



# AGENDA

## San Francisco County Transportation Authority Meeting Notice

**Date:** Tuesday, September 10, 2019; 10:00 a.m.  
**Location:** Legislative Chamber, Room 250, City Hall  
**Commissioners:** Peskin (Chair), Mandelman (Vice Chair), Brown, Fewer, Haney, Mar, Ronen, Safai, Stefani, Walton and Yee  
**Clerk:** Alberto Quintanilla

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4. <b>[Final Approval]</b> Adopt the Lombard Crooked Street Reservations & Pricing System Study Final Report and Authorize the Executive Director to Advance the Recommendations of the Study, Including Seeking Necessary Legislation and Funding Identification - <b>ACTION*</b>	<b>25</b>
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<b>Projects:</b> (SFMTA) Muni Subway Expansion Project Development (\$965,948), New Flyer Midlife Overhaul - Phase 1 (\$17,937,483), Speed Radar Sign Installation Program (\$178,820), Application-Based Traffic Calming Program - FY18/19 Cycle Implementation (\$1,253,103), Application-Based Traffic Calming Program - FY19/20 Cycle Planning (\$203,192), Safe Taylor Street (\$2,047,958), Safe Streets Evaluation Program (\$200,000), Alemany Corridor Safety [NTIP Planning] (\$100,000); (SFPW) Street Repair and Cleaning Equipment (\$1,300,000), Public Sidewalk and Curb Repair (\$552,659), Tree Planting and Establishment (\$1,408,424); (SFCTA) District 4 Mobility Improvements Study [NTIP Planning] (\$100,000)	
7. Vision Zero Communications and Education Update: Multilingual and Senior Campaigns - <b>INFORMATION*</b>	<b>85</b>



**Other Items**

**8. Introduction of New Items - INFORMATION**

During this segment of the meeting, Commissioners may make comments on items not specifically listed above or may introduce or request items for future consideration.

**9. Public Comment**

**10. Adjournment**

**\*Additional Materials**

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Items considered for final approval by the Board shall be noticed as such with **[Final Approval]** preceding the item title.

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# *DRAFT MINUTES*

## **Citizens Advisory Committee**

Wednesday, September 4, 2019

### **1. Committee Meeting Call to Order**

Chair Larson called the meeting to order at 6:16 p.m.

CAC members present: Myla Ablog, Kian Alavi, David Klein, John Larson, Peter Tannen and Sophia Tupuola (6)

CAC Members Absent: Ranyee Chiang, Robert Gower, Jerry Levine and Rachel Zack (4)

Transportation Authority staff members present were Anna LaForte, Maria Lombardo, Mike Pickford, Alberto Quintanilla, Steve Rehn, Mike Tan and Luis Zurinaga (Consultant).

### **2. Chair's Report – INFORMATION**

No minutes were taken for Item 2 due to lack of quorum.

### **Consent Agenda**

#### **3. Approve the Minutes of the July 24, 2019 Meeting – ACTION**

#### **4. Citizens Advisory Committee Appointment – INFORMATION**

There was no public comment on the Consent Agenda.

Peter Tannen moved to approve the Consent Agenda, seconded by Sophia Tupuola.

The Consent Agenda was approved by the following vote:

Ayes: CAC Members Ablog, Alavi, Klein, Larson, Tannen, Tupuola and (6)

Absent: CAC Members Chiang, Gower, Levine and Zack (4)

### **End of Consent Agenda**

#### **5. Adopt a Motion of Support to Allocate \$26,147,587, with Conditions, and Appropriate \$100,000 in Prop K Sales Tax Funds for Twelve Requests – ACTION**

Anna LaForte, Deputy Director for Policy and Programming, presented the item per the staff memorandum.

Chair Larson said when he first joined the CAC there was an M-Line study that developed the options for building the light rail line underground or above ground. He asked if the scope overview for the new request for additional planning meant that the project would move forward or if it still had to go through a prioritization process among a list of other projects through the Transit Corridor Study.



Sarah Jones, Planning Director at the San Francisco Municipal Transportation Agency (SFMTA), replied that the Muni Metro Subway Expansion Project that addresses the M-line improvements referenced by Chair Larson, had not yet been prioritized vis-à-vis other potential projects. She said the City's ConnectSF effort, which includes the Transit Corridor Study, would provide the basis for decisions about which major transit projects to prioritize. She added that it would be premature to engage in an environmental review for the Muni Metro Subway Expansion project until the ConnectSF project prioritization was complete.

Chair Larson asked what the process was within ConnectSF for prioritizing projects.

Ms. Jones said ConnectSF was a long-range planning process that would forecast the City's transportation needs over the next 50 years. She said the first phase of ConnectSF involved heavy outreach and development of a long-range vision for a highly connected city and region. Ms. Jones said it was important to evaluate the M-Line project within that context. She said as part of the current phase (Phase 2) of ConnectSF, staff would perform studies to identify key transit investments and also perform outreach to inform how to prioritize and evaluate projects. Ms. Jones said during the next phase of ConnectSF, the recommendations from the Transit Corridor Study and Streets and Freeway Study would be prioritized in the fiscally constrained San Francisco Transportation Plan.

Peter Tannen asked if there had been preliminary engineering on the redesign of 19th Avenue as part of the Combined City Project.

Ms. Jones said she believed the construction was anticipated to begin within a year.

Peter Tannen asked if any design had been done on the anticipated protected bicycle facility on the west side of 19 Avenue as part of the 19th Avenue re-design.

Ms. LaForte said Transportation Authority staff would follow up and provide any available conceptual designs of the portion of 19th Avenue where a bicycle facility was contemplated.

Myla Ablog asked if the speed radar signs recorded data.

Philip Louie, Project Manager at the SFMTA, said the speed radar signs did not record data but simply displayed the speed of approaching vehicles.

Myla Ablog said some streets had embedded sensors and asked if there were other ways besides automated enforcement to track speeds.

Mr. Louie said that the speed radar sign program focus was encouragement rather than enforcement.

Chair Larson said it might be helpful if the radar speed signs included a data gathering component that could at least record the frequency with which vehicles exceed the speed limit.

Mr. Louie said the Speed Radar Sign program did produce before-and-after studies to determine the effectiveness of the signs.



Myla Ablog clarified that her point about sensors embedded in the streets was that they could possibly capture data that the speed radar signs could not.

Ms. LaForte said the Transportation Authority would work with the SFMTA to add a deliverable to the proposed allocation for before- and after-studies on the effectiveness of the new speed radar signs.

David Klein asked why the Muni Subway Expansion project was not looking at denser areas of the city like the Richmond and Panhandle neighborhoods. He said studying the M-Line should not preclude the SFMTA from looking at other investments.

Ms. Jones said looking at the M-Line was not mutually exclusive with looking at other subway or rail projects. She said the ongoing Transit Corridor Study was looking at transportation investments all over the city, including both the Richmond and Panhandle neighborhoods.

David Klein asked if the proposed planning effort would look at the Lake Merced and/or West Portal sections of the M-Line.

Ms. Jones said the feasibility and planning studies for M-Line improvements originated from the Lake Merced development proposal. She said for that reason M-Line planning was substantially ahead of other transit investments, and said the missing piece was determining how to link the existing subway to a new subway south of West Portal.

Chair Larson asked for an explanation of Prop E tree funding and asked if Prop E was responsible for maintaining street trees.

Anna LaForte said Prop E amended the city charter to transfer responsibility from property owners to the city for maintaining trees in public rights-of-way adjacent to their property, as well as the responsibility for repairing sidewalks damaged by street trees.

Chair Larson asked for confirmation that the sidewalk repair funds were for sidewalks adjacent to city property as well as at all street corners.

Carla Short, Urban Forestry Superintendent at Public Works, replied in the affirmative and said the City was responsible for repairs to any public sidewalk damaged by tree roots, as well as corner areas not adjacent to private property.

During public comment Edward Mason asked for more information on the new seating configuration referenced in the scope of the SFMTA's New Flyer Midlife Overhaul project. Mr. Mason also said formation of hairline cracks in the cement on recently paved sidewalks was an ongoing issue on city streets and asked that the root cause be investigated, whether it be the chemical formation of the concrete, design or some other factor.

Chair Larson requested an update from Public Work to address Mr. Mason's question.

Myla Ablog moved to approve the item, seconded by Peter Tannen.

The item was approved by the following vote:

Ayes: CAC Members Ablog, Alavi, Klein, Larson, Tannen and Tupuola (6)



Absent: CAC Members Chiang, Gower, Levine and Zack (4)

**6. Progress Report for Van Ness Avenue Bus Rapid Transit Project – INFORMATION**

Peter Gabancho, Project Manager for the Van Ness Bus Rapid Transit project at the San Francisco Municipal Transportation Agency (SFMTA), presented the item.

David Klein asked how many people were receiving text messages, emails or attending meetings. He said the card campaign for businesses along the Van Ness corridor seemed nice but wanted to know how many businesses were taking advantage of the free advertisement.

Mr. Gabancho said he would follow up with the number of individuals receiving emails and text messages. He said the Van Ness CAC had about 15 members and Business Advisory Committee had 13 members. In regard to the advertisement campaign, he said to his knowledge no businesses had used advertisement cards to date.

Chair Larson said maybe business owners should be reminded of the offer as it seemed like a pretty good opportunity to turn down.

David Klein said he was looking for the effectiveness of outreach efforts and numbers that demonstrated positive change to drive businesses affected by roadwork. He said the city owed it to the businesses with over a year delay and requested an update on the analytics of outreach efforts.

During public comment Edward Mason said there were traction power cables on the west side of Van Ness and asked if the 49 Muni line would be trolley coach or diesel powered after the project was complete. He noted that in the future the buses would be all battery powered per the City's long-range plans. He asked if overhead wires would be installed for the 49 line for 10-15 years or if it would stay as a hybrid bus. He said it appeared that there was a two-year delay on the battery powered buses and asked how it would all fit together.

Mr. Gabancho said the SFMTA was restringing overhead wires along Van Ness and said the 49 line would be electrified once construction concludes. SFMTA will run trolley buses until there are reliable battery buses.

Jackie Sachs said the right turn on red at stop lights and placing bus platforms in the middle of the street made it difficult for disabled individuals to cross the street safely. She asked if SFMTA had taken into consideration the need to provide time for seniors and disabled persons to cross the street. She also asked if the California Pacific Medical Center was affected by the construction.

**Item 7 was called before Items 5 and 6 through the call of the Chair.**

**7. 2019 Vision Zero Action Strategy – INFORMATION**

Michael Jacobson, Transportation Planner - Livable Streets at the San Francisco Municipal Transportation Agency (SFMTA), presented the item.

Myla Ablog asked if an example of quick build projects could be provided.

Mr. Jacobsen said the Safer Taylor Quick Build project was a good example. He said that,



while the long-term corridor project would widen sidewalks and require extensive coordination with the San Francisco Department of Public Works (SFPW), the quick build project was completed in a matter of months from approval to implementation. The quick build process allowed SFMTA to use paint and safe-hit posts to reduce travel lanes and add daylighting and paint safety zones.

David Klein asked what steps the SFMTA takes when responding to fatal or severe injury crashes. He noted that a number of the reported fatalities had occurred in District 1.

Mr. Jacobson said the SFMTA had a three-part rapid response team. The rapid response engineering team responded to sites within 24 hours and was responsible for analyzing conditions that may have contributed to the crash. He added that the engineering team would go to each site and determine state of good repair improvements that could be done quickly. Mr. Jacobson said the street team was responsible for providing emotional support to the victims' families and placing memorial posters at the sites of crashes within a week. He said the third part of the team worked with the District Attorney's office and the San Francisco Department of Public Health (SFPDH) to ensure victims' families had access to city resources.

Peter Tannen noted that Vision Zero was happening in other cities around the world and asked how San Francisco's strategy compared to other cities.

Mr. Jacobson said the high-injury network was common in many strategies and noted that SFPDH created the methodology for the high-injury network and that had been adopted by many other jurisdictions. He said it was common to see cities provide a list of strategic actions but said the complimentary goals, including climate goals, had not been adopted by other Vision Zero cities. Mr. Jacobson said the Vision Zero Network group brought together resources shared among cities and advocates and stated that San Francisco's strategy had been lauded as forward thinking.

Sophia Tupuola asked how the City could shift travel modes in Communities of Concern and if there were plans to install bike lanes or provide bike training classes for children to bike to school.

Mr. Jacobson said Vision Zero had bike training classes as one of the strategic actions in the safe people program. He told Ms. Tupuola that if she had a specific neighborhood in mind that he could put in her contact with the appropriate SFMTA staff. Mr. Jacobson said the SFMTA was always cognizant of neighborhood interest and noted that the SFMTA's Livable Streets staff worked on bike and pedestrian projects. He said Vision Zero created framework of where safety improvements were prioritized for high-injury networks and Communities of Concern.

Chair Larson noted recent press that San Francisco was not meeting Vision Zero goals and asked if regulations banning right turns on red lights could be adopted locally or would require state legislation.

Mr. Jacobson said a ban on right turns at a red light could be adopted locally and said Vision Zero was currently looking at no turn prohibitions at a systematic level. He said later this year the city would choose eight intersections to pilot left turn safety improvements.



Kian Alavi asked how many fatalities had been reported over the past five years.

Mr. Jacobson said he would need to report back the official number for the past five years.

Mr. Alavi asked if fatalities were trending up.

Mr. Jacobson said 2017 was the low point but numbers had gone up since then. He said Vision Zero was a nation-wide battle but said Vision Zero was working systematically and holistically to make streets as safe as possible.

Mr. Alavi asked if the increase of Transportation Network Company (TNC) vehicles correlated with the rise in pedestrian and bicyclist fatalities.

Mr. Jacobson said he could not make a causal connection, but possibly use vehicle miles traveled as a proxy. He added that to date in 2019, there had been no fatalities in crashes involving a TNC driver.

Mr. Alavi stated the proliferation of TNCs should be a higher priority due to the additional forty thousand vehicles on San Francisco streets.

Mr. Jacobson noted that the regulation of TNCs was captured in the Vision Zero's transformative policy agenda.

During public comment Edward Mason said he was seeing a proliferation of skateboarders on sidewalks and was in favor of additional enforcement. He also spoke about the increase of scooters and bikes on sidewalks and said they were a safety hazard for pedestrians.

Ms. Jones said another program geared towards school travel and Communities of Concern was Safe Routes to School. She said the main goals of Safe Routes to School were safety and mode shift. She said SFMTA's program included helping children learn to ride bikes and making transit a safer alternative for children. Ms. Jones said she could provide the CAC a Safe Routes to School presentation if desired.

## **8. Update on the Caltrain Business Plan – INFORMATION**

Sebastian Petty, Caltrain Senior Advisor, presented the item.

Peter Tannen asked if the 82% farebox recovery was the current farebox recovery.

Mr. Petty said the current farebox recovery was 73% and that Caltrain predicted anywhere from 72% - 82% in the scenarios.

Peter Tannen asked what the skip stop service meant in the moderate growth scenario.

Mr. Petty said the moderate growth scenario worked on relative few discreet four track overtakes that would need to be built. He said local trains would need to be sped up to accommodate high-speed rail, express trains and local trains. Mr. Petty said Caltrain would have four local trains running an hour in each direction but there would be certain stations in the mid-peninsula area where they would only be served by every two trains. He said that was the skip stop service, and noted the station spacing was particularly close in the mid-peninsula area.

Myla Ablog asked if the service growth scenarios included incentivized mode shift to get



people out of commuter buses or if it would happen organically.

Mr. Petty said there was a lot happening on the land use side of the Caltrain corridor and noted the advantage of Caltrain being an old rail corridor with many of its stations in downtown areas. He said Caltrain was looking to keep up with development in relation to its service and added that they would be looking at the connectivity of first/last mile access. Mr. Petty said that Caltrain has heard from big employers that they would prefer to not have commuter services.

Chair Larson asked if there was a frequency tipping point to ensure dependability and ridership loyalty.

Mr. Petty said there was not one clear answer. For Caltrain, he said that the average daily distance traveled was between 22-23 miles long so riders are planning ahead to make these trips. He said the baby bullet and express drove ridership and Caltrain would like to get to 15-20 minute headways to improve dependability.

David Klein stated that he would like to push for the high growth scenario due to the increase in population that is likely to continue, pointing to the significant historical growth along the corridor. Has asked if there was ever a scenario where a city or region overbuilt rail transportation.

Mr. Petty said he could not specifically answer the question but emphasized that the details of the staff recommendation that encouraged planning for and not precluding the high growth scenario. Mr. Petty explained that the growth scenario recommended (moderate) was based on what Caltrain believed it could independently deliver and what was best for its riders. He added that one reason Caltrain was not initially recommending high growth because it would require building 15 miles of four track sections, which would have significant local impacts, including the need to take property.

David Klein asked if the 1,000 surveys received was a sufficient sample size when selecting the appropriate growth scenario.

Mr. Petty said outreach had been done through a range of different streams and the approach of the surveys was not to get an absolute statistically representative sample. He added that Caltrain had a stakeholder group with 90 different groups represented, a transportation agencies group that met monthly and a local electives group that represented all jurisdictions and also met monthly.

Luis Zurinaga thanked Caltrain for their detailed work in putting their Business Plan together. He said the Transportation Authority was supportive of the service vision that Caltrain was recommending and the remaining tasks to complete the study. He said the Transportation Authority recognized the funding and institutional challenges ahead and offered their support. Mr. Zurinaga said the Transportation Authority was requesting that Caltrain provide a funding plan that details when funding would be needed to support the improvements and operations proposed in the moderate scenario. This would allow the Transportation Authority to plan and advocate for funding sources. He stated the importance of working together to make the long range vision a reality.

During public comment Edward Mason asked if the project would eliminate the hundreds



of commuter buses that travel through San Francisco. He referenced a report that stated that 45% of people who take commuter bus would need to drive to the 4th and King Caltrain station if they did not have a commuter bus option.

**The CAC lost quorum at 8:18 p.m. during Item 8. The meeting was adjourned. Chair Larson continued the meeting as a workshop with any presentations or public comment not on the record.**

**9. Introduction of New Business – INFORMATION**

No minutes were taken due to lack of quorum.

**10. Public Comment**

No minutes were taken due to lack of quorum.

**11. Adjournment**

The meeting was adjourned at 8:18 p.m.





# *DRAFT MINUTES*

## **San Francisco County Transportation Authority**

Tuesday, July 23, 2019

### **1. Roll Call**

Chair Peskin called the meeting to order at 10:02 a.m.

**Present at Roll Call:** Commissioners Brown, Fewer, Haney, Mar, Mandelman, Peskin, Ronen, Walton and Yee (9)

**Absent at Roll Call:** Commissioners Safai (entered during Item 2) and Stefani (entered during Item 2) (2)

### **2. Chair's Report – INFORMATION**

Chair Peskin offered condolences to the families of Michael Evans and Benjamin Dean who were hit and killed in crashes, as well as Kelly Dean who was critically injured and in the hospital. He reported that Commissioner Haney had organized a rally imploring motorists to slow down and reminded the public that the Tenderloin was a neighborhood, which required drivers to drive at 25 miles per hour or less. Chair Peskin noted that Senator Weiner attended the rally and lamented the fact that law enforcement statewide had killed San Francisco's repeated attempts to get automated speed enforcement. He requested that the Police Officers Association of San Francisco petition the state legislature to get the city automated speed enforcement and asked the San Francisco Police Department (SFPD) to start issuing tickets for speeding.

Chair Peskin reported that the meeting agenda had items related to pedestrian safety, an approval of a Vision Zero ramp study, a key set of safety scramble projects in District 3 at Kearney and Columbus, as well as an update on programs to protect kids through safe routes to school. He recognized former Transportation Authority Board member, Katy Tang, for her work on the safe routes to school program and announced a Transportation Network Company (TNC) tax that would appear on the November 2019 election ballot, which would fund safer streets city-wide. Chair Peskin asked Transportation Authority staff to work closely with Commissioner Yee, the Board, the San Francisco Municipal Transportation Agency (SFMTA) and SFPD as it related to Vision Zero commitments.

Commissioner Ronen seconded Chair Peskin's comments and said she was devastated by the amount of pedestrian and traffic deaths that were happening on city streets. She called on all city leaders to do everything in their power to end the senseless killing of people on city streets and asked that the city institute all possible pedestrian safety options.

Commissioner Haney thanked Chair Peskin for his remarks and the Board for their



support in calling for a state of emergency around traffic safety in San Francisco. He announced that he would be introducing a resolution later that day at the Board of Supervisors meeting and asked for the Board's support. He said the city needed sweeping and urgent action and seconded Chair Peskin's call for increased enforcement.

Commissioner Fewer said District 1 had suffered two fatalities, both of whom were Chinese seniors, and felt not enough attention had been placed on the importance of abiding by speed laws. She said increasing the number of motorcycle cops on the streets would be a real deterrent and asked the SFPD to beef up citations around high-injury corridors. Commissioner Fewer also asked SFMTA to look at ways to keep pedestrians safer, such as extending crossing times at crosswalks and repainting faded crosswalks.

Commissioner Yee thanked Chair Peskin and Commissioner Haney for their remarks and said his office was currently working on legislation to increase the number of pedestrian scrambles at intersections. He asked that the Board work towards getting the state to pass Assemblymember Chiu's bill on automated speed enforcement.

Commissioner Brown thanked Chair Peskin for his remarks and said the city needed to change its mentality on the way it designed and ran its streets. She said the city had to prioritize pedestrians and bicycles over cars. Commissioner Brown said no right turns on red lights and unprotected left turns on Divisadero street needed to be looked at and noted that two of the five 2019 pedestrian fatalities in District 5 were a result of drivers making dangerous unprotected left turns that crossed multiple lanes.

Commissioner Walton echoed the sentiments of Chair Peskin and said the Board was going to work hard as a body to focus on keeping pedestrians safe. He shared a text message he received from a District 10 constituent requesting speed bumps on a street that had a pedestrian island removed and the story of another District 10 resident who had his leg amputated as a result of being hit by a distracted driver. He thanked the Board, Transportation Authority and SFMTA for their dedication and commitment to bringing change.

There was no public comment.

### **3. Executive Director's Report – INFORMATION**

Tilly Chang, Executive Director, presented the Executive Director's Report.

There was no public comment.

### **Consent Agenda**

#### **4. Approve the Minutes of the July 9, 2019 Meeting – ACTION**

#### **5. [Final Approval] Approve a Fund Exchange of \$3,366,000 in One Bay Area Grant Funds from the John Yehall Chin Elementary Safe Routes to School Project (John Yehall Chin Project) with an Equivalent Amount of Prop K Funds from the Better Market Street Project and Allocate \$3,802,000 in Prop K Funds, Including the Exchange Funds, with Conditions, to the John Yehall Chin Project – ACTION**



Anna LaForte, Deputy Director for Policy and Programming, provided a follow up on Item 5 of the agenda. She stated that San Francisco Department of Public Works (DPW) would be ensuring safe crossing for school children during construction work on the John Yehall Chin project and was updating its construction bid document to reflect a dedicated flagger at each intersection to assist schoolchildren and pedestrians. The flagger would work during the hours that crossing guards typically worked of 8:15 a.m. until 9:45 a.m. and 3:15 p.m. until 4:30 p.m. She said the plan was for construction to begin in March 2020.

Commissioner Peskin thanked Commissioner Yee for raising those issues at the July 9, 2019 Transportation Authority Board meeting.

6. **[Final Approval] Allocate \$11,880,163 in Prop K Sales Tax Funds for Ten Requests and \$6,852,380 in Prop AA Vehicle Registration Fee Funds for Four Requests, with Conditions – ACTION**
7. **[Final Approval] Adopt the SoMa Freeway Ramp Intersection Safety Study Phase 2 Final Report – ACTION**
8. **[Final Approval] Amendment of the Scope of Work and Schedule for the District 3 Neighborhood Transportation Improvement Program Planning Project and Revising the Name From the Kearny Street Multimodal Implementation Plan to District 3 Pedestrian Safety Improvements – ACTION**
9. **[Final Approval] Approve San Francisco’s Goals for Plan Bay Area 2050 and San Francisco’s Regionally-Significant Project List – ACTION**
10. **[Final Approval] Award Three-Year Professional Services Contracts, with an Option to Extend for Two Additional One-Year Periods, to Nossaman LLP, Meyers Nave Riback Silver & Wilson, and Wendel, Rosen, Black & Dean LLP, in a Combined Amount Not to Exceed \$1,000,000 for On-Call General Legal Counsel Services – ACTION**
11. **Investment Report and Debt Expenditure Report for the Quarter Ending June 30, 2019 – INFORMATION**

There was no public comment.

Commissioner Stefani moved to approve the Consent Agenda, seconded by Commissioner Mar.

The Consent Agenda was approved without objection by the following vote:

Ayes: Commissioners Brown, Fewer, Haney, Mar, Mandelman, Peskin, Ronen, Safai, Stefani, Walton and Yee (11)

### **End of Consent Agenda**

12. **Adopt the Lombard Crooked Street Reservations & Pricing System Study Final Report and Authorize the Executive Director to Advance the Recommendations of the Study, Including Seeking Necessary Legislation and Funding Identification – ACTION**



Commissioner Stefani said something needed to change in the area and was excited that Transportation Authority staff drafted a study that would inform the city on how to best proceed.

Andrew Heidel, Senior Transportation Planner, presented the item per the staff memorandum.

During public comment Aleta Dupree said she was concerned about congestion pricing and was in favor of automated enforcement. She also stated that there needed to be a way to ensure that customers with disabilities could access a path to travel down Lombard street.

Stephen Taber, Transportation Chair of the Russian Hill Neighbors, spoke in support of the study and said the current congestion was a very serious issue. He noted that Lombard street was the only street that had reasonable access to Russian Hill from the northwest when coming over the Golden Gate Bridge and suggested robust signage and public relations for tourists and residents.

Commissioner Stefani moved to approve the item, seconded by Commissioner Mar.

The item was approved without objection by the following vote:

Ayes: Commissioners Brown, Fewer, Haney, Mar, Mandelman, Peskin, Ronen, Safai, Stefani, Walton and Yee (11)

**13. Update on the California High Speed Rail Authority Preferred Alternative – INFORMATION**

Boris Lipkin, Northern California Regional Director at California High-Speed Rail Authority, presented the item.

Director Chang thanked Mr. Lipkin for his presentation and the California High-Speed Rail Authority (CHSRA) for their partnership. She acknowledged there was remaining work needed on the design of the high-speed rail configuration and the expectation that all trains would eventually make their way to the Transbay Transit Center.

During public comment Roland Lebrun stated that the Pacheco Pass was the wrong alignment. He also stated that the CHSRA did not have exclusive rights to the design nor did they have developmental environmental clearance.

Aleta Dupree spoke in support of the report and expressed the importance of having high-speed rail from the Peninsula to the Transbay Transit Center.

**14. Construction Mitigation Program Update – INFORMATION**

Chair Peskin thanked Commissioner Mar for requesting Item 14, the Commissioners who worked with the SFMTA and the Mayor's office to allocate \$5 million of funding and the SFMTA for developing a construction mitigation course of action.

Commissioner Mar thanked Director Chang for placing Item 14 on the agenda and said he wanted to ensure that the Board could access the \$5 million set aside to provide economic support to neighborhood businesses during the construction phase of the L



Taraval improvement project. He said similar to recent efforts to enhance safety in city streets for pedestrians and cyclists, the Board also had a responsibility to do everything it could to mitigate the impacts of construction, particularly on neighborhood businesses and residents.

Jonathan Rewers, Senior Manager of Budget, Financial Planning and Analysis & Building Progress Program Manager at the SFMTA, presented the item.

Chair Peskin said construction mitigation was an issue of great concern to the Board and the SFMTA but felt that the businesses on the 1900 blocks on Stockton street would be in trouble as a result of the delayed Central Subway project. He said he understood the importance of major capital projects like the Van Ness Bus Rapid Transit (BRT) project but noted that the over 500 days of delay was causing a financial burden on many Van Ness businesses. He noted a conversation he had with a Van Ness business owner who was struggling to keep her business running as a result of the prolonged construction and added that the delays were affecting four supervisorial districts along the Van Ness corridor.

Commissioner Safai suggested that the Office of Economic Work Development (OEWD) manage the construction mitigation fund, as opposed to the SFMTA who was not equipped to manage the program. He said there was an upcoming improvement project on Mission Street that would have a significant impact on a part of the city that already had one of the highest rates of vacancy. Commissioner Safai suggested that the majority of the funds made available to businesses come in the form of grants ranging from \$10,000 - \$25,000. He said revolving loans would not be beneficial to businesses on the brink of shutting down and that the program should prioritize getting funds quickly to these businesses.

Chair Peskin stated that business owners had mentioned in conversation that they would be interested in robust no interest loans. He said having a microlending fund that could be used for years and that projects ahead could help businesses survive for a period of time. He suggested that the Board discuss the benefits of microlending as an option.

Commissioner Brown asked for clarification regarding the proposed cash payments to businesses for SFMTA projects and revolving loan payments to San Francisco Public Works (SFPW) projects.

Mr. Rewers said the \$5 million fund came from the general fund set aside that went to the SFMTA for pedestrian safety projects or for fleet replacement. He said outside of SFMTA's major capital projects, they were partnering on a number of projects that were adding pedestrian bulbouts and paint. Mr. Rewers said the idea of a revolving loan fund, funded through the SFMTA's budgeted fund, was the SFMTA recognizing that they were a partner in a significant number of projects in San Francisco and had an equal responsibility to contribute.

Commissioner Brown said she was worried for Haight-Ashbury businesses that heavily relied on the summer tourist season but would be forced to close their stores as a result of the Upper Haight Transit Improvement & Pedestrian Realm project. She asked what



would happen if businesses were unable to repay revolving loans and what the terms on the loans would be.

Jorge Rivas, Interim Deputy Director of Neighborhood Development at OEWD, said the terms on the loan were not yet determined, but said OEWD was looking at 0% interest loans with repayment after construction ends. He added that there would be flexibility in terms of how OEWD worked with the underwriters to establish the terms on the loans. Mr. Rivas said the intention of the revolving loans was to make sure the businesses stayed afloat during the construction period and also have OEWD provide technical assistance. He said the tenants would be provided pro bono consultants to implement their business plan or improve their business plan during that time.

Commissioner Brown asked if businesses that were forced to close permanently would still be responsible for the revolving loan.

Mr. Rivas said OEWD would work with the merchant to figure out a payment plan but noted that OEWD's current revolving loan fund had a 97% small business repayment rate.

Commissioner Brown asked if there could be an option that forgave businesses from having to payback a loan if their closure was a result of a construction project.

Mr. Rivas said that option could be explored.

Commissioner Brown asked if the businesses that were affected by the Inner Sunset Streetscape Improvement project would be eligible to access the construction mitigation fund.

Mr. Rewers echoed Chair Peskin's comments that the SFMTA would catch up on assisting all businesses that had suffered financial losses as a result of construction projects. He added that the SFMTA was working on establishing a program with clear criteria that would determine if a business was eligible for the construction mitigation fund.

Commissioner Walton said the duration of city construction projects was responsible for putting merchants out of business and was not caused by businesses not having a business model or being in need of technical assistance. He said the Board had requested that the SFMTA provide a financial support strategy to mitigate the impacts on businesses during construction. He added that loans would not help a business that was suffering and asked that the SFMTA develop concrete and tangible strategies that supported businesses.

Mr. Rewers guaranteed that the SFMTA would provide a complete work order to OEWD. He said the SFMTA was strategizing how to best utilize the \$5 million fund to help as many businesses as possible while also making the program work for all current and future construction projects.

Chair Peskin said the reason agencies had historically fought mitigation payments to impacted business was to avoid increases in project cost. He suggested that maybe it be the policy of the Board to not approve future projects or halt funding on current projects that did not have robust mitigation payment programs for impacted businesses. Chair



Peskin said that projects would become more expensive but would eliminate the need for loans or grants.

Commissioner Walton said loaning money to businesses who were losing money and going out of business did not address the problem and believed that a longer conversation would be needed to address the problem.

Commissioner Yee said he made a request five years ago that struggling businesses be provided cash payments to stay afloat and provide gross receipts and profit margins to demonstrate their level of need. He said he was in agreement with Commissioner Walton that loans would not help small businesses that were struggling to stay in business.

Commissioner Safai said he believed that the city had the resources to provide both cash and revolving loan funds. He said the city was able to provide micro loans to businesses in distress and also provide the Board-approved mitigation fund for construction projects. Commissioner Safai said he would not be in favor of always asking construction projects to factor mitigation payments into the project cost, but instead preferred a grant process that involved OEWD working with local banks to put money towards a revolving loan fund. He said based on the comments from Commissioners the city needed to get the money out as quickly as possible to assist businesses that were on the brink of shutting down. He noted that a good example was OEWD's San Francisco Shines program that provided funds in an expedited manner and was a model he would support.

Chair Peskin said that every capital project in the City and County of San Francisco set aside 2% for arts and asked why some percentage could not be set aside for impacts to small business.

During public comment Roland Lebrun suggested that construction mitigation be resolved during the planning stage of a project and recommended that the Board research Canal Reach in London, England.

Jim Patrick, Owner of Patrick and Company, said he was one of the small businesses and suggested alternatives like the city paying the fees a bank might charge to arrange a loan.

Danielle Rabkin, Owner of CrossFit Golden Gate, said her business had been on Van Ness for almost five years and her revenue had been drastically lower compared to the previous year as a result of construction. She said by the time any assistance was to be made available, her business would be closed. She stated that decreased visibility and lack of foot traffic had demolished her income and construction dust had quadrupled her cleaning cost. Ms. Rabkin said she needed help and would not be able to pay back a loan to make up the income she had lost. She said she had been talking to OEWD and the Small Business Development Center since December 2018 to get assistance and could not survive further delays.

Chair Peskin said Ms. Rabkin was a prime example of the hardships small business owners were facing as a result of delayed construction projects. He shared that he had worked with the Assessor's Office to come up with the proper square footage of her business because her previous lease had more square footage in it than she actually owned. Chair



Peskin said it was important that the city protect its constituents who were a vital part of the economy. He said that he would no longer vote for projects unless they had large built in budgets to take care of small business owners. He asked that the SFMTA and OEWD provide assistance to Ms. Rabkin.

Robin Kropp said she wanted to know what the construction mitigation plans were for the Geary Bus Rapid Transit project.

**15. Update on the San Francisco Safe Routes to School Non-Infrastructure Program – INFORMATION**

Miriam Sorell, Transportation Demand Management Program Manager at the San Francisco Municipal Transportation Agency, presented the item.

Commissioner Haney said he was excited about the program and noted that Commissioners Yee, Fewer, Walton and himself had previously served on the San Francisco Unified School District (SFUSD) Board. He said he had authored the resolution that created the safe routes to school goal for SFUSD and made some of the structural changes that committed to extend the goal to all San Francisco schools. He asked how the program was tracking data, how it would look at key indicators and outcomes, if it was seeing reductions in single-family vehicle trips and school area collisions and if the reductions were seen more at certain schools that had more implementation of safe routes. He also asked how the program measured whether a school was fully implemented and where the city was in terms of implementation across the school district.

Ms. Sorell said in terms of collecting actual data for those metrics, tallies were collected in the school classroom for kindergarten, fifth grade, sixth-grade, and ninth-grade to get a baseline of how many people were currently using one of the "four fun ways" to get to school - walking, biking, transit, and carpooling - versus single-family vehicle trips. She said that was how the program connected its benchmark and was typically conducted every two years. Ms. Sorell said in terms of different schools and how San Francisco Municipal Transportation Agency (SFMTA) was implementing programs, it had a different style of programming over the past several years. She said SFMTA was looking in the upcoming year to have a more focused evaluation on how individual actions implemented affected changes at particular schools or in particular target communities. This would allow SFMTA to better understand the methods before being rolled out more broadly.

Commissioner Haney asked if the program was seeing a reduction in single-family vehicle trips and if it was being reported regularly.

Ms. Sorell said she would share a report that the San Francisco Department of Public Health developed for the previous safe routes to school allocation. She added that the SFMTA had not begun tracking single-family vehicle trips data since they recently took over the project as of July 1, 2019.

Commissioner Fewer said she had recommended that the city reinstate attendance area zones while on the SFUSD board and felt that kids commuting across town was not





feasible. She suggested that the SFMTA share its data with SFUSD because the policy on how kids were assigned to schools impacted morning traffic. Commissioner Fewer said that an estimated 25% of morning commute traffic was parents taking their children to school and added that SFUSD served two thirds of school age children in San Francisco. She also suggested that SFMTA and SFUSD coordinate strategies that encourage more families to take other forms of transportation during the morning commute.

Commissioner Mar said the presentation was informative and it was exciting to see the plans to enhance the Safe Routes to School Program and said as a parent he understood the challenges that parents face in getting their children to school. He said he was in favor of safe alternative transportation options and said he was working in partnership with the SFMTA and Transportation Authority on a transportation study in the school district. He asked if parents and students had opportunities to share their input on the Safe Routes to School Program.

Ms. Sorell said the SFMTA's education and outreach work would provide an opportunity to engage and learn from parents and students about what would help them make decisions around sustainable transportation. She added that the SFMTA welcomed input and ideas from parents and students and was looking to grow its presence at San Francisco schools.

Commissioner Mar asked if input from parents and students were incorporated into the plans.

Ms. Sorell said the outreach and encouragement events helped the SFMTA understand barriers that could be addressed through different parts of the program. She said barriers related to school area safety could be addressed if funding was available, while barriers related to not having the right knowledge could be addressed through input from parents and students.

Commissioner Stefani said morning school drop off and afternoon pickups were a perfect opportunity for police enforcement to ensure drivers obeyed speed limits in school zones. She asked if the SFMTA and San Francisco Police Department (SFPD) were coordinating efforts around enforcement.

Ms. Sorell said the SFMTA and SFPD met periodically and noted that the SFPD was planning back-to-school efforts. She said she would convey Commissioner Stefani's comments to the SFPD.

During public comment Christopher White, Program Director at the San Francisco Bicycle Coalition, said that they were one of the partners in the Safe Routes to School Program for education, outreach and encouragement work. He thanked the Board for their support and said over 100 schools participated in Bike and Roll to School week.

**16. Update on the San Francisco Municipal Transportation Agency's Siemens Light-Rail Vehicle Procurement – INFORMATION**

Julie Kirschbaum, Director of Transit at the San Francisco Municipal Transportation Agency, presented the item.



Commissioner Safai commented that he did not see a slide in the presentation that discussed the wheel-flattening issue. He asked what the overall cost would be to retrofit the braking systems of the Siemens Light Rail Vehicles (LRVs).

Ms. Kirschbaum said the cost would be about \$30,000 per vehicle and about \$5 to \$6 million total.

Commissioner Safai asked if the retrofit effort would require approval from either the SFMTA Board or Transportation Authority Board.

Ms. Kirschbaum said SFMTA had developed a cost package for the retrofits and Prop K was one of several funding sources under consideration.

Commissioner Safai asked if the SFMTA would train operators to rely on the "mushroom" brake controller on the new Siemens LRVs.

Ms. Kirschbaum said the SFMTA encouraged use of the mushroom controller but said operators could optionally use the t-stick controller. She said the reality of operating two fleets at the same time was that many operators would continue to use the mushroom controller in emergencies.

Commissioner Safai asked if Ms. Kirschbaum was stating that the reason that the SFMTA training continued to encourage operators to use the mushroom brake was because of safety issues.

Ms. Kirschbaum said that the SFMTA encouraged operators to use the mushroom controller on the Breda LRVs and had determined it to be the safest course of action for emergency stops. She clarified that the SFMTA was not training operators to use that technique on the Siemens LRVs, but operators used it based on their Breda training.

Commissioner Safai asked for confirmation that the SFMTA was not encouraging operators to use the mushroom brake on the Siemens LRV trains, and Ms. Kirschbaum confirmed.

Commissioner Safai asked if the SFMTA was going to request \$6 million to retrofit the Siemens LRV trains that they had purchased.

Ms. Kirschbaum replied in the affirmative.

Commissioner Safai asked why the braking issue was not anticipated when the SFMTA purchased the new vehicles, noting that each vehicle cost between \$3 to \$3.5 million.

Ms. Kirschbaum said the frequency with which operators were required to use the emergency brake on the Siemens LRV trains had not been anticipated. She added that the SFMTA underestimated the impact of operating two fleets, which required operators to maintain all of their Breda skills while also adapting to the new vehicles.

Commissioner Safai asked what the cost to the light rail system was as a result of operators using the emergency brake rather than using the t-stick controller.

Ms. Kirschbaum answered that the cost of frequent use of the emergency brakes was flattening of wheels. She said the impacts of wheel-flattening included replacement of



entire wheel systems, the need to re-round ("true") flattened wheels, and increased customer crowding when LRVs had to be taken out of service.

Commissioner Safai asked about the cost to replace wheel systems.

Ms. Kirschbaum said the SFMTA would need to follow up with the Board about those costs.

Commissioner Safai said it made no sense to spend millions of dollars on new vehicles but not anticipate the need for system replacements or vehicle down-time. He added that the financial impact was significantly more than the \$6 million cost of the brake retrofits. Commissioner Safai asked why the operators had not been consulted to try to anticipate all potential issues. He said the failure to include operators in the planning had led to a decrease in overall service and increased delays.

Ms. Kirschbaum said the SFMTA's goal was delivering excellent service and addressing the problems. She said testing of the new track brakes had been going smoothly and expected the SFMTA would be able to bring the new braking system to the California Public Utilities Commission (CPUC) Board for certification in the next month or two.

Commissioner Safai asked if train operators in attendance could share their insight with regard to the old and new LRVs.

Roger Marengo, President of Transportation Workers Union Local 250-A, asked that the Board and public not blame the operators for manufacturing defects. He said operators had asked for a rearview mirror to be able to see in the back of their cab and for mirrors on the side of their trains to prevent injuries. Mr. Marengo said the video monitor that replaced the mirrors was approximately the size of a smart phone screen and was not sufficient for looking 150 to 160 feet back. He added that the monitor screens sometimes went blank.

Ramon Galdamez, Vice-President of Transportation Workers Union Local 250-A, said light rail operators were deeply concerned about the safety mechanisms on the Siemens LRVs and their inability to stop in a timely manner. He said the braking deficiency could have been avoided if the SFMTA would have consulted with the operators.

Commissioner Safai stated that he heard loud and clear that the operators were not consulted prior to the purchase of the Siemens LRVs. He asked if the SFMTA was committed to Siemens moving forward.

Ms. Kirschbaum said addressing the design issues with the Siemens vehicles was SFMTA's best option and that the alternative approaches would mean the Breda vehicles would be replaced over a much longer time frame and would likely be more expensive.

Commissioner Safai asked for confirmation that once the new Siemens LRVs were retrofitted, there would be fewer maintenance shop hours spent truing and replacing flattened wheels.

Ms. Kirschbaum replied in the affirmative.

Commissioner Safai asked if the SFMTA was aware of operator concerns around vehicle



rearview mirrors, the size of monitors and monitors blanking out.

Ms. Kirschbaum replied in the affirmative and said slide #6 in her presentation discussed improvements that had been implemented, improvements for which design had been finalized, and improvements that were being designed. She added that the improvements presented included replacing the video monitors with ten-inch screens.

Commissioner Safai noted that slide #6 of the presentation did not mention installation of mirrors.

Ms. Kirschbaum said exterior mirrors had been considered, but the SFMTA believed that the monitors offered better visibility.

Commissioner Safai commented that people doing the work needed to be taken into account when crafting legislation and policies. He said lack of input from them was costing the city millions of dollars.

Mr. Marengo said communication was improving, and that both sides were in the process of remedying as many safety issues as possible. He said operators shared the same goal of improving transportation and fixing safety issues as they arise.

Commissioner Safai said it was the first time in his tenure as a Commissioner that someone from organized labor had been invited to speak at a Board meeting. He encouraged the SFMTA and Transportation Authority to have conversations with operators during the planning phases of projects and said the Board would be inviting the operators on a more frequent basis to ensure they were a part of the conversation.

During public comment Robin Kropp said she was in favor of bringing back the rearview mirrors on trains and was concerned about sudden braking. She said she was injured while riding one of the new LRVs and was no longer able to use the lateral-facing seats.

Aleta Dupree was in favor of the safety measures being taken and said as a disabled person, lateral-facing seats were very important to her.

Edward Mason said that flat wheels were still an issue and the trains slow acceleration and slow opening doors were impacting the reliability of the system overall. He said he was in favor of additional transverse seating and blue seats reserved for seniors and people with disabilities.

### **Other Items**

#### **17. Introduction of New Items – INFORMATION**

There were no new items introduced.

#### **18. Public Comment**

During public comment Edward Mason stated that July 31, 2019 concluded five years since the start of the corporate commuter bus program. He said there had been 4,248 placards issued to buses and currently 711 buses operating in San Francisco. He listed the total number of registered complaints, administrative penalties and citations to date



based on public information documents he had requested.

Aleta Dupree said it was important that the city focus on traffic enforcement for both vehicles and two-wheeled conveyances. He also suggested that the city have a regional perspective when looking at public transit.

**19. Adjournment**

The meeting was adjourned at 12:39 p.m.

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San Francisco  
County Transportation  
Authority

RESOLUTION ADOPTING THE LOMBARD CROOKED STREET RESERVATION AND PRICING SYSTEM STUDY FINAL REPORT AND AUTHORIZING THE EXECUTIVE DIRECTOR TO ADVANCE THE RECOMMENDATIONS OF THE STUDY, INCLUDING SEEKING NECESSARY LEGISLATION AND FUNDING IDENTIFICATION

WHEREAS, The 1000 Block of Lombard Street, between Hyde and Leavenworth and also known as the “Crooked Street,” is both a residential neighborhood and one of the most iconic and most popular tourist destinations in San Francisco, attracting over 2 million visitors a year; and

WHEREAS, The increasing volume of visitors in the last several years has put a significant strain on the Russian Hill neighborhood's transportation infrastructure, resulting in automobile and pedestrian congestion that negatively impacts the quality of life of both neighborhood residents and visitors, many of whom wait in line to drive down the Crooked Street for over 45 minutes on the busiest days; and

WHEREAS, In an effort to address this increasing congestion, in 2017 the Transportation Authority adopted the The Lombard Study: Managing Access to the “Crooked Street” (2017 Study), through approval of Resolution 17-37; and

WHEREAS, The 2017 Study recommendations called for (1) improved enforcement of existing regulations by the San Francisco Municipal Transportation Agency (SFMTA) and San Francisco Police Department, (2) engagement of the tourism industry as partners in visitor management, (3) engineering and signage enhancements by SFMTA, and (4) the further study and development of a reservation and pricing system for vehicles by the Transportation Authority; and

WHEREAS, Following the adoption of the 2017 Study, the Transportation Authority directed Prop K half-cent sales tax funds from the Transportation Authority’s Neighborhood Transportation Improvement Program, established to fund community-based efforts in San Francisco



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WHEREAS, Following the adoption of the 2017 Study, the Transportation Authority directed Prop K half-cent sales tax funds from the Transportation Authority's Neighborhood Transportation Improvement Program, established to fund community-based efforts in San Francisco neighborhoods, towards the further study of the reservation and pricing system recommended in the 2017 Study; and

WHEREAS, The Transportation Authority study team has prepared the resulting report, the “Lombard Crooked Street Reservation and Pricing System Study” (2019 Study), which details the additional data collection, scenario development and analysis, coordination and outreach, and recommendations resulting from that effort; and

WHEREAS, The 2019 Study team collected data and conducted an evaluation of potential operational strategies and rules for a system to manage vehicles arriving at the Crooked Street by requiring





a reservation, payment of a fee, or both, and solicited input and feedback on these solutions from the community and other stakeholders; and

WHEREAS, Based on community and stakeholder input and technical evaluation, the 2019 Study recommends a paid reservation system, enforced by staff on site, with up to 12-hour operation (9:00 a.m. to 9:00 p.m.) at peak seasons, and a predictable tiered price structure (higher on holidays and weekends, lower during regular weekdays); and

WHEREAS, The 2019 Study finds that such a system is likely to address the recurrent vehicle congestion stemming from the Crooked Street's popularity as a tourist attraction and improve the quality of life for neighborhood residents while still maximizing the amount visitors who can experience the street while providing a better tourist experience; and

WHEREAS, The 2019 Study finds that the system is projected to be financially self-sustaining through use of the revenue from the reservation fee to cover the costs of system operation, administration, and staffing; and

WHEREAS, On June 26, 2019, the Citizens Advisory Committee was briefed on the Study's Draft Final Report and recommended next steps and unanimously adopted a motion of support for the staff recommendation; now, therefore, be it;

RESOLVED, That the Transportation Authority hereby adopts the attached Lombard Crooked Street Reservation and Pricing System Study Final Report; and be it further

RESOLVED, That the Executive Director is hereby authorized to prepare the document for final publication and distribute the document to all relevant agencies and interested parties; and be it further

RESOLVED, That the Executive Director is hereby authorized to advance the recommendations of the study, including seeking necessary legislation and funding.

Attachment:

1. Lombard Crooked Street Reservation and Pricing System Study Final Report



LOMBARD CROOKED STREET

# Reservation and Pricing System Study



San Francisco  
County Transportation  
Authority

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Draft Report

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## Introduction

The 1000 Block of Lombard Street, known as the “Crooked Street,” is both a residential neighborhood and one of the most iconic and most popular tourist destinations in San Francisco, attracting 2.1 million visitors a year. The increasing volume of visitors in the last several years has put a significant strain on the neighborhood's transportation infrastructure, resulting in automobile and pedestrian congestion that negatively impacts the quality of life of neighborhood residents. Visitors in line to drive down the Crooked Street are also experiencing increased wait times to drive down the block, often exceeding 45 minutes on the busiest days.

There have been several past attempts to address the transportation and livability concerns on and around the Crooked Street. The most recent planning study was completed by the San Francisco County Transportation Authority in 2017. The Managing Access to the Crooked Street Study (hereon referred to as 2017 study) was requested by former Transportation Authority Commissioner Mark Farrell and made possible with Proposition K local transportation sales tax funds from the Transportation Authority's Neighborhood Transportation Improvement Program (NTIP).

When the line extends past Polk, cars may wait as long as 45 minutes to go down the crooked street



Through that study, Transportation Authority staff identified the following challenges stemming from the increasing number of visitors to the Crooked Street:

- Traffic backing up into surrounding neighborhoods, affecting vehicle circulation in the area despite the presence of MTA Parking Control Officers (PCOs).
- Heavy foot traffic causing overflow from sidewalks into the streets and high-stress situations for people walking and driving.
- Cable cars struggling to navigate smoothly and safely.
- Other quality of life concerns, such as littering, loitering, and poor/ worsening air quality.

The 2017 study outlined four key recommendations, informed by data collection on existing conditions as well as engagement with neighborhood, visitors, and tour industry professionals:

1. Improved enforcement of existing regulations
2. Engagement of tourism industry as partners in visitor management
3. Engineering and circulation improvements
4. Reservations and pricing to manage automobile demand

Results from in-person and online outreach for the 2017 study showed that over two-thirds of participants supported the reservation and pricing system recommendation. Following the completion and adoption of the 2017 study, the Transportation Authority Board directed staff to further explore the potential details, functionality, and outcomes of a reservation and pricing system. This report summarizes the findings from that follow-on Crooked Street Reservation and Pricing System Study and recommends a potential set of initial operating parameters should such a system be implemented.

## Goals

As part of the 2017 study, Transportation Authority staff identified several goals by which to analyze any potential improvements to the Crooked Street. These goals were developed considering existing conditions at the time and with input from stakeholders. The study team has continued to use these goals in the current effort to develop and evaluate the reservation and pricing system. The goals and associated metrics used to evaluate reservation and pricing System alternatives are shown in the table below:

GOAL	METRIC	TARGET	
		MINIMUM	IDEAL
<b>Manage automobile congestion</b>	Time vehicle queue extends west past Larkin Street (1 block) in each hour of the week	Time vehicle queue extends past Larkin is no more than 15 total minutes in any given hour	Vehicle queue does not extend beyond 1100 block of Lombard Street
<b>Maintain the livability of the surrounding neighborhood</b>	Revenue generated	Revenue beyond operating costs greater or equal to current cost of services (PCOs, ambassadors)	Revenue beyond operating costs greater or equal to the cost of expanded services such as PCOs, Police Officers, and related to manage impact of visitors on neighborhood
<b>Manage pedestrian congestion</b>	Percentage of pedestrians lingering in intersection crosswalks for excessive periods of time (i.e., crossing significantly more slowly than a typical walking speed [3 ft/s])	Less than 15% of pedestrians linger in crosswalks for excessive periods of time	Less than 10% of pedestrians linger in crosswalks for excessive periods of time
<b>Ensure traffic safety</b>	Extent to which pick-ups/ drop-offs block cable cars, pedestrians/ crosswalks, or automobiles	Pick-ups and drop-offs do not block travel lanes or sidewalks more than 15 total minutes in any given hour	All pick-ups and drop-offs do not block travel lanes or sidewalks
<b>Implement a financially viable solution</b>	Revenue generated	Revenue covers basic operations and maintenance costs of the pricing and reservations system	Revenue beyond operating costs greater or equal to the cost of expanded services such as PCOs, Police Officers, and related to manage impact of visitors on neighborhood
<b>Preserve tourism at a sustainable level</b>	Number of visitors per day	Number of visitors that allows the system to meet other minimum targets, given proposed improvements	Number of visitors that allows the system to meet other ideal targets, given proposed improvements

Although a pricing and reservation strategy is geared to respond to managing vehicle congestion, the study includes all goals to help understand how such a program would affect each goal area and where additional improvements or investments to complement the system would be warranted.

## Data Collection

Previous studies completed between 2000 and 2016, as documented in the 2017 study, established key information regarding problems with automobile and pedestrian circulation in the study area. The study team began the development of a reservation and pricing system with additional data collection. The objectives of the new data collection were to:

- Refresh and expand the data from the 2017 study, including asking those visiting by car more specific questions about a potential reservation and pricing system.
- Provide a data-driven understanding of the scale and scope of transportation issues in the area.
- Use data collected to develop operational rules for the system.

### METHODOLOGY

The new data collection for the reservation and pricing system included two main elements<sup>1</sup>:

#### Vehicle and pedestrian volumes:

- Observations of vehicle queues along Lombard Street, upstream of the crooked portion of the street, conducted by video camera between for one weekend in August 2018.
- Vehicle volumes and the time pedestrians linger at the intersections of Lombard/Hyde and Lombard/Leavenworth, conducted by video detection between late August and mid-October 2018.
- The amount of time vehicles take to drive on the Crooked Street and the streets leading up to it, collected via Google Directions API between early August and late September 2018.

#### Intercept survey targeting nearly 400 vehicles visiting the Crooked Street during one weekend in August 2018:

- The survey asked about their willingness to engage with a reservation system and willingness to pay a fee in exchange for significantly reducing or eliminating wait times

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<sup>1</sup> Details can be found in the Lombard Crooked Street Data Collection Plan Technical Memorandum

## KEY DATA COLLECTION FINDINGS

Data collected in 2018 generally supported previous findings and provided further insight into traffic and pedestrian characteristics by time of day and day of the week. After analyzing the data, the study team came to the following key findings<sup>2</sup>:

**All day vehicle queues on busiest days:** Motorists visiting the Crooked Street queue for about 10 hours per day on the busiest days, with the queue taking over 45 minutes for a vehicle from the time it joins the line to driving down the Crooked Street.

**Consistent pedestrian crowding:** During similar times of day, there is significant pedestrian crowding, particularly at the bottom of the street. The crowding at the bottom of the street is the factor that limits the capacity of the street for vehicles. A queue can still form even when pedestrian crowding does not delay vehicles.

**Strong willingness to pay a \$5 reservation:** Survey respondents were each randomly presented one of four possible prices (\$5, \$10, \$15, and \$20). More than half of those asked said that they were willing to pay \$5 per car for a reservation to visit if there were no wait.

**Tourists would continue to visit:** If a system were in place but a visitor either couldn't make a reservation or didn't want to pay, most would still visit the Crooked Street by parking nearby, getting dropped off, taking transit, walking, or some other way.

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<sup>2</sup> Details and complete results can be found in the Lombard Crooked Street Data Collection Summary Technical Memorandum.

## Alternatives Evaluation

The 2017 study included a high-level assessment of the overall feasibility of using reservations, a fee, or both to help manage automobile access to the Crooked Street. Before developing a detailed operational strategy for evaluation, the study team first assessed how each high-level operating scheme would perform against the goals of the study. The following options were evaluated:

**Pricing Only:** A pricing only approach would seek to manage the volume of vehicles arriving at the Crooked Street by matching price to demand, with the price increasing until demand matched the capacity of the street.

**Reservation Only:** A reservation only approach would limit access to the street to only those who have made a reservation, and only offer a number of reservations that matches the capacity of the street, limiting the amount of congestion and queuing of vehicles that would result. There would be no charge for the reservation in this option.

**Pricing Plus Paid Reservation:** This approach combines elements of the previous two options. This option would offer reservations for a low fixed fee, with the amount of reservations offered limited to below the capacity of the street. Additionally, if a visitor was unable or unwilling to make a reservation, they could arrive and pay the demand-based price with no reservation, with the price level set to limit demand for the remaining capacity of the street.



**Paid Reservation Only:** This approach would permit access to the Crooked Street only to those vehicles who have made a pre-purchased reservation before arriving at the street. This option anticipates a relatively low cost per reservation, set to recover the costs of operating the system, not at a level that would be expected to significantly change demand.

Each scenario assumed that Crooked Street residents, their visitors, and emergency/utility vehicles would continue to access the street with no restrictions.



## Screening Analysis Results

The results of the initial assessment of these options are shown in the table below.

GOAL	OPERATIONAL APPROACHES			
	PRICING ONLY	RESERVATION ONLY	PRICING PLUS PAID RESERVATION	PAID RESERVATION
<b>Manage Automobile Congestion</b> Eliminate long queues near Lombard Street	 Price could shorten queues, but vehicles will still arrive unmanaged.	 Vehicles are given a timed reservation, matching arrivals to the capacity of the street. Queuing and congestion will be managed.	 Non-reservation price could deter arrivals without a reservation, but vehicles will still arrive unmanaged. Unmanaged arrivals could undermine the efficacy of the reservation component	 Vehicles are given a timed reservation, matching arrivals to the capacity of the street. Queuing and congestion will be managed.
<b>Implement a Financially Viable Solution</b> Cover the costs of existing staffing at the site	 All vehicles (within hours of operation) would pay, providing funds for existing site operations, enforcement and maintenance.	 No funds would be collected for site operations, enforcement, and maintenance.	 All vehicles (within hours of operation) would pay, providing funds for existing site operations, enforcement and maintenance.	 All vehicles would pay, providing funds for existing site operations, enforcement and maintenance.
<b>Maintain the Livability of the Surrounding Neighborhood</b> Create a self-sustaining system and generate revenue for upgrades	 Revenue would be generated, but livability could be compromised due to uncertainty about managing vehicle arrivals and reduction in congestion.	 While the system may manage vehicle arrivals, the absence of revenue would not provide for further investments in livability improvements.	 Revenue would be generated, but livability could be compromised due to uncertainty about managing vehicle arrivals and reduction in congestion.	 Paid reservations provide the most flexibility to manage vehicle arrivals while generating additional revenue for investments in livability improvements.
<b>Preserve Tourism at a Sustainable Level</b> Preserve the number of visitors per day	 Not having the ability to plan a trip in advance may not be the friendliest option for tourism and the price would likely need to be high to deter visitation above capacity, but revenue would be generated to fund resources for the site.	 Visitors can reserve a time and plan their trip in advance, but no revenue would be generated to fund resources for the site.	 Allowing visitors to arrive without a reservation could compromise the integrity of the reservation system and create confusing rules, regulations, and expectations for visitors.	 Visitors will be provided with a clear set of expectations and be able to plan trips in advance. Revenue would be generated to fund resources for the site.

Based on the results of this initial assessment, the study team advanced the paid reservation operational concept for further refinement and analysis<sup>3</sup>.

Considering the data collected in summer and fall 2018 and the feedback from neighborhood residents during community outreach, the study team developed two potential operational scenarios for the paid reservation concept, one which maximizes understandability and another which is tailored to match the demands observed on and around the Crooked Street:

	<b>LOMBARD TODAY</b> Existing conditions	<b>SCENARIO 1</b> (24 / 7) Easy to Understand	<b>SCENARIO 2</b> (9am - 9pm) Driven by Demand
<b>NUMBER OF RESERVABLE SLOTS</b>	Unlimited	40 per half hour slot, staggered start (~160/hour) (e.g. 1:00 - 1:30, 1:15 - 1:45, 1:30 - 2:00, 1:45 - 2:15)	
<b>HOURS/DAYS OF OPERATION</b>	None	24/7	9AM - 9PM, 7 days a week
<b>RESERVATION PRICE</b>	N/A	\$5 all times	\$5 Mon - Fri \$10 Sat, Sun, Holidays
<b>CROOKED STREET RESIDENT EXEMPTION</b>	N/A	Yes	
<b>VARIATIONS TESTED</b>	N/A	\$0 reservation cost for San Francisco residents	

**Under Scenario 1**, the system would operate 24 hours a day, 7 days a week, every day of the year, with a flat \$5 price for reservations. This scenario would require automated enforcement, in the form of cameras and mailed violation notices, as it would not be practicable or affordable to staff the reservation system during early morning, evening, and overnight hours.

**Under Scenario 2**, the system would operate from 9:00 a.m. to 9:00 p.m., 7 days a week, every day of the year, with reservations priced to encourage those with flexible schedules to visit during less busy times – \$5 weekdays, and \$10 weekends and holidays. Because of the more limited hours of operation, this system could be enforced either by staff on site, like at Muir Woods<sup>4</sup>, or by an automated system similar to Scenario 1.



















**Note:** The prices in each scenario are representative for this analysis, and are based on “willingness to pay” data collected in summer 2018 through intercept surveys of visitors in cars (as described in the data collection section). These amounts may differ from precise amounts adopted by any eventual system administrator, who will be required to match revenue to (but not exceed or fall short of) the recovery of system operations costs. Although price varies in these scenarios, the effectiveness in reducing vehicle queues is the result of capacity-constrained reservation system.

<sup>3</sup> Details of this screening can be found in the Operational Scenario Screening & Development technical memorandum.

<sup>4</sup> For more information on the National Park Service's Parking and Shuttle Reservation Program for Muir Woods, see: <https://www.nps.gov/muwo/planyourvisit/reservations.htm#whyparking>

## Detailed Analysis Results







When these more detailed operational scenarios were evaluated against the study goals, their performance was substantially similar, both meeting the goal of managing the automobile queue to an acceptable length while increasing the number of visitors arriving by transit, on foot, or parking & being dropped off nearby.

GOAL	PERFORMANCE		
	EXISTING	SCENARIO 1 (24 / 7)	SCENARIO 2 (9AM - 9PM)
Manage automobile congestion	 Vehicle queue extends upstream of Larkin St at least six hours per day each day of the week.	 Vehicle queue not expected to extend beyond Larkin Street, given peak (weekend afternoon) arrival flow of 175 vehicles/hr.	 Vehicle queue not expected to extend beyond Larkin Street, given peak (weekend afternoon) arrival flow of 160 vehicles/hr.
Maintain the livability of the surrounding neighborhood	 No revenue generated.	 \$35K - \$40K per week	 \$40K - \$45K per week
Manage pedestrian congestion	 At Lombard St & Hyde St, only approximately 15% of pedestrians occupy the crosswalks linger in the crosswalks.  At Lombard St & Leavenworth St, over 45% of pedestrians linger in the crosswalk.	 During a peak hour (Saturday afternoon), 290 visitors/hour are expected to visit as a pedestrian instead of drive.  With increased volumes of pedestrians overall, crowding of pedestrian space is expected to get worse.	 During a peak hour (Saturday afternoon), 410 visitors/hour are expected to visit as a pedestrian instead of drive.  With increased volumes of pedestrians overall, crowding of pedestrian space is expected to get worse.
Ensure traffic safety	 Pick-up / drop-off activity frequently obstructs pedestrians, cable car, and other car traffic.	 During weekend afternoon peak hour, 70 visitors/hour are projected to get dropped off instead of drive.  Obstructing pick-up / drop-off activity expected to increase accordingly.	 During weekend afternoon peak hour, 100 visitors/hour are projected to get dropped off instead of drive.  Obstructing pick-up / drop-off activity expected to increase accordingly.
Implement a financially viable solution	 No revenue generated.	 \$35K - \$40K per week	 \$40K - \$45K per week
Preserve tourism at a sustainable level	 21,000 people/day: 6,500/day by car, 14,500/day by foot	 20,000 people/day, -5%: 4,000/day by car, 16,000/day by foot.	 20,000 people/day, -5%: 3,700/day by car, 16,300/day by foot.

Evaluation details can be found in the Scenario Performance technical memorandum.

The results of this analysis were presented at a community open house meeting in January 2019, followed by various one-on-one conversations with interested groups and stakeholders. Members of the public could also submit comments and questions via an online feedback form, posted along with the meeting materials on the Transportation Authority's website. Feedback from this meeting indicated continued support for the reservation and pricing system, as well as a clear preference for the use of on-site staff in implementing and enforcing such a system.

The study team also performed a focused assessment of the pros and cons of an automated versus staffed system, and found that a staffed system would be more effective (minimizing potential accidental violations), more visitor-friendly (real people would be on site and able to assist or answer questions), and comparable in cost to an automated system.

FACTOR	PERFORMANCE	
	AUTOMATED	STAFFED
<b>Effectiveness</b>	 <p>High potential for accidental violations given camera-based enforcement with no physical barrier.</p>	 <p>Presence of staff minimizes potential violations through active traffic control and enforcement of regulations</p>
<b>Visitor Friendliness</b>	 <p>Reservation requirement communicated only via signage which may go unnoticed or be misunderstood. Potential for visitors to accidentally violate system rules, resulting in a violation notice by mail weeks after a visit.</p>	 <p>On site staff can provide information about reservation requirement, and will direct vehicles without reservations away from the Crooked Street, eliminating accidental violations. Any citable violations will be enforced in person, on site, rather than by mail.</p>
<b>Ease of Administration</b>	 <p>Potential for accidental violations could significantly increase administration costs to support customer service, mailing, and processing.</p>	 <p>On site staff costs are recurring and predictable</p>

## RECOMMENDED SCENARIO

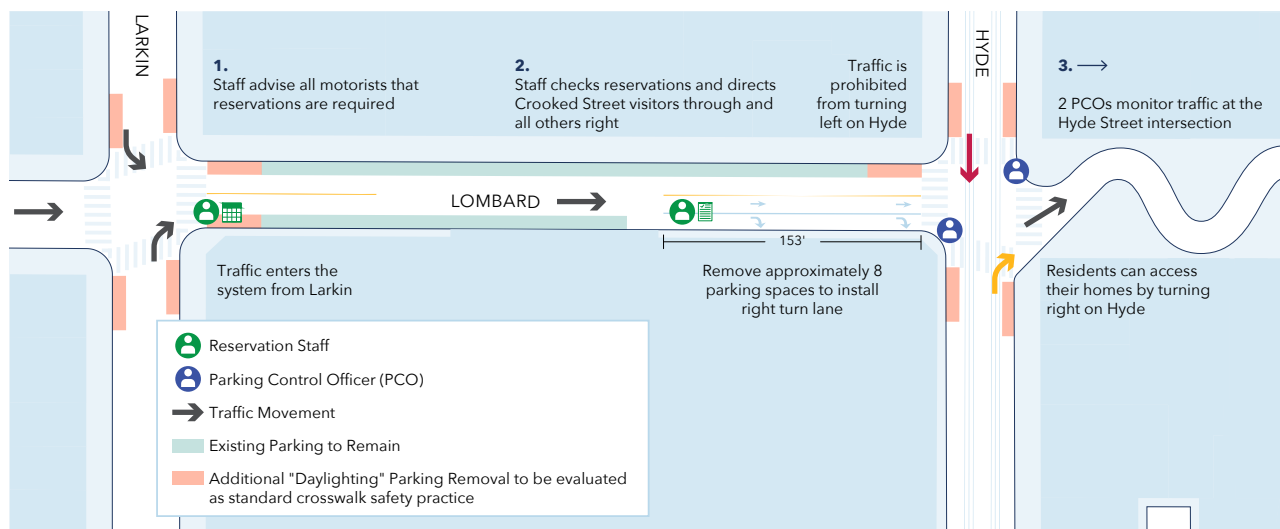
Based on the enforcement approach assessment and feedback received, the study team recommends a paid reservation system, enforced by staff on site, with 9:00 a.m. to 9:00 p.m. operating hours and a predictable tiered price structure (higher on holidays and weekends, lower during regular weekdays).

It is important to recognize that the recommendations in this report are based on the best available information to date, and the system is expected to perform successfully with reasonable confidence. However, the system operator and implementing entity should provide for continuous monitoring and evaluation and be prepared to adjust operational parameters flexibly, as warranted to ensure both program effectiveness and financial viability. For example, if the operator notes that many visitors are consistently arriving early for their reservations, they can extend a grace period without impacting the overall outcome of the system<sup>5</sup>.

<sup>5</sup> Other potential operational challenges, along with recommended approaches to resolve them, are explored in the Lombard Paid Reservation System Concept of Operations document.

## Visitor Experience in Recommended Scenario

The figure below illustrates the proposed traffic flow and staff locations during operations of the paid reservation system<sup>6</sup>.



As illustrated in the diagram, the operation of the system depends on the presence of PCOs<sup>7</sup> to help direct traffic and two or more reservation system staff members (who are not PCOs) that will verify reservations on site. Additionally, to manage the flow of vehicles, this design proposes removing a minimum of eight on-street parking spaces on Lombard near the intersection of Lombard and Hyde to create a right-turn-only lane for vehicles without reservations to be directed away from the street.

Under this proposal vehicles will be processed through the system in the following steps:

- 1. Notify drivers:** Reservation staff will be responsible for notifying drivers at Larkin and Lombard who wish to proceed eastbound towards the Crooked Street that reservations are required, and can provide informational cards for those that wish to attempt to make a reservation immediately or return at a later time. Vehicles that wish to continue, however, will not be turned away at this point.

<sup>6</sup> This scheme is provided to illustrate one potential workable concept that is the recommendation of this study. Final street configuration and staffing levels will be determined by the agency designated as the system administrator and the SFMTA based further refinement of this recommendation.

<sup>7</sup> The study team recommends launching the system with one to five PCOs depending on day of week and time of year. The system operator will refine PCO requirements based on actual operations.

2. **Verify reservation:** Mid-block between Larkin and Hyde, a reservation staff member will use a handheld scanner to check the reservation status of vehicles. Those with valid reservations will be directed into the straight-ahead-only lane, and will be directed through the Lombard and Hyde intersection and down the Crooked Street by PCOs when it is safe to proceed. Those without reservations will be directed to the right-turn-only lane, and PCOs will direct these vehicles to make the right turn onto southbound Hyde when it is safe to do so.
3. **Direct vehicles away from site:** At the bottom of the Crooked Street and the Lombard and Leavenworth intersection, additional PCOs will direct traffic away from the site once a visit is completed.

Different groups will interact with the system in different ways during operations:

**Tourists:** Those wishing to visit the Crooked Street by vehicle for tourism purposes will need to make and pay for a reservation online, by phone, or via an approved retail location before arriving at the Crooked Street. As a result, marketing will be an important industry coordination activity and contractor requirement. Feedback from the tourism industry stressed the importance of the ability to make reservations throughout the leadup to any given day, and the project team recommends that reservations be made available in a tiered fashion (for example: 75% of reservations released one month prior, 20% of reservations released one week prior, and 5% of reservations released day-of.)

**Residents:** Residents of the Crooked Street and Montclair Terrace will receive passes that may be a wallet card, rearview mirror hanger, or similar identification. As with current regulations, this pass will allow residents to access the Crooked Street by making a right turn from northbound Hyde, bypassing the reservation system altogether.

**Guests of Residents:** Long term/frequent guests of residents, such as childcare professionals, home health aides, etc. will be eligible for a pass similar to those provided for residents. One time or infrequent visitors will need to be provided a visitor pass, either electronically via resident log-in or in person via a booklet of paper passes that may be available to residents for their use, that will be presented to the reservation staff. One time or infrequent visitors will not be permitted to make the right turn from northbound Hyde.

**Commercial vehicles & other deliveries:** Commercial vehicles are currently restricted from the Crooked Street at all times. This restriction would continue, and vehicles would need to park nearby and complete their final delivery on foot.

**Taxis & Transportation Network Companies (TNCs):** Vehicles such as taxis and TNCs will require a reservation to drive down the Crooked Street. The driver or any passenger in the vehicle is eligible to make this reservation (for example, a visitor without a car may still elect to reserve a space and hire a taxi to drive them down the street).

**Emergency vehicles, utilities, and other marked service vehicles:**

Emergency vehicles, vehicles performing service for public utilities, and other government/service vehicles will be allowed unrestricted access to the Crooked Street at all times.

### ACCESS FOR LOW INCOME VISITORS AND THOSE WITH MOBILITY LIMITATIONS

The study team has evaluated options to ensure that the Crooked Street remains accessible to the greatest number of visitors possible without overwhelming the surrounding streets and neighborhood. It's important to note that this proposal is only for those driving the street in vehicles – access will remain completely free and unrestricted to those who walk, bike, take transit, or get dropped off nearby. Nevertheless, we recognize that the grade of the street itself presents mobility challenges to some visitors, and propose two potential strategies to address these challenges:

Including an ADA access option when making reservations: Like Muir Woods, the reservation booking system would reserve a limited number of slots per time period for ADA access. While those reserving these slots would still pay the standard reservation cost at that time, setting aside a certain number would ensure that visitors who may be unable to navigate the street on foot may still visit.

Engaging with San Francisco Public Library to offer free passes: San Francisco Public Library's "Discover & Go" program offers a limited number of free passes to area museums to San Francisco residents through their library card. Lombard Crooked Street may be added as an attraction to this program, offering a limited number of no-cost reservations to the community.

## Next Steps

While this document lays out a feasible set of operating parameters for a paid reservation system that are anticipated to be successful in managing automobile congestion at and around the Crooked Street, additional steps are required before any operations of such a system may become operational.

**State legislation:** Current California Vehicle Code prohibits two essential components of the proposed operations of the system: charging a fee for access to a public right of way that is currently available at no cost and restricting some vehicles while allowing others from a public street. AB 1605 (Ting) has been introduced in the 2019 – 2020 State Legislative Session and would exempt the Crooked Street from these regulations for the purposes of a seven-year pilot of a reservation system. As currently written, the legislation would require the San Francisco Board of Supervisors to designate a management agency, which would be responsible for adopting the final operating rules of and implementing the system. As this legislation is still under consideration, the California Legislative Information website should be consulted for the latest on this bill.

**Local ordinance & approvals:** As noted in the state legislation section, the San Francisco Board of Supervisors must pass an ordinance designating a management agency who will adopt final policies and oversee the implementation and operations of this system. Additionally, changes to traffic circulation must be approved by the SFMTA Board. The program, as a whole, is also subject to environmental review under CEQA, though it is anticipated that the project elements taken together are environmentally beneficial and would have few, if any, impacts.

**Funding and administration:** Once designated, the operating agency must complete final cost estimations, identify and secure funding for startup costs (including initial operating costs), and procure any necessary vendors to assist with implementation of the program. The study team recommends that the Board of Supervisors designate the operating agency as early as possible to allow for early engagement with potential project funders and vendors who may have early feedback on an initial procurement.

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Initial cost estimates completed as part of this study for system startup and operation are summarized below:

INITIAL COST & REVENUE ESTIMATES (SUBJECT TO FURTHER REFINEMENT)	
One-Time Costs (Final system planning, design, procurement, and start-up)	\$500,000
Yearly Costs (Including reservation staff, SFMTA PCO staff, marketing, PCO staff, and monitoring/administration)	\$2,000,000
Yearly Revenue (Assuming \$5 weekday and \$10 weekend reservation cost)	\$2,100,000

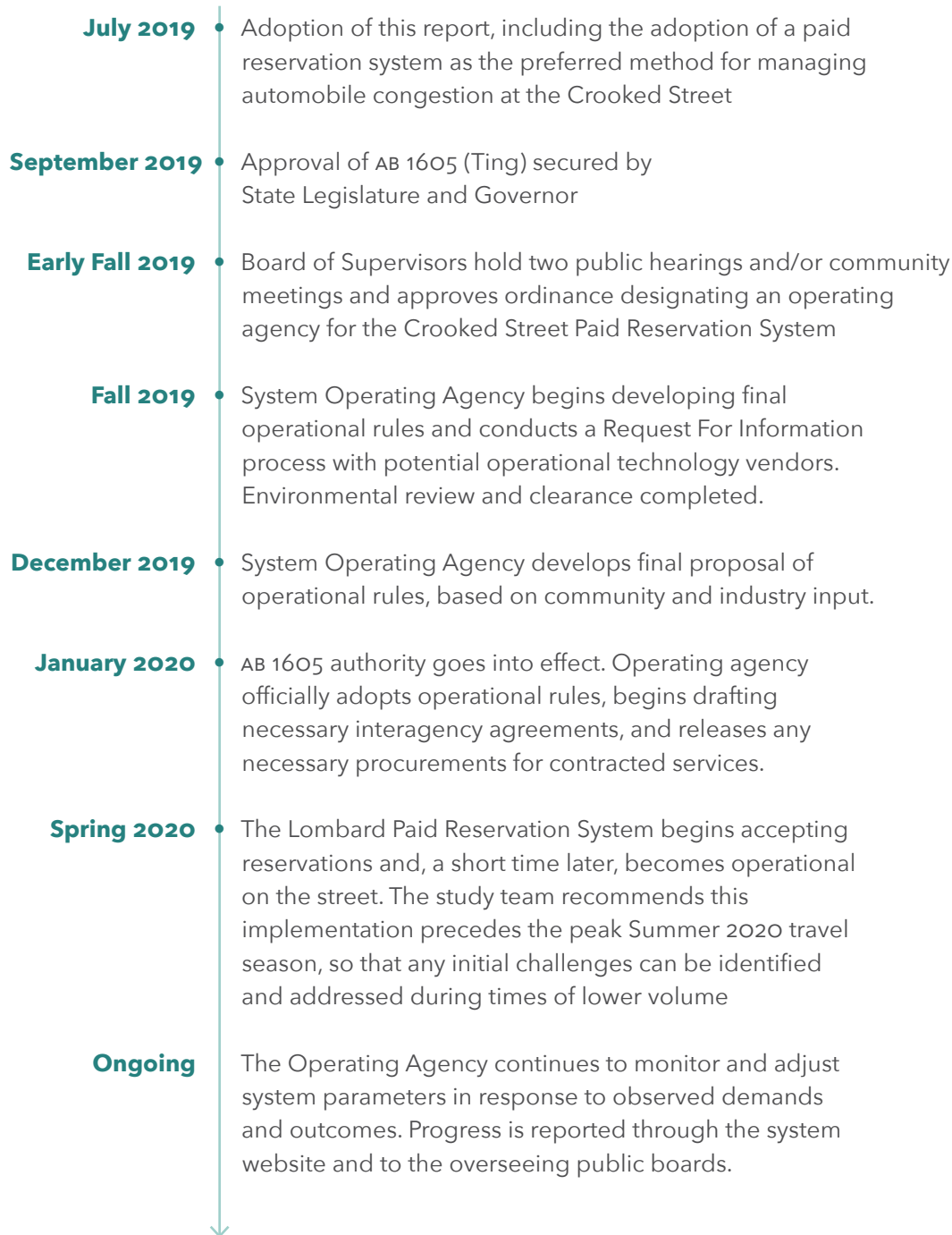
An initial estimate of revenue generated by the system, assuming \$5 weekday and \$10 weekend reservation costs, is approximately \$2,100,000.

The study team recommends that at least one year of operating costs be included in the one-time start up costs of the system when seeking funding. By including these costs up front, the system operator will ensure that the revenue from reservation sales matches the expenses of operating the system, and can adjust accordingly for future years of operation.

Commissioner Stefani has identified \$600,000 in Prop K NTIP funding for District 2 towards the estimated \$2,500,000 initial cost. The study team is working to secure additional funding to close the remaining \$1,900,000 funding gap or could scale the initial pilot down to focus on highest demand days or hours to test program effectiveness and gauge financial sustainability.

## Implementation Timeline

Pending state and local legislation, as well as funding availability, an initial system could be in operation by Spring 2020. The timeline below illustrates these steps:





# Memorandum

**Date:** July 17, 2019  
**To:** Transportation Authority Board  
**From:** Rachel Hiatt – Principal Planner  
**Subject:** 7/23/19 Board Meeting: Adopt the Lombard Crooked Street Reservations & Pricing System Study Final Report and Authorize the Executive Director to Advance the Recommendations of the Study, Including Seeking Necessary Legislation and Funding Identification.

<p><b>RECOMMENDATION</b>    <input type="checkbox"/> Information    <input checked="" type="checkbox"/> Action</p> <ul style="list-style-type: none"> <li>• Adopt the Recommendations of the Lombard Crooked Street Reservations &amp; Pricing System Study</li> <li>• Authorize the Executive Director to advance the recommendations of the study, including seeking necessary legislation and funding identification.</li> </ul> <p><b>SUMMARY</b></p> <p>The neighborhood surrounding the Crooked Street experiences significant vehicle congestion and pedestrian crowding for a significant portion of the year, as a result of the nearly 2 million visitors per year to the block. In 2017, the Transportation Authority Board directed staff to explore the potential effectiveness and design of a Crooked Street Reservation &amp; Pricing System. This study finds that requiring vehicles to secure a paid reservation to drive the Crooked Street, along with active management of this system, could substantially address the vehicle congestion in the neighborhood and support related safety, quality of life, and fiscal self-sufficiency goals. Pending the approval of enabling state legislation that is being considered in Sacramento, San Francisco could potentially pilot a paid reservation system as soon as 2020.</p>	<p><input type="checkbox"/> Fund Allocation</p> <p><input type="checkbox"/> Fund Programming</p> <p><input type="checkbox"/> Policy/Legislation</p> <p><input checked="" type="checkbox"/> Plan/Study</p> <p><input type="checkbox"/> Capital Project Oversight/Delivery</p> <p><input type="checkbox"/> Budget/Finance</p> <p><input type="checkbox"/> Contract/Agreement</p> <p><input type="checkbox"/> Other:</p> <hr/>
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## DISCUSSION

### Background.

The 1000 Block of Lombard Street, known as the “Crooked Street,” is both a residential neighborhood and one of the most iconic and most popular tourist destinations in San Francisco, attracting 2.1 million visitors a year. The increasing volume of visitors in the last several years has put a significant strain on the Russian Hill neighborhood's transportation infrastructure, resulting in automobile and pedestrian congestion that negatively impacts the quality of life of neighborhood residents. Visitors in line to drive down the Crooked Street are also experiencing increased wait times to drive down the block, often exceeding 45 minutes on the busiest days.

To address this situation, the Transportation Authority completed the Managing Access to the Crooked Street Study in 2017 (2017 Access study), which was requested by then-Commissioner Mark Farrell.

The 2017 Access study outlined four key recommendations to improve area conditions:

- Improved enforcement of existing regulations
- Engagement of tourism industry as partners in visitor management
- Engineering and circulation improvements
- Reservations & pricing to manage automobile demand

Following adoption of the 2017 Access study, Commissioner Farrell requested a follow-on study to explore the potential effectiveness and design of a Crooked Street Reservation & Pricing System, using District 2 Prop K Neighborhood Transportation Improvement Program (NTIP) funds.

The NTIP funds were matched with \$250,000 in city general funds, administered via the San Francisco Municipal Transportation Agency (SFMTA), which participated closely in the study as a project partner.

This item summarizes the results of the Reservation and Pricing System study.

### **Discussion.**

The purpose of the subject study was to further develop the proposal to manage automobile traffic congestion on and around the Crooked Street by requiring visitors in cars to pay a fee, make a reservation, or to do both.

### Goals

This proposal carries forward the goals from the 2017 Access study, which included:

- Manage Automobile Congestion
- Maintain Livability of the Surrounding Neighborhood
- Manage Pedestrian Congestion
- Ensure Traffic Safety
- Implement a Financially Viable Solution
- Preserve Tourism at a Sustainable Level

Although a Pricing and Reservation strategy is geared to respond to managing vehicle congestion, the study includes all goals to help understand how such a program would affect each goal area and where additional improvements or investments to complement the system would be warranted.

### Scope & Approach

The scope of work for the study called for a robust round of data collection to support development of system components and operational rules, an initial screening of potentially feasible operational approaches, consultation with neighborhood groups, tourists and the tourism industry, and the

## Agenda Item 4

development of a draft Concept of Operations document that would outline an initially feasible operational approach, including business rules, user interactions, agency roles, and costs.

### Data Collection

The study team led a data collection effort in summer and fall of 2018 that collected information on vehicle and pedestrian volumes, crowding and congestion, and the time it takes to access the Crooked Street by car at any given time of day. Additionally, in August 2018, the study team administered an intercept survey to approximately 400 vehicles visiting the Crooked Street over one weekend. The survey aimed to gauge visitors' willingness to engage with a reservation system and their willingness to pay a fee, and at what level, in exchange for a significant reduction in wait times.

The results of this data collection effort both confirmed and expanded the findings of the 2017 Access study. Of particular note, this effort found that vehicle queuing over 45 minutes in length exists nearly all day on the busiest weekends and found that consistent pedestrian crowding at the top and bottom of the Crooked Street occurs during the same busy time periods. Most visitors expressed a willingness to pay \$5 per car in exchange for significantly reduced wait times, and results also indicated that most visitors who are unable or unwilling to secure a reservation would still visit the Crooked Street, either by arriving by a different mode or parking nearby and walking.

### Evaluation

Using the results of the data collection effort, the study team developed and analyzed a suite of high-level potential operational approaches and compared these against the goals of the program. After considering approaches including a no-cost reservation, a demand-based variable price, a paid reservation plus the option to pay a demand-based variable price, and a fixed price paid reservation, the team found that only the paid reservation approach could be expected to effectively reduce vehicle congestion while also being sufficiently easy to understand for visitors and straightforward and sustainable to administer and operate.

The study team then developed two potential scenarios for the implementation of a paid reservation system.

- Scenario 1, driven by community input, called for the system to be operational 24 hours a day, 7 days a week, every day of the year and to be enforced via an automated, camera-based system. This scenario assumed a reservation cost of \$5 at all times.
- Scenario 2, built around the times and amounts of congestion documented in the data collection, called for the system to be operational from 9:00 a.m. to 9:00 p.m. 7 days a week, every day of the year and to be enforced either via an automated, camera-based system or by on-site staff who would verify reservations and manage vehicles (similar to the approach used at Muir Woods to manage parking reservations since January 2018). This scenario assumed a reservation cost of \$5 on non-holiday weekdays and \$10 on weekends and holidays to manage demand and encourage those with flexible schedules to visit during less busy times.

The evaluation of these scenarios found that both would substantially resolve the vehicle queueing stemming from the Crooked Street and be financially self-sustaining. Some expected visitors in vehicles are projected to shift their visit earlier or later, and some are projected to instead visit the street on foot, increasing pedestrian crowding and congestion and contributing to increases in pickup

and drop off activity that could increase the incidence of blocked crosswalks or cable car tracks. This scenario could be managed with program staff and SFMTA Parking Control Officers (PCOs).

The study team also performed a focused assessment of the pros and cons of an automated versus staffed system, and found that a staffed system would be more effective (minimizing potential accidental violations of system rules) and more visitor-friendly (real people would be on site and able to assist with making a reservation or answer questions), and comparable in cost to an automated system.

### Outreach

Throughout 2019, the study team has continued to engage neighborhood organizations, members of the public, and representatives of the tourism industry. In January, the study team attended a meeting of Russian Hill neighborhood organizations to present the preliminary results of the evaluation. Together with Commissioner Stefani, staff also hosted a public open house to share the results with the public on January 30. Following the open house, staff posted meeting materials, including the feedback form from the open house, to the project website.

Feedback from neighborhood groups and members of the public indicated continued support for the reservation and pricing system, as well as a clear preference for the use of on-site staff in implementing and enforcing such a system. Tourism industry representatives, through SF Travel, have provided valuable feedback to the study team with respect to the importance of the ability for visitors to be able to make close-in and last minute reservations, rather than having all potential reservations sold-out far in advance (as is a common occurrence for the ferry to Alcatraz Island, for example.) This and other feedback is reflected in the Draft Concept of Operations for the Paid Reservation system detailing how the system could work, including potential discounts and exemptions.

### Findings & Recommendations

Based on the technical evaluation and feedback received, the study team recommends a paid reservation system, enforced by staff on site, with up to 12-hour operation (9:00 a.m. to 9:00 p.m.) at peak seasons, and a predictable tiered price structure (higher on holidays and weekends, lower during regular weekdays). The study finds that such a system is likely to address the recurrent vehicle congestion stemming from the Crooked Street's popularity as a tourist attraction and improve the quality of life for neighborhood residents while still maximizing the amount visitors who can experience the street for themselves, and providing a better tourist experience. In addition, the system is projected to be financially self-sustaining through use of the revenue from the reservation fee to cover the costs of system operation, administration, and staffing.

Initial cost estimates include approximately \$500,000 of one-time system set-up and initialization costs, with approximately \$2,000,000 per year in ongoing yearly costs which are offset by an estimated revenue stream stemming from the paid reservations of \$2,100,000 per year. Complementary capital investments are additionally recommended on the 1100 block of Lombard to ensure safe pedestrian access and program operations.

It is important to recognize that the recommendations in this phase of work are based on the best available information to date, and the system is expected to perform successfully with reasonable confidence. However, given the novelty of this approach, the ultimate system operator and managing

#### Agenda Item 4

entity should provide continuous monitoring and evaluation, and be prepared to adjust operational parameters flexibly, as warranted.

#### Next Steps

Pending state legislation (Assembly Bill (AB) 1605 (Ting)) is a prerequisite for the implementation of a program as recommended in this study. The final shape of the legislation will impact the exact next steps, but the current form of the bill would require the Board of Supervisors to conduct additional outreach and approve an ordinance that designates an operating agency for the system. This operating agency would then be responsible for securing funding, necessary approvals (including legislation of any traffic circulation changes by the SFMTA Board), and appropriate interagency agreements while also developing and adopting final operational and business rules and undertaking procurement.

#### **FINANCIAL IMPACT**

Continuation of pre-implementation planning and Board support for the development of an ordinance as specified in AB 1605 would have an impact on the proposed Fiscal Year 2019/20 budget. We are working with the District 2 office to identify additional funding for this work, which will be incorporated in the mid-year budget update.

#### **CAC POSITION**

The CAC was briefed on this item at its June 26, 2019 meeting and unanimously adopted a motion of support for the staff recommendation.

#### **SUPPLEMENTAL MATERIALS**

Attachment 1 – Lombard Crooked Street Reservation & Pricing System Study Report

Enclosure 1 – Lombard Paid Reservation System Draft Concept of Operations

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San Francisco  
County Transportation  
Authority



**State Legislation - September 2019**

(Updated September 5, 2019)

To view documents associated with the bill, click the bill number link.

The 2019 State Legislative session is winding down, with the last day to pass bills being September 13. The last day for the Governor to sign or veto bills is October 13. Consequently, there is a lot of legislative activity happening right now. We will provide the latest updates at the Board meeting on September 10.

Staff is adding a new watch position on Senate Bill (SB) 278 (Beall), as show in **Table 1**. The Board does not need to take an action on legislation recommended to watch.

**Table 2** provides updates on Assembly Bill (AB) 1487 (Chiu), AB 1605 (Ting), and SB 127 (Wiener), on which the Transportation Authority has previously taken positions this session.

**Table 3** shows the status of bills on which the Board has already taken a position this session.

**Table 1. New Bills to Watch**

Recommended Positions	Bill # Author	Title and Update
Watch	<a href="#">SB 278</a> <a href="#">Beall</a> D	<p><b>Metropolitan Transportation Commission.</b></p> <p>This is currently a spot bill, which is intended to be the vehicle to authorize a regional revenue measure for transportation projects.</p> <p>The Bay Area Council, Silicon Valley Leadership Group and SPUR are leading a coalition to develop a plan to make the Bay Area's transportation system seamless, faster, reliable and predictable. Based on their research thus far, the FASTER team is favoring a one cent sales tax, which would generate an estimated \$100.6 billion over 40 years.</p> <p>We do not expect SB 278 to move forward this calendar year, but will continue tracking the bill. We are working to schedule an update on a potential regional transportation measure at an upcoming Board meeting with speakers from FASTER Bay Area and Voices for Public Transportation, a coalition of labor, transportation, equity, and other stakeholders that has developed a vision statement and principles for a Bay Area-wide transportation measure.</p>

Table 2. Notable Updates on Bills in the 2018-2020 Session

Adopted Positions	Bill # Author	Title and Update
Watch	<a href="#">AB 1487</a> <a href="#">Chiu</a> (D)	<p><b>San Francisco Bay area: housing development: financing.</b></p> <p>Building on the outcomes from the recent regional CASA effort, this bill would establish the Bay Area Housing Finance Authority, a new regional entity comprised of the Metropolitan Transportation Commission (MTC) governing board to establish revenue measures and administer affordable housing production, preservation and tenant protection programs.</p> <p>This bill has been significantly amended since we last reported to the Board in July. In addition to identifying MTC as the governing entity, it also specifies the types of revenue measures that MTC could pursue (parcel tax, general obligation bond, gross receipts tax, or a payroll tax) and includes a requirement that the Executive Board of the Association of Bay Area Governments (ABAG) must approve the placement of any new revenue measure on the ballot as well as its expenditure plan. The bill also authorizes the ABAG Executive Board to approve a commercial linkage fee. It mandates that the bulk of the funds (80% for most revenue sources) would be returned to counties for use on affordable housing production (minimum of 52%), preservation (minimum of 15%), tenant protection programs (minimum of 5%) and local government grant programs (maximum of 10%).</p> <p>This bill was re-referred to the Senate Housing Committee for a September 4 hearing, due to these significant amendments.</p>
Support/ Sponsor	<a href="#">AB 1605</a> <a href="#">Ting</a> D	<p><b>City and County of San Francisco: Crooked Street Reservation and Pricing Program.</b></p> <p>This bill authorizes the San Francisco Board of Supervisors to implement a pilot reservation and pricing program on the Lombard Crooked Street, to provide congestion relief and revenues to manage one of San Francisco's most popular tourist attractions, which is also a local residential street. Visitors would be required to make an advance reservation to drive down the street, and would be charged a fee to cover administration, maintenance, and traffic management costs.</p> <p>The bill passed the Senate and Assembly on September 3 and 5, respectively. It is now with the Governor who has 30 days to act on the bill or it automatically becomes law. We continue to work with our legislators in Sacramento, Commissioner Stefani's office, and local agency partners to advance the bill.</p>

Support	<a href="#">SB 127 Wiener</a> D	<p><b>Transportation funding: active transportation: complete streets.</b></p> <p>This bill requires that the California Transportation Commission adopt performance measures that include the conditions of bicycle and pedestrian facilities; accessibility and safety for pedestrians, bicyclists, and transit users; and vehicle miles traveled on the state highway system. It would require Caltrans to provide facilities for bicycles and pedestrians on a subset of state road repair projects.</p> <p>Senator Wiener requested an estimate from Caltrans on how much this bill might cost. Caltrans stated that the bill could cost California an extra \$1 billion per year (or \$4.5 million per lane mile). Senator Wiener has widely dismissed this estimate as absurd, given that the bill requires Caltrans to follow existing adopted policies. Based on this estimate, the Department of Finance wrote a letter to the Committee opposing the bill, stating that it would cost the state too much money.</p> <p>This bill was heard and passed by the Assembly Appropriations Committee on August 30, with some relatively minor amendments which were printed on September 3, and sent to the Assembly floor for the full vote.</p>
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Table 3. Bill Status for Active Positions Taken in the 2019-2020 Session

Adopted Positions	Bill # Author	Bill Title	Update to Bill Status <sup>1</sup> (as of 9/5/2019)
Support/ Sponsor	<a href="#">AB 1605 Ting</a> D	City and County of San Francisco: Crooked Street Reservation and Pricing Program.	Enrolled and sent to the Governor's desk
Support	<a href="#">AB 40 Ting</a> D	Zero-emission vehicles: comprehensive strategy.	Two-year bill
Support	<a href="#">AB 47 Daly</a> D	Driver records: points: distracted driving.	Enrolled and sent to the Governor's desk
Support	<a href="#">AB 147 Burke</a> D	Use taxes: collection: retailer engaged in business in this state: marketplace facilitators.	Chaptered
Support	<a href="#">AB 252 Daly</a> D	Department of Transportation: environmental review process: federal program.	Chaptered
Support	<a href="#">AB 659 Mullin</a> D	Transportation: emerging transportation technologies: California Smart City Challenge Grant Program.	Two-year bill
Support	<a href="#">AB 1286 Muratsuchi</a> D	Shared mobility devices: agreements.	Committee hearing canceled by author; two-year bill
Support	<a href="#">SB 127 Wiener</a> D	Transportation funding: active transportation: complete streets.	Passed Assembly Appropriations Committee, sent to Assembly floor

Support	<a href="#">SB 152 Beall</a> D	Active Transportation Program.	Dead
Support	<a href="#">SB 277 Beall</a> D	Road Maintenance and Rehabilitation Program: Local Partnership Program.	Passed Assembly Appropriations Committee, sent to Assembly floor
Support if Amended	<a href="#">AB 1142 Friedman</a> D	Regional transportation plans: transportation network companies.	Held on suspense file; dead
Oppose Unless Amended	<a href="#">AB 326 Muratsuchi</a> D	Vehicles: motorized carrying devices.	Two-year bill
Oppose Unless Amended	<a href="#">AB 1112 Friedman</a> D	Shared mobility devices: local regulation.	Two-year bill
Oppose	<a href="#">AB 553 Melendez</a> R	High-speed rail bonds: housing.	Two-year bill
Oppose	<a href="#">AB 1167 Mathis</a> R	Greenhouse Gas Reduction Fund: high-speed rail: forestry and fire protection.	Two-year bill

<sup>1</sup>Under this column, "Chaptered" means the bill is now law, "Dead" means the bill is no longer viable this session, and "Enrolled" means it has passed both Houses of the Legislature. "Two-year" bills have not met the required legislative deadlines and will not be moving forward this session but can be reconsidered in the second year of the session which begins in December 2019. Bill status at a House's "Desk" means it is pending referral to a Committee.



RESOLUTION ALLOCATING \$26,147,587 AND APPROPRIATING \$100,000 IN PROP K SALES TAX FUNDS FOR TWELVE REQUESTS, WITH CONDITIONS

WHEREAS, The Transportation Authority received twelve requests for a total of \$26,247,587 in Prop K local transportation sales tax funds, as summarized in Attachments 1 and 2 and detailed in the enclosed allocation request forms; and

WHEREAS, The requests seek funds from the following Prop K Expenditure Plan categories: Other Transit Enhancements, Vehicles - Muni, Street Repair and Cleaning Equipment, Pedestrian and Bicycle Facility Maintenance, Street Resurfacing, Traffic Calming, Tree Planting and Maintenance, and Transportation/ Land Use Coordination; and

WHEREAS, As required by the voter-approved Expenditure Plans, the Transportation Authority Board has adopted a Prop K 5-Year Prioritization Program (5YPP) for each of the aforementioned Expenditure Plan programmatic categories; and

WHEREAS, Eight of the twelve requests are consistent with the relevant Prop K Strategic plan and the 5YPPs for their respective categories; and

WHEREAS, The San Francisco Municipal Transportation Agency's (SFMTA's) request for Muni Subway Expansion Project Development requires a concurrent Prop K Strategic Plan amendment to advance \$965,948 from Fiscal Year 2020/21 to Fiscal Year 2019/20, and a corresponding amendment to the Other Transit Enhancements 5YPP; and

WHEREAS, The requested Strategic Plan amendment would result in a negligible increase (0.0014%) to the assumed level of financing costs for the Prop K program; and

WHEREAS, The SFMTA's requests for New Flyer Midlife Overhaul - Phase 1, Application-Based Traffic Calming Program - FY18/19 Cycle Implementation, and Application-Based Traffic Calming Program - FY19/20 Cycle Planning require 5YPP amendments as summarized in Attachment 2 and detailed in the enclosed allocation request forms; and

WHEREAS, After reviewing the requests, Transportation Authority staff recommended



allocating \$26,147,587 and appropriating \$100,000 in Prop K funds, with conditions, for twelve projects, as described in Attachment 3 and detailed in the enclosed allocation request forms, which include staff recommendations for Prop K allocation amounts, required deliverables, timely use of funds requirements, special conditions, and Fiscal Year Cash Flow Distribution Schedules; and

WHEREAS, There are sufficient funds in the Capital Expenditures line item of the Transportation Authority's approved Fiscal Year 2019/20 budget to cover the proposed actions; and

WHEREAS, At its September 4, 2019 meeting, the Citizens Advisory Committee was briefed on the subject request and unanimously adopted a motion of support for the staff recommendation; and

RESOLVED, That the Transportation Authority hereby amends the 2019 Prop K Strategic Plan to advance \$965,948 from Fiscal Year 2020/21 to Fiscal Year 2019/20 in the Other Transit Enhancements category as detailed in the enclosed allocation request form; and be it further

RESOLVED, That the Transportation Authority hereby amends the Prop K Other Transit Enhancements, Vehicles - Muni, and Traffic Calming 5YPPs, as detailed in the enclosed allocation request forms; and be it further

RESOLVED, That the Transportation Authority hereby allocates \$26,147,587 and appropriates \$100,000 in Prop K Sales Tax Funds for twelve requests, with conditions, as summarized in Attachment 3 and detailed in the enclosed allocation request forms; and be it further

RESOLVED, That the Transportation Authority finds the allocation of these funds to be in conformance with the priorities, policies, funding levels, and prioritization methodologies established in the Prop K Expenditure Plan, the Prop K Strategic Plan and the relevant 5YPPs; and be it further

RESOLVED, That the Transportation Authority hereby authorizes the actual expenditure



(cash reimbursement) of funds for these activities to take place subject to the Fiscal Year Cash Flow Distribution Schedules detailed in the enclosed allocation request forms; and be it further

RESOLVED, That the Capital Expenditures line item for subsequent fiscal year annual budgets shall reflect the maximum reimbursement schedule amounts adopted and the Transportation Authority does not guarantee reimbursement levels higher than those adopted; and be it further

RESOLVED, That as a condition of this authorization for expenditure, the Executive Director shall impose such terms and conditions as are necessary for the project sponsors to comply with applicable law and adopted Transportation Authority policies and execute Standard Grant Agreements to that effect; and be it further

RESOLVED, That as a condition of this authorization for expenditure, the project sponsors shall provide the Transportation Authority with any other information it may request regarding the use of the funds hereby authorized; and be it further

RESOLVED, That the Capital Improvement Program of the Congestion Management Program, the Prop K Strategic Plan and the relevant 5YPPs are hereby amended, as appropriate.

**Attachments:**

1. Summary of Requests Received
2. Brief Project Descriptions
3. Staff Recommendations
4. Prop K Allocation Summary - FY 2019/20

**Enclosure:**

Prop K/Prop AA Allocation Request Forms (12)

Source	EP Line No./ Category <sup>1</sup>	Project Sponsor <sup>2</sup>	Project Name	Current Prop K Request	Total Cost for Requested Phase(s)	Leveraging		Phase(s) Requested	District(s)
						Expected Leveraging by EP Line <sup>3</sup>	Actual Leveraging by Project Phase(s) <sup>4</sup>		
Prop K	16	SFMTA	Muni Subway Expansion Project Development	\$ 965,948	\$ 965,948	74%	0%; significant leveraging expected in future phases	Planning	7
Prop K	17M	SFMTA	New Flyer Midlife Overhaul - Phase 1	\$ 17,937,483	\$ 172,169,772	84%	90%	Construction	Citywide
Prop K	35	SFPW	Street Repair and Cleaning Equipment	\$ 1,300,000	\$ 1,300,000	29%	0%	Construction	Citywide
Prop K	37	SFPW	Public Sidewalk and Curb Repair	\$ 552,659	\$ 795,743	79%	31%	Construction	Citywide
Prop K	38	SFMTA	Speed Radar Sign Installation Program	\$ 178,820	\$ 213,820	51%	16%	Planning, Construction	Citywide
Prop K	38	SFMTA	Application-Based Traffic Calming Program - FY18/19 Cycle Implementation	\$ 1,253,103	\$ 1,253,103	51%	0%	Design, Construction	Citywide
Prop K	38	SFMTA	Application-Based Traffic Calming Program - FY19/20 Cycle Planning	\$ 203,192	\$ 203,192	51%	0%	Planning	Citywide
Prop K	38	SFMTA	Safer Taylor Street	\$ 2,047,958	\$ 2,047,958	51%	0%; significant constructure phase leveraging expected	Design	3, 6
Prop K	38, 39	SFMTA	Safe Streets Evaluation Program	\$ 200,000	\$ 200,000	41%	0%	Planning	Citywide
Prop K	42	SFPW	Tree Planting and Establishment	\$ 1,408,424	\$ 1,408,424	57%	0%	Construction	Citywide
Prop K	44	SFCTA	District 4 Mobility Improvements Study [NTIP Planning]	\$ 100,000	\$ 130,000	40%	23%	Planning	4
Prop K	44	SFMTA	Alemaný Corridor Safety [NTIP Planning]	\$ 100,000	\$ 100,000	40%	0%	Planning	11

TOTAL				\$ 26,247,587	\$ 180,787,960	82%	85%
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Footnotes

- <sup>1</sup> "EP Line No./Category" is either the Prop K Expenditure Plan line number referenced in the 2019 Prop K Strategic Plan or the Prop AA Expenditure Plan category referenced in the 2017 Prop AA Strategic Plan, including: Street Repair and Reconstruction (Street), Pedestrian Safety (Ped), and Transit Reliability and Mobility Improvements (Transit).
- <sup>2</sup> Acronyms: SFTA (San Francisco County Transportation Authority); SFMTA (San Francisco Municipal Transportation Agency); SFPW (San Francisco Public Works)
- <sup>3</sup> "Expected Leveraging By EP Line" is calculated by dividing the total non-Prop K funds expected to be available for a given Prop K Expenditure Plan line item (e.g. Pedestrian Circulation and Safety) by the total expected funding for that Prop K Expenditure Plan line item over the 30-year Expenditure Plan period. For example, expected leveraging of 90% indicates that on average non-Prop K funds should cover 90% of the total costs for all projects in that category, and Prop K should cover only 10%.
- <sup>4</sup> "Actual Leveraging by Project Phase" is calculated by dividing the total non-Prop K or non-Prop AA funds in the funding plan by the total cost for the requested phase or phases. If the percentage in the "Actual Leveraging" column is lower than in the "Expected Leveraging" column, the request (indicated by yellow highlighting) is leveraging fewer non-Prop K dollars than assumed in the Expenditure Plan. A project that is well leveraged overall may have lower-than-expected leveraging for an individual or partial phase.

Attachment 2: Brief Project Descriptions<sup>1</sup>

EP Line No./ Category	Project Sponsor	Project Name	Prop K Funds Requested	Project Description
16	SFMTA	Muni Subway Expansion Project Development	\$965,948	<p>The Muni Subway Expansion Project would construct a new light rail tunnel between West Portal and Parkmerced to improve the Muni Metro's speed, reliability and capacity. It would also re-design 19th Avenue between Eucalyptus and Brotherhood Way with wider sidewalks, a bike path separated from traffic, and new trees and landscaping. Requested funds would fund the development of conceptual alignments and planning level cost estimates for undergrounding the K- and M-lines within the Twin Peaks tunnel such that these lines can proceed underground under West Portal Avenue. SFMTA expects to complete the final report by March 2021.</p> <p>The SFMTA-led SF Transit Corridors Study (TCS), which is part of the multi-agency ConnectSF long range transportation planning program, is in the process of identifying and prioritizing the next generation of major transit capital projects. The work funded by this request will produce planning level information to evaluate investment options for the TCS. The Muni Subway Expansion Project would await clarification on prioritization via the TCS prior to its next major phase of work: environmental review.</p>
17M	SFMTA	New Flyer Midlife Overhaul - Phase 1	\$17,937,483	<p>Perform scheduled midlife overhauls, in accordance with manufacturer recommendations, on a portion of the New Flyer fleet (813 40-foot and 60-foot motor coaches and trolley coaches). Midlife overhauls significantly improve vehicle reliability, reduce the incidence of breakdowns, and prevent service interruptions with additional costly repairs. Phase 1 of the overhaul program will address the oldest vehicles in the fleet and include substantial work to 271 motor coaches and 60 trolley coaches procured between 2013 and 2016. Work will also include cosmetic improvements like repainting exteriors, updating seating configurations, and improving wheelchair passenger securements. SFMTA expects to complete Phase 1 by September 2024.</p>

## Attachment 2: Brief Project Descriptions <sup>1</sup>

EP Line No./ Category	Project Sponsor	Project Name	Prop K Funds Requested	Project Description
35	SFPW	Street Repair and Cleaning Equipment	\$1,300,000	Funds will be used to purchase 13 pieces of street repair and cleaning equipment that have reached the end of their useful lives, including 2 mechanical street sweepers, 6 one-ton pickup trucks with dump beds, and 5 half-ton pickup trucks. SFPW expects all 13 pieces of equipment to be in service by December 2021.
37	SFPW	Public Sidewalk and Curb Repair	\$552,659	SFPW is responsible for repairing sidewalks around City-maintained trees, adjacent to City properties, and at the angular returns of all intersections. Requested funds will be used to repair non tree-related damage to public sidewalks, curb and gutters, and angular returns at approximately 633 locations. A portion of the Tree Maintenance Fund established by Prop E (2016) will be used to repair sidewalks damaged by City-maintained trees. SFPW expects all repairs funded by this request to be done by September 2020. Members of the public can request sidewalk repairs by calling 311.
38	SFMTA	Speed Radar Sign Installation Program	\$178,820	Identify locations and then install four or five speed radar signs, based on community and SFMTA staff requests. Speed radar signs are electronic signs that have a built-in radar gun pointing at oncoming cars. The sign displays the speed of the oncoming car and can be effective at reducing vehicle travel speeds when installed in an appropriate location, per SFMTA Speed Radar Sign Guidelines. Locations will be ranked by criteria including traffic speeds, average daily traffic level, proximity to schools or senior centers, number of travel lanes, no other planned improvements at the location, and collision history. SFMTA expects that all of the signs will be open for use by March 2021.
38	SFMTA	Application-Based Traffic Calming Program - FY18/19 Cycle Implementation	\$1,253,103	Design and construct 54 traffic calming projects on residential streets as identified, evaluated and ranked through the program's Fiscal Year 2018/19 cycle (applications were due in June 2018). See pg. 110 of enclosure for lists of requested and approved locations. The projects involve approximately 108 individual traffic calming measures, including speed humps, speed cushions, traffic islands and raised crosswalks. SFMTA expects all traffic calming measures to be open for use by December 2021.

Attachment 2: Brief Project Descriptions<sup>1</sup>

EP Line No./ Category	Project Sponsor	Project Name	Prop K Funds Requested	Project Description
38	SFMTA	Application-Based Traffic Calming Program - FY19/20 Cycle Planning	\$203,192	Citywide program outreach, evaluation and prioritization of all eligible applications received by June 30, 2019 for traffic calming on residential streets. See pgs. 136-137 of enclosure for lists of requested locations. Scope includes recommendations for traffic calming measures, balloting and targeted community outreach where needed, and conceptual engineering of traffic calming measures at approximately 50 locations. SFMTA expects selection and preliminary engineering to be done by September 2020. SFMTA will request future Prop K funds for the design and construction phases, with projects open for use by September 2022.
38	SFMTA	Safer Taylor Street	\$2,047,958	The requested funds will be used for the design phase for transportation safety and livability improvements on Taylor Street between Market Street and Sutter Street. Project scope includes widening sidewalks from Turk to Ellis, reducing travel lanes from Market to Sutter, upgrading signals, and other pedestrian safety improvements. SFMTA expects to complete design by June 2020, and anticipates that the project will be open for use by September 2022.
38, 39	SFMTA	Safe Streets Evaluation Program	\$200,000	Requested funds will be used to support pre- and post-implementation data collection efforts and analysis of 15 to 20 bicycle, pedestrian, and traffic calming projects over the next 18 months in support of Vision Zero. The evaluation program provides evidence-based recommendations to inform future projects by analyzing how upgraded street designs impact safety and comfort for all road users. SFMTA will continue to provide regular evaluation updates to the Vision Zero Committee. See page 154 of the enclosure for the list of projects to be evaluated. SFMTA expects to complete the final report by Spring 2021.
42	SFPW	Tree Planting and Establishment	\$1,408,424	SFPW and its community partners will plant approximately 691 trees and water them regularly for three years to ensure successful establishment. Once established, these trees will be maintained with funds from an annual General Fund setaside (Prop E, 2016). To identify priority planting sites, SFPW will use data from the comprehensive street tree census, which identified all street trees in the public right-of-way as well as existing empty basins and potential new planting sites, and will focus on areas with the greatest number of existing empty tree wells and the lowest canopy coverage. Plantings will be complete by June 2020. Members of the public can request a tree planting by calling 311.

## Attachment 2: Brief Project Descriptions <sup>1</sup>

EP Line No./ Category	Project Sponsor	Project Name	Prop K Funds Requested	Project Description
44	SFCTA	District 4 Mobility Improvements Study [NTIP Planning]	\$100,000	At the request of Commissioner Mar, the Transportation Authority, in partnership with SFMTA, will conduct a study to understand the travel profile and patterns of District 4 residents, identify travel markets with high shares of single-occupancy vehicle (SOVs) trips, and explore short and medium-term strategies to reduce trips by SOVs. We expect to complete the final report by September 2020.
44	SFMTA	Alemaný Corridor Safety [NTIP Planning]	\$100,000	At the request of Commissioner Safai, SFMTA has requested Prop K funds to develop recommendations and conceptual designs for safety and accessibility improvements for Alemaný Boulevard between Sickles Avenue to the south and Mission Street to the north, segments of which are located on the High Injury Network. The focus of the project is to identify collision hot spots and recommend near- and medium-term collision countermeasures. The project includes community outreach to inform and confirm the needs assessment and to collect feedback on design proposals. The SFMTA expects to present the final report - including key findings, recommendations, next steps, and a funding strategy to the Transportation Authority Board for adoption by September 2020.
<b>TOTAL</b>			<b>\$26,247,587</b>	

<sup>1</sup> See Attachment 1 for footnotes.

Attachment 3: Staff Recommendations <sup>1</sup>

EP Line No./ Category	Project Sponsor	Project Name	Prop K Funds Recommended	Recommendations
16	SFMTA	Muni Subway Expansion Project Development	\$ 965,948	<b>Prop K Strategic Plan and 5-Year Prioritization Program (5YPP) Amendments:</b> The recommended allocation is contingent on concurrent amendments to the Prop K Strategic Plan and the Other Transit Enhancements 5YPP to advance \$965,948 of the \$2,744,300 programmed to the project in FY20/21 for allocation in FY19/20. See enclosed Strategic Plan and 5YPP amendments for details.
17M	SFMTA	New Flyer Midlife Overhaul - Phase 1	\$ 17,937,483	<b>5YPP Amendment:</b> The recommended allocation is contingent on an amendment to the Vehicles-Muni 5YPP to reprogram \$13,446,287 from the Replace 30 30-foot Hybrid Diesel Motor Coaches to the subject project. The replacement project has been deferred by at least two years. See enclosed 5YPP amendment for details.
35	SFPW	Street Repair and Cleaning Equipment	\$ 1,300,000	
37	SFPW	Public Sidewalk and Curb Repair	\$ 552,659	
38	SFMTA	Speed Radar Sign Installation Program	\$ 178,820	<b>Multi-phase Allocation:</b> Recommendation is for a multi-phase allocation given the straightforward nature of the scope and the short duration of each phase. Upon project completion, SFMTA will <b>provide an evaluation of the effectiveness</b> of these speed radar signs at reducing vehicle speeds based on before and after data.
38	SFMTA	Application-Based Traffic Calming Program - FY18/19 Cycle Implementation	\$ 1,253,103	<b>5YPP Amendment:</b> The recommended allocation is contingent on a concurrent amendment of the Traffic Calming 5YPP to reprogram \$53,103 in deobligated funds from projects completed under budget. See attached 5YPP amendment for details. <b>Multi-phase allocation:</b> Recommendation includes a multi-phase allocation given the straightforward nature of the scope and short duration of design and construction at each location.
38	SFMTA	Application-Based Traffic Calming Program - FY19/20 Cycle Planning	\$ 203,192	<b>5YPP Amendment:</b> The recommended allocation is contingent on a concurrent amendment of the Traffic Calming 5YPP to reprogram \$203,192 in deobligated funds from projects completed under budget. See attached 5YPP amendment for details.
38	SFMTA	Safer Taylor Street	\$ 2,047,958	

Attachment 3: Staff Recommendations <sup>1</sup>

EP Line No./ Category	Project Sponsor	Project Name	Prop K Funds Recommended	Recommendations
38, 39	SFMTA	Safe Streets Evaluation Program	\$ 200,000	
42	SFPW	Tree Planting and Establishment	\$ 1,408,424	
44	SFCTA	District 4 Mobility Improvements Study [N'TIP Planning]	\$ 100,000	
44	SFMTA	Alemany Corridor Safety [N'TIP Planning]	\$ 100,000	
<b>TOTAL</b>			<b>\$26,247,587</b>	

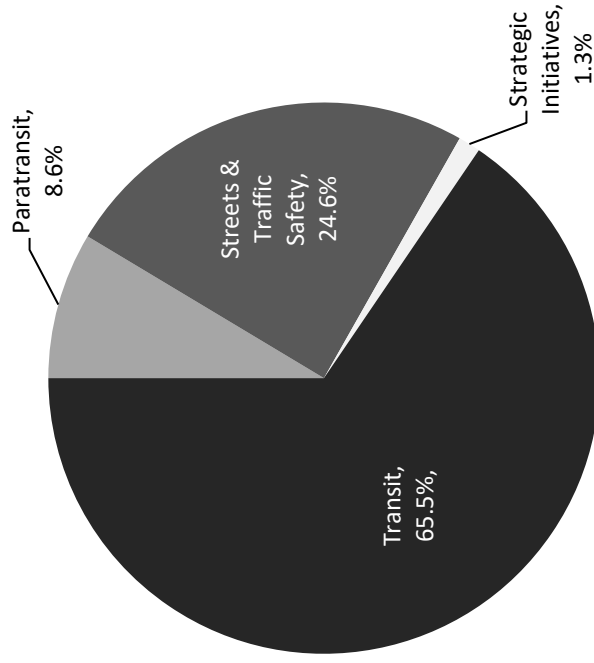
<sup>1</sup> See Attachment 1 for footnotes.

Attachment 4.  
Prop K and Prop AA Allocation Summaries - FY 2019/20

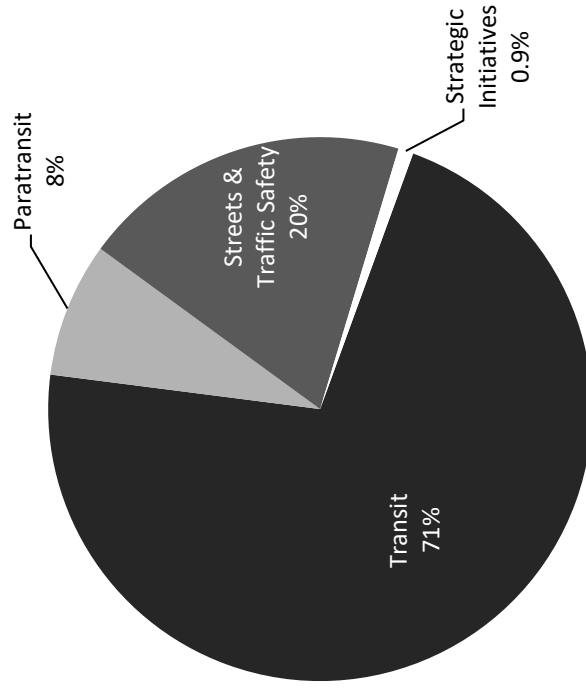
PROP K SALES TAX								
Total	FY 2019/20	FY 2020/21	FY 2021/22	FY 2022/23	FY 2023/24	FY 2024/25	FY 2025/26	
Prior Allocations	\$ 17,663,374	\$ 7,919,536	\$9,013,838	\$ 730,000	\$ -	\$ -	\$ -	
Current Request(s)	\$ 25,530,087	\$ 7,049,296	\$ 6,413,201	\$ 3,995,724	\$ 2,690,622	\$ 2,690,622	\$ 717,500	
New Total Allocations	\$ 43,193,461	\$ 14,968,832	\$ 15,427,039	\$ 4,725,724	\$ 2,690,622	\$ 2,690,622	\$ 717,500	

The above table shows maximum annual cash flow for all FY 2019/20 allocations and appropriations approved to date, along with the current recommended allocation(s).

**Investment Commitments,  
per Prop K Expenditure Plan**



**Prop K Investments To Date**







## Memorandum

### AGENDA ITEM 6

**DATE:** September 5, 2019

**TO:** Transportation Authority Board

**FROM:** Anna LaForte - Deputy Director for Policy and Programming

**SUBJECT:** 9/10/2019 Board Meeting: Allocate \$26,147,587, with Conditions, and Appropriate \$100,000 in Prop K Sales Tax Funds for Twelve Requests

#### **RECOMMENDATION** ☐ Information ☒ Action

Allocate \$22,886,504 in Prop K funds to the San Francisco Municipal Transportation Agency (SFMTA) for eight requests:

1. Muni Subway Expansion Project Development (\$965,948)
2. New Flyer Midlife Overhaul - Phase 1 (\$17,937,483)
3. Speed Radar Sign Installation Program (\$178,820)
4. Application-Based Traffic Calming Program - FY18/19 Cycle Implementation (\$1,253,103)
5. Application-Based Traffic Calming Program - FY19/20 Cycle Planning (\$203,192)
6. Safer Taylor Street (\$2,047,958)
7. Safe Streets Evaluation Program (\$200,000)
8. Alemany Corridor Safety [NTIP Planning] (\$100,000)

Allocate \$3,261,083 in Prop K funds to San Francisco Public Works (SFPW) for three requests:

9. Street Repair and Cleaning Equipment (\$1,300,000)
10. Public Sidewalk and Curb Repair (\$552,659)
11. Tree Planting and Establishment (\$1,408,424)

Appropriate \$100,000 in Prop K funds for one request:

12. District 4 Mobility Improvements Study [NTIP Planning]

#### **SUMMARY**

Attachment 1 lists the requests, including requested phase(s) and supervisorial district(s) for each project. Attachment 2 provides a brief description of each project. Attachment 3 contains the staff recommendations.

- ☒ Fund Allocation
- ☒ Fund Programming
- ☐ Policy/Legislation
- ☐ Plan/Study
- ☐ Capital Project Oversight/Delivery
- ☐ Budget/Finance
- ☐ Contract/Agreement
- ☐ Other: \_\_\_\_\_



## **DISCUSSION**

Attachment 1 summarizes the subject allocation requests, including information on proposed leveraging (i.e. stretching Prop K sales tax dollars further by matching them with other fund sources) compared with the leveraging assumptions in the Prop K Expenditure Plan. Attachment 2 includes a brief description of each project. Attachment 3 summarizes the staff recommendations for the requests, highlighting special conditions and other items of interest. An Allocation Request Form for each project is enclosed, with more detailed information on scope, schedule, budget, funding, deliverables and special conditions.

## **FINANCIAL IMPACT**

The recommended action would allocate and appropriate \$26,247,587 in Prop K funds. The allocations and appropriation would be subject to the Fiscal Year Cash Flow Distribution Schedules contained in the enclosed Allocation Request Forms.

Attachment 4 shows the approved Fiscal Year 2019/20 allocations and appropriations to date, with associated annual cash flow commitments as well as the recommended allocations, appropriations, and cash flow amounts that are the subject of this memorandum.

Fully funding the SFMTA's request for Muni Subway Expansion Project Development requires a Prop K Strategic Plan amendment to advance \$965,948 in the Other Transit Enhancements category from Fiscal Year 2020/21 to Fiscal Year 2019/20. The amendment would result in a negligible increase of 0.0014% (\$38,047) in anticipated financing costs for the Prop K program as a whole over its 30-year life. See the enclosed allocation request form for the amendment details.

Sufficient funds are included in the Fiscal Year 2019/20 budget to accommodate the recommended actions. Furthermore, sufficient funds will be included in future budgets to cover the recommended cash flow distribution for those respective fiscal years.

## **CAC POSITION**

The CAC was briefed on the subject requests at its September 4, 2019 meeting and unanimously approved a motion of support for the recommended allocations and appropriation. Based on CAC feedback, we have added a deliverable for a before/after evaluation of the effectiveness of speed radar signs proposed for installation as part of the SFMTA's Speed Radar Sign Installation Program.

## **SUPPLEMENTAL MATERIALS**

- Attachment 1 – Summary of Requests Received
- Attachment 2 – Project Descriptions
- Attachment 3 – Staff Recommendations
- Attachment 4 – Prop K Allocation Summary – FY 2019/20



**San Francisco  
County Transportation  
Authority**

Agenda Item 6

Page 3 of 3

- Attachment 5 - SFMTA Mid-Life Overhaul Program Presentation
- Enclosure 1 - Allocation Request Forms (12)



SFMTA

# Rubber Tire Mid-Life Overhaul Program

70



Transit | Fleet Engineering

SFCTA Board

September 10, 2019

# Guiding Principles

- Maintain low average fleet age
- Improve reliability
- Adopt performance-based procurements
- Develop robust maintenance standards
- Align with City's sustainability goals
- Anticipate and accommodate growth
- Maintain 20% spare ratios



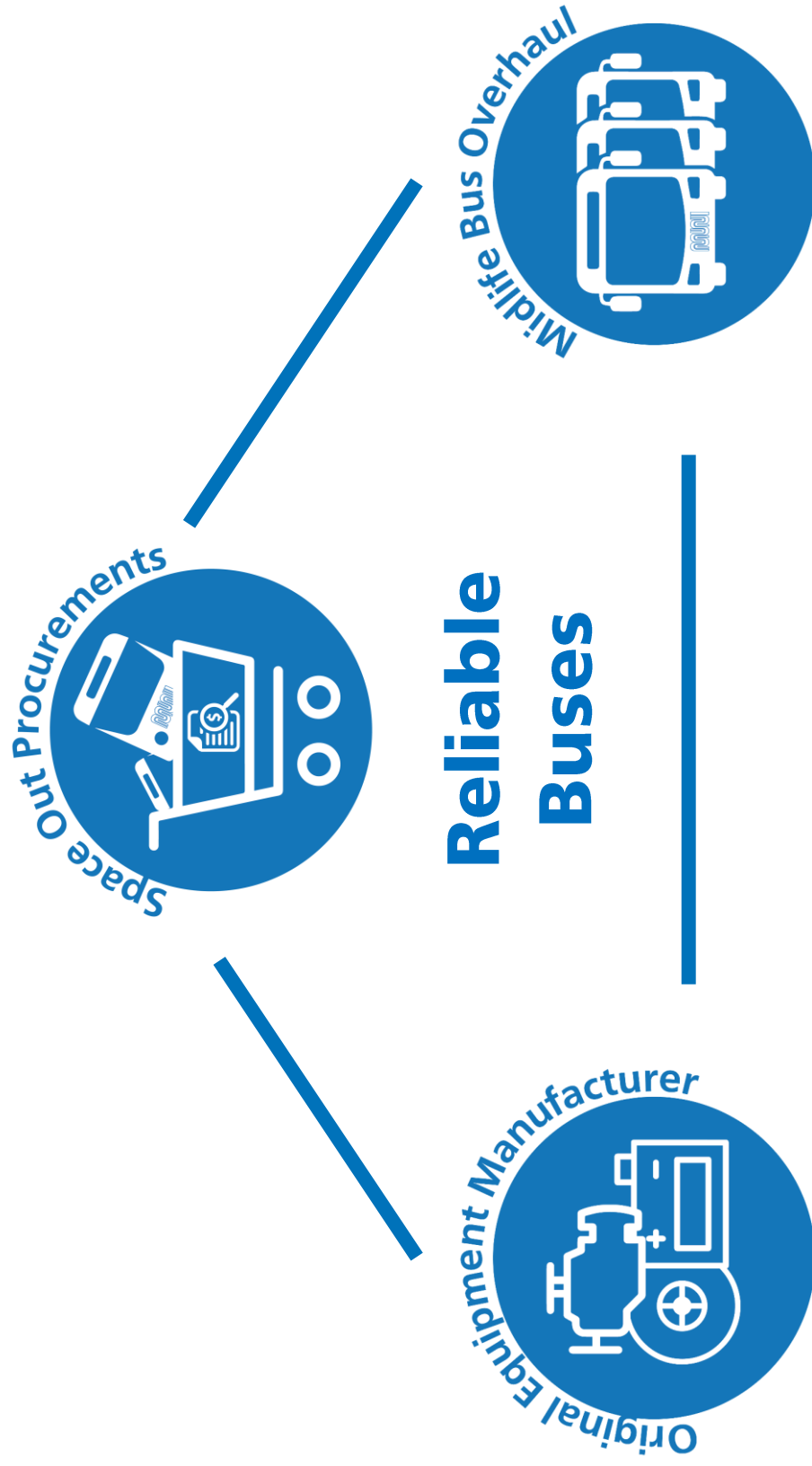
## SFMTA Bus Fleet Management Plan

2017-2030



March 2017

# Fleet Program Overview





# Major fleet transition

*Between 2013-2019 the SFMTA has successfully replaced 800+ motor coach and trolley coaches*



- Increased number of articulated buses to relieve crowding on high-ridership lines
- Lowered fleet age to improve reliability
- Deployed new technology to reduce GHG emissions

# Improved reliability means better service

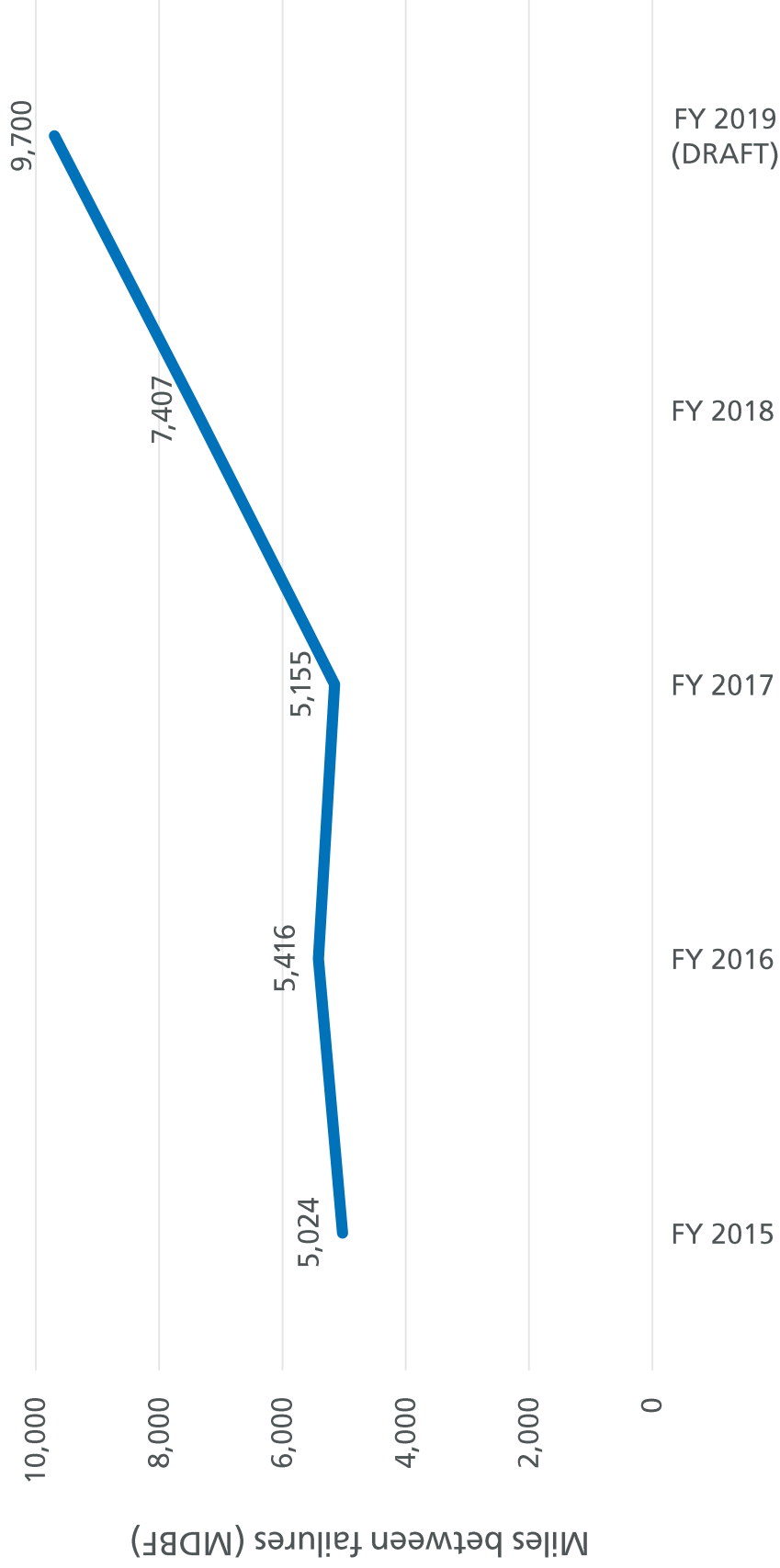
*Over the past 30 years, our expectations of the fleet's reliability have dramatically increased*

1980s	2000s	Today
<b>2,000-3,000</b> miles	<b>4,000-6,000</b> miles	<b>10,000-12,000</b> miles

Mean Distance Between Failures (MDBF) is the industry-standard measurement of vehicle reliability. It tracks how long a vehicle travels before a mechanical failure that results in lost service.



# Fewer In-Service Bus Breakdowns



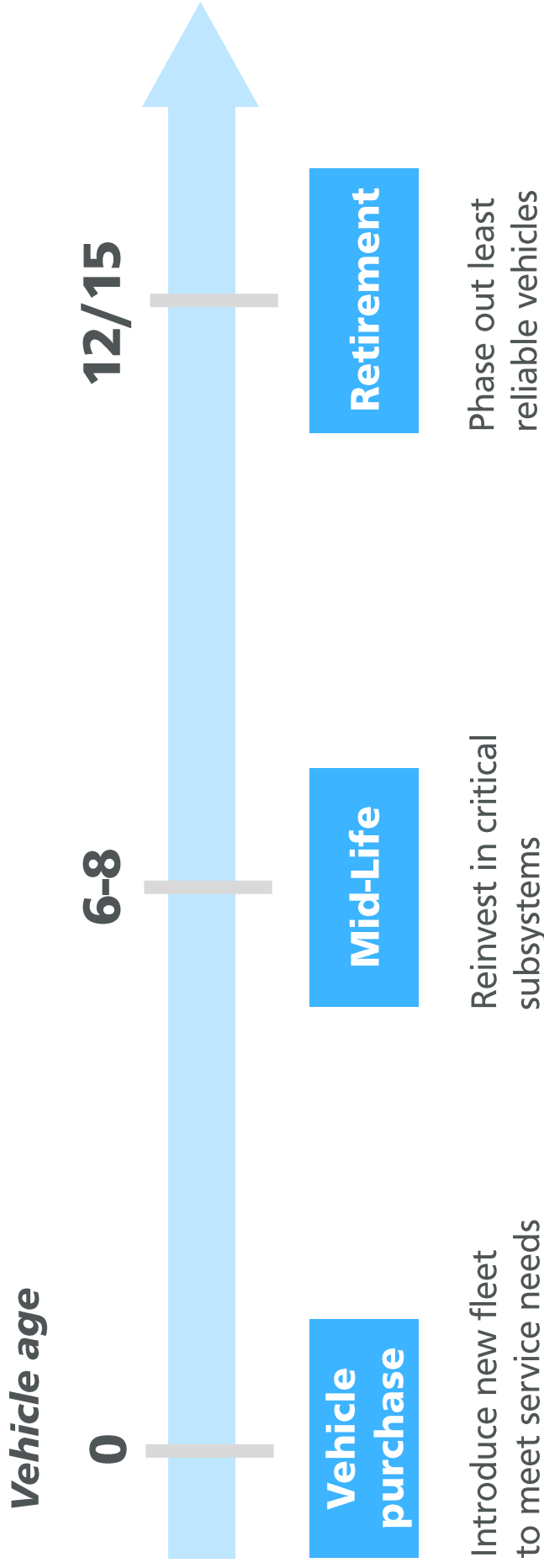
# Continuous improvement

Over time we took in feedback from riders and staff to improve the vehicles:

- Added “three-point securements” at request of disability community to improve safety of wheelchair passengers
- Incorporated new rear-view mirror turn signals for safer operations around bicycles
- Increased capacity on bicycle racks from two to three bikes
- Updated interior design to include stroller standing area
- Deployed new digital radios with route and on-time performance data for operators
- Redesigned seating to improve comfort and reduce noise



# Rubber Tire Vehicle Lifecycle



# Mid Life Overhaul Program

- **Propulsion system overhaul** Increase reliability
- **ADA Equipment** Easy operation for wheelchair passengers, improved visibility for operators
- **Safety** Deploy collision warning indicators to the vehicles
- **Standardization** Update onboard technology to latest Agency standards
- **Technology Upgrade** Take advantage of technological progress
- **Comfort** Reduce noise, add ergonomic seats, improve seating layout

# Previous Mid-Life: Neoplans



- Dramatically improved reliability: improved MDBF from 3,500 to 6,000
- Extended the life of the fleet, improve the comfort for passengers

# Previous Mid-Life: Neoplans



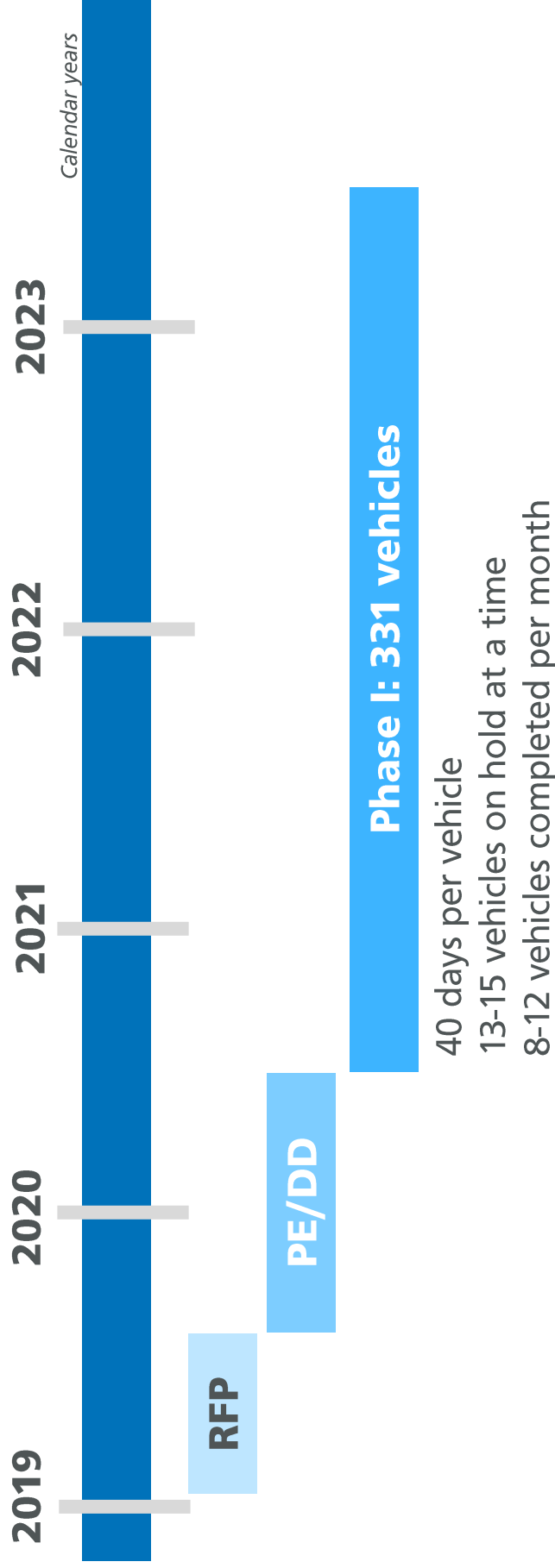
Cosmetic



Repaired structural wear



# Program Delivery: New Flyer Mid-Life



# Program Overview

The FTA requires a mid-life program for all federally-funded fleets and they provide funds for this work.

Phase I	Phase II	Phase III
331 vehicles	266 vehicles	218 vehicles
2020-2023	2022-2027	2025-2029
\$182,000,000	\$126,000,000	\$133,500,000



# Ensuring fleet reliability, safety and comfort



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San Francisco  
County Transportation  
Authority

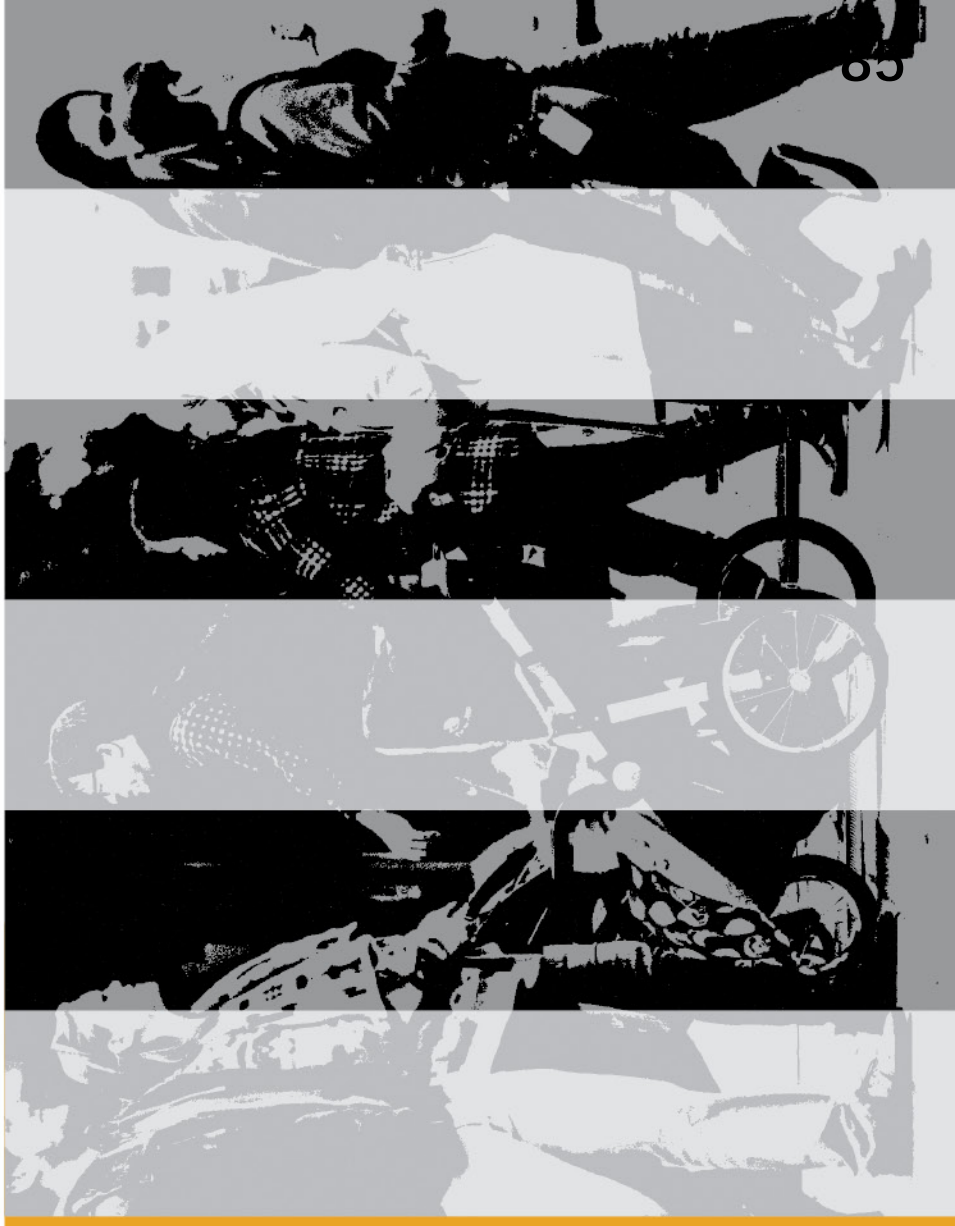


**VISION  
ZERO  
SF**


Through Vision Zero SF we commit to working together to prioritize street safety and eliminate traffic deaths in San Francisco.

# TRANSPORTATION AUTHORITY BOARD MEETING

SEPTEMBER 10, 2019





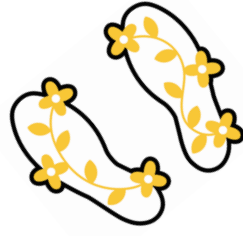


# VISION ZERO COMMUNICATIONS AND EDUCATION UPDATE: MULTILINGUAL AND SENIOR CAMPAIGNS

**UYEN NGO, SFMTA  
DONGMEI TAN, SFDPH**

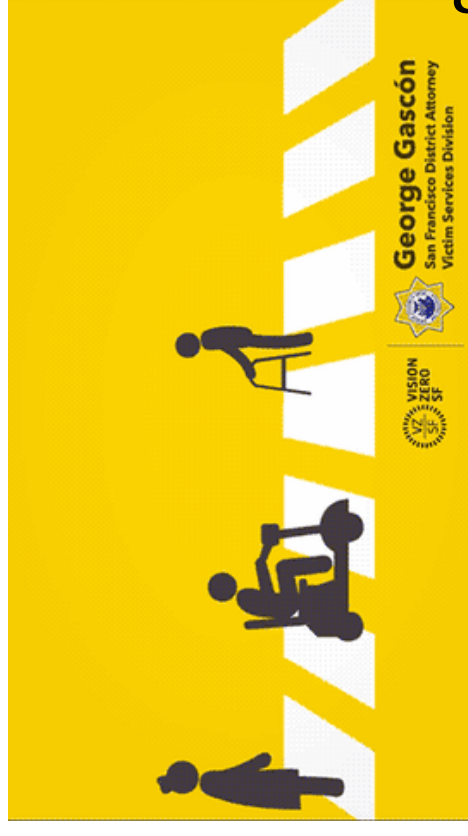
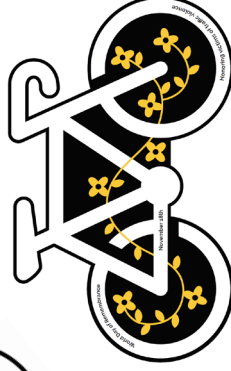
# LAST TA COMMITTEE EDUCATION UPDATE

- 2018 Partnership Recaps
  - Safe Speeds Campaign and **DMV** PSA video
  - Supporting **SF Bay Area Families for Safe Streets** World Day of Remembrance
  - **District Attorney's** Senior Pedestrian Safety
  - Update crossing time standards with **Vision Zero Coalition** members



- 2019 Look Ahead

- Driving in Today's SF
- Safer Intersections
- Chinese-focused campaign
- Motorcycle Safety Year 3
- Rapid Response Street Team Outreach





# APRIL – JUNE METRICS (AS OF 6/14)

Street Team Outreach Events	17
Rapid Response Outreach	2 responses 8 memorial posters
Social Media Campaign (impressions)	Distracted Driving: 512,154 Motorcycle Safety: 375,152 Driving in Today’s SF: 984,910 It Stops Here: 365,763
In-language Outreach (events)	19
High Visibility Partnerships	2
In-language Campaigns	2
Social Media Posts	90
Twitter Reach	158,100
Campaign Reach	17,506,500
Outreach Contacts	5,000



# APRIL – JUNE CAMPAIGNS



For more information about safe riding, trainings, gear and more, go to [VisionZeroSF.org/motorcycles](http://VisionZeroSF.org/motorcycles)







Save the Date: **October 10, 2018**  
To learn more, visit [walksf.org/walk-to-school](http://walksf.org/walk-to-school)

保存日期: **2018年10月10日**  
要了解更多, 請訪問 [walksf.org/walk-to-school](http://walksf.org/walk-to-school)

Reserve la fecha: **Miércoles 10 de octubre de 2018**  
Para más información, visite [walksf.org/walk-to-school](http://walksf.org/walk-to-school)

Presented By: The San Francisco Safe Routes to School Partnership



- San Francisco Bicycle Coalition
- San Francisco Department of Environment
- San Francisco Department of Public Health
- San Francisco Unified School District
- San Francisco Municipal Transportation Agency
- Shape Up San Francisco
- Tenderloin Safe Passage
- Walk San Francisco
- YBike Program of the Presidio YMCA



Thank you to our event sponsors:



FIYEPOINT™





# EXISTING MULTILINGUAL MATERIALS: CAMPAIGNS





# 您在哪裡 見過這些 標示?



三藩市各處街道都可以看到!  
路面標示為所有人創建安全區,  
維護開車者、步行者以及騎自行  
車者的安全



在鯊魚齒標示前  
停車  
給予行人安全的  
空間橫越馬路



減速進入混合區  
注意並禮讓自行車



將車停在停車格  
內  
切勿停在自行車  
道

請前往 [VisionZeroSF.org/Streets](http://VisionZeroSF.org/Streets) 觀看影片,  
來了解這些新特點的作用



# MULTILINGUAL MATERIALS: PROJECTS





# MULTILINGUAL MATERIALS: OUTREACH



CORRE, HIJO, PARA ALCANZAR LA LUZ Y CRUZAR.

TRANQUILA, MAMÁ, CON LAS NUEVAS SALIENTES DE LA ACERA LOS AUTOS DISMINUYEN LA VELOCIDAD...

...Y LA DISTANCIA A CRUZAR ES MÁS CORTA.

OH, ¡ESO ES GENIAL! ¿CÓMO TE ENTERASTE?

¡ME LO DIJO VISION ZERO HERO!

LAS SALIENTES DE LA ACERA AUMENTAN LA VISIBILIDAD DE LOS PEATONES, REDUCEN LAS DISTANCIAS A CRUZAR Y HACEN QUE LOS VEHÍCULOS QUE VOLTEAN DISMINUYAN LA VELOCIDAD.

UPON, ALWAYS WALK ON THE ZEBRA CROSSING, AND ALWAYS BE SEEN.

...AND THE DISTANCE TO CROSS IS SHORTER.

OH, THAT'S GREAT! HOW DID YOU FIND OUT?

VISION ZERO HERO TOLD ME!

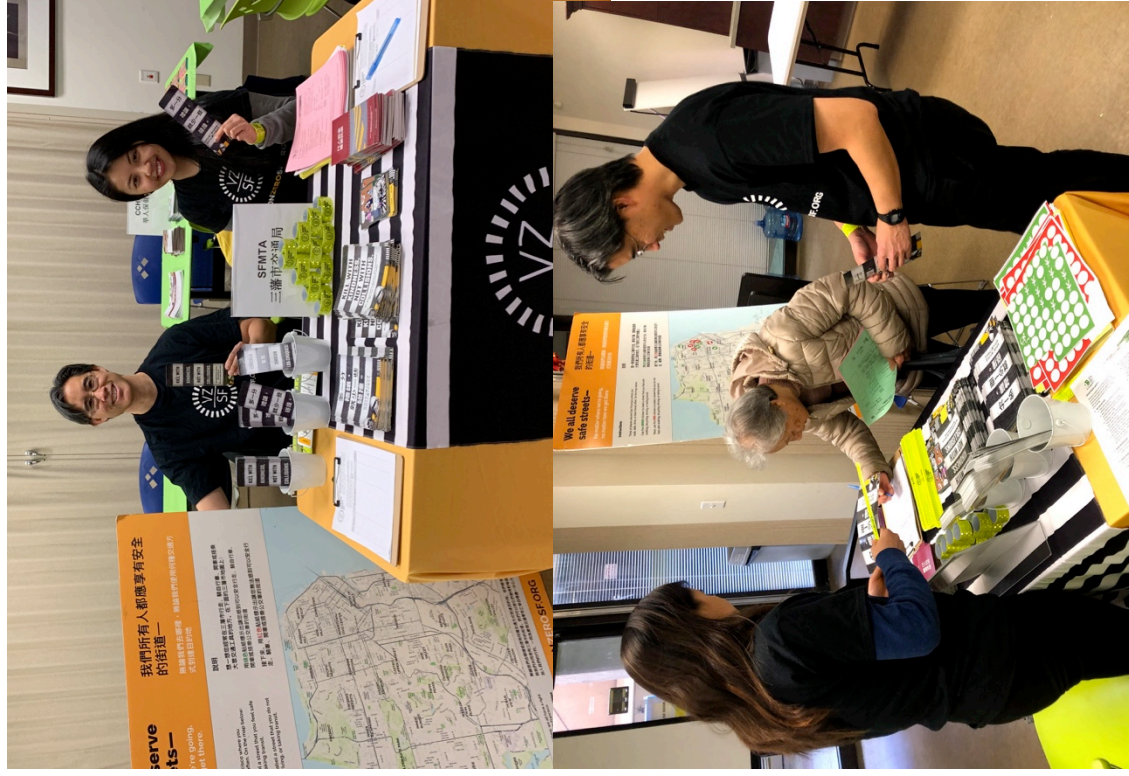
THE BUMPED-UP CURBS INCREASE THE VISIBILITY OF PEDESTANS, REDUCE THE DISTANCES TO CROSS, AND MAKE THE TURNING VEHICLES SLOW DOWN.

VISION ZERO HERO!

VISIONZerosf.org



# UPDATE ON CHINESE FOCUSED CAMPAIGN







**SFDPH is educating seniors and service providers about Vision Zero and gathering input to bring back to City agencies**

- Conduct **multi-lingual presentations to seniors and service providers** on Vision Zero, how to get involved, and how to stay safe
- **Reached over 2,054 seniors and staff at 62 locations**
- Funded **15 community based organizations** to conduct in-depth education & outreach in their neighborhoods in FY 16-17 and 17-18
- Funded **seven** community-based organizations in FY18-19 and seven in FY 19-20

# COMMUNITY PRESENTATIONS AND OUTREACH

- Conduct presentations and outreach in senior centers, community events in different neighborhoods located near VZ High Injury Network, including **Richmond, Chinatown, Bayview, Mission, Tenderloin**, etc.
- Audiences are very diverse and most are non-English speaking
- Present and/or interpret in **English, Cantonese, Mandarin, and Spanish** to address language barriers



- Safe Streets for Seniors brochure (English, Chinese, Spanish, Tagalog)
- Outreach card with lanyard (English, Chinese, Spanish, Tagalog)
- Distributed through presentations, outreach events, and partner agencies.

