



SF
Parks
Alliance

Freeway Commemorative Project Presentation MO CAC

San Francisco Parks Alliance
Philip Winn
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1000 ft



Introductions & Presentation Overview

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Process Overview



Octavia Committee & Selection Panel:

- Octavia Committee = Community led group to broadly manage the Central Freeway Commemoration effort overall
- Selection Panel = Volunteer professionals appointed by the Octavia Committee to select one design team to move forward with the City and the community on their proposal and approach.

Process Overview

- **Octavia Committee Formed July 2019**

- Who are the members?
 - Gail Baugh (resigned as of 6/17/21)
 - Barbara Thompson
 - Paul Olsen (resigned as of 1/14/21)
 - Robin Levitt
 - Vladimir Vlad
 - Ben Zotto
- How were they selected?
 - Through neighborhood groups: Market Octavia Community Advisory Committee (MOCAC), Hayes Valley Neighborhood Association (HVNA), and others.
 - Open meeting for the public hosted at the Planning Department to organize the Octavia Committee: 02/04/19, 05/29/19, 06/20/19. First Octavia Committee Meeting: 07/11/19.

What is their role?

- Organize a community body to lead the Central Freeway Commemoration Effort.
- Develop a multi-year implementation plan for a commemoration effort.
- Design a public RFP to obtain artists and professionals to submit design proposals for a commemoration.

Selection Panel

- **Selection Panel Formed: April 29, 2021**

- Who are the members?
 - Sherri Young – African American Shakespeare Company
 - Jackie Sue Johnson – Author
 - David Johnson – Photographer
 - Babs Ealy – Artist
 - Liz Thelen-Torres – Gould Evens Architecture
 - Rhonel Roberts – Artist
 - Willet Moss – Landscape Architect
 - Eric Robinson – Architect
 - Peter McQuaid – Hayes Valley Art Center
- How were they selected?
 - The Octavia Committee conducted extensive outreach to create a list of individuals they thought would be ideal, fair, and professional candidates to have an educated vote on a commemoration. The names were then presented and voted upon by the Octavia Committee.

Mission: Inspire and empower future San Franciscans to realize that, through civic engagement of the freeway removal in the Market / Octavia area, you can change the city for the better!

What is their role?

- Weekly meeting during the RFP process to have an open discussion about the commemoration effort and vote on 2 finalists from 12 submitted proposals.
- Meet on-site and in-person with the two finalists to review their proposal.
- Select one team to move forward with the City and the community on their proposal and approach; taking into account community feedback and input from various city agencies (RPD, SFMTA, SFDPW, Planning).

Commemoration Committee Selection Panel Interview Scores (21.04.26)

	Point Totals	List Totals	Score (% of 150)		Placement Score*		Overall Ranking
Tom Radulovich	145	5 out of 5	97%		49		1
Willett Moss	128	5 out of 5	85%		29		5
Jackie Sue Johnson & David	106	4 out of 5	71%		26		6
Sherri Young	139	5 out of 5	93%		42		2
Rhonel Roberts	137	5 out of 5	91%		37		3
Babs Early	115	5 out of 5	77%		21		7
Peter McQuaid	84	3 out of 5	56%		24		9
Liz Thelen-Torres	131	5 out of 5	87%		32		4
Eric Robinson	112	5 out of 5	75%		16		8
Robin Levitt	74	3 out of 5	49%		10		10

Conflict of Interest Claims

- Two items brought to our attention
- Clarifications
- Process undertaken to review and how the items were addressed

Opportunities for Community Input Into Process and Design

- General public – Two Public Community Meetings (June & July 2021)
- MO CAC – Updates to team through Octavia Committee members (Robin Levitt)
- Both design teams reached out to community members with contact information provided to learn more about the effort, the neighborhood, and the history.


How Projects Proposals Came to Fruition

- The Octavia Committee developed an RFP which guided applicants in their development of a proposal.
- The two finalists received input from the Selection Panel and the public on their proposal.
- There is no “Final Design” – these concepts are an initial approach: Plaques (IDEO) v Pedestrian Expansion (Env AD). Each team has a responsibility to develop an implementation plan, and work with city agencies and SFPA to identify funding.
- The designs submitted by the two finalists might differ from what members of the community and some members of MO CAC might want to see.
- Opportunities to give input on the final designs to potentially address any concerns.
 - Attend Community Meetings
 - Join the Octavia Committee
 - Visit the website, provide comments, [vote!](#)
 - Contact the Octavia Committee and/or SFPA

Voting Process

- The voting period has been extended from Friday August 6th to Friday September 3rd and can be extended further if needed.
- Voters are required to sign in with their google account and are only offered one vote per email.
- Vote here:
<https://docs.google.com/forms/d/e/1FAIpQLSfB50JG0GQTPHJleVz26io4gacdk10CGzwRvPxCwtkmfUzWvg/viewform>



An aerial photograph of San Francisco, showing a dense urban landscape with a grid of streets, various buildings, and hills in the background. A large, white, semi-transparent text overlay is centered over the image. The text reads "Question & Answer" on the top line and "Discussion" on the bottom line. The font is a clean, sans-serif typeface. The background shows a mix of old and new architecture, with a prominent modern building featuring a green facade in the lower center. The hills in the distance are covered in vegetation and some structures, under a clear sky.

Question & Answer Discussion



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