

OUTREACH PLAN

Outreach Goals

- *Build capacity among key stakeholders in the neighborhood, including deeper knowledge of transportation, improved skills used to affect change regarding transportation, and better equipped CBOs to involve themselves with transportation and transit-related issues.
- *Raise awareness of transportation issues among the broader neighborhood.
- *Work towards broad consensus as to what the problems are related to transportation and transit in the neighborhood and what the best solutions to these problems are. The bar for consensus-building should be set high to achieved the highest level of consensus reasonably attainable.
- *Work towards community ownership of study and its results.
- *Develop comprehensive plan for transit improvements in neighborhood that is supported by as much of the community as possible, but especially residents.
- *Document what outreach strategies were most effective and contribute to a model neighborhood transportation planning process.

Community Stakeholders

Variety of ways to break down stakeholders exist, including by race, age, disability, transit use, and income level. Most general break-down used for study:

- Employees/Merchants
- Property Owners
- SRO Residents
- Non-SRO Residents
- Religious/Non-Profit

Within each category, stakeholders break down in different ways within previously mentioned categories. Special care should be taken in study to include previously understudied or underrepresented constituencies, including Latinos, Asians, seniors, families, recent immigrants, and children.

Menu of Outreach Strategies

Listed in order of likely usefulness to study.

- *Existing community meetings
- *Stakeholder interviews, including agencies
- *Walking tours
- *Focus groups
- *Drop-ins, including multilingual drop-ins
- *Public workshops, possibly including open houses
- *Posters for businesses
- *Small meetings
- *Listserves
- *Media
- *Website.
- *Festivals

- *Surveys
- *Cognitive mapping

Outreach Database

THC will maintain an outreach database as the tool for tracking outreach activities and keeping a central record of outreach related information as the study progresses. The purpose of the outreach database is to:

- record contacts between the project team and groups and individuals in the community
- record important stakeholder information (such as the contact person for neighborhood organizations and meeting times and dates)
- enable mailings to a mailing list of interested groups and individuals

The Outreach Database will serve as the most up-to-date summary of outreach activities for team members to keep abreast of the study progress.

Technical Advisory Committee

TAC will consist of 2-4 members of the community, as well as representatives from MTA MUNI Service Planning, MTA Livable Streets, DPT Street Ops, City Greening, Police Dept., DPH Injury Prevention, DPW, and Mayor's Office of Economic Development. Job description includes attending 2-4 meetings, where members will review and comment on project team deliverables for advisory purposes. Tasks will include reviewing existing studies, plans for community outreach and data collection process, data collected for the study, and other information relevant to the study.

Outreach Schedule and Activities

Task 3 – Document Existing Conditions

The purpose of outreach activities in Task 3 is to contribute to the discovery of existing conditions of transportation in neighborhood, including the most important problems and needs in community.

November – *(ALL) Begin by identifying existing conditions and needs
 *TAC MEETING – Get existing data from other agencies

November – January - *(THC, SEACC) Attend existing community meetings and events to raise awareness of the study and request input on community needs and existing conditions (especially meetings of organizations representing minority groups). At community meetings, members of the public will have the opportunity to sign up to participate in a walking tour. The meetings to attend during this period include:

- 1.) Grupo de Paz – Tenderloin-based Latino community group affiliated with St. Boniface Church, meets weekly.
- 2.) La Voz Latina de la Ciudad Central – Tenderloin-based community group with meets bimonthly.
- 3.) Community Benefits District Board – representatives of community to administer CBD funds, meets monthly
- 4.) Tenant’s Associations Coalition- Coalition of tenant associations based in Tenderloin, meets monthly.
- 5.) Alliance for a Better District 6 – Community-based advocacy group for District 6 residents, meets monthly.
- 6.) Tenderloin Futures Collaborative – Meeting for CBOs based in Tenderloin, meets monthly.
- 7.) Central City SRO Collaborative – Tenant representative meeting for leaders at SRO hotels in Tenderloin – meets weekly.
- 8.) Sunday mass at St. Boniface, in three languages throughout day – meets weekly.
- 9.) Tenderloin Merchants Association – meets monthly

*(THC, SEACC) Hold interviews with stakeholder representatives, emphasizing those stakeholder groups not reached in previous studies – in particular, Latino population and Southeast Asian population. The stakeholders selected for interviews are chosen based on their ability to represent their membership or client base. The stakeholder representatives to interview during this period include:

- 1.) Merchants/Employees – Community Benefits District merchant member or other contact (Kathy Bodkin?)
- 2.) Religious – Religious Witness with Homeless People, organizer. St. Boniface, clergy.
- 3.) Non-Profit – -TNDC – employee and tenant
- 4.) SRO Residents – Central City SRO Collaborative, organizer
- 5.) Non-SRO Residents – Tenant’s Association Coalition – representative
- 6.) Property Owners - Community Benefits District members – property owner (unless the Community Benefits District has a representative we can interview, such as a

President, this stakeholder body might be better as a focus group).

- 7.) Latino population – La Voz de la Ciudad Central. Meet with group organizer.
- 8.) Asian population – SEACC representative, e.g., a program manager.
- 9.) Chris Daly’s office – Legislative aide John Avalos
- 10.) Youth –YMCA youth program leader, Bay Area Women’s and Children’s Center youth program leader
- 11.) Seniors – Curry Senior Center, a program manager?
- 12.) Disabled – Curry Senior Center, a program manager?
- 13.) Transit Riders - Coalition for Transit Justice, organizer
- 14.) New immigrants – SEACC/La Voz Latina, organizers

*(N/N, THC, SEAC) Hold 2 to 4 walking tours in different areas and times, with stakeholders from a variety of groups represented at each. Provide translation services. Cameras could be used.

*Focus groups. Focus groups are a way to reach the input of a membership or client base directly rather than through the filter of their representative. We will likely only need focus groups for those stakeholders who don’t have a representative meeting we can attend or a representative we can interview. We will review the coverage we get from the above activities and determine whether focus groups are necessary. Potential focus groups include:

- YMCA Youth Program participants focus group;
- Curry Senior Center clients focus group;
- St. Boniface congregation member focus group;
- Religious Witness member focus group;
- New immigrants focus groups, one in Vietnamese, one in Spanish
- Community Benefits District property owners
- SRO residents focus group
- Tenants focus group

Task 4 – Transportation Goals and Needs Prioritization

Once needs have been discerned, use input from extensive community outreach to prioritize which problems are the most pressing and what the community believes to be the best goals for solving those problems.

January - February - *(ALL) COMMUNITY-WIDE MEETING/WORKSHOP

*(N/N, THC, SEACC) Promote extensively, performing as much outreach as possible to get biggest turnout from broadest array of stakeholders. Outreach strategies should include websites, e-mail lists, flyering, posters in businesses, attending community festivals such as the Lunar New Year, and door-to-door outreach. Existing conditions will be presented at workshop, goals identified, and needs prioritized. Employ members of community to help with outreach.

*(THC) Contact media to promote as well, including:

- print media: Central City Extra, Street Spirit, Bay Area Reporter, SF Weekly, SF Bay Guardian, SF Examiner, SF Chronicle;
- online media, including Beyond Chron, SF Sentinel;
- Ethnic media, including Ming Pao Daily News, Nichi Bei Times, El Tecolote, El Bohemio, El Mensajero.
- listservs, including District 6 email list; Authority public outreach email database;

Task 5 - Projects Development

Develop projects that address needs outlined in previous stage of study and achieve goals prioritized by community. Vet possible projects with community.

–April - May *(N/N, THC, SEACC) Once Nelson/Nygaard develops initial drafts of proposals, outreach will begin to obtain community response to whether study correctly assessed needs and came up with adequate solutions. *(THC, SEACC) Existing community meetings and events will be attended and proposals presented. Every effort will be made to attend May meetings. Community meetings to attend include:

- 1.) La Voz Latina de la Ciudad Central – Tenderloin-based community group, meets bimonthly.
- 2.) Community Benefits District Board – representatives of community to administer CBD funds, meets monthly
- 3.) Tenant’s Associations Coalition- Coalition of tenant associations based in Tenderloin, meets monthly.
- 4.) Alliance for a Better District 6 – Community-based advocacy group for District 6 residents, meets monthly.
- 5.) Tenderloin Futures Collaborative – Meeting for CBOs based in Tenderloin, meets monthly.
- 6.) Central City SRO Collaborative – Tenant representative meeting for leaders at SRO hotels in Tenderloin – meets weekly.
- 7.) Community Leadership Alliance – Community-based advocacy group for District 6 residents, meets monthly

* (THC, SEACC) Walking Tours: Interviews with a wide array of stakeholders will be held during walking tours, which will also be opened up to the community at large. Three walking tours will be held over two

weeks to ensure maximum participation of targeted stakeholders, and the number of total participants will be capped at 10. Outreach will be done to the community to get maximum participation from the most stakeholder groups and public. To publicize the walking tours to the general public, emails and postcards will be sent/mailed to the Outreach Database, including the list-servs and the participants in the February Workshop. Meetings will be held for those unable to attend due to either disability or scheduling conflict. Stakeholders invited will include:

- 1.) Hotel Owners – Hilton hotel representative
- 2.) Religious – Religious Witness with Homeless People organizer
- 3.) School – UC Hastings representative
- 4.) Non-Profit – TNDC employee
- 5.) Asian population – SEACC representative, e.g., a program manager.
- 6.) Latino population – La Voz de la Ciudad Central representative
- 7.) Merchants – Blue Cube owner Terrence Allen
- 8.) CBD – Elaine Zamora
- 9.) Chris Daly’s office – Legislative aide John Avalos
- 10.) YMCA Youth Program representative
- 11.) Curry Senior Center representative.

In addition, the TAC will hold a walking tour on Thursday, March 30 to discuss potential projects.

*(THC, SEACC) Targeted outreach to small merchants. Merchants with a long history in the neighborhood will be specifically targeted. 20-minute interviews would be conducted with three merchants representing the following types of establishments. Merchants will also be invited to join walking tours.

- 1.) Food/Beverage
- 2.) Retail
- 3.) Convenience Store
- 4.) Little Saigon merchant

*(SEACC) Focus group targeted toward the Southeast Asian community

May - *(THC, SEACC) Continue to vet proposals with community through attending existing meetings and holding stakeholder interviews.

*(THC, SEACC) Perform outreach for June community meeting/workshop.

Task 6 – Project Prioritization

Work with community to prioritize projects created by Nelson/Nygaard in order of most desired and agreed-upon.

April - June - *(ALL) COMMUNITY-WIDE MEETING/WORKSHOP

* (THC, SEACC) Promote extensively, performing as much outreach as possible to get biggest turnout from broadest array of stakeholders. Outreach strategies should include websites, e-mail lists, media, posters in businesses, flyering, and door-to-door outreach. Proposals for solutions to community needs will be presented, vetted, and prioritized. Employ members of community to help with outreach.

*(THC) Contact media to promote as well, including:

- print media: Central City Extra, Street Spirit, Bay Area Reporter, SF Weekly, SF Bay Guardian, SF Examiner, SF Chronicle;
- online media, including Beyond Chron, SF Sentinel;
- Ethnic media, including Ming Pao Daily News, Nichi Bei Times, El Tecolote, El Bohemio, El Mensajero.
- listservs, including District 6 email list; Authority public outreach email database;

Task 7 – Develop Implementation and Funding Plan

(ALL) Develop plan to implement projects prioritized by community and ways to fund said projects.

July - *(ALL) 1/2 MEETING TO PRESENT FINAL PLANS – team will hold off on in-depth planning for this until later in the project.