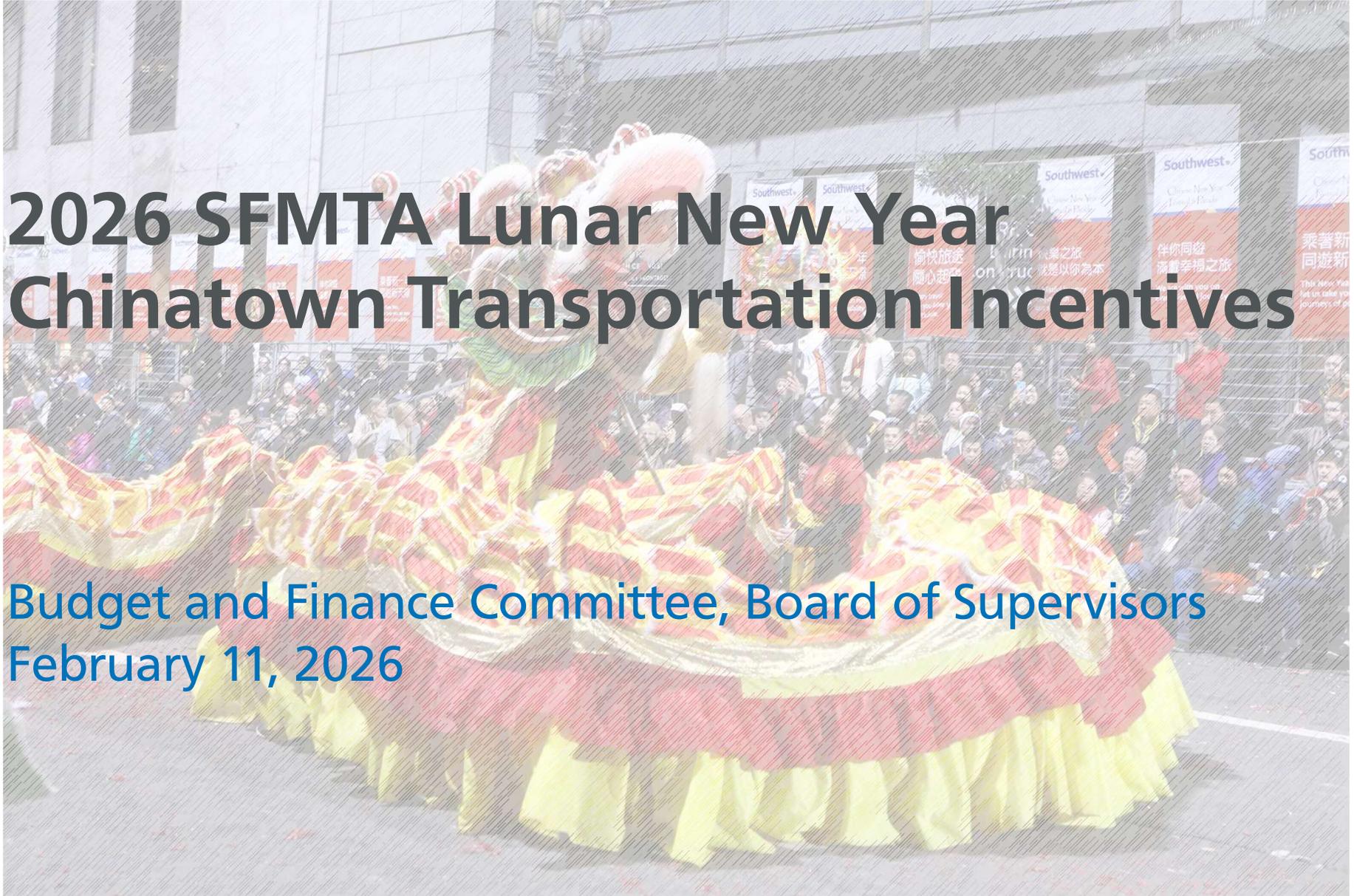




SFMTA

2026 SFMTA Lunar New Year Chinatown Transportation Incentives

Budget and Finance Committee, Board of Supervisors
February 11, 2026





PORTSMOUTH SQUARE
GARAGE
花園角停車場

1-hour free parking for Lunar New Year February 8th – March 8th

- Garage located in the heart of Chinatown.
- Open from 5am-Midnight Sunday-Thursday,
 - Open until 2am on Friday and Saturday

Simple user experience

- Customer pulls a ticket and proceeds to destination
- Prior to exiting, pays via pay stations or scan QR code on ticket.
- System set to not charge until 61st minute
- Can be used with merchant validations to extend free parking for end user.



The advertisement features a woman in a yellow jacket and sunglasses holding a smartphone. In the top left corner is the SFMTA logo. The main text reads "Skip the line! PAY THE SMART WAY". Below this, it says "Pay via smartphone" followed by a three-step process: 1. Open the camera app on your smartphone and scan the QR code from your ticket. 2. Pay on your smartphone. 3. Use the ticket at the exit. At the bottom, it says "Scan - Pay - Go" and lists logos for VISA, Mastercard, American Express, Apple Pay, and Google Pay. An illustration of a smartphone with a QR code is shown on the left side of the text.

Free Muni on LNY Parade Day! (March 7th)



Let's Go (to Chinatown) San Francisco!

Request from General Fund

\$150,000 for Parking (First Hour Free from 2/8 - 3/8 at Portsmouth Square Garage)

+

\$161,269 for Free Muni (citywide, day-long "Free Muni" for day of Lunar New Year parade, not incl. cable cars)

\$311,269 Total Request

