4,825,372	\$4,994,382	\$5,160,080	\$5,554,468	\$5,665,558	\$5,778,869	\$5,894,446	\$6,012,335
Parking tax	(\$1,079,151)	(\$1,118,230)	(\$1,157,111)	(\$1,198,379)	(\$1,238,799)	(\$1,336,372)	(\$1,363,100)	(\$1,390,362)	(\$1,418,169)	(\$1,446,532)
Parking tax back to SFMTA	\$863,320	\$894,584	\$925,689	\$958,704	\$991,040	\$1,069,098	\$1,090,480	\$1,112,289	\$1,134,535	\$1,157,226
Total Net Revenue	\$4,290,052	\$4,442,340	\$4,593,949	\$4,754,706	\$4,912,320	\$5,287,194	\$5,392,938	\$5,500,797	\$5,610,813	\$5,723,029
Expenses										
Payroll	\$579,075	\$596,448	\$614,341	\$632,771	\$651,754	\$671,307	\$691,446	\$712,190	\$733,555	\$755,562
Utilities	\$87,883	\$90,519	\$93,235	\$96,032	\$98,913	\$101,880	\$104,937	\$108,085	\$111,327	\$114,667
Supplies & Service	\$198,386	\$204,338	\$210,468	\$216,782	\$223,285	\$229,984	\$236,884	\$243,990	\$251,310	\$258,849
Management Cost	\$26,497	\$27,292	\$28,110	\$28,954	\$29,822	\$30,717	\$31,639	\$32,588	\$33,565	\$34,572
Professional Services	\$207,877	\$214,113	\$220,536	\$227,152	\$233,967	\$240,986	\$248,216	\$255,662	\$263,332	\$271,232
Other Costs	\$13,972	\$14,391	\$14,823	\$15,268	\$15,726	\$16,197	\$16,683	\$17,184	\$17,699	\$18,230
Total Operating Expenses	\$1,113,690	\$1,147,100	\$1,181,513	\$1,216,959	\$1,253,467	\$1,291,071	\$1,329,804	\$1,369,698	\$1,410,789	\$1,453,112
Total Income										
(Net Revenue less Expenses)	\$3,176,362	\$3,295,239	\$3,412,436	\$3,537,748	\$3,658,852	\$3,996,123	\$4,063,134	\$4,131,099	\$4,200,024	\$4,269,916
FIFTH & MISSION GARAGE										
	1	2	3	4	5	6	7	8	9	10
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Revenue										
Daily (Transient) Revenue	\$19,798,068	\$20,397,971	\$21,009,232	\$21,631,969	\$22,241,100	\$24,109,926	\$24,917,781	\$25,416,137	\$25,924,460	\$26,442,949
Monthly Parking	\$3,232,794	\$3,297,449	\$3,363,398	\$3,430,666	\$3,499,280	\$3,569,265	\$3,640,651	\$3,713,464	\$3,787,733	\$3,863,488
Validation Parking	\$198,541	\$202,512	\$206,562	\$210,693	\$214,907	\$219,205	\$223,589	\$228,061	\$232,622	\$237,275
Non-parking revenue (tax exempt)	\$1,595,646	\$1,627,559	\$1,660,110	\$1,693,312	\$1,727,179	\$1,761,722	\$1,796,957	\$1,832,896	\$1,869,554	\$1,906,945
Total Gross Revenue	\$24,825,049	\$25,525,492	\$26,239,302	\$26,966,641	\$27,682,465	\$29,660,119	\$30,578,978	\$31,190,557	\$31,814,369	\$32,450,656
Parking tax	(\$5,807,351)	(\$5,974,483)	(\$6,144,798)	(\$6,318,332)	(\$6,488,822)	(\$6,974,599)	(\$7,195,505)	(\$7,339,415)	(\$7,486,204)	(\$7,635,928)
Parking tax back to SFMTA	\$4,645,881	\$4,779,586	\$4,915,838	\$5,054,666	\$5,191,057	\$5,579,679	\$5,756,404	\$5,871,532	\$5,988,963	\$6,108,742
Total Net Revenue	\$23,663,579	\$24,330,595	\$25,010,343	\$25,702,975	\$26,384,701	\$28,265,199	\$29,139,877	\$29,722,674	\$30,317,128	\$30,923,470
Expenses										
Payroll	\$1,964,427	\$2,023,360	\$2,084,061	\$2,146,583	\$2,210,980	\$2,277,310	\$2,345,629	\$2,415,998	\$2,488,478	\$2,563,132
Utilities	\$580,612	\$598,030	\$615,971	\$634,450	\$653,484	\$673,088	\$693,281	\$714,080	\$735,502	\$757,567
Supplies & Service	\$422,097	\$434,760	\$447,803	\$461,237	\$475,074	\$489,326	\$504,006	\$519,126	\$534,700	\$550,741
Management Cost	\$87,962	\$90,601	\$93,319	\$96,118	\$99,002	\$101,972	\$105,031	\$108,182	\$111,428	\$114,770
Professional Services	\$1,351,072	\$1,391,604	\$1,433,352	\$1,476,352	\$1,520,643	\$1,566,262	\$1,613,250	\$1,661,648	\$1,711,497	\$1,762,842
Other Costs	\$26,559	\$27,355	\$28,176	\$29,021	\$29,892	\$30,789	\$31,712	\$32,664	\$33,644	\$34,653
Total Operating Expenses	\$4,432,729	\$4,565,710	\$4,702,682	\$4,843,762	\$4,989,075	\$5,138,747	\$5,292,910	\$5,451,697	\$5,615,248	\$5,783,705
Total Income										
(Net Revenue less Expenses)	\$19,230,850	\$19,764,884	\$20,307,661	\$20,859,213	\$21,395,626	\$23,126,451	\$23,846,967	\$24,270,977	\$24,701,880	\$25,139,765

Moscone Garage Financial /
Table 1D: Scenario 1 - No Chang
Annual Revenues and Expenses

MOSCONE GARAGE	11 2027	12 2028	13 2029	14 2030	15 2031	16 2032	17 2033	18 2034	19 2035	20 2036
Revenue										
Daily (Transient) Revenue	\$4,839,091	\$4,935,873	\$5,034,590	\$5,135,282	\$5,237,988	\$5,342,748	\$5,449,603	\$5,558,595	\$5,669,767	\$5,783,162
Monthly Parking	\$1,062,760	\$1,084,015	\$1,105,696	\$1,127,810	\$1,150,366	\$1,173,373	\$1,196,841	\$1,220,777	\$1,245,193	\$1,270,097
Gov't Monthly Parking (tax exempt)	\$12,096	\$12,337	\$12,584	\$12,836	\$13,093	\$13,354	\$13,622	\$13,894	\$14,172	\$14,455
Non-parking revenue (tax exempt)	\$218,635	\$223,008	\$227,468	\$232,017	\$236,657	\$241,391	\$246,218	\$251,143	\$256,166	\$261,289
Total Gross Revenue	\$6,132,582	\$6,255,234	\$6,380,338	\$6,507,945	\$6,638,104	\$6,770,866	\$6,906,283	\$7,044,409	\$7,185,297	\$7,329,003
Parking tax	(\$1,475,463)	(\$1,504,972)	(\$1,535,072)	(\$1,565,773)	(\$1,597,088)	(\$1,629,030)	(\$1,661,611)	(\$1,694,843)	(\$1,728,740)	(\$1,763,315)
Parking tax back to SFMTA	\$1,180,370	\$1,203,978	\$1,228,057	\$1,252,618	\$1,277,671	\$1,303,224	\$1,329,289	\$1,355,874	\$1,382,992	\$1,410,652
Total Net Revenue	\$5,837,489	\$5,954,239	\$6,073,324	\$6,194,790	\$6,318,686	\$6,445,060	\$6,573,961	\$6,705,440	\$6,839,549	\$6,976,340
Expenses										
Payroll	\$778,229	\$801,576	\$825,623	\$850,392	\$875,903	\$902,180	\$929,246	\$957,123	\$985,837	\$1,015,412
Utilities	\$118,107	\$121,650	\$125,300	\$129,059	\$132,930	\$136,918	\$141,026	\$145,257	\$149,614	\$154,103
Supplies & Service	\$266,615	\$274,613	\$282,851	\$291,337	\$300,077	\$309,079	\$318,352	\$327,902	\$337,739	\$347,871
Management Cost	\$35,609	\$36,678	\$37,778	\$38,911	\$40,079	\$41,281	\$42,520	\$43,795	\$45,109	\$46,462
Professional Services	\$279,369	\$287,750	\$296,382	\$305,274	\$314,432	\$323,865	\$333,581	\$343,588	\$353,896	\$364,513
Other Costs	\$18,777	\$19,340	\$19,921	\$20,518	\$21,134	\$21,768	\$22,421	\$23,094	\$23,786	\$24,500
Total Operating Expenses	\$1,496,706	\$1,541,607	\$1,587,855	\$1,635,491	\$1,684,555	\$1,735,092	\$1,787,145	\$1,840,759	\$1,895,982	\$1,952,861
Total Income (Net Revenue less Expenses)	\$4,340,784	\$4,412,632	\$4,485,469	\$4,559,300	\$4,634,131	\$4,709,968	\$4,786,816	\$4,864,681	\$4,943,567	\$5,023,479
FIFTH & MISSION GARAGE	11	12	13	14	15	16	17	18	19	20
	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036
Revenue										
Daily (Transient) Revenue	\$26,971,808	\$27,511,244	\$28,061,469	\$28,622,698	\$29,195,152	\$29,779,055	\$30,374,636	\$30,982,129	\$31,601,772	\$32,233,807
Monthly Parking	\$3,940,757	\$4,019,572	\$4,099,964	\$4,181,963	\$4,265,602	\$4,350,914	\$4,437,933	\$4,526,691	\$4,617,225	\$4,709,570
Validation Parking	\$242,020	\$246,861	\$251,798	\$256,834	\$261,971	\$267,210	\$272,554	\$278,005	\$283,565	\$289,237
Non-parking revenue (tax exempt)	\$1,945,084	\$1,983,985	\$2,023,665	\$2,064,138	\$2,105,421	\$2,147,530	\$2,190,480	\$2,234,290	\$2,278,976	\$2,324,555
Total Gross Revenue	\$33,099,669	\$33,761,662	\$34,436,896	\$35,125,634	\$35,828,146	\$36,544,709	\$37,275,603	\$38,021,116	\$38,781,538	\$39,557,169
Parking tax	(\$7,788,646)	(\$7,944,419)	(\$8,103,308)	(\$8,265,374)	(\$8,430,681)	(\$8,599,295)	(\$8,771,281)	(\$8,946,706)	(\$9,125,641)	(\$9,308,153)
Parking tax back to SFMTA	\$6,230,917	\$6,355,535	\$6,482,646	\$6,612,299	\$6,744,545	\$6,879,436	\$7,017,025	\$7,157,365	\$7,300,512	\$7,446,523
Total Net Revenue	\$31,541,940	\$32,172,779	\$32,816,234	\$33,472,559	\$34,142,010	\$34,824,850	\$35,521,347	\$36,231,774	\$36,956,410	\$37,695,538
Expenses										
Payroll	\$2,640,026	\$2,719,227	\$2,800,804	\$2,884,828	\$2,971,373	\$3,060,514	\$3,152,329	\$3,246,899	\$3,344,306	\$3,444,635
Utilities	\$780,294	\$803,703	\$827,814	\$852,648	\$878,228	\$904,575	\$931,712	\$959,663	\$988,453	\$1,018,107
Supplies & Service	\$567,263	\$584,281	\$601,810	\$619,864	\$638,460	\$657,614	\$677,342	\$697,662	\$718,592	\$740,150
Management Cost	\$118,214	\$121,760	\$125,413	\$129,175	\$133,050	\$137,042	\$141,153	\$145,388	\$149,749	\$154,242
Professional Services	\$1,815,727	\$1,870,199	\$1,926,305	\$1,984,094	\$2,043,617	\$2,104,926	\$2,168,073	\$2,233,115	\$2,300,109	\$2,369,112
Other Costs	\$35,692	\$36,763	\$37,866	\$39,002	\$40,172	\$41,377	\$42,619	\$43,897	\$45,214	\$46,571
Total Operating Expenses	\$5,957,217	\$6,135,933	\$6,320,011	\$6,509,611	\$6,704,900	\$6,906,047	\$7,113,228	\$7,326,625	\$7,546,424	\$7,772,816
Total Income (Net Revenue less Expenses)	\$25,584,723	\$26,036,846	\$26,496,223	\$26,962,948	\$27,437,110	\$27,918,804	\$28,408,119	\$28,905,149	\$29,409,986	\$29,922,721

Moscone Garage Financial Analysis

Table 2D: Scenario 2 - 500-Space Moscone Garage
Annual Revenues and Expenses - Market Rates (+ 10%)

MOSCONE GARAGE	1	2	3	4	5	6	7	8	9	10
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Revenue										
Daily (Transient) Revenue	\$3,444,769	\$3,583,650	\$3,721,390	\$0	\$0	\$0	\$3,450,138	\$3,519,141	\$3,589,523	\$3,661,314
Monthly Parking	\$871,834	\$889,270	\$907,056	\$0	\$0	\$0	\$672,484	\$685,933	\$699,652	\$713,645
Gov't Monthly Parking (tax exempt)	\$9,923	\$10,121	\$10,323	\$0	\$0	\$0	\$10,740	\$10,955	\$11,174	\$11,398
Non-parking revenue (tax exempt)	\$179,357	\$182,944	\$186,603	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Gross Revenue	\$4,505,882	\$4,665,986	\$4,825,372	\$0	\$0	\$0	\$4,133,362	\$4,216,029	\$4,300,350	\$4,386,357
Parking tax	(\$1,079,151)	(\$1,118,230)	(\$1,157,111)	\$0	\$0	\$0	(\$1,030,655)	(\$1,051,268)	(\$1,072,294)	(\$1,093,740)
Parking tax back to SFMTA	\$863,320	\$894,584	\$925,689	\$0	\$0	\$0	\$824,524	\$841,015	\$857,835	\$874,992
Total Net Revenue	\$4,290,052	\$4,442,340	\$4,593,949	\$0	\$0	\$0	\$3,927,231	\$4,005,776	\$4,085,891	\$4,167,609
Expenses										
Payroll	\$579,075	\$596,448	\$614,341	\$0	\$0	\$0	\$691,446	\$712,190	\$733,555	\$755,562
Utilities	\$87,883	\$90,519	\$93,235	\$0	\$0	\$0	\$71,874	\$74,031	\$76,251	\$78,539
Supplies & Service	\$198,386	\$204,338	\$210,468	\$0	\$0	\$0	\$162,249	\$167,116	\$172,130	\$177,294
Management Cost	\$26,497	\$27,292	\$28,110	\$0	\$0	\$0	\$21,670	\$22,320	\$22,990	\$23,680
Professional Services	\$207,877	\$214,113	\$220,536	\$0	\$0	\$0	\$170,011	\$175,111	\$180,364	\$185,775
Other Costs	\$13,972	\$14,391	\$14,823	\$0	\$0	\$0	\$11,427	\$11,770	\$12,123	\$12,486
Total Operating Expenses	\$1,113,690	\$1,147,100	\$1,181,513	\$0	\$0	\$0	\$1,128,677	\$1,162,538	\$1,197,414	\$1,233,336
Total Income										
(Net Revenue less Expenses)	\$3,176,362	\$3,295,239	\$3,412,436	\$0	\$0	\$0	\$2,798,554	\$2,843,238	\$2,888,477	\$2,934,273

FIFTH & MISSION GARAGE	1	2	3	4	5	6	7	8	9	10
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Revenue										
Daily (Transient) Revenue	\$19,798,068	\$20,397,971	\$21,009,232	\$23,483,808	\$23,950,200	\$24,429,204	\$24,917,780	\$25,416,135	\$25,924,458	\$26,442,947
Monthly Parking	\$3,232,794	\$3,297,449	\$3,363,398	\$3,430,666	\$3,499,280	\$3,569,265	\$3,640,651	\$3,713,464	\$3,787,733	\$3,863,488
Validation Parking	\$198,541	\$202,512	\$206,562	\$210,693	\$214,907	\$219,205	\$223,589	\$228,061	\$232,622	\$237,275
Non-parking revenue (tax exempt)	\$1,595,646	\$1,627,559	\$1,660,110	\$1,693,312	\$1,727,179	\$1,761,722	\$1,796,957	\$1,832,896	\$1,869,554	\$1,906,945
Total Gross Revenue	\$24,825,049	\$25,525,492	\$26,239,302	\$28,818,481	\$29,391,566	\$29,979,397	\$30,578,976	\$31,190,556	\$31,814,367	\$32,450,654
Parking tax	(\$5,807,351)	(\$5,974,483)	(\$6,144,798)	(\$6,781,292)	(\$6,916,097)	(\$7,054,419)	(\$7,195,505)	(\$7,339,415)	(\$7,486,203)	(\$7,635,927)
Parking tax back to SFMTA	\$4,645,881	\$4,779,586	\$4,915,838	\$5,425,034	\$5,532,877	\$5,643,535	\$5,756,404	\$5,871,532	\$5,988,963	\$6,108,742
Total Net Revenue	\$23,663,579	\$24,330,595	\$25,010,343	\$27,462,222	\$28,008,346	\$28,568,513	\$29,139,875	\$29,722,673	\$30,317,126	\$30,923,469
Expenses										
Payroll	\$1,964,427	\$2,023,360	\$2,084,061	\$2,146,583	\$2,210,980	\$2,277,310	\$2,345,629	\$2,415,998	\$2,488,478	\$2,563,132
Utilities	\$580,612	\$598,030	\$615,971	\$634,450	\$653,484	\$673,088	\$693,281	\$714,080	\$735,502	\$757,567
Supplies & Service	\$422,097	\$434,760	\$447,803	\$461,237	\$475,074	\$489,326	\$504,006	\$519,126	\$534,700	\$550,741
Management Cost	\$87,962	\$90,601	\$93,319	\$96,118	\$99,002	\$101,972	\$105,031	\$108,182	\$111,428	\$114,770
Professional Services	\$1,351,072	\$1,391,604	\$1,433,352	\$1,476,352	\$1,520,643	\$1,566,262	\$1,613,250	\$1,661,648	\$1,711,497	\$1,762,842
Other Costs	\$26,559	\$27,355	\$28,176	\$29,021	\$29,892	\$30,789	\$31,712	\$32,664	\$33,644	\$34,653
Total Operating Expenses	\$4,432,729	\$4,565,710	\$4,702,682	\$4,843,762	\$4,989,075	\$5,138,747	\$5,292,910	\$5,451,697	\$5,615,248	\$5,783,705
Total Income										
(Net Revenue less Expenses)	\$19,230,850	\$19,764,884	\$20,307,661	\$22,618,460	\$23,019,271	\$23,429,766	\$23,846,966	\$24,270,976	\$24,701,878	\$25,139,763

Moscone Garage Financial /
Table 2D: Scenario 2 - 500-Spac
Annual Revenues and Expenses

MOSCONE GARAGE	11 2027	12 2028	13 2029	14 2030	15 2031	16 2032	17 2033	18 2034	19 2035	20 2036
Revenue										
Daily (Transient) Revenue	\$3,734,540	\$3,809,231	\$3,885,415	\$3,963,124	\$4,042,386	\$4,123,234	\$4,205,699	\$4,289,813	\$4,375,609	\$4,463,121
Monthly Parking	\$727,918	\$742,476	\$757,326	\$772,472	\$787,922	\$803,680	\$819,754	\$836,149	\$852,872	\$869,929
Gov't Monthly Parking (tax exempt)	\$11,626	\$11,858	\$12,096	\$12,337	\$12,584	\$12,836	\$13,093	\$13,354	\$13,622	\$13,894
Non-parking revenue (tax exempt)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Gross Revenue	\$4,474,084	\$4,563,566	\$4,654,837	\$4,747,934	\$4,842,892	\$4,939,750	\$5,038,545	\$5,139,316	\$5,242,102	\$5,346,944
Parking tax	(\$1,115,615)	(\$1,137,927)	(\$1,160,685)	(\$1,183,899)	(\$1,207,577)	(\$1,231,729)	(\$1,256,363)	(\$1,281,490)	(\$1,307,120)	(\$1,333,263)
Parking tax back to SFMTA	\$892,492	\$910,341	\$928,548	\$947,119	\$966,062	\$985,383	\$1,005,091	\$1,025,192	\$1,045,696	\$1,066,610
Total Net Revenue	\$4,250,961	\$4,335,980	\$4,422,700	\$4,511,154	\$4,601,377	\$4,693,404	\$4,787,273	\$4,883,018	\$4,980,678	\$5,080,292
Expenses										
Payroll	\$778,229	\$801,576	\$825,623	\$850,392	\$875,903	\$902,180	\$929,246	\$957,123	\$985,837	\$1,015,412
Utilities	\$80,895	\$83,322	\$85,822	\$88,396	\$91,048	\$93,780	\$96,593	\$99,491	\$102,476	\$105,550
Supplies & Service	\$182,613	\$188,091	\$193,734	\$199,546	\$205,532	\$211,698	\$218,049	\$224,591	\$231,328	\$238,268
Management Cost	\$24,390	\$25,122	\$25,875	\$26,652	\$27,451	\$28,275	\$29,123	\$29,997	\$30,897	\$31,823
Professional Services	\$191,349	\$197,089	\$203,002	\$209,092	\$215,364	\$221,825	\$228,480	\$235,335	\$242,395	\$249,666
Other Costs	\$12,861	\$13,247	\$13,644	\$14,054	\$14,475	\$14,909	\$15,357	\$15,817	\$16,292	\$16,781
Total Operating Expenses	\$1,270,336	\$1,308,446	\$1,347,700	\$1,388,131	\$1,429,775	\$1,472,668	\$1,516,848	\$1,562,353	\$1,609,224	\$1,657,501
Total Income (Net Revenue less Expenses)	\$2,980,625	\$3,027,534	\$3,075,000	\$3,123,023	\$3,171,602	\$3,220,737	\$3,270,425	\$3,320,665	\$3,371,454	\$3,422,791
FIFTH & MISSION GARAGE										
	11 2027	12 2028	13 2029	14 2030	15 2031	16 2032	17 2033	18 2034	19 2035	20 2036
Revenue										
Daily (Transient) Revenue	\$26,971,806	\$27,511,242	\$28,061,467	\$28,622,696	\$29,195,150	\$29,779,053	\$30,374,634	\$30,982,127	\$31,601,770	\$32,233,805
Monthly Parking	\$3,940,757	\$4,019,572	\$4,099,964	\$4,181,963	\$4,265,602	\$4,350,914	\$4,437,933	\$4,526,691	\$4,617,225	\$4,709,570
Validation Parking	\$242,020	\$246,861	\$251,798	\$256,834	\$261,971	\$267,210	\$272,554	\$278,005	\$283,565	\$289,237
Non-parking revenue (tax exempt)	\$1,945,084	\$1,983,985	\$2,023,665	\$2,064,138	\$2,105,421	\$2,147,530	\$2,190,480	\$2,234,290	\$2,278,976	\$2,324,555
Total Gross Revenue	\$33,099,667	\$33,761,661	\$34,436,894	\$35,125,632	\$35,828,144	\$36,544,707	\$37,275,601	\$38,021,114	\$38,781,536	\$39,557,167
Parking tax	(\$7,788,646)	(\$7,944,419)	(\$8,103,307)	(\$8,265,373)	(\$8,430,681)	(\$8,599,294)	(\$8,771,280)	(\$8,946,706)	(\$9,125,640)	(\$9,308,153)
Parking tax back to SFMTA	\$6,230,917	\$6,355,535	\$6,482,646	\$6,612,299	\$6,744,545	\$6,879,436	\$7,017,024	\$7,157,365	\$7,300,512	\$7,446,522
Total Net Revenue	\$31,541,938	\$32,172,777	\$32,816,232	\$33,472,557	\$34,142,008	\$34,824,848	\$35,521,345	\$36,231,772	\$36,956,408	\$37,695,536
Expenses										
Payroll	\$2,640,026	\$2,719,227	\$2,800,804	\$2,884,828	\$2,971,373	\$3,060,514	\$3,152,329	\$3,246,899	\$3,344,306	\$3,444,635
Utilities	\$780,294	\$803,703	\$827,814	\$852,648	\$878,228	\$904,575	\$931,712	\$959,663	\$988,453	\$1,018,107
Supplies & Service	\$567,263	\$584,281	\$601,810	\$619,864	\$638,460	\$657,614	\$677,342	\$697,662	\$718,592	\$740,150
Management Cost	\$118,214	\$121,760	\$125,413	\$129,175	\$133,050	\$137,042	\$141,153	\$145,388	\$149,749	\$154,242
Professional Services	\$1,815,727	\$1,870,199	\$1,926,305	\$1,984,094	\$2,043,617	\$2,104,926	\$2,168,073	\$2,233,115	\$2,300,109	\$2,369,112
Other Costs	\$35,692	\$36,763	\$37,866	\$39,002	\$40,172	\$41,377	\$42,619	\$43,897	\$45,214	\$46,571
Total Operating Expenses	\$5,957,217	\$6,135,933	\$6,320,011	\$6,509,611	\$6,704,900	\$6,906,047	\$7,113,228	\$7,326,625	\$7,546,424	\$7,772,816
Total Income (Net Revenue less Expenses)	\$25,584,722	\$26,036,844	\$26,496,221	\$26,962,946	\$27,437,109	\$27,918,802	\$28,408,117	\$28,905,147	\$29,409,984	\$29,922,720

Moscone Garage Financial Analysis

Table 3D: Scenario 3 - 250-Space Moscone Garage
Annual Revenues and Expenses - Market Rates (+ 10%)

MOSCONE GARAGE	1	2	3	4	5	6	7	8	9	10
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Revenue										
Daily (Transient) Revenue	\$3,444,769	\$3,583,650	\$3,721,390	\$0	\$0	\$0	\$2,441,413	\$2,490,241	\$2,540,046	\$2,590,847
Monthly Parking	\$871,834	\$889,270	\$907,056	\$0	\$0	\$0	\$336,242	\$342,967	\$349,826	\$356,823
Gov't Monthly Parking (tax exempt)	\$9,923	\$10,121	\$10,323	\$0	\$0	\$0	\$10,740	\$10,955	\$11,174	\$11,398
Non-parking revenue (tax exempt)	\$179,357	\$182,944	\$186,603	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Gross Revenue	\$4,505,882	\$4,665,986	\$4,825,372	\$0	\$0	\$0	\$2,788,395	\$2,844,163	\$2,901,046	\$2,959,067
Parking tax	(\$1,079,151)	(\$1,118,230)	(\$1,157,111)	\$0	\$0	\$0	(\$694,414)	(\$708,302)	(\$722,468)	(\$736,917)
Parking tax back to SFMTA	\$863,320	\$894,584	\$925,689	\$0	\$0	\$0	\$555,531	\$566,642	\$577,974	\$589,534
Total Net Revenue	\$4,290,052	\$4,442,340	\$4,593,949	\$0	\$0	\$0	\$2,649,512	\$2,702,502	\$2,756,552	\$2,811,684
Expenses										
Payroll	\$579,075	\$596,448	\$614,341	\$0	\$0	\$0	\$691,446	\$712,190	\$733,555	\$755,562
Utilities	\$87,883	\$90,519	\$93,235	\$0	\$0	\$0	\$35,937	\$37,015	\$38,126	\$39,270
Supplies & Service	\$198,386	\$204,338	\$210,468	\$0	\$0	\$0	\$81,125	\$83,558	\$86,065	\$88,647
Management Cost	\$26,497	\$27,292	\$28,110	\$0	\$0	\$0	\$10,835	\$11,160	\$11,495	\$11,840
Professional Services	\$207,877	\$214,113	\$220,536	\$0	\$0	\$0	\$85,005	\$87,556	\$90,182	\$92,888
Other Costs	\$13,972	\$14,391	\$14,823	\$0	\$0	\$0	\$5,713	\$5,885	\$6,061	\$6,243
Total Operating Expenses	\$1,113,690	\$1,147,100	\$1,181,513	\$0	\$0	\$0	\$910,062	\$937,364	\$965,484	\$994,449
Total Income										
(Net Revenue less Expenses)	\$3,176,362	\$3,295,239	\$3,412,436	\$0	\$0	\$0	\$1,739,450	\$1,765,139	\$1,791,068	\$1,817,235

FIFTH & MISSION GARAGE	1	2	3	4	5	6	7	8	9	10
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Revenue										
Daily (Transient) Revenue	\$19,798,068	\$20,397,971	\$21,009,232	\$23,483,808	\$23,950,200	\$24,429,204	\$24,917,783	\$25,416,139	\$25,924,462	\$26,442,951
Monthly Parking	\$3,232,794	\$3,297,449	\$3,363,398	\$3,430,666	\$3,499,280	\$3,569,265	\$3,640,651	\$3,713,464	\$3,787,733	\$3,863,488
Validation Parking	\$198,541	\$202,512	\$206,562	\$210,693	\$214,907	\$219,205	\$223,589	\$228,061	\$232,622	\$237,275
Non-parking revenue (tax exempt)	\$1,595,646	\$1,627,559	\$1,660,110	\$1,693,312	\$1,727,179	\$1,761,722	\$1,796,957	\$1,832,896	\$1,869,554	\$1,906,945
Total Gross Revenue	\$24,825,049	\$25,525,492	\$26,239,302	\$28,818,481	\$29,391,566	\$29,979,397	\$30,578,980	\$31,190,560	\$31,814,371	\$32,450,658
Parking tax	(\$5,807,351)	(\$5,974,483)	(\$6,144,798)	(\$6,781,292)	(\$6,916,097)	(\$7,054,419)	(\$7,195,506)	(\$7,339,416)	(\$7,486,204)	(\$7,635,928)
Parking tax back to SFMTA	\$4,645,881	\$4,779,586	\$4,915,838	\$5,425,034	\$5,532,877	\$5,643,535	\$5,756,405	\$5,871,533	\$5,988,963	\$6,108,743
Total Net Revenue	\$23,663,579	\$24,330,595	\$25,010,343	\$27,462,222	\$28,008,346	\$28,568,513	\$29,139,879	\$29,722,677	\$30,317,130	\$30,923,473
Expenses										
Payroll	\$1,964,427	\$2,023,360	\$2,084,061	\$2,146,583	\$2,210,980	\$2,277,310	\$2,345,629	\$2,415,998	\$2,488,478	\$2,563,132
Utilities	\$580,612	\$598,030	\$615,971	\$634,450	\$653,484	\$673,088	\$693,281	\$714,080	\$735,502	\$757,567
Supplies & Service	\$422,097	\$434,760	\$447,803	\$461,237	\$475,074	\$489,326	\$504,006	\$519,126	\$534,700	\$550,741
Management Cost	\$87,962	\$90,601	\$93,319	\$96,118	\$99,002	\$101,972	\$105,031	\$108,182	\$111,428	\$114,770
Professional Services	\$1,351,072	\$1,391,604	\$1,433,352	\$1,476,352	\$1,520,643	\$1,566,262	\$1,613,250	\$1,661,648	\$1,711,497	\$1,762,842
Other Costs	\$26,559	\$27,355	\$28,176	\$29,021	\$29,892	\$30,789	\$31,712	\$32,664	\$33,644	\$34,653
Total Operating Expenses	\$4,432,729	\$4,565,710	\$4,702,682	\$4,843,762	\$4,989,075	\$5,138,747	\$5,292,910	\$5,451,697	\$5,615,248	\$5,783,705
Total Income										
(Net Revenue less Expenses)	\$19,230,850	\$19,764,884	\$20,307,661	\$22,618,460	\$23,019,271	\$23,429,766	\$23,846,969	\$24,270,980	\$24,701,882	\$25,139,767

Moscone Garage Financial /
Table 3D: Scenario 3 - 250-Spac
Annual Revenues and Expenses

MOSCONE GARAGE	11	12	13	14	15	16	17	18	19	20
	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036
Revenue										
Daily (Transient) Revenue	\$2,642,663	\$2,695,517	\$2,749,427	\$2,804,416	\$2,860,504	\$2,917,714	\$2,976,068	\$3,035,590	\$3,096,301	\$3,158,227
Monthly Parking	\$363,959	\$371,238	\$378,663	\$386,236	\$393,961	\$401,840	\$409,877	\$418,074	\$426,436	\$434,965
Gov't Monthly Parking (tax exempt)	\$11,626	\$11,858	\$12,096	\$12,337	\$12,584	\$12,836	\$13,093	\$13,354	\$13,622	\$13,894
Non-parking revenue (tax exempt)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Gross Revenue	\$3,018,248	\$3,078,613	\$3,140,186	\$3,202,989	\$3,267,049	\$3,332,390	\$3,399,038	\$3,467,019	\$3,536,359	\$3,607,086
Parking tax	(\$751,656)	(\$766,689)	(\$782,023)	(\$797,663)	(\$813,616)	(\$829,889)	(\$846,486)	(\$863,416)	(\$880,684)	(\$898,298)
Parking tax back to SFMTA	\$601,324	\$613,351	\$625,618	\$638,130	\$650,893	\$663,911	\$677,189	\$690,733	\$704,547	\$718,638
Total Net Revenue	\$2,867,917	\$2,925,276	\$2,983,781	\$3,043,457	\$3,104,326	\$3,166,412	\$3,229,741	\$3,294,335	\$3,360,222	\$3,427,427
Expenses										
Payroll	\$778,229	\$801,576	\$825,623	\$850,392	\$875,903	\$902,180	\$929,246	\$957,123	\$985,837	\$1,015,412
Utilities	\$40,448	\$41,661	\$42,911	\$44,198	\$45,524	\$46,890	\$48,297	\$49,745	\$51,238	\$52,775
Supplies & Service	\$91,306	\$94,046	\$96,867	\$99,773	\$102,766	\$105,849	\$109,025	\$112,295	\$115,664	\$119,134
Management Cost	\$12,195	\$12,561	\$12,938	\$13,326	\$13,726	\$14,137	\$14,561	\$14,998	\$15,448	\$15,912
Professional Services	\$95,674	\$98,544	\$101,501	\$104,546	\$107,682	\$110,913	\$114,240	\$117,667	\$121,197	\$124,833
Other Costs	\$6,431	\$6,623	\$6,822	\$7,027	\$7,238	\$7,455	\$7,678	\$7,909	\$8,146	\$8,390
Total Operating Expenses	\$1,024,282	\$1,055,011	\$1,086,661	\$1,119,261	\$1,152,839	\$1,187,424	\$1,223,047	\$1,259,738	\$1,297,530	\$1,336,456
Total Income										
(Net Revenue less Expenses)	\$1,843,635	\$1,870,265	\$1,897,120	\$1,924,196	\$1,951,487	\$1,978,988	\$2,006,694	\$2,034,597	\$2,062,692	\$2,090,970
FIFTH & MISSION GARAGE										
	11	12	13	14	15	16	17	18	19	20
	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036
Revenue										
Daily (Transient) Revenue	\$26,971,810	\$27,511,246	\$28,061,471	\$28,622,701	\$29,195,155	\$29,779,058	\$30,374,639	\$30,982,132	\$31,601,774	\$32,233,810
Monthly Parking	\$3,940,757	\$4,019,572	\$4,099,964	\$4,181,963	\$4,265,602	\$4,350,914	\$4,437,933	\$4,526,691	\$4,617,225	\$4,709,570
Validation Parking	\$242,020	\$246,861	\$251,798	\$256,834	\$261,971	\$267,210	\$272,554	\$278,005	\$283,565	\$289,237
Non-parking revenue (tax exempt)	\$1,945,084	\$1,983,985	\$2,023,665	\$2,064,138	\$2,105,421	\$2,147,530	\$2,190,480	\$2,234,290	\$2,278,976	\$2,324,555
Total Gross Revenue	\$33,099,672	\$33,761,665	\$34,436,898	\$35,125,636	\$35,828,149	\$36,544,712	\$37,275,606	\$38,021,118	\$38,781,541	\$39,557,172
Parking tax	(\$7,788,647)	(\$7,944,420)	(\$8,103,308)	(\$8,265,374)	(\$8,430,682)	(\$8,599,296)	(\$8,771,281)	(\$8,946,707)	(\$9,125,641)	(\$9,308,154)
Parking tax back to SFMTA	\$6,230,918	\$6,355,536	\$6,482,647	\$6,612,300	\$6,744,546	\$6,879,436	\$7,017,025	\$7,157,366	\$7,300,513	\$7,446,523
Total Net Revenue	\$31,541,942	\$32,172,781	\$32,816,237	\$33,472,561	\$34,142,013	\$34,824,853	\$35,521,350	\$36,231,777	\$36,956,412	\$37,695,541
Expenses										
Payroll	\$2,640,026	\$2,719,227	\$2,800,804	\$2,884,828	\$2,971,373	\$3,060,514	\$3,152,329	\$3,246,899	\$3,344,306	\$3,444,635
Utilities	\$780,294	\$803,703	\$827,814	\$852,648	\$878,228	\$904,575	\$931,712	\$959,663	\$988,453	\$1,018,107
Supplies & Service	\$567,263	\$584,281	\$601,810	\$619,864	\$638,460	\$657,614	\$677,342	\$697,662	\$718,592	\$740,150
Management Cost	\$118,214	\$121,760	\$125,413	\$129,175	\$133,050	\$137,042	\$141,153	\$145,388	\$149,749	\$154,242
Professional Services	\$1,815,727	\$1,870,199	\$1,926,305	\$1,984,094	\$2,043,617	\$2,104,926	\$2,168,073	\$2,233,115	\$2,300,109	\$2,369,112
Other Costs	\$35,692	\$36,763	\$37,866	\$39,002	\$40,172	\$41,377	\$42,619	\$43,897	\$45,214	\$46,571
Total Operating Expenses	\$5,957,217	\$6,135,933	\$6,320,011	\$6,509,611	\$6,704,900	\$6,906,047	\$7,113,228	\$7,326,625	\$7,546,424	\$7,772,816
Total Income										
(Net Revenue less Expenses)	\$25,584,726	\$26,036,848	\$26,496,226	\$26,962,950	\$27,437,113	\$27,918,806	\$28,408,122	\$28,905,152	\$29,409,989	\$29,922,724

Moscone Garage Financial Analysis

Table 4B: Scenario 4 - No Moscone Garage

Annual Revenues and Expenses - Market Rates (+ 10%)

MOSCONE GARAGE	1	2	3	4	5	6	7	8	9	10
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Revenue										
Daily (Transient) Revenue	\$3,444,769	\$3,583,650	\$3,721,390	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Monthly Parking	\$871,834	\$889,270	\$907,056	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Gov't Monthly Parking (tax exempt)	\$9,923	\$10,121	\$10,323	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Non-parking revenue (tax exempt)	\$179,357	\$182,944	\$186,603	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Gross Revenue	\$4,505,882	\$4,665,986	\$4,825,372	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Parking tax	(\$1,079,151)	(\$1,118,230)	(\$1,157,111)	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Parking tax back to SFMTA	\$863,320	\$894,584	\$925,689	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Net Revenue	\$4,290,052	\$4,442,340	\$4,593,949	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Expenses										
Payroll	\$579,075	\$596,448	\$614,341	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Utilities	\$87,883	\$90,519	\$93,235	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Supplies & Service	\$198,386	\$204,338	\$210,468	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Management Cost	\$26,497	\$27,292	\$28,110	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Professional Services	\$207,877	\$214,113	\$220,536	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Costs	\$13,972	\$14,391	\$14,823	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Operating Expenses	\$1,113,690	\$1,147,100	\$1,181,513	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Income										
(Net Revenue less Expenses)	\$3,176,362	\$3,295,239	\$3,412,436	\$0	\$0	\$0	\$0	\$0	\$0	\$0

FIFTH & MISSION GARAGE	1	2	3	4	5	6	7	8	9	10
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Revenue										
Daily (Transient) Revenue	\$19,798,068	\$20,397,971	\$21,009,232	\$23,483,808	\$23,950,200	\$24,429,204	\$24,917,788	\$25,416,144	\$25,924,467	\$26,442,956
Monthly Parking	\$3,232,794	\$3,297,449	\$3,363,398	\$3,430,666	\$3,499,280	\$3,569,265	\$3,640,651	\$3,713,464	\$3,787,733	\$3,863,488
Validation Parking	\$198,541	\$202,512	\$206,562	\$210,693	\$214,907	\$219,205	\$223,589	\$228,061	\$232,622	\$237,275
Non-parking revenue (tax exempt)	\$1,595,646	\$1,627,559	\$1,660,110	\$1,693,312	\$1,727,179	\$1,761,722	\$1,796,957	\$1,832,896	\$1,869,554	\$1,906,945
Total Gross Revenue	\$24,825,049	\$25,525,492	\$26,239,302	\$28,818,481	\$29,391,566	\$29,979,397	\$30,578,985	\$31,190,565	\$31,814,376	\$32,450,664
Parking tax	(\$5,807,351)	(\$5,974,483)	(\$6,144,798)	(\$6,781,292)	(\$6,916,097)	(\$7,054,419)	(\$7,195,507)	(\$7,339,417)	(\$7,486,206)	(\$7,635,930)
Parking tax back to SFMTA	\$4,645,881	\$4,779,586	\$4,915,838	\$5,425,034	\$5,532,877	\$5,643,535	\$5,756,406	\$5,871,534	\$5,988,964	\$6,108,744
Total Net Revenue	\$23,663,579	\$24,330,595	\$25,010,343	\$27,462,222	\$28,008,346	\$28,568,513	\$29,139,884	\$29,722,681	\$30,317,135	\$30,923,478
Expenses										
Payroll	\$1,964,427	\$2,023,360	\$2,084,061	\$2,146,583	\$2,210,980	\$2,277,310	\$2,345,629	\$2,415,998	\$2,488,478	\$2,563,132
Utilities	\$580,612	\$598,030	\$615,971	\$634,450	\$653,484	\$673,088	\$693,281	\$714,080	\$735,502	\$757,567
Supplies & Service	\$422,097	\$434,760	\$447,803	\$461,237	\$475,074	\$489,326	\$504,006	\$519,126	\$534,700	\$550,741
Management Cost	\$87,962	\$90,601	\$93,319	\$96,118	\$99,002	\$101,972	\$105,031	\$108,182	\$111,428	\$114,770
Professional Services	\$1,351,072	\$1,391,604	\$1,433,352	\$1,476,352	\$1,520,643	\$1,566,262	\$1,613,250	\$1,661,648	\$1,711,497	\$1,762,842
Other Costs	\$26,559	\$27,355	\$28,176	\$29,021	\$29,892	\$30,789	\$31,712	\$32,664	\$33,644	\$34,653
Total Operating Expenses	\$4,432,729	\$4,565,710	\$4,702,682	\$4,843,762	\$4,989,075	\$5,138,747	\$5,292,910	\$5,451,697	\$5,615,248	\$5,783,705
Total Income										
(Net Revenue less Expenses)	\$19,230,850	\$19,764,884	\$20,307,661	\$22,618,460	\$23,019,271	\$23,429,766	\$23,846,974	\$24,270,984	\$24,701,887	\$25,139,772

Mosccone Garage Financial Analysis
Table 4B: Scenario 4 - No Moscone
Annual Revenues and Expenses - I

MOSCONE GARAGE	11 2027	12 2028	13 2029	14 2030	15 2031	16 2032	17 2033	18 2034	19 2035	20 2036
Revenue										
Daily (Transient) Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Monthly Parking	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Gov't Monthly Parking (tax exempt)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Non-parking revenue (tax exempt)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Gross Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Parking tax	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Parking tax back to SFMTA	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Net Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Expenses										
Payroll	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Utilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Supplies & Service	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Management Cost	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Professional Services	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Operating Expenses	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Income (Net Revenue less Expenses)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

FIFTH & MISSION GARAGE	11 2027	12 2028	13 2029	14 2030	15 2031	16 2032	17 2033	18 2034	19 2035	20 2036
Revenue										
Daily (Transient) Revenue	\$26,971,815	\$28,061,477	\$28,061,477	\$28,622,706	\$29,195,160	\$29,779,064	\$30,374,645	\$30,982,138	\$31,601,781	\$32,233,816
Monthly Parking	\$3,940,757	\$4,099,964	\$4,099,964	\$4,181,963	\$4,265,602	\$4,350,914	\$4,437,933	\$4,526,691	\$4,617,225	\$4,709,570
Validation Parking	\$242,020	\$251,798	\$251,798	\$256,834	\$261,971	\$267,210	\$272,554	\$278,005	\$283,565	\$289,237
Non-parking revenue (tax exempt)	\$1,945,084	\$2,023,665	\$2,023,665	\$2,064,138	\$2,105,421	\$2,147,530	\$2,190,480	\$2,234,290	\$2,278,976	\$2,324,555
Total Gross Revenue	\$33,099,677	\$34,436,904	\$34,436,904	\$35,125,642	\$35,828,155	\$36,544,718	\$37,275,612	\$38,021,124	\$38,781,547	\$39,557,178
Parking tax	(\$7,788,648)	(\$8,103,310)	(\$8,103,310)	(\$8,265,376)	(\$8,430,683)	(\$8,599,297)	(\$8,771,283)	(\$8,946,709)	(\$9,125,643)	(\$9,308,156)
Parking tax back to SFMTA	\$6,230,919	\$6,482,648	\$6,482,648	\$6,612,301	\$6,744,547	\$6,879,438	\$7,017,026	\$7,157,367	\$7,300,514	\$7,446,525
Total Net Revenue	\$31,541,947	\$32,816,242	\$32,816,242	\$33,472,567	\$34,142,018	\$34,824,858	\$35,521,356	\$36,231,783	\$36,956,418	\$37,695,547
Expenses										
Payroll	\$2,640,026	\$2,800,804	\$2,800,804	\$2,884,828	\$2,971,373	\$3,060,514	\$3,152,329	\$3,246,899	\$3,344,306	\$3,444,635
Utilities	\$780,294	\$827,814	\$827,814	\$852,648	\$878,228	\$904,575	\$931,712	\$959,663	\$988,453	\$1,018,107
Supplies & Service	\$567,263	\$601,810	\$601,810	\$619,864	\$638,460	\$657,614	\$677,342	\$697,662	\$718,592	\$740,150
Management Cost	\$118,214	\$125,413	\$125,413	\$129,175	\$133,050	\$137,042	\$141,153	\$145,388	\$149,749	\$154,242
Professional Services	\$1,815,727	\$1,926,305	\$1,926,305	\$1,984,094	\$2,043,617	\$2,104,926	\$2,168,073	\$2,233,115	\$2,300,109	\$2,369,112
Other Costs	\$35,692	\$37,866	\$37,866	\$39,002	\$40,172	\$41,377	\$42,619	\$43,897	\$45,214	\$46,571
Total Operating Expenses	\$5,957,217	\$6,320,011	\$6,320,011	\$6,509,611	\$6,704,900	\$6,906,047	\$7,113,228	\$7,326,625	\$7,546,424	\$7,772,816
Total Income (Net Revenue less Expenses)	\$25,584,731	\$26,496,231	\$26,496,231	\$26,962,955	\$27,437,118	\$27,918,812	\$28,408,127	\$28,905,158	\$29,409,995	\$29,922,730

Premium Rate (+ 20%) Scenarios

Moscone Garage Financial Analysis

Table 1D: Scenario 1 - No Change in Parking Supply
Annual Revenues and Expenses - Premium Rates (+20%)

MOSCONE GARAGE	1	2	3	4	5	6	7	8	9	10
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Revenue										
Daily (Transient) Revenue	\$3,757,930	\$3,909,437	\$4,059,698	\$4,219,986	\$4,376,178	\$4,781,361	\$4,876,988	\$4,974,528	\$5,074,018	\$5,175,499
Monthly Parking	\$951,091	\$970,113	\$989,515	\$1,009,306	\$1,029,492	\$1,050,082	\$1,071,083	\$1,092,505	\$1,114,355	\$1,136,642
Gov't Monthly Parking (tax exempt)	\$9,923	\$10,121	\$10,323	\$10,530	\$10,740	\$10,955	\$11,174	\$11,398	\$11,626	\$11,858
Non-parking revenue (tax exempt)	\$179,357	\$182,944	\$186,603	\$190,335	\$194,142	\$198,024	\$201,985	\$206,025	\$210,145	\$214,348
Total Gross Revenue	\$4,898,300	\$5,072,615	\$5,246,139	\$5,430,157	\$5,610,552	\$6,040,422	\$6,161,230	\$6,284,455	\$6,410,144	\$6,538,347
Parking tax	(\$1,177,255)	(\$1,219,887)	(\$1,262,303)	(\$1,307,323)	(\$1,351,418)	(\$1,457,861)	(\$1,487,018)	(\$1,516,758)	(\$1,547,093)	(\$1,578,035)
Parking tax back to SFMTA	\$941,804	\$975,910	\$1,009,843	\$1,045,858	\$1,081,134	\$1,166,288	\$1,189,614	\$1,213,407	\$1,237,675	\$1,262,428
Total Net Revenue	\$4,662,849	\$4,828,637	\$4,993,679	\$5,168,692	\$5,340,269	\$5,748,850	\$5,863,827	\$5,981,103	\$6,100,725	\$6,222,740
Expenses										
Payroll	\$579,075	\$596,448	\$614,341	\$632,771	\$651,754	\$671,307	\$691,446	\$712,190	\$733,555	\$755,562
Utilities	\$87,883	\$90,519	\$93,235	\$96,032	\$98,913	\$101,880	\$104,937	\$108,085	\$111,327	\$114,667
Supplies & Service	\$198,386	\$204,338	\$210,468	\$216,782	\$223,285	\$229,984	\$236,884	\$243,990	\$251,310	\$258,849
Management Cost	\$26,497	\$27,292	\$28,110	\$28,954	\$29,822	\$30,717	\$31,639	\$32,588	\$33,565	\$34,572
Professional Services	\$207,877	\$214,113	\$220,536	\$227,152	\$233,967	\$240,986	\$248,216	\$255,662	\$263,332	\$271,232
Other Costs	\$13,972	\$14,391	\$14,823	\$15,268	\$15,726	\$16,197	\$16,683	\$17,184	\$17,699	\$18,230
Total Operating Expenses	\$1,113,690	\$1,147,100	\$1,181,513	\$1,216,959	\$1,253,467	\$1,291,071	\$1,329,804	\$1,369,698	\$1,410,789	\$1,453,112
Total Income										
(Net Revenue less Expenses)	\$3,549,159	\$3,681,537	\$3,812,165	\$3,951,733	\$4,086,801	\$4,457,778	\$4,534,023	\$4,611,406	\$4,689,937	\$4,769,628
FIFTH & MISSION GARAGE										
	1	2	3	4	5	6	7	8	9	10
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Revenue										
Daily (Transient) Revenue	\$21,597,893	\$22,252,332	\$22,919,162	\$23,598,512	\$24,263,018	\$26,301,737	\$27,183,034	\$27,726,695	\$28,281,229	\$28,846,853
Monthly Parking	\$3,526,684	\$3,597,218	\$3,669,162	\$3,742,545	\$3,817,396	\$3,893,744	\$3,971,619	\$4,051,051	\$4,132,072	\$4,214,714
Validation Parking	\$198,541	\$202,512	\$206,562	\$210,693	\$214,907	\$219,205	\$223,589	\$228,061	\$232,622	\$237,275
Non-parking revenue (tax exempt)	\$1,595,646	\$1,627,559	\$1,660,110	\$1,693,312	\$1,727,179	\$1,761,722	\$1,796,957	\$1,832,896	\$1,869,554	\$1,906,945
Total Gross Revenue	\$26,918,764	\$27,679,621	\$28,454,996	\$29,245,063	\$30,022,500	\$32,176,409	\$33,175,199	\$33,838,703	\$34,515,477	\$35,205,787
Parking tax	(\$6,330,779)	(\$6,513,015)	(\$6,698,721)	(\$6,887,938)	(\$7,073,830)	(\$7,603,672)	(\$7,844,561)	(\$8,001,452)	(\$8,161,481)	(\$8,324,710)
Parking tax back to SFMTA	\$5,064,624	\$5,210,412	\$5,358,977	\$5,510,350	\$5,659,064	\$6,082,937	\$6,275,648	\$6,401,161	\$6,529,185	\$6,659,768
Total Net Revenue	\$25,652,608	\$26,377,018	\$27,115,252	\$27,867,475	\$28,607,734	\$30,655,674	\$31,606,287	\$32,238,413	\$32,883,181	\$33,540,844
Expenses										
Payroll	\$1,964,427	\$2,023,360	\$2,084,061	\$2,146,583	\$2,210,980	\$2,277,310	\$2,345,629	\$2,415,998	\$2,488,478	\$2,563,132
Utilities	\$580,612	\$598,030	\$615,971	\$634,450	\$653,484	\$673,088	\$693,281	\$714,080	\$735,502	\$757,567
Supplies & Service	\$422,097	\$434,760	\$447,803	\$461,237	\$475,074	\$489,326	\$504,006	\$519,126	\$534,700	\$550,741
Management Cost	\$87,962	\$90,601	\$93,319	\$96,118	\$99,002	\$101,972	\$105,031	\$108,182	\$111,428	\$114,770
Professional Services	\$1,351,072	\$1,391,604	\$1,433,352	\$1,476,352	\$1,520,643	\$1,566,262	\$1,613,250	\$1,661,648	\$1,711,497	\$1,762,842
Other Costs	\$26,559	\$27,355	\$28,176	\$29,021	\$29,892	\$30,789	\$31,712	\$32,664	\$33,644	\$34,653
Total Operating Expenses	\$4,432,729	\$4,565,710	\$4,702,682	\$4,843,762	\$4,989,075	\$5,138,747	\$5,292,910	\$5,451,697	\$5,615,248	\$5,783,705
Total Income										
(Net Revenue less Expenses)	\$21,219,879	\$21,811,307	\$22,412,570	\$23,023,713	\$23,618,659	\$25,516,927	\$26,313,377	\$26,786,716	\$27,267,933	\$27,757,139

Moscone Garage Financial /
Table 1D: Scenario 1 - No Chang
Annual Revenues and Expenses

MOSCONE GARAGE	11	12	13	14	15	16	17	18	19	20
	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036
Revenue										
Daily (Transient) Revenue	\$5,279,009	\$5,384,589	\$5,492,281	\$5,602,126	\$5,714,169	\$5,828,452	\$5,945,021	\$6,063,922	\$6,185,200	\$6,308,904
Monthly Parking	\$1,159,375	\$1,182,562	\$1,206,214	\$1,230,338	\$1,254,945	\$1,280,044	\$1,305,644	\$1,331,757	\$1,358,392	\$1,385,560
Gov't Monthly Parking (tax exempt)	\$12,096	\$12,337	\$12,584	\$12,836	\$13,093	\$13,354	\$13,622	\$13,894	\$14,172	\$14,455
Non-parking revenue (tax exempt)	\$218,635	\$223,008	\$227,468	\$232,017	\$236,657	\$241,391	\$246,218	\$251,143	\$256,166	\$261,289
Total Gross Revenue	\$6,669,114	\$6,802,496	\$6,938,546	\$7,077,317	\$7,218,863	\$7,363,241	\$7,510,505	\$7,660,716	\$7,813,930	\$7,970,208
Parking tax	(\$1,609,596)	(\$1,641,788)	(\$1,674,624)	(\$1,708,116)	(\$1,742,278)	(\$1,777,124)	(\$1,812,666)	(\$1,848,920)	(\$1,885,898)	(\$1,923,616)
Parking tax back to SFMTA	\$1,287,677	\$1,313,430	\$1,339,699	\$1,366,493	\$1,393,823	\$1,421,699	\$1,450,133	\$1,479,136	\$1,508,718	\$1,538,893
Total Net Revenue	\$6,347,195	\$6,474,139	\$6,603,621	\$6,735,694	\$6,870,408	\$7,007,816	\$7,147,972	\$7,290,932	\$7,436,750	\$7,585,485
Expenses										
Payroll	\$778,229	\$801,576	\$825,623	\$850,392	\$875,903	\$902,180	\$929,246	\$957,123	\$985,837	\$1,015,412
Utilities	\$118,107	\$121,650	\$125,300	\$129,059	\$132,930	\$136,918	\$141,026	\$145,257	\$149,614	\$154,103
Supplies & Service	\$266,615	\$274,613	\$282,851	\$291,337	\$300,077	\$309,079	\$318,352	\$327,902	\$337,739	\$347,871
Management Cost	\$35,609	\$36,678	\$37,778	\$38,911	\$40,079	\$41,281	\$42,520	\$43,795	\$45,109	\$46,462
Professional Services	\$279,369	\$287,750	\$296,382	\$305,274	\$314,432	\$323,865	\$333,581	\$343,588	\$353,896	\$364,513
Other Costs	\$18,777	\$19,340	\$19,921	\$20,518	\$21,134	\$21,768	\$22,421	\$23,094	\$23,786	\$24,500
Total Operating Expenses	\$1,496,706	\$1,541,607	\$1,587,855	\$1,635,491	\$1,684,555	\$1,735,092	\$1,787,145	\$1,840,759	\$1,895,982	\$1,952,861
Total Income										
(Net Revenue less Expenses)	\$4,850,489	\$4,932,532	\$5,015,766	\$5,100,203	\$5,185,852	\$5,272,724	\$5,360,827	\$5,450,172	\$5,540,768	\$5,632,624
FIFTH & MISSION GARAGE										
	11	12	13	14	15	16	17	18	19	20
	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036
Revenue										
Daily (Transient) Revenue	\$29,423,790	\$30,012,266	\$30,612,511	\$31,224,762	\$31,849,257	\$32,486,242	\$33,135,967	\$33,798,686	\$34,474,660	\$35,164,153
Monthly Parking	\$4,299,008	\$4,384,988	\$4,472,688	\$4,562,142	\$4,653,384	\$4,746,452	\$4,841,381	\$4,938,209	\$5,036,973	\$5,137,712
Validation Parking	\$242,020	\$246,861	\$251,798	\$256,834	\$261,971	\$267,210	\$272,554	\$278,005	\$283,565	\$289,237
Non-parking revenue (tax exempt)	\$1,945,084	\$1,983,985	\$2,023,665	\$2,064,138	\$2,105,421	\$2,147,530	\$2,190,480	\$2,234,290	\$2,278,976	\$2,324,555
Total Gross Revenue	\$35,909,902	\$36,628,100	\$37,360,662	\$38,107,876	\$38,870,033	\$39,647,434	\$40,440,382	\$41,249,190	\$42,074,174	\$42,915,657
Parking tax	(\$8,491,205)	(\$8,661,029)	(\$8,834,249)	(\$9,010,934)	(\$9,191,153)	(\$9,374,976)	(\$9,562,476)	(\$9,753,725)	(\$9,948,800)	(\$10,147,776)
Parking tax back to SFMTA	\$6,792,964	\$6,928,823	\$7,067,399	\$7,208,747	\$7,352,922	\$7,499,981	\$7,649,980	\$7,802,980	\$7,959,040	\$8,118,220
Total Net Revenue	\$34,211,661	\$34,895,895	\$35,593,812	\$36,305,689	\$37,031,803	\$37,772,439	\$38,527,887	\$39,298,445	\$40,084,414	\$40,886,102
Expenses										
Payroll	\$2,640,026	\$2,719,227	\$2,800,804	\$2,884,828	\$2,971,373	\$3,060,514	\$3,152,329	\$3,246,899	\$3,344,306	\$3,444,635
Utilities	\$780,294	\$803,703	\$827,814	\$852,648	\$878,228	\$904,575	\$931,712	\$959,663	\$988,453	\$1,018,107
Supplies & Service	\$567,263	\$584,281	\$601,810	\$619,864	\$638,460	\$657,614	\$677,342	\$697,662	\$718,592	\$740,150
Management Cost	\$118,214	\$121,760	\$125,413	\$129,175	\$133,050	\$137,042	\$141,153	\$145,388	\$149,749	\$154,242
Professional Services	\$1,815,727	\$1,870,199	\$1,926,305	\$1,984,094	\$2,043,617	\$2,104,926	\$2,168,073	\$2,233,115	\$2,300,109	\$2,369,112
Other Costs	\$35,692	\$36,763	\$37,866	\$39,002	\$40,172	\$41,377	\$42,619	\$43,897	\$45,214	\$46,571
Total Operating Expenses	\$5,957,217	\$6,135,933	\$6,320,011	\$6,509,611	\$6,704,900	\$6,906,047	\$7,113,228	\$7,326,625	\$7,546,424	\$7,772,816
Total Income										
(Net Revenue less Expenses)	\$28,254,445	\$28,759,962	\$29,273,801	\$29,796,077	\$30,326,903	\$30,866,392	\$31,414,659	\$31,971,820	\$32,537,990	\$33,113,286

Moscone Garage Financial Analysis

Table 2D :Scenario 2 - 500-Space Moscone Garage
Annual Revenues and Expenses - Premium Rates (+20%)

MOSCONE GARAGE	1	2	3	4	5	6	7	8	9	10
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Revenue										
Daily (Transient) Revenue	\$3,757,930	\$3,909,437	\$4,059,698	\$0	\$0	\$0	\$3,763,787	\$3,839,062	\$3,915,844	\$3,994,161
Monthly Parking	\$951,091	\$970,113	\$989,515	\$0	\$0	\$0	\$733,619	\$748,291	\$763,257	\$778,522
Gov't Monthly Parking (tax exempt)	\$9,923	\$10,121	\$10,323	\$0	\$0	\$0	\$10,740	\$10,955	\$11,174	\$11,398
Non-parking revenue (tax exempt)	\$179,357	\$182,944	\$186,603	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Gross Revenue	\$4,898,300	\$5,072,615	\$5,246,139	\$0	\$0	\$0	\$4,508,146	\$4,598,309	\$4,690,275	\$4,784,080
Parking tax	(\$1,177,255)	(\$1,219,887)	(\$1,262,303)	\$0	\$0	\$0	(\$1,124,351)	(\$1,146,838)	(\$1,169,775)	(\$1,193,171)
Parking tax back to SFMTA	\$941,804	\$975,910	\$1,009,843	\$0	\$0	\$0	\$899,481	\$917,471	\$935,820	\$954,536
Total Net Revenue	\$4,662,849	\$4,828,637	\$4,993,679	\$0	\$0	\$0	\$4,283,275	\$4,368,941	\$4,456,320	\$4,545,446
Expenses										
Payroll	\$579,075	\$596,448	\$614,341	\$0	\$0	\$0	\$691,446	\$712,190	\$733,555	\$755,562
Utilities	\$87,883	\$90,519	\$93,235	\$0	\$0	\$0	\$71,874	\$74,031	\$76,251	\$78,539
Supplies & Service	\$198,386	\$204,338	\$210,468	\$0	\$0	\$0	\$162,249	\$167,116	\$172,130	\$177,294
Management Cost	\$26,497	\$27,292	\$28,110	\$0	\$0	\$0	\$21,670	\$22,320	\$22,990	\$23,680
Professional Services	\$207,877	\$214,113	\$220,536	\$0	\$0	\$0	\$170,011	\$175,111	\$180,364	\$185,775
Other Costs	\$13,972	\$14,391	\$14,823	\$0	\$0	\$0	\$11,427	\$11,770	\$12,123	\$12,486
Total Operating Expenses	\$1,113,690	\$1,147,100	\$1,181,513	\$0	\$0	\$0	\$1,128,677	\$1,162,538	\$1,197,414	\$1,233,336
Total Income										
(Net Revenue less Expenses)	\$3,549,159	\$3,681,537	\$3,812,165	\$0	\$0	\$0	\$3,154,598	\$3,206,403	\$3,258,906	\$3,312,110

FIFTH & MISSION GARAGE	1	2	3	4	5	6	7	8	9	10
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Revenue										
Daily (Transient) Revenue	\$21,597,893	\$22,252,332	\$22,919,162	\$25,618,700	\$26,127,491	\$26,650,041	\$27,183,032	\$27,726,693	\$28,281,227	\$28,846,851
Monthly Parking	\$3,526,684	\$3,597,218	\$3,669,162	\$3,742,545	\$3,817,396	\$3,893,744	\$3,971,619	\$4,051,051	\$4,132,072	\$4,214,714
Validation Parking	\$198,541	\$202,512	\$206,562	\$210,693	\$214,907	\$219,205	\$223,589	\$228,061	\$232,622	\$237,275
Non-parking revenue (tax exempt)	\$1,595,646	\$1,627,559	\$1,660,110	\$1,693,312	\$1,727,179	\$1,761,722	\$1,796,957	\$1,832,896	\$1,869,554	\$1,906,945
Total Gross Revenue	\$26,918,764	\$27,679,621	\$28,454,996	\$31,265,251	\$31,886,973	\$32,524,712	\$33,175,197	\$33,838,701	\$34,515,475	\$35,205,785
Parking tax	(\$6,330,779)	(\$6,513,015)	(\$6,698,721)	(\$7,392,985)	(\$7,539,949)	(\$7,690,748)	(\$7,844,560)	(\$8,001,451)	(\$8,161,480)	(\$8,324,710)
Parking tax back to SFMTA	\$5,064,624	\$5,210,412	\$5,358,977	\$5,914,388	\$6,031,959	\$6,152,598	\$6,275,648	\$6,401,161	\$6,529,184	\$6,659,768
Total Net Revenue	\$25,652,608	\$26,377,018	\$27,115,252	\$29,786,654	\$30,378,983	\$30,986,563	\$31,606,285	\$32,238,411	\$32,883,179	\$33,540,843
Expenses										
Payroll	\$1,964,427	\$2,023,360	\$2,084,061	\$2,146,583	\$2,210,980	\$2,277,310	\$2,345,629	\$2,415,998	\$2,488,478	\$2,563,132
Utilities	\$580,612	\$598,030	\$615,971	\$634,450	\$653,484	\$673,088	\$693,281	\$714,080	\$735,502	\$757,567
Supplies & Service	\$422,097	\$434,760	\$447,803	\$461,237	\$475,074	\$489,326	\$504,006	\$519,126	\$534,700	\$550,741
Management Cost	\$87,962	\$90,601	\$93,319	\$96,118	\$99,002	\$101,972	\$105,031	\$108,182	\$111,428	\$114,770
Professional Services	\$1,351,072	\$1,391,604	\$1,433,352	\$1,476,352	\$1,520,643	\$1,566,262	\$1,613,250	\$1,661,648	\$1,711,497	\$1,762,842
Other Costs	\$26,559	\$27,355	\$28,176	\$29,021	\$29,892	\$30,789	\$31,712	\$32,664	\$33,644	\$34,653
Total Operating Expenses	\$4,432,729	\$4,565,710	\$4,702,682	\$4,843,762	\$4,989,075	\$5,138,747	\$5,292,910	\$5,451,697	\$5,615,248	\$5,783,705
Total Income										
(Net Revenue less Expenses)	\$21,219,879	\$21,811,307	\$22,412,570	\$24,942,892	\$25,389,908	\$25,847,816	\$26,313,375	\$26,786,714	\$27,267,931	\$27,757,137

Moscone Garage Financial /
Table 2D :Scenario 2 - 500-Spac
Annual Revenues and Expenses

MOSCONE GARAGE	11 2027	12 2028	13 2029	14 2030	15 2031	16 2032	17 2033	18 2034	19 2035	20 2036
Revenue										
Daily (Transient) Revenue	\$4,074,044	\$4,155,525	\$4,238,635	\$4,323,408	\$4,409,876	\$4,498,073	\$4,588,035	\$4,679,796	\$4,773,392	\$4,868,859
Monthly Parking	\$794,092	\$809,974	\$826,174	\$842,697	\$859,551	\$876,742	\$894,277	\$912,163	\$930,406	\$949,014
Gov't Monthly Parking (tax exempt)	\$11,626	\$11,858	\$12,096	\$12,337	\$12,584	\$12,836	\$13,093	\$13,354	\$13,622	\$13,894
Non-parking revenue (tax exempt)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Gross Revenue	\$4,879,762	\$4,977,357	\$5,076,904	\$5,178,442	\$5,282,011	\$5,387,651	\$5,495,405	\$5,605,313	\$5,717,419	\$5,831,767
Parking tax	(\$1,217,034)	(\$1,241,375)	(\$1,266,202)	(\$1,291,526)	(\$1,317,357)	(\$1,343,704)	(\$1,370,578)	(\$1,397,990)	(\$1,425,949)	(\$1,454,468)
Parking tax back to SFMTA	\$973,627	\$993,100	\$1,012,962	\$1,033,221	\$1,053,885	\$1,074,963	\$1,096,462	\$1,118,392	\$1,140,759	\$1,163,575
Total Net Revenue	\$4,636,355	\$4,729,082	\$4,823,664	\$4,920,137	\$5,018,540	\$5,118,911	\$5,221,289	\$5,325,715	\$5,432,229	\$5,540,874
Expenses										
Payroll	\$778,229	\$801,576	\$825,623	\$850,392	\$875,903	\$902,180	\$929,246	\$957,123	\$985,837	\$1,015,412
Utilities	\$80,895	\$83,322	\$85,822	\$88,396	\$91,048	\$93,780	\$96,593	\$99,491	\$102,476	\$105,550
Supplies & Service	\$182,613	\$188,091	\$193,734	\$199,546	\$205,532	\$211,698	\$218,049	\$224,591	\$231,328	\$238,268
Management Cost	\$24,390	\$25,122	\$25,875	\$26,652	\$27,451	\$28,275	\$29,123	\$29,997	\$30,897	\$31,823
Professional Services	\$191,349	\$197,089	\$203,002	\$209,092	\$215,364	\$221,825	\$228,480	\$235,335	\$242,395	\$249,666
Other Costs	\$12,861	\$13,247	\$13,644	\$14,054	\$14,475	\$14,909	\$15,357	\$15,817	\$16,292	\$16,781
Total Operating Expenses	\$1,270,336	\$1,308,446	\$1,347,700	\$1,388,131	\$1,429,775	\$1,472,668	\$1,516,848	\$1,562,353	\$1,609,224	\$1,657,501
Total Income										
(Net Revenue less Expenses)	\$3,366,019	\$3,420,636	\$3,475,964	\$3,532,006	\$3,588,765	\$3,646,243	\$3,704,441	\$3,763,361	\$3,823,005	\$3,883,373
FIFTH & MISSION GARAGE										
Revenue										
Daily (Transient) Revenue	\$29,423,788	\$30,012,264	\$30,612,509	\$31,224,760	\$31,849,255	\$32,486,240	\$33,135,965	\$33,798,684	\$34,474,658	\$35,164,151
Monthly Parking	\$4,299,008	\$4,384,988	\$4,472,688	\$4,562,142	\$4,653,384	\$4,746,452	\$4,841,381	\$4,938,209	\$5,036,973	\$5,137,712
Validation Parking	\$242,020	\$246,861	\$251,798	\$256,834	\$261,971	\$267,210	\$272,554	\$278,005	\$283,565	\$289,237
Non-parking revenue (tax exempt)	\$1,945,084	\$1,983,985	\$2,023,665	\$2,064,138	\$2,105,421	\$2,147,530	\$2,190,480	\$2,234,290	\$2,278,976	\$2,324,555
Total Gross Revenue	\$35,909,900	\$36,628,098	\$37,360,660	\$38,107,874	\$38,870,031	\$39,647,432	\$40,440,380	\$41,249,188	\$42,074,172	\$42,915,655
Parking tax	(\$8,491,204)	(\$8,661,028)	(\$8,834,249)	(\$9,010,934)	(\$9,191,152)	(\$9,374,976)	(\$9,562,475)	(\$9,753,725)	(\$9,948,799)	(\$10,147,775)
Parking tax back to SFMTA	\$6,792,963	\$6,928,823	\$7,067,399	\$7,208,747	\$7,352,922	\$7,499,980	\$7,649,980	\$7,802,980	\$7,959,039	\$8,118,220
Total Net Revenue	\$34,211,660	\$34,895,893	\$35,593,811	\$36,305,687	\$37,031,801	\$37,772,437	\$38,527,885	\$39,298,443	\$40,084,412	\$40,886,100
Expenses										
Payroll	\$2,640,026	\$2,719,227	\$2,800,804	\$2,884,828	\$2,971,373	\$3,060,514	\$3,152,329	\$3,246,899	\$3,344,306	\$3,444,635
Utilities	\$780,294	\$803,703	\$827,814	\$852,648	\$878,228	\$904,575	\$931,712	\$959,663	\$988,453	\$1,018,107
Supplies & Service	\$567,263	\$584,281	\$601,810	\$619,864	\$638,460	\$657,614	\$677,342	\$697,662	\$718,592	\$740,150
Management Cost	\$118,214	\$121,760	\$125,413	\$129,175	\$133,050	\$137,042	\$141,153	\$145,388	\$149,749	\$154,242
Professional Services	\$1,815,727	\$1,870,199	\$1,926,305	\$1,984,094	\$2,043,617	\$2,104,926	\$2,168,073	\$2,233,115	\$2,300,109	\$2,369,112
Other Costs	\$35,692	\$36,763	\$37,866	\$39,002	\$40,172	\$41,377	\$42,619	\$43,897	\$45,214	\$46,571
Total Operating Expenses	\$5,957,217	\$6,135,933	\$6,320,011	\$6,509,611	\$6,704,900	\$6,906,047	\$7,113,228	\$7,326,625	\$7,546,424	\$7,772,816
Total Income										
(Net Revenue less Expenses)	\$28,254,443	\$28,759,960	\$29,273,800	\$29,796,075	\$30,326,901	\$30,866,390	\$31,414,657	\$31,971,818	\$32,537,988	\$33,113,284

Moscone Garage Financial Analysis

Table 3D: Scenario 3 - 250-Space Moscone Garage
Annual Revenues and Expenses - Premium Rates (+20%)

MOSCONE GARAGE	1	2	3	4	5	6	7	8	9	10
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Revenue										
Daily (Transient) Revenue	\$3,757,930	\$3,909,437	\$4,059,698	\$0	\$0	\$0	\$2,663,359	\$2,716,626	\$2,770,959	\$2,826,378
Monthly Parking	\$951,091	\$970,113	\$989,515	\$0	\$0	\$0	\$366,809	\$374,145	\$381,628	\$389,261
Gov't Monthly Parking (tax exempt)	\$9,923	\$10,121	\$10,323	\$0	\$0	\$0	\$10,740	\$10,955	\$11,174	\$11,398
Non-parking revenue (tax exempt)	\$179,357	\$182,944	\$186,603	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Gross Revenue	\$4,898,300	\$5,072,615	\$5,246,139	\$0	\$0	\$0	\$3,040,909	\$3,101,727	\$3,163,762	\$3,227,037
Parking tax	(\$1,177,255)	(\$1,219,887)	(\$1,262,303)	\$0	\$0	\$0	(\$757,542)	(\$772,693)	(\$788,147)	(\$803,910)
Parking tax back to SFMTA	\$941,804	\$975,910	\$1,009,843	\$0	\$0	\$0	\$606,034	\$618,154	\$630,517	\$643,128
Total Net Revenue	\$4,662,849	\$4,828,637	\$4,993,679	\$0	\$0	\$0	\$2,889,401	\$2,947,189	\$3,006,132	\$3,066,255
Expenses										
Payroll	\$579,075	\$596,448	\$614,341	\$0	\$0	\$0	\$691,446	\$712,190	\$733,555	\$755,562
Utilities	\$87,883	\$90,519	\$93,235	\$0	\$0	\$0	\$35,937	\$37,015	\$38,126	\$39,270
Supplies & Service	\$198,386	\$204,338	\$210,468	\$0	\$0	\$0	\$81,125	\$83,558	\$86,065	\$88,647
Management Cost	\$26,497	\$27,292	\$28,110	\$0	\$0	\$0	\$10,835	\$11,160	\$11,495	\$11,840
Professional Services	\$207,877	\$214,113	\$220,536	\$0	\$0	\$0	\$85,005	\$87,556	\$90,182	\$92,888
Other Costs	\$13,972	\$14,391	\$14,823	\$0	\$0	\$0	\$5,713	\$5,885	\$6,061	\$6,243
Total Operating Expenses	\$1,113,690	\$1,147,100	\$1,181,513	\$0	\$0	\$0	\$910,062	\$937,364	\$965,484	\$994,449
Total Income										
(Net Revenue less Expenses)	\$3,549,159	\$3,681,537	\$3,812,165	\$0	\$0	\$0	\$1,979,339	\$2,009,825	\$2,040,648	\$2,071,806
FIFTH & MISSION GARAGE										
	1	2	3	4	5	6	7	8	9	10
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Revenue										
Daily (Transient) Revenue	\$21,597,893	\$22,252,332	\$22,919,162	\$25,618,700	\$26,127,491	\$26,650,041	\$27,183,037	\$27,726,697	\$28,281,231	\$28,846,856
Monthly Parking	\$3,526,684	\$3,597,218	\$3,669,162	\$3,742,545	\$3,817,396	\$3,893,744	\$3,971,619	\$4,051,051	\$4,132,072	\$4,214,714
Validation Parking	\$198,541	\$202,512	\$206,562	\$210,693	\$214,907	\$219,205	\$223,589	\$228,061	\$232,622	\$237,275
Non-parking revenue (tax exempt)	\$1,595,646	\$1,627,559	\$1,660,110	\$1,693,312	\$1,727,179	\$1,761,722	\$1,796,957	\$1,832,896	\$1,869,554	\$1,906,945
Total Gross Revenue	\$26,918,764	\$27,679,621	\$28,454,996	\$31,265,251	\$31,886,973	\$32,524,712	\$33,175,201	\$33,838,706	\$34,515,480	\$35,205,789
Parking tax	(\$6,330,779)	(\$6,513,015)	(\$6,698,721)	(\$7,392,985)	(\$7,539,949)	(\$7,690,748)	(\$7,844,561)	(\$8,001,452)	(\$8,161,481)	(\$8,324,711)
Parking tax back to SFMTA	\$5,064,624	\$5,210,412	\$5,358,977	\$5,914,388	\$6,031,959	\$6,152,598	\$6,275,649	\$6,401,162	\$6,529,185	\$6,659,769
Total Net Revenue	\$25,652,608	\$26,377,018	\$27,115,252	\$29,786,654	\$30,378,983	\$30,986,563	\$31,606,289	\$32,238,415	\$32,883,183	\$33,540,847
Expenses										
Payroll	\$1,964,427	\$2,023,360	\$2,084,061	\$2,146,583	\$2,210,980	\$2,277,310	\$2,345,629	\$2,415,998	\$2,488,478	\$2,563,132
Utilities	\$580,612	\$598,030	\$615,971	\$634,450	\$653,484	\$673,088	\$693,281	\$714,080	\$735,502	\$757,567
Supplies & Service	\$422,097	\$434,760	\$447,803	\$461,237	\$475,074	\$489,326	\$504,006	\$519,126	\$534,700	\$550,741
Management Cost	\$87,962	\$90,601	\$93,319	\$96,118	\$99,002	\$101,972	\$105,031	\$108,182	\$111,428	\$114,770
Professional Services	\$1,351,072	\$1,391,604	\$1,433,352	\$1,476,352	\$1,520,643	\$1,566,262	\$1,613,250	\$1,661,648	\$1,711,497	\$1,762,842
Other Costs	\$26,559	\$27,355	\$28,176	\$29,021	\$29,892	\$30,789	\$31,712	\$32,664	\$33,644	\$34,653
Total Operating Expenses	\$4,432,729	\$4,565,710	\$4,702,682	\$4,843,762	\$4,989,075	\$5,138,747	\$5,292,910	\$5,451,697	\$5,615,248	\$5,783,705
Total Income										
(Net Revenue less Expenses)	\$21,219,879	\$21,811,307	\$22,412,570	\$24,942,892	\$25,389,908	\$25,847,816	\$26,313,379	\$26,786,718	\$27,267,935	\$27,757,142

Moscone Garage Financial /
Table 3D: Scenario 3 - 250-Spac
Annual Revenues and Expenses

MOSCONE GARAGE	11	12	13	14	15	16	17	18	19	20
	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036
Revenue										
Daily (Transient) Revenue	\$2,882,906	\$2,940,564	\$2,999,375	\$3,059,362	\$3,120,550	\$3,182,961	\$3,246,620	\$3,311,552	\$3,377,783	\$3,445,339
Monthly Parking	\$397,046	\$404,987	\$413,087	\$421,349	\$429,776	\$438,371	\$447,138	\$456,081	\$465,203	\$474,507
Gov't Monthly Parking (tax exempt)	\$11,626	\$11,858	\$12,096	\$12,337	\$12,584	\$12,836	\$13,093	\$13,354	\$13,622	\$13,894
Non-parking revenue (tax exempt)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Gross Revenue	\$3,291,578	\$3,357,409	\$3,424,557	\$3,493,049	\$3,562,910	\$3,634,168	\$3,706,851	\$3,780,988	\$3,856,608	\$3,933,740
Parking tax	(\$819,988)	(\$836,388)	(\$853,115)	(\$870,178)	(\$887,581)	(\$905,333)	(\$923,440)	(\$941,908)	(\$960,747)	(\$979,962)
Parking tax back to SFMTA	\$655,990	\$669,110	\$682,492	\$696,142	\$710,065	\$724,266	\$738,752	\$753,527	\$768,597	\$783,969
Total Net Revenue	\$3,127,580	\$3,190,132	\$3,253,934	\$3,319,013	\$3,385,393	\$3,453,101	\$3,522,163	\$3,592,606	\$3,664,459	\$3,737,748
Expenses										
Payroll	\$778,229	\$801,576	\$825,623	\$850,392	\$875,903	\$902,180	\$929,246	\$957,123	\$985,837	\$1,015,412
Utilities	\$40,448	\$41,661	\$42,911	\$44,198	\$45,524	\$46,890	\$48,297	\$49,745	\$51,238	\$52,775
Supplies & Service	\$91,306	\$94,046	\$96,867	\$99,773	\$102,766	\$105,849	\$109,025	\$112,295	\$115,664	\$119,134
Management Cost	\$12,195	\$12,561	\$12,938	\$13,326	\$13,726	\$14,137	\$14,561	\$14,998	\$15,448	\$15,912
Professional Services	\$95,674	\$98,544	\$101,501	\$104,546	\$107,682	\$110,913	\$114,240	\$117,667	\$121,197	\$124,833
Other Costs	\$6,431	\$6,623	\$6,822	\$7,027	\$7,238	\$7,455	\$7,678	\$7,909	\$8,146	\$8,390
Total Operating Expenses	\$1,024,282	\$1,055,011	\$1,086,661	\$1,119,261	\$1,152,839	\$1,187,424	\$1,223,047	\$1,259,738	\$1,297,530	\$1,336,456
Total Income										
(Net Revenue less Expenses)	\$2,103,298	\$2,135,121	\$2,167,273	\$2,199,752	\$2,232,554	\$2,265,677	\$2,299,116	\$2,332,868	\$2,366,928	\$2,401,291
FIFTH & MISSION GARAGE										
	11	12	13	14	15	16	17	18	19	20
	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036
Revenue										
Daily (Transient) Revenue	\$29,423,793	\$30,012,269	\$30,612,514	\$31,224,764	\$31,849,260	\$32,486,245	\$33,135,970	\$33,798,689	\$34,474,663	\$35,164,156
Monthly Parking	\$4,299,008	\$4,384,988	\$4,472,688	\$4,562,142	\$4,653,384	\$4,746,452	\$4,841,381	\$4,938,209	\$5,036,973	\$5,137,712
Validation Parking	\$242,020	\$246,861	\$251,798	\$256,834	\$261,971	\$267,210	\$272,554	\$278,005	\$283,565	\$289,237
Non-parking revenue (tax exempt)	\$1,945,084	\$1,983,985	\$2,023,665	\$2,064,138	\$2,105,421	\$2,147,530	\$2,190,480	\$2,234,290	\$2,278,976	\$2,324,555
Total Gross Revenue	\$35,909,905	\$36,628,103	\$37,360,665	\$38,107,878	\$38,870,036	\$39,647,437	\$40,440,385	\$41,249,193	\$42,074,177	\$42,915,661
Parking tax	(\$8,491,205)	(\$8,661,029)	(\$8,834,250)	(\$9,010,935)	(\$9,191,154)	(\$9,374,977)	(\$9,562,476)	(\$9,753,726)	(\$9,948,800)	(\$10,147,776)
Parking tax back to SFMTA	\$6,792,964	\$6,928,824	\$7,067,400	\$7,208,748	\$7,352,923	\$7,499,981	\$7,649,981	\$7,802,981	\$7,959,040	\$8,118,221
Total Net Revenue	\$34,211,664	\$34,895,897	\$35,593,815	\$36,305,691	\$37,031,805	\$37,772,441	\$38,527,890	\$39,298,448	\$40,084,417	\$40,886,105
Expenses										
Payroll	\$2,640,026	\$2,719,227	\$2,800,804	\$2,884,828	\$2,971,373	\$3,060,514	\$3,152,329	\$3,246,899	\$3,344,306	\$3,444,635
Utilities	\$780,294	\$803,703	\$827,814	\$852,648	\$878,228	\$904,575	\$931,712	\$959,663	\$988,453	\$1,018,107
Supplies & Service	\$567,263	\$584,281	\$601,810	\$619,864	\$638,460	\$657,614	\$677,342	\$697,662	\$718,592	\$740,150
Management Cost	\$118,214	\$121,760	\$125,413	\$129,175	\$133,050	\$137,042	\$141,153	\$145,388	\$149,749	\$154,242
Professional Services	\$1,815,727	\$1,870,199	\$1,926,305	\$1,984,094	\$2,043,617	\$2,104,926	\$2,168,073	\$2,233,115	\$2,300,109	\$2,369,112
Other Costs	\$35,692	\$36,763	\$37,866	\$39,002	\$40,172	\$41,377	\$42,619	\$43,897	\$45,214	\$46,571
Total Operating Expenses	\$5,957,217	\$6,135,933	\$6,320,011	\$6,509,611	\$6,704,900	\$6,906,047	\$7,113,228	\$7,326,625	\$7,546,424	\$7,772,816
Total Income										
(Net Revenue less Expenses)	\$28,254,447	\$28,759,964	\$29,273,804	\$29,796,080	\$30,326,906	\$30,866,395	\$31,414,662	\$31,971,823	\$32,537,993	\$33,113,289

Moscone Garage Financial Analysis

Table 4B: Scenario 4 - No Moscone Garage

Annual Revenues and Expenses - Premium Rates (+20%)

MOSCONE GARAGE	1	2	3	4	5	6	7	8	9	10
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Revenue										
Daily (Transient) Revenue	\$3,757,930	\$3,909,437	\$4,059,698	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Monthly Parking	\$951,091	\$970,113	\$989,515	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Gov't Monthly Parking (tax exempt)	\$9,923	\$10,121	\$10,323	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Non-parking revenue (tax exempt)	\$179,357	\$182,944	\$186,603	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Gross Revenue	\$4,898,300	\$5,072,615	\$5,246,139	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Parking tax	(\$1,177,255)	(\$1,219,887)	(\$1,262,303)	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Parking tax back to SFMTA	\$941,804	\$975,910	\$1,009,843	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Net Revenue	\$4,662,849	\$4,828,637	\$4,993,679	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Expenses										
Payroll	\$579,075	\$596,448	\$614,341	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Utilities	\$87,883	\$90,519	\$93,235	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Supplies & Service	\$198,386	\$204,338	\$210,468	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Management Cost	\$26,497	\$27,292	\$28,110	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Professional Services	\$207,877	\$214,113	\$220,536	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Costs	\$13,972	\$14,391	\$14,823	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Operating Expenses	\$1,113,690	\$1,147,100	\$1,181,513	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Income										
(Net Revenue less Expenses)	\$3,549,159	\$3,681,537	\$3,812,165	\$0	\$0	\$0	\$0	\$0	\$0	\$0
FIFTH & MISSION GARAGE										
	1	2	3	4	5	6	7	8	9	10
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Revenue										
Daily (Transient) Revenue	\$21,597,893	\$22,252,332	\$22,919,162	\$25,618,700	\$26,127,491	\$26,650,041	\$27,183,042	\$27,726,703	\$28,281,237	\$28,846,861
Monthly Parking	\$3,526,684	\$3,597,218	\$3,669,162	\$3,742,545	\$3,817,396	\$3,893,744	\$3,971,619	\$4,051,051	\$4,132,072	\$4,214,714
Validation Parking	\$198,541	\$202,512	\$206,562	\$210,693	\$214,907	\$219,205	\$223,589	\$228,061	\$232,622	\$237,275
Non-parking revenue (tax exempt)	\$1,595,646	\$1,627,559	\$1,660,110	\$1,693,312	\$1,727,179	\$1,761,722	\$1,796,957	\$1,832,896	\$1,869,554	\$1,906,945
Total Gross Revenue	\$26,918,764	\$27,679,621	\$28,454,996	\$31,265,251	\$31,886,973	\$32,524,712	\$33,175,207	\$33,838,711	\$34,515,485	\$35,205,795
Parking tax	(\$6,330,779)	(\$6,513,015)	(\$6,698,721)	(\$7,392,985)	(\$7,539,949)	(\$7,690,748)	(\$7,844,562)	(\$8,001,454)	(\$8,161,483)	(\$8,324,712)
Parking tax back to SFMTA	\$5,064,624	\$5,210,412	\$5,358,977	\$5,914,388	\$6,031,959	\$6,152,598	\$6,275,650	\$6,401,163	\$6,529,186	\$6,659,770
Total Net Revenue	\$25,652,608	\$26,377,018	\$27,115,252	\$29,786,654	\$30,378,983	\$30,986,563	\$31,606,294	\$32,238,420	\$32,883,189	\$33,540,852
Expenses										
Payroll	\$1,964,427	\$2,023,360	\$2,084,061	\$2,146,583	\$2,210,980	\$2,277,310	\$2,345,629	\$2,415,998	\$2,488,478	\$2,563,132
Utilities	\$580,612	\$598,030	\$615,971	\$634,450	\$653,484	\$673,088	\$693,281	\$714,080	\$735,502	\$757,567
Supplies & Service	\$422,097	\$434,760	\$447,803	\$461,237	\$475,074	\$489,326	\$504,006	\$519,126	\$534,700	\$550,741
Management Cost	\$87,962	\$90,601	\$93,319	\$96,118	\$99,002	\$101,972	\$105,031	\$108,182	\$111,428	\$114,770
Professional Services	\$1,351,072	\$1,391,604	\$1,433,352	\$1,476,352	\$1,520,643	\$1,566,262	\$1,613,250	\$1,661,648	\$1,711,497	\$1,762,842
Other Costs	\$26,559	\$27,355	\$28,176	\$29,021	\$29,892	\$30,789	\$31,712	\$32,664	\$33,644	\$34,653
Total Operating Expenses	\$4,432,729	\$4,565,710	\$4,702,682	\$4,843,762	\$4,989,075	\$5,138,747	\$5,292,910	\$5,451,697	\$5,615,248	\$5,783,705
Total Income										
(Net Revenue less Expenses)	\$21,219,879	\$21,811,307	\$22,412,570	\$24,942,892	\$25,389,908	\$25,847,816	\$26,313,384	\$26,786,723	\$27,267,941	\$27,757,147

Moscone Garage Financial Analysis
Table 4B: Scenario 4 - No Moscone
Annual Revenues and Expenses - F

MOSCONE GARAGE	11 2027	12 2028	13 2029	14 2030	15 2031	16 2032	17 2033	18 2034	19 2035	20 2036
Revenue										
Daily (Transient) Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Monthly Parking	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Gov't Monthly Parking (tax exempt)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Non-parking revenue (tax exempt)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Gross Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Parking tax	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Parking tax back to SFMTA	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Net Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Expenses										
Payroll	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Utilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Supplies & Service	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Management Cost	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Professional Services	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Operating Expenses	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Income (Net Revenue less Expenses)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

FIFTH & MISSION GARAGE	11 2027	12 2028	13 2029	14 2030	15 2031	16 2032	17 2033	18 2034	19 2035	20 2036
Revenue										
Daily (Transient) Revenue	\$29,423,799	\$30,612,520	\$30,612,520	\$31,224,770	\$31,849,266	\$32,486,251	\$33,135,976	\$33,798,696	\$34,474,670	\$35,164,163
Monthly Parking	\$4,299,008	\$4,472,688	\$4,472,688	\$4,562,142	\$4,653,384	\$4,746,452	\$4,841,381	\$4,938,209	\$5,036,973	\$5,137,712
Validation Parking	\$242,020	\$251,798	\$251,798	\$256,834	\$261,971	\$267,210	\$272,554	\$278,005	\$283,565	\$289,237
Non-parking revenue (tax exempt)	\$1,945,084	\$2,023,665	\$2,023,665	\$2,064,138	\$2,105,421	\$2,147,530	\$2,190,480	\$2,234,290	\$2,278,976	\$2,324,555
Total Gross Revenue	\$35,909,911	\$37,360,671	\$37,360,671	\$38,107,884	\$38,870,042	\$39,647,443	\$40,440,392	\$41,249,200	\$42,074,184	\$42,915,667
Parking tax	(\$8,491,207)	(\$8,834,251)	(\$8,834,251)	(\$9,010,937)	(\$9,191,155)	(\$9,374,978)	(\$9,562,478)	(\$9,753,727)	(\$9,948,802)	(\$10,147,778)
Parking tax back to SFMTA	\$6,792,965	\$7,067,401	\$7,067,401	\$7,208,749	\$7,352,924	\$7,499,983	\$7,649,982	\$7,802,982	\$7,959,042	\$8,118,222
Total Net Revenue	\$34,211,669	\$35,593,821	\$35,593,821	\$36,305,697	\$37,031,811	\$37,772,447	\$38,527,896	\$39,298,454	\$40,084,423	\$40,886,112
Expenses										
Payroll	\$2,640,026	\$2,800,804	\$2,800,804	\$2,884,828	\$2,971,373	\$3,060,514	\$3,152,329	\$3,246,899	\$3,344,306	\$3,444,635
Utilities	\$780,294	\$827,814	\$827,814	\$852,648	\$878,228	\$904,575	\$931,712	\$959,663	\$988,453	\$1,018,107
Supplies & Service	\$567,263	\$601,810	\$601,810	\$619,864	\$638,460	\$657,614	\$677,342	\$697,662	\$718,592	\$740,150
Management Cost	\$118,214	\$125,413	\$125,413	\$129,175	\$133,050	\$137,042	\$141,153	\$145,388	\$149,749	\$154,242
Professional Services	\$1,815,727	\$1,926,305	\$1,926,305	\$1,984,094	\$2,043,617	\$2,104,926	\$2,168,073	\$2,233,115	\$2,300,109	\$2,369,112
Other Costs	\$35,692	\$37,866	\$37,866	\$39,002	\$40,172	\$41,377	\$42,619	\$43,897	\$45,214	\$46,571
Total Operating Expenses	\$5,957,217	\$6,320,011	\$6,320,011	\$6,509,611	\$6,704,900	\$6,906,047	\$7,113,228	\$7,326,625	\$7,546,424	\$7,772,816
Total Income (Net Revenue less Expenses)	\$28,254,453	\$29,273,810	\$29,273,810	\$29,796,086	\$30,326,911	\$30,866,401	\$31,414,668	\$31,971,829	\$32,538,000	\$33,113,295