



Van Ness Business Advisory Committee

Thursday, May 19, 2016

3:00-4:30pm

One South Van Ness, 3rd Floor, Civic Center Conference Room (3074)

MINUTES

1. Meeting was called to order at 3:05 p.m.
2. Public comment: Members of the public may address the Van Ness Business Advisory Committee on matters that are within its jurisdiction and are not on today's calendar.
 - a. No public comment was received.
3. SFMTA staff updates.
 - a. Project schedule.
 - i. Bus stop consolidation will occur June 4.
 - ii. Construction may not begin until after Board of Appeals Hearing on June 22, at which the board will issue a decision on the project's tree permit.
 1. If the board finds in the project's favor, construction may begin as soon as the decision is made and after a mailer to notify construction will begin in 30-45 days is mailed to neighbors in the project corridor.
 2. If the board finds in the appellant's favor, construction will be significantly delayed and staff will present next steps at a future BAC meeting.
 3. The board could also issue stipulations or action items before making a decision, which may impact the project's construction schedule.
 - b. Contract amendment.
 - i. The next step in the Construction Manager General Contractor project model requires an amendment to the existing contract with Walsh Construction.
 1. Existing contract covers pre-construction services.
 2. Amendment would cover construction services and would be for the negotiated Guaranteed Maximum Price.
 - c. Finalizing permits.
 - i. Caltrans must issue an Encroachment Permit for the project because the work will be done on their right-of-way.
 1. Before this permit is issued, project staff must still resolve a few outstanding Design Variance Requests, obtain Utility and Right-of-Way Certifications, and submit Final Plans & Specifications.
 2. Project staff anticipates receiving this permit by the end of June.
 - d. Outreach update.
 - i. Interactive text message campaign update.
 1. Goals of the campaign include promoting awareness of the project and collecting contact information for distributing project updates.
 2. More than 200 responses have been collected from the bus stop campaign.
 - a. 75% of respondents had not yet heard of the Van Ness Improvement Project (Goal 1).
 - b. 80% of respondents signed up for project updates through text message or email (Goal 2).
 3. We are including the text message number on our bus stop consolidation signage to allow people multiple ways to gather project information.
 4. A multilingual campaign will be launched on Muni vehicles as early as next week.

- a. English, Spanish, Chinese and Filipino signs will be hung in Muni vehicles directing passengers to in-language surveys.
 - ii. Recent public engagement activities.
 - 1. Meet the Experts – Experts and location ideas welcome.
 - a. May 4 event at Village Pizzeria introduced the community to the construction contractor and allowed people to review the draft construction sequence plan.
 - i. Attended by approximately 30 people.
 - b. June 1 event will focus on bus stop consolidation.
 - c. Members are encouraged to share their ideas for future topics or venues with project staff.
 - iii. Outreach Calendar.
 - 1. Bus stop consolidation will occur June 4.
 - a. Nine bus stops will be discontinued on Van Ness Avenue.
 - i. Southbound at Greenwich, Pacific, Pine, and Grove.
 - ii. Northbound at Greenwich, California, Post, Turk, and Grove.
 - b. Consolidation will improve traffic circulation and transit reliability before and during construction.
 - c. Remaining locations will be as near as possible to locations where BRT platforms will be located after construction.
 - d. Completed outreach includes email announcements, press releases, website updates, and a blog article.
 - i. Additional email announcements will be sent before consolidation occurs.
 - e. Signs will be posted at the discontinued stops on May 20.
 - i. Standard Muni Service Alert signs will be posted above a project informational sign that includes a text message number, hotline phone number, and project email address.
 - f. Ambassadors will be deployed at discontinued stops on May 23.
 - i. Will distribute a multilingual handout with project information and stop location graphic.
 - ii. Will also distribute palm cards with project staff contact information to people with questions.
 - 2. Historic Preservation Commission Certificate of Appropriateness Hearing: July 6, 12:30 p.m., City Hall Room 400.
 - a. Date moved to July 6 following Architectural Review Commission Hearing on May 18, 2016.
 - b. Project staff will present commissioners with two design options for the transit shelters at McAllister Street.
 - i. Commissioners asked for a unique design at this BRT platform that would match the architecture and design of the Civic Center Historic District, specifically that of City Hall.
 - 3. Board of Appeals Hearing: June 22, 5:00 p.m., City Hall Room 416.
 - a. A tree permit was issued by Public Works for the removal and replacement of 86 median trees and 4 sidewalk trees as part of the Van Ness Improvement Project.
 - i. This permit has been appealed and is suspended until the Board of Appeals issues a ruling.
 - 4. Meet the Expert: June 1, 6:00-7:30 p.m.
 - a. Will discuss the effects of bus stop consolidation on transit and traffic flow.
 - 5. Sunday Streets Tenderloin: July 10, 11:00 a.m.-4:00 p.m.
 - a. Project staff was at Mission Sunday Streets in April with one of the agency's new 60-foot hybrid buses, project information displays, and a scavenger hunt for children.

- i. Tenderloin event will include these as well as a new SFMTA activity book for children.
 - iv. Project Frequently Asked Questions
 - 1. Members were asked to bring questions they had heard in the community about the Van Ness Improvement Project. Staff will post responses to these questions on the project website.
 - 2. Questions included:
 - a. When will construction happen in front of my location?
 - b. Why will left turns be removed on Van Ness and how will I get around without them?
 - i. When will left turns be removed?
 - c. What will happen to the old bus stops?
 - d. What is the enforcement plan against double parking on Van Ness?
 - e. What is the plan for traffic diversion?
 - i. For which blocks will I need to get off Van Ness?
 - f. Which trees will be removed and which trees will remain?
 - g. How long will a construction segment be?
 - h. What times of day will you allow construction to occur?
 - i. How long will utilities be interrupted?
 - j. Will you replace the entire sidewalk?
 - k. What will the construction phasing look like? Will work be done simultaneously?
 - e. Upcoming Business Advisory Committee milestones
 - i. Staff asked members if any business-specific outreach is needed for bus stop consolidation.
 - 1. Staff will reach out to companies that produce tourist maps in hotels on the corridor.
 - 2. Additional ideas are welcomed and members are encouraged to reach out to staff with those.
 - ii. Staff asked members about pre-construction needs for businesses on the corridor.
 - 1. Business-specific workshops were requested by the San Francisco Symphony to address specific needs and events.
 - iii. Committee members were asked to brainstorm priorities and campaigns for July through September and October through December.
 - 1. Brainstormed ideas:
 - a. Free parking on Van Ness during construction might increase sales and traffic to businesses.
 - b. Tour buses could send people to Van Ness since they aren't likely to drive on the corridor during construction.
 - c. Most drivers on Van Ness aren't familiar with San Francisco. One of the most popular drives is the California coast between Los Angeles and San Francisco.
 - i. Tourists driving on US 101 will go over the Golden Gate Bridge, drive through a lot of activity on Lombard, then encounter a lot of construction on Van Ness. From a tourism perspective, it's important to keep these drivers off Van Ness.
 - d. The media strategy for the project includes press releases for major milestones, paid media including newspaper advertisements, and earned media.
 - e. Committee members encouraged staff to work with convention centers, especially Fort Mason.
 - 2. Staff will present a calendar of campaigns and events at a future meeting.
 - iv. A representative from the San Francisco Public Utilities Commission mentioned that groundwater will be added to the water supply system on Van Ness this winter.
4. Committee logistics.

- a. Review of roles and responsibilities of Business Advisory Committee members.
 - i. Members should provide project staff with feedback, guidance, and input on decisions related to design, construction, implementation, and presentations.
 - ii. If there are priorities or concerns, members should bring those to the attention of project staff.
 - b. Members are not expected to be project experts and can direct people to project staff for information.Meeting scheduling updates.
 - i. If a member is unable to attend a meeting, they are asked to notify Sean Cronin, Public Relations Assistant, by noon the day before a meeting. He can be reached at sean.cronin@sfmta.com.
 - ii. Members who cannot attend in person are permitted to call into a meeting after contacting Sean Cronin, who can provide call-in information.
 - iii. Members who cannot attend are also permitted to send a representative of the business to act on their behalf.
5. Next meeting – Thursday, June 16, 3:00-4:30 p.m.
- a. July 22, 3:00-4:30 p.m.
 - b. August 18, 3:00-4:30 p.m.

PUBLIC COMMENT

Every agenda shall provide an opportunity for members of the public to address the Committee on items of interest to the public that are within the subject matter jurisdiction of the Committee.

Public comment will be taken for each agenda item after discussion of the item by the Van Ness Business Advisory Committee.

Privilege of Floor and Public Participation. The privilege of the floor shall be granted to any member of the public or officers of the City and County of San Francisco, or their duly authorized representatives for the purpose of commenting on any question before the Committee. Each person wishing to speak on an item at a regular or special meeting shall be permitted to be heard once per item for up to three minutes. The presiding officer shall be the judge of the pertinence of such comments, and have the power to limit this privilege if in the presiding officer's opinion the comments are not pertinent to the question before the Committee or the comments are merely reiterative of points made by previous speakers.

Presentations. After a presentation, the Van Ness Business Advisory Committee Chair will ask committee members if they have any questions and then will open the meeting to public comment. When members of the public ask a question of the presenter, presenters should not respond, nor engage in any conversation. First, the commenter should finish their commentary. After which, if the Van Ness Business Advisory Committee Chair or any committee member wants the presenter to respond to that question, the presenter will then respond to the Committee and not to the public.