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NEWSOM UNVEILS PHASE II OF THE CLEAN AND GREEN INITIATIVE: BETTER STREETS PROGRAM

Announces Creation of Interdepartmental Working Group and Green Vision Council to further Mayor's commitment to sustainable communities

City Policy Planner Marshall Foster named San Francisco's first Director of City Greening

San Francisco CA – Delivering on his commitment to make real, immediate and sustainable improvements to enhance and preserve quality of life in San Francisco, Mayor Gavin Newsom today unveiled Phase II of the City's Clean and Green Initiative: the Better Streets Program. Mayor Newsom also took this opportunity to announce the establishment of an Interdepartmental Working Group and Green Vision Council to carry out his goal of aligning the City's development with a set of sustainable building practices.

The City's efforts will be led by Mr. Marshall Foster, a Planner in the San Francisco Planning Department. Mr. Foster will be San Francisco's first Director of City Greening, who will work with the Interdepartmental Working Group and Green Vision Council to develop the City's Green Master Plan.

"The quality of streets is a concern everywhere in San Francisco," said Mayor Gavin Newsom. "This second phase gives us a key opportunity to focus on the design of our streets," Newsom continued, "I am confident that with the leadership of Marshall Foster, we will develop a framework of initiatives that will build the vision of greening our city over time."

Mr. Dean Macris, San Francisco's Planning Director added, "Mayor Newsom has made an excellent choice in naming Marshall to lead his vision of greening our city. This new greening initiative will build on the success of the Planning Department's Better Neighborhoods Program and continue its vision for greening San Francisco's streets."

In October, 2004, Mayor Newsom unveiled Phase I of his Clean and Green Streets Initiative, which was designed to revitalize and beautify the area on Van Ness Avenue between Grove and Lombard Streets. The project expanded to other median strips throughout San Francisco, including Geary Boulevard, Lombard Street, and Juniperro Serra Boulevard.

The pilot program will be implemented in four areas of the City, including: Leland Avenue (between Bayshore Boulevard and Rutland Street); Mission Street (between Division and 11th Streets) and South

Van Ness Avenue and Mission Street (between Market and Howard Streets); Area surrounding the Glen Park BART Station. The Better Streets Program includes four major initiatives that seek to better balance all the functions of a street, make our streets a truly public realm and put people and the environment first:

1. **Street Beautification:** The City has identified over \$20 million to make immediate streetscaping improvements to key streets throughout San Francisco.
2. **Street Design:** Includes more thorough street redesigns such as changes to sidewalks, intersections, traffic patterns, bicycle and traffic conditions. These projects will be carried out in three different phases.
3. **Pavement to Parks:** An effort to reclaim excess pavement – unneeded traffic islands, left over areas not needed for traffic, neglected sidewalks-for pocket parks, sitting areas, community gardens, sustainable plantings, and other green uses.
4. **Coordinated City Action:** Focuses on a coordinated effort in the design and management of streets and alleys that are currently handled by multiple city departments.

The Mayor’s Interdepartmental Working Group will bring together various department heads including: Planning, Environment, Municipal Transportation Agency, Recreation and Parks, Economic and Workforce Development, Public Utilities, Public Works, Parking and Traffic, Housing and the City Administrator’s Office.

The Green Vision Council, which will be working collaboratively with the working group, will be providing input based on their professional expertise. Members include Rob Forbes, Founder, Design Within Reach; Topher Delaney, Environmental Artist; Jane Martin, Principal, Shift Design Studio; Van Jones, founder and National Executive Director, Ella Baker Center for Human Rights (EBC); Kelly Quirke, Executive Director, Friends of the Urban Forest (FUF); John Peterson, Principal, Peterson Architects; Francesca Vietor, Founder and Director, 1000 Flowers.

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