

LOMBARD CROOKED STREET CITYWIDE PUBLIC SPACE INITIATIVE STAFFING PROPOSAL STAKEHOLDER MEETING

Thursday, February 6, 2020

Meeting with SFPA, Supervisor Catherine Stefani, the Office of Economic and Workforce Development, SFMTA, SFCTA, SFPD, Public Works, Lombard Hill Improvement Association and Russian Hill Neighbors

Site Management Plan



Proposed site staffing plan map. Numbers indicate location of Ambassador practitioners, described below.

CTA reports how vistas add a layer of complexity to pedestrian crowd management planning:

In response to pedestrian studies, and as referenced in the image above, practitioners #1 and #3 would be roving staff serving the top and bottom half of the site. Focused primarily on the entrance and exit of the Crooked Street, these practitioners would facilitate pedestrian crowd management, providing needed directional cues and serving as a lookout for potential auto burglaries and other unsafe behavior. Additionally, these two practitioners would traverse the block no less than 4x per hour to ensure that visitors are respecting private property along the block.

Practitioners #2 and #4 would be primarily stationary, as they would service designated photo alcoves designed to draw visitors out of unsafe areas and towards photogenic vistas that are removed from the flow of traffic. Effectively serving as concierges, practitioners #2 and #4 will be well versed at providing directions, recommendations and tips, while also serving as willing photographers who are able to improve tourist perceptions through their friendly demeanor and helpful nature.

This proposal seeks to focus on the flow of pedestrian traffic, improved pedestrian crowd management and improving the visitor experience. We propose implementing a robust ambassador program that responds to the existing vehicle and pedestrian traffic conditions, and supports the existing efforts of PCOs to support traffic flow. Staffed by four Urban Alchemy practitioners, these greeters would work in concert with SFMTA, SFPD and other agencies to support crowd management, with a focus on hospitality.

Proposed HIGH Season Schedule (April 1 – October 31)

Days	Times	# Ambassadors	Ambassador-hours
Monday - Thursday	12pm - 6pm (5h)	2	40
Friday	12pm - 6pm (5h)	4	20
Saturday – Sunday	11am – 9pm (10h)	4	80

Proposed LOW Season Schedule (November 1 – March 31)

Days	Times	# Ambassadors	Ambassador-hours
Monday	12pm - 6pm (5h)	2	10
Tuesday - Wednesday	(no service)	(no service)	
Thursday – Friday	12pm - 6pm (5h)	2	20
Saturday - Sunday	11am – 9pm (10h)	2	40

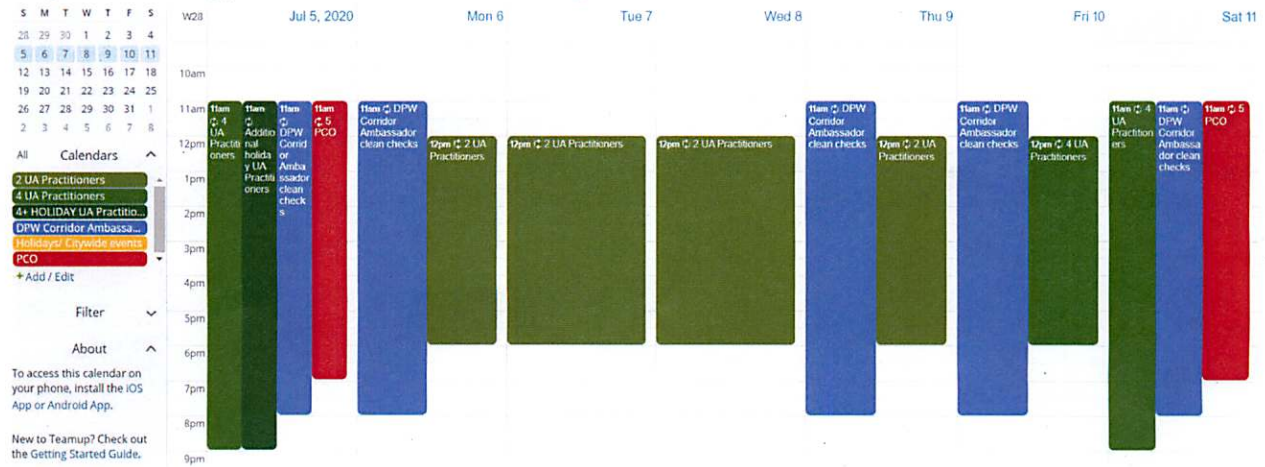
NOTE- We will launch services on March 16th using the HIGH season schedule to best introduce and acclimate all new Practitioners for the two week window before normal high season start date of April 1.

In addition, several prominent three-day weekends warrant their own schedule, as these times are when an increased number of complaints occur. During these times, added staffing will be present, and service times will be extended as well.

Proposed Three-Day Weekend Schedule (Memorial Day, 4th of July, Labor Day)

Days	Times	# Ambassadors	Ambassador-hours
Memorial (Sat – Mon)	11am – 9pm (10h)	8	240
4 th of July (Fri – Sun)	11am – 9pm (10h)	8	240
Labor (Sat – Mon)	11am – 9pm (10h)	8	240

“High Season” typical summer week coverage



“High Season” Holiday weekend coverage



[TEAMUP CALENDAR LINKED HERE](#)

Special training with SFCTA, SFMTA and SFPD for UA monitors

Developed in partnership with the interagency working group, this training will incorporate:

1. SFMTA: PCO role and duties, schedule, enforcement protocol
2. SFCTA: their role and duties, schedule, enforcement protocol
3. SFPD: their role and duties, schedule, enforcement protocol
4. City ordinances: pedestrian, traffic, parking, crime
5. SF Travel: crime prevention strategies, ambassador curriculum

Evaluation

CPSI data collection and evaluation at the Lombard Street site will build on the existing CPSI data collection protocols in use at other sites citywide. Given the unique nature of this particular site, data protocols will include collecting the following specific recommended metrics:

- **Graffiti, trash, broken glass, double parked cars, illegal tour busses**
- **Number of 311 requests, CBD requests, 911 calls, non-emergency calls**
- **People returned to sidewalk, asked to leave private property, victim assists, incident reports**

Daily feedback opportunities

Daily staffing means more ways to route direct feedback to the Citywide Public Space Initiative team. In addition to speaking with Urban Alchemy Practitioners while on site, we encourage all stakeholders to reach out to the SFPA team.

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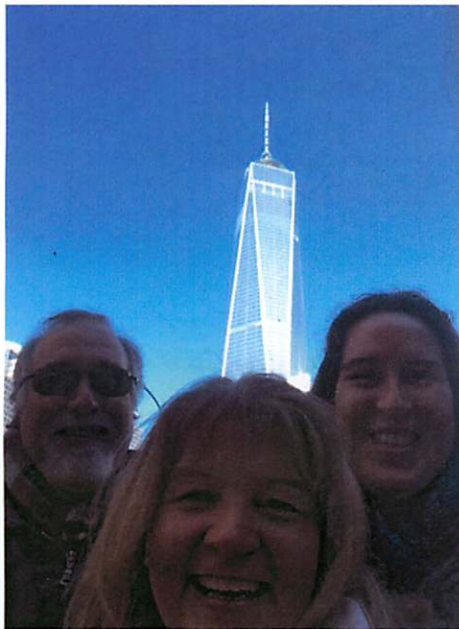
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