



Designing for Equity, Engagement and Empowerment

San Francisco Bayview Open Space Plan

SUN-B03

Overview

Sunday November 13th

2:00 pm – 3:15 pm

1.25 PDH, LA CES/HSW, AICP, FL, NY/HSW

Addressing the geographic inequities in the distribution of open space, this session will focus on a creative partnership with San Francisco Public Works, the Bayview community, and a landscape architecture team to implement a community-driven open space plan, guidelines, and newly built gateway at the southeast entrance to San Francisco.



Learning Objectives

1. Gain insight on the geographic inequities in the distribution of park space in different neighborhoods and how this disproportionately impacts people of color.
2. How to make public space more reflective of the people who live there and understand what it means to partner with community.
3. Develop an appreciation for the importance of building Public-Private Partnerships to leverage and identify unique open space amenity opportunities.
4. Utilize the three key frameworks of resilient and inclusive community public space design –ecology, history / culture, and engagement.

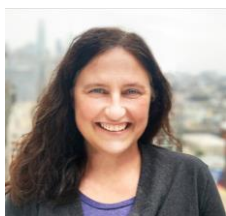
Speakers

Roana Tirado, ASLA, LEED GA
Senior Associate
HOK



Roana Tirado is a Senior Associate at HOK. Educated at Cornell University and UC Berkeley in Landscape Architecture and Planning, Roana has been nationally recognized for her service work as well as completing a competitive fellowship with the Piero N. Patri Fellowship in Urban Design where she created a visioning project for the Bayview community in Southeast San Francisco. Roana serves the broader community as a board member for the Landscape Architecture Foundation and has been with HOK San Francisco since 2014, where she continues to pursue her local community engagement work among other project endeavors.

Carla Short
Interim Director
San Francisco Public Works



Carla Short is the Interim Director of San Francisco Public Works. She has been with the Department since Nov. 2004. Before being appointed by the Mayor, Carla was Superintendent of the Bureau of Urban Forestry. The Bureau of Urban Forestry maintains street trees and landscaped medians and open spaces throughout the city. The Bureau also builds new landscapes and green infrastructure, repair sidewalks, build curb-ramps and maintain facilities. She holds a Master's degree from Yale University's School of Forestry and Environmental Studies and has spent 20 years working on tree and forest conservation both domestically and internationally.

Marsha Maloof
President
Bayview Neighborhood Association



Marsha Maloof is a committed community advocate with a long history of community service. Upon moving to San Francisco, she joined the Bayview Hill Neighborhood Association and became President in 2003. She is a NERT trained volunteer and a member of San Francisco's Disaster Corps and is an active board member of the San Francisco Conservation Corps. She has served as an adjudicator with the San Francisco District Attorney's Neighborhood Courts since 2009. Marsha is Principal at Maloof & Associates Consulting. She has over two decades of experience in corporate and nonprofit management, program planning-development-implementation-management, and public and community relations.