



**Geary Fillmore Underpass Community Planning Study  
Community Council Application  
Due: Monday, May 19, 2025 by 5:00 PM**

**BACKGROUND**

The Geary-Fillmore Underpass Community Planning Study will address past harms resulting from the widening of Geary Boulevard into an expressway and the associated impacts that led to displacement. Through a community-driven process, we will develop alternative solutions and recommend transportation and land use concepts that reconnect the Japantown and Fillmore/Western Addition neighborhoods to create a high-quality, multimodal transportation-oriented area. For an overview of the project, please visit:

<https://www.sfcta.org/projects/geary-fillmore-underpass>

Starting in the late 1940s, local agencies identified San Francisco's Fillmore/Western Addition as the site of one of the early federally funded urban renewal projects in the nation. Through the early 1960s, vast swaths of the Japantown/Fillmore area were cleared by the local redevelopment agency for new development. These actions displaced thousands of established residents and many businesses, destroyed hundreds of structures, and negatively impacted the social and economic fabric of the local Black, Jewish, and Japanese-American communities.

The study will use a community-driven process to reimagine how to redesign Geary Boulevard to re-connect the Japantown/Fillmore area through transportation improvements and urban design/land use changes. Led by the Transportation Authority, in partnership with the San Francisco Planning Department (SF Planning) and the San Francisco Municipal Transportation Agency (SFMTA), this process would bring together transportation and land-use planning to create more connected and vibrant communities, while also working towards long-term goals to improve neighborhoods, create transit-oriented housing opportunities, and support economic activity and cultural identity in communities that face risks of displacement. The study will focus on an approximate one-mile stretch of Geary Boulevard, between Laguna and Divisadero Streets and the neighborhoods immediately adjacent to this corridor.

The study will result in a comprehensive plan that identifies the following



## **Geary Fillmore Underpass Community Planning Study Community Council Application**

elements:

- A community vision and goals
- A preferred design alternative for the Geary Boulevard Expressway and Fillmore Underpass
- Complementary near- to long-term solutions to address circulation, connectivity, safety, land use opportunities, and transportation and land use priorities along Geary Boulevard
- An implementation framework including costs, agency roles, and a planning-level funding strategy.

### **Project Community Outreach Effort**

Community outreach effort is expected to have three outreach phases, which will be planned and facilitated by the project team, with guidance and support from the Community Council through the meeting series (described below).

- Round 1 will determine community vision, goals, priorities, and challenges/opportunities for the project.
- Round 2 will focus on developing and refining concept designs and associated policies, discussions on benefits and tradeoffs, and understanding community preferences for future land uses.
- Round 3 will bring plan recommendations, costs, and benefits to hear comments that will be documented to guide future phases of work that advance the recommendation into implementation.

Outreach activities may include but is not limited to, in-person and/or virtual meetings, SMS and/or online surveys, design charrettes, community focus groups, community briefings, and pop-up style events at community destinations and events. For each outreach round, stipends and incentives will be available for non-Community Council CBOs in the community and the general public.

### **SCOPE OF WORK FOR COMMUNITY COUNCIL**

The Community Council will have up to twelve (12) members representing the Black, Japanese, and Jewish communities. The purpose of the group and meeting series is to provide input and guidance to the project team on project approach, deliverables, and outreach materials and serve as a liaison with the Japantown and Western Addition/Fillmore throughout the project. The Community Council will meet at key project milestones and support the project team in shaping outreach, gaining community participation and input, and providing feedback on draft and final plan materials.



**Geary Fillmore Underpass Community Planning Study  
Community Council Application**

We anticipate up to eight (8) in-person Community Council meetings spread over an approximately 24-month period, beginning in Spring 2025. Prior to meetings, the Community Council is expected to review relevant materials including the draft existing conditions, community outreach approach, transportation concepts, land use concepts, evaluation methodology, and draft report.

The Community Council will also support the project team in promoting and raising awareness about the project and upcoming community-engagement opportunities. For each round of outreach, Community Council members will have an option to host 1 in-person meeting and 1 virtual meeting within their respective community or communities. This amounts up to 6 meetings throughout the study period. Hosting events will include a range of responsibilities including, but not limited to, securing meeting spaces and logistics, promoting meetings using provided materials, collecting survey responses, translation/interpretation (as needed), and providing written meeting summaries and findings.

## **QUALIFICATION REQUIREMENTS**

Applicants must meet the following three criteria:

- Be a part of an established community-based organization or an individual with an established role that represents members of the ethnic groups that were displaced during the 1950's construction of the Geary Boulevard Underpass (Black, Japanese, and Jewish communities).
- Have experience and demonstrated success working with and positively impacting the Black, Japanese, and/or Jewish communities AND within Japantown and Western Addition/Fillmore neighborhoods.
- Have capacity to participate in up to eight in-person meetings over a 24-month period.

If also proposing to host optional outreach events:

- Have demonstrated success in hosting outreach activities and collecting input from the community.
- Be able to organize and host outreach events, including distributing materials through digital and in-person methods.
- Be able to provide documentation of work for contracting, including staff hours spent, receipts for direct costs, and progress reports using a provided template.

Please note that other opportunities to participate in the study and support the outreach process will be available. If you do not meet these qualifications and



**Geary Fillmore Underpass Community Planning Study  
Community Council Application**

Page 4 of 12

would like to participate, [please sign up here](#) and the project team will reach out to you as we approach the outreach phases of work.

**APPLICATION QUESTIONS**

Please provide responses for Sections A, B, C, and D by using the option, “Fill in Text” tool in Adobe or by using a separate word document with responses to all questions.

**A. ORGANIZATION INFORMATION**

**Organization name:** If an individual applicant, list any organizations or institutions that you are connected with or represent.

**Address:**

**Point of Contact Name:**

**Email:**

**Phone:**

**Website:**

**District:**

**Neighborhood:**

**The organization or individual represents the \_\_\_\_ Community, Select One:**

☐ **Black**

☐ **Japanese**

☐ **Jewish**



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415-522-4800

[info@sfcta.org](mailto:info@sfcta.org)

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## **B. INTEREST and OBJECTIVES - PROFILE - BACKGROUND and QUALIFICATIONS - CULTURAL and ETHNIC EXPERIENCE**

**Interest and Objectives:** Please provide a brief statement on your interest in participating in the Community Council for the Geary Fillmore Underpass Community Planning Study and your objectives. Maximum 500 words.



**Geary Fillmore Underpass Community Planning Study  
Community Council Application**

Page 6 of 12

**Profile:** Please provide a brief description of your organization or the organization you represent, including but not limited to mission, goals, geographic/social focus, number of members, number of staff, and summary of activities or programs in community (please attach a fact sheet or provide a website link). Maximum 1 page.



**Geary Fillmore Underpass Community Planning Study  
Community Council Application**

Page 7 of 12

**Background and Qualifications:** Please provide a brief description of experience and expertise in serving as a community leader on a large-scale project or event. Include your approach to convening, engaging, and promoting participation within your community and how this has proven to be effective in the past. As relevant, highlight any efforts or campaigns in which the organization was involved with transportation and/or land use planning, as well as impacts and accomplishments resulting from your role. Please confirm your availability to perform work between Winter 2025 and Spring 2027. Maximum 1 page.



**Geary Fillmore Underpass Community Planning Study  
Community Council Application**

Page 8 of 12

**Cultural and Ethnic Experience:** Please discuss the experience and expertise in collaborating with the Japanese, Black, and/or Jewish communities in San Francisco and working within the study area of Japantown, Western Addition/Fillmore. In your response, please include how you have improved and strengthened the cultural identity of the community you represent. Maximum 1 Page.





**Geary Fillmore Underpass Community Planning Study  
Community Council Application**

**C. BUDGET**

The Transportation Authority estimates a budget of up to \$35,000 per organization. We recognize that organizations may have different levels of capacity and experience for the work outlined in this application. We are inviting applicants to express their level of interest in hosting public outreach events as part of their participation on the Community Council - this is optional and will not impact the evaluation of your application. Community Council participants will be selected to host outreach events based on responses to questions in section A.

Depending on the final agreed scope of work. Contracts will be deliverable based, and reimbursements will be paid following the completion of each deliverable. Community Council members will be required to submit monthly progress reports and receipts for direct costs.

**C.1 Meeting Attendance**

The Community Council is expected to meet eight (8) times throughout the study period. Meetings may be in person and can be held during business hours or in the evening, and meeting dates and times will be selected based on member availability. Each meeting will provide an opportunity for the project team and members to review key project deliverables and discuss revisions and guidance before bringing materials to the community.

For each meeting, members will be expected to review materials in advance, attend meetings, and provide verbal or written comments. Meeting participation is a requirement of Community Council participation. Each member/organization will have a budget of \$6,000 for the eight-meeting series.

**Can you or a designated member of your organization commit to attending up to eight (8) in-person meetings? Yes\_\_ No\_\_**

**If needed, please provide any additional information about your ability to participate in the meetings.**



**Geary Fillmore Underpass Community Planning Study  
Community Council Application**

**C.2 In-Person Outreach Events**

There will be three (3) rounds of community outreach during the study period. Each Community Council member organization will have the option to host one (1) in-person outreach event per round, for a total of three events during the study period. The project team will provide all meeting materials, present materials, provide as needed meeting technology (e.g. projector, audio equipment), and provide printed materials.

Hosting events will include developing an event plan and run-of-show, securing meeting space, event promotion, meeting notes, as needed interpretation, catering, and paper survey collection. Each event will have a stipend of \$7,000.

**Is your organization interested in hosting up to three (3) in-person outreach events during the study period? This is optional and answers will not impact the selection process. Yes\_\_ No\_\_**

**If needed, please provide any additional information about your interest and/or ability to host in-person events.**

**C.3 Virtual Outreach Events**

There will be three (3) rounds of community outreach during the study period. Each Community Council member/organization will have the option to host one (1) virtual outreach event per round, for a total of three events during the study period. The project team will provide all meeting materials, present materials, and provide as needed meeting technology.

Hosting events will include developing an event plan and run-of-show, event promotion, meeting notes, and as-needed translation/interpretation. Each event will have a stipend of \$3,000.

**Is your organization interested in hosting up to three (3) virtual outreach events during the study period? This is optional and answers will not impact the selection process. Yes\_\_ No\_\_ .**

**If needed, please provide any additional information about your interest and/or ability to host virtual events.**



**Geary Fillmore Underpass Community Planning Study  
Community Council Application**

**D. CONTACT and SIGNATURE**

**Organization Contact**

Organization

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Name, title

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E-mail

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Telephone

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**Signature**

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**Date**

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**References:** Please provide up to 2 references for similar or relevant past work you have performed for or in collaboration with another organization.

Organization

Contacts (name, title)

Telephone

Email

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Organization

Contacts (name, title)

Telephone

Email

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**Geary Fillmore Underpass Community Planning Study  
Community Council Application**

Page 12 of 12

**SUBMISSION:**

Applications must be submitted via email to [Ronald.Leong@sfcta.org](mailto:Ronald.Leong@sfcta.org) by **5:00 PM Monday, May 19, 2025**.

Questions about the application must be submitted by email to [Ronald.Leong@sfcta.org](mailto:Ronald.Leong@sfcta.org) by 2:00 PM, April 21 2025. All submitted questions will be answered by April 29 and released to the distribution list.

Notification of selection will be on Friday, June 9, 2025.