



SFMTA

# Building Progress: Potrero Yard Neighborhood Working Group

April 2020 Meeting

# Agenda

1. Welcome and Rules for Virtual Engagement – 5 minutes
2. Wellness Check-in Icebreaker – 10 minutes
3. Working Group Member Announcements – 5 minutes
4. COVID 19 Update & Logistics – 5 minutes
5. General Project & Schedule Updates – 10 minutes
6. Spring Outreach: Deep Dive – 20 minutes
7. RFQ/RFP Project Homework – 20 minutes
8. Working Group Subcommittees – 10 minutes
9. Next Steps - 5 minutes
10. Public Comment

# Virtual Etiquette

- Keep your device on mute unless you are speaking
- Look into the camera when you speak
- Use “gallery” view to see every participant
- Look for the highlighted box around members’ video feed to see who is waiting to speak
- Use the message function to comment or ask a question
- Try not to talk over others
- Give each other time to gather their thoughts and comment before jumping in
- IT Tip: Minimize lag by using your computer for video and a phone line for audio
- Fun Tip: Choose a virtual background!

# Wellness Check-In & Icebreaker

- How are you feeling today?
- What is something positive you've been doing to stay happy and healthy?



# Working Group Member Announcements

- Is there anything you want to share with us?
- Community conversations about the project?

# COVID 19 Update & Logistics

- SFMTA COVID 19 Response
- Virtual meetings via Zoom
- Calendar invites for 2020 sent from potreroyardcal@gmail.com
- Calls or video one-on-ones
- Tech support

# General Project & Schedule Updates

## COVID 19 Impact

### CEQA

- Project application submitted in November 2019
- CEQA Public Scoping Meeting Late May (format TBD)
- Draft EIR comes out in early 2021
- 22-month CEQA approval from “stable project description”

### RFQ/RFP release

- RFQ released in Spring/Summer 2020
- RFP released in late Summer 2020

### Infrastructure & Housing Developer selection

- Fall/Winter 2020

# Spring Outreach: Deep Dive

## Outreach Goals

- Consistent engagement / not going quiet
- Share information about RFQ/RFP coming out
- Highlight project-specific legislation
- Share project timeline
- Message testing
- Maintain control of the narrative
- Continue to provide transparency



# Spring Outreach: Tiers of Engagement

## Sheltering in Place

- SF is currently at this level until (at least) May 1
- No direct in-person engagement
- Mailing and printing is limited
- Virtual engagement tools and methods
- Digital communications - online and mobile advertising
- Traditional media options - print, radio, television, newspaper, etc.

## Social Distancing

- No large public events
- Physical limitations of maintaining 6-foot distance from people
- Concerns about event turn out - crowding or low attendance
- Virtual engagement and digital communications are essential to thorough outreach
- Printed collateral, mailings, signage other tools available

## Business as usual (mostly)

- Resume implementation of original Outreach Plan
- Adjust original plan as needed

# Spring Outreach: Options

## Outreach Options

- Virtual Events
  - Virtual facility tour
  - Spring “Office Hours”
  - Telephone Town Hall
  - Webinar
- Mail
- Social Media
- E-Newsletters
- Text and mobile alerts/engagement
- In-language outreach

## Key Topics for Spring

- RFQ Process
- RFP Priorities
- CEQA

# RFQ/RFP Project Homework

- We assigned a bit of homework for each of you to report out on a project that you believe had/has successful components during the RFP and/or construction phase(s) or could have been improved.
- What are some projects you'd like to discuss?

# Subcommittees

## RFQ Subcommittee

### Other Potential Subcommittees

- Power Infrastructure & Resiliency
- Design
- Housing
- Open space
- Streetscape/Hardscape Design
- Franklin Square
- Ground Floor Use/Activation
- Neighborhood Engagement
- Transportation Demand Management (TDM) strategies

# Next Steps

- Homework
- Future Meeting Topics

# Public Comment

- Do any members of the public wish to comment?

# Please Reach Out Anytime

- Send us your questions.
- Suggest additional Working Group members to fill our two vacant seats.
- Request a video conference meeting or call.
- Our “doors” are always open to you.

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