



**SFMTA**

DEC 5, 2023

San Francisco Municipal Transportation Agency

# Small Business Commission

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January 22, 2024

# Presentation Topics

We are here to listen to Business Commission's Input and to Partner

1. SFMTA Priorities
2. Active Communities Plan
3. Overview of Small Business Engagement
4. Overview of Small Business Mitigation
5. Coordination with Other Agencies
6. General Parking Overview
7. SFMTA Financial Outlook

# SFMTA Priorities

We want people to have travel choices

- Safe Streets where people can walk, bike and roll
- Frequent and Reliable and Equitable Muni Service
- Smoother flowing traffic on our key arteries (Reduced Congestion)
- Clean and safe Muni
- Support Economic Recovery

# How we support small businesses



**Muni Service**



**Shared Spaces**



**Street Safety**



**Parking Availability**



**Traffic Congestion**

# Trade-offs



# Safe Streets

## Active Communities Plan

A plan for biking and rolling to deliver a safe and connected network over 5 years, programs, and parking that **serves local needs first**, especially those of small businesses

- Addresses **urgent needs for economic recovery and vitality** like changing trip patterns and new technologies including e-bikes
- We are **engaging business owners in advance** to provide certainty and to **demonstrate lessons learned** from past engagement
- **Not just for bikers and scooters! It helps all road users when these modes have a clear place to go**, for improved traffic safety and decreased traffic congestion



# Safe Streets

## Active Communities Plan

### Guiding principles

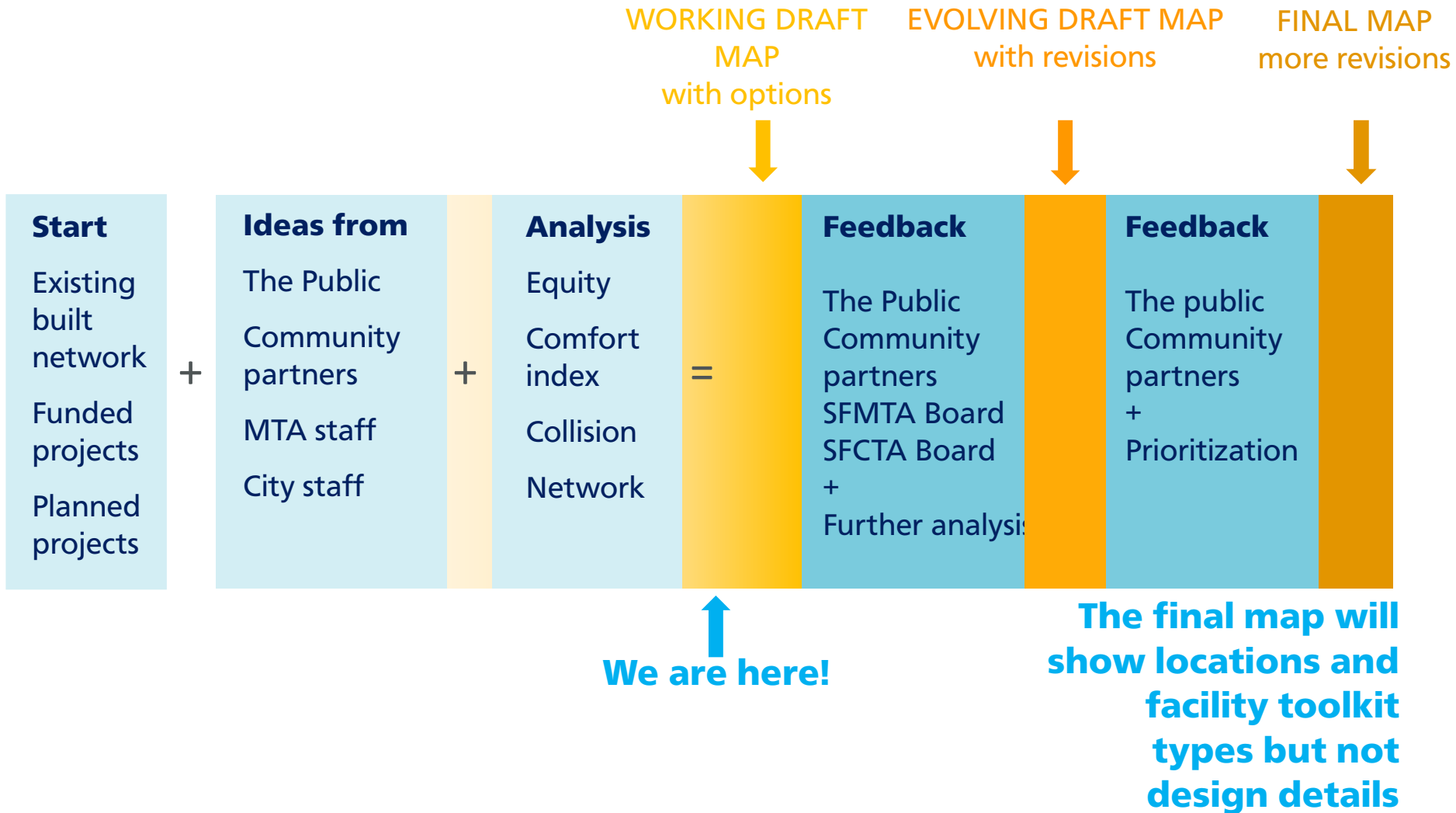
- **Connect the network** across the city
- **Make it safe** and intuitive for all users
- Support **transit priority**
- Elevate **school access**

### Critical considerations

- **Serve local needs first**, especially small business and churches
- **Serve unique needs** of residents with a disability and seniors
- **Serve choices of Black and Brown residents and communities**
- **Provide options and transparency** on choices and decision-making

# Safe Streets Active Communities Plan

Email [ActiveCommunities@sfmta.com](mailto:ActiveCommunities@sfmta.com) to join an Open House or schedule a presentation





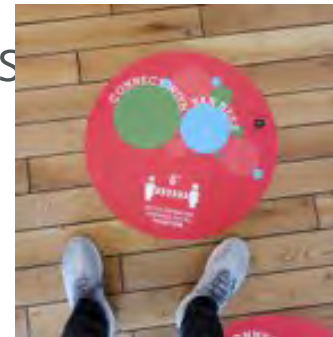
# Public Outreach & Engagement

- The SFMTA conducts public outreach and engagement (POE) using a **wide variety** of outreach and engagement **methods** and **tools** which includes the development of a POE plan.
- Ensures the **public** is **informed** about our work
- Offers early and continuous **opportunities for the public to be involved**
- Helps standardize the agency's approach



# Public Outreach & Engagement

- We **engage** small businesses to ensure they can **get involved** and **provide input** on our projects through:
  - Direct outreach to impacted businesses
  - Presentations, meetings with merchant associations and neighborhood groups
  - Project specific:
    - Surveys
    - Site tours
    - Business advisory workgroups
    - Mailers, posters
  - Construction mitigation programs and activities



# Small Business Working Group

- Established to help better **shape** our **outreach** and engagement with the small business community
- **Provided** a **voice** and seat at the table to give **input** on **decisions** being made on the agency's policies and projects
- Met quarterly through 2023 for **proactive collaboration** with local merchant groups to **discuss** construction and transportation **issues** with possible economic or business interruption impacts
  - Meetings allowed for **quality time** with MTA Director to address concerns relevant to the areas they represented
- Group now serves as a **resource for input** whenever needed

# Business Outreach Examples

- The Van Ness Improvement Project
  - Business Advisory Council provided oversight for marketing and construction mitigation programs
  - Facilitated project site tours
  - Directed Office of Economic and Workforce Development Business Support Program providing grants to Van Ness businesses ranging from \$5K - \$10K totaling \$185,000.
- Hosted project-related events at small businesses
  - Trivia nights for Twin Peaks Tunnel
  - Meet the Expert for Van Ness Improvement Project
- Geary Rapid Project
  - Met with merchant and neighborhood groups to co-create customized marketing campaigns for each distinct business corridor along the project area: Union Square, Tenderloin, Japantown and Fillmore



# Business Outreach Examples

- L Taraval Improvement Project
  - Formed Small Business Working Groups for each segment and developed marketing campaigns
  - Campaigns aimed to increase business visibility and drive shoppers to businesses to increase foot traffic and revenues during construction
- The 16th Street Improvement Project
  - Formed a Small Business Working Group and partnered with local artists to create the Mission Lotería campaign
- Hyde Street Transit Lane
  - Direct outreach to impacted businesses



# “Go Local” Campaign Overview

- *Ride Local, Shop, Dine, Explore Local*
  - Promotes taking Muni to various merchant districts
- Three-month integrated marketing campaign:
  - Social media & influencers
  - Print bus ads, digital ad shelters
  - Blogs and dedicated web page



# "Go Local" Campaign Overview

**WEST PORTAL**

Go local. Support small businesses.  
[SFMTA.com/GoLocal](http://SFMTA.com/GoLocal)

**MOVNI**  
moves you.

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**BAYVIEW**

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[SFMTA.com/GoLocal](http://SFMTA.com/GoLocal)

**MOVNI**  
moves you.

**SUNSET**

Go local.  
Support small businesses.

[SFMTA.com/GoLocal](http://SFMTA.com/GoLocal)

**MOVNI**  
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**CHINATOWN**

Go local. Support small businesses.  
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# Small Business Mitigation

City construction projects have the potential to *stimulate long-term* economic benefits for the surrounding area.

But in the *short-term*, these projects might have negative impacts on area businesses.

- **Reduced sidewalk access**
- **Street closures longer than a month**
- **Loss of on-street and off-street parking**
- **Excess noise, dust and disruption**
- **Difficulty navigating to business**
- **Fewer customers (knowing access difficult)**
- **Less traffic in-front of business**
- **Fewer pedestrians in-front of business**



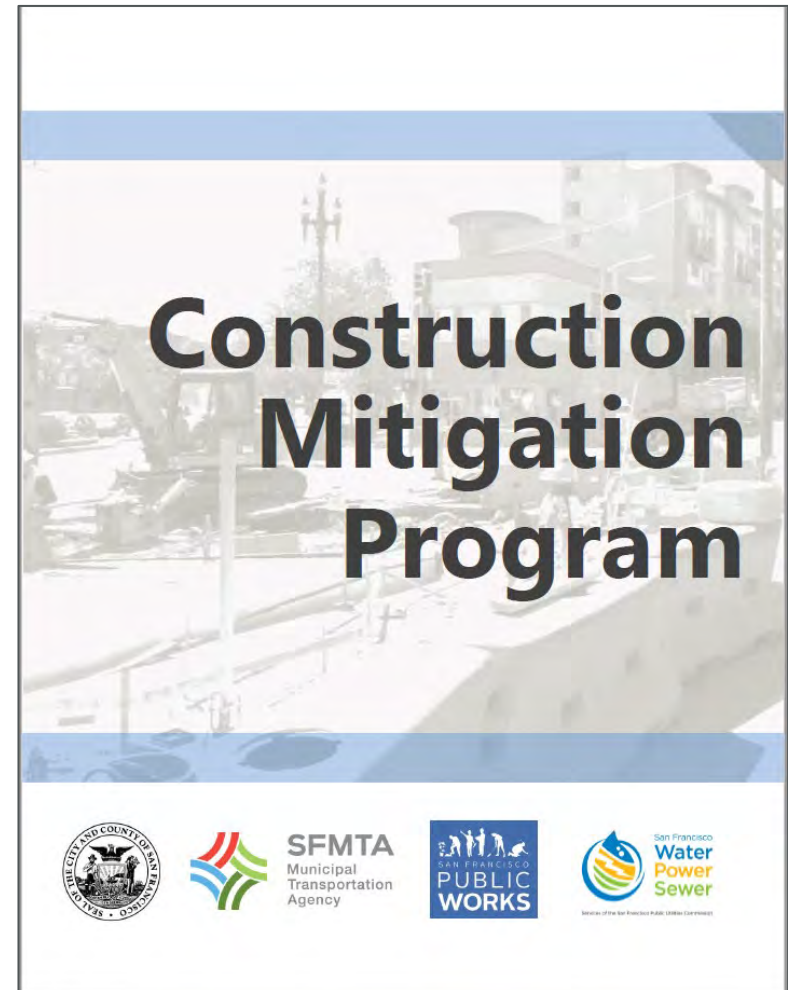


# Small Business Mitigation

## CCSF Construction Mitigation Program

In November 2017 the City and County of San Francisco developed a **Construction Mitigation Program**.

The program provides departments with a suite of actions to limit or negate the negative impact construction projects have on surrounding businesses on commercial corridors.



# Small Business Mitigation

## CCSF Construction Mitigation Program

Project Website  
Project **Point of Contact** (PM or PIO)  
**Notification** of Business Impacts/Timing

Commercial Corridor/Invest In Neighborhoods  
**Low Impact Project**  
Less than 12-months construction duration

Corridor Signage  
Corridor **Marketing** Campaign  
**Ambassadors** Deployed  
**Business Liaison** (PIO with OEWD)  
Business **Education**

Commercial Corridor/Invest In Neighborhoods  
**Medium Impact**  
12-months duration + construction duration

### Construction Impact Mitigation Plan

Community **Advisory Committee**  
**Contractor Incentives**  
**Parking Mitigation** Plan  
**Transit** Passes  
**Directed Business Support**

Commercial Corridor/Invest In Neighborhoods  
**High Impact**  
24-months duration construction duration

# Small Business Mitigation

## CCSF Construction Mitigation Program

After the implementation of the program, we have learned quite a few lessons:

### *Start earlier and be more proactive*

- **During project planning** on a commercial or Invest in Neighborhoods corridors, catalog the existing businesses and their general economic health
- **Start conversations and impact planning** with specific mitigation measures during detail design, with specific construction mitigation plans developed at approximately 65% design
- **Educate businesses** during planning and in development of the construction mitigation plan of all the services and programs provided by the Office of Economic and Workforce Development

### *Have staff on-site*

- **During construction staff need to be on-site** to immediately resolve concerns RE: cleanliness, access to parking, signage condition, marketing tactics has proven valuable

# Coordination With Other Agencies

Public Works, the Public Utilities Commission and MTA, meeting regularly to coordinate construction activities and impacts.

In 2019, we launched the SF Streets Interactive Map to provide data on all of the planned project activities on San Francisco Streets. You can find it at: <https://maps.sfmta.com/sfstreets/>



# Parking and Loading

## Providing space for customers, goods and service providers

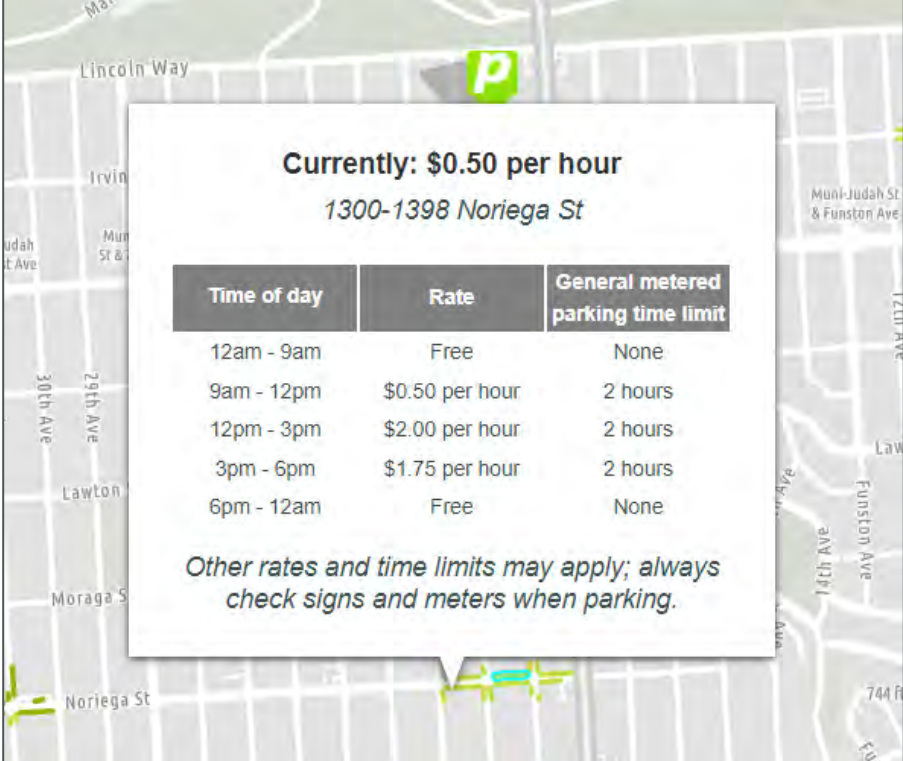
- Metered parking, short-term parking, and passenger/commercial/general loading zones all are designed to support local businesses
- Provide space for customers and goods delivery, however they arrive



# Parking and Loading

Providing space for customers, goods and service providers

- Demand-responsive parking pricing charges the lowest price needed to keep 1-2 spaces open on a block
- Many blocks as low as \$0.50/hour at certain times of day



Currently: \$0.50 per hour  
1300-1398 Noriega St

| Time of day | Rate            | General metered parking time limit |
|-------------|-----------------|------------------------------------|
| 12am - 9am  | Free            | None                               |
| 9am - 12pm  | \$0.50 per hour | 2 hours                            |
| 12pm - 3pm  | \$2.00 per hour | 2 hours                            |
| 3pm - 6pm   | \$1.75 per hour | 2 hours                            |
| 6pm - 12am  | Free            | None                               |

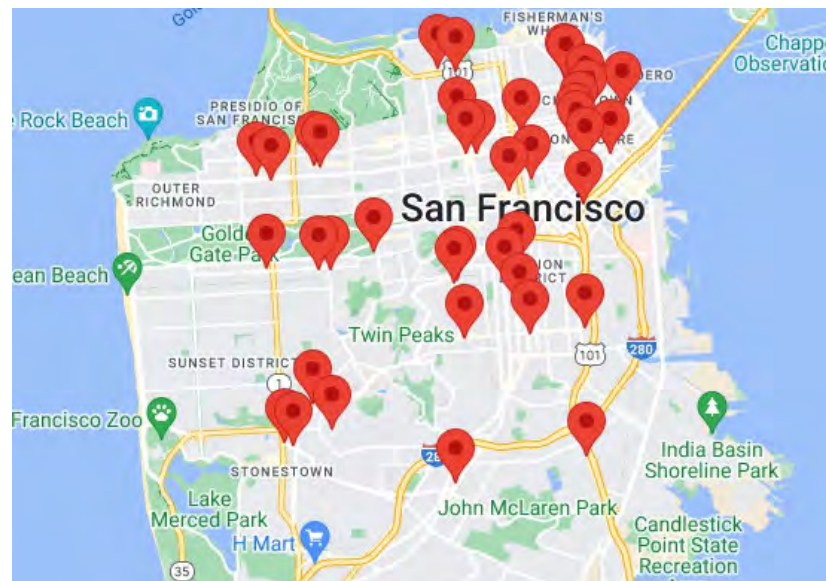
*Other rates and time limits may apply; always check signs and meters when parking.*

<https://www.sfmta.com/demand-responsive-parking-pricing>

# Parking and Loading

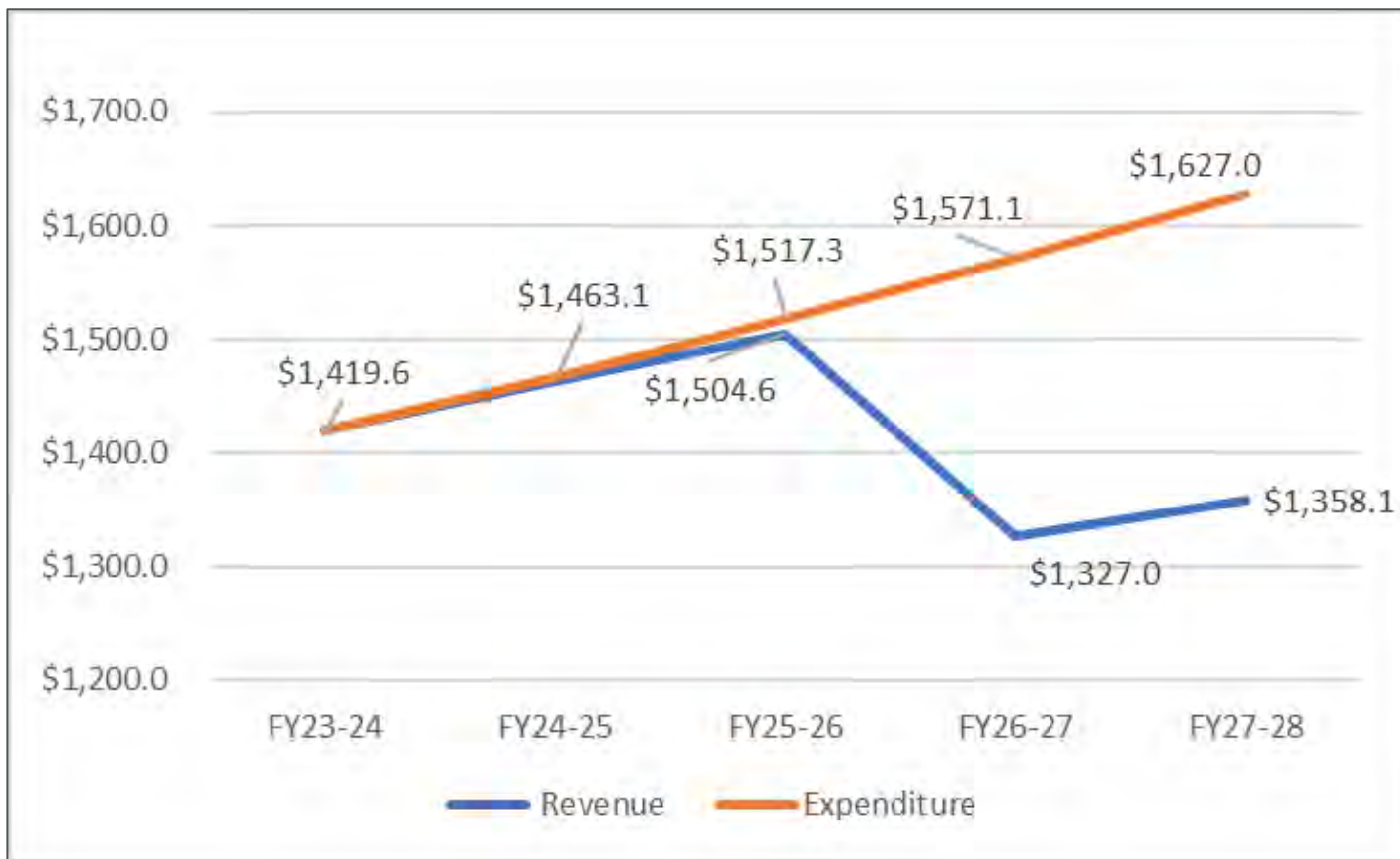
## Providing space for customers, goods and service providers

- SFMTA operates public parking garages and lots in many neighborhoods ([SFMTA.com/garages-lots](https://www.sfmta.com/garages-lots))
- Rarely, if ever, full—and usually cheaper than on-street parking
- Validation programs help businesses encourage customers to visit



# SFMTA Five-Year Budget Forecast

Beginning in FY25-26, SFMTA projects a \$12.7M deficit, increasing to \$240M+ when federal relief is expended.





# Partnership Opportunities

- Working together to develop specific ACP designs
- Working together to improve how we notify you about construction disruptions
- Other?



SFMTA

**Thank you**