



Chapter 2. Outreach Process

The Tenderloin Housing Clinic (THC) served as the lead outreach consultant to this process. They were assisted by the Southeast Asian Community Center (SEACC) and Asian Neighborhood Design. These organizations were selected through a competitive bidding process because they are well-established and active in the community and provide links to the broad diversity of stakeholders in the Tenderloin and Little Saigon neighborhood.

An array of activities were organized by the outreach consultants to involve the broader Tenderloin and Little Saigon communities in developing and prioritizing transportation improvements that address their top needs. Activities began in Fall, 2005. The complete Outreach Plan is provided as Appendix 1.

Regular community meetings

One of the cornerstones of the study outreach approach was attending regularly scheduled meetings of community organizations. These included:

- La Voz Latina de la Ciudad Central
- The Community Benefits District Board
- Tenant's Associations Coalition
- Alliance for a Better District 6
- Tenderloin Futures Collaborative
- Central City SRO Collaborative
- Community Leadership Alliance

Focus Groups and Stakeholder Interviews

A number of focus groups and stakeholder interviews were held. These included:

- Curry Senior Center
- YMCA after school program
- Transportation for a Livable City

Walking Tours

The THC and SEACC, along with the Authority, hosted three separate Walking Tours with a wide array of stakeholders including participants invited from the community at large. Three walking tours were held over a two-week period

These Tours were held in addition to the TAC walking tour. The purpose of the Tours was to visit key problem and opportunity sites in the neighborhood, and discuss and envision potential improvements. Each participant was given a disposable camera to

shoot pictures of problem areas or opportunities. Below are some of the hundreds of photos that were taken:

Figures 2.1 and 2.2 – Walking Tour



Merchant Interviews

THC organized targeted outreach to small merchants. Merchants with a long history in the neighborhood were specifically targeted. 20-minute interviews were conducted with three merchants representing food, retail, and convenience store businesses.

Multilingual Surveys

The Authority developed a survey to obtain community feedback on potential projects. These surveys were distributed by the Tenderloin Housing Clinic and the Authority at community meetings; the walking tours; at the June community meetings; and directly by SEACC (in Vietnamese) and the THC to their organizations' clients. Over 100 surveys were completed.

Community-Wide Workshops

Two community-wide workshops were held at key points in the study: after the initial assessment of existing conditions and needs; and after the development of potential improvements.

The first workshop was held after the study team completed technical analysis as well as outreach activities to understand transportation existing conditions and needs in the neighborhood. The purpose of this workshop was to confirm the study team's understanding of the community's transportation concerns, share technical analysis of transportation conditions in the neighborhood and work with the community to prioritize needs and issues and emerge with the highest priority concerns.

The second workshop was held after the study team hosted walking tours and developed transportation improvement concepts. The purpose of the workshop was to present a technical evaluation of the potential benefits and impacts of the array of proposed improvements, and work with the community to prioritize improvements.

THC publicized both workshops to a broad array of stakeholders, including residents, merchants, and community leaders. Publicizing strategies included announcement on the Authority’s website, e-mail lists distribution, placing notices in local media, posters in businesses, flyers in apartments and other buildings, and door-to-door outreach. The media contacted to promote the community workshop included:

- Print: Central City Extra, Street Spirit, Bay Area Reporter, SF Weekly, SF Bay Guardian, SF Examiner, SF Chronicle;
- Online: Beyond Chron, SF Sentinel;
- Ethnic media: Ming Pao Daily News, Nichi Bei Times, El Tecolote, El Bohemio, El Mensajero;
- Email listservs: District 6 email list

Figures 2.3, 2.4 and 2.5 – Needs and Existing Conditions Workshop

