



# MISSION ACTION PLAN 2020

ANNUAL STATUS REPORT  
DECEMBER 2019

# ACKNOWLEDGEMENTS

Many City agencies and community organizations and coalitions have participated in MAP2020. Others will be added as requested:

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- The Office of Mayor Mark Farrell
- The Office of Mayor Ed Lee
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- San Francisco Planning Department
- Mayor's Office of Housing and Community Development (MOHCD)
- San Francisco Municipal Transportation Agency
- San Francisco Arts Commission
- Health Services Agency (HSA)
- Department of Building Inspection (DBI)
- San Francisco Rent Board
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- The Day Laborer Program and Women's Collective
- Mission Economic Development Agency (MEDA)
- Calle 24 Latino Cultural District
- Pacific Felt Factory
- United to Save the Mission
- Mission Neighborhood Centers
- PODER

These organizations and groups have also provided input at different stages of the process:

- San Francisco Housing Action Coalition
- SPUR
- Mission Dolores Neighborhood Association
- Mission YiMBY
- Central Mission Neighbors Association
- Northeast Mission Business Association
- Hispanic Chamber of Commerce
- HOMEY
- Mission Merchants Association
- SFMade
- The Brewers Guild
- Golden Gate Restaurant Association
- SF Latino Parity and Equity Coalition

For other information related to MAP2020 and the Mission community please visit:

<https://www.facebook.com/missionactionplan2020>



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Note: This is not solely a City product. This report is a joint product of this specific effort between City and community participants. Some of the views in the report are solely the City's and some are solely from community participants. Where there is disagreement on a topic, it is clearly stated as a way to call out an area where there is more work to be done and conversations to continue.





Photo by Sergio Ruiz.



# INTRODUCTION

This is the second annual Mission Action Plan 2020 (MAP2020) Status Report. The results of a City-community partnership, MAP2020 tracks and analyzes short and long-term demographic, housing and other development, and economic trends in order to create solutions and direct investment toward mitigating displacement and gentrification pressures facing vulnerable residents, arts organizations, artists, nonprofits, and businesses in the Mission District. MAP2020 was endorsed by the San Francisco Planning Commission in 2017 and recognizes that changes observed in the Mission are not “natural” demographic shifts resulting from individual households choosing to move elsewhere but caused by the pace of economic growth and housing development - particularly affordable housing not keeping up - taking place in San Francisco that has led to the displacement of many households.

This report provides updates on MAP2020 investments, programs, and data trends impacting the Mission neighborhood based on information available as of December 2019. The major Mission data trends tracked by this report are the number of evictions in the Mission, demographic changes, the number of low- to moderate-income households, the status of affordable housing production, and the status of community-serving businesses and PDR. Additionally, this report updates progress on MAP2020’s original 64 solutions and specific targets.

The Planning Commission, Board of Supervisors, and public will continue to be updated on MAP2020 progress as requested or necessary. In the future, MAP2020 status reports will also be released in the below formats and frequency:

- **Annual Status Report** – A high-level report providing updates on the most significant changes year-to-year in the action plan, Mission data trends, and progress on solutions since the previous year.
- **Five-Year Status Report** – A robust report that dives deeper into the analysis of historical trends that can best be tracked in longer increments. This report may also provide additional research information, case-studies, and recommendations aimed at countering gentrification and displacement as determined by the need and community process.



The data for this report was collected from census tracts 177, 201, 202, 207, 208, 209, 210, 228.01, 228.02, 228.03, 229.01, 229.02 and 229.03, as outlined below.





# EXECUTIVE SUMMARY

## Tracking Trends

Tracking demographic, housing and other development, as well as economic trends in the Mission will continue to help the City and the community understand changes taking place in the neighborhood. To track trends, we rely primarily on Census data, but draw on other data sources as well as build on the data that was in the original MAP2020 report and subsequent 2018 status report.

Evictions are still a great concern in the Mission. Eviction notice totals have followed an alternating pattern of increasing and decreasing annually since 2013 (See [Table 5](#)). There were 178 evictions reported to the San Francisco Rent Board in 2018, up from 144 in 2017. Additionally, in 2018, there were 44 buyout agreements, close to double the 24 reported buyouts in 2017. As of early November, 2019, there were 176 eviction notices and 46 buyouts filed with the Rent Board, indicating that eviction notices are on track to increase for 2019 and buyout agreements have increased.

The second trend tracked by MAP2020, as a barometer for change, is the Latino population in the Mission District. This population has decreased significantly from its 2000 level when it was 50% of the population according to Census data. The decline of the Latino population appears to have slowed in the latter half of that 20-year span, as the percentage of Latinos in the Mission has held between 38%-39% since 2011 (See [Table 2](#)). Between 2012-2015, the number of Latinos in the Mission had shown slight increases, registering at 22,088 in 2017, up from 21,043 in 2011. However, in 2016 and 2017 the Mission's Latino population did show decreases. Declines in this population are a great concern to the Latino community in the Mission. The next status report will be released earlier in 2020 in order to see if a downward trend in the population continues, as Census data for 2018 becomes available at the end of 2019. Of note, there was significant increase in the

Mission's White population to 55% in 2017, up from 40% in 2016.

The lowest AMI bracket (<30% of AMI) increased slightly in 2017, registering at 25% (up from 24% in 2016) and has continued to rise incrementally since 2000 when it was 20%. Since the previous report, the percentage of low-income households (>50% to <80% AMI) in the Mission saw a slight decrease, continuing its downward trend (See [Table 3](#)). Moderate income households (>80% to <120% AMI) saw a slight increase in 2017. Middle income households (>120% to <150% AMI) saw a very slight increase in 2017. The highest income households (>200% of AMI) increased to 21% in 2017, up from 18% in 2016. Of note, the highest income households in the Mission have increased overall in percentage year over year and more than doubled since 2000. Both the lowest and highest income households (<30% of AMI and >200% of AMI) continue to register increases and made up 46% of the Mission in 2017, up from 42% in 2016. These trends indicate the income gap between in the Mission District continues to widen and is of concern to both the Mission community and the City.

## Solutions And Targets

MAP2020 includes 64 specific solutions under seven broad issue areas. Currently in 2019, 59 or more than 90% of the solutions are underway. In addition to the solutions, MAP2020 sets targets, which are the anticipated results of the cumulative impact of solutions. Targets have been set in the following areas: affordable housing production and stabilization, assistance and retention for small businesses and nonprofits, as well as for Single Room Occupancy (SROs) and Production Distribution and Repair (PDR) spaces. Targets for homelessness and community planning have yet to be determined. Homelessness targets are hard to quantify at the neighborhood level.



## Snapshot of status on targets:

- The status of the affordable housing production target is at 1,006+ units, out of an aspirational target of 1,700-2,400 units, and is up from 989 reported in the 2018 Status Report (this includes 100% affordable new construction, acquisition and rehabilitation of small sites, and inclusionary units in the development pipeline). The City also recently purchased 1515 South Van Ness and will be developing it as 100% affordable housing. The total City investment of \$317 million since the origins of MAP2020 is a significant investment. Additionally, San Francisco voters also passed Proposition A in the November 2019 election, which is a \$600 million affordable housing bond with a production target of 2,800 units Citywide. The number of units that will be developed in the Mission District is still to be determined.
- The housing stabilization target of serving 900 clients annually with at least one kind of eviction prevention or tenant counseling service was exceeded in 2018-19, with 1,441 Mission households being served. Overall investment totaled near \$11M (up from \$8M in 2017-18). In 2018-19, eviction related legal services were provided to 376 Mission households, housing counseling to access affordable housing opportunities was given to 862 Mission households, and 203 Mission households received tenants' rights education and counseling.
- The preliminary target for Production, Distribution and Repair (PDR) space is the creation of 100,000-151,000 square feet of PDR space. This assumes no significant unanticipated loss of existing PDR. This target will be best measured in the upcoming 5-year status report. While the Planning Department tracks PDR, determining the best year of final PDR production for the purposes of MAP2020 reporting is still in progress.
- The small business targets were carried over from last year's Status Report. The following were the targets completed for business referrals and assistance. The average visits per month were

lower than expected due to a gap in staffing between January-April 2019, however the targets are on track to meet or exceed goals in 2019. The report period for the small business support is July 2018-June 2019.

**Table 1.**

### Small Business Support in the Mission 2018-2019

Activity	Goal	Actual
Business Referrals	40	61
Business that received program assistance	20	48
Business interactions	300	215
Average visits per month	30	18

Source: San Francisco Office of Economic and Workforce Development

- Overall, in fiscal year 2018 and 2019 the Office of Economic and Workforce Development's (OEWD) Nonprofit Sustainability Initiative awarded \$4,353,391 in real estate assistance to 23 nonprofits that identify 94110 as their primary or secondary region of services, and that have a track record of serving low-income or historically underserved communities. These funds stabilized 95,734 square feet of nonprofit space and seeded the creation or acquisition of 53,922 square feet of newly nonprofit-owned space in the Mission. Additionally, the Nonprofit Development Manager directly assisted 297 nonprofits with 468 requests related to relocation, retention, and growth.

Overall, while the City and community partners continue to implement and make progress toward these targets, the demographic trends, particularly the continuing decline of low to moderate income households and the number of evictions and buyouts, indicate that there continues to be a need for community stabilization efforts.



# TRACKING TRENDS

## Demographics

### THE MISSION AND SAN FRANCISCO LATINO POPULATIONS

The Latino population of the Mission (used in this context as a barometer for change in the neighborhood), saw slight declines in 2016 and 2017, reversing the increases between 2012-2015, which is concerning to the Latino community and to community advocates. The Latino population in the Mission is estimated at 22,088 in 2017, down from 22,694 in 2016. By percentage of the Mission population, Latinos have represented between 38%-39% of the population since 2011 (See [Table 2](#)). It will be important to review 2018 data as soon as it becomes available in early 2020 to determine if there continues to be a decline.

While this trend represents a slowing of the decline of the population from the prior 10-year period, it is still worth noting that the Mission District's Latinos made up 50% of the total population in 2000 and have registered decreases since 2016. Parallel to the most recent declines in the Latino population, the White population

**Table 2.** Hispanic Population in the Mission

Year	Hispanic Population	Percentage
2000	30,145	50%
2001	29,478	49%
2002	28,811	48%
2003	28,144	47%
2004	27,477	47%
2005	26,810	46%
2006	26,143	45%
2007	25,476	44%
2008	24,809	43%
2009	24,066	41%
2010	23,475	41%
2011	21,043	38%
2012	21,623	39%
2013	21,893	38%
2014	22,058	39%
2015	22,707	39%
2016	22,694	39%
2017	22,088	38%

Source: American Community Survey (ACS)

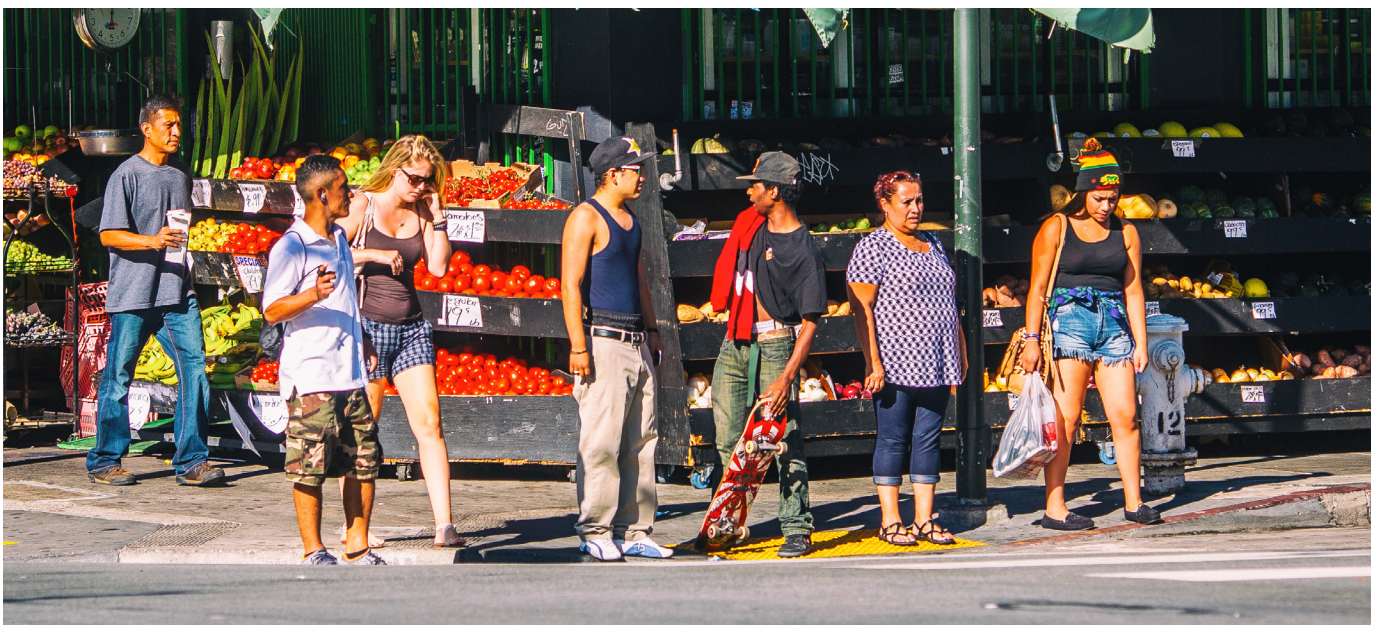
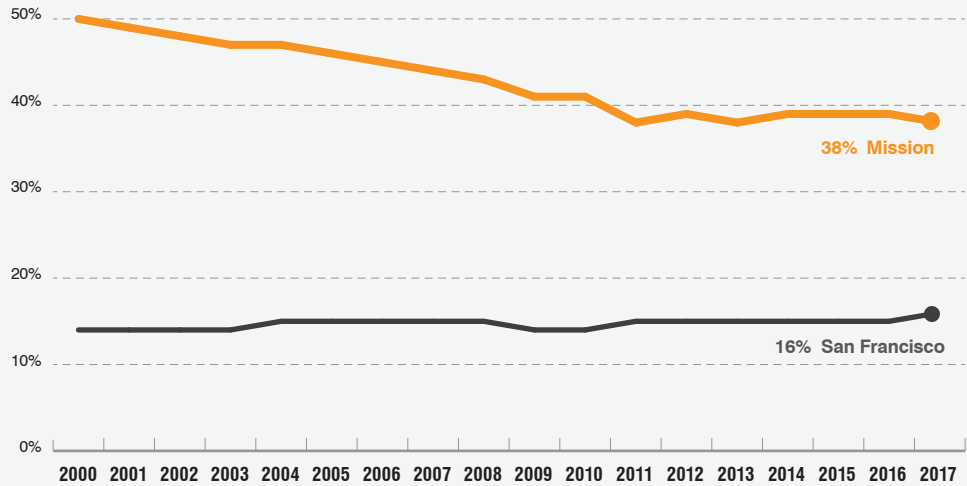


Photo by Thomas Hawk (CC BY-NC 2.0)

**Figure 2.**  
**Percent of Latino/  
Hispanic Population  
in the Mission and  
San Francisco**

Source: American Community  
Survey (ACS)



in the Mission reached 55% in 2017 ACS projections, up from 40% in 2016 and its highest in the years that MAP2020 tracks (2000-2019). While different ethnic/racial and income groups will continue to grow and change, it is important for community advocates working on behalf of working class and people of color to maintain and grow the Latino and working-class populations by preventing unwanted moves and dislocation. Being able to remain and sustain low-income and communities of color is the intention of the MAP2020 stabilization efforts.

Citywide, the San Francisco Latino population has held between 15%-16% of the total city population since 2011 (See [Figure 2](#)). The San Francisco Latino population has incrementally increased in number (not proportion) since 2011, growing from 119,029 in 2011 to 131,949 in 2017.

## OTHER DEMOGRAPHIC SHIFTS

The Mission District continues to see an incremental decline in the proportion of households that primarily speak Spanish in the home (See [Figure 3](#)). Down from 45% in 2000, Spanish speaking households have held between 31%-33% since 2011 and were estimated at 31% of Mission households in 2017 (down from 32% in 2016). The proportion of the Mission's population that speaks English only was 56% in 2017, up slightly from 55% in 2016.

As shown in [Figure 4](#), the population of foreign-born residents in the Mission decreased slightly in 2017, registering at 33%, down from 34% in 2016. This population shows an overall incremental decline since 2010 and was 45% in 2000.

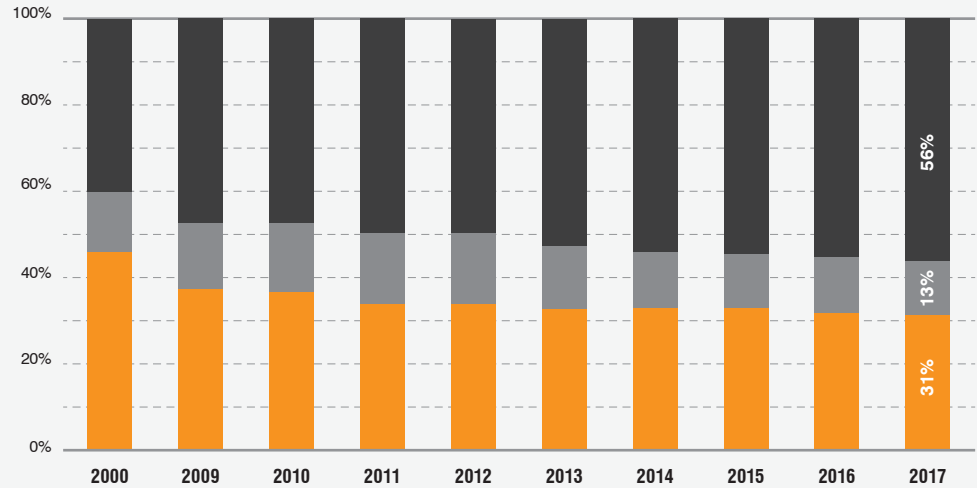
Family households are defined as a household with children under the age of 18. In 2017 the percentage of Mission District households that were family households was 39%, slightly up from 38% in 2016. The percentage of family households in the Mission has held between 38%-40% since 2009, representing a flat trend. Comparatively, the proportion of San Francisco households that are family households has trended upward incrementally since 2010 when it was 45%, to 47% in 2017.



**Figure 3.**  
Language Spoken at Home in the Mission 2000-2017

English  
Other Language  
Spanish

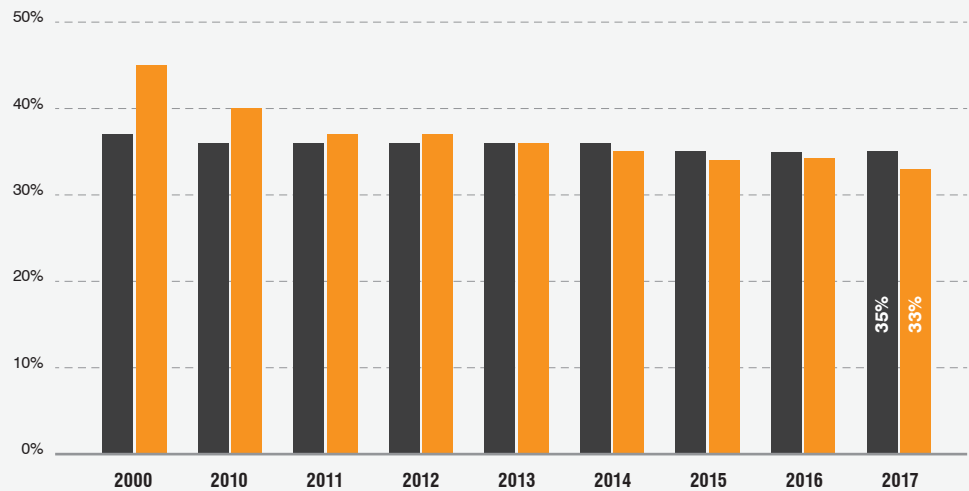
Source: American Community Survey (ACS)



**Figure 4.**  
Foreign-Born Population in the Mission and San Francisco 2000-2017

San Francisco  
Mission

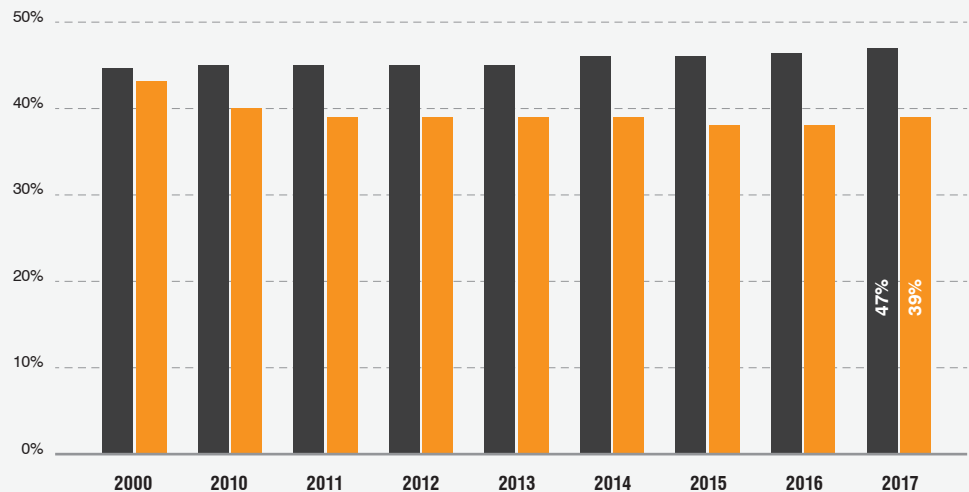
Source: American Community Survey (ACS)



**Figure 5.**  
Percentage of Family Households in the Mission and San Francisco 2000-2017

San Francisco  
Mission

Source: American Community Survey (ACS)



## HOUSEHOLD INCOME IN THE MISSION

According to the Mayor's Office of Housing and Community Development (MOHCD), the San Francisco Area Median Income (AMI) for a family of four in 2019 is \$123,150 (see Table 4), which is significantly higher than California's statewide AMI of \$82,200, as reported by the California Department of Housing and Community Development. In the Mission, the percentage of extremely low-income households (<30% AMI) continues to increase incrementally year over year, registering at 25% in 2017, up slightly from 24% in 2016, and up overall from 20% in 2000 (See Table 3). Very low-income households (>30% AMI to ≤ 50% AMI) dropped from 13% in 2016 to 11% in 2017. Low-income households

(>50% to ≤ 80% AMI) have continued a slow downward trend since 2014 and overall since 2000, registering at 12% in 2017, down from 13% in 2016 and down from 19% in 2000.

Moderate-income households (>80% to ≤ 120% AMI) saw a very slight increase in 2017, showing at 16%, up from 15% in 2016. The sum of all AMI brackets less than 120% of AMI was 64.19% in 2017, roughly the same as 2016 (64.40%). This figure is down nearly 10% since 2000 when it was 75%. In 2017, households in the greater than 200% AMI bracket reached 21%, up from 18% in 2016 and more than double the 9% figure in 2000 (See Table 3).

**Table 3. Percent of Households by Area Median Income in the Mission District by Year**

Income Category	2000	2010	2014	2015	2016	2017
<30% AMI	19.99%	20.65%	21.75%	22.99%	23.55%	25.10%
>30% to ≤ 50% AMI	12.75%	15.48%	13.73%	13.12%	12.96%	10.96%
>50% to ≤ 80% AMI	19.70%	16.75%	15.30%	13.73%	13.30%	12.22%
>80% to ≤ 100% AMI	12.17%	8.58%	7.49%	6.65%	6.96%	8.04%
>100% to ≤ 120% AMI	10.02%	7.78%	7.50%	7.16%	7.63%	7.87%
Subtotal ≤ 120% AMI	74.63%	69.24%	65.78	63.65%	64.40%	64.19%
>120% to ≤ 150% AMI	8.02%	8.50%	9.03%	8.96%	8.15%	8.48%
>150% to ≤ 200% AMI	8.61%	8.49%	8.42%	8.84%	9.47%	6.02%
> 200% AMI	8.74%	13.77%	16.77%	18.54%	17.97%	21.30%
Total Households	100%	100%	100%	100%	100%	100%

Source: American Community Survey (ACS). For the purpose of this analysis, the Mission is defined by census tracts 177, 201, 202, 207, 208, 209, 210, 228.01, 228.02, 228.03, 229.01, 229.02, and 229.03

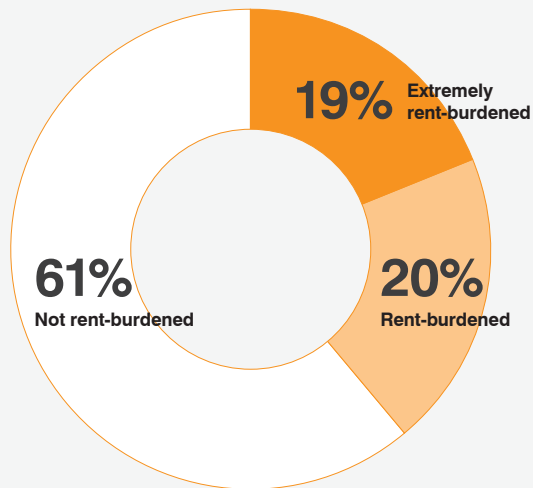
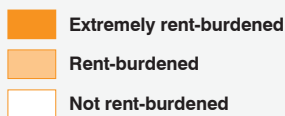
**Table 4. San Francisco Area Median Four-person Family Income by Year**

AMI	2000	2010	2014	2015	2016	2017	2018	2019
30%	\$19,064	\$25,733	\$28,017	\$28,901	\$31,009	\$34,600	\$35,500	\$36,950
50%	\$31,773	\$42,889	\$46,696	\$48,168	\$51,682	\$57,650	\$59,200	\$61,600
80%	\$50,836	\$68,622	\$74,713	\$77,069	\$82,690	\$92,250	\$94,700	\$98,500
100%	\$63,545	\$85,778	\$93,391	\$96,336	\$103,363	\$115,300	\$118,400	\$123,150
120%	\$76,254	\$102,934	\$112,069	\$115,603	\$124,036	\$138,350	\$142,100	\$147,800
150%	\$95,318	\$128,667	\$140,087	\$144,504	\$155,045	\$172,950	\$177,600	\$184,750
200%	\$127,090	\$171,556	\$186,782	\$192,672	\$206,726	\$230,600	\$236,800	\$246,300

Source: <https://sfmohcd.org/sites/default/files/FileCenter/Documents/2017%20AMI-IncomeLimits-HMFA.pdf>

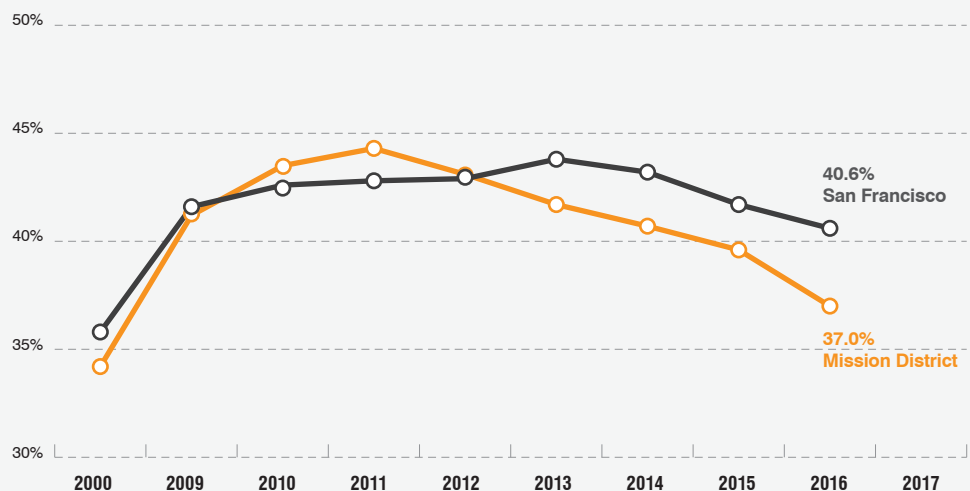
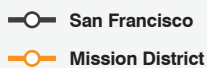


**Figure 6.**  
**Rent-burden in the Mission**  
**(2017)**



Source: American Community Survey (ACS)

**Figure 7.**  
**Rent-burden in the**  
**Mission and San**  
**Francisco (2017)**



Source: American Community Survey (ACS)

Since 2014, the percentages of highest and lowest income households have increased year over year, except for 2016 when the greater than 200% of AMI bracket saw a slight decrease. In the same time period, the percentage of very low and low-income households have shown declines, while moderate-income households are registering flat trends. In 2017 the less than 30% of AMI and 200% of AMI brackets composed nearly 46% of all Mission households, up from 42% in 2016. These trends indicate an income gap among Mission households continues to widen.

A renter is considered rent-burdened when they are spending more than 30% of their income on rent. An extremely rent-burdened renter is someone that spends more than 50% of their income on rent. Rent-burdened households in the Mission saw a slight increase since the last report. In 2017, 76% of Mission households were renter occupied. Of those households, 39% were either rent-burdened or extremely rent-burdened (See [Figure 6](#)), up from 37% in 2016. Rent burden is another key trend to watch in tandem with the income gap.

## Housing

Neighborhood affordability (housing, business space, goods and services) is critical to retaining working-class residents, families, and the Latino cultural enclave in the Mission (a MAP2020 goal). The Mission District has traditionally provided a place for this, however since 2000 this neighborhood has seen declines in the proportion of family households, housing affordability, and the Latino population. This section provides updates on MAP2020 housing related trends.

### HOUSING CONDITIONS FOR MISSION RESIDENTS

The Mission District had an estimated 24,168 households in 2017, down from 24,341 in 2016. Overcrowding (defined as more than one person occupying each room in a unit) had decreased overall between 2000-2015, possibly due to the loss of low-income families, but began to increase in 2016

(See [Figure 8](#)). The percentage of Mission renters experiencing overcrowding registered at 11% in 2016, up from 7% in 2015. In 2017, this figure remained the same, with 11% of Mission renters experiencing overcrowding. Overcrowding in owner-occupied households in the Mission saw an increase from 2% in 2015 to 4% in 2016 (See [Figure 9](#)). In 2017 there was no change, as 4% of owner-occupied households in the Mission were overcrowded.

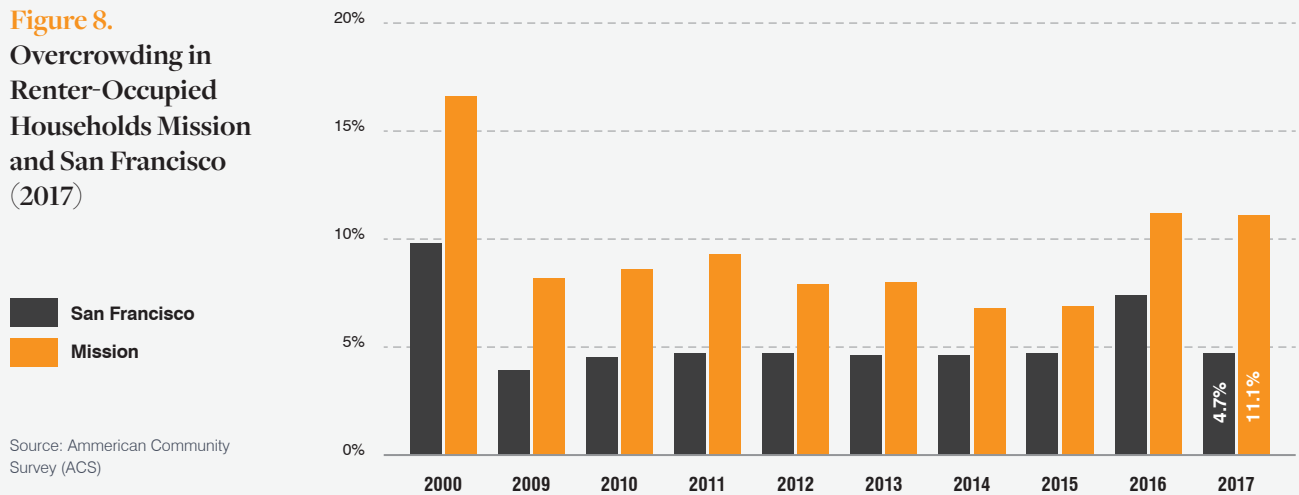
Evictions continue to be a great concern in the Mission. Over 1800 formal/lawful eviction notices were given in the Mission between 2011 and November 2019 (See [Table 5](#)). There were 178 evictions filed in 2018, up from 144 in 2017. As well, there were 44 buyout agreements filed with the Rent Board from the Mission District in 2018, nearly double the 24 from 2017. As of early November 2019, there were 176 total eviction notices and 46 buyout agreements filed with the Rent Board, indicating 2019 will likely end with both increases in eviction notices and buyout agreements for Mission residents.



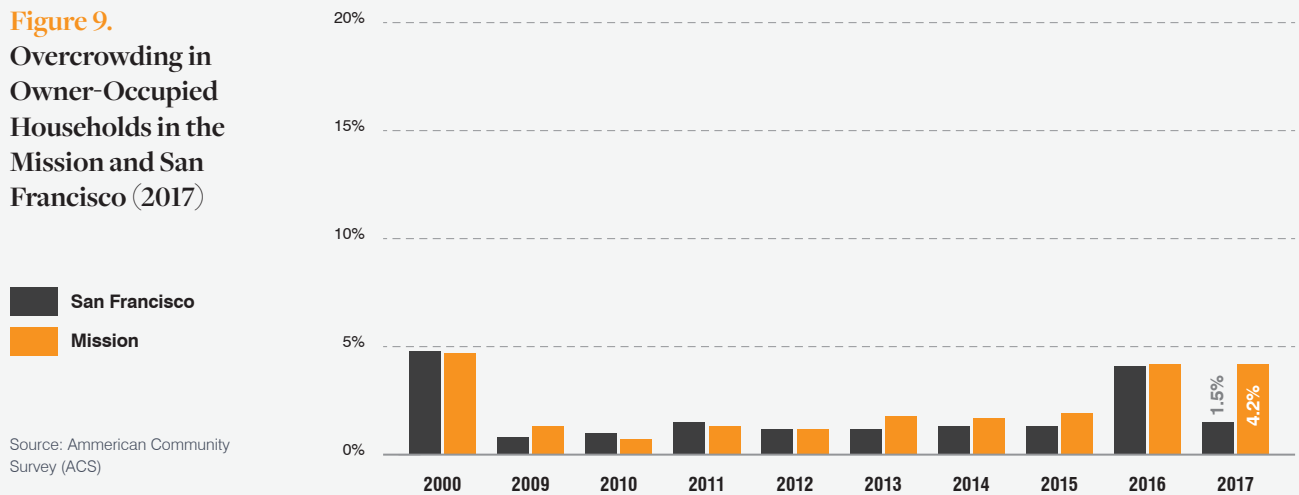
Photo by Thomas Hawk (CC BY-NC 2.0)



**Figure 8.**  
Overcrowding in  
Renter-Occupied  
Households Mission  
and San Francisco  
(2017)



**Figure 9.**  
Overcrowding in  
Owner-Occupied  
Households in the  
Mission and San  
Francisco (2017)



**Table 5. Reported Evictions in the Mission District, 2000 to Q2 2019**

	Owner Move-In	Ellis Act	Other	TOTAL	Pre-Buyout Disclosure Agreements
2000	96	17	141	254	*
2011	17	11	98	126	*
2012	27	33	110	170	*
2013	29	78	130	237	*
2014	15	31	154	200	*
2015	41	22	112	175	90
2016	35	20	127	182	103
2017	29	15	100	144	24
2018	26	31	121	178	44
2019 (partial)	30	30	58	176	46

Source: San Francisco Rent Board

Eviction and buyout data have limitations attributable to one or several of the following causes: reporting of buyouts is difficult to enforce; substantial renovations that result in a permanent relocation are not fully captured; eviction notices captured by the rent board do not include unlawful detainer notices; and intimidation and harassment leading to evictions are difficult to track. In particular, data from the SF Rent Board does not include the vast majority of nonpayment of rent cases—the leading cause of eviction. As a result, the actual eviction numbers are likely higher than what is captured by the City. Given the many eviction prevention and stabilization efforts by the community and the City—through the MAP2020 process, and with other organizing efforts—it is important to continue to track evictions and buyouts.

## CHANGES TO THE EXISTING HOUSING STOCK

In 2018, there were 17 affordable housing units added to the Mission housing stock, up from four in 2017 (See [Table 6](#)). As well, four illegal units were removed and three other units demolished in the Mission in 2018, up from two units removed and zero demolished in the previous year (See [Table 7](#)).

The development pipeline is a tool to view all the real estate development projects that have submitted applications to the City. This includes both market rate and affordable housing projects. [Table 6](#) through [Table 9](#) are included to track: completed affordable housing projects; how many dwelling units are lost; how projects in the pipeline move forward year after year; and the status of commercial development (including PDR).

**Table 6. 2011-2018 Affordable Housing Production, Mission District**

Year	Public Subsidy	Inclusionary	Secondary Units*	Total
2011	-	-	7	7
2012	-	6	5	11
2013	-	40	5	45
2014	-	10	6	16
2015	-	10	7	17
2016		22	-	22
2017	-	4	-	4
2018		6	11	17
<b>TOTAL</b>		<b>94</b>	<b>41</b>	<b>135</b>

\* Secondary Units, also known as Accessory Dwelling Units (ADUs), are considered "naturally affordable" and are not income restricted.

Source: SF Planning Department and Department of Building Inspection.

In [Table 8](#) the data for applications filed (projects not yet entitled) are preliminary and may not capture the likely eventual project in terms of affordable units or other features. Proposed projects do not have to make final declarations on how they are meeting the City's affordable housing inclusionary requirements until entitlement, and so the estimates of affordable units for these projects is typically lower than ultimately built.

While total numbers are still being calculated, a large amount of the Production, Distribution and Repair (PDR) space loss in the Mission in 2018 appears to be due to legitimization approvals of office uses that existed prior to 2008 (See [Table 9](#)). Other main causes seem to be due to projects that are, or will likely be, 100% affordable housing projects or City projects such as the Animal Care & Control facility. The next status report will break down the PDR accounting by zoning district in more detail.



**Table 7. 2011-2018 Dwelling Units Lost, Mission District**

Year	Units Lost Through Alterations by Type of Loss				Units Demolished	Total Units Lost
	Illegal Units Removed	Units Merged into Larger Units	Conversion	Total Alterations		
2011	-	7		7	14	21
2012	-	-		-	-	-
2013	-	1		1	1	12
2014	3	-		3	1	4
2015	4	-	1	5	-	45
2016	4	0	18	22	9	31
2017	2	0	1	3	0	3
2018	4			4	3	7
<b>TOTAL</b>	<b>17</b>	<b>8</b>	<b>20</b>	<b>45</b>	<b>28</b>	<b>73</b>

Source: SF Planning Department and Department of Building Inspection.

**Table 8. 2019 Quarter 2 Development Pipeline, Mission District**

Development Status	No. of Units	No. of Affordable Units	No. of Projects
Under Construction	752	311	34
Planning Application Filed	675	80	26
Planning Approved	66	12	4
Building Permit Filed	503	33	60
Building Permit Approved / Issued / Reinstated	925	465	47
<b>TOTAL</b>	<b>2,921</b>	<b>901</b>	<b>171</b>

Source: SF Planning Department and Department of Building Inspection.

**Table 9. New Commercial Development, Mission District**

Year Completed	Cultural, Institutional, Educational	Medical	Office	PDR / Light Industrial	Retail	Total Commercial Sq Ft
2011	-	-	-	(43,315)	-	(43,315)
2012	-	-	108,400	(98,326)	8,290	18,364
2013	-	-	-	(134,274)	1,670	(132,604)
2014	19,070	15,200	10,491	(72,345)	45,263	17,679
2015	(36,711)	-	-	(1,050)	(10,150)	(47,911)
2016	2,000	0	117,959	(120,364)	3,596	3,191
2017	1,200	0	(1,010)	(9,974)	2,387	(7,397)
2018	-	-	-	(2,340)	6,050	3,710
<b>TOTAL</b>	<b>(14,441)</b>	<b>15,200</b>	<b>235,840</b>	<b>(481,988)</b>	<b>57,106</b>	<b>(188,283)</b>

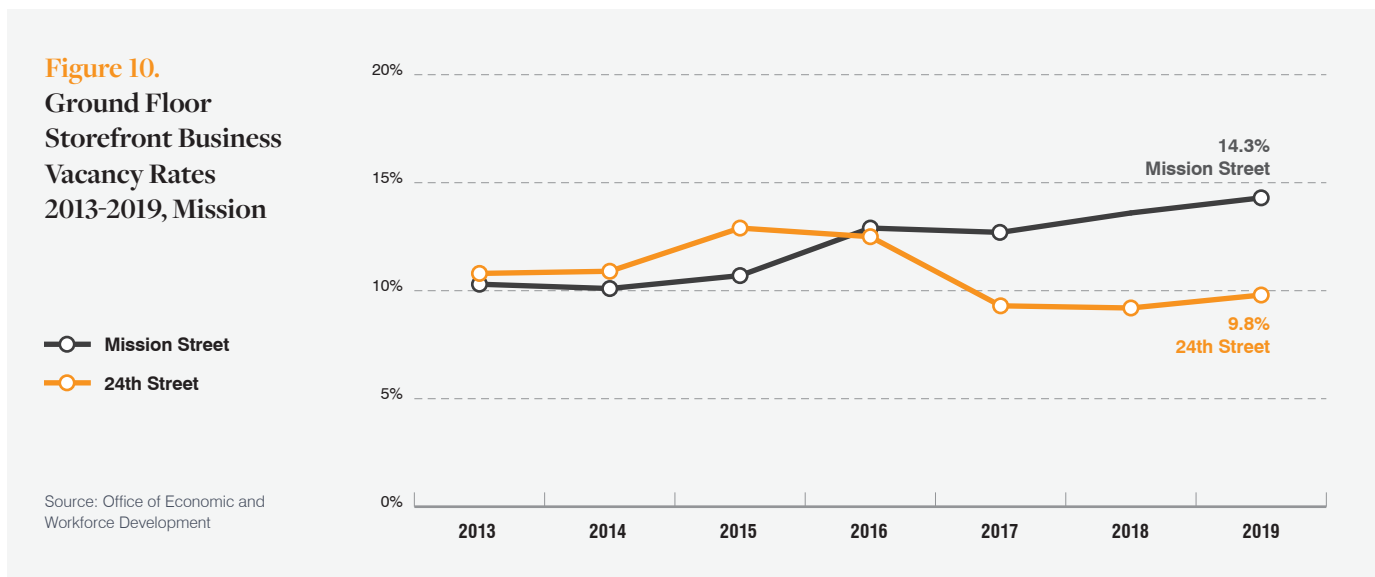
Source: SF Planning Department.  
Note: Parenthesis represent negative figures.

## Economic Development

In addition to the Nonprofit Business Development Division's support to nonprofits in the Mission District, the Office of Economic and Workforce Development (OEWD) has been working diligently to support the Mission community in the areas of: economic development, employment, arts, and Production, Distribution, and Repair space (PDR). Updates on the progress of this work in 2018-2019 are still being calculated and will be represented in the 2020 status report, which will be released earlier in 2020. Also, the five-year MAP2020 Status Report will aim to include a deeper analysis of economic development-related

trends and MAP2020 related impacts on businesses, nonprofits, and arts organizations in the Mission District.

Below is data on ground floor/storefront business vacancy rates for two of the major Mission District economic corridors: 24th Street from Bartlett Street to Potrero Avenue and Mission Street from Duboce Avenue to Cesar Chavez Street. These rates include storefronts that at the time of survey did not have an active business serving the public. A vacant storefront is one that has no active commercial uses because it is empty, under construction or being occupied with a non-commercial use.



**Table 10.** Ground Floor Storefront Business Vacancy Rates 2013-2019, Mission District

	2013	2014	2015	2016	2017	2018	2019
24th Street	10.8%	10.9%	12.9%	12.5%	9.3%	9.2%	9.8%
Mission Street	10.3%	10.1%	10.7%	12.9%	12.7%	13.6%	14.3%

Source: Office of Economic and Workforce Development

**Table 11.** Total Ground Floor Storefront Business 2019, Mission District

	2019
24th Street – Bartlett St. to Potrero Ave.	172
Mission Street – Duboce Ave. to Cesar Chavez St.	538

Source: Office of Economic and Workforce Development

# PROGRESS REPORT

## Solutions & Targets

MAP2020 set 64 solutions and various targets for a number of MAP2020 focus areas such as housing production; housing-related services; production, distribution, and repair; small business; SROs; community planning; homelessness; and nonprofits/community organizations. Targets are the anticipated results of the cumulative investment of the 64 MAP2020 solutions, additional interventions, and other parallel efforts. Appendix A updates the status of all original and additional solutions. As of November 2019, 59 of the 64 (or roughly 90%) of the MAP2020 solutions were underway. Only one of the remaining solutions not underway is likely not feasible. This section provides updates on the progress of MAP2020's solutions and targets.

### 1. Housing Production

Within the Housing Production and Preservation solution area, the MAP2020 process set an aspirational target range of 1,700-2,400 affordable units. To date, the Mayor's office of Housing and Community Development (MOHCD) has invested \$267.4 million in new construction of 100% affordable housing for low-income tenants in the Mission, which includes the most recent purchase of 1515 South Van Ness. As of November 2019, the progress on the production target is 1,006+ units (this includes 100% affordable new construction, acquisition and rehabilitation of small sites, and inclusionary units in the pipeline).

Since MAP2020 started, MOHCD has also invested \$49 million through the Small Sites Program, to purchase and rehabilitate privately-owned properties the Mission in order to maintain their affordability, as well as prevent the displacement of low-income residents. Since the last report, five additional small site properties were purchased, preserving affordability for 42 residential units (See [Table 13](#)).



2060 Folsom Street affordable housing development. Rendering by Y.A. studio in Association with Mithun



**Table 12. Affordable Housing Targets**

Affordable Housing Units	Units
2060 Folsom (127 units)	777
490 South Van Ness (81 units)	
1296 Shotwell (94 units)	
Casa de la Mission (45 units)	
1950 Mission (157 units)	
681 Florida (2070 Bryant) (130 units)	
1990 Folsom (143 units)	
1515 South Van Ness (TBD)	
Inclusionary	87+
Small sites acquisition	142
<b>TOTAL</b>	<b>1006+</b>

Source: SF Planning Department and Mayors Office of Housing and Community Development

**Table 13. Small Sites Acquisitions 2014-2019**

Address	Sponsor	Units	Shared Housing	Acquisition Date
151 Duboce Ave	SFCLT	4		12/23/2014
2976 23rd St	SFCLT		14	5/28/2014
2840 Folsom St	SFCLT	6		9/10/2015
380 San Jose Ave	MEDA	4		1/22/2016
644 Guerrero St	MEDA	4		1/22/2016
3329 20th Street	MEDA	10		11/30/2016
63 Lapidge	MEDA	6		4/14/2017
3198 24th Street	MEDA	8		5/1/2017
1015 Shotwell Street	MEDA	10		5/12/2017
2217 Mission Street	MEDA	8		5/12/2017
1411 Florida Street	MEDA	7		5/24/2017
305 San Carlos Street	MEDA	12		10/31/2017
3353 26th Street	MEDA	10		11/20/2017
3280 17th Street	MEDA	11		1/3/2018
65-69 Woodward	MEDA	6		2/22/2018
654 Capp Street	MEDA	7		5/30/2018
4830 Mission Street	MEDA	21		7/25/2018
El Rio (3158 Mission)	MEDA	8		9/20/2019
<b>TOTALS</b>		<b>142</b>	<b>14</b>	

Source: Mayors Office of Housing and Community Development

## 2. Housing Stabilization

Under the Tenant Empowerment and Eviction Prevention MAP2020 solution area, a target was set to serve 900 Mission clients annually with at least one of three services regarding housing stabilization: eviction-related legal counsel, affordable housing counseling, or tenants' rights counseling. In fiscal year 2018-19 (July 1, 2018- June 30, 2019), the following investments were made by MOHCD, and 1,441 households served in the Mission, exceeding the target for eviction prevention and tenant empowerment:

- **\$6,600,000** has been invested citywide in eviction-related legal services to keep tenants in their home. Citywide, 3,916 households were served, including 376 households in the Mission.
- **\$2,200,000** has been invested citywide in housing counseling to increase access to affordable housing opportunities. Citywide, 5,974 households were served, including 862 households in the Mission.
- **\$1,900,000** has been invested citywide in tenants' rights education and counseling to ensure that tenants know and assert their rights. Citywide, 1,445 households were served, including 203 households in the Mission.

The direct outputs of these investments are the number of households served, as well as the number of quantitative and qualitative reports produced for analysis by MOHCD. Outcomes for these investments are longer-term, so data is not yet available to quantify the impact. However, the Mission District represents the second-most-served neighborhood in eviction-related legal services and the most-served neighborhood in housing counseling and tenant rights education and counseling.

### 3. Production, Distribution and Repair (PDR)

The preliminary target for the creation of PDR space is 100,000-151,000 square feet. This assumes no significant unanticipated loss of existing PDR. This target is still being quantified since it takes time for projects to be completed. This target will be best measured in the 5-year report.

### 4. Small Business Support

The small business targets were carried over from last year's Status Report. The following were the targets completed for business referrals and assistance. Average visits per month were lower than expected due to a gap in staffing between Jan-April, however the targets are on track to meet or exceed goals in 2019. The report period for the small business support is July 2018-June 2019.

**Table 14. Small Business Support in the Mission 2018-2019**

Activity	Goal	Actual
Business Referrals	40	61
Business that received program assistance	20	48
Business interactions	360	215
Average visits per month	30	18

Source: Office of Economic and Workforce Development

The goals established for business referrals and for those that have received business assistance were met and exceeded. Due to a gap in personnel, interactions and average visits per month were slightly lower than the goal set for the fiscal year. However permanent staff is in place and business outreach goals are expected to be met or exceeded for the next review period.

### 5. Nonprofits and Community Organizations

In Fiscal Year 2017-18 & 2018-19, OEWD's Nonprofit Sustainability Initiative (NSI) awarded \$4,353,391 in real estate assistance to 23 nonprofits that identify 94110 as their primary or secondary region of

services and have a track record of serving low-income or historically underserved communities. (Please note that consistent with last year's reporting and the data provided by MOHCD, some organizations included operate citywide programs and are not solely dedicated to Latinx residents.)

NSI funds awarded in Fiscal Year 2018-19 stabilized 95,734 square feet of nonprofit space and seeded the creation or acquisition of 53,922 square feet of newly nonprofit-owned space.

Overall, in Fiscal Year 2018-19, OEWD's Nonprofit Business Development Manager directly assisted 297 nonprofits with 468 requests related to relocation, growth and retention. This exceeds the initial target of 48 annually.

### 6. SROs

The MAP2020 preliminary target is to move approximately 35 families living in Single Room Occupancy (SROs) units into family housing. MAP2020 is working to determine the exact number of families housed in Mission SROs, and where along the relocation process they could be by the year 2020. Additionally, the City budget for Fiscal Year 2019-20 included an allocation for tenant-based rental subsidies for SRO families. These subsidies are designed to reduce a household's rent burden.

### 7. Homelessness

In 2019, a Navigation Center was developed at 24 South Van Ness with 126 beds, which was then expanded to 186 beds. This subject continues to be of great concern in the Mission and San Francisco as a whole. MAP2020 participants are exploring ways in which to support the homelessness crisis.

### 8. Community Planning

Targets are still being discussed given the less quantitative-focus nature of this work. Updates on the progress of creating targets will be shared in next report.

# CONCLUSION

The Mission Action Plan 2020 continues to be a valuable and unique approach to community planning. It models an innovative framework for fruitful discourse between government and the community on complex issues, giving voice to disadvantaged communities. MAP2020 also exemplifies a way of monitoring and supporting the socioeconomic wellbeing of communities negatively and disproportionately impacted by economic forces. MAP2020 is now in its fifth year and the parties involved continue to see benefit in the City-community partnership. Shared commitment to the process is helping the city tackle some of the most complex and politically charged urban issues of this era.

The data on evictions continue to show both increasing and decreasing numbers year over year, with still concerning levels of evictions overall. The decline of the Mission Latino population had begun to reverse in 2012 but has begun to see declines again in 2016 and 2017. This population is still down overall compared to 2000 which requires staying vigilant. By percentage of the Mission population, Latinos have held between 38%-39% since 2011. The foreign-born and Spanish speaking populations in the Mission continue to decline incrementally. The income-gap in the neighborhood continues to grow, with the highest and lowest-income households now making up 46% of households in the Mission. The percentage of extremely low-income households continued to increase in 2017, while percentages of very-low and low-income households continued their decline. Moderate-income households show a flat trend, but remain down overall since 2000.

Production of affordable housing in the Mission District shows progress with 311 affordable units currently under construction and another 590 units in the development pipeline as of November 2019. The protection of affordable housing continues with investment by the Mayor's Office of Housing and Community Development (MOHCD). Between

2017-2019, there were 114 affordable units preserved by MOHCD. Additionally, small and community-serving businesses in the Mission are getting significant technical, economic, and real estate support from the Office of Workforce and Economic Development (OEWD).

## COMMUNITY PARTICIPANTS' ISSUES OF CONCERN

Several of the MAP2020 community participants have identified the following issues as current or upcoming further threats to the stabilization of an already vulnerable community: Enforcement of alcohol sales that are not consistent with the existing Alcohol Special Use District; sales and consumption of cannabis, as well as quantity of cannabis retailers in the Mission; the uncertain impacts of State Bill 330, state density bonuses for housing development, and other state legislation. Understanding how these bills will impact the Mission's vulnerable populations is important to community participants. There continues to be a disagreement between MAP2020 community participants and the City on the potential impact of these state bills and the impact of market-rate development on displacement more generally. As well, the loss of Production, Distribution and Repair (PDR) space in the eastern Mission District, or use of PDR space that does not support blue collar and local employment for Mission residents is of concern to community participants. Additionally, community participants are interested in determining how MAP2020's effort can support the Calle 24 Latino Cultural District and American Indian Cultural District to thrive in a climate of displacement and gentrification.

Many members of the community continue to remain focused on a tactical shift away from instituting a wide array of beneficial but individual mitigation plans, toward a more comprehensive equity-first approach to planning that creates a network of opportunity in advance of individual projects,



legislative initiatives, and City plans. Additionally, the Planning Department has begun to introduce racial and social equity protocols into its work, which will continue to support the MAP2020 effort as well as other stabilization efforts city-wide. In 2019, the City also signed legislation to create a new Office of Racial Equity, which will work to implement similar racial and social equity protocols across all City departments.

The above are regarded as steps in the right direction to many community groups. They would like to see these types of equity protocols lead all City decisions—from transportation to policy, public works and housing—continually analyzing and weighing each project not only for its potential benefits but first and foremost for its potential harms to the most vulnerable community members. In this way, community groups focused on social equity hope that the potential harmful impacts of any and all substantive processes can be fully addressed ahead of time, creating healthier outcomes for those who need it most during this crisis.

# APPENDIX A

APPENDIX A

#	Solution	1. Maintain the socio-economic diversity of the neighborhood	2. Protect tenants at risk of eviction	3. Increase the proportion of affordable units	
Objective					
SOLUTIONS COMPLETED					
	Pass eviction Protections 2.0				
	Limiting low-fault evictions				
	Establish neighborhood preference and enhanced outreach				
	Housing Bond and Housing Bond dedication				
	Improve City art grant application and compliance process				
	Establish nonprofit resource portal				
	Extend resources and services to support individual artists, so they can remain in the Mission				
	Create an artist registry that helps to define and identify artists in San Francisco				
	Increase the amount of accessible spaces for artists				
	Business strengthening				
	Incentivize retention of legacy businesses				
	Technical assistance for displacement and relocation				
	Enhance outreach to businesses and improve services and delivery				
1. TENANT EMPOWERMENT & EVICTION PREVENTION (FORMERLY TENANT PROTECTIONS)					
1T	Expand existing services that help residents gain access to housing	●	●		
2T	Expand culturally responsive tenant counseling programs	●	●		
3T	Create/expand community education campaign for residents at risk of eviction	●	●		
4T	Increase legal representation for tenants who face unlawful detainer lawsuits filed to remove the tenant from the rental unit, as well as other legal actions that may lead to eviction		●		
5T	Minimize evictions from affordable housing	●	●		
6T	Create city enforcement mechanism to monitor/enforce compliance with eviction ordinances and temporary relocation due to repair, construction, or fire	●	●		
7T	Identify mechanism to improve enforcement of restrictions on short-term rentals and mechanisms to achieve compliance and enforcement		●		
8T	Explore the practical feasibility of imposing restrictions on non-primary residences (NPRs)	●	●	●	
9T	Encourage and support efforts to amend the Ellis Act to exempt San Francisco from certain provisions		●		
10T	Expand analysis of eviction data		●		
11T	Maximize acceptance of rental subsidies	●	●	●	





#	Solution	1. Maintain the socio-economic diversity of the neighborhood	2. Protect tenants at risk of eviction	3. Increase the proportion of affordable units	
12T	Explore strategies to address long term relocation of residents as a result of fire	●	●		
13T	Review occupancy requirements to create greater flexibility for tenants				

## 2. SRO

1S	Strengthen the definition of tenancy as it pertains to SROs or modify Hotel Conversion Ordinance to protect tenants	●	●		
2S	Identify opportunities to master lease privately owned and managed SRO Buildings	●	●	●	
3S	Increase supportive services to SRO tenants living in private SROs not managed or master leased by the City or nonprofits.	●			
4S	Identify opportunities to acquire privately owned and managed SRO buildings	●	●	●	
5S	Improve code enforcement in SROs		●	●	
6S	Implement guidelines to prioritize moving families from SROs into affordable family units.	●			

## 3. PRESERVATION OF AFFORDABLE UNITS

1P	Explore Tenant's First Right to Purchase legislation	●			
2P	Replenish funds for Small Sites program	●	●	●	
3P	Replenish funds for Acquisition and Rehabilitation program	●	●	●	
4P	Explore a City's first right of refusal	●	●	●	
5P	Preserve rent-control units when major rehabilitations occur	●	●		

## 4. HOUSING PRODUCTION

1H	Examine and develop zoning strategies to produce more affordable housing	●		●	
2H	Continue site acquisition (public, nonprofit, private) to build 100% affordable housing	●		●	
3H	Produce more family-sized affordable units	●		●	
4H	Incentivize childcare-friendly units	●		●	
5H	Consider allowing affordable housing on a limited number of underutilized Production, Distribution, and Repair (PDR) parcels with a ground floor requirement for PDR	●		●	
6H	Allow and incentivize units via legislation for "in-law" units and the soft story retrofit program	●		●	
7H	Create incentives for new 100% affordable housing, such as fee deferrals.	●		●	
8H	Consider placing a housing bond in the regular bond cycle	●	●	●	

4. Stem the loss of and promote community businesses, cultural resources, and social services	5. Retain and promote light-industrial space	6. Increase economic security				
Objective			Lead	Timing	Cost	Underway?
			BOS/Mayor, San Francisco Fire Department	Medium	\$	✓
			Rent Board, BOS	Medium	\$	✓
			Sup. Peskin and DBI	Short	\$	✓
	●		Affordable Housing Developers	Medium - Long	\$\$-\$\$\$	
	●	●	HSA	Medium	\$-\$\$	✓
	●		HSA	Medium - Long	\$\$-\$\$\$	
			Sup. Peskin, DBI & SRO nonprofits	Short to Medium	\$	✓
			HSA & MOHCD	Medium	\$	
	●	●	Community Organizations & BOS	Medium	\$	✓
	●	●	MOHCD	Ongoing	\$\$-\$\$\$ / building	✓
	●	●	MOHCD	Ongoing	\$\$-\$\$\$ / building	✓
			Community & BOS	Medium	\$	1P may satisfy this
			Rent Board	Short - medium	\$	
			Planning	Medium	\$	✓
			MOHCD	Long	\$\$-\$\$\$	✓
			MOHCD & Planning	Short	\$	✓
	●		MOHCD & Planning	Short	\$	✓
			Planning	Medium	\$	on a case-by-case basis only
			Sup. Peskin, community groups, Planning	Medium	\$	✓
			Planning	Short	\$	
	●	●	MOHCD /Budget Office	Medium	\$	✓

		1. Maintain the socio-economic diversity of the neighborhood	2. Protect tenants at risk of eviction	3. Increase the proportion of affordable units	
#	Solution	Objective			
5. ECONOMIC DEVELOPMENT					
1E	Increase the amount of accessible space for artists				
2E	Explore policies to retain or increase spaces for artists				
3E	Catalogue existing art spaces and resources				
4E	Explore creation of a Mission arts district				
5E	Promote and encourage businesses to be community serving				
6E	Support commercial business ownership				
7E	Increase commercial space and promote community serving uses in new developments				
8E	Attract community serving businesses				
9E	Support alternative business models including coops				
10E	Develop interventions or controls to incentivize and/or protect community serving uses, including for the Calle 24 Latino Cultural District				
11E	Enforce existing regulations to retain and protect PDR space				
12E	Retain, promote, and attract PDR businesses				
13E	Assess and improve the accessibility of existing workforce services				
6. COMMUNITY PLANNING					
1C	Create an ongoing community and city staff education and engagement program	●		●	
2C	Improve Pre- App community review of proposed development projects	●		●	
3C	Improve representation of community concerns in Commission presentations for proposed development projects.	●			
7. HOMELESSNESS					
1O	Increase supportive services to homeless	●			
2O	Explore acquiring or master leasing one SRO or similar building to house homeless individuals	●		●	
3O	Explore the feasibility of including more housing for homeless in new affordable developments (mixed-housing)	●		●	



4. Stem the loss of and promote community businesses, cultural resources, and social services	5. Retain and promote light-industrial space	6. Increase economic security					
Objective			Lead	Timing	Cost	Underway?	
●			Arts Commission	Short-Long	\$-\$\$	✓	
●			Arts Commission, OEWD, Planning	Medium-Long	\$-\$\$	✓	
●			Arts Commission	Short-Medium	\$	✓	
●			Arts Commission, OEWD, Planning	Medium-Long	\$	✓	
●				Short-Medium	\$	✓	
●		●	OEWD	Short-Medium	\$	on a case by case basis	
●			OEWD, Planning	Medium-Long	\$	✓	
●			OEWD	Short-Medium	\$	✓	
●	●		OEWD	Short-Medium	\$		
●			OEWD, Planning	Medium	\$-\$\$	✓	
	●		Planning, OEWD	ongoing	\$	✓	
●	●	●	Planning	Short-Medium	\$	✓	
		●	OEWD, DCYF, HAS	Short-Medium	\$		
●	●		Planning	Short	\$	✓	
●	●		Planning	Short	\$	✓	
			Planning	Short	\$	✓	
			Department of Homelessness and Supportive Housing	Short-Medium	\$-\$\$	✓	
●			Department of Homelessness and Supportive Housing	Medium-Long	\$\$-\$\$\$	✓	
●			MOHCD	Medium-Long	\$\$-\$\$\$	✓	

# **MISSION ACTION PLAN 2020**

**ANNUAL STATUS REPORT  
DECEMBER 2019**