



SFMTA

Lunar New Year Parking and Transit Estimated Costs

January 29, 2025

Board of Supervisors Budget and Finance Committee

Two Hours Free Parking - Portsmouth Square Garage

- All transient parkers will receive their first two hours of parking free during Lunar New Year festivities from January 28 through February 28
- Estimated foregone revenue is approximately \$235k based on actual free parking provided in Fiscal Year 2024

	Usage	Revenue
One Hour	6,125	\$25K
Two Hour	26,255	\$210K
TOTAL	32,380	\$235K

Free Muni Service – 2/15-2/16 (Sat. & Sun.)

- Estimated revenue based on average weekend ridership revenue from FY24
- Actuals escalated by increased ridership and single ride fare increase (effective January 2025)
- Estimated FY25 Revenue - \$292k

Average Daily Single Ride Fare Revenue/Passenger (FY24 Actual)	
Weekend Ridership	631k
Average Daily Revenue	\$253k
Revenue/Passenger	\$0.40

Average Daily Single Ride Fare Revenue/Passenger (FY25)	
Weekend Ridership	663k
Adjusted Revenue/Passenger (10% Fare Increase)	\$0.44
Estimated Fare Revenue	\$292k

Wayfinding / Customer Service Ambassadors for Lunar New Year Parade Weekend (Sat. 2/15 and Sun. 2/16 Only)

- 48 Managed Shifts Total (30 on Sat., 18 on Sun.)
- 13 Posts Around Downtown
- Supplemented With Delivered / Picked-Up Signage

Day	Estimated Costs
Saturday 2/15	\$23,301.39
Sunday 2/16	10,304.74
Total	\$33,606.13

Summary

\$234,000 (Portsmouth Square Garage)
\$292,000 (2-days of Muni Fares)
+\$33,606 (2 days of Ambassadors)
\$559,606 Total Revenues Forgone and Costs

\$559,606 Total Revenues Forgone
-\$250,000 (original proposal)

\$309,606 Outstanding need (Incl. Ambassadors)
\$276,000 (Not Incl. Ambassadors)