

# Parking Rate Proposal City and Parking Authority Garages

2006



# Purpose

- Increase Revenue to the MTA
- Increase Revenue to Recreation and Park Department
- Increase Revenue to the City



# Strategy

- Staff Conducted Five-Year Parking Rate Analysis
- Incremental Approach Is Better Than Large Rate Increase Approach
- Incremental Approach Generates More Revenue in the Long-Run
- Incremental Approach Minimizes the Impact on Transient Volume



# Goals and Targets

<b>Fiscal Year</b>	<b>Projected Annual Increase Over Prior Year</b>	<b>Cumulative Additional Revenue Over Base FY 2004-2005</b>
<b>2005 – 2006</b>	<b>\$2,839,330</b>	<b>\$2,839,330</b>
<b>2006 – 2007</b>	<b>\$1,140,700</b>	<b>\$3,980,030</b>
<b>2007 – 2008</b>	<b>\$1,085,930</b>	<b>\$5,065,960</b>
<b>2008 – 2009</b>	<b>\$1,030,850</b>	<b>\$6,096,810</b>
<b>2009 – 2010</b>	<b>\$1,016,313</b>	<b>\$7,113,123</b>
<b>Total</b>		<b>\$25,095,253</b>



# FY 2005-2006 Performance

- Exceeded FY 2005-2006 Revenue Target of \$2,839,330 by over \$530,000 or 19 Percent
- Loss in Transient Volume at 3.8 Percent; Better Than 4 Percent Projected



# FY 2006-2007 Proposal

## Option #1

- Increase Monthly Rates
- Introduction of New Rates
- Introduction Motorcycle Rates
- Increase Transient Rates, Except for Sutter-Stockton, Fifth and Mission, Ellis-O'Farrell, North Beach and Vallejo Street garages



# FY 2006-2007 Proposal



## Option #2

- Increase Monthly Rates
- Introduction of New Rates
- Introduction Motorcycle Rates
- Increase Transient Rates, Except for Sutter-Stockton, North Beach and Vallejo Street garages (Ellis-O'Farrell Garage, Union Square Garage, Fifth and Mission Garage @ \$2.50)



# FY 2006-2007 Proposal

## Option #3

- Increase Monthly Rates
- Introduction of New Rates
- Introduction Motorcycle Rates
- Increase Transient Rates, Except for Sutter-Stockton, North Beach and Vallejo Street garages (Union Square Garage @ \$2.50 and Ellis-O'Farrell Garage and Fifth and Mission Garage @ \$3.00)



# FY 2006-2007 Proposal

## Projected Performance



	Option #1	Option #2	Option #3
Muni + 40% Parking Tax	\$781,876	\$1,182,238	\$1,682,236
DPT	\$647,779	\$647,779	\$647,779
MTA Sub-Total	\$1,429,655	\$1,830,017	\$2,330,015
Rec. & Park Dept.	\$446,399	\$491,432	\$491,432
City (60% Parking Tax)	\$281,304	\$350,563	\$429,510
Total	\$2,157,358	\$2,672,012	\$3,250,957
Transient Loss	3,260	80,854	160,328
Percent Loss	0.04%	1.07%	2.12%

