

## Re: Street Closure/ Head West - Hayes Valley

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From team@hvsafe.com <team@hvsafe.com>

To SpecialEvents<SpecialEvents@sfmta.com>

CC Chapman, Nick (MTA)<Nick.Chapman@sfmta.com>, Woo, Bryant (MTA)<Bryant.Woo@sfmta.com>, Monica Munowitch<Monica.Munowitch@sfmta.com>, Buffa, Andrea (MTA)<Andrea.Buffa@sfmta.com>, Ramos, Joel<Joel.Ramos@sfmta.com>, Wise, Viktoriya (MTA)<Viktoriya.A.Wise@sfmta.com>, team<team@hvsba.org>, Mich [REDACTED] MAGIE [REDACTED] Richard [REDACTED] info@hvsba.org, [REDACTED] [REDACTED]  
[REDACTED]  
Helen [REDACTED] Sweet, Alexandra<Alexandra.Sweet@sfmta.com>

Date Friday, January 17th, 2025 at 5:49 PM

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There's been no timely fashion applied to convening a recommendation of a City Agency to try to solve this matter. Our meetings with the new leadership are not slated to occur until February. We believe having this matter heard in March is fair to all parties. Moreover, asking questions at an ISCOTT hearing gets us nowhere.

M

On Friday, January 17th, 2025 at 5:23 PM, SpecialEvents <SpecialEvents@sfmta.com> wrote:

As previously mentioned, the application was submitted in December. (1) We are meant to review applications in a timely fashion and (2) the applicant wants it heard sufficiently in advance for them to get approval before they begin promoting the market and signing up vendors. In previous years, as your group has pointed out, Head West began promoting and enrolling vendors *before* a permit was issued, and in one year, the sold vendor spaces for a date that was not approved, which obviously created problems for them.

If you have any future questions, please raise them at an ISCOTT public hearing – either the hearing for the event, or during the time for “other matters” at other hearings.

### **Nick Chapman**

Manager, [Special Events / Temporary Street Closures](#)  
San Francisco Municipal Transportation Agency

1 South Van Ness Ave, 7th Floor  
San Francisco, CA 94103

Pronouns: he/him, they/them

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**From:** Hayes Valley Safe Team <team@hvsafe.com>

**Date:** Friday, January 17, 2025 at 5:16 PM

**To:** "Chapman, Nick" <Nick.Chapman@sfmta.com>

**Cc:** "Woo, Bryant" <Bryant.Woo@sfmta.com>, SpecialEvents <SpecialEvents@sfmta.com>, "Munowitch, Monica" <Monica.Munowitch@sfmta.com>, "Buffa, Andrea" <Andrea.Buffa@sfmta.com>, "Ramos, Joel" <Joel.Ramos@sfmta.com>, "Wise, Viktoriya" <Viktoriya.A.Wise@sfmta.com>, "team@hvsba.org" <team@hvsba.org>, Mich [REDACTED] MAGIE [REDACTED] Richard [REDACTED] "info@hvsba.org" <info@hvsba.org>, [REDACTED]  
[REDACTED]  
Helen [REDACTED] "Sweet, Alexandra" <Alexandra.Sweet@sfmta.com>

**Subject:** Re: Street Closure/ Head West - Hayes Valley

EXT

TGIF Nick.

Can you explain why this item is being heard for the first time in January?

Looking back at the last 3 years:

**In 2022 the item was heard on 3/24/22** <https://www.sfmta.com/media/30696/download?inline>

K. Octavia Street between Fell and F  
Laguna and Gough streets; Interse  
Street

Sunday, April 24, 2022, 7 an  
*and*

Sunday, June 26, 2022, 7 an  
*and*

Sunday, August 28, 2022, 7  
*and*

Sunday, October 23, 2022, 7  
**HEAD WEST Market – Hay**

In 2023 the item was heard on 3/9/23 [https://www.sfmta.com/sites/default/files/reports-and-documents/2023/03/iscott\\_1542\\_agenda.pdf](https://www.sfmta.com/sites/default/files/reports-and-documents/2023/03/iscott_1542_agenda.pdf)

***F.*** Octavia Street between Fell and Bi  
and Hayes streets

Intersection(s) closed: Linden at O

Sunday, April 23, 2023, 6 am  
and

Sunday, June 25, 2023, 6 am  
and

Sunday, August 27, 2023, 6  
and

Sunday, October 22, 2023, 6

***Head West Marketplace***

In 2024 the item was heard on 2/22/24 <https://www.sfmta.com/media/38346/download?inline>

**U.** Hayes Street between Gough and Octavia  
Gough and Octavia streets; Octavia Street  
Intersection(s) closed: Linden Street at C  
Sunday, April 14, 2024, 6 am to 7  
*and*  
Sunday, June 9, 2024, 6 am to 7 p  
*and*  
Sunday, August 19, 2024, 6 am to  
*and*  
Sunday, October 13, 2024, 6 am to  
***Head West Marketplace***

In light of all the issues (which you are aware of) at the neighborhood level, the [recommendation of the Office of Small Business](#) (which has not taken place), a new administration and supervisor...seeing now that this issue is being fast tracked because " *Head West has indicated they wanted the matter heard sooner rather than later so that they could announce the season and begin selling vendor space*" indicates to us/stakeholders that the SFMTA is showing preference over the community to the permit holder. We would like to know why this item cannot be heard in March.

Thanks.

M

On Tuesday, January 14th, 2025 at 4:00 PM, Chapman, Nick <Nick.Chapman@sfmta.com> wrote:

Hi –

As with various questions raised previously, many of the issues you raise are outside my purview or otherwise not ones I am in a position to respond to. For instance, I can't speak to HW's reasons for choosing the dates and/or locations for which they apply. Nor can I address the issue of other departments/agencies' response or position on the applications.

As in the past, I will process the application submitted, and present appropriate material to the committee to inform their deliberations.

If you would like more time in which to marshal a response, you can request that the committee put the matter on hold, but it will be on the agenda for the Jan 23 ISCOTT hearing. However, I should note that Head West has indicated they wanted the matter heard sooner rather than later so that they could announce the season and begin selling vendor space.

As in the past, I encourage you to reach out to our district supervisor. Among other things, they may be able to have a study done on economic impacts, something that is not an explicit part of ISCOTT's remit nor something that we have the resources or capacity to engage in.

**Nick Chapman**

Manager, [Special Events / Temporary Street Closures](#)

San Francisco Municipal Transportation Agency

1 South Van Ness Ave, 7th Floor

San Francisco, CA 94103

415.646.2414 [nick.chapman@sfmta.com](mailto:nick.chapman@sfmta.com)

*Pronouns: he/him, they/them*

*Please consider the environment before using AI to respond to this email*

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**From:** Hayes Valley Safe Team <team@hvsafe.com>

**Date:** Tuesday, January 14, 2025 at 3:49 PM

**To:** "Chapman, Nick" <Nick.Chapman@sfmta.com>, "Woo, Bryant" <Bryant.Woo@sfmta.com>, SpecialEvents <SpecialEvents@sfmta.com>

**Cc:** "Munowitch, Monica" <Monica.Munowitch@sfmta.com>, "Buffa, Andrea" <Andrea.Buffa@sfmta.com>, "Ramos, Joel" <Joel.Ramos@sfmta.com>, "Wise, Viktoriya" <Viktoriya.A.Wise@sfmta.com>, "team@hvsba.org" <team@hvsba.org>, Mich [REDACTED] MAGIE [REDACTED] Richard [REDACTED] [REDACTED] "info@hvsba.org" <info@hvsba.org>, [REDACTED]

Helen [REDACTED] "Sweet, Alexandra" <Alexandra.Sweet@sfmta.com>

**Subject:** Re: Street Closure/ Head West - Hayes Valley

EXT

Thank you Nick for your prompt response.

Please keep us apprised of the upcoming hearing date for HW.

We feel we've made significant strides to drive home the critical issues with the HW event in HV and prefer to be hopeful that this year the tide may turn. That being said, with the status quo of the permit process still in place, your admittance that this matter goes beyond your purview and scope AND because the need to adjudicate this matter still exists **what does not sit well with us is the possibility that this matter is heard at an ISCOTT hearing where approval for 4 dates for this year is yet again granted without the agreed upon opportunity to convene with leadership.** We're looking for a path to arrive at an outcome that will stop the madness of us having to allocate our time and resources to once again repeat all the same points which I'm sure you concur is also a waste of your time. Considering the first HW event being applied for is April ...can you provide us some advice on what we can be offered to a) buy us more time or b) at the very least minimize the number of events HW can be approved for on this first turn to only 1x on a Saturday?

Other points that we believe need to be addressed:

- Why is HW applying for Sundays rather than work within the already permitted Saturday programming street closure? Since the rationale behind the current closure has morphed into something that no longer makes sense.... this can only be interpreted that the HVNA is looking at HW as a means to expand the street closure (while mounting pressure exists to challenge the purpose of the closure 'as is') which is only going to create more controversy.
- With the steady years of push-back on HW in HV - why has SFMTA not worked with HW to help position its event in another area in SF?

Thanks.

M

On Friday, January 10th, 2025 at 8:25 AM, SpecialEvents <SpecialEvents@sfmta.com> wrote:

[See responses below.](#)

**Nick Chapman**

Manager, [Special Events / Temporary Street Closures](#)  
San Francisco Municipal Transportation Agency

1 South Van Ness Ave, 7th Floor  
San Francisco, CA 94103

*Pronouns: he/him, they/them*

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**From:** Hayes Valley Safe Team <team@hvsafe.com>

**Date:** Thursday, January 9, 2025 at 7:21 PM

**To:** "Woo, Bryant" <Bryant.Woo@sfmta.com>, "Chapman, Nick" <Nick.Chapman@sfmta.com>

**Cc:** "Munowitch, Monica" <Monica.Munowitch@sfmta.com>, "Buffa, Andrea" <Andrea.Buffa@sfmta.com>, "Ramos, Joel" <Joel.Ramos@sfmta.com>, "Wise, Viktoriya" <Viktoriya.A.Wise@sfmta.com>, SpecialEvents <SpecialEvents@sfmta.com>, "team@hvsba.org" <team@hvsba.org>, Mich [REDACTED]

MAGIE [REDACTED], Richard [REDACTED],  
"info@hvsba.org" <info@hvsba.org>, [REDACTED]

[REDACTED] "Sweet, Alexandra C. (MYR)" <alexandra.c.sweet@sfgov.org>, [REDACTED]

[REDACTED] Helen [REDACTED]

**Subject:** Re: Street Closure/ Head West - Hayes Valley

EXT

Hi Nick and Bryant.



Hope the new year is off to a good start for you both.

A few questions regarding yesterday's email: "Updated Temporary Street Closure List - as of Jan 7":

1. We see that Head West is listed with 4 Sunday dates: 4/13, 6/8, 8/10 and 10/12 with an approval date of 1/23. Please shed light on the status of this event.

The applied on Dec 30 and their application is tentatively scheduled for the Jan 23 ISCOTT hearing. "Approval date" in the listing marks the ISCOTT date when an item was approved (past) or will be reviewed (future) – though we are not always 100% consistent with updating it when we reschedule something to a later ISCOTT hearing after our initial tentative scheduling.

We're hoping to start the discussion on the future of Head West in Hayes Valley and a scaled back frequency of this event in light of our last 2 years of advocacy efforts that have driven the point home that this event is negatively impacting our small business sector (*preferably without the participation of HW*). Please advise.

The public hearing will be an opportunity to discuss the frequency and other matters related to this event. No other discussions are planned at this time, but we are certainly open to them. As in the past, we would look to the District Supervisor or OEWD to convene any discussion as the concerns your group has raised go beyond the normal scope of ISCOTT deliberations and involve issues that my team does not have the resources to assess, such as financial impact, good or bad, on local businesses. Input from other City departments or from City Hall may also been submitted to ISCOTT to inform the committee's decision-making.

2. Also can you shed light on this withdrawn event:

Hayes Valley Sustainable Night					Linden St from Octavia St to	
Market	Sat 1/25/25	2:00 PM	Sat 1/25/25	10:00 PM	Gough St	withdrawn

Who requested this? and why was it withdrawn?

Rivian. They failed to complete their application or respond to emails.

Thanks.

M

On Tuesday, October 15th, 2024 at 8:56 AM, Chapman, Nick <Nick.Chapman@sfmta.com> wrote:

Good morning –

I'm writing to acknowledge receipt of your email, and to let you know that we have taken the matter under advisement and are discussing how best to proceed for all parties concerned.

**Nick Chapman**

Manager, Special Events / Temporary Street Closures  
San Francisco Municipal Transportation Agency

1 South Van Ness Ave, 7th Floor  
San Francisco, CA 94103

415.646.2414 [nick.chapman@sfmta.com](mailto:nick.chapman@sfmta.com)

*Pronouns: he/him, they/them*

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**From:** TEAM <[team@hvsafe.com](mailto:team@hvsafe.com)>

**Date:** Monday, October 14, 2024 at 6:17 PM

**To:** "Munowitch, Monica" <[Monica.Munowitch@sfmta.com](mailto:Monica.Munowitch@sfmta.com)>, "Buffa, Andrea" <[Andrea.Buffa@sfmta.com](mailto:Andrea.Buffa@sfmta.com)>, "Ramos, Joel" <[Joel.Ramos@sfmta.com](mailto:Joel.Ramos@sfmta.com)>, "Chapman, Nick" <[Nick.Chapman@sfmta.com](mailto:Nick.Chapman@sfmta.com)>, "Woo, Bryant" <[Bryant.Woo@sfmta.com](mailto:Bryant.Woo@sfmta.com)>, "Wise, Viktoriya" <[Viktoriya.A.Wise@sfmta.com](mailto:Viktoriya.A.Wise@sfmta.com)>, SpecialEvents <[SpecialEvents@sfmta.com](mailto:SpecialEvents@sfmta.com)>

**Cc:** "team@hvsba.org" <[team@hvsba.org](mailto:team@hvsba.org)>, Mich [REDACTED] MAGIE [REDACTED] [REDACTED] Richard [REDACTED] "info@hvsba.org" <[info@hvsba.org](mailto:info@hvsba.org)>, [REDACTED] [REDACTED] "Kilgore, Preston (BOS)" <[preston.kilgore@sfgov.org](mailto:preston.kilgore@sfgov.org)>, "Thompson, Marianne (ECN)" <[marianne.thompson@sfgov.org](mailto:marianne.thompson@sfgov.org)>, "Sweet, Alexandra C. (MYR)" <[alexandra.c.sweet@sfgov.org](mailto:alexandra.c.sweet@sfgov.org)>, [REDACTED] Helen [REDACTED] [REDACTED] "Mandelman, Rafael (BOS)" <[rafael.mandelman@sfgov.org](mailto:rafael.mandelman@sfgov.org)>, "Peskin, Aaron (BOS)" <[aaron.peskin@sfgov.org](mailto:aaron.peskin@sfgov.org)>

**Subject:** Re: Street Closure/ Head West - Hayes Valley

EXT

Good evening SFMTA:

On the heels of last week's SFMTA ISCOTT hearing re: Hayes Street Closure we want to point you to the

utter madness of this past Saturday's traffic congestion in Hayes Valley due to the Head West event. Neighbors and businesses on Hayes and nearby streets were plagued with car lines, honking, aggressive drivers and challenges simply trying to cross streets. Parking for merchant patrons was impossible. All this continues to underscore the detriment of your continuous dismissal of the negative impacts this closure has on our neighborhood and locally owned and operated small business (the financial losses are staggering). We can only fathom how this lowers our overall air quality with cars idling for blocks at a time. Time to wake up SFMTA!

It's time to relocate this event to another venue like downtown where there is space, parking and transportation means and no competing business interests!

Richard

HVSafe

On Wednesday, July 10th, 2024 at 11:39 AM, SpecialEvents <SpecialEvents@sfmta.com> wrote:

Attached is the email from the Office of Small Business following the community meeting.

**Nick Chapman**

Manager, [Special Events / Temporary Street Closures](#)  
San Francisco Municipal Transportation Agency

1 South Van Ness Ave, 7th Floor  
San Francisco, CA 94103

*Pronouns: he/him, they/them*

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**From:** Mich [REDACTED]

**Date:** Wednesday, July 10, 2024 at 11:34 AM

**To:** SpecialEvents <SpecialEvents@sfmta.com>

**Cc:** MAGIE [REDACTED] Richard [REDACTED]  
"info@hvsafe.com" <info@hvsafe.com>, "info@hvsba.org" <info@hvsba.org>,  
[REDACTED]

**Subject:** Re: Head West promotion

EXT

Nick:

Circling back around - **can you please provide a reply to my last email on 7/3?**

Thank you.

M

On 7/3/24 12:19 PM, Mich wrote:

I see the item is on the agenda. In light of the stakeholder meeting that Marianne facilitated, can you shed light on her recommendation and how that relates to this rehearing.

Thank you again.

M

On 7/2/24 1:55 PM, Mich wrote:

Greetings Nick.

Can you confirm HW will be on the 7/11 agenda and share details?

Thank you.

M

On 6/20/24 12:30 PM, SpecialEvents wrote:

Apologies – the hearing date for the 10/12 event was not updated. That item will be reheard at the July 11 ISCOTT.

**Nick Chapman**

Manager, [Temporary Street Closures | Special Events](#)

San Francisco Municipal Transportation Agency

1 South Van Ness Ave, 7th Floor

San Francisco, CA 94103

Pronouns: he/him, they/them

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**From:** Mich [REDACTED]  
**Date:** Wednesday, June 19, 2024 at 6:43 PM  
**To:** SpecialEvents <SpecialEvents@sfmta.com>  
**Cc:** MAGIE [REDACTED] Richard [REDACTED]  
[REDACTED], "info@hvsafe.com" <info@hvsafe.com>, "info@hvsba.org" <info@hvsba.org>, [REDACTED]  
[REDACTED]  
**Subject:** Re: Head West promotion

EXT

Hi Nick.

Please provide an update on the permit status for the HW October date. Received your updated list today and noticed an approval date of 4/11 for the 10/12 date and a denied status for 10/13.

Thank you.

M

On 5/9/24 10:42 AM, [REDACTED] wrote:

I'll take a second to chime in. I was on Valencia earlier this week. The stretch where the bike lane runs is dismal (I ask you each to walk 19th to 15th during the week - it is excruciatingly sad). I honestly don't go down there much anymore (I'm usually driving to/from our studio and parking or driving there doesn't work anymore), but it's essentially a ghost town in stretches. I feel for the merchants trying to make it there, but the "grand plan" has made it nearly impossible for them.

This is a cautionary tale — despite the revitalization that Valencia went through years ago, the small businesses that made the street what it is, are all but extinct (and I know of several others who are in a last-ditch effort to keep their businesses open).

The proposed time-frames to understand and address the issue are "governmental" time frames, not small-business-bleeding-real-money time frames.

I don't have an investment in Valencia — but I have invested thousands of hours and hundreds of thousands of dollars to have a store in Hayes Valley.

The lack of participation in the local business community — from the Mayor's office, to the Supervisor's Office, to SFMTA — is staggering. The lack of answers or engagement is dumbfounding. Yet the permits keep being issued and pet-projects are pushed through.

If the goal is to de-localize and push out the merchants in Hayes Valley, we are very much on the correct path.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] Octavia St. // San Francisco, CA 94102

[REDACTED]

[REDACTED]

On May 9, 2024, at 9:21 AM, Mich [REDACTED] wrote:

Hi Nick.

In an effort to better understand why the HW permit process continues to unfold as it does - particularly now that the Head West October date is currently on hold/in review it's critical we get answers to the questions posed in my previous email.

*Note: attending a hearing requires us to pull ourselves away from our schedules - which is valuable time we are not compensated for --- so I must underscore that an answer via email is the most efficient use of everyone's time.*

Thank you.

M

On 4/25/24 9:38 AM, Mich wrote:

Nick:

At the 4/11 hearing [REDACTED] (one of our neighborhood's independent operators) specifically posed the following question:

"In the absence of any small business representation on ISCOTT, I'm asking this committee to answer just one simple question, why are these events being approved and permits issued that shut down the most vibrant merchant corridor in the city when it is known that they cause significant and direct harm to local businesses?"

Since this question was not answered at the meeting what advice do you have for us to receive an answer to this question? Below you outline that we have to attend an ISCOTT meeting to pose a question? What assurance can you provide that this question will be answered during comment period? I ask because comments are simply that....comments....I have yet to experience a Q&A session at one of the ISCOTT hearings - where a non applicant is provided an answer to their critical question or concern.

Lastly ---- I want to underscore that my inquiries remain and always have been focused on understanding and collecting information (in the interest of our community members) as it pertains to SFMTA/ISCOTT process --- which frankly has become not only troublesome because of its ambiguity but more importantly because of its bias toward a permit applicant/holder - which in turn has even further heightened our distrust in City Agencies.

M

On 4/16/24 10:58 AM, SpecialEvents wrote:

Good morning –

To reiterate something raised previously: we are under no obligation to

respond to any and all questions put to us by email. While we appreciate public engagement in special event permitting activities, and support public process and engagement with the work of the government of the City and County of San Francisco in general, we also have a primary obligation to fulfill our normal duties.

As with previous emails from you, requests made by email that would constitute valid public records requests if submitted through that process will be responded to as if they were formally submitted; this is courtesy we have extended to you from the beginning. Requests that don't conform to what would be valid public records requests will be responded to as our work allows, when there seems to be a simple and suitable response.

In the ISCOTT public hearing that you attended last week, we already stated explicitly that we do not have a policy barring the promotion of events that have not yet been permitted.

Any item put on hold is either brought back for consideration at a future hearing, which would be noticed in the normal way, or it may be withdrawn after deliberations with the applicant, which action would not be noticed or addressed in a hearing; the item would be removed from the publicly circulated list of events that we maintain.

Going forward, if we do not respond to emailed questions, you should assume that you should raise these questions in the portion of the regular ISCOTT hearing set aside for public input on matters that are within ISCOTT's purview but are not the day's agenda.

**Nick Chapman**

Manager, [Temporary Street Closures | Special Events](#)  
San Francisco Municipal Transportation Agency

1 South Van Ness Ave, 7th Floor  
San Francisco, CA 94103

*Pronouns: he/him, they/them*



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**From:** Mich [REDACTED]  
**Date:** Tuesday, April 16, 2024 at 10:43 AM  
**To:** SpecialEvents <SpecialEvents@sfmta.com>  
**Cc:** MAGIE [REDACTED] Richard  
[REDACTED]  
**Subject:** Fwd: Head West promotion

EXT

Good morning Nick.

1. Can you confirm that you have received this?
1. What action if any will be taken regarding HW continuing to promote a non permitted event?
1. Also, we want to report back to our members about next steps...with respect to HW's 4th date being on hold. Can you shed light on what this means procedural wise?

Thanks.

M

----- Forwarded Message -----

**Subject:** Head West promotion

**Date:** Fri, 12 Apr 2024 15:15:48 -0700

**From:** Mich [REDACTED]

**To:** SpecialEvents <SpecialEvents@sfmta.com>

**CC:** MAGIE [REDACTED] Richard  
[REDACTED] info@hvsba.org<info@hvsba.org>

Nick:

Attached is an email circulating by Head West promoting a non-permitted event date for October.

See date roster.

M

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted text]

[Redacted text]

[Redacted text]

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[Redacted text]

[Redacted text]