



# Welcome



# Lombard Crooked Street Community Meeting

January 30, 2019

# Background

- **2000:** Community working group report
- **2014:** Pilot closing Crooked Street to cars
- **2017:** Transportation Authority study released
- **2018-present:** Transportation Authority continues study on Reservations & Pricing Concept



# Why not close the street to cars?

2014 pilot:

- Substantial increases in pedestrian activity
- Additional car traffic and double parking
- More visitors walking in the street



# 2017 Transportation Authority Study

Four key areas:

1. **Reservations & Pricing System**
2. Improved Enforcement
3. Engagement of the Tourism Industry as Partners in Visitor Management
4. Engineering, Signage, and Wayfinding Improvements





2018 → Today

# JOIN US FOR A COMMUNITY MEETING

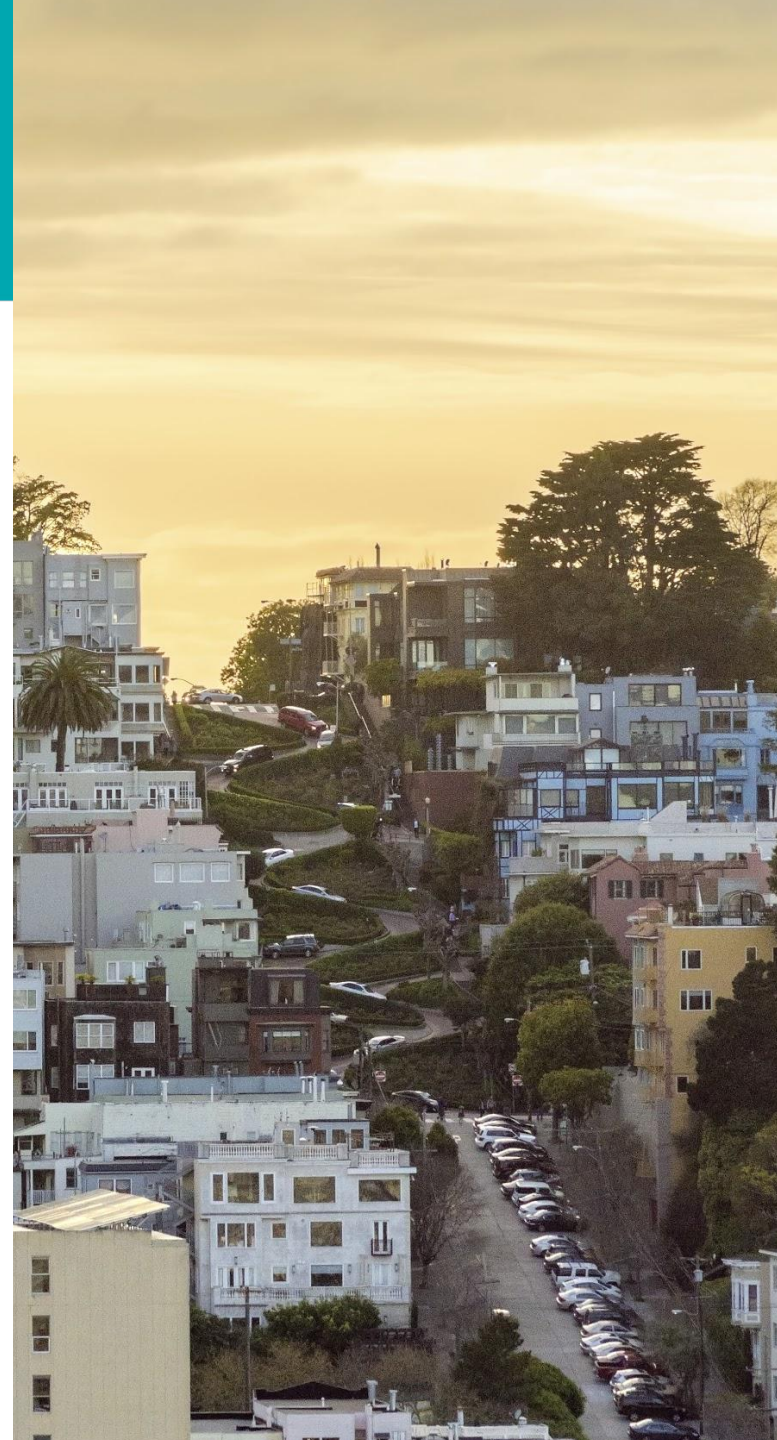
Wednesday, January 30, 2019 6:00 p.m. to 8:00 p.m.



Photo Credit: Peter Lee, <https://flic.kr/p/9KWws9>

# Our Goals

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





# 2018 Data Collection

## Lombard today

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

## With a reservation system...

- More than half of visitors willing to pay \$5/car to visit without a wait
- If unable to reserve a time, most visitors would come a different way



# Reservation & Pricing Scenarios

## Scenario 1

24/7

\$5 at all times

## Scenario 2

9am-9pm

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

## Both scenarios

- 40 reservations per half hour, exemptions for crooked street residents
- Potential \$0 reservation cost for SF residents



## Lombard Today

## Scenario 1

24/7  
\$5 at all times

## Scenario 2

9am-9pm  
\$5-\$10 reservation

Manage automobile congestion



Maintain livability



Manage pedestrian congestion



Ensure traffic safety



Financially viable



Sustain tourism



# How Could It Work?

- **Option 1: Automated enforcement**
- **Option 2: Staffed enforcement**





# How We'll Use Your Feedback

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



# Next Steps

## **Program rollout will be based off:**

- Community feedback
- State legislation
- Preferred management approach

## **Timeline**

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





# Thank You



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