



Van Ness Business Advisory Committee

Thursday, February 18, 2016

3:00-4:30pm

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

ORDER OF BUSINESS

1. Call to Order at 3:07 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.
3. Ground rules were established and unanimously approved by a voice vote for committee meetings.
 - a. Only one person speaks at a time.
 - i. Raise your hand when you want to speak.
 - ii. Wait to be called on before speaking.
 - iii. Listen quietly when others are speaking.
 - b. Be respectful of others, even when you disagree.
 - c. Stay focused.
 - d. Keep cell phones on silent. If you must take a call during the meeting, please step outside of the room.
4. Committee Chair and Vice Chair — Nominations and election.
 - a. Patricia Klock was nominated and elected as Committee Chair.
 - b. Patrick Hosfield was nominated and elected as Committee Vice Chair.
 - c. Chair will assist with agenda development and facilitate meetings. Vice Chair will serve as Acting Chair when Chair is unavailable.
5. January Business Advisory Committee Business Support Outcomes and Opportunities
 - a. A survey of Business Advisory Committee members, conducted at the January 21 meeting, asked members to rank business engagement strategies. The top results were:
 - i. Construction site stewardship
 1. The contractor will adhere to air quality guidelines in dust maintenance. They will use water trucks, sweepers and brooms to prevent and clean dust and debris in work zones. All water will be reclaimed water.
 2. Access to loading zones and driveways during construction will be handled by the contractor.
 - a. This will involve one-on-one coordination with businesses to reduce conflicts between delivery and construction schedules.
 - b. The primary point of access will be at side streets, which will eliminate double parking in the construction zone. There will be no entry point through construction barricades on Van Ness.
 3. Construction noise will follow regulations and will not be prolonged. The majority of noise will come from demolition at the start of construction. Other noises will include back-up alarms and grinding for roadway paving. These are necessary, but will be mitigated as much as possible.
 4. Construction zones will be secured using fencing, gates at each end of the zone, and coverage. Fencing will be high enough for security, but not so high as to block visibility of businesses.
 5. The contractor will collaborate, communicate and cooperate with businesses and residents throughout construction.
 - ii. Signage during construction

1. Signage will be provided for businesses.
 - a. Distribution will be both proactive and responsive: In advance of construction businesses will be contacted about appropriate signage. If signage is declined, is inadequate or if additional signage is needed, businesses may request signage at office hours or via hotline or email.
 - b. Signs will indicate that businesses are open and will also provide navigation for access.
 - c. Signage may also include wayfinding information from BART or Muni Metro stations.
 - iii. Ad campaigns
 1. Committee members favored ad opportunities by business type as opposed to a lottery system.
 - a. Opportunities will include advertisements on buses and transit stations. They will also include newspaper, radio and web advertisements.
 - b. Campaigns could tie business types to specific events (i.e., advertising hotels during Pride, retail stores during Small Business Saturday, etc.).
 - c. Advertising campaigns for each business type would correspond to the ratio of those business types on Van Ness.
 2. Other advertising opportunities could include cross-promotion (i.e., opening of opera season and area restaurants).
 - iv. Other highly rated strategies included technical assistance and customer incentive programs, but were ranked lower in importance by committee members.
 1. Technical assistance could include helping businesses connect with the Mayor's Office of Employment and Workforce Development (OEWD) for tax credits and incentives.
 - a. Other cities have seen a good return on investment with trainings on taxes and bookkeeping.
 2. Invest in Neighborhoods is currently developing business strategies specific to navigating construction and may learn from the Van Ness Business Advisory Committee.
6. SFMTA staff updates
- a. Project schedule update
 - i. Recent milestones
 1. Caltrans Co-op Agreement was signed last month. This is a necessary step for the Caltrans Encroachment Permit.
 2. Historic Preservation Commission Certificate of Appropriateness was granted for the project work in Civic Center Historic District with conditions. The project will return to the Historic Preservation Commission before May 18 to address some of the conditions.
 - ii. Upcoming milestones
 1. Tree removal permit for the median trees is expected to be issued next month. The permit requires a final count of the trees being replaced, which is not yet finalized.
 2. Utility Agreement is being reviewed by city attorneys.
 3. Caltrans encroachment permit is needed for construction to begin.
7. BRT Economic Benefits Report
- a. The transit and safety benefits that are part of BRT systems worldwide feed directly into economic and social benefits. Expanding the area of accessible destinations within a timeframe attracts economic activity.
 - b. Committee members were presented with three BRT systems in the U.S. and their economic impacts on communities: Eugene, Cleveland, and New York. While there are significant differences between these systems and San Francisco, there are commonalities. All saw an increase in sales, property values, and job growth. Vacancy rates also decreased.
8. Next meeting – Thursday, March 17, 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.