

Shared Spaces Sustainability Strategy

A Blueprint for Continued Success May 2023

Mayor

London N. Breed



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EXECUTIVE SUMMARY



The San Francisco Shared Spaces Program, initiated in Spring 2020 during the COVID-19 pandemic, has been the centerpiece of the City's small business stablization and retention strategy. To date, it has impacted hundreds of locally-owned small businesses, thousands of their employees, and dozens of neighborhood comercial corridors. The Program also continues deliver on other policy outcomes related to racial and social equity, pedestrian safety and climate action, neighborhood resilience, mental health and social wellbeing.

The Shared Spaces Sustainability Strategy was initiated in the Summer of 2021, in the early startup phase of the Pandemic program. It has been a living blueprint for for guiding growth and priorities; aligning them with the City's policy objectives. The Shared Spaces Sustainability Strategy has been updated in May 2023, after the end of the Pandemic phase of the Program, to outline outstanding implementation needs to ensure continued success in coming years.

In order to maximize accssibility and participation, centralized coordination, streamlined Service, and equity were key considerations when developing the Program. This required breaking department silos in a complex, interagency effort that is unprecedented in San Francisco in terms of the scale of interagency collaboration and coordination. This necessitated the creation of new systems for administration, case management, and public education which should be sustained and refined. Many of the implementation items in this Strategy have outcomes centered on equity, accessibility, and continued streamlining of City administration.

Critical implementation items in the Sustainability Strategy span multiple departments and jurisdictions. The recommended actions are grouped in areas of Policy & Strategy, Administration & Operations, Public Education, Impact Evaluation & Storytelling, and Equity. Within these groupings, implementation items are listed in order of urgency and priority.

Fig. 1 - Who were Pandemmic Shared Spaces Operators?

市的小型企業是指誰? énes son Pequeñas empresas en San Francisco?

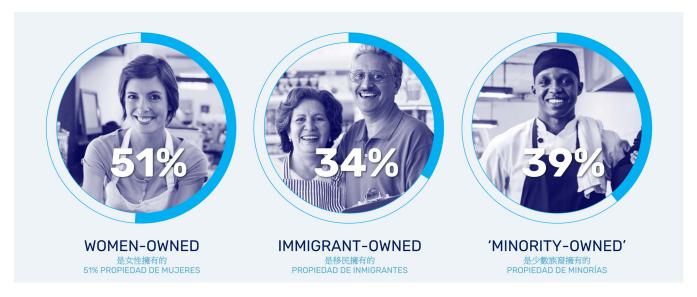


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POLICY & STRATEGY



1.1 MAINTAIN PROACTIVE ENGAGEMENT IN LEGISLATIVE ACTIVITIES MYR

Legislators continue to discuss policy changes, as well as introduce ordinances modifying Shared Spaces codes (see Appendix for a list of passed and pending legislation)



- → Continue to engage proactively with BOS, Committees, and Commissions on matters of policy and legislation.
- → Provide up-to-date data to inform policy discussions, and work with implementation staff to develop recommendations that shape legislative provisions.

1.2 IMPLEMENT LOCAL MEASURES IN RESPONSE TO EMERGING ABC RULES



Monitor California State Alcoholic Beverage Control's post-pandemic modifications to outdoor beverage service and consumption.

→ Implement local measures as necessary to ensure bar operators can leverage Shared Spaces, keeping in mind good neighbor objectives. **ECN** BEN VAN HOUTEN

1.3 **OPTIMIZE THE SHARED SPACES ROADWAY PROGRAM**



Data on outdoor activations is scattered and siloed.

ightarrow Develop a dashboard (calendar and map) of realtime visibility for the whole City team into all public space activations in the roadway; both planned and speculative; and their statuses.

PLN OSCAR HERNANDEZ-GOMEZ MTA NICK CHAPMAN

→ Publish a publicly viewable version of the dashboard for approved activations; with data on location, dates of activities, types of activities, and organizer; on the City's website for downtown. **ECN** KAT DANIELS

Rapid, large-scale, and ongoing outdoor activations are a key short-term strategy for the health of our downtown core. Most of these activations require Shared Spaces Roadway permits. Ensure faster and more efficient review and approvals of downtown activations. For example, by identifying streets and alleys that the best opportunities for recurring activation.



- → Explore temporary suspension of restrictive code requirements for roadway closures in downtown core. Some ideas from legislatiors include: 'Bundling' multiple projects into a single 'blanket permit' when activities fall within the same 'programmatic profile' and/or are supervised by the same permittee / operator. MYR ALEXANDRA SWEET
- ightarrow Resolve outstanding transportation code issues from 2021 legislation. MTA MONICA MUNOWITCH

POLICY & STRATEGY

1.4 DEEPEN THE ROLE OF ARTS & CULTURE PLN ART ENT

→ Leverage neighborhood-based and citywide arts organizations in activation and stewardship of public spaces.



Expand funding for Shared Spaces Equity Grants program, focused on arts and culture

1.5 CENTRALIZE COORDINATION OF PUBLIC SPACE

TBD TBD



Public spaces are most successful when fronting ground-floor land uses are vibrant, forming a continuum of activation. The City should integrate activation programs from both sides of the Property Line. Program(s) for groundfloor activation are being piloted downtown, and these efforts should be scaled citywide to neighborhood commercial districts.

Various public activation programs are distributed in different agencies, necessitating a patchwork of permits to achieve sustained public activations at scale.



Build on the structure established by the Shared Spaces: further centralize the customer service experience by creating a 'single one-stop-shop' portal where sposnors access permit applications, technical assistance, grants, and other resources.

MAINTAIN STRONG COMPREHENSIVE POLICY COORDINATION TBD TBD 1.6



Shared Spaces Program should be coordiated comprehensively and holistically with expertise integrating land use, transportation, public space, urban design, and equity considerations.

The Planning Department has coordinated Shared Spaces and its predecessor programs for over ten years and could be best positioned to furnish a policy professional to continue guiding the program though future phases of change.

OPERATIONS & ADMINISTRATION



2.1 SUSTAIN ADEQUATE STAFFING AT CORE DEPARTMENTS



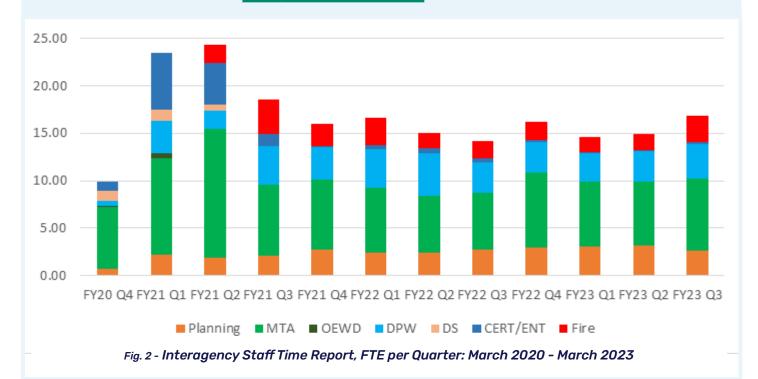
→ Hire capacity in key departments, especially those that process permits such as DPW BSM Commercial Permits Group, enforcement group, and MTA Curb Management group. DPW BSM is especially impacted, with a staffing shortage that is causing a pipeline bottleneck.

DPW CARLA SHORT

MTA JEFF TUMLIN



Continue to report on and monitor staff time spent on the program with the Interagency Staff Time Report (ISTR). CPC MATTHEW THOMPSON



2.2 PROCESS POST-PANDEMIC PERMIT APPLICATIONS WITHIN THE **180-GRACE PERIOD**



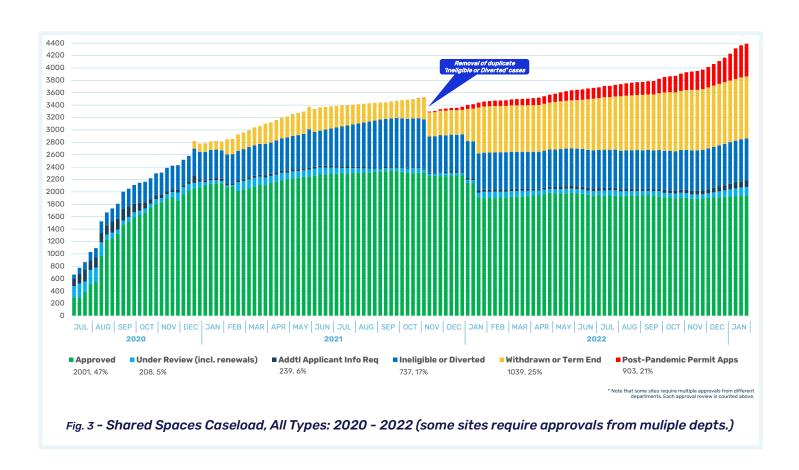
The Board of Supervisors passed an ordinance introduced by Mayor Breed that established a 180-day grace period, ending in September 2023, for all pandemic operators to bring their sites into compliance and be issued a permit.

MTA MONICA MUNOWITCH

DPW GREGORY SLOCUM & MICHAEL LENNON

ENT

2. OPERATIONS & ADMINISTRATION



OPERATIONS & ADMINISTRATION



COMPLETE BUILD OF INTERAGENCY REPORTING PLATFORM (IRP) 2.3

Data silos at agencies require manual aggregation when reporting on program statistics; for example permit volumes and statuses, enforcement, and equity. This results in slow responsiveness to data inquiries, inconsistencies, and inability to monitor and therefore optimize program performance.



ightarrow Develop an interagency reporting platform that aggregates data from all pertinent agencies, and is easy to guery for realtime information.



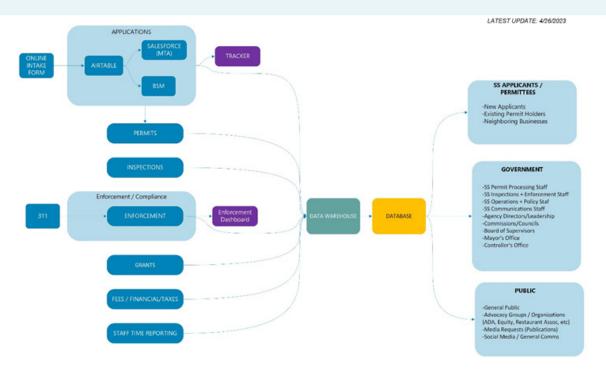


Fig. 4 - Conceptual Model for the Shared Spaces Interagency Reporting Platform

ASSIGN PLANNING REPRESENTATIVE TO ISCOTT PLN RICH HILLIS 2.4

By Ordinance in July 2021, the BOS required that the Interdepartmental Staff Committee for Traffic and Transportation (ISCOTT) include a voting representative from the SF Planning Department.



→ Assign a Planning Department representative, with expertise in transportation, placemaking, and/or open space activation, to attend ISCOTT

OPERATIONS & ADMINISTRATION

2.5 UPDATE INTERAGENCY MOU PLN CAT AUSTIN YANG

Now that the permanent, legislated program has superceded the Pandemic Program,



- ightarrow Revise the Shared Spaces Interagency MOU, by integrating the two documents below, and addresses any recent code changes.
- → The interagency Memorandum of Understanding was last updated in 2019 (before city codes renamed the program from "Places for People" to "Shared Spaces").
- → A "Coordinating Agency Memo" outlining roles and responsibilities was issued by Shared Spaces Department Directors to the Board of Supervisors in June 2021.

UPDATE MTA IMPLEMENTING REGULATIONS ("PROGRAM 2.6 **REGULATIONS & PROCEDURES")** MTA MONICA MUNOWITCH



ightarrow Update the MTA Regulations, which were last updated in August 2020, to reflect the most recent code amendments.

UPDATE DPW IMPLEMENTING REGULATIONS ("REGS" OR 2.7 "DIRECTOR'S ORDER") DPW GREGORY SLOCUM



→ Update the DPW Regulations, which were last updated in October 2021, to reflect the most recent code amendments.

PUBLIC EDUCATION & COMMUNICATIONS



3.1 MAINTAIN RESPONSIVE AND COORDINATED CUSTOMER SERVICE

Even before the pandemic, the City and County of San Francisco initiated business service streamlining that resulted in facilities such as the one-stop-shop Permit Center at 49 South Van Ness. The Shared Spaces Program was developed with centralized customer service as a priority.



→ Transition core departments away from siloed Outlook email-based management onto Zendesk, the Permit Center's email and ticketing platform. This will further centralize multiple inbound and outbound streams of communication; providing visibility across all agencies for case management, increase response times, reduce redundancy and manual labor.

CPC MATTHEW THOMPSON ADM GUS BORJORQUEZ

3.2 CONTINUE PUBLIC EDUCATION ABOUT EMERGING REGULATIONS

Legislators continue to revise rules and regulations for the Shared Spaces Program. See Appendix: Table of Relevant Legislation.

→ Update technical assistance documents, such as the Shared Spaces Manual and program webpages, as needed. Consolidate webpages and retire outdated web content as needed.



- → Ensure timely communications and engagement with operators, especially updates on digital platforms like the web.
- → Execute timely language translations across all assets, and execute culturally competent outreach where needed.

CPC ANNIE YALON

MAINTAIN ALIGNMENT AMONGST AGENCIES ON PUBLIC MESSAGING

It is critical for the City to continue speaking with one voice in public fora.



→ Continue to ensure that responses to press and media inquires are developed through established interagency protocols for gathering data and framing stories.

CPC ANNIE YALON

IMPACT EVALUATION & STORYTELLING



CONTINUE CONSISTENT STORYTELLING ABOUT HUMAN IMPACTS OF SS



- → Consistently leverage digital channels, especially programmatic social media, to share humanimpact narratives about the ongoing program and partnerships
- ightarrow Promote the relevance of Shared Spaces Program within the fields of planning and governance; maintain connectivity and exchange with network practitioners in public, nonprofit, and private sectors. For example by engaging through social media channels (i.e. reposting and crosscollaboration).
- Maintain a publicly-accessible gallery of images of all Shared Spaces types

CPC MATTHEW THOMPSON **CPC** ANNIE YALON



Fig. 5 - #SharedSpacesSFHeroes social media campaign celebrates the operators of Shared Spaces.

FINALIZE ECONOMIC IMPACT ANALYSIS OF PANDEMIC PROGRAM

The City Economist conducted a preliminary Shared Spaces Economic Impact Analysis in July 2021.



angle
ightarrow Update the Study based on data from the full pandemic program (July 2021 - March 2023). CON TED EGAN PLN OSCAR HERNANDEZ-GOMEZ



Share the positive findings through programmatic social media, Mayor's blog retrospective, and other storytelling channels. CPC ANNIE YALON

IMPACT EVALUATION & STORYTELLING

4.3 **CONDUCT PUBLIC LIFE STUDIES ON SHARED SPACES**



The San Franicso Planning Department has well-developed methodologies for evaulating the health of public spaces, with Public Space and Public Life Studies. These methods have been used over the last decade to evaluate parklets, plazas, corridors and entire neighborhoods.

A Citywide Parklet Life Study will be conducted by a CPC Fellow in the summer of 2023.

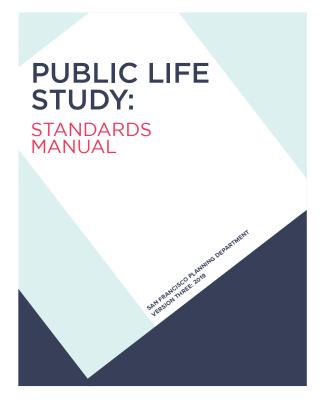
ightarrow Share Public Life Study findings through programmatic social media, Mayor's bloc retrospective, and other storytelling channels.

PLN OSCAR HERNANDEZ-GOMEZ CPC MATTHEW THOMPSON

A technical traffic study of the Valencia Bikeway Pilot Project is planned in 2023.

→ Include Public Space - Public Life study factors in the Valencia Bikeway study.

MTA JAMIE PARKS & KIMBERLY LEUNG



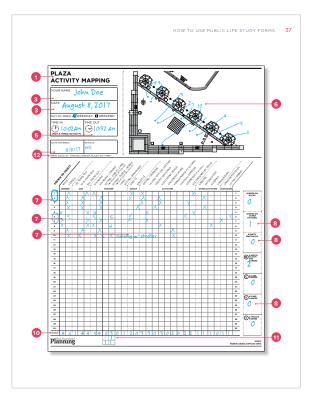


Fig. 6 - The SF Planning Department has a well-developed method for evaluating health of public spaces.

EQUITY STRATEGY



5.1 **EXECUTE THE ARTS & CULTURE COMPONENT OF THE EQUITY GRANTS PROGRAM**



The program has funding its current FY budget for arts and culture focused activation grants.

→ Launch this program before the end of FY23.





CONTINUE TO FUND THE SHARED SPACES EQUITY GRANTS PROGRAM

Mayor Breed committed over \$2.5M during the pandemic to the Shared Spaces Equity Grants Program, directed towards Curbside, Roadways, and On-Parcel sites.



ightarrow The City should continue to infuse the equity grants program with funding and capacitybuilding to ensure pilots can develop into self-sustaining, onging activations.



REPORT TRANSPARENTLY ON GRANT AWARDS AND IMPACT PLN ECN 5.3





Multiple City agenices have provided various forms of financial and techical assistance programs during and after the COVID-19 state of emergency. Much of this has been leveraged by Shared Spaces sites and operators.

These sources include the Mayor-funded Shared Equity Grants Program, SF Planning's Groundplay budget, and programs at the Office of Economic Workforce Development such as SF Shines.



ightarrow Track and monitor all funding and technical assistance received by Shared Spaces operators. Leverage reporting to inform a wholistic approach to designing and funding grant programs.

Summary Table of Implementation Actions



ACTION	LEAD	SUPPORT
1. POLICY & STRATEGY		
1.1 Maintain proactive engagement in legislative activities	MYR	PLN DPW MTA
1.2 Implement local measures in response to emerging ABC rules	ECN	PLN DPW
1.3 Optimize the Shared Spaces Roadway program	MTA	PLN MYR ECN
1.4 Deepen the Role of Arts & Culture	PLN	ECN ENT ART
1.5 Centralize Coordination of Public Space Activations	[TBD]	
1.6 Maintain strong comprehensive policy coordination	MYR	[TBD]
2. ADMINISTRATION & OPERATIONS		
2.1 Sustain adequate staffing at core departments	DPW MTA	CPC
2.2 Process post-pandemic permit applications within 180-day grace	DPW MTA	FIR ENT
2.3 Develop Interagency Reporting Platform (IRP)	PLN ADM	MTA DPW FIR
2.4 Assign Planning Representative to ISCOTT	PLN	МТА
2.5 Update Interagency MOU	PLN	MTA DPW DRE CAT
2.6 Update MTA Implementing Regulations	MTA	CAT
2.7 Update DPW Implementing Regulations ("Director's Order")	DPW	CAT
3. PUBLIC EDUCATION & COMMUNICATIONS		
3.1 Maintain Responsive and Coordinated Customer Service	PLN	DPW MTA ADM
3.2 Continue public education about emerging regulations	PLN	DPW MTA
3.3 Maintain alignment amongst agencies on public messaging	PLN	DPW MTA
4. IMPACT EVALUATION & STORYTELLING		
4.1 Continue with Consistent Storytelling about Human Impacts	PLN	
4.2 Finalize Economic Impact Analysis of Pandemic Program	CON	PLN
4.3 Conduct Public Life Studies on Shared Spaces	PLN	MTA
5. EQUITY STRATEGY		
5.1 Execute the Arts & Culture component of the Grants Program	PLN	ECN ART ENT
5.2 Continue to fund the Shared Spaces Equity Grants Program	MYR	ECN PLN
5.3 Report transparently on grant awards and impact	PLN	ECN

Summary Table of Relevant Legislation pt. 1



BOS File No Ordinance No	Sponsor(s)	Final Action Date	Summary
230312 (none yet)	Safai	(none yet)	Ordinance amending the Public Works and Administrative Code to eliminate permit fees for Curbside Shared Spaces and increase the gross receipts threshold from \$2,000,000 to \$2,500,000 for reductions to annual Curbside Shared Spaces license fees
230164 (none yet)	Ronen	(none yet)	Ordinance amending the Planning Code to allow continued use of existing shared spaces in specified public parking lots in the Mission Street Neighborhood Commercial Transit (NCT) District without triggering abandonment of the underlying vehicular parking use
230124 067-23	Peskin, Dorsey, Engardio, Mandelman	04/27/2023	Ordinance amending the Administrative Code to extend the grace period for an additional 120 days for permit applicants to operate under pandemic shared spaces permits, including any Just-Add-Music approvals related to these spaces, convert the shared space use into a post-pandemic permit, and modify the consent procedures for fronting tenants and property owners; amending the Public Works Code to address abandonment of structures as part of shared spaces enforcement
230025 026-23	Breed; Dorsey, Engardio	02/14/2023	Ordinance amending the Administrative Code to extend the grace period for an additional 120 days for permit applicants to operate under pandemic shared spaces permits, including any Just-Add-Music approvals related to these spaces, and convert the shared space use into a post-pandemic permit
22171 025-23	Ronen, Safai	02/23/2023	Ordinance waiving specified requirements in the Administrative Code to allow two food service shared spaces on a sidewalk bulb-out on the 500 Block of Valencia Street to be defined as curbside shared spaces, subject to certain requirements
211301 051-22	Pesin, Melgar, Chan, Mar, Safai	03/31/2022	Ordinance amending the Administrative and Public Works Codes to urge departments to review permits within 30 days, limit until April 1, 2023, the issuance of fines for violations of shared spaces requirements except to enforce access requirements for persons with disabilities or first responder personnel, pedestrian and vehicular safety, and removal of abandoned structures, and directing departments to wind down the temporary program no later than March 31, 2023, subject to earlier termination of the Local Emergency
21054-065 MTAB	(Mayor, Mandelman, Safai, Stefani, Haney, Ronen, Mar)	07/28/2021	Resolution amending Division II of the Transportation Code to delegate authority to the Director of Transportation or designee to restrict the stopping, parking, or standing of vehicles and close the Parking Space portion of any Street for purposes of issuing a Curbside Shared Spaces permit pursuant to the Shared Spaces Program as authorized by Administrative Code Chapter 94A as long as certain criteria are satisfied; delegate authority to the Interdepartmental Staff Committee on Traffic and Transportation (ISCOTT) to temporarily close the Traffic Lane portion of any Street for purposes of issuing a Temporary Closure for a Roadway Shared Spaces permit as long as certain criteria are satisfied; establish a procedure for SFMTA Board of Directors approval of Longer-Term Closure of a Traffic Lane portion of any Street for purposes of issuing a Roadway Shared Spaces permit pursuant to the Shared Spaces Program; define the terms "Longer-Term Closure," "Temporary Closure," and "Traffic Lane"; establish a fine amount for violation of No Parking Zone parking restrictions established in Division I; revise existing color curb installation and renewal fees and add a new fee for "General Loading" zones; rename the parklet installation fee to Shared Spaces application fees and revise the fees and fee amounts; and rescind the Places for People Application Fee

Summary Table of Relevant Legislation pt. 2

BOS File No Ordinance No	Sponsor(s)	Final Action Date	Summary
<u>210284</u> <u>099-21</u>	Mayor, Breed, Mandelman, Safai, Stefani, Haney, Ronen, Mar	07/28/2021	Ordinance amending the Administrative Code to rename and modify the Places for People Program as the Shared Spaces Program, and to clarify the roles and responsibilities of various departments regarding activation and use of City property and the public right-of-way, streamline the application process, specify minimum programmatic requirements such as public access, setting permit and license fees, and provide for the conversion of existing Parklet and Shared Spaces permittees to the new program requirements; amending the Public Works Code to create a Curbside Shared Spaces permit fee, provide for public notice and comment on permit applications, provide for hearings for occupancy of longer-term street closures, and supplement enforcement actions by Public Works; amending the Transportation Code to authorize the Interdepartmental Staff Committee on Traffic and Transportation (ISCOTT) to issue permits for the temporary occupancy of the Traffic Lane for purposes of issuing permits for Roadway Shared Spaces as part of the Shared Spaces Program, subject to delegation of authority by the Municipal Transportation Agency Board of Directors to temporarily close the Traffic Lane, and adding the Planning Department as a member of ISCOTT; amending the Transportation Code to prohibit parking in a zone on any street, alley, or portion of a street or alley, that is subject to a posted parking prohibition except for the purpose of loading or unloading passengers or freight; making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1; and affirming the Planning Department's determination under the California Environmental Quality Act.
201422 105-21	Haney, Mar, Ronen	03/19/2021	Resolution urging the Office of Economic and Workforce Development, Planning Department, Municipal Transportation Agency, Public Works, Fire Department, and Recreation and Park Department to develop a proposal for a permanent Shared Spaces Program; and affirming the Board of Supervisors' support for creating a permanent version of the program.
201140 495-20	Mar, Haney, Walton, Ronen Preston, Fewer	10/16/2020	Resolution supporting small businesses and the Shared Spaces Program through speedy review and approval timelines, technical assistance, and high-quality customer service; through equitable citywide participation in the program prioritizing disadvantaged communities and support to non-English speaking business owners; and through extension of Shared Spaces permits.

Goals of 2021 Shared Spaces Ordinance





1. Simplify the City's Toolbox

Simplify the City's toolbox by consolidating the permit process, streamlining it for permittees and creating a single, one-stop permit portal.



2. Prioritize Equity & Inclusion

Prioritize equity and inclusion by prioritizing City resources for communities most impacted by historical disparities with funding, materials and grants. Ensure that shared spaces are accessible to persons with a disability.



3. Phase Implementation with Economic Conditions

Phase the implementation of the program with economic conditions so that businesses have time to adapt to the new permit process.



4. Encourage Arts, Culture, & **Entertainment**

Encourage arts, culture and entertainment activities in a wide variety of public spaces.



5. Balance Curbside **Functions**

Balance the needs of the curb by ensuring our Transit First and Vision Zero policies remain priorities. Balance Shared Spaces occupancies with loading, short-term parking, micro mobility needs, and other curbside functions; and encourage sharing of Shared Spaces amongst merchants on the same block.



6. Maintain Public Access

Maintain public access by ensuring every Shared Space provides public access when not in commercial use and providing a seating opportunity during daytime hours, including business, operating hours.



7. Efficient Permit Review & **Approval**

Efficient Permit Review and Approvals with a clearly defined timetable. This allows for better design quality and therefore safety.



8. Clear Public Input Procedures

Clear Public Input Procedures will encourage collaboration between neighbors and merchants.



9. Coordinated Enforcement

Coordinated Enforcement by a single agency with a 'Single Bill of Health,' which is easy for operators to understand and comply with.

Timeline of Pandemic Progrm Evolution

CITY & REGIONAL CONTEXT

2009

San Francisco Parklet Program kicks off

02/245/20

San Francisco declares state of public health emergency

03/04/20

State of California declares state of public health emergency

03/15/20

Governor closes all bars, nightclubs, wineries, and brewpubs

03/17/20 - 05/03/20

Shelter in Place Order takes effect in SF and five other bay area counties

03/19/20

Statewide shelter in place order goes into effect

04/17/20

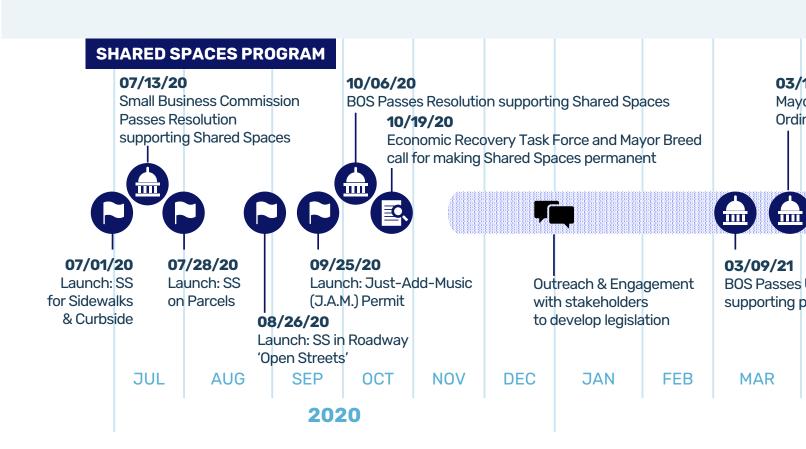
Six bay area cour coverings

04/24/20

Economic Recove created by Mayor President Yee

04/28/20

Governor creates Roadmap' for lifti





ities mandate face

ery Task Force Breed and BOS

4-stage 'Resilience ng restrictions

05/18/20

California enters 'Resilience Roadmap' Stage 2

05/26/20

California enters 'Resilience Roadmap' Stage 3

06/12/20

San Francisco resumes outdoor dining

08/31/20

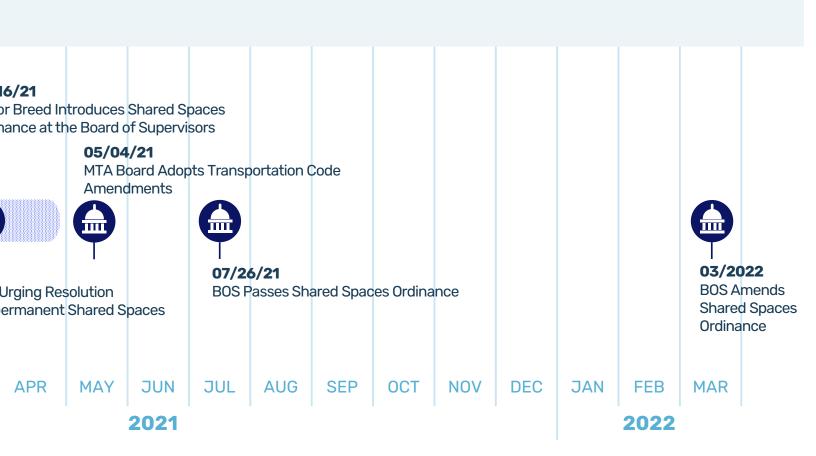
California's Color-Coded System Initiated. SF in the Red Tier

09/07/20

Personal Services Allowed Outdoors

12/06/20 - 01/25/21

activities suspended in Bay Area counties under State's Regional Stay-At-Home Order





O Instagram.com/SharedSpacessf

Facebook.com/SharedSpacesSF/

•• tinyurl.com/SharedSpacesFlickr

SF.gov/Shared-Spaces

SharedSpaces@sfgov.org

