

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.**

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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.

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