

EXCELSIOR & OUTER MISSION

NEIGHBORHOOD STRATEGY

WORKING GROUP ORIENTATION

07.11.17

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**EXCELSIOR & OUTER
MISSION
NEIGHBORHOOD STRATEGY**

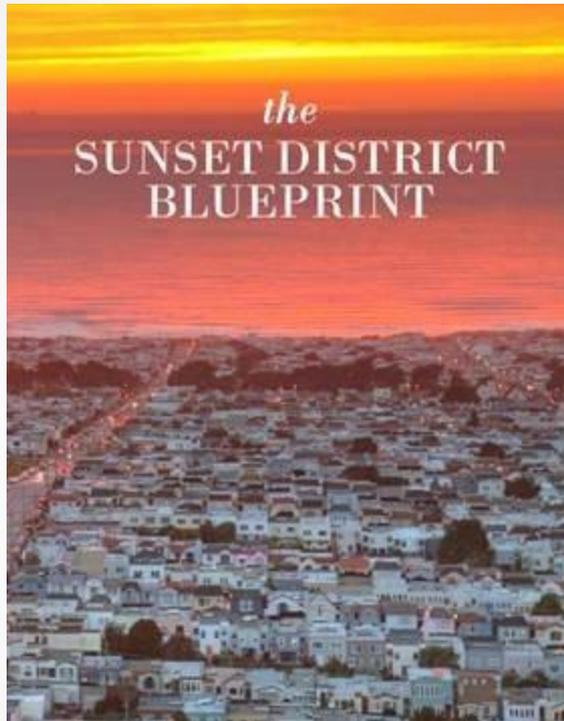
Agenda

- Gathering & Snacks (10 minutes)
- Introductions and WIFM Activity (20 minutes)
- Beginning with the End in Mind: Models of Neighborhood Strategies(5 minutes)
- Roles (5 minutes)
- Process & Decision Making (45 minutes)
- Staying Organized (30 minutes)

Introductions & WIFM Activity

- What's in this for you? What's your stake in the neighborhood?
 - Values – based stake
 - Practical stake
- Turn to your neighbor and share
- Introduce your neighbor

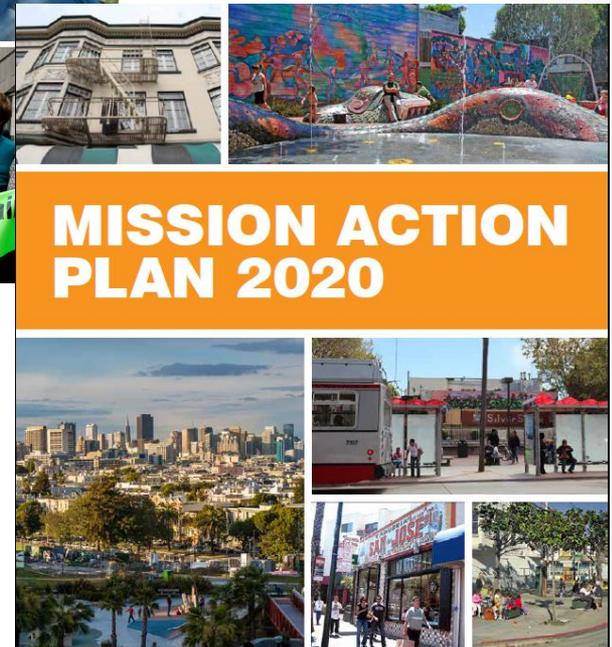
With the End in Mind: Models of Neighborhood Strategies - 5 minutes



http://sfbos.org/sites/default/files/FileCenter/Documents/49717-final_sunset_blueprint_compressed.pdf



<http://investsf.org/neighborhoods/central-market/>



http://default.sfplanning.org/Citywide/Mission2020/MAP2020_Plan_Final.pdf



CENTRAL MARKET/ TENDERLOIN STRATEGY

MAY 2015



Game Changers (cont'd)

Game Changers	Action Items	City Subcommittee	Framework Categories
Action Zone D (Turk and Taylor)			
A cluster of neighborhood-serving as well as entertainment-oriented businesses develops around the arts venues at Turk/Taylor.	Engage landlords and attract targeted small businesses to fill vacancies and provide assistance to existing neighborhood-serving retailers to retain them.	Affordable and Healthy Goods and Services	 
New arts venues join existing venues to create a vibrant hub of cultural activity both during the day and nighttime at Turk/Taylor.	Support openings of PianoFight and Counterpulse and provide continued support to nearby venues. Leverage outside resources to create programming.	Arts and Culture	
New mixed-use development and existing buildings implement design strategies that contribute to a safe and active Turk and Taylor Streets.	Planning Department and Public Works continue to work closely with developers to ensure ground floor transparency and sidewalk improvements that contribute to safe, active and inviting pedestrian experience.	Public Realm	
	Convert first blocks of Turk and Mason to 2-way, as part of the Better Market Street project.		
Action Zone E (Market from 5th-7th)			
Sustained sidewalk activation projects along Market from 5th-7th that promote positive day and nighttime activity are implemented while longer-term development progresses.	<p>Continue to support and promote Make Your Market program, which offers streamlined permitting for vendors, musicians and artists on the sidewalks of Central Market.</p> <p>Continue to pursue design and installation of Living Innovation Zones in partnership with CBD's, local non-profits, companies, and other property owners.</p> <p>Engage local stakeholders in Market Street Prototyping festival to identify which installations and activation ideas best serve the residents, businesses and local organizations along this stretch of Central Market.</p> <p>City agencies offer support to Central Market CBD around temporary projects such as the arts barricade and evening arts walks.</p>	Public Realm	



Action Zone D: Center for New Music



Action Zone E: The Hall

Neighborhood Wide Objectives (cont'd)

Action Items	Subcommittee	Framework Categories
Cleanliness		
Continue OCEIA Community Safety Ambassadors' presence on Central Market, Sixth Street and the Tenderloin and ensure coordination with other City agencies and Community Benefit Districts.	Sidewalk Safety and Cleaning	 
Support community-based efforts to clean and initiate positive activation on sidewalks (e.g. Four Corner Fridays, Take Back the Block) with equipment/supplies, pro bono assistance, volunteers, and funding.	Sidewalk Safety and Cleaning	
Job Opportunities		
Pursue opportunities to develop or expand a sidewalk cleaning, safety ambassador, or similar program that hires formerly homeless or low income Tenderloin residents to participate in activities and programs aimed at improving the neighborhood.	Jobs and Training	 
Assist new businesses, including retail and non-tech large employers, in hiring locally by providing coordinated recruiting and screening services through the JobsNow infrastructure and community partners, as well as assisting with First Source as appropriate.	Jobs and Training	 
Explore establishment/expansion of a neighborhood lead organization, such as the Homeless Employment Collaborative, to better coordinate among service providers and to provide a go-to for recruiting and training candidates for primarily hospitality and retail positions in conjunction with City staff business representatives.	Jobs and Training	 
Support and promote TechSF and other job readiness, training, and internship programs/partnerships that help tech companies hire local or low-income and diverse entry-level workers.	Jobs and Training	 
Continue to administer Central Market/Tenderloin Payroll Tax Exclusion to help promote job growth in the area, and support implementation of Community Benefit Agreements.	Jobs and Training	
Mental Health		
Create a Tenderloin mental health resource team comprising a mental health clinician and a peer specialist. The team would be a resource on call for street outreach teams and other City or nonprofit social service providers in the neighborhood. The team would also provide training for OCEIA community safety ambassadors, Community Benefits District (CBD) ambassadors and crew, and Street Violence Prevention workers.	Sidewalk Safety and Cleaning	 
Create a social day program for severely mentally ill individuals or those with dual mental illness and substance abuse diagnoses. Such a program would provide opportunities for socialization, recreation, life skills building, and vocational rehabilitation.	Sidewalk Safety and Cleaning	

EXCELSIOR OUTER MISSION NEIGHBORHOOD STRATEGY



Envisioning a future for
more vibrant, inclusive,
and stronger
neighborhoods.

NEIGHBORHOOD STRATEGY

Vision

Where do we want to go?

No commercial vacancies and active storefronts

Strategy

What strategies can we use to realize that vision?

Pop-up shop and activation by artists

Implementation

What strategies are most impactful? Which should be pursued first?

Near-term intervention, budget support, permitting.

PHASE 1 AND 2 TIMELINE

2017

2018

April

September

October

April

Phase 1:

Mission Street & Geneva Avenue

- April – September 2017
- What is the vision for the look, feel, and life of Mission & Geneva?

Phase 2:

Surrounding Neighborhoods

- October 2017– April 2018
- What is the vision for the look, feel, and life of the surrounding neighborhoods?

Who is involved and their role

Lead Agencies: Planning & OEWD

Partner Agencies: Public Works, Municipal Transit Authority, Mayor's Office of Housing and Community Development

Supporting Agencies: Department of Building Inspection, Public Utilities Commission, Recreation and Parks, SF Police Department, Others

Supervisor Safaí

Excelsior Action Group

Neighborhood Stakeholders & Residents

Working Group

Process and Decision Making

- Role & Responsibilities of the Working Group
- Process & Schedule
- Recommendations
- How do we say yes or no?

Role & Responsibilities

- Advisory group providing feedback and insight to staff on the development of the Excelsior & Outer Mission Neighborhood Strategy
- Informal body
- This is not a formal body
- Not a political body
- Not directing staff
- This is not
 - Planning Commission
 - Community Advisory Committee

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PROCESS & DECISIONS

Vision – Large Group

Staff will facilitate activities & discussion.

Working Group will recommend vision statements.

Strategy - Subgroups

Staff will facilitate meetings and provide proposals related to the goals for consideration.

Subgroups will consider, and recommend and prioritize policies, programs, projects.

Final Strategy

Staff will facilitate activities & discussion

Working group will provide support (or not) for subgroup recommendations

Staff & Working group will gather public input.

Present to *Planning Commission* for endorsement.

Excelsior & Outer Mission Phase 1 Working Group

Proposed Calendar

May	Kick Off Meeting	Recruit for Working Group	Survey
	done!	done	released online
June	Survey & "Pop Up" Workshops	Working Group	
	Purpose: Increase survey response and project awareness by hosting popup workshops at local cafes, senior center, etc.	Finalize participants; schedule first meeting	
July	WG Orientation	WG Meeting 1	Survey & "Pop Up" Workshops
	Meeting topics: Organization of working group; schedule; decision-making structure. Homework: Goals	Purpose: Decide on Vision Statements; review draft existing conditions	Purpose: Increase survey response and project awareness by hosting popup workshops at local cafes, senior center, etc.
August	WG Meeting 2 (subgroups)	WG Meeting 3 (subgroups)	Focus Groups
	Purpose: Presentation of best practices; discuss proposals for policies, programs, and projects that help realize vision.	Purpose: Continue discussion of proposals.	Purpose: Working Group subgroups host focus groups as needed to gain more insight on their topic area
September	WG Meeting 4 (subgroups)	WG Meeting 5	
	Purpose: Further refine proposals and finalize key strategies.	Purpose: Full working group meets together to share proposed strategies; prep for Sunday Streets	
October	Sunday Streets - October 1	WG Meeting 6	Publish & Publicize
	Use booth & table at event to get final feedback and buy-in on strategy.	Purpose: Finalize neighborhood strategy based on community input	Publish Phase One Strategy

Potential Subgroup Topic Areas

- Land Use & Housing
- Public Realm
- Commercial & Business Support
- Mobility – Getting into, out of, and around the Neighborhood

Saying Yes & No

- **Ways to Decide**
 - 50 + 1 Majority
 - 2/3 Majority
 - No objections – “I can live with it”
- **Document everything, even disagreement**

Staying Organized

- Meeting dates and times
- Group Communication
 - Email
 - Sharing Contact Information
 - Sharing Documents
- Agendas
- Format for Notes
 - Note Taking
 - Distribution

Next Steps and Meetings

■ Immediate Next Steps

- Review Vision Statements

 - Will also receive public workshop updates via email

- Review examples of strategies

- Consider subgroup topic

- Survey! Complete & share!

■ Next Meeting

Wednesday July 26, 2017 5:00 – 7:00 pm