

Improving public outreach for small- to medium-sized traffic and street modifications

June 2018

A partnership between the City Performance Lean Team and the San Francisco Municipal Transportation Agency

PROBLEM

The SFMTA notifies the public about proposed street and traffic modifications by posting notices in San Francisco neighborhoods and holding public hearings on proposed changes. Members of the public report that notification can be inadequate and that SFMTA can appear to make decisions regardless of the public input received. Occasionally, public hearings can be unexpectedly contentious and delay project execution.



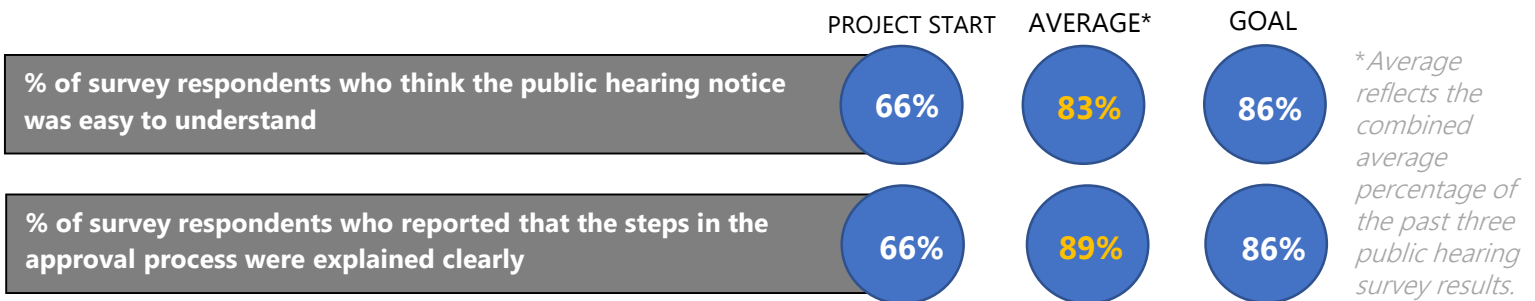
Members of the SFMTA Communications & Marketing, Sustainable Streets, and Transit divisions convened to address issues with the public outreach process for small- to medium-sized projects.

From February to June 2018, staff from several SFMTA divisions worked together to develop and implement improvements to the public notification and hearing process. Their efforts included:

- Developing a new public notice that includes a map of the affected project area, project manager contact information, and a description of why SFMTA is proposing the change (see example on page 2)
- Constructing a standard script for public hearings to explain the hearing and project approval process to the public
- Devising a way to email decisions about projects to interested members of the public
- Establishing a survey to measure public satisfaction with the public notification and hearing process

RESULTS

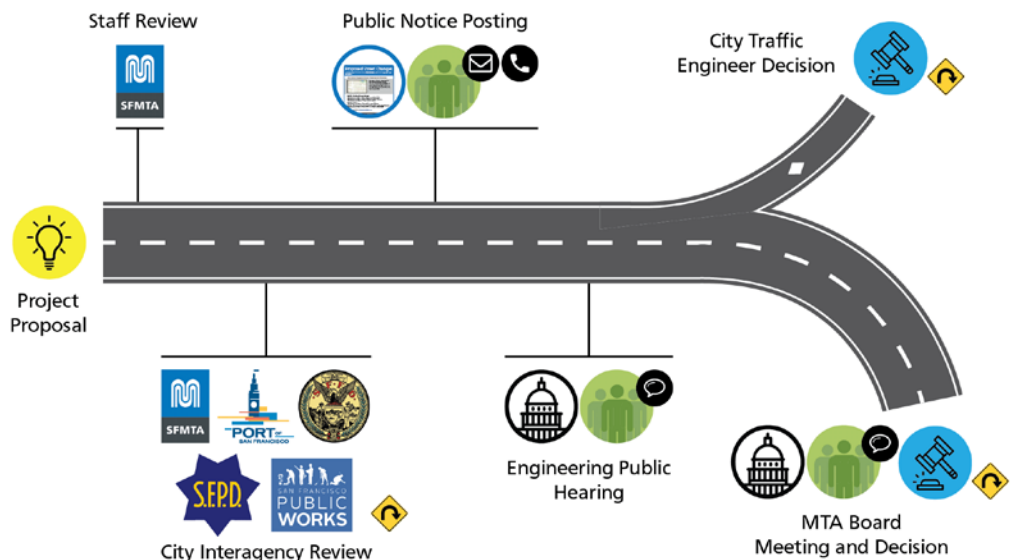
As a result of their improvement work, the team saw increases in public satisfaction with the public hearing and notice:



SOLUTION #1: CLARIFIED DECISION-MAKING PROCESS & STANDARDIZED PROCEDURES

The project team made proposed street changes easier for the public to understand by:

- Developing a standard script to be used at public hearings to explain hearing and project approval process to attendees
- Posting decisions about the next steps for each project on SFMTA website
- Creating infographics to inform the public about how a proposed change is approved and who makes the decision (example pictured on right)



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SOLUTION #2: AN IMPROVED PUBLIC NOTICE

The team also discovered that part of the problem was the notice itself. The notice did not serve its intended purpose of clearly informing the reader of the proposed change and what actions the reader could take to give input. The team created a new SFMTA notice for proposed street changes (pictured right). This new and improved notice started appearing in San Francisco neighborhoods in June 2018.

Old Notice

PUBLIC HEARING
FOR PROPOSED PARKING & TRAFFIC CHANGES

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
Location: Room 416 (Hearing Room 4), City Hall, San Francisco (located on Van Ness Avenue between McAllister and Grove Streets)

- 9(a). **ESTABLISH - TOW-AWAY, NO STOPPING ANY TIME**
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
C. 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
- 9(b). **ESTABLISH - BUS ZONE**
Sloat Boulevard, north side, from 65 feet to 145 feet west of 36th Avenue
- 9(c). **ESTABLISH - YELLOW 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 *
- 10(a). **ESTABLISH - GENERAL METERED PARKING, 4 HOUR TIME LIMIT, 9 AM TO 6 PM, MONDAY THROUGH SATURDAY**
Waller Street, south side, from 3 feet to 170.5 feet west of Octavia (converts approx. six residential permit parking spaces into six metered spaces)
- 10(b). **ESTABLISH - BLUE ZONE**
Waller Street, south side, from approx. 41 feet to 63 feet west of Octavia Street (converts approximately one residential permit parking space into one 22' blue zone; final location of blue zone pending curb ramp placement)
11. **ESTABLISH - TRAFFIC SIGNAL**
18th Street and Minnesota Street Intersection

Items denoted with an asterisk (*) can be approved by the City Traffic Engineer after the public hearing and such approval constitutes the CEQA Approval Action under S.F. Administrative Code Section 31.04(f). 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.sf-planning.org/index.aspx?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 CEQA 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, 7th Floor, San Francisco, CA 94103-5417. Written opinions may also be transmitted by fax to (415) 701-4737 or by email to sustainable.streets@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) conducting the hearing. Information on the proposed changes may be obtained from SFMTA Transportation Engineering at the above-referenced addresses or by telephone at (415) 646-2352.

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。

Location & change highlighted

Clear next steps

New Notice

Proposed Street Changes
Cambios Propuestos en la Calle | 街道改變建議 | Ipinanukalang pagbabago sa kalsada

Project Title

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 100 feet west of Everglade Drive
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
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

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

☎ 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 or negative declaration, which may be viewed online at www.sf-planning.org/index.aspx?page=3447, is issued. 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 CEQA decision.

SFMTA.com/Engineering

New title

SOLUTION #3: BUILD SFMTA CAPACITY FOR RECEIVING PUBLIC FEEDBACK

The team is also working on improvements to make it easier for the public to provide input:

- Developing an online portal for submitting feedback on projects
- Developing a survey to measure public satisfaction with the public notification and hearing process
- Possibly developing a map of all small- to medium-sized street modifications

Controller's Office, City Performance
San Francisco Municipal Transportation Agency (Transit, Sustainable Streets, and Communications & Marketing)
For questions about this project, contact: Jessie Rubin (CON) jessie.rubin@sfgov.org or Jesse Schofield (SFMTA) jesse.schofield@sfmta.com

cityperformancelanprogram.weebly.com

