



Stationless Bikeshare Permit Program Community Engagement Plan Requirements

OVERVIEW

This document provides requirements for the Community Engagement Plan to be submitted as part of the Permit Application for the SFMTA Stationless Bikeshare Program. These requirements instruct applicants on how to conduct community engagement, and develop programs for outreach and partnership.

PURPOSE

The SFMTA is committed to inclusive public outreach to ensure that the public is informed and involved in agency decisions that affect their communities. Objective 3.1 of the SFMTA's Strategic Plan describes this commitment to equity and engagement:

Objective 3.1: Use agency programs and policies to advance San Francisco's commitment to equity.

The SFMTA is committed to operating an equitable transportation system that contributes to the fair treatment, access, opportunity, and advancement of all people. The agency will continue to look for effective strategies to understand communities' priorities and ensuring the full participation of groups that have experienced systemic oppression.

To ensure the stationless bikeshare services meet this objective, permit applicants are required to submit Community Engagement Plans. Plans should go beyond simple informational outreach, toward a coordinated system of meaningful participation.

Outreach should address community needs and incorporate stakeholder feedback, to the extent possible, to ensure that San Francisco's historically underserved and disadvantaged neighborhoods are adequately served and celebrated by permittees that promote cultural diversity.

The Community Engagement Plan shall accomplish following:

1. Provide the public with comprehensive, well-communicated information;
2. Ensure that community concerns are regularly heard and considered; and,
3. Incorporate community feedback and priorities to the maximum extent possible through partner-ready programs.



COMMUNITY ENGAGEMENT PLAN REQUIREMENTS

Applicants' community engagement plans shall confirm and describe the following elements:

- **A communications strategy routinely updated upon any service change**, related to pricing, service area, devices, membership programs, or operations. The strategy should provide the public with comprehensive, up-to-date information. Updates on changes will appear on social media, and be logged in a searchable service change updates page on the operator website, along with a browse-able record of all previous updates.
- **Maintain a shared database for community feedback concerns** in a searchable format as designated by and shared with the SFMTA, to be regularly monitored, considered, and addressed.
- **An annotated record of community engagement efforts** in the form of a searchable log of meetings with agendas, discussion notes, and comments from community stakeholders, their concerns, and an explanation of how the prospective permittee responded.
- **A community engagement staffing plan** with key staff specifically dedicated to community engagement, including relevant experience and their specific role for outreach. Staffing plans should also indicate how consultant and/or non-profit partners will be used to supplement outreach efforts (if applicable). And any updates to these teams should be tracked in regular updates to the staffing plan.
- **A culturally sensitive marketing plan** tailored to neighborhoods by developing culturally sensitive approaches. Specific attention to communities of concern and cultural districts should consider language needs, offer opportunities to meaningfully incorporate cultural heritage, and address how programs reflect community sensibilities and the unique cultural landscapes of these areas.
- **Partner-ready programs** with established process, dedicated staff, and proper resources, that engage communities in the following areas:
 - Local hiring to facilitate employment of San Francisco and other Bay Area residents for all levels within the permittee's company, with special attention to generate employment opportunities for formerly incarcerated people and immigrant communities, along with internship opportunities for youth and other people entering the work force.
 - Community Based Organization access to promote low-income programs or discounted memberships, especially for service and/or non-profit organizations.
 - Bicycle safety courses with LCI-certified instructors, offered in multiple languages, and in neighborhoods as requested, including supplemental youth



programming around safe bicycling for children under the age limit to access bikeshare.

- Culture and arts opportunities for devices and other related infrastructure (e.g. bike corrals) to showcase and celebrate neighborhood and community heritage on an application basis.
- Local small business promotional opportunities, that celebrate long-time small business merchants to generate foot-traffic and commercial activity related to bicycling, active living, transportation, health and recreation.

COMMUNITY ENGAGEMENT PLAN EVALUATION

The SFMTA will continuously assess and evaluate a permittee's engagement and compliance with their community engagement plan.

Successful plans will develop healthy, collaborative working relationships with willing and engaged stakeholders. Business practices and service provision should directly address community needs and concerns and respond appropriately by prioritizing public feedback, when feasible, into programs and operations.

PARTNERING ORGANIZATION EXAMPLES

Examples of organizations with which to engage for feedback, and to consider for partnerships include, but are not limited to:

- BMAGIC
- Calle 24
- Chinatown Community Development Corporation
- Chinese for Affirmative Action
- Chinese Newcomers Association
- Chinese Progressive Association
- Daylaborer Association
- Senior Disability Action
- Excelsior Action Group
- Excelsior Works
- Filipino-American Development Foundation
- Healthy Southeast
- Mission Asset Fund
- Mission Economic Development Association
- Mission Neighborhood Centers
- MoMAGIC
- Independent Living Resource Center
- PODER
- Safe Passage
- SF Rising
- SOMA Pilipinas
- SOMCAN
- Tenderloin Community Benefit District
- Tenderloin Neighborhood Development Corporation
- The Village Project
- United to Save the Mission
- Mayor's Office on Disability