



Overview

From late 2025 through early 2026, the SFMTA conducted an extensive outreach effort to inform and gather feedback from community members about the Hayes Valley Pay or Permit Expansion Parking Project. We employed a range of strategies to reach both residents and local businesses. Outreach included multiple in-depth meetings with community-based organizations (CBOs) and nine stakeholder meetings with individuals, affordable housing residents, and religious institutions.

To expand access and encourage participation, we hosted a multilingual StoryMap Virtual Open House for two weeks in early March, attracting 415 views in English, 67 in Spanish, 65 in Chinese, and 117 in Korean. Community feedback was collected through an online survey available in the four languages, with 67 responses submitted in English. The project also received about a dozen emails with feedback and questions.

To promote the open house, the project team:

- Mailed over 7,300 postcards to all addresses within the project area and a one block buffer
- Posted 80 flyers throughout the neighborhood
- Delivered 40 flyers to businesses and 750 flyers on parked vehicles
- Sent 22 informational emails to project stakeholders
- Hosted three Office Hours events, both in-person and virtual, that engaged 13 participants.

Among the diverse group that took the Virtual Open House survey:

- 87% of the respondents either live in the neighborhood or both live and work there, and 13% visit but do not live in the neighborhood.
- 82% of the resident respondents live inside the project area, while 18% live in the edge or buffer area.
- 92% of resident respondents reported owning a vehicle, compared to the neighborhood's census-reported vehicle ownership rate of 55%.
- Among residents who own a car, 73% reported parking on the street.
- All respondents were somewhat or very familiar with Pay or Permit Parking.

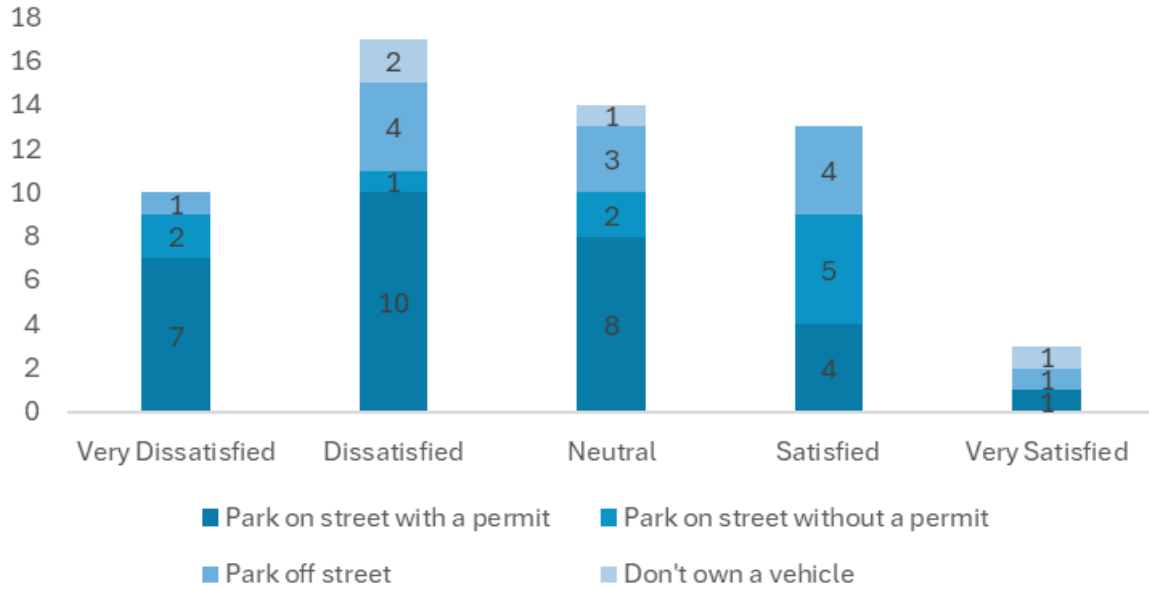
What We Heard

More residents are unsatisfied than satisfied with parking availability today, especially if they park on the street with a permit.

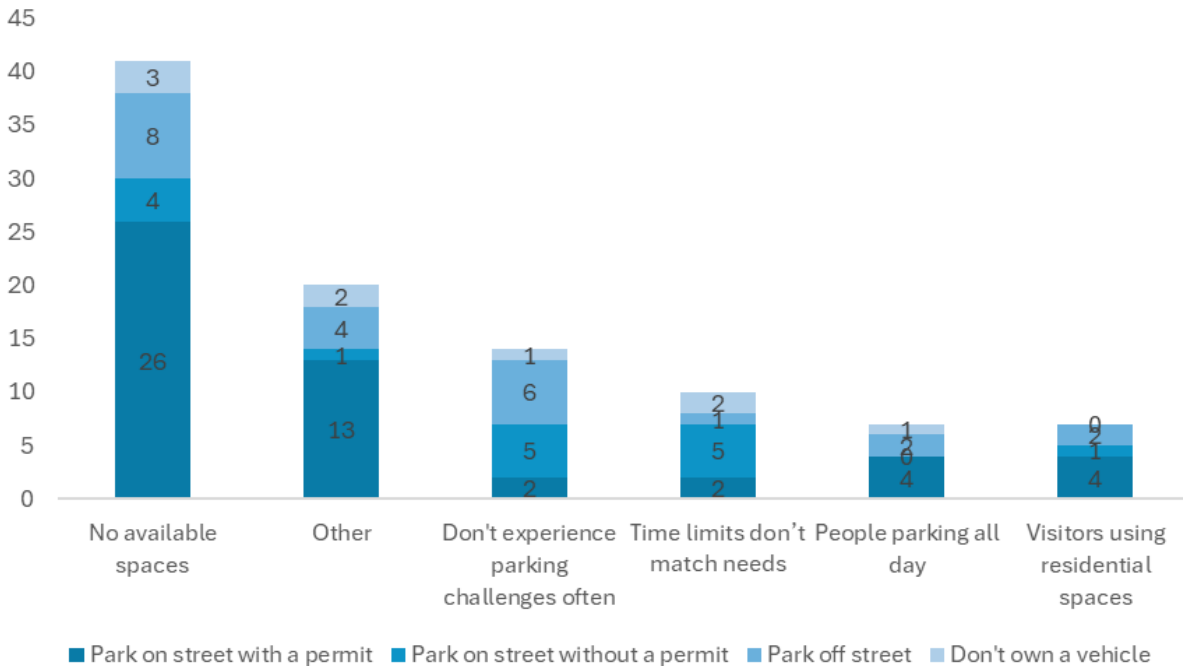
Parking availability was cited as the number one parking challenge, especially for residents who rely on on-street parking. This feedback confirms what we see in our

parking availability data. Other responses include block-specific challenges such as construction projects, events and illegal parking.

Satisfaction with Parking Availability

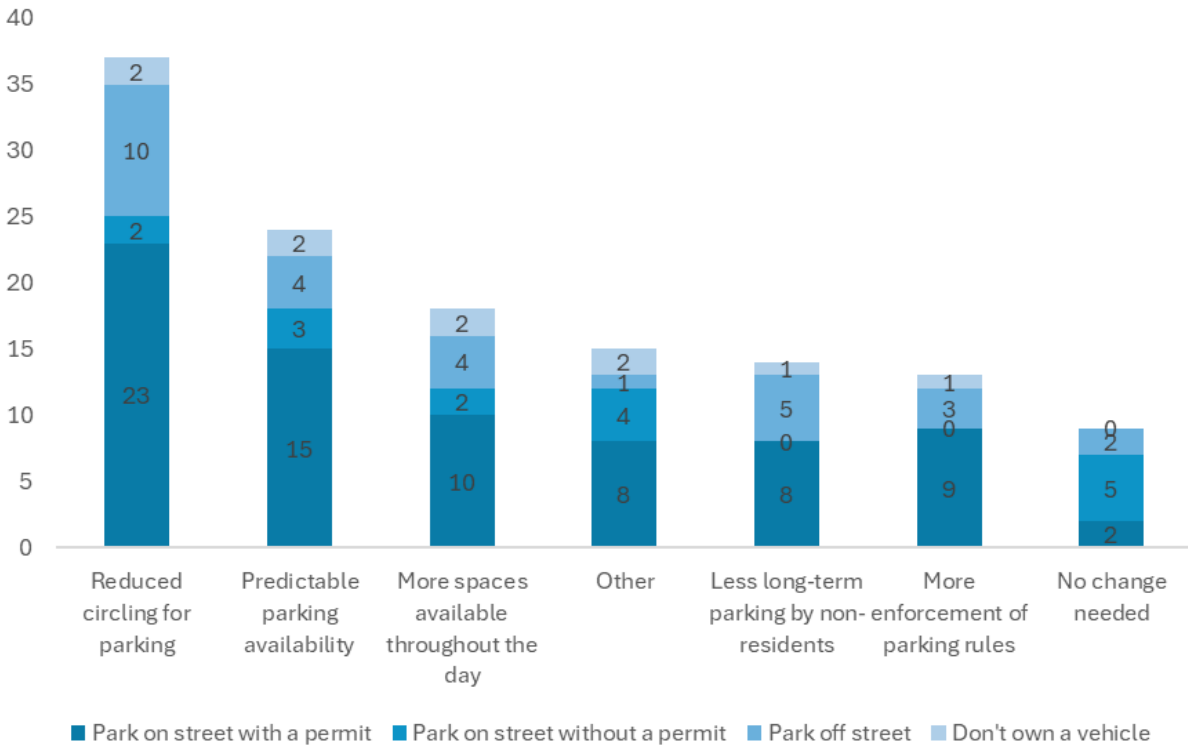


Resident Parking Challenges



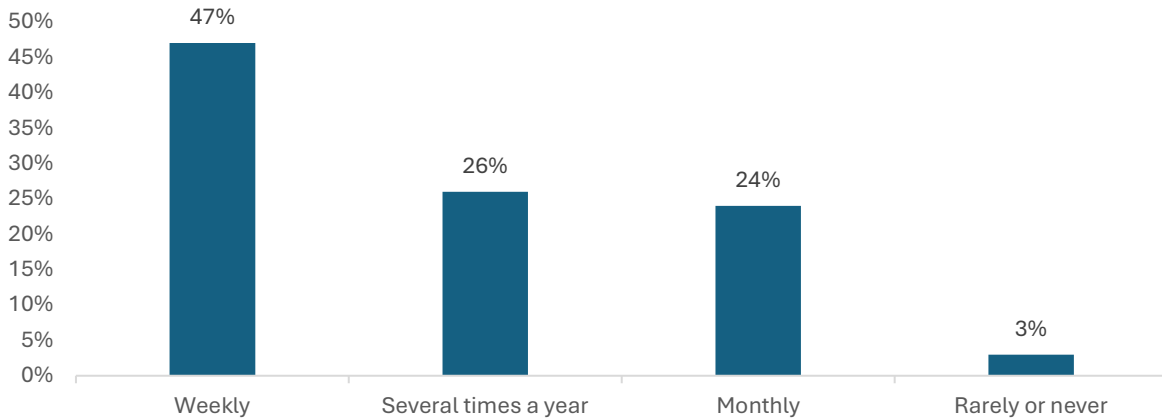
Residents were split on their preferred parking outcomes, with “reduced circling for parking” and “predictable parking availability” ranked the highest, both overall and by residents who park on street with a permit. “No changes needed” was the least preferred overall, but highest preferred by residents who park on street without a permit.

Preferred Parking Outcomes



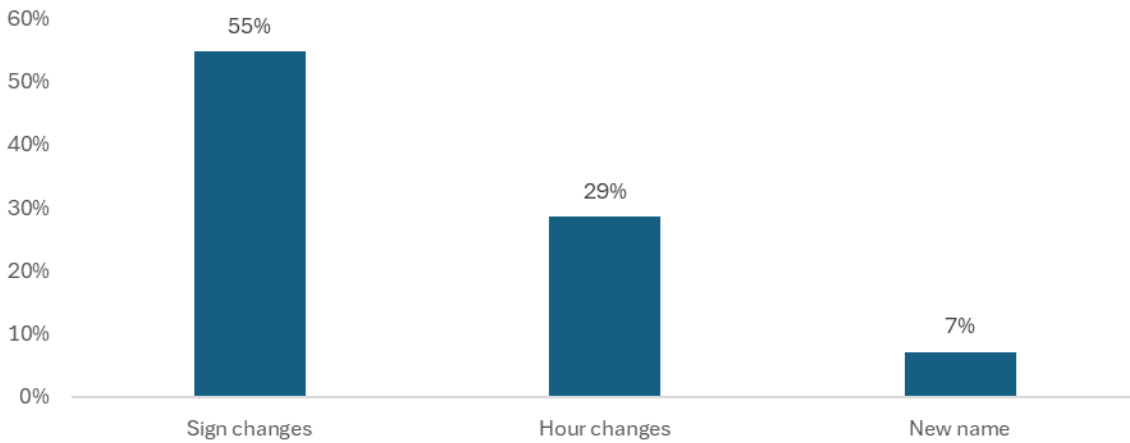
Interest in participating in the Resident Guest Discount Pilot was high among residents (53%). Among the 28% who were unsure, 47% reported having visitors weekly. Increasing the number of discount codes available may help increase interest in the discount. Additional comments and emails indicated that residents thought 12 discount codes were too few.

Frequency of Residents' Visitors Needing On-Street Parking



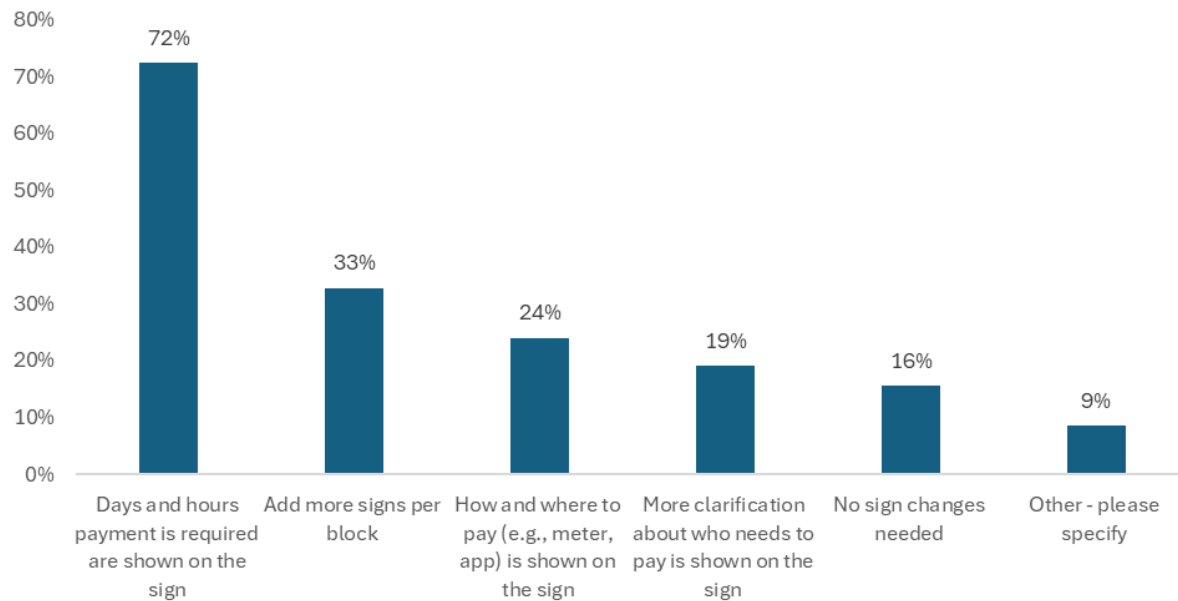
When asked for feedback about Pay or Permit Parking, a majority of respondents think that changing the signs would make the program easier to understand.

Changes to make Pay or Permit Parking easier to understand



Of the sign changes that would help the most, 72% wanted signs to clearly show days and hours when payment is required. Additionally, 33% of the respondents requested having more signs on each block.

Sign changes priorities



The following quotes are a representative sample of common themes we heard from the survey’s open-response comments and feedback received via email or at office hours.

Challenges finding parking and support for improving parking availability

- *We (our household) think this is a great idea. Sometimes we need to spend more than 30 minutes to look for parking in our block at night and it is just simply brutal.*
- *It is often difficult to find parking on the street near the house.*
- *I strongly support expanding Pay or Permit Parking. Due to the high volume of non-residential activity and limited residential curb availability near my block, it is often extremely difficult to find parking without using expensive underground garage options*

Support for parking management

- *I believe prioritizing residents while maintaining flexibility for visitors is the right direction for our neighborhood.*

Concerns about Pay or Permit Parking working for residents

- *I STRONGLY OPPOSE expanding pay or permit parking on the blocks near my house. Convinced this will make residential parking much harder for actual residents.*



Feedback about visitor parking

- *My cousin has come to visit me over the years, and noticed the updated Pay or Permit system now in effect in my block. She really likes it! Seems a better arrangement than earlier versions.*
- *My suggestion, if this goes fwd, is to provide a 1-month grace period permit for new residents + 2 weeks free guest permit – not this measly (12) 2-hr passes. A guest pass means a residential-level permit that is valid for 10 business days. So that, for example, my mother-in-law can come stay with me for two weeks every year and not have to pay for parking.*

Concerns about spillover parking demand outside the project area. Note the project would not change which blocks are in which permit areas, including the buffer zones where multiple types of permits can park.

- *My block has S parking. Concerns about proposed expansion of HV pay or permit parking reducing S parking availability. Especially on Webster street.*

Cost concerns and discount pilots. Note: the discounts for residents will provide two hours of free parking by entering a code in the parking paystation on a Pay or Permit Block. The screen will have instructions and provide confirmation.

- *I appreciate the city in assisting business owners to provide discount parking to their employees, however, I feel this could easily be exploited to allow non employees of the area to use the discount.*
- *The guest discount pilot could use more information. If there's a code, are you required to use an app (not everyone wants to be forced to sign up and use an app)? Does it work with pay stations?*
- *12 free two-hour parking codes per year is too few to prevent serious burdens from the Expansion Project turning the entire neighborhood into Pay or Permit parking. I myself have guests who need to park more than once a month. 24 codes per year seems more reasonable, if the goal is to alleviate burdens on residents and their guests; just 1 code per month is quite limited and seems unlikely to have meaningful impact.*

Pay or Permit Hours

- *Confusing and unfair to go to 9:00pm and enforcement is spotty at best then.*

Confusion about guest parking options for residents.



- *Day permits can be purchased ahead of time (up to 20 per year) in person, by mail, or on our website at [SFMTA.com/RPP](https://www.sfmta.com/RPP)*
- *For longer stays, 2 week and longer permits can be purchased in advance as well*
- *For shorter stays, the Pay or Permit meters cost on average \$2 an hour*

Questions about financial benefits and cost of the project. Note: the project is funded by a grant. Permit fees cover the cost of the RPP program and meter revenue is required by City Charter to fund Muni.

- *Who are the financial beneficiaries of this program?*
- *Costs more money to implement and enforce.*

Block-specific and general parking feedback. Note: daylighting is required by state law AB 413, more information is available here: [Daylighting | SFMTA](#).

- *Daylighting: Please revisit the newly added red "visibility" zones at intersections*
- *Construction impacts: It's very hard when construction projects block out many spots on the street. There are hardly enough spots as is, especially with the new red blocks near pedestrian crosswalks.*
- *Loading zones: there are loading zones where nursing homes used to exist that need to be removed. New construction has blocked parking spots unnecessarily and also removed parking lots.*
- *We need some parking spaces that are 1. NOT limited by hours, and 2. FREE. This should be a benefit of LIVING in our neighborhood.*

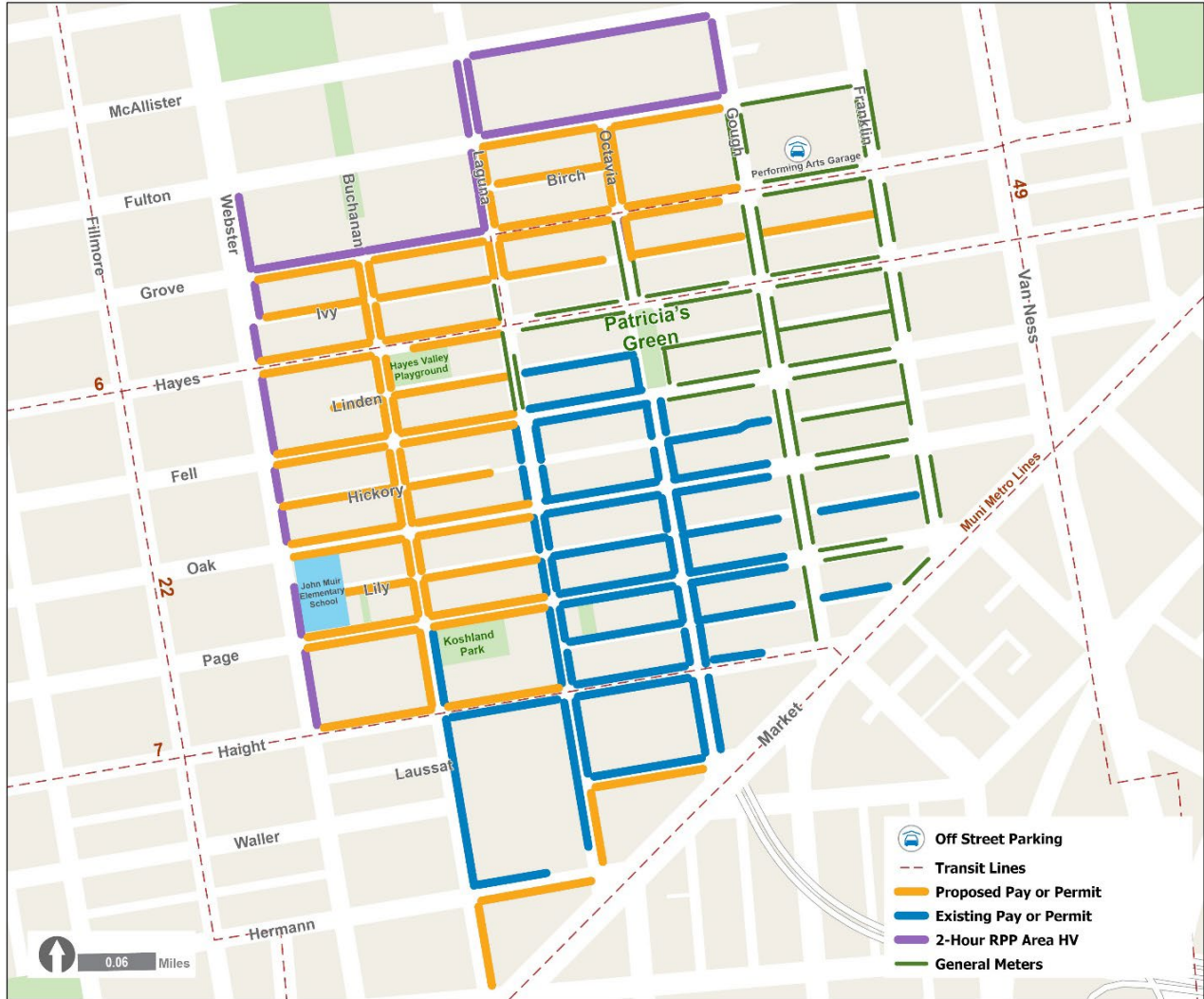
Other comments

- *Increase HV RPP sticker parking to include metered spots consistently throughout Hayes Valley (perhaps including Hayes St itself)—not just a few block sections.*
- *Parking is a disproportionate fee that makes our neighbor only accessible to wealthy people.*

Changes to the proposal in response to public feedback

Removing the east side of Webster Street from the proposed Pay or Permit Parking Blocks

- In response to feedback from residents and staff of the Hayes Valley Apartments to preserve 2-hour parking around their two locations
- In response to feedback from residents in Areas Q and S who were concerned about spillover into neighboring permit areas



Revised project map with Webster Street maintaining Residential Permit Parking with 2-hour time limits

Changes to the Pay or Permit Parking Signs to include the days and hours that Pay or Permit Parking is in effect.

- In response to feedback on the Virtual Open House survey as well as opportunities identified in a prior Pay or Permit Parking evaluation.

Increase in the number of resident guest discount codes from 12 to 24 per year

- In response to feedback on the survey and answers to survey questions.



Next Steps

- **Next few months:** Public Hearing and SFMTA Board action.
- **Summer–End of Year:** If approved, implementation work would begin in summer and conclude by early 2027.
- **Fall:** Launch outreach to inform the public about upcoming parking changes and available discount programs.
- **Early 2027:** Activate meters and roll out the discount programs.

Contact Information

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Learn more at: [SFMTA.com/PayorPermitHayes](https://www.sfmta.com/PayorPermitHayes)

Thank you for your feedback and commitment to a more accessible, vibrant Hayes Valley!