



BALBOA PARK STATION AREA CITIZENS ADVISORY COMMITTEE (BPSACAC)

Tuesday, July 24, 2018

6:00 pm -8:00 pm

City College of San Francisco, 55 Phelan Avenue, Multi-Use Building, Room 140, First Floor

1. Order of Business (Aaron Goodman, Chair) 20 minutes
 - a. Welcome and Call to Order/Roll Call
 - b. Introduction of new CAC members
 - c. Approval of March 20, 2018 Meeting Minutes -Discussion and possible action
2. Presentation on future Ocean Avenue Safety Project – (Charlie Ream, SFMTA Senior Planner) - Informational Item Only. (20 minutes)
3. Presentation on Excelsior Traffic Calming Project - (Nick Carr, SFMTA Senior Planner) - Informational Item Only. (20 minutes)
4. Presentation on Excelsior-Outer Mission Neighborhood Strategy (Jorge Rivas, Mayors Office of Economic and Workforce Development- Informational Item Only. (25 minutes)
5. Closing Business (Chair)
 - a. General Public Comment. Members of the public may address the Committee on matters that are within the Committee's jurisdiction not on the meeting agenda. (20 minutes)
 - b. CAC member Information and Agenda Item Request -For Discussion Only (15 minutes)

ACCESSIBLE MEETING POLICY

The Balboa Park Station Area Citizens Advisory Committee meeting will be held in Room 140 at City College of San Francisco, 55 Phelan Avenue, Multi-Use Building. The closest accessible BART station is the Balboa Park Station. Accessible Muni transit serving this location are: Muni Metro Lines J Church, K Ingleside, M-Ocean View; 8 Bayshore, 8BX Bayshore B Express, 29 Sunset, 43 Masonic, 49 Van Ness-Mission, 54 Felton. For information about Muni accessible services, call 415-701-4485.

The meeting room is wheelchair accessible. Parking permits are required to park in any lot, day or evening. For more information, contact Campus Police, Cloud Hall 119, (415) 239-3200. To obtain a disability-related accommodation, including auxiliary aids or services, or to obtain meeting materials in alternative format, please contact Kim Walton at 415-701-4566. Providing at least 72 hours notice will help to ensure availability. Written reports or background materials for agenda items are available for -

public inspection and copying at 1 South Van Ness Avenue 7th floor during regular business hours and are available online at www.sfmta.com.

To assist the City's efforts to accommodate persons with severe allergies, environmental illnesses, multiple chemical sensitivity or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to various chemical based products. Please help the City to accommodate these individuals.

To obtain a disability-related accommodation, including auxiliary aids or services, or to obtain meeting materials in alternative format, please contact Kim Walton at (415) 701-4566. Providing at least 72 hours' notice will help to ensure availability. Written reports or background materials for calendar items are available for public inspection and copying at 1 South Van Ness Ave. 7th Floor during regular business hours and are available on-line at www.sfmta.com/cac. Public comment will be taken on each item before or during consideration of the item.

To assist the City's efforts to accommodate persons with severe allergies, environmental illnesses, multiple chemical sensitivity or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to various chemical based products. Please help the City to accommodate these individuals.

The ringing of and use of cell phones, pagers and similar sound-producing electronic devices are prohibited at this meeting. Please be advised that the Chairman may order the removal from the meeting room of any person(s) responsible for the ringing or use of a cell phone, pager, or other similar sound-producing electronic devices.



BALBOA PARK STATION AREA COMMUNITY ADVISORY COMMITTEE (BPSACAC)
DRAFT Meeting Minutes

Tuesday, March 20, 2018, 6:00-8:00pm

SF City College -55 Phelan Avenue, Multi-Use Building, Room 140, First Floor

CAC Members Attendance

Seat No.	Name	Representing	Attendance
1	Tiffany Ng	Low-income or underserved interests	Present
2	Nell Selandar	Youth and Families interests	Present
3	VACANT	Student, faculty, and staff interests	As of February 28, 2017
4	VACANT	Senior/Disabled Community Interest	As of January 23, 2018
5	Robert Muehlbauer	Muni Riders Interests	Present
6	VACANT	Pedestrian and Bicyclist interests	As of September 6, 2017
7	Aaron Goodman	Neighborhood Residents interests	Present
8	Luis Licea	Community & Economic Development interests	Absent
9	Jessie Fernandez	Non-Profit Organization/community group interests	Present

1. Order of Business

a. Welcome and Call to Order. (Chairperson Aaron Goodman) Meeting called to order at 6:15 pm.

b. Approval of January 23, 2018 Meeting

Tiffany Ng motioned that the January 23, 2108 minutes be approved and Jessie Fernandez seconded the motion.

CAC member comment/discussion-none

Public comments- None

On the Motion:

That the January 23, 2018 minutes be approved as presented

ADOPTED: AYES - Goodman, Fernandez, Ng, Muehlbauer, Selandar
 NAYES – None
 ABSENT– Licea

2. Approval of 2018 CAC Work Plan

CAC comments

Aaron Goodman stated that the Work Plan that is partially from lists from prior years and to put a list of projects that we feel are critical. Discussed issues from prior year and that are critical to the public's input and CAC's input on transportation issues in the district. Looking for discussion and recommendations from both the CAC and public on priorities and other items that should be included.

Kim Walton stated that BART informed her that that the East Side connection project has been rolled into the Station Modernization project. With this change, the draft Work Plan would have six (6) and not seven (7) projects.

Robert Muehlbauer asked if the list of projects was in priority order and Aaron Goodman replied that the CAC will be determining the priority at today's meeting prior to approving the plan.

Jessie Fernandez asked about Geneva/San Jose intersection project and if it overlaps with the new traffic calming project that was just granted funding. There is some overlap with scope of work of new project. Will there be a shot in the arm for more work. An opportunity with funds of money.

Tiffany Ng- asked about update on CCSF Master Plan.

Kim Walton stated that Linda Da Silva staff person has left. Trying to find her replacement to get information on Master Plan. Hasn't heard back from reaching out to CCSF. She'll provide update when more information is available.

Aaron Goodman stated that the Work Plan's order could remain the same as shown, prioritized, or more projects be added.

Robert Muehlbauer stated that that the CAC's work should be in advance of the start of a project so that the CAC can advise on policy. He recommends that projects not under construction be listed higher on the list than those that are currently under construction.

Nell Selandar stated that the goal of the Plan to focus on those projects not beginning construction which would allow for the CAC and public to have the biggest impact (by providing input early in the process).

Tiffany Ng asked about the timeline.

Aaron Goodman stated that the intersection of Geneva and San Jose is an important and critical project especially with the area experiencing an increase in population. He proposed the following ranking of the Work Plan Projects:

#1 Geneva/San Jose Intersection Study

- #2 Geneva Car Bar
- #3 Upper Yard Redevelopment
- #4 Balboa Park Station Kiss and Ride
- #5 Balboa Park Eastside Connection Project and modernization
- #6 City College Master Plan

Jessie Fernandez motioned that the draft Balboa Park CAC 2018 Work Plan be reordered as previously stated by Aaron Goodman. Nell Selander seconded the motion.

CAC member comments/discussion

Aaron Goodman stated that discussions are taking place on Ocean plan and improvements. The bridge is not part of this could be become part of the City College project. The question is who is responsible for the bridge. The question is who is responsible for this. SFMTA might be owner. Staff could clarify about future project.

Kim Walton stated that she believed that the bridge is managed by the City's Public Works Department.

Robert Muehlbauer asked if of the projects on the Work Plan include the transition from City College to the BART station regarding pedestrian improvements that make an easier pedestrian and bike transition between the two. He suggested that an additional project be added to the Work Plan.

Aaron Goodman stated that a discussion should be had about the crossover bridge, and that it has been difficult in finding the agency (ies) to work together to determine its future. The San Jose/Geneva study has been a good example of coordination taking place.

Jessie Fernandez stated if a new "project" focusing on the pedestrian and bicycle connection to the Station would be added to the Work Plan it would have to be broad and general flexible.

Jessie expressed that he was open to changing motion to include another project.

Aaron Goodman suggested that the existing motion be amended to include another item.

Nell Selander stated that until there is an actual project, the Work Plan could have a place holder for a new project focusing on Ocean Avenue. She expressed that an amendment to the existing motion is fine, as long as the "undefined project" is placed lower on the list and doesn't draw their focus away from a the other 6 projects on the Work Plan.

Aaron Goodman suggested that the 7th Work Plan item include both the I-280 exit and the pedestrian overpass on Ocean. The 7th Work Plan item would look at both sides of Ocean, and would include Lick Wilmerding.

Nell Selandar suggested that the 7th Work Plan item be titled "Ocean Avenue Pedestrian Access – Phelan to San Jose. "

Jessie Fernandez stated that there is an existing Ocean Avenue corridor design. It hasn't been implemented beyond Phelan.

Public Comment

Theodore asked if there were any items in the Work Plan that cover pedestrian access between City College and Balboa Park Station and if there was a move to replace the pedestrian bridge/crossover.

John Winston stated that Ocean Avenue redesign project that didn't include the entire stretch of Ocean Avenue to San Jose. The City has funds but the SFMTA doesn't know how to spend them just yet. Nice to get on the radar, since the population in the area is growing and there is a need for improved pedestrian and bicycle amenities.

On the Motion:

That the 2018 CAC Work Plan be reordered, thus prioritizing the projects as proposed by Aaron Goodman and that an additional "project" titled "Ocean Avenue Pedestrian Access –Phelan to San Jose" be added and placed 7th on the Work Plan list.

- #1 Geneva/San Jose Intersection Study
- #2 Geneva Car Bar
- #3 Upper Yard Redevelopment
- #4 Balboa Park Station Kiss and Ride
- #5 Balboa Park Eastside Connection Project and Modernization
- #6 City College Master Plan
- #7 Ocean Avenue Pedestrian Access- Phelan to San Jose.

ADOPTED: AYES - Goodman, Fernandez, Ng, Muehlbauer, Selander
 NAYES – None
 ABSENT– Licea

- 3. **Presentation on Geneva/San Jose Intersection Study. Informational item only. (Tony Henderson, Engineer) 20 minutes**

CAC comments/discussion

Robert Muehlbauer stated that there was more than one option for where the stop should be located including removing the stop off of San Jose.

Jessie Fernandez asked about the relocation of Muni Line #28R terminal which is a constraint in some of the designs and asked Tony to talk about its future relocation.

Tiffany Ng asked about the design of the future Kiss and Ride in relation to pedestrian movement and safety.

Aaron Goodman discussed the issue of the multi-modal connections of the K-T-J-M lines and the need to address a linkage that directly dropped one adjacent to the other on a platform versus having trains drop across a major intersection.

Robert Muehlbauer asked if the 28R could load in the layover area.

Public Comment

Catherin L. Horton lives on Niagara. She is concerned with the possibility of taking away a lane. Likes the ideas about shorter pedestrian crossing. Other concern is that some parking will be removed since Upper Yard development will not provide parking.

David Pilpel stated the Kiss and Ride for muni operations especially when there is bus substitutions. He also discussed that the stop for the 8, 29, 54 lines is well used on Geneva and that the lack of space prevents it from becoming a terminal. He stated he liked the idea of drop off for the Outbound M. Asked that if there is a future presentation on this project that it include a discussion of all three blocks surrounding the intersection.

Monique Newcomb asked if the developer was advocating for transit or for cars, that the Plan could have limitations for pedestrians and asked if there was any consideration for future.

4. Presentation on BARTs Balboa Park Modernization and Kiss and Ride projects. Informational Item Only (Tim Chan and Sadie Graham, BART) 25 minutes

CAC Comments

Tiffany Ng asked if the drop off area will have places for people to stand and wait.

Robert Muehlbauer asked about curb flexibility, paving, and about the lack of an elevator on the south side.

Aaron Goodman commented on the use of land scape and features that could be interchanged for events and lighting/seating needs. He expressed concerns about it becoming a dead zone and need of programming. He also expressed that this could be in conjunction with the Geneva Car Barn and the installation of public art lighted in the space at the end of walkways, or food stalls that have lighted electrified termination for plugging in systems under lock –box for access. **Public Comments**

David Pilpel stated that Slide #10 shows a wide stairway and asked if the space could also accommodate an escalator. He asked who owns the access road, and expressed concerns regarding impact on maintenance.

John Winston stated that since there are no other places /stations in San Francisco with drop off areas he questions the need for a drop off area.

- 5. **Presentation on SFMTA Facilities Plan. Informational Item Only** (Bradley Dunn, Public Information Officer) 20 minutes.

CAC Comments

Robert Muehlbauer asked if there has been any thought to "sharing space" with San Mateo County.

Aaron Goodman asked why the Green Facility was not on the SFMTA Facilities future planning efforts due to the increase in population in district 7/10/11 and need to address the site as an "multi-modal" facility similar to downtown.

Public Comments

David Pilpel stated that the SFMTA Board of Directors approved at their meeting today to lease space at the Cow Place, that Green Division was 40 years old, and that the facilities program should be about Green Division and Cam Beach Yard for there is not enough covered storage at Cam beach Yard.

6. Closing Business (Chair)

- General Public Comment. Members of the public may address the Committee on matters that are within the Committee's jurisdiction not on the meeting agenda.

No comments from the general public.

- CAC member Information and Agenda Item Request (For Discussion Only) 15 minutes

Jessie Fernandez stated that the Final Upper Yard design will be shown at Balboa Park High School on April 17, 2018 from 10 am -12:00 noon.

Adjournment of March 20, 2018 Meeting

Robert Muehlbauer motioned that the March 20, 2018 meeting be adjourned and Tiffany Ng seconded the motion

On the motion:

That the March 20, 2018 meeting be adjourned.

ADOPTED:	AYES	Goodman, Fernandez, Ng, Muehlbauer, Selander
	NAYES	None
	ABSENT	Licea;

The meeting ended at 8:10 pm.

Balboa Park Station CAC – Work Plan - Project Manager Briefing Sheet

Name of Project	Ocean Avenue Safety Project	
Date of CAC Meeting	July 24, 2018	
PM Request: Type of Action by CAC at this meeting	No formal action to be taken at this time	X
	Return to CAC at later date (TBD) to provide specific & agreed upon information not available at this meeting.	
Agency/Department	San Francisco Municipal Transportation Agency – Livable Streets Subdivision	
Project Manager (s) Name (s)	Charlie Ream – Senior Transportation Planner	
Brief Description of Project (provide additional information one (1) page max and attached to form.	Improve bicycle and pedestrian safety on Ocean Avenue between Unity Plaza and San Jose Avenue. This project will be divided into two parts. First would be a near-term project to make quick infrastructure changes to improve safety on Ocean, and would also include a study of high-injury locations to the west along Ocean. The second would be to design and approve a long-term design for Ocean Avenue in coordination with other planned projects in the area including City College master planning, SFCTA I-280 ramp realignments, Muni re-railing of the K-Line, etc. This long-term plan would take the recommendations of the Ocean Avenue Corridor Plan conducted by the SF Planning Department as a starting point.	

Project Timeline	Begin Date: Summer 2018	End Date: TBD
Project Costs and Funding Sources	Initial Planning budget: \$300K. Design and Construction: TBD	
Type of Project	Check Box	
	Study	X
	Pilot	
	Framework	
	Other (fill in)	
Project Status at time of BPSCAC Meeting	Check Box	
	Conceptual Design	
	Planning	X
	Design & Engineering	
	Implementation	
Most recent Outreach (including to BPSCAC)	When (date) July 9, 2018 – Balboa Reservoir CAC	
	Action (s) taken after outreach: Schedule further outreach meetings for Summer 2018.	

3202018



Ocean Avenue Safety Project

Improving safety and access for people walking and biking on Ocean Avenue from Geneva/Phelan to San Jose

PROJECT OVERVIEW

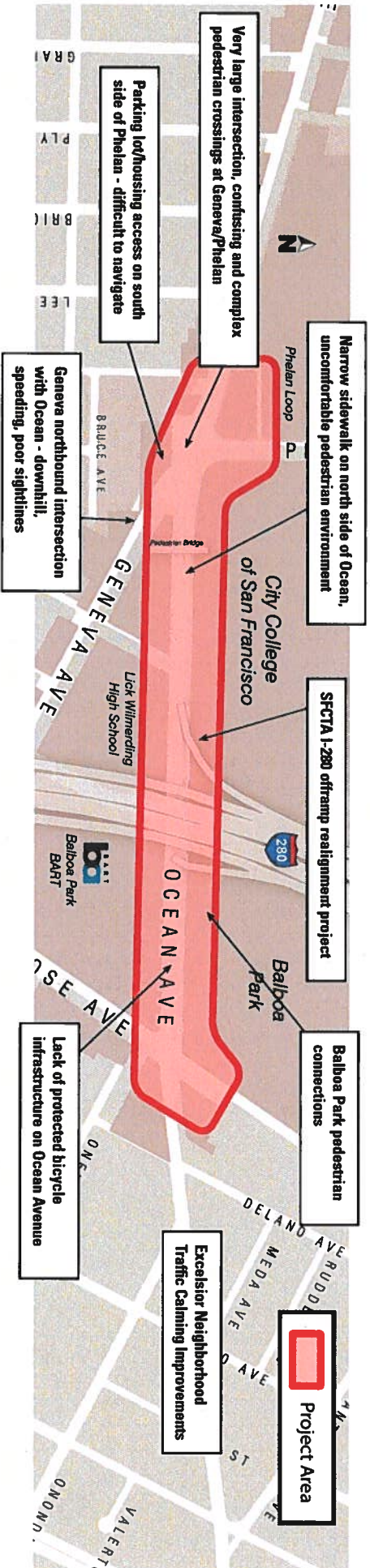
This project is aimed at improving safety, accessibility, and comfort for people walking and biking on Ocean Avenue between Geneva Avenue/Phelan Avenue and San Jose Avenue. The Project will take the recommendations from the SF Planning Department's Ocean Avenue Corridor Design as a starting point for discussion and respect the community input that went into that past planning effort. The goal of this project will be two-fold. First will be to develop and implement a set of near-term improvements - cost-effective measures that can be quickly installed to immediately improve safety for people on Ocean Avenue. Second will be to design and approve a long-term vision for an Ocean Avenue redesign that can be coordinated with other ongoing projects or a future Muni re-rail project.

GOALS

- ▶ Improve safety for people biking and walking on Ocean Avenue from Geneva/Phelan to San Jose
- ▶ Improve safety for all roadway users at the intersections of Ocean/San Jose and Ocean/Geneva/Phelan
- ▶ Work with the community to identify priorities, design, and construct immediate near-term improvements for safety on Ocean Avenue.
- ▶ Coordinate with ongoing SFCTA, City College, Balboa Reservoir projects to design and approve a long-term vision for a safer Ocean Avenue

SCHEDULE

- Spring 2018 - Project Development, Stakeholder Outreach
- Summer 2018 - Winter 2019 - Planning and Conceptual Design, Public Open House Meetings
- Spring 2019 - SFMTA Board Approvals
- Summer 2019 - Near-term Project Construction
- TBD - Long-term Streetscape Construction



We welcome your input, please email Project Manager Charlie Ream with your comments on safety/comfort for people biking and walking on Ocean between Phelan and San Jose.

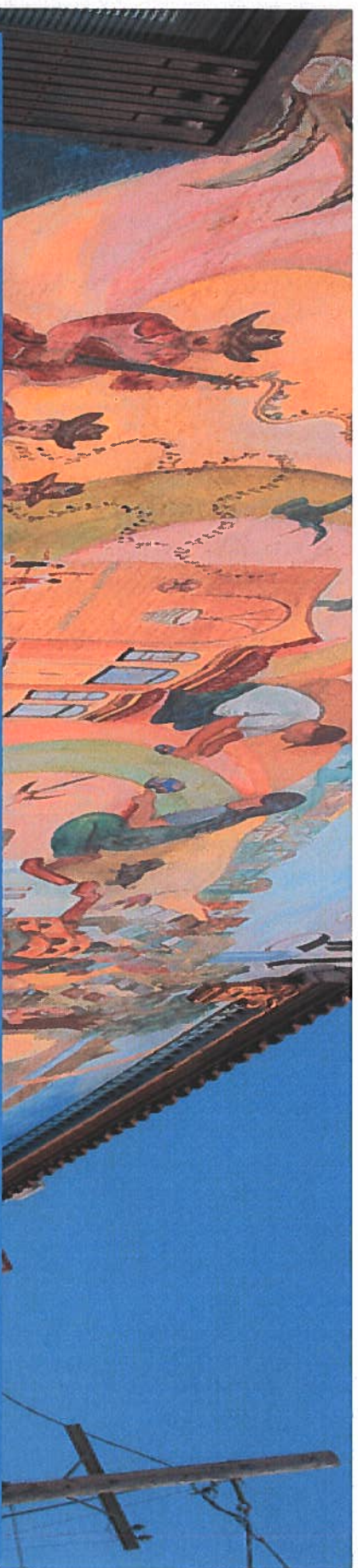
For more information, please contact Charlie Ream at charlie.ream@sfmta.com or 415-701-4695

www.sfmta.com/Ocean

Balboa Park Station CAC – Work Plan - Project Manager Briefing Sheet

Name of Project	Excelsior Neighborhood Traffic Calming Planning Project	
Date of CAC Meeting	July 24, 2018	
PM Request: Type of Action by CAC at this meeting	No formal action to be taken	X
	none	
	Return to CAC at later date (TBD) to provide specific & agreed upon information not available at this meeting. (Via Motion)	
Name of Project	Excelsior Neighborhood Traffic Calming Planning Project	
Agency/Department	SFMTA – Livable Streets	
Project Manager (s) Name (s)	Nick Carr, nick.carr@sfmta.com , 701-4468	
Brief Description of Project (provide additional information one (1) page max and attached to form.	<p>Collaborative community planning process to improve neighborhood street conditions connecting residents to parks, schools, transit and commerce, for people walking, taking transit and bicycling. Corridors were identified through public engagement events, community group meetings, existing public events, and in collaboration with other projects in the area (Mission Street Excelsior Safety Project(MTA), Excelsior Strategy(CPC) Muni Equity Strategy (MTA) McClaren Park Project(RPD).</p> <p>The project will develop a traffic calming plan consisting of selected corridors. Construction, which is not funded through this project) is projected for 2020/2021</p>	

Project Timeline	Begin Date: March 2017	End Date: Feb 2019
Project Costs and Funding Sources	\$400,000 total budget. \$300,000 from Community Based Transportation Planning Program ("CBTP" administered by CalTrans) \$100,000 from Proposition K Funding (SFCTA)	
Type of Project	Check Box	
	Study	
	Pilot	
	Framework	
	Other (fill in) Traffic Calming Planning	X
Project Status at time of BPSCAC Meeting	Check Box	
	Conceptual Design	X
	Planning	X
	Design & Engineering	
	Implementation	
Most recent Outreach (including to BPSCAC)	When (date)	by Feb 28, 2019
	Action (s) taken after outreach	
	JUNE 28: Met with Excelsior Community Center Seniors (Latino and Chinese). Surveys distributed and mapping exercise conducted.	



Excelsior Neighborhood Traffic Calming Project
Making neighborhood streets in the Excelsior safer and more livable



PROJECT OVERVIEW

SFMTA.COM/EXCELSIORTRAFFICCALMING

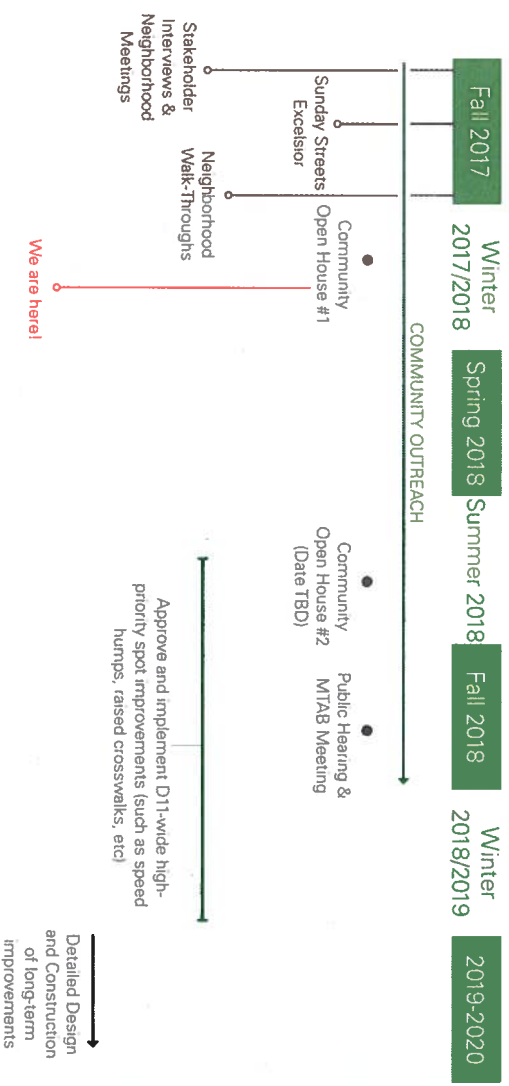
Thank you for joining us at today's open house for the Excelsior Neighborhood Traffic Calming Project. This project aims to create more safe and calmer neighborhood streets for people accessing schools, parks, transit, and nearby commercial corridors. The project team has had numerous conversations with community groups, residents and stakeholders about transportation improvements for residential streets in the Excelsior and today we are opening the conversation to hear what you want to see in your neighborhood.

PROJECT GOALS:

- » Improve safety and comfort for those traveling by foot or on a bicycle
- » Better neighborhood connections to schools, parks, transit and local commercial corridors
- » Better understand parking demand and curb usage
- » Reduce speeding and exhibition driving in the neighborhood

GOALS OF TODAY'S OPEN HOUSE

- » Clarify corridors for improvements
- » Prioritize District 11 near-term spot improvements
- » Better understand parking needs in the Excelsior



PROJECT TIMELINE:

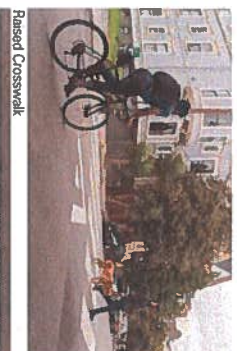
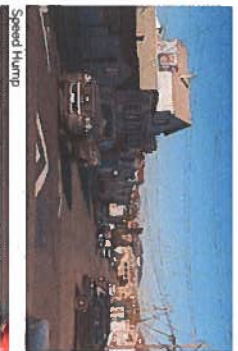


OUR TRAFFIC SAFETY TOOLKIT

SFMTA.COM/EXCELSIORTRAFFICCALMING

TRAFFIC CALMING

Different types of traffic calming are appropriate on different types of streets – most often traffic calming involves physical safety improvements such as:



Traffic calming is commonly used on residential streets.

TRAFFIC OPERATIONS & PEDESTRIAN SAFETY

Traffic operations utilize regulatory measures, such as STOP signs and traffic signals, which are used to control traffic at an intersection. Such measures may need to meet criteria established by the state and federal level.



Regulatory measures are commonly used on arterials and connectors (i.e., Geneva Ave., Mission St., and Albany Blvd.) but can also be used on residential streets with heavy activity at intersections.

CORRIDOR OR "NEIGHBORWAY" IMPROVEMENTS



Neighborhood streets should feel safe and inviting, especially to walk and bike to nearby destinations like parks, schools and shops. A "neighborway" supports this idea by concentrating a variety of traffic calming and operational tools on preferred routes.

NEAR-TERM SPOT IMPROVEMENTS...

SFMTA.COM/EXCELSIORTRAFFICALMING

Supervisor Safai and the San Francisco County Transportation Authority are providing funding for the SFMTA to implement a number of spot improvements this year at high priority locations. The map shows a number of locations that have been highlighted by his office and in our work with the community to date.

Over the next few months we will be narrowing down the top locations for near-term implementation. We want to hear from you if you support these locations or foresee any issues with these identified spot improvements.



How will locations be prioritized?

- Collaboration with Supervisor Safai office
- Schools and community assets
- Documented safety issues such as exhibition driving
- Documented community support
- Projects that can be implemented quickly

Once prioritized spot improvements are established, the SFMTA will:

- Share project list on website and to this project's email list
- Send a letter to residents on streets where speed humps are proposed
- Post notices for all projects when they are ready for formal approval



NEAR-TERM SPOT IMPROVEMENTS...

SFMTA.COM/EXCELSIORTRAFFICCALMING

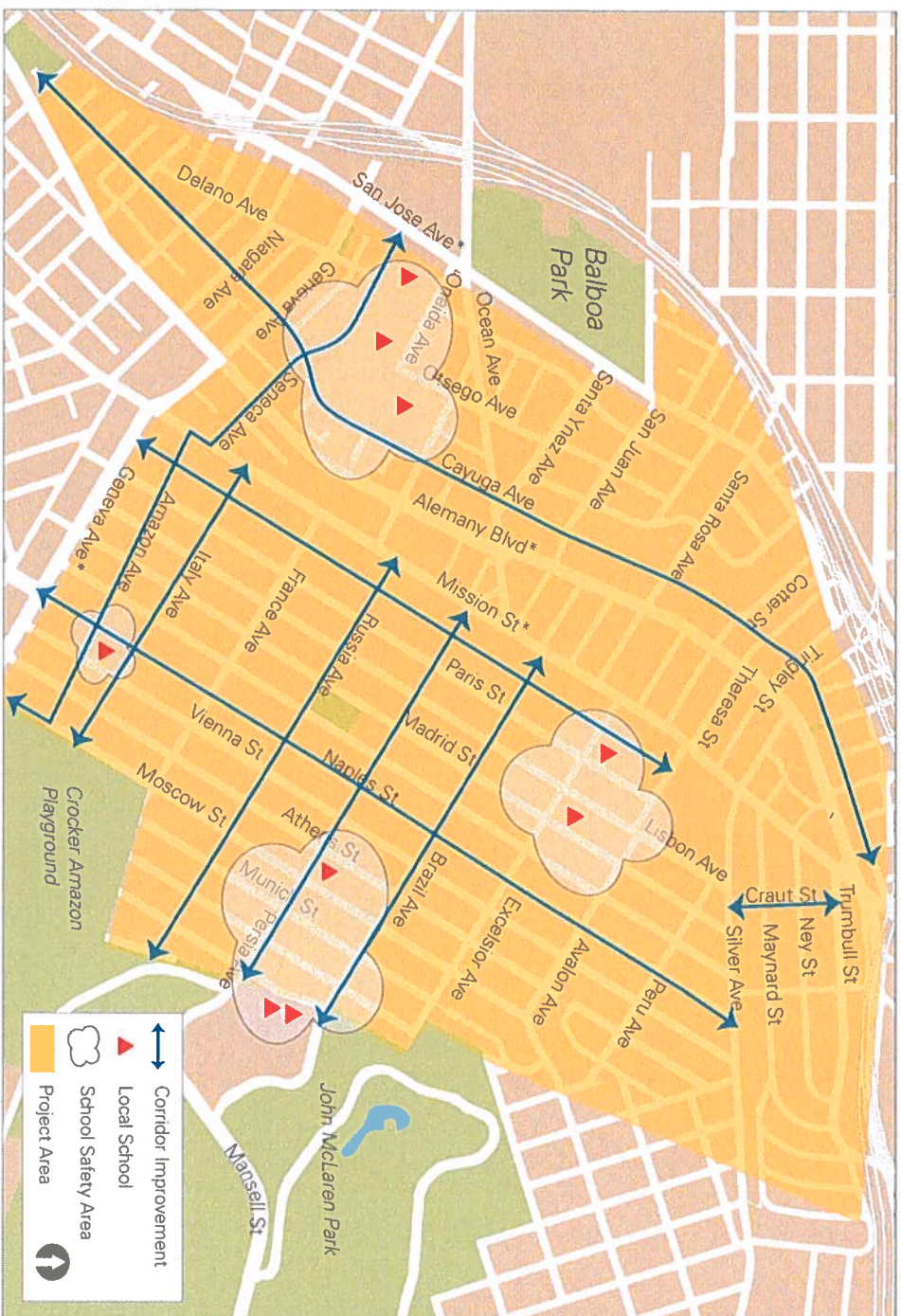


Excelsior Neighborhood Traffic Calming Project
 Open House | Cleveland Elementary School
 March 3, 2018

PRIORITY "NEIGHBORWAY" CORRIDORS

SFMTA.COM/EXCELSIORTRAFFICCALMING

From conversations we've had with community members and stakeholders, we have identified priority locations for neighborways. These corridors have emerged as high priority neighborhood connections for walking and biking, as well as clusters of streets nearby schools.



*Please note that the Excelsior Neighborhood Traffic Calming Project only covers residential streets. Streets such as Mission St, Geneva Ave, Alemany Blvd, and San Jose Ave are not included in the scope of this project.



We want to ensure that we've identified the right corridors for concentrating traffic calming and traffic operation tools.

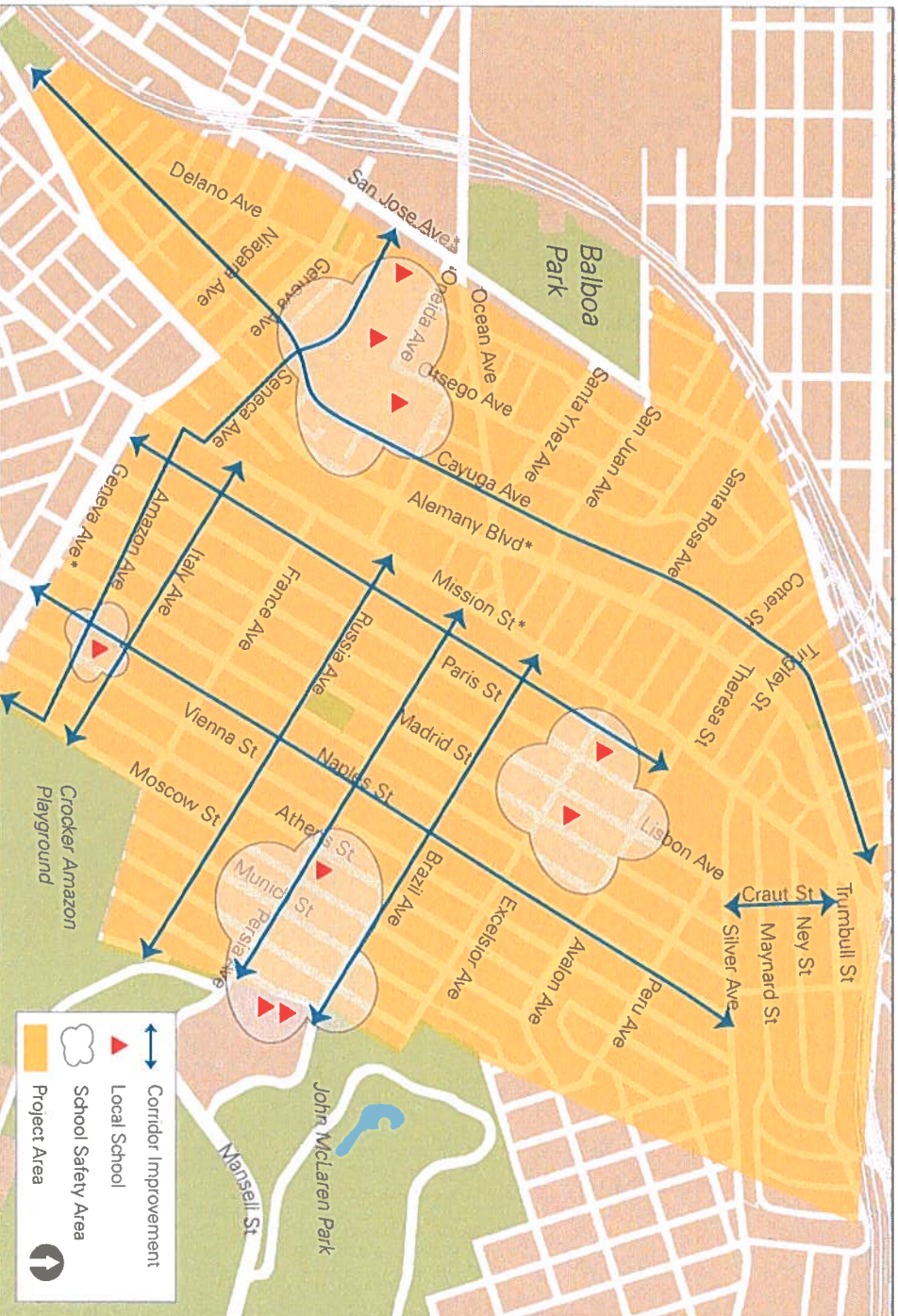
Please let us know what you think about by providing your input below, on the map or on one of our "street report cards"!

PRIORITY "NEIGHBORWAY" CORRIDORS

SFMTA.COM/EXCELSIORTRAFFICCALMING

We want to ensure that we've identified the right corridors for concentrating traffic calming and traffic operation tools.

Please let us know what you think by providing your input below, on the map or on one of our "street report cards"!



*Please note that the Excelsior Neighborhood Traffic Calming Project only covers residential streets. Streets such as Mission St, Geneva Ave, Albany Blvd, and San Jose Ave are not included in the scope of this project.



OTHER DISTRICT 11 INITIATIVES & PROJECTS

SFMTA.COM/EXCELSIORTRAFFICCALMING

Excelsior & Outer Mission Neighborhood Strategy (SF Planning)

Goal

Develop a vision for how to sustain and enhance the Excelsior, Outer Mission, Mission Terrace, Crocker Amazon, and Cayuga neighborhoods.

Outreach Process (on-going)

- » Work Groups
- » Public Workshops
- » Neighborhood Surveys
- » Focus Groups

Contacts: Rachael Tanner, rachael.tanner@sfgov.org; Jorge Rivas, jorge.rivas@sfgov.org



Mission Street Excelsior Safety Project (SFMTA, SF Planning and SFPW)

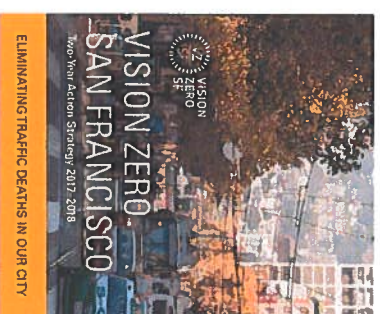
Goal

- » Increase safety for all users, especially people who walk, bike, and ride transit
- » Improve transit reliability
- » Enhance local business district

Outreach Process (on-going)

- » Community Workshops
- » Meeting with community stakeholders

Contact: Dan Provence, dan.provence@sfmta.com



Muni Equity Strategy (SFMTA)

Goal

- » Improving transit performance in select San Francisco neighborhoods

Outreach Process

- » Stakeholder interviews
- » Community events
- » Community and rider surveys
- » Community conversations
- » Workshops

Contact: Adrienne Heim, Adrienne.Heim@sfmta.com



Bikeshare- Ford GoBikes

Goal

- » To provide public bikes for use across San Francisco that make it as convenient as possible to integrate biking into your daily life

Outreach Process

- » On-going community workshops

Contact: Justin Nguyen, justinnguyen@fordgobike.com



SF Safe Routes to School

Excelsior Programs

- » Bike, Walk, & Roll
- » SF Community, Cleveland Elementary, Monroe Elementary
- » Excelsior Task Force

Contact: Jacquie Zapata-Chavez, gogreen@sfsUSD.edu

McLaren Park Vision (Rec & Park)

Goals & Principles

- » Enhance community access into and through the park
- » Maintain natural landscapes
- » Enhance panoramic views
- » Create and build diverse play opportunities

Outreach Process

- » Community Workshops
- » Walking Tours
- » Meeting with community stakeholders
- » Community surveys



Contact: Alexis Ward, Alexis.Ward@sfgov.edu

*Excelsior Neighborhood Traffic Calming Project
Open House | Cleveland Elementary School
March 3, 2018*

Balboa Park Station CAC – Work Plan - Project Manager Briefing Sheet

Name of Project	The Excelsior & Outer Mission Neighborhood Strategy	
Date of CAC Meeting	July 24, 2018	
PM Request: Type of Action by CAC at this meeting	No formal action to be taken at this time	X
	Request from PM for Formal Support of Project (Via Motion)	
	Return to CAC at later date (TBD) to provide specific & agreed upon information not available at this meeting. (Via Motion)	
Agency/Department	San Francisco Planning Department and Mayor's Office of Economic and Workforce Development	
Project Manager (s) Name (s)	Rachael Tanner, Planning Jorge Rivas, OEWD	
Brief Description of Project (provide additional information one (1) page max and attached to form.	<p>The Excelsior & Outer Mission Neighborhood Strategy (bounded by the I-280 on the north and west, McLaren Park on the East, and Daly City on the South), will develop a vision for improving and enhancing the Excelsior, Outer Mission, Mission Terrace, Crocker Amazon, and Cayuga neighborhoods. The Strategy will strive to maximize the benefits of ongoing and future projects, working toward making the area an even better place to live and visit.</p> <p>This neighborhood-level visioning process requires ongoing dialogue between City officials and community leaders, residents, students, service providers, property owners, and others to consider practical approaches to implement the necessary public improvements and investments.</p> <p>The development of this strategy will occur in 2 phases. The first phase focuses on the Excelsior & Outer Mission Neighborhood Commercial District; the commercial district runs all of Mission Street, from Trumbull to Sickles, and parts of Geneva Avenue. The second phase focuses on implementation of goals and strategies identified in phase one.</p>	

Project Timeline	Begin Date: May 2017	End Date: TBD
Project Costs and Funding Sources	Staffing - General Fund	
Type of Project	Check Box	
	Study	
	Pilot	
	Framework	X
	Other (fill in)	
Project Status at time of BPSCAC Meeting	Check Box	
	Conceptual Design	
	Planning	X
	Design & Engineering	
	Implementation	
Most recent Outreach (including to BPSCAC)	When (date)	
	Action (s) taken after outreach Develop Draft Neighborhood Strategy and gather more community feedback	

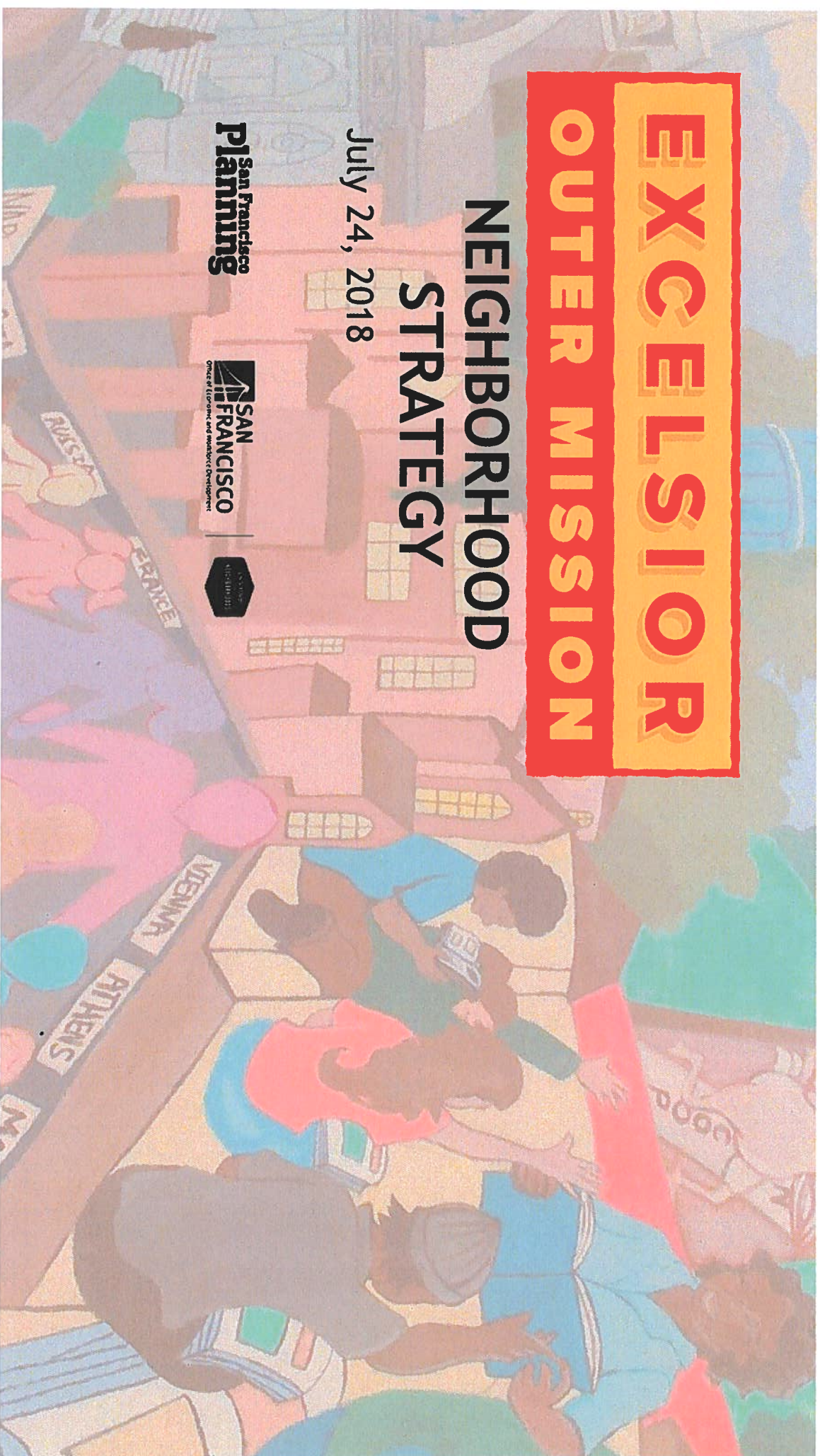
EXCELSIOR OUTER MISSION

NEIGHBORHOOD STRATEGY

July 24, 2018

San Francisco
Planning

SAN FRANCISCO
Office of Urban and Economic Development



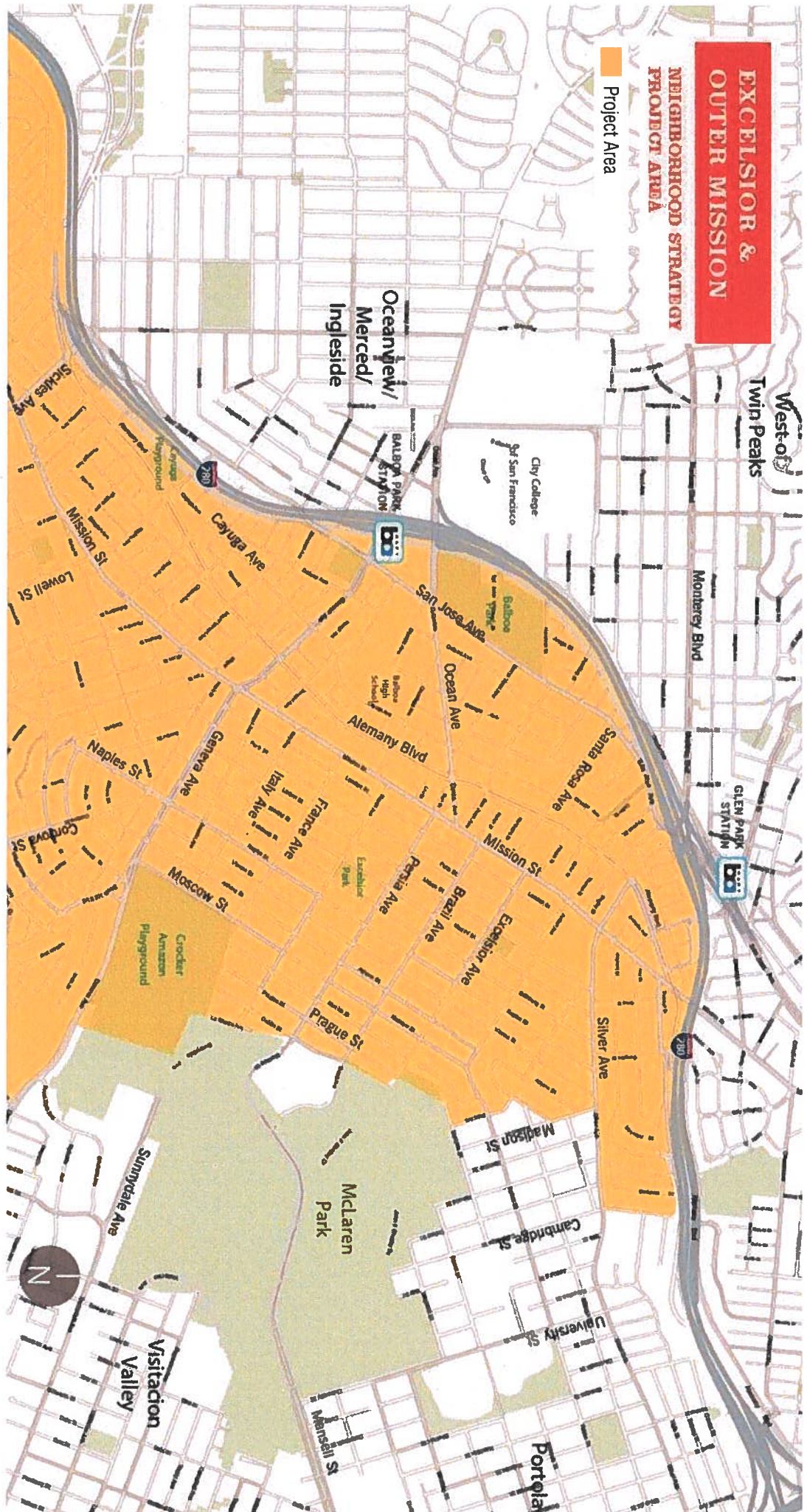
PRESENTATION OVERVIEW

- 1** Neighborhood Profile
- 2** Neighborhood Strategy Process
- 3** Next Steps

EXCELSIOR & OUTER MISSION

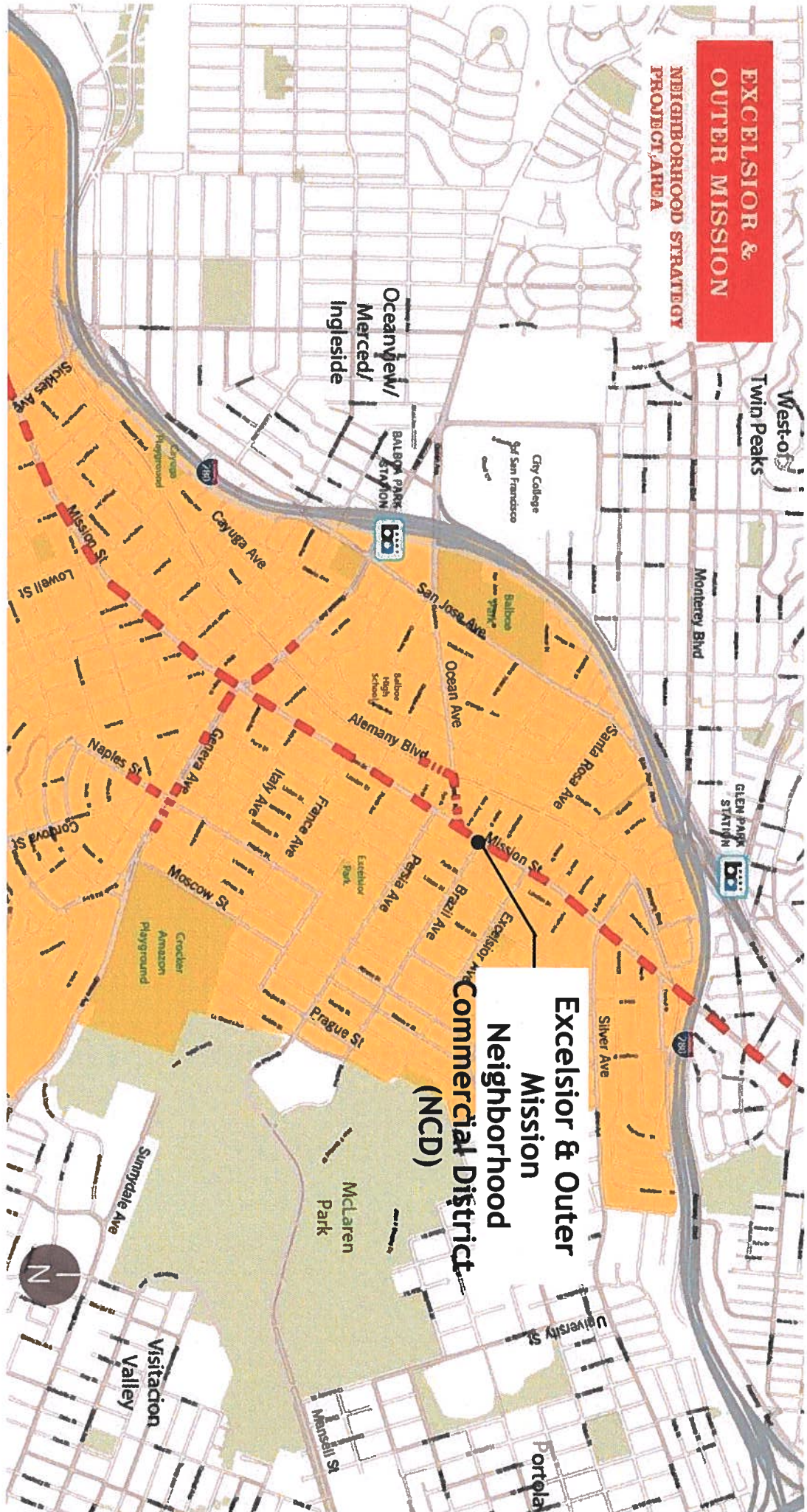
NEIGHBORHOOD STRATEGY PROJECT AREA

Project Area



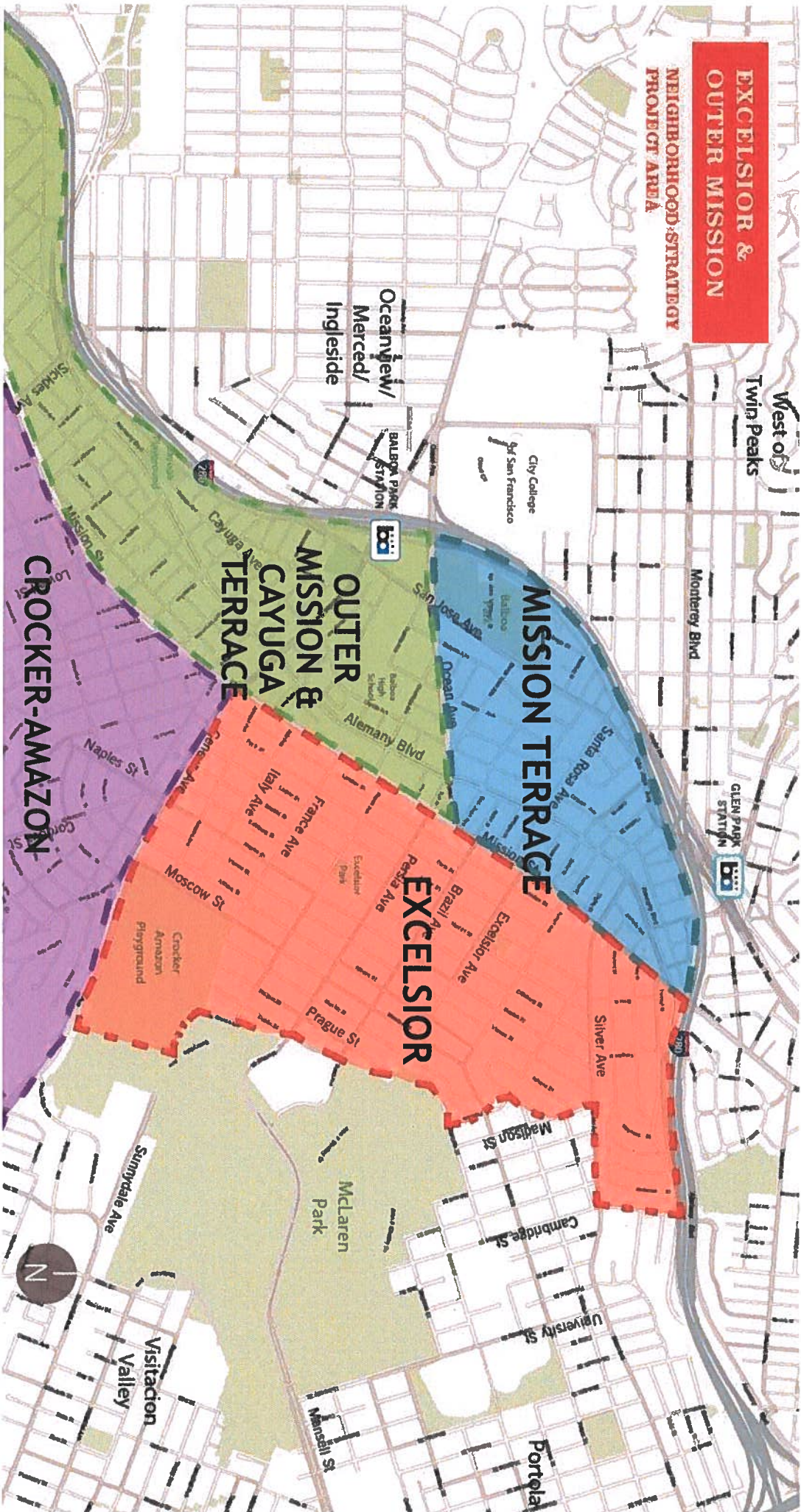
**EXCELSIOR &
OUTER MISSION**

**NEIGHBORHOOD STRATEGY
PROJECT AREA**

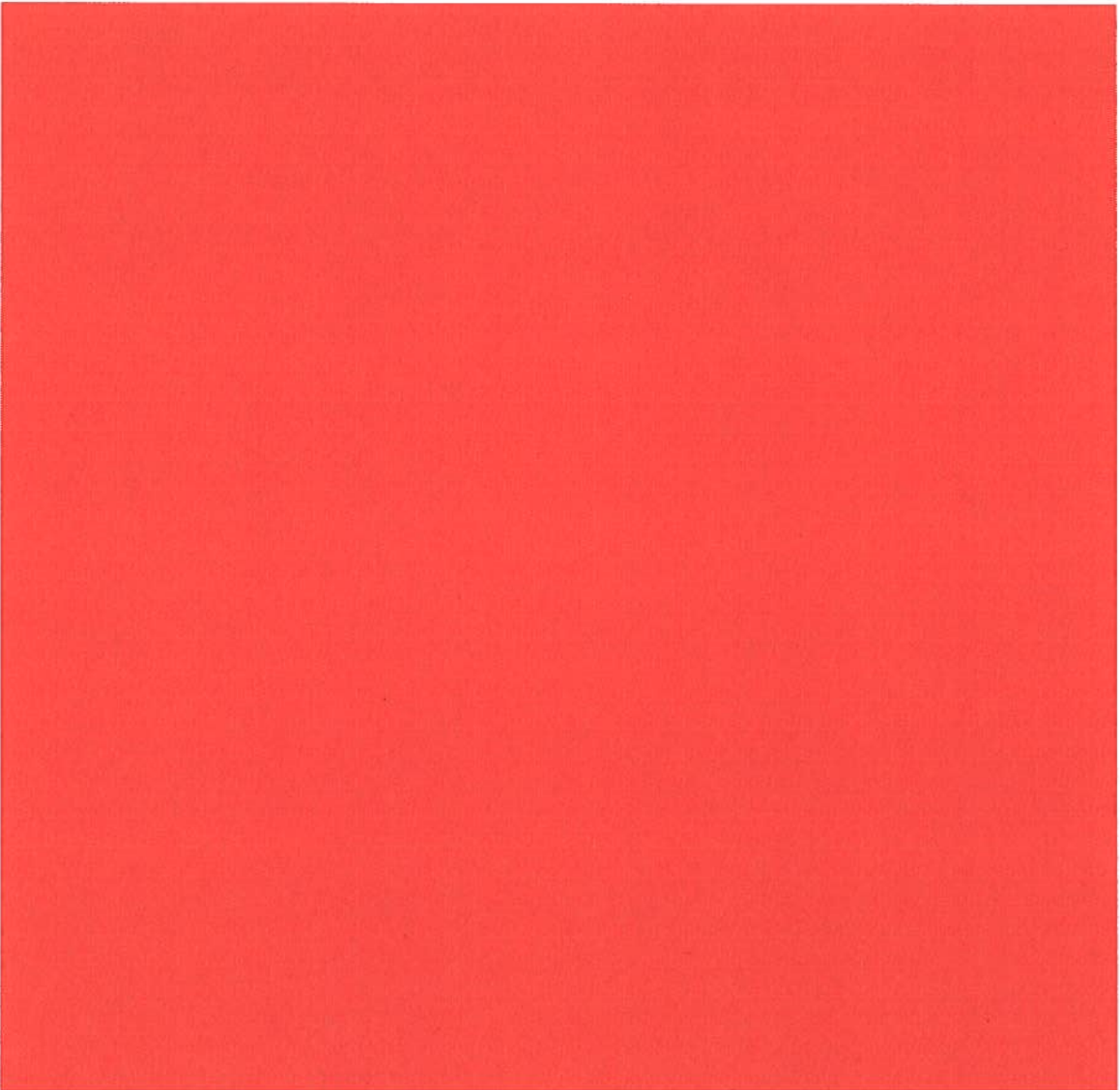


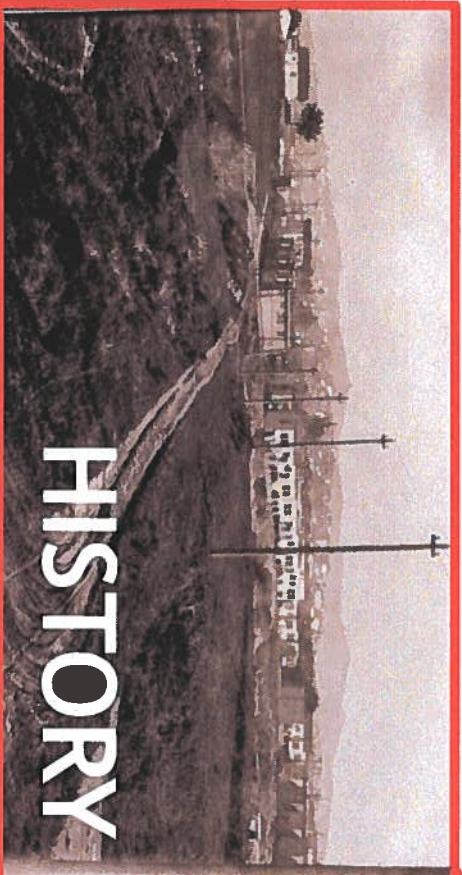
**Excelsior & Outer
Mission
Neighborhood
Commercial District
(NCD)**

EXCELSIOR & OUTER MISSION NEIGHBORHOOD STRATEGY PROJECT AREA



NEIGHBORHOOD PROFILE



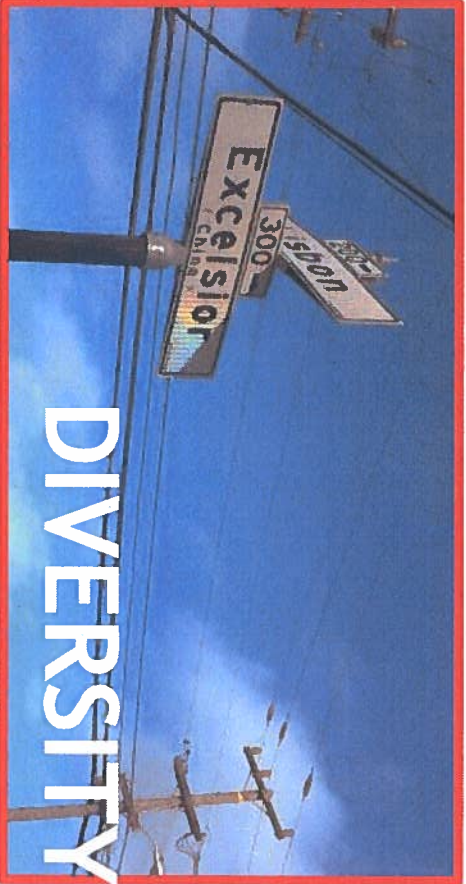


HISTORY

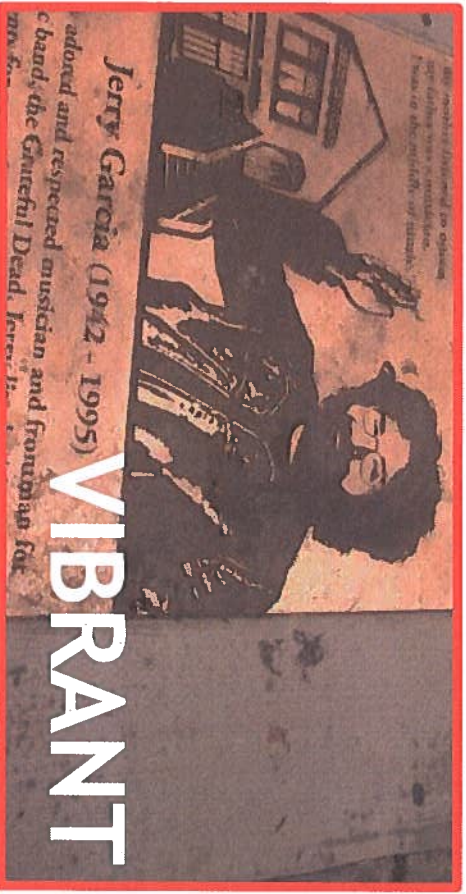
Source: http://openstaxhistory.org/Download/wmp36_03340.jpg



IMMIGRATION



DIVERSITY



VIBRANT

DEMOGRAPHIC PROFILE

POPULATION

63,620

vs 840,770 citywide

HOUSEHOLDS

17,610

vs 353,290 citywide

FAMILY HOUSEHOLDS

13,400

76.1%

of neighborhood households

vs 65% citywide

FOREIGN BORN

52.9%

vs 35% citywide

AVERAGE HOUSEHOLD SIZE

3.6

vs 2.3 citywide

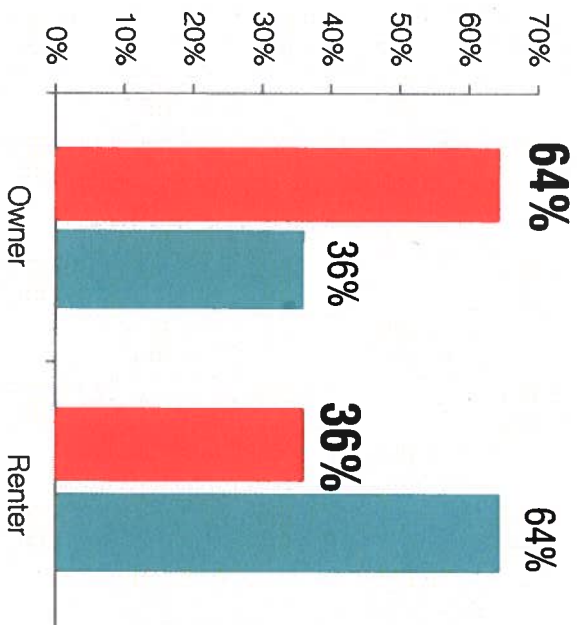
AVERAGE FAMILY HOUSEHOLD SIZE

4.2

vs 3.3 citywide

OWNERS

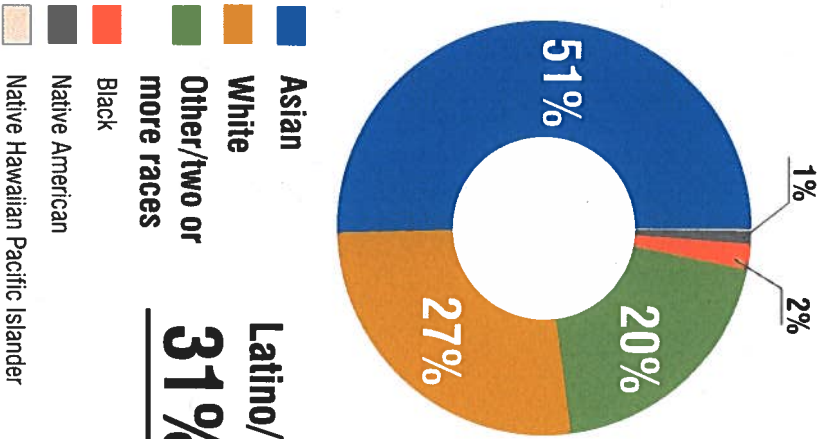
Tenure by Household



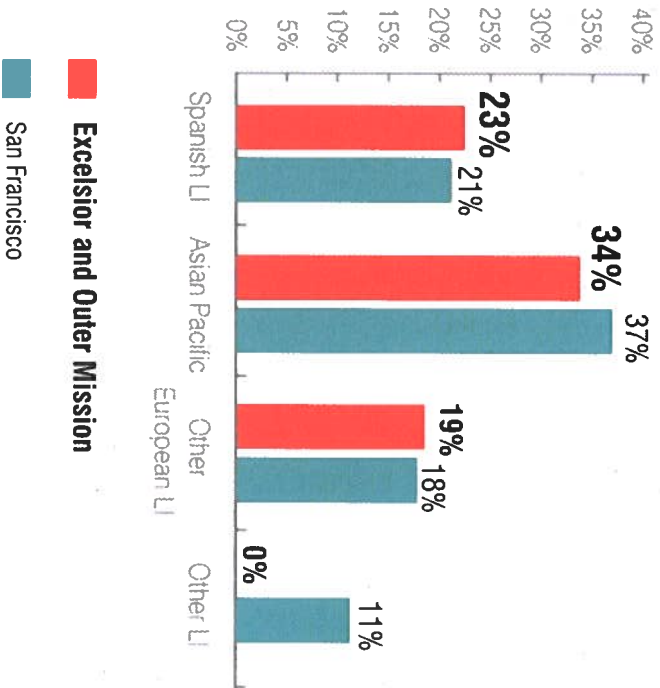
■ Excelsior and Outer Mission
■ San Francisco

DEMOGRAPHIC PROFILE

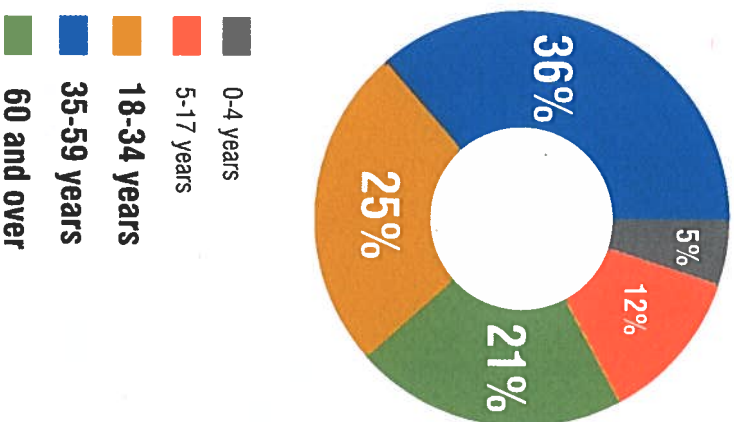
RACE & ETHNICITY



LINGUISTIC ISOLATION (LI)



AGES



Latino/a
31%

DEMOGRAPHIC PROFILE

MEDIAN HOUSEHOLD INCOME

\$70,610

vs \$81,950 citywide

MEDIAN FAMILY INCOME

\$73,320

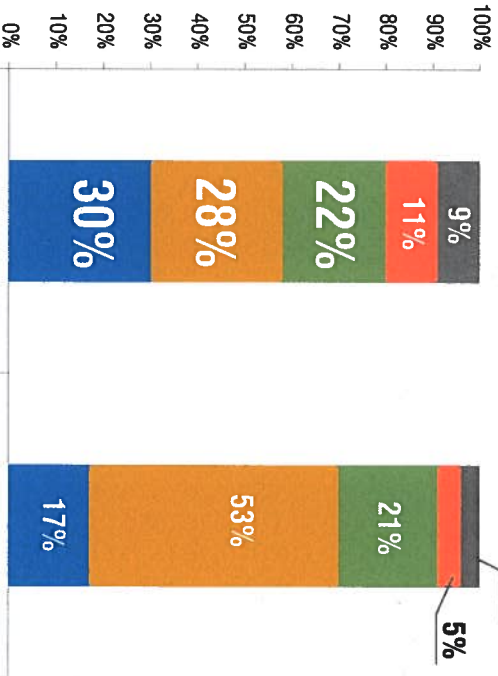
vs \$96,730 citywide

UNEMPLOYMENT RATE

9%

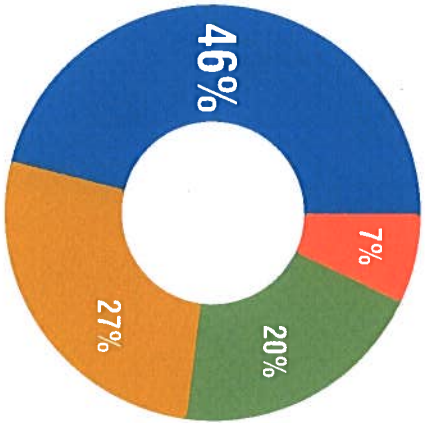
vs 7% citywide

JOB SECTORS EMPLOYING NEIGHBORHOOD RESIDENTS



- **Services**
- **Managerial and Professional**
- **Sales and Office**
- **Product Transport and Material Moving**
- **Natural Resources Construction and Maintenance**

EDUCATION



- **High school or less** 26% citywide
- **Some college AA degree** 20% citywide
- **College degree** 33% citywide
- **Graduate professional degree** 21% citywide

TRANSIT

- Muni bus line
- Muni train line
- High Injury Network
- Vision Zero Pedestrian Fatalities (2014-2017)
- Vision Zero Bike Fatalities (2014-2017)

MUNI Bus Routes

Regular	Rapid
North-South 14, 49, 52	14R, 14X, 88 BART Shuttle
East-West 43, 91 OWL, 54, 29, 44	8BX

West of
Twin Peaks

**Balboa Park
Station**

18,000 riders/day

Geneva & Mission

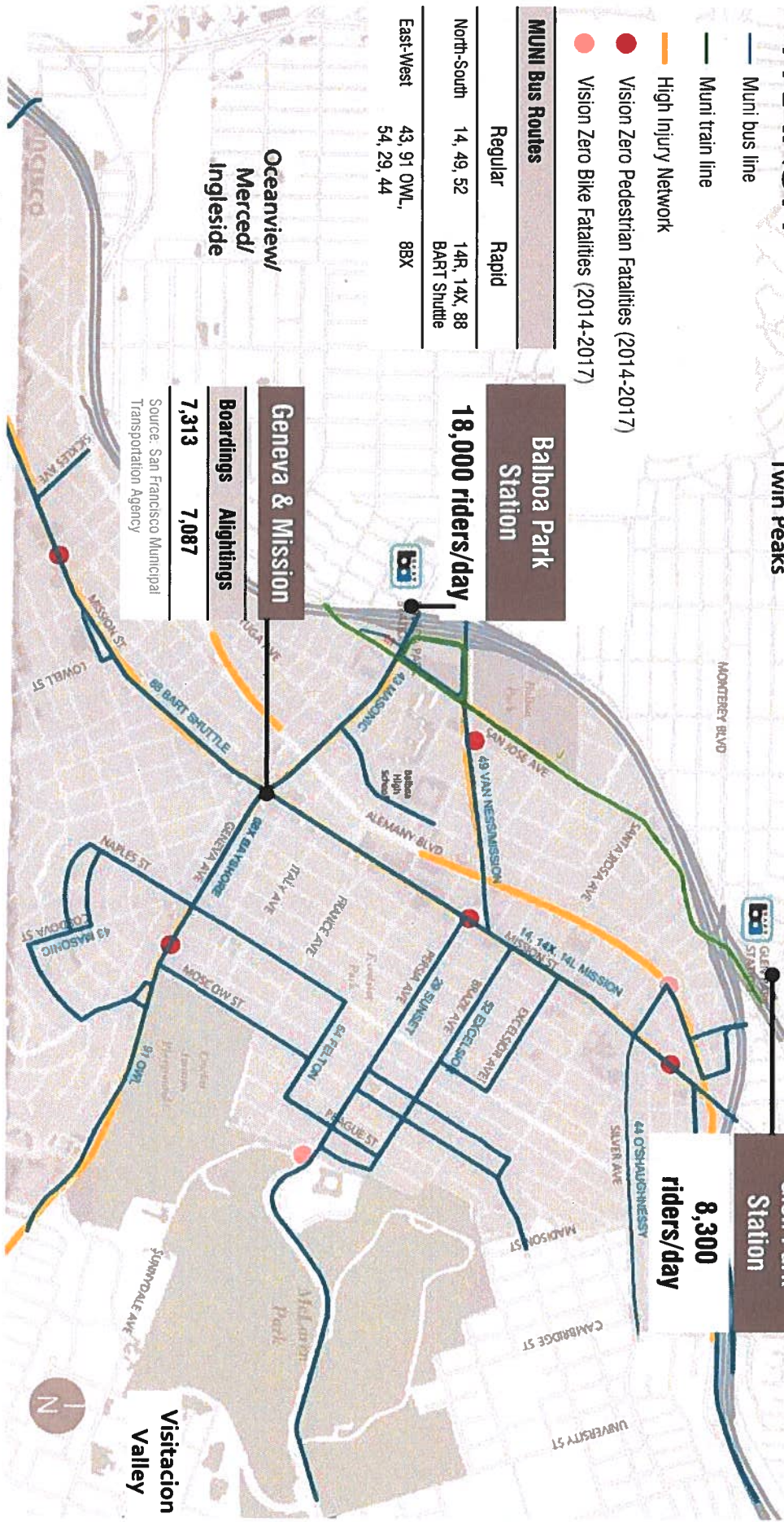
Boardings 7,313 **Alightings 7,087**

Source: San Francisco Municipal
Transportation Agency

**Glen Park
Station**

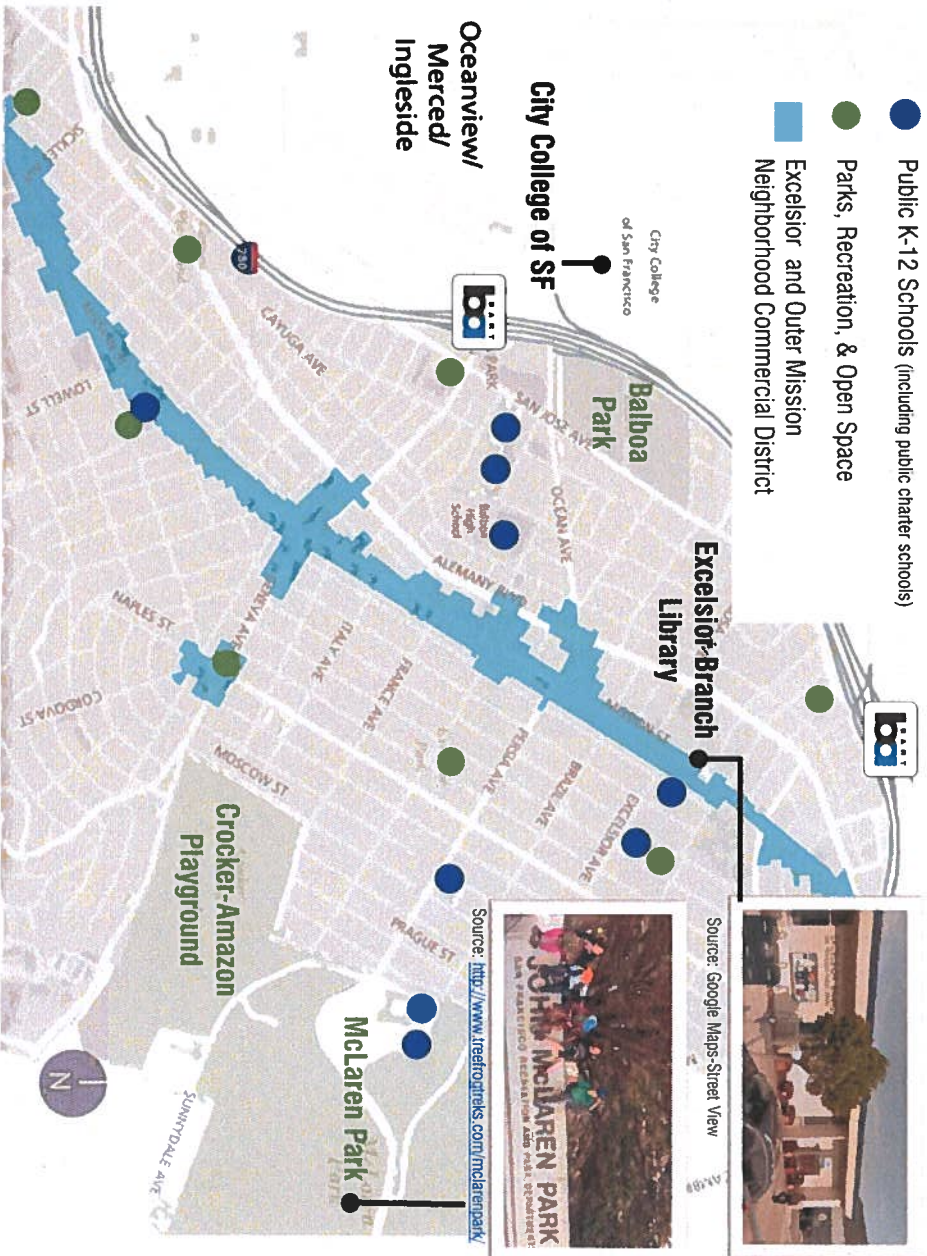
**8,300
riders/day**

**Visitation
Valley**



PUBLIC & CIVIC INSTITUTIONS

- Public K-12 Schools (including public charter schools)
- Parks, Recreation, & Open Space
- Excelsior and Outer Mission Neighborhood Commercial District



Parks & Open Space



12 Public, Private, & Charter Schools

Public Art



5+ Health & Wellness Centers

Excelsior Mural

Over 398 acres of park land & recreation assets over 10 sites

Senior Services



2 childcare centers on Mission St.

Crocker-Amazon Senior Housing

HOUSING

- Market-Rate Projects in the Pipeline
- 100% Affordable Housing
- Jewish Home of San Francisco
- Excelsior and Outer Mission Neighborhood Commercial District

PROJECTS IN THE PIPELINE < 10 Units

TOTAL	Market rate	Affordable
908	509	399

18,270

HOUSING UNITS

in Excelsior & Outer Mission

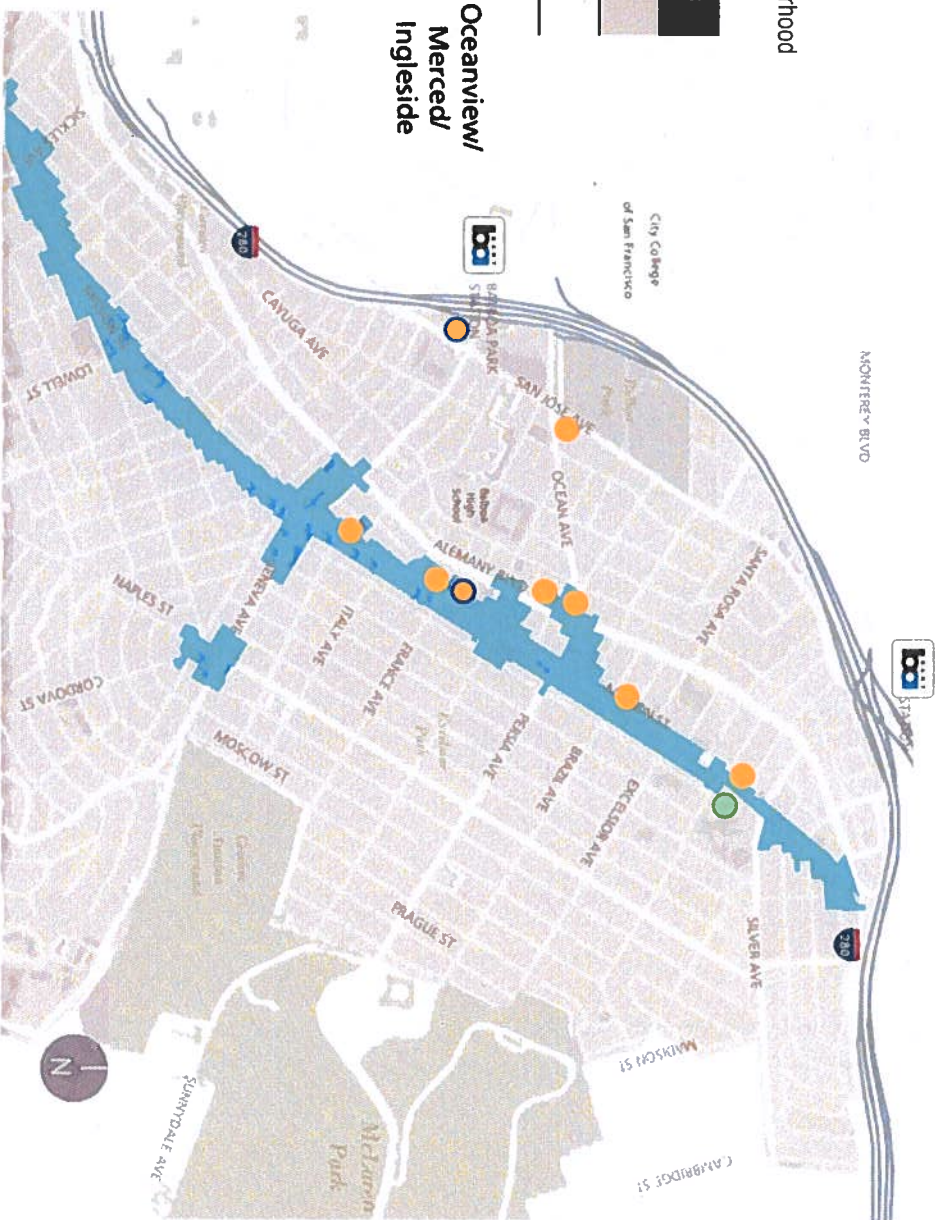
vs. 383,680 citywide

82.3%

SINGLE FAMILY HOUSING

vs. 31.9% citywide

Source: US Census American Community Survey 2011-2015



Oceanview/
Merced/
Ingleside

HOUSING STOCK & HOUSING COSTS

MEDIAN LIST PRICES AND RENT OF SINGLE FAMILY PROPERTIES

	Median Home Value	Median Rent
Zip Code 94112	\$917,500	\$3,816
San Francisco	\$1,194,300	\$4,285

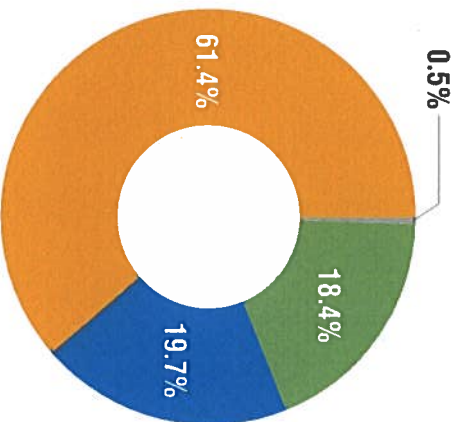
Source: Zillow Home Value Index Summary, Zillow Rental Index Summary (July 2017)

AFFORDABLE RENTAL & SALES PRICES FOR A 4 – PERSON HOUSEHOLD*

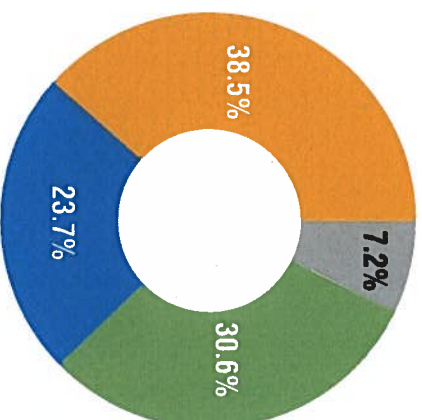
	Sales Price	Rent
Very Low-Income (up to 50% of Area Median Income)	\$147,000	\$1,300
Low-Income (up to 80% of Area Median Income)	\$260,000	\$2,000
Moderate-Income (up to 120% of Area Median Income)	\$432,000	\$3,000
Middle-Income (up to 140% of Area Median Income)	\$519,000	\$3,500

*Assumes a 3-bedroom unit.
Source: Mayor's Office of Housing and Community Development, San Francisco, 2015

Owner Housing Cost Burden



Rent Burden



NEIGHBORHOOD COMMERCIAL DISTRICT

Variety of Goods & Services Contributing towards a "20 Minute Neighborhood"

Fresh Produce, Grocery Stores & Ethnic Markets

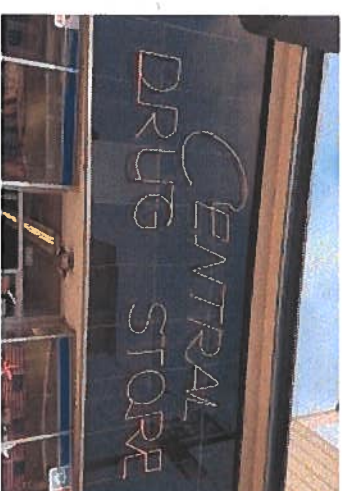
Global Cuisine—over 70 eating & drinking places

Essentials: Post Office, Pharmacies, Hardware, Urgent Care, Laundry, Cleaners

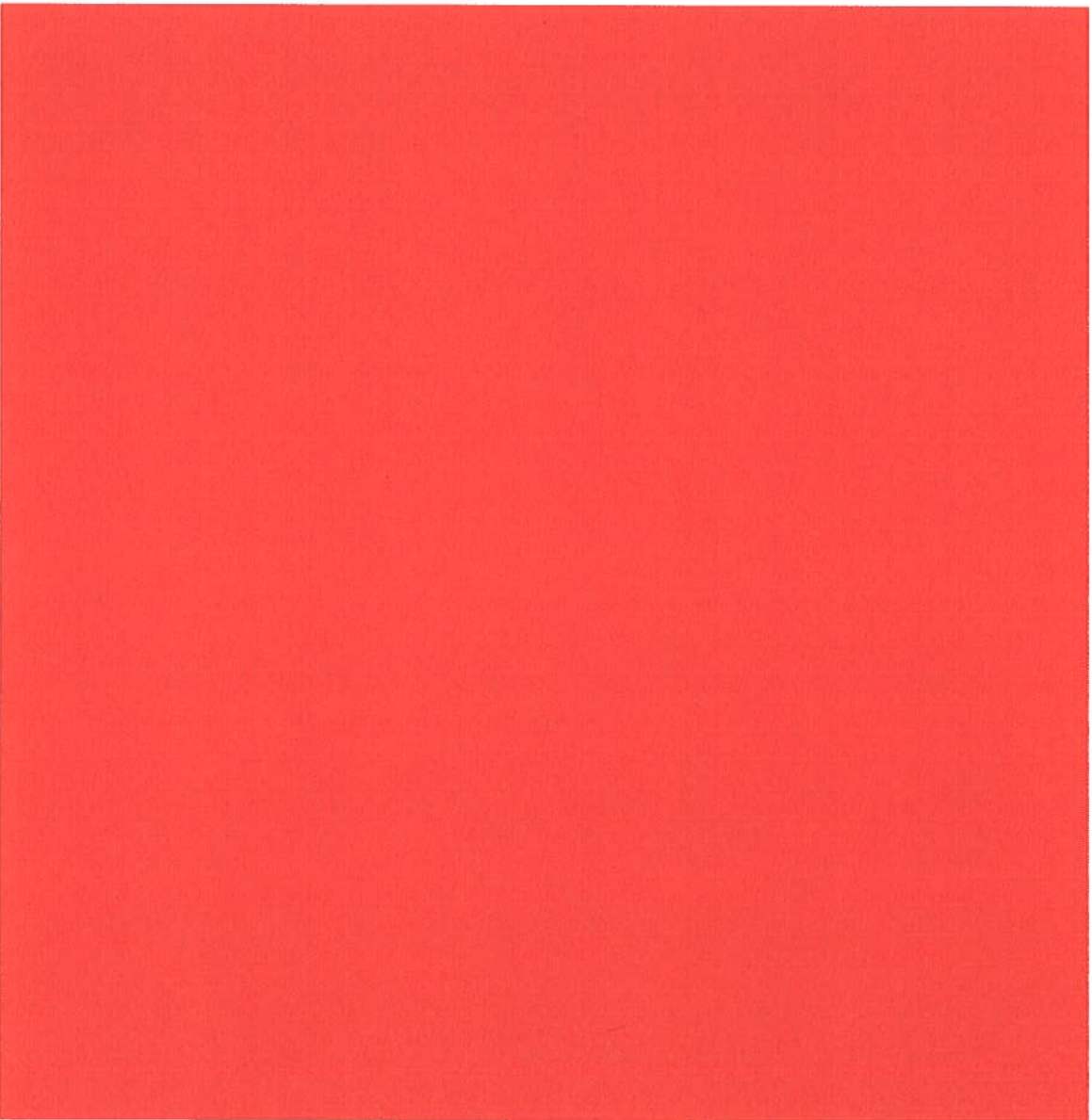
7 + Financial Institutions – Credit Unions, Local & National Banks

High Numbers of Salons, Auto Repair, Optometrists, Dentists.

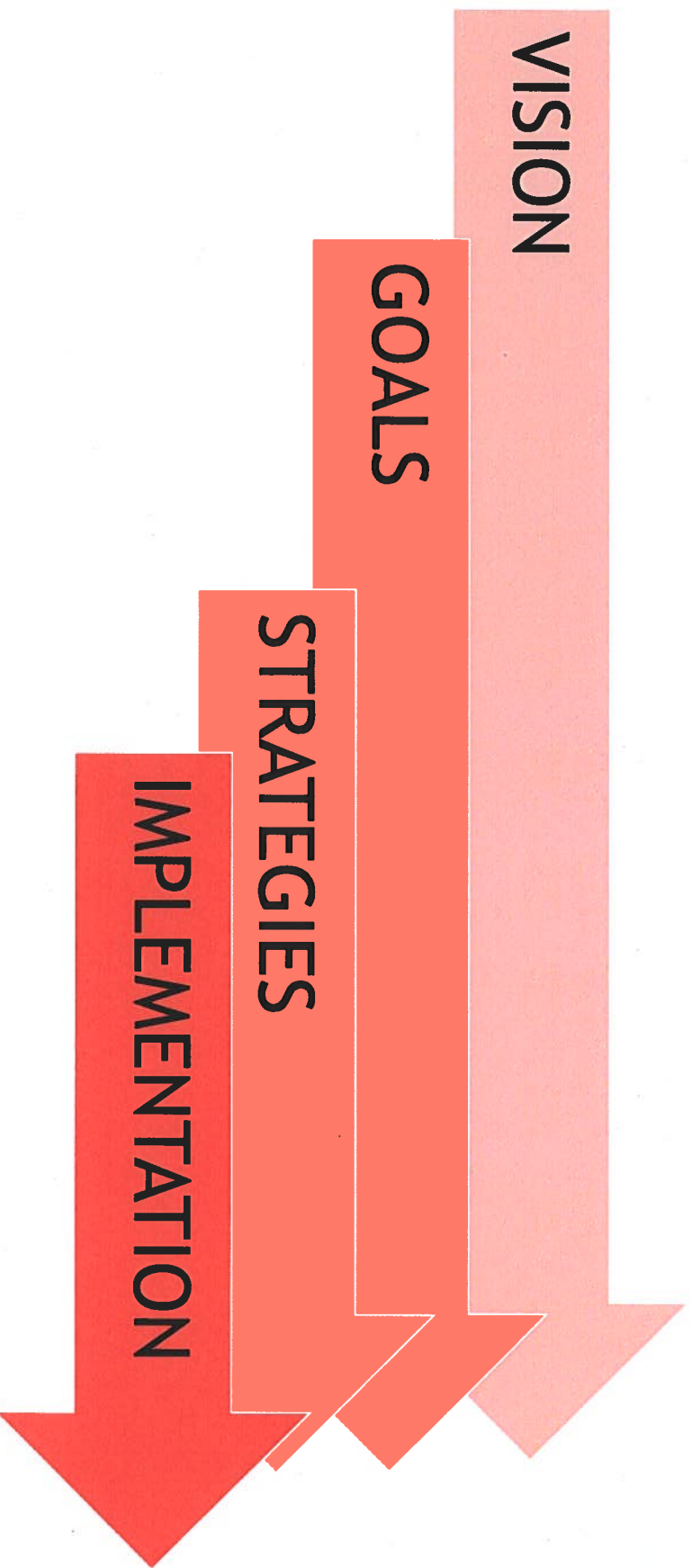
Challenged by vacancy and retail mix.



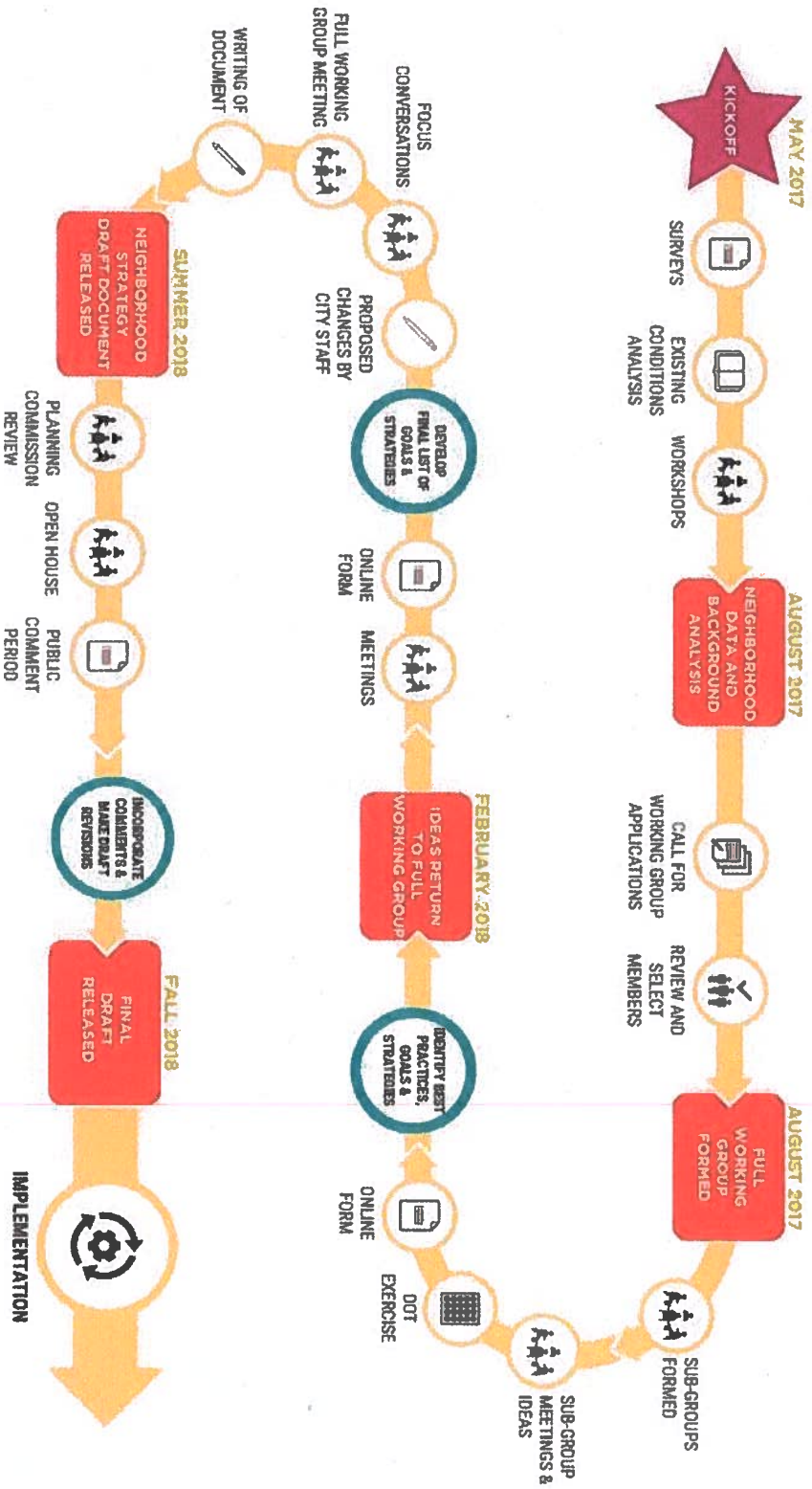
NEIGHBORHOOD STRATEGY PROCESS



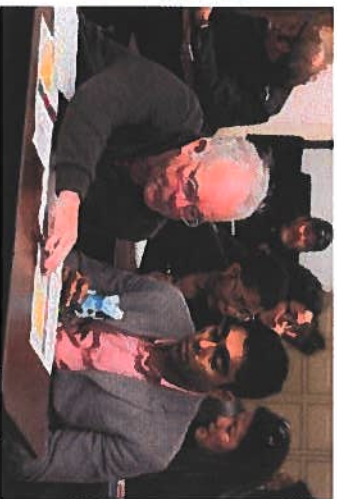
WHAT IS A NEIGHBORHOOD STRATEGY?



PROJECT PROCESS AND TIMELINE



WORKING GROUP

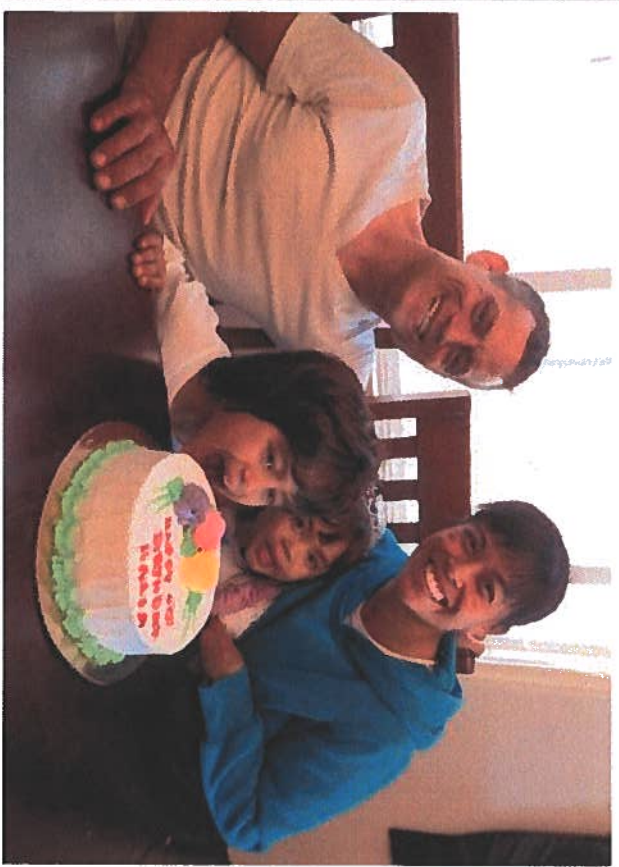


- **Purpose:** The Working Group will establish goals for the future of the neighborhood; identify, prioritize, and reach consensus on the strategies that can realize those goals.
- **Why Establish a Working Group:**
 - Build Relationships through Consistent Attendance
 - Promote Team Work & Compromise
 - Encourage New & Diverse Voices:
 - Homeowners & Tenants, Shop owners, Property Owners, Seniors & Young People, Seasoned Advocates & New Neighbors- and more!
- **Work To Date:**
 - Over 60 people applied; 31 selected
 - Held 21 meetings, tours, & walks since July 2017
 - Open to and Encourage Participation of All Members of Public

JASON |

Bike & Safe Routes Advocate

since January 2013, resident of Outer Mission, wife grew up in the neighborhood.



“...I'm taking away...a better understanding of our planning process, learning about different perspectives of group members and a better understanding of my neighborhood.”

20 | 07/24/2018 | SF Planning Commission Hearing

KATIE |
Advocate

Public Realm and Transit

retired from the Environmental Protection Agency, 60 years old.



“I am retired now, and I want to make a positive contribution somehow; it's cool to have this opportunity to brainstorm and guide the future of the neighborhood.”

ULYSSES

AKA “The Excelsior Guy”

Homeowner, lives with his mother and 2 sisters, SFPD Academy, resident of Mission Terrace near Balboa Park Station, 25 years old.



“We need to create a plan..for the neighborhood. We are going to have lots of new and longtime residents. I am passionate about connecting these people—especially youth.”

SUSAN

Safety and Community Engagement Advocate

Mother, wife, homeowner since October 2013, biracial household, resident of the Outer Mission



“I was motivated to join the working group to improve the safety and quality of life issues in hopes to see the neighborhood become a place where I can envision my daughter growing up in.”

WORKING GROUP

COMMUNITY MEMBERS

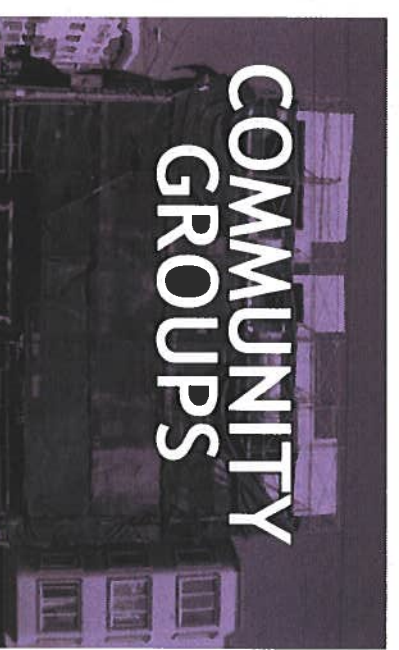
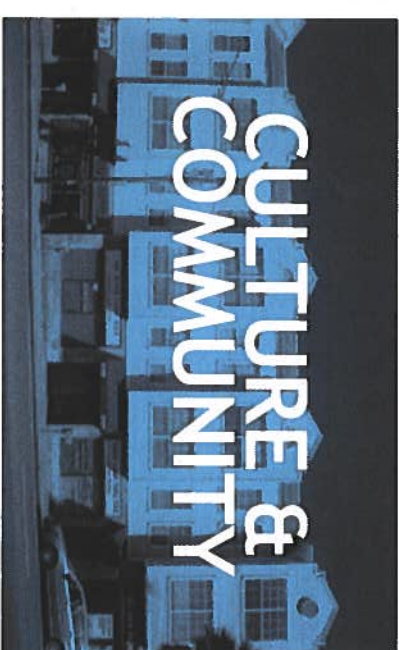
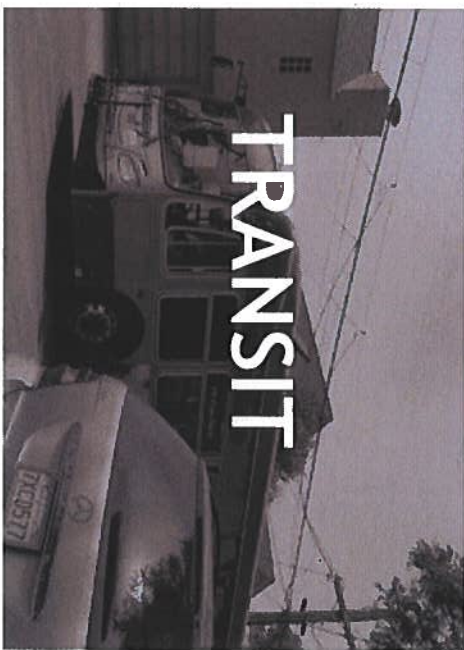
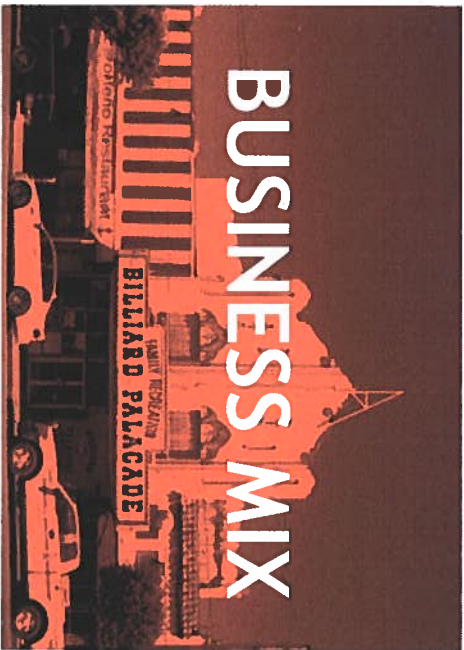
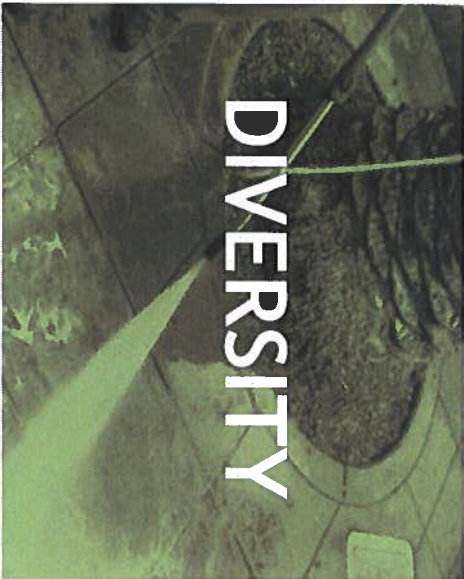
Aaron Goodman	Kabir Seth
Adhi Nagraj	Katherine Taylor
Alan Leung	Lea Sabado
Anton Jaber	Lisa Hartmayer
Allyson Ritger	Marco Montenegro
Barbara Fugate	Maribel Ramirez
Charlie Sciammas	Mel Flores
Chuck Kong Sui	Nevada Lane
Danielle Bennett	Rena Macapagal
David Hooper	Roberto Guerrero
David Latterman	Sean Ingram & Andrea Ferruci
Delia Fitzpatrick	Simonne Joseph Moreno
Estela Garcia	Summer Koide
Faye Lacanilao	Susan Lam
Jason Seratino-Agar	Ulysses Rivas Canjura
Jeff Rocca	

CITY STAFF

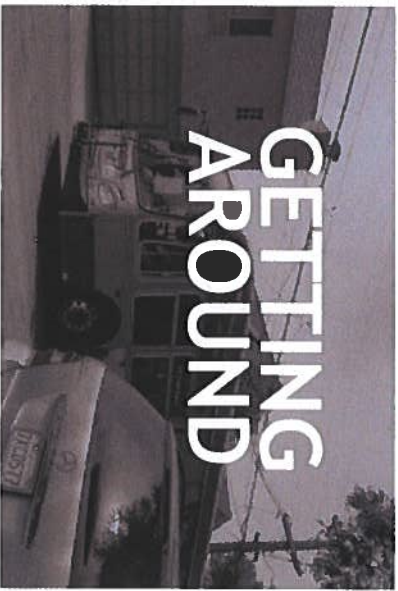
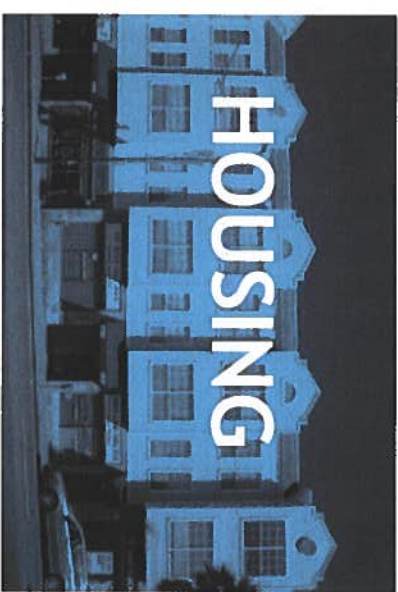
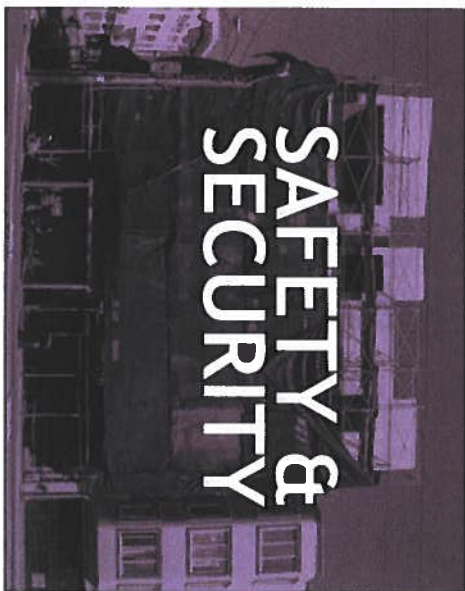
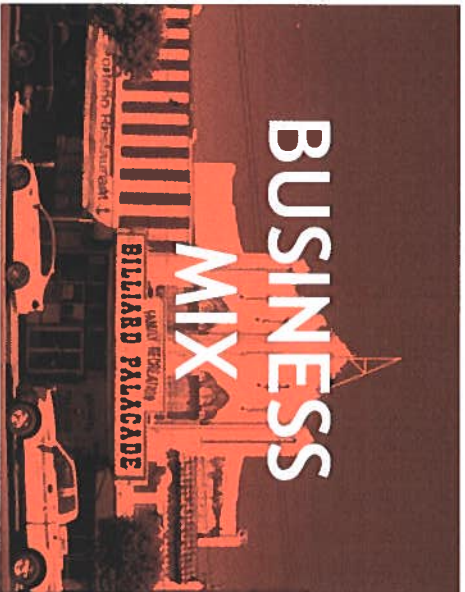
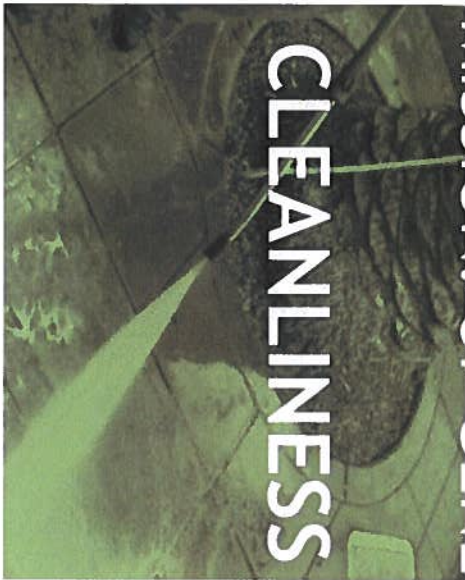
Jorge Rivas, OEWD	Nick Smith, MTA
Sharon Carrins, Public Works	James Pappas, Planning
Kelli Rudnik, Public Works	Seung Yen Hong, Planning
Cindy Heaves, MOHCD	Ru'a Al-Abweh, Planning
Matt Lasky, MTA	Aaron Yen, Planning
Kim Walton, MTA	



ASSETS



WHAT WOULD BEST IMPROVE YOUR EXPERIENCE OF
MISSION? OF GENEVA?



EMERGING NEIGHBORHOOD ASPIRATION:

“ As our neighborhood changes, we support, sustain, and enhance what makes our neighborhood special:

our families,
economic and ethnic diversity,
small businesses, &
local gems.

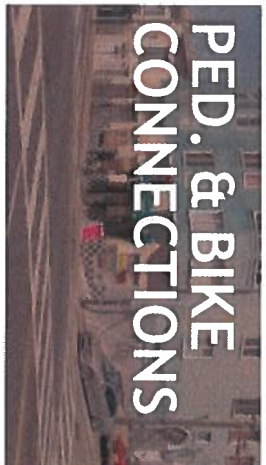
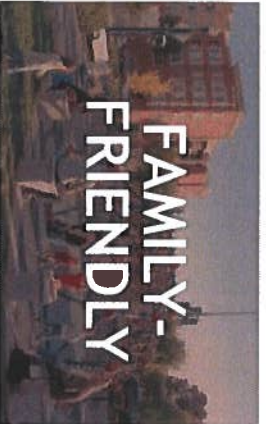
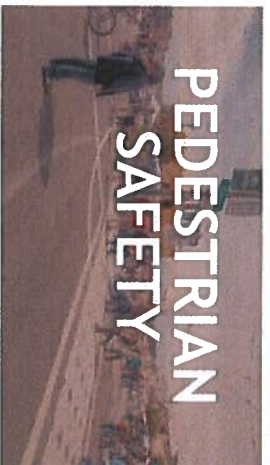
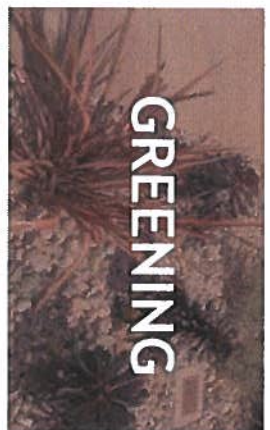
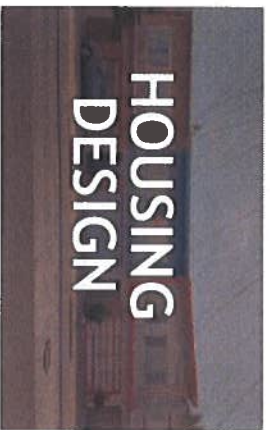
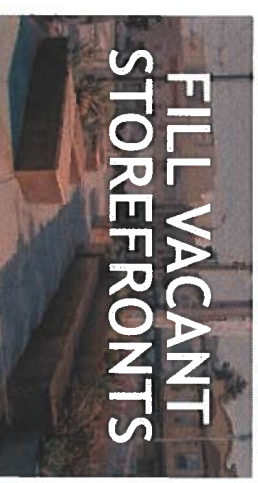
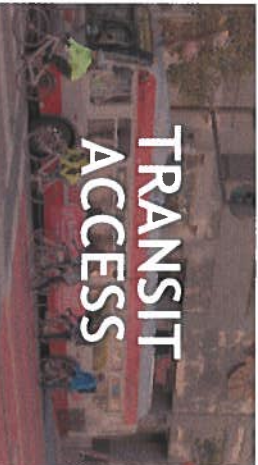
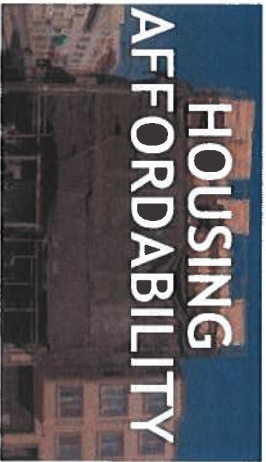
”

**LAND USE
& HOUSING**

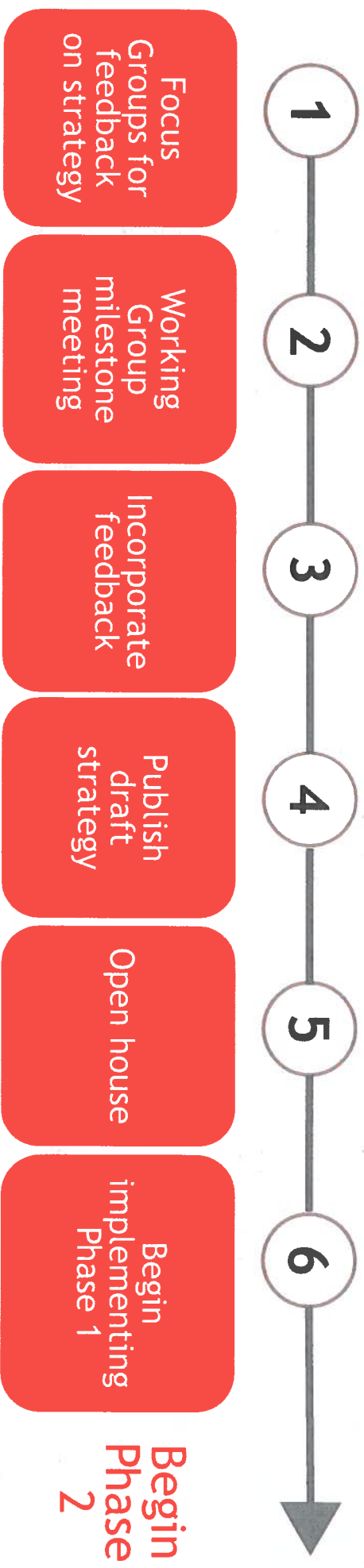
**PUBLIC
REALM**

MOBILITY

**BUSINESS
SUPPORT**



NEXT STEPS NOW THROUGH FEBRUARY 2018





CONTACT

Jorge Rivas

Mayor's Office of Economic and
Workforce Development

(415) 554-7613

Jorge.Rivas@sfgov.org

www.investsf.org

Reanna Tong

San Francisco Planning Department

(415) 575-9193

Reanna.Tong@sfgov.org

www.sfplanning.org