

# Questions & Answers

## *Request for Information for Lombard Crooked Street Paid Reservation System*

**Date:** September 9, 2019  
**To:** Interested Firms and Individuals  
**From:** Rachel Hiatt, Principal Transportation Planner  
**Subject:** Request for Information for Lombard Crooked Street Paid Reservation System (RFI 19/20-02)

The Transportation Authority received the following questions in italics submitted by 5:00 p.m. on September 3, 2019.

1. *Will the intersection of Lombard and Larkin Streets be the location of the first reservation staff member to check reservations?*

The first reservation program staff member will be located at that intersection but will not be checking reservations. That staff member will instead be notifying motorists that they are approaching the reservation system and provide information if they do not have a reservation.

2. *What will the reservation system revenue be used for?*

As stipulated in the state legislation (AB1605), funds received from users of the reservation system can only be used to cover the cost of implementing the system and to support traffic management activities in the area of the Lombard Crooked Street.

3. *Can a motorist purchase a reservation with the on-site reservation staff?*

The reservation program is expected to not have transactions on-site to ensure the safety and security of staff operating the program in terms of handling cash payments and to prevent extended staff interactions.

4. *Will a sidewalk be added to the south side of Lombard Street, between Larkin and Hyde Streets, adjacent to the reservoir?*

The Transportation Authority is proposing at a later phase the construction of a sidewalk on the southern side of Lombard Street adjacent to the Lombard Street Reservoir, providing space for pedestrians to walk as well as space for the second reservation program staff member to be positioned safely off the street.

5. *Is there a plan to have a booth for reservation staff members?*

Permanent structures for staff are not being considered for the reservations system. Responses to the RFI and proposals for the future Request for Proposals (RFP) are encouraged to include ideas for portable stands or shelters for reservation program staff members.

6. *Will the reservation staff be required to be union members?*

The Transportation Authority is committed to ensuring fairness in pay and labor policies and practices. More information on labor or labor harmony requirements will be included in the future RFP and all policies are subject to approval by the designated operating agency.

7. *Will the reservation staff be expected to have access to the status of current reservations availability in real-time?*

As much as possible, yes. From a system management and customer service perspective, it would be ideal for the reservations staff to be able to provide accurate real-time information on reservation availability. Responses to the RFI and proposals for the future Request for Proposals (RFP) are encouraged to provide insight or ideas on technology availability to provide this capability.

8. *Is the reservation system also intended to regulate pedestrians visiting the Crooked Street?*

No, the system is not planned to regulate pedestrian access. Pedestrians will be able to continue to access the street for free. Pedestrian crowding and behavioral issues have been flagged by residents of the Lombard Crooked Street and there are existing Community Ambassadors on-site during peak visitor periods to help manage these issues. The Ambassador Program is not part of the RFI and the Transportation Authority does not oversee that program.

9. *Is the selected contractor expected to prevent the buying and reselling of reservations?*

Yes, it is expected that the selected contractor put controls in place to prevent the buying and reselling of reservations, bulk purchasing of reservations, and other fraudulent activity.

10. *Do residents of the Lombard Crooked Street currently have hang tags to display that indicate that they are residents and is this part of the reservation system?*

Residents of the Crooked Street currently have a card to show SFMTA Parking Control Officers that they are residents. The selected contractor will be responsible for creating a process for verified residents and their guests to be allowed to drive down the Lombard Crooked Street without a reservation.

11. *Is there an expectation that once a motorists' reservation is verified that they will present verification to the Parking Control Officer at the start of the Lombard Crooked Street?*

The reservation system should include a process for the Parking Control Officer to know that a motorist has a valid reservation in order to allow vehicles to proceed down the Crooked Street.

12. *Is enforcement part of the scope of this contract?*

Enforcement will not be part of the scope of the contract. Enforcement can only be done by the San Francisco Police Department, or in select instances, by SFMTA's Parking Control Officers. The overall reservation system operations plan includes police officers to occasionally be stationed at the Crooked Street for this purpose.

13. *Is data collection required as part of the contract? Would the contractor be responsible for collecting data on total throughput including counting cars without reservations?*

Yes, the contractor will be asked to collect data such as how many reservations are fulfilled per day and what time motorists arrive for their reservation. The contractor may be asked to document the number of motorists the reservation staff interact with that do not have a reservation, this requirement will be confirmed in the RFP. Reducing the queue of vehicles on Lombard Street to shorter than one block is a main goal of the reservation system. Collecting data on vehicle queue length would not be the responsibility of reservation program staff, and a traffic engineering firm would likely be contracted to do this data collection.

14. *Can you please describe the initial point of contact for motorists' with the reservation staff?*

A motorist's initial point of contact would be with the first reservation program staff at the intersection of Lombard and Larkin Streets. This is where the passenger of a vehicle will be informed that a reservation is required to proceed down the crooked portion of Lombard Street. A passenger will be given a handout instructing them how to make a reservation if they do not already have one.

15. *How will a reservation be verified?*

It is expected that the reservation program staff will use a handheld device or another electronic method, but it is ultimately the responsibility of the selected contractor to determine this method. The verification process should consider the needs of both the reservation program staff and Parking Control Officers, and help facilitate any necessary communication between them.

16. *Are there guidelines on a desired marketing budget?*

Marketing guidance will be indicated in the future RFP. Responses to the RFI are encouraged to provide ideas on marketing.

17. *Are the two reservations staff members employed by the contractor or the Transportation Authority?*

The reservations staff will be hired by the selected contractor. The final report recommended at a minimum two reservation staff, though more may be required at peak visiting times.

18. *Would the compensation of the reservation staff come from the reservation system revenue?*

Yes, reservation program staff would be hired by the selected contractor whose compensation is funded by reservation program revenue.

19. *Is there a desire for this program to integrate with existing mobile ticketing phone applications such as Muni Mobile or other platforms that are flexible, utilize an open platform, and could possibly be supported beyond the pilot program?*

The Transportation Authority is generally interested in open platforms that promote a diversity of integration opportunities to support the local, regional and international visitorship of Lombard the Crooked Street. While the ability to integrate with third party apps is desirable, the priority is on facilitating visitors' ability to make reservations via the primary interfaces (internet-connected computer, mobile phone, or landline phone).

20. *It was stated in the RFI that reservation slots would be held for people with disabilities. How would disabilities be verified?*

A disability verification process has not been determined at this time. The Transportation Authority is researching ADA ticketing policies used in other instances. Contractors are encouraged to suggest verification solutions that minimize interactions between reservation program staff interactions and visitors.

21. *Would taxis, Ubers and Lyfts require that its passenger purchase a reservation?*

The staff report recommends that these vehicle types require paid reservations, though all policies will be determined by the designated operating agency.

22. *Why is the contractor required to set aside reservations for visitors with disabilities?*

Customers with physical disabilities may not have the opportunity to experience the Lombard Crooked Street as a pedestrian because of the steps and steep grade of the street. The intent of this recommendation is to accommodate access to the Crooked Street for persons of all abilities.

23. *Is the recommended reservations structure 160 slots per hour or every 30 minutes?*

The final report recommended 40 reservation slots every 30 minutes, staggered every 15 minutes, which would allow for 160 reservations per hour.

24. *If a visitor missed their reservation time slot, how would the refund be facilitated?*

It is expected that a refund policy will be determined through the creation of the reservation system operational rules. We expect that the reservation system should allow for the possibility of refunds though all policies will be determined by the designated operating agency.

25. *Will there be a grace period for visitors arriving early or late to their reservation system?*

Yes, it is expected that there will be a predetermined grace period for people arriving early or late for their reservation.

26. *Will a contractor need to capture data if reservations are used?*

See response to Question 13.

27. *Are reservations envisioned to be person-based or vehicle-based?*

The Transportation Authority is currently researching this issue and more information will be included in the future RFP. Vehicle-based reservations with license plate-based verification may help in fraud prevention. Responses to the RFI and proposals to the future RFP are encouraged to provide insight and ideas on operational aspects.

28. *Is there a language requirement for reservation staff?*

A multilingual reservation staff member is not required in the field, though due to the high number of international visitors it is expected that other resources and collateral of the program should be available in multiple languages. This includes any handouts distributed to motorists in the vehicle queue, the telephone information line, and website.

29. *Where will reservation staff take meal, rest, and bathroom breaks?*

This aspect of operations will be clarified in the future RFP. Currently there is not a nearby public restroom, though a new park expected to open in the coming years may help address this issue. Responses to the RFI and proposals to the future RFP are encouraged to provide insight and ideas on operational aspects.

30. *Are tour companies allowed to make reservations?*

No, reservations should be made on a per-person or per-vehicle basis with the intent of preventing a single entity from purchasing multiple reservations. Also see Question 32.

31. *Is there a worry that tour companies will buy up all of the reservations?*

See responses to Questions 9 and 32.

32. *Are there vehicle size limits on the street?*

Yes, there are existing weight and vehicle restrictions on the Crooked Street and most of the streets in the surrounding Russian Hill neighborhood. Vehicles with a gross vehicle weight of over 3 tons or vehicles with seating capacity for 8 or more passengers are prohibited from traveling on the Crooked Street.

33. *Based on past data collection, what is the estimated number of tourist autos that traveled on the Lombard Crooked Street (per year)?*

The Transportation Authority estimates that about 290,000 cars travel down the Crooked Street per year.

34. *Based on recent tourist feedback on the proposed paid reservation system, is there an estimate on the percentage of tourists willing to pay for this experience?*

As part of the 2019 Study, nearly half (46%) of intercept survey respondents stated that they would be somewhat or very likely to use a reservation system if it were required to drive down the Crooked Street. Survey respondents were also each randomly presented one of four possible prices (\$5, \$10, \$15, and \$20). Of those asked if they were willing to pay \$5, 59% said they were willing to pay that amount.

35. *Given that many ticketing-based platforms with time-entry reservations license their software and largely do not provide on-site staff, is it a requirement for participants in the future RFP to provide staffing to participate in this project? Or might staffing be broken out to another agency better suited to provide this service?*

The selected contractor is expected to provide both the reservation system and the reservation staff.

For more information regarding the RFI, visit the Transportation Authority's website: [www.sfcta.org/contracting](http://www.sfcta.org/contracting).