

THIS PRINT COVERS CALENDAR ITEM NO. : 9

**SAN FRANCISCO
PARKING AUTHORITY COMMISSION**

DIVISION: Finance and Information Technology

BRIEF DESCRIPTION: For parking within the *SFpark* Parking Pilot Project Areas, approve the pricing range associated with the *SFpark* Parking Pilot Projects, approve initial parking availability standards and targets, and authorize the adjustment of availability standards and targets during the pilot project period.

SUMMARY:

- *SFpark* will use pilot projects in San Francisco to evaluate new parking management approaches and technology in order to: a) better manage San Francisco's parking supply and demand; b) support SFMTA's overall transportation goals, and; c) comply with the requirements of the UPP funding criteria.
- As the next step in the implementation of *SFpark*, the Commission is requested to approve the proposed pricing ranges to be used in the *SFpark* pilot projects to support the proposed availability standards and targets.
- *SFpark* staff will closely monitor effects of pilot programs and periodically report back to the Commission on the progress of the pilot project.
- Pursuant to the requirements of Charter § 4.104 and 16.112, notice of this public hearing for changes to rates was published.

ENCLOSURES:

1. Resolution with Attachments A and B

APPROVALS:

DATE

DIRECTOR OF DIVISION
PREPARING ITEM _____

FINANCE _____

EXECUTIVE DIRECTOR/CEO _____

SECRETARY _____

ADOPTED RESOLUTION

BE RETURNED TO: _____ Jay Primus _____

ASSIGNED SFPAC CALENDAR DATE: _____

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PURPOSE

As the next step in implementing *SFpark*, staff requests that the Parking Authority Commission:

- Approve ranges for parking pricing that will be used in the *SFpark* parking pilot projects.
- Approve initial availability standards and targets that will be used in the *SFpark* parking pilot projects.
- Allow the Executive Director/CEO or his designee to implement changes to parking prices within those ranges and to adjust the initial availability standards and targets that will be used in the *SFpark* parking pilot projects.

GOAL

The SFMTA will further the following goals of the Strategic Plan through the *SFpark* program in the following areas:

- Goal #2: Customer Focus: To get customers where they want to go, when they want to get there.
 - 2.4 Reduce congestion through major corridors.
 - 2.5 Manage parking supply to align with SFMTA and community goals.
- Goal #3: External Affairs-Community Relations: To improve the customer experience, community value and enhance the image of the SFMTA, as well as ensure SFMTA is a leader in the industry.
 - 3.2 Pursue internal and external customer satisfaction through proactive outreach and heightened communication conduits.
- Goal #4: Financial Capacity: To ensure financial stability and effective resource utilization.
 - 4.1 Increase revenue by 20 percent by 2012 by improving collections and identifying new sources.
 - 4.2 Ensure efficient and effective use of resources.
- Goal #5: SFMTA Workforce: To provide a flexible, supportive work environment and develop a workforce that takes pride and ownership of the agency's mission and vision and leads the agency into the evolving, technology-driven future.
 - 5.1 Increase resources available to employees in performing their jobs.
- Goal #6: Information Technology: To improve service and efficiency, the SFMTA must leverage technology.
 - 6.1 Information Technology Leadership: Identify, develop and deliver new and enhanced systems and technologies to support SFMTA's 2012 goals.

DESCRIPTION

On November 6, 2007, the SFMTA Board approved Resolution 07-169, which authorized the

acceptance and expenditure of various funds associated with the Urban Partnership Program (UPP), in anticipation of establishing the *SFpark* program. The resolution included the option to implement a demand-responsive pricing strategy including Special Event Pricing, Peak Demand Pricing, and Market-Based Pricing based on achieving a targeted occupancy rate of 85 to 90 percent.

On April 15, 2008, the SFMTA Board was presented with information on *SFpark*, a new approach to parking management in San Francisco. *SFpark* pilot projects will be used to test and evaluate new parking management strategies and technology in order to manage San Francisco's parking supply and demand in ways that support the SFMTA's overall transportation goals as listed above.

On April 15, 2008, the SFMTA Board also approved Resolution 08-086, which approved two contracts needed to implement *SFpark* and the associated pilot projects.

Staff requests that the San Francisco Parking Authority Commission approve the resolution that would implement the next steps of *SFpark*, which consists of establishing the pricing and time limit ranges to be used in the *SFpark* pilot projects and refining the parking occupancy and/or availability goals for the pilot projects. The *SFpark* Parking Pilot Project Areas are described in detail in Attachments A to the resolution. The parking rates and rate structure options in the *SFpark* Parking Pilot Areas that would go into effect if the Commission adopts the resolution are summarized below.

Today's public hearing on these revised rates was noticed in the City's newspaper in compliance with the requirements of SFMTA Board rule section 4.104 and Charter section § 16.112. As required, staff published in the official newspaper of the City and County for five days notice of its intention to revise rates and the date of the public hearing. The date of today's public hearing is at least 15 days after the last publication of the notice.

Rate Structure

- The rate structure for parking garages in *SFpark* Parking Pilot Project Areas can be either flat (same price per hour all day), or may be based on time of day (variable price by time of day), length of stay (variable price by how long a vehicle has been parked), or a combination of those structures.

Public Parking Garages

- The hourly rates for public parking garages in the *SFpark* Parking Pilot Project Areas could be between \$1.00 per hour and \$10.00 per hour. Currently, the price of public parking garages in the Pilot Project Areas is no more than \$6.00 per hour.

Discounts

- For parking garages in *SFpark* Parking Pilot Project Areas, those drivers who pay an hourly rate at parking garages in *SFpark* Parking Pilot Project Areas (but not those drivers who pay a "early bird", monthly, or other fixed time period or special rate structures) for at least three hours may receive a discount of between \$0.50 and \$2.50 for entering garages during off-peak times (based on availability and congestion targets)

and/or a discount of between \$0.50 and \$2.50 for exiting garages during off-peak times as defined by congestion and parking availability data.

- The times for entering and exiting a parking garage when “early bird” parking rates would only apply could vary from garage to garage. The times for early bird could be applied could vary between 5:00 AM and 10:00 AM for entering a garage and exiting the garage between 3:00 PM and 8:00 PM.
- The cost of all types of daily, monthly, early bird, and all other non-hourly parking rates in garages in SFpark Parking Pilot Project Areas could increase by no more than 50 percent compared to those rates as of November 30, 2008.

Customer Outreach

- Parking price or rate changes for parking garages that are within the ranges specified in this resolution will be posted on the SFMTA website no less than seven calendar days before the commencement of a price change. The exception to this notification requirement is any rate change for monthly parking rates in parking garages would be posted on the SFMTA website and at the specific location where the price is changed at least 30 calendar days before the price is changed.

During the parking pilot project period and in Parking Pilot Project Areas, parking prices would be adjusted gradually and periodically based on parking availability and congestion targets. For off-street parking garages and lots, prices would be adjusted up or down in increments of no more than \$0.50 per hour every four to six weeks. SFpark staff will work with private parking garage and lot operators to encourage them to participate in SFpark pilot project approach to parking management to increase the effectiveness of the pilot projects.

SFpark will utilize gradual and periodic pricing adjustments in order to give people time to learn about new parking prices and policies, and have the opportunity to adjust their travel patterns and modal choices as necessary. The alternative of more dynamic or frequent price changes would likely frustrate drivers and not allow them to learn about new prices and policies over time and would therefore be expected to have less influence on modal choices.

The parking availability standards and targets that will be measured during the SFpark pilot projects and used to adjust the price of parking upwards or downwards have been further refined since the November 6, 2007 presentation, as follows:

- The availability *standard* defines the optimal level of availability for different types of parking.
- The availability *target* defines how much of the time that availability standards are met.

Expressing the availability standard for different types of parking as a range rather than a single number (such as 85 percent) allows for more effective parking management and help to prevent “over management” of parking to achieve a too-narrowly defined goal.

The Commission is requested to approve the initial availability standard of 10 percent to 35

percent for parking garages.

The Commission is requested to approve an initial availability target of 80 percent, which means that the availability standards are met 80 percent of the time that parking is priced. An availability target of 80 percent acknowledges that while a higher availability target of 95 percent or 99 percent is theoretically possible, it would likely cause undesirable consequences such as result in parking prices that are higher than necessary to achieve availability goals. Because parking demand naturally varies both day-to-day and hour-to-hour, achieving a “perfect” adherence to an availability standard would require management toward the 99th percentile, or the "peak of the peak" of parking demand. This would result in prices that would risk driving vehicles away from commercial areas. Both results would fail to meet the overall goals of *SFpark*.

Finally, the Commission is requested to approve the authority of the Executive Director/CEO or his or her designee to make as-needed adjustments to availability standards and goals for *SFpark* parking pilot projects during the pilot period. The initial availability standards and targets during the pilot period will be continuously monitored, evaluated, and adjusted as needed to determine how well they help achieve the overall goals of *SFpark*. If necessary, SFMTA staff may return to the Commission to revise the parameters of the *SFpark* project if there are unforeseen issues with or unintended changes in behavior that are counter to the goals of *SFpark*.

Staff will present the Commission with quarterly reports on the status of *SFpark*.

The City Attorney’s Office has reviewed this item.

ALTERNATIVES CONSIDERED

SFpark is a pilot project. As such, the policy prescriptions to be tested are alternatives to San Francisco’s current parking policy. The results of *SFpark* will inform future proposals to the Commission about parking management in San Francisco.

FUNDING IMPACT

Funds required for *SFpark* and the associated pilots are budgeted in the SFMTA’s operating and capital budgets.

OTHER APPROVALS RECEIVED OR STILL REQUIRED

SFpark has received three previous approvals and needs no future approvals. These previous approvals include:

- On November 6, 2006, the San Francisco Municipal Transportation Agency (SFMTA) Board of Directors approved Resolution 07-169, which authorized the acceptance and expenditure of various funds associated with the Urban Partnership Program (UPP) in anticipation of establishing the *SFpark* program and approved variable pricing required for the acceptance of these funds.
- SFMTA Board approved Resolution 08-086 on April 15, 2008, approving two contracts required to implement *SFpark* and the associated pilot projects.
- *SFpark* Parking Pilot Project received environmental clearance under the California

Environmental Quality Act as a Class 6 Categorical Exemption from the San Francisco Planning Department on May 19, 2008.

RECOMMENDATION

It is recommended that the San Francisco Parking Authority Commission approve the resolution authorizing pricing ranges for parking pricing associated with the *SFpark* program, establishing initial occupancy and availability targets, and authorizing the Executive Director/CEO or his designee to implement and adjust rates within those ranges as well as adjust availability standards and targets.

SAN FRANCISCO
PARKING AUTHORITY COMMISSION

RESOLUTION No. _____

WHEREAS, On November 6, 2006, the San Francisco Municipal Transportation Agency (SFMTA) Board of Directors approved Resolution 07-169, which authorized the acceptance and expenditure of various funds associated with the Urban Partnership Program (UPP) in anticipation of establishing the SF*park* program and approved variable pricing required for the acceptance of these funds; and,

WHEREAS, On April 15, 2008, the SFMTA Board received a report on SF*park*, a program to evaluate new parking management approaches and technology in order to manage San Francisco's parking supply and demand to support the SFMTA's overall transportation goals; and,

WHEREAS, The SFMTA Board approved Resolution 08-086 on April 15, 2008, approving two contracts required to implement SF*park* and the associated pilot projects; and,

WHEREAS, Pricing ranges and strategies as well as occupancy standards for use in association with SF*park* have been developed since presentations on those subjects were made to the Commission; and,

WHEREAS, A public hearing on these pilot program parking pricing modifications was noticed in compliance with requirements of Charter § 4.104 and 16.112; and,

WHEREAS, The Port of San Francisco approved on October 28, 2008 Resolution No. 08-68, approving parking pricing and management changes consistent with those contained in this Resolution, and thereby adopting a consistent approach to parking management for the metered on-street parking in its jurisdiction, including areas along the Embarcadero that are adjacent to the SF*park* Pilot Project Areas; and,

WHEREAS, The SF*park* Parking Pilot Project received environmental clearance under the California Environmental Quality Act as a Class 6 Categorical Exemption from the San Francisco Planning Department on May 19, 2008; now, therefore, be it

RESOLVED, That the San Francisco Parking Authority Commission authorizes the Executive Director/CEO to set parking rates within SF*park* Parking Pilot Project Areas for the approximate 18 month duration of the SF*park* parking pilot projects; and, be it further

RESOLVED, That parking within the areas specified in Attachment A, incorporated by reference into this resolution, are designated as SF*park* Parking Pilot Project Areas; and, be it further

RESOLVED, That the San Francisco Parking Authority Commission authorizes the Executive Director/CEO to adjust parking rates within SF*park* Parking Pilot Project Areas as

often as every 30 calendar days for the duration of the SF*park* parking pilot projects; and, be it further

RESOLVED, That the San Francisco Parking Authority Commission authorizes the Executive Director/CEO to adjust parking rates within SF*park* Parking Pilot Project Areas in increments of no more than \$0.50 per hour for parking garages; and, be it further

RESOLVED, That the rate structure for all parking garages in SF*park* Parking Pilot Project Areas may be either flat rates (same price per hour all day), or may be based on time of day (variable price by time of day), length of stay (variable price by how long a vehicle has been parked), or a combination of those pricing structures; and, be it further

RESOLVED, That the hourly rates for parking garages in the SF*park* Parking Pilot Project Areas shall be between \$1.00 per hour and \$10.00 per hour; and, be it further

RESOLVED, That the Executive Director/CEO is authorized to provide for those drivers who pay an hourly rate for at least three hours at parking garages in SF*park* Parking Pilot Project Areas a discount of between \$0.50 and \$2.50 for entering garages during off-peak times (based on availability and congestion targets) and/or a discount of between \$0.50 and \$2.50 for exiting garages during off-peak times, without being required to provide this discount for those drivers who pay a “early bird”, monthly, or other fixed time period or special rate structures; and, be it further

RESOLVED, That for parking garages in SF*park* Parking Pilot Project Areas, during the SF*park* parking pilot period the Executive Director/CEO is authorized to specify the times when “early bird” parking rates may apply, so long as those times are restricted to those drivers who enter a garage between 5:00 AM and 10:00 AM and exit the garage between 3:00 PM and 8:00 PM; and, be it further

RESOLVED, That for parking garages in SF*park* Parking Pilot Project Areas, during the SF*park* parking pilot period the Executive Director/CEO is authorized to adjust the cost of all types of daily, monthly, “early bird”, and all other non-hourly parking rates in garages in SF*park* parking pilot areas by up to 50 percent compared to those rates as of November 30, 2008; and, be it further

RESOLVED, That any parking price or rate changes for parking garages that are within the ranges specified in this resolution must be posted on the SFMTA website no less than seven calendar days in advance of the price change; and be it further

RESOLVED, That any parking price or rate changes for monthly parking in parking garages that are within the ranges specified in this resolution must be posted on the SFMTA website and at the specific location where price is changed no later than 30 calendar days before the commencement of the revised pricing; and, be it further

RESOLVED, That the initial availability standards for SF*park* pilot project areas 10 to 35 percent for parking garages and lots; and, be it further

RESOLVED, That the initial availability target for the SF*park* pilot project areas is to achieve the availability standards 80 percent of the time that parking is priced; and, be it further

RESOLVED, That the Executive Director/CEO is authorized to adjust availability standards and targets during the pilot project period to better achieve the goals of SF*park*.

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

Secretary, Parking Authority Commission

Attachment A: Definition of SFpark Parking Pilot Areas

The Downtown SFpark Pilot Parking Pilot Area 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 Folsom Street intersects the easterly line of The Embarcadero, thence south-westerly along the southerly 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 Montgomery Street, thence northerly along the westerly line of Montgomery 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.

The Civic Center SFpark Pilot Parking Pilot Area shall include that portion of the City and County of San commencing 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, thence easterly along the northerly line of Fulton to the westerly line of Gough street, 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.

The Fisherman's Warf SFpark Pilot Parking Pilot Area 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 Bay Street intersects the easterly line of Powell 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 northerly line of Jefferson Street, thence easterly along the northerly line of Jefferson Street to the easterly line of Powell Street, thence southerly along the easterly line of Powell Street to the point of commencement.

The Marina SFpark Pilot Parking Pilot Area shall include that portion of the City and County of San Francisco commencing 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 Toldeo Way, thence easterly along the northerly line of Toldeo 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.

The Fillmore SF*park* Pilot Parking Pilot Area shall include that portion of the City and County of San Francisco commencing 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.

The South Embarcadero SF*park* Pilot Parking Pilot Area 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 Mariposa Street intersects the easterly line of Terry A. Francois St, thence westerly along the southerly line of Mariposa Street to the easterly line of the CalTrain tracks, thence northerly along the CalTrain tracks to 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 St, then easterly along the northerly line of Terry A. Francois St to the easterly line of line of Terry A. Francois St, then southerly along the easterly line of line of Terry A. Francois St to the point of commencement.

The Mission SF*park* Pilot Parking Pilot Area shall include that portion of the City and County of San Francisco commencing 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.

Attachment B: SFpark Parking Pilot Project Special Event Areas

SFpark Parking Pilot Project Special Event Areas include the following areas:

The South Embarcadero SFpark Pilot Parking Pilot Area 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 Mariposa Street intersects the easterly line of Terry A. Francois St, thence westerly along the southerly line of Mariposa Street to the easterly line of the CalTrain tracks, thence northerly along the CalTrain tracks to 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 St, then easterly along the northerly line of Terry A. Francois St to the easterly line of line of Terry A. Francois St, then southerly along the easterly line of line of Terry A. Francois St to the point of commencement.

The Civic Center SFpark Pilot Parking Pilot Area, which shall include that portion of the City and County of San commencing 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, thence easterly along the northerly line of Fulton to the westerly line of Gough street, 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.

The Fillmore SFpark Pilot Parking Pilot Area, which shall include that portion of the City and County of San Francisco commencing 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.