2019 UPDATED WORK PLAN

Recent success in Civic Center Plaza is due to the fact that there are now a range of reasons for people to visit and stay in the plaza every day. Creating this positive, layered experience required collaboration among city agencies and many community partners. The following Work Plan outlines a path to continue this successful model, especially on Fulton Street and at UN Plaza. To get involved, contact us using the information on the back of this sheet.

Create Daily Attractions

CIVIC CENTER PLAZA

- Support the Recreation and Parks Department (RPD) in ensuring success of the playgrounds, the Bi-Rite Cafe, and the annual Winter Park skating rink, as well as other seasonal recreation (ex: soccer, rollerskating). Continue daily activation (tables and chairs, chess, food trucks, rec classes).
- Seek funding for rotating art installations on a seasonal calendar in Civic Center Plaza, with opportunities for art to extend to Fulton and UN Plaza locations.

FULTON STREET

- Pursue temporary daily recreation uses on Fulton such as street soccer (will require partial street closure, iterating towards long-term vision).
- Develop, permit, maintain, and evaluate the Exploratorium’s new project. Leverage the project to catalyze additional programming/amenities.
- Support increased outdoor programming by the Asian Art Museum and SF Public Library Main Branch, including extending the permit for the Art/Lit Living Innovation Zone or Village Artist Corner installation.

UN PLAZA

- Build on existing Farmer’s Market, Gift Gallery, and Off the Grid markets and create expanded market programming to span additional days of the week. Include a plug-and-play platform (kiosk, etc.) for rotating partners.
- Explore options to turn the fountain into an amenity for use during programming on an interim basis.
- Assist property owners in attracting tenants to activate vacant storefronts and adjacent outdoor areas, including the former Carl’s Jr restaurant site.
- Remove Sound Commons and pursue opportunities for additional temporary installations, including sculptures, dog park, outdoor fitness, kiosks, etc.

Improve Cleanliness and Safety

- Sustain increased SF Police Department/Healthy Street Operations Center presence currently allocated to the entire Commons and adjacent blocks.
- Assist City’s efforts by building capacity of community-based block groups focused on cleanliness and safety.
- Continue partnerships with Hunters Point Family and Downtown Streets Team, refining scopes to support shifts in activation hours/uses and needs for a new “spotter” role. Continue partner agency and Civic Center Community Benefit District (CBD) safety and cleaning efforts.
Create a Cohesive Identity

PROGRAMMING
• Continue Sunday Commons Block Party, working with partners to program Fulton Street on a regular basis. Expand weekend event offerings moving forward.
• Support area food business operators in seasonal happy hour programming, with music, games and outdoor seating.
• Continue Annual Civic Center Plaza Tree Lighting and build on holiday offerings.
• Continue to support social service programming by offering assistance with management and safety coordination.

IDENTITY AND COMMUNICATIONS
• Maintain website and social media, and pursue additional communications efforts with goal of attracting visitors.
• Continue regular community and partner engagement to raise awareness of efforts and encourage private investment.
• Continue assisting with programming coordination and promotion across public/private partners via monthly event calendar, e-blast, and ad hoc committees as needed.
• Continue Knitting the Commons.

Build a Strong Team

MANAGEMENT AND FINANCE PLAN
• Formalize and expand Civic Center Commons Advisory Committee under the Civic Center CBD with additional private sector leadership.
• Support Civic Center CBD renewal/expansion and its intention to create a dedicated funding source for Civic Center Commons programs.
• Support Civic Center Public Realm Plan through final design into environmental review and financing phase.
• Pursue private fundraising and identify new revenue sources.

PROGRAM ADMINISTRATION
• Maintain dedicated City agency staffing and identify new Civic Center CBD operations team for January 2020.
• Following Civic Center CBD renewal, work with Advisory Committee and Civic Center CBD Board to refine branding and communications strategy to align with updated management structure.
• Finalize launch of new survey tool and issue periodic program evaluation handouts to document impact.
• Ensure FY2019 budget is available to continue existing programs and scale up UN Plaza and Fulton Street activation.

For questions or to get involved, please contact Civic Center Commons Project Manager, Julie Flynn at julie.a.flynn@sfgov.org or 415-575-9057.
civiccentercommons.org