Overview

Introduction
The San Francisco Municipal Transportation Agency (SFMTA), in partnership with the Port of San Francisco (Port), has long planned to manage on-street parking in and around the Mission Bay neighborhood to prevent parking problems commonly found in San Francisco’s dynamic mixed-use neighborhoods. This strategy summarizes that vision and details short and mid-term steps to achieve it.

The goals of managing parking in Mission Bay are to:

- Improve access for visitors and residents
- Help the city achieve its transportation goals.
- Encourage the use of transit, walking, and biking.
- Provide funding that helps support the transit, walking, biking, street, and parking services provided by the SFMTA and the Port.

Managing parking will help the SFMTA achieve the transportation goals for the Mission Bay development, which was designed to be a transit-oriented, mixed-use neighborhood. This parking management strategy contains the following elements:

- A summary of existing parking supply, demand, and management strategies
- The proposed parking management strategy

Overview of parking management strategy
In November 2002, the SFMTA Board of Directors passed a resolution that established the Mission Bay redevelopment area as an on-street metered parking district, meaning that all on-street parking spaces in Mission Bay would be metered. This district is also a SFpark pilot area that allows for demand-responsive pricing and extended time limits. This document provides specific details about strong parking management strategies within and around Mission Bay. The key points are:

- Install new parking meters that accept credit cards at all on-street parking spaces within the metering district so that it is easy for pay.
- Operate meters from 9 a.m. to 11 p.m. from Monday through Sunday, consistent with the Port’s meter operating hours, adjacent to Port areas.
- Include the area surrounding Mission Bay into the South Embarcadero/Mission Bay SFpark pilot area and start rates at $1.00/hour, and $0.50/hour after 7 p.m., and adjust those rates on a demand-responsive basis as part of the SFpark pilot project (to as low as $0.25/hr).
- Establish four-hour time limits at meters immediately adjacent to commercial and recreational areas.
- Establish “no time limit” meters at other locations.
• Special event rates charged during special events (e.g., baseball games).
• Prohibit residential parking permits within Mission Bay because all on-street spaces are metered.

Context

The Mission Bay redevelopment area consists of 303 acres on the east side of San Francisco. The northern edge is less than one mile from downtown and the western edge borders the rapidly expanding Showplace Square and lower Potrero Hill mixed-use communities. Mission Bay is a transit-oriented, mixed-use neighborhood with residential, commercial, retail, healthcare, office, biotech, and academic uses all within one square mile. As of May 2011, approximately half of the parcels in Mission Bay have begun or completed construction. The remaining parcels are slated for development.

Mission Bay was specifically designed to be a transit-first community to encourage employees, visitors, and residents to access the neighborhood without using an automobile. Rich transit service supports this goal, with several primary transit lines serving the area including the recently completed T-Third light rail line that runs along Third Street. Additional transit service improvements are scheduled for the area.

Figure 1: Mission Bay

The scope of this parking management strategy includes the Mission Bay redevelopment area and its parkingshed. The parkingshed includes Mission Bay and surrounding areas within reasonable walking distance to neighborhood attractions. This strategy focuses on addressing parking demand generated within Mission Bay (AT&T Ballpark, UCSF campus, etc.) and by nearby destinations such as the Caltrain Fourth Street Station and the California College of the Arts. (See Figure 2)
For the purposes of this report, the Mission Bay parkingshed is divided into two areas:

- **Mission Bay plan area or Mission Bay proper** is bounded by Mission Creek, Highway 280, Mariposa Street, and San Francisco Bay.
- **Mission Bay buffer** forms a ring around Mission Bay proper and extends from 23rd Street to the south, 8th Street to the west, and Bryant Street at The Embarcadero to the north.

Figure 2: Mission Bay parkingshed with parking generators
Parking Supply

The parking supply (both on- and off-street) in Mission Bay is growing as new streets and parcels are developed. Each major development is required to provide some off-street parking. Table 1 shows the amount and types of parking available as of September 2011 within the Mission Bay parkingshed.

Table 1: Publicly available on- and off-street parking in Mission Bay, September 2011

<table>
<thead>
<tr>
<th>Location</th>
<th>On-street metered</th>
<th>On-street free</th>
<th>Off-street paid</th>
<th>Off-street permit</th>
<th>Customer parking only</th>
<th>Off-street free</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mission Bay proper</td>
<td>174</td>
<td>1,028</td>
<td>8,149</td>
<td>351</td>
<td>250</td>
<td>0</td>
<td>9,952</td>
</tr>
<tr>
<td>Mission Bay buffer</td>
<td>1,777</td>
<td>3,650</td>
<td>5,388</td>
<td>1,356</td>
<td>632</td>
<td>0</td>
<td>12,803</td>
</tr>
<tr>
<td>Total spaces</td>
<td>1,951</td>
<td>4,678</td>
<td>13,537</td>
<td>1,707</td>
<td>882</td>
<td>0</td>
<td>22,755</td>
</tr>
</tbody>
</table>

While the parking supply in Mission Bay buffer is relatively stable, the parking supply within Mission Bay proper is evolving. Presently, there are 9,952 total publicly available parking spaces in Mission Bay proper, 1,200 of which are on-street. At full build-out, 17,000 more off-street parking spaces will be added to the total.\(^2\)

Parking Demand

SFpark staff conducted occupancy surveys in July and August of 2010 and 2011 to measure demand for on-street parking. Each land use type (residential, commercial and academic/research, etc.) generates a unique parking demand, and the area has highly variable parking demand because of special events. At present, in some areas on-street parking is little used while other areas have parking occupancies close to 100 percent for much of the day. Furthermore, with only half of the parcels fully developed, parking demand will grow as new parcels are completed.

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1 Data available through SFpark parking census data at www.datasf.org.
Sources of parking demand

- AT&T Park – During special events, this stadium is the greatest source of parking demand in Mission Bay and the surrounding area as the stadium draws, on average, over 35,000 fans at each of the 83+ home baseball games. The stadium also hosts other events with varying attendance. A private company manages over 4,000 parking spaces for the Giants at “Lot A”, “Lot B”, and “Lot C”.

- Residents – Residential units in Mission Bay are built with a maximum of one dedicated parking space. However, some residents may own multiple vehicles and want to park on-street. Visitors and guests also generate demand for on-street parking. At full build-out Mission Bay will contain over 6,000 housing units.

- Commercial/Office/Research facilities – When complete, the Mission Bay Redevelopment Plan Area is slated to have 4.4 million sq. ft. of office/life science/biotechnology commercial space, plus an additional 500,000 square feet of retail. This office/commercial space will be concentrated in the southern half of the neighborhood and along King Street.

- UCSF Campus and Medical Center – The research campus is currently the largest institution in Mission Bay. Its employees are believed to be the biggest consumers of on-street parking in the southwestern portion of Mission Bay proper. In 2014, the first phase of the UCSF Medical Center will open as a 289-bed facility. UCSF Mission Bay complex will eventually consist of 2.65 million square feet of research campus uses, and a 550-bed medical center.

As Mission Bay continues to develop, parking demand will increase, especially for the 1,200 on-street spaces. To meet the city’s transportation goals, demand for this finite number of spaces must be managed carefully.

Current Parking Management

Currently, most on-street parking within Mission Bay proper is unmetered and managed with two-hour time limits. These restrictions are in effect between 7am and 10pm every day. The purpose of these temporary time limits (put in place until the meters legislated in 2002 are installed) is to prevent patrons of AT&T Park from monopolizing the on-street parking in Mission Bay rather than parking off-street or taking transit to get to the stadium. The majority of the streets in the Mission Bay buffer have no parking regulations except street cleaning. Portions of Mariposa and Illinois Streets have game-day-only tow-away signs (see figure 4).

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Figure 3: Map of current parking management in Mission Bay
Current parking occupancy

As a result of the current parking management approach, parking availability is extremely low on some streets, especially on weekdays. A telling indicator of this fact is the California College of the Arts website’s guide for visitors, which states, “On weekdays, a good rule of thumb is to allow yourself at least 30 minutes to find street parking.” On other streets where parking demand is managed by two-hour time limits, too few of the parking spaces are used, which is an inefficient use of the existing parking supply.

A consequence of the current parking management is that drivers who want to park for longer periods double park or circle to find parking in the unregulated areas. This driving behavior is inconvenient, wastes fuel and time, and circling cars decrease safety for pedestrians and cyclists and reduce Muni reliability. Figures 5 – 12 below show parking occupancy in July/August 2010 and 2011 within the Mission Bay parkingshed at the following times: weekday mornings, afternoons, evenings, and during an evening baseball game. High occupancy is strongly correlated to unregulated parking; low occupancy is strongly correlated to areas relying on two-hour time limits as a parking management strategy.

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Figure 5: Morning weekday parking occupancy, July 2011
Figure 6: Mid-day weekday parking occupancy, July 2011

 Occupancy

- > 85%
- 71% - 85%
- 50% - 70%
- < 50%

MID DAY OCCUPANCY (11 AM - 1 PM)

Data collected on weekdays during mid day - July 2011
Figure 7: Afternoon weekday parking occupancy, July 2011
Figure 8: Evening weekday parking occupancy, August 2011

EVENING OCCUPANCY (8 PM - 11 PM)
Data collected on non-gameday weekday evenings - August 2011
Figure 9: Morning weekday parking occupancy, July/August 2010

Figure 10: Afternoon weekday parking occupancy, July/August 2010
Figure 11: Weekday evening parking occupancy, July/August 2010

Figure 12: Game day evening parking occupancy, July/August 2010
Current legislation

On November 5th, 2002 the SFMTA Board established a parking management district that encompasses every public street within Mission Bay proper. This resolution calls for the SFMTA to use parking meters to manage parking in Mission Bay. The Mission Bay area is also legislated as a SFpark pilot area. The San Francisco Port Commission has authority to meter the streets in the Port of San Francisco’s jurisdiction. The Port and SFMTA will begin the implementation phase of the metering project on Terry Francois Blvd., China Basin St., and Mission Bay Blvd. in late 2011/12.

Parking Management Strategy in Mission Bay

Rationale
The goals of parking management in Mission Bay are to:

- Manage the parking resources in and around Mission Bay to improve access for visitors and residents, and help the city achieve its goals for transportation.
- Encourage the use of transit, walking, and biking.
- Provide funding that helps to support the transit, walking, biking, street, and parking services provided by the SFMTA and the Port.

Better managing parking will deliver benefits for residents, merchants, and visitors. Many mixed-use neighborhoods have on-street parking availability problems, which cause issues for transit, commercial deliveries, cyclists, pedestrians, as well as drivers. This strategy will better manage current on-street parking demand and prevent new issues as Mission Bay development proceeds while giving those who drive more parking options.

The following parking management strategy was developed with stakeholders from the San Francisco Redevelopment Agency (SFRA), the Port of San Francisco, and the SFMTA.

Mission Bay proper
City streets (under SFMTA jurisdiction) and Port streets (under Port jurisdiction) (See Figure 13):

- Install new parking meters that accept credit cards for all on-street parking spaces within the metering district so that it is easy to pay. This will result in approximately 760 newly metered spaces in SFMTA jurisdiction, and approximately 440 newly metered spaces in Port jurisdiction.
- Operate meters from 9 a.m. to 11 p.m. from Monday through Sunday, consistent with the Port’s meter operating hours.

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• Start rates at $1.00/hour, and $0.50/hour after 7 p.m., and adjust those rates on a demand-responsive basis as part of the SFpark pilot project (to as low as $0.25/hr).

• Four-hour time limits at meters in areas immediately adjacent to recreational and commercial areas. In other locations, no time limits on meters.

• During AT&T Park events meters will have special event rates as part of the SFpark pilot project. The SFMTA’s policies for special event pricing can be found at sfpark.org/rates.

• Prohibit issuance of residential parking permits in Mission Bay (because all spaces will be metered).

Mission Bay buffer
Managing parking within Mission Bay proper may cause parking demand to spill over onto unmanaged parking supply on adjacent streets. The availability of free unrestricted parking encourages those traveling to the Mission Bay area to drive, increasing parking demand to levels that outstrip supply and cause issues for drivers and others. The following strategies will address parking demand in those areas, whether caused by Mission Bay or other significant trip generators within walking distance of the parking shed:

• Install new parking meters that accept credit cards at most adjacent on-street spaces so that it is easy to pay. This will result in approximately 1,850 newly metered spaces, as shown in Figure 13.

• In some areas (see Figure 13 for boundaries), operate meters from 9 a.m. to 11 p.m. from Monday through Sunday, consistent with the Port’s meter operating hours.

• In the other buffer areas, operate meters from 9 a.m. - 6 p.m. Monday through Saturday, consistent with meter operating hours in the Showplace Square area.

• Include the Mission Bay buffer area as part of the South Embarcadero/Mission Bay SFpark pilot area. Start rates at $1.00/hour, and where parking meters operate after 6 p.m., start rates at $0.50/hour after 7 p.m.. Adjust rates on a demand-responsive basis as part of the SFpark pilot project (to as low as $0.25/hr).

• No time limits on meters.

• During AT&T Park events, meters within the ballpark area will have special event rates as part of the SFpark pilot project.

• No growth of existing residential parking permit areas until the SFMTA has conducted a review of its approach residential parking management and developed a refined strategy for residential parking management.
Figure 13: Map of Mission Bay Parking Management Strategy

Figure 14: Map of Mission Bay Land Use Plan
Figure 15: Map of planned or current Mission Bay development
Pricing
As a SFpark pilot project area, all parking meter rates in Mission Bay proper will be demand-responsive, and it is proposed that the streets in Mission Bay buffer area be added to that SFpark pilot area. In areas where parking meters are installed, rates will start at $1.00 an hour, and at $0.50 after 7 p.m. Prices will then vary by demand changing no more frequently than every four weeks and by no more than $0.50 per hour. The intent is to use demand-responsive pricing to charge the lowest price possible to achieve parking availability targets. During special events, the Port and SFMTA will use special event pricing to achieve the same availability targets.

Implementation
This section summarizes implementation considerations and provides a tentative schedule.

Stakeholder outreach
The SFMTA will coordinate with the Port on outreach to groups, including, but not limited to, the following stakeholders:

- Supervisors Kim and Cohen
- Mission Bay CAC
- Central Waterfront CAC
- Dogpatch Neighborhood Association
- Potrero Hill Association of Merchants and Businesses
- Potrero Hill Boosters
- San Francisco Giants
- South Beach Mission Bay Business Association
- South Beach Mission Bay Neighborhood Association
- South Beach Rincon Hill CAC
- South of Market Merchants
- South Park Improvement Association
- UCSF
- Radiance Homeowners Association
- California College of the Arts
- Mission Bay TMA

Evaluation
Approximately one year after implementing parking management in Mission Bay, the SFMTA will evaluate its effectiveness and propose adjustments, if any are recommended, to the SFMTA Board. The evaluation will utilize data from SFpark sensors and surveys, as well as other data typically used by SFMTA to evaluate parking management.
## Timeline

<table>
<thead>
<tr>
<th>Date</th>
<th>Task</th>
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<tbody>
<tr>
<td><strong>Summer/Fall 2011</strong></td>
<td><strong>Outreach</strong></td>
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<tr>
<td></td>
<td>• SFMTA and Port to continue outreach</td>
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<td></td>
<td>• SFMTA and Port to finalize the Mission Bay parking management strategy</td>
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<tr>
<td><strong>Fall 2011/ Winter 2012</strong></td>
<td><strong>Receive approvals</strong></td>
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<td>• Present to SFMTA Board and Port Commission and obtain approval</td>
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<td></td>
<td>• SFMTA to make necessary legislative changes for parking management on streets adjacent to the Mission Bay area</td>
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<td></td>
<td>• Port to make necessary changes to Harbor Code to enable enforcement and meter placement</td>
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<td></td>
<td>• Outreach to Enforcement, Meter Shop, Paint Shop, and Sign Shop staff</td>
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<td></td>
<td>• Determine what additional resources will be necessary to adequately enforce and maintain these newly metered spaces (e.g., additional Parking Control Officers (PCOs), Parking Meter Repairers, and related equipment such as new vehicles, handheld enforcement devices and other tools)</td>
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<tr>
<td></td>
<td><strong>Detailed implementation planning</strong></td>
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<td></td>
<td>• Develop a phasing plan</td>
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<td>• For each phase, detailed implementation plans (e.g., meter drawings, commercial loading zone locations, blue zone locations, etc.)</td>
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<tr>
<td><strong>Winter/Spring 2012</strong></td>
<td><strong>Implement plan phase 1</strong></td>
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<td>• Order new meters and signage</td>
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<td></td>
<td>• Install new meters and signage</td>
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<td></td>
<td>• Do community outreach/communications</td>
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<td>• Initiate enforcement</td>
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<tr>
<td><strong>2012 (timing TBD)</strong></td>
<td><strong>Implement plan phase 2</strong></td>
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<td></td>
<td>• Finalize detailed implementation plan</td>
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<td></td>
<td>• Order new meters and signage</td>
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<td></td>
<td>• Install new meters and signage</td>
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<tr>
<td></td>
<td>• Do community outreach/communications</td>
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<td>• Initiate enforcement</td>
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<tr>
<td><strong>2013 (timing TBD)</strong></td>
<td><strong>Evaluation</strong></td>
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<tr>
<td></td>
<td>• Evaluate effectiveness of Mission Bay parking management</td>
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<td></td>
<td>• Propose adjustments (if any) to SFMTA Board</td>
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