

Status Update: Holiday Parking Enforcement



Context

- Before July 2009, parking management rules were not enforced **seven public holidays (except in Fisherman's Wharf)**
- **The SFMTA Board changed the SFMTA's policy to enforce parking meters four holidays (Memorial Day, July 4th, Labor Day, Veteran's Day) when most stores are open during the FY 2009-2010 Budget process (effective July 1, 2010)**
- **Three holidays (Thanksgiving, Christmas, New Year's) are not currently enforced**
- The 1,000 parking meters under Port of San Francisco jurisdiction (along waterfront) operate 365 days/year and have done so for a long time

Policy

- Increase parking availability
- Simplify parking management rules and make them more consistent between SFMTA and with Port
- Improve Muni performance and safety for cyclists (by reducing circling and double parking)
- Focus was on transportation management benefits
- Consistent **with SFMTA's best practices parking** management efforts

Policy rationale

General benefits

- Parking meters are management tools to create parking availability and turnover in commercial areas when stores are open
- This benefits merchants, shoppers, and others visiting those areas

Parking management on holidays where it makes sense

- Most retail businesses are open on all holidays except for **Thanksgiving, Christmas, and New Year's Day**
- Low parking availability on high demand days when many people visit San Francisco is bad for our economic vitality and transportation system
- There is no policy rationale for not operating meters on holidays when most stores are open

Implementation

- Public approval process during budget process
- Changed language on parking meters
- Issued notices/warnings on cars of new policy during first holidays
- Advertised changes on SFMTA.com
- Worked with local media during first holidays to increase awareness of new policy
- Press release before each holiday reminding the public that the four holidays are enforced

Financial Impact

Costs

- Additional Parking Control Enforcement (PCO) shifts and coin collection
 - The cost of enforcing meters on 8 of 11 holidays is \$325,000/year
 - The cost of enforcing meters on these 4 additional holidays is \$75,000/year

Revenues

- Total citation and meter revenue from the 8 holidays is \$2.9M/year
 - Meter revenue is \$1.2M/year
 - Citation revenue is \$1.7M/year
- Meter and citation revenue from the 4 additional holidays is \$1.5M/year
 - The \$1.5M/year additional revenue is 52% of the total holiday revenue

* Prior to July 1, 2010: Enforced Holidays MLK day, President's Day, Columbus Day, Day after Thanksgiving.
As of July 1, 2010 Additional Enforced Holidays: Memorial Day, July 4th, Labor Day, Veteran's Day

Parking Demand: Holidays Compared to Non-Holidays

General metered parking (*SFpark* areas)

- On a typical weekday from January — Sept 2011: Average Occupancy (operational hours) was 64%
- On the 5 holidays from Jan—Sept 2011: Average Occupancy (operational hours) was 54% (Mondays)

Metered commercial loading zones (*SFpark* areas)

- On a typical weekday from January — Sept 2011: Average Occupancy (operational hours) was 45%
- On the 5 holidays from Jan—Sept 2011: Average Occupancy (operational hours) was 31% (Mondays)

Holiday Enforcement: Revenues and Expenses

Holiday Enforcement	Meter Citations	Other Citations	PCOs deployed per holiday	Meter Revenue	Meter Citation Revenue	Other Citation Revenue	Total Revenue	PCO Expense	Collection Expense	Total Expense
Downtown (Area 1) 5,085 spaces	4,759	524	10	\$242,822	\$320,695	\$39,270	\$602,787	\$27,300	\$23,243	\$50,543
Downtown Periphery (Area 2) 4,396 spaces	2,969	282	10	\$209,921	\$189,545	\$21,145	\$420,611	\$14,700	\$20,094	\$34,794
Others (Area 3) 15,678 spaces	15,102	3,226	40	\$748,667	\$854,380	\$241,660	\$1,844,707	\$168,000	\$71,663	\$239,663
Total	22,830	4,033	60	\$1,201,410	\$1,364,620	\$302,075	\$2,868,105	\$210,000	\$115,000	\$325,000

Note: Does not include data from Fisherman's Wharf – Area 4

Data above indicates the following:

- On holidays about 42% of the annual revenues are from paid meters and 48% from meter violations
- PCOs on the average issue more citations in the Downtown area during holidays followed by the commercial districts (Area 3)
- Annual revenues from enforcing holidays exceed annual costs of collection and enforcement by \$2.5 million

Other benefits

- Holiday Enforcement is consistent with overall approach to parking management best practices
- Managing parking in commercial areas on days when stores are open improves access to those areas (now stores are open almost 365 days a year including the 3 holidays that meters are not enforced)
- SFMTA has not yet estimated the benefit in the following areas (but expect that these benefits will be quantified as part of the evaluation of SF*park*):
 - Muni speed and reliability
 - Commercial vitality (sales tax receipts)
 - Safety (from less circling and double parking)