

**Office of the Mayor**  
City & County of San Francisco



**Gavin Newsom**

April 10, 2008

Reverend Dr. James McCray Jr.  
President, Board of Directors  
San Francisco Municipal Transportation Agency  
One South Van Ness Avenue  
San Francisco, California 94103

Dear President McCray and Directors,

I write to urge your support for the *SFpark* pilot program. As a City and region, we have vigorously pursued federal funding via the Urban Partnership Program for an exciting slate of projects that will allow us to test innovative ways to manage congestion. *SFpark*, with its parking-based approach to congestion management, is a innovative approach to easing congestion in downtown and busy neighborhood commercial corridors and—importantly—will make it more convenient for local residents to find and pay for parking.

Parking is, of course, a major concern in San Francisco and one of our most significant local quality of life issues. *SFpark* program promises to decrease parking challenges, and to improve Muni reliability and reduce transportation-related greenhouse gas emissions, which as you know are the source of 51 percent of San Francisco's total greenhouse gas emissions. I look forward to the implementation and success of *SFpark* pilot projects that will test, evaluate, and refine new parking management strategies and technology that will enable us manage the City's parking supply much more intelligently citywide.

Parking is at the heart of so many of our transportation issues, and intelligent parking management will help the SFMTA meet its goals for the transportation system, as well as our overall city goals of improving our economic competitiveness, livability, and sustainability. Better parking management will benefit everyone – drivers, business owners, transit riders, bicyclists and pedestrians. This program will help make San Francisco an even better place to work and live.

If the pilot projects prove successful, this parking-based approach to congestion management will set a powerful example for other cities as an effective, elegant, and easy-to-implement solution that its easy to replicate. San Francisco continually serves as a model for innovation and leadership on public policy issues. *SFpark* is yet another opportunity for us to present our creative thinking to the rest of the nation and the world.

Thank you for your consideration of this important set of pilot programs.

Sincerely,

A handwritten signature in black ink, appearing to read "Gavin Newsom".

Gavin Newsom  
MAYOR