File No. 250041 **Committee Item No.** 1
Board Item No. 8

COMMITTEE/BOARD OF SUPERVISORS

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Committee: Budget and Finance Committee **Date** February 5, 2025
Board of Supervisors Meeting **Date** February 11, 2025

Cmte Board

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☒	☒	MTA Presentation 1/29/2025
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Completed by: Brent Jalipa **Date** January 30, 2025
Completed by: Brent Jalipa **Date** February 5, 2025

AMENDED IN COMMITTEE
FILE NO. 250041 1/29/2025 ORDINANCE NO.
RO#25010
SA#68-10

[Appropriation - General Reserve - Municipal Transportation Agency - Portsmouth Square Garage Parking~~,~~ and Transit Fares~~, and Ambassadors~~ - ~~$250,000~~ $526,000 - FY2024-2025]

Ordinance appropriating ~~$250,000~~ $526,000 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.

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

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

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

SOURCES Appropriation

Fund / Department ID	Project & Activity / Authority	Account	Description	Amount
10020 / 230018 GF Continuing Authority Ctrl/ GEN General City Responsibility	10023237- 0001 17064 General Reserve / General Reserve	598040 Designated For General Reserve	Designated For General Reserve	~~$250,000~~ $526,000
Total SOURCES Appropriation				~~**$250,000**~~ **$526,000**

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

USES APPROPRIATION

Fund / Department ID	Project & Activity / Authority	Account	Description	Amount
22870 - MTA SS Op Annual Account Ctrl / 207964 - MTASSEF Enforce Spec Event-GEN	0022175 - 0001 SE MTA/SFPD-PKG & TRANSIT ENF - SE MTA/SFPD-PKG & TRANSIT ENF/ 10000 - Operating	527000	Prof & Specialized Svcs-Bdgt	~~$250,000~~ $526,000
Total USES Appropriation				~~**$250,000**~~ **$526,000**

Section 3. The Controller is authorized to record transfers between funds and adjust the accounting treatment of sources and uses appropriated in this ordinance as necessary to conform with Generally Accepted Accounting Principles and other laws.

APPROVED AS TO FORM:
DAVID CHIU, City Attorney

By: _____/s/_____
BRADLEY RUSSI
Deputy City Attorney

FUNDS AVAILABLE:
GREG WAGNER, Controller

By: _____/s/_____
GREG WAGNER
Controller

Item 1 File 25-0041 *(Continued from 1/29/25 meeting)*	Department: Municipal Transportation Agency

EXECUTIVE SUMMARY

Legislative Objectives

- The proposed ordinance would allocate $526,000 from the General Reserve to the Municipal Transportation Agency (MTA) to subsidize free parking at Portsmouth Square Parking Garage and free Muni service for the 2025 Chinese New Year celebrations.

Key Points

- 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) would apply on February 15 and 16.

Fiscal Impact

- The ordinance appropriates $526,000 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 and free Muni service $292,000, totaling $526,000.

Recommendation

- Approval of the proposed ordinance is a policy matter for the Board of Supervisors.

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 General Fund 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 $526,000 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, and (2) subsidize Citywide free transit 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 $292,000. 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.

Amended Ordinance

The original ordinance proposed a $250,000 draw from the General Reserve to cover one month of free parking at Portsmouth Square Garage, two days of free transit, and two days of community ambassadors. At its meeting on January 29, 2025, the Budget & Finance Committee amended the ordinance to increase the draw from the General Reserve to $526,000 and delete language pertaining to community ambassadors. The proposed ordinance is now sized for to cover one month of free parking at Portsmouth Square Garage and two days of free transit.

FISCAL IMPACT

The ordinance would appropriate $526,000 from the General Reserve to the Municipal Transportation Agency.

MTA has estimated that free parking for the month and free Muni fares for that weekend would total approximately $526,000. 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)	292,000
Total Estimated Costs	**$526,000**

Source: MTA

General Reserve

The General Reserve balance for the current fiscal year is approximately $142.7 million. The proposed $526,000 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 for the Board of Supervisors.

Item 6 File 25-0041	Department: Municipal Transportation Agency

EXECUTIVE SUMMARY

Legislative Objectives

- 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.

Key Points

- 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.

Fiscal Impact

- 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.

Recommendation

- 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.

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)

President, District 8
BOARD of SUPERVISORS

City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102-4689
Tel. No. 554-6968
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: _____ (Date) _____ (Committee) Meeting

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):

- [x] 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: