



MEMORANDUM

January 29, 2008

TO: Members, Port Commission
Hon. Ann Lazarus, President
Hon. Kimberly Brandon, Vice President
Hon. Rodney Fong
Hon. Michael Hardeman
Hon. Stephanie Shakofsky

FROM: Diane Oshima
Asst. Deputy Director, Waterfront Planning

THROUGH: Monique Moyer
Executive Director

SUBJECT: SWL 337 – New Off-street Parking Occupancy Calculations

At the December 11, 2007 Port Commission meeting, staff presented the results of two parking and transportation studies conducted by the San Francisco Giants, and Wilbur Smith Transportation Associates, in support of the development planning efforts for Seawall Lot 337 (SWL 337).

The Wilbur Smith study conducted an area-wide off-street parking survey and occupancy analysis, to evaluate parking usage on days and nights with and without Giants ballgames and events. At the December 11th Commission meeting, the Giants presented a letter commenting on this study, stating that it under-estimated parking demand and occupancy for game days because the analysis was based on the number of Giants tickets sold, rather than the actual number of fans attending Giants games. The Giants provided data indicating that actual attendance was in many instances much lower than the number of tickets sold. In addition, the Giants cited attendance levels that had been used in previous EIR and planning studies. Staff has taken this attendance data and information and calculated adjusted parking occupancy levels in the tables presented below.

The results of this additional analysis confirm that the highest parking demand occurs during the weekday afternoons. This is the peak parking demand period in the downtown area, including the lower South of Market. Additional parking demand on weekday ballgame days thus could exceed the supply of off-street parking within walking distance of the ballpark, depending on the game attendance levels. Parking demand on weeknight and weekend game events is relatively lower, even though not all parking operators open their facilities during these times (i.e. overall parking supply is lower than during weekdays).

This information is provided to you for general reference, and will be posted on the Port's SWL 337 webpage. If you have any questions, please contact Diane Oshima at 274-0553.

SWL 337 Parking Analysis – Responses to Giants December 11, 2007 Comment Letter

The analyses presented below present adjusted parking occupancy estimates, based on actual Giants game attendance figures, as provided by the Giants, for the games days specified, extrapolated to reflect two scenarios where Giants attendance levels are higher. The Parking Demand Scenario A analysis assumes that 15% of fans of a sold-out game do not show up at the game (“no-show” rate). Parking Demand Scenario B assumes a no-show rate of 8%.

Weekday Afternoon Ballgame Parking Occupancy Analysis¹
(Adjusted for Revised Attendance)

| | Wilbur Smith Parking Study, 12/3/07 | Adjusted Parking Demand Analysis A/1/ | Adjusted Parking Demand Analysis B/1/ |
|---|--|---|---|
| <i>Ballgame Attendance</i> | 21,751 (per 8/29/07 Giants attendance data) | 37,400 (15,649 fan increase) | 40,480 (18,729 fan increase) |
| <i>Parking Supply</i> | 11,033 | 11,033 | 11,033 |
| <i>Parking Space Demand¹</i> | 8,579 | 10,930 (2351 space parking demand increase) | 11,393 (2814 space parking demand increase) |
| <i>Vacant Remaining Parking Spaces</i> | 2,454 | 103 | 0 |
| <i>Parking Occupancy %</i> | 78% | 99% | 103% |

Weekday Evening Ballgame Parking Occupancy Analysis
(Adjusted for Revised Attendance)

| | WSA Study, 12/3/07 | Adjusted Parking Demand Analysis A/1/ | Adjusted Parking Demand Analysis B/1/ |
|---|--|--|--|
| <i>Ballgame Attendance</i> | 20318 (per 9/12/07 Giants attendance data) | 37,400 (17,082 fan increase) | 40,480 (20,162 fan increase) |
| <i>Parking Supply</i> | 9,054 | 9,054 | 9,054 |
| <i>Parking Space Demand²</i> | 4,506 | 7,072 (2566 space parking demand increase) | 7,535 (3029 space parking demand increase) |
| <i>Vacant Remaining Parking Spaces</i> | 4,548 | 1,982 | 1,519 |
| <i>Parking Occupancy %</i> | 50% | 78% | 83% |

Weekend Afternoon Ballgame Parking Occupancy Analysis

(Adjusted for Revised Attendance)

| | WSA Study, 12/3/07 | Adjusted Parking Demand Analysis A/1/ | Adjusted Parking Demand Analysis B/1/ |
|---|---|--|--|
| Ballgame Attendance | 34,209 (per 9/8/07 Giants attendance data) | 37,400 (3191 fan increase) | 40,480 (6271 fan increase) |
| Parking Supply | 9,956 | 9,956 | 9,956 |
| Parking Space Demand³ | 7,918 | 8,397 (479 space parking demand increase) | 8,860 (942 space parking demand increase) |
| Vacant Remaining Parking Spaces | 2,038 | 1,559 | 1,096 |
| Parking Occupancy % | 80% | 84% | 89% |

Weekend Evening Ballgame Parking Occupancy Analysis

(Adjusted for Revised Attendance)

| | WSA Study, 12/3/07 | Adjusted Parking Demand Analysis A/1/ | Adjusted Parking Demand Analysis B/1/ |
|---|---|--|--|
| Ballgame Attendance | 23656 (per 9/22/07 Giants attendance data) | 37,400 (13744 fan increase) | 40,480 (16824 fan increase) |
| Parking Supply | 9565 | 9565 | 9565 |
| Parking Space Demand⁴ | 4493 | 6558 (2065 space parking demand increase) | 7021 (2528 space parking demand increase) |
| Vacant Remaining Parking Spaces | 5072 | 3007 | 2544 |
| Parking Occupancy % | 47% | 69% | 73% |

/1/ Adjusted parking demand and occupancy has been developed to address changes in Giants attendance assumptions, as described in San Francisco Giants letter to the Port Commission, dated December 11, 2007.

NOTE: All travel assumptions used to estimate parking demand are based on data from the San Francisco Giants Transportation Survey, August 2007. The following formula was used:

(Increase in # of fans over WSA Study fan assumptions) x 53% (using autos vs. other modes) ÷ 2.54 (people per car) x 72% (cars parking in off-street facilities vs. on-street spaces) = parking demand (expressed as parking occupancy)