

VAN NESS

IMPROVEMENT PROJECT



*Citizens Advisory Committee
San Francisco County Transportation Authority*

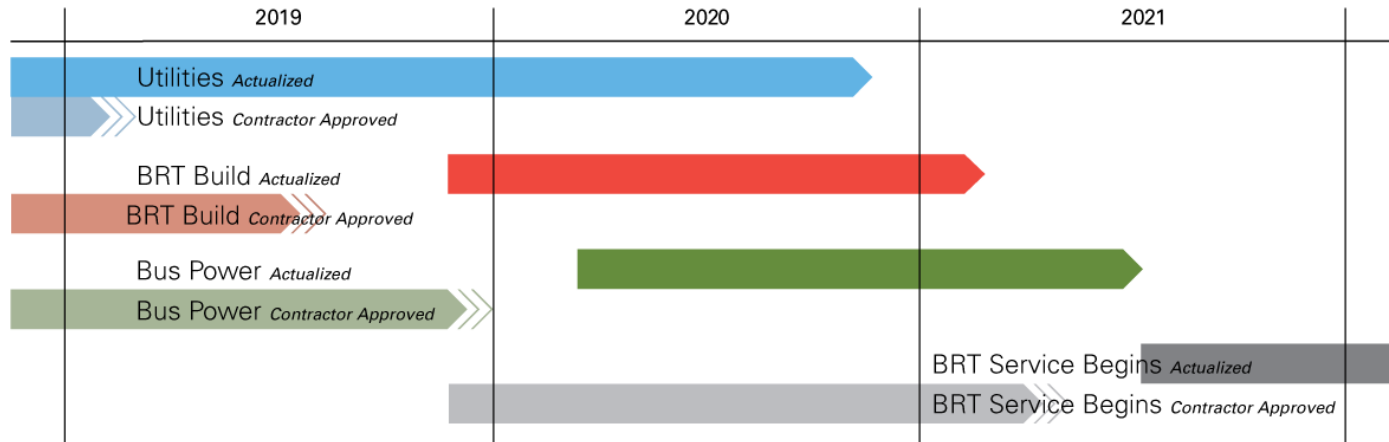
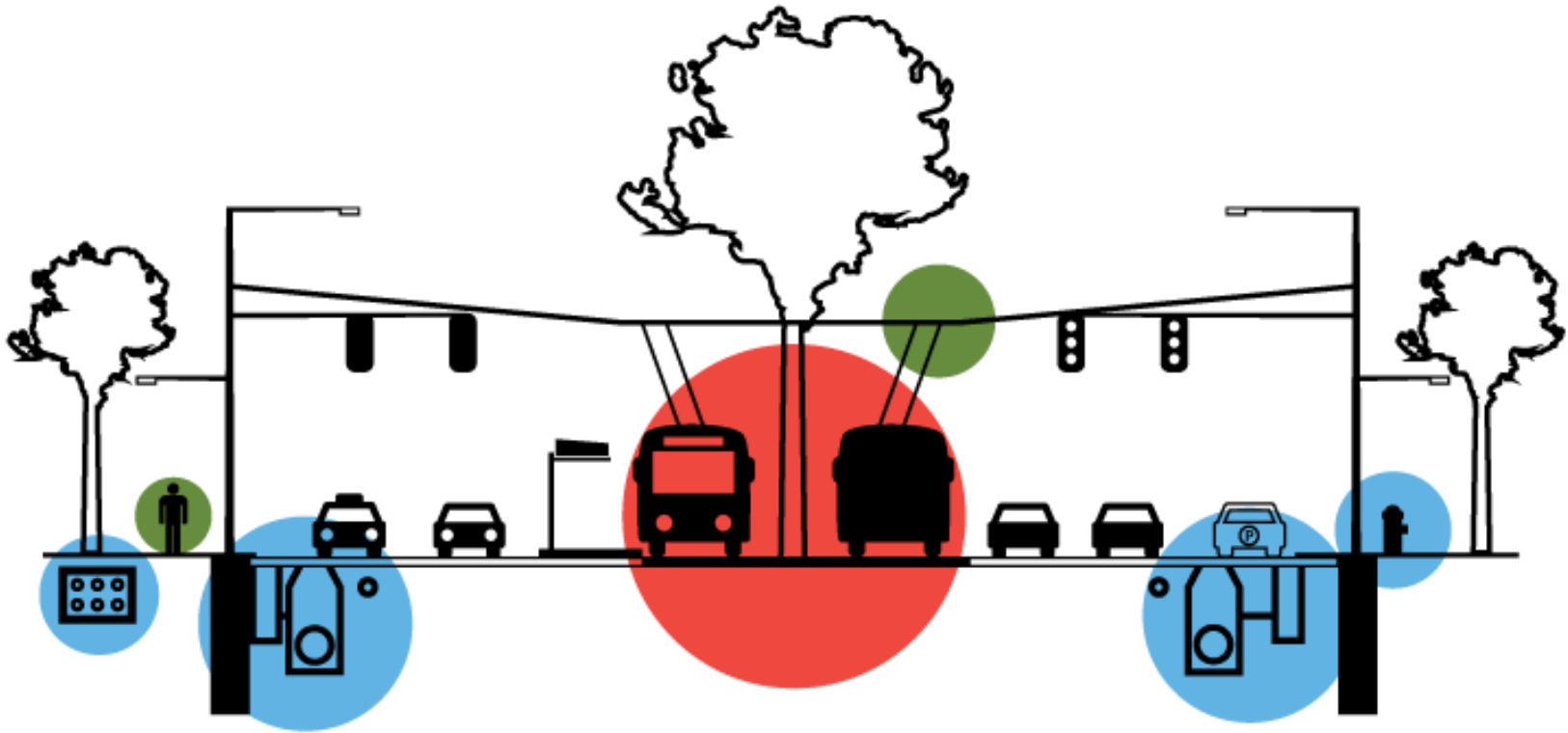


Construction Status

- Construction is approximately at 33% completion
- OCS duct bank/joint trench - underway
- Addressing unforeseen utility conflicts with PG&E and AT&T
- Sewer installation
 - Submittals and RFI review is ongoing
 - Potholing to identify utility conflicts with sewer alignment
 - Updated utility composite map in progress
 - Sewer trenching underway
- ADA sidewalk installation
- Temporary bus stop installation
- Traffic Control Plans – Ongoing
- OCS pole foundations



Schedule Update



Outreach

Ongoing outreach metrics

- Email (2,727) and text (330)
 - Weekly forecast
 - Quarterly digital newsletter
 - Meet the Expert invites
 - Project notices
- Mailings (30k+)
 - Semiannual print newsletters
 - Project notices
- Public Officials' brief (300+, monthly)
- Meetings
 - Van Ness BAC (13 members; monthly)
 - Van Ness BRT CAC (15 members; monthly)
- Meet the Expert events (limited by space, typically up to 20; monthly)

Business Support – Car Card Campaign

- Quarterly car card campaign begins Summer 2019
- Car cards installed on the interior of Muni buses promote visiting Van Ness businesses
- Annual campaign value is \$76,500.00
- Car cards are viewed by 700,000 daily riders

VAN NESS IMPROVEMENT PROJECT

Support local businesses during construction

Visit Van Ness. Show your **PRIDE**

311 Free language assistance / 免費語音協助 / Ayuda gratis con el idioma / Бесплатная помощь переводчиков /
Trợ giúp Thông dịch Miễn phí / Assistance linguistique gratuite / 無料の言語支援 / 무료 언어 지원 /
Libreng tulong para sa wikang Tagalog / การช่วยเหลือทางด้านการสื่อสารโดยไม่เสียค่าใช้จ่าย / خط المساعدة المجاني على الرقم

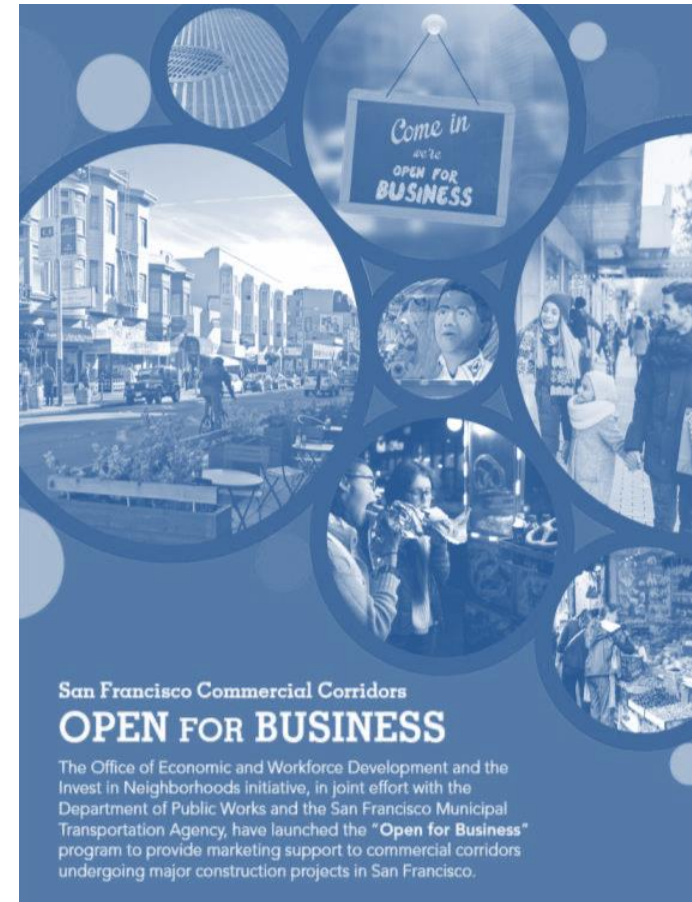
SFMTA.com/VanNess

Construction Mitigation Program

Office of Economic and Workforce Development - Support

The **Open for Business Program** reminds residents and visitors that commercial corridors are Open for Business during moderate-impact and major-impact public construction:

- Focused on direct marketing support to neighborhoods
- Program has established templates that facilitate focused and customized:
 - Marketing materials
 - Advertising
 - Wayfinding
 - Social Media
 - Workshops
 - Event planning



Construction Mitigation Program

Office of Economic and Workforce Development - Support

OEWD also provides **Technical Assistance and Business action Plan Support** key elements include:

- Paired with small business advisor
- Develop an Action Plan
- Evaluation and on-going support

Action Plans may include:

- Business Plan Development
- Individualized Marketing and PR support
- Ideas for minor improvements, technology and equipment upgrades

OEWD also provides business education on various other programs available to small businesses such as its

Small Business Revolving Loan Fund.



OEWD Storefront Inventory of Van Ness Corridor

- Van Ness Avenue from Market Street to Bay Street – 30 blocks
- Total Storefronts: 195
- 1st Round of outreach was completed to approximately 126 businesses (80%) of businesses.
- Outreach efforts are ongoing.

Thank you



VAN NESS

IMPROVEMENT
PROJECT

SFMTA.com/VanNess

