Date: April 6, 2016

To: Recreation and Park Commission, Capital Committee

Through: Philip A. Ginsburg, General Manager
          Dawn Kamalanathan, Director of Planning and Capital Management

From: Jordan Harrison, Planner III
         Stacy Bradley, Deputy Director of Planning

Subject: Approval of Grant Agreement for Buchanan Street Mall Visioning Grant

Agenda Wording

Buchanan Street Mall Visioning Grant - Discussion and possible action to approve an agreement between the City and County of San Francisco and the Trust for Public Land (TPL). Under the agreement TPL will (1) manage a community visioning process to develop a Vision Statement with a functional area diagram providing recommendations for future improvements to the Buchanan Street Mall park; (2) receive a grant for up to $75,000 from the Recreation and Park Department (RPD), which TPL shall distribute to sub-grantees who will provide services related to the Buchanan Street Mall park and who will be selected and managed by TPL; and (3) provide RPD a grant of in-kind services with an estimated value of $68,000 related to the Buchanan Street Mall park.

Background

The Buchanan Street Mall (“Mall”), located in the Western Addition neighborhood, runs north-south between Grove and Eddy Streets. It includes five consecutive blocks of green space, three playgrounds, a half basketball court, seat walls, and asphalt paths.

In 2015 RPD partnered with the TPL to support a temporary, community-driven park activation project (“Activation”). TPL worked with three community partners, Green Streets, Citizen Film and the Exploratorium’s Studio for Public Spaces, to mobilize park neighbors around activating sections of the Mall in a positive way. The goal of the Activation was to launch design interventions through a sustained community effort and to enhance and activate the Mall in a way that reflected the values of the community.

Videos about the activation are available online: https://vimeo.com/channels/buchananmall

Edwin M. Lee, Mayor
Philip A. Ginsburg, General Manager
The Activation was installed in during the fall of 2015 and includes a series of gardens and seating areas surrounded by historic and inspirational images selected by the community, audio-domes highlighting neighborhood stories, and overhead string lighting. The Activation was a gift-in-place from TPL to RPD valued at $187,600 and will be in place for 12 months, overlapping with the visioning process by approximately six months. Since the November 6, 2015 Opening Celebration the community dialogue and stewardship along the Mall has continued. Community members harvest vegetables from the planting troughs and regularly help keep the installations clean. RPD, TPL and our community partners plan to build on the momentum of the Activation project using the same team to manage a visioning process beginning in early summer 2016.

In January 2016 RPD released a Request for Proposals (RFQ) in search of an organization experienced in community outreach and design to engage with the stakeholders of the Buchanan Street Mall to develop a community vision for changes, enhancements, and improvements to the existing park space. The City received one response to the RFQ for assistance with the Buchanan visioning process from TPL for a joint-venture proposal with Citizen Film, Green Streets, and the Exploratorium. TPL’s proposal also includes an in-kind gift of project management services from TPL to supplement the overall visioning process budget.

**Vision Statement**

During the Activation planning the community generated guiding principles for the Mall:

1. Connect all five blocks,
2. Improve safety,
3. Create places for gathering and social interaction,
4. Create a sense of pride and ownership,
5. Honor history of the neighborhood, and
6. Tell positive stories about the community.

The purpose of the visioning process is to develop these guiding principles into community-driven recommendations for improvements to the park that the community can then present to the City and other organizations to develop support and secure funding for future changes.

The visioning process will provide an alternative, interactive forum for community members to develop ideas for how the Mall could be used and improved. The process will result in a “Vision Statement” of the community’s goals that will include a functional area diagram and precedent images for inspiration.

The proposed visioning process team is the same group that successfully implemented the Activation, including Green Streets, is a social enterprise providing environmental services and beautification for affordable housing properties in the Western Addition; Citizen Film, a nonprofit that uses documentary storytelling, including film, oral histories, and other media, as a tool foster dialogue about solutions to local problems; the Studio for Public Spaces, a branch of the Exploratorium that works in the public realm to create exhibits and environments that encourage play, exploration, creativity, and social connection; and TPL a national nonprofit that work with communities to create quality parks in a ten-minute walk from home.

**Project Budget and Funding**
The visioning process is funded by a generous $75,000 “Add-Back” from Supervisor Breed. In addition, TPL proposes a gift of in-kind services valued $68,000 to supplement the overall visioning process budget. The budget is summarized below and roles of the different partners are outlined further under the Grant Agreement section.

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>TPL (Project Management, Outreach)</td>
<td>$68,000 (in-kind gift to RPD)</td>
</tr>
<tr>
<td>Exploratorium (Design Workshops, Design Services)</td>
<td>$40,000 (grant award)</td>
</tr>
<tr>
<td>Citizen Film and Green Streets (Outreach, Dialogue and Facilitation)</td>
<td>$35,000 (grant award)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$143,000</strong></td>
</tr>
</tbody>
</table>

**Grant Agreement**

The attached draft Grant Agreement combines the City’s standard requirements for recipients of grant funds ("grantee") with typical agreements for the City’s receipt of a gift for in-kind services. The Department and TPL have successfully accomplished a number of projects throughout the RPD system. The agreement for this project aligns closely with previous agreements and establishes a framework for the collaboration between RPD and TPL.

Specifically, the agreement specifies that TPL will provide project management services and support outreach efforts, Citizen Film and Green Streets will implement the outreach strategy and facilitate community dialogue, and the Exploratorium will facilitate design workshops and translate the community’s ideas into a Vision Statement with functional area diagram. Further, the collaboration with these partners will create neighborhood stewardship of the park that encourages active participation in voluntary upkeep of the Activation, regular communication with RPD and general stewardship of the Mall. (See Attachment 3, Draft Grant Agreement)

**Project Schedule**

RPD and TPL anticipate beginning the process in early summer in order to work with youth in the community while they are not in school. The attached Work Plan illustrates the anticipated schedule, also briefly outlined below. The community members have already begun prepping for the upcoming meetings and are eager to continue the dialogue about change on the Buchanan Mall.

**May-June**
1. Project kick-off
2. Information gathering
3. Planning

**July-October**
1. Community reflection workshops
2. Design workshops
3. Draft Vision Statement

**November-January**
1. Final Vision Statement
2. Next steps assessment
Support
Supervisor London Breed
Green Streets
Citizen Film
Trust for Public Land
Exploratorium
Community Grows

Opposition
None known

Staff Recommendation
Staff recommends that the Recreation and Park Commission adopt a resolution to approve an agreement between the City and County of San Francisco and the Trust for Public Land under which TPL will (1) manage a community visioning process to develop a Vision Statement with a functional area diagram providing recommendations for future improvements to the Buchanan Street Mall park; (2) receive a grant for up to $75,000 from the RPD, which TPL shall distribute to sub-grantees who will provide services related to the Buchanan Street Mall park and who will be selected and managed by TPL; and (3) provide RPD a grant of in-kind services with an estimated value of $68,000 related to the Buchanan Street Mall park.

Attachments:
1) Buchanan Mall Visioning Draft Work Plan
2) Buchanan Mall Visioning Narrative response to RFQ
3) Buchanan Mall Project Site
4) Draft Grant Agreement