CHAPTER 8.0 PUBLIC PARTICIPATION

8.1 Overview

The Geary corridor’s 6.5 miles feature a very diverse mix of communities from Ocean Beach in the west to the Financial District and South of Market neighborhood in the east. In between, the Geary corridor passes through neighborhoods historically associated with Russian, Japanese, Chinese, Vietnamese, and African-American communities. The Geary corridor also passes through some of the City’s major civic spaces, cultural districts, and business centers.

With such length and diversity, the proposed project is responsible to a large and complex constituency. For over a decade, the San Francisco County Transportation Authority (SFCTA) and San Francisco Municipal Transportation Agency (SFMTA) have conducted a multi-faceted community engagement process regarding the project alternatives. This chapter summarizes the agencies’ efforts to engage the public as well as stakeholder agencies in the development of alternatives, the screening of alternatives, and the environmental review process. This chapter also includes descriptions of public participation during and after the Draft Environmental Impact Statement/Environmental Impact Report (EIS/EIR) public review period, as well as an explanation of planned outreach to follow release of this Final EIS/Record of Decision (ROD).

8.2 Interagency Consultation

Given the complex nature of the proposed project and the need for informed technical input during all phases of project development, as well as to comply with the requirements of both federal and California environmental law, SFCTA conducted early engagement of responsible public agencies on the scope of the environmental review as well as on the feasibility of various alternatives. These efforts are summarized below.

8.2.1 SFCTA and SFMTA Coordination

This section describes SFCTA and SFMTA intra- and inter-agency management and coordination approach and activities for the Geary Bus Rapid Transit (BRT) project, including the roles of the various respective functional divisions and the coordination of their support for the project. The project created multiple channels for communication in order to develop a close partnership between SFCTA and SFMTA toward facilitating the project development and environmental documentation work.

Staff project managers from the SFCTA’s Planning Division and SFMTA’s Sustainable Streets Division-Planning Subdivision (formerly the Strategic Planning and Policy Subdivision) met weekly as a project team to coordinate on project development issues. The weekly meetings, held with the technical consultant team, were opportunities to coordinate project activities such as outreach, analysis, and conceptual design. The meetings were also opportunities to identify issues and
decisions requiring input and approval by other SFMTA Divisions or by SFMTA and SFCTA executive management.

The project team coordinated with staff from other SFCTA Divisions that provided project support, including the SFCTA’s Technology Services, Capital Projects, and Policy and Programming Division, by inviting their participation at the weekly meetings on an as-needed basis.

The project team coordinated with SFMTA staff from other Divisions that are providing project support by arranging meetings with the relevant Division staff contacts on an as-needed basis. At these meetings, the project team raised issues and decisions requiring input and approval by the respective Division, including Transit (Operations Support), Sustainable Streets (Transportation Engineering, Planning, Livable Streets), Capital Programs and Construction (Project Management, Engineering), and Funding and Information Technology (Capital Financial Planning and Analysis). The decision processes involved written confirmation with the Division manager. Key decisions involving other SFMTA Divisions were also coordinated via SFCTA/SFMTA deputy-level management meetings.

The project team organized periodic deputy-management-level meetings between SFCTA and SFMTA to provide progress updates and build consensus on key decisions. Relevant deputies from SFMTA’s Capital Programs and Construction, Transit, and Sustainable Streets Divisions participated. From the SFCTA side, deputies from the Planning and Capital Projects Divisions participated. The meetings were opportunities to build consensus on project design details and needed project development activities.

8.2.2 External Local Agency

The project team coordinated with other local agencies both on an individual basis, through an inter-agency Technical Advisory Committee, and at the City’s regular Directors Working Group meetings, comprised of directors from various City departments. Other departments with which the project team coordinated most closely includes:

- San Francisco Public Works, including the Infrastructure Design and Construction Division, the Bureau of Urban Forestry, and the Bureau of Street and Sewer Repair
- San Francisco Planning Department, including the Citywide Policy Planning Division and Environmental Planning Division
- San Francisco Public Utilities Commission, including the Water Enterprise and the Wastewater Enterprise
- Golden Gate Bridge, Highway, and Transportation District

The participating agencies provided valuable input on the project, drawing on their respective areas of expertise. The project team also coordinated with respective agencies on potential Geary project interactions with the water system, the sewer system, street paving, and trees and landscaping.
8.2.3 Federal Transit Administration Coordination

The project team provided updates to the lead agency at periodic progress review meetings and conference calls.

8.3 Community Involvement

Community involvement in development of the Geary BRT Project has a long history, beginning with outreach around the 2003 Proposition K Expenditure Plan reauthorization and adoption of the 2004 Countywide Transportation Plan. SFCTA conducted extensive outreach during its preparation of the Geary BRT Feasibility Study, adopted by the SFCTA Board in 2007. The details of prior outreach are described in the Geary BRT Feasibility Study final report, available at:


This section describes community involvement activities accompanying the environmental review phase, which began in 2008. Reaching and meaningfully engaging the diverse groups along the Geary corridor in the development of alternatives and environmental review of the project requires a multi-faceted outreach effort utilizing different communication tools and in several different languages, including Chinese, Japanese, Korean, Russian, Spanish, Filipino, and Vietnamese. The project has conducted multiple rounds of outreach as the project design underwent refinement and considered previous community input. Community outreach efforts will continue throughout the environmental review process. Detailed project information, including fact sheets, progress reports, project schedule, etc. will remain available on SFCTA’s website at:

http://www.sfcta.org/geary

8.3.1 Public Information Meetings

8.3.1.1 SCOPING PHASE

The scoping process included a comprehensive round of outreach that sought to raise awareness of the project and gather input on actions, alternatives, environmental effects, and mitigation measures to be analyzed in the environmental review process. The Notice of Preparation (NOP) was sent to the State Clearinghouse and to local, regional, and State agencies on November 20, 2008. The lead agency published a Notice of Intent (NOI) in the Federal Register on November 24, 2008. Appendix B includes the NOP and NOI.

The public notice effort included advertisements in local newspapers; a mailing to more than 23,000 residential and commercial occupants of buildings along the Geary corridor, as well as to the outreach database of interested parties developed during the Feasibility Study; online announcements on SFCTA and SFMTA websites; and an announcement poster at bus stops along the Geary corridor.
Scoping meetings were held in December 2008 in the Outer Richmond at the Jackie Chan Activity Center, and in the Tenderloin at the Tenderloin Community School. In July 2009, the project team hosted another community meeting in the Richmond District as part of the scoping process.

SFCTA and SFMTA also used their respective social media platforms to announce these and subsequent meetings. SFCTA also issued press releases as a means of partnering with the local media to raise awareness of the project and to communicate opportunities to provide input.

The results of the scoping process and lists of comments received are summarized in the Draft Scoping Summary Report, which is available on SFCTA’s website at:


8.3.1.2 | CITIZENS ADVISORY COMMITTEE

To provide a sustained forum for public input with the ability to focus on key aspects of the project in more detail, SFCTA formed a project-specific Citizens Advisory Committee (CAC) of 13 members living or working on or near the Geary corridor. The CAC held noticed and open-to-the-public meetings at least on a quarterly basis, and as frequently as bi-monthly throughout the environmental analysis. The CAC was actively involved in project development and design discussions and in previewing and providing recommendations about materials in advance of their provision to the general public. The CAC also assisted with publicizing community meetings, including participating in the distribution of flyers along the Geary corridor in key neighborhoods in which the build alternatives would reduce on-street parking, such as Masonic, the Fillmore, and Japantown. In addition to its ongoing input on project development, at its final meeting on January 4, 2017, the CAC made a recommendation to the SFCTA Board to certify the Final EIR and select the Hybrid Alternative as presented in the Final EIR with the addition of a BRT stop at Laguna Street as the Locally Preferred Alternative (LPA). January 4, 2017 was the final meeting of the CAC – previous meeting agendas, minutes, and other information about the CAC can be found at:

http://www.sfcta.org/geary-corridor-bus-rapid-transit-citizens-advisory-committee

SFMTA has now formed a CAC that will advise SFMTA during the design and implementation phases of the project. More information can be found at:

https://www.sfmta.com/committees/geary-community-advisory-committee

8.3.1.3 | COMMUNITY MEETINGS ON PROJECT ALTERNATIVES

After the scoping process concluded, SFCTA convened multiple rounds of general community meetings in part to obtain community input on development of project alternatives. SFCTA noticed these meetings on multiple platforms to encourage broad community participation. These notifications included announcements on the project website, emails to project contacts, displays inside SFMTA buses, bus shelter ads, flyers distributed to local gathering places, and newspaper advertisements in The Examiner and Sing Tao Daily. Briefings with and announcements to key stakeholder
groups were also used to inform the attendees of upcoming community meetings. In communities with high numbers of non-English speakers, information was provided in multiple languages, including Chinese, Japanese, Korean, Russian, Spanish, Tagalog, and Vietnamese on the bus cards, shelter ads, and emails.

A round of outreach on project development was held in 2012. Meetings focused on several key aspects of the project, including overall project purpose, progress to date, proposed alternatives, and complex areas such as the Masonic tunnel and the Fillmore underpass/Japan Center area. Public comments elicited at these meetings helped SFCTA better understand the advantages and costs of different options in these areas. Meetings were held at the following times and places:

- June 25, 2012
  Richmond Recreation Center, 251 18th Avenue
  6:30 - 8:30 p.m.
- June 26, 2012
  Japanese Cultural and Community Center, 1840 Sutter Street
  6:30 - 8:30 p.m.
- June 27, 2012
  The Event Center at Saint Mary’s Cathedral, 1111 Gough Street
  6:30 - 8:30 p.m.

In late 2013 and early 2014, SFCTA convened an additional round of community meetings conducted in an open house format. These meetings focused on proposed alternatives including such detail as stop spacing, and potential parking/traffic changes associated with the various alternatives. In these meetings, SFCTA introduced its reasoning and rationale for the Hybrid Alternative that is analyzed in this document (prior to its 2017 adoption as the LPA). SFCTA described the potential benefits and concerns of the various alternatives and sought further community feedback in order to identify any other issues of concern.

- December 9, 2013
  Richmond Recreation Center, 251 18th Avenue
  6:00 - 8:00 p.m.
- December 17, 2013
  SF Main Library, Koret Auditorium, 100 Larkin Street
  6:00 - 8:00 p.m.
- January 30, 2014
  Japanese Cultural and Community Center, 1840 Sutter Street
  6:00 - 8:00 p.m.

The presentation materials from the meetings held in June 2012 and each open house held in late 2013/early 2014 are available at:

http://www.sffcta.org/geary-corridor-bus-rapid-transit-draft-eis-eir

8.3.1.4 | MEETINGS WITH LOCAL GROUPS AND ORGANIZATIONS

The project team convened meetings and/or briefings with over 65 local community, neighborhood, business, advocacy, and interest groups over the course of project development process. SFCTA and SFMTA’s involvement with many of these groups is ongoing and is expected to continue through the final phases of the
environmental review process. The meetings to date have varied in character, including both small-group discussions and large-group presentations.

- Alamo Square Neighborhood Association
- Alliance for a Better District 6
- Chinatown Community Development Center (including Japantown, Richmond, and Tenderloin facilities)
- Central City SRO (Single Room Occupancy) Collaborative
- Clement Street Merchants
- Coalition for San Francisco Neighborhoods
- Franklin Delano Roosevelt Democratic Club
- Fillmore/Lower Fillmore Neighborhood Association
- First Unitarian Universalist Society of San Francisco
- Friends of the Urban Forest
- George Washington High School Parent Teacher Student Association
- Greater Geary Merchants and Property Owners Association
- Holy Virgin Cathedral
- Institute on Aging
- Interfaith Council
- Japantown Organizing Committee
- Japantown Taskforce
- Kaiser Permanente
- Kimochi
- La Voz Latina
- LightHouse for the Blind
- Lower Fillmore Merchants Association
- Lower Polk Neighborhood Association
- Mayor’s Disability Council
- Mo’ Magic
- Nihonmachi Little Friends
- SFMTA Multimodal Accessibility Advisory Committee
- Pacific Heights Residents Association
- Pedestrian Safety Advisory Committee
- Planning Association for the Richmond (PAR)
- Richmond District Democratic Club
- Richmond District Neighborhood Center
- Richmond District Senior Center
- Richmond Village Beacon
- Roosevelt Middle School
- Rosa Parks Elementary School
- Russian American Community Services
- Saint Francis Square Cooperative
• Saint Mary’s Cathedral (Cathedral of St. Mary of the Assumption)
• San Francisco Council of District Merchants
• San Francisco Planning and Urban Research (SPUR)
• San Francisco Unified School District
• San Francisco Youth Commission
• Save Muni
• Senior and Disability Action Network
• Sequoias San Francisco
• Sierra Club of San Francisco
• SF Bicycle Coalition
• SFMTA Citizen Advisory Committee
• SF Small Business Commission
• SF Transit Riders Union
• Spruce-Cook Block Merchants
• Tenderloin Community Benefit District
• Tenderloin Futures Collaborative
• TransForm
• Union Square Business Improvement District
• University of San Francisco Student Senate
• University of San Francisco Residence Hall Association
• Urban Forestry Council
• Walk San Francisco
• Yerba Buena Alliance

8.3.1.5 | CORRIDOR SURVEYS AND VISUALIZATION KIOSKS

In addition to the meetings with neighborhood groups, the project team conducted several surveys on the Geary corridor. A 2013 visitor intercept survey reached nearly 600 travelers in the corridor and obtained information on their travel behavior, perspectives on Geary transportation needs and the BRT project. Also in 2013, a door-to-door survey of over 500 of the local merchants along the Geary corridor obtained responses from over 200 businesses, capturing their perspectives on transportation needs along Geary and the BRT project. From October to December 2015, the project team placed two visualization kiosks on Geary Boulevard, one at Webster Street and one at 17th Avenue, allowing passers-by to view simulated images of the proposed improvements at those locations and complete a short survey to share their opinions on the project. Over 6,400 people used the devices; of these, about 1,800 completed the survey.

8.3.1.6 | INFORMATIONAL MATERIALS

To facilitate the earliest phases of public outreach, SFCTA developed an array of informational materials to foster greater public understanding of the project purpose and potential project alternatives.

In 2008, SFCTA first developed and distributed a four-page fact sheet to provide a project overview and detailed information on specific issues that concerned the community and for which input was sought by SFCTA to shape the project
alternatives. SFCTA updated and distributed the fact sheet regularly through the course of project development, most recently in April 2017. Iterations of the fact sheet were translated from English into several languages including Chinese, Japanese, Korean, Russian, Spanish, Filipino, and Vietnamese. The current project fact sheet is available for download at:

http://www.sftca.org/delivering-transportation-projects/geary-corridor-bus-rapid-transit-home

In 2017, SFMTA transitioned into the lead role for most future project communications with stakeholders and the public. A project website has been set up, including a fact sheet:

https://www.sfmta.com/geary

8.3.1.7 | CULTURAL RESOURCES COMMUNITY CONSULTATION

As part of the Historic Resources Inventory and Evaluation Report and the Archaeological Survey Report, local historic preservation groups, as well as Native American tribes, groups, and individuals, were contacted and given the opportunity to review these reports and provide input. Please see Section 4.5 for additional information on this outreach.

8.3.2 | Outreach during the Draft EIS/EIR Circulation and Public Comment Period

SFCTA distributed the Draft EIS/EIR on October 2, 2015, in accordance with both the California Environmental Quality Act (CEQA) and the National Environmental Policy Act, to applicable federal, state, and local agencies, elected officials, neighborhood groups, and other interested parties who had expressed interest in the proposed project and those who requested a copy of the Draft EIS/EIR. It was made available for a 59-day public review period to solicit public comment from agencies, organizations, and individuals. An electronic version of the Draft EIS/EIR was posted to the project website at www.gearybtt.org; paper copies were made available at SFCTA (1455 Market St.), SFMTA (1 South Van Ness Ave.), the San Francisco Planning Information Center (1660 Mission St.), the Main Library (100 Larkin St.), the Anza Branch Library (550 37th Ave.), the Richmond/Senator Milton Marks Branch Library (351 9th Ave.), and the Western Addition Branch Library (1550 Scott St.) throughout the duration of the public comment period. CD copies of the Draft EIS/EIR were made available upon request through the SFCTA at no cost to the public and paper copies could be purchased at the cost of printing.

SFCTA invited comments to be submitted in writing via mail or email throughout the public comment period, or provided at the public comment meeting orally or in writing. A total of 299 comment communications (e.g., letters, emails, oral comment transcripts) were submitted. These included six communications from agencies, 13 communications from organizations, and 280 separate communications from 244 individuals. All comments received during the public comment period, as well as those received before December 10, 2015, are included in Appendix L of this Final EIS along with written responses to each of these comments. The topics most commonly raised in the comments received are reflected in the list of Master Responses provided in Appendix L, Table L.2-1.
8.3.2.1 | DOCUMENT RELEASE NOTIFICATION

Notification of the availability of the Draft EIS/EIR and the associated public comment meeting was provided in a variety of mediums, formats, and languages, including the following:

1. A multi-lingual (English, Spanish, Filipino and Chinese) mailer was mailed to over 20,000 residents and owners along the length of the corridor, stakeholder groups and past meeting attendees.
2. The project website was updated the week prior to release of the Draft EIS/EIR announcing the upcoming public comment period. Information was provided in English, Spanish, Chinese, Filipino, Russian, Japanese, Vietnamese and Korean.
3. Multi-lingual bus shelter ads were posted along the Geary corridor in English, Spanish, Chinese, and Filipino, announcing the availability of the Draft EIS/EIR for public review and comment. The same ad was also posted inside buses in the space behind the driver’s seat.
4. A multi-lingual email was sent on October 5, 2015, in English, Spanish, Chinese, and Filipino to over 1,000 people by SFCTA and SFMTA. Additional communications were sent on the following dates: October 30, 2015 and November 12, 2015 via SFCTA’s and SMFTA’s Twitter and Facebook pages announcing the public comment meeting and the extension of the public comment period.
6. Facebook ads were posted to announce the public comment meeting targeting people using the application near the Geary corridor.
7. A project fact sheet was housed on the project website (gearybrt.org) available for the public to download. It was also provided at all community meetings and briefings, and available at the public comment meeting held on November 5, 2015. Fact sheet inserts describing the public comment period and meeting were available in Spanish, Chinese, Filipino, Russian, Japanese, Vietnamese, and Korean.
8. SFMTA published a blog post on October 20, 2015, that described the environmental process, including the purpose of the public comment period and public comment meeting.
9. SFCTA and SFMTA contacted over 80 local stakeholder organizations and met with those groups that requested a meeting with the project team prior to or during the public comment period for the Draft EIS/EIR. These meetings occurred in October and November 2015 and provided project updates, including information about the Draft EIS/EIR and the public comment meeting.
10. Information about the release of the Draft EIS/EIR and public comment meeting were provided to the CAC at its October 7, 2015, meeting.
11. A press release announcing the availability of the Draft EIS/EIR was distributed to local media outlets on Thursday October 1, 2015.

8.3.2.2 | PUBLIC COMMENT MEETING

SFCTA held a public comment meeting in an open house format on November 5, 2015 at Saint Mary’s Cathedral, 1111 Gough St. The purpose of the meeting was to encourage the public to provide oral comments at the meeting and submit written comments. The public had an opportunity to discuss issues and questions with subject experts including engineers and planners on the project team. There was a
30-minute formal presentation given during the meeting, and over two hours were devoted to an open house question-and-answer session with the project team to provide open dialogue between the public and staff. Comment cards were available for participants to submit written comments at the meeting, and court reporters were present to record and transcribe all oral comments on the Draft EIS/EIR. Approximately 160 people attended the meeting.

During the formal presentation at the meeting, some previously submitted written comments and sign-in sheets were stolen from the sign-in table. As soon as staff were made aware, a staff member publicly announced the incident to all community members in attendance and encouraged those who had previously submitted comments to resubmit and sign in again. As a result of the incident and subsequent public comments requesting an extension of the public comment period, SFCTA extended the public comment period an additional 14 days, from its originally scheduled November 16, 2015, end date to November 30, 2015. SFCTA notified the public of the incident and extended comment period with an email to the 750 subscribers to the project email list; newspaper advertisements in the San Francisco Examiner, Western Edition, Kstati, and Nichi Bei Weekly; an SFMTA blog post; and social media posts on Facebook, Twitter, and Nextdoor. Several comments that were stolen from the meeting, possibly representing all of the stolen comments, as well as stolen meeting sign-in sheets were later returned anonymously to SFCTA by mail. The recovered comments are included in Final EIS Appendix L together with all other comments received.

8.3.3 Outreach following the Draft EIS/EIR Circulation Period

Following the end of the public comment period on November 30, 2015, the project team continued ongoing outreach to neighborhood groups, advocacy organizations, residences, and merchants who submitted comments in order to better understand their concerns, develop responses to comments addressing those concerns, and refine design to better fit the key needs of communities along the corridor. The project team also received additional meeting requests from stakeholder groups who did not submit comments during the public comment period.

Since the release of the Draft EIS/EIR, the project team convened a total of more than 60 meetings with over 30 stakeholder groups. At several of the meetings, additional concerns outside of those articulated during the comment period were voiced and documented. In addition, meeting attendees made recommendations of additional community groups, advocacy organizations, and institutions the project team should engage with to collect additional public input on project proposals.

All of the stakeholder groups the project team met with since the release of the Draft EIR/EIS are discussed in Section 8.3.4 below. In some cases, the project team met with groups multiple times.

In addition to stakeholder meetings, the project team attended community events such as farmer’s markets and other gatherings with a project representative to convey information and answer questions about the project. The project team also updated the project CAC four times after the release of the Draft EIS/EIR on outreach efforts, community concerns, and design refinements.
8.3.4 Community Input Received after the Draft EIS/EIR Circulation Period

Since the close of the public comment period of the Draft EIS/EIR on November 30, 2015, the project team has continued to receive public input. In some cases, members of the public have provided input as part of the ongoing outreach processes described in Section 8.3.3, while in other cases the project team has received written communications including letters and emails. Letters received after the close of the comment period did not present new information or circumstances that would require supplemental documentation.

While communications received after December 10, 2015 are not considered formal comments on the Draft EIS/EIR, these comments are also addressed in Appendix L (see Table L.1-4) of this Final EIS and were considered by the lead agency in its ROD.

The project team has continued an open dialogue with members of the public and worked to respond to these additional communications, including answering questions and addressing concerns where possible, outside the formal environmental document public review process.

Agency staff responded to some of these communications in writing, particularly if a member of the public had a specific question or concern about the project. In other instances, staff met with the member(s) of the public who submitted a communication in order to provide additional project information, answer questions, and discuss specific issues.

None of the communications received after the close of the comment period contain new information revealing new or more severe environmental impacts that would result from the project, identify feasible project alternatives or mitigation measures substantially different from those identified in the Draft EIS/EIR, or point to substantial flaws in the Draft EIS/EIR.

8.4 Final EIR, Current, and Future Outreach Efforts

In advance of the Final EIR release in December 2016, the project team launched a multi-channel, multi-lingual education campaign beginning in October 2016 outlining recent design refinements and details related to the environmental review process. The campaign includes website updates, social media, corridor-wide mailings, canvassing at bus stops, and Textizen updates. Textizen is a service that allows subscribers to opt in to receive project information via text.

In addition, the project team provided notice of the Final EIR release and related hearing dates in multiple languages and explained how to provide public feedback to the project decision-makers, the SFCTA Board and SFMTA Board. Advertisements included newspaper ads, postcards at bus stops, information cards in bus shelters and on buses, and ads in local newspapers in accordance with Federal, state and local law.
The certified Final EIR is available online at www.gearybrt.org. The website provides information on how to view or obtain a hard copy of the Final EIR and will also feature the Final EIS and ROD.

As mentioned in Section 8.3.1.2, the SFCTA Board certified the Final EIR, approved the project, and identified the Hybrid Alternative with five minor modifications as the LPA on January 5, 2017. SFCTA issued a Notice of Determination (NOD) on January 6, 2017. A sixth minor modification was subsequently added and analyzed in a CEQA addendum, which the SFCTA Board approved on June 27, 2017.

On July 18, 2017, the SFMTA Board unanimously approved the project and concurred with the LPA, including six minor modifications. SFMTA issued a NOD on July 25, 2017.

After completion of environmental review, the lead role for the project will transition from SFCTA to SFMTA. SFMTA will manage the project’s design, implementation, and ongoing outreach efforts; including distributing information about the project via multiple channels such as direct mailings, electronic newsletters and outreach events. SFMTA will also convene two committees that would play an advisory role during design and construction: a CAC and a Business Advisory Committee.

The main project website is www.sfmta.com/gearybrt. The previous site (www.gearybrt.org) will remain live, and SFCTA staff will update it periodically.