

October 19,2009

West of Twin Peaks Central Council  
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Board of Directors  
San Francisco Municipal Transportation Agency  
C/o Roberta Boomer, Board Secretary  
One South Van Ness Avenue, 7<sup>th</sup> Floor  
San Francisco, CA. 94103

RE: SFMTA Board meeting agenda for October 20, 2009 extended meter hours study

The SFMTA Board of Directors

Dear SFMTA Directors:

The West of Twin Peaks Central Council (WOTPCC) is a 70 year old organization that consists of sixteen homeowner's associations that are located throughout districts 4 and 7. Jay Primus, a manager for SFPark was scheduled to give a presentation at our September 28th meeting on the SFMTA's proposal for Extending Hours of Operation of Parking Meters. Our organization was contacted by Mr. Primus on September 28th and told that the SFMTA would not be making any presentations because the proposal was being tabled.

The WOTPCC understands that that the SFMTA will be discussing the extended parking meter hours proposal at your October 20th board of Directors Meeting. The WOTPCC believes that it has been deliberately misled by the SFMTA and that the SFMTA has not dealt in good faith with the West of Twin Peaks Central Council. Our membership has voted unanimously NOT to support any parking meter hour extensions at this time.

The SFMTA assumes that higher turnover at parking meters will equate to higher merchant sales. There is no data or studies of any kind that support this flawed assumption. The WOTPCC believes that the SFMTA's implementation of 1) higher parking meter fees, 2) higher parking violation fees 3) vigorous parking enforcement and 4) extended parking meter hours will hurt neighborhood businesses rather than help them. Neighborhood merchant customers will stop shopping in the neighborhoods and patronize shopping centers that provide free parking. Please talk with your peers in Oakland about the results of their authorization of extended parking meter hours to confirm these facts.

The process of extending parking meter hours should only happen under the following conditions:

-The SFMTA should conduct extensive neighborhood outreach in each individual

neighborhood in San Francisco

-The SFMTA should collect and present actual performance data supporting the theory that extended parking meter hours will benefit neighborhood merchant districts.

-The SFMTA should get concurrence from each neighborhood merchant organization before implementing changes to parking meter hours

-If parking meter extensions are allowed and implemented any resulting increase in parking revenue should be distributed back into the neighborhoods where those revenues were raised.

Thank you for your consideration and interest. Please vote no on the SFMTA's proposal for Extending the Hours of Operatation for parking meters.

Sincerely,

George Wooding  
President  
West of Twin Peaks Central Council

Avrum Shepard  
Chair, Transportation Committee  
West of Twin Peaks Central Council