

THIS PRINT COVERS CALENDAR ITEM NO. : 13

**SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY**

DIVISION: Sustainable Streets

BRIEF DESCRIPTION:

Amending Transportation Code, Division II to establish a citywide parking meter zone with variable parking meter rates; establish citywide variable motorcycle parking meter rates; establish criteria for periodically adjusting parking meter rates; provide a description and maps of the area to be included in the parking meter zone; modify Special Event parking meter rates and areas; eliminate Parking Meter Zone Numbers One through Four to make demand-responsive parking pricing adjustments at all parking meters under SFMTA jurisdiction; and revise the definition of the “Downtown Core” for purposes of parking violations.

SUMMARY:

- The *SFpark* pilot project was launched in April 2011 to test demand-responsive parking pricing and new “smart” parking meters.
- The *SFpark* pilot project included about 7,000 parking spaces; 15 SFMTA-managed parking garages; and one SFMTA-managed parking lot.
- On July 1, 2014, the *SFpark* pilot project became a permanent program. Also on July 1, 2014, this Board authorized the Director to set parking rates based on demand-responsive pricing at all SFMTA-managed parking garages.
- An evaluation showed that *SFpark* led to a reduction in parking search time, vehicle miles traveled (VMT), greenhouse gas (GHG) emissions, and may have contributed to faster transit and more sales for nearby stores.
- Expanding demand-responsive parking pricing to all parking meters under SFMTA jurisdiction will expand the benefits of *SFpark* to the entire City excluding meters under the jurisdiction of the Port of San Francisco, the Recreation and Park Department, the Golden Gate National Recreation Area, the Presidio of San Francisco, or the Treasure Island Development Authority.

ENCLOSURES:

1. SFMTAB Resolution
2. Transportation Code Division II Amendments
3. “Demand-Responsive Parking Pricing Policies” document

APPROVALS:

DATE

DIRECTOR



11/27/2017

SECRETARY



11/27/2017

ASSIGNED SFMTAB CALENDAR DATE: December 5, 2017

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PURPOSE

Amending Transportation Code, Division II to establish a citywide parking meter zone with variable parking meter rates; establish citywide variable motorcycle parking meter rates; establish criteria for periodically adjusting parking meter rates; provide a description and maps of the area to be included in the parking meter zone; modify Special Event parking meter rates and areas; eliminate Parking Meter Zone Numbers One through Four to make demand-responsive parking pricing adjustments at all parking meters under SFMTA jurisdiction; and revise the definition of the “Downtown Core” for purposes of parking violations.

STRATEGIC PLAN GOALS AND TRANSIT FIRST POLICY PRINCIPLES

Expanding demand-responsive parking pricing citywide will further the following goals of the Strategic Plan:

- Goal 1: Create a safer transportation experience for everyone
Objective 1.3: Improve the safety of the transportation system.

- Goal 2: Make transit, walking, bicycling, taxi, ridesharing and carsharing the preferred means of travel
Objective 2.1: Improve customer service and communications.
Objective 2.2: Improve transit performance.
Objective 2.4: Improve parking utilization and manage parking demand.

- Goal 3: Improve the environment and quality of life in San Francisco
Objective 3.1: Reduce the Agency’s and the transportation system’s resource consumption, emissions, waste and noise.
Objective 3.2: Increase the transportation system’s positive impact to the economy.
Objective 3.3: Allocate capital resources effectively.
Objective 3.4: Deliver services efficiently.

These recommended Transportation Code changes will support the following Transit First Policy Principles:

- To ensure quality of life and economic health in San Francisco, the primary objective of the transportation system must be the safe and efficient movement of people and goods.

- Decisions regarding the use of public street and sidewalk space shall encourage the use of public rights of way by pedestrians, bicyclists, and public transit, and shall strive to reduce traffic and improve public health and safety.

- Public transit, including taxis and vanpools, is an economically and environmentally sound alternative to transportation by individual automobiles. Within San Francisco,

travel by public transit, by bicycle and on foot must be an attractive alternative to travel by private automobile.

- Parking policies for areas well served by public transit shall be designed to encourage travel by public transit and alternative transportation.

DESCRIPTION

Demand-responsive parking pricing applies the economic principle of supply and demand to parking to make spaces available and reduce circling for parking. By reducing the amount of time drivers spend driving to find a space, the program also aims to reduce VMT, GHG emissions, and distracted driving, and to increase Muni speeds and sales at local businesses. The SFMTA proposes to adjust parking prices gradually and periodically (roughly once per quarter, and not more frequently than once per month) to encourage motorists to adjust their travel patterns and mode choices to provide more efficient use of on-street parking.

The *SFpark* pilot program to test demand-responsive parking pricing in certain areas of the City was approved on a pilot basis by SFMTA Board Resolution No. 08-192 in November 2008. The pilot formally launched in 2011. The *SFpark* program was made permanent at the meters and parking lot included in the pilot areas in 2014 by SFMTA Board Resolution No. 14-079; through that same resolution, the Board expanded demand-responsive pricing to all SFMTA-managed parking garages in the City.

The *SFpark* pilot included roughly 7,000 on-street metered spaces, along with 15 SFMTA-owned parking garages and one SFMTA surface parking lot, in the following areas: the Financial District, SoMa/South Beach, the Marina, Fillmore/Japantown/Pacific Heights, Civic Center/Hayes Valley, the Mission, and Fisherman’s Wharf. Expanding the program citywide would increase that number to all of the nearly 28,000 on-street metered spaces and all SFMTA metered surface parking lots excluding meters under the jurisdiction of the Port of San Francisco, the Recreation and Park Department, the Golden Gate National Recreation Area, the Presidio of San Francisco, or the Treasure Island Development Authority.

An evaluation of the pilot completed in 2014 concluded that *SFpark* reduced parking search time, and reduced VMT and GHG emissions, while slightly increasing overall parking revenue even as the average parking meter rate declined. The table below shows the results of the *SFpark* evaluation for *SFpark* pilot areas:

Metric	Before <i>SFpark</i>	After <i>SFpark</i>
Average hourly parking meter rates	\$2.69	\$2.58
Reported parking search time	11:36	6:36
Daily greenhouse gas emissions	7.0 metric tons	4.9 metric tons
Sales tax revenues		

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Expanding demand-responsive parking pricing to all SFMTA-controlled parking meters and lots will continue the benefits already observed within the initial SF*park* areas and expand them to the rest of the City.

The specifics of how demand-responsive pricing would be carried out are summarized below:

Rate Structure

- The rates for all parking meters and parking lots will be adjusted gradually and periodically based on occupancy at different times of day.

Rates at Parking Meters and Metered Lots

- The rates for on-street meters and off-street metered lots will vary between \$0.50 and \$8 per hour and are adjusted based on demand.
- The rates for on-street metered motorcycle parking vary between one-fifth of the minimum and maximum rates for car parking spaces, and are adjusted based on demand.

Special Event Areas

- Special events are large, well-publicized events that are expected to generate a significantly higher level of parking demand, including baseball games, concerts, conventions, major parades and street festivals, entertainment/cultural shows, exhibitions, and other similar events.
- In 2014, this Board approved special event rates between \$0.25 per hour and \$18 per hour during special events in the South Embarcadero, Fillmore and Civic Center parking areas. Rates for special events will now be set between \$0.50 per hour and \$18 per hour.
- This proposal adjusts the southern border of the South Embarcadero special event area to include the blocks around the proposed Warriors arena and event center.

Parking prices are adjusted gradually and periodically (no more often than every 28 days) based on parking availability targets and actual vehicle occupancy. For on-street metered parking and metered lots, prices are adjusted up or down in increments of \$0.25 per hour per block or per lot. For on-street metered motorcycle parking, prices are adjusted up or down in increments of \$0.10 per hour per block.

The SFMTA's demand-responsive parking pricing will utilize gradual and periodic pricing adjustments to give the public the opportunity to adjust their travel patterns and mode choices as necessary. A system which utilized more frequent or truly dynamic price changes would likely frustrate drivers and reduce influence on travel mode choice.

The proposed changes to Transportation Code, Division II also require a revision to the definition of "Downtown Core" since the current definition references both Parking Meter Zones One and Two - which are being eliminated in order to create a citywide parking meter zone. As a result, SFMTA staff recommend that the term be revised to provide the actual boundaries that encompass both of these areas.

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In order to accomplish these objectives, the Transportation Code legislation the SFMTA Board is requested to approve would establish a citywide parking meter zone with variable parking meter rates between \$0.50 per hour and \$8 per hour; establish citywide variable motorcycle parking meter rates set at one-fifth of the applicable parking meter rates; provide a description and maps of the area to be included in the parking meter zone; establish criteria for periodically adjusting parking meter rates; modify Special Event parking meter rates and areas; eliminate Parking Meter Zone Numbers One through Four; and revise the definition of the “Downtown Core” for purposes of parking violations.

STAKEHOLDER ENGAGEMENT

The SFMTA has engaged in extensive outreach to inform stakeholders of the SFMTA’s plan to expand demand-responsive pricing to all parking meters and lots under SFMTA jurisdiction in the City. SFMTA staff has:

- Offered briefings to all Supervisors and the Mayor’s Office
- Offered presentations to nearly 60 merchant/business groups, community benefit districts (CBDs), and advocacy organizations across the City
- Made presentations or attended meetings with 13 of the above groups to discuss demand-responsive parking pricing
- Presented to the SFMTA Citizen’s Advisory Council (which recommended that the SFMTA adopt citywide demand-responsive parking pricing)
- Presented an informational item to the SFMTA Board of Directors regarding citywide demand-responsive parking pricing

In addition, staff’s discussions of the possibility of citywide demand-responsive parking pricing has generated some local media attention, and likely more will follow when this item is presented. Staff reached out to the same merchant/business groups, CBDs and advocacy organizations discussed above to inform them of the date, time and location for the hearing on this proposal.

ALTERNATIVES CONSIDERED

The alternatives to expanding demand-responsive parking pricing citywide are to leave the existing program in place within the existing *SFpark* areas (Parking Meter Zone 5), or to cancel the program and return to static pricing. These alternatives are not recommended, as the *SFpark* program has been effective in achieving the goals of reduced circling for parking, reduced VMT, and reduced GHG emissions. Continuing the existing limited implementation of demand-responsive simply limits the potential benefits.

Rolling back *SFpark* in its entirety would sacrifice the gains made during implementation, negatively impacting traffic and congestion, and would limit the city’s ability to actively manage parking demand and respond to conditions that may lead to circling, double-parking, and other parking-related traffic impacts.

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FUNDING IMPACT

The overall funding impact of a citywide expansion is minimal. The technical capabilities to accommodate demand-responsive parking citywide already have been completed, including the installation of “smart” parking meters across the City that can accommodate demand-responsive pricing structures. The revenue projections from implementing a citywide shift to demand-responsive pricing suggest that revenue would remain nearly flat.

PUBLISHED NOTICE AND PUBLIC HEARING

Charter Section 16.112 requires published notice and a hearing before the SFMTA may institute or change any schedule of rates or charges which affect the public. The Board’s Rules of Order require that the advertisement run for at least five days and not less than fifteen days prior to the public hearing. In compliance with both Charter Section 16.112 and the SFMTA Board’s Rules of Order, advertisements were placed in the City’s official newspaper starting on November 12, 2017, to provide notice that the Board of Directors will hold a public hearing on December 5, 2017, to consider the above modifications.

ENVIRONMENTAL REVIEW

On September 27, 2017, under authority delegated by the Planning Department, the SFMTA determined that the expansion of demand-responsive parking pricing citywide is not a “project” under the California Environmental Quality Act (CEQA) pursuant to Title 14 of the California Code of Regulations Sections 15060(c) and 15378(b).

A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors and is incorporated herein by reference.

OTHER APPROVALS RECEIVED OR STILL REQUIRED

The City Attorney’s Office has reviewed this item.

RECOMMENDATION

Staff recommends that the SFMTA Board of Directors amend Transportation Code, Division II to establish a citywide parking meter zone with variable parking meter rates; establish citywide variable motorcycle parking meter rates; establish criteria for periodically adjusting parking meter rates; provide a description and maps of the area to be included in the parking meter zone; modify Special Event parking meter rates and areas; eliminate Parking Meter Zone Numbers One through Four to make demand-responsive parking pricing adjustments at all parking meters under SFMTA jurisdiction; and revise the definition of the “Downtown Core” for purposes of parking violations.

SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY
BOARD OF DIRECTORS

RESOLUTION No. _____

WHEREAS, The *SFpark* pilot project was launched in April 2011 to test demand-responsive parking pricing and new “smart” parking meters; and

WHEREAS, The *SFpark* pilot project included about 7,000 parking spaces, or about 25 percent of total metered spaces in the City; 15 SFMTA parking garages; and one SFMTA parking lot; and

WHEREAS, On July 1, 2014, the *SFpark* pilot project became a permanent program for managing parking pricing at the aforementioned on-street parking meters lot; also on July 2, 2014, this Board authorized the Director of Transportation to set parking rates based on demand-responsive pricing at all SFMTA parking garages; and

WHEREAS, A detailed evaluation showed that *SFpark* led to a reduction in parking search time, vehicle miles traveled (VMT), greenhouse gas (GHG) emissions, and may have contributed to faster transit and more sales for nearby stores; and

WHEREAS, Expansion of demand-responsive parking pricing to all parking meters and lots under SFMTA jurisdiction in San Francisco will allow rates to adjust to demand, expanding the benefits of the *SFpark* pilot to the entire City; and

WHEREAS, The proposed Transportation Code amendments would establish a citywide parking meter zone with variable parking meter rates between \$0.50 per hour and \$8 per hour; establish citywide variable motorcycle parking meter rates set at one-fifth of the applicable parking meter rates; provide a description and maps of the area to be included in the parking meter zone; establish criteria for periodically adjusting parking meter rates; modify Special Event parking meter rates and areas; eliminate Parking Meter Zone Numbers One through Four; and revise the definition of the “Downtown Core” for purposes of parking violations; and

WHEREAS, In compliance with both Charter Section 16.112 and the SFMTA Board’s Rules of Order, advertisements were placed in the City’s official newspaper starting November 12, 2017, to provide notice that the Board of Directors will hold a public hearing on December 5, 2017, to consider the above modifications; and

WHEREAS, On September 27, 2017, under authority delegated by the Planning Department, the SFMTA determined that the expansion of demand-responsive parking pricing citywide is not a “project” under the California Environmental Quality Act (CEQA) pursuant to Title 14 of the California Code of Regulations Sections 15060(c) and 15378(b); and

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WHEREAS, A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors and is incorporated herein by reference; now, therefore, be it

RESOLVED, That the SFMTA Board of Directors amends Transportation Code, Division II to revise the definition of “Downtown Core”; establish a citywide parking meter zone with variable parking meter rates between \$0.50 per hour and \$8 per hour; establish citywide variable motorcycle parking meter rates set at one-fifth of the applicable parking meter rates; provide a description and maps of the area to be included in the parking meter zone; establish criteria for periodically adjusting parking meter rates; modify Special Event parking meter rates and areas; and eliminate Parking Meter Zone Numbers One through Four.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of December 5, 2017.

Secretary to the Board of Directors
San Francisco Municipal Transportation Agency

[Transportation Code – Parking Meter Regulations]

Resolution amending the Transportation Code to revise the definition of “Downtown Core”; establish a citywide parking meter zone with variable parking meter rates between \$0.50 per hour and \$8 per hour; establish citywide variable motorcycle parking meter rates set at one-fifth of the applicable parking meter rates; provide a description and maps of the area to be included in the parking meter zone; establish criteria for periodically adjusting parking meter rates; modify Special Event parking meter rates and areas; and eliminate Parking Meter Zone Numbers One through Four.

NOTE: Additions are single-underline Times New Roman;
deletions are ~~strike-through Times New Roman~~.

The Municipal Transportation Agency Board of Directors of the City and County of San Francisco enacts the following regulations:

Section 1. Articles 100 and 400 of Division II of the Transportation Code is hereby amended by revising Sections 101, 401 and 402, deleting existing Sections 403 through 409, renumbering existing Sections 410 through 412 to be Sections 403 through 405, revising those renumbered sections, and adding Appendix A to read as follows:

SEC. 101. DEFINITIONS.

(a) — Any words or phrases that are not defined in the Vehicle Code or in Division I of this Code shall have the meanings set forth below.

(1) — **Alley.** Any street having a roadway width not exceeding 25 feet.

(2) — **City Traffic Engineer.** The City Traffic Engineer of the SFMTA or his or her designee.

(3) — **Downtown Core.** That area of San Francisco encompassed by ~~and including Parking Meter Zones One and Two as they are defined in Article 400~~ the portion of the City and County of San Francisco not under the jurisdiction of the Port of San Francisco commencing at a point where the northerly line of Folsom Street intersects the westerly line of Fifth Street, thence westerly along the northerly line of Folsom Street to the westerly line of Tenth Street, thence northerly along the westerly line of Tenth Street to the southerly line of Mission Street, thence westerly along the southerly line of Mission Street to the westerly line of Twelfth Street, thence northerly along the westerly line of Twelfth Street to the northerly line of Market Street, thence westerly along the northerly line of Market Street to the westerly line of Franklin Street, thence northerly along the westerly line of Franklin Street to the northerly line of Eddy Street, thence easterly along the northerly line of Eddy Street to the westerly line of Jones Street, thence northerly along the westerly line of Jones Street to the northerly line of Bush Street, thence easterly along the northerly line of Bush Street to the westerly line of Stockton Street, thence northerly along the westerly line of Stockton Street to the southerly line of Broadway, thence easterly along the southerly line of Broadway to the easterly line of The Embarcadero, thence southerly along the easterly line of The Embarcadero to the southerly line of King Street, thence along the southerly line of King Street to the westerly line of Fifth Street, thence northerly along the westerly line Fifth Street to the point of commencement.

(4) — **Private Bus.** Any motor vehicle designed, used or maintained by or for a charter-party carrier of passengers, a passenger stage corporation, or any highway carrier of passengers required to register with the California Public Utilities Commission, or an employer-operated commute hour shuttle service for employees.

(5) — **Street.** A roadway or alley, and all segments or portions of the surface thereof between curbs that is intended for the movement of motor vehicles, exclusive of transit platforms and traffic islands.

~~(6)~~—**Traffic Calming Device.** A median island, traffic circle, traffic undulation, speed bump, or other similar device installed for the purpose of controlling the speed of traffic.

~~(7)~~—**Traffic Code.** The former Traffic Code of the City and County of San Francisco, predecessor to this Transportation Code, repealed effective July 2, 2008 by Ordinance No. 0045-08, Board of Supervisors File No. 080236.

~~(8)~~—**Traffic Control Device.** A sign, signal, marking, or other device used to regulate, warn, or guide vehicular and pedestrian traffic, placed on, over, on the surface of or adjacent to a Street by authority of the SFMTA.

~~(9)~~—**Transit-Only Area.** The locations that are reserved for the use of public transit vehicles, as specified in Article 600 of this Division II.

SEC. 401. PARKING METER RATES, OPERATION TIMES, AND TIME LIMITS.

Within the range of charges authorized for each ~~Parking Meter Zone~~ in Sections ~~402-405~~ ~~406-410~~, and Section ~~412~~ of this Article 400, and consistent with applicable law and the policies established by the SFMTA Board of Directors, the Director of Transportation is authorized to determine:

- (a) The rate to be charged at any particular meter at any particular time;
- (b) The times and days during which deposit of valid payment at a Parking Meter is required;
- (c) The maximum time period permitted for Parking at any Parking Meter; and
- (d) The Parking Meter technology to be used by the SFMTA.

SEC. 402. CITYWIDE VARIABLE PARKING METER RATES ~~ZONE NUMBER ONE.~~

The rates for parking meters located anywhere within the boundaries of the City and County of San Francisco as described in Appendix A, not under the jurisdiction of the Port of San Francisco, the Recreation and Park Department, the Golden Gate National Recreation Area, the Presidio of San Francisco, or the Treasure Island Development Authority, shall be between \$0.50 an hour and \$8 an hour. Within that range, the rates may be adjusted periodically based on vehicle occupancy on any

block or set of blocks during the hours of parking meter operation according to the following criteria:
(a) if occupancy is 80% or above, rates will be increased by \$0.25 per hour; (b) if occupancy is 60% or above but below 80%, rates will not be changed; (c) if occupancy is below 60%, rates will be lowered by \$0.25 per hour. Rates shall be adjusted for any particular block or set of blocks not more than once every 28 days.~~Parking Meter Zone Number One shall include that portion of the City and County of San Francisco not under the jurisdiction of the Port of San Francisco commencing at a point where the southerly line of King Street intersects the easterly line of The Embarcadero, thence westerly along the southerly line of King Street to the westerly line of Fourth Street, thence northerly along the westerly line of Fourth Street to the northerly line of Mission Street, thence westerly along the northerly line of Mission Street to the westerly line of Seventh Street, thence northerly along the westerly line of Seventh Street to the northerly line of Market Street, thence easterly along the northerly line of Market Street to the westerly line of Taylor Street, thence northerly along the westerly line of Taylor Street to the northerly line of Bush Street, thence easterly along the northerly line of Bush Street to the easterly line of Grant Avenue, thence northerly along the easterly line of Grant Avenue to the northerly line of California Street, thence easterly along the northerly line of California Street to the westerly line of Kearny Street, thence northerly along the westerly line of Kearny Street to the southerly line of Jackson Street, thence easterly along the southerly line of Jackson Street to the easterly line of Battery Street, thence southerly along the easterly line of Battery Street to the northerly line of Washington Street, thence easterly along the northerly line of Washington Street to the easterly line of The Embarcadero, thence southerly along the easterly line of The Embarcadero to the point of commencement.~~

~~SEC. 403. PARKING METER ZONE NUMBER TWO.~~

~~Parking Meter Zone Number Two shall consist of that portion of the City and County of San Francisco not under the jurisdiction of the Port of San Francisco commencing at a point where the northerly line of Folsom Street intersects the westerly line of Fifth Street, thence westerly along the northerly line of Folsom Street to the westerly line of Tenth Street, thence northerly along the westerly~~

~~line of Tenth Street to the southerly line of Mission Street, thence westerly along the southerly line of Mission Street to the westerly line of Twelfth Street, thence northerly along the westerly line of Twelfth Street to the northerly line of Market Street, thence westerly along the northerly line of Market Street to the westerly line of Franklin Street, thence northerly along the westerly line of Franklin Street to the northerly line of Eddy Street, thence easterly along the northerly line of Eddy Street to the westerly line of Jones Street, thence northerly along the westerly line of Jones Street to the northerly line of Bush Street, thence easterly along the northerly line of Bush Street to the westerly line of Stockton Street, thence northerly along the westerly line of Stockton Street to the southerly line of Broadway, thence easterly along the southerly line of Broadway to the westerly line of The Embarcadero, thence southerly along the westerly line of The Embarcadero to the southerly line of King Street, thence along the southerly line of King Street to the westerly line of Fifth Street, thence northerly along the westerly line Fifth Street to the point of commencement, except that the portion of the City and County of San Francisco within Parking Meter Zone Number One as described in Section 201.1 is excluded from Parking Meter Zone Number Two.~~

~~**SEC. 404. PARKING METER ZONE NUMBER THREE.**~~

~~Parking Meter Zone Number Three includes that portion of the City and County of San Francisco not included within the boundaries of Parking Meter Zones Number One, Two, Four and Five. It excludes any part of the City and County of San Francisco under the jurisdiction of the Port of San Francisco.~~

~~**SEC. 405. PARKING METER ZONE NUMBER FOUR.**~~

~~Parking Meter Zone Number Four includes that portion of the City and County of San Francisco not under the jurisdiction of the Port of San Francisco within the area bounded by San Francisco Bay on the north and east, the southerly line of Bay Street on the south and the westerly line of Van Ness Avenue on the west.~~

~~**SEC. 406. PARKING METER RATES — PARKING METER ZONE NUMBER ONE.**~~

The rates for Parking Meters in Parking Meter Zone Number One shall be between \$1.00 an hour and \$3.75 an hour.

~~SEC. 407. PARKING METER RATES – PARKING METER ZONE NUMBER TWO.~~

The rates for Parking Meters in Parking Meter Zone Number Two shall be between \$1.00 an hour and \$3.25 an hour.

~~SEC. 408. PARKING METER RATES – PARKING METER ZONE NUMBER THREE.~~

The rates for Parking Meters in Parking Meter Zone Number Three shall be between \$0.25 an hour and \$2.25 an hour.

~~SEC. 409. PARKING METER RATES – PARKING METER ZONE NUMBER FOUR.~~

The rates for Parking Meters in Parking Meter Zone Number Four shall be between \$1.00 an hour and \$3.25 an hour.

**SEC. 403410. CITYWIDE VARIABLE PARKING METER RATES –
MOTORCYCLES.**

The minimum and maximum hourly rates for motorcycle ~~Parking~~ parking ~~M~~ meters located anywhere within the boundaries of the City and County of San Francisco as described in Appendix A, not under the jurisdiction of the Port of San Francisco, the Recreation and Park Department, the Golden Gate National Recreation Area, the Presidio of San Francisco, or the Treasure Island Development Authority for Parking Meter Zone Numbers One through Four shall be between one-fifth of the minimum and maximum parking meter rates applicable to automobiles for that particular Parking Meter Zone. The parking meter rates for motorcycle parking meters rates for Parking Meter Zone Number Five shall ~~may~~ be set adjusted periodically based on motorcycle occupancy on any block or set of blocks during the hours of parking meter operation according to the following criteria: (a) ~~1~~ if occupancy is ~~eighty percent~~ 80% or above, rates will be increased by \$0.10 per hour; (b) ~~2~~ if occupancy is ~~sixty percent~~ 60% or above but below ~~eighty percent~~ 80%, rates will not be changed; or (c) ~~3~~ if occupancy is ~~above thirty percent but below sixty percent~~ 60%, rates will be lowered by \$0.10 per hour; or (4) if

occupancy is below thirty percent, rates will be decreased by \$0.20 per hour. Rates shall be adjusted not more than every ~~twenty-eight~~28 days.

SEC. ~~404~~411. TRUCK LOADING ZONES.

Where there are multiple Parking Meters in a Truck Loading Zone and the length of a Truck necessitates that it occupy more than one Parking Space, compliance with Division I Section ~~7.2.23~~40.2.27 (Payment of Parking Meter) requires payment of the Parking Meter for each Parking Space occupied by the Truck.

SEC. ~~405~~412. SPECIAL EVENT PARKING METER RATES~~ZONE NUMBER FIVE.~~

(a) Notwithstanding Section 402, the Director of Transportation is authorized to set a Special Event parking meter rate between \$0.50 an hour and \$18 an hour at parking meters within the Civic Center, Fillmore, and South Embarcadero areas described below. The rates may be set during, and/or up to four hours prior to, Special Events as designated by the Director of Transportation in order to manage excessive parking demand, congestion, and traffic circling near those Special Events. For purposes of this Section 405, a "Special Event" shall include athletic events, concerts, conventions, parades, street festivals, entertainment or cultural exhibitions or shows, or any other similar event that is expected to generate a significant, short-term demand for on-street parking. The rates may be adjusted periodically based on vehicle occupancy on any block or set of blocks according to the following criteria: (a) if occupancy is 90% percent or above, rates will be increased by \$0.50 per hour; (b) if occupancy is 65% or above but below 90%, rates will not be changed; or, (c) if occupancy is below 65%, rates will be lowered by \$0.50 per hour. Rates shall be adjusted not more than every 28 days. ~~Notwithstanding the areas listed for Parking Meter Zones One through Four, Parking Meter Zone Five (the "SFpark Program Areas") shall include that portion of the City and County of San Francisco not under the jurisdiction of the Port of San Francisco and in the following areas:~~

(1) ~~Downtown SFpark Program Area~~ shall commence at a point where the northerly line of Folsom Street intersects the easterly line of The Embarcadero, thence south-westerly along the

~~northerly line of Folsom Street to the westerly line of Fifth Street, thence north westerly along the westerly line of Fifth Street to the northerly line of Market Street, thence easterly along the northerly line of Market Street to the westerly line of Powell Street, thence northerly along the westerly line of Powell Street to northerly line of Bush Street, thence easterly along the northerly line of Bush Street to the westerly line of Grant Avenue, thence northerly along the westerly line of Grant Avenue to the northerly line of Washington Street, thence easterly along the northerly line of Washington Street to the westerly line of Kearny Street, thence northerly along the westerly line of Kearny Street to the northerly line of Jackson Avenue, thence easterly along the northerly line of Jackson Avenue to the easterly line of The Embarcadero, thence south easterly along the easterly line of The Embarcadero to the point of commencement.~~

(b2) ~~Civic Center SF~~**Special Event Parking Area** shall commence at a point where the southerly line of Market Street intersects the easterly line of Hyde Street, thence south-easterly along the southerly line of Market Street to the easterly line of Gough Street, thence northerly along the easterly line of Gough Street to the southerly line of Page Street, thence westerly along the southerly line of Page Street to the westerly line of Laguna Street, thence northerly along the westerly line of Laguna Street to the northerly line of Fulton Street, thence easterly along the northerly line of Fulton Street to the westerly line of Gough sStreet, thence northerly along the westerly line of Gough Street to the northerly line of Eddy Street, then easterly along the northerly line of Eddy Street to the easterly line of Hyde Street, thence southerly along the easterly line of Hyde Street to the point of commencement.

(3) ~~Fisherman's Wharf SF~~**park Parking Area** shall commence at a point where the southerly line of Bay Street intersects the easterly line of Kearny Street, thence westerly along the southerly line of Bay Street to the easterly line of Taylor street, thence southerly along the easterly line of Taylor street to the southerly line of Columbus Avenue, thence north westerly along the southerly line of Columbus Avenue to the southerly line of North Point Street, thence westerly along the

southerly line of North Point Street to the westerly line of Polk Street, thence northerly along the westerly line of Polk Street to the northerly line of Beach Street, thence easterly along the northerly line of Beach Street to the westerly line of Hyde Street, thence northerly along the westerly line of Hyde Street to the southerly line of Jefferson Street, thence easterly along the southerly line of Jefferson Street to the easterly line of Powell Street, thence southerly along the easterly line of Powell Street to the northerly line of Beach Street, thence easterly along the northerly line of Beach Street to the westerly line of Grant Avenue, thence southerly along the westerly line of Grant Avenue to the southerly line of North Point Street, thence easterly along the southerly line of North Point Street to the easterly line of Kearny Street, thence southerly along the easterly line of Kearny Street to the point of commencement.

(4) — ~~Marina SFpark Parking Area~~ shall commence at a point where the southerly line of Filbert Street intersects the easterly line of Webster Street, thence westerly along the southerly line of Filbert Street to the westerly line of Steiner Street, thence northerly along the westerly line of Steiner Street to the southerly line of Lombard Street, thence easterly along the southerly line of Lombard Street to the westerly line of Broderick Street, thence northerly along the westerly line of Broderick Street to the northerly line of Francisco Street, thence easterly along the northerly line of Francisco Street to where Francisco Street meets Alhambra Street, thence easterly along the northerly line of Alhambra Street to easterly line of Pierce Street, thence southerly along the easterly line of Pierce Street to the northerly line of Toledo Way, thence easterly along the northerly line of Toledo Way to the easterly line of Mallorca Way, thence southerly along the easterly line of Mallorca Way to the northerly line of Chestnut Street, thence easterly along the northerly line of Chestnut Street to the easterly line of Fillmore Street, thence southerly along the easterly line of Fillmore Street to the northerly line of Lombard Street, thence easterly along the northerly line of Lombard Street to the easterly line of Webster Street, thence southerly along the easterly line of Webster Street to the point of commencement.

(c5) ~~Fillmore SFpark~~ **Special Event Parking Area** shall commence at a point where the southerly line of McAllister Street intersects the easterly line of Webster Street, thence westerly along the southerly line of McAllister Street to the westerly line of Steiner Street, thence northerly along the westerly line of Steiner Street to the southerly line of Post Street, thence westerly along the southerly line of Post Street to the westerly line of Pierce Street, thence northerly along the westerly line of Pierce Street to the northerly line of Clay Street, thence easterly along the northerly line of Clay Street to the easterly line of Steiner Street, thence northerly along the easterly line of Steiner Street to the northerly line of Jackson Street, thence easterly along the northerly line of Jackson Street to the easterly line of Webster Street, thence southerly along the easterly line of Webster Street to the northerly line of Bush Street, thence easterly along the northerly line of Bush Street to the easterly line of Laguna Street, thence southerly along the easterly line of Laguna Street to the southerly line of Geary Boulevard, thence easterly along the southerly line of Geary Boulevard to the easterly line of Webster Street, thence southerly along the easterly line of Webster Street to the point of commencement.

(d6) ~~South Embarcadero SFpark~~ **Special Event Parking Area** shall commence at a point where the southerly line of ~~Mariposa~~ Cesar Chavez Street intersects the easterly line of ~~Terry A. Francois St~~ Illinois Street, thence westerly along the southerly line of ~~Mariposa~~ Cesar Chavez Street to the easterly line of the CalTrain tracks, thence northerly along the CalTrain tracks to the northerly line of King Street, thence easterly along the northerly line of King Street to the westerly line of Fifth Street, thence northerly along the westerly line of Fifth Street to the northerly line of Folsom Street, then easterly along the northerly line of Folsom Street to the easterly line of The Embarcadero, then southerly along the easterly line of The Embarcadero to the southerly line of King Street, thence easterly along the southerly line of King Street to the easterly line of Third Street, then southerly along the easterly line of Third Street to the northerly line of Terry A. Francois Street, then easterly along the northerly line of Terry A. Francois Street to the easterly line of line of Terry A. Francois Street, then southerly along the easterly line of line of Terry A. Francois Street to the easterly line of Illinois Street.

then southerly along the easterly line of Illinois Street to the point of commencement.

~~(7) — Mission SFpark Parking Area shall commence at a point where the southerly line of Twenty Fourth Street intersects the easterly line of South Van Ness Avenue, thence westerly along the southerly line of Twenty Fourth Street to the westerly line of Valencia Street, thence northerly along the westerly line of Valencia Street to the southerly line of Sixteenth Street, thence westerly along the southerly line of Sixteenth Street to the westerly line of Guerrero Street, thence northerly along the westerly line of Guerrero Street to the northerly line of Fifteenth Street, thence easterly along the northerly line of Fifteenth Street to the easterly line of South Van Ness Avenue, thence southerly along the easterly line of South Van Ness Avenue to the point of commencement.~~

~~(b) — The rates for Parking Meters in Parking Meter Zone Number Five shall be between \$0.50 an hour and \$7.00 an hour effective July 1, 2016, and between \$0.50 an hour and \$8.00 effective July 1, 2017. The rates shall be set based on vehicle occupancy on any block or set of blocks during the hours of parking meter operation according to the following criteria: (1) if occupancy is 80% or above, rates will be increased by \$0.25 per hour; (2) if occupancy is 60% or above but below 80%, rates will not be changed; (3) if occupancy is above 30% but below 60%, rates will be lowered by \$0.25 per hour; or (4) if occupancy is below 30%, rates will be decreased by \$0.50 per hour. Rates shall be adjusted not more than every 28 days.~~

~~(c) — Notwithstanding subsection (b), the Director of Transportation is authorized to set a Special Event Parking Meter rate between \$0.25 an hour and \$18.00 an hour during, or up to four hours prior to, special events in the South Embarcadero, Civic Center and Fillmore SFpark Program Areas to recover the costs incurred by the SFMTA for parking-related services in connection with the special event. For purposes of this subsection, a special event shall include athletic events, concerts, conventions, major parades, street festivals, entertainment or cultural exhibitions or shows, or any other similar event that is expected to generate a significant, short-term demand for on-street parking. The rates shall be set based on vehicle occupancy on any block or set of blocks according to the following~~

~~criteria: (1) if occupancy is 90% or above, rates will be increased by \$0.50 per hour; (2) if occupancy is 65% or above but below 90%, rates will not be changed; or (3) if occupancy is below 65%, rates will be lowered by \$0.50 per hour. Rates shall be adjusted not more than every 28 days.~~

APPENDIX A. CITY AND COUNTY OF SAN FRANCISCO MAPS.

The attached Maps, delineating streets within the boundaries and jurisdiction of the City and County of San Francisco, as well as those areas in the City and County that are under the jurisdiction of the Port of San Francisco, the Recreation and Park Department, the Golden Gate National Recreation Area, the Presidio of San Francisco, and the Treasure Island Development Authority, are a part of, and are hereby incorporated into, the Transportation Code. See Transportation Code, Division II, Secs. 402 and 403. Copies of these maps shall be available to the public in the Office of the Director of Transportation and in the Office of the Secretary of the SFMTA Board of Directors. These maps shall be updated as necessary to show changes in streets within the boundaries and jurisdiction of the City and County or changes in those areas in the City and County under the jurisdiction of the Port of San Francisco, the Recreation and Park Department, the Golden Gate National Recreation Area, the Presidio of San Francisco, and the Treasure Island Development Authority. The updated maps will likewise be a part of, and incorporated into, the Transportation Code and available to the public at the above-designated locations.

Section 2. Effective Date. This ordinance shall become effective 31 days after enactment. Enactment occurs when the San Francisco Municipal Transportation Agency Board of Directors approves this ordinance.

Section 3. Scope of Ordinance. In enacting this ordinance, the San Francisco Municipal Transportation Agency Board of Directors intends to amend only those words, phrases, paragraphs, subsections, sections, articles, numbers, letters, punctuation marks, charts, diagrams, or any other constituent parts of the Transportation Code that are explicitly

shown in this ordinance as additions or deletions in accordance with the "Note" that appears under the official title of the ordinance.

APPROVED AS TO FORM:
DENNIS J. HERRERA, City Attorney

By: _____
JOHN I. KENNEDY
Deputy City Attorney

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I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of December 5, 2017.

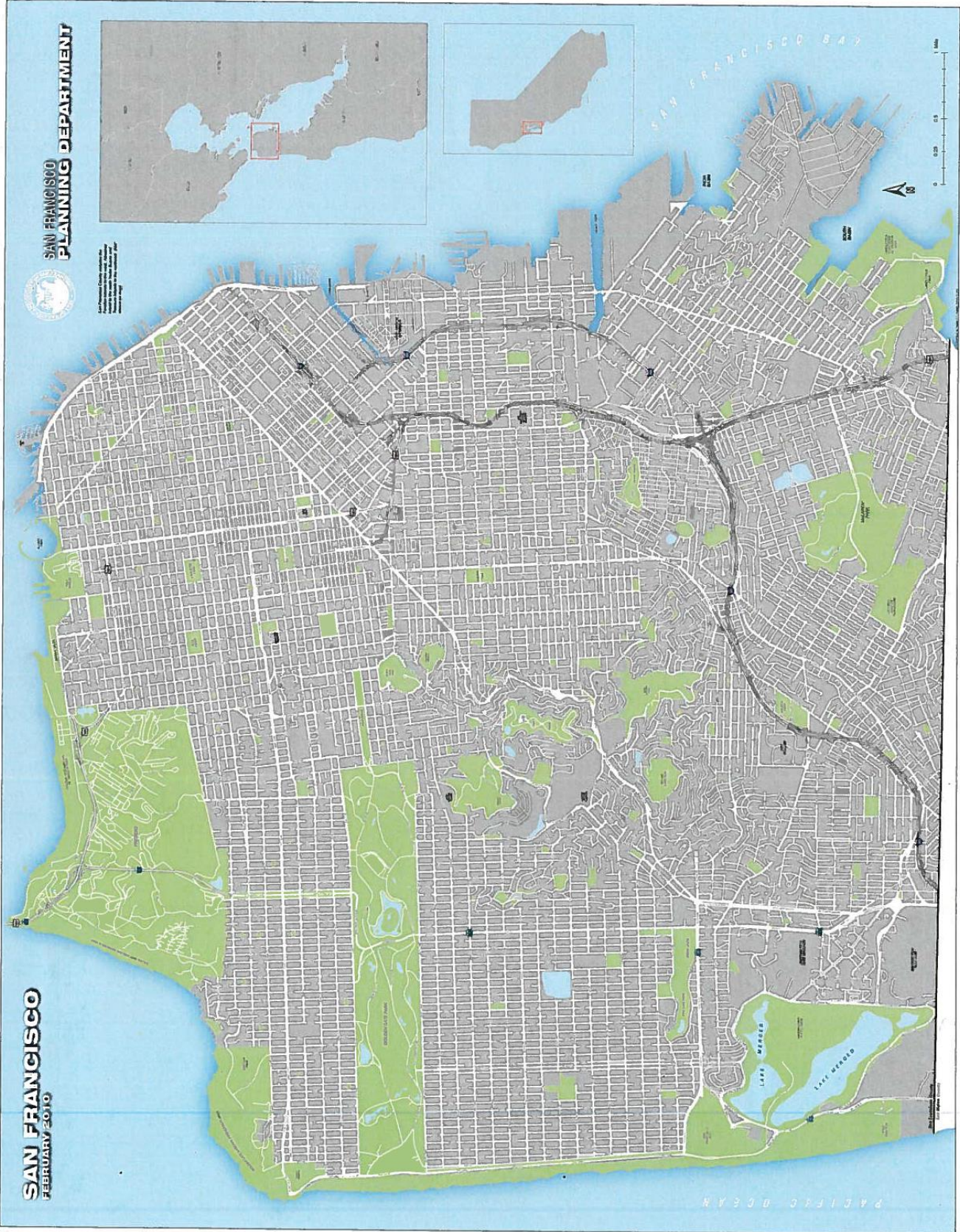
Secretary to the Board of Directors
San Francisco Municipal Transportation Agency

SAN FRANCISCO
FEBRUARY 2010

SAN FRANCISCO
PLANNING DEPARTMENT



Map prepared by the Planning Department
in cooperation with the Department of Public Works
and the Department of Public Utilities



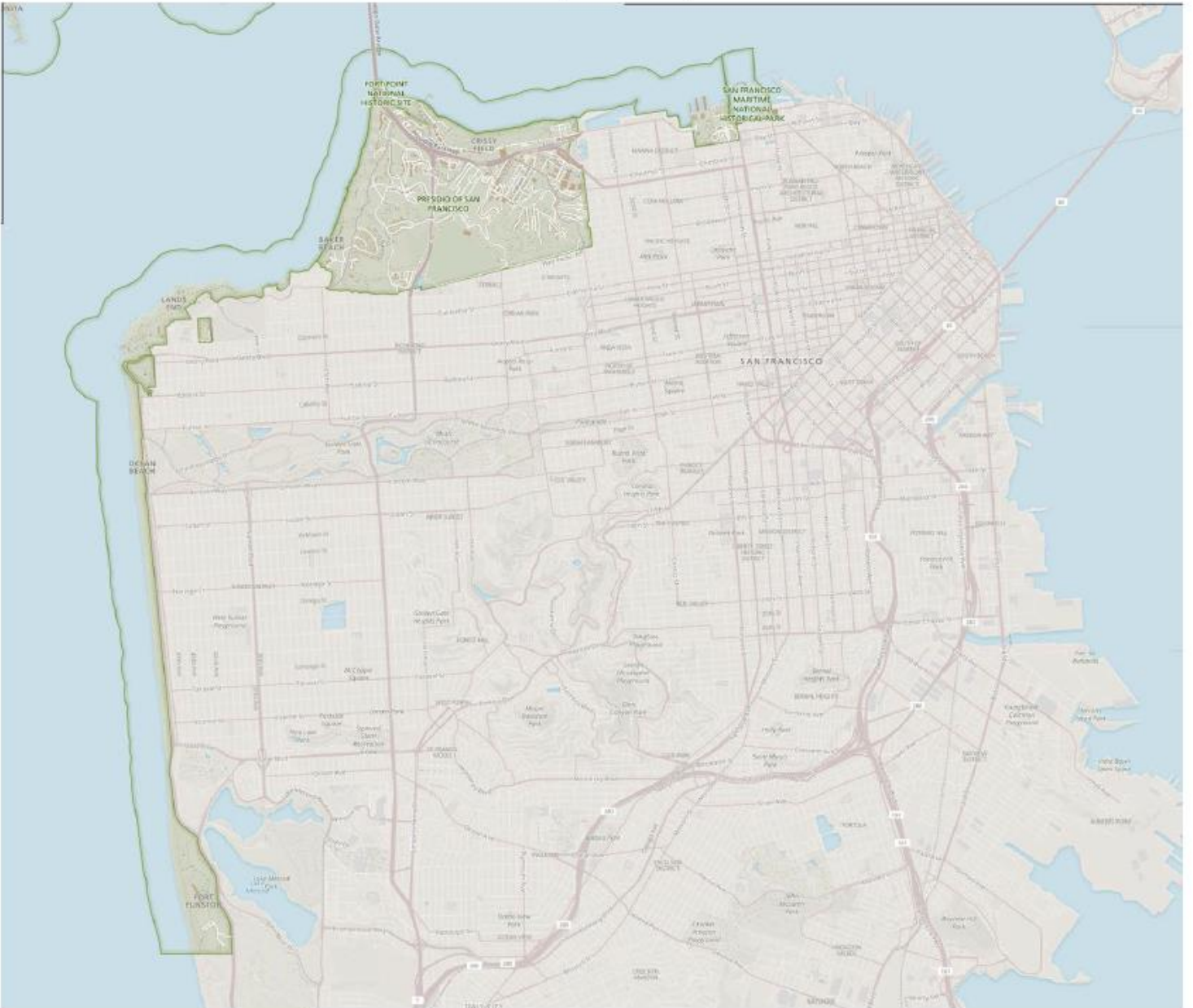
RESOLUTION NO.

PORT JURISDICTION



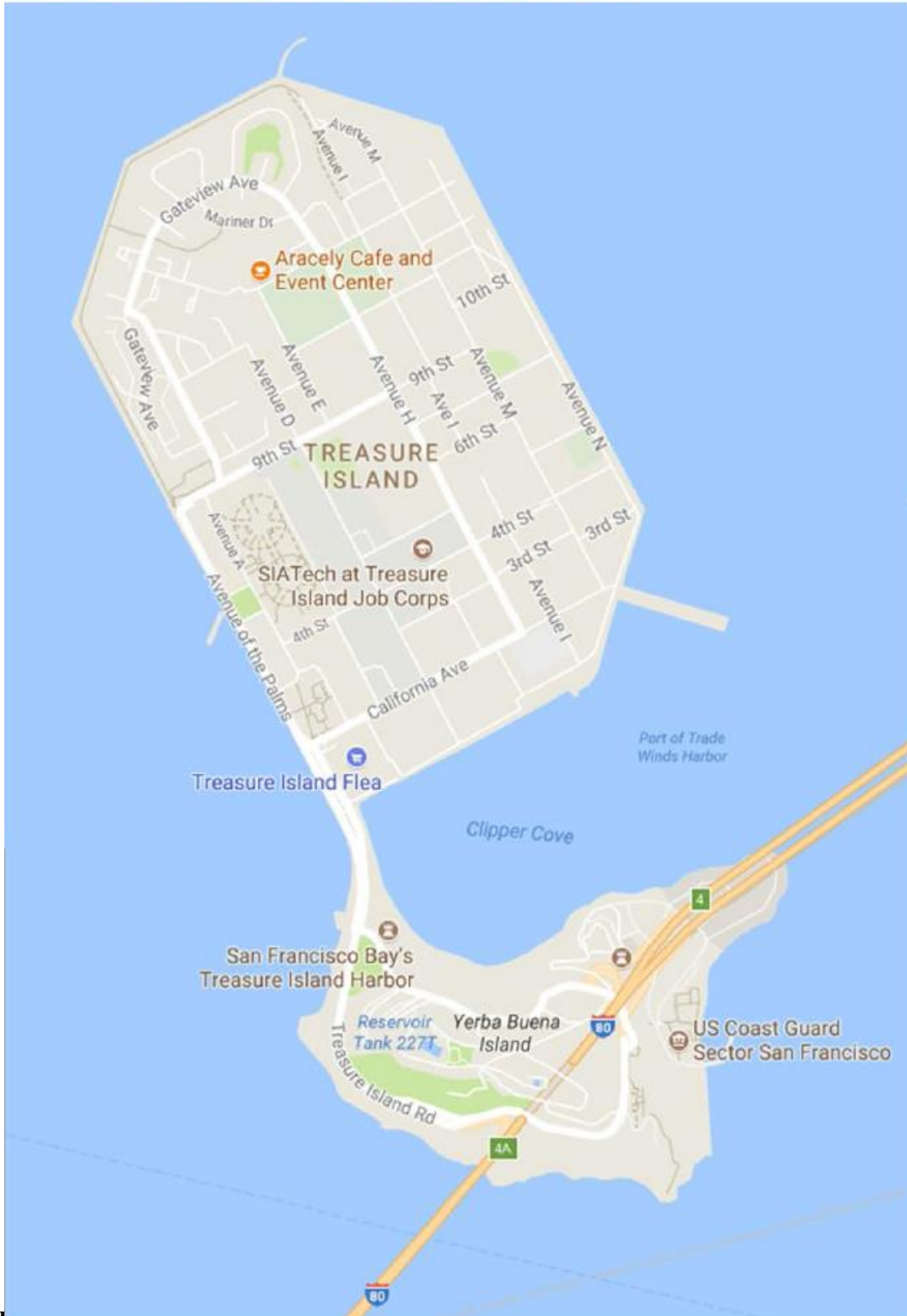
RESOLUTION NO.

Golden Gate National Recreation Area (GGNRA)



RESOLUTION NO.

YERBA BUENA AND TREASURE ISLANDS



RESOLUTION NO.



SFMTA
Municipal
Transportation
Agency

Demand-responsive parking pricing policies

On-street parking meters and off-street lots

December 5, 2017

Context, goals and strategies

Vision and goals

Effective parking management is central to the San Francisco Municipal Transportation Agency's (SFMTA) 2013-2018 Strategic Plan. Goal 2 of the Strategic Plan—"Make transit, walking, bicycling, taxi, ridesharing and carsharing the preferred means of travel"—contains Objective 2.4: "Improve parking utilization and manage parking demand."

In keeping with that Agency objective, the SFMTA's vision and related goals for parking in San Francisco include:

- Make it easy to find parking – Use parking prices to manage demand for parking and thereby achieve a minimum level of parking availability.
- By achieving minimum level of parking availability, help achieve SFMTA's other goals – Making it easy for drivers to quickly find an available parking space will improve safety, Muni performance, and customer experience while reducing double parking, circling, emissions, and parking-related congestion.
- Use parking prices to encourage the use of transit, walking, and biking – Managing demand for parking will provide an incentive for people to use means other than driving.
- Provide a clear, simple, and respectful customer experience – Improve customer service, experience, and convenience when using the SFMTA's parking system.
- Transparent process – Have a transparent, consistent, rules-based, and data-driven approach for setting parking rates.

Overall approach and strategies

To manage demand for paid parking to achieve various goals, the SFMTA uses the following approach and strategies:

- Demand-responsive pricing – SFMTA uses data for parking occupancy to find the lowest rate possible to achieve a minimum level of availability.
- Operational hours are split into distinct rate periods or time bands – Parking demand changes by day of week and time of day. To better match prices with demand over time, the SFMTA adjusts prices with some degree of granularity by time. Time bands are consistent throughout the city and between general metered spaces meters and in garages so that drivers can readily compare rates, which helps prices be more effective.
- Location – In a city as dynamic and dense as San Francisco, parking demand also changes not just by time and day but also block to block.
- Consistency – The SFMTA wants its approach to parking management to be consistent and as easy to understand as possible. Where this goal is in tension with the desire to match prices to demand (e.g., where prices may vary from one block to the next), the SFMTA has opted for consistency and transparency in the process for setting rates.

On-street parking pricing policies

When pricing is used

The SFMTA uses prices at on-street parking spaces to manage parking demand in commercial and mixed use areas when and where parking demand is high and/or when places of business are open. Currently:

- Most SFMTA parking meters in the city operate Monday through Saturday, from 7am to 6pm or 9am to 6pm.
- Meters in Fisherman's Wharf operate every day, from 7am to 7pm
- Meters near AT&T Park operate until 10pm Monday through Saturday, and on Sundays during special events at the ballpark.
- Meters in areas under the jurisdiction of the Port of San Francisco (mostly along the Embarcadero) are operational every day from 7am to 10pm or 11pm under an agreement with the SFMTA.

How pricing will vary – block by block, time of day, and weekday v. weekend

To better match prices with how demand changes over time, the SFMTA adjusts prices by time of day and day of week (eg, weekday versus weekend). While more granular or dynamic approaches to varying prices are possible, this demand-responsive approach strikes a good balance with the competing demand of making prices easy to understand and easy to communicate at a parking meter. The rate periods are as consistent as possible across meters, lots and garages, which increases ease of use for drivers when parking in different parts of the City.

Rates will be adjusted on a block-by-block basis

Price changes at meters are made on a per-block basis. A block includes both sides of the street. On most streets and blocks in San Francisco, demand is fairly consistent between one side of the block (a blockface) and the other. Changing prices on a block-by-block helps to redistribute parking demand within a neighborhood to better achieve availability targets and therefore the larger parking management goals.

Time of day

To vary rates by time of day, the SFMTA divides the day into rate periods or time bands based on both demand data and the desire to have a consistent approach throughout the City. SFMTA staff may adjust the time bands from time to time to better manage parking demand.

To illustrate, currently most meters in the City operate on a 9am to 6pm schedule, though some meters operate on a 7am to 6pm schedule. Meters in Fisherman's Wharf operate every day from 7am to 7pm. All meters and metered lots are split into the following rate periods:

Open-Noon
Noon-3pm
3pm-6pm
6pm-close

Weekday v. weekend

SFMTA staff also vary parking rates by day of week to better manage demand. Because parking demand on weekend days differs significantly from weekday parking demand, SFMTA currently uses different demand-responsive pricing on weekdays than on weekends. If parking demand data merits, SFMTA staff may adjust how days of the week are grouped together to help pricing be more effective (e.g., if in some areas parking demand on Fridays is more similar to Saturday than it is to other weekdays, SFMTA may adjust pricing on Fridays and Saturdays together).

On-street metered parking and metered lots

The SFMTA adjusts rates at metered parking gradually and periodically based on demand. The minimum rate that may be charged is \$0.50 per hour, while the maximum is \$8 per hour. These minimum and maximum rates are adjusted going forward to account for inflation and cost of living increases.

Rates at commercial loading (yellow and red) meters, short-term parking (green) meters, and tour bus meters are adjusted using occupancy at general metered parking spaces.¹ Changes to the rates are made no more often than once per four weeks.

In order to achieve the goal of at least one available parking space per block or lot, meter rates are adjusted with the goal of maintaining no more than 80% occupancy on any given block or lot. Rates are adjusted using the following formula:

- When occupancy is 80 percent or above, the hourly rate is raised by \$0.25.
- When occupancy is 60 percent or above but below 80 percent, the hourly rate is not changed.
- When occupancy is below 60 percent, the hourly rate is lowered by \$0.25.

If new parking meters are added, the starting rates at those new meters will be based on the rate of the nearest metered block.

Special event pricing

The SFMTA may use special event rates at on-street spaces in areas near large, well-publicized events that generate significant short-term increases in the demand for parking. Examples of special events include baseball games, concerts, conventions, major parades and street festivals, entertainment/cultural shows, exhibitions, and other similar events. In these designated special event areas, meter rates may be up to \$18 per hour during, or up to four hours prior to, special events.

SFMTA staff determines rates for particular events based on the parking demand the event is expected to generate. Special event rates may vary rates by block or larger geographic areas, which can make it easier to communicate those special rates to customers and reduce circling for parking during events.

Meter screens inform users of that day's rate schedule, including special event rates, and the SFMTA posts special event areas and rates on its website as far in advance as possible.

¹ The SFMTA may in the future adjust prices at commercial loading meters, short-term metered parking, and tour bus meters separately from the prices for general metered parking, as technology permits.

Metered motorcycle pricing

The SFMTA uses demand-responsive pricing for metered motorcycle parking in order to achieve availability targets using the same block-by-block, day-of-week, and time-of-day basis. The minimum and maximum rates to be charged at motorcycle meters are one-fifth of the minimum and maximum rates set for car meters.

The SFMTA uses the following formulas to determine price changes at motorcycle spaces:

- When occupancy is 80 percent or above, the hourly rate is raised by \$0.10.
- When occupancy is 60 or above but below 80 percent, the hourly rate is not changed.
- When occupancy is below 60 percent, the hourly rate is lowered by \$0.10.

SFMTA may change rates at motorcycle meters no more frequently than every four weeks, but in practice the SFMTA adjusts these rates less frequently.

If new motorcycle meters are added, the starting rates at those new meters will be based on the rate of the nearest pod of motorcycle spaces.