

THIS PRINT COVERS CALENDAR ITEM NO. : _____

**SAN FRANCISCO
PARKING AUTHORITY**

DIVISION: Off-Street Parking

BRIEF DESCRIPTION:

Authorizing the SFMTA Executive Director/CEO to set “early-bird” parking rates between \$8 and \$12 per day, and its effective days and hours for the Moscone Center Garage.

SUMMARY:

- SFMTA manages the Moscone Center Garage which is owned by the Parking Authority.
- Staff has completed a survey of parking rates for various parking facilities in the vicinity of the garage.
- Based on the survey and rate analysis, staff recommends revising the “early-bird” rate to \$10 from the current \$8, effective November 1, 2008. Staff anticipates this parking rate revision will have no negative impacts.
- Staff anticipates the parking facilities in the general vicinity may change the “early-bird” parking rates at their facilities in the near future. Therefore, staff recommends authorizing the Executive Director/CEO to set, in his discretion, the “early-bird” parking rates for the Moscone Center Garage between \$8 and \$12 per day, and the times when those rates will be in effect.

ENCLOSURES:

1. SFPAC Resolution

APPROVALS:

DATE

DIRECTOR OF DIVISION
PREPARING ITEM _____

FINANCE _____

EXECUTIVE DIRECTOR/CEO _____

SECRETARY _____

ADOPTED RESOLUTION
BE RETURNED TO _____ Amit Kothari _____

ASSIGNED SFPAC CALENDAR DATE: _____

PURPOSE

In order to keep the parking rates at the Moscone Center Garage competitive while providing clean, safe and convenient parking to area employees and visitors, staff recommends authorizing the SFMTA Executive Director/CEO to set the “early-bird” parking rates for the Moscone Center Garage, in his discretion, between \$8 and \$12 per day, and the times when those rates are in effect. Approval of this recommendation will improve garage revenues without any negative impact on garage operations or customer service.

GOAL

These recommendations support the following 2008-2012 Strategic Goals adopted by the SFMTA Board of Directors:

- Goal 2:** System Performance – To get customers where they want to go, when they want to be there.
Objective 2.5: Manage parking supply to align with SFMTA and community goals.

- Goal 4:** Financial Capacity – To ensure financial stability and effective resource utilization.
Objective 4.1: Increase revenue by 20% or more by 2012 by improving collections and identifying new sources.

DESCRIPTION

The Moscone Center Garage is located at 255 Third Street and has approximately 730 parking spaces. The garage provides parking for event attendees at the Moscone Center, and visitors and employees for numerous venues and establishments in the Yerba Buena neighborhood. On days when special events are not scheduled, the garage offers an “early-bird” rate of \$8 for vehicles entering before 10 a.m. and exiting before 10 p.m.

A recently completed rate survey of various parking facilities in the vicinity of the Moscone Center Garage indicated that the garage offers the lowest “early-bird” rate for the longest duration. The “early-bird” rates at other facilities ranged between \$10 and \$17, while the cut-off time for entries ranges between 9 a.m. and 10 a.m. In order to keep the parking rates competitive while providing clean, safe and convenient parking to area employees and visitors, staff recommends the following revisions to the current rate structure, effective November 1, 2008:

Description	Current	Proposed
Early-bird Rate	\$8	\$10
Early-bird Hours	Enter by 10 a.m. exit by 10 p.m.	Enter by 10 a.m. exit by 7 p.m.

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Staff does not anticipate any negative impact on garage operations or customer service as a result of these revisions. Additionally, staff anticipates the parking facilities in the general vicinity may change the “early-bird” parking rates at their facilities in the near future. Therefore, staff recommends authorizing the Executive Director/CEO to set the “early-bird” parking rates for Moscone Center Garage between \$8 and \$12 per day.

To receive public input, a Public Hearing has been scheduled for October 21, 2008 at 2:00 p.m. Appropriate newspaper advertisements have been published, according to the SFMTA Board/SFPA Commission Rules of Order, Article 4, Section 10: Meetings for the Revision of Rates, Charges, Fares, Fees and Fines. Before adopting or revising any schedule of rates, charges, fares, fees or fines, the Commission shall publish in the official newspaper of the City and County for five days notice of its intention to do so and shall fix the time for a public hearing or hearings thereon, which shall be not less than 15 days after the last publication of said notice, and at which any person may present his or her objection to or views on the proposed schedule of rates, fare or charges.

Staff has reviewed the rates in all categories and does not recommend any other changes at this time. This garage is located within the SF*park* pilot project area, and may be subject to future rate revisions.

ALTERNATIVES CONSIDERED

Staff considered various alternatives, including an \$11 rate and limiting the “early-bird” entry to before 8:00 a.m. Considering the rates and hours offered at nearby facilities, and any negative impact of rates higher than other facilities, staff concluded that the best alternative is to raise the rate to \$10 and limit the hours to entry by 10 a.m. and exit by 7 p.m. Staff considered the “no change” alternative and recommends against it, due to significant ongoing revenue impact.

FUNDING IMPACT

Approval of this recommendation will allow a \$10 early-bird parking rate, effective November 1, 2008. This will result in additional gross revenues of approximately \$125,000 annually.

OTHER APPROVALS RECEIVED OR STILL REQUIRED

The City Attorney has reviewed this report.

RECOMMENDATION

Staff recommends that the San Francisco Parking Authority Commission authorize the SFMTA Executive Director/CEO to set “early-bird” parking rates between \$8 and \$12 per day, and the time when those rates will be in effect at the Moscone Center Garage.

SAN FRANCISCO
PARKING AUTHORITY COMMISSION

RESOLUTION No. _____

WHEREAS, The SFMTA manages the San Francisco Parking Authority's Moscone Center Garage; and,

WHEREAS, The Moscone Center Garage, located at 255 Third Street, provides parking for event attendees at the Moscone Center, and visitors and employees for numerous venues and establishments in the Yerba Buena neighborhood; and,

WHEREAS, A recently completed rate survey of various parking facilities in the vicinity of the Moscone Center Garage indicated that the garage offers the lowest "early-bird" rate for the longest duration; and,

WHEREAS, The San Francisco Parking Authority Commission has reviewed the staff analysis of "early-bird" rates and staff recommendation; and,

WHEREAS, The staff recommendation supports the 2008-2012 Strategic Goals adopted by the SFMTA Board of Directors; and,

WHEREAS, A public hearing was scheduled on October 21, 2008 to receive input from the general public on the rate revisions; now, therefore, be it

RESOLVED, That the San Francisco Parking Authority Commission authorizes the SFMTA Executive Director/CEO to exercise his discretion in setting "early-bird" parking rates and the days and hours in which said rates are in effect at the Moscone Center Garage, but said rates shall not be less than \$8 and not more than \$12 per day.

I certify that the foregoing resolution was adopted by the San Francisco Parking Authority Commission at its meeting of _____.

Secretary, Parking Authority Commission