



# MISSION ACTION PLAN 2020

## FACT SHEET

*The purpose of the Mission Action Plan is to retain and attract low to moderate income residents and community-serving businesses, artists, and nonprofits in order to strengthen and preserve the socioeconomic diversity of the Mission neighborhood.*



MAP2020 is a community-initiated collaboration that seeks to provide immediate and long-term strategies to help stem displacement trends.

In early 2015, community groups and City agencies came together to identify solutions to the affordability crisis impacting the neighborhood. From this effort emerged a number of ideas to help keep Mission residents in their homes, increase affordable housing options, and keep jobs, businesses, artists and nonprofits in the neighborhood. The Planning Commission endorsed the Plan on March 2017 and city agencies have been implementing the strategies since 2016.

As of early 2018 the following accomplishments are highlights (some through parallel efforts):

- Close to 1,000 units (893) of affordable housing in new projects and Small Sites acquisitions, with additional Small Sites (43) and Inclusionary (87) units in the pipeline, and small business acquisitions (8 purchased, 9 pipeline).

- To increase access to affordable housing opportunities, the City launched the DAHLIA Housing Portal which centralizes Below Market Rate opportunities and streamlines the application process in all four of the City's official languages.
- To prevent evictions and empower tenants, the City funds community-based organizations to provide tenants with legal services, counseling, and tenant rights education.
- Legislation to promote neighborhood-serving business, protect blue-collar industrial businesses, and establish the Calle 24 Special Use District.
- Formal eviction notices and buyouts have declined from 200 in 2014 to 134 in 2017 for evictions, and from 90 in 2015 to 24 in 2017 for buyouts (informal evictions need to be estimated).
- Latino population has stabilized at around 39% (low to moderate income households still declining), and Mission households applying to affordable units has increased.

An annual status report will be produced each year to show the progress and show trends.

### Some Trends in the Mission 2009-2014

- Loss of approximately 950 low to moderate income households from 2009-14 (while those above 200% of Area Median Income grew).
- Latino population was 39% in 2014 (and 2016) compared to 41% in 2009 and 50% in 2000.
- 989 formal eviction notices filed between 2009-14.



# MISSION ACTION PLAN 2020

## FACT SHEET

- Long-time businesses, arts spaces and nonprofits are closing due to lease renewals that often double or triple their rents.
- Loss of light-industrial space that employs blue-collar jobs is still happening in industrial areas.
- Loss of rent-controlled units to market-rents (including Single Room Occupancy units).
- Limited new affordable units built.

### Draft Plan Objectives

1. **Maintain the socio-economic diversity of the neighborhood** by stabilizing the low and moderate income households at 65% of the total households or by maintaining and growing the 2015 level of those households.
2. **Protect tenants at risk of eviction** and preserve existing housing, particularly rent-controlled apartments and single-room occupancy hotels.
3. **Increase the proportion of affordable units**, compared to market rate units, planned and under construction to balance the housing mix.
4. **Stem the loss of and promote community** businesses, cultural resources, and social services serving low to moderate income households.
6. **Retain and promote light-industrial space (Production, Distribution and Repair - PDR)** and other high-paying jobs for entry level and limited skilled workers.
5. **Increase economic security** by strengthening educational and economic pathways and job opportunities for low to moderate income individuals and families, especially those without a college education.

### Strategies

The strategies in the Plan are categorized as follows:

- **Eviction Prevention & Tenant Empowerment:** keep people in their homes and increase access to housing, including seniors and undocumented residents without paths to permanent housing.
- **Housing Preservation:** retain existing affordable housing stock, including Residential Hotels
- **Housing Production:** build new affordable housing
- **Economic Development:** keep jobs, business, artists & nonprofits in the neighborhood
- **Community Planning:** inform and engage the community early and often in key policies and projects.
- **Homelessness:** increase housing options and housing protections for homeless individuals.

### Get Involved

Your participation and feedback in the implementation process is critical and will help ensure the Plan is comprehensive.

#### Upcoming opportunities for engagement:

- **April 18, 2018: Community Meeting - Women's Building (3543 18th Street), 5:30-8 PM**

*For questions or to schedule a MAP2020 overview with your group or organization please contact:*

Claudia Flores  
**SF Planning Department**  
 (415) 558-6473  
[claudia.flores@sfgov.org](mailto:claudia.flores@sfgov.org)

*For more information, please the MAP2020 website:*

<http://www.sf-planning.org/mission-action-plan-2020>

