



SFMTA

Building Progress: Potrero Yard Neighborhood Working Group

Potrero Yard Tour & Meeting #1

October 25, 2018

Today's Agenda

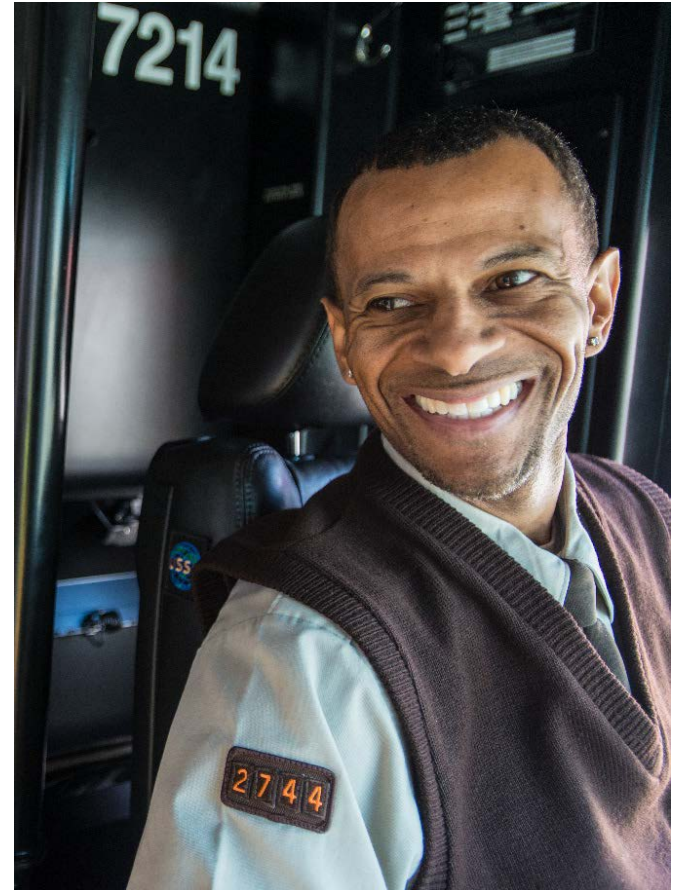
1. Tour
2. The SFMTA's Promise to the Public
3. Review of the Charter
4. Facilitation
5. Potrero Yard Modernization Project:
Opportunities and Constraints
6. The Workshop: Engaging the Public
7. How to Make Sure Diverse Communities
Participate in the Workshop
8. Next Steps and Future Meetings



Promise to the Public

- We will be transparent about the constraints that will guide our decision-making.
- We will work to understand and address your concerns and priorities.
- We will balance stakeholder priorities while ensuring we meet our core transit objective to bring you the best service possible.

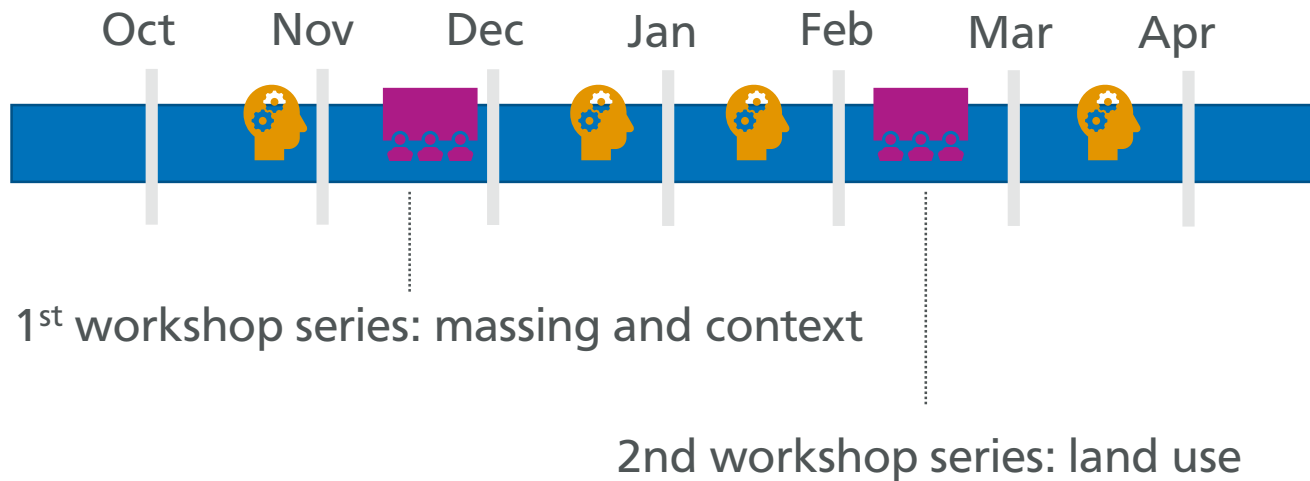
Call us anytime. Our doors are open to you.



Thank You for Joining the Working Group

- We really can't do this without you. Thank you for letting us tap into your wisdom.
- Review of the Charter
 - Attend at least half of scheduled meetings, and participate in two public workshops;
 - Establish a dialogue with the group, organization, or constituency you represent so that these views can be incorporated into broader public input on the project;
 - Commit to balance the needs of your specific interest group, organization or constituency with others';
 - Assist the project team by identifying opportunities for broader public outreach, providing input on the overall project design, and sharing insights on the issues and concerns affecting your communities;
 - Assist in publicizing public workshops, engagement opportunities, and announcements to the San Francisco public; and
 - Respectfully listen and empathize with other viewpoints.
- Facilitation

Six-Month Snapshot



Working group meetings



Public workshops (series of 2)

The Potrero Yard



Project Data

4.4 acres (2 blocks by 1 block)

More buses than today's yard

3 stories of transit
Height increase needed **More living wage jobs**

Joint use potential Special Use District rezoning

Requires voter support Earthquake safety

Better maintenance = better Muni service

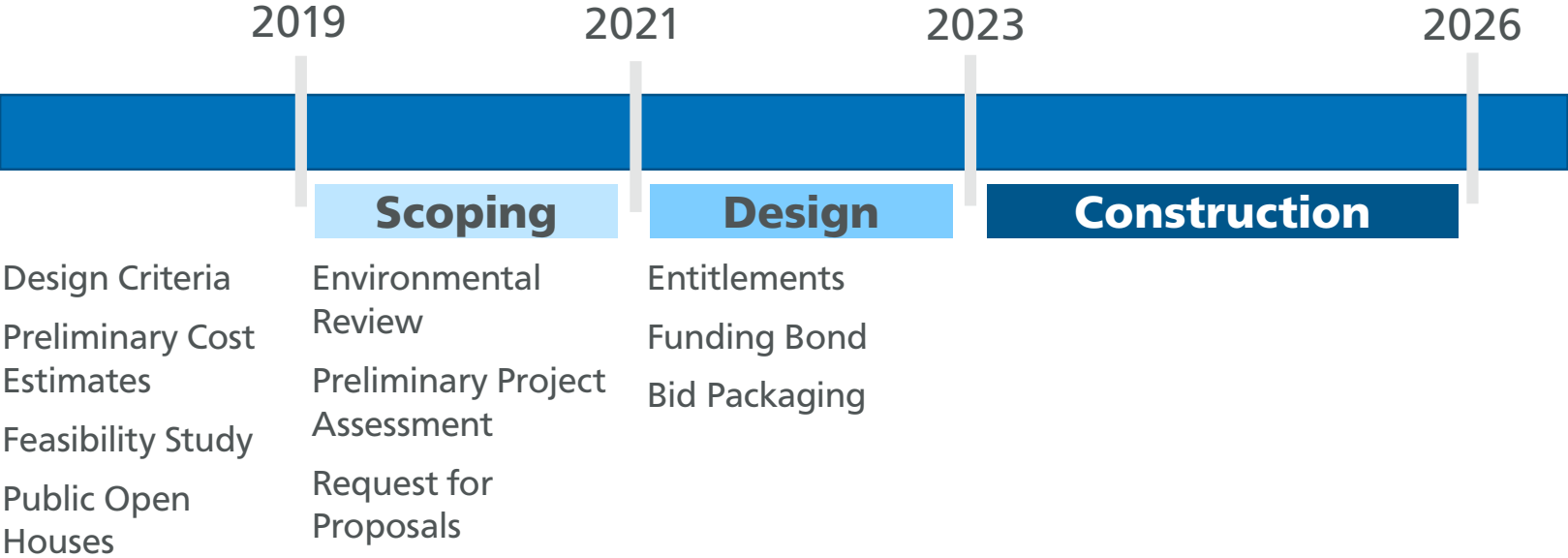
Community benefits Public art
Historic resource Inclusive engagement
Construction jobs

Building to serve future e-bus

First of its kind

Connect to Franklin Square

What is the Project Schedule?



Thinking About Development Options



Muni operational need

- Built by 2026
- Accommodate needed capacity
- LEED Gold
- Modern maintenance area and employee workspace



Urban design

- What existing uses should the new development highlight?
- How does it connect to Franklin Square?
- What community uses are needed?
- Should the site include a mid-block crossing?



Land use

- Should we add another use above the bus facility?
- How do we build different uses on the same site?
- Is this an appropriate site for housing?

Thinking about Development Options



Funding

- Current funding plan includes need for voter approved bond
- Can joint development help pay some of the costs of the transit facility?



Sustainability and Resiliency

- The new yard will be LEED Gold, seismically stable, and built to accommodate battery electric busses
- We are doing an SFMTA campus-wide assessment of employee commute issues to help them get to work and reduce parking impacts on our neighbors

Workshop Design

Start very high level to give the community a chance to help shape the project.

We want feedback on important project parameters: form, massing, and community context.

- Maximum building height
- SFMTA as a good neighbor
- Neighborhood context and relationships

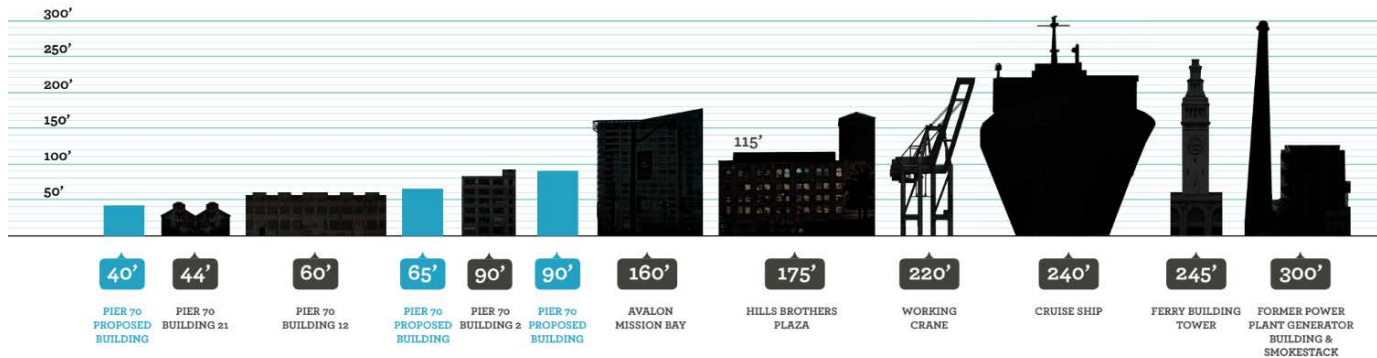
How to Present Building Height



MARKET STREET



Range of Possible Pier 70 Buildings Compared to Other Structures Along the San Francisco Waterfront



How to Present Building Height

- What about these examples did you like?
- What about these examples did you think missed the mark?
- Do you have any additional ideas?

Introducing Community Benefits

Help us imagine it!

COMMUNITY GARDEN



JOB TRAINING



NUTRITION EDUCATION



COMMERCIAL KITCHEN



ENVIRONMENTAL EDUCATION CENTER



COOKING CLASSES



URBAN FARM



YOUTH ARTS + CRAFTS WORKSHOPS



OUTDOOR EDUCATION PROGRAMS



 Rank your top 3 programs!
排名您最喜爱的前3个项目!

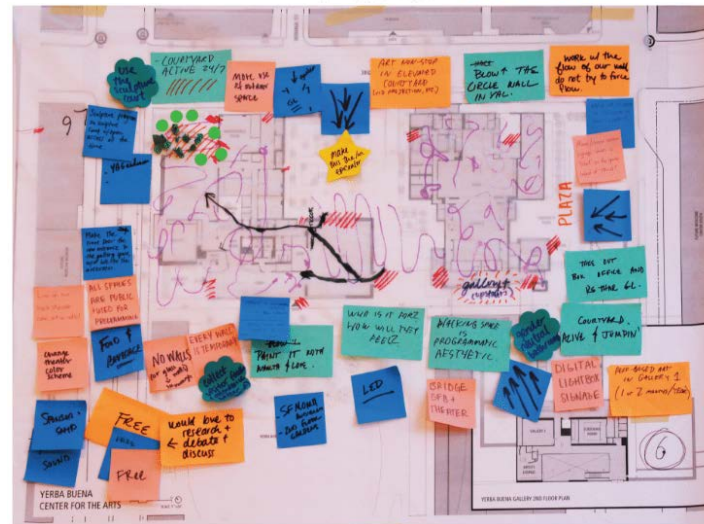
Introducing community benefits

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How to Talk about Community Context



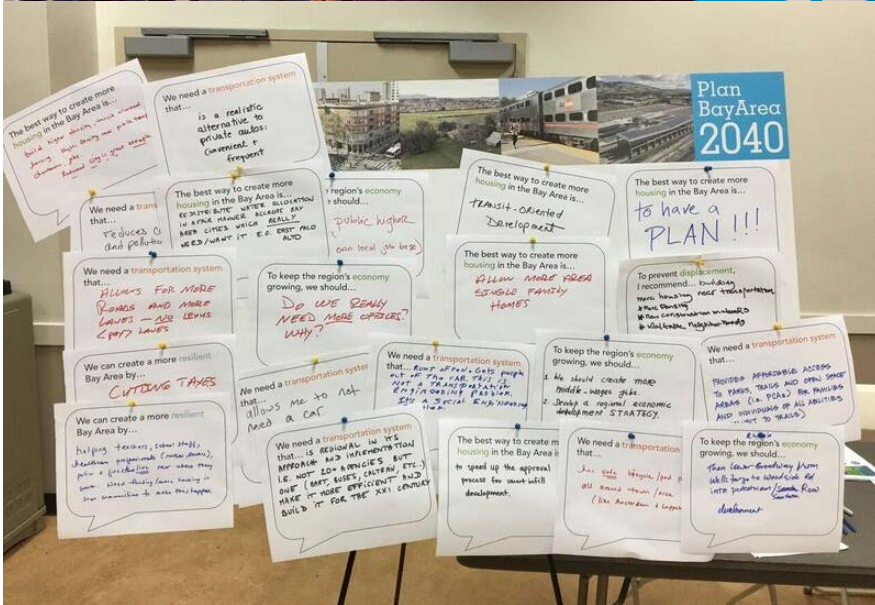
YERBA BUENA/SOMA DESTINATIONS



How to Talk about Community Context

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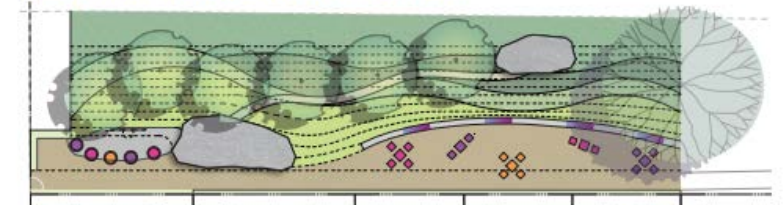
Passive Feedback Ideas



Burrows Park | Burrows 公園擴建

Colorful + Funky Option 全面設計

I PREFER THIS OPTION!
我較喜歡這個選項



COMMENTS:
意見



Bright Colored Flowers



Painted Wood + Metal

Making Outreach Accessible and Inclusive

- Planned outreach methods:
 - Email to project list (we've been attending community events to collect names)
 - Blog post on SFMTA.com
 - SFMTA website announcements
 - Facebook ads
 - El Tecolote advertising
 - Asking community groups and the Supervisors to promote the meeting in their newsletters or blasts
 - On-site signage
- Additional ideas? Things we've missed?

Thank You

Please reach out anytime for questions or to request a meeting. Our doors are open to you.

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