



SFMTA

# Entertainment Venue Self-Post Training

January 28, 2026

Shayda Rager

Parking/Curb Management

[VenueSelfPost@SFMTA.com](mailto:VenueSelfPost@SFMTA.com)

# Entertainment Venue Self-Post Program Background

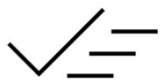
- Provides a new option for entertainment venues
- Created in response to feedback
- First launched as a 6-month pilot
- Designed to allow venues to post and replace signs at a lower rate
- Pilot results showed venues saved between 30% to 50% in permit fees



# STEP-BY-STEP PROCESS



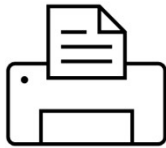
Request



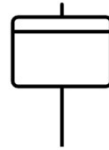
Get zone  
& time  
approved



Pay



Print  
signs



Post  
signs



Take  
photos



Upload  
photos



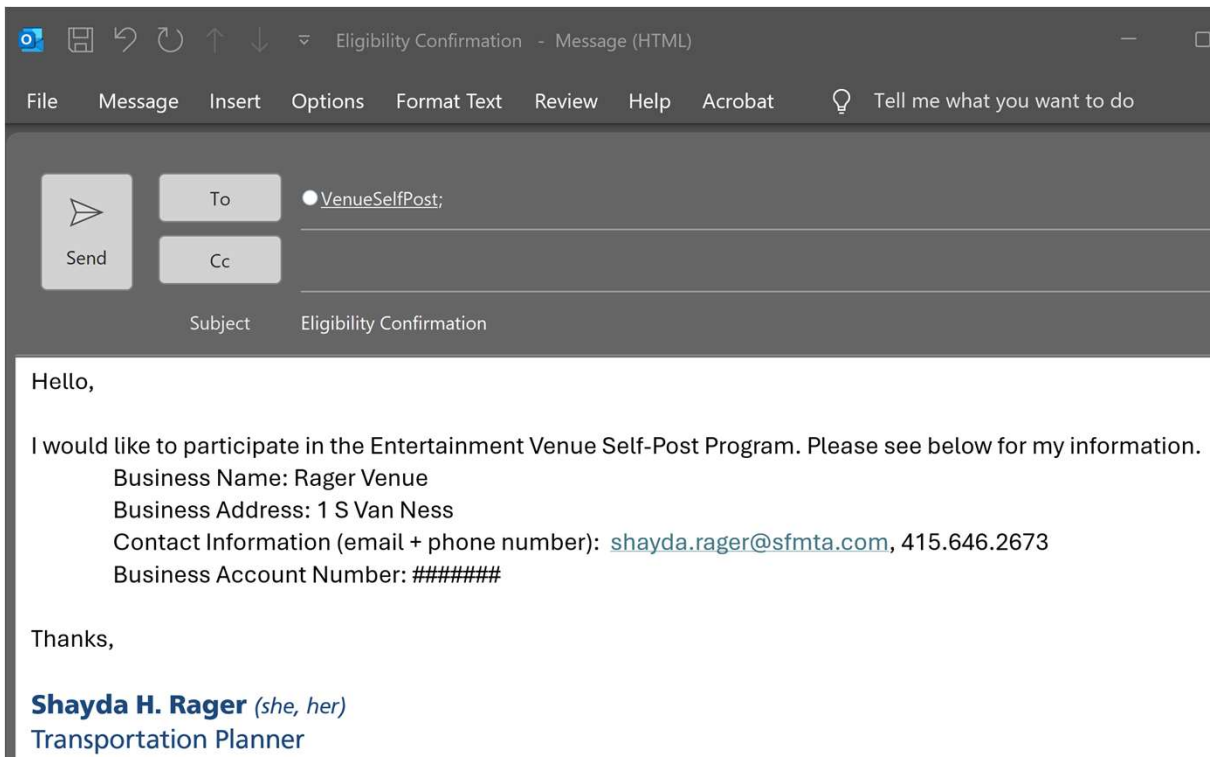
Get  
photos  
approved



Enforce

# Entertainment Venue Self-Post Program Eligibility

- Participants must have previously participated in the 2025 Venue Self-Post Pilot OR hold an active [Place of Entertainment permit](#) OR be a theater that hosts live performances
- To confirm eligibility and acquire login credentials send an email to: [VenueSelfPost@SFMTA.com](mailto:VenueSelfPost@SFMTA.com)



The screenshot shows an email client interface with a dark theme. The title bar reads "Eligibility Confirmation - Message (HTML)". The menu bar includes "File", "Message", "Insert", "Options", "Format Text", "Review", "Help", "Acrobat", and a search icon with the text "Tell me what you want to do". The email header shows a "Send" button, a "To" field with the value "VenueSelfPost;", and a "Cc" field. The subject line is "Eligibility Confirmation". The body of the email starts with "Hello," followed by a paragraph: "I would like to participate in the Entertainment Venue Self-Post Program. Please see below for my information." Below this is a list of information: "Business Name: Rager Venue", "Business Address: 1 S Van Ness", "Contact Information (email + phone number): [shayda.rager@sfmta.com](mailto:shayda.rager@sfmta.com), 415.646.2673", and "Business Account Number: #####". The email ends with "Thanks," and a signature block for "Shayda H. Rager (she, her)" with the title "Transportation Planner".

Eligibility Confirmation - Message (HTML)

File Message Insert Options Format Text Review Help Acrobat Tell me what you want to do

Send To: VenueSelfPost; Cc: Subject: Eligibility Confirmation

Hello,

I would like to participate in the Entertainment Venue Self-Post Program. Please see below for my information.

Business Name: Rager Venue  
Business Address: 1 S Van Ness  
Contact Information (email + phone number): [shayda.rager@sfmta.com](mailto:shayda.rager@sfmta.com), 415.646.2673  
Business Account Number: #####

Thanks,

**Shayda H. Rager** (she, her)  
Transportation Planner

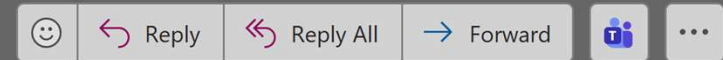
# Entertainment Venue Self-Post Program

## Step 0: Eligibility

RE: Entertainment Venue Self-Post Program



VenueSelfPost



Thu 1/8/2026 4:00 PM

Hello,

Thank you for providing the required information. After reviewing your submission, we've determined that your venue is **not currently eligible** to participate in the Entertainment Venue Self-Post Program.

If you would like to participate in the [Entertainment Venue Self-Post Program](#), please correct the following deficiencies:

**Business has Limited Live Performance permit, not a Place of Entertainment permit.**

[You can still apply for temporary signs through standard procedures.](#) If you believe this determination may be in error or if your circumstances change, you may appeal the eligibility decision by replying to this email after obtaining a [Place of Entertainment](#) permit or by providing documentation (e.g., playbill, Place of Entertainment permit receipt) corroborating that you are operating a venue with a Place of Entertainment permit or a theater that hosts live performances. You can also review program requirements and guidelines on our website: [www.SFMTA.com/VenueSelfPost](http://www.SFMTA.com/VenueSelfPost).

If you have any questions or need assistance, do not hesitate to reply to this email.

Thanks,

Entertainment Venue Self-Post Program Team  
[Parking & Curb Management](#)

If you are not eligible, you will receive an email within a week explaining how you can appeal the decision.

# Entertainment Venue Self-Post Program

## Step 0: Eligibility

Confirmation of Eligibility – Entertainment Venue Self-Post Program



VenueSelfPost



Reply

Reply All

Forward



Thu 12/11/2025 2:06 PM

Hello,

Thank you for providing the required information. You are confirmed as an **eligible** participant in the Entertainment Venue Self-Post Program.

You should have received a Welcome email with instructions to create your password for the Venue Self-Post Community Portal. [Self-guided training materials](#), including steps for password creation, and other resources are available on the program website: [www.SFMTA.com/VenueSelfPost](http://www.SFMTA.com/VenueSelfPost).

Please review and follow all [program guidelines](#) to maintain eligibility. If you have any questions or need assistance, do not hesitate to reply to this e-mail.

Thanks,

Entertainment Venue Self-Post Program Team

Parking & Curb Management  
Streets Division

If you are eligible, you will receive an email within a week confirming eligibility and providing resources

# Step 1 – Open “Welcome” e-mail

Welcome to the SFMTA Temporary Signs "Self-Poster" Community!



Temp Signs-Venue Self Posters (VSP) <temporarysign@sfmta.com>  
To ● Rager, Shayda



Thu 12/12/2024 3:20 PM

EXT

Hello Shayda,

Welcome to the SFMTA Temporary Signs-"Self-Posting" Community!

Please use this Community site (portal) to submit requests for Temporary Signs to self-post at your venue/business.

To get started, set up a password and login: go to [https://sf-mta.my.site.com/vsp/login?c=2hHlqy6YZev41WsA9TW8fEEzNiyG\\_j4uL0LbK7CszlqkMTOTIbJ7bCmrelxwJZL2\\_yVEgXgyIGRwS-Cgvq3Ek137veXZM2A9rwl0C6I58veSkabu3.OBrEv.Zqs1uTQ8ONGlq..JhZS7kieiIB5JpDeUnny7jnXmlyRk6BhA4z.4kBXo53Iusmoo70yu3BXgAPrJ0pbF](https://sf-mta.my.site.com/vsp/login?c=2hHlqy6YZev41WsA9TW8fEEzNiyG_j4uL0LbK7CszlqkMTOTIbJ7bCmrelxwJZL2_yVEgXgyIGRwS-Cgvq3Ek137veXZM2A9rwl0C6I58veSkabu3.OBrEv.Zqs1uTQ8ONGlq..JhZS7kieiIB5JpDeUnny7jnXmlyRk6BhA4z.4kBXo53Iusmoo70yu3BXgAPrJ0pbF)

Username: [shayda.rager@sfmta.com](mailto:shayda.rager@sfmta.com)

Thanks,  
SFMTA Temporary Signs program

To gain curb reservation community portal access look for an e-mail, titled:  
“Welcome to the SFMTA Temporary Signs “Self-Poster” Community!”



# Step 1 – Open “Welcome...” e-mail

Welcome to the SFMTA Temporary Signs "Self-Poster" Community!



Temp Signs-Venue Self Posters (VSP) <temporarysign@sfmta.com>  
To ● Rager, Shayda



Thu 12/12/2024 3:20 PM

EXT

Hello Shayda,

Welcome to the SFMTA Temporary Signs-"Self-Posting" Community!

Please use this Community site (portal) to submit requests for Temporary Signs to self-post at your venue/business.

To get started, set up a password and login: go to [https://sf-mta.my.site.com/vsp/login?c=2hHlqy6YZev41WsA9TW8fEEzNiyG\\_j4uL0LbK7CszlqkMTOTIbJ7bCmrelxwJZL2\\_yVEgXgyIGRwS-Cgvq3Ek137veXZM2A9rwl0C6I58veSkabu3.OBrEv.Zqs1uTQ8ONGlq..JhZS7kieiIB5JpDeUnny7jnXmlyRk6BhA4z.4kBXo53Iusmoo70yu3BXgAPrJ0pbF](https://sf-mta.my.site.com/vsp/login?c=2hHlqy6YZev41WsA9TW8fEEzNiyG_j4uL0LbK7CszlqkMTOTIbJ7bCmrelxwJZL2_yVEgXgyIGRwS-Cgvq3Ek137veXZM2A9rwl0C6I58veSkabu3.OBrEv.Zqs1uTQ8ONGlq..JhZS7kieiIB5JpDeUnny7jnXmlyRk6BhA4z.4kBXo53Iusmoo70yu3BXgAPrJ0pbF)

Username: [shayda.rager@sfmta.com](mailto:shayda.rager@sfmta.com)



Thanks,  
SFMTA Temporary Signs program

Your username will be your e-mail address.



# Step 2 – Setup a password

Welcome to the SFMTA Temporary Signs "Self-Poster" Community!



Temp Signs-Venue Self Posters (VSP) <temporarysign@sfmta.com>  
To ● Rager, Shayda



Thu 12/12/2024 3:20 PM

EXT

Hello Shayda,

Welcome to the SFMTA Temporary Signs-"Self-Posting" Community!

Please use this Community site (portal) to submit requests for Temporary Signs to self-post at your venue/business.



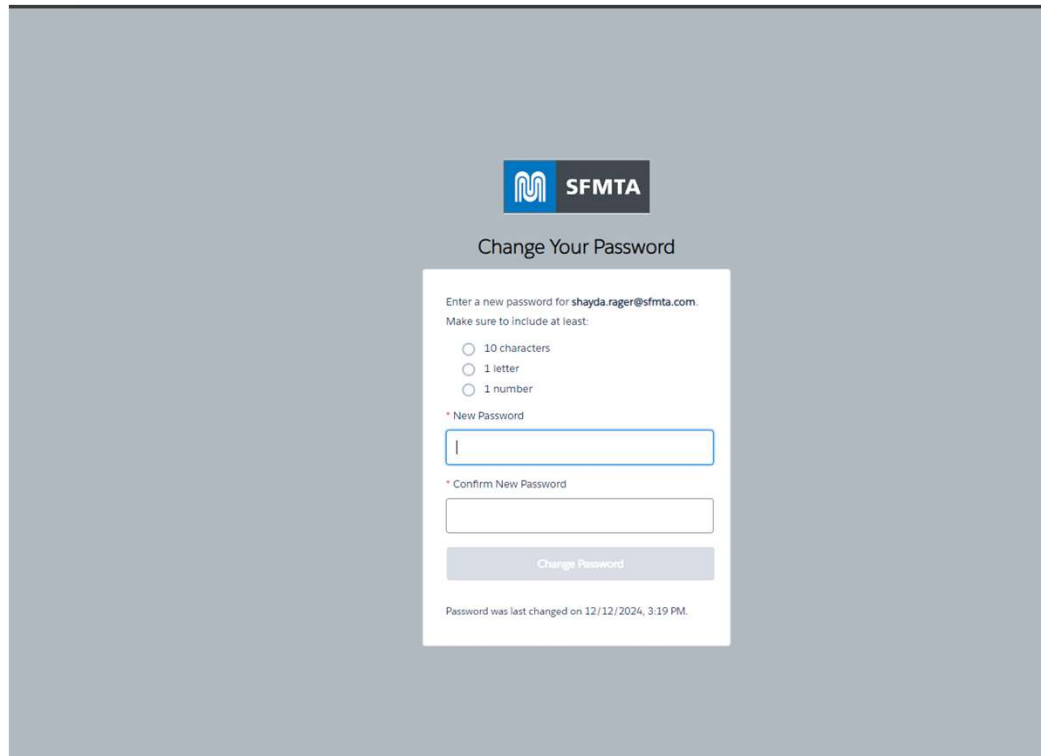
To get started, set up a password and login: go to [https://sf-mta.my.site.com/vsp/login?c=2hHlqy6YZev41WsA9TW8fEEzNiyG\\_j4uL0LbK7CsziqkMTOTIbJ7bCmrelxwJZL2\\_yVEgXgyIGRwS-Cgvq3Ek137veXZM2A9rwl0C6I58veSkabu3.OBrEv.Zqs1uTQ8ONGlq..JhZS7kieiIB5JpDeUnny7jnXmlyRk6BhA4z.4kBXo53Iusmoo70yu3BXgAPrJ0pbF](https://sf-mta.my.site.com/vsp/login?c=2hHlqy6YZev41WsA9TW8fEEzNiyG_j4uL0LbK7CsziqkMTOTIbJ7bCmrelxwJZL2_yVEgXgyIGRwS-Cgvq3Ek137veXZM2A9rwl0C6I58veSkabu3.OBrEv.Zqs1uTQ8ONGlq..JhZS7kieiIB5JpDeUnny7jnXmlyRk6BhA4z.4kBXo53Iusmoo70yu3BXgAPrJ0pbF)

Username: [shayda.rager@sfmta.com](mailto:shayda.rager@sfmta.com)

Thanks,  
SFMTA Temporary Signs program

Click on the link in the e-mail to access the community portal and setup a password.

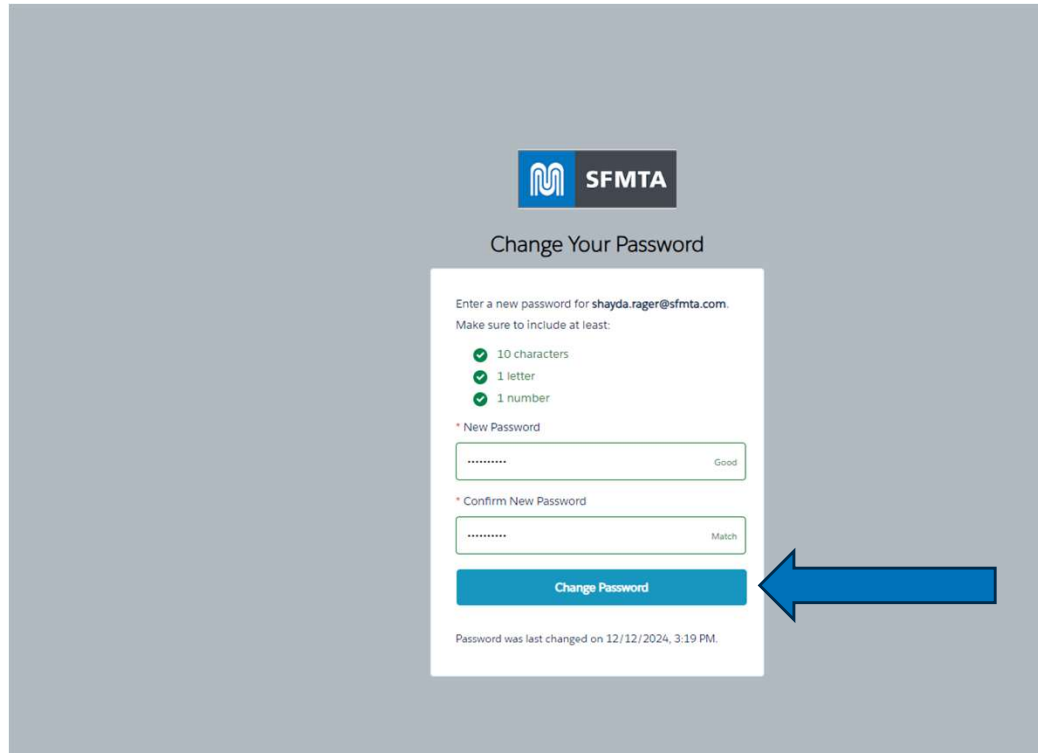
# Step 2 – Setup a password



The image shows a screenshot of the SFMTA 'Change Your Password' web form. At the top is the SFMTA logo. Below it, the title 'Change Your Password' is centered. The form itself is a white box with a light gray border. Inside, it says 'Enter a new password for shayda.rager@sfmta.com.' and 'Make sure to include at least:'. There are three radio button options: '10 characters', '1 letter', and '1 number'. Below these are two text input fields: '\* New Password' and '\* Confirm New Password'. A 'Change Password' button is at the bottom of the form. At the very bottom of the form box, it says 'Password was last changed on 12/12/2024, 3:19 PM.'

Your password needs to be at least 10 characters, have at least 1 letter, and at least 1 number.

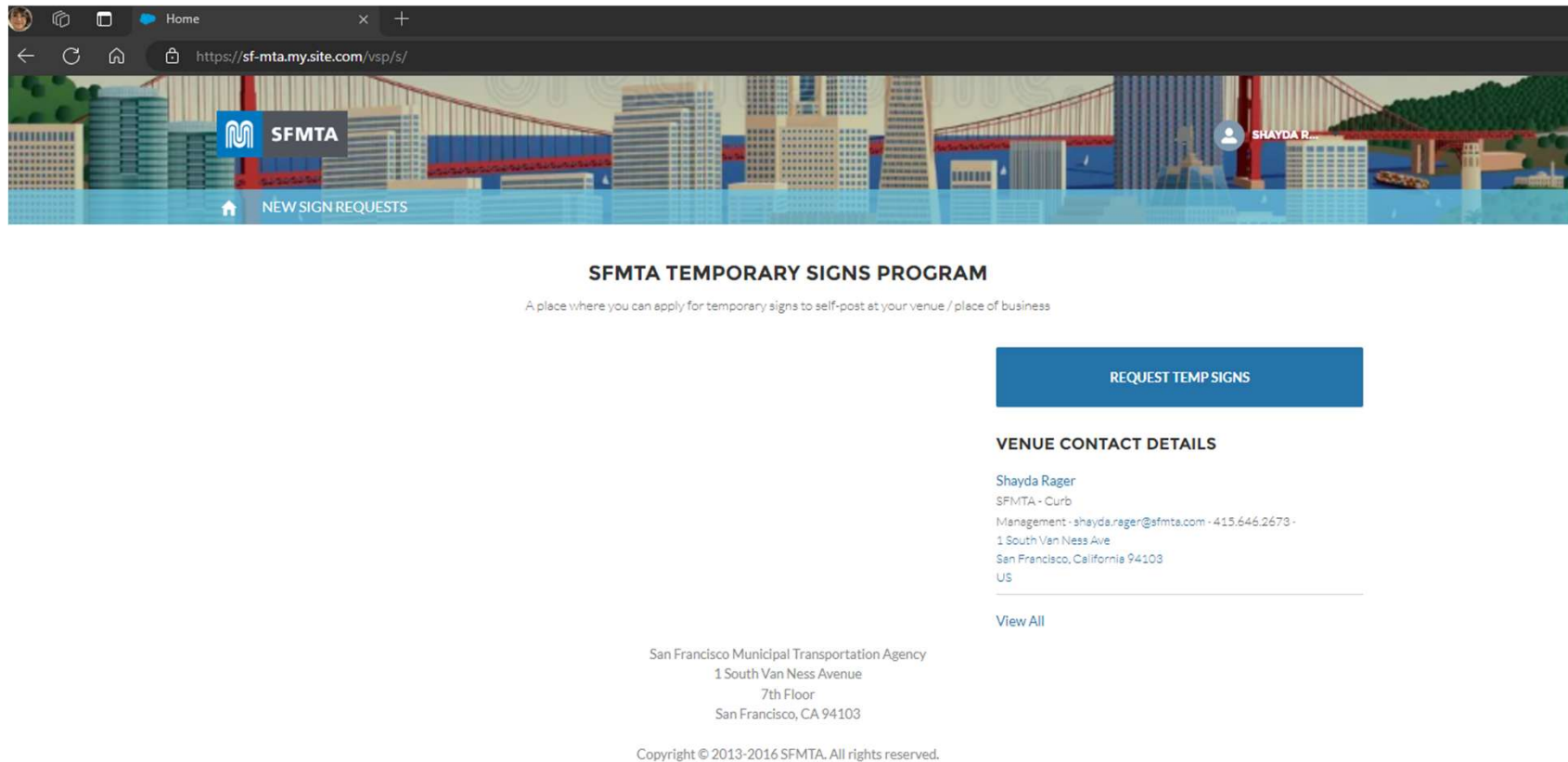
# Step 2 – Setup a password



The image shows a screenshot of the SFMTA 'Change Your Password' web form. At the top is the SFMTA logo. Below it, the title 'Change Your Password' is centered. The form itself is a white box with a light gray border. Inside, it says 'Enter a new password for shayda.rager@sfmta.com.' and 'Make sure to include at least:'. There are three green checkmarks with the following criteria: '10 characters', '1 letter', and '1 number'. Below these are two input fields: '\* New Password' and '\* Confirm New Password'. The first field has a 'Good' status indicator on the right, and the second has a 'Match' status indicator. A blue button labeled 'Change Password' is at the bottom of the form. A large blue arrow points from the right towards the button. At the very bottom of the form box, it says 'Password was last changed on 12/12/2024, 3:19 PM.'

If your password meets the minimum requirements then all three criteria will show a green check mark. Click “Change Password” when you are ready.

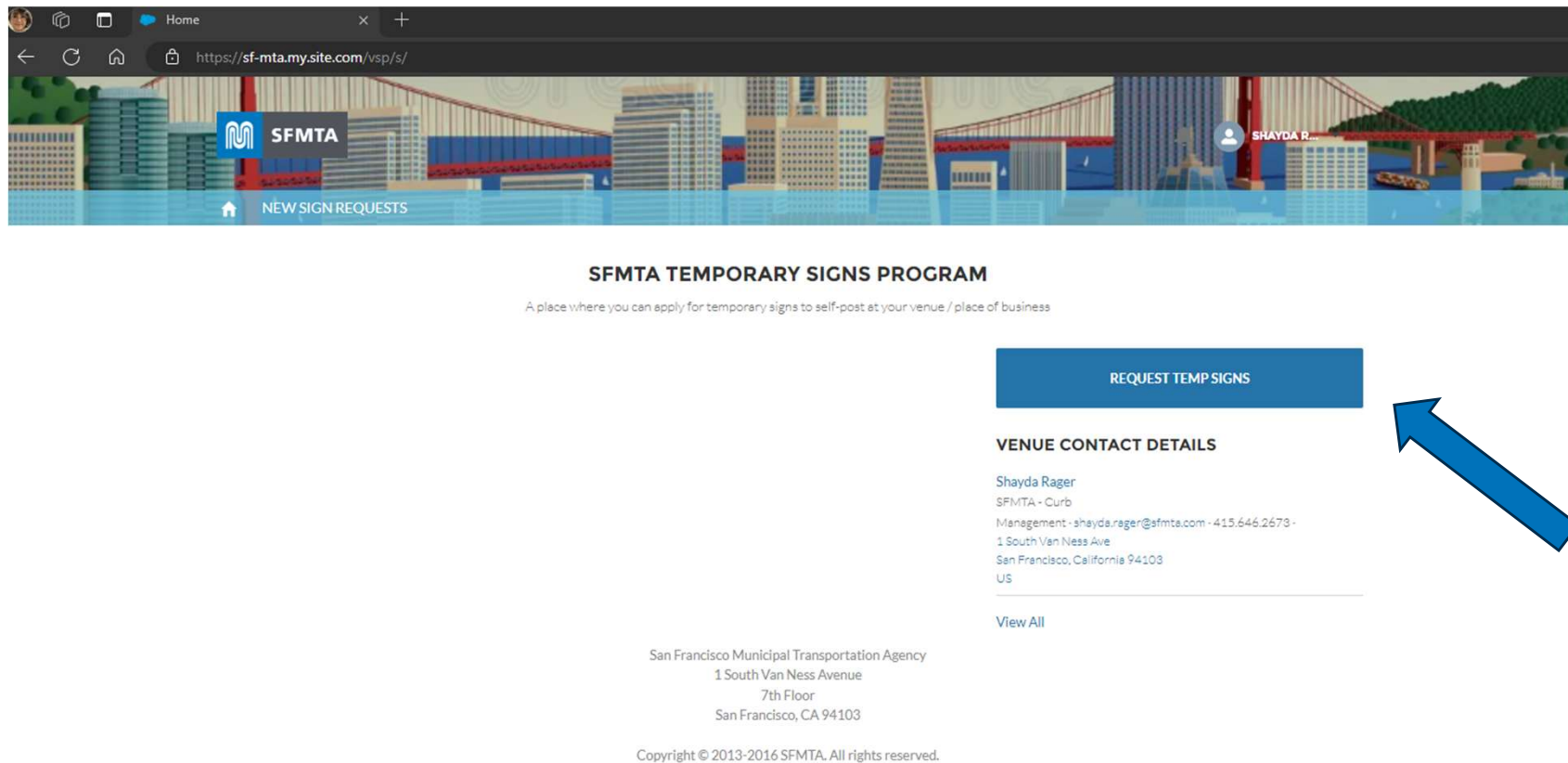
# Step 3 – Fill out Temporary Sign request form



The screenshot shows a web browser window with the URL <https://sf-mta.my.site.com/vsp/s/>. The page features a header with the SFMTA logo and a user profile icon labeled "SHAYDA R...". Below the header, there is a navigation bar with a "NEW SIGN REQUESTS" link. The main content area is titled "SFMTA TEMPORARY SIGNS PROGRAM" and includes a subtitle: "A place where you can apply for temporary signs to self-post at your venue / place of business". A prominent blue button labeled "REQUEST TEMP SIGNS" is visible. To the right, under the heading "VENUE CONTACT DETAILS", the following information is listed: Shayda Rager, SFMTA - Curb, Management - shayda.rager@sfmta.com - 415.646.2673, 1 South Van Ness Ave, San Francisco, California 94103, US. A "View All" link is also present. At the bottom, the address "San Francisco Municipal Transportation Agency, 1 South Van Ness Avenue, 7th Floor, San Francisco, CA 94103" and the copyright notice "Copyright © 2013-2016 SFMTA. All rights reserved." are displayed.

You now have logged into your account. Please be sure to confirm your contact details found under the "Request Temp Signs" link.

# Step 3 – Fill out Temp Sign request form



To submit a new request for a temp sign click on the "Request Temp Signs" button

# Step 3 – Fill out Temp Sign request form

**TEMPORARY SIGN REQUEST**

<p>* # of Signs</p> <input type="text" value="2"/>	<p>Sign Type</p> <p>Small Venue SP</p>
<p>* Street Address Number ⓘ</p> <input type="text" value="1"/>	<p>* Street Name ⓘ</p> <div><input checked="" type="checkbox"/> SOUTH VAN NESS AVE</div>
<p>Odd/Even</p> <div>Odd</div>	<p>Linear Feet ⓘ</p> <input type="text" value="50"/>
<p>Location Details</p> <div>Two metered yellow zone spaces in front of the building at 1 SVN (~50 ft)</div>	<p>Description</p> <div>Need 24/7 enforcement</div>
<p>* Start Date</p> <div>1/9/2025</div>	<p>* Start Time</p> <div>7:00 AM</div>
<p>* End Date</p> <div>1/12/2025</div>	<p>* End Time</p> <div>10:00 PM</div>
<p>Daily or 24 Hours Continuous ⓘ</p> <div>24 Hours</div>	<p>White Zone ⓘ</p> <div>No</div>
<p>Parking Type ⓘ</p> <div>Metered Parking</div>	<p>Meter Numbers (Optional)</p> <div></div>

**CONFIRM**

Complete each section of the form making sure to include **one block face** per request

# Step 4 – Submit Temp Sign Request Form

The screenshot shows the SFMTA website header with the logo and navigation links. The main heading is 'TEMPORARY SIGN REQUEST'. The form is divided into two columns. The left column contains fields for: '# of Signs' (2), 'Street Address Number' (1), 'Odd/Even' (Odd), 'Location Details' (Two metered yellow zone spaces in front of the building at 1 SVN (~50 ft)), 'Start Date' (1/9/2025), 'End Date' (1/12/2025), 'Daily or 24 Hours Continuous' (24 Hours), and 'Parking Type' (Metered Parking). The right column contains fields for: 'Sign Type' (Small Venue SP), 'Street Name' (SOUTH VAN NESS AVE), 'Linear Feet' (50), 'Description' (Need 24/7 enforcement), 'Start Time' (7:00 AM), 'End Time' (10:00 PM), 'White Zone' (No), and 'Meter Numbers (Optional)'. A blue arrow points to the 'CONFIRM' button at the bottom center of the form.

**TEMPORARY SIGN REQUEST**

\* # of Signs  
2

\* Street Address Number ⓘ  
1

Odd/Even  
Odd

Location Details  
Two metered yellow zone spaces in front of the building at 1 SVN (~50 ft)

\* Start Date  
1/9/2025

\* End Date  
1/12/2025

Daily or 24 Hours Continuous ⓘ  
24 Hours

Parking Type ⓘ  
Metered Parking

Sign Type  
Small Venue SP

\* Street Name ⓘ  
SOUTH VAN NESS AVE

Linear Feet ⓘ  
50

Description  
Need 24/7 enforcement

\* Start Time  
7:00 AM

\* End Time  
10:00 PM

White Zone ⓘ  
No

Meter Numbers (Optional)

**CONFIRM**

When you are ready to submit hit "Confirm"



# Step 5 – Note the Case ID after submittal

**Case 1160153** [+ Follow](#)

Case Name	Contact Name	Start Date	End Date	Net Due
345 VALENCIA ST	<a href="#">Testing VSP</a>	12/17/2024	12/19/2024	\$0.00

Case Number	Case Origin
1160153	Web

Case Name	Status
345 VALENCIA ST	Submitted

Category	Priority
VSP (venue self poster)	Medium

Type	# of Signs
	8

Sign Type	Net Due
Small Venue SP	\$0.00

District

**Event Dates**

Start Date	Linear Feet
12/17/2024	23

**Locations (1)**

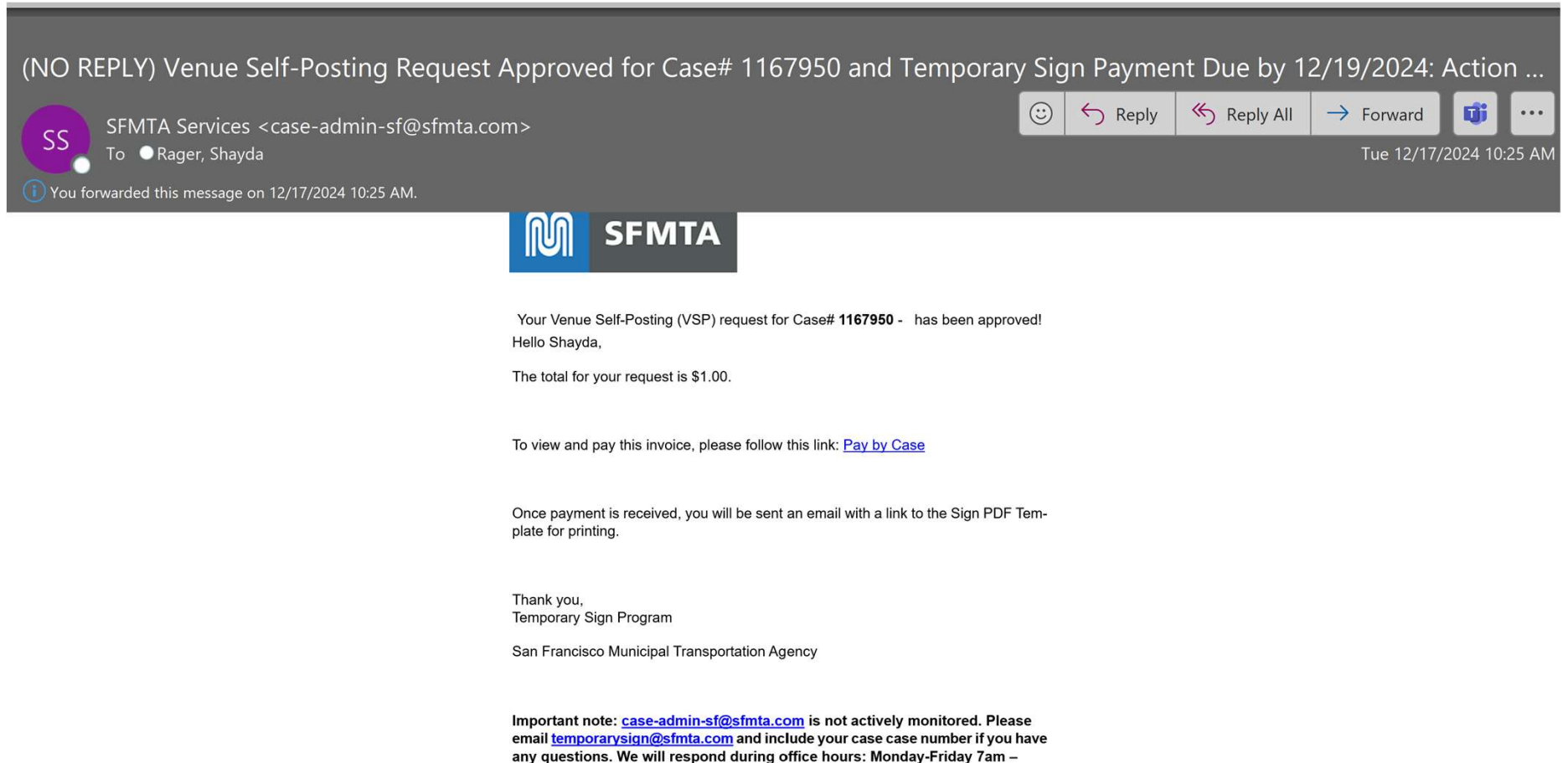
Locatl...	Start Da...	Start TL...	End Date
<a href="#">345 V...</a>	12/17/2...	12:00 AM	12/19/2...

[View All](#)

Once you hit "Confirm" you will see a summary of your temp sign request information. **You will NOT get a confirmation e-mail.** Please note the Case ID in case you need to reach out to city staff for questions/concerns related to your request.

***Please allow 5 business days for staff to review your application before reaching out.***

# Step 6A – Receive request approved email



If your request is **approved**, you will receive an e-mail with the subject line:


(NO REPLY) Venue Self-Posting Request Approved for Case# XXXXXXXX and Temporary Sign Payment Due by [*within 2 days after approval*]

# Step 6B – Receive request denied email

(NO REPLY) Venue Self-Posting is DENIED for Case# 1180287 | ref:!00Dt00Cmd2.!500eq0JVQbD:ref

SS SFMTA Services <case-admin-sf@sfmta.com>  
To: Rager, Shayda

☺ Reply Reply All Forward



Your Venue Self-Posting (VSP) for Case# **1180287** - has been DENIED  
Hello Shayda,

Your VSP request for Case# 1180287 has been denied for the following reason(s):

Please correct the following deficiencies:

**Conflict - space has already been reserved for another party**

Thank you,  
Temporary Sign Program  
San Francisco Municipal Transportation Agency

Important note: [case-admin-sf@sfmta.com](mailto:case-admin-sf@sfmta.com) is not actively monitored. Please email [temporarysign@sfmta.com](mailto:temporarysign@sfmta.com) and include your case number if you have any questions. We will respond during office hours: Monday-Friday 7am – 3:30pm.

If your request is ***denied***, you will receive an e-mail with the subject line:


(NO REPLY) Venue Self-Posting is DENIED for Case# XXXXXXXX

# Step 6B – Receive request denied email

(NO REPLY) Venue Self-Posting is DENIED for Case# 1180287 | ref:!00Dt00Cmd2.!500eq0JVQbD:ref

SFMTA Services <case-admin-sf@sfmta.com>  
To: Rager, Shayda

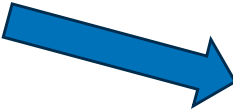
☺ Reply Reply All Forward



Your Venue Self-Posting (VSP) for Case# **1180287** - has been DENIED  
Hello Shayda,

Your VSP request for Case# 1180287 has been denied for the following reason(s):

Please correct the following deficiencies:

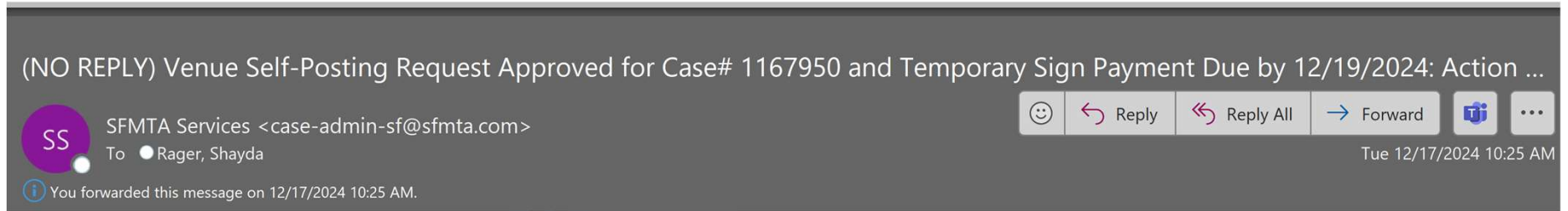
 **Conflict - space has already been reserved for another party**

Thank you,  
Temporary Sign Program  
San Francisco Municipal Transportation Agency

Important note: [case-admin-sf@sfmta.com](mailto:case-admin-sf@sfmta.com) is not actively monitored. Please email [temporarysign@sfmta.com](mailto:temporarysign@sfmta.com) and include your case number if you have any questions. We will respond during office hours: Monday-Friday 7am – 3:30pm.

The reason for denial will be included in the body of the e-mail.

# Step 7 – Pay for your Temp Sign(s)



Your Venue Self-Posting (VSP) request for Case# **1167950** - has been approved!  
Hello Shayda,

The total for your request is \$1.00.

To view and pay this invoice, please follow this link: [Pay by Case](#)



Once payment is received, you will be sent an email with a link to the Sign PDF Template for printing.

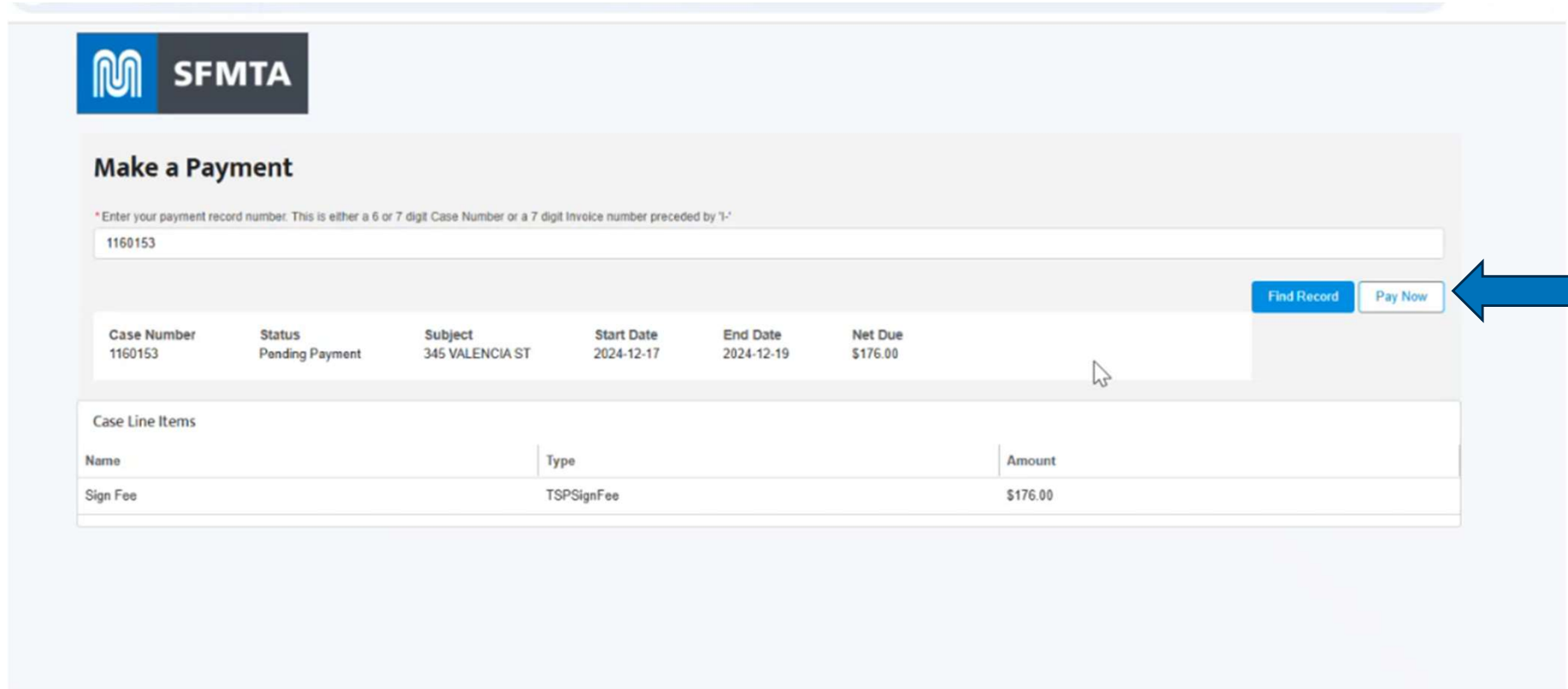
Thank you,  
Temporary Sign Program

San Francisco Municipal Transportation Agency

**Important note:** [case-admin-sf@sfmta.com](mailto:case-admin-sf@sfmta.com) is not actively monitored. Please email [temporarysign@sfmta.com](mailto:temporarysign@sfmta.com) and include your case case number if you have any questions. We will respond during office hours: Monday-Friday 7am –

To submit payment for your temp sign request, click on the “Pay by Case” link found in the body of the “Venue Self-Posting Request Approved...” e-mail.

# Step 7 – Pay for your Temp Sign(s)



The screenshot shows the SFMTA 'Make a Payment' page. At the top left is the SFMTA logo. Below it, the heading 'Make a Payment' is followed by a note: '\*Enter your payment record number. This is either a 6 or 7 digit Case Number or a 7 digit Invoice number preceded by 'I-''. A text input field contains the number '1160153'. To the right of this field are two buttons: 'Find Record' and 'Pay Now'. A large blue arrow points to the 'Pay Now' button. Below the input field is a table with the following data:


Case Number	Status	Subject	Start Date	End Date	Net Due
1160153	Pending Payment	345 VALENCIA ST	2024-12-17	2024-12-19	\$176.00

Below this table is a section titled 'Case Line Items' containing another table:

Name	Type	Amount
Sign Fee	TSPSignFee	\$176.00

Click on the “Pay Now” button to pay for your request and access the San Francisco Payment Portal

# Step 7 – Pay for your Temp Sign(s)



City and County of  
**San Francisco Payment Portal**

Municipal Transportation Agency

Payment Method

☐ Electronic Check

☐ Credit / Debit Card

Billing Information

We need this information to process your payment.

Country  
United States of America

Payment Summary

1 item

Sign Fee

Total:

\$176.00

\$176.00

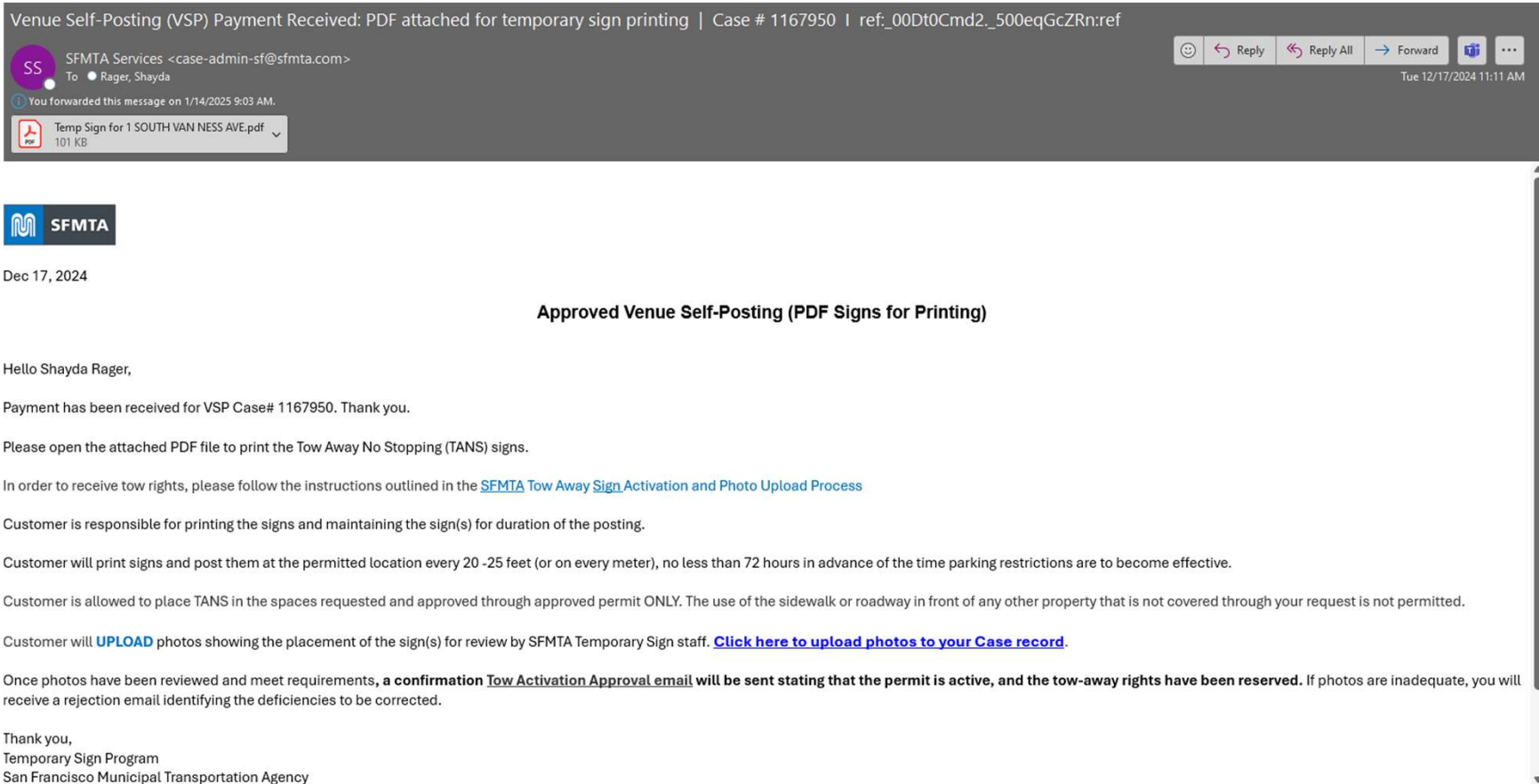
Account Details

Invoice Number  
1160153

Submit your payment information. You can pay for your request via electronic check or by card (credit or debit)

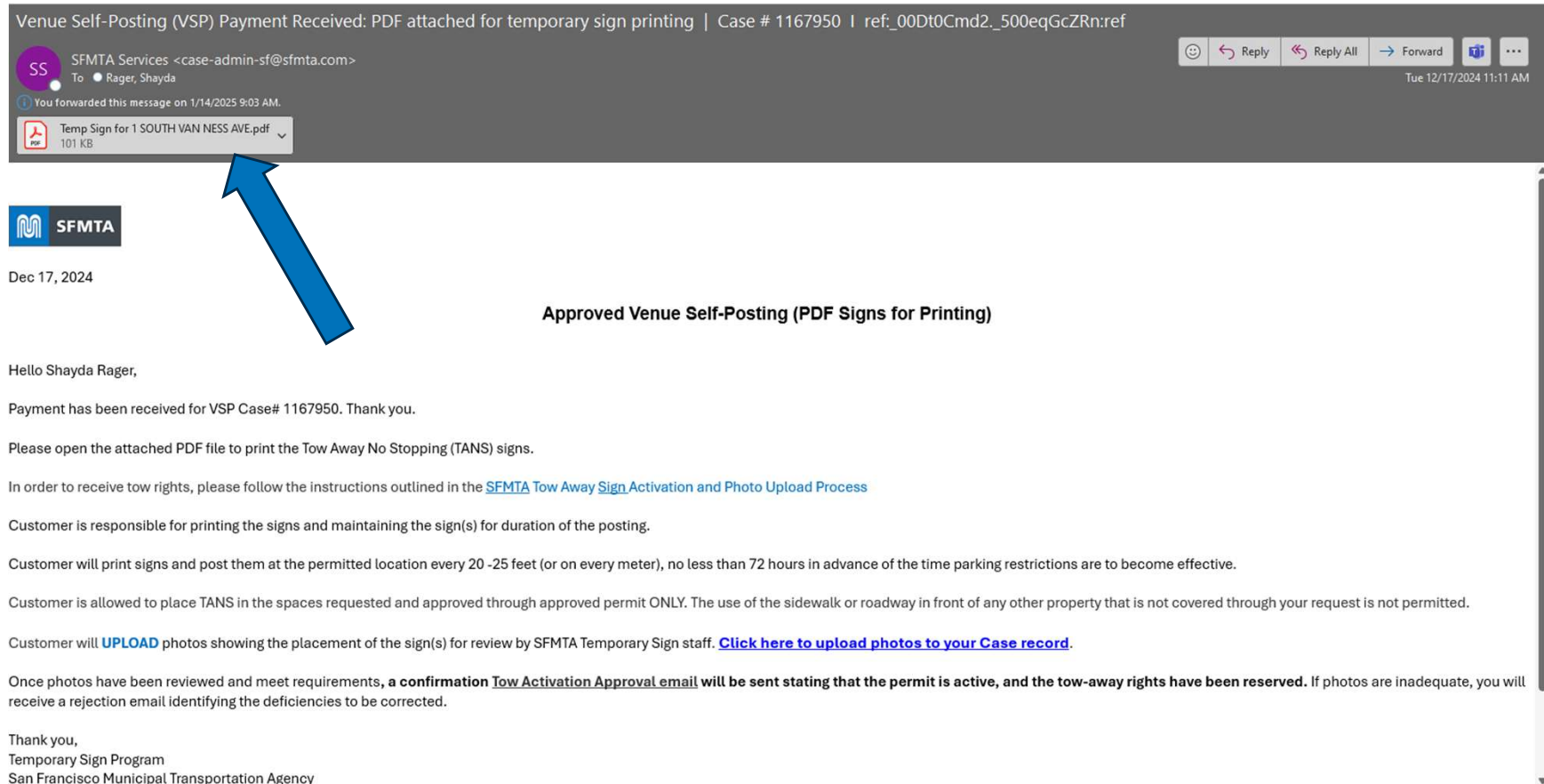


# Step 8 – Check email for payment received confirmation



Once the payment has been received you will receive an email with the subject line:  
Venue Self-Posting (VSP) Payment Received: PDF attached for temporary sign printing

# Step 9 – Print signs



Venue Self-Posting (VSP) Payment Received: PDF attached for temporary sign printing | Case # 1167950 | ref:\_00Dt0Cmd2.\_500eqGcZRn:ref

SFMTA Services <case-admin-sf@sfmta.com>  
To: Rager, Shayda

You forwarded this message on 1/14/2025 9:03 AM.

Temp Sign for 1 SOUTH VAN NESS AVE.pdf  
101 KB

SFMTA

Dec 17, 2024

**Approved Venue Self-Posting (PDF Signs for Printing)**

Hello Shayda Rager,

Payment has been received for VSP Case# 1167950. Thank you.

Please open the attached PDF file to print the Tow Away No Stopping (TANS) signs.

In order to receive tow rights, please follow the instructions outlined in the [SFMTA Tow Away Sign Activation and Photo Upload Process](#)

Customer is responsible for printing the signs and maintaining the sign(s) for duration of the posting.

Customer will print signs and post them at the permitted location every 20 -25 feet (or on every meter), no less than 72 hours in advance of the time parking restrictions are to become effective.

Customer is allowed to place TANS in the spaces requested and approved through approved permit ONLY. The use of the sidewalk or roadway in front of any other property that is not covered through your request is not permitted.

Customer will **UPLOAD** photos showing the placement of the sign(s) for review by SFMTA Temporary Sign staff. [Click here to upload photos to your Case record.](#)

Once photos have been reviewed and meet requirements, a **confirmation Tow Activation Approval email** will be sent stating that the permit is active, and the tow-away rights have been reserved. If photos are inadequate, you will receive a rejection email identifying the deficiencies to be corrected.

Thank you,  
Temporary Sign Program  
San Francisco Municipal Transportation Agency

Your custom temporary tow-away no stopping sign will also be attached as PDF in the "Payment Received" email. Click on the attachment to access your temp sign.

# Step 9 – Print signs

The screenshot shows an email from SFMTA Services to Shayda Rager. The email subject is 'Venue Self-Posting (VSP) Payment Received: PDF attached for temporary sign printing | Case # 1167950 | ref\_000'. The email body contains instructions for printing and posting signs. A blue arrow points from the email to a PDF preview of a 'NO STOPPING' sign. The sign is white with red text and a red border. It includes the following information: 'NO STOPPING' in large red letters, '50 FEET' with arrows indicating the width, 'LOCATION: 1 SOUTH VAN NESS AVE', 'DATE & TIME: ENFORCED 24 Hours 1/1/25 to 1/3/25 9:00 AM to 4:00 AM', 'PERMIT INFORMATION: SFMTA Case #: 1167950 Small Venue SP', and 'TEMPORARY EVENT Questions? 415.701.2311 415.695.7200'. The SFMTA logo is in the bottom right corner. The sign dimensions are noted as 12.00 x 18.00 in.

Venue Self-Posting (VSP) Payment Received: PDF attached for temporary sign printing | Case # 1167950 | ref\_000

SFMTA Services <case-admin-sf@sfmta.com>  
To: Rager, Shayda  
You forwarded this message on 1/14/2025 9:03 AM.

Temp Sign for 1 SOUTH VAN NESS AVE.pdf  
101 KB

SFMTA

Dec 17, 2024

Approved Venue Self-Posting (PDF Signs for 1 SOUTH VAN NESS AVE.pdf)

Hello Shayda Rager,

Payment has been received for VSP Case# 1167950. Thank you.

Please open the attached PDF file to print the Tow Away No Stopping (TANS) signs.

In order to receive tow rights, please follow the instructions outlined in the [SFMTA Tow Away Sign Activation and Photo Upload Process](#)

Customer is responsible for printing the signs and maintaining the sign(s) for duration of the posting.

Customer will print signs and post them at the permitted location every 20 -25 feet (or on every meter), no less than 72 hours in advance of the event.

Customer is allowed to place TANS in the spaces requested and approved through approved permit ONLY. The use of the sidewalk or roadway is not permitted.

Customer will **UPLOAD** photos showing the placement of the sign(s) for review by SFMTA Temporary Sign staff. [Click here to upload photos](#)

Once photos have been reviewed and meet requirements, a **confirmation Tow Activation Approval email** will be sent stating that the permit is approved. If the photos do not meet requirements, you will receive a rejection email identifying the deficiencies to be corrected.

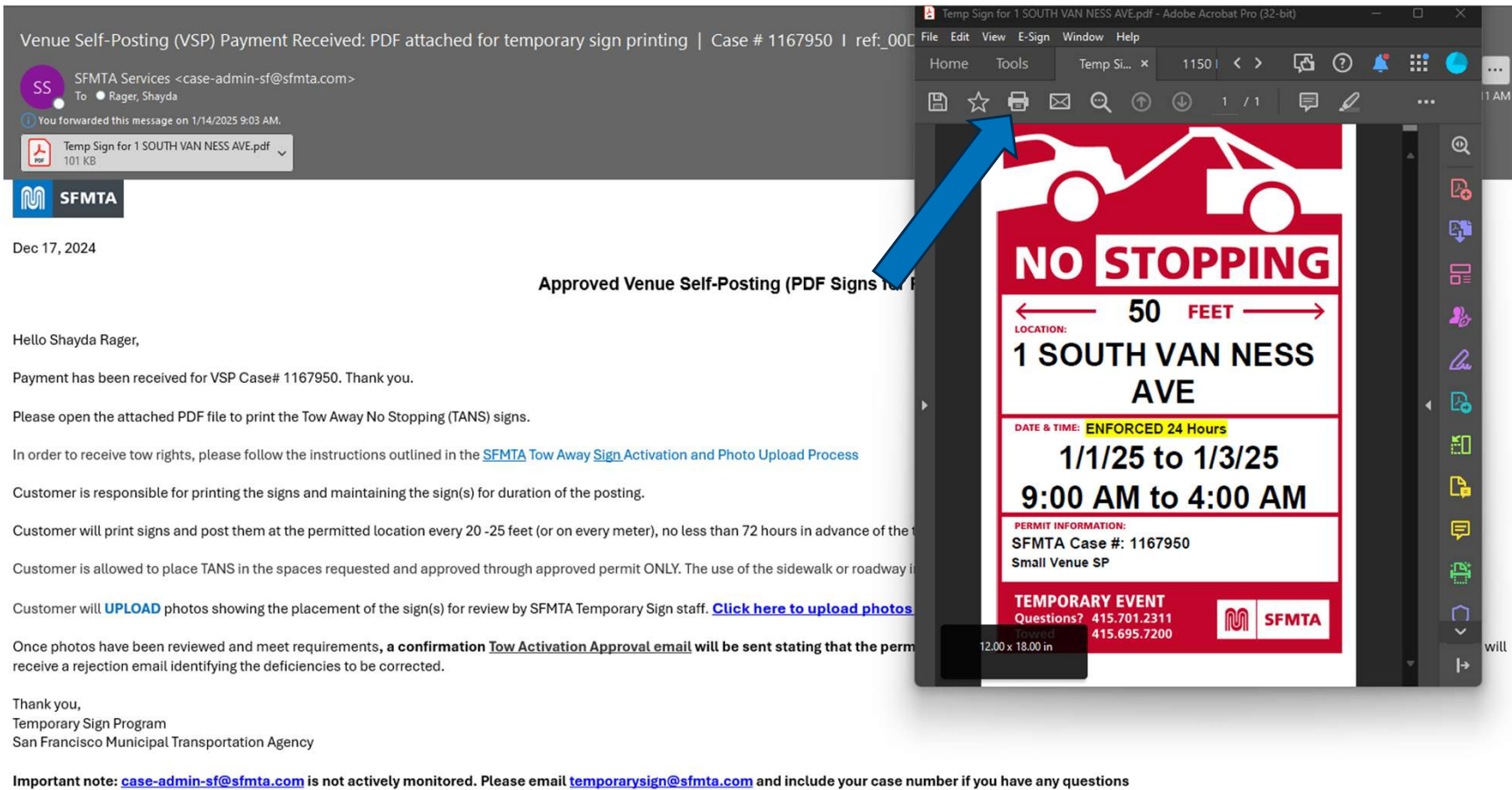
Thank you,  
Temporary Sign Program  
San Francisco Municipal Transportation Agency

Important note: [case-admin-sf@sfmta.com](mailto:case-admin-sf@sfmta.com) is not actively monitored. Please email [temporarysign@sfmta.com](mailto:temporarysign@sfmta.com) and include your case number if you have any questions

Print signs in-house or at the [Permit Center](#) (~\$7/sign; 49 S Van Ness, 94103) in color on 11"x17" paper or sign material in portrait orientation (*not landscape*)

More info about the Permit Center can be found at [www.sfmta.com/selfpostpilot](http://www.sfmta.com/selfpostpilot)

# Step 9 – Print signs



The screenshot shows an email from SFMTA Services to Shayda Rager. The email subject is "Venue Self-Posting (VSP) Payment Received: PDF attached for temporary sign printing | Case # 1167950 | ref\_000". The email body contains instructions for printing and posting signs. A blue arrow points from the email's PDF attachment to a preview of the sign in Adobe Acrobat Pro. The sign is a white rectangular sign with a red border and red text. It features a car icon at the top, followed by "NO STOPPING", "50 FEET", "LOCATION: 1 SOUTH VAN NESS AVE", "DATE & TIME: ENFORCED 24 Hours 1/1/25 to 1/3/25 9:00 AM to 4:00 AM", "PERMIT INFORMATION: SFMTA Case #: 1167950 Small Venue SP", and "TEMPORARY EVENT Questions? 415.701.2311 415.695.7200". The SFMTA logo is in the bottom right corner. The sign dimensions are 12.00 x 18.00 in.

Venue Self-Posting (VSP) Payment Received: PDF attached for temporary sign printing | Case # 1167950 | ref\_000

SFMTA Services <case-admin-sf@sfmta.com>  
To: Rager, Shayda  
You forwarded this message on 1/14/2025 9:03 AM.

Temp Sign for 1 SOUTH VAN NESS AVE.pdf  
101 KB

SFMTA

Dec 17, 2024

Approved Venue Self-Posting (PDF Signs for 1 SOUTH VAN NESS AVE.pdf)

Hello Shayda Rager,

Payment has been received for VSP Case# 1167950. Thank you.

Please open the attached PDF file to print the Tow Away No Stopping (TANS) signs.

In order to receive tow rights, please follow the instructions outlined in the [SFMTA Tow Away Sign Activation and Photo Upload Process](#)

Customer is responsible for printing the signs and maintaining the sign(s) for duration of the posting.

Customer will print signs and post them at the permitted location every 20 -25 feet (or on every meter), no less than 72 hours in advance of the event.

Customer is allowed to place TANS in the spaces requested and approved through approved permit ONLY. The use of the sidewalk or roadway is not permitted.

Customer will **UPLOAD** photos showing the placement of the sign(s) for review by SFMTA Temporary Sign staff. [Click here to upload photos](#)

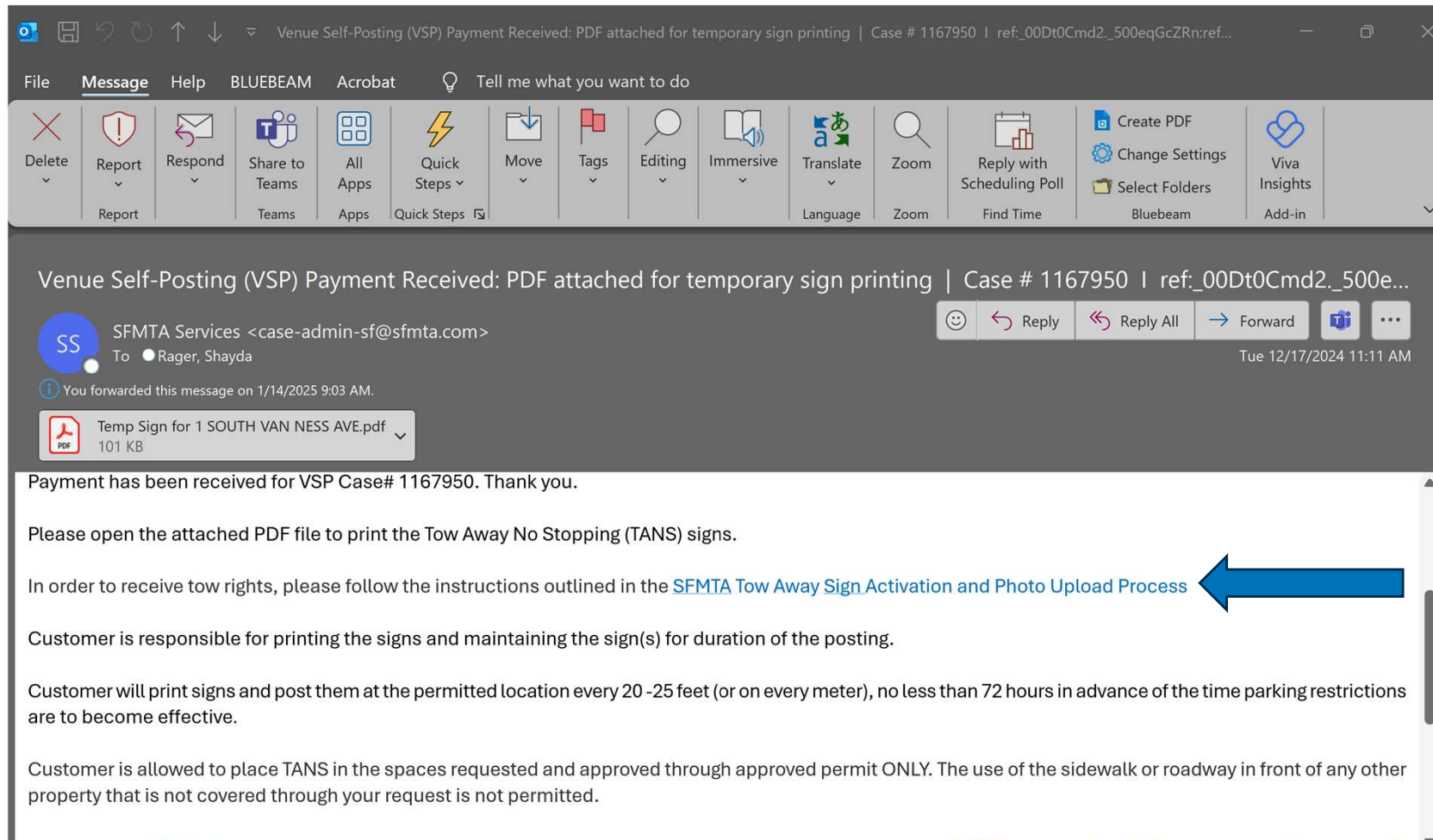
Once photos have been reviewed and meet requirements, a **confirmation Tow Activation Approval email** will be sent stating that the permit is approved. If the photos do not meet requirements, you will receive a rejection email identifying the deficiencies to be corrected.

Thank you,  
Temporary Sign Program  
San Francisco Municipal Transportation Agency

Important note: [case-admin-sf@sfmta.com](mailto:case-admin-sf@sfmta.com) is not actively monitored. Please email [temporarysign@sfmta.com](mailto:temporarysign@sfmta.com) and include your case number if you have any questions

If you anticipate a lot of tear downs, please **print more signs than needed** in-house or at the permit center to avoid inconvenient printing issues or having to return to the Permit Center

# Step 10 – Post signs



Click on the link titled, "SFMTA Tow Away Sign Activation and Photo Upload Process" found in the "Payment Received" email for directions on how to post your signs properly.



# Step 10 – Post signs

chrome-extension://efaidnbmnmbpcjpcglclefindmkaj/https://www.s...

Self-pos...ary2025


4. **Print and Post the Signs (at least 72 hours before your event):**

- Print the signs in color on 11"x17" paper or sign material, in portrait orientation (not landscape).
  - If you have experienced sign tear downs in the past, it is highly recommended to print multiple signs to replace due to vandalism or inclement weather.
  - You can also get these printed for ~\$7/sign at the **2<sup>nd</sup> floor of the Permit Center** (49 South Van Ness, 94103)
- Use the guidelines below to post the signs every 20-25 feet in the permitted area at least three days before the event. You may need materials like stanchions and zip ties.
- You must post before the stated sign is in effect (**at least 24 hours before at metered locations and at least 72 hours before at unmetered locations**)
- Maintain visible signs throughout your event. **If signs deteriorate or are torn down, you must replace them to preserve tow-away rights.**

**How to Post Your Signs:**


If there ARE single space meters

- Affix a sign to each parking meter post using string or zip ties
- Do NOT use wire or tape
- Do NOT cover the meter head.



If there are NOT single space meters

- Affix signs to portable fixtures (like a stanchions or A-frame sign holders), sign poles, or light poles every 20-25 feet using string or zip ties
- Do NOT use wire or tape
- Do NOT post on a pay station, traffic signal pole, or tree.



**Consider posting signs early and be prepared to repost swiftly. Sometimes there will be conflicting TANS signs or curb obstructions. Try working with the contact listed on the conflicting sign, look for an alternate approved location to post your sign, or apply for a new location.**

**If you need more assistance, contact [SelfPostPilot@sfmta.com](mailto:SelfPostPilot@sfmta.com).**

Temporary sign printing | Case # 1167950 | ref:\_00Dt0Cmd2\_.500eqGcZRn:ref...

Create PDF  
Change Settings  
Select Folders  
Bluebeam  
Viva Insights  
Add-in

Reply  
Reply All  
Forward

Tue 12/17/2024 11:11 AM

[Tow Away Sign Activation and Photo Upload Process](#)

ation of the posting.

or on every meter), no less than 72 hours in advance of the time parking restrictions

an approved permit ONLY. The use of the sidewalk or roadway in front of any other

Scroll down the guidelines until you reach **"4. Print and Post the Signs (at least 72 hours before your event)"** and make sure to post your temporary tow away no stopping signs exactly as directed at the approved location

# Step 10 – Post signs

How to Post Your Signs:

## If there ARE single space meters

- Affix a sign to each parking meter post using string or zip ties
- Do NOT use wire or tape
- Do NOT cover the meter head
- Do NOT cover placards
- Do NOT block the keyhole access on the back of the meters
- Do NOT block any regulation signage attached to the meter pole

## If there are NOT single space meters

- Affix signs to portable fixtures (like a stanchions or A-frame sign holders), sign poles, or light poles every 20-25 feet using string or zip ties
- Do NOT use wire or tape
- Do NOT post on a pay station, traffic signal pole, or tree.



Please note that signs should only be posted on portable fixtures, meters, sign or light poles using string or zip ties. Please do not post signs using wire or tape.



# Step 10 – Post signs

## Maintaining Event Signage

- Keep all event signs **visible and intact** throughout your event.
- **Replace signs immediately** if they deteriorate, are removed, or are damaged to maintain tow-away enforcement rights.
- If you've had past issues (e.g., **vandalism, damage, tear-downs**), print **multiple backup signs** so replacements are ready on hand.
- **Post signs early** and be prepared to repost quickly if needed.
- If you encounter **conflicting Temporary Signs or curb obstructions**:
  - Contact the number listed on the conflicting sign, **or**
  - Look for an **alternate approved location, or**
  - Email **VenueSelfPost@SFMTA.com** for assistance.

# Step 11 – Take photos of your posted signs

The image shows two overlapping windows. The left window is a PDF document titled "Venue Self Post - Pilot Guidelines" from SFMTA, updated February 3, 2025. A blue arrow points to section 5, "Take and Upload Photos of the Posted Signs (at least 72 hours before your event):". The right window is an email interface showing an email from SFMTA about temporary sign printing, with a subject line "Temporary sign printing | Case # 1167950 | ref\_00Dt0Cmd2\_500eqGcZRn:ref...". The email body contains a link to "Click here to upload photos to your Case record."

**Venue Self Post - Pilot Guidelines**  
Updated February 3, 2025  
SFMTA

**5. Take and Upload Photos of the Posted Signs (at least 72 hours before your event):**

- Take photos of your signs, including
  - Close-up photo** of a sign to confirm correct permit information.
  - Overall photo** of the parking area showing all signs to confirm location and spacing.
- Upload the photos (JPG/PNG format only) to the Venue Self Post portal for review.
  - Upon confirmation of your payment, you will receive an email labeled "Payment Received." Click the "Click here to upload photos to your Case record." link.
  - In the "Temporary Signs Upload Photos for Tow Review" page, confirm the reservation, upload photos, and submit.

**6. Get Confirmation of Tow-Away Rights:**

- If photos are inadequate, you will receive an email identifying issues to be corrected.
- Once your photos are approved, you'll receive a confirmation email of tow-away rights. You will not have towing rights until you receive a confirmation email.
- If you need towing, call the tow desk at 415-553-1200.
- REMINDER:** Signs **must** be present to enforce the zone. If signs have been vandalized or removed, replace them swiftly to maintain tow-away rights, and make sure the placement matches the approved photos.

**7. Conditions for Pilot Participant Privilege Revocation:**

- Pilot participants may be removed from the program if a venue is found to:
  - Manipulate approved signage text
  - Posting signs beyond approved location
  - Using approved temporary tow away zone for valet parking
  - Getting a vehicle ticketed and/or towed where self-posted signage did not meet guidelines
  - Engage in other actions or abuses that undermine the integrity or objectives of the pilot program
- Continued Access to Temporary Signage Requests
  - Venues removed from the pilot program may still request temporary signage through traditional temporary sign request processes at [www.sfmta.com/temporarysign](http://www.sfmta.com/temporarysign).

Temporary sign printing | Case # 1167950 | ref\_00Dt0Cmd2\_500eqGcZRn:ref...

Reply Reply All Forward

Tue 12/17/2024 11:11 AM

[Click here to upload photos to your Case record.](#)

Activation Approval email will be sent stating that the permit is active, and the

Scroll down the guidelines until you reach **"5. Take and Upload Photos of the Posted Signs (at least 72 hours before your event)"** and make sure to take photos of your temporary tow away no stopping signs exactly as directed

# Step 11 – Take photos of your posted signs

Take and Upload Photos of the Posted Signs to Obtain Tow-Away Rights Confirmation (at least 72 hours before your event):

1. Take photos of your signs, including:
  - a. **Close-up photo** of each sign to confirm correct permit information.



- b. **Overall photo** of the parking area showing all signs to confirm location and spacing.



Give yourself ample time to take and upload the photos prior to your event.

Take at least one close-up photo of each sign and one overall photo.

# Step 12 – Upload Photos

Venue Self-Posting (VSP) Payment Received: PDF attached for temporary sign printing | Case # 1167950 | ref:\_00Dt0Cmd2\_500eqGcZRn:ref

SFMTA Services <case-admin-sf@sfmta.com>  
To: Rager, Shayda

You forwarded this message on 1/14/2025 9:03 AM.

Temp Sign for 1 SOUTH VAN NESS AVE.pdf  
101 KB

SFMTA

Dec 17, 2024

**Approved Venue Self-Posting (PDF Signs for Printing)**

Hello Shayda Rager,

Payment has been received for VSP Case# 1167950. Thank you.

Please open the attached PDF file to print the Tow Away No Stopping (TANS) signs.

In order to receive tow rights, please follow the instructions outlined in the [SFMTA Tow Away Sign Activation and Photo Upload Process](#)

Customer is responsible for printing the signs and maintaining the sign(s) for duration of the posting.

Customer will print signs and post them at the permitted location every 20 -25 feet (or on every meter), no less than 72 hours in advance of the time parking restrictions are to become effective.

Customer is allowed to place TANS in the spaces requested and approved through approved permit ONLY. The use of the sidewalk or roadway in front of any other property that is not covered through your request is not permitted.

Customer will **UPLOAD** photos showing the placement of the sign(s) for review by SFMTA Temporary Sign staff. [Click here to upload photos to your Case record.](#)

Once photos have been reviewed and meet requirements, a **confirmation Tow Activation Approval email** will be sent stating that the permit is active, and the tow-away rights have been reserved. If photos are inadequate, you will receive a rejection email identifying the deficiencies to be corrected.

Thank you,  
Temporary Sign Program  
San Francisco Municipal Transportation Agency

Upload the photos of your posting by clicking on the “Click Here to upload photos to your Case record” link found in the “Payment Received” email.

# Step 12 – Upload Photos

Temporary Signs - Upload Photos for Tow Review

### Venue Self-Posting Details

Case Number	Start Date	End Date
1167950	01/01/2025	01/03/2025
Approved Address	Business Name	
1 SOUTH VAN NESS AVE	SFMTA - Curb Man	
Contact Name	Self-Poster Number	
Shayda Rager		

### Upload Photos of Posted Signs

Attach photos of posted signs for tow review. \*

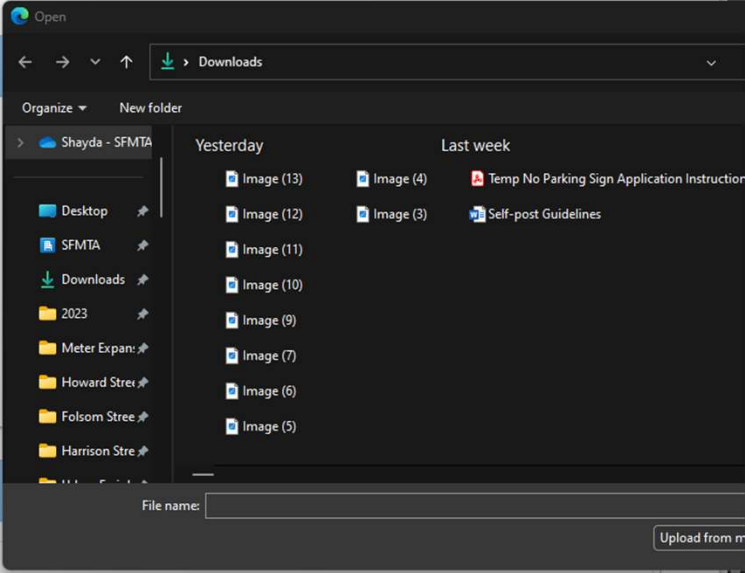
[Choose File](#) Image (13).jpg

\*Each file uploaded must be less than 30MB

[Add another image](#)

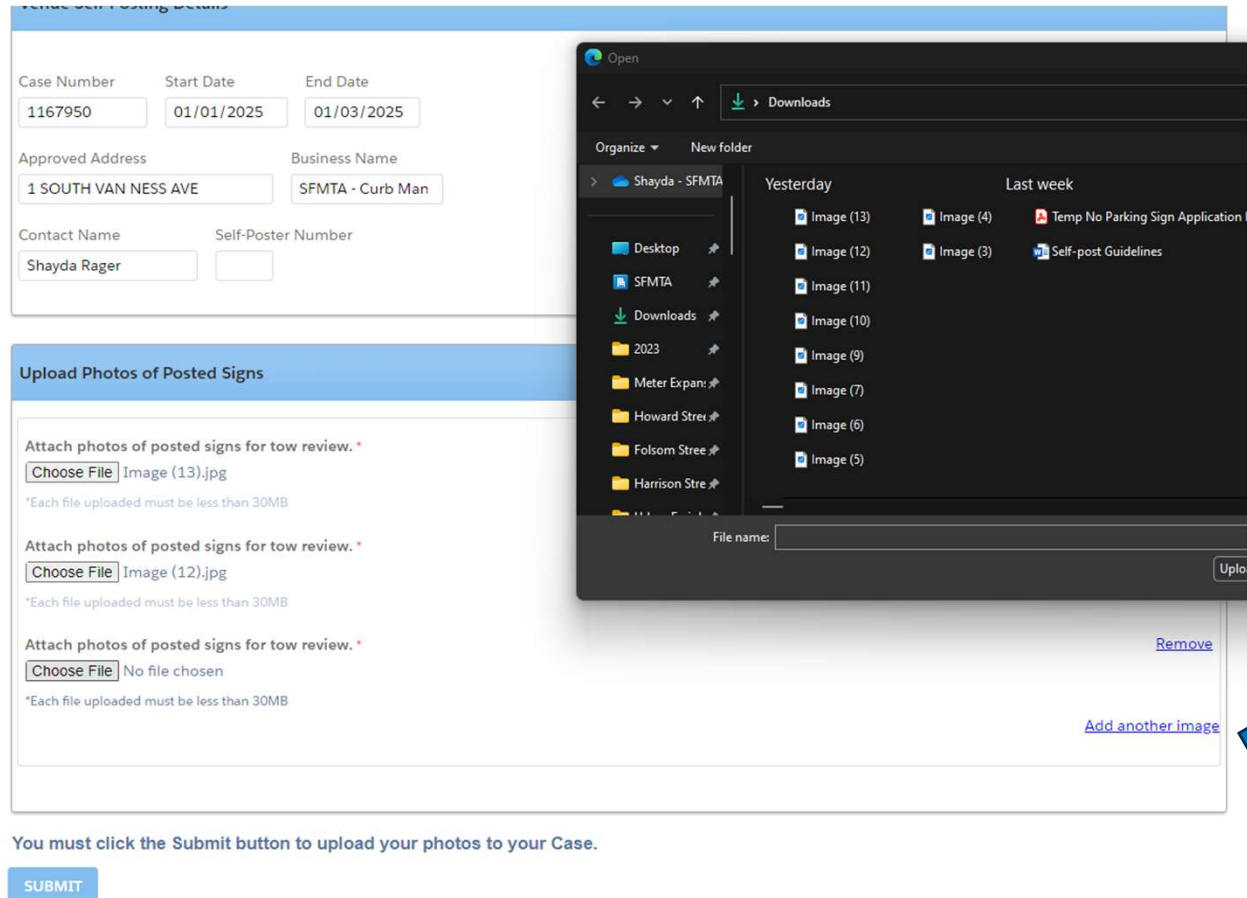
You must click the Submit button to upload your photos to your Case.

[SUBMIT](#)



Click on the “Choose File” button to navigate to the folder where you saved your upload photo

# Step 12 – Upload Photos



Case Number: 1167950 Start Date: 01/01/2025 End Date: 01/03/2025

Approved Address: 1 SOUTH VAN NESS AVE Business Name: SFMTA - Curb Man

Contact Name: Shayda Rager Self-Poster Number:

**Upload Photos of Posted Signs**

Attach photos of posted signs for tow review. \*  
Choose File Image (13).jpg  
\*Each file uploaded must be less than 30MB

Attach photos of posted signs for tow review. \*  
Choose File Image (12).jpg  
\*Each file uploaded must be less than 30MB

Attach photos of posted signs for tow review. \*  
Choose File No file chosen  
\*Each file uploaded must be less than 30MB

[Remove](#)

[Add another image](#)

You must click the Submit button to upload your photos to your Case.

**SUBMIT**

To submit more than one photo click on “Add another image”

# Step 12 – Upload Photos

### Venue Self-Posting Details

Case Number	Start Date	End Date
1167950	01/01/2025	01/03/2025
Approved Address	Business Name	
1 SOUTH VAN NESS AVE	SFMTA - Curb Man	
Contact Name	Self-Poster Number	
Shayda Rager		

### Upload Photos of Posted Signs

Attach photos of posted signs for tow review. \*

[Choose File](#) Image (13).jpg

\*Each file uploaded must be less than 30MB

[Remove](#)

Attach photos of posted signs for tow review. \*

[Choose File](#) Image (12).jpg

\*Each file uploaded must be less than 30MB

[Remove](#)

Attach photos of posted signs for tow review. \*

[Choose File](#) Image (11).jpg

\*Each file uploaded must be less than 30MB

[Add another image](#)

You must click the Submit button to upload your photos to your Case.

**SUBMIT**

Click on the 'Submit' button to upload your photos to your case.



# Photos Denied

(NO REPLY) Venue Self-Posting is DENIED for Case# 1180287 | ref:!00Dt00Cmd2.!500eq0JVQbD:ref



SFMTA Services <case-admin-sf@sfmta.com>

To: Rager, Shayda



Reply



Reply All



Forward



Your Venue Self-Posting (VSP) for Case# **1180287** - has been DENIED  
Hello Shayda,

Your VSP request for Case# 1180287 has been denied for the following reason(s): The Posting photos are inadequate.

Please correct the following deficiencies:

**Only provided overall photo and not photo of each sign**

Thank you,  
Temporary Sign Program

San Francisco Municipal Transportation Agency

Important note: [case-admin-sf@sfmta.com](mailto:case-admin-sf@sfmta.com) is not actively monitored. Please email [temporarysign@sfmta.com](mailto:temporarysign@sfmta.com) and include your case number if you have any questions. We will respond during office hours: Monday-Friday 7am – 3:30pm.

If your request is ***denied***, you will receive an e-mail with the subject line:

(NO REPLY) Venue Self-Posting is DENIED for Case# XXXXXXXX

# Photos Denied

(NO REPLY) Venue Self-Posting is DENIED for Case# 1180287 | ref:!00Dt00Cmd2.!500eq0JVQbD:ref

SS SFMTA Services <case-admin-sf@sfmta.com>  
To: Rager, Shayda

☺ Reply Reply All Forward



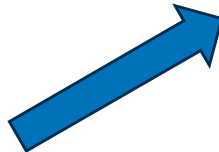
Your Venue Self-Posting (VSP) for Case# **1180287** - has been DENIED  
Hello Shayda,

Your VSP request for Case# 1180287 has been denied for the following reason(s): The Posting photos are inadequate.



Please correct the following deficiencies:

**Only provided overall photo and not photo of each sign**



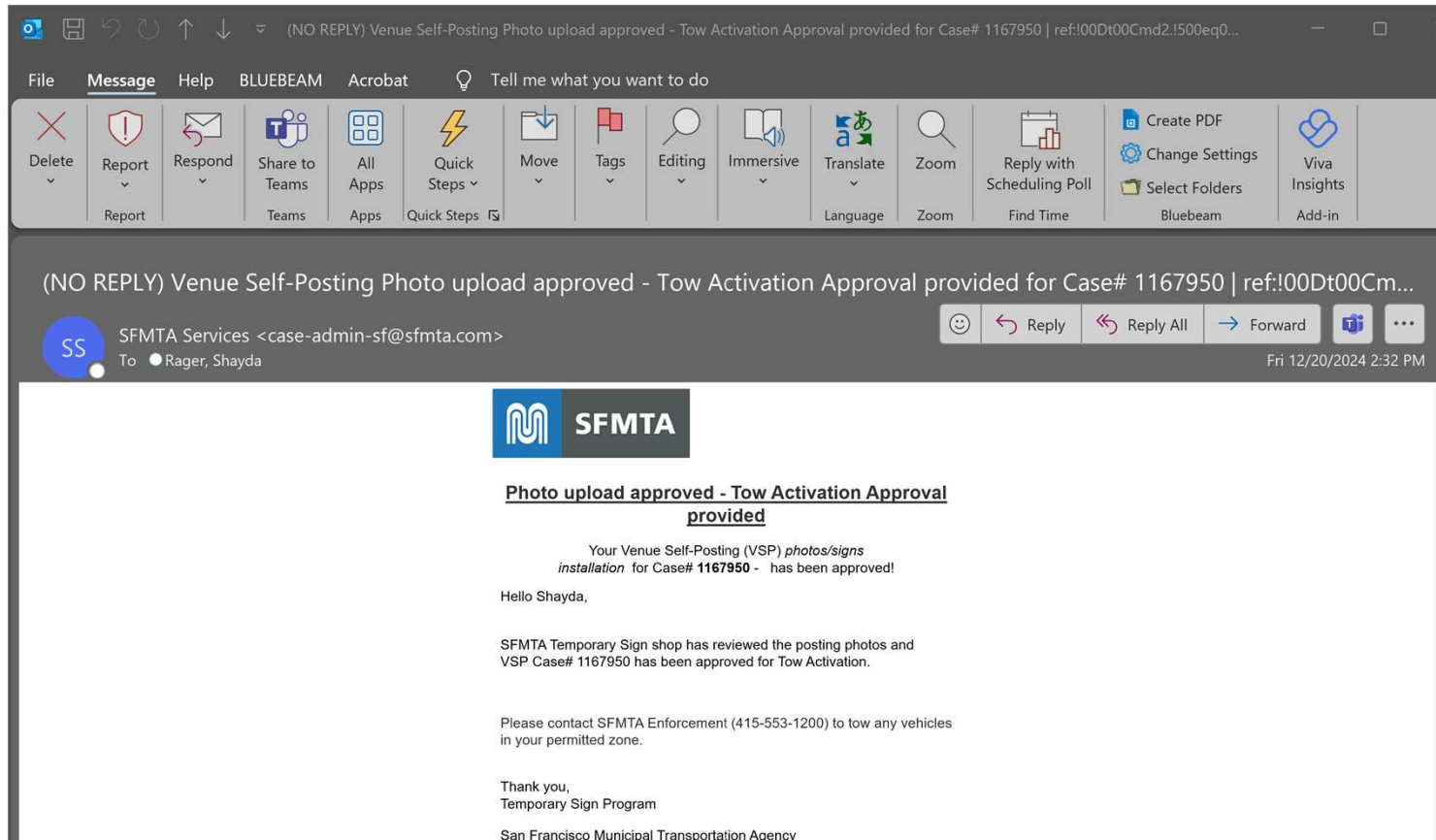
Thank you,  
Temporary Sign Program

San Francisco Municipal Transportation Agency

Important note: [case-admin-sf@sfmta.com](mailto:case-admin-sf@sfmta.com) is not actively monitored. Please email [temporarysign@sfmta.com](mailto:temporarysign@sfmta.com) and include your case number if you have any questions. We will respond during office hours: Monday-Friday 7am – 3:30pm.

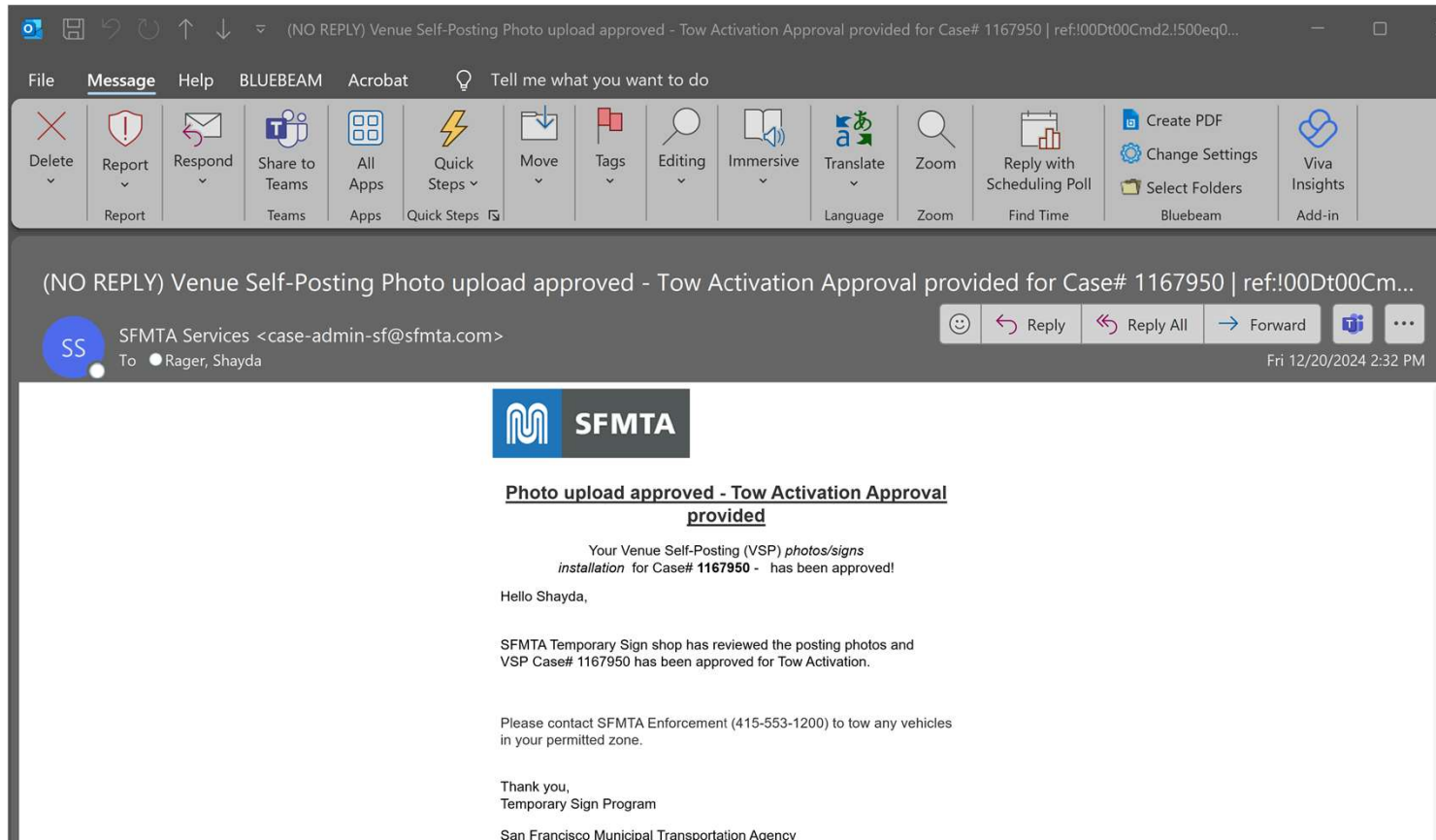
Fix the mistake described within the body of the “Venue Self Posting is DENIED” email and upload new photos by clicking on the “Click Here to upload photos to your Case record” link found in the “Payment Received” email.

# Photos Approved!



If your request is **approved**, you will receive an e-mail with the subject line:  
(NO REPLY) Venue Self-Posting Photo upload approved – Tow Activation Approval  
Provided for Case# XXXXXXXX

# Photos Approved!



Approved photos are saved and sent to the Tow Desk.

This email enables you to enforce your zone during the time the temporary tow away no stopping sign is in effect!

# More info, questions, feedback

webpage: [www.SFMTA.com/VenueSelfPost](http://www.SFMTA.com/VenueSelfPost)

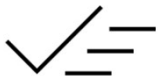
e-mail: [VenueSelfPost@SFMTA.com](mailto:VenueSelfPost@SFMTA.com)

**Thank you!**

# Questions?



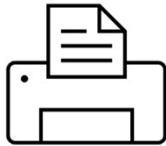
Request



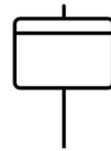
Get zone  
& time  
approved



Pay



Print  
signs



Post  
signs



Take  
photos



Upload  
photos



Get  
photos  
approved



Enforce