

Parking Tax Data Guide

May 28, 2014

Table of Contents

1	Introduction.....	3
1.1	Timeline.....	3
1.2	Availability of Data.....	3
1.3	Methodology.....	3
1.4	Tax Revenues not Attributable to Particular Locations	3
1.5	Data Dictionary.....	4

1 Introduction

This dataset is parking tax revenue collected from off-street parking lots and garages as reported to San Francisco's Office of the Treasurer / Tax Collector. The data is aggregated by geography into SFpark's designated Parking Management Districts (PMDs).

1.1 Timeline

The data is provided by calendar quarter from the first quarter of 2010 through the third quarter of 2013.

1.2 Availability of Data

The dataset is available as an Excel workbook. For all data requests and related inquiries, please contact info@sfpark.org and put "SFpark evaluation data request" in the subject line.

The file name, format and size are as follows:

- File name: SFpark_ParkingTax_20092013.xlsx
- File format: 2010 MS Office Excel workbook
- File size: 21.0 KB

1.3 Methodology

Initially, SFpark staff provided the Treasurer's Office a list of parking garage and lot operators based on the Registered Businesses dataset from DataSF.org that met the following criteria: PBC code = 7520 (PARKING, AUTOMOBILE) and 8839 (PARKING, EXCEPT VALET). Each garage or lot was geocoded and tagged with the PMD in which it is located.

The Treasurer's Office found that approximately one-third of the parking tax base was not included in the initial dataset. Businesses such as hotels and restaurants that charge for parking but do not rely upon it as their primary source of revenue were not included. The Treasurer's Office provided a list of these businesses, which SFpark staff then geocoded and assigned to PMDs. If the business was not located in one of the project's PMDs, it was tagged as "NO PMD."

1.4 Tax Revenues not Attributable to Particular Locations

The Treasurer's Office receives tax by operator, not by location, and operators often operate multiple locations. If an operator is still in business and still operating a particular location, the Treasurer can link the tax payments to the location. However, if the operator is no longer in business, or the operator no longer operates that specific location, the Treasurer cannot link particular payment amounts to particular locations, because the Treasurer does not preserve the location data in any readable/scannable format. This tax revenue is tagged in the dataset as "NOMATCH."

As we go further back in time, there are more operators who are out of business or no longer operating a particular location, so less tax revenue can be attributed to any particular PMD. Thus, the NOMATCH category is larger the further back in time we look (See Table 1).

We then proportionally distributed all NO MATCH amounts to SFpark pilot areas, SFpark control areas, and the remainder of the City based on the relative amounts of non-NOMATCH parking tax revenue from each of those areas for each quarter (See Table 2 and Table 3).

Parking tax paid by SFMTA-owned garages is provided in Table 4. The proportionally distributed amounts not including parking tax paid by SFMTA-owned garages are found in Table 5.

1.5 Data Dictionary

Field Name	Description	Example
PMD*	Parking Management Districts	Downtown
Area	Pilot, Control, Remainder of City	Pilot
2010Q1 (Jan – Mar)	Tax year quarters from Q1 (Jan- Mar) of 2010 through Q2 (April –Jun) of 2013	\$55,575.57

*There are two values in this column that are not PMD's, "NO PMD" and "NOMATCH".

"NO PMD": Parking tax revenue reported in the remainder of the city (not in one of the listed PMDs)

"NOMATCH": Parking tax revenue that cannot be attributed to a specific geographic area

\\mtanas\sfpark\Data Documentation\Data Guides\ParkingTax\SFpark_DataGuide_ParkingTax.docx