SFMTA Public Outreach Project PAG Presentation



CITY & COUNTY OF SAN FRANCISCO

Office of the Controller City Performance Unit Jessie Rubin | Kyra Sikora | Cody Reneau

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Project Sponsors & Team

- Project Sponsors:
 - Candace Sue Director, Communications & Marketing
 - Tom Maguire Director, Sustainable Streets
 - Ricardo Olea City Traffic Engineer
 - **Deanna Desedas** Manager, Public Outreach & Engagement
- Project Team:

Team Member	SFMTA Division
Tom Folks (Lead)	Sustainable Streets
Jesse Schofield (Lead)	Communications & Marketing
Lolita Sweet	Communications & Marketing
Dovid Coplon	Communications & Marketing
Miriam Sorell	Sustainable Streets
Tracy Minicucci	Sustainable Streets
Alexander Jonlin	Sustainable Streets
Felipe Robles	Sustainable Streets
Charlie Ream	Sustainable Streets
Sandra Padilla	Transit

Why is change needed?

The process for notifying the public about small- to medium-sized street and traffic modification projects can result in frustrations for both the **public** and **SFMTA staff**:

Members of the **public** report that:

- They do not receive clear, explicit notice about projects
- SFMTA does not adequately explain reasoning behind projects
- SFMTA does not consider or address their complaints

For SFMTA staff, the process can be:

- Unexpectedly contentious when members of the public voice their frustrations about upcoming projects
- Time consuming when staff conduct extra work to ameliorate public concerns late in the process, delaying project implementation

Lean Methodology



Implementation plans

Results

- Standard operation procedure & script for public hearing
- Posting decisions made on all hearing items
- Improvements to notice
- Infographic on process
- Salesforce comment queue
- Auto-response for Sustainable Streets email
- Satisfaction measurement (Textizen and hearing survey)
- Map of agenda items
- Posting Project Manager contacts
- Email decision to those interested

Improvements to notice

New Title



Pursuant to SFMTA Order No. 5890 adopted March 2, 2018, the San Francisco Municipal Transportation Agency will hold a public hearing to solicit public input on the following proposed changes. The hearing will be held as follows:

Date/Time: Friday, March 16, at 10:00 am Room 416 (Hearing Room 4), City Hall, San Francisco (located on Van Ness Avenue between McAllister and Grove Streets)

ESTABLISH - TOW-AWAY, NO STOPPING ANY TIME 9(a).

A. Sloat Boulevard, south side, from 33 feet to 100 feet west of Everglade Drive B. Sloat Boulevard, south side, from Lakeshore Plaza Drive to 20 feet easterly

- Sloat Boulevard, south side, from 95 feet to 115 feet east of Lakeshore Plaza Drive
- D. Sloat Boulevard, north side, from 37th Avenue to 100 feet easterly

ESTABLISH – BUS ZONE Sloat Boulevard, north side, from 65 feet to 145 feet west of 36th Avenue 9(b).

ESTABLISH - YELLOW LOADING ZONE. 6 AM TO 6 PM. MONDAY THROUGH 9(c). SATURDAY Sloat Boulevard, south side om 20 feet to 95 feet east of 1 akeshore Plaza Drive



Items denoted with an asterisk (*) can be approved by the City Traffic Engineer after the public hearing and such approval constitutes the CEA Approval Action under S.F. Administive Code Section 31.04(n). Otherwise, the SFMTA Board will make the final approval at a later date based on the outcome at the public hearing.

California Environmental Quality Act (CEQA) Appeal Rights under Chapter 31 of the San Francisco Administrative Code: For Approval Actions, the Planning Department has issued a CEQA exemption determination or negative declaration, which may be viewed online at http://www.sfcaspx?page=3447. Following approval of the item by the SFMTA City Traffic Engineer, the CEQA determination is subject to appeal within the time frame specified in S.F. Administrative Code Section 31.16, typically within 30 calendar days of the Approval Action. For information on filing a CEQA appeal, contact the Clerk of the Board of Supervisors at City Hall, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco, CA 94102, or call (415) 554-5184. Under CEQA, in a later court challenge, a litigant may be limited to raising only those issues previously raised at a hearing on the project or in written correspondence delivered to the Board of Supervisors or other City board, commission or department at, or prior to, such hearing, or as part of the appeal hearing process on the CEOA decision

A copy of this hearing notice can be obtained at http://www.sfmta.com/calendar. Opinions on these proposed changes may be filed in writing prior to the hearing with SFMTA Transportation Engineering, 1 South Van Ness Avenue, 7* FOor, San Francisco, CA 94103-9417. Writen opinions may also be transmitted by fax to (415) 701-4737 or by email to sustainable.street@sfmta.com with subject line "Public Hearing". Submitted opinions will become part of the official public record and will be brought to the attention of the person(s) conducing the hearing.information on the proposed changes may be before attention of the person(s) conducing the hearing.information addresses or by leighbone at (415) 646-1322.

311: For free interpretation services, please submit your request 48 hours in advance of meeting Para sa libreng serbisyo sa interpretasyon, kailangan mag-request 48 oras bago ang miting. Para servicios de interpretación gratuitos, por favor haga su petición 48 horas antes de la reunión 如果需要免費口語翻譯,請於會議之前48小時提出要求

Proposed Street Changes

Cambios Propuestos en la Calle | 街道收變建議 | Ipinanukalang mga Pagbabago sa Kalye



Sloat between Everglade and Sunset – Red Zones and Yellow Zones

This project would improve safety along Sloat Boulevard by providing clear visibility at intersections and driveways. It would also improve transit capacity and provide additional commercial loading space adjacent to the Lakeshore Shopping Plaza. The proposal would impact 18 parking spaces along four blocks of the Sloat Boulevard corridor.



Establish - Tow-Away No Stopping Any Time

Sloat Boulevard, south side, from 33 feet to 1 Sloat Boulevard, south side, from Lakeshore P za Drive to 20 feet easterly Sloat Boulevard, south side, from 95 feet to 1 feet east of Lakeshore Plaza Drive Sloat Boulevard, north side, from 37th Avent

feet west of Everglade Drive to 100 feet easterly

Establish – Bus Zone

Sloat Boulever rouge, from 65 feet to 145 feet west of 36th Avenue

Establish – Yellow Commercial Loading Zone, 6 AM to 6 PM, Monday through Saturday Sloat Boulevard, south side, from 20 feet to 95 feet east of Lakeshore Plaza Drive*

Project Contact: Alex Jonlin, Alexander.Jonlin@sfmta.com

If you would like to comment on this proposed change, you may attend an SFMTA Public Hearing or file your comments in writing before the hearing:

- Email: Mail:
- sustainable.streets@sfmta.com with subject line "Public Hearing"
 - Public Hearing, Sustainable Streets Division One South Van Ness Avenue, 7th Floor, San Francisco, CA 94103-5417
 - Public Hearing: Friday, March 16, 2018, at 10:00 AM Room 416 (Hearing Room 4) City Hall, San Francisco

To obtain a copy of this notice or learn more, visit SFMTA.com/engineering

415.646.4270: For free interpretation services, please submit your request 48 hours in advance of meeting./ 如果需要免費口語翻譯,請於會議之前48小時提出要求。/ Para servicios de interpretación gratuitos, por favor haga su petición 48 horas antes de la reunión. / Para sa libreng serbisyo sa interpretasyon, kailangan mag-request 48 oras bago ang miting.

All comments will be reviewed by project staff and the hearing facilitator and will be entered into the public record. Comments will be considered when a determination is made whether to implement the change. After the hearing, proposals with an asterisk (*) can be approved by the City Traffic Engineer. Otherwise, the SFMTA Board of Directors will make the final approval at a later date based on the outcome of the public hearing. Final SFMTA Decisions, whether made by the City Traffic Engineer or the SFMTA Board, can be reviewed by the Board of Supervisors. Information about the review process can be found at: [link to BOS website]

erns with an asterisk are CEOA Approval Actions for which the Planning Department has issued a CEOA exemption etermination or negative declaration, which may be viewed online at http://www.sf.planning.org/ccga-exemptions map. nformation on filing a CEOA appeal, contact the Clerk of the Board of Supervisors at City Hall, 1 Dr. Carlton B. Goodlett Place, the CEQA decision

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Highlight location and change

Clear next steps

Reduce legalese

Infographic on process

How does a proposed street change get approved?



Map of agenda items



Next steps

- Monitoring metrics
- Action plan
 - (27 projects, 66 steps; 15 key people)
- Track metrics and implementation
 - (Monthly check-ins between project sponsors and team leads)



Thank you, and thanks to the project team! Any questions?

You can reach us at:

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