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San Francisco Active Communities Plan



Active Communities Plan: Public Outreach Plan

Project Description

The San Francisco Active Communities Plan (ACP) is a two-year planning process to update the 2009 Citywide Bicycle Master Plan. The ACP, expected to be adopted in March 2024, will direct SFMTA future investments in the active transportation network, supportive facilities, programs, and policies for the next 10-15 years. This planning effort will be inclusive of all devices that can legally use the active transportation network and will focus on elevating the voices and needs of equity priority communities.

The ACP involves an inclusive, two-phase, year-long citywide outreach process that will engage residents across the city. These community conversations will focus on biking, scooting, rolling, and how travel via these modes can, or should, evolve. In partnership with community-based organizations and organizations that serve specific groups, including the disability community, youth, and women/trans/nonbinary people, the project team will host and participate in a wide range of outreach and engagement opportunities.

While the project will be inclusive of the entire city, special focus and emphasis for outreach and outcomes will be centered on communities that have been historically excluded and underserved by transportation planning processes, with a particular focus on six equity priority communities. Plan success will only come through centering and reflecting these communities' values, challenges, and needs.

This plan comes at a pivotal moment for San Francisco. The transportation landscape—and San Francisco as a whole—has changed dramatically since the last Bicycle Plan was adopted in 2009. Critical goals around achieving Vision Zero and meeting the target of 80% low-carbon trips by 2030 now guide our work and lend urgency to this effort. Strong community partnerships and a collaborative planning process will create a sense of shared ownership over these important goals for San Franciscans, and result in a plan that reflects both community needs and city priorities.

Project Purpose

The Active Communities Plan will establish a bold new vision for San Francisco's active transportation network, along with corresponding goals and actions, that puts the City on the path to achieve its climate & Vision Zero commitments. The ACP will capture input from across the city to create a comprehensive, equitable vision and plan for the future of the active transportation network in San Francisco.

The ACP will support and prioritize future investments and grant applications for San Francisco. It will enable the strategic planning of policy reforms and programmatic investments will meet the needs and values of underserved and disadvantaged communities across San Francisco. The ACP will facilitate greater adoption and use of personal and shared mobility devices, making travel on the active transportation network a viable option for a broader range of users. The Plan will encourage more San Franciscans, especially underserved residents, to use the active transportation network for travel. The Plan will lead to projects and programs that more closely reflect the communities they are meant to serve. This shift will cultivate citywide support for active transportation network projects, and lead to a more equitable and efficient transportation system for all.





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Project Goals

Goal: Use the Active Transportation Network to Advance Equity

The ACP aims to address past harms and inequities that have limited transportation choices and access and work toward a just, equitable transportation future in which all communities and people have access to transportation choices that meet their needs. Community Action Plans will identify the barriers for disadvantaged communities and align plan actions with community needs and values.

What we'll do:

- Engage in community interviews and visioning workshops with Equity Priority Communities with contracted community partners
- Host/participate in community walk/roll audits to understand needs and barriers
- Create dedicated surveys to capture a broad range of feedback from Equity Priority Communities and deepen understanding of various needs, barriers, and preferences across communities

What we want to achieve:

- A vision statement and plan goals that reflect community input throughout the process
- Community Action Plans specific to Equity Priority Communities that identify barriers to active mobility for these communities, and present solutions identified by residents
- Policies and programs that align with expressed community needs for participating in active transportation

Goal: Support Safety for All Users of the Active Transportation Network

Too many people are killed or severely injured while traveling on San Francisco streets. The ACP will prioritize developing safe active transportation routes that can be comfortably used by people of all ages and abilities.

What we'll do:

- Host/participate in community walk/roll audits to identify safety concerns
- Create community mapping exercise to understand desired active transportation routes and experienced safety issues
- Develop analytical tools to gain understanding of relative safety on different types of streets
- Identify current active transportation network gaps and how to fill them effectively

What we want to achieve:

- A draft plan for a connected, safe, citywide active transportation network
- Plan recommendations that will help achieve Vision Zero for trips by walking, biking, and personal mobility device.

Goal: Support Climate Action Plan Goals

To meet ambitious carbon reduction and climate action goals, San Francisco needs to make low-carbon transportation a viable option for all residents. Through the robust development of a citywide active transportation network and support facilities, the ACP aims to support a citywide shift to biking and other active modes.

What we'll do:

- Create citywide user preference survey to understand current state of active transportation and barriers to participation
- Conduct analysis of past plans/strategies to identify limitations



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- Review past policies and mode-shift trends for San Francisco to determine which strategies have been effective to date in supporting more people choosing active modes
- Identify, through outreach and engagement, neighborhoods with the steepest barriers to active transportation and what residents need to shift modes

What we want to achieve:

- Clear steps to support San Francisco's ambitious goal of 80% low-carbon trips by 2030
- A roadmap for reaching those goals
- A plan for a robust citywide active transportation network and support facilities (bike parking/storage, community resources) that support citywide active transportation
- Design guidelines and policies that support the use of a broad range of human-powered and electric mobility devices
- Policies to incentivize a shift to low-carbon mode at the city level

Goal: Support Access to the Active Transportation Network

The ACP will make active transportation accessible to all by identifying a citywide network of low-stress streets and recommending strategies and actions to connect people to electric mobility devices and other emerging technologies.

What we'll do:

- Create community mapping exercises to identify desired additions to the active transportation network
- Host listening sessions and issue surveys to identify existing barriers to participating in active transportation
- Issue surveys and host working groups to understand preferences around new and emerging mobility options. This may include demonstrations with new mobility providers

What we want to achieve:

- A plan for a safe and connected citywide active transportation network
- Community-generated strategies that respond to neighborhood-specific needs around active transportation
- A set of policy and program recommendations to expand access to new and emerging personal mobility devices and services

Goal: Expand Active Transportation Network to Include Mobility Device Users, As Well As Adapted Bike Users

In partnership with people with disabilities, the ACP will ensure that the active transportation network is developed in a way that is inclusive, accessible, and welcoming to people with disabilities.

What we'll do:

- Communicate with language that is inclusive of people with disabilities and people who use personal mobility devices
- Conduct interviews and focus groups with organizations focused on and individuals who use adapted bikes and different mobility devices to identify barriers, define preferences and goals, and identify additional sources of relevant expertise and information
- Conduct on-site audits with members of the disability community at a variety of existing bike lanes and paths to better understand physical needs



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- Identify specific design needs and challenges for inclusion of adapted bike users and mobility device users, as two distinct groups

What we want to achieve:

- A clear overall strategy for expanding the active transportation network to include people with disabilities who use alternative modes of mobility
- A user-oriented understanding of how to include this group effectively
- A set of design guidelines for bike lanes to remove barriers and expand accessibility
- A communication plan for making sure all active transportation network users understand that all alternative modes of mobility are welcome and that explicitly invites users with disabilities

Goal: Prioritize Project Funding by Community Preferences

To accelerate the timeline for active transportation improvements, the ACP aims to develop a schedule for priority projects and identify potential funding sources for each.

What we'll do:

- Through community engagement, identify and prioritize project goals
- Work with communities to develop a sense of where investments will make the greatest and most welcome impact
- Develop cost estimates for Plan investments and recommendations

What we want to achieve:

- A prioritized list of projects that could benefit from Capital Improvement Program (CIP) investments
- A schedule and plan for implementing projects
- Community partnerships to advance priority projects and programs identified through outreach

Goal: Develop A New Approach for Planning, Design, And Implementation of Active Transportation Network Projects and Programming

To meet San Francisco's urgent need for progress on active transportation, the ACP will streamline project development and identify methods to hold City agencies accountable for delivering on proposals.

What we'll do:

- Coordinate with City agencies and stakeholders throughout the process to determine expectations for accountability and collaboration
- With communities, discuss and determine strategies for developing projects in a way that is efficient while reflecting robust input
- Define current models for implementation (like Quick-Build) and how they might be applied to ACP projects

What we want to achieve:

- A set of objective performance metrics that can be used across City agencies to support accountability around project, program, and policy delivery
- A framework for determining effective project/program delivery



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What the ACP Will Do

- Collaborate with a range of stakeholders—from advocates to City agencies—to establish a holistic foundation for making progress on supporting active transportation
- Conduct a year-long outreach and engagement process in two major phases, including a broad range of methods and tactics both online and in-person
- Create opportunities for residents and community organizations to advocate for improvements including:
 - New and improved network for wheelchair users, scooters, and bikes
 - More bike parking and amenities
 - New community programs and policies to support active transportation
- Establish deep partnerships with community-based organizations to develop Community Action Plans that create a more equitable transportation landscape
- Establish a new vision statement, goals, and actions for the active transportation plan
- Develop a proposed active transportation network for San Francisco, prioritized for next steps toward implementation
- Develop recommendations for bike and personal mobility parking implementation and other support facilities
- Develop recommendations for programs and policies that make it easier for people to get around

What the ACP Will Not Do

- Develop detailed designs for specific projects
- Secure funding for specific projects
- Develop or recommend pedestrian-specific projects
- Conduct detailed traffic or capacity analysis
- Make recommendations for changes in transit service
- Offer specific recommendations around landscape or greening treatments
- Offer specific recommendations around corridor or neighborhood lighting
- Develop workplans for any recommended programs identified through the Plan
- Implement any recommended policies, projects, or programs



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Public Outreach Plan Overview

This Public Outreach Plan ensures agreement between the project team, CBO Partners, SFMTA staff, the Mayor's Office, and other key stakeholders for the level of public outreach and the techniques used to receive input. This will align expectations among agencies and stakeholders at the beginning of the project. Public outreach will be the lynchpin of a successful ACP, requiring co-equal input and control from our community-based organization (CBO) partners. It is anticipated that the ACP will utilize a diversity of engagement strategies such as door-to-door, online/paper surveys, focus groups, targeted charrettes, listening sessions, bike tours, and a mobile workshop. The Public Outreach Plan will:

- Finalize outreach scope and timeline
- Identify critical stakeholder groups within equity priority communities requiring specific targeted outreach processes
- Identify key stakeholders and project champions
- Identify translation/interpretation needs
- Identify level of public outreach (inform, consult, involve, collaborate, empower) for all stakeholders and potential participants
- Identify public outreach objectives
- Identify appropriate public outreach techniques
- Establish roles and responsibilities for all outreach team members

The Public Outreach Plan will detail the level of engagement for each phase of outreach. No more than two rounds of internal & stakeholder review will be included for this document. The Public Outreach Plan will contain contingency options for outreach if public health exigencies, from COVID-19 or similar, preclude effective in-person outreach strategies. The final Public Outreach Plan will be submitted to Caltrans as a deliverable and will directly inform all subsequent tasks related to public participation.

Partners

- SFMTA: Lead agency
- Toole Design: Consultant
- CBO partners: Equity priority community outreach leads
 - Bayview-Hunters Point Community Advocates
 - PODER Bicis del Pueblo
 - Tenderloin Community Benefit District
 - SOMA Pilipinas
 - New Community Leadership Foundation
- SF Bicycle Coalition: Citywide outreach partner

Public Outreach Commitments

A robust public outreach process will be designed to effectively engage a diverse and representative range of San Francisco residents, incorporating community feedback at multiple stages in the planning process. The outreach strategy will be designed to match the needs and topics germane to specific communities. Going beyond typical bike planning topics, the project team will seek to engage residents more deeply on the issues surrounding active transportation that are important to their communities. Cultural, policy, and programmatic barriers will be identified and openly discussed in a safe and empowering environment.

Public outreach commitments throughout the ACP process include:

- A minimum of 12 Community Interviews in Equity Priority Communities to inform on community attitudes towards bicycling, and effective approaches for public outreach



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- A minimum of 30 Citywide Outreach events, potentially including but not limited to:
 - Walk & Roll events
 - Community center events
 - School events
 - Popping up at Sunday Streets (~7 potential events)
 - SPUR series (~3 events)
 - Farmers Markets
 - Bike Bus
 - Community Group partnerships
- A minimum of 24 Equity Priority Community events
 - Led by sub-grantee CBO partners
 - Four (4) events for each of the six Equity Priority Communities
- Statistically significant Resident Preference Survey
- Interactive web-tools for public input
- All outreach materials translated into Spanish, Chinese, and Filipino

Public Outreach Staffing Commitments

The Consultant project team and CBOs have the following staffing commitments for the public outreach process:

- **Toole Design:** Staffing at 15 citywide outreach events
- **Interethnica:** Staffing at 15 citywide outreach events; staffing at 24 CBO-led events
- **SFBC:** Staffing at 20 citywide outreach events
- **NCLF:** Staffing at 2 citywide outreach events; staffing at 4 CBO-led events
- **TLCBD:** Staffing at 2 citywide outreach events; staffing at 4 CBO-led events
- **SOMA Pilipinas:** Staffing at 2 citywide outreach events; staffing at 4 CBO-led events
- **Bicis del Pueblo:** Staffing at 4 citywide outreach events; staffing at 8 CBO-led events
- **BVHP Community Advocates:** Staffing at 2 citywide outreach events; staffing at 4 CBO-led events

Public Outreach and Engagement Structure: Two-Phase Approach

Phase 1: Initial Outreach and Visioning

The purpose of the first outreach phase is to establish communication channels with equity priority communities and with stakeholders citywide through consistent and creative opportunities for engagement. Phase 1 will communicate the purpose of the plan, the outreach stages, the different types of analysis, the plan outcomes, and the decision space for the public throughout the project. Specific objectives of Phase 1 outreach include:

- Per feedback from Community Interviews, identify the following:
 - Community spaces where Plan outreach events can be held
 - Schools and youth service providers to partner with in order to support youth participation in the Plan
- Gather public input on the overall vision and goals for the project
- Gather input from the public, particularly Equity Priority Communities, on how they want to be engaged throughout the Plan outreach process, and which engagement methods will best serve communities and lead to productive discussions and trust-building



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- Gather public input on community priorities and overarching wants, needs, and barriers regarding active transportation.
- Gather public input on how the project team should supplement concurrent analysis tasks.
- Gather public input, through both the Resident Preference Survey and through outreach events, on calibrations for the Bicycle Network Comfort Index.
- Hold the first and second CBO-led events in Equity Priority Communities:
 - Event 1: Community Concerns
 - Event 2: Community Discussions

Phase 2: Shaping Plan Recommendations

The second phase of outreach will reflect on the first phase of outreach and dive into more detail around ACP recommendations. Specific objectives of Phase 2 outreach include:

- Communicate results from Phase 1 outreach and impacts it is having on the plan process.
- Confirm with the public the Vision and Goals for the plan process.
- Collaborate with communities to shape specific plan recommendations and priorities.
- Delve into the more detailed planning work around the proposed active transportation network, specific design treatments, policy actions, new programs, and mitigating strategies for potential impacts.
- Circulate the Draft Plan with the public for input.
- Hold the third and fourth CBO-led events in Equity Priority Communities:
 - Event 3: Community Mapping
 - Event 4: Community Action Plan and Draft Plan review
- The result of this phase will be a comprehensive, co-developed plan for active transportation in San Francisco.

Outreach Plan: Phase 1 (January 2023 to June 2023)

What information we want to share:

- What the purpose is of the ACP
- The ACP schedule
- The components and decision space for every element of the ACP
- The goals of the ACP
- How the public's input will be used
- What the current state of bicycling is today, and how we've performed against past goals

What information we want to gather:

- How people *want* to be engaged in the process of developing the ACP
- What people's current (and desired) experience of biking and active transportation is in SF
- How people's perception of biking and active transportation intersects with other experiences of the city
 - What kinds of active devices do people use now? What would they want to use? What is preventing them from using devices if they are not?
- What people love about biking/active transportation (for those who enjoy it), and what would make their experience of it better
- What barriers or challenges people experience currently to biking/active transportation (for those who don't enjoy it or are hesitant)



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- What are factors, cultural or systemic, cause people to consider biking/active transportation non-viable or actively at-odds to their needs?
- What challenges do people face with working active transportation into their daily lives (questions about biking with kids, secure storage, etc.)?
- Are there changes the City could make, or things that the City could do better to lower those barriers?
- How can the City plan and implement bike/active transportation projects so community members feel that the projects reflect/represent them, or are meant for their benefit?
- What kinds of bicycle facilities do people feel comfortable using?

Potential Phase 1 Outreach Strategies

Outreach Strategy	Lead Organization	Target Date	Key Elements
Consistent web/digital updates (+ creation of online subscriber list)	SFMTA	Ongoing (timed to project updates)	Web presence that clearly states goals + opportunities for engagement; calendar events for engagement opportunities; regular project updates summarizing engagement; needs translation
Storymap	SFMTA + Toole Design	March 2023	Needs translation; will provide overview of ACP + project goals + prelim analysis + opportunities for engagement
Project collateral (fact sheet, paper surveys, etc.)	SFMTA + Toole Design	Needed by Dec 2022	Needs translation; can brainstorm more ideas. Will be used at tabling events + community info centers
Quarterly update/summary blog posts	SFMTA	Quarterly, beginning January 2023	Builds off project updates above, but for a more public-facing audience
Citywide marketing campaigns (to generate community participation)	SFMTA	Beginning January 2023	Needs translation; see note below with possible ideas
Mailers + posted signs + creative points of contact to point people to survey (i.e., sidewalk decals)	SFMTA + Toole Design	Beginning January 2023	Needs translation + support on distribution
Community preference survey (citywide)	SFMTA + Toole Design	January 2023-March 2023	Needs translation; key questions involve how people want to be engaged, their current perception of biking/active transportation, their hopes for the bike network. Needs digital + mail-in option
Community interviews (Priority communities)	CBO partners + SFMTA	October 2022-December 2022	Minimum 12 interviews with leaders/key stakeholders in priority communities. Interviewees co-determined by CBO partners. These community interviews shape the





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Outreach Strategy	Lead Organization	Target Date	Key Elements
			approaches identify in this Public Outreach Plan.
Community workshops (priority communities)	CBO partners + SFMTA	Winter 2023-Spring 2023	Phase 1 focus: <u>Community Concerns</u> – hear perspectives on bicycling, including discussion of cultural, policy, and programmatic barriers to bicycling. Discuss strategies for maximizing engagement at the neighborhood level. <u>Community Discussions</u> – respond to community concerns from Phase I. Develop a shared vision of success for the Active Transportation Plan.
Bike/walk/roll tours; community audits (priority communities + citywide)	CBO partners + SFMTA	Ongoing; scheduled periodically	Intent: to gather input on people’s experience of biking/traveling by active mode in SF
Walk-in information centers at community touch-points	CBO partners	Ongoing	Set up by CBO partners at their offices or community centers; translated materials provided
Collaboration with Sunday Streets, Play Streets, Neighborfest, and other public events that highlight the use of city streets for active transportation	SFMTA + Toole Design	Ongoing	Collateral needed; staffing needs will be determined ahead of time
Collaboration with the SFMTA Vision Zero program, the SFMTA Safe Routes to School program, and other City of San Francisco educational/encouragement outreach that has a nexus with active transportation	SFMTA	Ongoing	SFMTA project team to identify opportunities for collaboration
High-profile speaker series/events with external partners – livestreamed to reach a broader audience, potentially utilizing webtools for audience engagement and feedback	SFMTA + Toole + SPUR (or similar orgs)	Spring 2023	Speakers, venue, promotional effort, presentation materials, webtools





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Phase 1 Deliverables

Deliverable	Lead Organization
Phase 1 Outreach Summary (list of events, web tool outputs, high-level takeaways)	SFMTA + Toole Design
Phase 1 Equity Priority Community Outreach Summary	CBO Partners
ACP Shared Vision + Goals Document	SFMTA + CBO Partners
Photography/Video of Outreach Events	SFMTA + CBO Partners + Toole Design
Community Interview Summary Document	SFMTA

Outreach Plan: Phase 2 (June 2023 to December 2023)

What information we want to share:

- What we learned during Phase 1 outreach
- Updated analysis, based on community feedback
- Draft Vision Statement, Goals, & Benchmarks
- Draft Proposed Active Transportation Network
- Draft Parking & Support Facilities recommendations
- Draft Policy Actions & Programmatic recommendations
- Draft Community Action Plans for Equity Priority Communities

What information we want to gather:

- Where people agree or disagree with the draft Proposed Active Transportation Network
 - Which streets are designated in the network
 - What type of facility is proposed on given streets
- What approaches would be most successful in certain communities
- What other conditions need to be addressed/considered in communities in order to make changes related to the active transportation plan successful
- What active-transportation-related policies people want to see established
- What active-transportation-related programming people want to see established
- How the developing vision for the active transportation plan might change people’s perception of the transportation options available to them

Potential Phase 2 Outreach Strategies

Outreach Strategy	Lead Organization	Target Date	Key Elements
Consistent web/digital updates (+ creation of online subscriber list)	SFMTA	Ongoing (timed to project updates)	Web presence that clearly states goals + opportunities for engagement; calendar events for engagement opportunities; regular project updates summarizing engagement; needs translation
Storymap	SFMTA + Toole Design	Aug 2023	TBD: Will need to focus more on detailed design strategies/specific corridors





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Outreach Strategy	Lead Organization	Target Date	Key Elements
Project collateral (fact sheet, postcard, paper surveys, etc.)	SFMTA + Toole Design	Jan 2023	Will be used at tabling events + community info centers; needs translation
Quarterly update/summary blog posts	SFMTA	Quarterly, beginning January 2023	Builds off project updates above, but for a more public-facing audience
Citywide marketing campaigns (to generate community participation)	SFMTA	Beginning in January 2023	Needs translation; see Supplemental Outreach Strategies section below with possible ideas
Mailers + posted signs + creative points of contact to point people to survey (i.e., sidewalk decals)	SFMTA + Toole Design	Beginning January 2023	Needs translation + support on distribution
Design-specific resident preference survey (citywide + neighborhood specific)	SFMTA + Toole Design	January 2023-March 2023	Needs translation; key questions involve how people want to be engaged, their current perception of biking/active transportation, their hopes for the active transportation network. Needs digital + mail-in option
Community workshops (priority communities)	CBO partners + SFMTA	July 2023 & Nov 2023	Phase 2 focus: Community Mapping - charette or design-thinking exercise on evaluating the bike network within each neighborhood and collaboratively develop potential projects & solutions. Draft Plan - Share the draft plan with community partners, discuss how it relates to the Community Vision developed, and how to keep residents involved through plan adoption.
Bike/walk/roll tours; community audits (priority communities + citywide)	CBO partners + SFMTA	Ongoing; scheduled periodically	Intended to function as "corridor audits" to gather specific input and/or workshop potential treatments
Walk-in information centers at community touch-points	CBO partners	Ongoing	Set up by CBO partners at their offices or community centers; translated materials provided
Collaboration with Sunday Streets, Play Streets, Neighborfest, and other public events that highlight the use of city streets for active transportation	SFMTA + Toole Design	Ongoing (based on event schedule)	Bring project collateral (fact sheet, postcard, paper surveys, etc.)





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Outreach Strategy	Lead Organization	Target Date	Key Elements
Collaboration with the SFMTA Vision Zero program, the SFMTA Safe Routes to School program, and other City of San Francisco educational/encouragement outreach that has a nexus with active transportation	SFMTA	Ongoing	SFMTA project team to identify opportunities for collaboration

Phase 2 Deliverables

Deliverable	Lead Organization
Phase 2 Citywide Outreach Summary (list of events, web tool outputs, high-level takeaways)	SFMTA + Toole Design
Phase 2 Priority Community Outreach Summary	CBO Partners
ACP Draft Plan	SFMTA + Toole Design + CBO Partners
Photography/Video of Outreach Events	SFMTA + CBO Partners + Toole Design

Outreach Strategies: Supplemental Information

Marketing Campaign

To generate collaborating participation in the ACP process, SFMTA will deploy a citywide marketing campaign. Central messages include emphasizing that every San Franciscan has a role to play in building our city’s bike network and encouraging people to find their role and identify as an active participant in the ACP process.

This campaign could potentially feature active transportation network user profiles, which would showcase a diverse range of active transportation network users from across San Francisco, highlighting how they get around and what they want to see (Inspiration: [Faces of Indego](#) campaign from Philadelphia). The campaign could also use available Muni advertising space to raise awareness.

Community Interviews

The project team will conduct no less than 10 interviews with key community leaders and elders in Equity Priority Communities. The purpose of these interviews is to gain additional perspective on community attitudes towards bicycling, critical issues that must be discussed or addressed during a planning process, how to best be inclusive of hard-to-reach residents, and foster additional trust in the planning process from individuals with influence and respected opinions. These interviews directly shape approaches laid out in this Public Outreach Plan. Specific interviewees will be determined jointly with our sub-applicant CBOs in the Public Outreach Plan. Sub-applicant CBOs, collaborators in the interview list, will be optional attendees at interviews.





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Community Workshops

Contracted community-based organizations (CBOs) will organize a series of community workshops in equity priority communities specifically designed to maximize engagement and participation. CBOs will work with specific neighborhoods, as noted below:

- TLCBD: Tenderloin
- SoMa Pilipinas: Western SoMa
- Bicus del Pueblo: Mission District and Outer Mission/Excelsior
- BVHP Community Advocates: Bayview-Hunters Point
- New Community Leadership Foundation: Western Addition

The purpose of these workshops will be to engage specifically with vulnerable populations in each community that have historically been unheard or underrepresented in previous planning processes related to bicycles. This could include: youth, seniors, residents with disabilities, unhoused residents, undocumented residents, low-income residents, and/or Black, Latinx, or Filipino communities. The target audiences for each equity priority community will be determined by each sub-applicant CBO during the development of the Public Outreach Plan. A key goal of equity priority community outreach is to ensure future capital infrastructure projects receive support from disadvantaged communities and specifically serve their distinct needs.

CBOs will ultimately control the final structure of these events, but it is anticipated that four workshops will be conducted in each geographic area (24 events total) over the course of the project. Refreshments, childcare, and translation/interpretation services will be provided for each workshop. The four rounds of workshops can tentatively be defined as:

- Phase I Community Concerns – hear perspectives on bicycling, including discussion of cultural, policy, and programmatic barriers to bicycling. Discuss strategies for maximizing engagement at the neighborhood level.
- Phase II Community Discussions – respond to community concerns from Phase I. Develop a shared vision of success for the active transportation.
- Phase III Community Mapping - charette or design-thinking exercise on evaluating the bike network within each neighborhood and collaboratively develop potential projects & solutions.
- Phase IV Draft Plan - Share the draft plan with community partners, discuss how it relates to the Community Vision developed, and how to keep residents involved through plan adoption.

Venue rental, refreshments, childcare, interpretation/translation services, and community-targeted marketing will be at the discretion of our sub-applicant CBO partners. CBO partners and SFMTA will collaborate to determine where these events will be hosted in communities to ensure that they take place in welcoming, easily accessible spaces.

Participants will be surveyed following outreach events to gather demographic information, to gauge their satisfaction/trust with the process to date, their willingness to continue participating, and how we can better reach/reflect hard-to-reach or vulnerable residents in their community.



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Key Messages

ACP General Messages

- The Active Communities Plan is a community-driven, citywide planning process to foster broader acceptance and adoption of all forms of active transportation that can legally use the bike network.
- The Active Communities Plan will create an updated citywide active transportation plan for the City of San Francisco, including a new active transportation network, parking and support facility projects, new programmatic investments, new policy recommendations, and new guidelines for all devices that can legally use the bike network.
- The Active Communities Plan, in addition to being a new active transportation plan, prioritizes deep engagement in Equity Priority Communities that have sometimes had a contentious relationship with the SFMTA over bike network and other projects.
- The SFMTA acknowledges the historical harms and lack of investment that have fallen on the communities being prioritized in the Active Communities Plan and seeks to use this plan development process to repair past neglect and abuse, build trust, and uplift the community.
- The Active Communities Plan will provide information and education around the benefits of active mobility and empower residents to advocate for these benefits for their own communities.
- The Active Communities Plan will build community-specific solutions to use personal mobility, furthering equity for San Francisco's most vulnerable residents, maximizing mode-shift away from private vehicles, improving road safety for all users, and reconfirming the city as a leader in active transportation planning and project implementation.
- The Active Communities Plan will engage San Franciscans of all neighborhoods and walks of life to develop solutions and projects that will meaningfully improve the way people get around.

Phase 1 Messages

- The goal of this planning phase is to gather insights from San Franciscans about the current state of active transportation in the city, and to collectively building and document a vision for the future.
- No matter age or bicycling ability, every San Franciscan has a role to play in shaping the future of active transportation
- During Phase 1, we want to meet residents of the city where they are to learn about their transportation needs, concerns, and hopes in the context of their communities.
- Together, we aim to develop a vision for active transportation that works for the whole city, while also responding to specific priority neighborhood needs.
- The ACP will be developing through a collaborative, community-driven process. During Phase 1, we want to hear from San Franciscans about how they want to participate in shaping the active transportation network, and create opportunities for engagement that encourage comprehensive, diverse input.
- Input and feedback received through Phase 1 of the Active Communities Plan will shape the specific project/policy proposals and network developed as part of Phase 2. Crucially, Phase 1 will inform the project team and the city about the current state of active transportation in San Francisco, and what residents want and need to shift to more active modes of travel.



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Equity Priority Community Messages

- We recognize that your communities face numerous challenges. Our aim for this plan is to develop an approach to active transportation programs and design that eases concerns about transportation and gives people more safe options for getting around.
- Our goal is to make sure we're meeting people where they are. We want to learn how people want to be engaged in this planning process, in addition to what they want to see in the plan.
- Through this plan, our goal is to hear from as many people as possible and develop a plan that reflects and responds to community needs.
- There will be many opportunities to make your voice heard and participate in plan development throughout this process.
- This is a chance to get creative and broad with how we think about active transportation, and how we move forward. We welcome your ideas across all areas—from bikeshare, to street design, enforcement, and education.
- We recognize that there have been a lot of changes in transportation options recently—scooters and other wheeled mobility devices are becoming more common and bringing their own set of challenges and opportunities. Through this plan, we can work together to identify solutions and policies around these new devices that work for communities.
- While this plan is about active transportation, we know that how you get around overlaps with every aspect of your lives. We hope to have open, honest dialogues about the complete range of challenges and joys in your community so we work together on a plan that reflects them.

Frequently Asked Questions

Why bikes? Why not other modes?

The Active Communities Plan is inclusive of all devices that can legally use the bike network. Scooters, e-bikes, wheelchairs, and personal mobility devices are all considered as part of this plan. Focusing on the whole range of active mobility options is essential to ensure San Franciscans have options to get around in the way that feels most conformable to them. The ACP, however, is not a pedestrian-focused plan: it relates to mobility via devices that can use the bike network. Pedestrian safety is prioritized through SFMTA's Vision Zero work and programs like Vision Zero Quick-Builds.

Why are you doing this now?

It's been over a decade since San Francisco last updated its citywide bike master plan, so a refresh is well overdue to respond to changing conditions, and plan for the future. In the 14 years since the last bike plan was adopted, Vision Zero and Climate Action have become more urgent priorities, so the time is right to develop a plan that encourages mode shift to more low-carbon options and keeps people safe on our streets.

Why are we doing a plan instead of solving problems right now?

The SFMTA has several ongoing programs—from Quick-Builds, to Slow Streets, to Vision Zero—that are currently bringing safety improvements to our streets. The ACP process acknowledges that many communities and residents have been left out of previous planning efforts, and with this plan, we want to ensure that community voices are reflected in how we move forward.

What is the purpose of the Active Communities Plan?

The Active Communities Plan is an effort to plan for the future of Active Transportation in San Francisco in a way that is equitable, expansive, and responsive to community needs. The ACP will create an active



SFMTA

San Francisco Active Communities Plan



mobility vision for San Francisco by developing a plan for near- and long-term active mobility infrastructure and policy improvements identified by and for the community. This Plan will enable the city to map out and prioritize future improvements and transformations to city streets to make them more welcoming to all forms of active transportation. Every San Franciscan has a role to play in shaping the future of active transportation in the city—and this comprehensive and inclusive planning process ensures that they will be able to.

What is the schedule for the Active Communities Plan?

Public outreach for the Active Communities Plan will begin in Winter 2022. Phase 1 will extend through Spring 2023, and Phase 2 will span Spring 2023 through late Fall 2023. The ACP will be finalized by Spring 2024.

What are the components of the Active Communities Plan? How much input will the public have in shaping these components?

Broadly, the Active Communities Plan will create a comprehensive vision for active mobility in San Francisco. The plan will include the following: A goals and vision statement; a draft bikeway network; a plan for parking and support facilities; policy and programmatic recommendations; an implementation, cost, and funding plan; and personal mobility device guidelines.

For each of these components, the public will—through two phases of public outreach and engagement—contribute to shaping the specifics and how they take shape. During Phase 1, the public will be able to collectively develop the goals and the vision for the plan and the process for developing it. In phase 2, the public will participate in shaping the specific elements of the plan. Feedback from the community will enable the project team to identify opportunities to grow the bikeway network, for example, and the public will also be able to identify needs that could lead to policy or program proposals. While the Active Communities Plan has a defined structure, public input will be the prevailing force for filling it out.

What are the goals (broadly) of the Active Communities Plan?

The primary goal of the Active Communities Plan is to empower San Franciscans to shape the future of active transportation in our city in a way that is equitable and encouraging of mode shift to low-carbon modes of transportation. The Plan will identify current barriers to using active transportation within communities—with a focus on five equity-priority communities—and collectively develop solutions. This planning process comes at a critical time for San Francisco, when our larger city policies demand transformative changes to our streets. Our Vision Zero Action Strategy commits the city to developing a connected, citywide active transportation network by 2024; our Climate Action Plan requires a shift to 80% low-carbon trips by 2030. The Active Communities Plan aligns with these city goals while ensuring community participation in reaching them.