



SFMTA

South of Market Youth & Family Special Use District Public Realm Community Engagement

Community Engagement for Public Realm designs of Folsom and Howard Streetscape Project

San Francisco County Transportation Authority

October 8, 2019



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This project was made possible by a Proposition K Sales Tax allocation through the Neighborhood Transportation Improvement Program (NTIP), by the San Francisco County Transportation Authority, as recommended by former Commissioner Jane Kim.



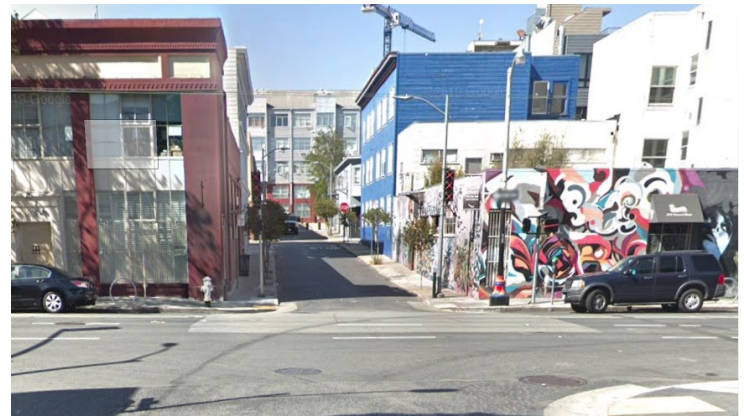
San Francisco
County Transportation
Authority

- Fehr & Peers
- South Of Market Community Action Network (SOMCAN)
- WalkSF “Street Safety Explorers” Program.

Background

The **SOMAYouth and Family Special Use District (SUD)** and the **Filipino Cultural Heritage District** are central to the local community south of Market Street.

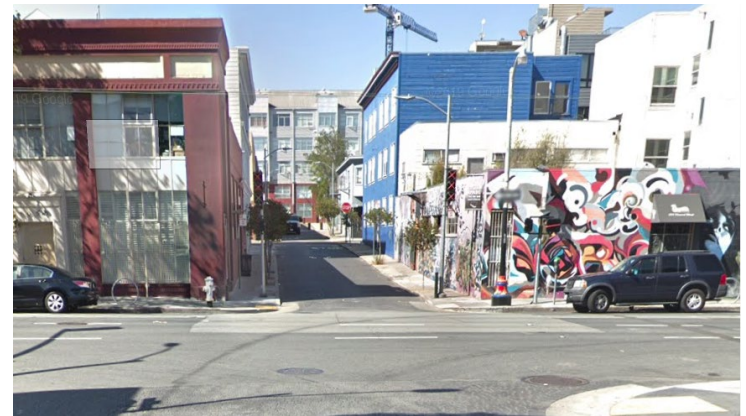
The rich cultural fabric of the Filipino-American community must be preserved and enhanced to reflect the culture of the area.



Background

The community engagement conducted by SOMCAN will inform the construction of the Folsom-Howard Streetscape Project, providing recommendations for the enrichment of public spaces.

The “Street Safety Explorers” education conducted at Bessie Carmichael Elementary School by WalkSF further ties the function and place-making opportunities in the Youth and Family SUD and Filipino Cultural District.



The Project Team

Collaborating with SFMTA Livable Streets and Public Works are:

The South of Market Community Action Network (SOMCAN) is a multi-racial, community-based organization, serving low-income immigrant youth and families in SOMA since 2000. SOMCAN organizes, supports and informs the SOMA community through leadership development, advocacy, direct services, and referrals.

WalkSF, established in 2000, is the citywide pedestrian advocacy organization for San Francisco.

Fehr & Peers is a highly respected and longstanding city partner in transportation projects, transportation planning and community outreach.

Project Budget

Group	Budget
SOMCAN Community Engagement	\$38,000
WalkSFBessie Carmichael Education and Engagement	\$10,000
Total NTIP Budget	\$48,000



Task 3: Introductory Community Group Meetings – SOMCAN

SOMCAN developed and conducted a community group presentations within the Youth and Family SUD in June 2018.

There were 66 participants.



Task 4: Bessie Carmichael School Parent-Teacher Engagement

Bessie Carmichael student and parent involvement



Task 6: SOMAPilipinas, Filipino Cultural Heritage District Community Design Charrette

SOMCAN held a Design Charrette on August 15, 2018.

85 members of the local community attended, ranging in age from teenagers to seniors.



Task 7: Street Safety Explorers and Street Safety Trainings

WalkSF worked with Tenderloin Safe Passage to develop *Walking School Buses* for Bessie Carmichael students and families.

Tenderloin Safe Passage led two street safety trainings to Bessie Carmichael Beacon Staff and the 12 member staff of the SOMA Youth Collaborative.

Let's Walk Together



Sama-sama tayong maglakad

Caminemos Juntos

هيا نسير سوياً

让我们一起步行

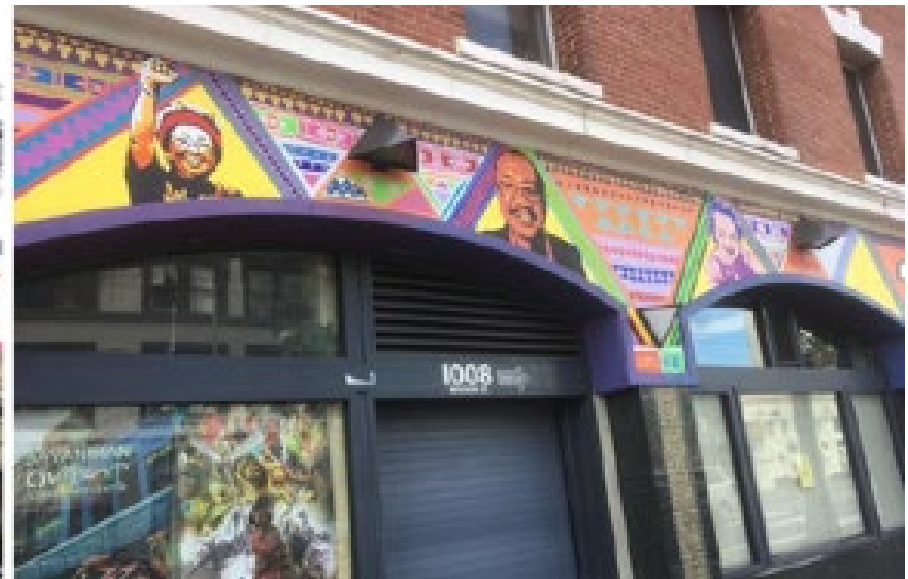


Community Public Realm Recommendations

Public Works will use input from this effort to inform the design and construction of culturally appropriate spaces within the public realm that reflect the local Filipino Community and the culture of family life in SOMA.

Some recommendations include:

- Murals and art, featuring Filipino Icons and cultural motifs



More Community Recommendations

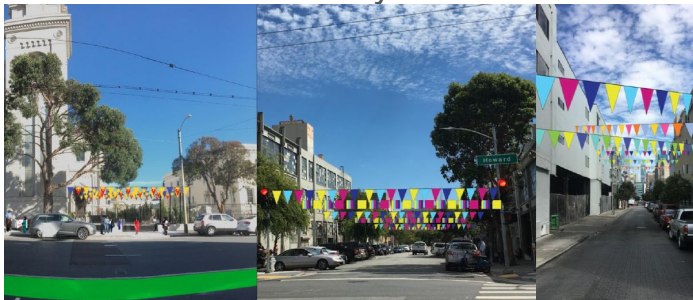
Iconic images used in functional daily life



Wrapping Utility Boxes



Banners and Gateways



Banig pattern Crosswalks



Manila-style Jitneys!

Acknowledgements

This work would not have been possible without the following people. We would like to thank them for their work on the project.

- Former Commissioner Jane Kim,
- Commissioner Matt Haney,
- The Commission and staff of the San Francisco County Transportation Authority,
- SOMCAN leads Angelica Cabande and Lian Ladia, and their staff,
- WalkSF Staff, (former and current staff) Cathy DeLuca, Josie Ahrens, Natasha Opfell, and Vernon Haney.
- Thanks also to Fehr & Peers' Andy Kozinski
- Sincere appreciation to Public Works' Kelli Rudnick, Fiona Cundy, and Jennifer Brooks, and to Paul Stanis, Folsom-Howard Street Project (SFMTA Livable Streets).