



General Plan Virtual Events Engagement Summary

Event Summary

The General Plan Virtual Events consisted of 17 virtual sessions and workshops, attended by over 500 unique participants, between March 15 – 26, 2021. The events served as a coordinated outreach and engagement opportunity for multiple project teams working on the City's General Plan. The General Plan creates a roadmap for the City's growth and change over time. It consists of goals and policies that will help the City address topics such as racial and social equity, housing, mobility, safety, climate resilience, and land use. Planning Department staff are updating the Housing Element, Transportation Element, and Safety and Resilience Element; developing a new Environmental Justice Framework. These events enabled the Department to inform the community and gather feedback on related projects, including the Department's Racial and Social Equity Action Plan and Recovery Strategies.

The General Plan Virtual Events provided information about forthcoming updates and explored the General Plan's role, providing an opportunity to share ideas that San Francisco can take to achieve an equitable, livable, and sustainable future. There were two-types of events - capacity-building sessions and effort-specific workshops. All of the Virtual Events were hosted over Zoom and livestreamed and recorded over YouTube. The recordings, presentations, and additional materials are hosted on the SF Planning website [here](#).

- The capacity-building sessions were geared towards those who may be newer and less familiar to urban planning and the General Plan. These sessions addressed the Planning Department, the General Plan, planning for healthy communities, and youth and community engagement. These sessions lasted 60 minutes and were structured around a moderated panel and Q&A. All the sessions were held during the workday; the General Plan session was held twice, and the other sessions were offered once.
- The effort-specific workshops intended to be informational and consultative to those impacted and interested in the issues. The workshops addressed housing, transportation, safety and resilience, racial and social equity, and the recovery strategies. The workshops lasted 90 minutes and typically included an overview presentation, guest speaker, small group discussion, and big group report outs. All the workshops were held twice, once during the workday and once during the evening, to provide greater scheduling opportunities for people to participate.

The main goals of the General Plan Virtual Events were to:

- Make participation accessible during COVID-19 for community members by offering several virtual event opportunities.
- Gather input by offering more opportunities to influence the Department's policy and program decisions.
- Engage and build knowledge among San Franciscans, particularly American Indian, Black, and other

People of Color on:

- the role of the General Plan on the social and economic outcomes of our residents;
 - the work of the Planning Department in the context of the General Plan;
 - the importance of environmental justice in advancing racial and social equity; and,
 - the Department's approach to engagement, particularly during the Stay Safe at Home Order.
- Test the potential for gathering diverse and meaningful input through virtual formats.
 - Offer a "one-stop-shop" for residents to meet with the City Agencies participating in the General Plan updates.

Attendee Summary

The Virtual Events reached 1515 registrants, 574 of whom are unique. On average, individuals registered for 2.4 events, expressing interest across multiple General Plan issues. The General Plan 101 session, transportation workshop, and housing workshop had the highest number of registrants, reflecting high interest in these topics. Of the 574 unique registrants, 385 attended the virtual events. On average, individuals attended 2.1 events. Overall, there was a 67% turnout rate, with a range of 41-72%. There were six effort-specific workshops hosted in the evening (6-7:30pm) with a 47.37% turnout rate. The remaining eleven events were hosted during the workday and had a 59.51% turnout rate.

Based on turnout, the top three events were all capacity-building sessions held during the day (Youth and Community Engagement, What Planning Does, and General Plan 101). This indicates high interest among the public to be informed about the foundations of urban planning and the Planning Department's work! The bottom three events were all effort-specific workshops held during the evening (Community Safety, Housing, and Environmental Justice). This likely indicates difficulty for the public to attend and engage virtually after the workday without additional support and incentives. *See Table 1 for more information.*

The majority of events asked attendees three, anonymous icebreaker questions through the Zoom polling feature. We learned about the role, level of familiarity, and interests of the attendees.

One third of all attendees self-identified as members of the general public (33%), about one quarter were community members and residents (24%), and about one quarter were City staff (24%) (*Chart 1: What Role Best Describes You?*). The remainder were academics, business leaders, and youth. There was the least representation of youth (3%). This poll was worded differently in a couple of the events, and so we collapsed the options into these groupings for simplicity. We simplified into these groupings: General Public (member of the general public, parent, renter, essential worker, homeowner, other); City (City agency staff); Community (community leader or representative); Academic (researcher or academic); Business (developer or business leader, small business owner, landlord); and Youth (student, young person).

The majority of attendees were familiar with some of the Virtual Events content (54%), whether it was the General Plan efforts or the capacity-building sessions (*Chart 2: How Familiar Are You With The General Plan?*). For one fifth of attendees (21%), it was their first time hearing about these topics and engaging in conversation. One of the main goals for the Virtual Events was to engage and build knowledge among San Franciscans, so having

21% of participants who are newcomers to our work can be seen as a success. There were few attendees who felt very familiar or like experts of the General Plan topics (14%), pointing to the need for continued outreach and engagement of our work.

There was strong interest across all the General Plan Virtual Events topics. Of all the topics, housing received the most amount of interest (105 people), followed by racial and social equity (83 people) and transportation (79 people) (*Chart 3: What Issues Do You Most Care About?*). For housing and transportation, this corresponds with the workshops' high levels of registration and attendees. Although racial and social equity received the second highest amount of interest in this poll, those workshops did not have particularly high levels of registration and attendees. The daytime racial and social equity workshop did have a high turnout rate (68.1%), relative to their medium-to-low levels of registrants (72 people) and attendees (49 people). More data would need to be collected as to why this was the case (perhaps the scheduled day/time was a factor). In addition, the Department should work to provide better opportunities for the public to engage on housing and racial and social equity topics throughout all of our work.

Table 1: Breakdown of Registration and Attendance by Event

Event	Date	Time	Registrants (r)	Attendees (a)	Turnout (a/r)
What Planning Does	3/15/2021	12:00-1:00pm	82	57	69.50%
General Plan 101	3/15/2021	3:00-4:00pm	195	94	48.20%
Workshop: Community Safety	3/16/2021	2:00pm-3:30pm	72	36	50.00%
Planning Healthy Communities	3/17/2021	12:00-1:00pm	81	47	58.00%
Workshop: Racial & Social Equity	3/17/2021	2:00-3:30pm	72	49	68.10%
Workshop: EJ Framework	3/17/2021	6:00-7:30pm	92	42	45.70%
Workshop: Transportation	3/18/2021	2:00-3:00pm	128	64	50.00%
Workshop: Housing	3/18/2021	6:00-7:00pm	125	56	44.80%
Community Engagement	3/19/2021	10:00-11:00am	93	67	72.00%
General Plan 101	3/22/2021	10:00-11:00am	61	42	68.90%
Recovery Strategies	3/22/2021	6:00-7:30pm	53	28	52.80%
Workshop: Housing	3/23/2021	2:00-3:00pm	124	66	53.20%
Workshop: Transportation	3/23/2021	6:00-7:30pm	109	53	48.60%
Recovery Strategies	3/24/2021	12:00-1:30pm	51	34	66.70%
Workshop: Racial & Social Equity	3/24/2021	6:00-7:00pm	45	23	51.10%
Workshop: EJ Framework	3/25/2021	2:00-3:30pm	68	34	50.00%
Workshop: Community Safety	3/25/2021	6:00-7:30pm	68	28	41.20%

Chart 1: What Role Best Describes You?

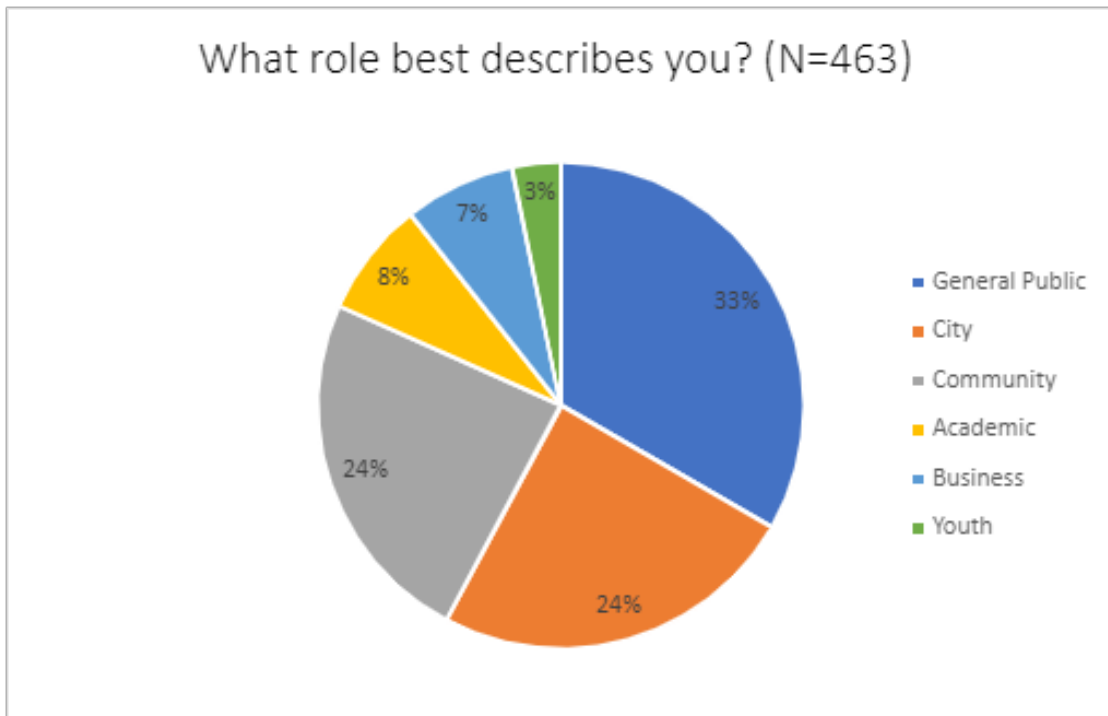


Chart 2: How Familiar Are You With The General Plan?

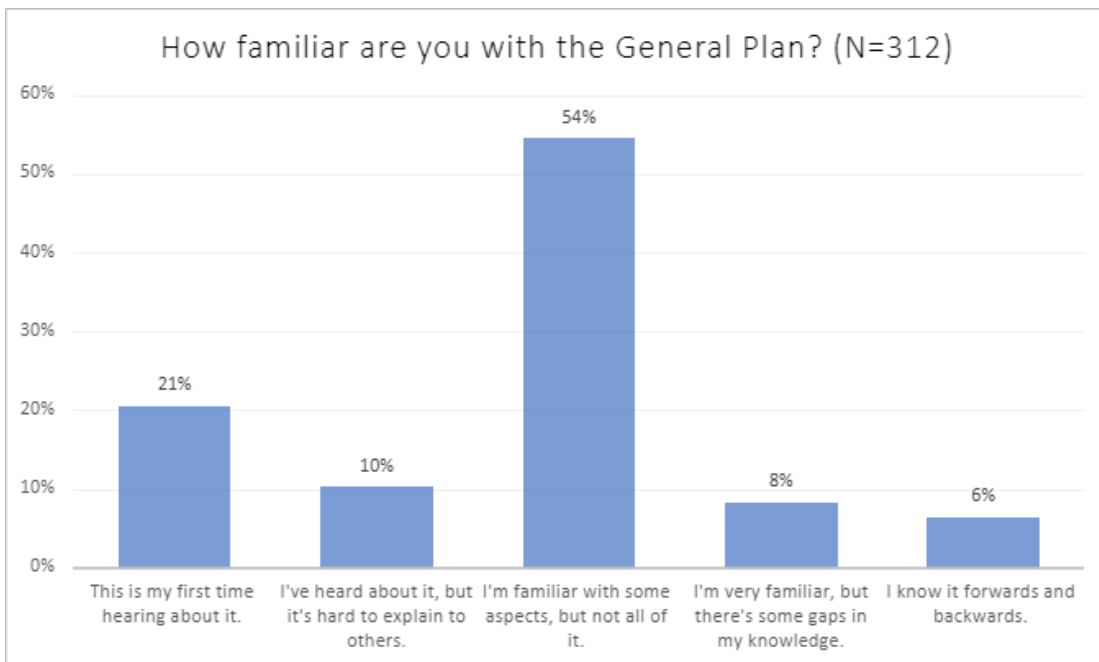


Chart 3: What Issues Do You Most Care About?

