

# Lombard Crooked Street Reservations & Pricing Study

SFMTA Policy and Governance Committee



**San Francisco  
County Transportation  
Authority**

July 23, 2019

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# Background

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- 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



## FOUR KEY AREAS:

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

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# Our Goals

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



# 2018 Data Collection



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## Lombard today

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



## With a reservation system...

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



# Initial Concept Screening



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

# How could it work?



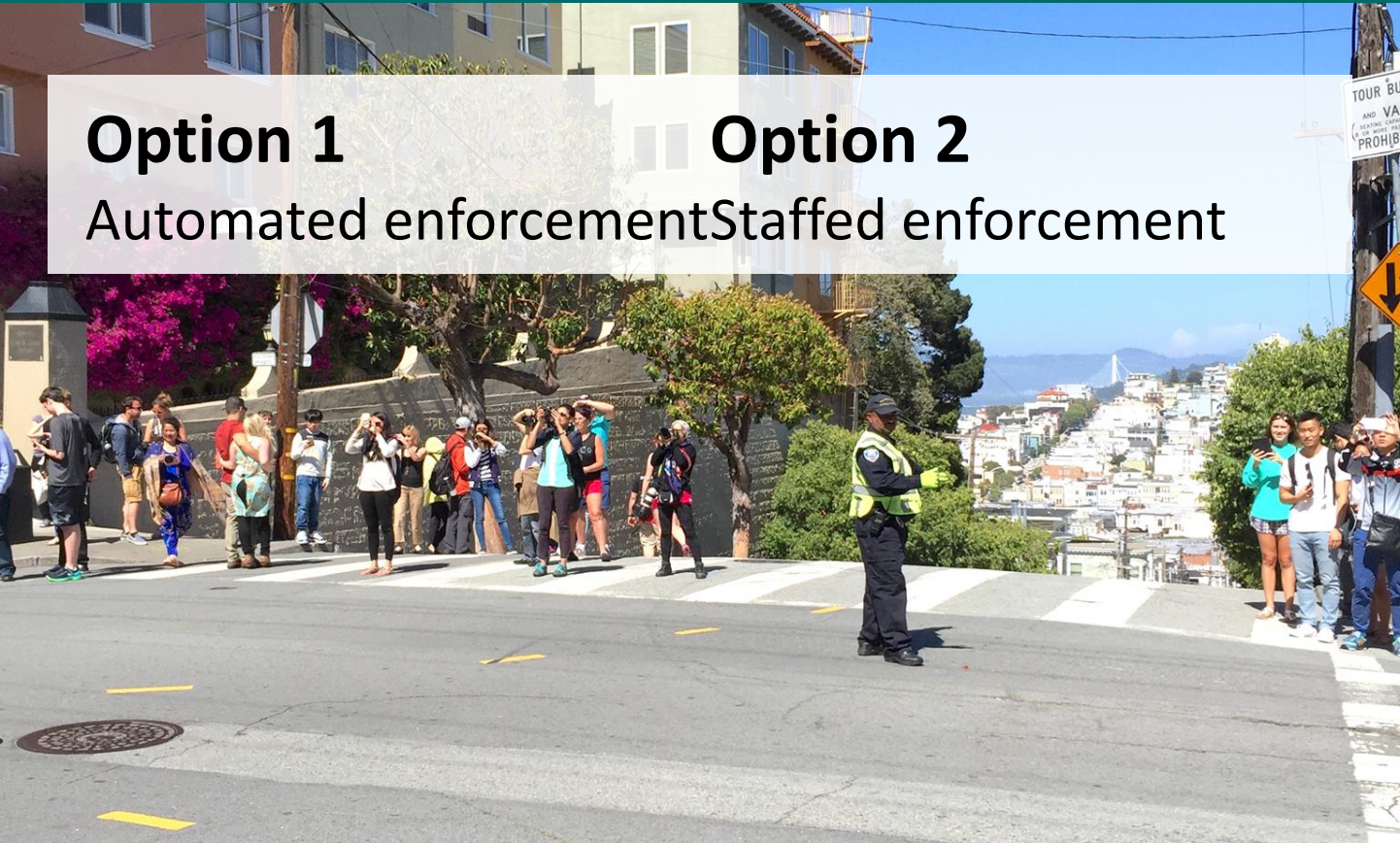
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## Option 1

Automated enforcement

## Option 2

Staffed enforcement





# Paid Reservation Scenarios



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## SCENARIO 1

24/7

\$5 at all times

Automated

40 reservations per half hour

Exemptions for crooked street residents

Potential \$0 reservation cost for SF residents

## SCENARIO 2

9am – 9pm

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

Staffed

# Paid Reservation Scenarios









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

# Paid Reservation Scenarios



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

# Paid Reservation Recommendation



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

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## Maintaining Access

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



## Access for people with mobility limitations

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



## Access for San Francisco Residents

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



## Administrative Steps

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





## Timeline

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

# Thank you.

Andrew Heidel, Transportation Authority

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415-522-4800

[sfcta.org/crookedstreet](https://sfcta.org/crookedstreet)

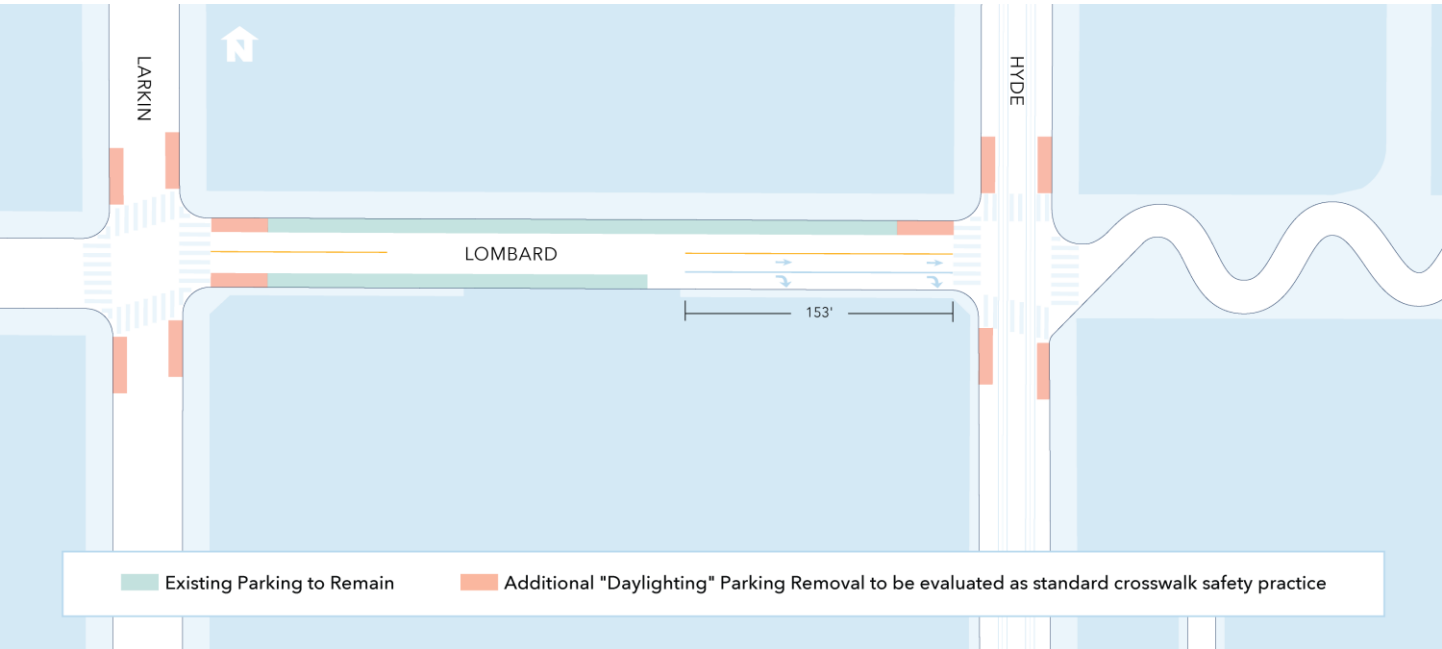


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# Potential traffic circulation changes



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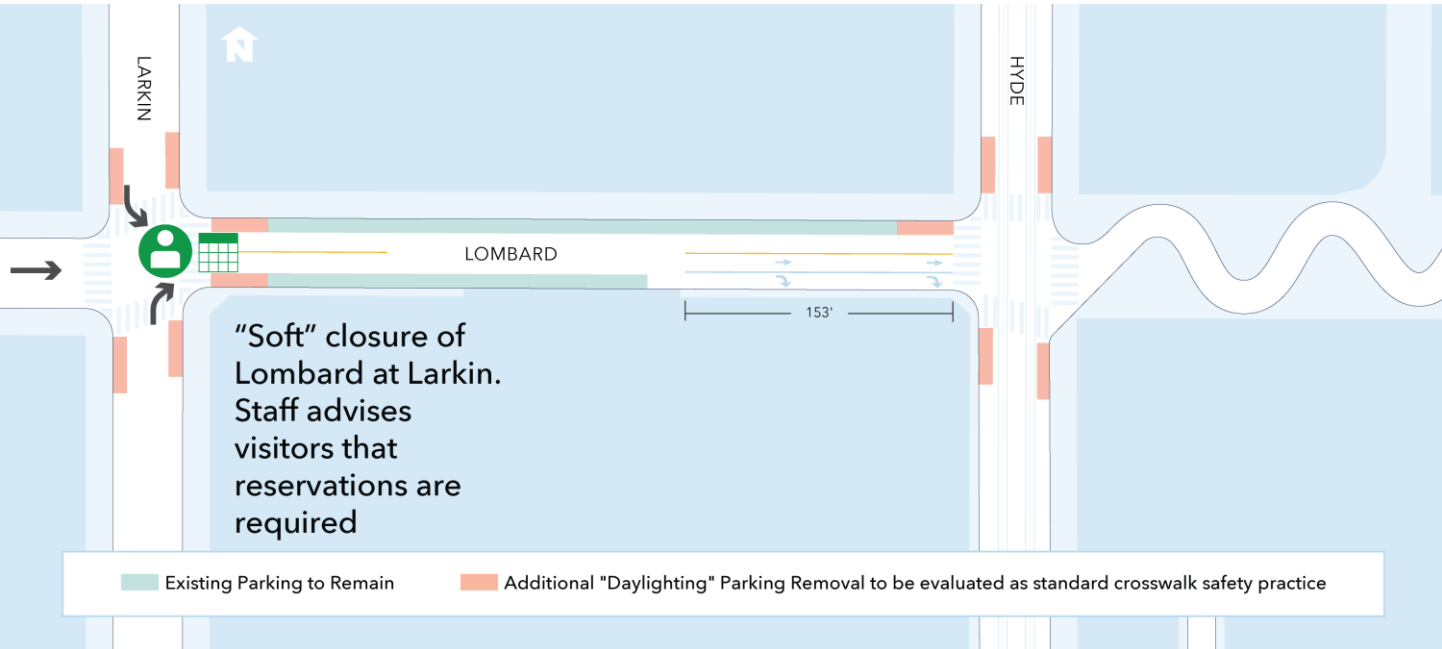
Existing Parking to Remain

Additional "Daylighting" Parking Removal to be evaluated as standard crosswalk safety practice

# Potential traffic circulation changes



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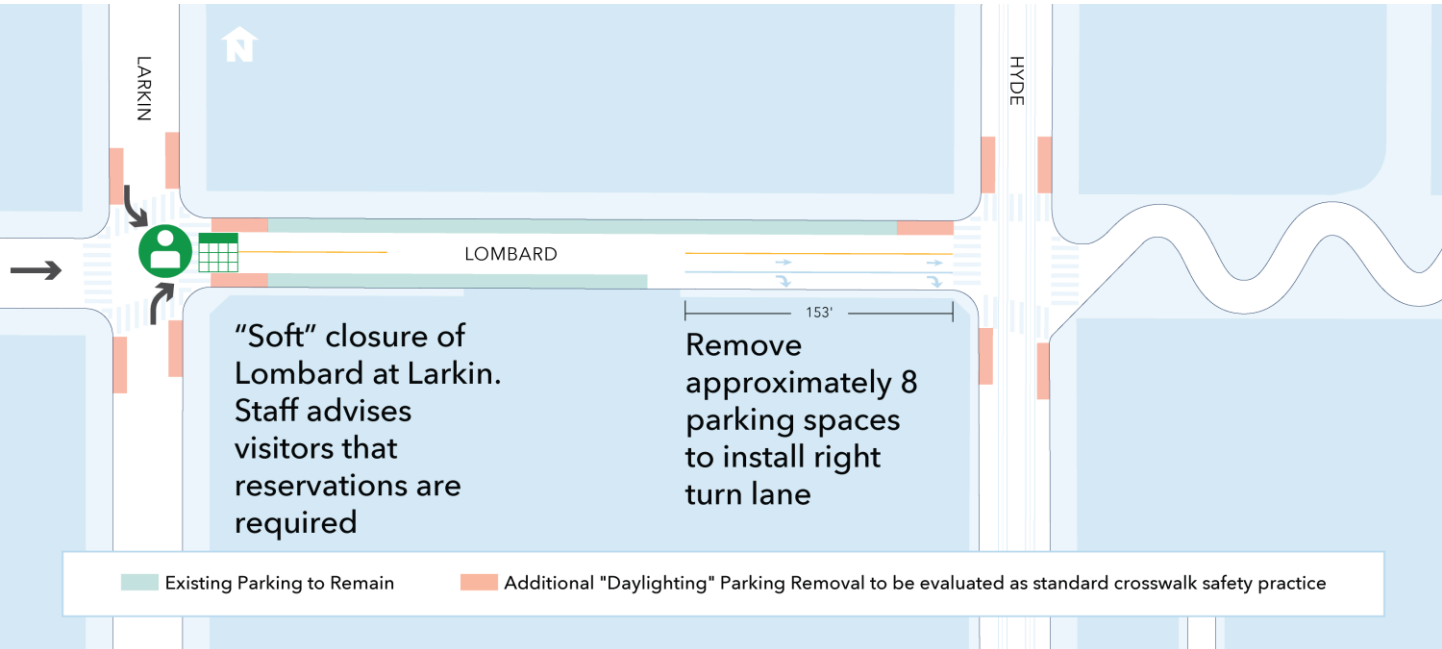
"Soft" closure of  
Lombard at Larkin.  
Staff advises  
visitors that  
reservations are  
required

Existing Parking to Remain      Additional "Daylighting" Parking Removal to be evaluated as standard crosswalk safety practice

# Potential traffic circulation changes



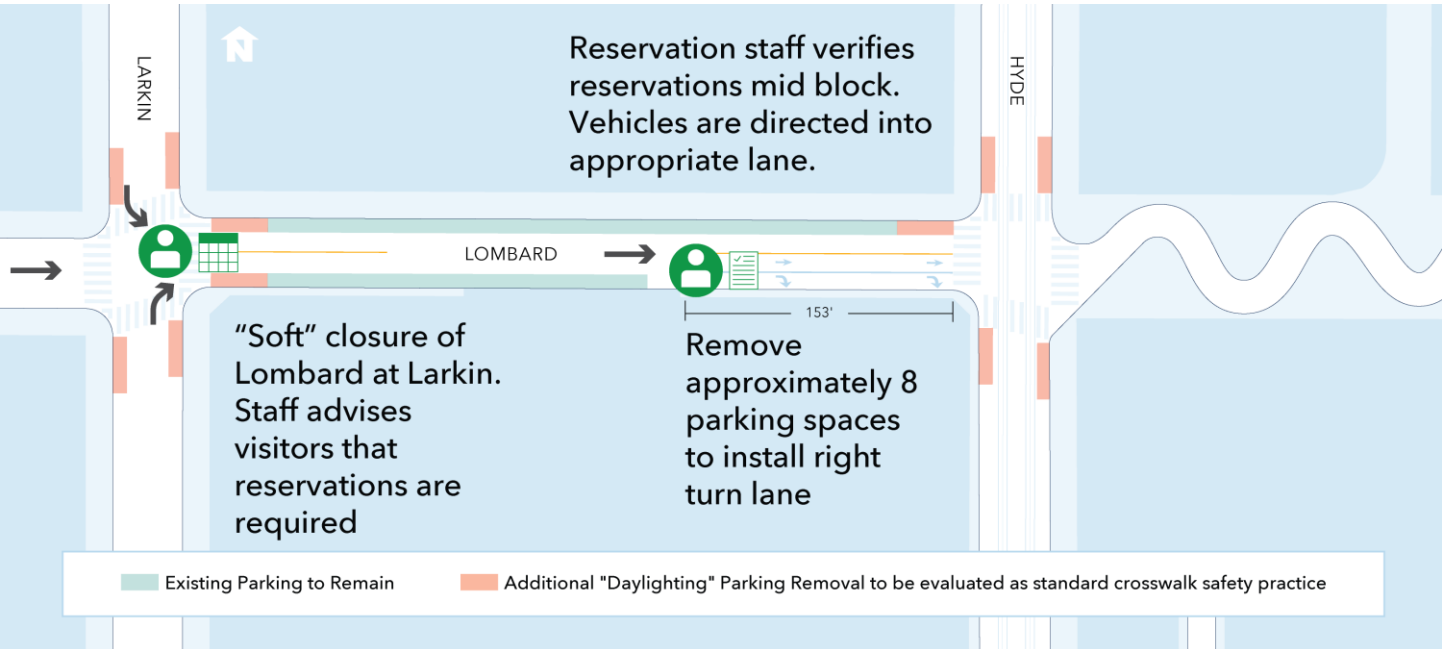
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# Potential traffic circulation changes



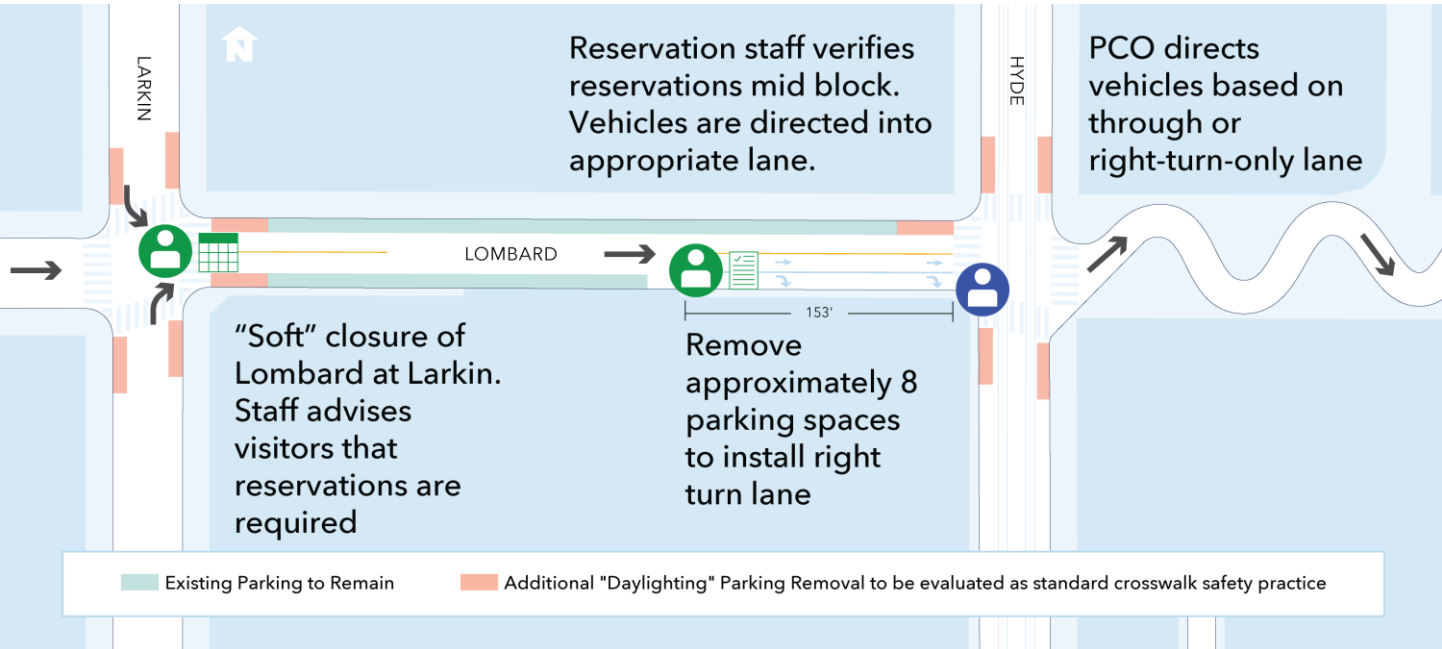
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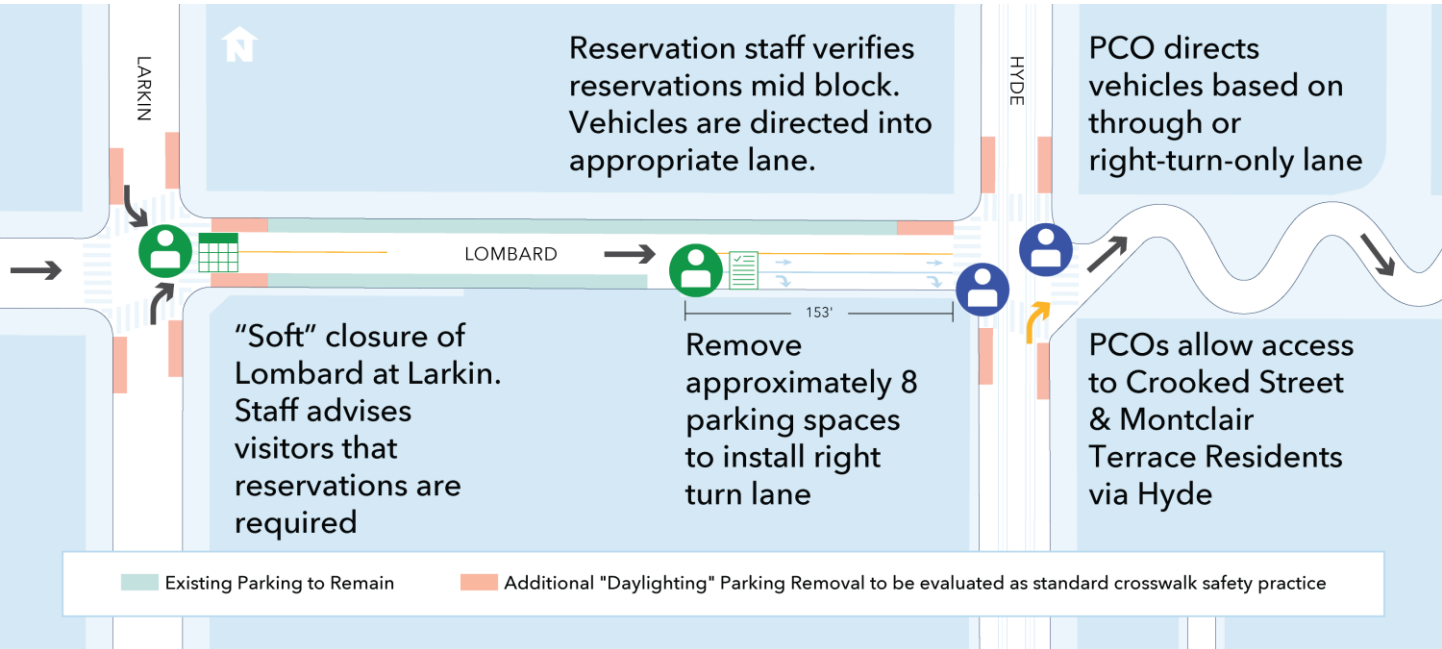
# Potential traffic circulation changes



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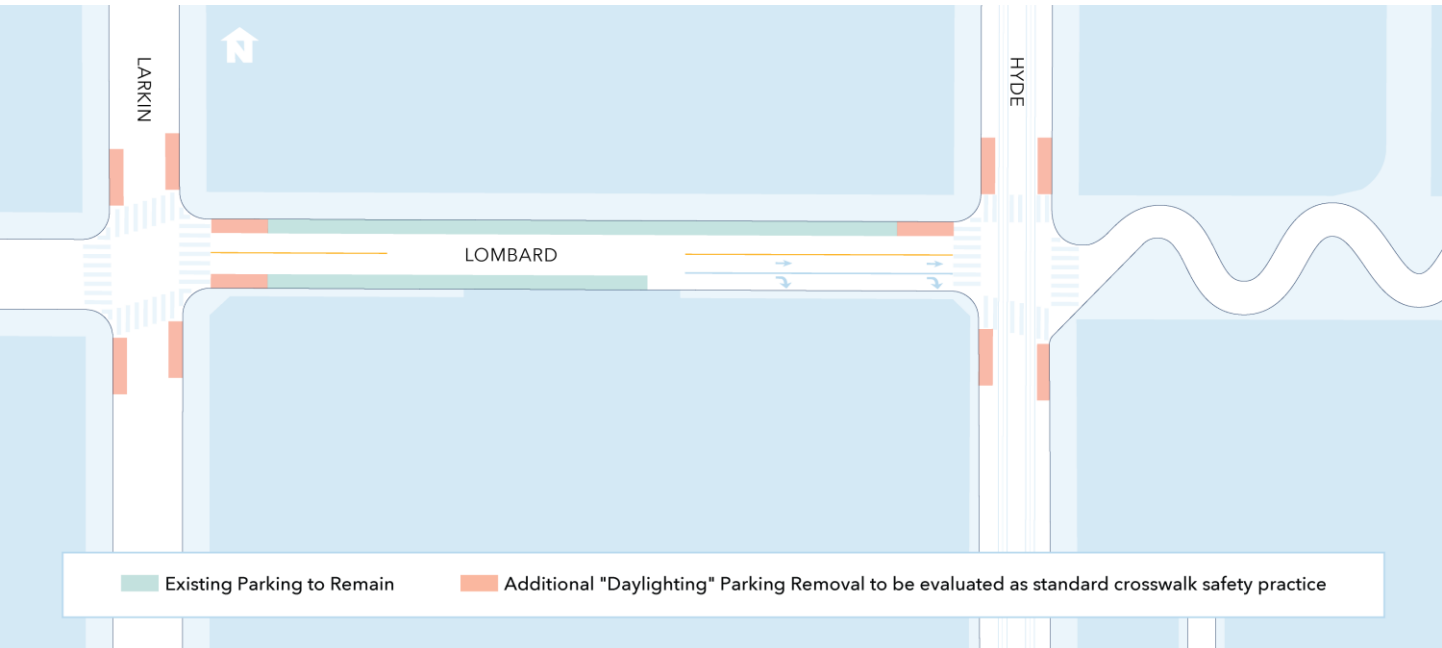
# Potential traffic circulation changes





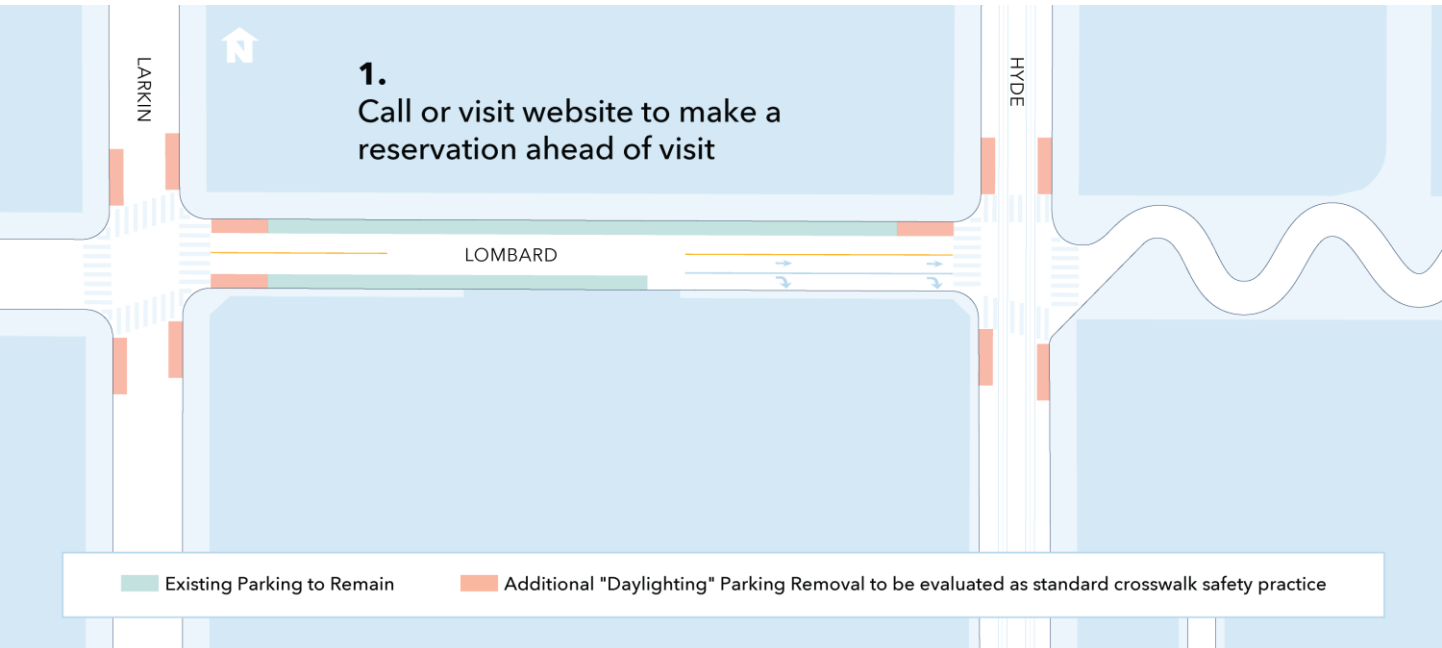


## Tourist



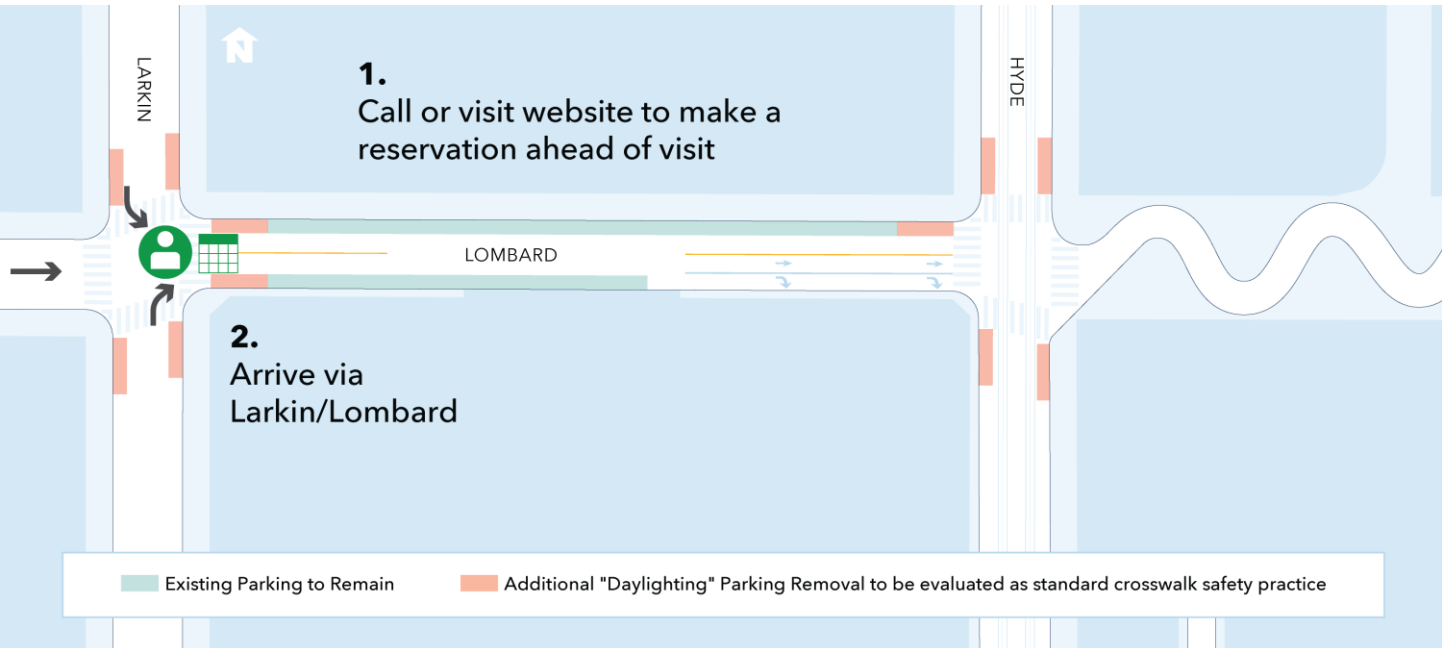


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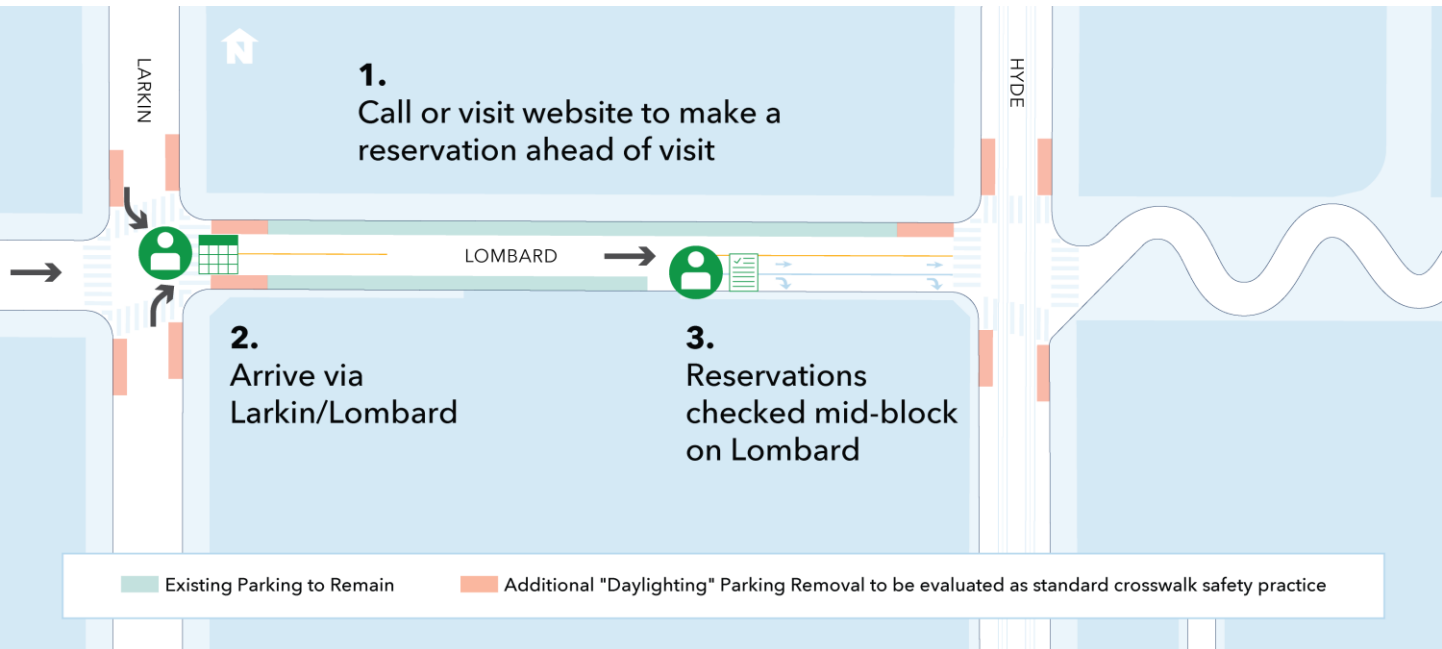


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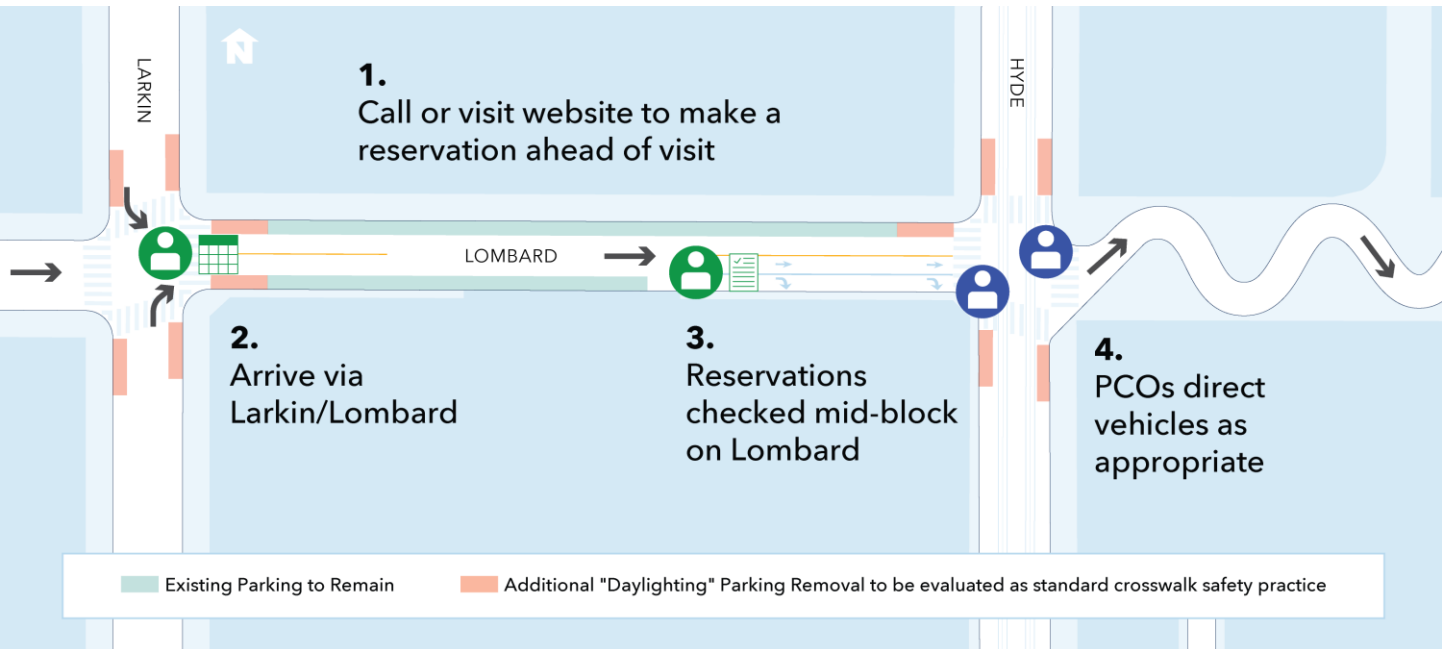


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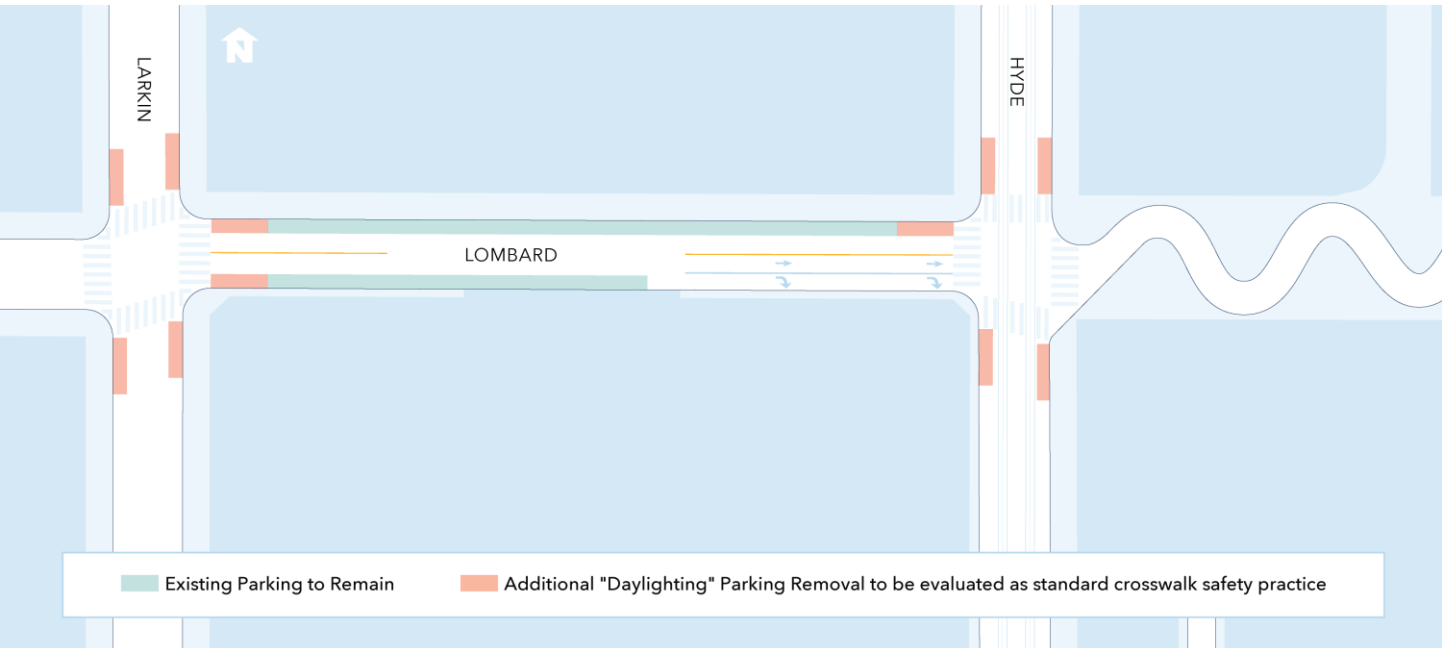


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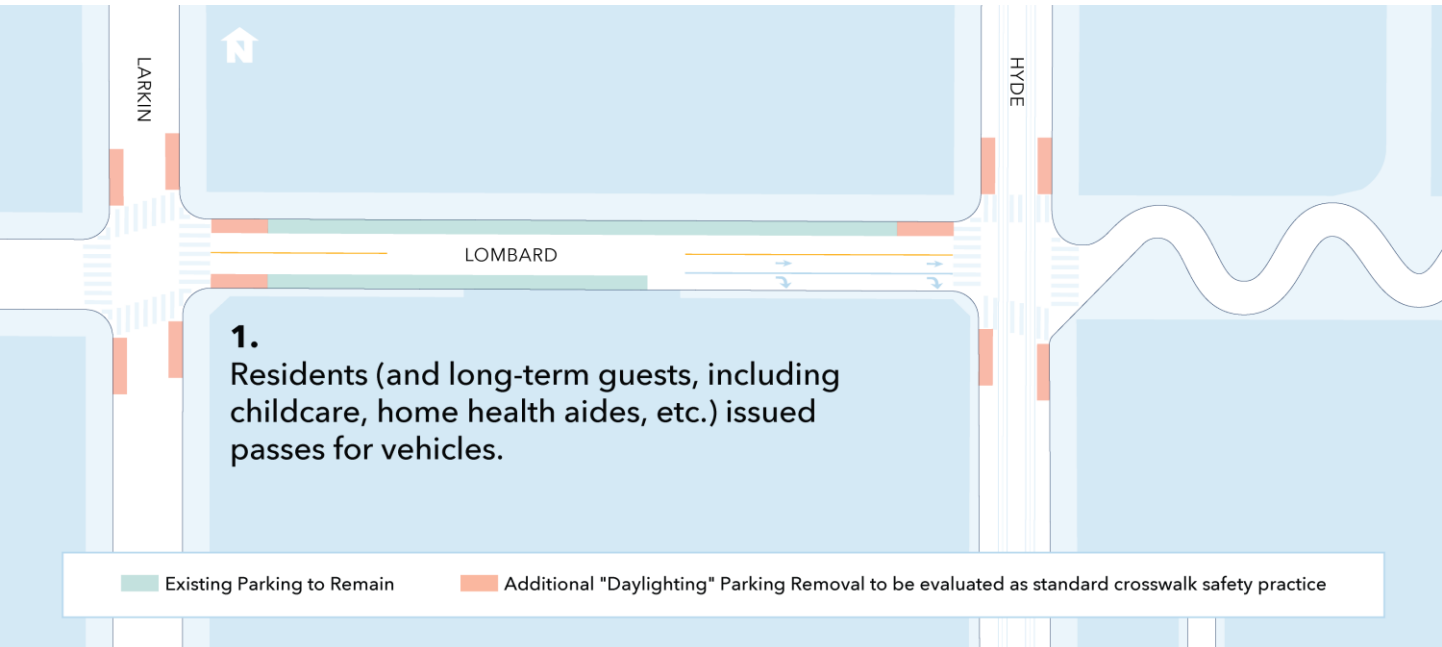


## Crooked Street Resident



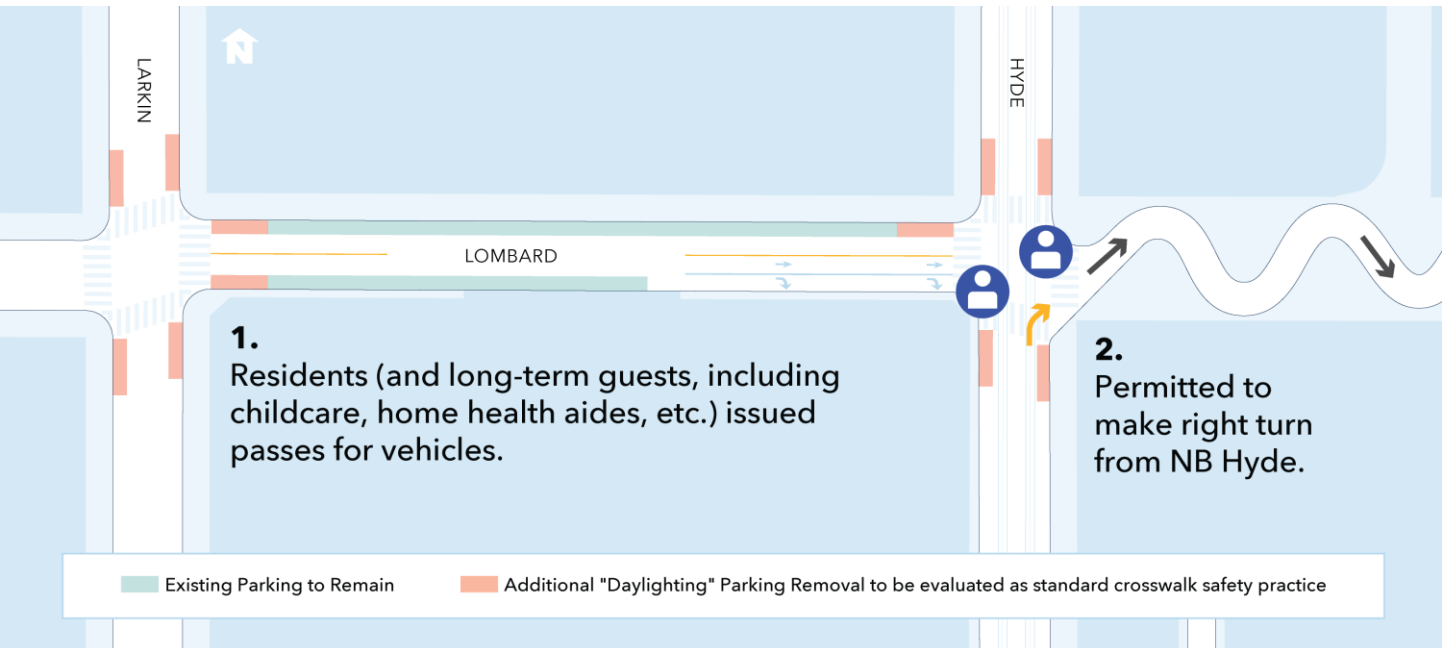


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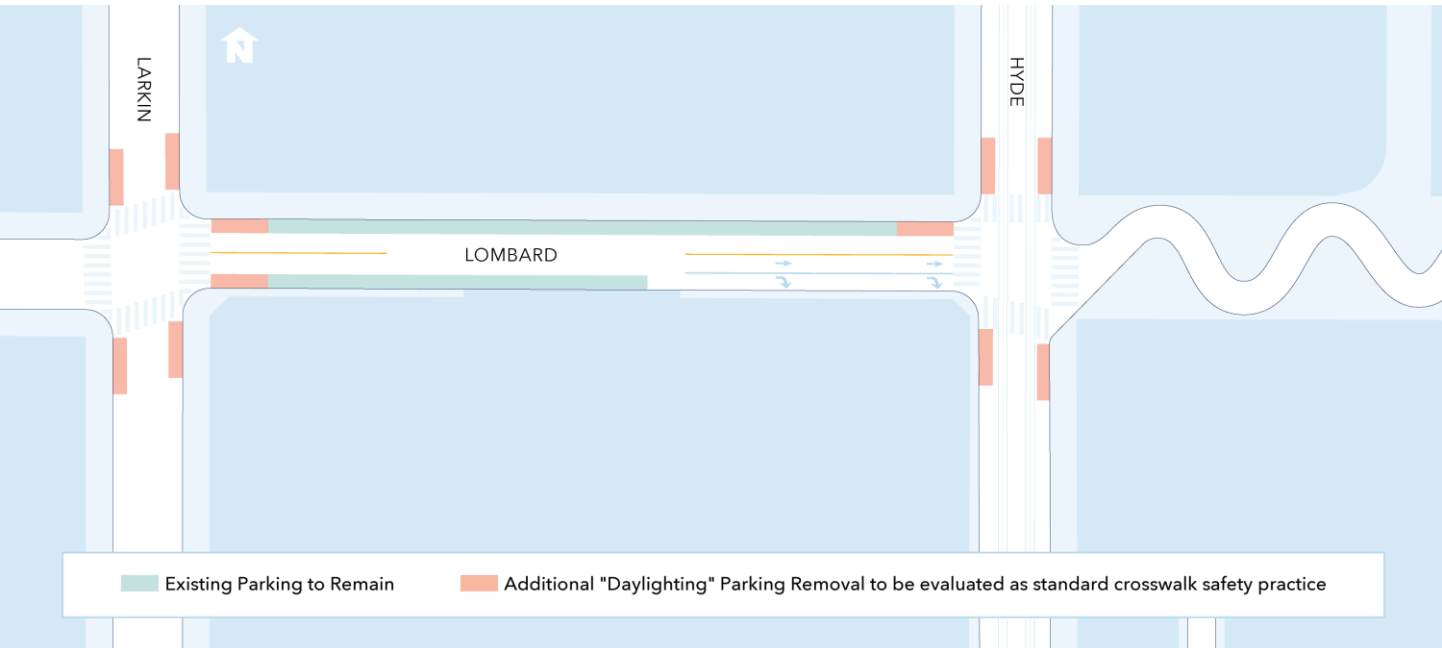
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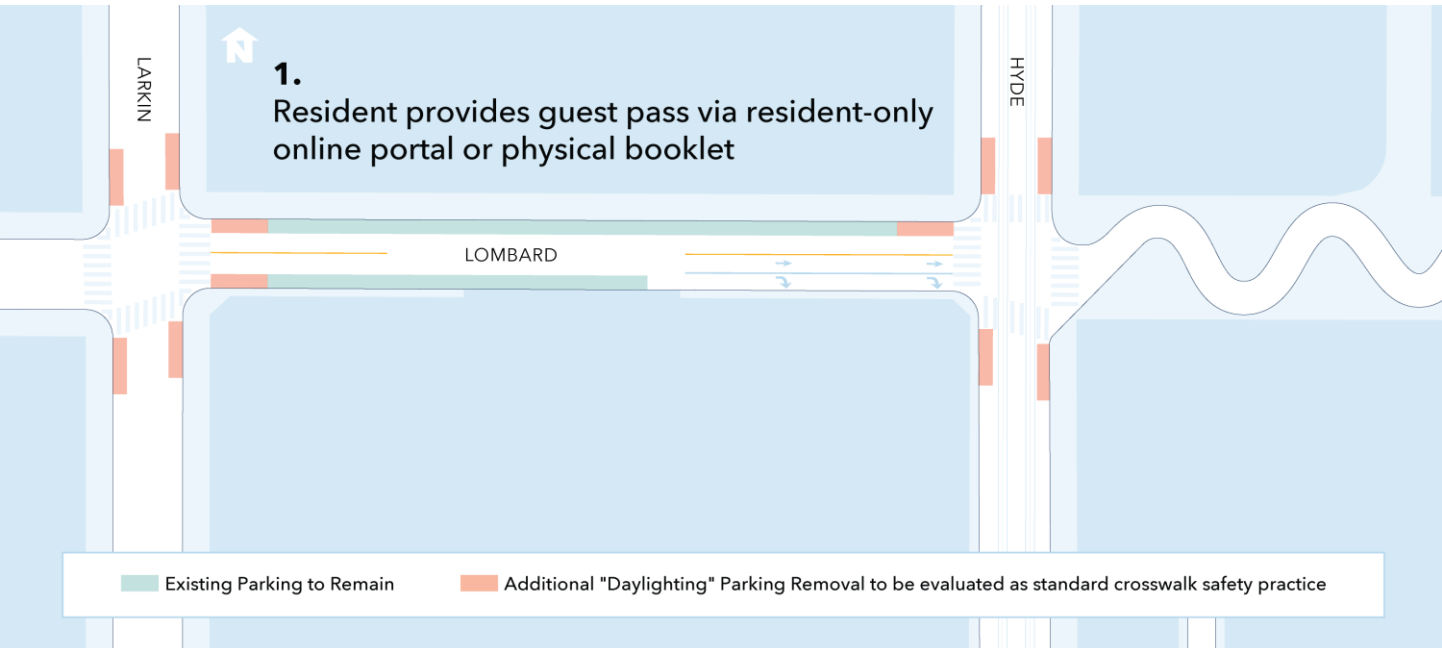


## Guest of Resident



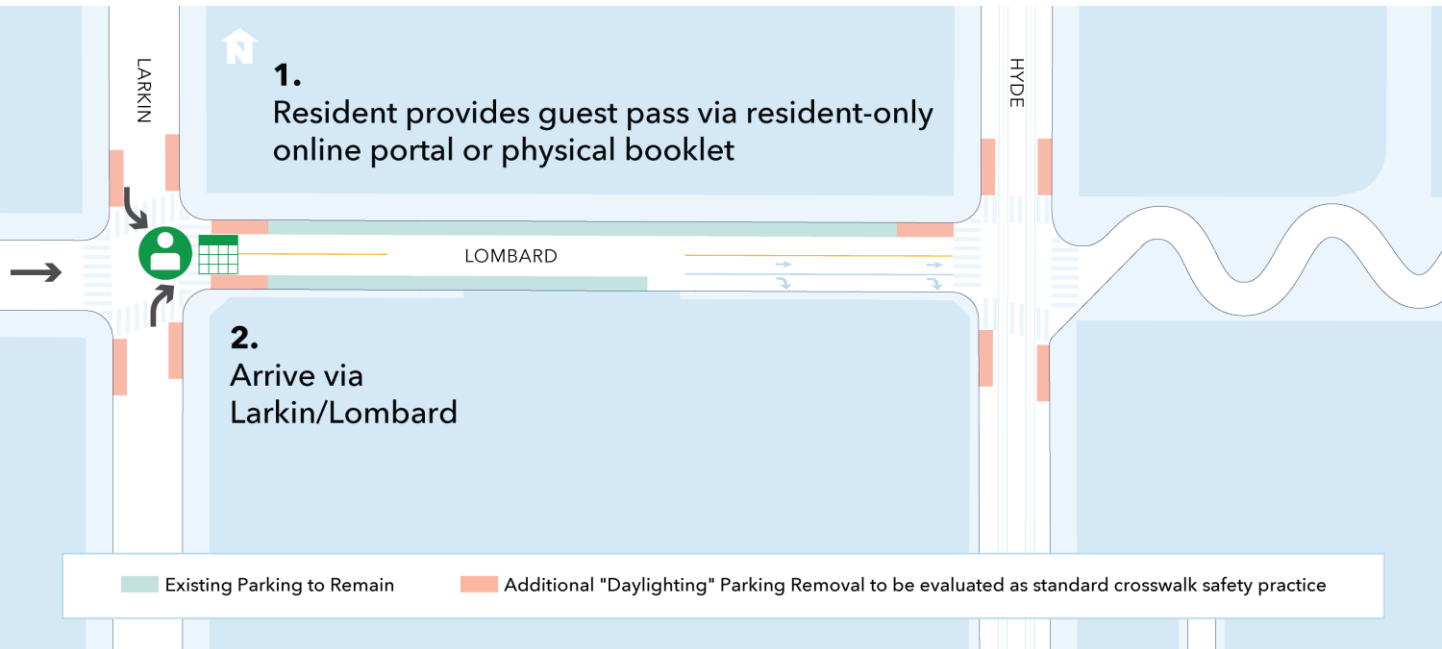


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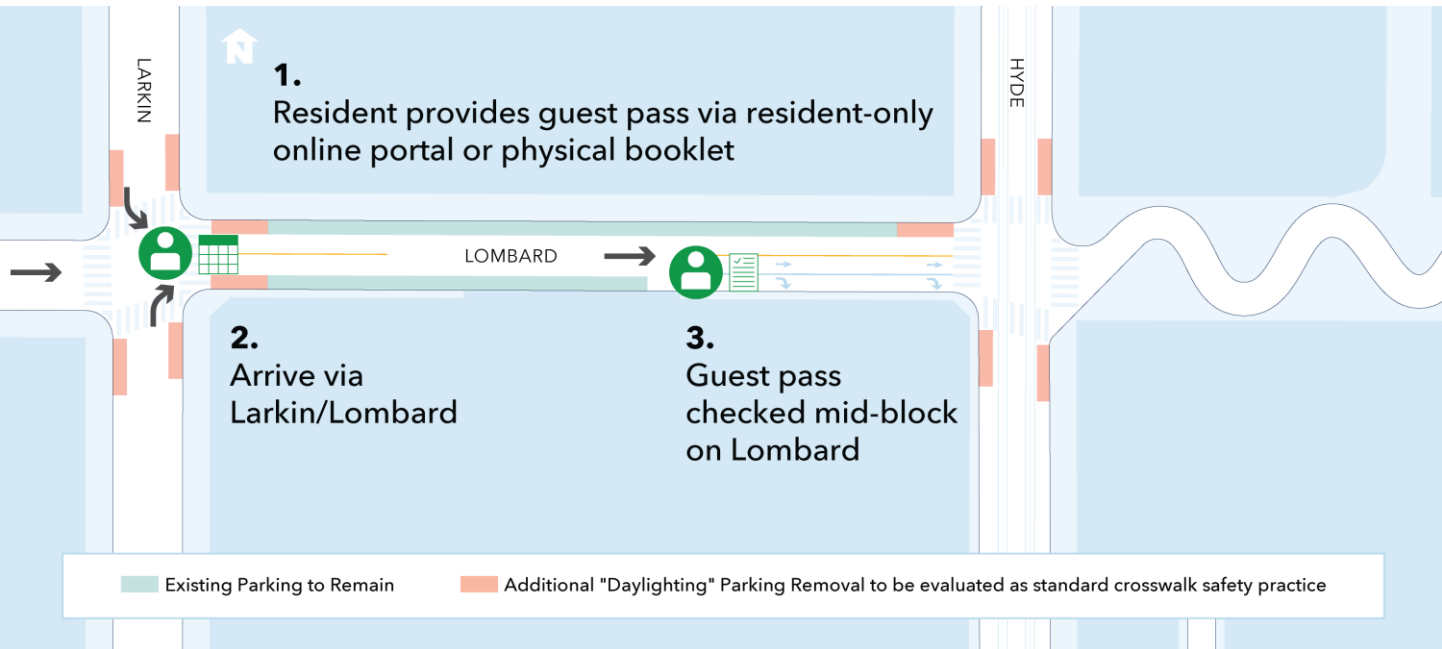




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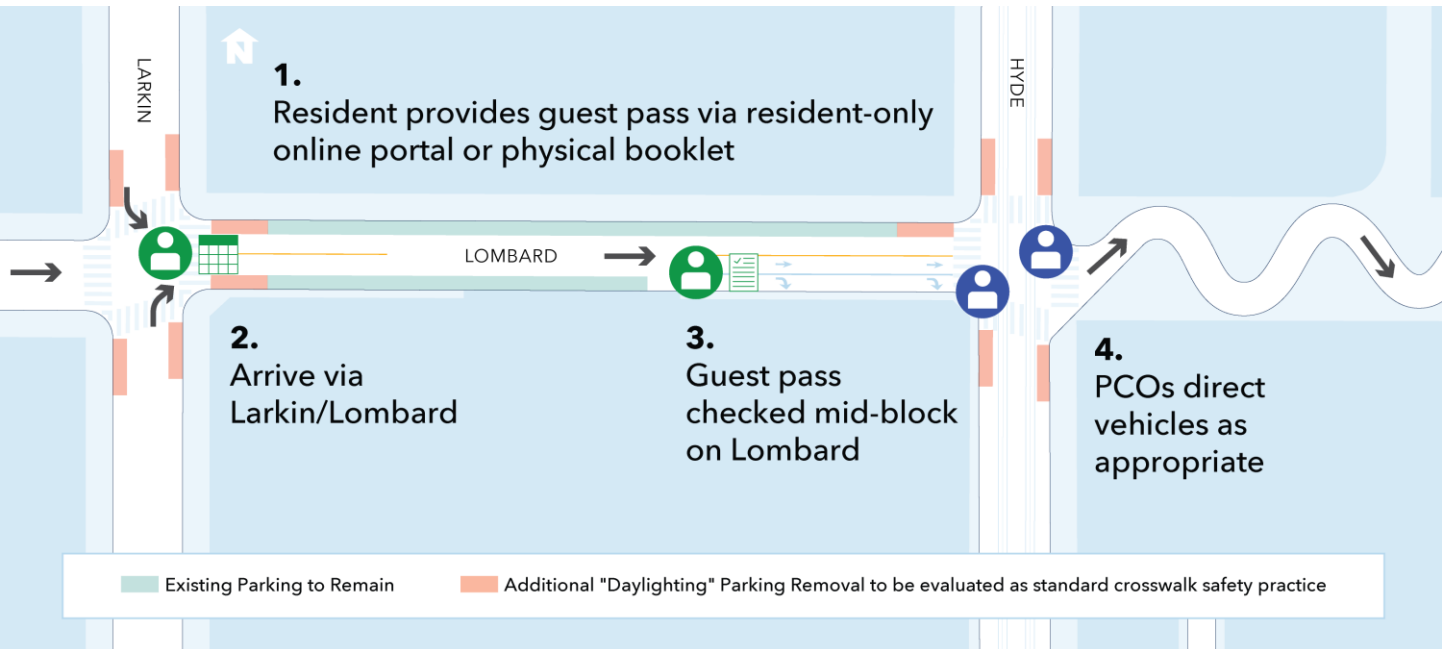


## Guest of Resident





## Guest of Resident



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# Why not close the street to cars?

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## 2014 pilot:

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

# Reservation Distribution

