

Mission Action Plan 2020

A Plan for and Community Discussion
on Affordability



Today's Objective



- Since last year, a set of community organizations and the City have been working to research the ideas collected from last year's community meeting and implementing some immediate solutions.
- Today: We want to hear from you again to prioritize the solutions.

Today's Agenda



- I. Welcome & Background
(why are we here?)
- II. Small Groups Discussion:
We Hear from You
- III. Table Report Backs & Next
Steps



Why Are We Here?

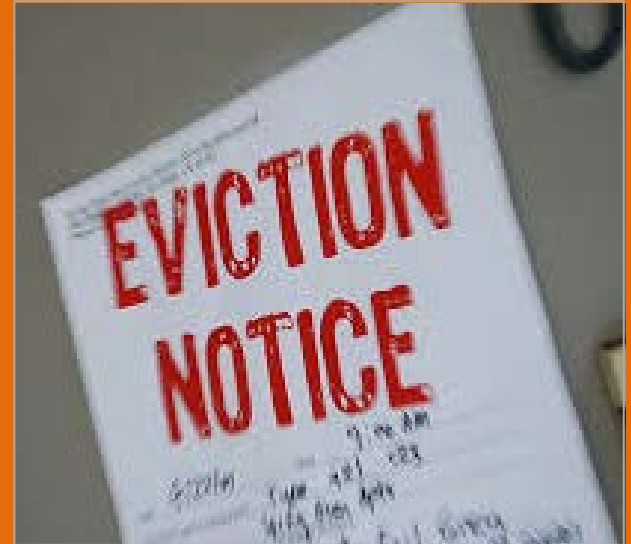
Challenges and Trends in the Mission



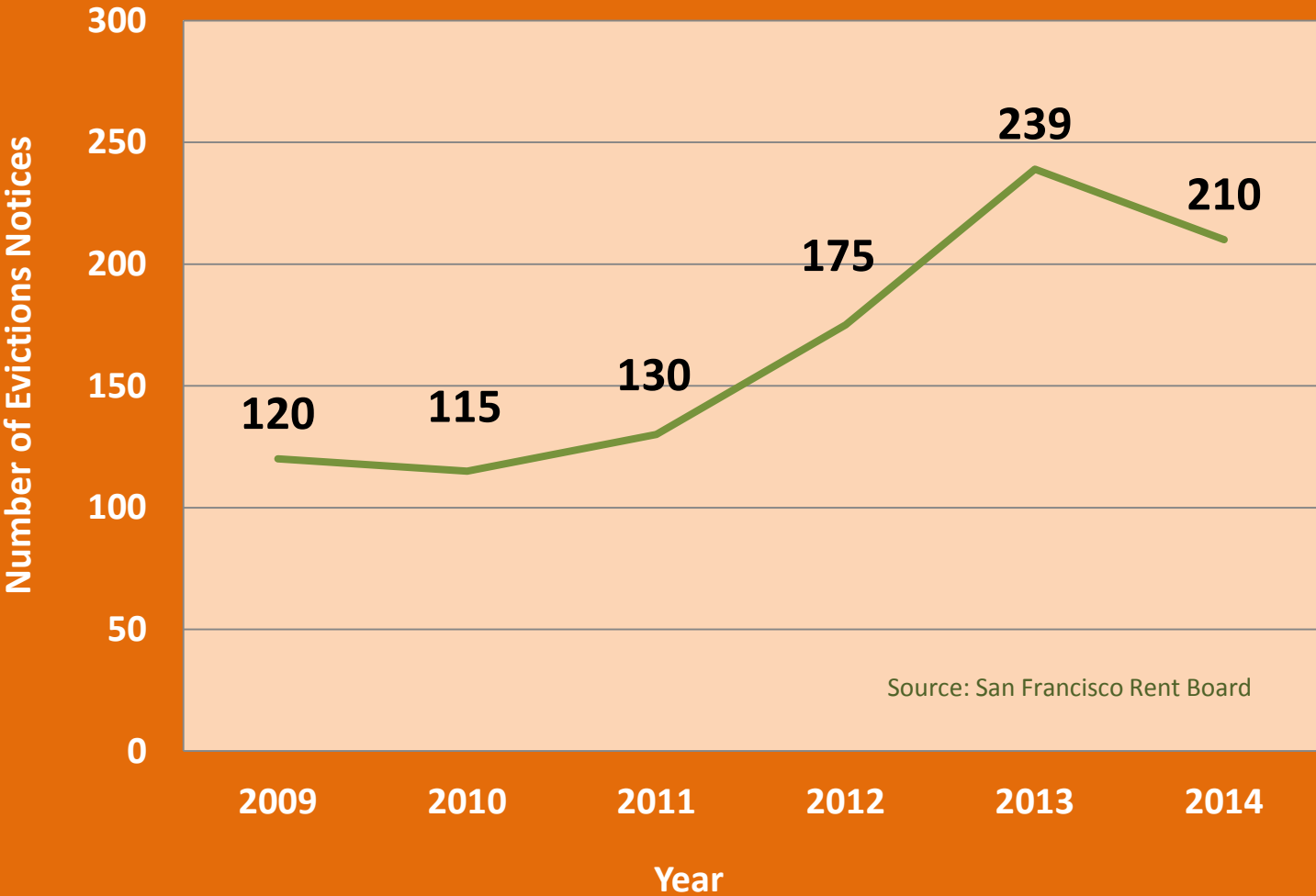
Housing (Un)Affordability & Displacement

Displacement & Loss

- Loss of approximately 650 low- to moderate-income households (e.g., \$30,000 to \$120,000 for a family of four) from 2009-2014.
- 1,174 Latinos left the neighborhood between 2010-13 declining to 38.5 percent of the population (small increase in 2014).
 - 50 % of the population in 2000.
- 989 eviction notices issued between 2009-2014.
- Homeless count in D9 (2013): 507.



Evictions Filed in the Mission





Neighborhood Businesses, Arts & Community Resources

Businesses



- Small businesses, arts organizations and nonprofits are closing due to short-term or month-to-month lease renewals, which often double or triple their rents.
- Over the last 10 years, Mission Street alone has seen changes of use from general retail to food and beverage establishments – typically high-end restaurants and cafes.

Response in the Community to the Crisis





City & Community Partnership

The goal of the Mission Action Plan (MAP) 2020 is to retain & attract low- and moderate-income residents, community-serving small businesses, arts (including PDR) and nonprofits to strengthen and preserve the socioeconomic diversity of the Mission neighborhood.

Mission Action Plan 2020 Objectives

Protect tenants and preserve existing rent-controlled housing and SROs.

Maintain the socio-economic diversity of the neighborhood.

Increase job opportunities and career paths for the community.

Stem the loss of community businesses, cultural resources and social services.

Retain and promote Production, Distribution and Repair (PDR) and other high-paying jobs.

Build more 100 percent affordable units.

LOOKING BACK: Accomplishments to Date



- Neighborhood preference legislation.
- Increased resources for legal representation for tenants.
- Expedited 100 percent affordable sites (more than 300 units).
- Acquired an additional affordable site – 490 South Van Ness.
- Dedicated funding for the Mission in the Bond.

LOOKING BACK: Accomplishments to Date

- Placed higher scrutiny for market-rate projects through interim controls.
- Launched a nonprofit and creative-space displacement program, with \$4.5 million in funding.
- Increased resources for PDR enforcement and technical assistance.
- Related effort: Calle 24 and Legacy Business.



What's next?!

What Else Can We Do and How to Prioritize?



- Types of solutions:
 - Legislation through City Hall.
 - Ballot measures.
 - Programs and staffing (e.g., education, arts and enforcement staff).
 - Funding ideas (everything needs \$\$\$!).
- Prioritize each solution based on how long it would take, how it can get done, how much money it needs, as well as the legal, financial and other constraints.

Sample Solutions under Consideration

WHAT	POTENTIAL IMPACT ¹	WHO	WHEN ²	HOW MUCH ³	HOW & STATUS
Services that facilitate residents access to housing, such as <u>application assistance and outreach</u>	Large - broad tenant community	MOHCD	Short	\$\$	Program - not underway
Culturally responsive strategies that provide tenant <u>counseling & community education</u>	Large - broad tenant community	MOHCD	Short	\$	Program & Funding - underway
Full <u>legal representation</u> (tenant counseling & legal fund)	Med to Large - depends on # of cases	MOHCD	Short	\$\$	Funding - underway
Site (public, nonprofit, private) acquisition to build <u>new 100% affordable housing</u>	Small / Incremental - depends on # of units per building	MOHCD	ongoing	\$\$\$ - \$\$\$\$	Funding - underway / existing program
Continue programs and replenish <u>funds for existing rent-controlled buildings</u> (Small Sites & larger buildings)	Small / incremental - depends on # of units (but retains existing tenants)	MOHCD	ongoing	\$\$\$ - \$\$\$\$	Funding - underway / existing program
<u>Enforcement staffing</u> (for various - residential hotels, housing, PDR/light-industrials, evictions, etc)	Medium - # depends on cases	DBI, Planning, Rent Board, others	short	\$\$-\$	Staffing - underway
<u>Education</u> in Planning, Community & Legislative Issues (for City staff and community)	Large - broader community	Planning and community led.	short	\$\$	Program - not underway
<u>Improvements to process for reviewing development projects</u> for community to engage early in the process	Med - depends on # of projects & significance	Planning	Short	\$	Process improvement - underway
Other? _____					

¹ Impact: Small - serves a few people/households/businesses/organizations affected / in need (e.g., 1-100 per instance per week, month or year depending on service), Med - serves more people/households/businesses/organizations affected / in need per instance (e.g. 100-1000), Large - serves most people/households/businesses/organizations affected / in need per instance (e.g. greater than 1000)

² Timing: Short (3-9 months), Med (9-18 months), Long (18+ months)

³ Approximate Cost: \$: 50-1 mill range - a study, staffing or smaller program; \$\$: 1-50 million range; \$\$\$: 50-100 million range; \$\$\$\$: 100-500 million range; \$\$\$\$\$: greater than 500 million / billions range

What are we doing today:

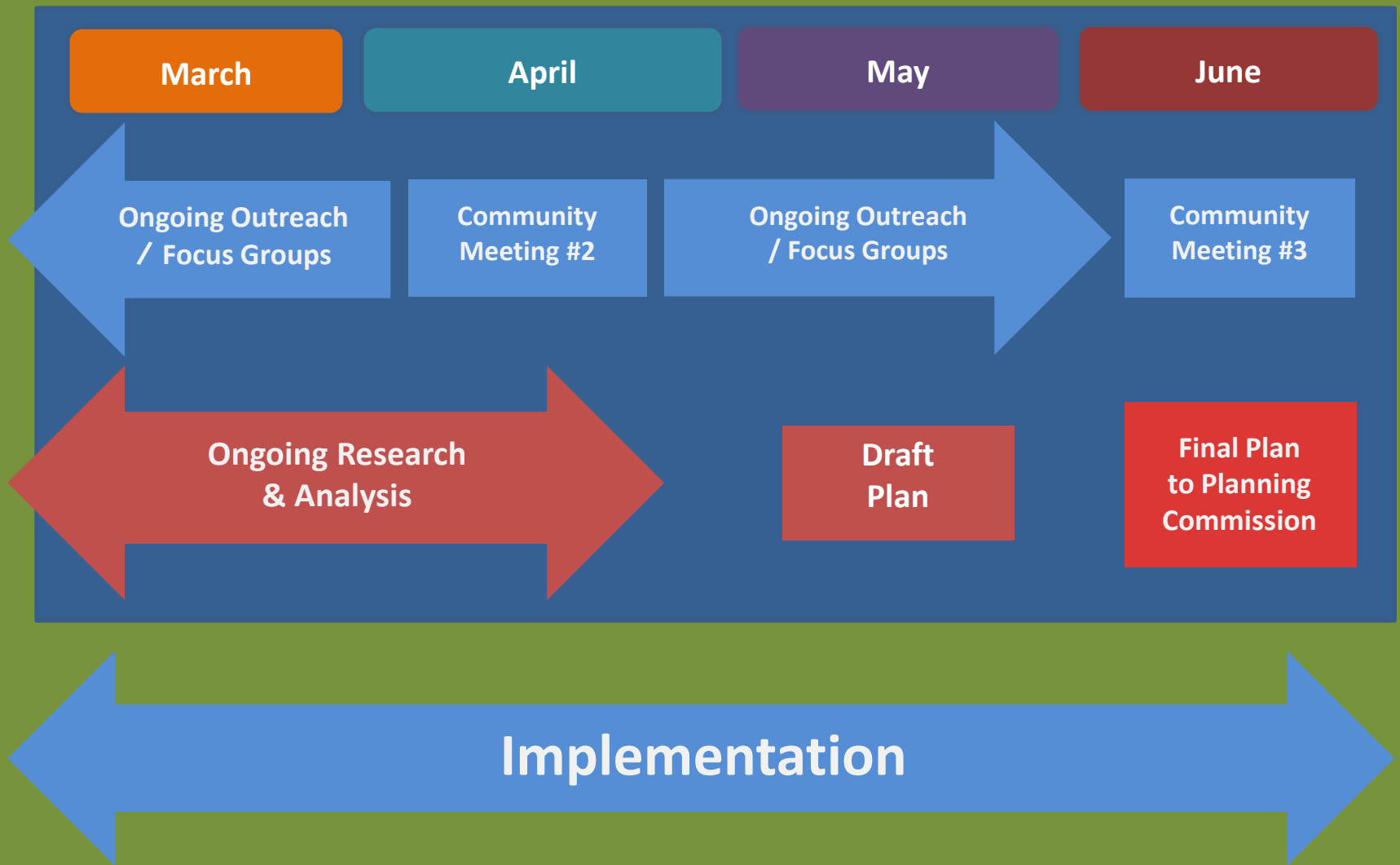


- You are seated at a small group table topic:
 - Affordable housing.
 - Tenant protections and SROs.
 - Economic Development.
 - Funding and Miscellaneous topics, including Community Planning/Participation.
- Each table has a City and community organization pair for technical or other questions.
- A facilitator will lead the conversation (60 minutes total).



Activity

Remaining MAP 2020 Project Timeline & Next Steps



Next Steps



Topic meetings:

- Tenant protections, SROs & homelessness – Tue, April 19, 5-7 PM.
- Housing production and funding – Wed, April 27, 5-6:30.
- Economic development – Mon, May 2, 5-6:30.

Planning Commission hearings:

- May 5
- June 2
- June 23

Final community meeting:

- June – date TBD

Thank You for Your Participation!

Contacts:

- Claudia Flores – Claudia.Flores@sfgov.org
 - 415-558-6473
- Dairo Romero (Español) – Dromero@medasf.org
 - 415-282-3334 ext. 103

2162-03302016