

MEMORANDUM

May 21, 2015

TO: MEMBERS, PORT COMMISSION
Hon. Leslie Katz, President
Hon. Willie Adams, Vice President
Hon. Kimberly Brandon
Hon. Mel Murphy
Hon. Doreen Woo Ho

FROM: Monique Moyer
Executive Director

SUBJECT: Informational Presentation on Public Process Participation and Schedule for the Update the Waterfront Land Use Plan

DIRECTOR'S RECOMMENDATION: No Action Required

Executive Summary

On April 14, 2015, Port staff provided an informational presentation on a comprehensive review of the Port of San Francisco Waterfront Land Use Plan (“Waterfront Plan”), public comments received on the review, and a proposed public process, program and schedule to update the Waterfront Plan (“Waterfront Plan Update”).¹

Port staff proposed a community engagement process to support the Waterfront Plan Update, including the creation of a Waterfront Plan Working Group (“Working Group”). The Port Commission provided comments and direction to Port staff to further expand the opportunities for interested members of the public to participate. This staff report presents proposed refinements to the representation of the Working Group, and the creation of “Advisory Teams” to provide focused attention to specified topics in the planning process. The addition of Advisory Teams provides for increased participation for members of the public who may not have the time or interest to serve on the

THIS PRINT COVERS CALENDAR ITEM NO. 11C

¹ Informational Presentation to the Port Commission on Port Staff Proposal to Update the Port’s Waterfront Land Use Plan, April 10, 2015, available online:

<http://sfport.com/modules/showdocument.aspx?documentid=9669>;
<http://sfport.com/modules/showdocument.aspx?documentid=9670>

Waterfront Plan Working Group. If the Port Commission supports this public participation format, Port staff will work to fill the Waterfront Plan Working Group and Advisory Teams, and invite submittals of interest from members of the public who would like to serve on either. A draft questionnaire for prospective candidates to the Working Group or Advisory Teams, accompanied by information on the Working Group and Advisory Teams role and expectations, is provided in Attachment 1 to this staff report.

The process to establish Advisory Teams in addition to the Working Group will require additional time, which will shift the schedule for starting the Waterfront Plan Update process by two months. Port staff previously proposed starting the planning process in July 2015; with the recommended changes, staff now proposes starting the planning process in September 2015. A revised Waterfront Plan Update schedule is included in this staff report.

Waterfront Plan Public Participation

As described in the April 10, 2015 staff memorandum to the Port Commission, the Waterfront Plan Working Group will include a broad cross-section of interests and diverse membership. Members will provide citywide and regional perspectives and issue-specific knowledge. The Working Group will include staff members from of the San Francisco Bay Conservation and Development Commission (“BCDC”) and the California State Lands Commission (“State Lands”) and liaisons from the Port’s existing advisory groups to ensure a robust cross-exchange of information and opinions.

The proposal to create Advisory Teams will supplement the Working Group in terms of content, expertise and public participation. Many people have an interest in helping to improve Port waterfront assets and amenities, but may not have the time to commit to serving on the Working Group. The Advisory Teams are intended to enable the Port to benefit from individuals who offer specialized expertise or knowledge on specified topics in the planning process.

Port staff will be conducting outreach to all members of the Board of Supervisors to solicit recommended candidates for the Working Group and Advisory Teams. Port staff will create a submittal process to solicit individuals who are interested in serving on the Waterfront Plan Working Group and Advisory Teams (see: Attachment 1). Submittals will be collected on-line and will be due on July 17, 2015. Attachment 1 provides information about the Working Group and Advisory Teams, the topics and perspectives sought by the Port in these bodies, estimated time commitment and expectations for sharing information with the community organizations or networks with which candidates are associated. The Port Executive Director, after considering questionnaires and staff recommendations, will appoint members of the Working Group and Advisory Teams.

Port staff estimates that Working Group members will need to dedicate time for public meetings one or two times a month for 18 to 24 months. Advisory Teams will meet on a more limited basis during the planning process, depending on the given topic and depth of discussion among the participants. Input from the Advisory Teams is intended to assist and guide the Working Group discussion as it formulates its recommendations.

Advisory Team insights and recommendations will be presented for public review and discussion in the Working Group meetings.

The proposed perspectives of the Working Group are listed in Table 1 below. In addition, staff members from the San Francisco Bay Conservation and Development Commission and State Lands Commission will serve on the Working Group.

Table 1: Waterfront Plan Working Group (28 seats + BCDC and State Lands staff)
<p>City and region-wide representatives (<i>10 seats</i>)</p> <ul style="list-style-type: none"> • These seats will allow a variety of citywide perspectives which may or may not include those with waterfront interest or expertise.
<p>People with desired qualifications and experience (<i>13 seats</i>)</p> <ul style="list-style-type: none"> • Maritime Commerce • Public Access & Recreation • Environment & Health • Historic Preservation • Urban Design • Labor & Workforce • Business, Innovation & Tourism • Cultural & Institutional • Economy & Finance • Transportation & Vision Zero • Resilience/Sea Level Rise/Seismic
<p>Port Advisory Group liaisons (<i>5 seats</i>):</p> <ul style="list-style-type: none"> • Fisherman’s Wharf • Northeast/Ferry Building Waterfront • South Beach/Central Waterfront • Southern Waterfront • Maritime Commerce

Depending on the level of public interest, the proposed Advisory Teams will be organized to address the following topics:

1. **Resilience** (Climate Change, Sea Level Rise, Seismic Safety)
2. **Recreation and Open Space** (Parks, Open Space, Recreation, Cultural/Institutional)
3. **Transportation** (Pedestrian Safety, Transit, Water Transportation, Traffic, Bicycles)
4. **Urban Waterfront** (Historic Preservation, Urban Design, Environmental Sustainability, Neighborhoods, Merchants, Tenants, Housing, Economic Impact)

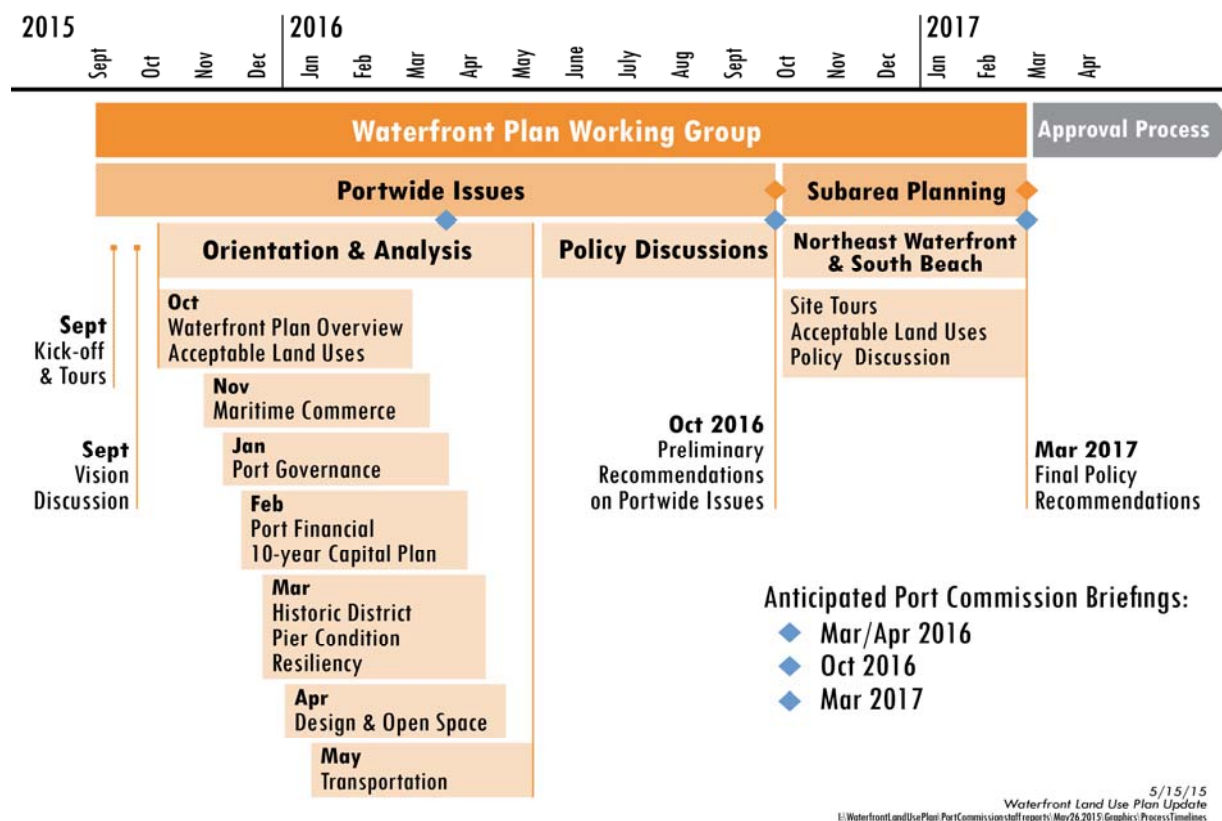
5. **Labor & Workforce** (Maritime Industry, Labor, Economic Development, Jobs, Small Business)
6. **Financial** (Public Financing, Capital Planning)

If this proposed public participation structure receives support from the Port Commission, Port staff will start the process to publicize the Working Group and Advisory Team opportunity, solicit submittals from interested candidates, and assist the Port Executive Director in appointing the Working Group and Advisory Teams. Online information, questionnaire and submittals of interest would be available in early June and the planned deadline for submitting completed questionnaires is July 17, 2015. Staff has established a target date of mid-September 2015 to kick off the Waterfront Plan Update process with water and land tours of Port facilities. Prior to the start of the public process, Port staff will provide the Port Commission and public with an announcement and roster of the Working Group and Advisory Teams. Information about the public process to update the Waterfront Plan is available to the public online: <http://sfport.com/wlup>.

Waterfront Plan Update Public Process Schedule

The proposed approach and planning policy topics to be addressed in the Waterfront Plan Update process are the same as presented at the April 14, 2015 Port Commission meeting and April 10, 2015 staff report with the exception of the addition of a Maritime Commerce session within the Orientation and Analysis phase. As indicated above, to provide the time needed to set up the Working Group and Advisory Teams, the schedule has been revised to start in mid-September 2015 instead of July 2015. Figure 1, on the following page, presents the revised planning process timeline.

Figure 1: Waterfront Plan Update Process Timeline



Port staff is planning orientation and informational presentations to provide the Working Group, Advisory Teams and the public with information about the Port in the topical areas as depicted in Figure 1, from October 2015 to May 2016. From May 2016 to October 2016, staff will facilitate policy discussions with the Working Group, ultimately yielding Working Group recommendations to address Port-wide issues. Advisory Team meetings also will occur during this period to address technical or content-specific issues, and any resulting information will be advanced for public review and discussion in the Working Group meetings.

From October 2016 to January 2017, staff will facilitate neighborhood-level planning in the Northeast and South Beach waterfront subareas with the help of the Northeast Waterfront and the Central Waterfront/South Beach Port Advisory Groups and interested members of the Waterfront Plan Working Group. Recommendations for the Northeast and South Beach subareas would be forwarded for public review and discussion at Working Group meeting(s). Together, the Port-wide and subarea planning will lead to recommendations by the Working Group to the Port Commission for its consideration of an update of the Waterfront Plan.

During the planning process, Port staff will provide periodic reports to the Port Commission. Port staff has planned briefings at specific milestones indicated in Figure 1, and may provide additional status reports as needed during the planning process to

keep the Port Commission informed and to receive guidance and direction. Any proposed amendments to the Waterfront Plan generated through the process will require environmental review pursuant to the California Environmental Quality Act prior to any Port Commission consideration.

Conclusion

Port staff appreciates the detailed attention, thought and direction from the Port Commission to expand and improve public engagement in the process to update the Waterfront Plan. The changes to the public participation structure described in this report will enable the Port to embrace a broader range and depth of waterfront interests. Staff is hopeful that a thoughtful discussion of the Port's challenges and opportunities can forge a strong bond between the Port and its visitors, interested stakeholders and partners, as well as a greater understanding in the larger city and regional context. The proposed public process is intended to support this objective. The process is intended to lead to meaningful amendments to the Waterfront Plan and to guide future improvements, as we jointly strive to realize a varied, activated Port that serves the needs of the City and the region.

Staff welcomes the public to participate in any manner going forward: by submitting a statement of interest to serve on the Working Group or an Advisory Team, to attend Working Group and Port advisory group public meetings, by sharing written suggestions, or by periodically monitoring staff and community progress during the planning process. Information on meetings, studies, documents and on-line public comment opportunities will be maintained on the Port's website, www.sfport.com/wlup.

Prepared by: Diane Oshima, Assistant Deputy Director
Brad Benson, Director of Special Projects
David Beaupre, Senior Waterfront Planner
Tani Elliott, Waterfront Planner

Prepared for: Byron Rhett, Deputy Director
Planning and Development

Attachment 1:
Waterfront Plan Working Group and Advisory Team Information and Submittal of Interest

ATTACHMENT 1 WATERFRONT PLAN WORKING GROUP & ADVISORY TEAM INFORMATION

What is the Waterfront Plan Working Group?

The Port of San Francisco is initiating a public process to update its master plan, the Waterfront Land Use Plan (Waterfront Plan).² This effort will embrace robust public participation in meetings that will be noticed and open to the public. A Waterfront Plan Working Group (Working Group) is being created to support this public process, and will include diverse perspectives and expertise to make recommendations to advance the objectives of the Port.

Who will serve on the Waterfront Plan Working Group?

Port of San Francisco staff is soliciting interest from members of the public who would like to serve on the Waterfront Plan Working Group. It is anticipated that the Working Group will have 30-32 members, representing Citywide and regional viewpoints as well as issue-specific knowledge or expertise. State waterfront agency representatives from the San Francisco Bay Conservation and Development Commission and the California State Lands Commission will also serve on the Working Group. See Part 2 below for a breakdown of the perspectives to be included in the Working Group. Working Group members should be willing to participate for the duration of the planning process, which may take 18 to 24 months. Most meetings will be convened during weekday evenings.

What are Advisory Teams?

In addition to the Working Group, the Port will create Advisory Teams to provide for technical or detailed discussion on specified topics related to the Waterfront Plan update. The Advisory Team discussions will be provided to, and supplement, Working Group public discussions. The Advisory Teams allow citizen participation in the Waterfront Plan update process, with less of a time commitment requirement than the Working Group. Advisory Teams will be convened for periods of time sufficient to analyze and formulate recommendations on a given topic, expected to be 3-6 months. Advisory Teams will be limited in size, anticipated to be 4-8 members per topic.

What are the requirements for serving on the Waterfront Plan Working Group?

The Port seeks people active in community organizations that address the perspectives listed in Part 2, below. Working Group members will be expected to provide a conduit to share and exchange information on issues addressed in the Waterfront Plan update process with community and neighborhood organizations and networks to provide maximum public outreach.

² A detailed discussion of the Proposed Update to the Waterfront Land Use Plan is presented in a Port Commission staff report, dated April 10, 2015. To access the staff report and access information about the Waterfront Plan Update: <http://sfport.com/index.aspx?page=2491>

Working Group meetings are anticipated to occur monthly, with meetings lasting about 2 hours in the evenings, starting in September-October 2015; at times there may be two meetings a month. The planning process is expected to take 18 to 24 months. Optional sessions such as Port walking tours, which could be scheduled on weekends, also are planned.

Advisory Team meetings will be more limited in number than the Working Group and will be defined by the scope of the given topic and interest of the Advisory Team participants.

Working Group and Advisory Teams members may be provided with reports and information in advance of meetings, with an expectation that members are able to devote time to review them and prepare for the meetings, as needed. The Port seeks candidates who commit to active engagement and regular meeting attendance, with allowance of absences upon advance communications with the Port. It is anticipated that some members of the Working Group may also participate in selected Advisory Teams.

Schedule

Submittals of interest will be accepted online through Friday July 17, 2015

Port selection and response to applicants for the Working Group is anticipated by September 2015 with the Advisory Teams to follow shortly after.

Waterfront Plan Update Public Process is anticipated to begin in mid-September 2015

**PORT OF SAN FRANCISCO WATERFRONT PLAN UPDATE
WATERFRONT PLAN WORKING GROUP AND ADVISORY TEAMS
PROPOSED SUBMITTAL REQUIREMENTS**

(Note: Submittal process will be online after May 26, 2015 Port Commission meeting)

PART 1 - SUBMITTAL OF INTEREST

1. Name & Contact Information (*phone numbers and email addresses will be confidential*)

Name:

Address:

Phone number:

Email address:

2. Interest in Waterfront Plan Working Group and Advisory Teams

Please review Part 2 and indicate which Working Group and/or Advisory Team perspectives you are applying for. Please attach a letter providing information about your interest and background that would make you a good candidate to serve on the Working Group or Advisory Teams.

3. Community Involvement

Please provide information on any neighborhood or community organizations in which you are involved, and in what capacity. Please describe how you are able to serve as a conduit to share and exchange information about the Waterfront Plan update to the public. Please provide a separate letter from an officer of the organization(s) you would be representing, if any.

4. Attendance and Participation

The planning process is expected to last 18-24 months, with regular monthly evening meetings of the Waterfront Plan Working Group, and possibly occasional weekend tours. Advisory Team meetings will be determined based on scope of the particular topic being addressed, but will be a more limited time commitment. Meeting attendance will be tracked. Are you able and willing to commit the time to attend meetings, including reviewing information generated during the public process?

5. Other Questions or Suggestions

Are there other waterfront land use issues that are not included in Part 2 below that you believe should be considered? Please share any other questions you have about the project or process.

Due Date: ***Friday, July 17, 2015, 5:00 PM***

Thank you for your interest in helping the Port of San Francisco on the Waterfront Land Use Plan Update Project. Port staff will review all applications and send a response by September 2015.

PART 2 - WATERFRONT PLAN WORKING GROUP & ADVISORY TEAM CATEGORIES

<p>WORKING GROUP PERSPECTIVES</p>	<p>Applicants: Indicate which seat(s) you are applying for. You may apply for a seat to represent City, Regionwide or one of the topical areas listed. <u>Please fill out Part 1 to accompany this form.</u></p>
<p>City and region-wide representatives (10 seats);</p>	<p><input type="checkbox"/> Check if you are interested in serving (No specific expertise required). Why are you interested in participating?</p> <p>_____</p> <p>_____</p> <p>_____</p>
<p>People with desired qualifications and experience (13 seats):</p> <ul style="list-style-type: none"> • Maritime Industry • Public Access & Recreation • Environment & Health • Historic Preservation • Urban Design • Labor & Workforce • Business, Innovation & Tourism • Cultural & Institutional • Economy & Finance, • Transportation & Vision Zero • Resilience/Sea Level Rise/Seismic 	<p><input type="checkbox"/> Check if you are interested in serving. Of the bullets listed in the left column, which perspective would you provide to the Working Group? Why are you interested in participating?</p> <p>_____</p> <p>_____</p> <p>_____</p>
<p>Port Advisory Group liaisons (5 seats):</p> <ul style="list-style-type: none"> • Fisherman’s Wharf • Northeast/Ferry Building Waterfront • South Beach/Central Waterfront • Southern Waterfront • Maritime Commerce 	<p>One representative to be nominated by each current Port Advisory Group</p>
<p>PUBLIC TRUST AGENCY PARTNERS</p> <p>San Francisco Bay Conservation & Development Commission (BCDC)</p> <p>California State Lands Commission</p>	<p>1-2 BCDC staff</p> <p>1-2 State Lands staff</p>
<p>ADVISORY TEAMS – SPECIFIC TOPICS</p> <p>Advisory Teams will allow members of the public interested in participating in discussion on specific topic areas listed below.</p>	<p>Applicants: Indicate one or more Advisory Teams(s) in which you are interested in participating. <u>Please fill out Part 1 to accompany this form.</u></p>
<p>1) Resilience (Climate Change, Sea Level Rise, Seismic Safety)</p>	<p><input type="checkbox"/></p>
<p>2) Recreation and Open Space (Parks, Open Space, Recreation, Cultural/Institutional)</p>	<p><input type="checkbox"/></p>
<p>3) Transportation (Pedestrian Safety, Transit, Water Transportation, Traffic, Bicycles)</p>	<p><input type="checkbox"/></p>
<p>4) Urban Waterfront (Historic Preservation, Urban Design, Environmental Sustainability, Neighborhoods, Merchants, Tenants, Housing, Economic Impact)</p>	<p><input type="checkbox"/></p>
<p>5) Labor & Workforce (Maritime Industry, Labor, Economic Development, Jobs, Small Business)</p>	<p><input type="checkbox"/></p>
<p>6) Financial (Public Financing, Capital Planning)</p>	<p><input type="checkbox"/></p>