

SAN FRANCISCO PLANNING DEPARTMENT

Better Neighborhoods 2002

Civic Center Parking Analysis

Existing Conditions Report

San Francisco Planning Department

BETTER NEIGHBORHOODS
2002

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EXECUTIVE SUMMARY

This Existing Conditions report details the results of a parking inventory, survey of surface lot users and stakeholder interviews conducted in the Civic Center and Market/Octavia areas. The aim is to identify current parking usage and the characteristics of the people parking in the area.

This information will be used to determine how removal of parking in the former Central Freeway right-of-way will affect Civic Center, and to develop policy recommendations for parking in the Civic Center and Market/Octavia areas in a subsequent report.

The results of the parking inventory, user survey and stakeholder interviews provide major insights into parking demand and supply in the Civic Center and Market/Octavia areas. This chapter details some of the most significant findings.

PARKING SUPPLY

- The surface lots in the study area provide 1,205 stalls, of which 675 are on the Central Freeway parcels. The Civic Center and Performing Arts garages provide a further 1,433 stalls. These totals are regularly increased through the use of valet parking.

PARKING COSTS

- Weekday daytime parking prices at the surface lots range from \$5.50 to \$8, for up to 12 hours. Evening prices at the surface lots range from \$2-6. Lots closer to Civic Center and the Van Ness corridor tend to charge prices at the higher end of the range.
- Daily rates at the Civic Center and Performing Arts garages are significantly higher for all-day parkers. Rates are \$1.50 per hour for the first four hours, and \$2 per hour subsequently, up to a daily maximum of \$15 (Performing Arts) and \$18 (Civic Center).
- Monthly rates at the surface lots range from \$90 to \$175. The regular monthly rate is \$140 at the Performing Arts Garage and \$156.25 at Civic Center Plaza Garage.
- Discounted users account for a significant proportion of parkers at Civic Center Plaza Garage. Students, who are offered a flat rate of \$5, account for 20% of those paying daily rates. Government bodies, which on average pay just 44% of the regular monthly rate, account for nearly two-thirds of the monthly permit holders.

PARKING OCCUPANCY

- Occupancy at the surface lots peaks at around 10:00 AM, reaching 85-90% of the capacity of the marked stalls. It then falls steadily throughout the afternoon.
- Occupancy at the Civic Center and Performing Arts garages peaks between 10 AM and 11 AM. Civic Center Plaza Garage is at capacity approximately between 10 AM and 3 PM, although valet parking spaces are still available. However, the Performing Arts Garage is at little more than half of capacity during the day.
- Even on a “worst case scenario” evening when ballet, symphony and Herbst Theatre performances are taking place simultaneously, occupancy at the surface lots reaches only 66% at 8 PM. While the Performing Arts Garage is full, Civic Center Plaza Garage reaches little over one-third of capacity.
- There is a strong perception from performing arts venue staff of a shortage of parking on performance nights, particularly when more than one event is taking place. However, this appears to be due to the strong preference of patrons to park in either the Performing Arts Garage or the closest surface lots. While spaces are readily available in other surface lots and the Civic Center garage, patrons appear to be reluctant to use these due to personal security concerns and the slightly greater walking distances.
- At any given time, a large number of spaces is available in either the Civic Center or Performing Arts garages. At the height of the morning peak, there are around 200 available spaces in the Performing Arts Garage, and 100 available valet parking spaces in Civic Center Plaza Garage. At 8PM on a ‘worst-case scenario’ evening with simultaneous performances, around 520 spaces are available in Civic Center Plaza Garage, plus more than 400 in the surface lots.

CHARACTERISTICS OF SURFACE LOT USERS

- Most parkers are regular users. Of those commuting to work, 69% use the lots five or more times per week. Even among those attending the symphony, ballet or opera, just 4% were first-time users.
- Most commute trips (79%) are single-occupancy. Those attending the symphony, ballet or opera are highly likely to carpool, with just 23% driving alone and a mean occupancy of 2.02.
- Most parkers are either commuting to work (58%), or attending the symphony, ballet or opera (29%).
- Virtually all respondents (97%) walk to their final destination, and appear to be able to park extremely close by. Nearly three-quarters of respondents parked within two blocks of their final destination.
- Half of commuters pay the daily parking rate, with half having a monthly pass. The monthly rate offers significant savings, with the daily cost being around

\$5.40, compared to \$6.79 for commuters paying the daily rate. Virtually all other users pay the daily rate.

- If the parking lot were to close, most respondents (81%) said they would use another lot in the vicinity. However, most of these did not specify a location, suggesting they are unaware of the alternatives.
- Most respondents did not consider alternative options such as Muni, other transit or carpooling to be realistic choices. However, 12% of respondents considered at least one of these to be “very easy”, and a further 16% “somewhat easy”. Twenty per cent said that all three alternatives were “out of the question”.

ISSUES FOR THE SYMPHONY, BALLET AND OPERA

- Most artists at the symphony, ballet and opera are contractually entitled to free parking in the immediate vicinity. In the case of the ballet, this must be within two blocks.
- Information regarding parking lot locations is issued to patrons by the three performing arts institutions. However, only limited information – the telephone numbers of transit operators – is included regarding transit. In one case, patrons are referred to the California Department of Transportation (Caltrans) for transit information.
- Personal security of patrons and staff walking to more distant parking lots is a major concern of the symphony, opera and ballet.
- Opera, ballet and symphony staff are entitled to subsidized parking as an employee benefit. This offers a saving of up to \$81 per month compared to the rate in nearby surface lots. For transit users, tax-free commuter checks are offered. However, these are not subsidized by the institutions.
- All three institutions expressed a desire for increased parking supply. More reliable taxi service was also a key priority for improvement.

CHAPTER 1. INTRODUCTION

This Existing Conditions report details the results of a parking inventory, survey of surface lot users and stakeholder interviews conducted in the Civic Center and Market/Octavia areas. The study area is bounded by Golden Gate Avenue to the north, Van Ness Avenue to the east, Market Street to the south and Laguna Street to the west. Also included is the one-block area south of Market Street between 12th Street and Gough Street, and Civic Center Plaza Garage on McAllister Street, adjacent to City Hall. (See Figure 2-1 for details.)

The aim is to identify current parking usage and the characteristics of the people parking in the area. This information will be used to determine how removal of parking in the former Central Freeway right-of-way will affect Civic Center, and to develop policy recommendations for parking in the Civic Center and Market/Octavia areas. These recommendations will be detailed in a subsequent Parking Strategy Report.

Chapter 2 presents the basic data on parking supply and prices in the study area.

Chapter 3 details the results of a parking occupancy survey conducted in the surface lots, and similar data obtained from the operators of the Performing Arts and Civic Center garages.

Chapter 4 presents the results from a survey of users of the surface parking lots.

Chapter 5 summarizes interviews conducted with the managers of the Civic Center and Performing Arts garages and surface lot operators.

Chapter 6 details interviews conducted with key staff from the symphony, opera, ballet, War Memorial and Performing Arts Center, Conservatory of Music and French-American International School.

Chapter 7 summarizes the key findings of this report.

CHAPTER 2. PARKING INVENTORY

INVENTORY OF OFF-STREET LOTS

An inventory of off-street parking lots was conducted in the Civic Center and Market/Octavia areas. This study was limited to the area bounded by Golden Gate Avenue on the north, Van Ness Avenue on the east, Market Street on the south, and Laguna Street on the west. Also included was the one-block area south of Market Street between 12th Street and Gough Street.

All parking lots within the study area available for public parking were included in the inventory. In addition, private lots were included which either (a) are used by symphony, ballet, or opera staff, or (b) are located within the former Central Freeway right-of-way. In addition, the publicly operated Civic Center and Performing Arts garages were included in the study. The study parking lots are shown in Figure 2-1.

For each surface parking lot in the inventory, the following information was recorded and is shown in Figure 2-2:

1. Location
2. Number of parking stalls
3. Valet service
4. Parking lot operator
5. Parking rates

Figure 2-3 shows the existing parking rates for the surface lots in the study area and Civic Center and Performing Arts garages. The rates displayed are typical business weekday rates for parking up to 12 hours. As shown in the figure, the parking rates generally increase as the parking location gets closer to the Civic Center buildings and to the Van Ness Avenue business corridor.



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Civic Center Parking Study

FIGURE 2-2 OFF-STREET PARKING INVENTORY

| Lot # | Location | Parking Stalls | Valet Service | Parking Lot Operator | Daily Parking Rates | Monthly Parking Rates |
|-------|--|----------------|---------------|----------------------------|---|---------------------------------|
| 6 | 98 Haight (at Octavia - NE corner) | 27 | No | Safe Park | Weekdays: \$5.50 - up to 12 hours Evenings (after 5 pm) and Weekends: \$2 | \$90 |
| 7 | 170 Octavia (btwn Rose and Page) | 36 | No | Safe Park | Weekdays: \$5.50 - up to 12 hours | \$100 |
| 8 | 299 Oak (at Octavia - SE corner) | 28 | No | Safe Park | Weekdays: \$5.50 - up to 12 hours Evenings (after 5 pm) and Weekends: \$3 | \$100 |
| 9 | 298 Oak (at Octavia - NE corner) | 27 | No | Safe Park | Weekdays: \$5.50 - up to 12 hours | \$100 |
| 10 | 301 Oak (at Octavia - SW corner) | 11 | No | Safe Park | Monthly parking only | \$100 |
| 11 | 399 Fell (at Octavia - SE corner) | 29 | No | Safe Park | Weekdays: \$5.50 - up to 12 hours Evenings (after 5 pm) and Weekends: \$5 | \$110 |
| 12 | 490 Fulton (at Gough - NE corner) | 91 | Yes | San Francisco Opera/Ballet | Private | Private |
| 13 | 659 Franklin (at Golden Gate - SW corner) | 85 | Yes | Federal Auto Parks | Flat rate: \$7 | \$175 |
| 14 | 700 McAllister (at Franklin - NW corner) | 65 | No | San Francisco Opera | Private | Private |
| 15 | 495 Fulton (at Gough - SE corner) | 56 | Yes | San Francisco Opera/Ballet | Private | Private |
| 16 | 400 Grove (at Gough - NW corner) | 33 | Yes | Safe Park | Weekdays: \$6 - up to 12 hours Evenings (after 5 pm) and Weekends: \$5 | \$130 |
| 17 | 401 Grove (at Gough - SW corner) | 67 | Yes | Safe Park | Weekdays: \$6 - up to 12 hours Evenings (after 5 pm) and Weekends: \$5 | \$130 |
| 18 | 475 Hayes (at Octavia - SE corner) | 84 | Yes | Safe Park | Weekdays: \$6 - up to 12 hours Evenings (after 5 pm) and Weekends: \$5 | \$115 |
| 19 | 450 Hayes (btwn Octavia and Gough) | 36 | No | Private Business | Private | Private |
| | Central Freeway Parcels | 675 | | | Mean weekday rate: \$5.83 Mean evening/weekend rate: \$4.57 | Mean monthly rate: \$115 |
| 1 | 15 Oak (at Van Ness) | 29 | No | California Parking | Reserved: Weekdays (6 am - 6 pm) Public: Evenings (6 pm - 3 am)/Weekends - \$5 | \$165 |
| 2 | 98 Franklin (at Oak - SE corner) | 78 | Yes | Safe Park | Weekdays: \$7 - up to 12 hours Evenings (after 6 pm) and Weekends: \$4 | \$130 |
| 3 | 110 Franklin (at Oak - NE corner) | 43 | No | California Parking | Weekdays: \$8 - up to 12 hours Evenings (after 5 pm) and Weekends: \$4 | \$160 |
| 4 | 1 Franklin (at Page - NW corner) | 40 | No | California Parking | Weekdays: \$7 - up to 12 hours Evenings (after 5 pm) and Weekends: \$5 | \$135 |
| 5 | 70 Gough (at Page - SE corner) | 32 | No | Priority Parking | Weekdays: \$6 - up to 12 hours Evenings (after 5 pm) and Weekends: \$5 | \$140 |
| 20 | 309 Hayes (at Franklin - SW corner) | 35 | No | California Parking | Flat rate: \$8 (10 hours) | No monthly |

| Lot # | Location | Parking Stalls | Valet Service | Parking Lot Operator | Daily Parking Rates | Monthly Parking Rates |
|-------|--|----------------|---------------|-------------------------------|--|---------------------------------|
| 21 | 398 Franklin (btwn Grove and Hayes) | 52 | No | San Francisco Symphony/Ballet | Private | Private |
| 22 | 101 Fell (at Van Ness - SW corner) | 48 | Yes | Safe Park | Flat rate: \$8 Evenings (after 6 pm) and Weekends: \$6 | \$150 |
| 23 | 1525 Market (btwn 12th and Brady) | 68 | Yes | City Park | Flat rate: \$7 (up to 12 hours) | \$110 |
| 24 | Brady - east side (btwn Market and Mission) | 105 | No | City Park | Flat rate: \$6 | Available |
| | Other Surface Lots | 530 | | | Mean weekday rate: \$7.13 Mean evening/weekend rate: \$5.56 | Mean monthly rate: \$141 |
| | Civic Center Plaza Garage | 843 | Yes | City-run | Day: \$1.50/hr (\$2/hr after 4 hrs) to \$18 max Evenings: \$1.50 per hour | \$156.25 |
| | Performing Arts Garage | 590 | No | Daja, Inc. | \$1.50/hr (\$2/hr after 4 hrs) to \$15 max Early Bird: \$7 (in by 9:30 AM, out by 6 PM) | \$140 |
| | Garages | 1433 | | | Mean weekday rate: \$1.50/hr (\$2/hr after 4 hrs) | Mean monthly rate: \$148 |

Source: Data collected by Fehr & Peers Associates in March 2001.



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ON-STREET PARKING IN CITY HALL AREA

A significant proportion of the on-street parking supply in the immediate area of City Hall is reserved for City-owned vehicles. To document this, an inventory of the current on-street supply within one block of City Hall was conducted. The results are shown in Figure 2-4.

FIGURE 2-4 ON-STREET PARKING SUPPLY WITHIN ONE BLOCK OF CITY HALL

| Street | Between | Number of spaces | | | | | |
|---------------------------|-------------------------|------------------|--------------------------------|-----------------------------------|--------------------|-----------|-----------|
| | | 1 hr metered | 30 minute metered ¹ | 1 hr metered/vanpool ² | City-issued permit | Disabled | Other |
| Grove | Franklin/ Van Ness | 12 | 0 | 0 | 0 | 6 | 8 |
| Grove | Van Ness/ Polk | 1 | 4 | 3 | 27 | 1 | 0 |
| Grove | Polk/Larkin | 39 | 0 | 0 | 0 | 2 | 0 |
| McAllister | Franklin/ Van Ness | 15 | 3 | 0 | 4 | 1 | 0 |
| McAllister | Van Ness/ Polk | 10 | 4 | 0 | 17 | 1 | 0 |
| McAllister | Polk/Larkin | 16 | 7 | 0 | 0 | 0 | 0 |
| Ivy/Lech Walesa | Van Ness/ Polk | 5 | 0 | 0 | 8 | 0 | 0 |
| Redwood | Van Ness/ Polk | 3 | 7 | 0 | 4 | 0 | 0 |
| Van Ness | Golden Gate/ McAllister | 9 | 2 | 9 | 0 | 1 | 0 |
| Van Ness | McAllister/ Grove | 13 | 1 | 12 | 0 | 5 | 1 |
| Van Ness | Grove/Hayes | 9 | 1 | 0 | 0 | 1 | 0 |
| Polk | Golden Gate/ McAllister | 3 | 0 | 0 | 0 | 2 | 0 |
| Polk (Carlton B Goodlett) | McAllister/ Grove | 0 | 0 | 13 | 36 | 2 | 0 |
| Polk | Grove/Hayes | 14 | 1 | 0 | 0 | 1 | 0 |
| Larkin | McAllister/ Grove | 26 | 0 | 4 | 0 | 2 | 7 |
| TOTAL | | 175 | 30 | 41 | 96 | 25 | 16 |

¹ 30- minute metered spaces are generally for commercial loading only.

² 1-hour metered/vanpool spaces are reserved for authorized vanpools from 6am to 9am. If no van has occupied the space by then, it reverts to general 1-hour metered parking.

Of the 383 on-street parking spaces within one block of City Hall, 96 (25%) are reserved for City vehicles. Most of these – the 80 reserved spaces on the same block as City Hall itself – are numbered spaces, reserved for specific individuals. The eight spaces on Ivy are for vehicles with Department of Public Health permits, while the four spaces on Redwood are for vehicles with City Attorney's Office permits.

In addition, many of the public metered spaces are used by City vehicles, and there are ten spaces for City pool vehicles are located on the first floor of Civic Center Plaza Garage. City vehicles can park free at meters.

CHAPTER 3. PARKING OCCUPANCY

DATA COLLECTION

Parking occupancy data were collected in the study area for two separate days – a typical “non-performance” weekday and a typical “performance” weekday. On each day, data were collected at five times – 6:00 AM, 10:00 AM, 4:00 PM, 6:00 PM, and 8:00 PM. The “non-performance” weekday (Tuesday, March 27) was chosen to identify parking conditions when no performances are occurring at the Veterans War Memorial, the Opera House, or the Davies Symphony Hall. Occupancy data were collected on a “performance” weekday (Friday, March 16) to identify parking conditions when performances were occurring at one or more of the performance halls.

In this study, the “performance” weekday was chosen because both a symphony and a ballet performance, as well as a concert at the Herbst Theatre, were scheduled at 8 PM, representing a “worst-case” scenario for parking conditions due to overlapping events.

The City¹ provided parking occupancy data for the Civic Center and Performing Arts garages for both the “non-performance” and the “performance” weekdays

SURFACE PARKING LOTS

Figure 3-1 presents the parking occupancy data gathered on both the “non-performance” and the “performance” weekdays at each surface lot in the study.

Figures 3-2 and 3-3 show the peak parking occupancy for the “non-performance” and the “performance” weekdays at the study parking lots and garages. Several surface parking lots nearest to the performance halls experienced higher peak occupancies on the “performance” day due to very high performing arts patron demand. In fact, by employing valet service, a few surface lots even had occupancies higher during the symphony and ballet performances than the number of marked stalls at the lot. This is evidenced in Figure 3-1 by the percent occupancy data being greater than 100% at several parking lots at 8:00 PM on the “performance” weekday.

In Figure 3-4, the cumulative occupancy of all surface parking lots in this study is shown over the span of each data collection day. On both days, overall parking occupancy at surface lots in the study peaks around 10:00 AM. Peak occupancy reaches 85-90% of the total capacity of 1,205 marked stalls at all surface lots in this study. Occupancy then falls steadily throughout the afternoon on both data collection days. The parking occupancy on the “performance” weekday decreases more rapidly because the data were collected on a Friday, a day when employees tend to leave work earlier in the day.

¹ Parking garage occupancy data was received directly from the Civic Center garage and from Daja, Inc., for the Performing Arts garage.

On the “non-performance” weekday, parking occupancy at the surface lots continues to decrease steadily into the evening. On the “performance” weekday, however, occupancy rebounds dramatically after 6:00 PM as performing arts patrons arrive for the evening performances. Even though cumulative occupancy of the surface parking lots on the “performance” weekday evening does not reach the peak that occurred at about 10:00 AM, several individual surface parking lots closest to the performance halls show individual peak occupancies at 8:00 PM for the day (see Figure 3-1).

FIGURE 3-1 PARKING OCCUPANCY, SURFACE LOTS

| Lot # | Location | Parking Stalls | Parking Occupancy / % Occupancy | | | | | | | | | |
|-------|--|----------------|---------------------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| | | | 6:00 AM | | 10:00 AM | | 4:00 PM | | 6:00 PM | | 8:00 PM | |
| | | | Non-Perf | Perf | Non-Perf | Perf | Non-Perf | Perf | Non-Perf | Perf | Non-Perf | Perf |
| 6 | 98 Haight (at Octavia - NE corner) | 27 | 15 55.6% | 16 59.3% | 20 74.1% | 25 92.6% | 18 66.7% | 21 77.8% | 20 74.1% | 14 51.9% | 24 88.9% | 13 48.1% |
| 7 | 170 Octavia (btwn Rose and Page) | 36 | 13 36.1% | 12 33.3% | 23 63.9% | 17 47.2% | 20 55.6% | 16 44.4% | 12 33.3% | 10 27.8% | 16 44.4% | 10 27.8% |
| 8 | 299 Oak (at Octavia - SE corner) | 28 | 15 53.6% | 12 42.9% | 23 82.1% | 20 71.4% | 20 71.4% | 17 60.7% | 14 50.0% | 7 25.0% | 17 60.7% | 9 32.1% |
| 9 | 298 Oak (at Octavia - NE corner) | 27 | 11 40.7% | 8 29.6% | 23 85.2% | 20 74.1% | 18 66.7% | 14 51.9% | 13 48.1% | 11 40.7% | 7 25.9% | 10 37.0% |
| 10 | 301 Oak (at Octavia - SW corner) | 11 | 8 72.7% | 7 63.6% | 11 100.0% | 9 81.8% | 9 81.8% | 6 54.5% | 8 72.7% | 6 54.5% | 9 81.8% | 5 45.5% |
| 11 | 399 Fell (at Octavia - SE corner) | 29 | 12 41.4% | 12 41.4% | 24 82.8% | 22 75.9% | 26 89.7% | 20 69.0% | 17 58.6% | 18 62.1% | 13 44.8% | 26 89.7% |
| 12 | 490 Fulton (at Gough - NE corner) | 91 | 7 7.7% | 4 4.4% | 40 44.0% | 55 60.4% | 39 42.9% | 42 46.2% | 15 16.5% | 57 62.6% | 6 6.6% | 98 107.7% |
| 13 | 659 Franklin (at Golden Gate - SW corner) | 85 | 11 12.9% | 10 11.8% | 74 87.1% | 74 87.1% | 68 80.0% | 45 52.9% | 26 30.6% | 32 37.6% | 14 16.5% | 64 75.3% |
| 14 | 700 McAllister (at Franklin - NW corner) | 65 | 1 1.5% | 2 3.1% | 29 44.6% | 29 44.6% | 38 58.5% | 29 44.6% | 40 61.5% | 31 47.7% | 41 63.1% | 44 67.7% |
| 15 | 495 Fulton (at Gough - SE corner) | 56 | 1 1.8% | 2 3.6% | 22 39.3% | 29 51.8% | 22 39.3% | 19 33.9% | 7 12.5% | 26 46.4% | 2 3.6% | 59 105.4% |
| 16 | 400 Grove (at Gough - NW corner) | 33 | 0 0.0% | 0 0.0% | 31 93.9% | 33 100.0% | 29 87.9% | 32 97.0% | 8 24.2% | 24 72.7% | 7 21.2% | 42 127.3% |
| 17 | 401 Grove (at Gough - SW corner) | 67 | 7 10.4% | 9 13.4% | 74 110.4% | 76 113.4% | 63 94.0% | 56 83.6% | 30 44.8% | 32 47.8% | 16 23.9% | 117 174.6% |
| 18 | 475 Haves (at Octavia - SE corner) | 84 | 21 25.0% | 22 26.2% | 86 102.4% | 69 82.1% | 76 90.5% | 36 42.9% | 40 47.6% | 54 64.3% | 24 28.6% | 74 88.1% |
| 19 | 450 Haves (btwn Octavia and Gough) | 36 | 3 8.3% | 0 0.0% | 57 158.3% | 42 116.7% | 21 58.3% | 22 61.1% | 14 38.9% | 16 44.4% | 7 19.4% | 30 83.3% |
| | Central Freeway Parcels | 675 | 125 18.5% | 116 17.2% | 537 79.6% | 520 77.0% | 467 69.2% | 375 55.6% | 264 39.1% | 338 50.1% | 203 30.1% | 601 89.0% |
| 1 | 15 Oak (at Van Ness) | 29 | 3 10.3% | 5 17.2% | 16 55.2% | 19 65.5% | 16 55.2% | 12 41.4% | 8 27.6% | 6 20.7% | 4 13.8% | 4 13.8% |
| 2 | 98 Franklin (at Oak - SE corner) | 78 | 5 6.4% | 3 3.8% | 101 129.5% | 101 129.5% | 79 101.3% | 66 84.6% | 29 37.2% | 21 26.9% | 21 26.9% | 21 26.9% |
| 3 | 110 Franklin (at Oak - NE corner) | 43 | 5 11.6% | 9 20.9% | 34 79.1% | 31 72.1% | 24 55.8% | 23 53.5% | 10 23.3% | 13 30.2% | 11 25.6% | 8 18.6% |
| 4 | 1 Franklin (at Page - NW corner) | 40 | 4 10.0% | 7 17.5% | 22 55.0% | 30 75.0% | 14 35.0% | 30 75.0% | 13 32.5% | 25 62.5% | 9 22.5% | 12 30.0% |
| 5 | 70 Gough (at Page - SE corner) | 32 | 1 3.1% | 1 3.1% | 18 56.3% | 22 68.8% | 19 59.4% | 20 62.5% | 13 40.6% | 10 31.3% | 11 34.4% | 10 31.3% |
| 20 | 309 Haves (at Franklin - SW corner) | 35 | 0 0.0% | 1 2.9% | 32 91.4% | 25 71.4% | 20 57.1% | 13 37.1% | 9 25.7% | 29 82.9% | 3 8.6% | 44 125.7% |
| 21 | 398 Franklin (btwn Grove and Haves) | 52 | 2 3.8% | 3 5.8% | 50 100.0% | 51 98.1% | 23 44.2% | 21 40.4% | 10 19.2% | 24 46.2% | 16 30.8% | 43 82.7% |
| 22 | 101 Fell (at Van Ness - SW corner) | 48 | 6 12.5% | 9 18.8% | 80 166.7% | 80 166.7% | 42 87.5% | 38 79.2% | 14 29.2% | 12 25.0% | 7 14.6% | 33 68.8% |
| 23 | 1525 Market (btwn 12th and Bradv) | 68 | 4 5.9% | 3 4.4% | 56 82.4% | 47 69.1% | 57 83.8% | 27 39.7% | 48 70.6% | 8 11.8% | 16 23.5% | 4 5.9% |
| 24 | Bradv - east side (btwn Market and Mission) | 105 | 5 4.8% | 8 7.6% | 92 87.6% | 82 78.1% | 104 99.0% | 87 82.9% | 58 55.2% | 15 14.3% | 17 16.2% | 18 17.1% |
| | Other Surface Lots | 530 | 35 6.6% | 49 9.2% | 503 94.9% | 488 92.1% | 398 75.1% | 337 63.6% | 212 40.0% | 163 30.8% | 115 21.7% | 197 37.2% |

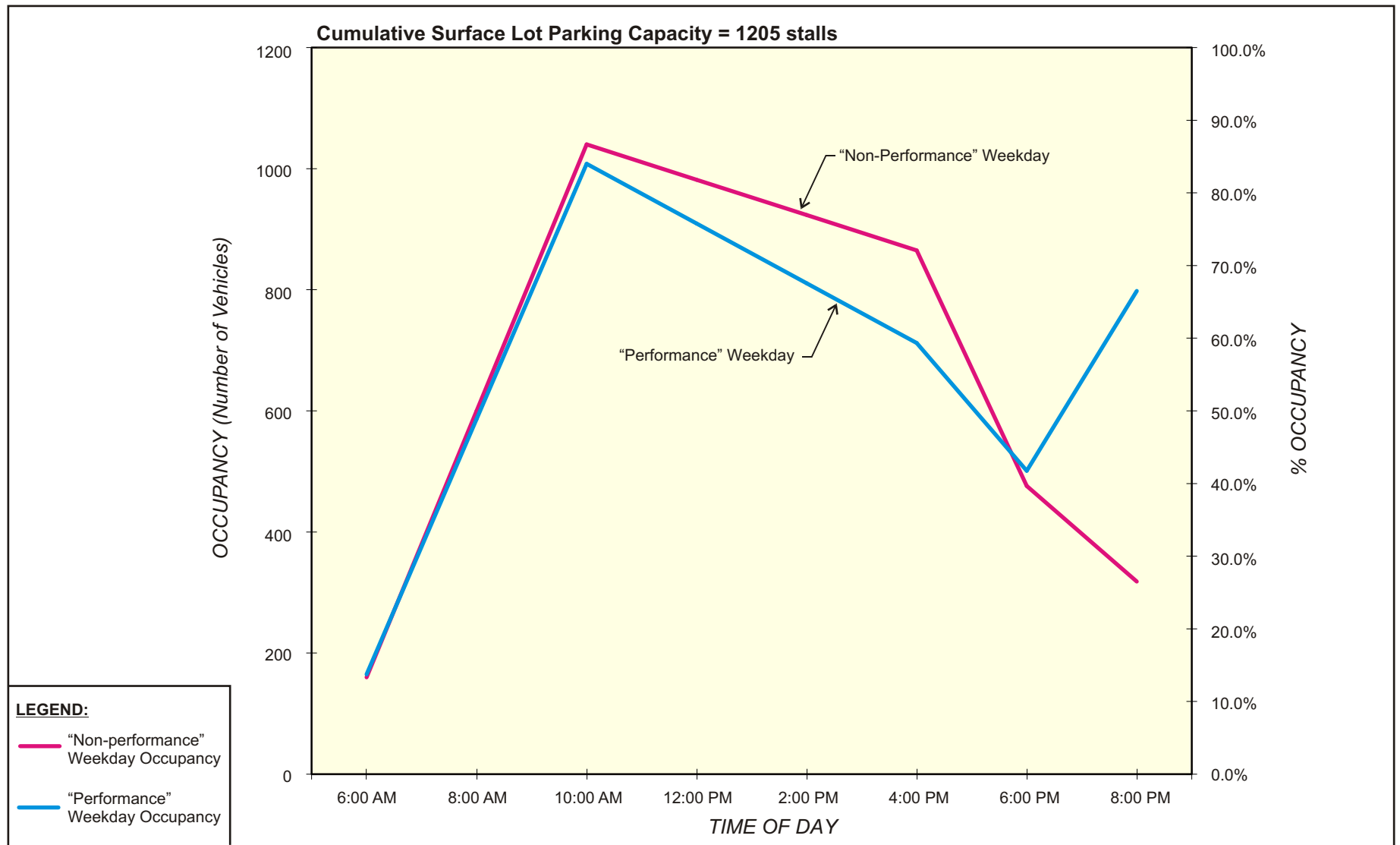
Source: Data collected by Fehr & Peers Associates on Friday, March 16, 2001 ("Performance") and on Tuesday, March 27, 2001 ("Non-performance").



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CIVIC CENTER/PERFORMING ARTS GARAGES

Figure 3-5 presents the parking occupancy data provided by the City for both garages on the study days.

As expected, the Performing Arts garage experienced a much higher peak occupancy on the “performance” weekday than on the “non-performance” weekday (see Figures 3-2 and 3-3). However, in contrast, the Civic Center garage peak occupancy was lower on the “performance” weekday than on the “non-performance” weekday. Based on interviews with garage staff, the majority of users of the Civic Center garage are destined for the Civic Center buildings, including City Hall, the Courthouse, and the Library. Because the “performance” weekday was a Friday, Civic Center and Courthouse activities were likely less intense as compared to other weekdays, resulting in lower parking demand at the Civic Center garage.

Figure 3-6 shows the fluctuation of parking occupancy at the Civic Center and the Performing Arts garages for both the “performance” and the “non-performance” weekdays. During both study days, parking occupancy at the two garages peaks between 10:00 AM and 11:00 AM.

Parking occupancy remains relatively stable at both garages throughout the day until between 2:00 PM and 4:00 PM. The Civic Center garage’s capacity of 843 marked stalls is exceeded for several hours on the “non-performance” day by employing valet parking services. According to the manager, valet parking adds 150-200 cars to the garage’s capacity, giving a total capacity of at least 1,000 spaces. Around mid-afternoon, occupancy at the two garages begins to drop.

On the “non-performance” weekday, occupancy continues to decline into the evening at both garages. However, on the “performance” weekday, occupancy begins to rise again around 6:00 PM as performing arts patrons arrive at both garages for the evening’s performances. Parking occupancy peaks again at the beginning of the performances (8:00 PM), and then declines again between 10:00 PM and 12:00 midnight as patrons leave the area. In the Performing Arts garage, the capacity of 590 vehicles is reached on the “performance” weekday, after which vehicles must be turned away to find alternate parking because valet parking services are not provided.

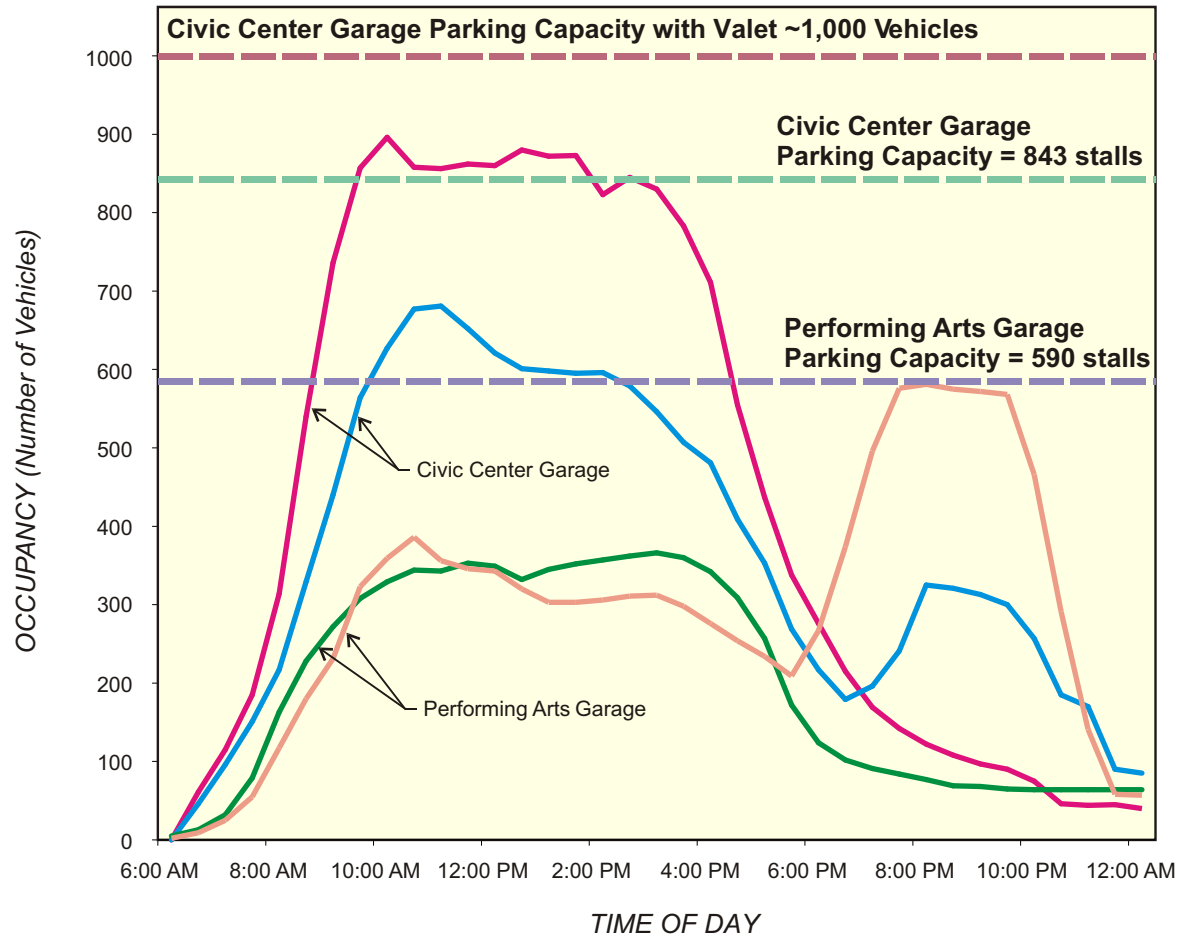
Reinforced in Figure 3-6 is the significantly lower peak occupancy in the Civic Center garage on the “performance” weekday than on the “non-performance” weekday. As stated previously, this is likely due to reduced activities at the Civic Center and the Courthouse on Fridays. The graph also shows that the Performing Arts Garage experiences significantly more demand from performing arts patrons than the Civic Center garage, as seen by the higher occupancy in the evening of the “performance” weekday. This is understandable as the Performing Arts garage is not only closer to the performance halls, but also allows patrons to avoid crossing busy Van Ness Avenue.

Figure 3-7 summarizes the occupancy figures from the surface lots and both garages.

FIGURE 3-5 PARKING OCCUPANCY, CIVIC CENTER AND PERFORMING ARTS GARAGES

| Time | Civic Center Parking Garage | | | | Performing Arts Garage | | | |
|----------|-----------------------------|-------------|-------------|-------------|------------------------|-------------|-------------|-------------|
| | Non-performance | | Performance | | Non-performance | | Performance | |
| | Occupancy | % Occupancy | Occupancy | % Occupancy | Occupancy | % Occupancy | Occupancy | % Occupancy |
| 6:00 AM | 0 | 0.0% | 0 | 0.0% | 5 | 0.8% | 2 | 0.3% |
| 6:30 AM | 61 | 7.2% | 46 | 5.5% | 13 | 2.2% | 9 | 1.5% |
| 7:00 AM | 115 | 13.6% | 96 | 11.4% | 32 | 5.4% | 25 | 4.2% |
| 7:30 AM | 185 | 21.9% | 151 | 17.9% | 79 | 13.4% | 55 | 9.3% |
| 8:00 AM | 314 | 37.2% | 217 | 25.7% | 163 | 27.6% | 117 | 19.8% |
| 8:30 AM | 540 | 64.1% | 329 | 39.0% | 228 | 38.6% | 180 | 30.5% |
| 9:00 AM | 736 | 87.3% | 440 | 52.2% | 272 | 46.1% | 231 | 39.2% |
| 9:30 AM | 857 | 101.7% | 564 | 66.9% | 308 | 52.2% | 323 | 54.7% |
| 10:00 AM | 896 | 106.3% | 627 | 74.4% | 329 | 55.8% | 359 | 60.8% |
| 10:30 AM | 858 | 101.8% | 677 | 80.3% | 344 | 58.3% | 386 | 65.4% |
| 11:00 AM | 856 | 101.5% | 681 | 80.8% | 343 | 58.1% | 356 | 60.3% |
| 11:30 AM | 862 | 102.3% | 652 | 77.3% | 353 | 59.8% | 346 | 58.6% |
| 12:00 PM | 860 | 102.0% | 621 | 73.7% | 349 | 59.2% | 343 | 58.1% |
| 12:30 PM | 880 | 104.4% | 601 | 71.3% | 332 | 56.3% | 320 | 54.2% |
| 1:00 PM | 872 | 103.4% | 598 | 70.9% | 345 | 58.5% | 303 | 51.4% |
| 1:30 PM | 873 | 103.6% | 595 | 70.6% | 352 | 59.7% | 303 | 51.4% |
| 2:00 PM | 823 | 97.6% | 596 | 70.7% | 357 | 60.5% | 306 | 51.9% |
| 2:30 PM | 845 | 100.2% | 579 | 68.7% | 362 | 61.4% | 311 | 52.7% |
| 3:00 PM | 830 | 98.5% | 546 | 64.8% | 366 | 62.0% | 312 | 52.9% |
| 3:30 PM | 783 | 92.9% | 507 | 60.1% | 360 | 61.0% | 298 | 50.5% |
| 4:00 PM | 711 | 84.3% | 481 | 57.1% | 342 | 58.0% | 276 | 46.8% |
| 4:30 PM | 555 | 65.8% | 409 | 48.5% | 309 | 52.4% | 254 | 43.1% |
| 5:00 PM | 437 | 51.8% | 353 | 41.9% | 257 | 43.6% | 234 | 39.7% |
| 5:30 PM | 338 | 40.1% | 269 | 31.9% | 172 | 29.2% | 209 | 35.4% |
| 6:00 PM | 276 | 32.7% | 217 | 25.7% | 124 | 21.0% | 267 | 45.3% |
| 6:30 PM | 215 | 25.5% | 179 | 21.2% | 102 | 17.3% | 374 | 63.4% |
| 7:00 PM | 169 | 20.0% | 196 | 23.3% | 91 | 15.4% | 496 | 84.1% |
| 7:30 PM | 142 | 16.8% | 241 | 28.6% | 84 | 14.2% | 576 | 97.6% |
| 8:00 PM | 122 | 14.5% | 325 | 38.6% | 77 | 13.1% | 581 | 98.5% |
| 8:30 PM | 108 | 12.8% | 321 | 38.1% | 69 | 11.7% | 575 | 97.5% |
| 9:00 PM | 97 | 11.5% | 313 | 37.1% | 68 | 11.5% | 572 | 96.9% |
| 9:30 PM | 90 | 10.7% | 300 | 35.6% | 65 | 11.0% | 568 | 96.3% |
| 10:00 PM | 75 | 8.9% | 257 | 30.5% | 64 | 10.8% | 466 | 79.0% |
| 10:30 PM | 46 | 5.5% | 185 | 21.9% | 64 | 10.8% | 291 | 49.3% |
| 11:00 PM | 44 | 5.2% | 170 | 20.2% | 64 | 10.8% | 141 | 23.9% |
| 11:30 PM | 45 | 5.3% | 90 | 10.7% | 64 | 10.8% | 58 | 9.8% |
| 12:00 AM | 40 | 4.7% | 85 | 10.1% | 64 | 10.8% | 57 | 9.7% |

Source: Civic Center garage and Daja Inc. (Performing Arts garage), May 2001.



LEGEND:

— Civic Center Garage "Non-performance" Weekday Occupancy
 — Civic Center Garage "Performance" Weekday Occupancy
 — Performing Arts Garage "Non-performance" Weekday Occupancy
 — Performing Arts Garage "Performance" Weekday Occupancy

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FIGURE 3-7 SUMMARY OF OCCUPANCY DATA

| Location | Parking Stalls | 6:00 AM | | 10:00 AM | | 4:00 PM | | 6:00 PM | | 8:00 PM | |
|--|----------------|----------|-------|----------|-------|----------|-------|----------|-------|----------|-------|
| | | Non-Perf | Perf | Non-Perf | Perf | Non-Perf | Perf | Non-Perf | Perf | Non-Perf | Perf |
| Central Freeway Parcels | 675 | 18.5% | 17.2% | 79.6% | 77.0% | 69.2% | 55.6% | 39.1% | 50.1% | 30.1% | 89.0% |
| Other Surface Lots | 530 | 6.6% | 9.2% | 94.9% | 92.1% | 75.1% | 63.6% | 40.0% | 30.8% | 21.7% | 37.2% |
| Civic Center Garage | 843 | 0.0% | 0.0% | 106.3% | 74.4% | 84.3% | 57.1% | 32.7% | 25.7% | 14.5% | 38.6% |
| Civic Center Garage (with valet parking) | 1000 | 0.0% | 0.0% | 89.6% | 62.7% | 71.1% | 48.1% | 27.6% | 21.7% | 12.2% | 32.5% |
| Performing Arts Garage | 590 | 0.8% | 0.3% | 55.8% | 60.8% | 58.0% | 46.8% | 21.0% | 45.3% | 13.1% | 98.5% |

TRIPS GENERATED BY EVENING PERFORMANCES

The occupancy data above allows an estimate to be made of the vehicle trips generated by the performing arts institutions in conjunction with evening performances. Figure 3-8 shows the differences between parking occupancy at 8 PM on the “performance” evening compared to the “non-performance” evening.

Occupancy of the lots in the study area is 1,187 more on the “performance” evening compared to the “non-performance” evening. If those lots used by the opera, ballet and symphony for staff and artist parking (lot numbers 12, 14, 15 and 21 in Figure 2-1), are excluded, the difference is slightly less, at 1,008.

FIGURE 3-8 ADDITIONAL OCCUPANCY ON PERFORMANCE EVENING

| | Occupancy, performance evening | Occupancy, non-performance evening | Difference |
|-------------------------|--------------------------------|------------------------------------|-------------|
| Central Freeway Parcels | 601 | 203 | 398 |
| Other Surface Lots | 197 | 115 | 82 |
| Civic Center Garage | 325 | 122 | 203 |
| Performing Arts Garage | 581 | 77 | 504 |
| TOTAL | 1704 | 517 | 1187 |

It is difficult to determine who is using the lots on the non-performance evenings. In the case of the surface lots, this is likely to be a mixture of local residents parking overnight, people visiting restaurants in the Hayes Valley area, and commuters working late. At the Performing Arts and Civic Center garages, occupancy at midnight is 64 and 40 respectively on a “non-performance” evening. This is likely to be a mixture of local residents’ and government vehicles left overnight. At Civic Center, 19 monthly permits are issued at the residential rate, and 10 for City carpool vehicles.

REPRESENTATIVENESS OF OCCUPANCY DATA

As noted above, the date of the “performance” weekday, Friday March 16, was set to encompass both symphony and ballet performances, as well as an event at the Herbst Theatre. Attendances for these performances were as follows² (no attendance figures are collected centrally for the Herbst Theatre):

- Symphony: 1,947 (71% of 2,743 capacity)
- Ballet: 2,933 (84% of 3,476 capacity)
- Total: 4,880 (78% of 6,219 capacity)

Most symphony performances attract a larger audience than that on the day of data collection. In fact, 88% of performances are sold out. According to ballet staff, the 84% attendance figure on the day of data collection was a more typical figure.

Assuming the symphony performance had been a ‘full house’, the extra attendance would have been 796. Assuming every additional patron drove, and a vehicle occupancy rate of 2.02 (as reported by respondents to the windshield survey discussed in the following chapter), there would have been a maximum of 394 additional car trips to the Civic Center area.

Figure 3-9 shows the numbers of scheduled performances for the year from July 2000, the number of times they overlap, and the combined capacities of each venue. The ‘cumulative number of days’ column refers to the number of days that the combined capacity will be reached. For example, performances with a total capacity of 3,476 or more took place on 162 days in the year from July 2000.

As can be seen, the data collection on “performance” day represents a ‘worst case scenario’ that only occurred on 42 days in the year from July 2000. With the caveat of the relatively low symphony attendance, parking demand is likely to have been at one of its highest levels for the year.

² Attendance figures were obtained directly from the two institutions.

FIGURE 3-9 PERFORMANCE OVERLAP: OPERA HOUSE, SYMPHONY HALL AND HERBST THEATRE

| | Combined capacity | Max. number of car trips | Number of days | Cumulative number of days |
|----------------------------------|--------------------------|---------------------------------|-----------------------|----------------------------------|
| All three venues | 7,147 | 3,538 | 42 | 42 |
| Opera House and Symphony Hall | 6,219 | 3,079 | 26 | 68 |
| Opera House and Herbst Theatre | 4,404 | 2,180 | 25 | 93 |
| Symphony Hall and Herbst Theatre | 3,671 | 1,817 | 27 | 120 |
| Opera House only | 3,476 | 1,721 | 42 | 162 |
| Symphony Hall only | 2,743 | 1,358 | 53 | 215 |
| Herbst Theatre only | 928 | 459 | 34 | 249 |
| No performance | 0 | 0 | 116 | 365 |

Notes: Ballet performances take place in the Opera House. The maximum number of car trips assumes a 'full house' at each venue, and that every patron travels by car. It is calculated using the vehicle occupancy rate of 2.02 for people traveling to the opera, ballet or symphony, obtained from the windshield survey discussed in Chapter 4.

Source: Event scheduling data was obtained from the War Memorial and Performing Arts Center.

CHAPTER 4. PARKING LOT USER SURVEY

INTRODUCTION AND METHODOLOGY

This chapter presents the results of a survey of individuals who park their cars using the lots surface. The survey was intended to develop an understanding of who uses these lots and why, as well as identify their propensity to use an alternative means of transportation should parking be removed.

Approximately 3,000 surveys were distributed by hand to the windshields of vehicles parked in these lots on Friday, March 16 and Tuesday, March 27. Surveys were in postage pre-paid format. A sample survey form is shown in the Appendix.

A total of 469 surveys were returned, giving a return rate of around 16%. Of these, 27% stated their primary trip purpose as “symphony/ballet/opera”, accounting for virtually all of the 29% of respondents who arrived in the parking lot after 3 PM. This gives a good balance between day users, consisting primarily of people commuting to work, and afternoon/evening users, who were primarily attending the symphony, ballet or opera.

SURVEY RESULTS

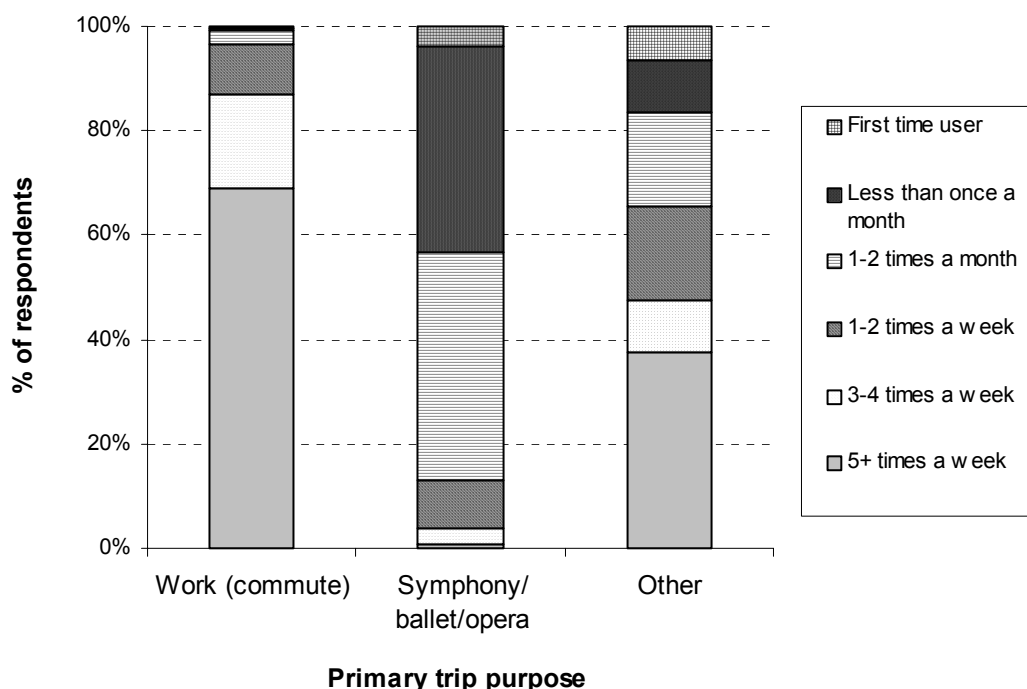
Question 1. How often do you usually use this parking lot?

The majority of respondents use the parking lots very frequently. Forty-seven per cent said they parked there five or more times per week, and a further 12% said they parked there three to four times per week.

There was a clear divide between those commuting to work, and those using the lots for other trip purposes. Sixty-nine per cent of those commuting to work use the lots five or more times per week, while 87% of those attending the symphony, ballet or opera use the lots 1-2 times per month or less often.

Even those attending the symphony, ballet or opera, however, are familiar with the surface lots. Just 4% were first-time users.

FIGURE 4-1 FREQUENCY OF USE OF PARKING LOTS



Respondents traveling from within San Francisco use the lots slightly more frequently, with 54% parking there five or more times per week. Respondents traveling from Contra Costa and Santa Clara counties use the lots more seldom, with more than 60% parking there one to two times per month or less often. However, this partly reflects the fact that respondents traveling from the more distant counties are more likely to be attending cultural events, rather than commuting to work.

As might be expected, 95% of those purchasing a monthly parking pass use the lots five or more times a week. However, many respondents paying daily rates also use the lots frequently. Nineteen per cent of these use them five or more times per week, 17% three to four times per week, and 16% one to two times per week.

Question 2. Where did you begin your trip to this parking lot today?

Trip origins were coded by ZIP code. Half of respondents are traveling from within San Francisco, with the remainder traveling from all over the Bay Area. These results are shown in Figures 4-3 and 4-4. The table below shows the ZIP code boundaries used for San Francisco.

In addition, 4% of respondents are traveling from further afield, outside the area shown in the map, from cities such as Sacramento and Tahoe City.

FIGURE 4-2 SAN FRANCISCO ZIP CODE BOUNDARIES

| Region | ZIP codes included |
|------------------------|---|
| Northern San Francisco | 94129, 94123, 94115, 94109, 94133, 94102, 94108, 94104, 94111 |
| Western San Francisco | 94121, 94122, 94116 |
| Central San Francisco | 94118, 94117, 94114, 94131 |
| Eastern San Francisco | 94105, 94103, 94110, 94107 |
| Southern San Francisco | 94132, 94127, 94112, 94134, 94124 |

Again, there is a clear division depending on trip purpose, with those attending cultural events tending to travel longer distances than those commuting to work. Of people commuting to work, 55% travel from within San Francisco, and 16% from San Mateo County. Of those attending the symphony, ballet or opera, 37% travel from within San Francisco, 15% from San Mateo County and 13% from Santa Clara County.

FIGURE 4-3 COUNTY OF ORIGIN

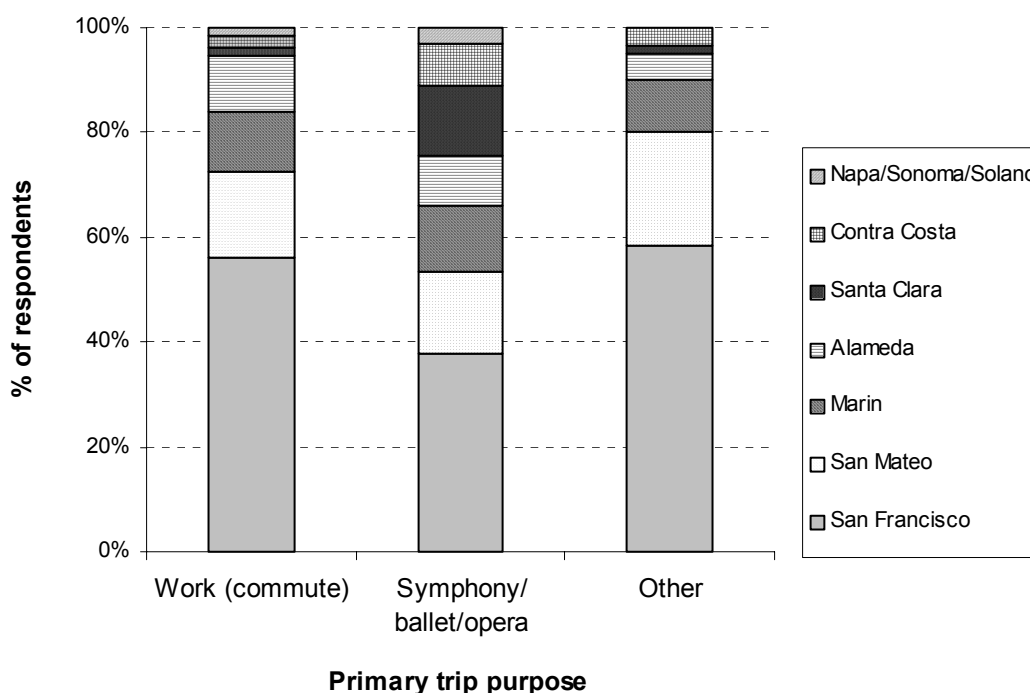


Figure 4-4

Trip Origins (by Percent of Total Trips)



Data regarding the home ZIP code of monthly parkers is also available from the Civic Center Plaza Garage. This is shown in Figure 4-5, summarized by region.

Compared to the surface lot survey, a similar percentage of Civic Center parkers are from San Francisco, although more of these are from the northern part of the city. A higher percentage of Civic Center parkers come from the East Bay. However, it should be stressed that the results are not strictly speaking comparable; in particular, those for the surface lots refer to all parkers, while those for Civic Center are for monthly parkers only.

FIGURE 4-5 HOME ZIP CODE OF MONTHLY PARKERS, CIVIC CENTER PLAZA GARAGE

| Home region | Percentage of monthly parkers |
|--------------------------------------|-------------------------------|
| Northern San Francisco | 25% |
| Western San Francisco | 5% |
| Central San Francisco | 9% |
| Eastern San Francisco | 3% |
| Southern San Francisco | 3% |
| Mill Valley/Corte Madera | 3% |
| Other Marin County | 6% |
| Solano, Napa and Sonoma counties | 5% |
| Contra Costa County | 14% |
| Oakland/Berkeley | 5% |
| Other Alameda County | 8% |
| So. San Francisco/Brisbane/San Bruno | 3% |
| Other San Mateo County | 8% |
| Santa Clara County | 3% |
| Other | 1% |

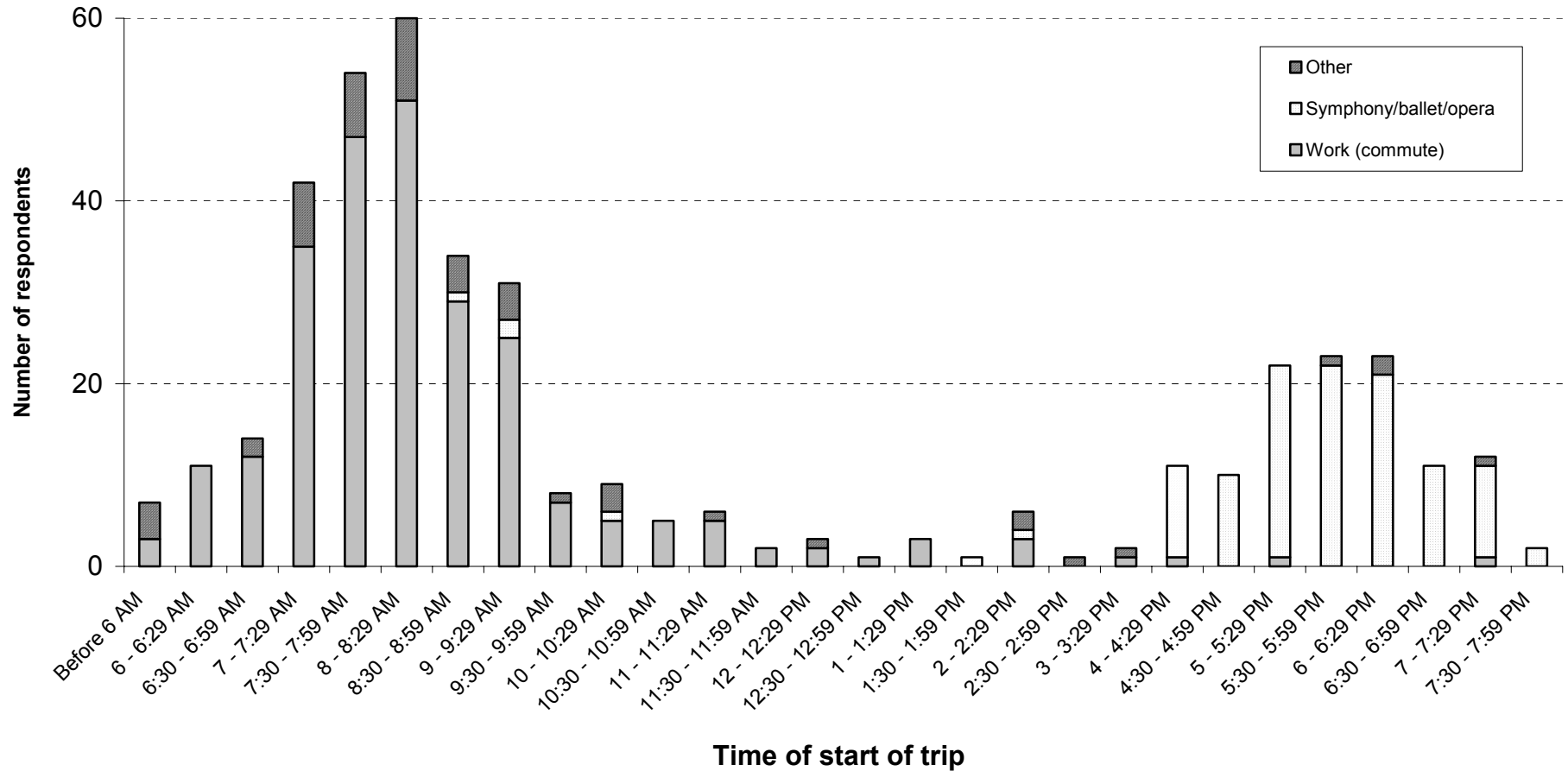
Source: Civic Center Plaza Garage.

Question 3. What time did you begin your trip to this parking lot today?

More than half of all respondents, and 75% of those commuting to work, begin their trip to the parking lot before 9 AM. Few people begin their trip between 9:30 AM and 4 PM, when people attending the symphony, ballet and opera start to depart. Most people attending these performances begin their trip between 5 PM and 6:30 PM.

The median departure time is 8 AM for those commuting to work, 5:30 PM for those attending the symphony, ballet or opera, and 8:05 AM for other trip purposes. For respondents traveling from within San Francisco, departure times are slightly later – 8 AM for those commuting to work, 6 PM for those attending the symphony, ballet or opera, and 8:30 for other trip purposes.

FIGURE 4-6 TIME TRIP TO PARKING LOT BEGINS

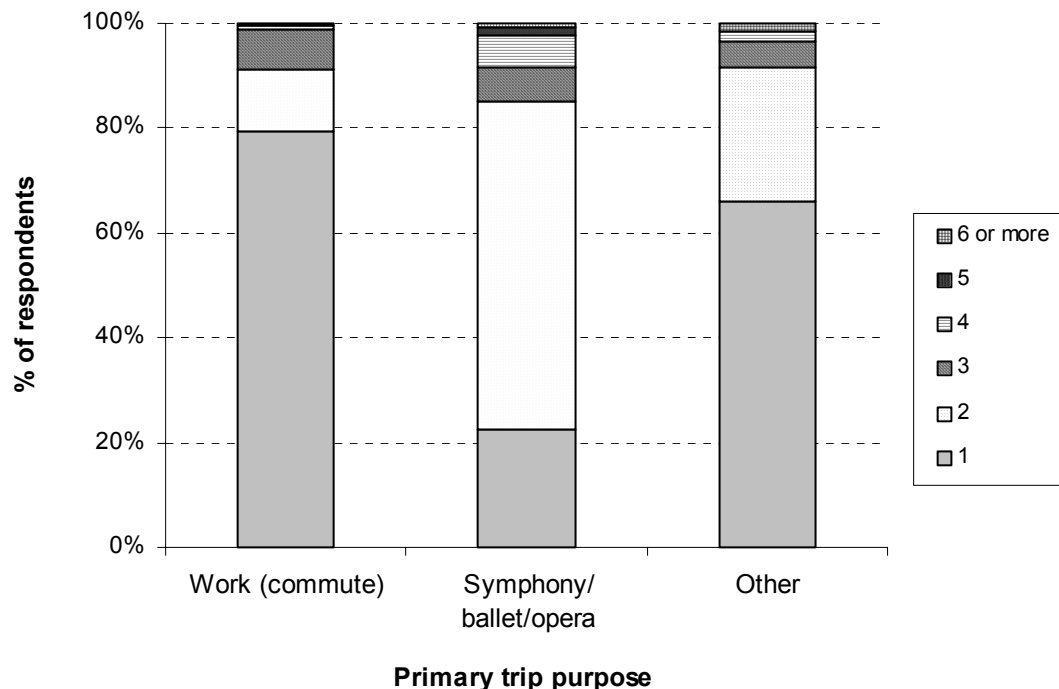


Question 4. Including yourself, how many people rode in your vehicle to this parking lot today?

To help determine how many people carpool, the survey asked how many passengers, if any, there were in the respondent's vehicle. The majority (60%) drive alone, although this figure varies from 79% for those commuting to work, to 23% for those attending the symphony, ballet or opera. Most (63%) of these people attending cultural events reported having one passenger in the vehicle, with a further 15% having two or more people besides the driver.

Mean vehicles occupancies are 1.3 (work commute), 2.0 (symphony, ballet, opera), 1.5 (other trip purpose) and 1.6 (overall).

FIGURE 4-7 VEHICLE OCCUPANCY



Question 5. What time did you arrive at this parking lot today?

Parkers arrive at the lots later than might be expected by the overall commute. Twenty-two per cent of respondents who are commuting to work arrive after 9 AM, and 10% arrive after 11 AM. Fifty-five per cent of commuters arrive between 8 AM and 9:29 AM. The median arrival time for this group of respondents is 8:30 AM.

The majority of people attending the symphony, ballet and opera arrive between 6 PM and 7:30 PM. The median arrival time is 6:20 PM. However, 33% of respondents arrive before 6 PM. Since performances tend not to begin before 7 PM, this suggests that people arrive early, perhaps to have dinner before the event.

Figure 4-9 shows arrival times for those who pay a daily rate for parking, i.e. people who do not hold a monthly parking permit. Arrival times for this group of respondents are slightly later. The median arrival time is 8:45 AM for commuters, and 6:20 PM for those attending cultural events. Together with the fact that few of those attending the symphony, opera or ballet have monthly permits, this suggests that parking spaces are readily available, even after 9:30 AM and 7:30 PM.

FIGURE 4-8 ARRIVAL TIME AT PARKING LOT

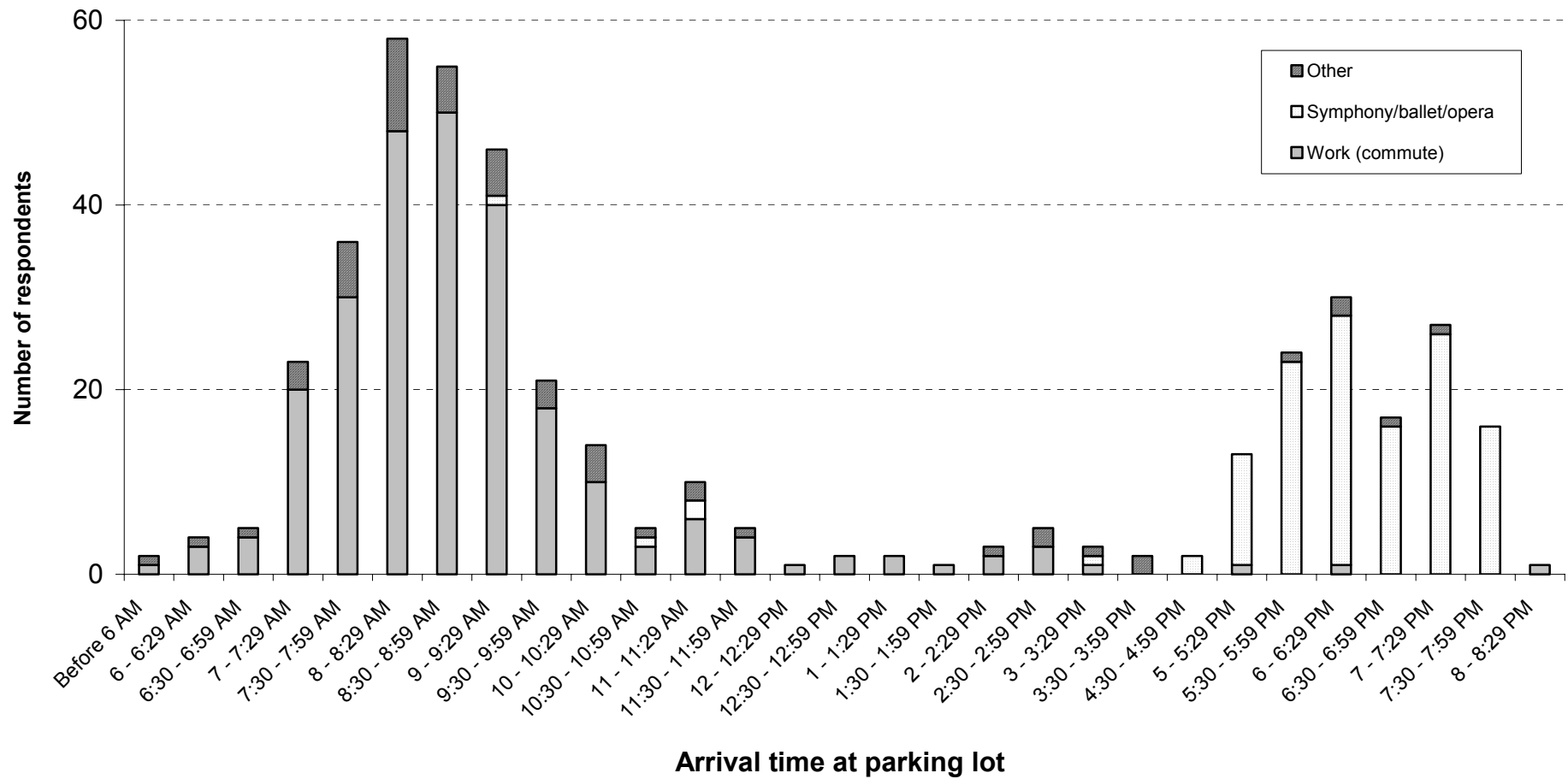
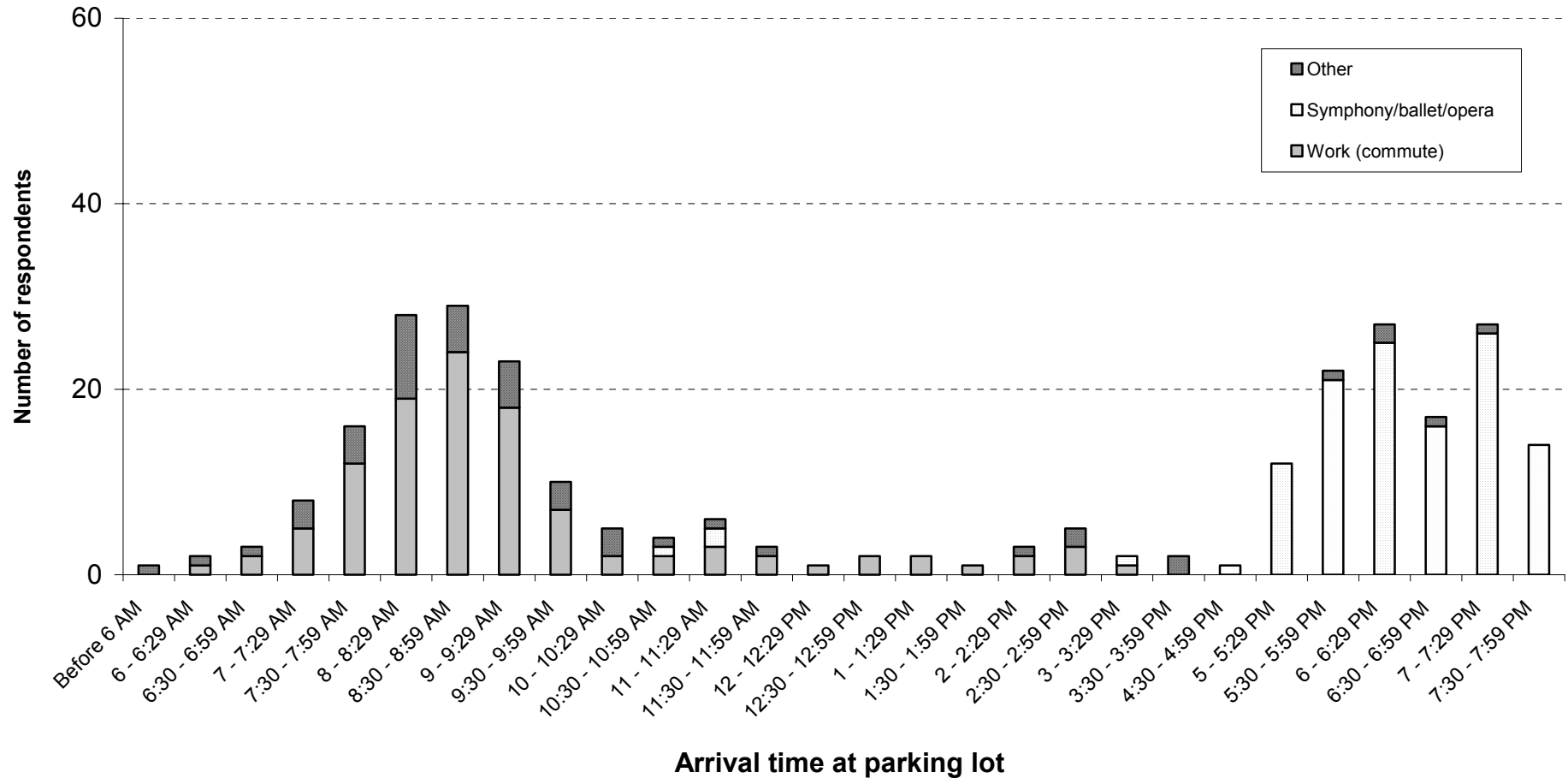


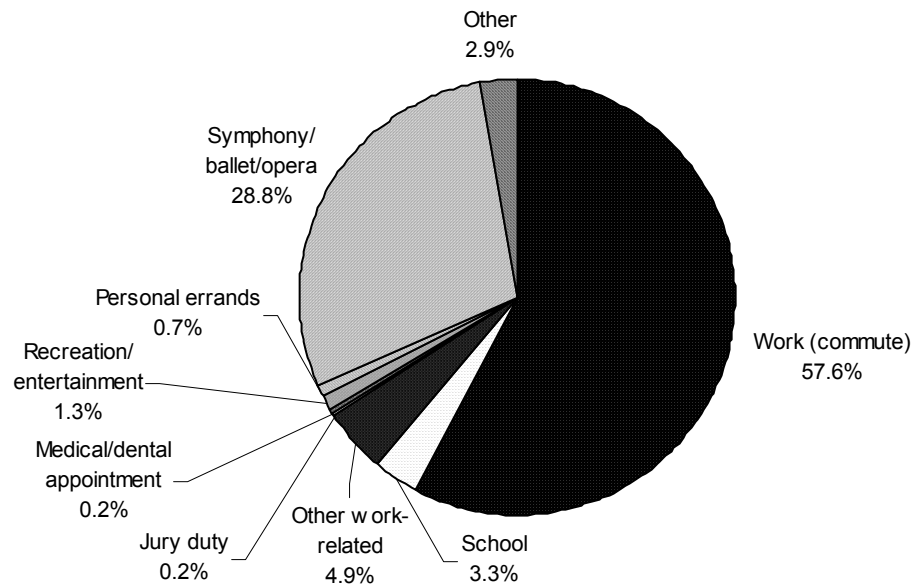
FIGURE 4-9 ARRIVAL TIME AT PARKING LOT, RESPONDENTS PAYING DAILY PARKING RATE



Question 6. What is the primary purpose of the trip you are taking today?

Commuting to work (58%) and attending the symphony, opera or ballet are the dominant trip purposes. No other purpose accounted for more than 5% of respondents. Not a single person cited 'shopping', and just one each stated their primary trip purpose as 'jury duty' or 'medical/dental appointment'

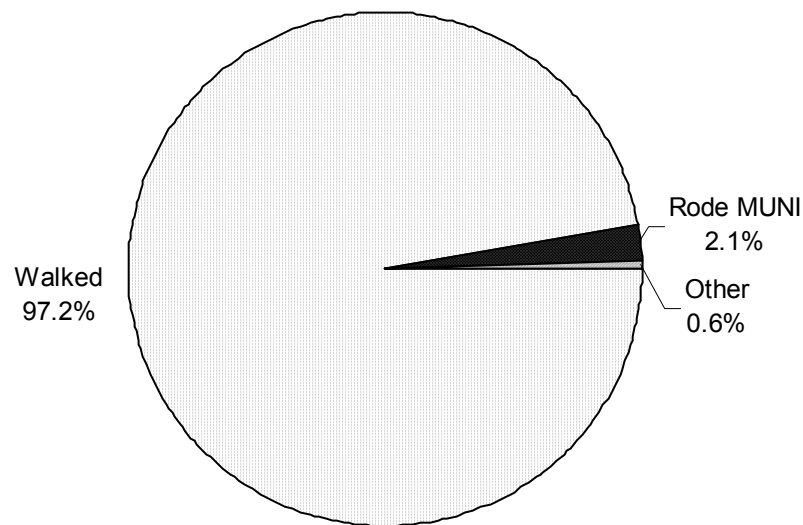
FIGURE 4-10 PRIMARY TRIP PURPOSE



Question 7. After parking your car in this lot, how did you get to your final destination?

Virtually all respondents (97%) walk from the lot to their final destination. This overwhelming majority indicates that people are choosing parking lot locations to minimize their walking distances. Two per cent used MUNI, with most of these using the Metro lines.

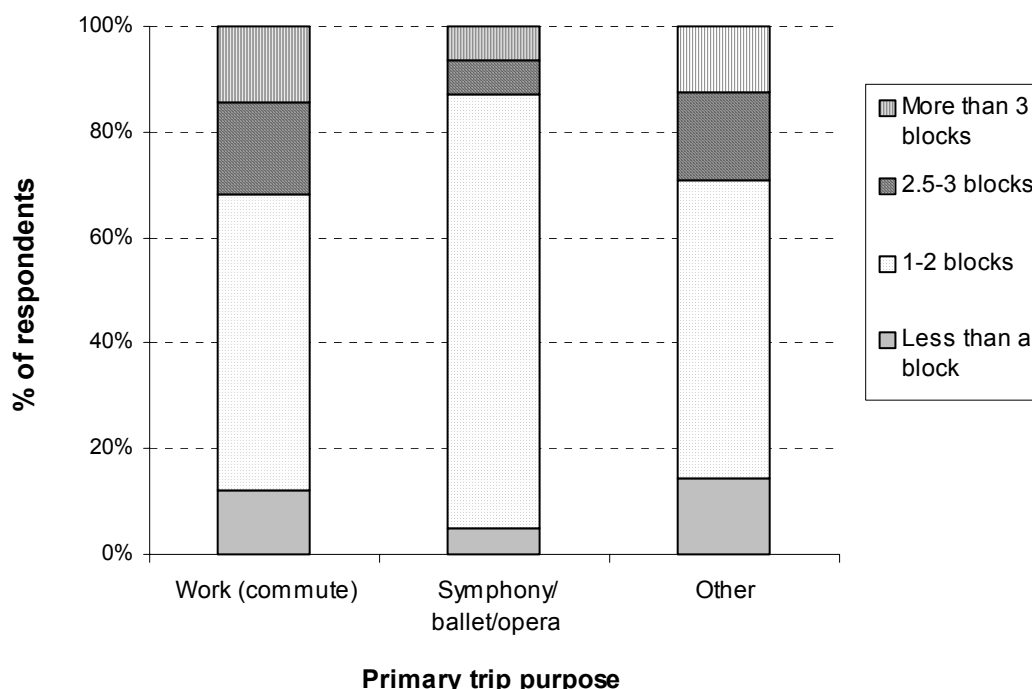
FIGURE 4-11 MODE USED TO GET TO FINAL DESTINATION



The survey also asked how many blocks people had to walk once they parked. Most people are able to find parking extremely close to their destination. The median walking distance is two blocks. Seventy-four per cent of respondents are able to find parking within two blocks, and 88% within three blocks. The longest distance walked is eight blocks.

Distances are slightly shorter for those attending the symphony, ballet or opera (median distance 1.5 blocks), compared to those commuting to work (median distance two blocks).

FIGURE 4-12 BLOCKS WALKED TO FINAL DESTINATION



Question 8. What was the location of your final destination after parking in this lot?

Virtually all respondents (95%) are traveling to destinations within the 94102 ZIP code. This roughly equates to the area north of Market and east of Webster. Most of the remainder (2.5%) are destined for the area within the 94103 ZIP code, which covers the area south of Market and east of Dolores.

Within this area, the destinations of respondents appear to be dispersed within the immediate neighborhood of the parking lots.

Davies Symphony Hall, on Van Ness between Grove and Hayes, is the most common destination, cited by 14% of respondents. Other destinations include the Opera House (9%), City Hall (4%), and the Herbst Theatre (2%).

For those who stated their destination as an intersection, rather than a specific place, no intersection was cited by more than 2% of respondents. Van Ness Avenue was named by 28%, although most of these respondents did not specify a cross street. Other streets named by respondents include Golden Gate and McAllister (7% each), Market and Hayes (6% each), Franklin (5%) and Gough (4%).

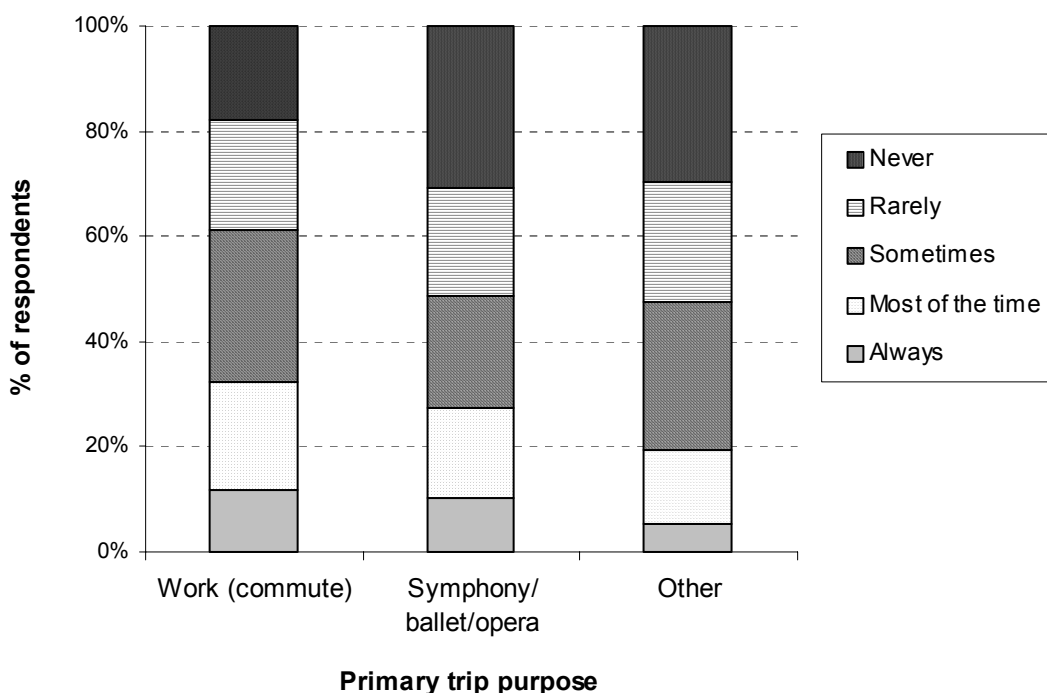
Question 9. How often do you make additional stops (for errands, food, etc.) between this lot and your final destination?

Respondents were asked how often they make additional stops en route to their final destination. This is important because complex trips with multiple stops are generally harder to serve with alternative modes.

Nearly half (43%) of respondents rarely or never make additional stops. Thirty per cent always or mostly make additional stops.

Those attending the symphony, ballet or opera are less likely to make additional stops, with around half (51%) saying they rarely or never make them. People commuting to work have a greater tendency to make these stops, with 39% saying they rarely or never make them.

FIGURE 4-13 ADDITIONAL STOPS MADE BEFORE FINAL DESTINATION



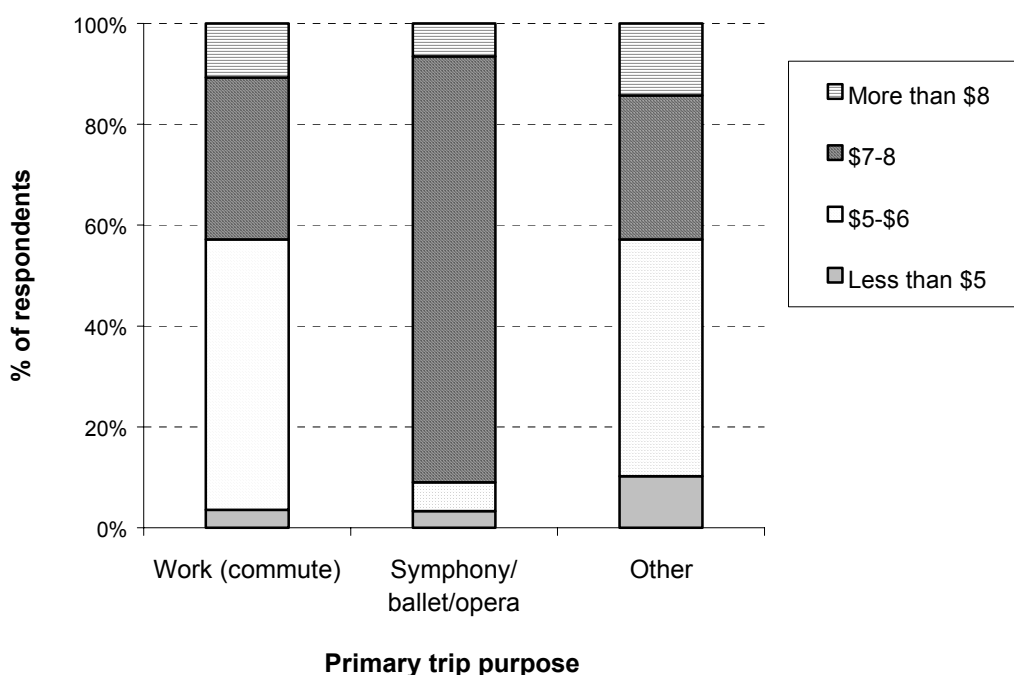
Question 10. How much did you pay for parking today?

The survey asked how much the respondent paid for parking in the lot, on either a daily or monthly basis. Overall, 69% of respondents pay on a daily basis, and 31% - virtually all of these commuters - have a monthly pass. Among commuters, 50% pay daily and 50% monthly; for those attending cultural events, 99% pay daily and 1% monthly.

For those paying the daily rate, the mean cost is \$7.22. This is slightly lower for commuters, at \$6.79. Most commuters pay either \$6 (42% of respondents) or \$7 (27% of respondents). The maximum charge is \$12, paid by 7% of commuters.

For those attending cultural events, the mean cost is slightly higher, at \$7.84. The vast majority (82%) pay \$8. The mean cost for those with other trip purposes is \$6.72.

FIGURE 4-14 DAILY PARKING COST

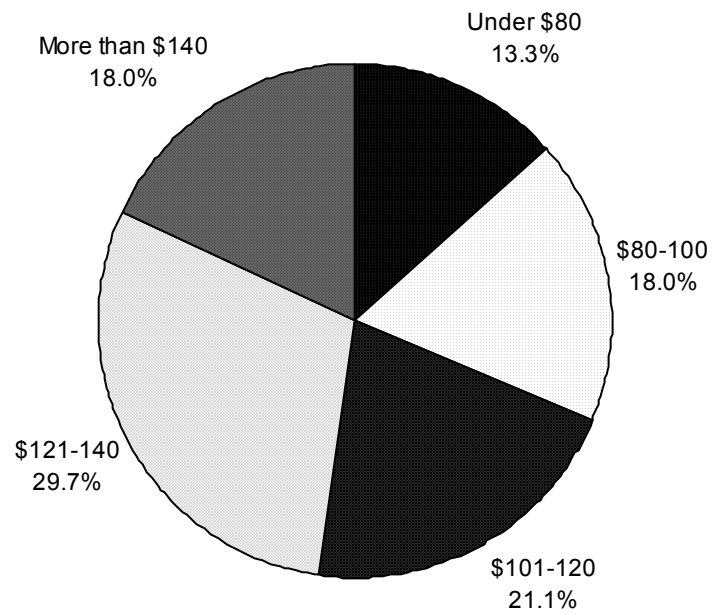


For those paying for a monthly pass (87% of which are commuters), the mean cost is \$119. Assuming 22 uses per month, this results in a daily cost of about \$5.40, significantly less than the rate paid by daily parkers.

Thirteen per cent pay less than \$75, with one respondent paying as little as \$30 and another \$40. The majority pay between \$100 and \$140, and the modal rate is \$140, paid by 20% of monthly parkers.

The maximum cost is \$180, paid by one respondent, with 4% paying \$165 per month.

FIGURE 4-15 MONTHLY PARKING COST



Question 11. If this parking lot were to close, which of the following activities would you be likely to take?

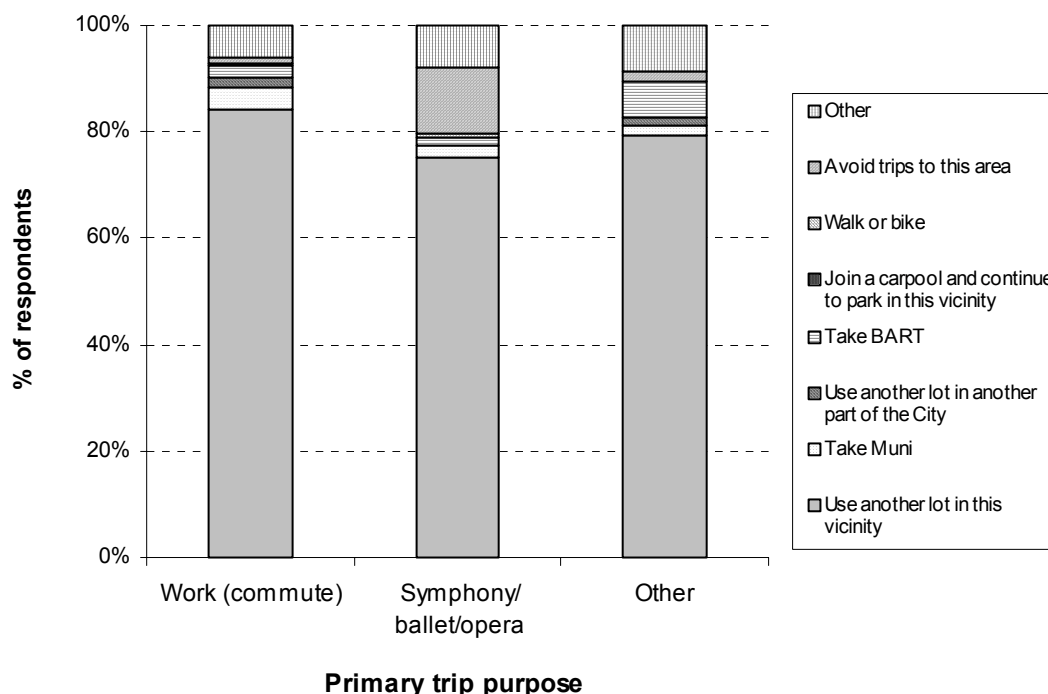
Respondents were given a choice of various options, including using another lot in the vicinity, using another lot in another part of the city, joining a carpool, taking transit or taxi, walking or cycling, or avoiding trips to the area.

Overall, 81% of respondents would use another lot in the vicinity. However, more than half (55%) of these did not specify the location of this, suggesting that they are unsure of availability in an alternative location. The locations cited by the remainder of respondents are widely spread. The most frequently mentioned are Gough and Grove (5%) and Civic Center (4%). Just 1% cited the Performing Arts Garage.

For those who stated another option, 6% would use Muni or BART, 4% would avoid trips to the area, and 1% would use a lot in another part of the city. Seven per cent stated 'other', with many of these specifying street parking. Just one respondent each cited 'walk or bike' or 'join a carpool', and no one said they would take a taxi instead.

Those attending the symphony, ballet or opera were less likely to say they would use another lot in the vicinity, with 75% selecting this option. Instead, they were more likely to say they would avoid trips to the area.

FIGURE 4-16 LIKELY ACTION SHOULD PARKING LOT CLOSE



Question 12. How easy do you think it would be to use each of the following transportation modes for all or part of your weekday trip?

Respondents were asked how easy it would be to use Muni, other public transit or carpool. Considering the fact that 81% of respondents said they would be likely to continue to drive and park in the vicinity if their lot were to close, it is not surprising that they do not readily accept alternative modes.

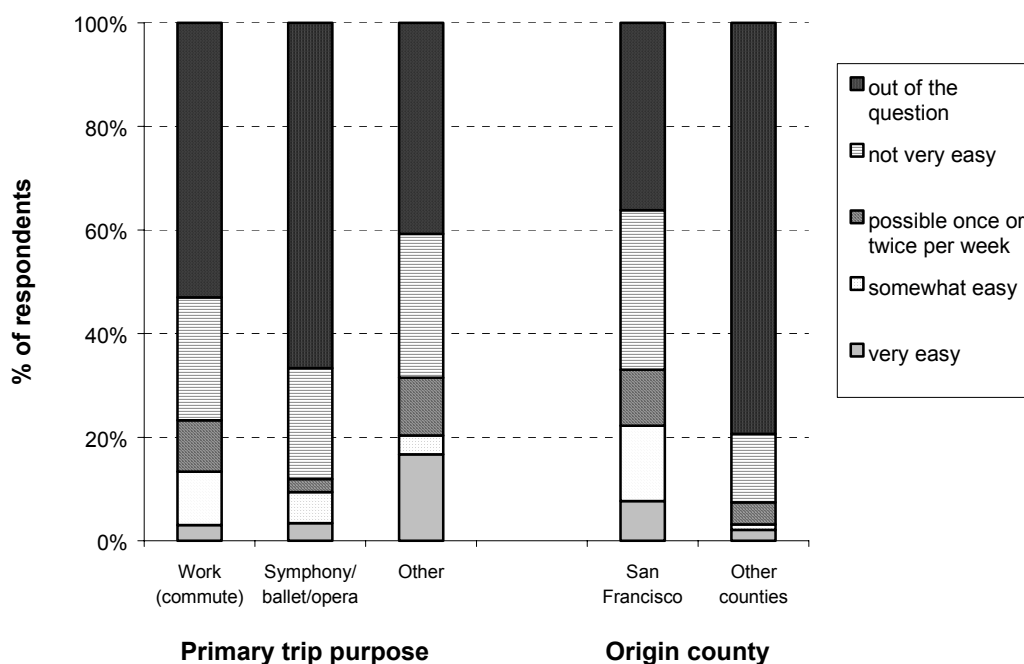
Muni

Just 5% of respondents said it would be “very easy” to use Muni, with a further 8% saying it would be “somewhat easy”. Twenty-three per cent said it would be “not very easy”, and more than half (56%) said it would be “out of the question”.

While the responses for people commuting to work were generally in line with this average, those attending the symphony, opera or ballet were less likely to see Muni as a viable option. Two-thirds (67%) said it would be “out of the question”.

Respondents traveling from within San Francisco were more likely to consider that they could easily take Muni. Eight per cent said it would be “very easy” and 15% “somewhat easy”, with 36% saying it would be “out of the question”.

FIGURE 4-17 EASE OF USING MUNI



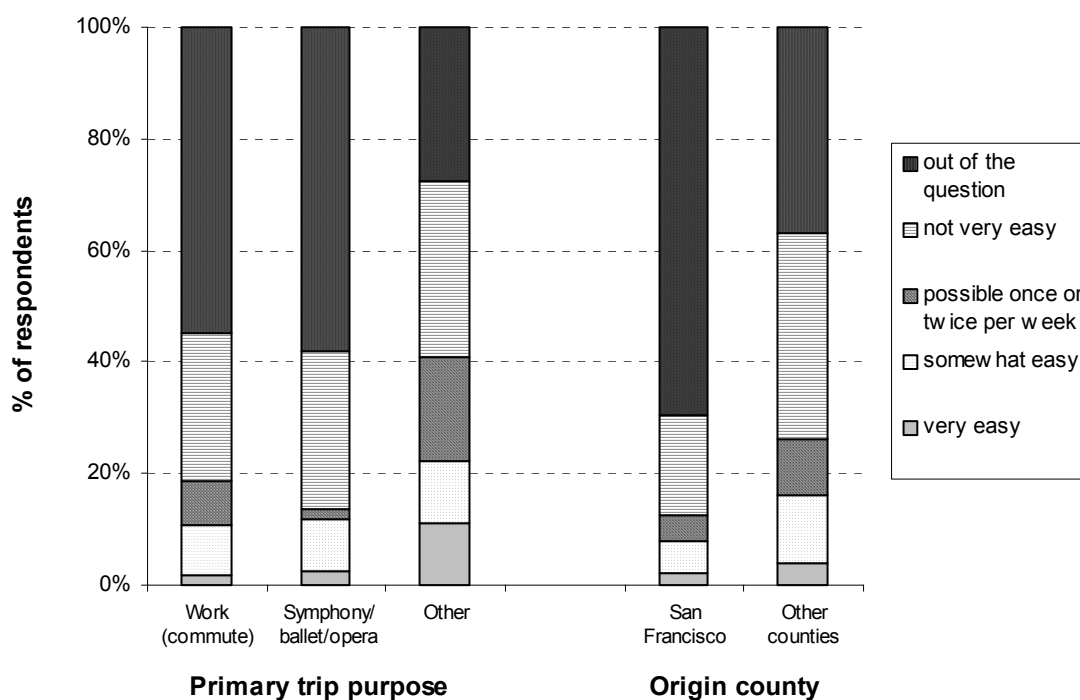
Other public transit (BART, ferries, etc.)

Three per cent of respondents said it would be “very easy” to use other public transit services, with a further 9% saying it would be “somewhat easy”. Twenty-eight per cent said it would be “not very easy”, and 53% “out of the question”.

There is little difference between the responses of commuters and those of people attending cultural events. Those with other trip purposes were more likely to say it would be easy to take other transit service.

Respondents traveling from outside San Francisco were more likely to consider they could easily take other transit services. Sixteen per cent said it would be “very easy” or “somewhat easy”, with 37% saying it would be “out of the question”. The low proportion of San Francisco residents seeing other transit services as a possibility is likely to be due to the fact that Muni provides the vast majority of services within the city.

FIGURE 4-18 EASE OF USING OTHER TRANSIT SERVICE



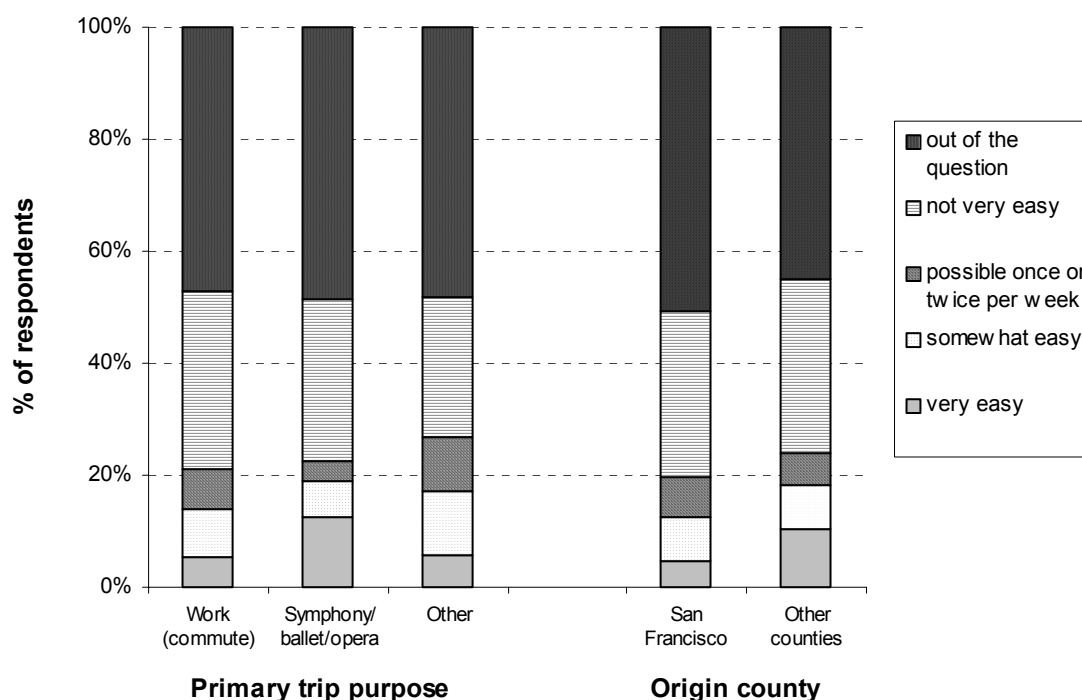
Carpooling with at least one other person

Seven per cent of respondents said this option would be “very easy”, and 8% “somewhat easy”. Thirty per cent said it would be “not very easy”, and 48% “out of the question”. Among those who do not already carpool, 2% said this option would be “very easy”, 6% “somewhat easy”, 26% “not very easy” and 46% “out of the question”.

Again, there is little difference between the responses of commuters and those of people attending cultural events. This is surprising, considering that 78% of those attending the symphony, opera or ballet already carpool.

There was no significant difference either depending on whether the respondent was traveling from within San Francisco or not. However, those traveling from Marin were more enthusiastic about the carpooling option, with 27% saying it would be “very easy” or “somewhat easy”.

FIGURE 4-19 EASE OF CARPOOLING



Combined responses

While a relatively small percentage of respondents view these alternatives as a viable option, the results are more encouraging when taken as a whole. Twelve per cent of respondents considered at least one of the options to be “very easy”, and a further 16% “somewhat easy”. Twenty per cent said that all three alternatives were “out of the question”.

It should also be borne in mind that people who feel most strongly about the removal of parking, and are mostly likely to consider that they have no alternatives to driving, are also the most likely to respond to surveys of this nature.

Other comments

While there was no formal question asking for additional comments, many respondents (around 16%) took the opportunity to elaborate their views in more detail. As shown in the table below, these mainly detailed the perceived inadequacies of transit services, particularly Muni. Other responses expressed a strong desire for the lot to remain open.

| Issue | Per cent of responses |
|--|------------------------------|
| Transit too slow/unreliable/infrequent/not available | 4.7% |
| Don't feel safe on transit late at night | 0.9% |
| Transit doesn't run late enough | 0.9% |
| Need car for work during the day | 1.9% |
| Need car to take children to school | 1.4% |
| Medical condition | 1.4% |
| Local resident | 1.3% |

CHAPTER 5. INTERVIEWS WITH LOT OPERATORS

Informal interviews were conducted with lot operators in the Civic Center area, in a bid to elicit their qualitative impressions on parking capacity in the area, and the characteristics of people parking in the lots.

The manager of the Civic Center garage, and the manager and operator of the Performing Arts Garage were interviewed by the study team. Most of the surface lots are unstaffed, and interviews were consequently restricted to those that offer valet parking. Five interviews were conducted with valets or cashiers in these surface lots.

CIVIC CENTER PLAZA GARAGE

This garage has a capacity of 843, although this is routinely increased up to 1,000 through the use of valet parking. Around 400 people hold monthly parking permits, with these generally working at City Hall or the state building.

During the daytime, around half to three-quarters of users are short term, parking for one to three hours to visit City Hall or the courts, according to the manager. The rest are commuting to work or school. Around 300 students use the lot each week, although differing hours mean only 100 tend to be there at any one time.

Virtually all parkers have destinations within a few blocks.

The garage generally reaches capacity between 9 AM and 10 AM, although this is partly dependent on whether events are taking place at City Hall. By 11:30 AM, it has begun to thin out, before filling up again around 1 PM. It reaches capacity at this time a few times a month, depending on events at City Hall. It then begins to empty by 2-3 PM, as students finish classes. By 3 PM, the lot is usually around 75% full.

In the evenings, the garage is used on average by 200-300 cars, with the maximum generally being around 500. Most parkers are attending the opera, ballet or symphony, or evening events at City Hall. In addition, there are 15-20 residential parkers.

Data were provided by garage staff regarding parking durations and the characteristics of monthly permit holders. This is shown in Figures 5-1 and 5-2 below.

FIGURE 5-1 TRANSIENT PARKERS, FEBRUARY 2001

| | |
|---------------|--------------|
| 0-1 hours | 3558 |
| 1-2 hours | 4293 |
| 2-3 hours | 3792 |
| 3-4 hours | 2460 |
| 4-5 hours | 1141 |
| 5-6 hours | 758 |
| 6+ hours | 2877 |
| Motorcycle | 92 |
| Overnight | 153 |
| Special Event | 2753 |
| Student | 5884 |
| Government | 336 |
| Other | 1719 |
| Total | 29816 |

Source: Civic Center Plaza Garage

**FIGURE 5-2 CHARACTERISTICS OF MONTHLY PARKERS,
FEBRUARY 2001**

| | |
|----------------------------|------------|
| Private, Regular | 96 |
| Hastings College | 5 |
| Residential | 17 |
| Government | 254 |
| Carpool (City Departments) | 10 |
| Motorcycle | 13 |
| Total | 395 |

Source: Civic Center Plaza Garage

The majority of transient parkers are short-stay. Of those paying the regular hourly rates, just 15% stayed for 6 hours or more – i.e. the full working day. Nineteen per cent stayed for less than one hour, and 23% for 1-2 hours.

Students make up a significant proportion – 20% - of the transient parkers. This is partly due to the special flat rate of \$5 for all-day parking that is available to them.

Government bodies account for the majority – 64% – of the monthly permits issued at Civic Center Plaza Garage. These are a diverse range of state and federal departments and agencies, such as the Federal Bureau of Investigation and state and federal court officials. Government bodies receive an advertised discount parking rate of \$125 per month, compared to the regular rate of \$156.25. The rates actually paid are even less. According to garage data, the 254 monthly government permits resulted in

gross revenue of \$17,332 – equivalent to \$68.24 per space. No parking tax is assessed on government or city-held permits.

City departments receive a discounted rate of \$75 per month per permit. However, only 10 monthly permits are held, and all these are for reserved pool car spaces on the first floor of the garage.

PERFORMING ARTS GARAGE

This garage contains 590 spaces. Around 340 parkers hold monthly permits.

The parking situation in this garage was succinctly summed up by the operator. When there is an event at the symphony, ballet or opera, the garage is full in the evening. Otherwise, it is half empty. Just one event is sufficient for the garage to fill up; when events overlap, even more cars are turned away. Valet parking is not considered feasible as a means to cope with increased demand during performances, due to the large number of people wanting to leave at the same time.

During the daytime, the garage is only full when events such as matinees take place. Otherwise, most parkers are destined for City Hall, according to the manager. Average occupancy was estimated at around 420, with around 230 monthly parkers and 190 paying the daily rate.

The garage is open until midnight on weekdays. On weekends, it only opens for symphony, ballet or opera events. For evening performances, the garage is open from 5 PM until two hours after the show ends.

SURFACE LOTS

Informal interviews were conducted with the staff of the surface lots at 475 Hayes (at Octavia), 401 Grove (at Gough), 659 Franklin (at Golden Gate), 98 Franklin (at Oak) and 101 Fell (at Van Ness). No staff were present on-site at the other surface lots.

The general picture that emerged was of good availability, except for a short period in the morning. Most lots fill up by around 9:30 AM, with the exception of one where we were told that spaces were nearly always available through the use of valet parking.

Some spaces are generally available later in the morning and in the afternoon, according to the operators. Most daytime parkers were thought to be commuters, working in the immediate neighborhood such as at the State or Federal buildings.

We were told that few people use the surface lots in the evening, at least partly due to personal security fears. Lots are generally unstaffed at this time, and lighting can be poor, we heard. Those that do use the lots were thought to be attending the opera, ballet or symphony, or visiting Hayes Valley restaurants. These purposes vary between the different lots, as parkers are generally able to choose a lot within a block or two of their destination. In addition, a number of local residents use the lots.

CHAPTER 6. INTERVIEWS WITH INSTITUTION STAFF

Semi-structured interviews were conducted with key staff from the opera, ballet and symphony, as set out in the table below. We also conducted interviews with staff from the War Memorial and Performing Arts Center – the City department that manages and operates the Opera House, Symphony Hall and Veterans Building, and runs the Herbst Theatre – and the Conservatory of Music and French-American International School. It should be noted that the opera and ballet share the same performance venue.

This chapter focuses on the needs of the performing arts institutions, as these account for the greatest number of people traveling to and from the Civic Center area. The French-American International School is considered as it leases one of the surface lots, and the Conservatory of Music as it will shortly be moving to the Civic Center area.

FIGURE 6-1 INTERVIEWS CONDUCTED

| Name | Position | Institution |
|---|--|---|
| Andrew Dubowski Janice Glenn Jim Hsu | Manager, operations and facilities Ticket services director Ticket services representative | San Francisco Symphony |
| Jason Blackwell Barbara Bock Royce Waldon | Facilities manager Facilities manager Facilities co-ordinator | San Francisco Ballet San Francisco Opera |
| Elizabeth Murray Gregory Ridenour Sharon Walton | Managing director Assistant managing director Facilities manager | War Memorial and Performing Arts Center |
| Scott Lewis | Relocation project manager | San Francisco Conservatory of Music |
| Daniel Klingebiel | Facilities director | French-American International School |

GENERAL THEMES

Parking was identified as a crucial issue by staff from the opera, ballet and symphony. Many potential patrons are already dissuaded from attending performances because of problems or perceived problems in parking, we heard. The opera in particular is currently trying to increase its audience from Silicon Valley, and has identified parking as a key issue for these potential patrons. According to a recent survey of 1,800 first-time opera goers, 70% said parking was a “very serious” concern.

Pressures were thought to have intensified over recent years, with the continuing gentrification of the Hayes Valley area attracting more restaurant goers, and more public events being held at City Hall following the seismic retrofit.

While parking was thought to be difficult on any performance night, the problem was felt to be particularly acute when two performances coincide. However, we were told that on these occasions, traffic flow and congestion were equally serious concerns. In other words, people have as much difficulty getting to and from the parking lots as actually parking.

Interviewees accepted that evening parking is generally available in the surface lots and Civic Center Plaza Garage. However, personal security concerns and distance means patrons and staff are reluctant to use these lots. In addition, staff from the War Memorial and Performing Arts Center expressed concern over the lack of access to Civic Center garage, when the plaza was closed for major events.

The opera and ballet lease three of the freeway parcel lots, two at Fulton and Gough, and one at McAllister and Franklin. The symphony leases one parcel, between Hayes and Ivy and Gough and Octavia. It also uses the so-called "Lake Louise" lot, on the same site as the symphony building (lot number 21 in Figure 2-1). All these are used for staff during the day, and performing artists during the evening. These lots were available before the 1989 earthquake and subsequent demolition of part of the Central Freeway.

Evening performances are generally held at the following times:

- Opera performances generally begin at 7 or 8 PM, lasting between 2 hours 30 minutes (in rare cases) and 5 hours. The average performance is 3 hours 30 minutes to 4 hours in length.
- Ballet performances generally begin at 7 or 8 PM, and lasts for 2 to 3 hours.
- Symphony performances generally begin at 8 PM.

CURRENT TRANSPORTATION ARRANGEMENTS

This section details the current parking and transportation arrangements for the performing arts institutions, separated out by the three distinct groups: patrons, performing artists, and staff.

Patrons

The total capacities of each venue are shown below.

- Opera/Ballet – 3,476
- Symphony – 2,743. 88% of concerts are sold out.
- Herbst Theatre – 928. Most audiences are in the 650-800 range.
- Veterans Building Green Room (used for private events) – 500. Most events attract 100-350 people.

None of the institutions were able to provide any hard data on the mode split for those attending performances. However, some information is available on home origins of opera patrons, and is shown in the table below.

| County | Proportion |
|---------------|-------------------|
| San Francisco | 47% |
| Alameda | 15% |
| Contra Costa | 7% |
| San Mateo | 12% |
| Santa Clara | 6% |
| Marin | 10% |
| Other | 3% |

The symphony offers pre-paid parking for the Performing Arts Garage in conjunction with performance tickets, guaranteeing patrons a parking space. This is sold at the regular \$8 price, plus a \$1 handling charge. Around 100-230 patrons at each performance take advantage of this offer. The numbers are capped at 300, although this limit has never been reached in practice.

Over the course of the performance season, the opera provides 6,000 spaces in the Performing Arts Garage for patrons who make significant donations. This number ranges from around 2 to 200 for an individual performance. During its season, the ballet provides approximately the same number of spaces for benefactors.

Most of the stakeholders we spoke to were skeptical of the potential for transit to gain a significant mode share among patrons, primarily because they are 'dressed up' for an upscale evening out. Other barriers cited included the perceived inconvenience, infrequent service late at night, and the many elderly patrons, a proportion estimated at

around 50% in the case of the opera. The “more presentable” BART was seen as more of an option, however.

In its most recent audience survey, the opera asked patrons if they would be interested in a combined transit/opera ticket. Eight per cent answered yes. In view of this limited interest, the opera did not pursue the option further.

The symphony organizes a special bus service for patrons at its Thursday afternoon matinees. Around 12 buses are chartered from destinations such as Stockton and Santa Cruz, and seats are provided to patrons on an at-cost basis. This is considered to be successful because these matinees attract an older, more cohesive audience who are more likely to know each other and attend regularly. An unsuccessful attempt to run a similar service in the evening was made around seven years ago. As well attracting insufficient patronage, the availability of evening parking close to bus stops was seen as a significant barrier.

Transportation information

All the institutions we spoke to provide information on transportation to those attending their performances.

For the opera and ballet, parking and transit information is mailed out together with tickets, and is provided in the season guide. The parking information consists of a map indicating eight possible locations:

- Performing Arts Garage
- Fox Plaza
- Surface lots on Polk between Grove and Fell
- Surface lot at Grove and Gough
- Surface lot at Hayes and Franklin
- Civic Center Plaza Garage
- AMPCO on 9th and 10th streets south of Market
- Opera Plaza Garage on Golden Gate

The transit information simply consists of telephone numbers for TravInfo, the California Department of Transportation, BART, Muni, SamTrans and Golden Gate Transit. No information on routes is given. It is unclear why patrons are referred to the California Department of Transportation.

For long performances that finish later than usual, the opera has an arrangement with BART to hold the last train to give patrons time to catch this service. Patrons are informed of this if they inquire, but the information is not automatically given to all those attending performances.

For symphony patrons, the following parking locations are detailed on a map in its concert schedule:

- Performing Arts Garage
- KT Park surface lots at Grove and Gough, Hayes between Octavia and Gough, and Fell and Van Ness
- California Parking surface lots at Hayes and Franklin and Oak and Franklin
- Douglas Parking surface lots at Polk and Fell and on Golden Gate between Gough and Franklin
- Mutual Parking surface lot at Polk and Hayes
- Central Parking System surface lot at Polk and Hayes
- Civic Center Plaza Garage
- Federal Auto Parks surface lot on Van Ness between Eddie and Turk, and at Franklin and Golden Gate
- Opera Plaza Garage

Telephone numbers for four taxi companies, and Muni and BART are also given.

For special events such as Cinco de Mayo that are likely to cause severe traffic congestion, special mailings are sent to symphony patrons. They detail the streets that will be closed and advise that they allow extra time for driving and finding parking.

A significant number of people – up to 50 per day - call the Herbst Theatre to inquire about parking. They are directed to the Performing Arts Garage. Since the performances are arranged by the organizations that rent the Herbst Theatre, staff have no direct contact with patrons otherwise.

The War Memorial and Performing Arts Center's brochure recommends the Performing Arts Garage for patrons. The Center also provides transportation information to groups renting the Herbst Theatre, for them to pass to their own patrons. This recommends the Performing Arts, Civic Center and Fox Plaza garages, although the map included also shows the locations of five surface lots and Opera Plaza Garage. The Center also provides telephone numbers for three valet parking or private lot rental firms. Again, transit and taxi information simply consists of telephone numbers for taxi firms and Muni, BART, AC Transit and Golden Gate Transit.

Performing artists

The following numbers are involved for each performance, including stage hands, wardrobe and make-up staff and ushers, as well as artists:

- opera – up to 320
- ballet – up to 275
- symphony – up to 135, plus a further 120-150 if a chorus is performing
- Herbst Theatre – generally just one or two performers

Symphony staff estimated that average vehicle occupancy is around two. For opera and ballet performers, this was thought to be lower.

The contracts held by opera and ballet performers specify that free parking must be provided. In the case of the symphony, parking must be provided for orchestra members, but not currently for those in the chorus (although this may change as a result of current contract renegotiations).

The contracts with ballet performers specify that parking must be within two blocks. Maximum distances are not specified for artists at the opera, or symphony musicians. In the case of the opera, the contract requires “adequate and protected facilities in the immediate area”. For the symphony, staff understand the contract (which is a general agreement covering all venues the orchestra might perform at) to imply that parking must be in the vicinity, and arrangements must be consistent with past practice.

For the Herbst Theatre, contracts are with the performing arts group, rather than the artists directly, and parking is not specified in these.

Prior to 1995, the lots used by the opera and ballet were shared with the State Building. Workers there used the lots during the day, and they were available for the opera and ballet during evenings and weekends. The opera and ballet told us that this arrangement was not satisfactory, generating complaints from performers who needed to park during the day (for example for rehearsals or matinees). It also generated extra costs in reimbursing them for alternative parking. Subsequently, the opera and ballet successfully bid to lease the lots full time. The total capacity of all three lots is 214, plus valet parking.

However, we were told that the opera and ballet still encounter problems in the case of daytime rehearsals and matinees (when the lots are available for staff parking), and in late April and early May when opera and ballet rehearsals are taking place concurrently. In these cases, performers must be provided with pre-pay tickets for alternative parking lots.

Symphony musicians use the lot between Hayes/Ivy and Gough/Octavia, which holds 74 cars with valet parking. The 50-space 'Lake Louise' lot (with valet parking) behind the symphony hall is also used. However, this is owned by the War Memorial and Performing Arts Center, and is occasionally used for outdoor dinners or similar events. In this case, musicians are given pre-pay vouchers for other lots. In the long term, the Center has plans to develop this lot.

Symphony musicians with larger instruments generally leave them at Symphony Hall. They do not generally need to carry them to and from the parking lot.

Parking for institution staff

The opera and ballet have a combined year-round staff of around 75 who park on weekdays. All opera employees who wish are provided with subsidized parking at a cost of \$60 a month. For those who cannot be accommodated in the institution's own lots, spaces (15 at present) are rented in Fox Plaza Garage and provided to staff at the same \$60 cost.

Compared to the mean \$141 monthly rate for the easterly surface lots (those that are not on the Central Freeway parcels), this benefit represents a parking subsidy of \$81 per month. We were told that the opera considers parking to be a key part of a benefits package to attract and retain quality staff. In addition, it allows them to work the split shifts required without having to pay double parking fees. For transit users, tax-free commuter checks are available up to \$65 per month. However, these are not subsidized by the institution. The opera estimates that around one-third of its staff currently carpool, take transit or walk to work.

The ballet has issued 15 permits for its lot for its employees, at a cost of about \$80 per month – a subsidy of \$61 against the rate for other surface lots. Tax-free commuter checks for up to \$60 per month are available to staff, but again these are not subsidized by the institution.

Thirty-five daytime parking permits are available for symphony staff, at a rate of \$75 per month. This amounts to a \$66 per month parking subsidy, compared to the easterly freeway parcels. Permits are issued on a first come, first served basis. Around 10% of the symphony's 125 staff need to work during the evenings. Tax-free commuter checks for up to \$60 per month are available; again, these are not subsidized by the institution.

The War Memorial and Performing Arts Center provides parking for some of its 100 staff at its on-site 48-space lot. Around 20 of these spaces are assigned to veterans' organizations, with the remainder available to staff on a needs-tested basis.

Conservatory of Music

The San Francisco Conservatory of Music recently purchased the building at 50-70 Oak, between Van Ness and Franklin. It intends to relocate there from its site at 19th Avenue in summer 2004.

The Conservatory currently has 30 staff and 260 students, and this number is expected to increase marginally once the move takes place. The new development will include one large recital hall, with a capacity of up to 400 people. The final design has yet to be finalized, however.

According to the relocation project manager, the Conservatory expects the travel behavior of students and staff to change in conjunction with the move to a location easily accessible by public transportation, and is keen to encourage this shift. No on-site parking will be provided.

French-American International School

The French-American International School is located at 150 Oak Street.

The school currently leases the surface lot at Fell and Octavia, which contains 47 spaces, from Safe Park from Monday through Friday. It has done this since it moved to its present location in 1997. Staff are charged \$85 per month for permits, representing a subsidy of \$56 per month compared to the easterly surface lots. No other transportation benefits are offered by the school.

A combined total of around 230 staff are employed by French-American and Chinese-American schools, with around 175 present on-site at any one time. Most of the staff who drive to work are believed to use this lot. However, no data is available regarding travel patterns or mode share, for either students or staff.

Around 300 students of high-school age attend the schools. The school discourages students from driving, and they are not permitted to park in the leased lot. Those that do drive are believed to park in the surface lots that are open to the public.

Increased parking supply was the major transportation priority identified by the school's facilities director. While transit improvements were also considered important, no specific project could be singled out. Were any parking spaces removed as part of redevelopment not to be replaced, the school expressed a strong desire for compensatory transit improvements to avoid increased pressure on the remaining parking supply.

Personal security

Personal security for patrons and staff was a major concern raised by all stakeholders, particularly for those walking to transit stations, Civic Center Plaza Garage and the more distant surface lots. Given the larger number of patrons walking to the Performing Arts Garage, security here was felt to be less of a concern.

Opera and ballet staff told us that personal security was a greater concern for artists and other staff than for patrons. These people tend to depart later and are more likely to be walking alone to their cars.

There was no sense of a police or security presence in either Civic Center Plaza or the garage itself, we were told. There is a sense that people are 'on their own' as they walk to these areas.

The symphony hires off-duty police officers to patrol the Van Ness corridor and the route to the BART station. It also hires at least two private security guards to patrol the area. However, it was questioned whether they provided reassurance to patrons, with some interviewees complaining of a lack of clear uniforms.

The War Memorial and Performing Arts Center employs uniformed security guards to monitor the area along Franklin following Herbst Theatre performances. However, these guards are not allowed to patrol the streets, due to lack of a City permit.

There was a feeling that the situation has improved in recent years, partly due to increased security, and partly due to the changing character of the neighborhood. Current problems were largely perceived, particularly due to the large number of homeless people in the area, rather than representing a real crime threat, many stakeholders considered.

Vandalism of cars parked on street was also raised as a serious problem.

PRIORITIES FOR CHANGE

We asked staff at all the institutions for their priorities for transportation improvements.

The opera, ballet and symphony all told us that the main priority was for more parking provision, both daytime and evening. From the opera's point of view, the shortage was particularly acute in the evening.

Valet parking was considered out of the question as a means to increase supply, due to the sheer volume of people leaving at the same time.

Inadequate taxi service was another key complaint. The War Memorial and Performing Arts Center suggested that there was a simple policy choice between increasing parking provision and making taxi service reliable. We were told that the average wait for a taxi after a performance is generally around 25 minutes – if one can be obtained at all. Opera patrons can request a cab from the staff, who call cab firms on their behalf. However, from perhaps 40 requests, as few as six taxis might arrive.

The symphony also expressed a desire for its own taxi stand or loop, similar to that at the Opera House.

A more reliable transit service was the number two priority for War Memorial and Performing Arts Center staff, behind better taxis. They pointed out that the area should enjoy excellent service, being located next to so many transit lines, but reliability was a significant problem. Personal security was another barrier to transit use, it was felt, as was a perception – not necessarily borne out in reality – that few patrons actually used transit, meaning that well-dressed patrons would stand out as highly visible 'targets'.

The symphony expressed a desire for a shuttle bus to the BART station.

Looking in the long-term, the opera and ballet expressed a strong desire to retain the parcels that they currently lease. These might be used for housing for artists and students, as well as parking, they felt.

CHAPTER 7. MAJOR FINDINGS

The results of the parking inventory, user survey and stakeholder interviews provide major insights into parking demand and supply in the Civic Center and Market/Octavia areas. This chapter details some of the most significant findings.

PARKING SUPPLY

- The surface lots in the study area provide a total of 1,205 stalls, of which 675 are on the Central Freeway parcels.
- The Civic Center and Performing Arts garages provide a total of 1,433 stalls.
- These totals are regularly increased through the use of valet parking, particularly in the morning at Civic Center Plaza Garage, and at the surface lots in the morning and in conjunction with opera, symphony and ballet performances.
- A large number of on-street spaces (96 spaces, accounting for 25% of the on-street supply within one block of City Hall) are reserved for holders of City-issued permits.

PARKING COSTS

- Weekday daytime parking prices at the surface lots range from \$5.50 to \$8, for up to 12 hours. Lots closer to Civic Center and the Van Ness corridor tend to charge prices at the higher end of the range.
- Evening prices at the surface lots range from \$2-6. Again, lots closer to Civic Center tend to charge the higher prices.
- Monthly rates at the surface lots range from \$90 to \$175.
- Daily rates at the Civic Center and Performing Arts garages are significantly higher for all-day parkers. Rates are \$1.50 per hour for the first four hours, and \$2 per hour subsequently, up to a daily maximum of \$15 (Performing Arts) and \$18 (Civic Center).
- The regular monthly rate is \$140 at the Performing Arts Garage and \$156.25 at Civic Center Plaza Garage.
- Discounted users account for a significant proportion of parkers at Civic Center Plaza Garage. Students, who are offered a flat rate of \$5, account for 20% of those paying daily rates. Government bodies, which on average pay just 44% of the regular monthly rate, account for nearly two-thirds of the monthly permit holders.

PARKING OCCUPANCY

- Occupancy at the surface lots peaks at around 10:00 AM, reaching 85-90% of the capacity of the marked stalls. It then falls steadily throughout the afternoon.
- Occupancy at the Civic Center and Performing Arts garages peaks between 10 AM and 11 AM. Civic Center Plaza Garage is at capacity approximately between 10 AM and 3 PM, although valet parking spaces are still available. However, the Performing Arts Garage is at little more than half of capacity.
- Even on a “worst case scenario” evening when ballet, symphony and Herbst Theatre performances are taking place simultaneously, occupancy at the surface lots reaches only 66% at 8 PM.
- On the “performance” evening, the Performing Arts Garage reaches full capacity by 8 PM. However, the Civic Center Plaza Garage reaches little over one-third of capacity.
- There is a strong perception from performing arts venue staff of a shortage of parking on performance nights, particularly when more than one event is taking place. However, this appears to be due to the strong preference of patrons to park in either the Performing Arts Garage or the closest surface lots. While spaces are readily available in other surface lots and the Civic Center garage, patrons appear to be reluctant to use these due to personal security concerns and the slightly greater walking distances.
- A large number of spaces are available in either the Civic Center or Performing Arts garages at any time of day. At the height of the morning peak, there are around 200 available spaces in the Performing Arts Garage, and 100 available valet parking spaces in Civic Center Plaza Garage. At 8PM on a ‘worst-case scenario’ evening with simultaneous performances, around 520 spaces are available in Civic Center Plaza Garage, plus more than 400 in the surface lots. However, these spaces might not be those most convenient to parkers. During the day, the available non-valet spaces are in the Performing Arts Garage. During a “performance” evening, the available spaces are in Civic Center.

CHARACTERISTICS OF SURFACE LOT USERS

- Most parkers are regular users. Of those commuting to work, 69% use the lots five or more times per week. Even among those attending the symphony, ballet or opera, just 4% were first-time users.
- Half of all users are traveling from within San Francisco. This proportion is higher (55%) among those commuting to work.
- Most commute trips (79%) are single-occupancy. Those attending the symphony, ballet or opera are highly likely to carpool, with just 23% driving alone and a mean occupancy of 2.02.

- The median time for people to begin their trip is 8 AM for commute trips, and 5:30 PM for those attending the symphony, ballet or opera. The median arrival time at the parking lot is 8:30 AM for commuters, and 6:20 PM for those attending performances.
- Most parkers are either commuting to work (58%), or attending the symphony, ballet or opera (29%).
- Virtually all respondents (97%) walk to their final destination, and appear to be able to park extremely close by. Nearly three-quarters of respondents parked within two blocks of their final destination.
- Nearly half (43%) of respondents never or rarely make additional stops – to purchase food or run errands, for example – between the parking lot and their final destination.
- Half of commuters pay the daily parking rate, with half having a monthly pass. The monthly rate offers significant savings, with the daily cost being around \$5.40, compared to \$6.79 for commuters paying the daily rate. Virtually all other users pay the daily rate.
- If the parking lot were to close, most respondents (81%) said they would use another lot in the vicinity. However, most of these did not specify a location, suggesting they are unaware of the alternatives.
- Most respondents did not consider alternative options such as Muni, other transit or carpooling to be realistic choices. However, 12% of respondents considered at least one of these to be “very easy”, and a further 16% “somewhat easy”. Twenty per cent said that all three alternatives were “out of the question”.

ISSUES FOR THE SYMPHONY, BALLET AND OPERA

- Most symphony, ballet and opera artists are contractually entitled to free parking in the immediate vicinity. In the case of the ballet, this must be within two blocks.
- Information on parking lot locations is issued to patrons by the three performing arts institutions. However, only limited information – the telephone numbers of transit operators – is included regarding transit. In one case, patrons are referred to the California Department of Transportation (Caltrans) for transit information.
- Personal security of patrons and staff walking to more distant parking lots is a major concern of the symphony, opera and ballet.
- Opera, ballet and symphony staff are entitled to subsidized parking as an employee benefit. This offers a saving of up to \$81 per month compared to the rate in nearby surface lots. For transit users, tax-free commuter checks are offered. However, these are not subsidized by the institutions.
- All three institutions expressed a desire for increased parking supply. More reliable taxi service was also a key priority for improvement.

APPENDIX

San Francisco Civic Center Parking Survey

The San Francisco Planning Department is working to plan for the future of the land formerly occupied by the Central Freeway. To make sure their plans include the right mix of new housing, shops and open spaces – along with important parking and transportation improvements – we are surveying the users of the parking lots currently on this land. Please take a moment to answer the questions below, then drop it in the mail using the postage paid cover.

The results of this survey will be used for transportation planning purposes only, and all responses will remain anonymous and confidential. Your cooperation is greatly appreciated.

1. How often do you usually use this parking lot?
☐ 5 or more times a week ☐ 3-4 times a week ☐ 1-2 times a week
☐ 1-2 times a month ☐ Less than once a month ☐ First time user
2. Where did you begin your trip to this parking lot today?
 Address (or cross streets or place name) _____
 City (where entire trip starts) _____ Zip Code (Important) _____
3. What time did you begin your trip to this parking lot today? _____ AM or PM (Circle one)
4. **Including yourself**, how many people rode in your vehicle to this Parking Lot today? (check only one)
☐ 1; ☐ 2; ☐ 3; ☐ 4; ☐ 5; ☐ 6 or more
5. What time did you arrive at this parking lot today? _____ AM or PM (Circle One)
6. What is the primary purpose of the trip you are taking today? (check only one answer)

| | | |
|--|--|---|
| <input type="radio"/> 1 Work (commute) | <input type="radio"/> 2 School | <input type="radio"/> 3 Other work-related trip (i.e. meetings) |
| <input type="radio"/> 4 Jury duty | <input type="radio"/> 5 Shopping | <input type="radio"/> 6 Medical/dental appointment |
| <input type="radio"/> 7 Recreation/entertainment | <input type="radio"/> 8 Personal errands | |
| <input type="radio"/> 9 Symphony/Ballet/Opera | <input type="radio"/> 10 Other | |
7. After parking your car in this lot, how did you get to your final destination? (check answer and provide detail)

| | |
|--|--|
| <input type="radio"/> 1 Walked...How many blocks? _____ | <input type="radio"/> 2 Rode MUNI...Which line? _____ |
| <input type="radio"/> 3 Took a taxi...How many blocks? _____ | <input type="radio"/> 4 Rode shuttle...Who provided shuttle? _____ |
| <input type="radio"/> 5 Other _____ | |
8. What was the location of your final destination after parking in this lot?
 Address (or cross streets or place name) _____ Zip Code (Important) _____
9. How often do you make additional stops (for errands, food, etc.) between this lot and your final destination?
☐ 1 Always ☐ 2 Most of the time ☐ 3 Sometimes ☐ 4 Rarely ☐ 5 Never
10. How much did you pay for parking today? _____ dollars.
 (If you have a monthly pass, please list its cost _____ dollars/month.)
11. If this parking lot were to close, which of the following activities would you be likely to take? (Check one)

| | |
|--|---|
| <input type="radio"/> 1 Use another lot in this vicinity (Please list cross streets _____) | <input type="radio"/> 2 Take Muni |
| <input type="radio"/> 3 Use another lot in another part of the City (Please list cross streets _____) | <input type="radio"/> 4 Take BART |
| <input type="radio"/> 6 Join a carpool and continue to park in this vicinity | <input type="radio"/> 5 Take AC Transit |
| <input type="radio"/> 8 Join a carpool and park elsewhere in the City | <input type="radio"/> 7 Take a taxi |
| <input type="radio"/> 9 Walk or bike | <input type="radio"/> 10 Avoid trips to this area |
| <input type="radio"/> 11 Other _____ | |

12. Finally, how easy do you think it would be to use each of the following transportation modes for all or part of your weekday trip? (Check only one answer for each mode.)

| | <u>Very Easy</u> | <u>Somewhat Easy</u> | <u>Possible Once or Twice per Week</u> | <u>Not Very Easy</u> | <u>Out of the Question</u> |
|---|----------------------|--------------------------|--|--------------------------|--------------------------------|
| | <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> |
| A. Use MUNI..... | 9 | 9 | 9 | 9 | 9 |
| B. Use other public transit (BART, ferries, etc.)..... | 9 | 9 | 9 | 9 | 9 |
| C. Carpool with at least one other person..... | 9 | 9 | 9 | 9 | 9 |

Thank you for your cooperation.

Please return this survey by folding it as marked and dropping it in the mail, postage paid.

1) Fold away from you.

2) Fold away from you,
this side out. Tape or staple closed.



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