Building Community Trust
IS the Project

2020 ITE Western District Annual Meeting
June 29, 2020
We’re the Experts!
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Institutional Oppression
Project Example: Folsom-Howard Streetscape Project
Filipino Community in San Francisco
What is Our Role and Responsibility?
Outreach Process
Near Term Projects as Outreach

• Working with the community the SFMTA recognized the need to improve safety sooner
• Opportunity for the community to provide feedback on the quick build design which could share the streetscape project
• Demonstrate viability of designs for possible implementations around the city
Working with the Community

- 1,300 questionnaire responses
- Meetings with 20 community groups
- 550 people attended open houses
- Knocked on 165 businesses’ doors
- 110 meetings with local businesses
- 150 business loading surveys completed
- 27,000 open house notification postcards delivered
- Distributed 600 open house notification posters
- 100s of hours of staff outreach
Building Consensus for Positive Project Support
Summary

• Acknowledge past policies and programs that have oppressed and displaced neighborhoods
• Start outreach with stakeholders at the beginning of the project process
• Meet people where they live and work
• Be flexible, find common ground, develop project goals together
• Listen to community’s needs; they are the experts
Thank You!

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