

**EXCELSIOR
OUTER MISSION**

NEIGHBORHOOD STRATEGY

2020 UPDATE



TABLE OF CONTENTS

INTRODUCTION	Pg. 2
EXCELSIOR OUTER MISSION 2020 UPDATE	Pg. 2
CELEBRATIONS AND PRIORITIZING NEXT STEPS	Pg. 3
EXISTING CONDITIONS OF THE EXCELSIOR OUTER MISSION NEIGHBORHOOD	Pg. 4
DOCUMENT GUIDE	Pg. 7
PUBLIC REALM	Pg. 8
BUSINESS AND SERVICE PROVIDER SUPPORT	Pg. 22
MOBILITY	Pg. 39
LAND USE AND HOUSING	Pg. 49
CHAPTER INTRODUCTION	Pg.9, Pg.23, Pg.40, Pg.50
2020 UPDATE	Pg.10, Pg.24, Pg.41, Pg.51
NEIGHBORHOOD SPECIFIC PROJECTS AND/OR PROGRAMS	Pg.11, Pg.25, Pg.42, Pg.52
LOCALIZED CITYWIDE INITIATIVES	Pg.17, Pg.36, Pg.47, Pg.53
INDEX A	Pg. 63
COVID RELATED RESOURCES	Pg.66

INTRODUCTION

EXCELSIOR OUTER MISSION 2020 UPDATE

The Excelsior and Outer Mission 2020 Update (Update) reflects the goals, strategies, and action items that the City, community groups, and individuals were able to direct efforts and attention to, since the completion of the **Excelsior and Outer Mission Neighborhood Strategy** (Strategy), in December 2018.

This report serves as a resource and update for the 18-month community-led and City-facilitated visioning process, and is organized in the same thematic groups as the Strategy and Working Group:

1. Public Realm (**PUB**),
2. Business and Service Provider Support (**BIZ**),
3. Mobility (**MOB**), and
4. Land Use and Housing (**LUH**).

The **Working Group** was comprised of diverse stakeholders from the neighborhood and the Working Group Vision - "As our neighborhood changes, we support, sustain and enhance what makes our neighborhood special: our families and elders, economic and ethnic diversity, small businesses and local gems" - guided the process and the development of the Strategy.

EXCELSIOR AND OUTER MISSION NEIGHBORHOOD STRATEGY (2018)

The Strategy is a unique and pioneering approach to documenting concerns in a neighborhood, promoting investment, and informing the scope of existing, and future projects, programs, and/or initiatives. Since the Strategy was published, various private and public entities have addressed many of the goals, strategies, and action items identified in the process.

From tree plantings to sidewalk activation, to studying citywide strategies for increasing housing affordability, significant progress has been and continues to be made for the neighborhood.

While the strategies and action items associated with each goal may evolve or be modified to adapt to current events, they remain a core component of the long-term vision for the Excelsior and Outer Mission community.

Working Group Vision:

"As our neighborhood changes, we support, sustain, and enhance what makes our neighborhood special: our families and elders, economic and ethnic diversity, small businesses, and local gems."

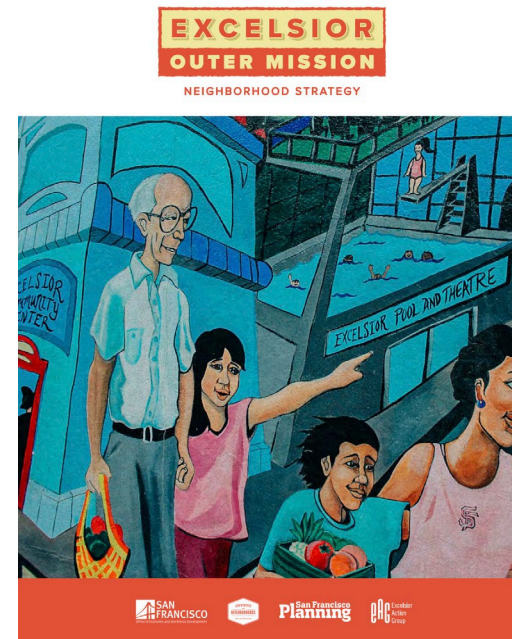


Figure 1. Excelsior and Outer Mission Neighborhood Strategy
sfplanning.org/excelsior-outer-mission-neighborhood-strategy

INTRODUCTION

CELEBRATIONS

The Strategy allowed City Agencies and the Community to work collaboratively to address goals, strategies, and action items identified in the document. The San Francisco Municipal Transportation Agency (SFMTA), San Francisco Planning Department (SF Planning), San Francisco Department of Public Works, the San Francisco Office of Economic and Workforce Development (OEWD), and the office of District 11 Supervisor Ahsha Safai, have all worked together to address the needs of the Excelsior and Outer Mission neighborhood.

This interdepartmental level of collaborative community engagement is challenging and worthy of celebrating.

This Update provides the opportunity for departments to reflect on what has been achieved, and the work that still needs to be done. Additionally, the Strategy is a convenient way for agencies to reference existing conditions and community goals when shaping their projects.

This community-driven and collaborative process allowed for **a clearly delineated long-term vision that the City will continue to integrate into its work for years to come.**

PRIORITIZING NEXT STEPS

These past two years have allowed various city agencies and the community to plan for some of the goals in the Strategy and has given these entities an understanding of the magnitude of funds and time required to implement all the strategies and action items identified. The document contains dozens of strategies and action items and will therefore require significant investment, and several years of implementation, for them to be fully addressed.

This year brought the additional challenge of COVID 19. COVID 19 has disproportionately impacted the Excelsior and Outer Mission community resulting in higher infection rates and increased impacts on local businesses. It has also impacted the City's budget, resulting in a significant budget shortfall for this year and likely for years to come.

This year has also brought a growing awareness of past inequities. In particular, the City government has pledged a deepening commitment to improving racial equity. This will mean higher priority for neighborhoods such as the Excelsior and Outer Mission Neighborhood and the communities who reside here. As 2020 closes, more will be learned about the impacts on the economy and the health of the community, which will help to guide future actions.

**EXISTING
CONDITIONS**

**EXCELSIOR OUTER MISSION
NEIGHBORHOOD COMMERCIAL
DISTRICT**

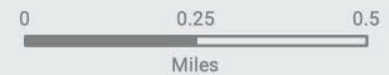
EXISTING CONDITIONS OF THE EXCELSIOR OUTER MISSION NEIGHBORHOOD

-  Study Area
-  Parks & Open Space
-  Excelsior Mission NCD
-  BART Station




Daly City
BART Station

Figure 2. Excelsior Outer Mission Neighborhood Study Area, SF Planning



EXISTING CONDITIONS OF THE EXCELSIOR OUTER MISSION NEIGHBORHOOD

Excelsior Outer Mission at a Glance

DEMOGRAPHICS

Excelsior Outer Mission is predominantly a family neighborhood with a large population of teens and children. It is also a neighborhood characterized by racial, ethnic, and socioeconomic diversity—a quality that residents celebrate and have said they would like to see reflected in the public realm.

BUSINESS

The commercial corridor has a great variety of businesses that serve the neighborhood and visitors. However, a high vacancy rate is a challenge for the corridor. One strategy for creating a thriving business environment is to improve the public realm.

MOBILITY

A majority of the neighborhood is within walking distance of bus stops. Muni is highly used by a wide variety of people. Many also typically walk some portion of their trip to access the commercial corridor. Improving the public realm will make getting around safer and more inviting for people.

Source: Excelsior Outer Mission Neighborhood Strategy, SFMTA Mission Street Excelsior Rider Survey Summary and Stakeholder Workshop Background Information Packet, and OEWD Invest in Neighborhoods - D11 Q2 2019 Business Data. See appendix.

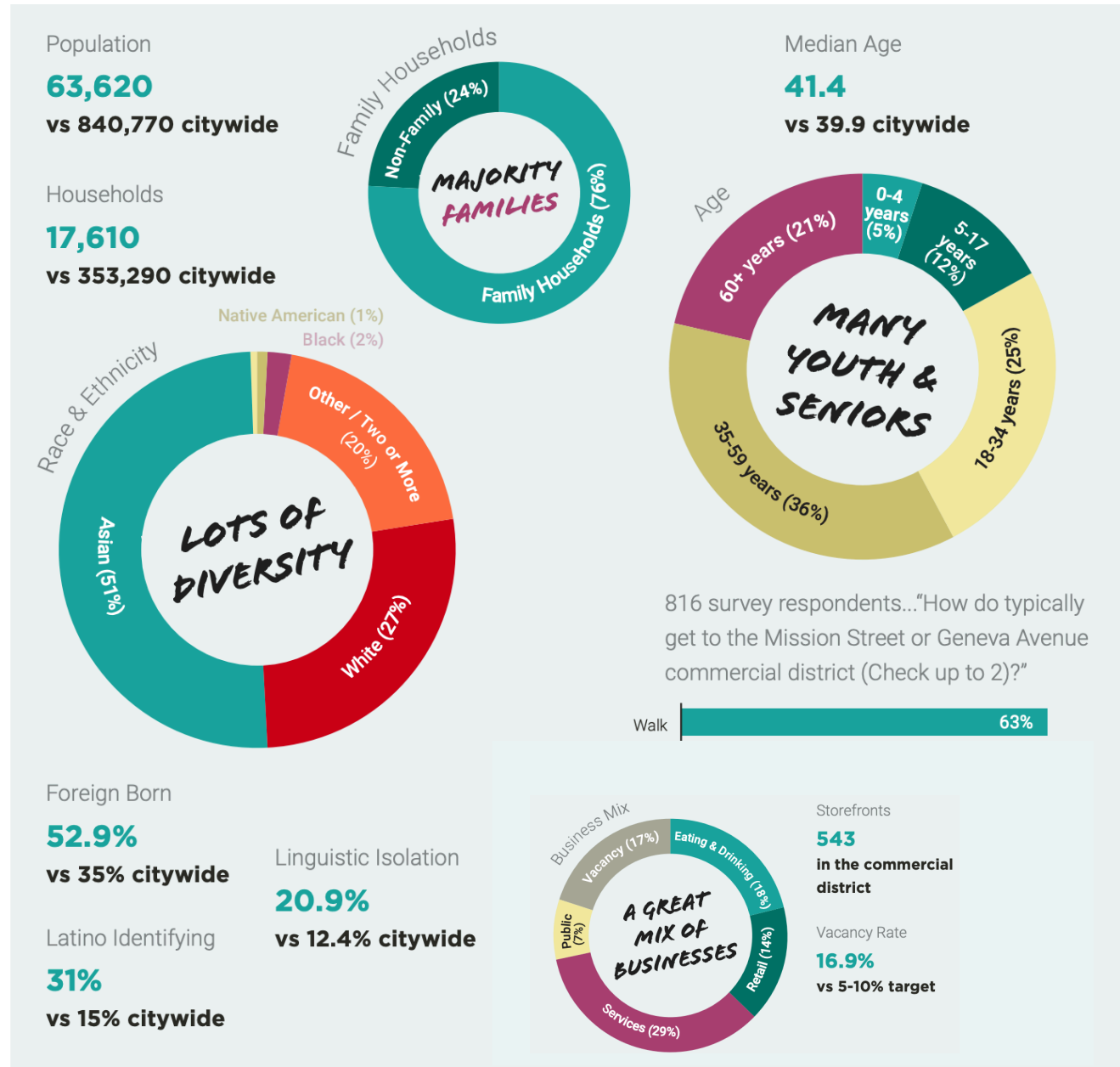


Figure 3. Pg. 12 and 13 of the Excelsior and Outer Mission Streetscape Design Guidelines, SF Planning

DOCUMENT GUIDE

DOCUMENT GUIDE

This update document is organized into sections that reflect the thematic categories of the Excelsior and Outer Mission Neighborhood Strategy.

Each thematic chapter begins with a brief introduction and a table of contents that lists the “NEIGHBORHOOD SPECIFIC PROJECTS AND/OR PROGRAMS” and/or “LOCALLY IMPLEMENTED CITYWIDE INITIATIVES” that address the goals, strategies, and action items for that chapter.

The section then goes into detail about each projects, program, and initiative that has been implemented in the past year in the following format:

Heading is color coded by thematic chapter:

- PUBLIC REALM - BLUE
- BUSINESS AND SERVICE PROVIDERS – PURPLE
- MOBILITY – RED
- LAND USE AND HOUSING - GREEN

Goals, strategies, and action items addressed through the project, program, or initiative are listed at the beginning

Overview on what occurred In 2019

MISSION / GENEVA SAFETY PROJECT

The Mission/Geneva Safety Project addresses the following strategies and action items:

- **MOB 1.1.** Implement Vision Zero Safety Improvements For Pedestrian Safety
- **MOB 1.1.A.** Study Ways To Improve Pedestrian Infrastructure Along Mission, especially at Ocean, Persia, Russia, Onondaga, And Geneva
- **MOB 1.1.B.** Explore potential changes to the Mission and Geneva intersection
- **MOB 1.2.** Implement existing city plans and programs that enhance mobility in the neighborhood
- **MOB 2.2.** Develop a curbside management plan and a pilot program for the commercial corridor that aims to improve delivery efficiency, encourage parking turnover and reduce double parking.
- **MOB 3.1.** Increase access to transit, including paratransit and alternative transportation in order to decrease single-occupancy vehicle trips.
- **MOB 3.1.B.** Improve Muni speed, reliability and transfers
- **MOB 4.1.A.** Explore creating bike-friendly streets and placing traffic calming measures in key locations. For example, Cayuga Avenue

1. MISSION / GENEVA SAFETY PROJECT
IN 2019

The Mission / Geneva Safety Project is a community project focused on pedestrian safety, Muni reliability, and loading improvements in the business district of the Excelsior neighborhood. Through near-term and long-term improvements, the project will make it safer and more pleasant to walk, shop, and live along Mission Street from Geneva Avenue to Trumbull Street and along Geneva Avenue from Mission Street to Prague Street.

Traffic safety and transit improvements for the Mission Street and Geneva corridors were approved by the SFMTA Board of Directors in Sept 2019 and can be found here: https://www.sfmta.com/sites/default/files/reports-and-documents/2019/07/mission_excelsior_plan_view.pdf

The project includes:

- Bulb-outs, traffic signals, new pedestrian crossings
- Transit bulbs, transit stop improvements and changes
- Loading and color curb management

2020 UPDATE

As of August 2020, the SFMTA, SFPUC and SF Public Works Mission and Geneva Improvement Project (scope including bulb-outs, traffic signals, sewer replacement, paving, curb ramps and a few other items) is on track for 35% Design. Detailed design for the larger capital project is underway and will be complete by late 2021. Construction of corner sidewalk extensions, transit bulbs, new traffic signals, bike spot improvements, and other capital changes are planned to commence in 2022.

To stay up to date visit: <https://www.sfmta.com/projects/mission-geneva-safety-project>

Source: SFMTA – Transit Stop adjustment, curb management changes, and Painted Safety Zone

The title of the “NEIGHBORHOOD SPECIFIC PROJECTS AND/OR PROGRAM” or “LOCALLY IMPLEMENTED CITYWIDE INITIATIVE”

2020 Update on the project, program, or initiative when applicable

PUBLIC REALM

CHAPTER INTRODUCTION

Working Group Aspiration:

A well-designed public realm reinforces the community's multicultural character, enhances safety, and creates lively neighborhoods

INTRODUCTION

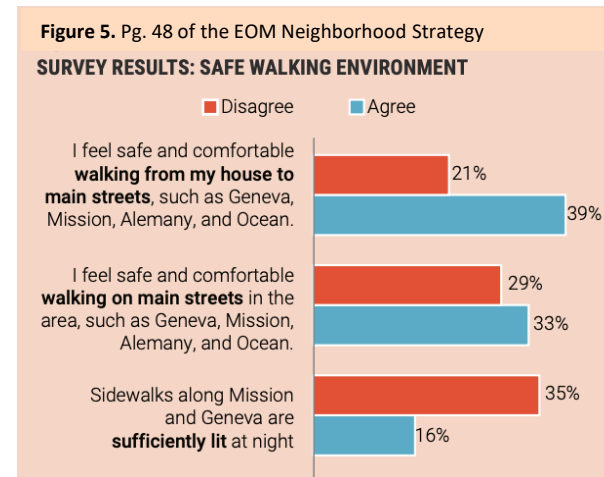
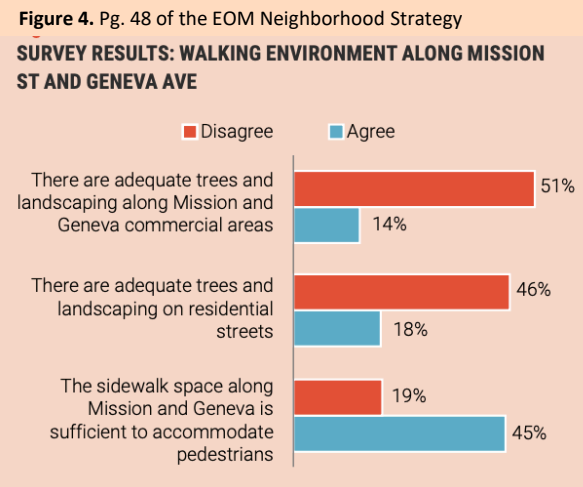
As defined in the Strategy, "the public realm refers to the interconnected network of publicly accessible areas between private buildings. This includes parks, parklets, plazas, sidewalks, roadways, alleys, and privately-owned public open spaces (POPOS)."

As part of the Strategy, in the Summer of 2017, the Planning Department conducted a survey where many residents and merchants expressed disappointment with the quality of the public realm at the time (Figure 4-5).

This chapter includes the programs, projects, and citywide initiatives that have taken place during the past 18 months to address these key concerns of greening and cleanliness, as identified in the Strategy.

Residents want a **PLEASANT** walking environment with improved **landscaping and greening**

Residents want a **SAFE** walking environment



CLEANLINESS and GREENING of the public realm were reoccurring themes in the survey and public workshops

2020 UPDATE

NEIGHBORHOOD SPECIFIC PROJECTS AND/OR PROGRAMS

**1. EXCELSIOR & OUTER MISSION
STREETScape DESIGN GUIDELINES** **PG 11**

2. TRASH COLLECTION **PG 14**

**3. STREET TREES AND TREE WELL
MAINTENANCE** **PG 16**

LOCALLY IMPLEMENTED CITYWIDE INITIATIVES

1. PUBLIC SPACE ACTIVATION EFFORTS **PG 17**

2. YOUTH ENGAGEMENT **PG 18**

3. StreetSmARTS **PG 19**

4. FIX IT PROGRAM **PG 20**

EXCELSIOR & OUTER MISSION STREETScape DESIGN GUIDELINES

The Excelsior & Outer Mission Streetscape Design Guidelines address the following goals, strategies, and action items:

- PUB 1.1.A, PUB 1.3, PUB 2.1.A, PUB 2.2, PUB 2.2.A, PUB 2.2.B, PUB 2.2.C, PUB 3.1, PUB 3.1.A, PUB 3.1.B, PUB 3.2.A, PUB 3.2.B, **MOB 1.1.A, MOB 2.3, MOB 3.3, BIZ 2.2, BIZ 2.3, BIZ 2.5, BIZ 2.5.A**

Due to the large volume of goals, strategies, and action items addressed through this project, we have included the full list in **Index A.*

1. EXCELSIOR & OUTER MISSION STREETScape DESIGN GUIDELINES

IN 2019

In 2019, the San Francisco Planning Department partnered with Public Works and the community to create the Excelsior and Outer Mission Streetscape Design Guidelines, an interagency and community-based effort to improve the safety, visual quality, and community character of the Mission Street corridor and surrounding area to reflect the community vision developed in the Strategy.

The Guidelines include concept designs for streetscape improvements (sidewalk pavers, pedestrian-scale lighting, bench seating, planter railings, trash receptacles, street trees, and shrub plants) to Mission Street that could layer over SFMTA's Mission/Geneva Safety Project improvements. (Pg. 42 of Mobility Chapter).

Concept Design

The creation of these Guidelines involved extensive community outreach between March and November of 2019. As part of the outreach, community members and SF Planning identified Persia Triangle, Geneva & Mission, Silver & Mission, Onondaga & Mission, and Excelsior Branch Library as priority sites for streetscape improvements for the neighborhood, should funding be identified. Figure 6 is a prototype that shows how these prioritized streetscape improvements would be applied.



- 1 Seating**
Seating offers a place to stop and rest, and allow people to stay in the corridor for longer. Precast concrete bench with wood top and a mosaic feature on its sides.
- 2 Street Lighting**
The community expressed preference for a more traditional, classic style that would prioritize pedestrian-scale lighting
- 3 Sidewalk Garden**
A native plant palette of low water use pollinators, protected by a planting railing.
- 4 Street Trees**
Will add greenery and shade to the corridor. Proposed species is Red Sunset Maple.
- 5 Movable Seating**
Opportunities for sidewalk tables and chairs through private investment.
- 6 Hanging Lights**
Through private investment and maintenance, hanging lights can be installed to enhance the pedestrian experience.
- 7 Special Pavers**
Precast concrete pavers arranged in a "woven" pattern to reflect multicultural neighborhood identity.

Figure 6. Pg. 46 of the Excelsior and Outer Mission Streetscape Design Guidelines showing a Pedestrian Bulb-Out Typology Design, SF Planning

EXCELSIOR & OUTER MISSION STREETScape DESIGN GUIDELINES



Source: Monroe Elementary students presenting to the SF Planning Commission, SF Planning -



Source: Monroe Elementary students litter abatement art, SF Planning

Streetscape Design Guidelines Youth Engagement

As part of the Guidelines, The San Francisco Planning Department also partnered with Y-PLAN between April and May 2019, to engage and mentor 1st and 4th grade students at Monroe Elementary, where they worked on research, design, and communication to promote a **“Clean, Green, and Safe Mission Street – with Hidden (and not so hidden) Gems everywhere.”**

2020 UPDATE

Preliminary cost estimates identify the entire desired scope of work outlined in the Excelsior Outer Mission Streetscape Design Guidelines to be around 10 million dollars. As of June 2020, no construction funding has been identified for implementing these streetscape improvements.

Given the high cost and current budget deficit, one or more phasing approaches can be considered. Chapter 5 of the Streetscape Design Guidelines document includes a more detailed phasing proposal. Until additional City funds are available, developers can use the guidelines to inform their project’s design.

To stay up to date visit: <https://sfplanning.org/excelsior-outer-mission-streetscape-design-guidelines>

EXCELSIOR & OUTER MISSION STREETSCAPE DESIGN GUIDELINES

1A. EOM STREETSCAPE DESIGN GUIDELINES TEMPORARY PUBLIC SPACE ACTIVATION PILOT PROJECT

IN 2019

The Temporary Public Space Activation Pilot is a collaborative effort involving SF Planning, OEWD, EAG, and **Youth Arts Exchange** to test out ideas gathered in the EOM Streetscape Design Guidelines process and integrate them with the near-term safety implementations of SFMTA's Mission Street Excelsior Safety Project. It also seeks to design a partnership where residents and merchants can program and maintain these installations with some City resources.

Project Goals:

- Demonstrate the principles and recommendations presented in the Streetscape Design Guidelines, which reflect the community's vision for a unified streetscape corridor.
- Pilot streetscape elements that create places to pause, gather, wait for transit, enjoy the commercial corridor
- Showcase near-term streetscape improvements as a way to bridge long-term capital improvement projects.

The outreach and design process began during the Fall 2019 semester and was designed and implemented by students of the Architecture Program at Youth Art Exchange (a non-profit conducting Art Programs for public high school students).

2020 UPDATE

At the end of 2019, the students selected one final concept to develop during the spring semester. Due to the COVID 19 outbreak, the fabrication and installation of the Pilot Project was delayed, but a small group of students will resume fabrication in the Fall.

The project will coordinate with ongoing recovery efforts on the corridor (like temporary street closures) and is projected to be completed this year.



Source: Youth Art Exchange, SF Planning



Source: Students presenting renderings and prototypes to City staff and EAG's Commercial Corridor Manager, SF Planning

TRASH COLLECTION EFFORTS

Trash collection efforts in the area address the following strategy and action item:

- **PUB 1.2.D.** Coordinate with the Mayor's office Fix-It Team to investigate root causes and address litter, including use of 311 to report it
- **PUB 1.3.** Study and develop mechanisms to fund and maintain the greening and cleanliness of public streets and open spaces in perpetuity

2. TRASH COLLECTION

IN 2019

Public Works and Recology performed a trash collection audit in District 11 in 2019 to ensure that all properties have correct and sufficient trash collection service.

Take A Look Inside a **Recology Trash Audit** here:

https://www.youtube.com/watch?v=2f_AMHbMUaQ

In 2019, OEWD also partnered with organizations like **Fix-It** to investigate and address root causes of litter, and with the support of the Supervisors office, Public Works was able to provide cleaning ambassadors dedicated to keeping the corridor Mission Street clean.

2020 UPDATE

According to the Public Works website, during COVID 19, *"Street cleaning operations are considered an essential service, with health and safety concerns prioritized. Crews continue to be on the ground 24/7."*

To stay up to date visit: <https://sfpublicworks.org/> ;
<https://sfpublicworks.org/covid-19>

2A. LOVE OUR CITY ANTI LITTER CAMPAIGN COMMUNITY MEMBER SPOTLIGHTS

2020 UPDATE

SF Public Works has implemented several versions of the Love Our City Anti-Litter Campaign, promoting days of clean up in certain Districts for several years. This Valentine's Day, local community members, Jason Serafino-Agar and Marco Montenegro, were highlighted in SF Public Works YouTube Channel, showcasing the ways in which they contribute to keeping the neighborhood clean.



**JASON SERAFINO-AGAR,
RESIDENT AND LOCAL PARENT**

Jason leads a walking school bus at Longfellow Elementary School, where students pick up trash in an organized, safe, and active way while walking to school.

Their work, in partnership with Public Works' 311 and street cleaning programs, have been integral to keeping the neighborhood clean.

Source: <https://www.youtube.com/watch?v=bupQIYVOVj0>



**MARCO MONTENEGRO,
EXCELSIOR WORKS! DIRECTOR**

Staff and Excelsior Works! community members work to clean their storefront and keep the neighborhood clean.

Excelsior Works! continues to be a neighborhood institution providing essential services to the Excelsior Outer Mission!

Source: <https://www.youtube.com/watch?v=llqRLFoYk>

TRASH COLLECTION EFFORTS

2B. BIG BELLY TRASH CANS

2020 UPDATE

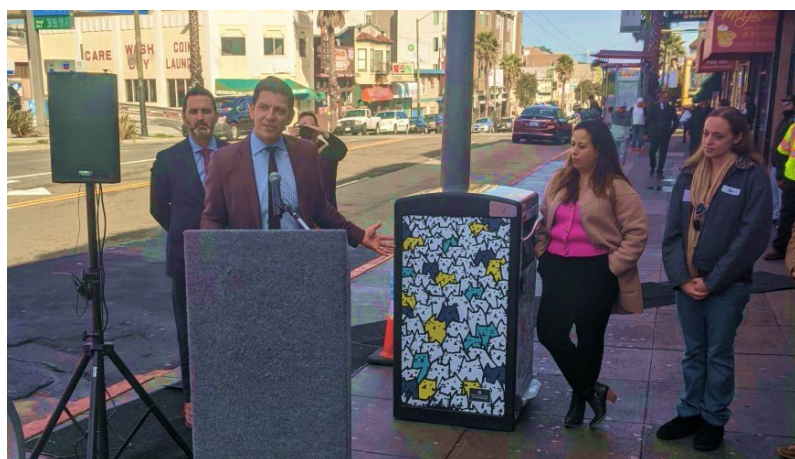
In January 2020, four new Bigbelly trash cans were installed in the EOM at the intersection of Mission and Geneva. These high-tech, solar-powered compacting systems can hold five times more waste than typical sidewalk trash cans. Bigbelly trash cans, installed in various San Francisco neighborhoods, have proven to reduce sidewalk litter and overflowing garbage problems. They also offer a venue for public art.

In the EOM, **Youth Art Exchange** coordinated with artists on the Mission and Geneva Bigbelly trash cans, in partnership with the Excelsior Outer Mission Merchants. This project was a collaboration between the OEWD, Mayor's Fix-it Team, Supervisor Safai's Office, Youth Art Exchange, and Excelsior Outer Mission Merchants (EOMM).

For more information visit: <https://bigbelly.com/>
<https://www.facebook.com/EOMMInc/posts/993311214372964>



Source: Ribbon Cutting of Bigbelly Trash Cans, Excelsior Outer Mission Merchants Facebook @EOMMInc



Source: Ribbon Cutting of Bigbelly Trash Cans, OEWD



Source: Ribbon Cutting of Bigbelly Trash Cans, EAG

STREET TREES AND TREE WELL MAINTENANCE

The planting of street trees and tree well maintenance addresses the following action items:

- **PUB 1.1.B.** Work with Friends of the Urban Forest to fill empty tree wells
- **PUB 1.1.C.** Coordinate with the City to ensure street trees are pruned and tree wells are cleaned regularly

3. STREET TREES AND TREE WELL MAINTENANCE

2020 UPDATE

D11 Supervisors office has secured \$2 million in total to plant and maintain 2,000 new trees in our neighborhoods over the past four years.

PUBLIC SPACE ACTIVATION

Public Space Activation addresses the following strategy and action item:

- **PUB 1.3.** Study and develop mechanisms to fund and maintain the greening and cleanliness of public streets and open spaces in perpetuity
- **PUB 3.1.B.** Work with the community to envision the future of new public spaces and strategize ways to realize the vision, such as developing concept designs for the Persia Triangle and space at Whittier and Mission Street

1. PUBLIC SPACE ACTIVATION EFFORTS

IN 2019

Starting at the end of 2019, OEWD's **Citywide Public Space Initiative**, in partnership with the Parks Alliance and the Excelsior Action Group, began activating Persia Triangle (at Mission Street and Persia Avenue) to create monthly programming on Sundays with music, food, and arts. This included a December Holiday Event, January Lunar New Year Celebration, and a February Mardi Gras event. Excelsior businesses provided food at this event, including Henry's Hunan restaurant and Gentilly restaurant.

In 2019, EAG also initiated a "**Friends of the Persia Triangle**" group to speed up the acquisition of Persia Triangle for the concept of a Town Square. OEWD also supports **Livable City** to host **Sunday Streets events** in the Excelsior, with the last event in October 2019.

2020 UPDATE

Public space activation events like those mentioned above have been put on hold for 2020 due to COVID 19.

That said, the City announced the **Shared Spaces Program** in June 2020, a partnership between OEWD, Planning, MTA, Public Works, and community partners, which makes it easier for businesses to use the sidewalk, parking lane, or entire street during the coronavirus pandemic.

Currently, both EAG and Livable City are working on a street closure concept on Onondaga between Mission Street and Alemany Boulevard to support the businesses on that block and in the vicinity. They also plan on utilizing the temporary Shared Spaces Program for the Mission and Geneva area.

Please see the **Business and Service Providers chapter** to learn about what public space improvements have been made to support local businesses.

To stay up to date visit: <https://sanfranciscoparksalliance.org/cpsi/>
<https://sanfranciscoparksalliance.org/persia-triangle/>



Source: Live Music at Persia Triangle during a Sunday Street Event, EAG

YOUTH ENGAGEMENT

Youth Engagement efforts address the following action item:

- **PUB 1.2.C.** Work with local schools to engage students in the anti-litter campaigns and to include litter abatement in the curriculum

2. YOUTH ENGAGEMENT

IN 2019

SF Planning partnered with the Center for Cities and Schools to engage 2nd and 4th graders at Monroe Elementary School in the Excelsior Neighborhood to teach students about city planning as well as gain insight into their thoughts and opinions of the neighborhood and the Mission Street corridor.

Second-grade students produced banners to encourage visitors, residents, and other community members to reduce litter on Mission Street while fourth-grade students created a model of their streetscape improvements for Mission Street and presented their vision to the Planning Commission.

San Francisco Planning also worked with the Center for Cities and Schools over the course of the 2018-2019 school year at Balboa High School. The students addressed the challenging question "how do we house San Franciscans fairly and equitably now and into the future?"

2020 UPDATE

SF Planning is currently working on their Departmental Child and Youth Engagement Strategy, which will develop a program that allows for ongoing youth engagement on our projects, staff to continue to learn the needs of youth in our City, and an introduction to planning and civic engagement.

To stay up to date contact: reanna.tong@sfgov.org, SF Planning



Source: Monroe Elementary School Students, SF Planning



Source: Monroe Elementary School Students, SF Planning

STREETSMARTS

The StreetSmARTS program addresses the following action items:

- **PUB 2.1.A.** Develop and implement a community art toolkit that identifies areas for public art and provides ideas and guidance on types of art, permit processes, and funding sources
- **PUB 3.2.B.** Reach out to private property owners to engage them in the StreetSmARTS program and other available art programs and grants

3. StreetSmARTS

IN 2019

The StreetSmARTS Program is a partnership between the San Francisco Arts Commission and Public Works that pairs artists with private property owners who have received Notices of Violation for the removal of graffiti on their buildings. Instead of repeatedly having to remove graffiti or pay associated fines, private property owners may opt into the StreetSmARTS program and have a mural painted on their property. StreetSmARTS murals deter ongoing vandalism that many private property owners face, while also beautifying neighborhoods.

The fee for property owners to participate in the StreetSmARTS program is \$1,500 which is put towards the cost of the mural. The remaining costs (estimated to be up to \$6,500 per mural) are covered by Public Works. Compared to the ongoing fees incurred from violation notices, the program participation fee is more cost-effective for property owners in the long term.

Once the property owner agrees to participate in the StreetSmARTS program, Arts Commission staff will work with them to select an artist from the StreetSmARTS Murals Pool to create a mural at their site. The pool is open for artists to apply every two years.

2020 UPDATE

The Excelsior Outer Mission Streetscape Design Guidelines has a page dedicated to the StreetSmARTS process in its Community Toolkit Chapter.

To learn more visit:

<https://www.sfartscommission.org/information-for/murals>



Source: Mural at Mission S. at Onondaga Ave., Excelsior & Outer Mission Streetscape Design Guidelines, SF Planning

FIX IT PROGRAM

The Fix It Program addresses the following strategies and action items:

- **PUB 1.2.** Use education and enforcement tools to heighten awareness of the public realm's condition and to keep it litter free
- **PUB 1.2.A** Coordinate with San Francisco Public Works and community members to recruit volunteers to conduct clean up events on a regular basis
- **PUB 1.2.B.** Conduct multi-lingual litter abatement campaigns on a regular basis to establish a social norm that littering is not acceptable
- **PUB 1.2.D** Coordinate with the Mayor's office Fix-It Team to investigate root causes and address litter, including use of 311 to report it
- **PUB 1.2.E** Partner with the City to educate and enforce existing sidewalk cleanliness regulations

- **BIZ 2.5** Improve Street lighting and pedestrian lighting

4. FIX IT PROGRAM

IN 2019

The Fix-It Team is a multi-agency collaboration working to resolve neighborhood concerns around safety and cleanliness throughout the City. Their scope is informed and prioritized using 311 data. They facilitate community meetings and neighborhood walks that result in a Fix-It Zone Action Plan customized by the residents.

As stated on the Fix-it website, the Fix-It Zone Action Plan is *"is always determined by the residents through a community process."* In addition to the kick-off community meeting and neighborhood walk, the Fix-It Team works with residents to organize follow-up meetings as needed as well as other events, such as community volunteer cleanups.

The Fix-It Team held their meeting on 27th Feb 2020, where they identified, documented, and prioritized issues and concerns with the Excelsior and Outer Mission community. A neighborhood walk was scheduled for March 12, 2020 but was postponed due to COVID 19.

In 2019, The Fix-It Team partnered with OEWD, Rebuilding Together and EAG to install 30 lights on properties on Mission and Geneva. They were also a part of the Big Belly Trash Cans effort, highlighted in more detail on Pg. 15.

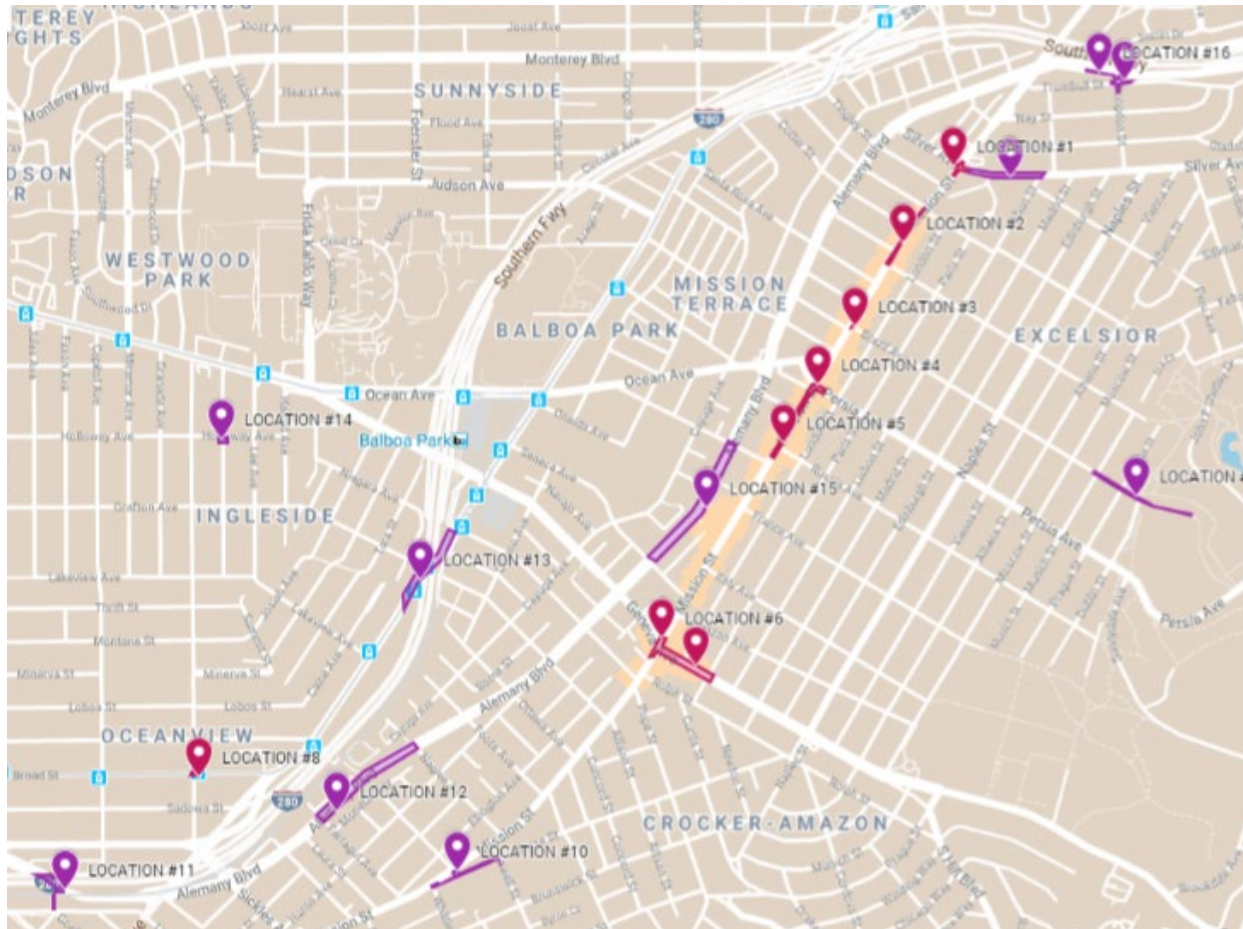
2020 UPDATE

The Fix-It Team has postponed its community meetings and walks for COVID 19 prevention. In late July, the Fix-It team restarted the **D11 Power Washing and Litter/Dumped Item Removal services** in the Excelsior Outer Mission.

As seen on the map, there are various locations identifies for weekly and biweekly power washing and removal of dumped and bulky items.

To stay up to date visit: <https://sfmayor.org/neighborhoods/fix-it-team> ; <https://twitter.com/FixItTeamSF>

FIX IT PROGRAM



Power Washing Locations

Weekly and biweekly schedule

1. Mission & Silver
2. Mission from Avalon to Excelsior
3. Mission & Brazil
4. Mission from Persia to Leo
5. Mission & Russia
6. Mission & Geneva
7. Geneva from Mission to Paris
8. Plymouth & Broad

Dumped and Bulky Items Removal

Weekly and biweekly schedule

9. Brazil from Munich to End of Road
10. Mission & Whipple/Morse from Whittier to Lowell
11. Crystal from DeLong to Alemany (Under Fwy)
12. Alemany from Farragut to Naglee
13. San Jose & Mt. Vernon – Area
14. Brighton & Holloway
15. Alemany from Seneca to Onondaga
16. Alemany near Congdon
17. Trumbull & Congdon
18. Silver from Mission to Lisbon

Figure 7: Fix-It Team D11 Power Washing and Litter/Dumped Item Removal services map, Fix-it Team

**BUSINESS
AND SERVICE
PROVIDER
SUPPORT**

CHAPTER INTRODUCTION

*Working Group Aspiration:
The commercial district is **THRIVING**.*

INTRODUCTION

The EOM Neighborhood Commercial District (NCD) is the longest in the city, consisting of 2.2 miles of diverse businesses (Figure 8) along the Mission corridor from Alemany Blvd to the Daly City border. The NCD has struggled with a 14% vacancy rate when 5% is often referenced as a healthy vacancy rate for retail. The length of the NCD and number of storefronts, presents many challenges, including extensive research, data collection, and tracking of existing businesses and vacancy patterns.

In the wake of COVID 19, Excelsior Action Group (EAG) and OEWD have conducted in depth research and launched numerous programs to address vacancies, shifting attention away from filling empty storefronts to preventing them. To accomplish this goal, OEWD and EAG are partnering with other community groups to understand and address the immediate needs of business owners. Some city funds and programs are being restructured and redirected to serve these needs to create programs like the Shared Spaces program, which promotes shopping at local businesses.

Shopping locally is becoming increasingly important, and the Strategy found that while the NCD has a diverse commercial mix, many residents go to other neighborhoods to access similar establishments, which could indicate a dissatisfaction with the quality, variety, or convenience, of these services, rather than a lack of amenities. This insight can provide vital information to better achieve the working group aspiration and goals, and shaping the strategies, and action items as the landscape changes with the effects of COVID 19 and the gradual reopening of the City.

This chapter highlights the progress that primarily OEWD and EAG have tracked, and made, in 2019 and the first half of 2020 for supporting business and service providers. Their work is organized in this chapter under the following 5 themes:

1. Existing Small Business Support Services;
2. Merchant Capacity Building;
3. Filling Vacancies and Business Attraction;
4. Public Space Improvements for Business Support; and
5. CBD Formation.

This chapter also highlights Citywide progress made around grants and loan programs, the Shared Spaces Program, and the One Stop Permit Center.

From OEWD:

“We are confronting uncharted territory, and our shift in priorities and response to the crisis at hand would not be possible without the support of EOM neighborhood partners, stakeholders, and residents. We deeply appreciate the community’s support during these times.”

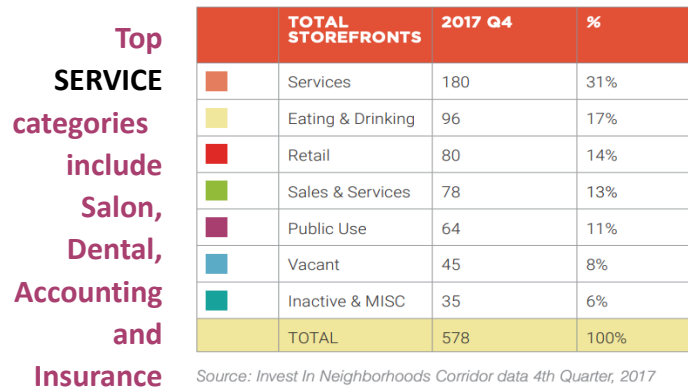


Figure 8. Businesses by type in NCD, EOM Neighborhood Strategy, SF Planning

2020 UPDATE

NEIGHBORHOOD SPECIFIC PROJECTS AND/OR PROGRAMS

1. EXISTING SMALL BUSINESS SUPPORT SERVICES	PG 25
2. MERCHANT CAPACITY BUILDING	PG 29
3. FILLING VACANCIES AND BUSINESS ATTRACTION	PG 30
4. PUBLIC REALM IMPROVEMENTS FOR BUSINESS SUPPORT	PG 32
5. CBD FORMATION	PG 35

LOCALLY IMPLEMENTED CITYWIDE INITIATIVES

1. GRANT AND LOAN PROGRAMS	PG 36
2. TEMPORARY SHARED SPACES PROGRAM	PG 37
3. ONE STOP PERMIT CENTER	PG 38

EXISTING SMALL BUSINESS SUPPORT SERVICES

These existing small business support services address many of the Goals/strategies/action items across thematic groups:

- BIZ 1.2, BIZ 2.1, BIZ 3.1, BIZ 3.2, BIZ 3.3, BIZ 3.4, PUB 1.4, PUB 3.2, LUH 3.3

Due to the large volume of goals, strategies, and action items addressed through this project, we have included the full list in **Index A.*

1. EXISTING SMALL BUSINESS SUPPORT SERVICES

OEWD and EAG provide support to existing businesses in numerous ways, including through the City's SF Shines Program, Legacy Business Program, Community Real Estate Assistance Program, Open in SF Program, and Grant & Loan Programs.

During the year OEWD and EAG were able to engage with more than 30 businesses and offered one on one support to brick and mortar businesses in the Excelsior and Outer Mission commercial corridor. Services were tailored to the specific needs and goals of each client. Among a wide range of technical assistance and case management services for business attraction and retention, EAG provided extra on the ground support around financial management, credit building, marketing, tenant improvement support and permit processing.

EAG also assisted five businesses with individual business plans and additional business development assistance was given to five new businesses. EAG was able to provide 20 businesses with referrals to partner agencies, such as OEWD, for assistance with small business development, loans, lease agreements, etc.

EAG worked with Mama Coco's, The Salad Place and Rotisserie and, Cumaica to design and develop outdoor seating plans and permitting for tables, chairs, and outdoor garden planters that serve to separate the seating areas from the flow of traffic along the sidewalk.

This section goes over the following programs that support business and service providers, in more detail:

- 1A. SF SHINES
- 1B. LEGACY BUSINESS PROGRAM
- 1C. REAL ESTATE ASSISTANCE PROGRAM
- 1D. OPEN IN SF PROGRAM

1A. SF SHINES

IN 2019

The Strategy process identified the importance of façade improvements in helping existing business and property owners to improve the look and feel of the Corridor. The Excelsior “**SF Shines Express**” Storefront Improvement Program, completed in May 2019, was a partnership between SF Shines (a program of OEWD's Invest In Neighborhoods initiative), the Renaissance Entrepreneurship Center, and EAG.

The program provided grants and project management to 12 Excelsior small businesses for minor storefront improvements. The businesses received grants averaging \$14,000 for design and construction, with a total investment of over \$192,000.

Participating businesses included:

- Cumaica Coffee
- McGarden Bakery
- Bravo Pizza
- Botanica Lucky Candle
- Little Joe's Pizzeria
- Central Drug Store
- Pineapples
- North Beach Pizza
- Excelsior Coffee Co.
- Pollo Supremo
- The Salad Place & Rotisserie
- Youth Art Exchange

EXISTING SMALL BUSINESS SUPPORT SERVICES

2020 UPDATE – SF SHINES

At the end of 2019, OEWD decided to focus their efforts towards utilizing SF Shines as a tool to fill vacancies, however, with COVID 19, the SF Shines Program is now focusing on immediate support for existing small businesses. The program has shifted in 2020 to assist with helping businesses to safely reopen. **SF Shines for Reopening**, a new grant program will assist businesses with the purchasing of outdoor barriers and furniture, fixtures for health and safety, interior configurations to help with physical distancing, and design services.

To learn more visit: <https://oewd.org/sf-shines>,
<https://www.artspan.org/artwalk>



BEFORE



AFTER

Source: SF Shines Express project at McGarden Cafe & Bakery, OEWD

1B. LEGACY BUSINESS PROGRAM

IN 2019

The Strategy had a goal of increasing the number of Legacy Businesses in the EOM. Receiving Legacy Business Status helps to support longstanding businesses with their rent and employee costs. The Excelsior currently has three legacy businesses: Pacitas Salvadorian Bakery, Little Joe's Pizzeria, and Navarro's Kenpo Karate Studio.

In 2019, EAG began working with Royal Baking Company, Central Drug Store, The Cobbler's #2 the Italian American Social Club, and Daniel's Pharmacy on Legacy Business applications.

2020 UPDATE – LEGACY BUSINESS PROGRAM

OEWD and EAG will work with the businesses identified above to monitor and complete the Legacy Business Application process and will continue to identify additional potential legacy businesses.

To learn more visit: <https://sfsfb.org/legacy-business/reports>;
<https://sfplanning.org/project/legacy-business-registry>



Source: Legacy Businesses in the Excelsior and Outer Mission, Google Maps

EXISTING SMALL BUSINESS SUPPORT SERVICES

1C. REAL ESTATE ASSISTANCE PROGRAM

IN 2019

OEWD and EAG partnered with Legal Services for Entrepreneurs (LSE) to provide free legal representation for small businesses in the Excelsior, including lease negotiation support. In 2019, lease support was provided to at least 10 EOM businesses to either help them stay in their location, move to another location in the Excelsior, or to help a new business open a new location in the EOM.

2020 UPDATE – REAL ESTATE ASSISTANCE PROGRAM

In March 2020, the City ordered a moratorium prohibiting commercial evictions because of non-payment due to COVID 19. As of November 2020, this moratorium still applies, allowing tenants six months to pay rent for previous months. With many businesses no longer being able to afford to pay rent, lease negotiation support continues to be prioritized.

To stay up to date visit:

<https://oewd.org/businesses-impacted-covid-19>

EXISTING SMALL BUSINESS SUPPORT SERVICES

1D. OPEN IN SF PROGRAM

IN 2019

Open in SF is an initiative of OEWD to assist small food businesses through the permitting process. It's a free service that businesses like Excelsior Coffee were able to utilize, which provides a dedicated case manager to provide information about the process and requirements, evaluate business owner needs, engage and instruct throughout the process, and coordinate the suite of City services.

Through this initiative, Excelsior Coffee received assistance to undergo a change of use for their space that was formerly retail and navigate DBI, DPH, and other permit requirements.

In 2019, the Open in SF Program assisted seven EOM businesses.

To learn more visit: <https://oewd.org/open>



Source: Mayor visits Excelsior Coffee, OEWD

LOCAL BUSINESS UPDATE

LEA SABADO, EXCELSIOR COFFEE

Excelsior Coffee celebrated its one-year grand opening anniversary on June 28, 2020. Since opening, the shop has strived to become a fixture and essential resource for the neighborhood. Their coffee is served with Lea and Andre's (wife and husband co-owners) own spin and flare, served by neighborhood folks and people of color.

Small business assistance programs and grants have been vital to Excelsior Coffee's success and survival through the COVID 19 pandemic.

Looking forward, Lea hopes to provide additional options to customers at Excelsior Coffee, including beer and wine, grab-and-go options for food, and pantry dry goods. She also noted that infrastructural improvements, such as the addition of a commercial loading zone and motorcycle parking could better support the shop and its customers, many of whom are local motorcyclists!

"The most beneficial thing for me was to join the Excelsior Outer Mission Working Group. They introduced us to so many things: key personnel, local jurisdictions, and community members to name a few. I was able to ask the questions, navigate the process, and gain confidence throughout it all."

– Lea Sabado, Working Group member



Source: https://www.youtube.com/watch?v=Jcqn7k_rOSA, RAEN

MERCHANT CAPACITY BUILDING

Merchant capacity building addresses the following strategy:

- **BIZ 3.1.** Connect businesses, service providers, and property owners to existing programs offered by the City & County of San Francisco, the State of California, and the US Federal government

2. MERCHANT CAPACITY BUILDING

IN 2019

In 2019, OEWD partnered with the Excelsior Outer Mission Merchants (EOMM) to **1) build capacity as a merchant group, 2) market the neighborhood, and 3) host events.**

OEWD and EOMM hosted a Merchant Mixer event in the Summer of 2019, where businesses had an opportunity to discuss a potential Commercial Business District (CBD) (update on Pg. 35), small business concerns, as well as safety and cleanliness issues along the corridor.

2020 UPDATE

In 2020, the need for merchant engagement increased significantly. As such, EOMM partnered with EAG, Livable City, and OEWD to host three merchant meetings to cover topics related to small business support and economic recovery.

Since March 2020, the EAG has focused on increasing their online outreach. EAG has been sending weekly newsletters and updates to local businesses to provide additional support. Support includes everything from access to Federal, State, and Local resources, grants, and business services such as lease negotiation support.

EAG has quadrupled its merchant email list and now have almost 300 active connections and a click-through rate of 55%. They have also worked actively on their social media presence on both Instagram and Facebook

In 2020, EAG, in partnership with OEWD and other agencies and organizations, has assisted over 50 businesses with a range of COVID 19 matters.

Moving forward, EAG will strengthen their partnership with EOMM to foster and grow their merchant association. EAG, OEWD, and EOMM will continue to host monthly online meetings and plan to have quarterly in person engagements once it is safer to gather in groups.

To stay up to date visit: <https://eomm.org/>, <http://www.eagsf.org/>

A message from EAG -

"During these challenging times, it is important to ensure businesses can communicate with their clientele. In this digital age, existing and potential customers expect to find companies and their services online. We believe that business resilience is reliant on an online platform.

Many of our neighborhood businesses do not have an online presence and have not even curated their Yelp or Google Business listing. EAG is partnering with our small business community to provide one on one technical assistance to get them online.

Additionally, we are working with a local graphic designer to complete a neighborhood-wide website ExcelsiorOpenForBusiness.org. A centralized website listing businesses and services in our commercial corridor, an extension of the Excelsior Open for Business pamphlet: a place to let neighbors, and the city at large, know what is open, and/or how to support these businesses and services. This website will also have a marketplace component where we will eventually curate an online neighborhood shopping experience for District 11 businesses."

FILLING VACANCIES AND BUSINESS ATTRACTION

Filling vacancies and business attraction addresses the following strategies:

- **BIZ 2.1** Analyze Business and Service Mix and Space Use; Based on what the usage mix analysis reveals, actively recruit needed businesses & services
- **BIZ 3.1.** Connect businesses, service providers, and property owners to existing programs offered by the City & County of San Francisco, the State of California, and the US Federal government
- **BIZ 3.2.** Add programs and business supports that may be missing

3. FILLING VACANCIES AND BUSINESS ATTRACTION

IN 2019

As previously mentioned, a priority heading into 2019 was for EAG and OEWD to focus on filling vacancies and attracting neighborhood-serving businesses to the corridor.

In 2019, they successfully attracted and/or supported the businesses listed below with an opening on the corridor. For the **Grand Opening of Navarro's Martial Arts Academy**, an EAG sponsored event was created to not only celebrate their opening but also the surrounding businesses and the entire community.

The event took the form of a **London Street Block Party**, consisting of a street closure, which featured live music and performances, including Lion Dancers and Martial Arts demonstrations. Mayor London Breed and Supervisor Ahsha Safai were in attendance.

The Mayor's Office Neighborhood Empowerment Network supported and attended the event, as did the San Francisco Police Department and San Francisco Fire Department, who displayed fire trucks and squad for the children to view. The family-friendly gathering also included a bouncy house and face painting.



Source: Grand Opening of Navarro's Martial Arts Academy at London Street Block Party, EAG



Source: Grand Opening of Navarro's Martial Arts Academy at London Street Block Party, EAG

FILLING VACANCIES AND BUSINESS ATTRACTION

Storefronts that were filled over the past two years, including early 2020, include:

- Excelsior Coffee
- Navarro’s Martial Arts Academy
- Youth Arts Exchange
- Mama Cocos
- The Salad Place and Rotisserie
- Golden State Grill
- Café Guatemalteco
- Double Shot Café
- Moving Arts Studio
- Silvana’s Party Supply
- Gentilly
- Bravo Pizza Reopening
- Ocean Taqueria
- Freshito!

As previously mentioned in this chapter, **The SF Shines Program** has also been a great resource for aiding with façade improvements to help fill vacant storefronts, including **Excelsior Coffee** and **Navarro’s Martial Arts Academy**.

OEWD continues to partner with **Youth Arts Exchange** and **Artspan** to occupy a long-standing vacancy in the Excelsior. This has activated the storefront with youth art programs and houses artist studios. OEWD continues to support Youth Arts Exchange with costs related to setting up their space and with programming as it relates to activating their storefront and corridor through arts. In April 2019, Mayor London Breed visited the Youth Art Exchange.

2020 UPDATE

Since COVID 19, both EAG and OEWD have focused less on vacancy filling and business attraction, as the efforts are now focused on providing support for existing businesses to survive this crisis. That said, over the next year, both EAG and OEWD will be exploring steps to create a shared retail concept for entrepreneurs in the neighborhood.

To stay up to date visit: <https://oewd.org/>



Source: Grand Opening of Navarro’s Martial Arts Academy at London Street Block Party, EAG



Source: Mayor Visits Youth Arts Exchange, OEWD

PUBLIC REALM IMPROVEMENTS FOR BUSINESS SUPPORT

These public space improvements for business support address the following strategies and action item:

- **BIZ 2.4.** Activate empty storefronts with art and other temporary installations
- **BIZ 3.3** Support development of spaces and organizations that support entrepreneurs, small businesses, new ideas, and new trends
- **PUB 2.1** Use art to express and celebrate the identities of the area
- **PUB 3.2.A.** Encourage more businesses to activate the sidewalk and enrich the pedestrian environment via features like sidewalk tables and chairs, parklets, and sidewalk displays

4. PUBLIC REALM IMPROVEMENTS FOR BUSINESS SUPPORT

IN 2019

In 2019 OEWD and EAG partnered to develop a program to improve the public realm outside storefronts, by bringing planter boxes, tables and chairs, art, and lighting improvements to businesses, through the **Excelsior Sidewalk Activation Program**. The goal was to help at least 10 businesses with public realm improvements. Four businesses were assisted with tables and chairs and outdoor décor. Due to COVID 19, the resources for this program were redirected to assist small businesses with neighborhood grants.

In May 2019, Fix-it, OEWD, and EAG partnered with Rebuilding Together to install 30 lights on properties around the Mission and Geneva area to improve safety.

Through a partnership with **ArtSpan** and **Youth Arts Exchange (YAX)**, OEWD has programed vacant and non-vacant storefront windows in the Excelsior with art from professional artists. The **Excelsior Storefront ArtWalk** occurred in August 2019 and the **Excelsior Holiday Window Display** took place in December 2018.



Source: Excelsior Holiday Window Display, EAG

PUBLIC REALM IMPROVEMENTS FOR BUSINESS SUPPORT

For the **Excelsior Holiday Window Display Project**, there was a focused design effort on the Geneva and Mission corridor, coordinated by EAG. The holiday designs were created by YAX artist, Alyssa Aviles.

The following businesses participated in coordinated holiday displays:

- The Cobbler's #2
- Geneva Eye Care
- Dark Horse Inn
- J & J Hardware
- Tony's Watch Repair
- McGarden Café
- Claddagh Coffee
- Daniel's Pharmacy
- Youth Arts Exchange
- Bravo Pizza
- Excelsior Action Group offices

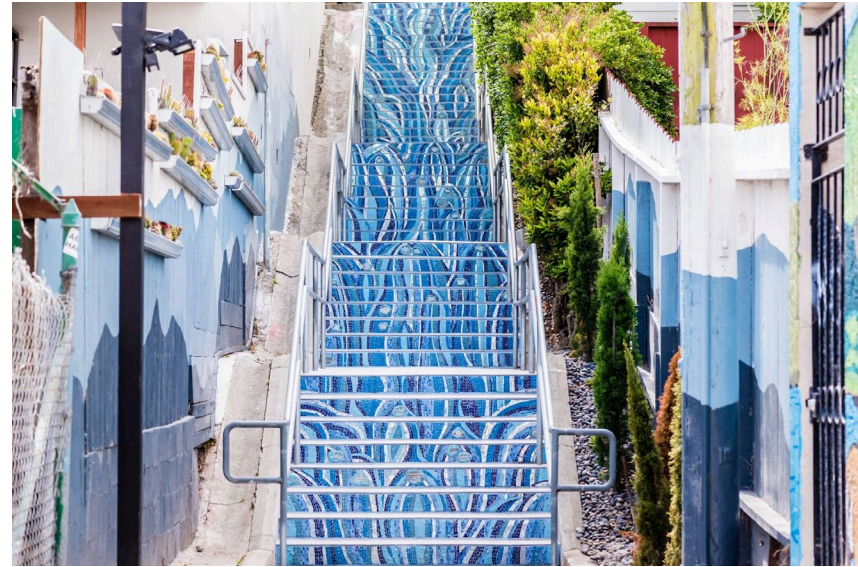
Along with volunteer and local business support, EAG worked to refresh and maintain their existing sidewalk gardens and plantings along the Mission and Geneva and to provide quarterly maintenance at public spaces like **Kenny Alley** and the **Ever Upward Plaza**. The efforts were also greatly supported by the Clean and Green Team and the SF Parks Alliance.

2020 UPDATE

In 2020, public realm improvements in the EOM will be more directly linked to small business recovery, such as through the **Shared Spaces Program**. This includes investments in outdoor tables and chairs, parklets, street closure furniture, and planter boxes.

OEWD, EAG, and Livable City have the goal of assisting at least 10 businesses through this program. OEWD also has a partnership with the Youth Art Exchange to activate public spaces along the corridor.

To stay up to date visit: <https://sf.gov/shared-spaces>



Source: Kenney Alley, OEWD and EAG



Source: Bottom's Up/Sippin' Shared Space Program, OEWD and EAG

EAG/OEWD STREET BANNER PROJECT

The EAG/OEWD Street Banner Project addresses the following strategy and action item:

- **PUB 2.1** Use art to express and celebrate the identities of the area
- **PUB 2.2.A.** Identify and design gateways to create a unique sense of arrival

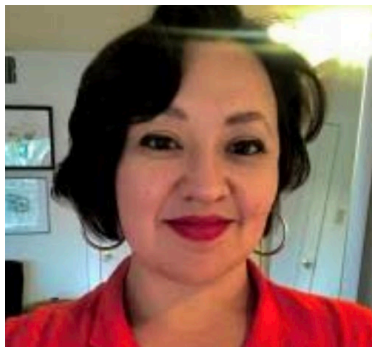
4A. EAG/OEWD STREET BANNER PROJECT

2020 UPDATE

EAG has funding from OEWD to develop a Banner Project to promote the Excelsior and Outer Mission neighborhood businesses. The banners are being designed by local artists to celebrate the local community by featuring iconic images from the neighborhood. The banners will be displayed on the poles along the commercial corridors on Mission Street and Geneva Avenue.

The original concept was designed to encourage people to visit and support local restaurants and small businesses; in essence to Stop, Shop and Dine in the Excelsior and Outer Mission. Because of COVID 19, the project will move forward as a celebration of neighborhood and community, which includes the local small businesses. The project launch date will be February 2021.

ABOUT THE ARTISTS:



AMY DIAZ-INFANTE

My work is rooted in what I know, and what I've known in this world is particular not only to existing in this particular place and time, but experiencing it as a woman, as a Chicana. It is imperative to show the complexity of this experience; because it is in this complexity, full of contradictions and evolutions, that we can hold onto and declare our full humanity



AARON DE LA CRUZ

Influenced by the burgeoning graffiti and skateboard culture of Fresno, California in the late 1980's - early 1990's, my distinct style of mark making considers the structure and environment of each piece, building on movement and spontaneity.



NEIL BALLARD

I have been making art in and about the Ingleside and Excelsior neighborhoods since 2014. My primary illustration style is line art with a muted color palette. I am passionate about cartooning as a way to create moods in storytelling, especially when those moods are nuanced, multifaceted, and difficult to express with words.



Katheryn (kb) BURGOS

I'm a visual inspirer. A designer, and an artist. A generalist, and a specialist. Big, but small .I'm different. An entrepreneur by spirit, and creative by nature. I live to inspire and inspire to live. ArtSpan resident artists at Youth Art Exchange

COMMUNITY BENEFIT DISTRICT (CBD) FORMATION

The conversation around a Community Benefits District addresses the following strategy and action item:

- **PUB 1.3.A.** Establish a committee of property and business owners to investigate and research the impacts and viability of a community benefits district and/or a green benefits district.
- **LUH 5.1.** Research and assess the feasibility and appropriateness of financing and funding tools that can produce and maintain infrastructure the community needs and wants.

5. COMMUNITY BENEFIT DISTRICT (CBD) FORMATION

IN 2019

A goal of the Strategy was to explore the formation of a Community Benefit District. A CBD can help to keep a corridor cleaner and safer, improve the public realm, and offer additional resources to local organizations. Beginning in early 2019 groups of individuals from the Excelsior reached out to OEWD to begin the process of forming a Community Benefit District (CBD) in the corridor.

In Fall 2019 a steering committee composed of property owners, merchants, and other neighborhood stakeholders was formalized. OEWD contracted with Urban Place Consulting, Inc. (UPC), a company with extensive experience forming, establishing, and running CBDs throughout the United States. UPC is particularly experienced in working in communities of color and varying socio-economic demographics. In San Francisco, they oversaw the formation of the Tenderloin CBD as well as the formation of the SoMa West CBD.

During this time, UPC, OEWD, and the steering committee met regularly to develop a management plan for a potential CBD in the Excelsior. Services were based heavily on the Excelsior Outer Mission Neighborhood Strategy, steering committee input, and a robust intercept survey conducted in December.

This information was developed into a management plan and an assessment formula was developed. These documents were sent to the City Attorney in February 2020 for review.

2020 UPDATE

Once the City Attorney completes a final review of the documents, the CBD can begin petitioning to allow a special election and if everything goes according to plan, an election could be held in spring/summer 2021. Throughout the process, OEWD kept key neighborhood organizations, merchants, and property owners abreast of updates and the CBD process. An extensive list of outreach, as well as information on the CBD, can be found on the website below.

To stay up to date visit: www.excelsiorcbd.org,
<https://oewd.org/community-benefit-districts>

GRANT AND LOAN PROGRAMS

These grant and loan programs address the following strategies:

- **BIZ 3.1.** Connect businesses, service providers, and property owners to existing programs offered by the City & County of San Francisco, the State of California, and the US Federal government
- **BIZ 3.2.** Add programs and business supports that may be missing

1. GRANT AND LOAN PROGRAMS

IN 2019

In 2019, OEWD partnered with Mainstreet Launch to provide low-interest loans to businesses in the EOM of up to \$250,000, through the City of San Francisco's Emerging Business Loan Fund.

OEWD, through the Invest In Neighborhoods initiative, also expanded its resources in the [San Francisco Women's Entrepreneurship Fund](#). The Fund provides mini-grants of up to \$5,000 to women-owned small businesses operating in San Francisco for projects and upgrades that will have a transformative impact on the business' ability to grow.

2020 UPDATE

Since COVID 19, small business grants and loans have become a critical resource for small businesses to survive. In May 2020, EAG and OEWD implemented the **Neighborhood Mini Grant program** to help local businesses in need. This program was a partnership between OEWD, EAG, and EOMM. Through this program, 24 small businesses received mini grants ranging from \$3,000 - \$5,000.

In 2020, OEWD also deployed other **loan and grant programs** to help businesses citywide, including the EOM. This includes two phases of Resiliency Grants and SF Help Loans. The Resiliency Grants have benefited 13 EOM Businesses and the SF Help Loan benefited five EOM Businesses.

Additionally, the EAG directed many businesses to the Federal Paycheck Protection Program (PPP) and the Economic Injury Disaster Loan (EIDL) Program and provided technical assistance with applications and questions from local businesses along the way.

To stay up to date visit: <https://oewd.org/resources-businesses-and-employees-impacted-covid-19>

TEMPORARY SHARED SPACES PROGRAM

These temporary Shared Spaces Program addresses the following strategy:

- **BIZ 3.2.** Add programs and business supports that may be missing

2. TEMPORARY SHARED SPACES PROGRAM

2020 UPDATE

The City remains focused on responding to the COVID 19 pandemic, while also actively planning for San Francisco's recovery. Part of San Francisco's recovery includes finding ways to more safely reopen parts of the economy, including allowing curbside pickup at retail stores and identifying other creative solutions to support businesses and their employees. Given that social distancing requirements will continue to apply until there is a vaccine for the virus, the Shared Spaces Program will support businesses by expanding their ability to operate into outdoor public spaces, providing additional space for required distancing among employees and customers.

The program allows individual businesses or local merchant associations to apply for a no-cost, expedited permit to share the sidewalk or parking lane for business purposes. Examples include restaurant pick-up services, general retail, and outdoor dining, as allowed by the Health Order. The program also includes the potential for broader repurposing of travel lanes or entire streets to support our neighborhood merchants and residents. Because these proposals would come with broader considerations such as impacts to Muni, these proposals will be considered on a case-by-case basis.

As of October 2020, Gentilly restaurant and Bottom's Up/Sippin' have utilized the shared space program on their curbside lane to create an outdoor eating venue. EAG and OEWD are working with other businesses to create outdoor spaces as well.

As of November 2020, three street closures have occurred on Mission and Onondaga to support multiple businesses and nonprofits in the area, and additional closures are being planned for Geneva Avenue and London Street later this year.

To learn more visit: <https://sf.gov/shared-spaces>
<https://sf.gov/use-sidewalk-or-parking-lane-your-business>



Take your business outside
Free temporary permits for dining and retail.

Find out more:
www.sf.gov/sharedspaces

SF.GOV



Source: Gentilly Restaurant, OEWD and EAG

ONE STOP PERMIT CENTER

The One Stop Permit Center and Special Events Executive Directive address the following strategies:

- **BIZ 1.1** Fund a District 11 “business concierge” to help guide entrepreneurs through the permitting process
- **BIZ 1.2** Analyze barriers to entry – produce & implement recommendations on how to reduce the number, time, cost of required permits for opening, operating, and expanding small businesses

3. ONE-STOP PERMIT CENTER

IN 2019

The Mayor’s budget in 2019 included funding for a one-stop Permit Center at the new civic building, which will bring all of the City’s public-facing permitting agencies together in a single location. To complement the Permit Center, Mayor Breed’s budget for the next two years includes significant funds to make the City’s permit applications digital and available online in the next three to four years.

Additionally, the Mayor’s proposal includes funding for the implementation of the electronic plan review. The electronic plan review will allow departments to electronically and concurrently review plans and add electronic comments on the plan to provide a consolidated response to the applicant, which will help streamline approval of construction, special events, and business permits.

2020 UPDATE

By updating the permit process, it will not only be easier to open and run a business in San Francisco, but it will also make planning a community event more efficient. The streamlined the electronic plan review can also reduce barriers to permitting and development. The building was able to open as scheduled, in Summer 2020, however, due to COVID 19, it is operating at a lower capacity than originally planned.

3A. SPECIAL EVENTS

2020 UPDATE

Mayor Breed issued an Executive Directive on July 5 to improve and streamline the City’s permitting process for special events, including street fairs, festivals, parades, and neighborhood block parties. Under the existing system, San Francisco’s community and cultural event producers must navigate a complex and decentralized City permitting process.

Executive Directive 1902 directs the City Administrator and the Office of Economic and Workforce Development to cochair a Special Events Steering Committee—comprised of representatives from City agencies and departments—to review the current system for permitting special events and identify opportunities for improving interagency coordination and customer experience.

To learn more visit: <https://sf.gov/news/mayor-london-breed-and-city-officials-celebrate-topping-out-new-city-building> ;

https://sanfrancisco.granicus.com/MediaPlayer.php?view_id=74&clip_id=34806



Source: Sunday Streets, EAG

MOBILITY

CHAPTER INTRODUCTION

Working Group Aspiration:

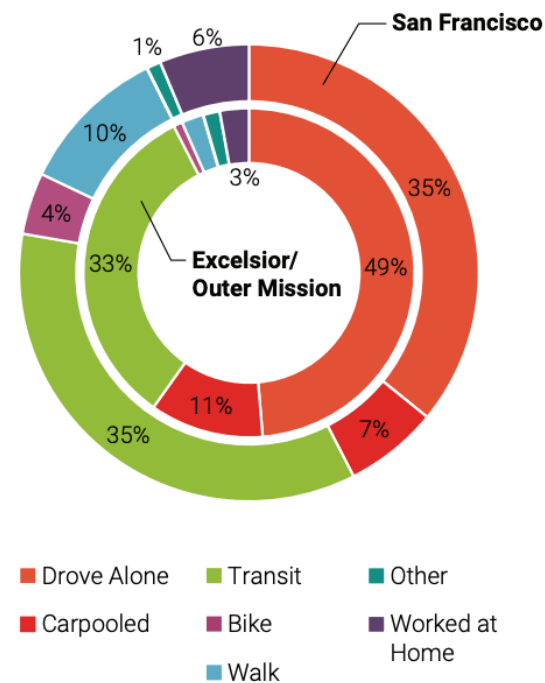
Make it safer and more inviting for people to get around the neighborhood, commercial corridor, and to community assets.

INTRODUCTION

SFMTA has used the Strategy to inform the five different projects that they are working on in the Excelsior and Outer Mission to improve transportation, safety, and provide streetscape improvements, described in more detail in this chapter.

While COVID 19 has caused delays in some of the traffic calming projects, when they resume, numerous strategies and action items will be addressed. Included in this section is also information on the Slow Streets Program, which was created as a direct response to COVID 19.

HALF of resident's drive alone to work and a THIRD use PUBLIC TRANSIT



Source: Commute to work (ACS 2015)

Figure 9. Commute to Work, EOM Neighborhood Strategy, SF Planning

SAFE and CONVENIENT transit meeting the DIVERSE needs of residents.

2020 UPDATE

NEIGHBORHOOD SPECIFIC PROJECTS AND/OR PROGRAMS

1. THE MISSION / GENEVA SAFETY PROJECT **PG 42**

2. 54 FELTON PROJECT **PG 43**

3. THE OCEAN/GENEVA/FRIDA KAHLO
INTERSECTION SAFFETY PROJECT **PG 44**

4. THE EXCELSIOR NEIGHBORHOOD
TRAFFIC CALMING PROJECT **PG 45**

5. DISTRICT 11 NTIP TRAFFIC CALMING
(2 YEARS) **PG 46**

LOCALLY IMPLEMENTED CITYWIDE INITIATIVES

1. SLOW STREETS PROGRAM **PG 47**

2. THE MUNI SERVICE EQUITY STRATEGY **PG 48**

MISSION / GENEVA SAFETY PROJECT

The Mission/Geneva Safety Project addresses the following strategies and action items:

- **MOB 1.1.** Implement Vision Zero Safety Improvements For Pedestrian Safety
- **MOB 1.1.A.** Study Ways To Improve Pedestrian Infrastructure Along Mission, especially at Ocean, Persia, Russia, Onondaga, And Geneva
- **MOB 1.1.B.** Explore potential changes to the Mission and Geneva intersection
- **MOB 1.2.** Implement existing city plans and programs that enhance mobility in the neighborhood
- **MOB 2.2.** Develop a curbside management plan and a pilot program for the commercial corridor that aims to improve delivery efficiency, encourage parking turnover and reduce double parking.
- **MOB 3.1.** Increase access to transit, including paratransit and alternative transportation in order to decrease single-occupancy vehicle trips.
- **MOB 3.1.B.** Improve Muni speed, reliability and transfers
- **MOB 4.1.A.** Explore creating bike-friendly streets and placing traffic calming measures in key locations. For example, Cayuga Avenue

1. MISSION / GENEVA SAFETY PROJECT

IN 2019

The Mission / Geneva Safety Project is a community project focused on pedestrian safety, Muni reliability, and loading improvements in the business district of the Excelsior neighborhood. Through near-term and long-term improvements, the project will make it safer and more pleasant to walk, shop, and live along Mission Street from Geneva Avenue to Trumbull Street and along Geneva Avenue from Mission Street to Prague Street.

Traffic safety and transit improvements for the Mission Street and Geneva corridors were approved by the SFMTA Board of Directors in Sept 2019 and can be found here: https://www.sfmta.com/sites/default/files/reports-and-documents/2019/07/mission_excelsior_plan_view.pdf

The project includes:

- Bulb-outs, traffic signals, new pedestrian crossings
- Transit bulbs, transit stop improvements and changes
- Loading and color curb management

2020 UPDATE

As of August 2020, the SFMTA, SFPUC, and SF Public Works Mission and Geneva Improvement Project (scope including bulb-outs, traffic signals, sewer replacement, paving, curb ramps, and a few other items) is on track for 35% Design. Detailed design for the larger capital project is underway and will be complete by late 2021. Construction of corner sidewalk extensions, transit bulbs, new traffic signals, bike spot improvements, and other capital changes are planned to commence in 2022.

To stay up to date visit: <https://www.sfmta.com/projects/mission-geneva-safety-project>



Source: Transit Stop adjustment, curb management changes, and Painted Safety Zone, SFMTA

54 FELTON PROJECT

The 54 Felton Project addresses the following strategies and action items:

- **MOB 1.2.** Implement existing city plans and programs that enhance mobility in the neighborhood
- **MOB 3.1.** Increase access to transit, including paratransit and alternative transportation in order to decrease single-occupancy vehicle trips.
- **MOB 3.1.B.** Improve Muni speed, reliability and transfers

2. 54 FELTON PROJECT

IN 2019

The 54 Felton Bus links the Ingleside, Oceanview, Excelsior, Portola, and Bayview/Hunter's Point neighborhoods to Daly City BART and other transit connections.

In the Excelsior neighborhood, a segment of the 54 Felton route ran on Athens Street. A narrow portion of Athens Street does not allow for the bus and another vehicle to pass at the same time. Based on feedback from neighbors and the District 11 Supervisor's office, the SFMTA proposed an update to the 54 Felton route to address this concern and improve safety.

With the new routing, the 54 operates in both directions along most of Moscow Street, with a deviation along Russia, Prague, and Persia streets to serve the June Jordan School for Equity and City Arts and Tech High School and residents near Prague Street.

The MTA Board of Directors approved the project on May 21, 2019. The route changes were implemented as part of a regular service change in August 2019.

To learn more visit: <https://www.sfmta.com/projects/54-felton-project>



Figure 10: Map of 54 Felton Project in Excelsior District, SFMTA

OCEAN / GENEVA / FRIDA KAHLO INTERSECTION SAFETY PROJECT

The Ocean/Geneva/Frida Kahlo Safety Project addresses the following strategies and action items:

- **MOB 1.1.A.** Study Ways To Improve Pedestrian Infrastructure Along Mission, especially at Ocean, Persia, Russia, Onondaga, And Geneva
- **MOB 2.3.** Look for opportunities to repurpose rights-of-way to create public spaces and enhance connectivity for pedestrians, bicyclists, and transit along the commercial corridor
- **MOB 3.3.** Enhance pedestrian connections between the neighborhood commercial district and the Balboa Park and Glen Park BART stations
- **MOB 4.1.** Identify and create safer bike connections from neighborhoods to the neighborhood commercial district
- **MOB 4.2.** Improve bicycle connections between the neighborhood commercial district and regional transit hubs (Balboa Park and Glen Park BART)

3. OCEAN / GENEVA / FRIDA KAHLO INTERSECTION SAFETY PROJECT

IN 2019

This project is aimed at improving safety, accessibility, and comfort for people traveling through the Ocean Avenue / Geneva Avenue / Frida Kahlo Way intersection.

The Project will develop further the recommendations from the **SF Planning Department's Ocean Avenue Corridor Design** for this intersection, resulting in the selection of a preferred conceptual re-design for the intersection. The conceptual design and planning of this project began in 2019.

2020 UPDATE

The project team will be spending 2020 working with a consultant team to evaluate alternative designs for the Ocean / Geneva / Frida Kahlo intersection.

The focus will revolve around documentation of existing intersection conditions and constraints, followed by the development of multiple conceptual intersection design alternatives to improve safety, transit operations, and connectivity at the intersection. Public engagement for this project is rescheduled for early 2021, given COVID 19.

To stay up to date visit:

<https://www.sfmta.com/projects/ocean-geneva-frida-kahlo-intersection-safety-project>



Source: Ocean Ave Corridor Design, SF Planning
<https://sfplanning.org/project/ocean-ave-corridor-design>

EXCELSIOR NEIGHBORHOOD TRAFFIC CALMING PROJECT

The Excelsior Neighborhood Traffic Calming Project addresses the following strategies and action items:

- **MOB 1.1.A.** Study Ways To Improve Pedestrian Infrastructure Along Mission, especially at Ocean, Persia, Russia, Onondaga, And Geneva
- **MOB 1.2.** Implement existing city plans and programs that enhance mobility in the neighborhood strategies
- **MOB 4.1.** Identify and create safer bike connections from neighborhoods to the neighborhood commercial district
- **MOB 4.1.A.** Explore creating bike-friendly streets and placing traffic calming measures in key locations. For example, Cayuga Avenue

4. EXCELSIOR NEIGHBORHOOD TRAFFIC CALMING PROJECT

IN 2019

Starting in the fall of 2017, the SFMTA led a collaborative community planning process in the Excelsior with the goal of creating safer and more comfortable neighborhood streets for people accessing schools, parks, transit, and nearby commercial corridors. The Final Open House events for the planning phase were held on February 9 and 13, 2019.

Depending on the neighborhood, the design measure used may look and feel slightly different. The traffic calming measures will include these street design elements:

- Speed humps & Raised Crosswalks
- Pavement Markings & Signage
- Visible Crosswalks and Pedestrian Islands
- Community-driven Intersection murals

2020 UPDATE

Request for Construction Funding was projected for late summer 2020 and construction was expected to begin in 2021, however, with Traffic Calming construction suspended until further notice, fund request and construction timelines are still to be determined.

To stay up to date visit: <https://www.sfmta.com/projects/excelsior-neighborhood-traffic-calming-project>

PROJECT AREA MAP

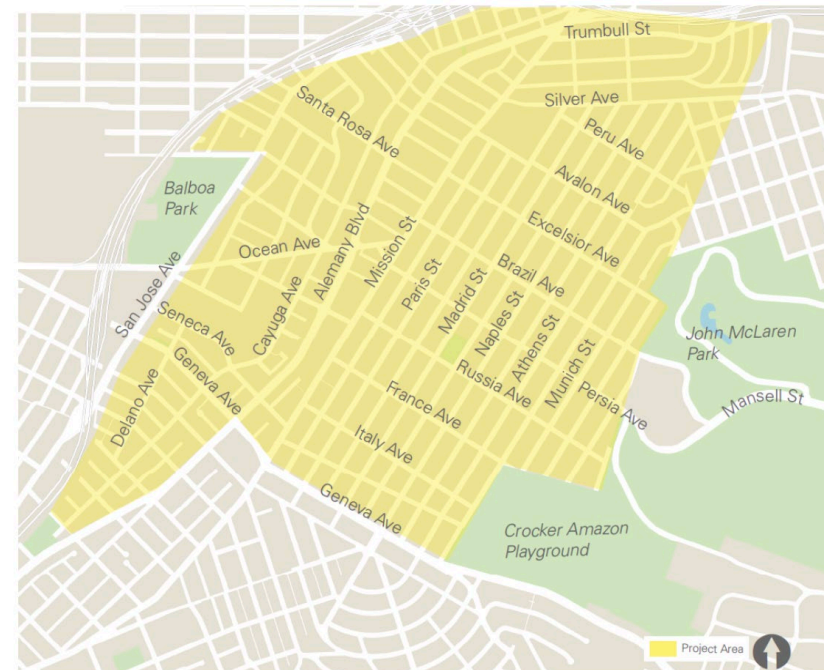


Figure 11: Excelsior Neighborhood Traffic Calming Project Area Map, SFMTA

DISTRICT 11 NTIP TRAFFIC CALMING

The District 11 NTIP Traffic Calming Project addresses the following strategies and action items:

- **MOB 1.2.** Implement existing city plans and programs that enhance mobility in the neighborhood strategies
- **MOB 3.1.A.** Seek ways to improve senior mobility
- **MOB 4.1.A.** Explore creating bike-friendly streets and placing traffic calming measures in key locations. For example, Cayuga Avenue

5. DISTRICT 11 NTIP TRAFFIC CALMING

IN 2019

The District 11 Neighborhood Transportation Improvement Program (NTIP) Traffic Calming Project consists of two projects, each of which is funded by Supervisor Safai's NTIP allocations. Focusing on parks, schools, and senior pedestrian locations, this project will install more than 80 speed humps, speed cushions, and raised crosswalks in locations approved by Supervisor Safai's Office. Locations include pre-emptive traffic calming sites throughout District 11.

A total of 51 speed humps and cushions were constructed in 2019. These locations were focused on the Excelsior, Crocker –Amazon and Mission Terrace.

2020 UPDATE

MTA Staff has confirmed speed humps/cushion locations for 2020 with District 11 Office. At least 30 speed humps/cushions and eight raised crosswalks will be constructed in 2020 as part of this project. The scope remaining in 2020 focuses on the Oceanview and Ingleside neighborhoods, however, with traffic calming construction suspended until further notice, construction timelines are to be determined.

To stay up to date visit: <https://www.sfmta.com/projects/district-11-wide-traffic-calming-project> ; <https://www.sfmta.com/maps/district-11-near-term-improvements-map>

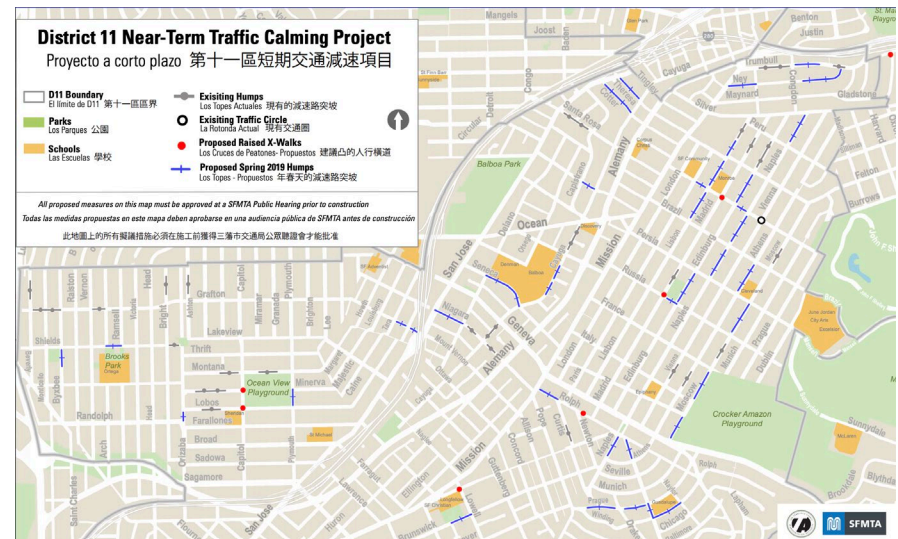


Figure 12: District 11 NTIP Traffic Calming Project Map, SFMTA

SLOW STREETS PROGRAM

The Slow Streets Program addresses the following strategy:

- **MOB 2.3.** Look for opportunities to repurpose rights-of-way to create public spaces and enhance connectivity for pedestrians, bicyclists, and transit along the commercial corridor

1. SLOW STREETS PROGRAM

2020 UPDATE

The SFMTA's new Slow Streets program is designed to limit through traffic on certain residential streets and allow them to be used more as a shared space for foot and bicycle traffic.

With Muni service temporarily reduced during the COVID 19 health crisis, many San Francisco residents need to walk and take other modes of transportation to make essential trips. However, sometimes it is difficult to maintain 6' of social distance on many sidewalks, park paths, and bikeways. Because of this, many pedestrians are choosing to walk in the street, exposing themselves to swiftly moving vehicle traffic.

Throughout the city, twenty corridors have been planned or implemented as Slow Streets. In the Excelsior, Cayuga and Excelsior are included as part of the program. Beginning immediately and rolling out across the network over the following weeks, SFMTA crews will add signage to these streets to help minimize vehicle traffic and prioritize walking/biking. The goal is to provide more space for social distancing during essential travel.

To stay up to date visit:

<https://www.sfmta.com/projects/slow-streets-program>

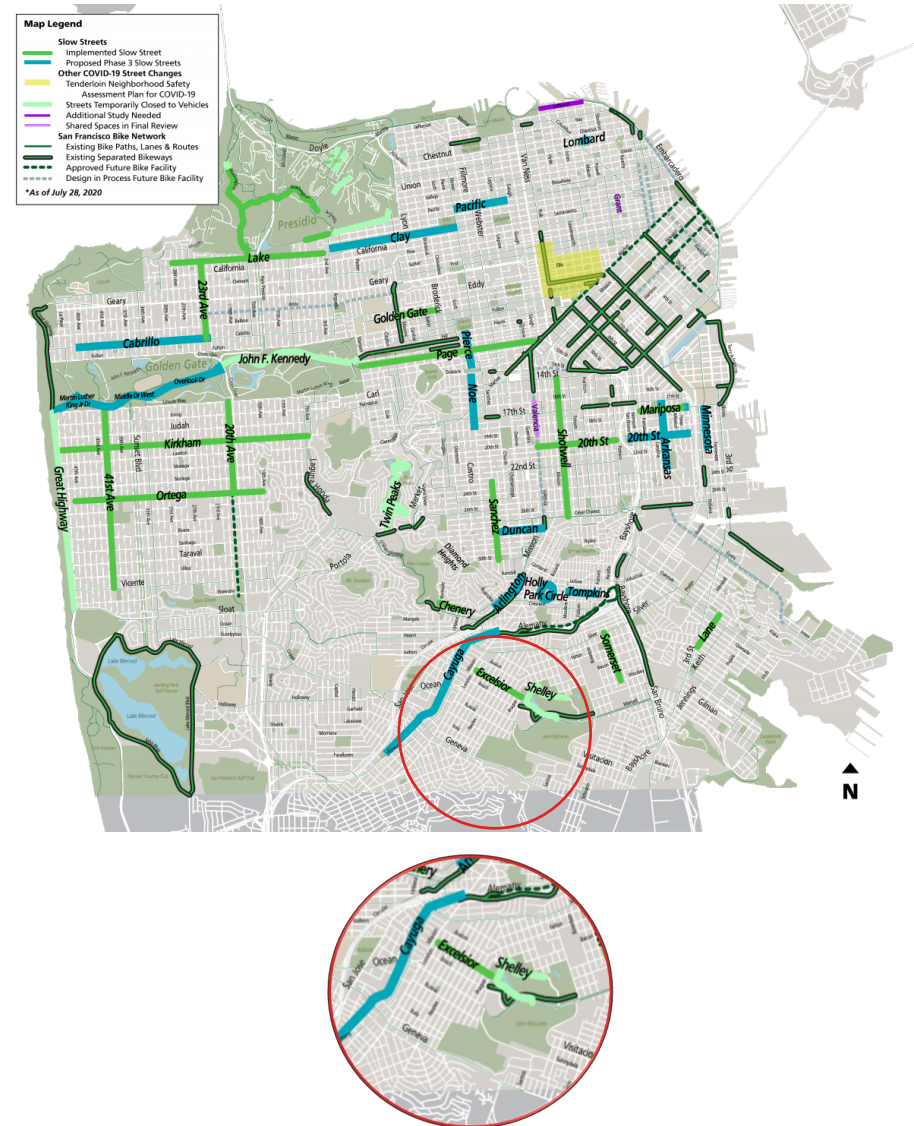


Figure 13: Slow Streets Program Map, SFMTA (as of Sep 2020)

MUNI SERVICE EQUITY STRATEGY

The Muni Service Equity Strategy addresses the following action items:

- **MOB 3.1.A.** Seek ways to improve senior mobility
- **MOB 3.1.B.** Improve Muni speed, reliability and transfers

2. MUNI SERVICE EQUITY STRATEGY

IN 2019

The San Francisco Municipal Transportation Agency's (SFMTA's) Muni Service Equity Strategy aims to identify and address high priority transit needs in neighborhoods that rely heavily on transit by providing tangible solutions that can be implemented quickly (within one to two years) and deliver measurable improvements in transit service.

The SFMTA updates its Equity Strategy every two years to inform the agency's transit service and capital investments for the following two fiscal years (FYs). The Equity Strategy serves as part of the agency's work to identify and then to address transit disparities experienced by low-income communities, communities of color, and other communities of high transit dependability such as seniors and people with disabilities.

The Excelsior and Outer Mission neighborhood is one of the neighborhoods identified in the Equity Strategy for assessment.

2018 Update to Equity Strategy (For FYs 18-19 & 19-20)

To improve transit service in the Excelsior and the Outer Mission neighborhood, the 2018 update to the Equity Strategy included recommendations for Muni Lines 8, 14, 29, 43, 49, and 54. Following the 2018 update, service frequency was increased for the 8 and 29 Lines to address crowding and the route for the 54 Line was adjusted to improve reliability.

2020 UPDATE

2020 Update to Equity Strategy (For FYs 20-21 & 21-22)

The 2020 update to the Equity Strategy was adopted by the SFMTA's Board in April 2020. This update included recommendations to improve service for Muni Lines 8, 14, 29, and 54 based on an analysis of transit performance along these lines in 2019.

As the City responds to the impacts of COVID 19, SFMTA is monitoring and adjusting transit service considering resource availability. The Muni Service Equity Policy principles and the 2020 update to the Equity Strategy have been and will continue to be used to inform how available resources are used to best serve the transit needs of low-income communities, communities of color, and communities of high transit dependability.

To learn more visit:

<https://www.sfmta.com/projects/muni-service-equity-strategy>

[https://www.sfmta.com/sites/default/files/reports-and-documents/2020/05/final - 2020 muni equity strategy.pdf](https://www.sfmta.com/sites/default/files/reports-and-documents/2020/05/final_-_2020_muni_equity_strategy.pdf)

LAND USE AND HOUSING

CHAPTER INTRODUCTION

Working Group Aspiration:

We envision a stable, healthy future without displacement, where current and future residents can thrive.

INTRODUCTION

The Excelsior and Outer Mission land use context is unique, with 84% of it zoned for single-family residential use. Unsurprisingly, there is a large population of homeowners and families in the neighborhood.

This landscape creates many challenges when working towards some of the goals identified in the strategy, including those that would require additional and more affordable housing, to serve residents at a range of incomes.

This chapter includes an update on the housing development that has taken place in the neighborhood and provides more detail on housing studies completed in 2019 that address housing affordability and community stabilization.

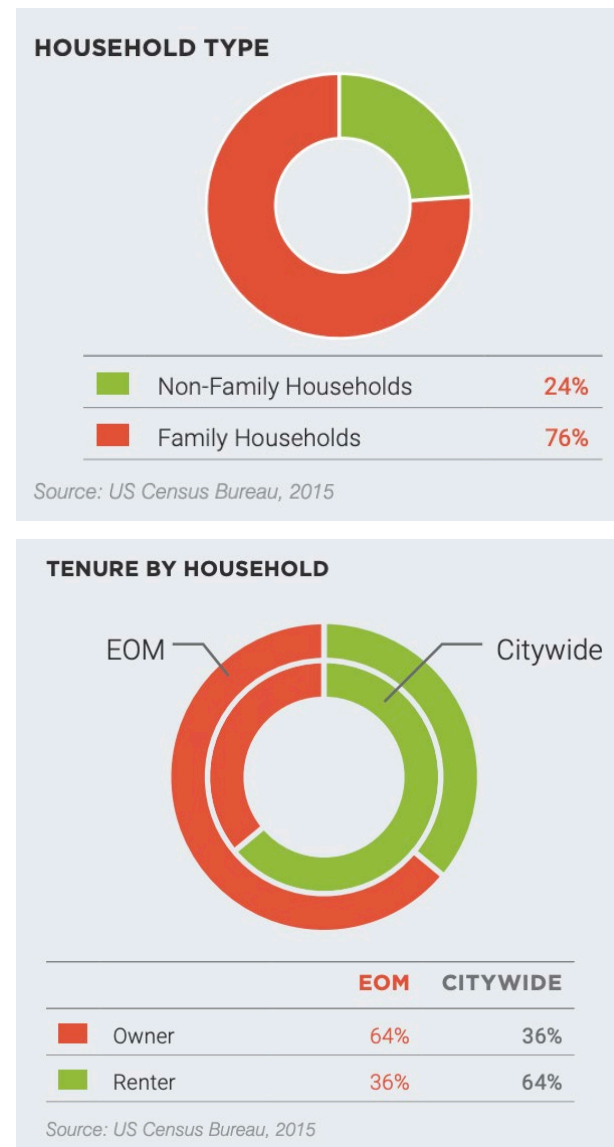


Figure 14: Households, Pg. 79 of EOM Neighborhood Strategy, SF Planning

NEIGHBORHOOD SPECIFIC PROJECTS AND/OR PROGRAMS

1. MISSION-SAN JOSE PDA HOUSING FEASIBILITY STUDY	PG 52
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LOCALLY IMPLEMENTED CITYWIDE INITIATIVES

1. HOUSING DEVELOPMENT UPDATES	PG 53
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2. HOUSING AFFORDABILITY STRATEGIES	PG 55
--	--------------

3. COMMUNITY STABILIZATION INITIATIVE	PG 56
--	--------------

4. COMMUNITY OPPORTUNITY TO PURCHASE ACT (COPA)	PG 57
--	--------------

5. SMALL SITES PROGRAM	PG 58
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6. PROP F - TENANT RIGHT TO COUNSEL	PG 59
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7. OFFICE OF SHORT-TERM RENTALS	PG 60
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8. HISTORIC SIGNS	PG 61
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9. SMALL MULTIFAMILY HOUSING STUDY	PG 62
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MISSION-SAN JOSE PDA HOUSING FEASIBILITY STUDY

The Mission-San Jose PDA Housing Feasibility Study addresses the following Goals/strategies/action items:

- **LUH 1** Maintain and build housing stock that can serve current residents and welcome diverse new residents, including people at a range of incomes, people of color, and immigrants
- **LUH 1.1.** Appropriately and responsibly develop a corridor-wide housing plan for a range of income levels, for both renters and homeowners

1. MISSION-SAN JOSE PDA HOUSING FEASIBILITY STUDY

IN 2019

The Mission-San Jose PDA Housing Feasibility Study, completed in June of 2019, explored the financial feasibility of building housing on Mission Street south of Cesar Chavez St. The purpose of the study was to assess if higher densities could provide increased affordable housing. The study divided the analysis into two sub-areas: North of I-280 and South of I-280. The general findings for the study were as follows:

- Developing **rental** housing is generally **infeasible** in both submarkets, regardless of height, density, and affordable housing requirements **because of high construction costs.**
- Developing **ownership** housing is somewhat more feasible than rental housing but is **still largely infeasible**, also due to high construction costs.
- Sites North of I-280 are **more likely to be feasible** for housing development than those South of I-280.
- Given economic conditions along the corridor, small projects not subject to inclusionary requirements, or projects opting to pay the affordable housing fee are more likely to be feasible. Projects with on-site inclusionary housing are less likely to be feasible.
- Rezoning for additional height and density do increase project feasibility, but not enough to cover the added costs of increased on-site inclusionary requirements.

A key finding of the study was that current construction costs are a major factor affecting feasibility along the Mission Street corridor. If construction costs were to fall 30%, roughly to levels that they were in 2013/2014, development would be largely feasible on sites along the entire corridor.

To learn more contact: james.pappas@sfgov.org, SF Planning

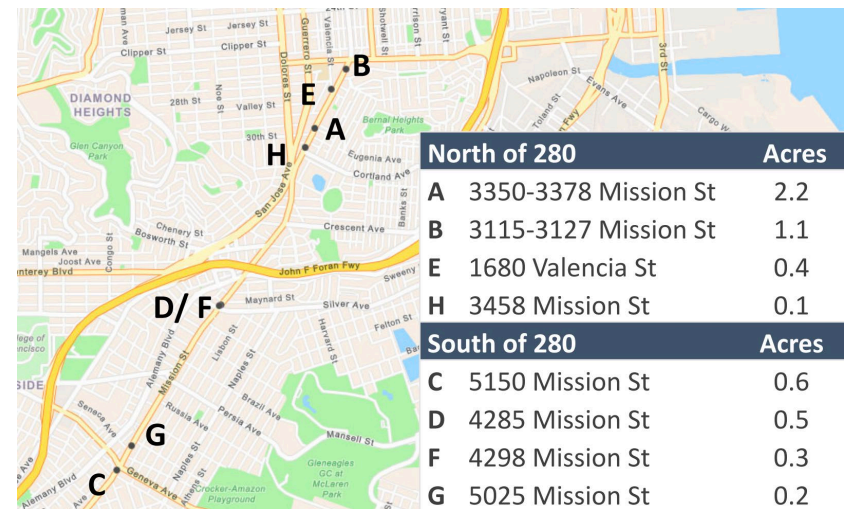


Figure 15. Case Study Area, Mission-San Jose PDA Housing Feasibility Study, SF Planning

HOUSING DEVELOPMENT UPDATES

These Housing Development Updates address the following Goals/strategies/action items:

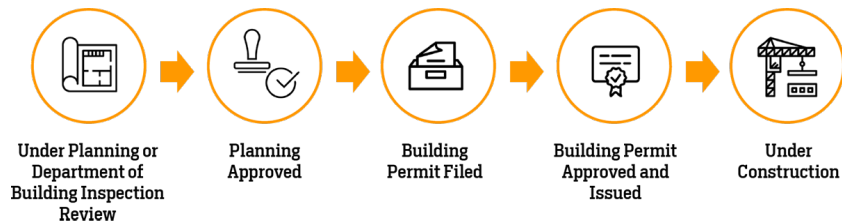
- **LUH 1** Maintain and build housing stock that can serve current residents and welcome diverse new residents, including people at a range of incomes, people of color, and immigrants

1. HOUSING DEVELOPMENT UPDATES

This section gives an overview of housing development in the EOM, including Accessory Dwelling Units (ADU's), and that which is still in the pipeline.

1A. HOUSING DEVELOPMENT PIPELINE

SF Planning publishes quarterly Housing Pipeline reports on projects at various stages of development (see flow chart below for the different stages included in the pipeline).



2020 UPDATE

As seen in Figure 16., there are 11 developments of 10 units or more that are currently in the pipeline in the area, and four major developments that will provide 352 below market rate units in the future. Currently, the developments under construction are the San Francisco Campus for Jewish Living, 65 Ocean Avenue, and 915 Cayuga Avenue.

To learn more visit: <https://sfplanning.org/project/pipeline-report>

HOUSING PIPELINE DEVELOPMENT OF 10 UNITS OR MORE				
LAND USE	ADDRESS	UNITS	BMR UNITS	STATUS
Mixresidential	302 SILVER AV	198	0	Under construction
Mixresidential	65 OCEAN AV	193	49	Under construction
Resident	915 CAYUGA AV	116	58	Under construction
Mixresidential	4840 MISSION ST	134	114	Building permit filed
Resident	5500 MISSION ST	14		Planning entitlements under review
Resident	2340 SAN JOSE	131	131	Building permit issued
Resident	350 OCEAN AVE	24	2	Planning entitlements under review
Resident	5616 MISSION ST	10	1	Building permit issued
Mixresidential	4550 MISSION ST	24	3	Building permit filed
Resident	0 GUTTENBURG ST	23	3	Planning entitlements under review
Resident	4742 MISSION ST	38	0	Planning entitlements under review

Figure 16. Q4 Pipeline and SF PIM

HOUSING DEVELOPMENT UPDATES

1B. 2019 SAN FRANCISCO HOUSING INVENTORY

IN 2019

The Housing Inventory is the Planning Department’s annual survey of housing production trends in San Francisco, and a report that has been published regularly since 1967. The 2019 San Francisco Housing Inventory is the 50th report in the series and presents housing production activity completed or authorized that year.

While there are hundreds of units in the pipeline in the EOM, 23 units were completed in 2019 through new construction, alterations, or as additional units.

This is likely because there are a dozen large projects with 10 or more units that will take several years to complete.

2020 UPDATE

The **2019 San Francisco Housing Inventory** was published in March 2020.

To learn more visit:

<https://sfplanning.org/resource/housing-inventory-2019>
<https://sfplanning.org/resource/accessory-dwelling-unit-handbook>

TABLE A-8.

Housing Trends by Neighborhood, 2019

Analysis Neighborhood	Units Completed from New Construction	Units Demolished	Units Gained or Lost from Alterations	Net Change in Number of Units	Rank
Excelsior	2	-	6	8	25
Outer Mission	1	-	14	15	21

Figure 17: Pg. 65 of the 2019 San Francisco Housing Inventory, SF Planning

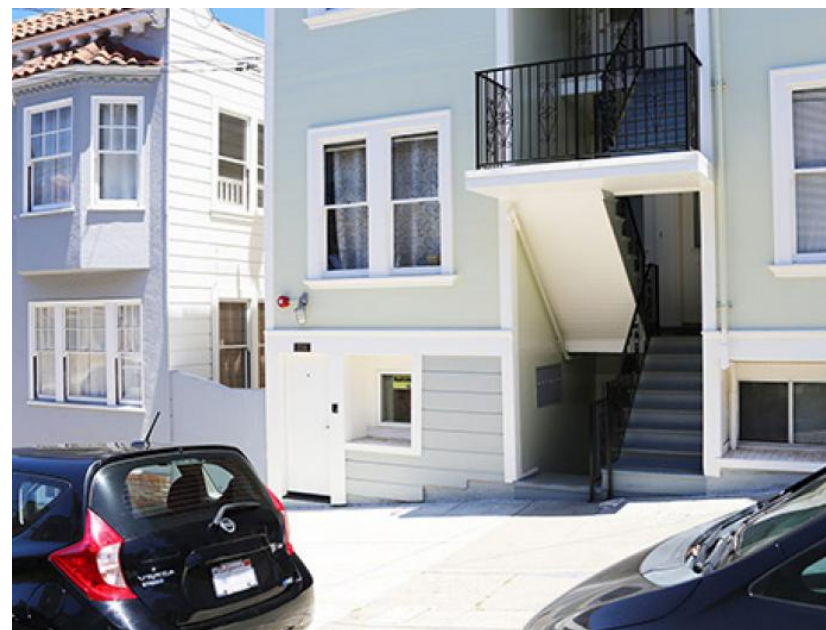
1C. ACCESSORY DWELLING UNITS (ADU’S)

IN 2019

Accessory Dwelling Units (ADUs), also known as in-law units, secondary units, or cottages, are units that are added to existing residential buildings. San Francisco's Accessory Dwelling Unit Program was adopted in 2016.

In 2019, there were 33 ADU applications filed, 18 approved/issued, and 4 completed, in District 11.

To learn more visit: <https://sfplanning.org/accessory-dwelling-units> ;
To report nuisance/disturbance concerns directly to Airbnb visit:
<https://www.airbnb.com/neighbors>



Source: ADU Website, SF Planning

HOUSING AFFORDABILITY STRATEGIES

The Housing Affordability Strategy addresses the following strategy:

- **LUH 1.1.** Appropriately and responsibly develop a corridor-wide housing plan for a range of income levels, for both renters and homeowners

2. HOUSING AFFORDABILITY STRATEGIES (HAS)

IN 2019

Planning staff worked with a team of consultants and fellow City agencies to develop the Housing Affordability Strategies (HAS), which analyzes how San Francisco can improve housing affordability and meet the City's housing targets over time, particularly for low- and moderate-income households.

As part of the HAS, Planning collected feedback from members of the public, housing advocates, service providers, for-profit and nonprofit housing developers, and researchers throughout San Francisco about key housing issues and policies. District 11 residents and community members participated in a community forum for the HAS at Balboa High School in winter 2019. The HAS Housing Policy Group also included representation of organizations working in Excelsior.

The purpose of the HAS is to help residents, City staff, and policymakers understand how different policies and funding strategies work together to address affordability and foster the diversity of our city. The analysis and outreach for the HAS will inform the 2022 Housing Element update as well as neighborhood planning and citywide housing policy.

2020 UPDATE

In Spring of 2020 Planning Department released the HAS report along with four policy white papers and a video overview of the report.

The report includes analysis of housing development feasibility, City policies, and public investments needed to achieve the City's housing targets created through both Mayoral action and the will of the voters: build 5,000 new homes annually for 30 years, at least one third of which should be permanently affordable at low and moderate incomes.

In addition, the HAS analyzes programs to preserve affordable housing and builds on the Community Stabilization Initiative (described above) to highlight key policies to protect and stabilize residents.

The affordability strategies analyzed can be summarized in four key policy areas:

- Increase housing development potential with a focus on equity by considering land use changes to allow more housing around the city
- Support lowered housing development costs by expanding the skilled labor pool and facilitating the use of new technology to reduce construction costs as well as considering streamlined approvals and permits and changes to fees
- Sustain and expand affordable housing funding through a range of existing and potential sources to produce and preserve more affordable homes
- Protect vulnerable residents, stabilize housing, and continue homelessness services expansion with sufficient funding and new policy tools.

The analysis included in the HAS can help to inform neighborhood planning and housing policy for the Excelsior and Outer Mission.

To learn more visit: <https://sfplanning.org/housing-affordability-strategy>

COMMUNITY STABILIZATION INITIATIVE

The Community Stabilization Initiative (CSI) addresses the following strategies:

- **LUH 2.1.** Explore creating laws to limit speculative investment, placing a time limit on non-primary residences, and foreign investment.
- **LUH 2.3.** Develop relocation assistance programs to help tenants displaced from their housing.

3. COMMUNITY STABILIZATION INITIATIVE (CSI)

IN 2019

In October 2019, the Department completed the Community Stabilization initiative's (CSI) public draft report and program and policy inventory. The CSI is a multi-agency effort to assess the City's existing portfolio of tools, unify efforts into one comprehensive inventory, and identify priorities. The initiative seeks to mitigate the impacts of ongoing displacement and help vulnerable populations thrive and contribute to the city's economy and culture.

This initiative was conducted in collaboration with 20 City agencies and informed by input from 40 community organizations, and more than 2,300 residents through community forums, focus groups, stakeholder meetings, working group meetings, interviews, and a public survey. Some organizations involved that serve the Excelsior Outer Mission neighborhood include PODER, Mission Economic Development Association (MEDA), Mission Housing Development Corporation, and the Mission SRO Collaborative. The full list of stakeholders can be found here: <https://sfplanning.org/community-stabilization-strategy#engagement>

Based on community input and in close coordination with City agencies and the Mayor's Office, Key Priorities were identified that will strengthen the City's community stabilization efforts.

2020 UPDATE

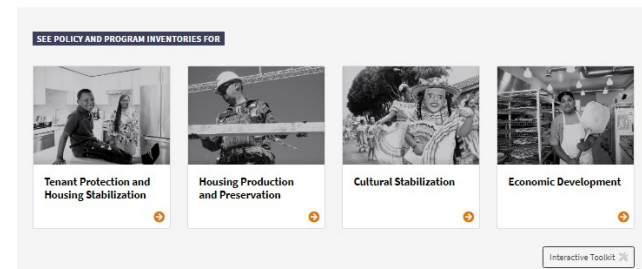
San Francisco's Community Stabilization website provides City of San Francisco agencies, decision-makers, and the public **with summaries of the City's existing policies and programs to prevent displacement**, corresponding potential ideas for enhancement, as well as some additional new ideas for consideration. The website is a resource for agencies, decision-makers, and community members to make strategic decisions to stabilize our vulnerable populations as the city changes.

To learn more visit: <https://sfplanning.org/community-stabilization-strategy> ; <https://projects.sfplanning.org/community-stabilization/>



The Community Stabilization initiative is a multi-agency effort to assess the City's existing portfolio of tools, unify efforts into one comprehensive inventory, and identify priorities. The initiative seeks to mitigate the impacts of ongoing displacement and help vulnerable populations thrive and contribute to the City's economy and culture.

[Learn more >](#)



[Interactive Toolkit >](#)

Source: San Francisco's Community Stabilization website is now live!, SF Planning

COMMUNITY OPPORTUNITY TO PURCHASE ACT (COPA)

The Community Opportunity to Purchase Act (COPA) addresses the following strategies:

- **LUH 2.1.** Explore creating laws to limit speculative investment, placing a time limit on non-primary residences, and foreign investment.
- **LUH 2.2.** Develop a “Right of First Refusal” policy that will allow commercial and residential tenants, tenant associations, or nonprofit organizations the first right to purchase a building or home at a mutually agreed upon price when it goes up for sale.

4. COMMUNITY OPPORTUNITY TO PURCHASE ACT (COPA)

IN 2019

The Community Opportunity to Purchase Act (COPA) gives qualified non-profit organizations the right of first offer, and/or the right of first refusal to purchase certain properties offered for sale in the city. COPA was created to prevent tenant displacement and promote the creation and preservation of affordable rental housing.

The following properties are subject to COPA (see Program Rules for more information):

- Buildings with 3 or more residential units
- Vacant land that could be developed into 3 or more residential units

COPA was signed by the Mayor on May 3, 2019 and became effective on June 3, 2019.

2020 UPDATE

As of August 17, 2020 the COPA Qualified Nonprofit List consists of:

- Bernal Heights Neighborhood Center (BHNC)
- Chinatown Community Development Center (CCDC)
- Mercy Housing California
- Mission Economic Development Agency (MEDA)
- Mission Housing Development Corporation
- San Francisco Community Land Trust (SFCLT)
- San Francisco Housing Development Corporation (SFHDC)
- Tenderloin Neighborhood Development Corporation (TNDC)

As of July 2020, there have been five sites acquired through COPA, but none of them are in Excelsior and Outer Mission.

To stay up to date visit:

<https://sfmohcd.org/community-opportunity-purchase-act-copa>

Or contact: copa.mohcd@sfgov.org

SMALL SITES PROGRAM

The Small Sites Program addresses the following action item:

- **LUH 2.1.** Explore creating laws to limit speculative investment, placing a time limit on non-primary residences, and foreign investment.

5. SMALL SITES PROGRAM

IN 2019

Since the Small Sites program launched in 2014 to the end of 2019, 36 buildings, 295 residential units, and 22 commercial spaces have been acquired to protect low- and moderate-income tenants and establish long-term affordable housing in smaller rental properties throughout San Francisco. Since its first year, the program expanded to include buildings with risk factors: Accessory Dwelling Units (ADUs), mixed-use buildings, commercial developments, Single Room Occupancy units (SROs), and larger buildings.

The Mayor's Office of Housing and Community Development (MOHCD) operates, monitors, and provides subsidies for the program, and for- and nonprofit organizations are responsible for the acquisition, rehabilitation, and management of Small Sites buildings.

Small Sites Program community partners currently include:

- Council of Community Housing Organizations (for information only)
- People Organizing to Demand Environmental & Economic Rights (PoderSF) (for information only)
- Chinatown Community Development Center (CCDC)
- Mission Economic Development Agency (MEDA)
- San Francisco Community Land Trust (SFCLT)
- San Francisco Housing Development Corporation (SFHDC)
- Mission Housing Development Corporation (MHDC)

2020 UPDATE

Mission Economic Development Agency (MEDA) purchased a building of 27 units at 4830 Mission through the Small Sites program, preserving housing for a community of children, parents, and seniors in the EOM. Additional preservation throughout the city in 2020 includes five projects, 104 residential units, and eight commercial spaces.

To learn more visit: <https://sfmohcd.org/small-sites-program>

<https://medasf.org/a-big-change-small-sites-program-used-by-meda-to-convert-4830-mission-st-into-affordable-housing/>



Source: 4830 Mission Building, medasf.org

TENANT RIGHT TO COUNSEL

Prop F and services like those provided by the Excelsior Legal Collaborative address the following strategies:

- **LUH 2.7.** Fund and provide culturally relevant and linguistically responsive tenant and income-qualifying property owner counseling and legal assistance.
- **LUH 2.8.** Create and/or expand community education for residents at risk of eviction.

6. PROP F - TENANT RIGHT TO COUNSEL

IN 2019

In July 2019, the San Francisco voters passed the No Eviction Without Representation Act of 2018 (Proposition F). It established a policy that all residential tenants facing eviction have the right to legal representation, known as Tenant Right to Counsel (TRC).

This legal representation is provided by a network of City-funded legal services organizations and is subject to availability. The policy does not cover tenants who are being evicted by their master tenant or by their landlord who lives in the unit with them.

The City's fiscal year 2019-2020 included \$9.6 million to implement the Tenant Right to Counsel. During the first six months of implementation (July 1, 2019 – December 31, 2019), two-thirds of all eligible households (approximately 1,100 households) who sought help received the mandated full-scope legal representation provided by 42 City-funded TRC staff attorneys, while the remaining one-third received limited assistance (representing 546 eviction cases).

The list of funded organizations is below:

- Eviction Defense Collaborative (Lead)
- Advancing Justice – Asian Law Caucus
- AIDS Legal Referral Panel
- Asian Pacific Islander Legal Outreach
- Bay Area Legal Aid
- Justice & Diversity Center of the Bar Association of San Francisco
- Legal Assistance to the Elderly
- Open Door Legal
- Tenderloin Housing Clinic

2020 UPDATE

MOHCD TRC funding for 2020-2021 is \$10.35 million.

To learn more visit: <https://www.sftu.org/2020/02/14/hearing-on-implementing-prop-f-tenant-right-to-counsel-2-24-130-p-city-hall/>

6A. EXCELSIOR LEGAL COLLABORATIVE

The Excelsior Legal Collaborative has a dedicated staff including TRC attorneys whose focus is on providing eviction defense services and housing advocacy in Excelsior, Outer Mission and OMI. For a housing intake call (415) 757-4500.

The Excelsior Legal Collaborative (ELC) also offers other free legal clinics for residents of San Francisco's Excelsior and Outer Mission. The Collaborative provides wide-ranging legal services in the areas of Housing, Immigration, Employment Law, and Senior Legal Services. ELC has offices at Excelsior Works, 5000 Mission Street.

ELC is a collaboration between Legal Assistance to the Elderly, Asian Americans Advancing Justice- Asian Law Caucus, Jubilee Immigration Advocates, and Excelsior Works!

To learn more visit: <https://laesf.org/excelsior-2/>

6B. OPEN DOOR LEGAL

Open Door Legal is a TRC provider, offering eviction defense and other legal services in the Excelsior and Outer Mission from its Excelsior Office at 60 Ocean Ave. Open Door Legal is working towards universal access to Legal Services in San Francisco.

For more information or to start an intake go to: <https://opendoorlegal.org/>

For more tenant counseling services visit: <http://sfadc.org/resources/>

SHORT-TERM RENTALS

Updates on the Office of Short Term Rentals addresses the following strategy:

- **LUH 2.6.** Support mechanism to improve enforcement or restrictions on short-term rentals and mechanisms to achieve compliance and enforcement.

7. SHORT-TERM RENTALS

IN 2019

A desire for improving the enforcement of short-term rentals, and support for becoming a certified host, was reflected in the Strategy. Currently, the Office of Short-Term Rentals website provides information on becoming a certified host, staying compliant, and filing complaints against unauthorized rentals.

In 2019, there were 2,043 certified hosts citywide and 154 in the Excelsior and Outer Mission Neighborhood. A total of 12 complaints were filed for properties in the EOM and nine of those short-term rentals abated their violations while the remaining three were found to not be in violation.

2020 UPDATE

In 2020, another 10 short term rentals were abated in the Excelsior and Outer Mission, while another three turned out to be not in violation. There were also five new cases opened, one of which has already been abated.

To stay up to date visit: <https://shorttermrentals.sfgov.org/>, or <https://sfplanning.org/office-short-term-rentals>

HISTORIC SIGNS

Historic Office Signs address the following action item:

- **PUB 2.1.B.** Develop a “historic sign program” that helps identify and restore signs that contribute to neighborhood history and character

8. HISTORIC SIGNS

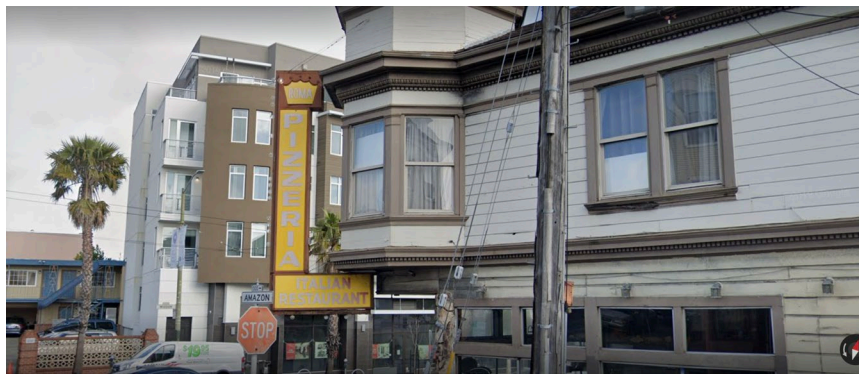
IN 2019

The Excelsior Action Group (EAG) has initiated the process of identifying historic signs that contribute to neighborhood history and character. Currently, they have identified the following as potential projects:

1. Granada Theatre – Replacing “Granada” with “Excelsior” so the sign can serve as a landmark for the neighborhood
2. Roma Pizzeria – Restoring it to its original form

2020 UPDATE

While a lot of the groundwork has been made for moving forward with these sign restorations, they do require a significant amount of funding to be completed and are not a priority during the COVID 19 Shelter in Place order.



Source: Roma Pizzeria Sign, Google Maps Street view

The San Francisco Planning Department, however, has a resource for historic signs, historic sign districts, and vintage signs.

To learn more visit: <https://sfplanning.org/resource/signs>, and https://archives.sfplanning.org/documents/8941-Sign_Handout.pdf



Source: Granada Sign, San Francisco History Center, San Francisco Public Library

SMALL SCALE MULTIFAMILY HOUSING DEVELOPMENT STUDY

The Small Scale Multifamily Housing Development Study addresses the following goal and strategy:

- **LUH 1** Maintain and build housing stock that can serve current residents and welcome diverse new residents, including people at a range of incomes, people of color, and immigrants
- **LUH 1.1.** Appropriately and responsibly develop a corridor-wide housing plan for a range of income levels, for both renters and homeowners

9. SMALL SCALE MULTIFAMILY HOUSING DEVELOPMENT STUDY

Undertaken by the Planning Department in the Fall of 2019, the objectives of the study were to understand the policy and market factors that influence the development of small-scale multifamily housing and to understand whether these types of projects result in housing that is more affordable than what is available today. For the purposes of this study, relevant projects are defined using the following criteria:

- 1) located on a lot with a gross area of less than 6,000 square feet;
- 2) within a single structure containing at least three dwelling units;
- 3) up to five stories in height.

The findings and recommendations in this summary are based on spatial, architectural, and financial analysis of completed small-scale multifamily projects and targeted interviews with architects who have significant experience developing these types of projects in San Francisco.

Key findings from the study are as follows:

- **Small-Scale Multifamily Housing projects are a major source of new housing in neighborhoods where density is limited to a certain number of units per parcel.**

- Density- versus form-based zoning is a major determinant of project outcomes. In areas where density-based zoning controls served to limit the number of dwelling units on a given site, projects maximized unit size. Projects controlled by form-based zoning resulted in more units and smaller units than buildings on similarly-sized lots in density-controlled areas.
- Project applicants are unaware of the recent Planning Department streamlining efforts.
- Many factors (including high site acquisition cost, limited development capacity, and process complications), dissuade the redevelopment of single-family homes.
- The duration and outcome uncertainty of discretionary processes is a deterrent for small projects due to comparatively low profit margins.
- **The study included a number of recommendations for policy-makers to encourage the continued development of small-scale multifamily housing in San Francisco, should the City decide to do so.**

Because the Excelsior and Outer Mission is mostly composed of single-family residential zoning (84%), this study showcases the value of small-scale multifamily projects as a source of new housing.

To learn more contact: james.pappas@sfgov.org, SF Planning

INDEX A

PUBLIC REALM

FULL LIST OF GOALS/STRATEGIES/ACTION ITEMS FOR STREETSCAPE DESIGN GUIDELINES – PG 11

Full list of Goals/strategies/action items addressed through The Excelsior & Outer Mission Streetscape Design Guidelines across thematic groups:

- **PUB 1.1.** Maximize opportunities to add greenery to the street using a cohesive planting palette
- **PUB 1.3** Study and develop mechanisms to fund and maintain the greening and cleanliness of public streets and open spaces in perpetuity
- **PUB 2.1.A** Develop and implement a community art toolkit that identifies areas for public art and provides ideas and guidance on types of art, permit processes, and funding sources
- **PUB 2.2** Create a series of special visual “moments” (such as gateway) to structure the experience of the commercial corridor
- **PUB 2.2.A** Identify and design gateways to create a unique sense of arrival
- **PUB 2.2.B** Develop a plant palette to guide and coordinate planting choices
- **PUB 2.2.C** Specify a consistent palette of streetscape materials and furnishings for the area, including paving materials, benches, street lights, trash receptacles, and tree grates
- **PUB 3.1.** Identify current assets and define gaps to create a complete network of public spaces in the community
- **PUB 3.1.A** Inventory current assets and identify opportunities (1) public locations that could be enhanced and (2) locations that could be acquired for public space.
- **PUB 3.1.B** Work with the community to envision the future of new public spaces and strategize ways to realize the vision, such as developing concept designs for the Persia Triangle and space at Whittier and Mission Street
- **PUB 3.2.A** Encourage more businesses to activate the sidewalk and enrich the pedestrian environment via features like sidewalk tables and chairs, parklets, and sidewalk displays
- **PUB 3.2.B** Reach out to private property owners to engage them in the StreetSmARTS program and other available art programs and grants
- **MOB 1.1.A** Study Ways To Improve Pedestrian Infrastructure Along Mission, especially at Ocean, Persia, Russia, Onondaga, And Geneva
- **MOB 2.3** Look for opportunities to repurpose rights-of-way to create public spaces and enhance connectivity for pedestrians, bicyclists, and transit along the commercial corridor
- **MOB 3.3** Enhance pedestrian connections between the neighborhood commercial district and the Balboa Park and Glen Park BART stations
- **BIZ 2.2** Focus the implementation of efforts described in the Neighborhood at hubs of activity that are currently sources of strength & strong business performance
- **BIZ 2.3** Improve the Public Realm (Please see the Public Realm section for public realm related goals and strategies
- **BIZ 2.5** Improve Street lighting and pedestrian lighting
- **BIZ 2.5.A** Explore possibilities for adding pedestrian lighting along Mission Street

BUSINESS AND SERVICE PROVIDER SUPPORT

FULL LIST OF GOALS/STRATEGIES/ACTION ITEMS FOR EXISTING SMALL BUSINESS SUPPORT SERVICES – PG 25

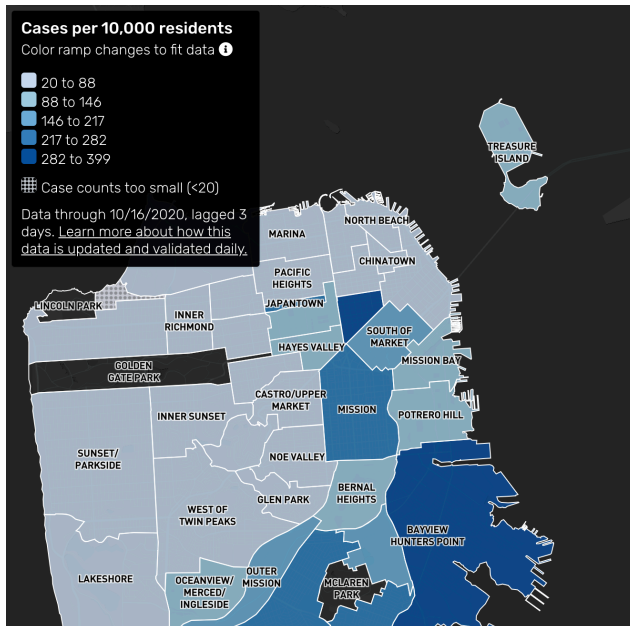
Full list of Goals/strategies/action items addressed through existing small business support services across thematic groups:

- **BIZ 1.2.** Analyze barriers to entry – produce & implement recommendations on how to reduce the number, time, cost of required permits for opening, operating, and expanding small businesses
- **BIZ 2.1** Analyze Business and Service Mix and Space Use; Based on what the usage mix analysis reveals, actively recruit needed businesses & services
- **BIZ 3.1.** Connect businesses, service providers, and property owners to existing programs offered by the City & County of San Francisco, the State of California, and the US Federal government
- **BIZ 3.2.** Add programs and business supports that may be missing
- **BIZ 3.3** Support development of spaces and organizations that support entrepreneurs, small businesses, new ideas, and new trends
- **BIZ 3.4.** Connect residents to job opportunities at local establishments

- **PUB 1.4.** Promote the principles of Crime Prevention through Environmental Design (CPTED)
- **PUB 3.2.** Encourage business and property owners to enhance their property frontages to improve the public realm

- **LUH 3.3.** Promote and strengthen existing legacy business status program for more businesses to increase stability with leases.

COVID RELATED RESOURCES



COVID IMPACTS

The impacts of COVID 19 are disproportionately affecting communities of color, particularly those in Japantown, Bayview Hunters Point, Mission, and the Excelsior and Outer Mission. In acknowledgement, we have provided the following resources.

Visit the data for COVID 19 related cases here:

<https://data.sfgov.org/stories/s/Map-of-Cumulative-Cases/adm5-wq8i/>

- Stay up to date with the Mayors Budget: <https://sfmayor.org/budget-documents>
- Stay up to date with the Mayors news updates: <https://sfmayor.org/news>
- San Francisco's main coronavirus page: <https://sf.gov/topics/coronavirus-covid-19>
- Find out about your COVID-19 testing options: <https://sf.gov/find-out-how-get-tested-coronavirus>
- Use this map to find the nearest testing site near you: <https://datasf.org/covid19-testing-locations/>
- CDC Resources in Languages other than English: <https://wwwn.cdc.gov/pubs/other-languages?Sort=Lang%3A%3Aasc>
- Outreach toolkit for Coronavirus (COVID-19): Flyers, posters, fact sheets, and social media graphics in English, 中文, Filipino, and Español: <https://sf.gov/outreach-toolkit-coronavirus-covid-19>
- Human Rights Commission Coronavirus Outreach Toolkit: <https://sf-hrc.org/coronavirus-outreach-toolkit>
- Stay up to date with the Excelsior Action Group, subscribe to their mailing list: <http://www.eagsf.org/>
- See the Economic Recovery Task Force Report: <https://www.onesanfrancisco.org/covid-19-recovery>

CITY DEPARTMENTS COVID RESPONSE AND RESOURCES

SF PUBLIC WORKS

SF Public Works is has continued to provide street cleaning operations and is responding to street tree emergencies. Stay up to date on the department's response here: <https://sfpublicworks.org/covid-19>

OEWD

The Office of Economic and Workforce Development is modifying many of their programs to best serve the needs of the neighborhood post COVID 19 and shelter in place. Their funds have and will continue to be reprioritized and repurposed in various forms of emergency response, including business loans and grants for those impacted.

RESOURCES FOR BUSINESSES AND EMPLOYEES IMPACTED BY COVID 19
<https://oewd.org/resources-businesses-and-employees-impacted-covid-19>

SF PLANNING

SF Planning is adjusting their services are described on the page below, which will be updated as we continue to respond to the changing situation.
<https://sfplanning.org/covid-19>

SFMTA

SFMTA is modifying many of their programs to best serve the needs of the neighborhood post COVID 19 and shelter in place. Their funds have and will continue to be reprioritized and repurposed in various forms of emergency response. Stay up to date using the resources below:

SFMTA COVID-19 Developments and Response

<https://www.sfmta.com/projects/covid-19-developments-response>

COVID-19 Dashboard that provides data that informs service delivery and budget decisions for SFMTA:

<https://www.sfmta.com/covid-19-dashboard>

COVID-19 Muni Core Service Plan Map

<https://www.sfmta.com/maps/covid-19-muni-core-service-plan-map>

COVID-19 Owl Service Map

<https://www.sfmta.com/maps/covid-19-owl-service-map>

Updating Parking Meter Pricing and Reprioritizing Enforcement

<https://www.sfmta.com/blog/updating-parking-meter-pricing-and-reprioritizing-enforcement>

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