



SFMTA

Mobile Parking Payment Convenience Fee

SFMTA Board of Directors

June 3, 2025

Meter Payment Options

- Mobile-app payment added as a payment option in Fiscal Year (FY) 2012
- Meter revenue collected via mobile app has increased each year

| Payment Method | FY 2019 | FY 2025 |
|-------------------|------------|------------|
| Credit Card | 66% | 57% |
| Mobile App | 17% | 36% |
| Cash | 14% | 7% |



Convenience Fee Policy

- Effective 5/20/2025, users are paying a \$0.10 convenience fee
- New contracts with mobile payment app vendors will include a \$0.35 transaction fee
- To offset this cost to the Agency, staff requests SFMTA Board approval of an increase to the convenience fee within the Transportation Code to \$0.35 effective 7/1/25
- Users would pay the \$0.35 and the transaction cost to the Agency would be a net zero
- Charging a user convenience fee is an industry standard. Convenience fees of other municipalities are referenced at right

Convenience Fees

- Los Angeles \$0.25
- Houston, TX \$0.25
- Minneapolis, MN \$0.25
- Oakland \$0.30
- Sacramento \$0.35
- New Orleans, LA \$0.35
- New York City \$0.35
- Philadelphia \$0.40
- Fort Worth, TX \$0.45
- Washington, DC \$0.45
- Fresno \$0.49

Convenience Fee Amount

- Users began paying a convenience fee for the first time on 5/20/2025. Prior, MTA had absorbed the transaction fee costs paid to the vendor.
- On 5/20/2025, some MTAB members inquired about the option of a transaction fee higher than \$0.35 to cover more of MTA's total costs for the mobile payment program.
- A fee higher than \$0.35 would be allowable under cost-recovery rules, because MTA's total costs for the mobile-payment program include other fees including merchant fees, marketing, signage installation and maintenance, etc.
- Staff recommends a fee of \$0.35 for two years to provide sufficient time to analyze the impact on mobile payment adoption of charging users a fee.
- Goal is a policy that continues to promote mobile payment app adoption because it: offers a significant convenience to many users, reduces meter wear and tear, and reduces costs for implementation of potential new meter areas.