

Vis Valley & Portola

COMMUNITY BASED TRANSPORTATION PLAN

Phase 1 Outreach Summary (July 2022)

The Visitation Valley and Portola Community-Based Transportation Plan (VV/P CBTP) is a community-fueled planning and engagement effort led by the SFMTA with District 9 Supervisor Ronen, District 10 Supervisor Walton, and strong local stakeholder partnerships. The CBTP aims to work directly with the community to identify specific transportation challenges and locations and appropriate solutions to address these challenges. The VV/P CBTP will create a transportation vision for the neighborhoods by leveraging past planning studies and engaging in culturally competent community engagement. There are three distinct outreach phases: phase 1 identified and prioritized transportation challenges/needs and problem locations, phase 2 will confirm Phase 1 results and identify range of solutions tailored to named locations, phase 3 will confirm location-specific solutions. After Phase 3, the project team will formalize community-approved transportation challenges and solutions into a final report. The report will go to the SFMTA Board of Directors for adoption in 2023.

The first phase of outreach for the VV/P CBTP stretched from August 2021 through February 2022. This outreach phase was greatly complicated by the rise of the Omicron variant of the COVID-19 virus, which either precluded in-person outreach or greatly hindered the effectiveness of in-person outreach. Due to these challenges, the project team supplemented traditional in-person outreach with alternate methods such as virtual meetings and smaller pop-ups. During this period, the project team attended:

- 3 Virtual meetings organized by community partners Family Connections Center and the River of Life Church
- 2 Focus Groups led by Family Connections Center
- 3 events coordinated with Mercy Housing, specifically to reach residents of the Sunnydale development
- 4 pre-existing events led by other community groups
- 7 Pop-up events at community centers
- 6 public survey sessions at bus stops in the community

Outreach also included door hanger distribution, PSAs, and newspaper ads. In total, the Vis Valley & Portola CBTP team spent **approximately 80 staff hours in the community**, engaged with **almost 1,000 residents**, and **collected 316 surveys** during Phase 1 outreach. Outreach events during Phase 1 were intentionally selected to reach across both communities, engage hard-to-reach residents, and meet residents where they are.

The input gathered during Phase 1 will be used to develop potential projects, which will be shared with the community during Phase 2 for input.

Outreach Data & Materials

The VV/P CBTP organized Phase 1 outreach to capture the following types of information:

- *Travel Modes Used*
- *Overall Plan Priorities*
- *Priority Corridors and Intersections*
- *Demographic Data*

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All four types of data were captured through a single survey instrument. Surveys were made available both in-paper and online. Surveys were translated into Spanish, Chinese, Filipino, and Vietnamese. In the survey instrument, residents were first asked to rank their overall transportation priorities across the community. Following that, residents were able to identify four specific streets or intersections they wanted to improve. For each street, residents were asked to identify any travel modes they use when traveling on that street, as well what types of improvements they would want to bring to that street in the future. Lastly, the survey asked residents to self-report their demographic data.

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Phase 1 Worksheet

For the purposes of this exercise, **safer** is defined as improvements that enhance safety features, such as raised crosswalks, bus shelters, or accessible bus stops and **easier** is defined as improvements that target connectivity, such as bike lanes or reliable Muni.

Transportation Priorities & Corridors Worksheet

What's most important to you? Please rank from 1 (most important) to 9 (least important).

- | | | | |
|---|--|---|--|
| <input type="checkbox"/> Safer to walk places | <input type="checkbox"/> Easier to walk places | <input type="checkbox"/> Safer to bike places | <input type="checkbox"/> Easier to bike places |
| <input type="checkbox"/> Less traffic | <input type="checkbox"/> Easier to park | <input type="checkbox"/> Safer to take transit places | <input type="checkbox"/> Easier to take transit places |
| <input type="checkbox"/> More travel options | | | |

I want to improve: _____
(STREET NAME)

On this street, I: (check all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Walk | <input type="checkbox"/> Bike |
| <input type="checkbox"/> Drive | <input type="checkbox"/> Use paratransit |
| <input type="checkbox"/> Use Lyft/Uber | <input type="checkbox"/> Use bikeshare |
| <input type="checkbox"/> Take a taxi | <input type="checkbox"/> Ride on Muni |
| <input type="checkbox"/> Carpool | <input type="checkbox"/> Other |

I want to see: (check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Safer ped crossings | <input type="checkbox"/> Shorter waits for Muni |
| <input type="checkbox"/> Safer bus stops | <input type="checkbox"/> Better sidewalks |
| <input type="checkbox"/> Bike lanes | <input type="checkbox"/> Bikeshare stations |
| <input type="checkbox"/> Slower cars | <input type="checkbox"/> Less cars/traffic |
| <input type="checkbox"/> Better parking options | <input type="checkbox"/> Shorter travel times on Muni |

What nearby Muni lines do you take? _____

I want to improve: _____
(STREET NAME)

On this street, I: (check all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Walk | <input type="checkbox"/> Bike |
| <input type="checkbox"/> Drive | <input type="checkbox"/> Use paratransit |
| <input type="checkbox"/> Use Lyft/Uber | <input type="checkbox"/> Use bikeshare |
| <input type="checkbox"/> Take a taxi | <input type="checkbox"/> Ride on Muni |
| <input type="checkbox"/> Carpool | <input type="checkbox"/> Other |

I want to see: (check all that apply)

- | | |
|---|---|
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| <input type="checkbox"/> Slower cars | <input type="checkbox"/> Less cars/traffic |
| <input type="checkbox"/> Better parking options | <input type="checkbox"/> Shorter travel times on Muni |

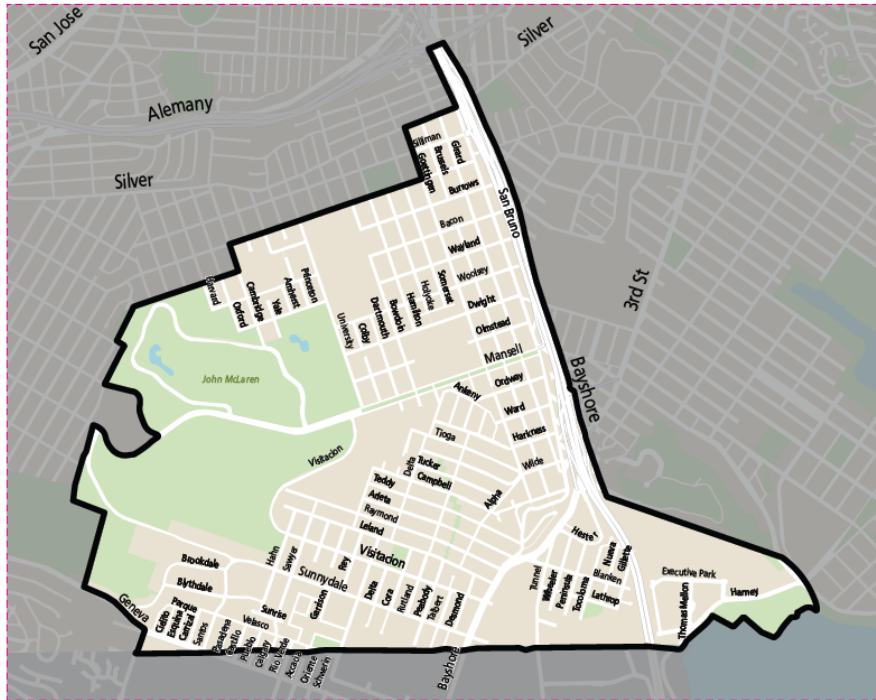
Figure 1: Phase 1 Worksheet

The survey instrument, display boards and fact sheets were all used at in-person events to communicate project information and solicit input. Specifically, one of the display boards invited participants to place dot stickers on a map of the project area for streets and intersections deemed most important for improvements.

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Instructions:

Please use this map to identify streets and/or intersections of interest.

Take a dot sticker and place it on the street or intersection where you would like to see improvements. You can place multiple! The color of the sticker does not matter.

To find out more about the Visitation Valley & Portola Community-Based Transportation Plan and sign up for project updates, go to:



SFMTA.com/VisValleyPortolaPlan

For questions or comments, please contact:

VisValleyPortolaPlan@SFMTA.com
(415) 646-2596

Project Area Map Location Prioritization Exercise



Figure 2: Phase 1 Display Board exercise

In addition to this quantitative data, the project team captured direct input from residents at all events through notes and comment cards.



Figure 3: Project area maps with dots placed by community members identifying streets and/or intersections of interest

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Travel Modes Used

Residents were asked what modes of transportation they use and asked to check all that applied. Figure 3 shows that most respondents walk (79%) and more than half drive and/or use Muni (58%).

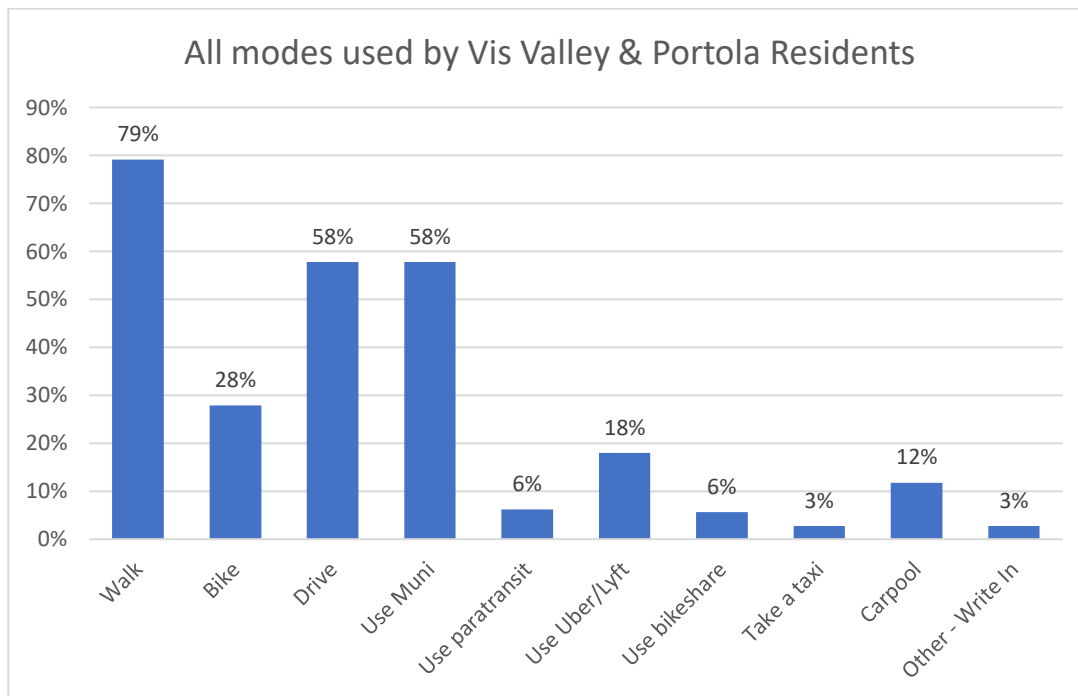


Figure 4: Transportation Modes reported by Vis Valley and Portola Residents (n=517)

Plan Priorities

The survey asked people to rank ten transportation priorities for the plan overall. These priority options were informed by key themes from the Plan Review conducted for the Vis Valley/Portola CBTP and interviews with community leaders at the start of the project. Participants were asked to rank the priorities from 1 (highest) to 9 (lowest). In the survey safer was defined as improvements that enhance safety features such as raised crosswalks, bus shelters, or accessible bus stops and easier is defined as improvements that target connectivity, such as bike lanes or reliable Muni.

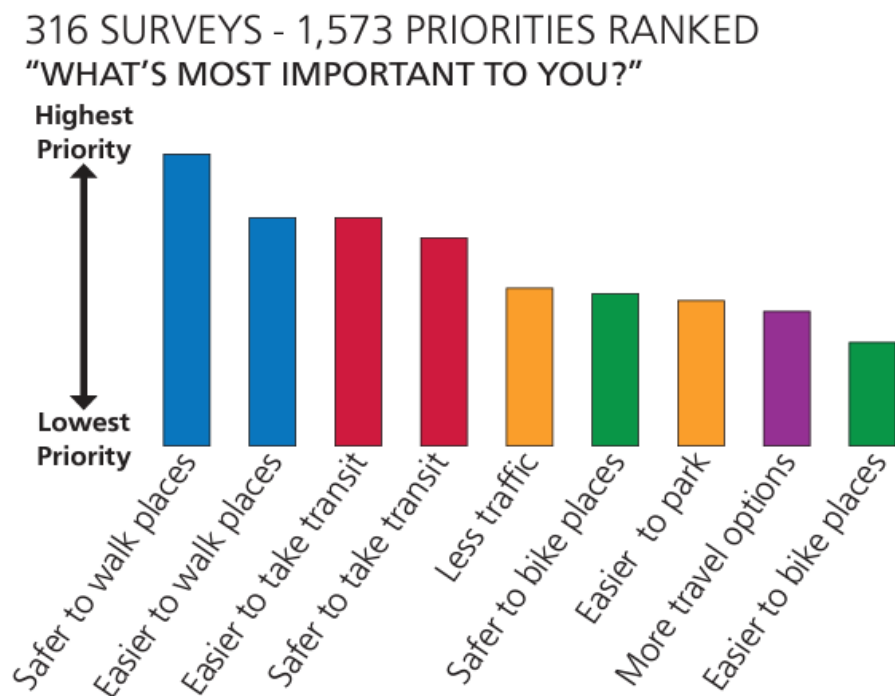


Figure 5: Ranking of plan focus areas (n=316)

Priority Corridors & Intersections

Residents were asked to identify which streets and intersections the plan should focus on for improvements. Figure 4 shows the streets and intersections highlighted most often by respondents. Streets like San Bruno, Mansell, Bayshore, Visitacion, Sunnydale, and Leland were identified as priority streets by many respondents. Most community-prioritized intersections were along San Bruno Ave at Silver, Bacon, Dwight, Mansell, and Arleta. Visitacion and Schwerin was another top priority intersection with 5-6 responses.

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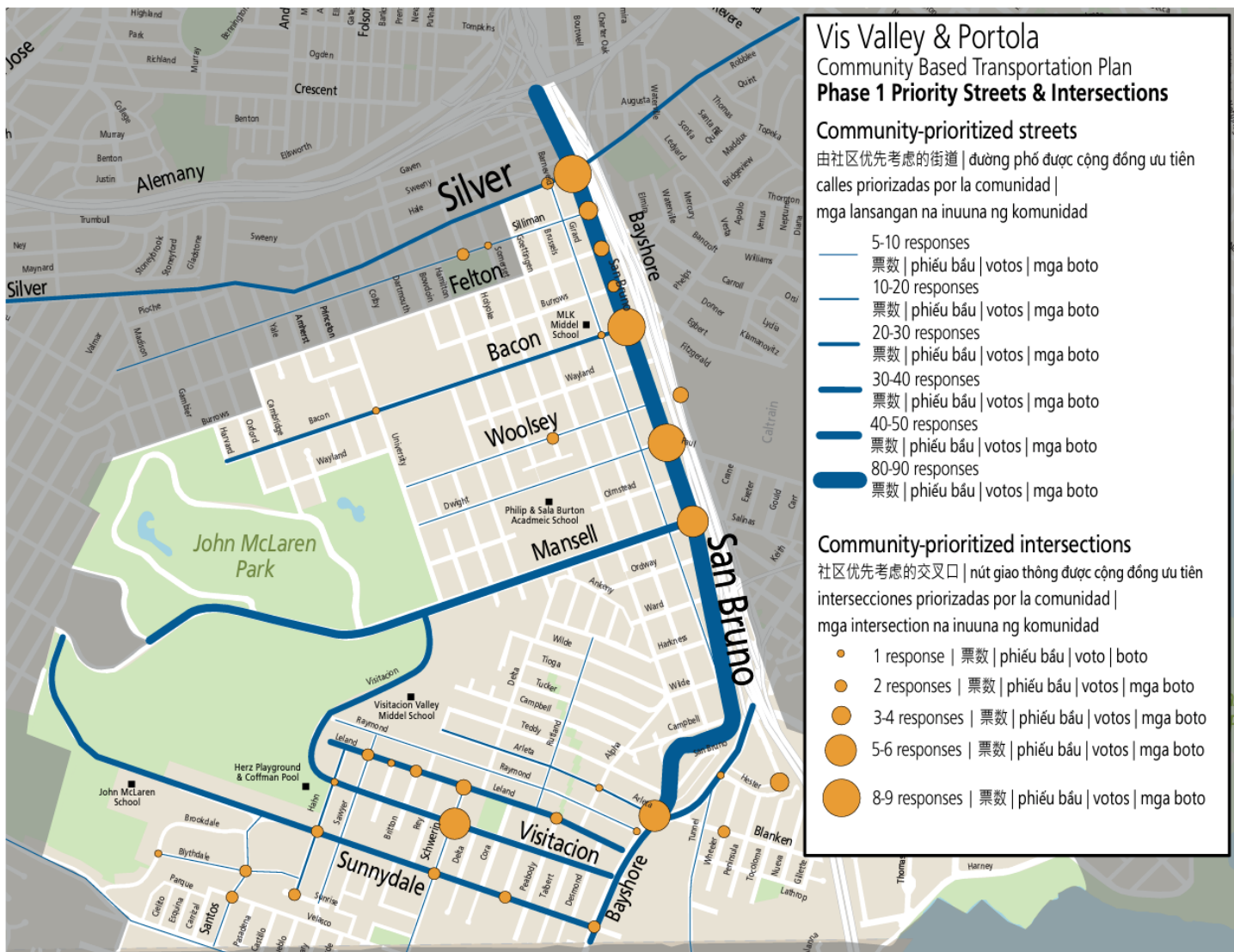


Figure 6: Priority Streets and Intersections identified in Phase 1

For each street or intersection identified, residents were asked what improvements they wanted to see. Figure 6 shows safer pedestrian crossings (51%), shorter travel times on Muni (50%), safer bus stops (46%), and sidewalk landscaping (43%), were identified as the highest priority improvements. Other improvements ranked by the community included shorter waits for Muni (38%), bike lanes and bikeshare (36%), less cars and traffic (35%), slower car traffic (34%), better parking options (31%), better sidewalks (24%).

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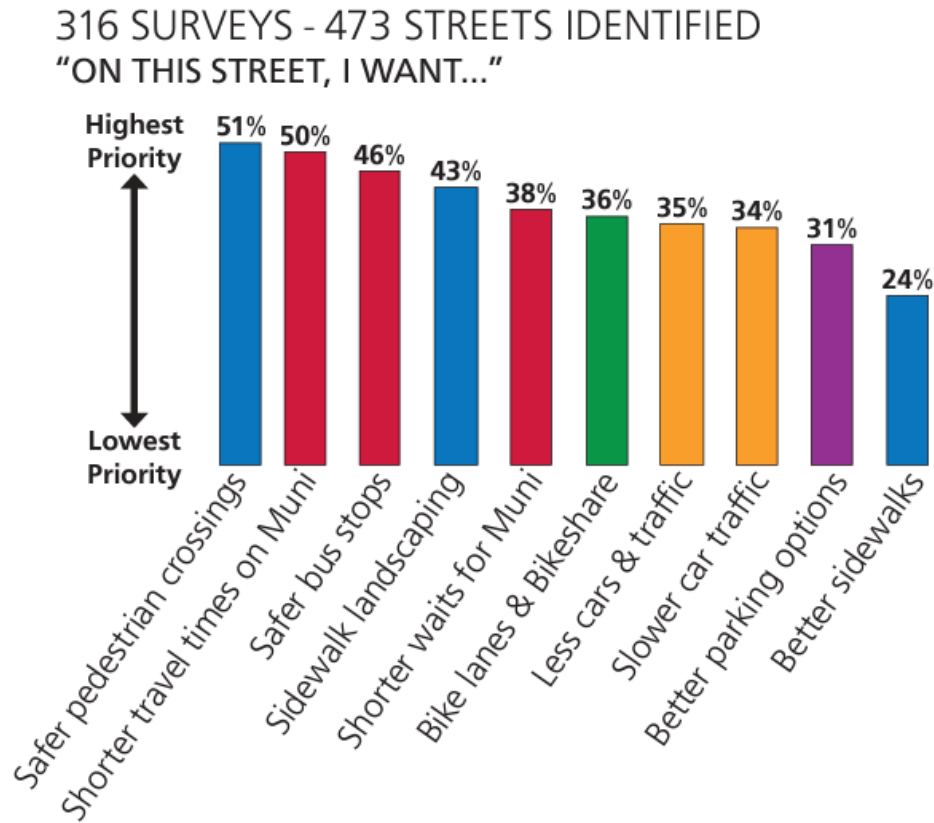


Figure 7: Rankings of desired improvements/interventions (n=316)

Outreach Demographics

There were a total of 316 people who took the Phase 1 survey. The survey participant demographics and socioeconomic data are presented below. A majority of the survey respondents were female, people of color, under the age 45, did not have a disability, and had a household income below \$50,000.

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Survey Responses to Demographic Characteristic Questions (n=316)

Race/Ethnicity	Count	%
Asian and/or Pacific Islander	110	46%
White	45	19%
Hispanic and/or Latinx	44	19%
Black and/or African American	41	17%
Native American	4	2%
Middle Eastern and/or North African	3	1%
Mixed	2	1%
Other	2	1%
Total	237	

Language(s) Spoken at Home	Count	%
English	171	74%
Cantonese	65	28%
Spanish	46	20%
Mandarin	18	8%
Vietnamese	8	3%
Filipino and / or Tagalog	6	3%
Russian	2	1%
Other	7	3%
Total	231	

Disabilities	Count	%
Mobility disability	29	13%
Blindness or vision impairment	9	4%
Hearing impairment	9	4%
Cognitive or mental impairment	6	3%
Other	8	4%
None	175	80%
Total	220	

Age Range	Count	%
18 or under	33	14%
19-24	15	6%
25-34	40	16%
35-44	73	30%
45-54	28	12%
55-64	23	9%
65-74	27	11%
75 or over	4	2%
Total	243	

Household Income	Count	%
Less than \$10,000	41	20%
\$10,000 to \$24,999	24	12%
\$25,000 to \$49,999	44	21%
\$50,000 to \$74,999	26	13%
\$75,000 to \$99,999	20	10%
\$100,000 to \$124,999	18	9%
\$125,000 to \$149,999	11	5%
\$150,000 to \$174,999	5	2%
\$175,000 to \$199,999	3	1%
\$200,000 or more	14	7%
Total	206	

Gender Identity	Count	%
Male	69	29%
Female	166	70%
Gender Non-Binary	2	1%
Transgender	1	0%
Total	238	

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Phase 1 Outreach Events Summary

The SFMTA participated in the following events to collect comments on the CBTP:

Portola Brunch Hop

The Portola Brunch Hop was held on 6/27/2021 in the Portola neighborhood from 9:00 am to 2:00 pm. This was pre-outreach, so no surveys were administered, nor flyers distributed. Staff attended this event to learn about the neighborhood and meet community members.

Sunnydale Neighbor Up

The Sunnydale Neighbor Up event was held on 8/10/2021 at 1654 Sunnydale Ave from 5:00 pm to 7:00 pm. Staff worked with Mercy Housing to meet with the neighborhood and provide information on the SFMTA and our project. There was an estimate of 70 attendees. This was also pre-outreach, so staff provided comment cards for general feedback and project webpage URLs on “take one” slips of paper. Factsheets and surveys had not been developed yet.

Sunnydale Backpack Giveaway

The Sunnydale Backpack Giveaway was held on 8/13/2021 at 1654 Sunnydale Ave from 1:00 pm to 3:30 pm as a back-to-school event. The project team worked with Mercy Housing, who was hosting the event. There was an estimate of 500 attendees. This was also pre-outreach, so staff provided comment cards for general feedback and project webpage URLs on “take one” slips of paper. Factsheets and surveys had not been developed yet. Staff also provided giveaways like hand sanitizer and coloring books. Other City departments were also present at the event.



Figure 8: Sunnydale Backpack Giveaway

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VV Halloween Neighborhood Event

This was the project's first official outreach event. The Halloween Neighborhood Event was held on 10/30/2021 at Greenway Ave. The project team worked with Leland Ave merchants. There was an estimate of 100 attendees, many of whom were families with young children in cute costumes. Live music was provided by a local band. Staff passed out candy and other giveaways. The SFMTA received 20 filled surveys at this event.

Little Hollywood Cleanup

Organized by the Little Hollywood Neighborhood Association, the cleanup event was held on 11/6/2021 from 10:00 am to 12:00 pm. There was an estimate of 15 attendees, all residents of the neighborhood. Donuts and coffee were provided by the event organizers. The SFMTA received 7 filled surveys at this event and talked to several community members about the project.



Figure 9: Vis Valley Halloween event

Vis Valley Annual Community Meeting

The Vis Valley Annual Community MTG was held on 11/9/2021 virtually from 6:00 pm to 7:30 pm. There was an estimate of 55 attendees. The project team gave a brief overview about the project and asked attendees who were interested to please fill out our survey and come out to upcoming outreach events.

Pop-Up: Portola Library

The Pop-Up was held on 11/16/2021 at Portola Library from 2:30 pm to 4:30 pm. The SFMTA received 4 filled surveys at this event. Many of the people hanging out at the library at this time were elementary age kids, so a different time window for meeting adults is probably better.

Pop-Up: Vis Valley Grocery Outlet

The Pop-Up was held on 11/18/2021 at VV Grocery Outlet from 10:00 am to 12:00 pm. The SFMTA received 8 filled surveys at this event. Staff set up in the gardening area across from the front doors, which was aesthetically pleasing but was not the best in terms of catching people for conversations. However, this being a critical neighborhood location and the Grocery Outlet owners being very welcoming of the project, staff should consider revisiting for future events.

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Pop-Up: Palega Rec Center

The Pop-Up was held on 11/30/2021 at Palega Rec Center from 10:00 am to 12:00 pm. The SFMTA received 5 filled surveys at this event. Many people coming to the rec center were there to play ping pong – it seemed they didn't want to talk to the project team because they wanted to claim some tables. Timing future events for when ping pong games end would be better. A Chinese-speaking staff person was present because the rec center had informed the project team that many Chinese-speaking community members visit at this time. Almost all conversations with the public were conducted in Chinese. Staff were able to set up right inside the front doors, which was an optimal place for visibility.



Figure 10: Palega Rec Center pop-up

Pop-Up: Vis Valley Library

The Pop-Up was held on 12/3/2021 at VV Library from 2:00 pm to 4:00 pm. There was an estimate of 15 attendees. The head librarian was very accommodating of having the project team. The table was set up in the entryway so that people coming into the library would see the project information.

Hey Neighbor + PNA Garden Club Work Day

The Hey Neighbor + Portola Neighborhood Association Garden Club Work Day was held on 12/4/2021 at Burrows Ave from 10:00 am to 1:00 pm. This was a fun, heartwarming neighborhood event where residents came together to socialize and improve on the new garden. There was an estimate of 25 attendees. This event helped build relationships and show that SFMTA is invested in the neighborhood.

Pop-Up: Portola Library

The Pop-Up was held on 12/8/2021 at the Portola Library from 1:00 pm to 3:00 pm. The SFMTA received 2 filled surveys at this event. Similar takeaways from the other Portola event – the time slots were not optimal for catching willing survey-takers. Many children present which was fun but did not result in gaining more project awareness in the community.

D10 SFMTA Stakeholder Meeting

The D10 SFMTA Stakeholder meeting was held on 12/10/2021 at Greenway Plaza from 1:00 pm to 2:00 pm, convened by the supervisor's office. D10 staff, Livable Streets staff, Director Sharon Lai, and Leland merchants were also present. There was an estimate of 20 attendees. The focus of the meeting was on Leland traffic calming, so

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Damon Curtis, SFMTA Livable Streets, was the primary presenter. Tracey Lin, SFMTA Planning, provided a CBTP project update and offered surveys but there were no takers.

Pop-Up: Mission Blue

The Pop-Up was held on 12/11/2021 at Mission Blue from 10:00 am to 12:00 pm. There was an estimate of 10 attendees. The SFMTA received 5 filled surveys at this event. Community residents regularly visit the coffee shop to catch up with each other and enjoy their own neighborhood. Mission Blue is also located along the Cross City Trail, so more visitors pass by on weekends.

Pop-Up: Vis Valley Library

The Pop-Up was held on 12/15/2021 at VV Library from 10:00 am to 12:00 pm. There was an estimate of 11 attendees. The SFMTA received 3 filled surveys at this event. A Chinese-speaking staff was present because the library informed us that seniors tend to be at the venue during these times.

Focus Group

The Cantonese Focus Group was held on 1/25/2022 at FCC in person from 10:30 am to 11:30 am. FCC provided Chinese translation. There was an estimate of 15 attendees. Staff passed out project factsheets and giveaways. The SFMTA received 11 surveys and noted feedback that people had.

Focus Group

The Spanish Focus Group was held on 1/27/2022 at FCC virtually from 11:00 am to 12:00 pm. FCC provided Spanish translation. There were 4 attendees. Staff provided an overview of the project and encouraged attendees to take the online survey.

Virtual Meeting #1

Virtual Meeting #1 was held on 2/3/2022 from 6:00 pm to 7:00 pm. Family Connections Centers hosted and provided Spanish and Chinese translation. There were 6 attendees. Lessons learned from this event included using a different time slot that better worked with FCC's members. \$5 gift cards were provided to those who came and filled out a survey, facilitated by FCC.



Figure 11: FCC Focus Group

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Virtual Meeting #2

Virtual Meeting #2 was held on 2/6/2022 on Zoom and at 1430 Sunnydale Ave from 12:30 pm to 1:00 pm. River of Life Church hosted. There was an estimate of 45 attendees. In-person attendees were church members and Zoom attendees included those from the larger Vis Valley/Little Hollywood area. Balancing a hybrid format was difficult but the event should be considered a success. There was strong participation and folks were excited by the raffle of \$300.

Virtual Meeting #3

Virtual Meeting #3 was held on 2/8/2022 from 4:00 pm to 5:00 pm. Family Connections Centers hosted and provided Spanish and Chinese translation. There was an estimate of 30 attendees. This time slot worked better for FCC members. \$5 gift cards were provided to those who came and filled out a survey, facilitated by FCC. Staff also received several questions from attendees, resulting in good dialogue.

Rec & Park Vis Ave Public Meeting

The Rec & Park Vis Ave Public Meeting was held on 2/10/2022 virtually from 5:30 pm to 7:00 pm. There was an estimate of 13 attendees. This was toward the end of our Phase 1 outreach, so staff provided a quick overview of the project and encouraged people to take the online survey before it closed.



Figure 12: Sunnydale Backpack Giveaway