



SFMTA

# Hayes Valley Pay or Permit Parking Expansion

SFMTA Board of Directors Meeting

June 2, 2026

# Pay or Permit Background

**1977 – present:** Residential Permit Parking (RPP) was introduced to manage commuter parking using time limits.

Although initially effective, time limits became insufficient for managing parking availability in many areas over time.



**2014 – 2018:** RPP Evaluation & Reform Project

- Comprehensive, citywide, data-driven evaluation of RPP
- Goal: make RPP work better for permit holders
- Outcome: **created Pay or Permit Parking** as a type of parking in 2018

# What is Pay or Permit Parking?



## RPP Today: 2-hour Time Limits

- **Residents** and others with a permit do not have to adhere to time limits.
- **Visitors** can park for free for up to 2-hours.



## Pay or Permit Parking

- **Residents** and others with a permit **do not** have to pay hourly parking fees.
- **Visitors** pay a small fee (currently \$1-3 an hour) to park. No time limits.
- No changes to the permit program.
- 1-2 paystations per blockface.

# Hayes Valley Context

- **2018 – 2022: Hayes Valley Curb Management Plan**
- First large implementation of Pay or Permit Parking in early 2023 on 58 blockfaces.
- Also established the HV permit area and buffer zones.
  
- **2023 – 2025: Pay or Permit Parking Evaluation**
- *Parking is easier:* Available parking increased by 5% on average, or about one additional space per block. Visitors leaving their cars all day dropped by 11%.
- *Good for neighborhood businesses:* With time limits removed, twice as many visitors stayed 2–4 hours supporting longer shopping, dining, and social visits.
- *More efficient enforcement:* Compliance can be verified with one pass by parking enforcement instead of multiple passes.

# Expansion Project Background

- **2023:** SFMTA won a \$1.5 million Local Parking Management Capital and Implementation Grant from the Metropolitan Transportation Commission (MTC).
- **Criteria for Pay or Permit Parking areas:**
  - Existing RPP Area
  - Low parking availability, most parking spaces are full on average with peaks above 100%
  - Parking spaces are heavily used by visitors
  - Multiple blocks, so it is easier to understand and enforce

# Expansion Project Goals

- Improve the RPP program for permit holders and the parking experience for visitors by maintaining **higher parking availability**.
- Provide **flexibility** for visitors to be able stay longer in the neighborhood.
- Fulfill requirements of Local Parking Management Capital and Implementation Grant.

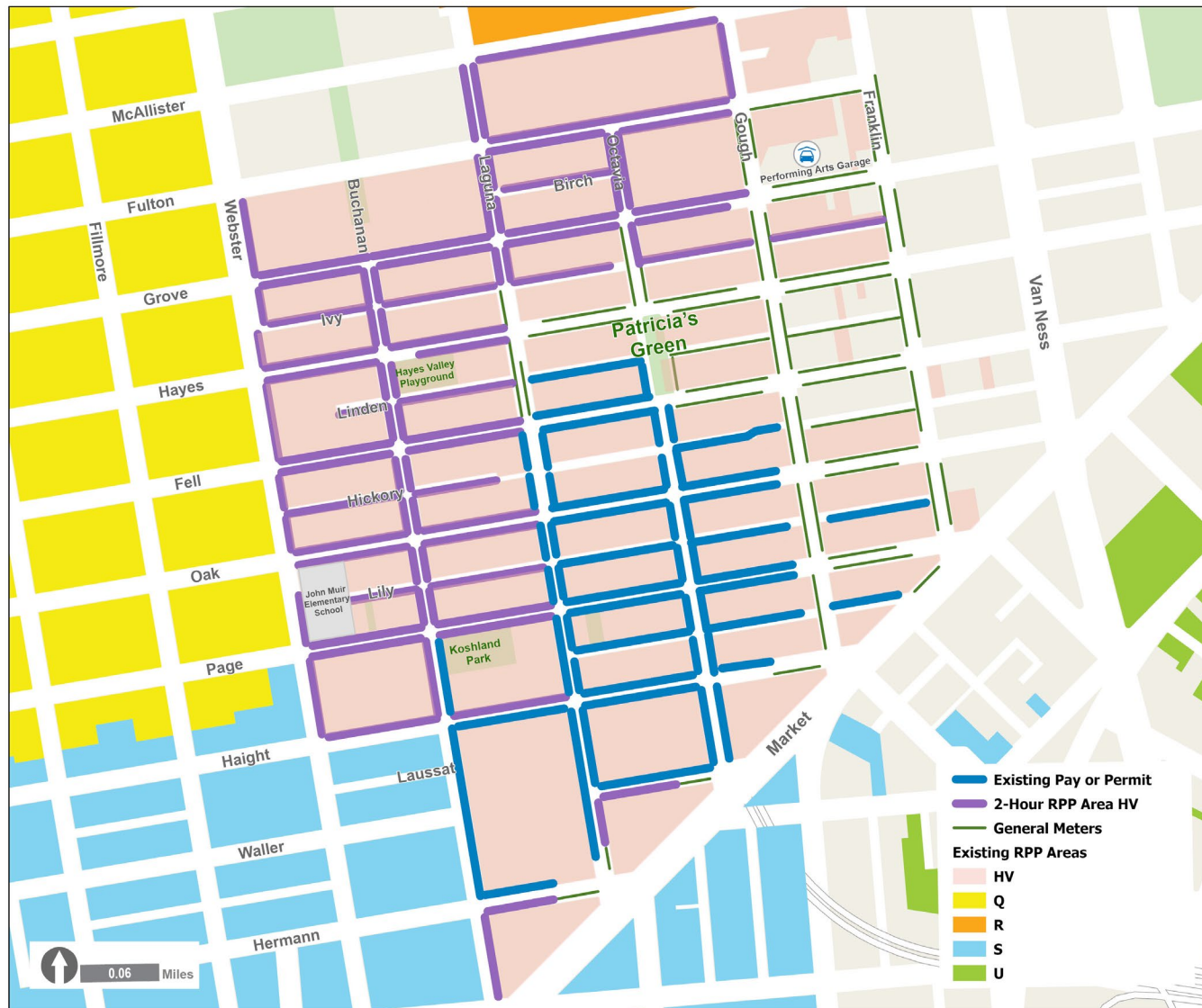


# Project Outreach Phase 1

- Initial study of four neighborhoods:
  - Marina
  - Cow Hollow & Union Street Corridor
  - Lower Haight
  - Hayes Valley
- Two in-person open houses for each pair of neighborhoods October 2024 and December 2024.
  - Follow up stakeholder meetings to determine next steps.
- Focused on Hayes Valley after positive response to existing Pay or Permit Parking and feedback from open houses and stakeholder meetings.
- Began developing discount program to pilot in response to feedback.



# Existing HV Permit Area

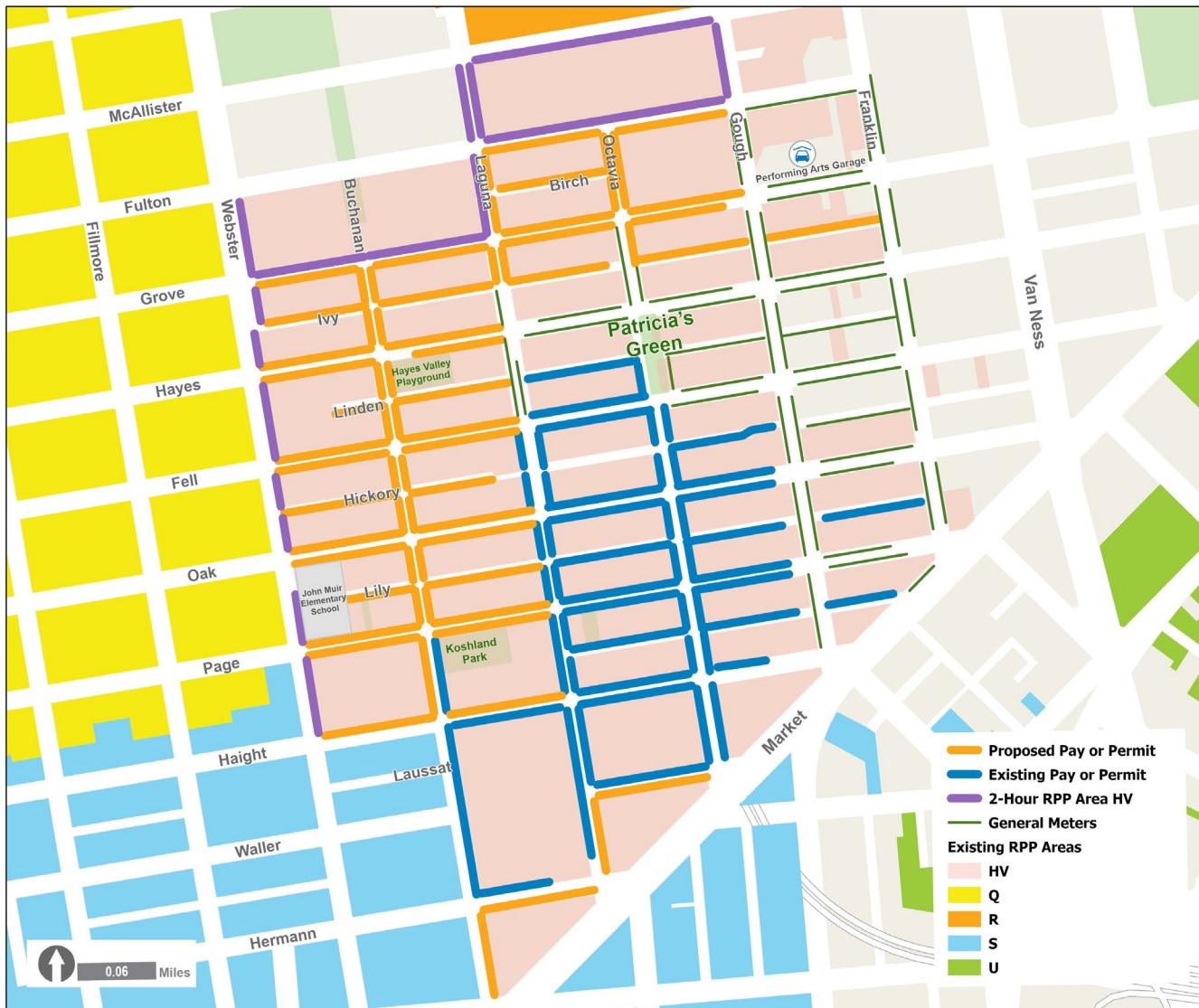


2-Hour RPP shown in **Purple**

Existing Pay or Permit shown in **blue**

General metered parking shown in **green**

# Proposed Changes



Proposed Pay or Permit Parking expansion shown in **orange**

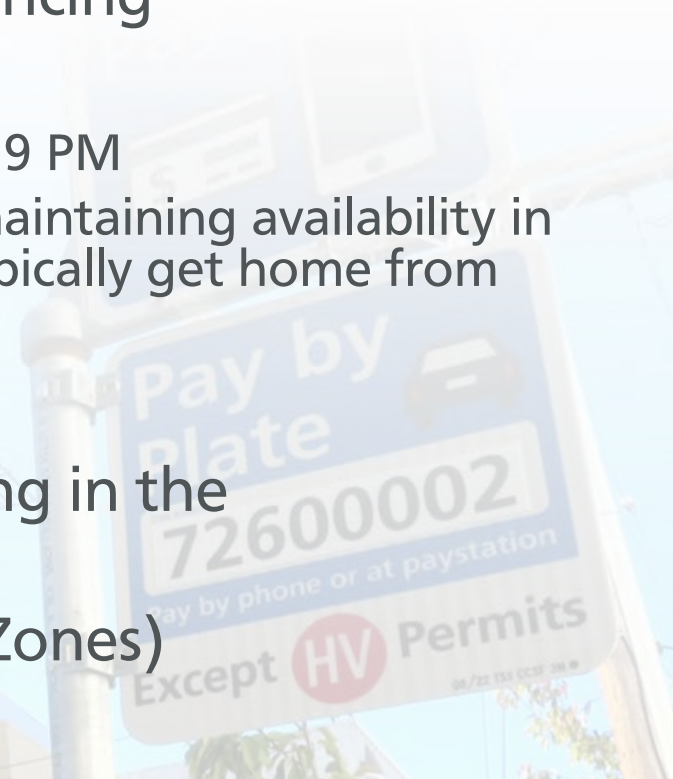
2-Hour RPP shown in **Purple**

Existing Pay or Permit shown in **blue**

General metered parking shown in **green**

# Proposed Rates and Hours

- Hourly rates vary from \$1.25 to \$2.50 an hour (average of \$2 an hour)
- Rates determined by nearby parking rates and adjusted as part of the demand-responsive pricing
- Proposed hours and days:
  - Monday through Saturday, 9 AM to 9 PM
  - Same as existing RPP, essential for maintaining availability in the evening when permit holders typically get home from work
- No changes to permits
- No changes to general meter parking in the neighborhood
- Adding in accessible parking (Blue Zones)



# Benefits for Residents and Visitors

## For Residents

- Increased parking availability makes it easier to find parking near home for residents and their guests.
- Less circling for parking, which helps reduce congestion and pollution on residential streets.

## For Visitors

- Avoid the stress of moving their car every two hours and the risk of getting a ticket.
- Parking is easier to find, giving more time to enjoy the neighborhood.
- Caregiver and visitor permits remain available for longer visits.

# Benefits for Businesses

## For Businesses

- Easier access and better experience for customers, encouraging more frequent visits and supporting overall neighborhood vitality.
- Flexibility for employees and customers who no longer need to move their car every two hours or risk a ticket.
- Over the course of the day, more unique vehicles park on Pay or Permit blocks compared to time-limited RPP (higher turnover).

# New Discount Programs

## A resident guest discount

2 hours of free parking

24 per year

## A local business discount

Up to 5 employees per business

50% of Pay or Permit Parking Rate

**Teal** shows addresses eligible to apply for permits and both discounts (HV area)



# Resident Guest Discount Program

Residents living in the HV permit area would be eligible to sign up for the discount

- 24 two-hour free parking codes per address per year
- Can give to guests or visitors
- Does not require an RPP permit
- Daily and multi-week RPP visitor permits still available
- Codes will work only on Pay or Permit blocks: entered at paystations or potentially with parking payment apps

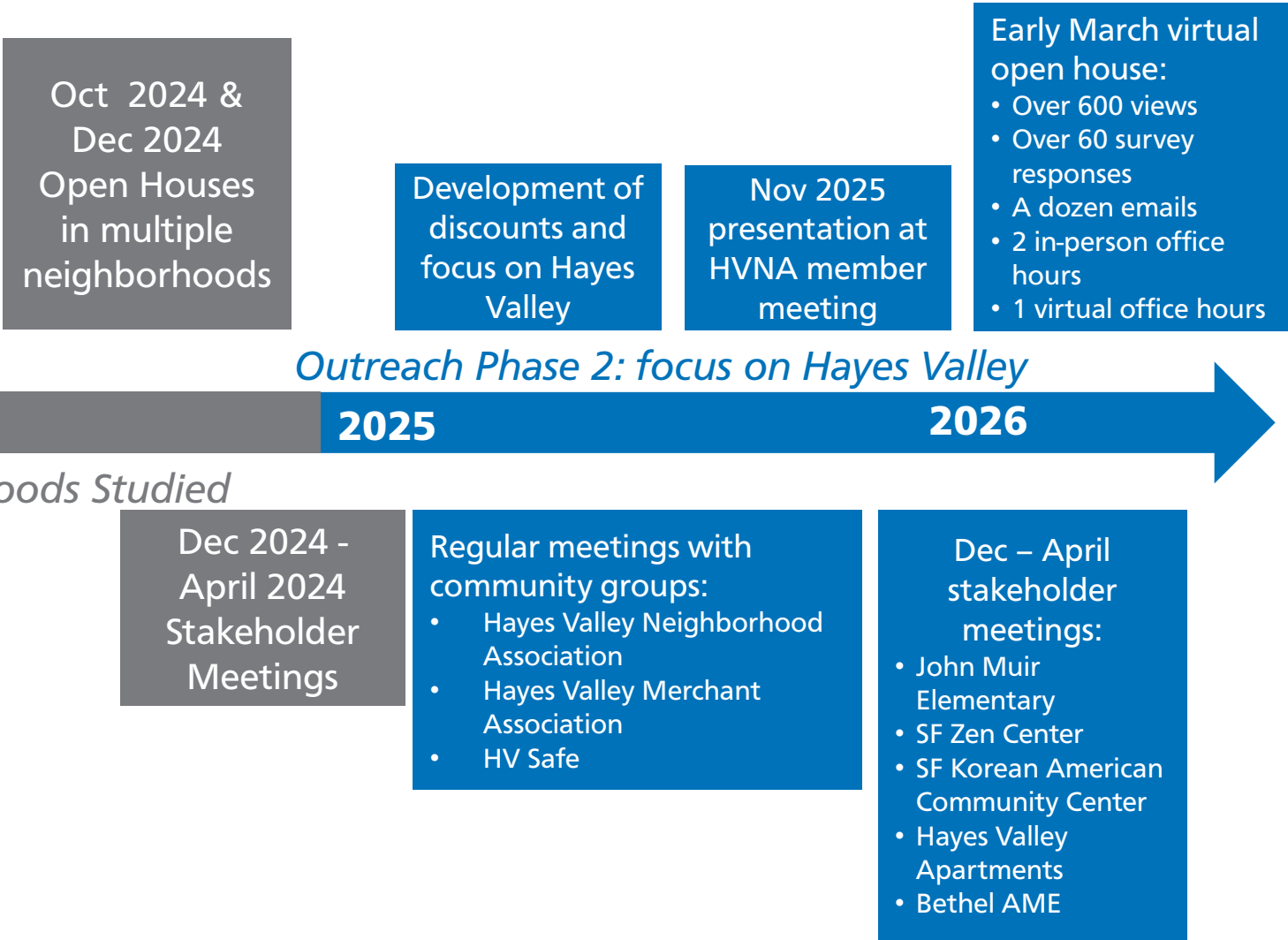
How it would work:

- Easy sign-up portal: enter a few fields (name, address, contact etc.) and upload a proof of residency
- Submittals are processed automatically with SFMTA oversight
- Pilot for one year, evaluate, and adjust

# Local Business Discount Pilot

- Businesses with employees and open to the public in the HV permit area would be eligible to sign up for the discount
  - 50% off parking for up to 5 employees
  - Discount rate available only on Pay or Permit blocks
  - Reduces parking cost from average of \$2/hour to \$1/hour
  - Estimate about 25 businesses would use the pilot
- Same sign up as the Resident Guest Discount
- Would use business account feature of parking mobile payment apps
- Easy for businesses and SFMTA to administer
- Planned monitoring of discount use and parking availability
- Pilot for one year, evaluate, and adjust

# Phase 2 Outreach Timeline



# Open House Promotion

To Promote Online Open House & Survey, the project team:

- Sent over 7,000 postcards
- Posted 80 posters on every block in the project area
- Handed 40 flyers out to businesses
- Placed 750 half-sheet flyers on cars

Promotional materials, online open house, and survey were available in English, Spanish, Chinese, and Korean

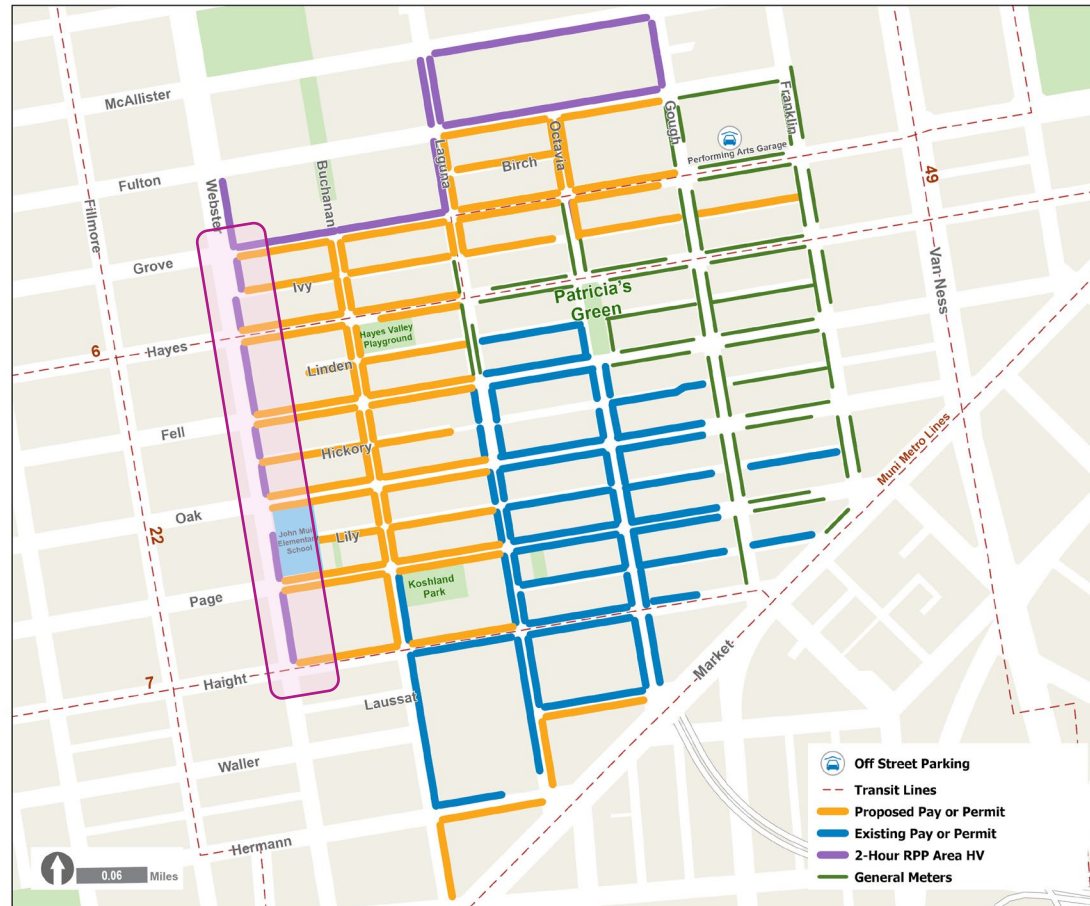


# What We Heard: Common Themes

- Residents expressed frustration with limited on-street parking availability.
- Top priorities: less time searching for parking and more predictable availability.
- There was strong interest in the Resident Guest Discount Pilot, with many suggesting more annual discount codes.
- To improve the program most respondents suggested updating the signs to include hours and days.
- Concerns included impacts to other permit areas, program costs, and guest parking confusion.

# Response to Feedback

- Removed the east side of Webster Street from the project proposal.
- Increased the number of Resident Guest Discount Codes from 12 to 24.
- Pledged to update signs for Pay or Permit blocks to include hours and days like the RPP time-limit signage.



# Financial Impacts

Capital funding source	Amount	Use
Local Parking Grant	\$1,494,000	Construction
SFMTA Shop Labor (in-kind match)	\$193,565	Construction
<b>Total</b>	<b>\$1,687,534</b>	

Estimated Annual Operating Costs & Revenue	Amount
Total Revenue	\$640,000
Paystation Maintenance	- \$90,000
Resident/Guest Discount Program	- \$110,000
Local Business Discount Program	- \$190,000
<b>Estimated Net Revenue</b>	<b>\$250,000</b>

# Today's Legislation

SFMTA staff recommends that the SFMTA Board approve the proposed Pay or Permit Parking Expansion in Hayes Valley to:

- Convert 68 blockfaces from time-limited RPP to Pay or Permit Parking
- Add 39 accessible parking spaces
- Amend Transportation Code Section 905 to allow for discount programs for Pay or Permit Parking

# Draft Project Timeline & Next Steps

## Summer/Fall 2026

- Meter surveys and prep work
- Discount program development work
- Updates on progress

## Winter 2026-2027

- Notification of upcoming changes
- Meter & Sign installation
- Launch discount programs
- Target meter start date of Feb 2027

## Summer 2027

- Begin evaluation of discount programs

## Winter 2028

- Complete evaluation of discount programs with recommendations for any program adjustments

# Thank You

Questions?