



SFMTA

San Francisco Municipal Transportation Agency

Parking Optimization

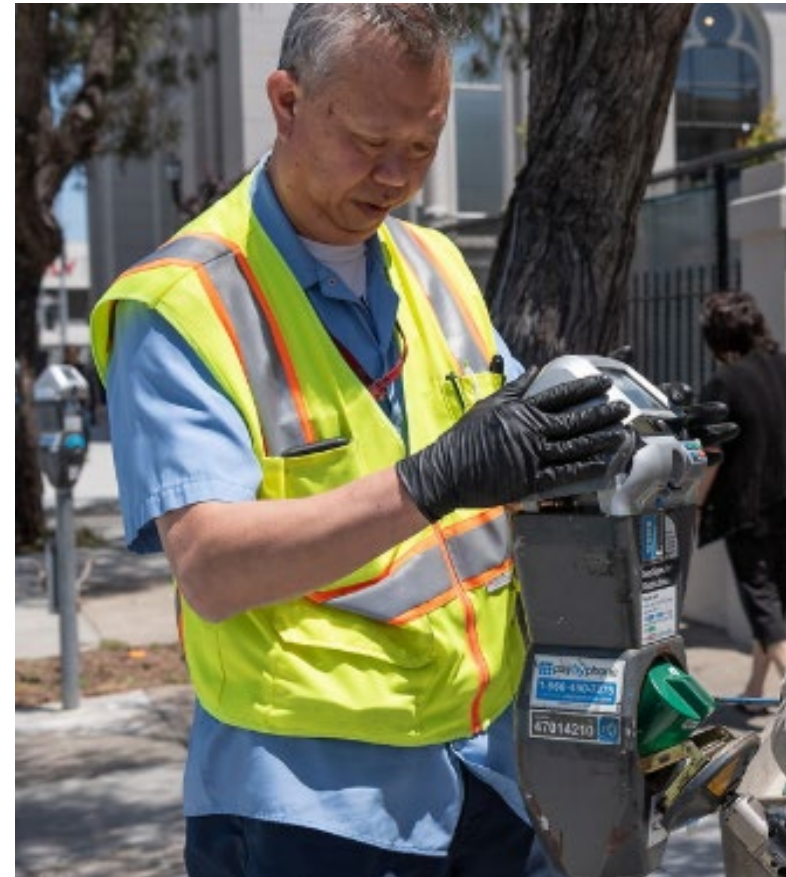
March 18, 2025

Closing the \$50M FY25-26 Budget Gap

Description	Amount (\$M)
Allocate transit Population Baseline increase to operations (from General Fund)	\$9.5
Redirect 25% of paint and sign shop employees to capital priorities and fund with increase in streets Population Baseline (from General Fund)	\$2.5
Optimize existing parking solutions	\$18.0
Decrease existing professional service expenditures	\$5.0
Two options to be considered today by SFMTA Board	\$15.0
Total	\$50.0

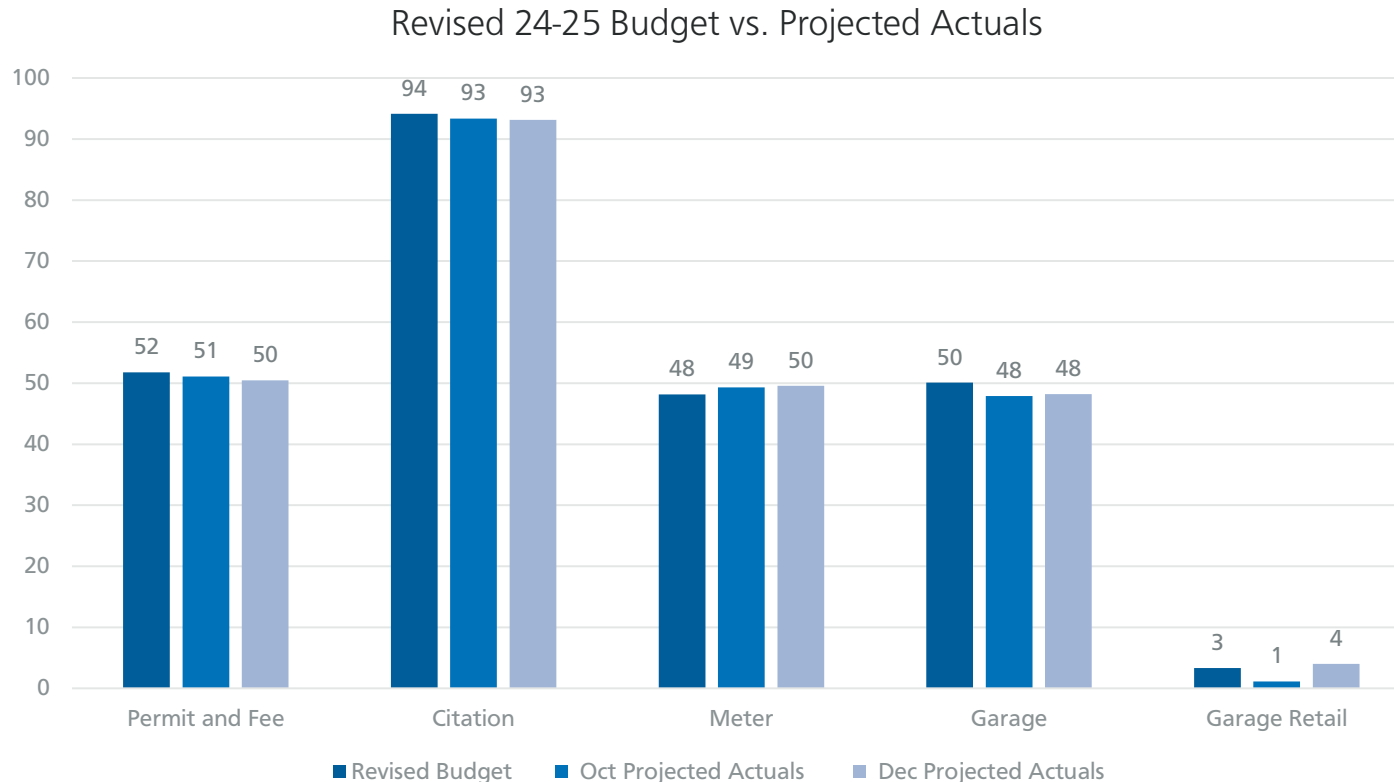
Overview

- Off-Street Parking
- On-Street Parking
- Parking Enforcement



FY24-25 Parking Revenues (\$M)

Parking revenues slightly lower relative to budget



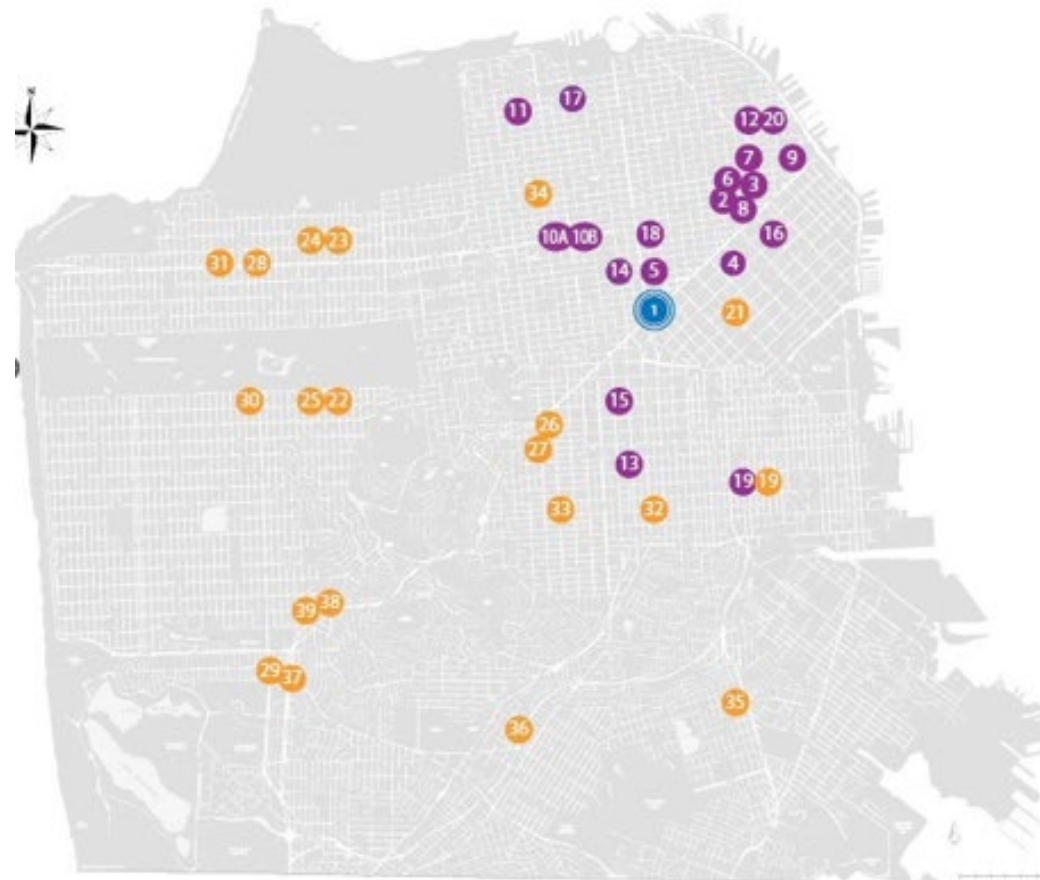
As of January 6, 2025

Note: The garage data is for SFMTA-owned facilities and SFGH, but excludes Recreation and Park owned facilities.

Portfolio and Efficiencies

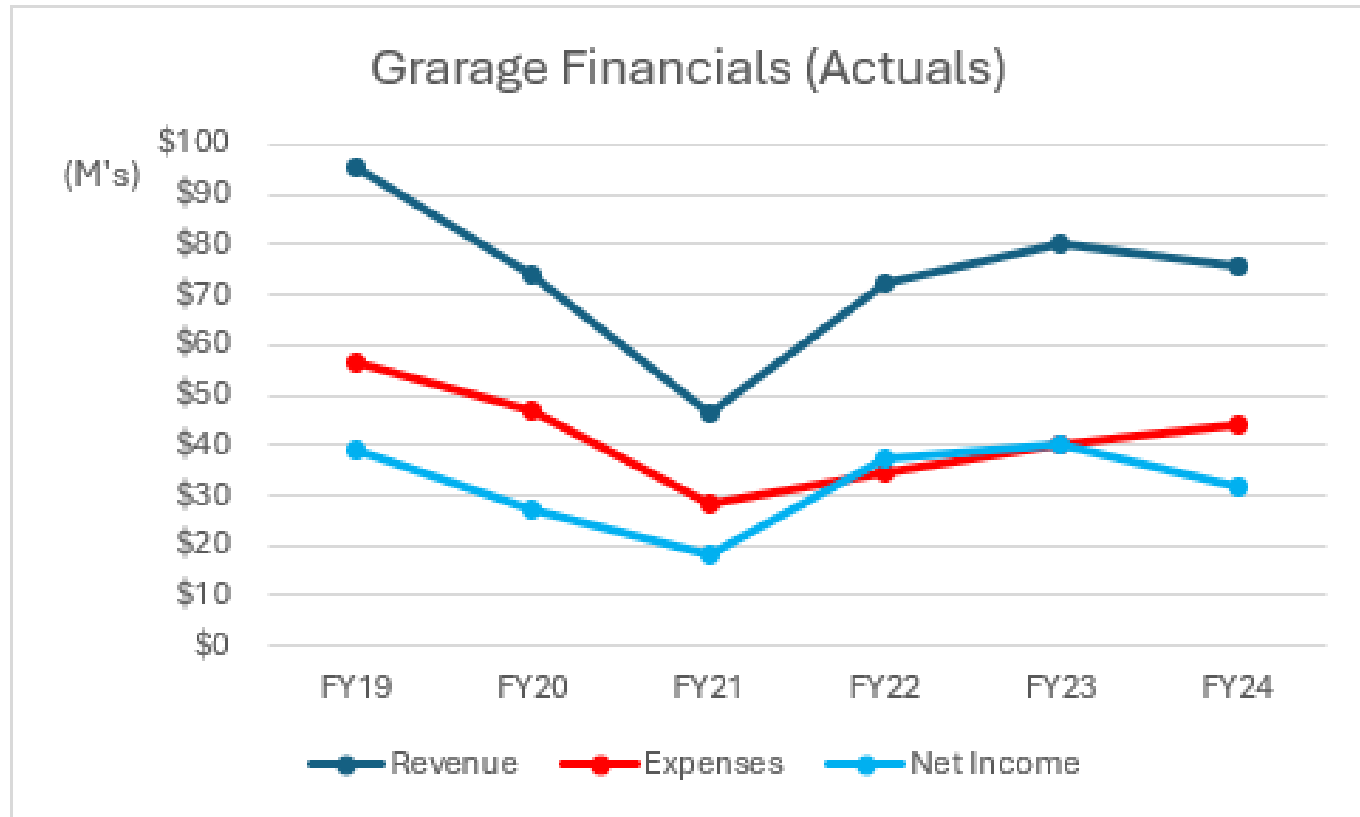
- 39 parking facilities (14,400 spaces)
- State-of-the-art management system
- E-Commerce platform rolling out this year

LEGEND
5 Parking Garage
2 Parking Lot
(588) Number of parking spaces at site



Trends

Garage revenues are down by 20.5 percent from pre-pandemic levels due to multiple factors. Efficiency reductions are minimizing the loss of net income.

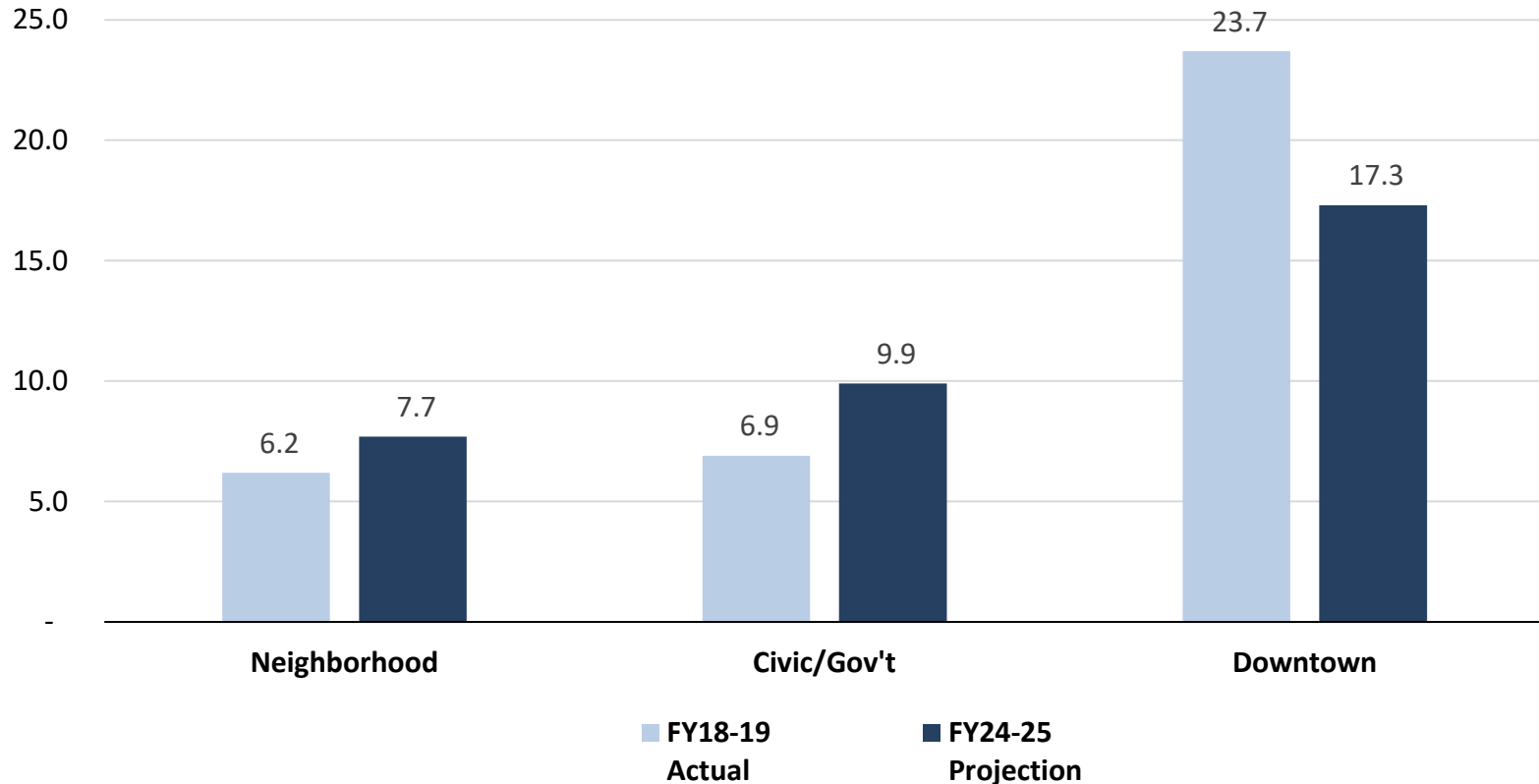


Note: Expenses include parking taxes that SFMTA pays to the Tax Collector; 80% gets redistributed back to SFMTA. The data is for all SFMTA-managed facilities, including the ones owned by Recreation and Parks Department.

Trends

Positive financial trends at neighborhood and Civic Center garages outweighed by significantly reduced utilization at the downtown garages, which are much larger.

Garage Net Income (\$M)



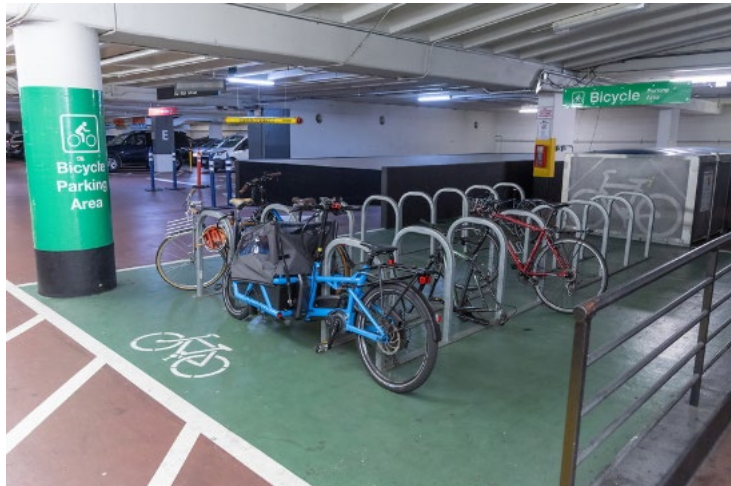
Optimizations

- **Increased Garage Rates**

- Hourly rates increased across the board on February 1, 2025. **First broad rate increase since pre-pandemic.**
- Monthly rates increased at select facilities on March 1, 2025, based on market analysis.
- Net income and occupancy is closely monitored on quarterly basis to ensure competitiveness.

Item	Timeline	Approvals	Est. Annual Net Revenue
Rate Increase	Immediate	Director of Transportation	\$ 2.5M

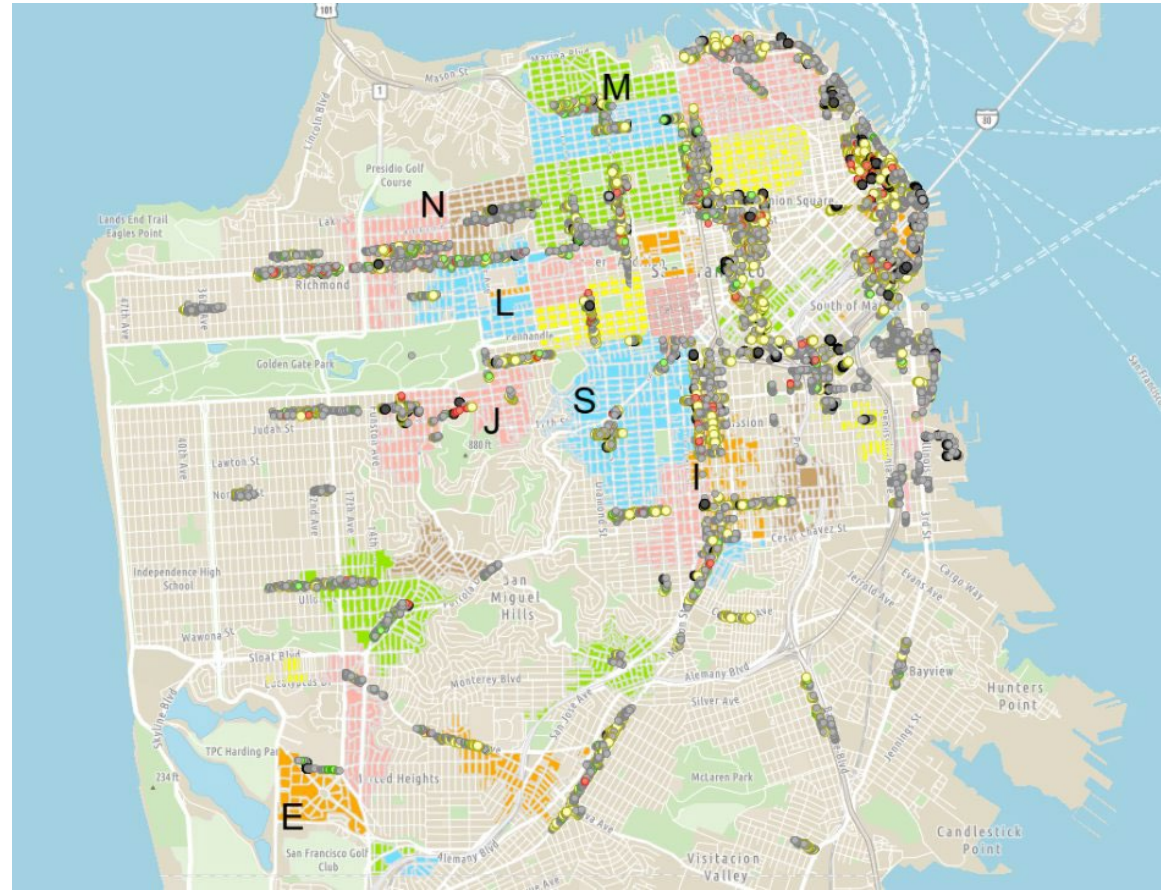
Optimizations



- **Alternative Garage Use**
 - **Medium-term uses underway or under consideration**
 - Fleet-storage and hotel-valet parking at 5th & Mission and Sutter- Stockton
 - Non-profit partners
 - Storage, including employee bicycle parking
 - **Long-term alternative uses**
 - Working with SFMTA Joint Development team on potential redevelopment options
 - Potential pickleball/tennis club on the rooftop of 5th & Mission and/or Sutter Stockton

Portfolio

- 275,000 curb spaces
- 25,500 metered spaces
- 70,000 Residential Permit Parking spaces (32 Areas)
- Thousands of loading zones



Parking Meter Rates

- On-street rates vary by time of day based on demand
- Rates may range from \$0.50 to \$12 per hour
- 12% of rates at \$0.50 per hour
- Less than 1% of rates are \$10 per hour or higher
- **Average parking rate has dropped from \$2.68 to \$2.45 per hour since 2018 (or \$2.31 when adjusted for inflation)**



Trends

- **Parking meter revenue and use peaked in FY2017**
 - Revenue bottomed out during the pandemic, now at 75% of FY2017 level
 - Use of meters (measured by total paid hours) is down 37% from FY2017

- **Reasons for the drop in meter use**
 - Increase in work from home
 - Slow economic recovery
 - Rise in use of TNCs and Autonomous Vehicles
 - Removal of meters—a net of around 1,200 since 2018, less than 5%—for street safety and parklets to support businesses

Parking meter revenue, FY2017-2024

Fiscal Year	2017	2018	2019	2020	2021	2022	2023	2024
Revenue (millions)	\$63.4	\$60.7	\$58.1	\$40.6	\$38.2	\$51.0	\$48.2	\$47.3

Efficiencies Completed



- **Offering more payment options to make it easier to pay and reduce wear-and-tear on meters**
- **Replaced every parking meter in the City**
 - New meters have bigger/brighter screens, better keypads, longer battery life
 - Replaced 13,000 single-space meters with 2,600 paystations to reduce infrastructure and street clutter, and streamline maintenance
 - Installed new and improved street signs and meter decals for pay-by-license-plate parking
- **Introduced license plate-based payment, permits and enforcement**
 - Reduces wait times for permits
 - Adds flexibility for meter payment
 - Helps enforcement officers cover more ground

Optimizations

- **Increase Rate Floor**
 - Minimum on-street rate is \$0.50/hour
 - Rate has not changed in over seven years
 - Increase all blocks currently at rate floor to \$1.00/hour

- **Small One-Time Rate Increase**
 - Average parking rates have fallen by more than \$0.30/hour since 2018 when adjusted for inflation
 - Increase rates by \$0.25/hour as a one-time adjustment on all blocks above rate floor to reflect inflation over the last 10 years and account for increasing costs

Item	Timeline	Approvals	Est. Annual Net Revenue
Increase Rate Floor to \$1.00/hour	Summer 2025	SFMTA Board of Directors	\$1.23M
Small One-Time Rate Increase (\$0.25/hr)	Summer 2025	Director of Transportation (MTAB Guidance)	\$2.86M

Optimizations

- **Pass Through Convenience Fee for Mobile Parking Payment**
 - The existing convenience fee is \$0.10 per transaction that SFMTA pays
 - SFMTA would pass this fee on to the mobile payment user

- **Increase Contractor Parking Permit Price**
 - Contractor permit allows permitholders to park at meters without paying and in time-limited zones without time limit
 - Current annual fee of \$2,412 assumes average daily meter rates of \$18/day
 - Proposed fee increase to \$3,074 reflects the actual average daily meter rate of approximately \$23/day to reflect true costs to agency

Item	Timeline	Approvals	Est. Annual Net Revenue
Convenience Fee	Spring 2025	Director of Transportation (MTAB Guidance)	\$0.45M
Contractor Parking Permit Fee	Spring 2025	SFMTA Board of Directors	\$1.70M

Optimizations

- **Increased Time Limits at Meters**

- Most meters in San Francisco have 2-hour time limits
- Extending the time limit to 4 hours helps customers avoid tickets and stay to patronize local businesses in commercial districts

Item	Timeline	Approvals	Est. Annual Net Revenue
Increased Time Limits	Spring 2025	Director of Transportation (MTAB Guidance)	\$1.00M

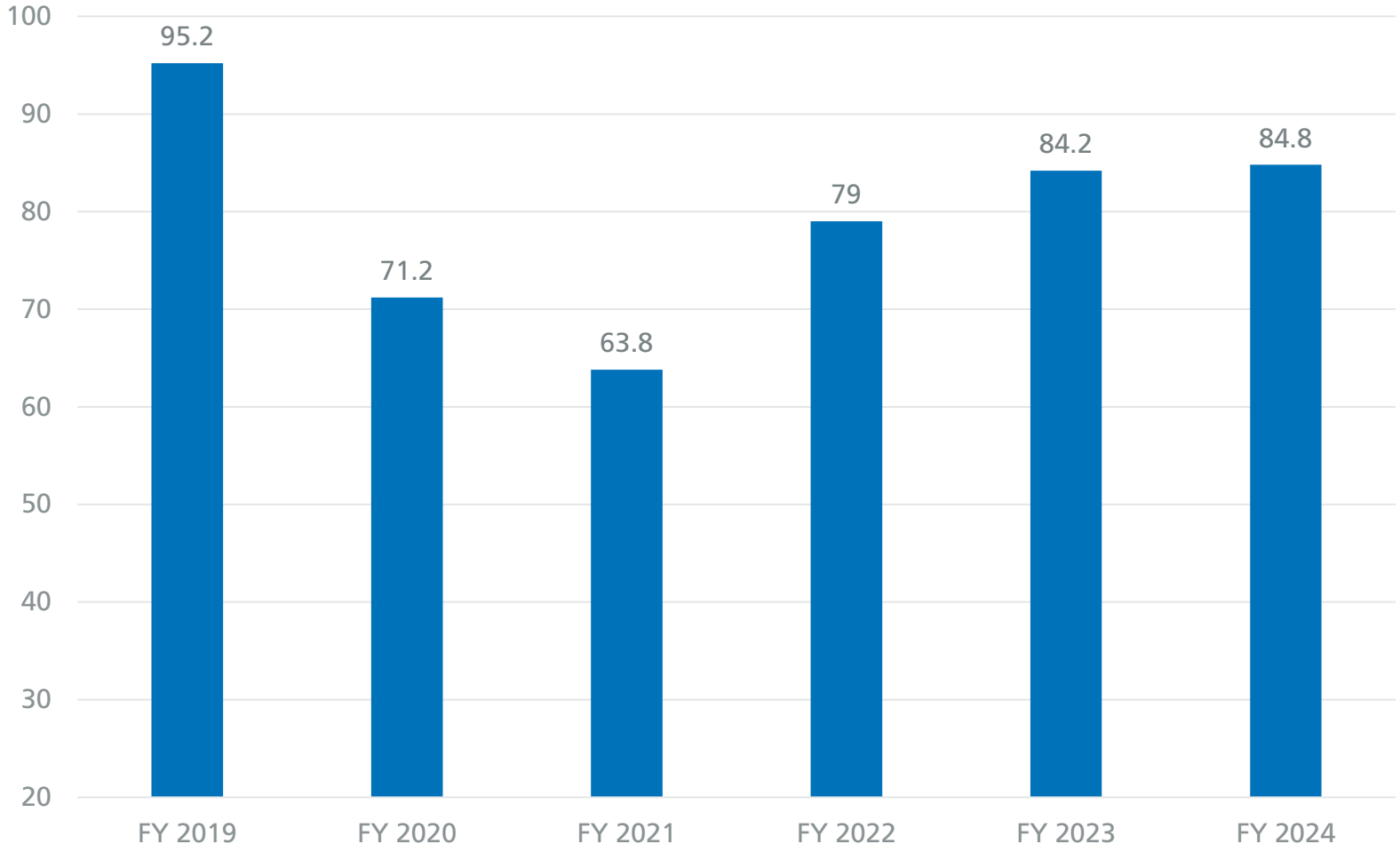
Portfolio

- Parking regulations enforcement, traffic control, special events, calls for service
- 281 active Parking Control Officers of 366 budgeted
- 35 active Supervisors of 47 budgeted
- Two active Assistant Directors of three budgeted



Trends

Citation Revenue (\$M)



Optimizations

- Weekend Enforcement Expansion
- Enhancement in Virtual Chalking Technology Usage
- License Plate Recognition (LPR) Enhancements
- Supervisor to Staff Ratio and Beat Realignment
- Fill Vacancies

Item	Timeline	Approvals	Est. Annual Net Revenue
Enforcement Optimization	Varies	Streets Director	\$8.26M

Summary

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Off-street Rate Increase	Immediate	Director of Transportation	\$2.50M
Increase Rate Floor to \$1.00/hour	Summer 2025	SFMTA Board of Directors	\$1.23M
Small One-Time Rate Increase (\$0.25/hour)	Summer 2025	Director of Transportation (MTAB Guidance)	\$2.86M
Convenience Fee	Spring 2025	Director of Transportation (MTAB Guidance)	\$0.45M
Contractor Parking Permit Fee	Spring 2025	SFMTA Board of Directors	\$1.70M
Increased Time Limits	Spring 2025	Director of Transportation (MTAB Guidance)	\$1.00M
Enforcement Optimization	Varies	Streets Director	\$8.26M
Total			\$18.00M



SFMTA

Thank You