

**Excelsior & Outer Mission Neighborhood Strategy**  
Working Group Orientation

**Date:** Tuesday, July 11, 2017

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**Presenters:** Jorge (OEWD) & Rachael (City Planning).

**Notes taken by:** Kathleen (City Planning)

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Introduction

- Icebreaker **WIIFM**: “What’s in it for me?”
  - First activity, please ask yourself what is your stake about being here and participating. The interview your neighbor and report back.

The 5 min. warm up comments were as follows:

- Generational community
  - Inherited housing stock
- Feels the community is changing
- Maintaining working class values of the neighborhood
- Cares about all the voices in the community and wants to make sure everyone is represented
- Reducing carbon emissions
- Improving people’s access to resources
  - Connecting Mission and Ocean ave
- Cares about making this neighborhood better without messing it up
  - Economic development without gentrification
- Make sure that neighbors voices are in conversation
- Wants to learn how development is going to affect the neighborhood
- Preserve the community, center the community around changes that are going to happen
  - Get feedback from community, reflect the voices of the community
- Seeing the neighborhood rise
- Interested in bringing businesses to the neighborhood
- Clean up neighborhood (graffiti, etc)
- Serve community needs with a variety of community services
- Learn what works and what doesn’t, what makes for a viable and sustainable project
- Though I am a resident in the community, I build affordable housing. I am here to listen and learn about the community.

Process & Decision Making

- Role & responsibilities
  - Focus on development of high-level strategy
  - Neighborhood strategy will be guiding document for the city, a venue to start focusing resources
  - We’ll get to a place where people say “I can live with that recommendation”
  - We will document everything and have space for disagreement
- Process
  - Vision
    - Vision statements
    - Acknowledging that there is already work in the neighborhood
  - Strategy
    - Subgroups
    - **To do**: What’s your interest? What do you want to learn more about?

- Final strategy
- Questions
  - **Q: For the subgroups, do you want all of the participants to rotate or stay focused?**
    - For public outreach, we get a different group every time
    - Subgroups identified to have people engaged during the entire process
    - Including the thoughts and rationale behind the desires and opinion of the community
  - **Q: For subgroups that have overlap, how do the subgroups talk to each other? What's the expectation of city departments to be present at these working group workings?**
    - City staff can be a liaison between the subgroups, can carry some of the back and forth
    - City staff will be at meeting related to their subject area (e.g. MTA at Mobility subgroup)
    - Two people from each group can meet to resolve or make sure there is consensus
  - **Q: Does the city have any sort of plan for what they want for the neighborhood?**
    - We have a land use element, which tells us what the land use view/vision for the city – San Francisco doesn't have that
    - We have land use that regulates what happens in the Excelsior, but it's not a specific plan
    - If a specific plan/area plan is a strategy we think is necessary, the Working Group can recommend that in the final document
    - Could take 5 years for the Area Plan to be adopted
    - This is a 1-5 years of strategies to do in the meantime
  - **Q: What do we need to do to get a list of businesses? Who's here? Who's not? What do we need? If we don't have some hard facts, it can be difficult to know what's going on.**
    - OEWD maintains a list of businesses
    - Online survey that asks people about the businesses in the neighborhood
    - We want to know the vision of the corridor (What kind of businesses do we want? Diversity? Clusters? What's needed?)
    - Existing Conditions report will be published.
  - **Q: Do you have access to the unregistered businesses on the corridor?**
    - We have a list that walks the neighborhood and tries to meet the business owners
    - We try to have the name of the business owner
  - **Q: Vision statements are vague and can apply to any neighborhood. Thought question on what Excelsior should be known for is important. When do we have that conversation?**
    - Next week
  - **Comment: Nothing is done in a vacuum. We're starting to see things change. Having the maps are key.**
  - **Comment:**
    - Storefronts on the market
    - Underperforming properties, active once a week
    - Vacancies
- How do we say yes or no?
  - **To do:** How do we say yes or no?
    - Everyone raises their hands?
    - What kind of majority do we need?
    - Or do we just need no objections?
  - Responses
    - 50+1 is plenty.
    - Should get information on the neighborhood (what's here, what's missing). The business owner has to survive, without the business owner the whole neighborhood dies.
      - Existing conditions report being prepared
    - We're still going to have disagreement with 50+1, 2/3 is more of a consensus.
    - **Hybrid:** 2/3 majority for the key issues, 50+1 for the things below it.
    - **Fist to 5**, you put up a number of fingers to show how much you agree or disagree.

**Number of attendees:** 11

**Presenters:** Jorge (OEWD) & Rachael (City Planning).

**Notes taken by:** Rosalinda Olinka Manrique (OEWD Administrative team)

### Introduction

- Ice breaking comments from presenters of the project: it was a very competitive process to choose members to be selected. Great Participation, lots of entries very motivated.
- Framework was defined
- +mentioned that snacks were provided by one of the local vendors and that we like to support them.
- This meeting was to repeat the orientation on the previous day, July 11<sup>th</sup>.

### Icebreaker **WIIFM**: “What’s in it for me?”

- First activity, please ask yourself what is your stake about being here and participating. The interview your neighbor and report back.
- Comments included:
  - Empowerment
  - Retain working class atmosphere
  - Would like to walk to store, restaurants and business and feel safe
  - Be part of something that’s modern and functional
  - Challenge will be to find a balance between the need of the neighborhood and what the city can provide.
  - Growing in the neighborhood in vision growth focus on security and safety.
  - Get new entrepreneurs, new business to invest in the N.
  - Participant that has race 2 generations here wants to see prosperity and a healthy community/ access to services that reflect native born culture and values.
  - 40 years in the Excelsior deep appreciation for transcultural and diverse communities/social justice/benefit all people.
  - Maintaining and increasing diversity for all people in the neighborhood.
  - *Valente site* housing-addressed the right to housing particularly for low income families and people of color, she wants projects develop in a way they serve people’s needs.
  - Development of *excelsior youth club* and *senior housing* (attendee from previous day that has supported the N. with projects like these).

*Presenters summarize the Goal of the meeting learn and hear about various experiences and approaches, more a conversation meeting.*

### Models of Neighborhood Strategies

- Presenter explained more about what has been research to learn about strategies applied in other similar projects as:
  - **1-Sunset District Blueprint** (talked about the direction of this project).
  - **2-Mission 20/20**: an ongoing project, focused on housing
  - **3-Central/Tenderloin**: potential to adapt-change, improving in the process.
- **Q: How does the project compares to the 3 examples given?**
  - Using other projects experiences, analyze time lines even though they vary, main difference on this project working groups of stake holders are all community representatives.
- **Q: what areas are covered in the District?**
  - presenter refers to yellow area on their map.

- **Q: does the city already have a plan for the district?**
  - Only a general plan for the city.
- **Q: how do citizens influence the city's General Plan?**
  - They are high level plans/require by law/long term.
- No comprehensive plan for the Neighborhood at the moment.
- Projects are divided by zones and that they have general issues that are mixed with specific ones.
- One thing we have heard about the N. is that people want it to be inclusive and vibrant.
- Presenter follows explaining **vision → strategy → implementation**
  - **Phase 1:** what areas does it cover/ Mission Street & Geneva Ave. (look/ feel)
  - **Phase 2:** Surrounding Neighborhood (look/feel).

#### Roles & Working Group

- Subgroups to do the framework
- Partner agencies and supportive agencies.

#### Process & Decision Making

- Process
  - **Process:** how do we make decisions as a group with casual conversations, open forums, need to have everything clear.
  - **Vision:** should be our ways of thinking about things. Detail conversations about specific topics.
  - **Focus groups** a possible mechanism for feedback
- Schedule
  - Project runs June to October, overview of agenda.
- Subgroups
  - Presenters will post list of the members of each subgroup so the rest of the community can reach to you.
  - **Q: Please explain further what is included in Public Realm, does it include safety and lighting?...**
    - Yes.
- How do we say yes or no?
  - Majority 2/3
  - Questions about how to handle abstentions
  - Moments of disagreement for transparency purposes.
  - Presenter inquiries about having an added value of the body of the project it is that everything will be documented.
  - Presenter shares previous day group opinions, explain de **fist to five census**.
  - Member comments from her experience (**Centro de la Raza**) the purpose is to try to reach consensus, decide on a certain strategy (facilitation).
  - Someone suggest the color card strategy.

#### Staying organized

- 3 agendas that they will be posted 72 hrs. in advanced.
- Notes will be taken at all times for consolidation of ideas and transparency purposes.
- Encourages participants to take the survey
- Both presenters provided contact information and upcoming meeting dates.

The session was held in a timely manner 2 hrs.