

| October 18, 2016

Honorable San Francisco Bay Conservation and Development
Commissioners:

I write on behalf of the Center for Urban Education about Sustainable
Agriculture (CUESA) regarding the San Francisco Ferry Terminal South
Basin Expansion, or raised plaza platform.

As you know, CUESA operates the Ferry Plaza Farmers Market (FPFM) on
Tuesdays, Thursdays, and Saturdays, every week, year round. The FPFM is a
an iconic San Francisco institution that has been in operation at the Ferry
Building now for 14 years, and in operation in San Francisco for 22 years.
People travel from inside San Francisco, from across the Bay on the ferries,
and from all over the world to attend the FPFM. CUESA is repeatedly voted
the best farmers market in the nation, and the world, by media groups and
sister organizations.

One of the core reasons for CUESA's acclaim is because we activate the
farmers market as a learning showcase. Our educational programs, which
served over 10,000 participants last year, are woven into the fabric of the
market. Our Market to Table cooking demonstrations highlight the best of the
local harvest. Our Food Shed educational exhibit engages shoppers in
learning about larger food system issues. Seasonal celebrations, like our
annual Goat Festival and Harvest Festival, bring a piece of the farm to the
city.

Youth education has been a priority for CUESA since the organization's
inception, and we currently offer several programs. Foodwise Kids field trips
activates the FPFM as a classroom for teaching elementary school students to
love vegetables and fruits through comparative tastings, exploring the
market, and a hands-on cooking lesson. This free program is offered to 2,500
San Francisco Unified School District students a year. Additionally CUESA's
Schoolyard to Market program is a youth development and entrepreneurship
program that gives high school students the opportunity to grow produce and
vegetable seedlings in their school gardens and sell them at the CUESA
Farmers Market.

We have been in communication with the Port of San Francisco, about plans
to provide additional farmers market space on the raised plaza to be
constructed as part of the Downtown Ferry Terminal Expansion project.
Upon completion of the raised plaza, our desire is to activate the 11,000
square foot plaza with farmers, artisan food makers, and educational
activities as an expansion of our existing farmers markets held on Tuesday,
Thursday and Saturday. On days when fully used, the curated group of stalls
will be approximately 25, 10x10 stalls and 2, 20x20 stalls for farmers and
food makers and 1, 20x30 education tent run by CUESA. Our vision for the
market is a lovely mix including flowers, breads, jams, pickles, cheeses and
tea. We will design the space to be open and beautiful and contribute to the

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public experience of the waterfront. Our vision for CUESA's educational space is that it will engage the public in learning not only about California agriculture and food culture but also about water conservation and ecology.

The additional farmers market and educational exhibit will only occur on the raised plaza. The north-south promenade that provides access to Ferry Gates E, F and G will be kept clear for public and ferry access. We will not allow farmers market vehicles to park on the raised plaza and we acknowledge that use of the raised plaza for emergency purposes will displace the farmers market in the event of an emergency. The layout of the raised plaza for the farmers market will conform to the Port of San Francisco's criteria and layout plans per this submittal.

The CUESA farmers market weekday hours are 10:00 am – 2:00 pm Tuesday and Thursday and would not occur during the weekday commute times. The farmers market is always free and open to the public. In the event of an emergency CUESA would be responsible for removing all market fixtures and activities from the raised plaza within 1 hour of notification, and coordinate with WETA to ensure their emergency operations procedures are not hindered.

Whenever possible, except when dictated by the San Francisco Department of Public Health, our farmers market tents would be open on all sides to maintain the open air feel and site lines from the Embarcadero to the water.

Because of our exceptional operational standard and high-quality educational programming, CUESA has a long waiting list of local farmers and artisans who are eagerly awaiting the chance to join the market. We are grateful for this opportunity to expand, not only for those farmers and food makers, but also for our dedicated shoppers and constituents who wholeheartedly support CUESA's expansion onto this new plaza.

Thank you, and please be in touch should you have any questions.

Best,

A handwritten signature in black ink, appearing to read "Marcy Coburn". The signature is fluid and cursive, with a long horizontal stroke at the end.

Marcy Coburn
Executive Director
Center for Urban Education about Sustainable Agriculture