



SFMTA

# Building Progress: Potrero Yard Neighborhood Working Group

December 2020 Meeting

# Agenda

1. Welcome – 5 minutes
2. Wellness Check-in – 5 minutes
3. Welcome New Working Group & Project Team Members – 10 minutes
4. Member Updates – 10 minutes
5. SFMTA Update – 5 minutes
6. Event & Outreach Updates – 5 minutes
7. Housing Subcommittee Update – 5 minutes
8. 2021 Meeting Calendar – 5 minutes
9. 2021 Lookahead + Project Updates – 10 minutes
10. 2020 Reflections – 15 minutes
11. Next Steps – 5 minutes
12. 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.*

- Potential Proposers & Business Interests

*The RFQ has been released by SF Public Works and on SF Bid. All related questions must be directed to SFPW.*

# 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 Chat function for quick feedback or to comment
- Use the Q&A function to ask questions
- 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

- What are you looking forward to over the winter break?



# SFMTA Update

- SFMTA COVID 19 Response
- Agency Updates

# New Working Group & Project Team Members

- Peter Belden, Transportation Advocate
- Ryan Parker, At-Large Member
- Bonnie Jean von Krogh, SFMTA

# Member Announcements

- Youth Commission Update by Alexander Hirji
- Community Conversations
- Upcoming Events



# Event & Outreach Updates

Fall/Winter 2020 Virtual Events are being held to provide recent project updates, answer questions and receive feedback from the community.

## **Event Recap**

Saturday, December 5

Attendees: 27

Format: Zoom

Language: Presented in English, breakout room in Spanish

## **Next Event**

Saturday, December 12

11 a.m. to 12 p.m.

*Presented in Spanish, live English option available*

# Event & Outreach Updates

## What We've Been Up To

**Ongoing:** In-depth stakeholder engagement, including monthly meetings with the Potrero Yard Neighborhood Working Group.

**June 2020:** Held two community conversations about the project concept and Request for Qualifications (RFQ).

**August 2020:** Issued project's RFQ, the first part of the developer selection process.

**September 2020:** Held CEQA public scoping meeting led by the SF Planning Department to review areas of analysis in the Environmental Impact Report.

**Now:** Creating project's Request for Proposals (RFP), the second part of the developer selection process. The RFP will include urban design, housing, and public benefits principles developed in partnership with the Neighborhood Working Group.

**Now:** Establishing rules for a long-term agreement with developer.

**Look Ahead:** Distribute RFP in early 2021 so up to three qualifying developer teams can produce project proposals that will be reviewed by an evaluation committee.

**Look Ahead:** Produce a Racial Equity Assessment to uplift equitable consequences of the project.

## En qué hemos estado trabajando

**En curso:** Participación a fondo de las partes interesadas, lo que incluye reuniones mensuales con el Grupo de Trabajo del Vecindario sobre Potrero Yard.

**Junio 2020:** Tuvimos dos reuniones con la comunidad sobre el concepto del proyecto y la Solicitud de Calificaciones (RFQs).

**Agosto 2020:** Se emitió una Solicitud de Calificaciones del proyecto, que es la primera parte del proceso de selección de la Empresa de Desarrollo Urbano.

**Septiembre 2020:** Se llevó a cabo una reunión pública sobre la Ley de Calidad Ambiental de California (CEQA) dirigida por el Departamento de Planificación de SF para revisar las áreas por analizar en el Informe de Impacto Ambiental.

**Actualmente:** Se está creando la Solicitud de Propuestas (RFPs) del proyecto, que es la segunda parte del proceso de selección de la Empresa de Desarrollo Urbano. Las RFPs incluirán los principios del diseño urbano, la vivienda y los beneficios al público que fueron desarrollados en asociación con el Grupo de Trabajo del Vecindario.

**Actualmente:** Se están estableciendo reglas para formar acuerdos de largo plazo con el desarrollador.

**En el futuro:** A principios de 2021, se distribuirá la RFP para que hasta tres equipos de las empresas de desarrollo urbano calificadas creen sus propuestas sobre el proyecto, las cuales serán evaluadas por el comité.

**En el futuro:** Se hará una Evaluación sobre la Equidad Racial para mejorar las consecuencias que tendrá sobre la equidad del proyecto.



## We Want to Hear From You

### Upcoming Virtual Meetings on Winter 2020 Updates

- English-language Meeting: Saturday, December 5 from 11 am to 12 pm
- Spanish-language Meeting: Saturday, December 12 from 11 am to 12 pm
- Join Online: [SFMTA.com/PotreroYard](https://sfmta.com/PotreroYard)
- Or call in: (669) 900-6833 | Meeting ID: 886 5578 0345

English and Spanish speakers can be accommodated at both meetings

### Take our Request for Proposals (RFP) Survey

Inform the RFP with your priorities for neighborhood uses and housing at the site. Take our survey at [SFMTA.com/PotreroYard](https://sfmta.com/PotreroYard) or scan the code below:



### Take a Virtual Tour of Potrero Yard

Visit and share our Potrero Yard Virtual tour at [SFMTA.com/PotreroYardTour](https://sfmta.com/PotreroYardTour).

Call us with questions, comments, or schedule a presentation from the project team. Contact Adrienne Heim, Public Information Officer, at [Adrienne.Heim@sfmta.com](mailto:Adrienne.Heim@sfmta.com), 415.646.2564.

## Queremos escuchar sus opiniones

Las próximas reuniones virtuales sobre actualizaciones serán en el otoño/invierno de 2020

- Evento en inglés: Sábado, 5 de diciembre de 11 am a 12 pm
- Evento en español: Sábado, 12 de diciembre de 11 am a 12 pm
- Por internet: [SFMTA.com/PotreroYard](https://sfmta.com/PotreroYard)
- Por teléfono: (669) 900-6833 / Clave: 886 5578 0345

Los hablantes de inglés y español serán acomodados en ambas reuniones

### Responda nuestra encuesta sobre la Solicitud de Propuestas (RFPs)

Dé sus opiniones para la Solicitud de Propuestas sobre sus prioridades en cuanto al uso del vecindario y la construcción de viviendas. Tome nuestra encuesta en [SFMTA.com/PotreroYard](https://sfmta.com/PotreroYard) o escanee el código abajo:



### Haga una visita virtual a Potrero Yard

Visite y comparta nuestra visita virtual a Potrero Yard en [SFMTA.com/PotreroYardTour](https://sfmta.com/PotreroYardTour).

Si tiene preguntas, comentarios, o quiere que el equipo del proyecto haga una presentación, llámenos. Póngase en contacto con Adrienne Heim, Oficial de información pública: [Adrienne.Heim@sfmta.com](mailto:Adrienne.Heim@sfmta.com) o al (415) 646-2564.

# Housing Subcommittee

- Will be circulating the DRAFT Housing Principles and Practices document by the end of this week
- Sending to the entire Working Group for review, not just Housing Subcommittee
- Substance closely tracks the input of the Housing Subcommittee—thanks for your invaluable input!
- Presents goals as well as common assumptions for RFP submittals
- Thank you for your patience!!!

# 2021 Meeting Calendar

**How did this year's meeting schedule work for you? Should we continue that for next year?**

## **Meeting Day**

- Mondays & Tuesdays
- First week of the month

## **Meeting Time**

- 6-8 pm

## **Discussion & Vote**

# 2020 Reflections

## Stakeholder Engagement

- June virtual events in English & Spanish (2)
- December virtual events in English & Spanish (2)
- One facility tour
- Two community tabling events
- Mailed update brochures to neighbors
- RFP Survey
- Website updates & project emails
- Digital advertising with Univision and KCBS
- Monthly Potrero Yard Neighborhood Working Group meetings
- Presentations and feedback from neighborhood groups and community organizations like Potrero Boosters, Dogpatch Neighborhood Association, and SF Transit Riders

# 2020 Reflections, Cont.

## **RFQ & RFP Process**

- Released RFQ at end of August 2020
- Received Statements of Qualification in November 2020
- Assembled RFQ/RFP scoring panel to review submissions

## **WG Subcommittees**

- Housing: held in-depth discussions regarding housing, affordable housing, land use compatibility, employee housing, and how the project can contribute to community stabilization
- Public Benefits: convened multiple conversations regarding public benefit priorities, culminating in the Public Benefit Principles document to attach to the RFP
- Ground Floor Use/Urban Design: met and organized members' urban design and architectural priorities, reviewed and provided detailed comments to the Urban Design Guidelines, and completed prioritization exercise for ground floor active uses

# 2021 Lookahead + Project Updates

## UPCOMING PROJECT MILESTONES FECHAS IMPORTANTES DEL PROYECTO

2020	RFQ release <i>Anuncio de Solicitud de Calificaciones (RFQs)</i> CEQA scoping meeting (led by Planning Department) <i>Reunión sobre Ley de Calidad Ambiental de California (CEQA)</i> <i>(liderada por el Departamento de Planeamiento)</i>
2021	RFP release <i>Anuncio de Solicitud de Propuestas (RFPs)</i> Developer agreement rules established <i>Reglas del acuerdo de desarrollo establecidas</i> Developer chosen <i>Se escogerá la Empresa de Desarrollo Urbano (empresa a cargo del planeamiento y construcción)</i>
2022	Project agreement and financing <i>Se establecerá el acuerdo y las reglas para la Empresa de Desarrollo Urbano</i>
2023–2026	Construction <i>Construcción</i>
2026	Project Opening <i>Inauguración del Proyecto</i>

# Public Comment

- Do any members of the public wish to comment?
- Reminder – we cannot address any questions regarding the procurement process at this time. Please direct your questions and comments to San Francisco Public Works and on SFBid.



# Please Reach Out Anytime

- Send us your questions.
- Suggest additional Working Group members to fill our vacant seats.
- Request a video conference meeting or call.
- Our “doors” are always open to you.

## **Adrienne Heim**

Public Information Officer  
Adrienne.Heim@SFMTA.com

## **Bonnie Jean von Krogh**

Building Progress Program  
Public Affairs Manager  
BonnieJean.vonKrogh@SFMTA.com