Pilot Summary

The County of San Diego implemented a shared street pilot in the Fallbrook Community in partnership with the Fallbrook Chamber of Commerce. Two blocks of Main Street (between Hawthorne and Fig Streets) were closed to vehicle traffic to allow restaurants and businesses to set up outdoor dining and shopping areas within the project footprint. The pilot also aimed to advance the health and safety of all pedestrian and bicyclists visiting downtown businesses by creating additional safe space to walk, shop, dine, and wait in line.

Challenges

One challenge the County struggled with was informing people that the pilot project was not an event, but a street closure. This became especially difficult as media reports on the street closure increased.

Successes

The County achieved several goals through the implementation of the pilot project. First, it allowed restaurants and businesses to open and help them survive during pandemic-related closures. This was especially helpful to local businesses and restaurants that did not have patio seating and would have been forced to close completely without the implementation of the pilot project. Another success was the overwhelming gratitude received from affected businesses and the community during the pilot. Businesses and residents even recommended that the pilot project be extended for the duration of the pandemic and not just temporary.

Other accomplishments included the streamlined permit process that was fast and easy. Moreover, the grant helped fund significant costs associated with the project including signage and traffic control plans. The project would have been cost-prohibitive and impossible to execute without grant funding. Finally, the partnership between Chamber of Commerce, the County of San Diego, and SANDAG was a successful one.

Impact

The economic impacts of this project were great in that it kept businesses open, people employed, and families fed. In light of the pandemic, this was especially important to help local businesses within the within the Fallbrook community in the County of San Diego.
COUNTY OF SAN DIEGO
Shared Streets Pilot Program Summary

Marketing
The County successfully marketed this pilot using signage, social media, and a press release. The changes also attracted attention from local news stations resulting in interviews with several of the participating businesses.

Sample signage used to advertise the pilot. Source: County of San Diego

Resources
SANDAG
sandag.org/sharedstreets

Fallbrook Chamber of Commerce
fallbrookchamberofcommerce.org/community announcements/Friday--Saturday-Street-Closure_AE309.html

Village News