



SFMTA

# Building Progress: Potrero Yard Neighborhood Working Group

December 2019 Meeting

# Agenda

1. Welcome and Thank You (6:00 PM – 6:05 PM)
2. Working Group Member Announcements (6:05 PM – 6:10 PM)
3. Look Back on 2019 (6:10 PM – 6:35 PM)
4. Project Updates: Schedule & Timeline (6:35 PM – 6:45 PM)
5. Doodle Poll (6:45 PM – 6:50 PM)
6. Working Group Meeting Topics for February/March (6:50 PM – 7:00 PM)
7. Social Hour & Celebration (7:00 PM – 8:00 PM)

# Working Group Member Updates

- Is there anything you want to share with us?
- Community conversations about the project
- Outreach for Working Group members

# 2019 Community Engagement & Outreach

- February Workshops
- August 10 Facility Tour Event
- October 26 Pre-Application Meeting & Open House
- Potrero Yard Neighborhood Working Group
- Community Events

# February Workshop Series

- Two sessions over two days
- Estimated 70+ attendees
- 64 comment cards completed
- Outreach Highlights:
  - 6800 mailers
  - Advertisements in El Tecolote, Potrero View, Mission Local, and Facebook
  - In-language intercept outreach



# August 10 Facility Tours Event

- Estimated 100+ attendees
- All tours “sold out”
- 2 overflow tours added
- Highlights:
  - Lots of families and neighbors
  - Spanish-led tours
  - Door to door residential and business outreach

All tour attendees must wear closed-toe shoes.







# Potrero Yard Neighborhood Working Group

## 2019 Working Group Meetings:

- January: PYNWG #3
- March: PYNWG #4
- June: PYNWG #5
- September: PYNWG #6
- October: PYNWG #7
- November: PYNWG #8
- December: PYNWG #9



## Areas of Discussion:

- MOHCD programs, policies, and funding
- Review of draft materials for February, August, and October community events
- Reporting back on outreach efforts to engage community via public events, community meetings, and comprehensive outreach methods
- Project Decision-Making Process
- Developing key issues and concerns for inclusion in the RFP/RFQ to solicit a developer
- Draft project description and concept with feedback from public meetings and review and provide feedback on project description
- One-on-one meetings to discuss WG members' priorities for the project



# Community Events & Neighborhood Groups

- Fiesta de las Americas
- Franklin Square Park clean-up event
- Sunday Streets
- Potrero Boosters
- MUNA
- NEMBA
- Latino Democratic Club
- PODER
- Potrero Dogpatch Merchants Association
- Potrero Yard Facility Tours
- Meetings with Mission-based development organizations
- Employee in-reach events
- In-language outreach to faith-based communities including St. Peter's and St. Charles Church



# Project Updates: Timeline and Next Steps

- CEQA
  - Project application submitted in November, 2019
  - CEQA scoping meeting in March, 2020
  - Draft EIR – year end, 2020; early 2021
  - 22-month CEQA approval from “stable project description”
- RFP release
  - Summer, 2020
- Developer selection
  - Fall, 2020
- Outreach in 2020
  - Working group meetings every month (Doodle poll!)
  - Outreach event in March, another event in June
  - Muni employee outreach
  - Community events, tabling, and presentations
  - Ongoing community engagement throughout the CEQA, RFP development and planning entitlements process

# Look Ahead: Working Group Meeting Topics for February/March

## PYNWG Meetings

- January PYNWG Meeting: Cancelled
  - Will reconvene in February 2020
- Future Meeting Topics
  - RFP Process with ARUP
  - Housing – income levels, family units, target population
  - On-site amenities and Ground-floor Uses
  - Transportation
  - Sidewalk, Streets, and Safety Improvements
  - Community Benefits
  - Architecture and Public Art
  - Green/Open space
  - “Meet the Developer” (following developer selection)

# Please Reach Out Anytime

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

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