



SFMTA

Building Progress: Potrero Yard Neighborhood Working Group

March 2019 Meeting

Agenda

1. Meet & Greet
2. Project Team Updates
3. Working Group Member Updates
4. February Workshops Recap: Outreach and Attendance
5. Discussion on Workshops' Major Themes: Land Use Options, Affordability, and Transportation
6. A Look Ahead



Project Team Updates

- Internal City process
 - City Family conversations and partnership
 - Board of Supervisors engagement
 - Planning Department engagement
- RFP Solicitation
- Planning Department Application

Working Group Member Updates

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

Workshop Series #2: Outreach Report

- Over **130** posters placed (February 5 through 6)
- **6,800** mailers (text in English, Spanish, Chinese, Filipino) were sent to ½ mile radius from Bryant and Mariposa
- Traditional and social media ads were placed in *El Tecolote*, *Potrero View*, *Mission Local*, and Facebook



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Potrero Yard Modernization Project
Community Design Workshop:
Housing on top of a new Muni yard?

Thursday
February 21, 2019
6 PM - 8 PM

Saturday
February 23, 2019
11 AM - 1 PM

Mission Arts Center | 745 Treat Ave

[Click here to learn more.](#)

Workshop Series #2: Outreach Report

- Flyering took place in 4 shifts (Saturday, February 16 through Wednesday, February 20)
 - Approximately **375** total flyers were distributed
 - Bilingual outreach ambassadors
 - Flyers with multilingual text
 - Approximately **545** total interactions were made
 - Conversations were held in language, were largely positive, and many people had heard about the upcoming workshops
 - Age range was mostly **20-40 years old**

Do you have any feedback on these outreach efforts?



Workshop Series #2: Attendance

	Signed-In Attendees	Opt-In for Project Updates	Comment Cards Completed
Thursday, February 21	37	24	34
Saturday, February 23	32	21	30
Total	69	34	64



Discussion: Land Use



Asked: "Should there be housing here?"

- 90.48% responded, "Yes."

Asked to prioritize considerations

- Responses were somewhat evenly split between total units, height range, shadow impacts, and public vs. private financing.



What else?

- Other comments from the participants?
- Reflections on feedback?

Discussion: Affordability



Asked: "What income ranges should be prioritized here?"
86.79% selected 55% AMI (out of 46 responses)

Asked: "What aspect of affordability is most important to you?"
Responses were evenly spread across affordability mix, unit count, unit type, and income levels



What else?

- Key points you heard?
- Reflections on feedback?

Discussion: Transportation



Asked for feedback on TDM strategies for the neighborhood:

- Bicycle access – including bicycle parking and bike-sharing stations – was the most-mentioned strategy.
- Parking mentioned several times, in contrast to SFMTA policy.



What else?

- Other comments from the participants?
- Reflections on feedback?

A Look Ahead

- Ongoing scheduling for meetings with individual Working Group members
- Agency reviewing feedback from workshops and Working Group
- Applying to the next steps
 - RFP Solicitation
 - Planning Department Application
- Next phase of outreach, likely developed over next couple of months

When should our next Working Group meeting be?

- April for continuity ?
- When the agency has significant information and updates?

Stay In Contact!

Please reach out anytime with questions or to request a meeting. Our doors are always open to you.

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