

File No. 250041

Committee Item No. 6

Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Budget and Finance Committee Date January 29, 2025

Board of Supervisors Meeting Date _____

Cmte Board

- Motion
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- Budget and Legislative Analyst Report
- Youth Commission Report
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- Department/Agency Cover Letter and/or Report
- MOU
- Grant Information Form
- Grant Budget
- Subcontract Budget
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- Form 126 – Ethics Commission
- Award Letter
- Application
- Public Correspondence

OTHER (Use back side if additional space is needed)

- Presidential Action Memo – 30-Day Waiver
- _____
- _____
- _____
- _____
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- _____
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- _____
- _____

Completed by: Brent Jalipa Date January 23, 2025

Completed by: Brent Jalipa Date _____

1 [Appropriation - General Reserve - Municipal Transportation Agency - Portsmouth
Square Garage Parking, Transit Fares, and Ambassadors - \$250,000 - FY2024-2025]

2

3 **Ordinance appropriating \$250,000 from the General Reserve to the San Francisco**
4 **Municipal Transportation Agency to support free two-hour parking in the**
5 **Portsmouth Square Parking Garage from January 28, 2025, through February 28,**
6 **2025, and transit fares and ambassador support for the Lunar New Year Parade**
7 **weekend on February 15 and February 16, 2025, for Fiscal Year (FY) 2024-2025.**

8

9 Note: Additions are *single-underline italics Times New Roman*;
10 deletions are *strikethrough italics Times New Roman*.
11 Board amendment additions are double underlined.
12 Board amendment deletions are ~~strikethrough normal~~.

12

13 Be it ordained by the People of the City and County of San Francisco:

14

15 Section 1. The sources of funding outlined below are herein appropriated to
16 reflect the projected sources of funding for FY2024-2025.

17

18 **SOURCES Appropriation**

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	Fund /	Project & Activity /	Account	Description	Amount
	Department ID	Authority			
1					
2	10020 / 230018	10023237- 0001	598040	Designated For	\$250,000
3	GF Continuing Authority	17064 General Reserve	Designated For	General	
4	Ctrl/ GEN General City	/ General Reserve	General	Reserve	
5	Responsibility		Reserve		
6					
7					
8	Total SOURCES Appropriation				\$250,000

Section 2. The uses of funding outlined below are herein appropriated in San Francisco Municipal Transportation Agency for FY2024-2025.

USES APPROPRIATION

	Fund /	Project & Activity /	Account	Description	Amount
	Department ID	Authority			
15					
16	22870 - MTA SS Op	0022175 - 0001 SE	527000	Prof & Specialized	\$250,000
17	Annual Account Ctrl /	MTA/SFPD-PKG &		Svcs-Bdgt	
18	207964 - MTASSEF	TRANSIT ENF - SE			
19	Enforce Spec Event-	MTA/SFPD-PKG &			
20	GEN	TRANSIT ENF/ 10000 -			
21		Operating			
22					
23					
24	Total USES Appropriation				\$250,000

1 Section 3. The Controller is authorized to record transfers between funds and
2 adjust the accounting treatment of sources and uses appropriated in this ordinance as
3 necessary to conform with Generally Accepted Accounting Principles and other laws.
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6
7 APPROVED AS TO FORM:
8 DAVID CHIU, City Attorney

FUNDS AVAILABLE:
GREG WAGNER, Controller

9
10 By: /s/
11 BRADLEY RUSSI
12 Deputy City Attorney

By: /s/
GREG WAGNER
Controller

<p>Item 6 File 25-0041</p>	<p>Department: Municipal Transportation Agency</p>
<p>EXECUTIVE SUMMARY</p>	
<p style="text-align: center;">Legislative Objectives</p> <ul style="list-style-type: none"> • The proposed ordinance would allocate \$250,000 from the General Reserve to the Municipal Transportation Agency (MTA) to subsidize free parking at Portsmouth Square Parking Garage, free Muni service, and community ambassador staffing for the 2025 Chinese New Year celebrations. <p style="text-align: center;">Key Points</p> <ul style="list-style-type: none"> • The 2025 celebrations are scheduled from January 29 through March 2, with major events centered around Chinatown, including an opening ceremony, parade, community street fair, and a Lunar New Year run. These activities are expected to draw large crowds to the Chinatown area. • Free two-hour parking would be offered at Portsmouth Square Parking Garage from January 28 to February 28, 2025, and transit fare relief for Muni buses and light rail (excluding cable cars) along with community ambassadors would apply on February 15 and 16. <p style="text-align: center;">Fiscal Impact</p> <ul style="list-style-type: none"> • The ordinance appropriates \$250,000 from the General Reserve, which has a current balance of approximately \$142.7 million. Under City policy, any funds used from the General Reserve must be replenished in the following fiscal year. • MTA estimates that free parking would cost \$234,000, free Muni service \$291,999, and community ambassadors \$33,606, totaling \$559,494. If all three components are fully implemented, the cost would exceed the \$250,000 appropriation by \$309,494 and be funded by MTA operating funds. <p style="text-align: center;">Recommendation</p> <ul style="list-style-type: none"> • Approval of the proposed ordinance is a policy matter. 	

MANDATE STATEMENT

City Charter Section 9.105 states that amendments to the Annual Appropriations Ordinance, after the Controller certifies the availability of funds, are subject to Board of Supervisors approval by ordinance.

BACKGROUND

Lunar New Year Parade

The 2025 Chinese New Year celebrations in San Francisco are scheduled from January 29 to March 2. Key events include the Chinese New Year Opening Ceremony on January 29, 2025, the Lunar New Year Parade on February 15, 2025, Community Street Fair on February 15th and 16th, and the Chinatown Lunar New Year Run on March 2, 2025. These events are expected to attract large crowds to Chinatown and surrounding areas.

In previous years, the City subsidized parking at the Portsmouth Square Parking Garage during February, as well as transit fares and community ambassadors on the day of the parade, to facilitate community involvement in these events.

DETAILS OF PROPOSED LEGISLATION

The proposed ordinance would appropriate \$250,000 from the General Reserve to the Municipal Transportation Agency (MTA) Operating Fund. The purpose of the funding is to: (1) subsidize free two-hour parking at the Portsmouth Square Parking Garage from January 28, 2025, through February 28, 2025, (2) subsidize free transit February 15 and February 16, 2025, and (3) fund ambassador staffing February 15 and February 16, 2025.

Subsidized Free Parking at Portsmouth Square Parking Garage

Between January 28 and February 28, 2025, visitors to Portsmouth Square Parking Garage, near the end of the Chinese New Year Parade route, would receive up to two hours of free parking per transient parking ticket. This subsidy aims to improve access to Chinatown during Lunar New Year activities.

According to MTA, the City’s last two-hour free parking program at Portsmouth Square Garage in February 2022 resulted in daily foregone revenue totaling approximately \$180,000 for the month. In February 2023, when no free parking subsidy was offered, the garage logged 22,487 transient parking sessions, while in February 2024, with a two-hour free parking promotion, the garage saw 32,973 transient parking sessions—a 47 percent increase. Based on these past usage patterns, MTA estimates the cost of free parking in February 2025 at about \$234,000, although actual costs could vary if garage usage differs.

Transit Fare Relief

During the weekend of February 15–16, 2025, transit fare relief would be offered for all Muni buses and light rail vehicles, excluding cable cars. According to MTA, the foregone revenue estimate of \$291,888 is based on February 2024 single-ride revenue data, adjusted by a 5 percent ridership increase and a 10 percent fare increase. In February 2024, MTA reported average daily single-ride revenue of approximately \$126,273, which, after applying projected ridership and fare escalations for fiscal year 2025, produces the two-day total of \$291,888. MTA notes that actual amounts could differ if factors such as monthly pass usage, discounted fares, or overall ridership variance from the assumptions used in these projections.

Community Ambassadors

Community ambassadors would be deployed during the Lunar New Year events to assist attendees in navigating public transportation and event locations, particularly in Chinatown. According to MTA, the proposed vendor for these services would be Caribou Public Relations, which has previously provided ambassador support for other large-scale events and transit initiatives, including Super Bowl 50, America’s Cup, and the Central Subway opening. Caribou’s staff can provide customer assistance in multiple languages, including Cantonese, and have experience with Muni service changes, capital projects, and Chinese New Year Parade wayfinding in prior years. Caribou plans to station ambassadors at key locations such as Market & Powell, Market & Grant, Market & Stockton, Kearny & Geary, the Ferry Building F Line platform, Chinatown Rose Pak, Powell Station, and other high-traffic areas where Cantonese-speaking ambassadors are needed.

Caribou’s cost estimate for this two-day deployment—covering 15 ambassadors and 15 field leads on Saturday, February 15 (2:00 p.m. to 10:00 p.m.), and 9 ambassadors and 9 field leads on Sunday, February 16 (2:00 p.m. to 9:00 p.m.)—totals approximately \$33,606. This amount includes wages for ambassadors, field leads, and a principal project manager, setup and takedown of materials, a 7 percent profit margin, and any necessary signage and other materials. The hourly rates range from \$58.80 for an ambassador, \$71.40 for a field lead, and \$189.00 for a principal.

FISCAL IMPACT

The ordinance would appropriate \$250,000 from the General Reserve to the Municipal Transportation Agency.

While the ordinance allocates \$250,000 for these subsidies, MTA has estimated that a combined package of free parking for the month, free Muni fares for that weekend, and community ambassadors would total approximately \$559,494. If the entire three-part plan is implemented at the estimated costs, the \$250,000 appropriation would be insufficient to cover all components, leaving a potential shortfall of \$309,494 to be covered by MTA operating funds. These costs are summarized below in Exhibit 1.

Exhibit 1: Lunar New Year Transportation-Related Costs

Cost Component	Estimated Cost
Free Parking (Month)	\$234,000
Transit Fare Relief (Weekend)	291,888
Community Ambassadors (Two Days)	33,606
Total Estimated Costs	559,494
Proposed Funding	250,000
Additional Funding Needed	\$309,494

Source: MTA

General Reserve

The General Reserve balance for the current fiscal year is approximately \$142.7 million. The proposed \$250,000 appropriation from the General Reserve would reduce that balance accordingly, and any amounts used from the General Reserve in the current fiscal year must be replenished in the following fiscal year pursuant to the City’s reserve policies.

RECOMMENDATION

Approval of the proposed ordinance is a policy matter.

President, District 8
BOARD of SUPERVISORS



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Fax No. 554-5163
TDD/TTY No. 544-5227

RAFAEL MANDELMAN

PRESIDENTIAL ACTION

Date: 1/16/25

To: Angela Calvillo, Clerk of the Board of Supervisors

Madam Clerk,
Pursuant to Board Rules, I am hereby:

Waiving 30-Day Rule (Board Rule No. 3.23)

File No. 250041 Chan
(Primary Sponsor)

Title. [Appropriation - General Reserve - Municipal Transportation Agency -
Portsmouth Square Garage Parking, Transit Fares, and Ambassadors -]

Transferring (Board Rule No 3.3)

File No. _____
(Primary Sponsor)

Title. _____

From: _____ Committee

To: _____ Committee

Assigning Temporary Committee Appointment (Board Rule No. 3.1)

Supervisor: _____ Replacing Supervisor: _____

For: _____ Meeting
(Date) (Committee)

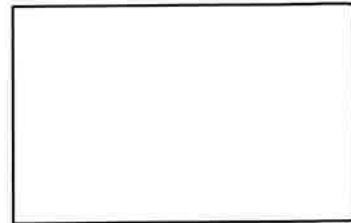
Start Time: _____ End Time: _____

Temporary Assignment: Partial Full Meeting

Rafael Mandelman, President
Board of Supervisors

Introduction Form

(by a Member of the Board of Supervisors or the Mayor)



I hereby submit the following item for introduction (select only one):

- 1. For reference to Committee (Ordinance, Resolution, Motion or Charter Amendment)
- 2. Request for next printed agenda (For Adoption Without Committee Reference)
(Routine, non-controversial and/or commendatory matters only)
- 3. Request for Hearing on a subject matter at Committee
- 4. Request for Letter beginning with "Supervisor _____ inquires..."
- 5. City Attorney Request
- 6. Call File No. _____ from Committee.
- 7. Budget and Legislative Analyst Request (attached written Motion)
- 8. Substitute Legislation File No. _____
- 9. Reactivate File No. _____
- 10. Topic submitted for Mayoral Appearance before the Board on _____

The proposed legislation should be forwarded to the following (please check all appropriate boxes):

- Small Business Commission Youth Commission Ethics Commission
- Planning Commission Building Inspection Commission Human Resources Department

General Plan Referral sent to the Planning Department (proposed legislation subject to Charter 4.105 & Admin 2A.53):

- Yes No

(Note: For Imperative Agenda items (a Resolution not on the printed agenda), use the Imperative Agenda Form.)

Sponsor(s):

Chan, Chen, Mandelman, Sauter

Subject:

Appropriation - General Reserve – Municipal Transportation Agency – Portsmouth Square Garage Parking, Transit Fares, and Ambassadors - \$250,000 - FY2024-2025

Long Title or text listed:

Ordinance appropriating \$250,000 from the General Reserve to the San Francisco Municipal Transportation Agency to support free two-hour parking in the Portsmouth Square Parking Garage from January 28 to February 28, 2025 and transit fares and ambassador support for the Lunar New Year Parade weekend on February 15 and 16, 2025 of Fiscal Year (FY) 2024-2025.

Signature of Sponsoring Supervisor: