

Lombard Crooked Street Reservations & Pricing Study

Board



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County Transportation
Authority

Agenda Item #12

July 23, 2019

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



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2017

Transportation Authority Study

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



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Our Goals



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- **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



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Lombard today

- Car queue for ~10 hours/day
- Pedestrian crowding



2018 Data Collection



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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



Initial Concept Screening



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GOAL	OPERATIONAL APPROACHES			
	PRICING ONLY	RESERVATION ONLY	PRICING PLUS PAID RESERVATION	PAID RESERVATION
Manage Auto Congestion				
Financially Viable Solution				
Maintain Livability of Neighborhood				
Preserve Tourism at a Sustainable Level				

How could it work?



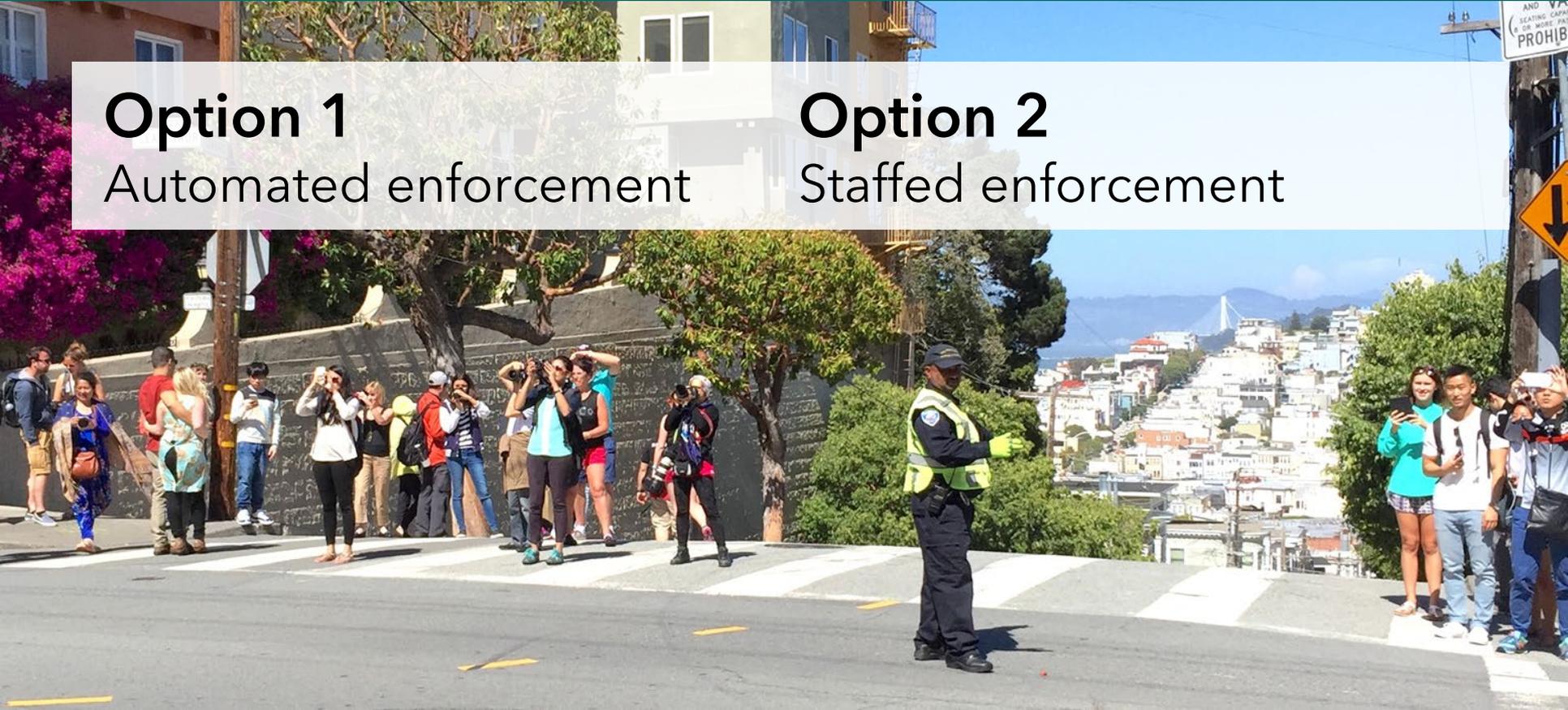
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Option 1

Automated enforcement

Option 2

Staffed enforcement



Paid Reservation Scenarios



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SCENARIO 1

24/7

\$5 at all times

Automated

40 reservations per half hour

Exemptions for crooked street residents

Potential \$0 reservation cost for SF residents

SCENARIO 2

9am – 9pm

\$5 on weekdays
\$10 on weekends & holidays

Staffed

Paid Reservation Scenarios

GOAL	LOMBARD TODAY	SCENARIO 1 24/7 \$5 AT ALL TIMES	SCENARIO 2 9AM - 9PM \$5 - \$10 WITH RESERVATION
Manage automobile congestion			
Maintain livability			
Manage pedestrian congestion			
Ensure traffic safety			
Financially viable			
Sustain tourism			

Paid Reservation Scenarios



FACTOR	SCENARIO 1 AUTOMATED	SCENARIO 2 STAFFED
Effectiveness		
Visitor Friendliness		
Ease of Administration		

Paid Reservation Recommendation



Operating Hours	9am – 9pm; Potential seasonal adjustment
Reservation Price	\$10 weekend/holiday; \$5 weekday
Number of Reservations	40/half hour; 160/hour
Exemptions	Residents & guests of residents only
Operations	Fully staffed (no automation)
On-site payment	Not permitted

Maintaining Access

Crooked Street remains free and unrestricted to visit by **walking, biking, taking transit, dropoff, or parking nearby**



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Maintaining Access

Access for people with mobility limitations

- Reserve a fixed number of reservations per time period for ADA access.
- Would still pay reservation cost, but can help ensure that the ability to drive the street is maintained for those who must do so in a vehicle



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Maintaining Access

Access for San Francisco Residents

- SF Public Library's "Discover & Go" program provides free passes to museums with a library card
- Crooked Street may be added to this program, allowing a limited number of no-cost passes to be accessed each day



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Next Steps

Administrative Steps

- State Legislation (AB 1605)
- Local Ordinance & Approvals
- Final Operational Rules & Agreements
- Funding



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Next Steps

Timeline

- | | |
|--------------------|----------------------------------------------------------------------------------------------------------------------------|
| July 2019 | Adoption of this report |
| Sep 2019 | Approval of AB 1605 |
| Fall 2019 | BoS holds two public hearings and approves operating agency. Operating agency develops final proposal of operational rules |
| Jan 2020 | AB 1605 authority goes into effect. Operating agency adopts operational rules |
| Spring 2020 | Lombard Paid Reservation System begins accepting reservations |
| Ongoing | Operating agency continues to monitor and adjust system parameters in response to observed demands and outcomes. |



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Thank you.

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