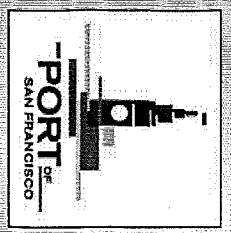


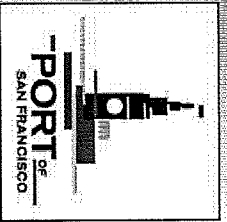
File No. 151097 12/1/15. Presented in Committee



Port of San Francisco

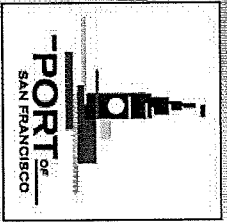
Super Bowl 50 Events

Jan 30 - Feb 7, 2016

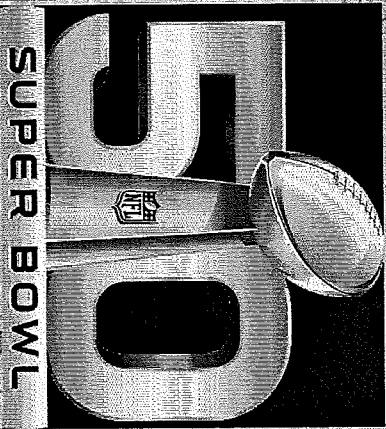


*The Port of San Francisco
delivers vibrant and diverse
experiences that enrich the
City and San Francisco Bay.*

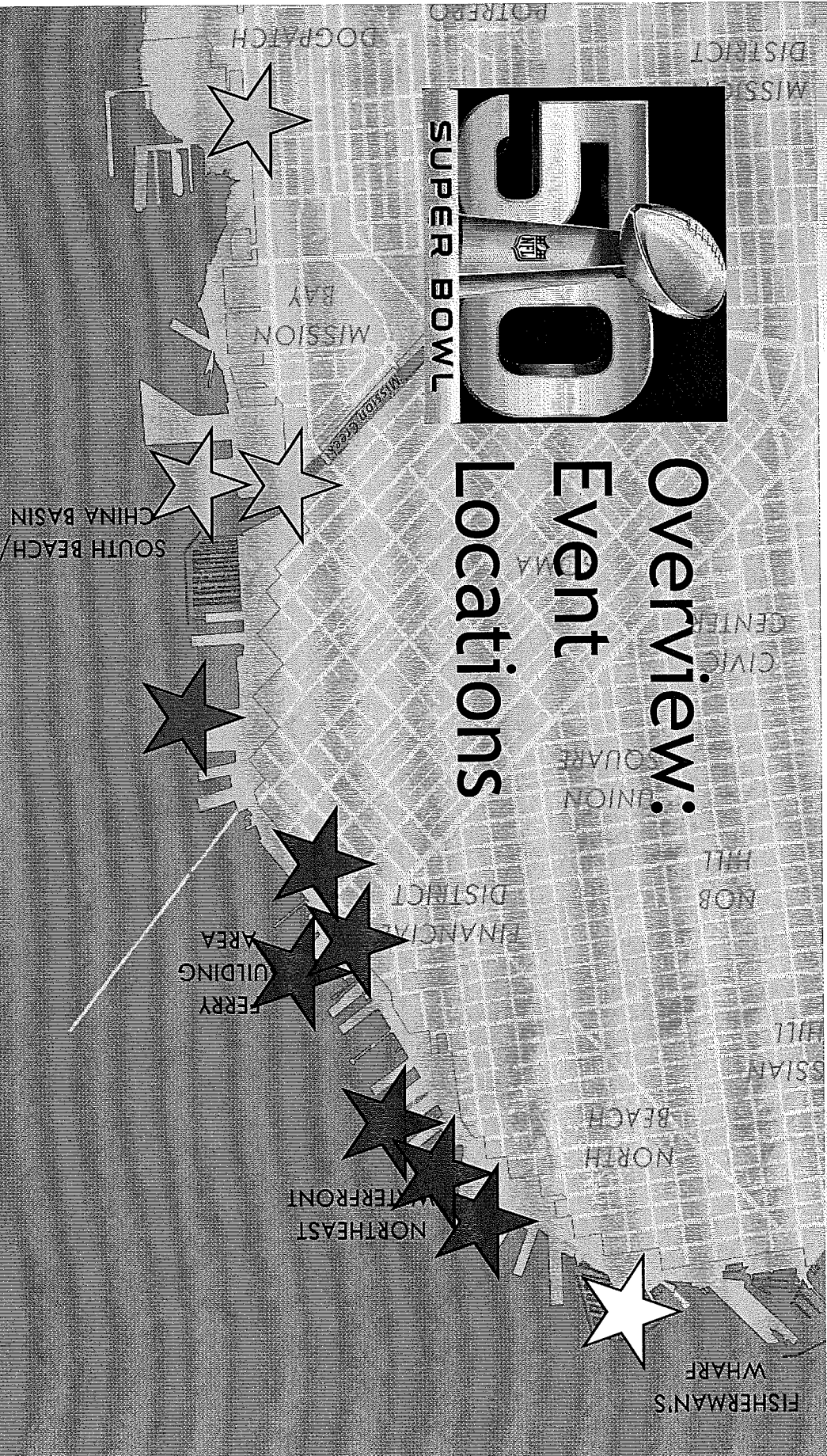


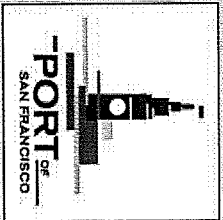


Port of San Francisco



Overview: Event Locations





Port of San Francisco

Neighborhood Impacts

Northern Waterfront, transit time to Pier 50

- Advanced staging by Port Maintenance crews
- Temporary relocation of mobile generators

Pier 70 and evening events in the Southern Waterfront

- Recent improvements in event contract accountability
- SB50 events relatively modest in size



Port of San Francisco

Neighborhood Communications Plan

- With Host Committee, present to waterfront AGs
- Publish SB50 Hotline, reciprocal communication

Port Neighborhood Advisory Groups	Next Meeting
Northern Waterfront Advisory Group (NWAG)	Dec 2, 2015
Port Commission Presentation	Dec 8, 2015
Central Waterfront Advisory Group (CWAG)	Dec 9, 2015
Fisherman's Wharf Advisory Group (FWAG)	Jan 19, 2016
Maritime Commerce Advisory Committee (MCAC)	Jan 16, 2016
Southern Waterfront Advisory Group (SWAC)	TBD



Port of San Francisco

Economic Impacts

Direct Revenue Impacts

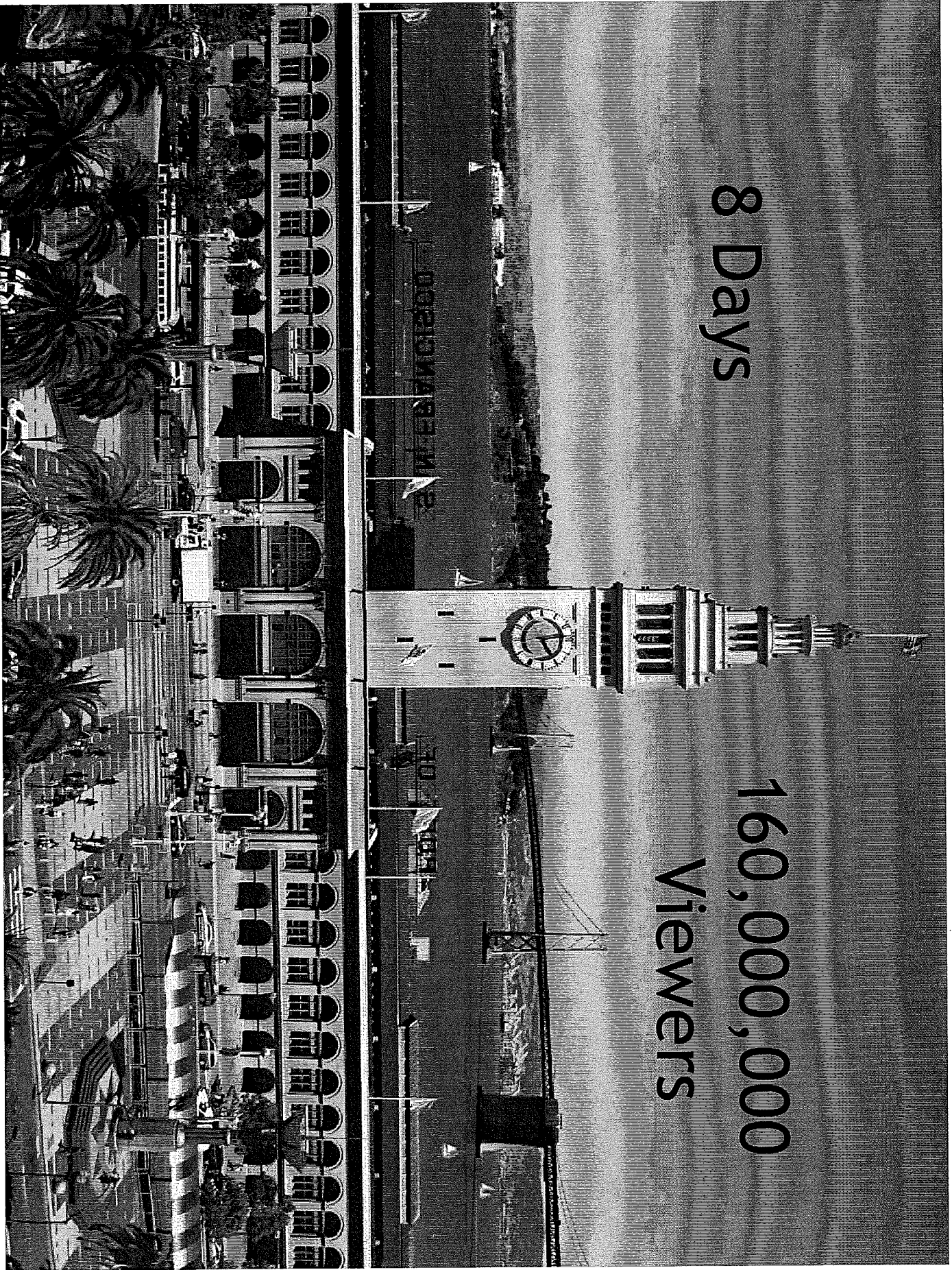
- Port will directly collect rents and fees that would not be realized but for SB50
- This will clearly be a net positive event

Indirect Revenue Impacts, Increased Economic Activity, Port Tenants

- We expect increased activity to substantially benefit Port tenants
- Port earns percentage rent

8 Days

160,000,000
Viewers



*File No. 151097
12/7/2015. Presented in Committee*

Super Bowl 50: Jobs and Small Business

Land Use Committee

December 7, 2015

**Todd Rufo, Director
Office of Economic and Workforce Development**

Super Bowl 50: Jobs and Small Business

OEWD GOALS FOR SUPER BOWL 50

- Connecting San Franciscans to the job opportunities created by the SuperBowl
- Ensuring that San Francisco businesses, particularly our small businesses and neighborhood commercial corridors, see the benefit of the influx of fans and visitors to the city



Super Bowl 50: Jobs and Small Business

CONNECTING LOCAL RESIDENTS TO SB50 JOBS

- **500 Job Openings to Staff and Secure Super Bowl City and the NFL Experience**
 - OEWD Engaged SB50 employers to connect residents to these jobs
 - 5 Hiring Fairs: Veterans Hiring Fair; Valencia Gardens (2x); City College; Visitation Valley Neighborhood Access Point
 - Coordinated with our network of Community Based Organizations
 - Outcomes to Date
 - 270 OEWD referred candidates were interviewed for SB50 job openings
 - 89 San Francisco candidates were offered jobs
- **Local Hire for Construction**
 - Requires 30% Local Hire
 - OEWD is engaged with SB50 to connect their construction hiring to our CityBuild pipeline

Super Bowl 50: Jobs and Small Business

SMALL BUSINESS AND NEIGHBORHOODS

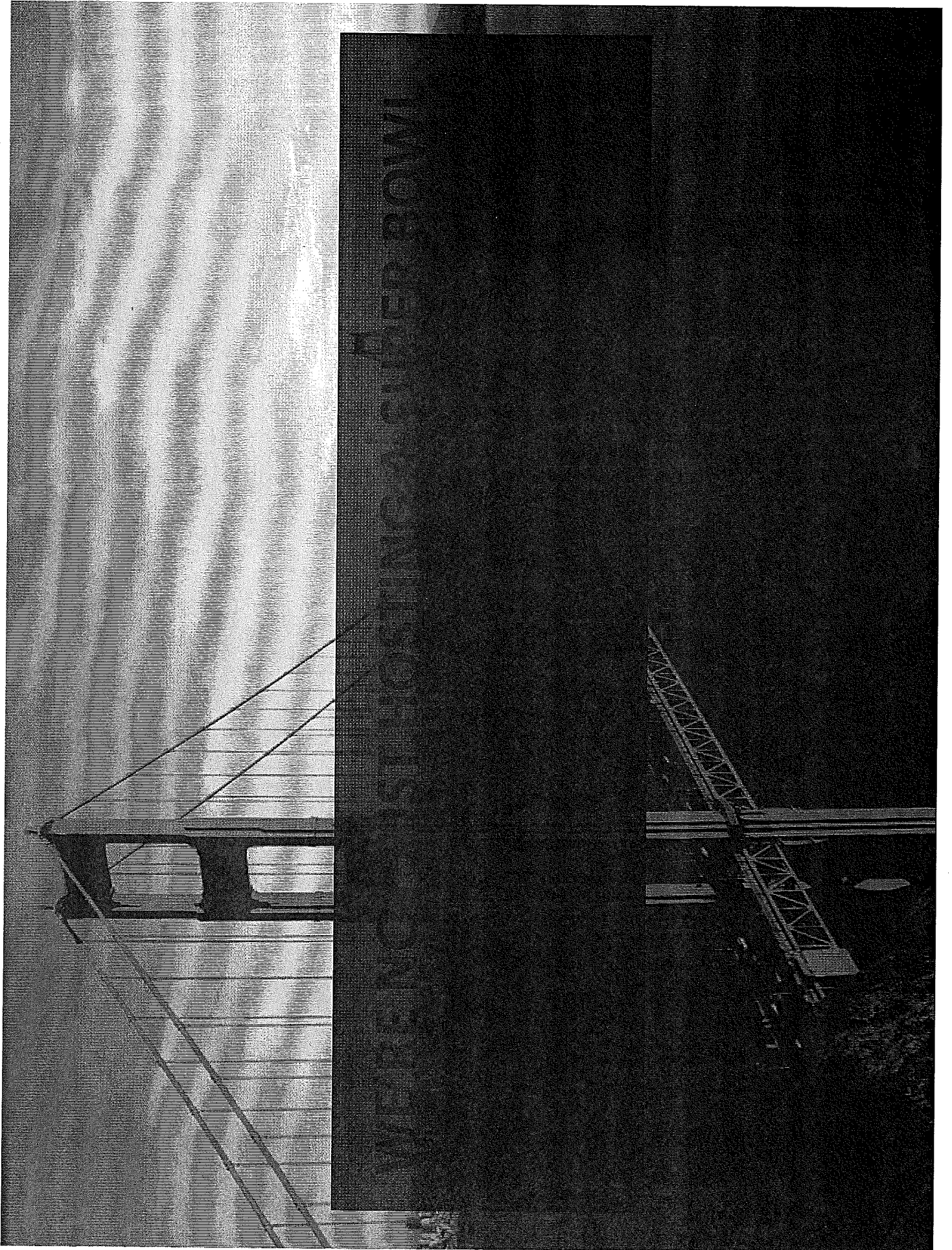
- Shop Local: SB50 is partnering with our Shop and Dine in 49 campaign to promote shopping local small businesses and our neighborhood commercial corridors to fans.
- Super Community: Working with SB50 to help our Invest in Neighborhoods corridors and Community Benefit Districts host and promote local events during SuperBowl week.
- Biz Connect: Promoting the SuperBowl Business Connect program to our network of small businesses through our Office of Small Business.

File No. 151097

12/7/2015. Presented in Committee

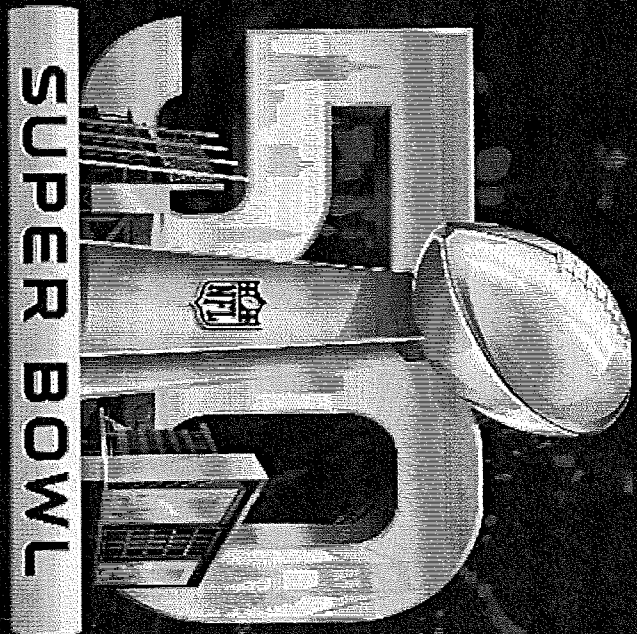


SUPER BOWL 50
HOST COMMITTEE

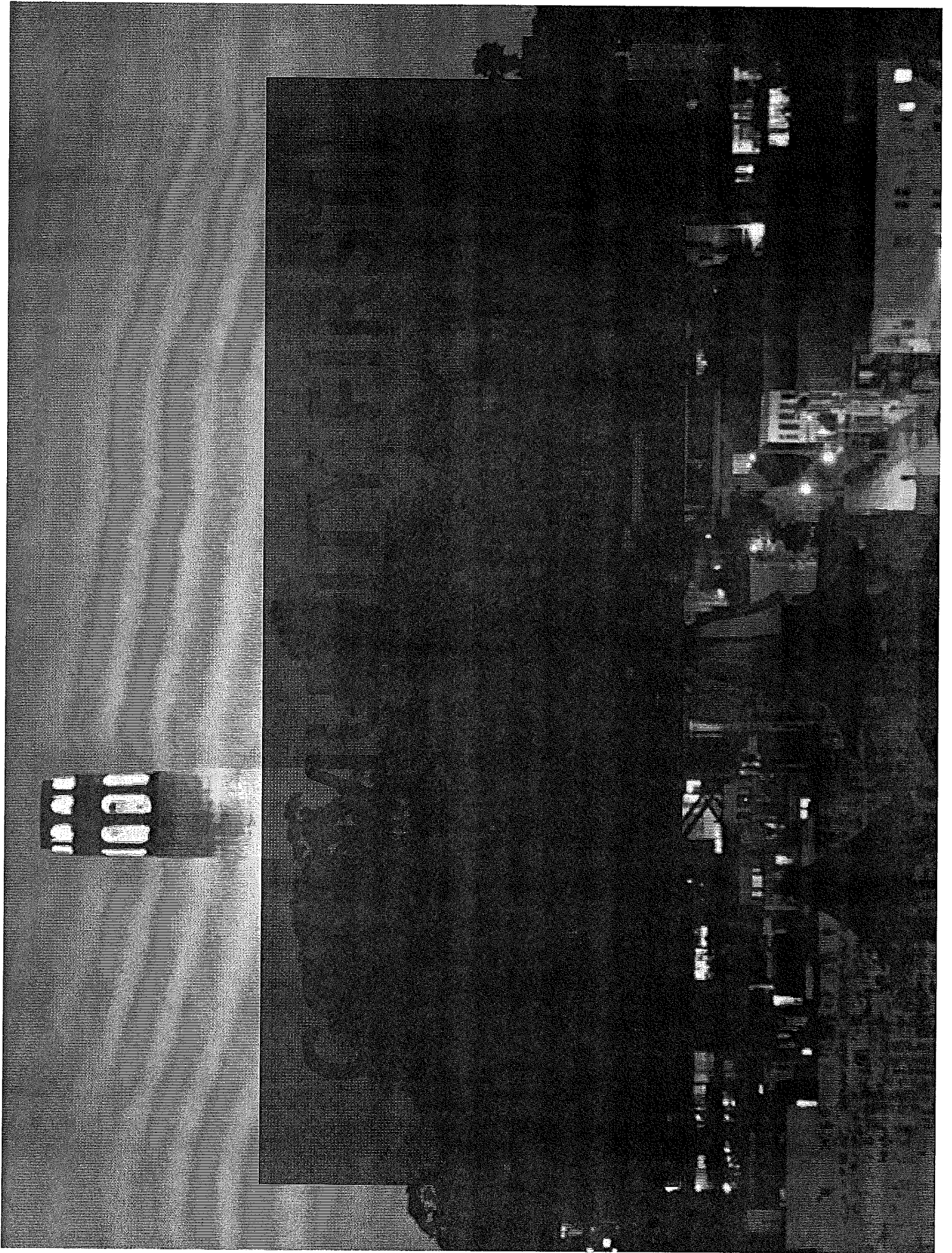




**SUPER BOWL 50
HOST COMMITTEE**

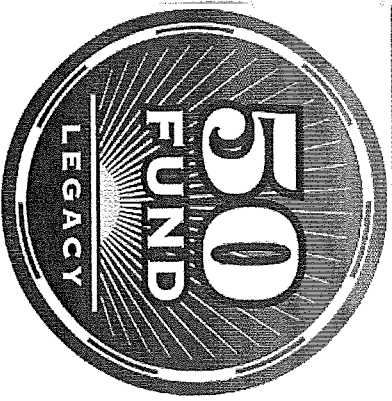


**SAN FRANCISCO BAY AREA
02.07.2016**

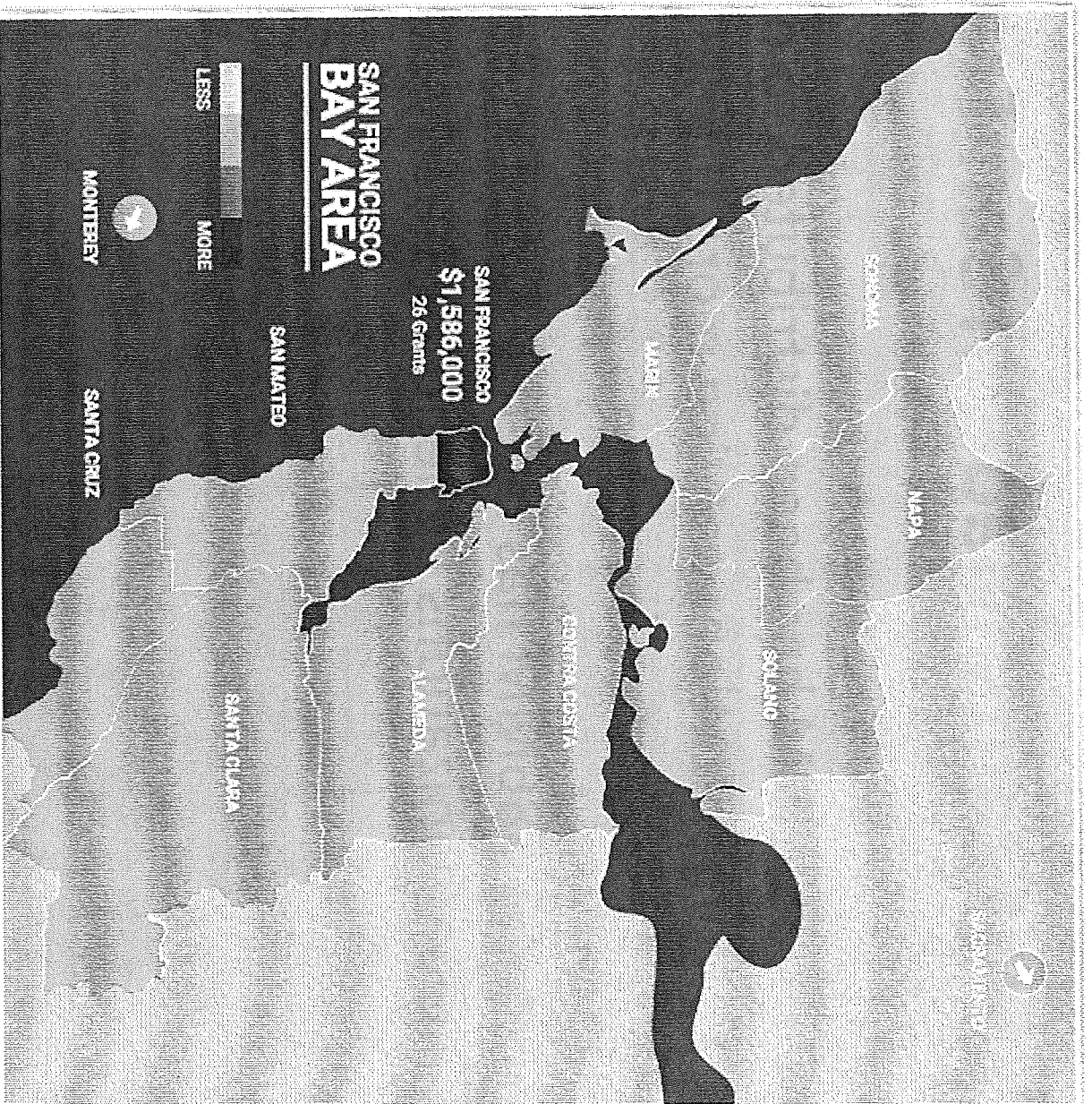


Our Goal: The Most Giving Super Bowl Ever

To date, grants made by 50 Fund – the legacy fund of the San Francisco Bay Area Super Bowl 50 Host Committee – have helped close the opportunity gap for 324,503 low-income children, youth and young adults in the greater San Francisco Bay Area. 100 organizations have received \$5,190,000 in total grants.



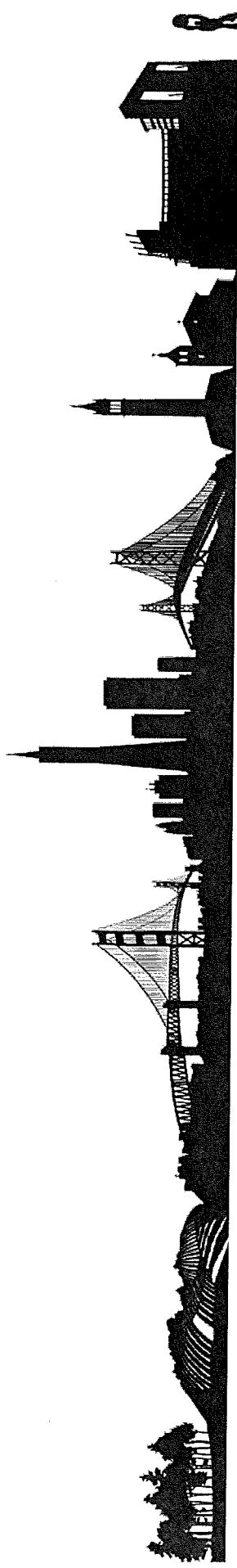
THE LEGACY FUND OF THE
SAN FRANCISCO BAY AREA SUPER BOWL 50
HOST COMMITTEE

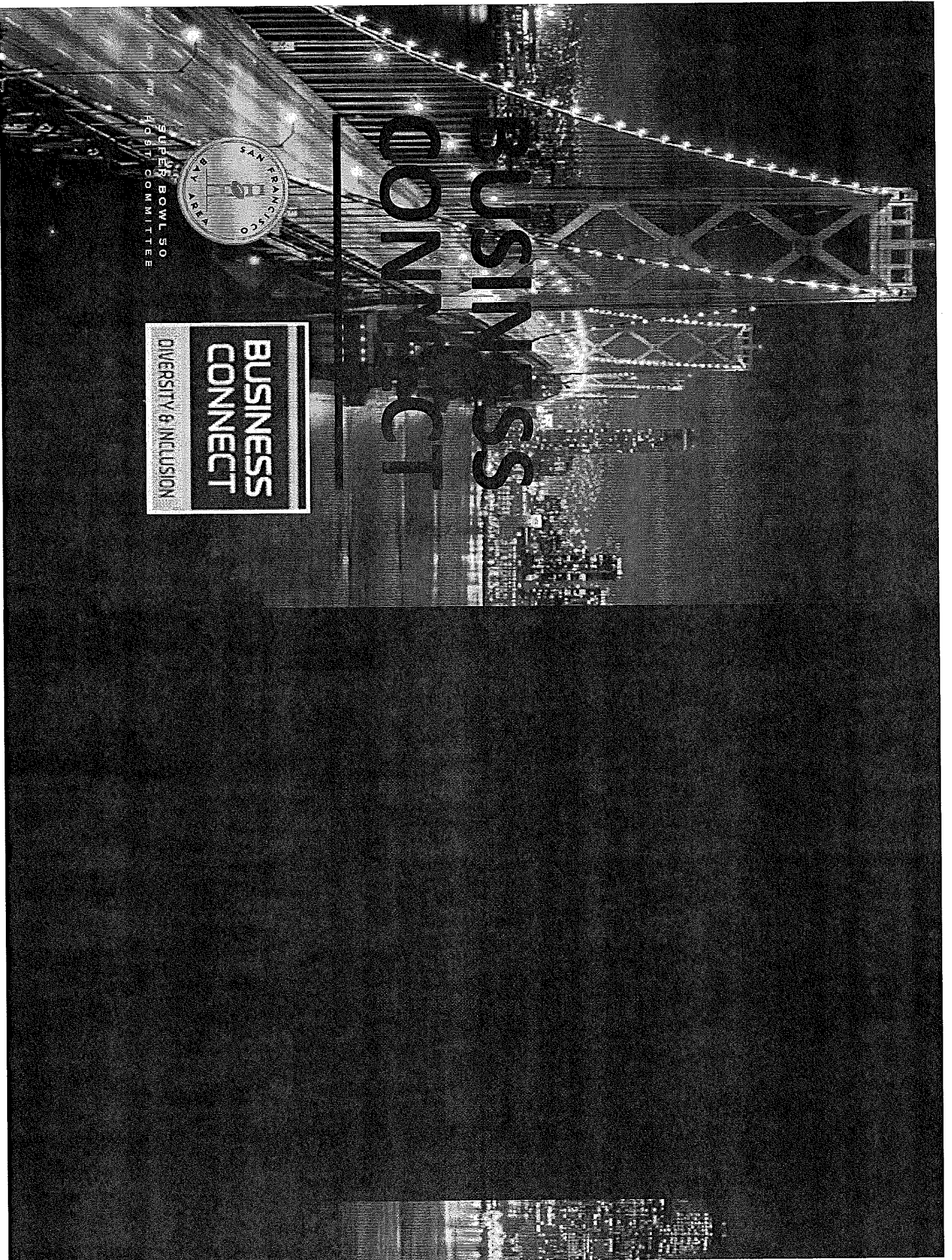


Impact.50fund.org

50 Grants Made in San Francisco to Date

- \$5.2MM has been distributed to date to 101 organizations serving more than 320k Bay Area youth
- \$1.586MM has been granted in San Francisco to 26 organizations benefitting nearly 50k youth





GOOD BUSINESS CONNECT

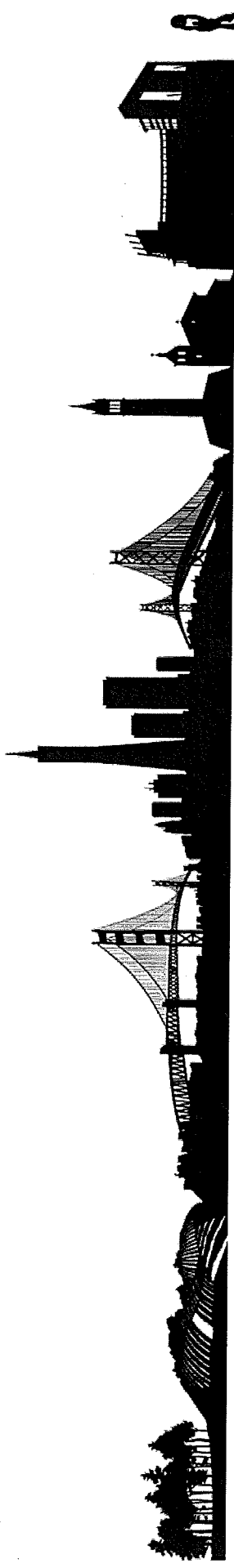


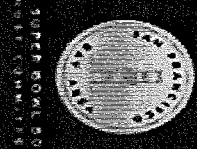
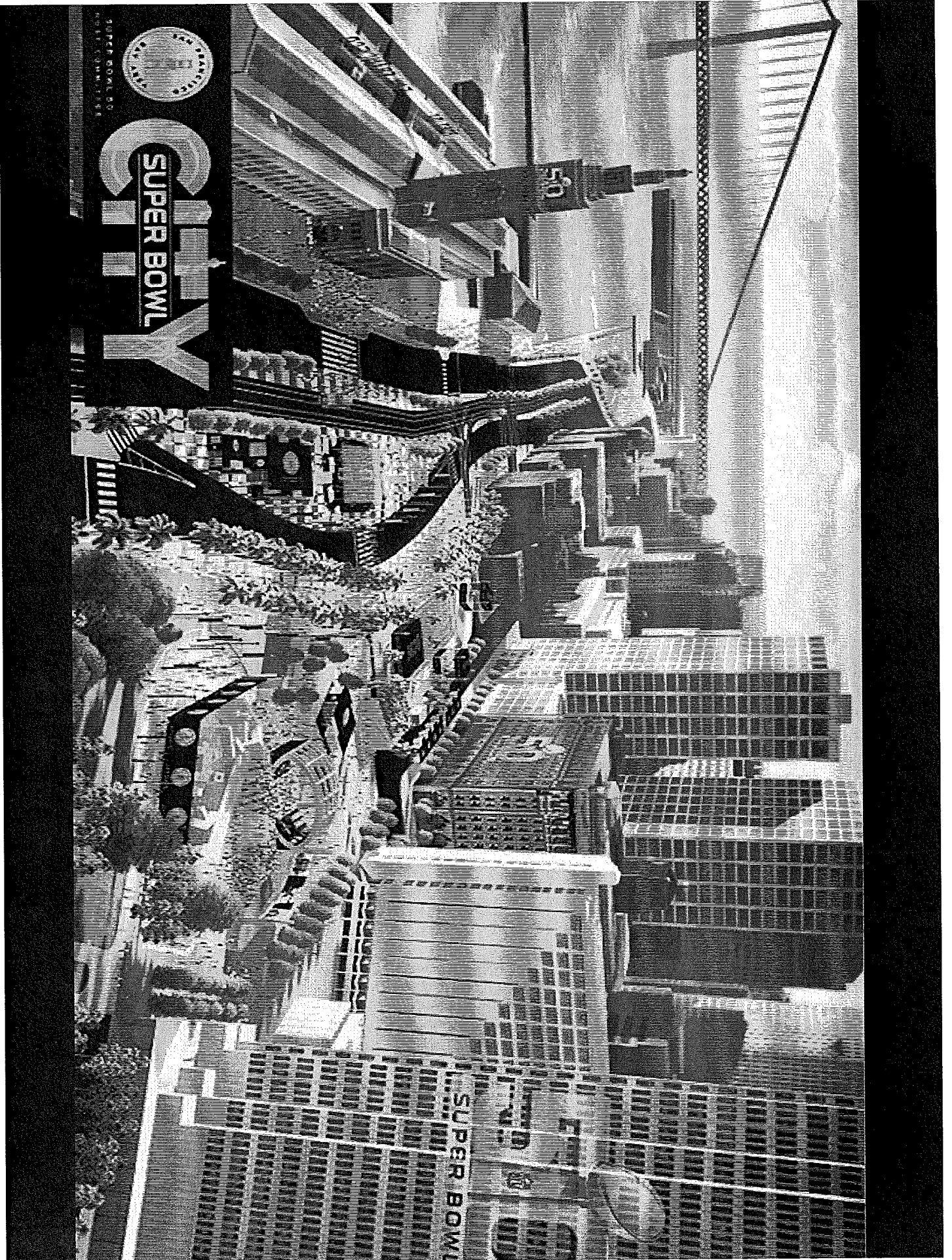
SUPER BOWL 50
HOST COMMITTEE

**BUSINESS
CONNECT**
DIVERSITY & INCLUSION

Business Connect Contracts to Date in San Francisco

- Of the approximately 425 Business Connect suppliers region-wide, San Francisco has the most businesses of any other city in the region (85; 23%)
- 40% (34) of these have received contracts from the Super Bowl 50 Host Committee to date (more is expected)
- This is only the Host Committee; we will have numbers for NFL contracts post-Super Bowl



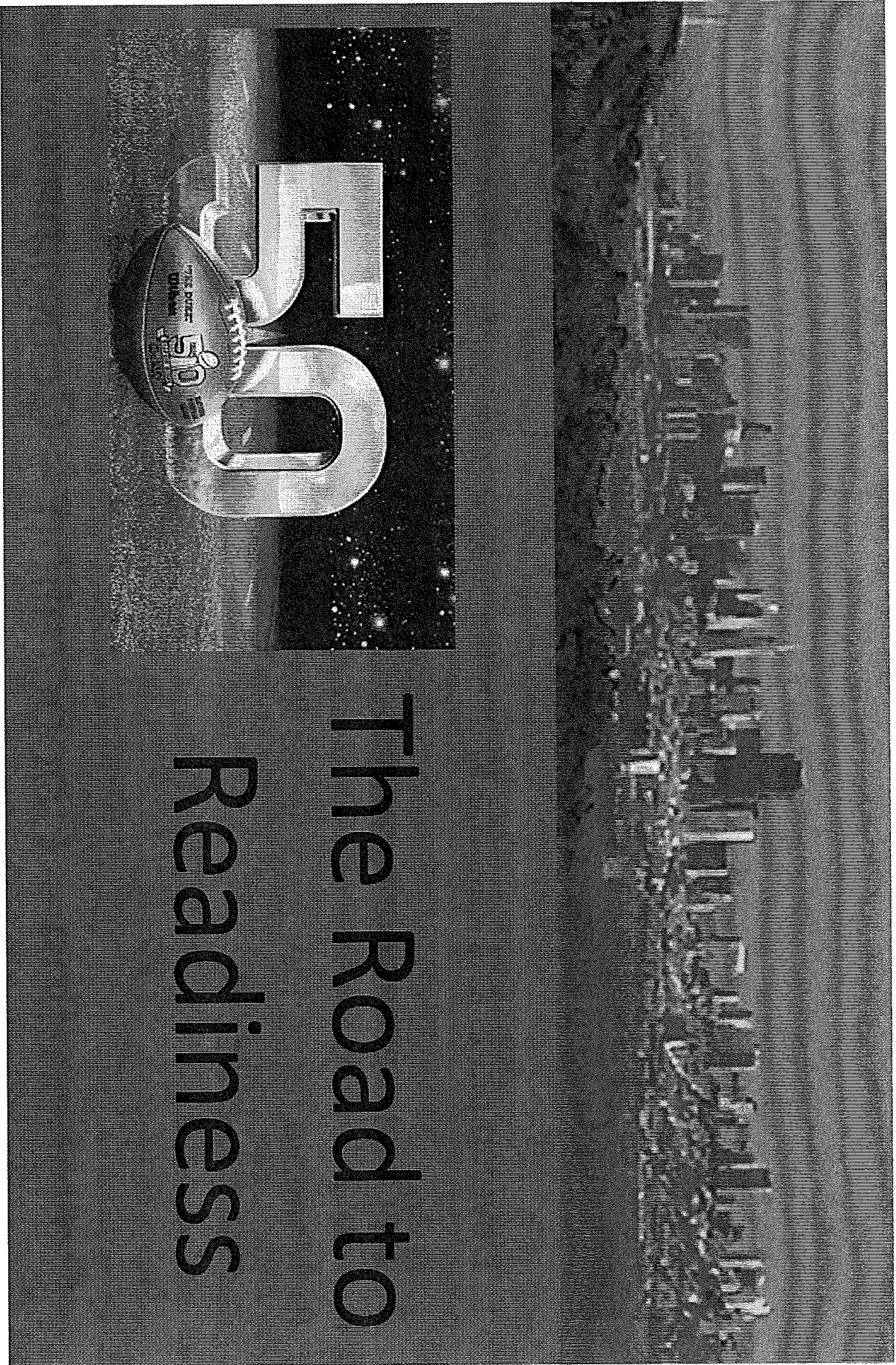


SUPER BOWL CITY

50

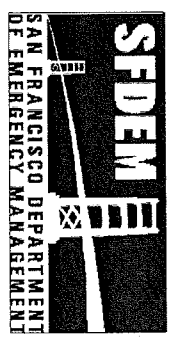
SUPER BOWL

File No. 151097 12/1/2015 . Presented in Committee



The Road to Readiness

December 7, 2015

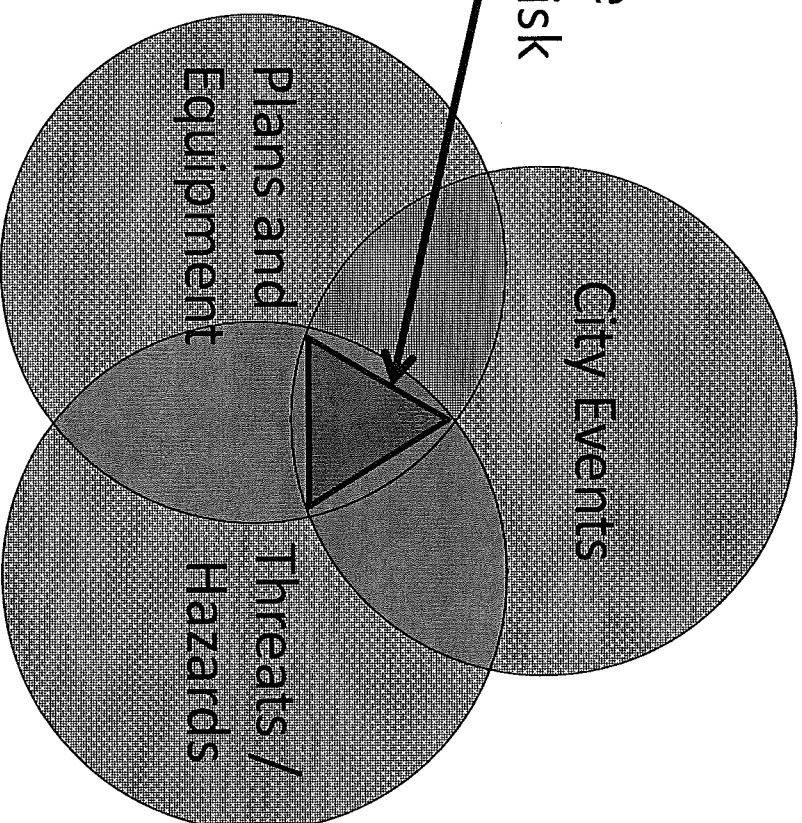


To effectively prepare for Super Bowl 50, three operating principles were adopted by the San Francisco Public Safety Steering Committee:

1. Develop plans and validate to identify operational gaps.
2. Test assumptions during exercises.
3. Maintain responder awareness through development of common operating picture.

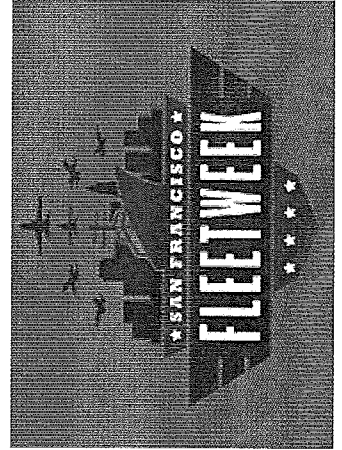
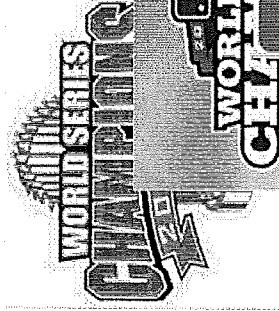
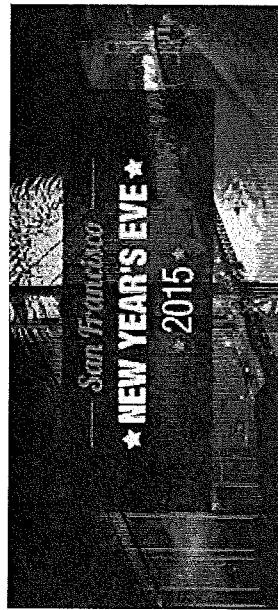
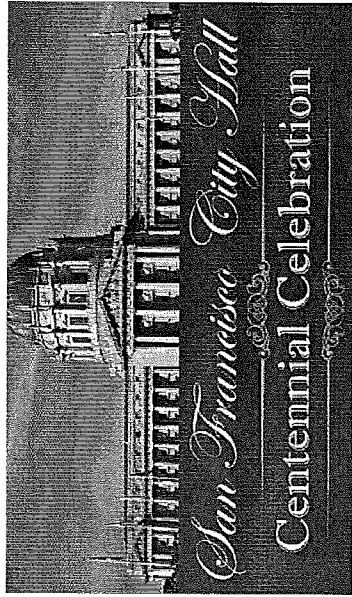
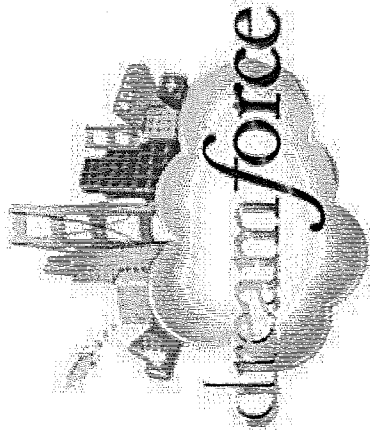
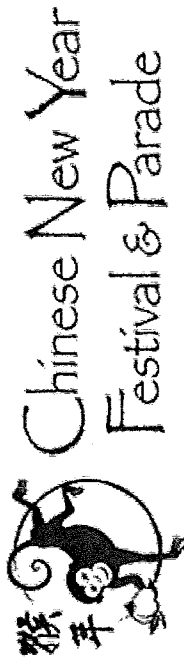
Collaboration – Cooperation – Coordination

Plans and resources are matched to risk profile



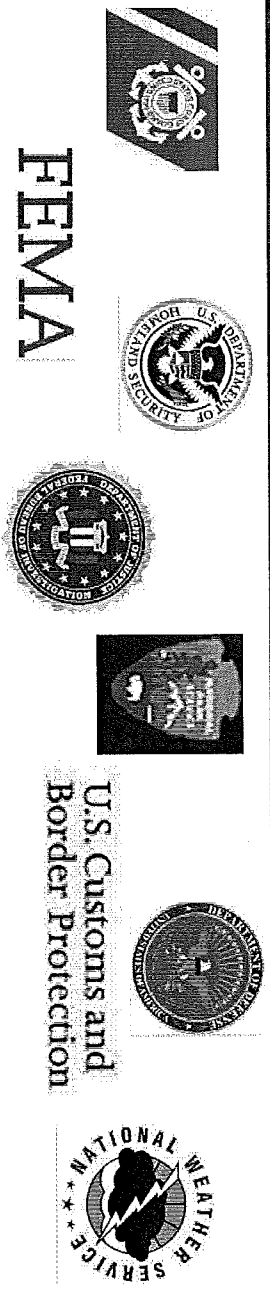
Must plan for the unknown but also ensure regular service for rest of the city

Have Experience to Build From

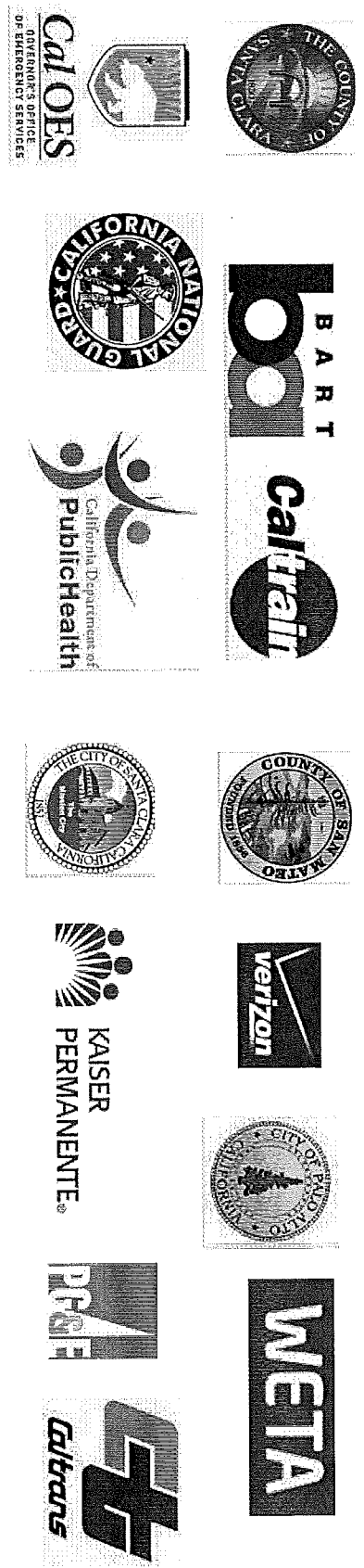


Planning Partners

Federal



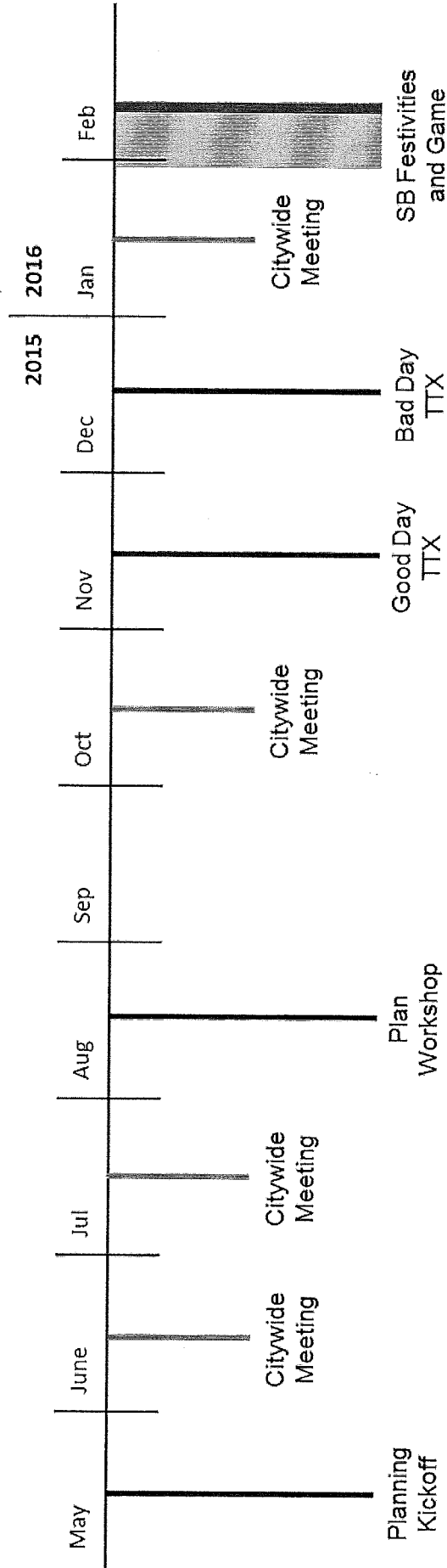
Regional / State



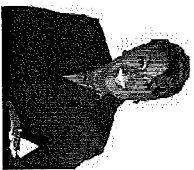
Local



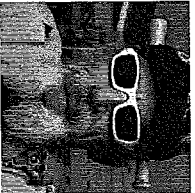
Preparation Timeline



Susan



Jeff "Spyder"



Pat



John, Alexis,
Kim and Kyle
Mendez



Olivia

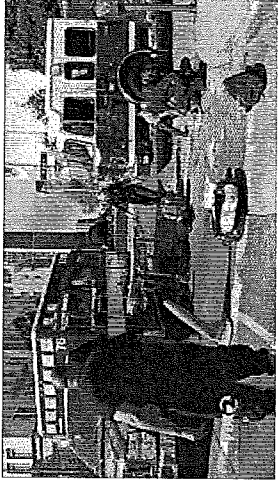


The purpose of the Workshop was to discuss the plans, identify gaps and provide a summary of issues to incorporate in next round of plan development.

Used 'personas' to view SB50 activities through the eyes of others to understand potential impacts and how they can be mitigated

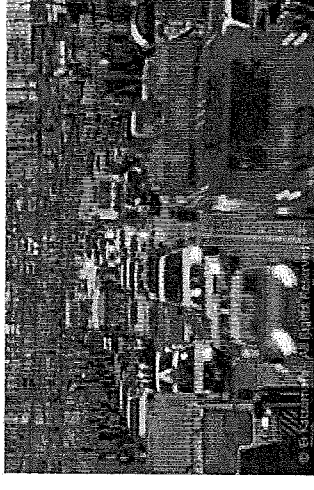
Breakouts were discipline specific

- Law Enforcement
- Fire, Emergency Medical, Public Health
- Transportation, Infrastructure
- Public Information



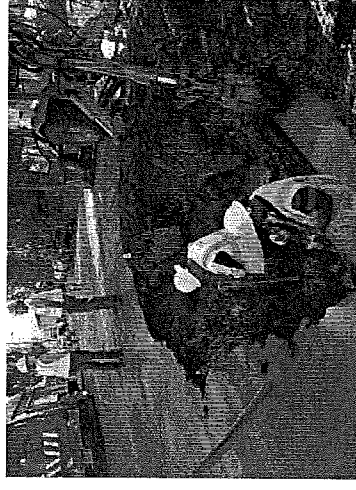
Incidents based on historical data

- Super Bowl 49, 48, 45
- San Francisco dispatch records



Each scenario has unknown components to mimic real world

- Pick cards and roll dice to determine severity and complexity



Breakouts are venue specific

Super Bowl City

NFL Experience

Incidents based on significant local and national events

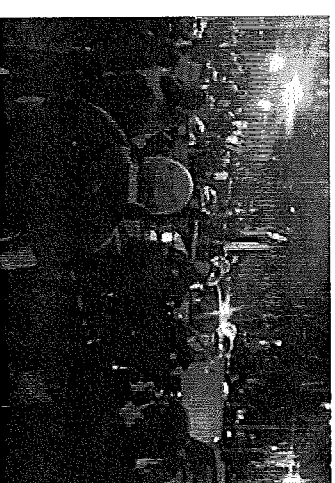
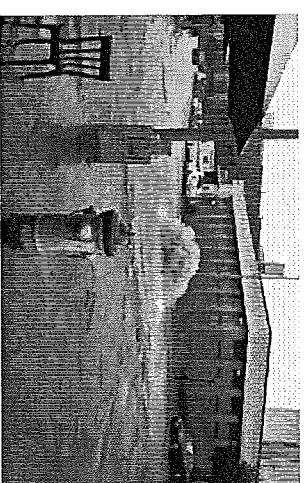
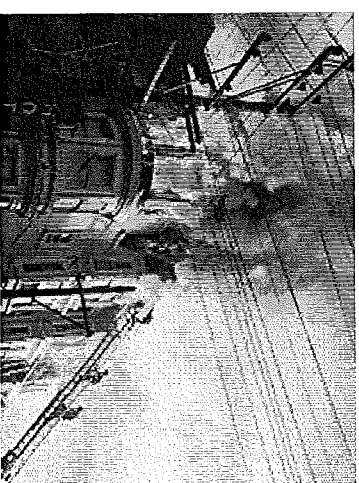
Lone/group attack

Flooding

Mass casualty crash

Car bomb

Each scenario will increase in complexity

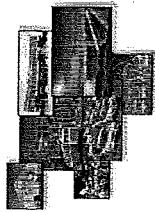


Plan Development

Regional Citywide

San Francisco Bay Area UASI
Large Special Event CONOPS Template Project
Mutual Aid Planning Workshop
Agenda

Thursday, October 29, 2015

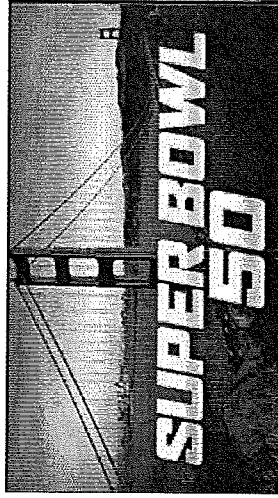


Agenda

8:30 - 9:00	Registration
9:00 - 9:10	Welcome, I
9:10 - 9:30	Large Spec (Coime Ba Project) Project
9:30 - 10:30	LSE CONO (Chuck Em Day to I State C Nalona Region Mutual I Break Facilitated (Chuck Em Special Special
10:30 - 10:45	Next Steps
10:45 - 11:50	(Coime Ba Where < Closing Re
11:50 - 12:00	
12:00	

Total Time: Large Special Event CONOPS

CONCEPT OF OPERATIONS

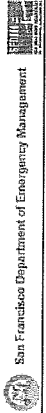


Super Bowl 50

January 30 - February 7, 2016

Submitted by: XXXXXXXX

Approved by: XXXXXXXX



Author/SME Contact Info	Captain David Lazar SFPD - Special Operations Bureau 415-850-5144; David.Lazar@sfgov.org Inspector Richard Vankoll SFPD - Alcohol Liaison Unit 415-830-1797; Richard.Vankoll@sfgov.org Inspector John Cleary SFPD - Homicide Detail John.Cleary@sfgov.org
Crime Prevention Plan	In Development

Planning Agencies	San Francisco Police Department (SFPD)
Affected Agencies	See agency crosswalk in Appendix

Plan Objectives	1. Identify crime related issues which need to be addressed 2. Develop comprehensive crime prevention and education plan in order educate stakeholders and put measures in place to prevent criminal activity. 3. Develop an enforcement plan (e.g. prostitution abatement, hotel theft, etc) to address identified crime issues. 4. Develop a follow up investigation and prosecution plan for offenses committed related to the America's Cup event and visitor locations.
------------------------	---

Plan Assumptions	This plan primarily involves three assumptions and is not limited to land observation areas, hotel areas or other locations frequented by those visiting or participating in America's Cup. 1. Various crimes will occur before and during the America's Cup event including fraudulent housing and other scams, identity theft, auto and hotel burglaries, prostitution and other vice crimes, piracy and Ambush Marketing (e.g. counterfeit merchandise), and pick pocketing. 2. There is a plan in progress by the SFPD to directly address crime prevention and education for America's Cup organizers, visitors, tourists, merchants and residents. 3. There is no definitive written enforcement plan or strategy as of January 2012 to address these issues. The subcommittee work is ongoing and the plan is in progress
-------------------------	---

Key Issues	1. The plan will address the potential crimes which may occur during America's Cup. 2. There will be a marketing component prior to and during the event which will be used for crime prevention. This will be accomplished by educating participants or visitors to the America's Cup even as well as Hotel Managers and Security Directors. 3. An enforcement plan will be developed to address ongoing crime problems.
-------------------	---

Unanswered Questions and Gaps	A subcommittee meeting is scheduled for January 19, 2012. The plan is to ensure all the potential crime issues have been identified and to begin drafting a prevention and educational plan. The subcommittee's goal is to have the plan completed and ready for implementation by April of 2012.
--------------------------------------	---

People

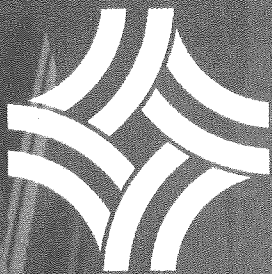
The right people have
the right training for
the job

Process

Plans are in place and
communicated
among partners

Technology

Tools and equipment
to support people
and process



SFMTA
Municipal
Transportation
Agency

SUPER BOWL CITY

Transportation Overview

Land Use and Transportation Committee
December 7, 2015

Plans subject to change.

TRANSIT OBJECTIVES

- Keep the city *safe, secure and moving* during Super Bowl City
- Ensure those who *live and work* in SF can get to where they are going with minimal disruptions
- Ensure *visitors* can get to and from events safely and easily without a car

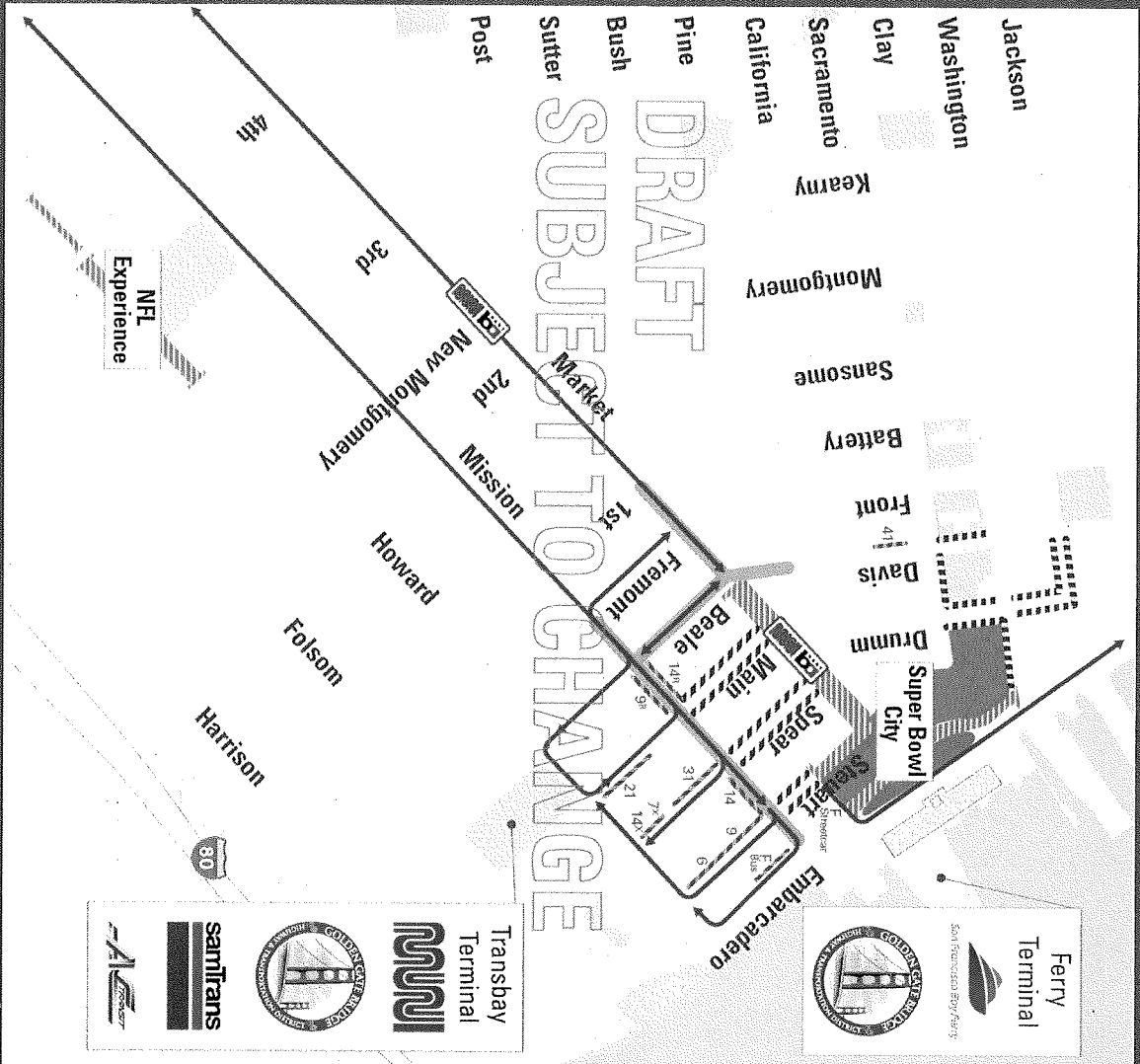
TRANSIT DOWNTOWN

- All Muni lines will operate downtown, except the E-line.
 - Some bus lines that run downtown will be rerouted to nearby streets
- Regional transportation providers will be accommodated on nearby streets
- Autos and parking will be limited downtown to accommodate transit routes and emergency vehicles

Plans subject to change.

TRANSIT ROUTING

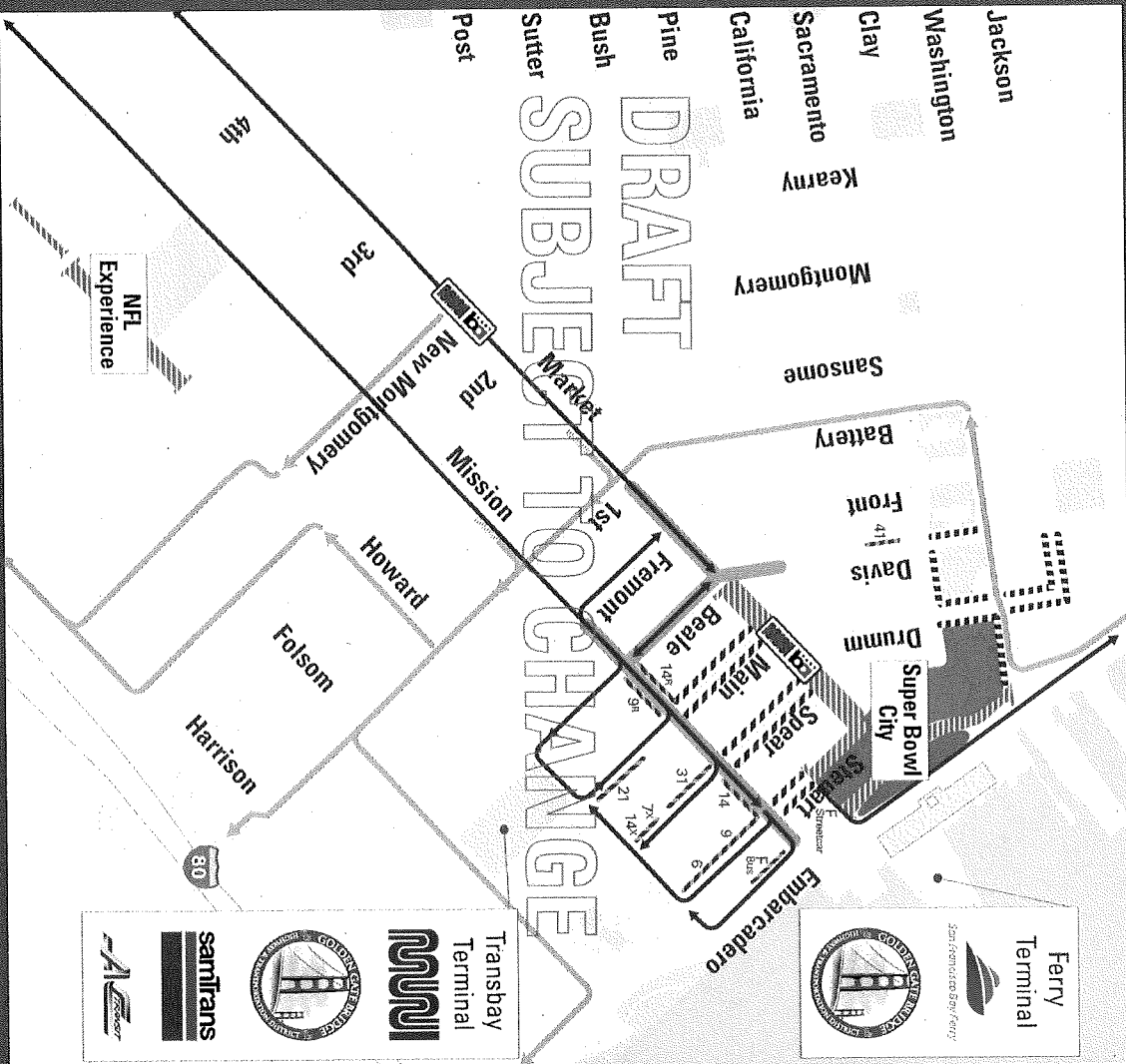
- ||||| Event Street
- Transit & Emergency Access Only
- Requested SB50 Staging
- Muni Reroutes
- Temporary Muni Terminal, No Parking



Plans subject to change.

TRAFFIC DETOURS

- ||||| Event Street
- Transit & Emergency Access Only
- Requested SB50 Staging
- Muni Reroutes
- Temporary Muni Terminal, No Parking
- Auto Traffic Detour
- Local Access Only



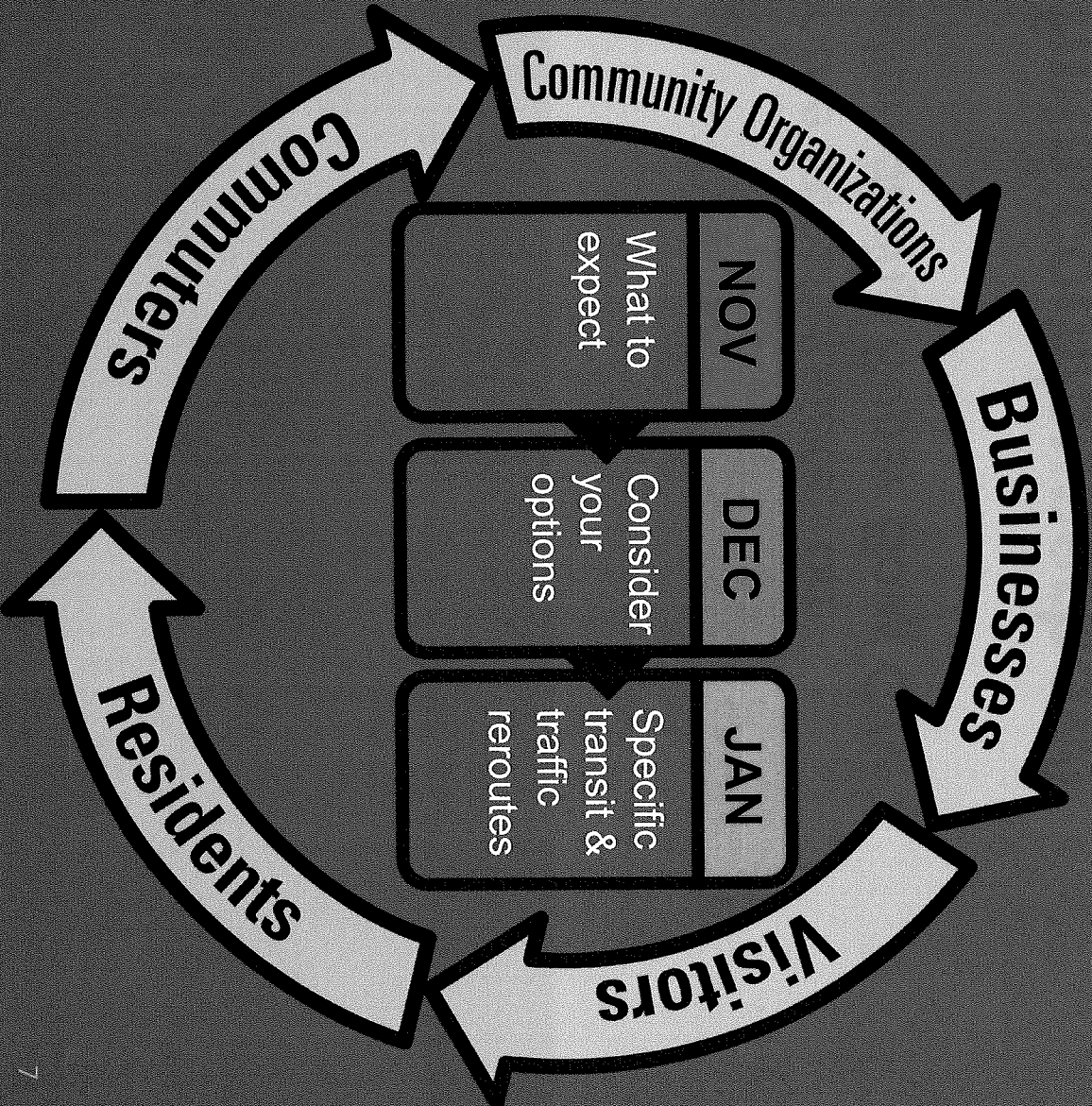
Plans subject to change.

TRANSPORTATION PLANS UNDERWAY

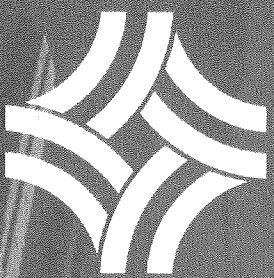
- Regional transit reroutes
- Parking removal and garage access
- Bike circulation on Market and Howard
- Pedestrian circulation
- Taxi and Paratransit access
- TNCs and other private autos
- Commercial loading and deliveries

Plans subject to change.

PUBLIC INFORM ACTION



Plans subject to change.



SFMTA
Municipal
Transportation
Agency

*For the latest updates on
transportation during Super Bowl City:*

www.sfmta.com/superbowl

CASTRO MERCHANTS

584 Castro Street #333
San Francisco CA 94114-2512

415/431-2359
Info@CastroMerchants.com
www.CastroMerchants.com

File No. 151097

12/7/15. Received
in Committee

CASTRO MERCHANTS <info@castromerchants.com>

5:51 PM (16 hours ago)

- Andrea.Bruss
- Yoyo.Chan
- Mawuli.Tugbeny.
- Danny
- Danny.Yadegar
- Davi.Lang
- Ivy.Lee Adam
- Andres Jeff
- Stephanie Tom
- Peter Candace
- Kristin Martha
- Todd Jason
- Regina
- DWorkman
- JLazarus
- Taryn Bruce
- Rick Rick

San Francisco Board of Supervisors

Land Use & Transportation Committee

Supervisors Malia Cohen, Jane Kim, Scott Wiener

cc: staff for each Supervisor; Stephanie Martin, David Perry - Super Bowl 50 Host Committee; Tom McGuire, Peter Albert, Candace Sue, Kristin Smith, Joan Downey(CAC) - SFMTA/Muni; Martha Cohen, Todd Rufo, Jason Elliott - Mayor's Office; Regina Dick-Endrizzi - SF Office of Small Business; Jim Lazarus, Deedee Workman, Taryn Palumbo,

C. Vandermause - SF Chamber of Commerce; Jon Ballesteros - SF Travel; Bruce Agid, Rick Laubscher - Market Street Railway; Henry Karnilowicz, Steve Cornell (also Muni CAC) - SFCDMA; JP Leddy, Paul Pendergast - Golden Gate Business Association (GGBA); Scott Hauge - Small Business California; President, Alan Beach-Nelson - Castro/Eureka Valley Neighborhood Assn.; David Troup - Duboce Triangle Neighborhood Assn. (DTNA).

Supervisors Cohen, Kim and Wiener,

Thank you for scheduling a Board of Supervisors Land Use & Transportation Committee Hearing about Super Bowl 50, for this Monday, December 7, 1:30pm (Item #4, on the Agenda, which we assume will be called in order, prior to a potentially-lengthy Item #5).

We each plan to attend the Hearing and to each speak on Item #4 during Public Comment, on behalf of CASTRO MERCHANTS.

For your advance information, here is a summary of significant concerns by CASTRO MERCHANTS regarding Super Bowl 50 (and the "Super Bowl City" event in Justin Herman Plaza and the first several blocks of lower Market Street).

1. Super Bowl event organizers plan to discontinue all F-Line historic streetcar service between Ferry Building/Don Chee Way and The Castro for at least all of "Super Bowl City" - January 30 thru February 7 - and potentially longer (to accommodate setup and strike of "SBCity" facilities within its footprint).

2. When F-Line historic streetcars do not operate (as currently-planned here), merchants in The Castro (and other areas served by the F-Line route) experience significant drops in visitor traffic (includes visitors, tourists, and locals) and resulting, commensurate drops in revenue. This seriously-negative impact is expected to be especially dramatic during the currently-planned F-Line historic streetcars shutdown for "SBCity," since 1 million or more people are projected by event organizers to visit San Francisco during the "Super Bowl City" and related events.

Extended experience has shown that visitors want to ride F-Line historic streetcars, which bring them to our neighborhood. When F-Line historic streetcars do not operate or the F-Line is served by "bustitutes," our customer traffic and the revenue it brings drop significantly - most visitors want to ride a historic streetcar - NOT a standard Muni bus or Muni Metro. When historic streetcars are not available, these important visitors will seek alternative activities. If historic streetcars are not run on the F-Line to The Castro during "SBCity," Castro-area businesses expect to miss a huge share of business from the projected 1 million visitors. That is an unacceptable economic hit and penalty being dealt to our neighborhood and businesses, and to no others in San Francisco.

3. Despite pointed questions to many senior people at the Super Bowl 50 Host Committee, SFMTA/Muni, Mayor's Office representatives and others, "Who is making the basic decisions leading to SFMTA/Muni's F-line plan?," we have received no response to date.

It is our understanding that SFMTA/Muni's role in this issue, is to implement traffic and transit plans that carry out decisions made by the unnamed, "mystery deciders" noted just above.

4. Despite our very visible role at the western terminal of F-Line historic streetcars, CASTRO MERCHANTS received no outreach from the Super Bowl 50 Host Committee, SFMTA/Muni, the Mayor's Office, or any other agency involved in making and implementing plans and decisions that will directly, negatively affect the livelihood of our 300 Members and about as many other small, independent, heavily LGBT-owned & managed businesses in The Castro.

5. After learning of rapidly-emerging plans to suspend F-Line service, we had to research and seek out those involved in the process - again, there was no outreach to us by the planners and deciders. We have experienced varying degrees of communication and cooperation since then (mid-October). Most-notably, the Super Bowl 50 Host Committee has been polite but seldom forthcoming with information of substance. The Mayor's Office has not responded to our messages. SFMTA/Muni has been especially communicative, but claims that its hands are tied by decisions made by others.

6. The SBHost Committee last spring broadcast widely its then-stated desire to reach out for full inclusion of the LGBT business community for SB50. What is playing out in current reality directly contradicts those earlier representations and is viewed by our Board and Members as a rude, dismissive slap in the face.

7. Our Member, Market Street Railway (MSRy) is intimately familiar with F-Line historic streetcars and their operation within the Muni system. MSRy believes that F-Line historic streetcars could continue to operate from Ferry/Don Chee Way to The Castro if those making decisions wanted that to happen (see <http://www.Streetcar.org> for an informative essay on the subject.)

SFMTA/Muni has not responded to our multiple requests that we be given specific reasons why continued regular F-Line historic streetcar service cannot be accommodated thru the "Super Bowl City" footprint.

8. As our ongoing discussions have continued on this issue with SFMTA/Muni and the SB50Host Committee, we have initiated a very inferior alternative proposal that, if F-Line historic streetcars absolutely cannot operate to The

Castro during SBCity, a substitute motor coach operation feature as many units from Muni's historic motor coach fleet as possible. We have not yet received a response to that proposal.

9. If the most-unfortunate (and seriously-damaging to Castro Merchants) decision to suspend F-Line historic streetcars during "SB City" must stand, we have requested appropriate mitigation amid reparations including (but not limited to) substantial and targeted marketing and wayfinding communications, to help preserve some SB50-related visitor traffic to The Castro. While it has not been rejected, to date there also has been no substantive response to that request.

10. While it is not intrinsically part of our concerns about F-Line historic streetcar service, we also are deeply concerned about reports that much of the City's huge cost for supporting this mega-private-corporate event will not be reimbursed by the NFL, Super Bowl 50 Host Committee, or others who are promoting, profiting and benefitting from this private, corporate sporting event. The City's disastrous losses from America's Cup, multiplied many times come quickly to mind - deja vu.

In summary,

- CASTRO MERCHANTS believes that regular F-Line historic streetcar service to/from The Castro should be maintained throughout the "Super Bowl City" event at the foot of Market Street.
- Anything less or any alternative will mean that businesses in The Castro will experience a significant drop in their usual visitor traffic and commensurate revenue, and (much more substantially) will mean that those businesses also will unfairly be "cut out" of the significant economic benefits that are promised to San Francisco from Super Bowl 50.
- If the current-"mystery" decision makers are revealed to and communicate with us, and if legitimate reasons why F-Line historic streetcars can't run to The Castro during "SBCity" are provided to our satisfaction, then CASTRO MERCHANTS demands appropriate mitigation and reparations for our neighborhood, Members and all Castro-area businesspeople. The extent and type of such acceptable mitigations would depend on what ultimate operating plans are decided for inferior F-Line historic streetcar substitutes.

We look forward to your Committee's and the full Board's leadership and prompt consideration of our concerns, requests and demands.

If prompt progress and satisfaction is not forthcoming, we will be forced to seriously re-consider our current policy of not discussing these issues widely in the media, while trying to work "within the system."

Respectfully,
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Richard Magary, Administrator

