Welcome

Lombard Crooked Street Community Meeting
January 30, 2019

Image by Peter Lee, Flickr flic.kr/p/9KWws9
Background

- **2000:** Community working group report
- **2014:** Pilot closing Crooked Street to cars
- **2017:** Transportation Authority study released
- **2018-present:** Transportation Authority continues study on Reservations & Pricing Concept
Why not close the street to cars?

2014 pilot:
- Substantial increases in pedestrian activity
- Additional car traffic and double parking
- More visitors walking in the street
Four key areas:

1. **Reservations & Pricing System**
2. Improved Enforcement
3. Engagement of the Tourism Industry as Partners in Visitor Management
4. Engineering, Signage, and Wayfinding Improvements
JOIN US FOR A COMMUNITY MEETING
Wednesday, January 30, 2019  6:00 p.m. to 8:00 p.m.
Our Goals

- Manage auto congestion
- Maintain livability of surrounding neighborhood
- Manage pedestrian congestion
- Ensure traffic safety
- Implement a financially-viable solution
- Preserve tourism at a sustainable level
2018 Data Collection

Lombard today
● Car queue for ~10 hours/day
● Pedestrian crowding

With a reservation system...
● More than half of visitors willing to pay $5/car to visit without a wait
● If unable to reserve a time, most visitors would come a different way
Reservation & Pricing Scenarios

Scenario 1
24/7
$5 at all times

Scenario 2
9am-9pm
$5 on weekdays,
$10 on weekends & holidays/

Both scenarios
- 40 reservations per half hour, exemptions for crooked street residents
- Potential $0 reservation cost for SF residents
<table>
<thead>
<tr>
<th></th>
<th>Lombard Today</th>
<th>Scenario 1</th>
<th>Scenario 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manage automobile congestion</td>
<td>![Δ] (Red)</td>
<td>![↑] (Blue)</td>
<td>![↑] (Blue)</td>
</tr>
<tr>
<td>Maintain livability</td>
<td>![Δ] (Red)</td>
<td>![↑] (Blue)</td>
<td>![↑] (Blue)</td>
</tr>
<tr>
<td>Manage pedestrian congestion</td>
<td>![Δ] (Red)</td>
<td>![Δ] (Red)</td>
<td>![Δ] (Red)</td>
</tr>
<tr>
<td>Ensure traffic safety</td>
<td>![Δ] (Red)</td>
<td>![Δ] (Red)</td>
<td>![Δ] (Red)</td>
</tr>
<tr>
<td>Financially viable</td>
<td>![Δ] (Red)</td>
<td>![↑] (Blue)</td>
<td>![↑] (Blue)</td>
</tr>
<tr>
<td>Sustain tourism</td>
<td>![Δ] (Red)</td>
<td>![↔] (Double arrow)</td>
<td>![↔] (Double arrow)</td>
</tr>
</tbody>
</table>

Today

Scenario 1
24/7
$5 at all times

Scenario 2
9am-9pm
$5-$10 reservation
How Could It Work?

- **Option 1:** Automated enforcement
- **Option 2:** Staffed enforcement
How We’ll Use Your Feedback

- Pricing Technology
- Method of Enforcement
- Hours of Operation
- Price Level
- Exemptions and Rules for Visitors
Next Steps

Program rollout will be based off:

- Community feedback
- State legislation
- Preferred management approach

Timeline

- Staffed approach: ~one year
- Automated solution: ~1.5 years
Thank You

Andrew Heidel, Transportation Authority

andrew.heidel@sfcta.org
415-522-4800
sfcta.org/crookedstreet

Image by Peter Lee, Flickr flic.kr/p/9KWws9