

BOARD of SUPERVISORS



City Hall  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, CA 94102-4689  
Tel. No. (415) 554-5184  
Fax No. (415) 554-5163  
TDD/TTY No. (415) 554-5227

---

---

## MEMORANDUM

---

---

Date: October 17, 2022

To: Jeffrey Tumlin, Executive Director, San Francisco Municipal  
Transportation Agency  
Phil Ginsburg, General Manager, Recreation and Parks Department

From: *for* Angela Calvillo, Clerk of the Board, Office of the Clerk of the Board

Subject: Authorizing Flexible Pricing in the Golden Gate Park Concourse Garage  
and Kezar Parking Lot (File No. 220514)

---

On September 27, 2022, the Board of Supervisors adopted Resolution No. 410-22, sponsored by Mayor London N. Breed and Supervisors Mar and Mandelman. The Resolution was enacted on October 6, 2022.

A copy of the Resolution is being forwarded to you pursuant to the directives noted in Resolution No. 410-22.

If you have any questions or concerns, please contact Erica Major, Assistant Clerk, at (415) 554-4441 or by email at: [Erica.Major@sfgov.org](mailto:Erica.Major@sfgov.org).

cc: Kate Breen, San Francisco Municipal Transportation Agency  
Janet Martinsen, San Francisco Municipal Transportation Agency  
Joel Ramos, San Francisco Municipal Transportation Agency  
Sarah Madland, Recreation and Parks Department

1 [Authorizing Flexible Pricing in the Golden Gate Park Concourse Garage and Kezar Parking  
2 Lot]

3 **Resolution authorizing the San Francisco Municipal Transportation Agency to begin**  
4 **setting rates for parking at the Golden Gate Park Concourse Garage and Kezar Parking**  
5 **Lot, pursuant to Park Code, Section 6.14; and authorizing the Recreation and Park**  
6 **Department to amend its lease agreement with the Music Concourse Community**  
7 **Partnership to allow the Recreation and Park Department to pay for three hours of free**  
8 **parking on behalf of participants using the Museums for All and Discover and Go**  
9 **programs at the California Academy of Sciences and the de Young Museum.**

10  
11 WHEREAS, Golden Gate Park is the third most visited park in the United States as  
12 green space used by 24 million people each year, with institutions like the de Young Museum  
13 and the California Academy of Sciences serving San Francisco residents of all ages and  
14 abilities, with free admission to these facilities for Museum for All and Discover and Go pass  
15 holders; and

16 WHEREAS, Golden Gate Park is also home to an underground parking garage (“the  
17 Music Concourse Garage”) operated by the Music Concourse Community Partnership, under  
18 a lease with the City (the “MCCP Lease”), but the garage is currently underutilized especially  
19 on weekdays; also, the Recreation and Park Department (RPD) manages a surface parking  
20 lot near the Kezar Pavilion in Golden Gate Park, known as the Kezar Parking Lot; and

21 WHEREAS, The San Francisco Municipal Transportation Agency (SFMTA) administers  
22 thirty-eight off-street parking facilities throughout the City and the SFMTA/Parking Authority  
23 sets parking rates and policies for off-street parking facilities; off-street parking facilities intend  
24 to provide convenient and available parking for residents, visitors, and employees; the rates  
25 are generally set with due consideration of the market rates of similar private and public off-

1 street facility pricing in the vicinity, and at a minimum to recoup hourly operating and  
2 management costs of the garage; and

3 WHEREAS, SFMTA assists Rec and Park on garage rates and operations at Civic  
4 Center Garage, St. Mary's Square Garage, Portsmouth Square Garage, Union Square  
5 Garage, and other surface parking lots, but not the Music Concourse Garage; and

6 WHEREAS, SFMTA and Rec and Park have received feedback that current rates in  
7 the Music Concourse Garage may not be affordable for all park and museum visitors,  
8 especially San Francisco residents in underserved communities; and

9 WHEREAS, In 2021, the Board of Supervisors passed the Bay to Beach Resolution  
10 directing SFMTA and RPD to implement options on providing subsidized parking in the Music  
11 Concourse Garage for San Francisco underserved residents; and

12 WHEREAS, In 2021, RPD and SFMTA sought authority to set new parking rates in the  
13 Music Concourse Garage and Kezar Parking Lot under Park Code, Section 6.14, which  
14 authorizes SFMTA to set parking rates that are closely comparable to the rates set for  
15 similarly situated paid parking, provided, among other things, that the Board of Supervisors  
16 approves the location of the paid parking areas and any parking restrictions; and

17 WHEREAS, In 2022, the City adopted Ordinance No. 218-21, tentatively authorizing  
18 the SFMTA to set rates in the Music Concourse Garage and Kezar Parking Lot pursuant to  
19 Park Code, Section 6.14; Ordinance No. 218-21 provided that any SFMTA rates would need  
20 to be comparable to the rates set for similarly situated parking, may increase or decrease in  
21 response to customer demand at particular times or on particular days or dates, and shall be  
22 intended to support recreation by encouraging the use of these facilities by recreational users,  
23 and by helping the Recreation and Park Department meet operating expenses, purchase or  
24 lease supplies, equipment and materials for the parks, and raise funds for future capital  
25 projects necessary to maintain existing levels of service; the Ordinance stated that the



1 SFMTA rates could take effect once SFMTA provided further information about how it would  
2 set the rates, and upon the Board of Supervisor finding that the proposed rates would comply  
3 with Section 6.14; and

4 WHEREAS, Consistent with Ordinance No. 218-21, RPD and SFMTA have developed  
5 a pricing model at the Music Concourse Garage and Kezar Parking Lot that includes the  
6 following elements:

- 7 • Daily rates (2022) between \$1 and \$10 an hour, daily rates will be a multiplier no  
8 greater than 14 times the average hourly rate, monthly rates will be a multiplier  
9 no greater than 14 times the daily maximum rate; and special event rates fixed  
10 between \$8 and \$59 for a day with a special event; and
- 11 • Gradual and periodic pricing adjustments to identify the ideal price point to  
12 manage for demand. The SFMTA will raise and lower the daily price by no more  
13 than \$1 per hour on a quarterly basis based on analysis of usage; and
- 14 • SFMTA may define discounted parking garage rates, such as early bird offerings  
15 with rate and time parameters that are appropriate for the local market but are  
16 less than the hourly, daily and monthly rates as defined above; and
- 17 • The Recreation and Park Department subsidizing three hours of parking in the  
18 Music Concourse Garage for people using Discover and Go or Museums for All  
19 entries at the California Academy of Sciences and the de Young Museum; and
- 20 • The Music Concourse Garage providing three hours of free parking to museum  
21 visitors who use designated, reservable ADA spaces in the garage; and
- 22 • The Music Concourse Garage providing the first 30 minutes of parking free to all  
23 entering vehicles to facilitate easy pick-up and drop-off of museum visitors; and

24 WHEREAS, The Board of Supervisors supports equitable and affordable access to  
25 parks, open areas, and recreation, and urges SFMTA and RPD to increase accessibility to

1 these areas for low-income, historically underserved communities, and finds that the pricing  
2 model will support these goals; now, therefore, be it

3         RESOLVED, The Board of Supervisors finds that the pricing methodology complies  
4 with Park Code, Section 6.14 and Ordinance No. 218-21, approves the pricing methodology  
5 proposed by RPD and SFMTA as set forth herein, and authorizes the rates-setting by SFMTA  
6 to proceed; and, be it

7         FURTHER RESOLVED, RPD and SFMTA may adjust the pricing methodology as  
8 needed, in order to further the goals of Park Code, Section 6.14 and Ordinance No. 218-21  
9 and this Resolution; and, be it

10         FURTHER RESOLVED, That the RPD is authorized to execute any modifications and  
11 amendments to the MCCP Lease, including to any of its exhibits, as may be necessary to  
12 implement the program of RPD paying for up to three hours of parking at the Music  
13 Concourse garage on behalf of participants in the Museums For All and Discover Go  
14 Programs; the RPD shall prepare such modifications and amendments in consultation with the  
15 City Attorney and shall ensure they are in the best interests of the City do not materially  
16 increase the obligations or liabilities of the City except as provided herein, are necessary or  
17 advisable to effectuate the purposes of this Resolution, and are in compliance with all  
18 applicable laws including the City's Charter; within thirty (30) days of the full execution of such  
19 modifications and amendments, RPD shall provide the final documents to the Clerk of the  
20 Board of Supervisors for inclusion into the Board's file; and, be it

21         FURTHER RESOLVED, That the Board of Supervisors hereby directs the Clerk of the  
22 Board to transmit a copy of this Resolution to RPD and SFMTA.



City and County of San Francisco  
**Tails**  
**Resolution**

City Hall  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4689

**File Number:** 220514

**Date Passed:** September 27, 2022

Resolution authorizing the San Francisco Municipal Transportation Agency to begin setting rates for parking at the Golden Gate Park Concourse Garage and Kezar Parking Lot, pursuant to Park Code, Section 6.14; and authorizing the Recreation and Park Department to amend its lease agreement with the Music Concourse Community Partnership to allow the Recreation and Park Department to pay for three hours of free parking on behalf of participants using the Museums for All and Discover and Go programs at the California Academy of Sciences and the de Young Museum.

September 19, 2022 Land Use and Transportation Committee - RECOMMENDED

September 27, 2022 Board of Supervisors - ADOPTED

Ayes: 11 - Chan, Dorsey, Mandelman, Mar, Melgar, Peskin, Preston, Ronen, Safai, Stefani and Walton

File No. 220514

I hereby certify that the foregoing  
Resolution was ADOPTED on 9/27/2022 by  
the Board of Supervisors of the City and  
County of San Francisco.

London N. Breed  
Mayor

Angela Calvillo  
Clerk of the Board

10/6/22

Date Approved