



Active Communities Plan



SoMa

- Lorenzo Listana, SOMA Neighborhood Resident Council
- PJ Eugenio, SOMCAN

What we heard in each neighborhood

Bayview/Hunters Point

- **Building trust is crucial.** The SFMTA needs to ensure that the project team is showing up consistently and genuinely, and that engagement is conducted on the community's terms. Engagement events should be hosted in spaces where community members feel supported and welcome, and people should be offered many different ways to participate.
- **Create opportunities for community ownership and leadership.** From event creation to strategy and program development, this plan should empower local residents to lead. The SFMTA also needs to recognize the importance of young people in this discussion and find ways to bring them in.
- **Don't shy away from hard conversations.** Make space to discuss past harms, demonstrate what we have learned, and encourage discussion of elements that intersect with transportation, like displacement and gentrification.

"Make sure people feel seen and heard. Demonstrate active interest, bring people along with you. Create spaces where people feel safe – they will often be out of their element when you bring them into your project space." – *Tacing Parker, Bayview YMCA*

Mission District

- **Transparency and inclusivity are essential.** A broad range of stakeholders should be represented in every interaction, and meetings should occur consistently and transparently.
- **Community needs to create and lead this ground-up planning process.** The approach to the plan and the messaging should both reflect and support a community-led development and decision-making process. The SFMTA should take the lead from the Mission community in establishing outcomes and goals for this process.
- **Consider the neighborhood holistically.** The SFMTA needs to recognize that this plan must support and uplift the local culture and pre-existing events. The Mission is a delicate ecosystem and transportation affects every aspect of it. We should consider developing a Mission-focused Community Based Transportation Plan.

"Part of our indigenous culture in the Mission is to meet in groups with everyone represented. We want the process for this plan to reflect our culture and bring everyone to the table." –*Larisa Pedroncelli, United to Save the Mission*

Outer Mission/Excelsior

- **Meet people where they are.** The SFMTA should host engagement events at community hubs like churches, coffee shops, and community organizations. We also need to recognize barriers to



participation in active transportation and come ready to talk about solutions, like incentives for e-bikes.

- **Include young people in the process.** Youth have a lot of energy around active transportation (bikes, scooters, and skateboards) and we should be focused on partnerships with schools and programs that directly support access for youth, particularly youth of color.
- **Focus on co-creating a vision for the neighborhood.** Active mobility can be a way for people to co-develop a vision for how they want their neighborhood to evolve. The plan process should offer ways for people to creatively express and experience their ideas in action.

“We would like to see more scooters, especially Outer Mission area. They get used a lot. We recognize that it’s a hot topic. We need to be strategic about deployment, be strategic about communication and outreach.” –*Maurice Rivers, OMI Cultural Participation Project*

“This process should be a way for people to visualize a community-defined future, and create something compelling they can see, feel, and touch.” –*Jason Serafino-Agar, MyBikeSkills*

Tenderloin

- **Include the entire community in the planning process.** The Tenderloin community is very diverse and includes apartment building and SRO residents, monolingual residents, small businesses, restaurant workers, immigrant families, and the largest number of young people in the city. Outreach events should support residents and provide food, childcare, and interpreters.
- **Ensure neighborhood needs are being considered holistically.** Open air drug markets, concerns around enforcement, and street safety all intersect in the Tenderloin. This planning process needs to create space for all issues to be discussed and understood.
- **Discussion of active transportation needs to be context sensitive.** While bikes and scooters can provide access and options for people, the project team needs to consider that many Tenderloin residents rely on cars for their livelihoods, and parking loss can create serious impacts. Additionally, active transportation infrastructure, like bikeshare and bike parking, is subject to vandalism and theft. Any projects need to be developed with the community to ensure success and minimize risk.

“Nobody is against bikes, but projects need to create real solutions and viable alternatives before we begin taking away capacity from people, especially when it hurts low-income residents and workers.” –*Kim Jackson, UNITE Here Local 2*

Western Addition

- **Engagement and plan development need to be sensitive to community dynamics.** Especially for young people, geography-based community violence is an issue, and we need to be mindful of asking young people to travel or bike across turfs where they do not feel safe. Additionally, the SFMTA needs to be prepared to discuss past harms to the community and to propose solutions for ongoing issues, like parking and curb management for churches.
- **Create opportunities for community ownership.** This process can be an opportunity to “flip the script” and empower the community to generate ideas that meet their needs, and lead on



bringing them to life. The SFMTA should also work closely with the community to find ways to reflect neighborhood history and culture through the proposals.

- **Focus on the potential for community benefits.** We need to make sure that communication around the project emphasizes the benefits of active transportation for health, wellness, and overcoming trauma. Engagement events should offer a layer of healing and support, like meditation or visualization.

“Everybody feels like you want something from them. But you can break that cycle by letting the community take the lead.” *Pia Harris, Chair of Fillmore Merchants & Neighborhood Collaborative*

SoMa

- **Focus on safety.** Because roads are unsafe and drivers speed coming off the freeway, people on bikes and scooters are forced onto sidewalks, which creates issues for the many seniors and people with disabilities who need adequate safe space to travel. Getting drivers to slow down and creating safe spaces for active modes should be the priorities.
- **Diversify the outreach approach and meet people where they are.** The SFMTA should use a variety of outreach models: Door-knocking, surveys, building-to-building outreach, interactive activities. We need to focus on going directly to buildings and working with residents, rather than relying only on community partner organizations
- **Prioritize residents.** SoMa is a neighborhood that many people commute through. Outreach for the plan should focus on youth, seniors, disabled residents and ensure that their voices are not overshadowed.

Shaping the ACP Public Outreach Plan

The SFMTA is committed to incorporating feedback from community interviews into the overarching outreach and engagement strategy for the Active Communities Plan. Key ways in which the interviews have shaped the strategy include:

- Working with Community-Based Organization partners and residents to establish a list of community spaces that could support outreach and engagement events
- Responsive messaging that emphasizes the importance of community leadership and vision in creating the Plan
- A commitment to identify and partner directly with local schools in Equity Priority Communities to support youth engagement
- An emphasis in the early part of outreach and engagement on learning from communities how they want to be engaged and which methods will lead to the most productive conversations
- Create clear leadership opportunities and decision space that comes from within the community
- Ensure all project materials are not just translated for other languages, but are reviewed for cultural competency by CBO Partners
- Build broad coalitions beyond the scope of our CBO partners to supplement and support their work