



SFMTA

Building Progress: Potrero Yard Neighborhood Working Group

November 2019 Meeting

Agenda

1. Meet and Greet - 15 minutes
2. Working Group Member Announcements – 5 minutes
3. Reflections on October 26 Community Event – 30 minutes
4. Project Updates: Schedule & Timeline – 10 minutes
5. RFP Discussion & Next Steps: Community Values, Design Priorities, and Potential Neighborhood Benefits – 60 minutes
6. A Look Ahead – 10 minutes

Working Group Member Updates

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

October 26 Event Outreach Summary

- Installed over 130 posters
- Visited 33 Community Hubs; 70% let us display palm cards on-site
- Hit 810 residential addresses and had 26 conversations with residents, the majority of which were positive or neutral, with only 3 that were explicitly negative
- Visited 171 merchants; 73% allowed us to display collateral on-site
- Spoke with over 75 Spanish-speaking church attendees; mostly Latinx seniors and families
- Overarching themes across all outreach: Questions and concerns about housing affordability



**Reimagine
Potrero Yard with Us!**

Potrero Yard Modernization Project
Open House & Pre-Application Meeting

After a year of listening to our neighbors, to invite you to an open house featuring the proposed project concept, as we prepare to submit an application to the Planning Department.

The goal of the project is to modernize and expand this century-old bus facility to keep buses running for you and to improve the work environment for our staff. This site also presents a unique opportunity to add housing within the neighborhood.

Open house materials will be provided in English and Spanish (other languages available upon request).

**Saturday, October 26
11:00 a.m. – 2:00 p.m.**

The Archery
498 Alabama Street
San Francisco, CA 94110

Families are encouraged to bring children along, as we will have fall activities and snacks for all.

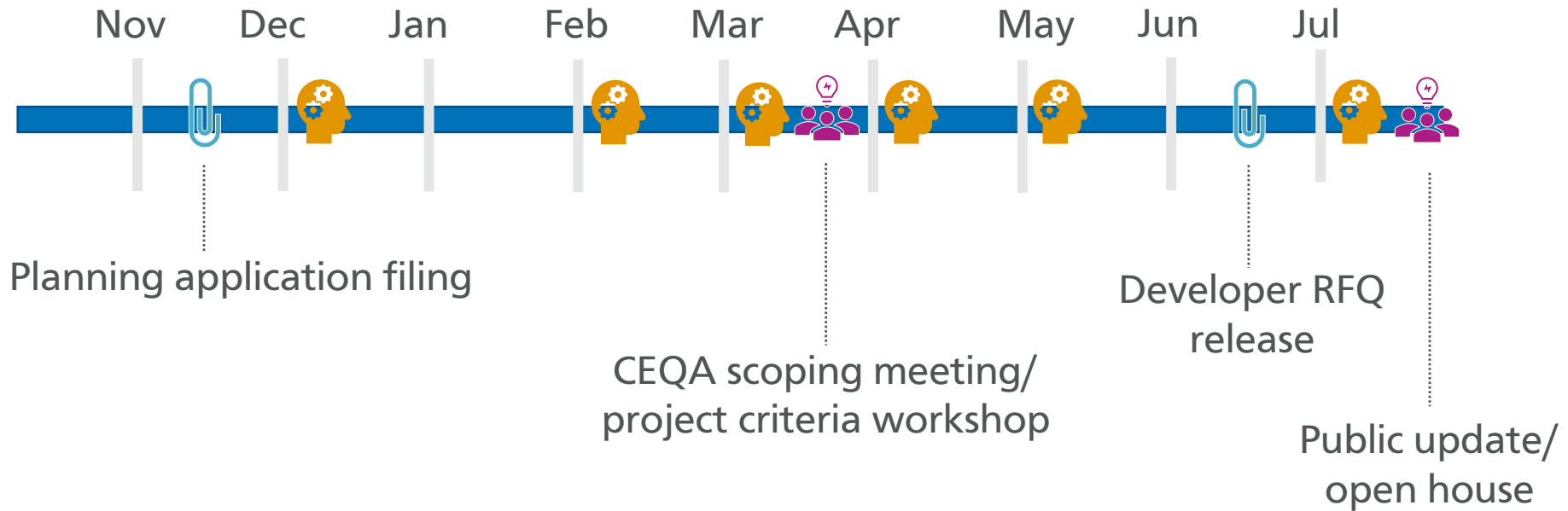
sample sketch; building design and images will be determined as we proceed with the project concept

October 26 Community Event Reflections

- Estimated 100+ attendees
- 30+ comment cards submitted
- Diverse turnout:
 - Families with small children
 - Increase in monolingual and Spanish-speaking attendees
 - Foot traffic from the surrounding neighborhoods



Project Next Steps: 9-month look-ahead



Document milestone



Working group meetings



Public workshops/open houses

RFP Discussion: Community Values, Design Priorities, and Potential Neighborhood Benefits

What are our **values & priorities** for the project, and how do we include them in the RFP?

Values Mapping Exercise

Goal: To create an idea-generating and collaborative list of individual ideas, goals, and perspectives to outline a discussion about values and priorities for the project.

Discussion Points:

- Common themes
- Areas of disconnect
- Required vs. Preferred qualifications
- Issues to tackle first
- Issues to table for further discussion

Values Mapping Exercise

How It Works:

1. Each member is assigned a colored marker and a page posted around the room
2. Give your page a title that reflects a single **Value** or **Priority** that is important to you in the project
3. If yours is already being used, consider another title – everyone will have the opportunity to share their views on every topic
4. When all titles have been posted, the facilitator will indicate it's time to move around
5. Find a page with a topic that interests you and add to it (no more than one line) in your assigned marker color
6. Repeat until all pages have been filled, and all members have had the opportunity to write on each page (flip sheets over if needed)
7. Organized sheets so all can see and begin discussion

Look Ahead

Upcoming Facility Tours

- Wednesday, November 13, 3-4 PM
- Wednesday, December 11, 3-4 PM

Working Group Member Opportunities



Look Ahead, Cont.

PYNWG Meetings

- December: End of Year Celebration!
 - Social gathering and thank you to our Working Group members and their families
- January PYNWG Meeting: Cancelled
 - Will reconvene in February 2020
- Future Meeting Topics
 - How does a public-private partnership work? Workshop with ARUP
 - Neighborhood benefits: must-haves, nice-to-haves, and project tradeoffs
 - What goes into the developer procurement?
 - Sidewalk, streets, and safety improvements
 - Public art
 - Project open space

Please Reach Out Anytime

- Send us your questions
- Suggest additional Working Group member applicants
- Request a meeting - our doors are always open to you

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