



Agenda Item No. (6)

To: Finance-Auditing Committee/Committee of the Whole
Meeting of October 27, 2022

From: Jennifer Mennucci, Director of Budget and Electronic Revenue
Joseph M. Wire, Auditor-Controller
Denis J. Mulligan, General Manager

Subject: **APPROVE ACTIONS TO AMEND THE 2022 MASTER ORDINANCE
RELATIVE TO PUBLIC PARKING HOURS AND RATES FOR PARKING
LOTS AT THE GOLDEN GATE BRIDGE**

Recommendation

The Finance-Auditing Committee recommends that the Board of Directors approve actions to update public parking hours and rates for parking lots at the Golden Gate Bridge, and to amend the *2022 Master Ordinance* accordingly, as follows:

1. Allow weekday hours for public parking in the employee lot from 3:30 pm – 9:00 p.m.;
2. Allow weekday hours for public parking in the Toll Plaza East Parking Lot from 7:00 a.m. – 9:00 p.m.;
3. Adjust the hours for public parking on Saturdays, Sundays, and Designated Holidays to be 7:00 a.m. – 9:00 p.m. for designated parking lots at the Golden Gate Bridge;
4. Increase the public parking fee to an hourly rate of \$5 up to a maximum consecutive parking time of three (3) hours for designated parking lots at the Golden Gate Bridge; and,
5. Define Designated Holidays as the Administrative Holidays that the District observes, for the purpose of these amendments.

This matter will be presented to the Board of Directors at its October 28, 2022, meeting for appropriate action.

Summary

Currently, the Golden Gate Bridge, Highway and Transportation District (District) allows the public to park in the employee lot at the Golden Gate Bridge on Saturdays, Sundays, and designated holidays at a fixed daily rate of \$5. In the Toll Plaza East Parking Lot, the public parking fee is \$0.25 for each 15-minute period, up to a maximum consecutive parking time of two (2) hours.

In May of 2018, the Board approved an amendment to the Master Ordinance to transition to an hourly parking rate and to adjust the hours for public parking at the employee lot and the Toll Plaza East Parking Lot with a seasonal component. Staff anticipated that the new parking rate structure would take effect after the installation of new parking machines.

Due to the onset of COVID-19 and the press of other matters, the parking meters have not been upgraded at the Bridge site, and the May 2018 Board action has not been implemented. The District is now in the process of replacing these meters and also rolling out a parking application called Parkmobile (the same one used at the Larkspur Ferry Terminal Parking Lot) for customers to be able to easily pay for parking.

Staff has developed an implementation plan to make public parking hours the same throughout the year with a consistent rate schedule, rather than subject to seasonal changes. This should simplify the messaging to the public and make the program more understandable. The recommendation modifies the Board’s prior action to eliminate the shorter parking hours in the winter season. Staff proposes to extend the public parking hours in the employee lot to include weekdays, i.e., Monday through Friday, from 3:30 p.m. – 9:00 p.m., when District staff does not need the employee lot. The action would also set the hours for public parking on Saturdays, Sundays, and Designated Holidays to be from 7:00 a.m. – 9:00 p.m. for all of the areas made available for public parking at the Bridge. “Designated Holidays” consist of the District’s Administrative Holidays where employees are not parking in the lot. The following table depicts the proposed parking hours outlined above:

	Toll Plaza East Parking Lot	Employee Lot
<u>Weekdays</u>	7:00 a.m. – 9:00 p.m.	3:30 p.m. – 9:00 p.m.
<u>Saturdays, Sundays, and Designated Holidays*:</u>	7:00 a.m. – 9:00 p.m.	7:00 a.m. – 9:00 p.m.

*Designated Holidays: New Year’s Day, Martin Luther King Jr. Day, Presidents’ Day, Cesar Chavez Day, Memorial Day, Independence Day, Labor Day, Veterans Day, Thanksgiving Day, Day after Thanksgiving and Christmas Day.

Staff also proposes to adjust the parking rate to an hourly rate of \$5.00 up to a maximum of three hours. In reviewing comparable parking lots and garages in San Francisco, rates range from a minimum of \$1.20/hour for off-peak parking to a maximum of \$12/hour for peak parking among the parking facilities surveyed. A summary of local parking lots and garages nearby are shown in Attachment A. The proposed three hours maximum parking is intended to allow visitors enough time to enjoy the Bridge area but to discourage long-term parking, particularly for safety reasons.

There are approximately 50 spaces in the Employee lot and 26 (plus three designated parking spaces for persons with disabilities) in the Toll Plaza East Parking Lot. Pre-COVID, the District collected approximately \$200,000 annually in parking revenue to offset expenses such as maintaining the parking lots, restrooms for visitors, and traffic mitigation staffing. Last fiscal year parking revenue collected was approximately \$120,000 using the current rates.

The deployed technology currently used in the Bridge lots are machines where a customer pays and puts the receipt on the car's dashboard. These parking machines are past their useful life and are out of warranty. The Electronic Revenue Department is implementing a replacement upgrade of these machines where the customer will pay by the space number and have an additional online payment option, with the goals to ease customer use, allow for maximum flexibility, easily incorporate enforcement, and maximize revenue collection with low overhead and maximum efficiency. The new parking rates will be implemented with the installation of the new parking solutions estimated to cost approximately \$35,000.

It is understood that some or all of the parking lots may be closed during periods of high visitation to the Bridge, often in conjunction with closures of Caltrans' Vista Point Parking Lot at the north end of the Bridge, in order to facilitate and improve traffic flow on the Bridge and on the approaches to the Bridge.

If approved, the 2022 Master Ordinance will be amended to include the proposed modifications as shown on Attachment B as well as other non-substantive conforming edits. These changes will take effect after the installation of new parking machines and associated changes in signage and public outreach. Staff will inform the Board of the implementation of the parking program in the General Manager's Report.

Fiscal Impact

The potential revenue is estimated to be \$120,000–\$200,000 annually depending on usage trends. The additional revenue will also be budgeted accordingly.

Attachments: A. Comparative Parking Rates for Other Tourist Locations in San Francisco
B. Proposed Revisions to the 2022 Master Ordinance

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Attachment A

**Comparative Parking Rates for Other Tourist Locations in San Francisco
(As of October 2022)**

Location	Rates	Notes
GGNRA, Battery East Parking	\$3/hr \$10/day maximum	7 days a week 8am - 6pm
GGNRA, West Bluff Parking	\$3/hr \$10/day maximum, 3hr limit	7 days a week 8am - 6pm
Presidio, various lots	\$2.50-\$3/hr \$12.50-\$15/day maximum	
Pier 39 Garage	Weekdays: \$10/hr, \$50/day max Weekends: \$12/hr, \$60/day max	24hr garage
Portsmouth Square Garage (Chinatown)	\$4/hr, \$32/day max	Offer discount weeknights after 5pm of \$8 max until midnight
555 Jackson St (Financial, Chinatown, North Beach)	\$2.50/20min (\$7.50/hr), \$28 max	Offer weekend discount of \$12 flat rate for up to 12 hours
Japantown Garage	\$2/hr 6pm to Noon \$3/hr Noon-6pm \$29/ day maximum	
Union Square Garage	\$5 /hr 9am-6pm \$4/hr 6pm – 9am \$44/day max	

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Attachment B

Proposed Revisions to the 2022 Master Ordinance

- (a) ~~Fee-Parking Facilities at the Golden Gate Bridge.~~ The District may make available for public parking spaces in the District's employee parking lot and other parking areas around the Golden Gate Bridge Toll Plaza Administration Building on Mondays through Fridays from 3:30 p.m. to 9:00 p.m., and Saturdays, Sundays and designated holidays from 7:00 a.m. to 9:00 p.m.; ~~spaces in the District's employee parking lot and other parking areas around the Golden Gate Bridge Toll Plaza Administration Building.~~ The District may also make available for public parking spaces in the District's Toll Plaza East Parking Lot on Mondays through Sundays and designated holidays from 7:00 a.m. to 9:00 p.m. Where such public parking spaces are designated, no person, other than a Director or employee of the District, shall park or leave standing any vehicle ~~in any such parking space on Saturdays, Sundays and designated holidays,~~ without immediately paying a parking fee of five dollars (\$5.00) for each hour, which shall be valid for that calendar day, with no proration for shorter periods, up to a maximum consecutive parking time of three (3) hours. Fees shall be paid/deposited as directed by signage ~~and receipts shall be displayed as directed.~~

~~(b) — Metered Parking. No person, other than a Director or employee of the District, shall park or leave standing any vehicle in the metered parking facilities at the Toll Plaza East Parking Lot without immediately thereafter depositing in the appropriate parking meter a parking fee of twenty-five (25) cents for each fifteen (15) minute period up to a maximum consecutive parking time of two (2) hours.—~~This provision does not apply to buses parked in areas designated for buses.

Parking fees do not apply on District observed Administrative Holidays (New Year's Day, Martin Luther King Jr. Day, President's Day, Cesar Chavez Day, Memorial Day, Independence Day, Labor Day, Veterans Day, Thanksgiving Day, Day after Thanksgiving and Christmas Day).

- (b) Parking Facilities at Larkspur Ferry Terminal. Parking at the Larkspur Ferry Terminal, including parking at 300 Larkspur Landing Circle, is available only to persons using the District's ferry service. The maximum period permitted is 24 hours.

A daily parking fee of two dollars (\$2.00) per motorized vehicle applies to all parking spaces at the Larkspur Ferry Terminal and 300 Larkspur Landing Circle, Monday through Friday, from 5:00 a.m. to 1:00 p.m. A prepaid monthly pass may be purchased for twenty dollars (\$20.00) per motorized vehicle, usable for the calendar month in which it is purchased, without proration. Parking charges do not apply on weekends, nor on New Year's Day, Presidents' Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day and Christmas Day.

Motorcycles must be parked in designated motorcycle spaces only. Any vehicle that does not fit in a single striped parking stall is prohibited.

- (c) Other District Facilities. Parking at all other District facilities, other than ~~metered~~ parking facilities at the Golden Gate Bridge or parking at the Larkspur Ferry Terminal, will be limited to a period of seventy-two (72) hours.