



SFMTA

Building Progress: Potrero Yard Neighborhood Working Group

June 2020 Meeting

Agenda

1. Welcome and Rules for Virtual Engagement – 5 minutes
2. Wellness Check-in – 10 minutes
3. Working Group Member Announcements – 5 minutes
4. General Project & Schedule Updates – 10 minutes
5. Recent Events & COVID 19 Update – 5 minutes
6. June 6th Telephone Events Recap – 15 minutes
7. RFP Subcommittee Discussion (Emphasis on Housing Subcommittee) – 30 minutes
8. Meeting Logistics & Next Steps – 10 minutes
9. Public Comment

Welcome

- Working Group Members

If you are joining us by phone, please text Adrienne so we know to take you off mute.

- Members of the Public

Members of the public who wish to participate in the meeting will be placed on mute, regardless of joining via video or by phone until the end of the meeting for 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
- Use the Message function for quick feedback or to comment
- Use the “Raise Your Hand” function to indicate you’d like to speak during an active discussion
- Try not to talk over others
- Give each other time to gather their thoughts and comment before jumping in

Wellness Check-In

- Recent events and community response
- Would you like to share?



Working Group Member Announcements

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

General Project & Schedule Updates

CEQA

- Project application submitted in November 2019
- CEQA Public Scoping Meeting in Fall 2020 (format TBD)
- Draft EIR comes out in early 2021
- 22-month CEQA approval from “stable project description”

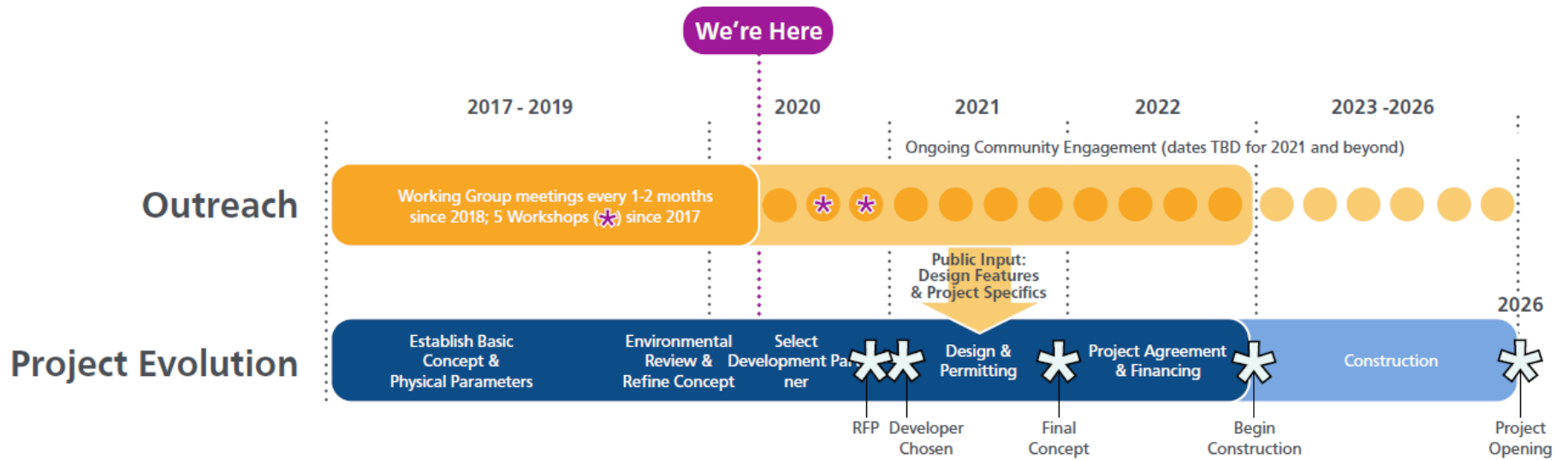
RFQ/RFP release

- RFQ released in mid June
- Project-specific legislation in June/July
- RFP released in late Summer 2020

Joint development partner selection

- End of 2020, early 2021

Project Timeline



Civil Protests & COVID 19 Update

- SFMTA COVID 19 Response
- Service Updates
- Project Impacts

Spring Outreach & Event Promotion

Brochure

- Mailed brochure to project site radius
- Spanish-language brochures distributed at CBOs
- 750 distributed to workers at Potrero, Presidio and Islais Creek

Radio

- The Game 95.7 Interview – aired Friday 5/29

Community Newspapers

- Potrero View – June 1
- Bay View – June 1
- El Tecolote – June 4

Facebook

- Potrero Yard project event page

Project Website

- Event details & translated materials

Spring Outreach & Event Promotion, Cont.

KCBS

- Digital/mobile ads
- Geo-targeting
- Social media boosts

Univision

- Digital/mobile ads
- Geo-targeting



June 6th Telephone Event - English

Event Details

11:00 AM - 12:00 PM

Broadnet Telephone Town Hall

Attendance

- 39 participants
- At least six (6) new participants
- Four participants asked questions

Poll Question: Is this your first event about Potrero Yard?

- Yes 32%
- No: 68%

June 6th Telephone Event – English, Cont.

Poll Question: What community benefits are most welcome ?

- Community space: 3 (15%)
- Childcare: 4 (20%)
- Open Space: 5 (25%)
- Community Retail: 8 (40%)
- Art: 0 (0%)
- None: 0 (0%)

Questions for Working Group

- How did the format work?
- How would you change it?
- Would you consider using a telephone town hall format again?

June 6th Telephone Event – Spanish

Event Details

1:00 PM - 2:00 PM

Zoom Phone Event

Attendance

- 8 participants joined throughout the event

Key takeaways

- Monolingual in Spanish with SFMTA behind the scenes
- Participants were pleased to learn more about the status of the project
- Participants were prompted, but we didn't receive any questions or comments

June 6th Telephone Event – Spanish, Cont.

Questions for Working Group

- Did any members join the Spanish event?
- How did the format work?
- Should we consider doing a telephone town hall with Broadnet for a future meeting or stick with Zoom?
- Should we consider webinars? Are there concerns about equity?

RFP Subcommittees

Working Group Discussion Activity *to be continued on Housing Subcommittee*

City statements on housing

- 50% affordability goal
- MOHCD wants to partner on the project
- COVID-19 will have major budget implications, full impact TBD; City budget projecting a major deficit for 2020-2021

Stakeholder input

- SFMTA employee housing is desirable
- Local preference is desirable

DISCUSSION QUESTION: How do we talk about these two things together? Could we/Should we rank them?

- How much of a set aside (e.g. some, many, most of affordable units)?
- Should we look at market rate units for a specific population?

RFP Subcommittees

Additional Subcommittees

- Design
- Open space/Franklin Square/Ground Floor Use/Activation
- Neighborhood Engagement & Community Benefits

There will be additional opportunities for Subcommittees after the RFP stage that could include things like construction mitigation, TDM, LBE/small business, art, and more.

Meeting Logistics & Next Steps

- Subcommittee Tools
- Upcoming Homework (yay!)
 - Subcommittee work
 - Urban design guidelines being drafted -- we will send to you for your review between today and the next WG meeting
- Working Group Member Refreshment Stipend
- 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 three vacant seats.
- Request a video conference meeting or call.
- Our “doors” are always open to you.

Licinia Iberri

Campus Planning Manager
Licinia Iberri@SFMTA.com
415.646.2715

Rafe Rabalais

Long-Range Asset Development Manager
Rafe.Rabalais@SFMTA.com
415.646.2764

Adrienne Heim

Public Information Officer
Adrienne.Heim@SFMTA.com
415.646.2564