



Better Market Street

Memorandum

Date: November 22, 2013
To: Existing and prospective Community Advisory Committee Members
From: Simon Bertrang – Project Manager, Department of Public Works
Subject: Better Market Street Community Advisory Committee

SUMMARY

The City and County of San Francisco is seeking additional participants for the Better Market Street (BMS) Community Advisory Committee (CAC). The purpose of this CAC is to provide input to the multi-agency Better Market Street project team by providing perspectives from the surrounding community and across the City and to share project information with varied interest groups which CAC members represent.

As the BMS project advances over the next few years, the project team will conduct a wide variety of community outreach efforts. One means to achieving this effort is to create a CAC that can be a channel for both project information and community input. The BMS CAC ensures broad participation and community feedback for the project and will provide an opportunity for discussion of multiple issues, goals, and concerns as the project progresses.

The CAC will consist of representatives from a comprehensive and diverse cross-section of residents, businesses, advocacy groups, and non-profit organizations who will meet regularly to discuss issues related to the BMS project. During conceptual design, the BMS CAC functioned as an effective means of communication between local residents, business owners and community representatives and the project team.

Going forward, the BMS CAC will:

- Represent interest groups from throughout the City and County of San Francisco, with an emphasis on constituencies working and living within the project area.
- Hold regular meetings.
- Hear project presentations on the approach, content and data at appropriate times.
- Allow comments and points of view of participants to be heard and recorded.
- Ensure that the project team is aware of community priorities.
- Provide a channel to disseminate project information to the community and for the project team to receive feedback from the community.



- Hear updates and provide advice about our City partners' complementary projects on Market Street.

A CAC is a forum for hearing people's ideas. It is a place where agencies present goals and proposed programs. It provides a continuing forum for engaging people directly into the process. In San Francisco, special efforts have been made to include representatives of the disabled community and minorities, including people who speak languages other than English.

A CAC molds participants into a working group. It is democratic and representative of opposing points of view, with equal status for each participant in presenting and deliberating views. It is a forum to help identify varying points of views. It is a forum where people can learn more about technical issues about a specific project. It provides an overview of the coordinated process and project milestones among participating agencies. This forum also allows the opportunity for members to request assistance, gain more clarity, and seek answers to questions.

BACKGROUND

For over a century, Market Street has been a central feature in San Francisco's evolution, the heart of San Francisco, connecting water to hills, downtown businesses to neighborhoods, and cultural facilities to places of recreation. Market Street is San Francisco and the region's most important transit corridor due to the design of the street network and historic land use patterns which have served to funnel transit to Market Street. More recently Market Street has grown into the busiest bike street west of the Mississippi and with over 250,000 pedestrians walking the sidewalks every day, it is the City's premier pedestrian thoroughfare.

Today Market Street is in the midst of unprecedented change due to intensive development of new residential and mixed-use projects on Market Street and in SOMA and to connections to the new Transbay Transit Center, the Central Subway, the Van Ness and Geary BRT lines and the implementation of the City's Transit Effectiveness Project (TEP). Multiple city agencies are working in collaboration to facilitate, coordinate and direct this transformation.

The goal of the BMS project is to revitalize Market Street from Octavia Boulevard to the Embarcadero and reestablish the street as the premier cultural, civic, transportation and economic center of San Francisco and the Bay Area. The design aims to achieve simplicity of place and movement through specific actions pertaining to placemaking and transportation. The BMS project concluded the conceptual design phase and is entering environmental review at the beginning of 2014. The project will continue its aim of engaging City agencies and key stakeholders with the goal of reaching a broad consensus on what improvements will best contribute to the success of the street over the long term.

APPLICATION

Applicants must be available to attend BMS CAC meetings for up to three years on a quarterly basis. Quarterly meetings will be approximately 1 ½ hours long and will be held in the evening.

Applicants will represent constituents with the following interests: Market and Mission streets residents, businesses and property owners; tourism; seniors; affordable housing; homeless/low-income; artists; transit, pedestrian and cyclists; and urban design, environmental and universal design specialists.

The BMS team will publicize the request for applicants for the BMS CAC via publications, email blasts, Board of Supervisors listings, agency websites, social media and other means. The BMS team will solicit feedback from the existing BMS CAC to help in the formation of the revitalized CAC. Active members of the BMS CAC are encouraged to continue as members. They will be asked to update their information via an application form.

The application schedule is outlined below.

Schedule for the formation of the BMS Community Advisory Committee

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| September 30, 2013 | <ul style="list-style-type: none">• Discuss expansion of CAC with BMS CAC members at CAC meeting |
| December 1, 2013 | <ul style="list-style-type: none">• Call for applications |
| January 22, 2014 | <ul style="list-style-type: none">• New deadline for applications |
| January 31, 2014 | <ul style="list-style-type: none">• Notification of selection |
| March 31, 2014 | <ul style="list-style-type: none">• Next meeting of the BMS CAC |

Bolded items above are revised as of 1/8/2014

For more information, please contact Simon Bertrang, Better Market Street Project Manager, at (415) 558-4045 or Simon.Bertrang@sfdpw.org.