



MISSION ACTION PLAN 2020

ANNUAL STATUS REPORT
2020

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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 Ed Lee
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- Health Services Agency (HSA)
- Department of Building Inspection (DBI)
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- 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>



TABLE OF CONTENTS

MISSION ACTION PLAN 2020

ANNUAL STATUS REPORT 2020

Introduction	1
Executive Summary	3
Tracking Trends	5
Demographics	5
Housing	10
Economic Development	14
Progress Report	14
Solutions & Targets	14
Appendix A	18

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 José Antonio Galloso (CC BY-NC-SA 2.0)

INTRODUCTION

This is the third Mission Action Plan 2020 (MAP2020) Annual Status Report. MAP2020 is a collaborative community stabilization project between the City and County of San Francisco (the City), community organizations, residents, and businesses in the Mission District. This effort tracks and analyzes short and long-term demographic, housing and other development, as well as economic trends in the Mission in order to create solutions and direct investment toward mitigating displacement pressures facing vulnerable residents, arts organizations, artists, nonprofits, and businesses. The major 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 vitality of community-serving businesses as well as the Production Distribution and Repair (PDR) sector.

In 2020, the world saw unprecedented public health, economic, and social circumstances caused by the global COVID-19 pandemic. The specific impacts of

these conditions on the Mission's vulnerable populations are still unfolding and will need to be monitored closely over the coming years. As the onset of the pandemic began to show disparate negative impacts on the Latinx community in the Mission, as identified by [a study by The University of California, San Francisco \(UCSF\)](#), the San Francisco Planning Department (SF Planning) generated the [Mission District COVID-19 Report](#) based on this study to provide a further snapshot of the impact of the pandemic in the context of the goal of the MAP2020: "to retain low to moderate income residents and community-serving businesses (including PDR artists, and nonprofits in order to strengthen and preserve the socioeconomic diversity of the Mission Neighborhood."

This status report provides high-level updates on MAP2020 investments, programs, and data trends impacting the Mission neighborhood. Additionally, this report updates progress on MAP2020's original 64 solutions and specific targets set to support this work.



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 demographic, real estate, economic and other trends in the Mission continues to help the City and the Mission community understand changes taking place in the neighborhood. This information informs decisions and directs investments from the City aimed at supporting vulnerable residents and businesses in the neighborhood. To track these trends, we primarily rely on U.S. Census data, as well as City fiscal year (July 1st to June 30th) investment and programmatic data. We also draw on other data sources, as needed, and build on the data from the original MAP2020 report and subsequent status reports.

The Latino population in the Mission District remains a key displacement indicator for MAP2020 to monitor. In 2019 this population saw a slight decline to 20,962 (36%) from 21,933 in 2018 (37%). Of note, though having registered three years of increases from 2012-2015, 2019 marked the third consecutive year of decline (2016-2019) in the Mission's Latino population, as well as its lowest totals since 2000. Declines in this population remain a great concern to Latinos in the Mission.

Evictions are also a significant concern in the Mission District, with over 1,600 formal eviction notices in the Mission since 2011. In 2020, there were 107 evictions reported to the San Francisco Rent Board, down from 143 eviction notices in 2019. Additionally, as of October 2020, there were 43 buyouts agreements (See [Table 4](#) on page 10). Eviction notice totals had followed an alternating pattern of increasing and decreasing annually between 2013-2018, but have shown consecutive decreases in 2019 and 2020. With local and State non-payment eviction moratorium legislation in place throughout most of the COVID-19 pandemic, and with many facing financial hardship, it's uncertain what the displacement impacts will be in the Mission District when legislation expires. MAP2020 will continue to monitor and report on this critical data point.

Household income in the Mission District, measured by Area Median Income (AMI), saw downward shifts in extremely low, very low, and low income households in 2019 (See [Table 2](#) on page 8). The sum of extremely low-income to moderate-income households (>30% to ≤ 120% AMI) in the Mission District registered at 59% in 2019, down from 63% in 2018. This is the second year of decline for this AMI set and the lowest it has been in MAP2020 tracked years. Middle income (120% AMI to 150% AMI) was 11% in 2019, up from 10% in 2018. The Mission's upper income households (150% AMI and above) increased to 30% in 2019 from 27% in 2018. The percentage of upper income households continues its overall increase since 2000, when it was 17%, indicating a widening income gap in the Mission.

As of Quarter 3 of 2020, SF Planning's development pipeline calculated 1311 affordable units in the Mission. This includes 100% affordable new construction, acquisition and rehabilitation of small sites, and inclusionary units in the development pipeline (See [Table 5](#) on page 12). This is up 410 units (or 46%) from the last Status Report. The Mayor's Office of Housing and Community Development (MOHCD) has a development pipeline showing 1,689 affordable housing units in the Mission. Additionally, as of February 2021, two affordable housing sites completed construction, two more have begun construction, and one affordable housing site has opened its doors (representing nearly 422 units). As well, there are an additional 47 existing affordable units to be preserved in the Small Sites Program pipeline. Collectively, these projects represent nearly \$170m in City capital subsidy. The status of the affordable housing production target is around 1200+ units, out of an aspirational target range of 1,700-2,400 units.

In City fiscal year 2019-2020 (FY 2019-20), the following investments, totaling nearly \$16m, were



made by MOHCD city-wide, with a significant allocation to the Mission, to support MAP2020 goals of tenant empowerment and eviction prevention:

- Eviction-Related Legal Services: **\$10,300,000**
- Housing Counseling: **\$3,700,000** (\$2,700,000 for Rental Counseling and \$1,000,000 for Homeownership Counseling)
- Tenants' Rights Education and Counseling: **\$1,900,000**

In FY 2019-20, The Office of Economic and Workforce Development (OEWD) and its nonprofit partners supported Mission small and community-serving business with 150 referrals, 85 cases of assistance, and 235 business interactions. Also, as of February 2021, roughly 50 businesses have active or pending Shared Spaces Program permits along the Mission St. and 24th St. corridors, allowing

for critical outdoor space use to support struggling small, community-serving businesses during the pandemic.

2020 was also a challenging year for Latinos in the Mission with regards to employment, economics, and health. As noted in the [report on a study by the University of California, San Francisco \(UCSF\)](#), the Mission Latinx community disparately experienced some of the predominant factors that contribute to COVID-19 transmission: living in crowded conditions, working jobs that involve proximity to other people, and having to leave the house for essential work and/or income needs. Mission Latinos also faced significant negative employment impacts due to working in the three sectors that have been heavily impacted by COVID-19: accommodation and food service, health care and social services, and retail trade.

TRACKING TRENDS

MAP2020 details the displacement pressures experienced by the neighborhood in the last 15 years and the acceleration of these pressures in the five year period from 2010-2015 compared to the previous 10 year period. This section provides a brief overview of demographic, housing, and economic changes that have occurred since 2000. The first MAP2020 report included data up to 2014. This monitoring report adds data up to 2019.

Demographics

THE MISSION LATINO POPULATION

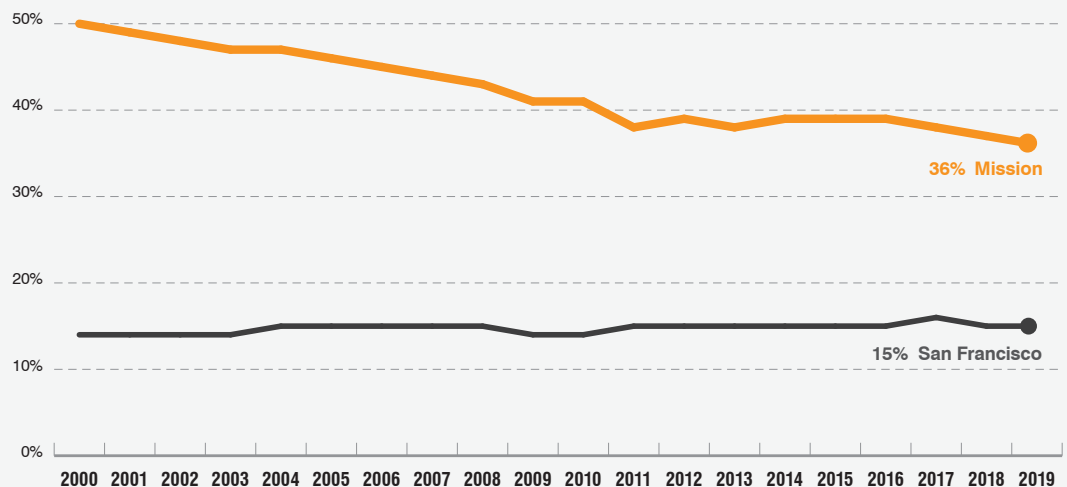
Throughout the MAP2020 effort, the Latino population of the Mission has been viewed as a barometer for change in the neighborhood. As seen in [Table 1](#) and [Figure 2](#) below, the Latino population in the Mission in 2019 was estimated at 20,962, down from 21,933 in 2018. This continues a downward trend since 2016, when the Latinos were estimated at 22,694, its highest registered figure since 2010 (23,475). As a percentage of the total Mission population, Latinos had represented between 38%-39% of the population between 2011-2017, but this dropped

Table 1. 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%
2018	21,933	37%
2019	20,962	36%

Source: American Community Survey (ACS)

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



Source: American
Community Survey (ACS)

Figure 3.
Language Spoken at Home in the Mission 2000-2019

English
Other Language
Spanish

Source: American Community Survey (ACS)

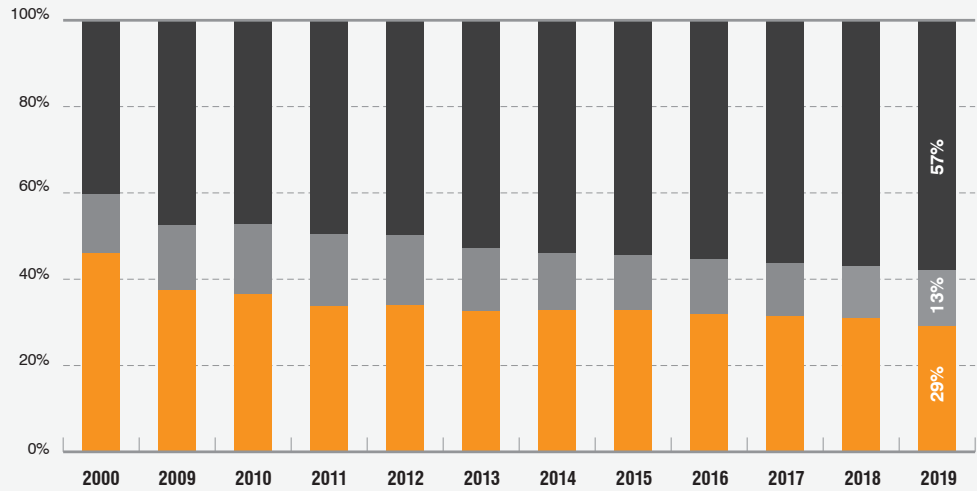


Figure 4.
Foreign-Born Population in the Mission and San Francisco 2000-2019

San Francisco
Mission

Source: American Community Survey (ACS)

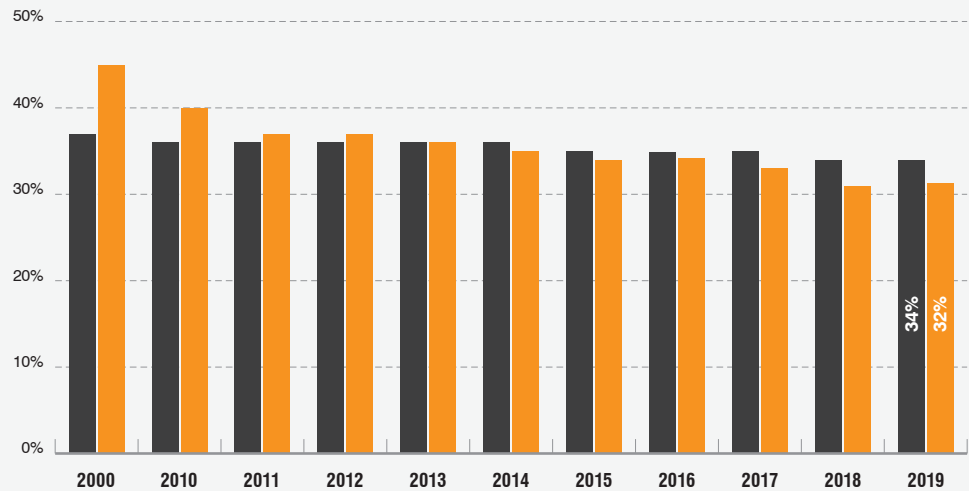
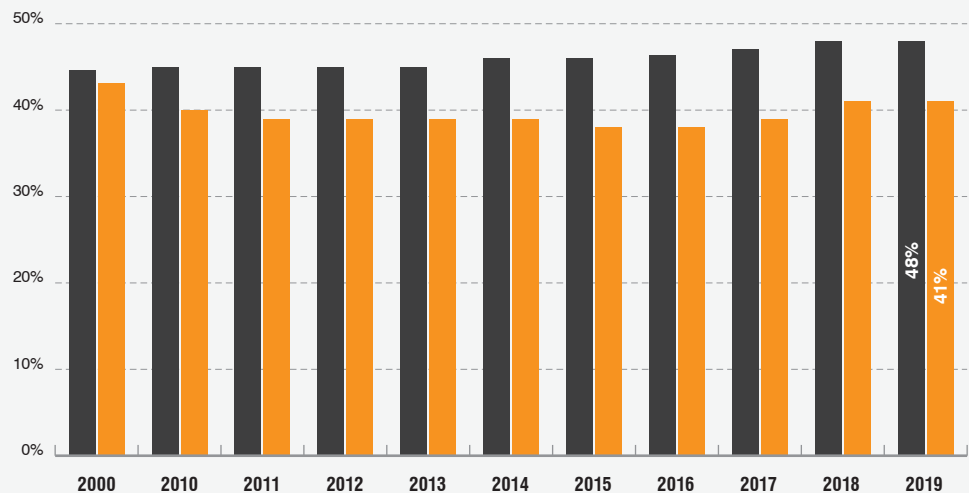


Figure 5.
Percentage of Family Households in the Mission and San Francisco 2000-2019

San Francisco
Mission

Source: American Community Survey (ACS)





slightly to 37% in 2018 and to 36% in 2019. Overall, since 2000, when Mission Latinos made up 50% of the total population, there have been mostly annual declines in the percentage and population. This trend remains a significant concern of MAP2020 and the Mission Community.

OTHER DEMOGRAPHIC SHIFTS IN THE MISSION

The Mission District continues to see a decline in the proportion of households that primarily speak Spanish (See [Figure 3](#)). In 2019, it was estimated that 29% of the homes in the Mission spoke Spanish, down slightly from 31% in 2018. Spanish speaking households had remained between 31%-34% between 2011-2018, but are down overall since 2000 when they made up 45% of Mission households. The percentage of households that speak a language other than English or Spanish rose slightly to 13% in 2019 from 12% in 2018, and overall has held steady between 12% -13% since 2014. The percentage of English-speaking households in the Mission was 57% in 2019, down slightly from 58% in 2018. Households speaking primarily English increased

annually between 2013-2018 and are up overall from 40% in 2000.

The population of foreign-born residents in the Mission was 32% in 2019, up slightly from 31% in 2018. Other than in 2019, this population has trended downward incrementally since 2010, when it made up 44% of the neighborhood's residents.

Family households are defined as a household with children under the age of 18. In 2019, the percentage of Mission District households that were considered family households remained at 41%. The percentage of family households in the Mission has stayed between 38%-41% since 2009, representing a relatively flat trend. However, the declines in Spanish speaking, foreign born, and low-income households in conjunction with the corresponding increase in higher income households may indicate that many low-income and Latino family households are being replaced by higher income, non-Latino family households.

Table 2. Percent of Households by Area Median Income (AMI) in the Mission District by Year

Income Category	2000	2010	2015	2016	2017	2018	2019
<30% AMI	20%	21%	23%	24%	25%	24%	23%
>30% to ≤ 50% AMI	13%	15%	13%	13%	11%	10%	8%
>50% to ≤ 80% AMI	20%	17%	14%	13%	12%	13%	12%
>80% to ≤ 100% AMI	12%	9%	7%	7%	8%	9%	9%
>100%to≤120%AMI	10%	8%	7%	8%	8%	7%	7%
Subtotal ≤ 120% AMI	75%	69%	64%	64%	64%	63%	59%
>120%to≤150%AMI	8%	9%	9%	8%	8%	10%	11%
>150% AMI	17%	22%	27%	27%	27%	27%	30%
Total Households	100%	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 3. San Francisco Area Median Four-person Family Income (AMI) 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>



Photo by Ilya Yakubovich (CC BY-SA 2.0)

HOUSEHOLD INCOME IN THE MISSION AND RENTS 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 3](#)). In the Mission, the percentage of extremely low-income households (<30% AMI) decreased slightly from 24% in 2018 to 23% in 2019. Very low-income households (>30% AMI to ≤ 50% AMI) saw a decline as well in 2019, registering at 8%, down from 10% in 2018 and continues a decreasing trend since 2014 (See [Table 2](#)).

Low-income households (>50% to ≤ 80% AMI) decreased slightly from 13% in 2018 to 12% in 2019. Moderate-income households (>80% to ≤ 120% AMI) remained at 16% in 2019. The sum of all AMI brackets less than 120% of AMI was 59% in 2019, down from 63% in 2018. Of note, this is the second year of decline for this AMI set and the lowest it has been since 2000 (75%), overall indicating loss of extremely low through moderate-income households over time.

Parallel to the decreases in the lower income households, there have been increases in higher income households. In 2019, the percentage of households over 150% AMI was 30%, up from 27% in 2018. This AMI set had a flat trend between 2013-2018 and is up overall from 17% in 2000. The total percentage of the top AMI brackets (>120% to ≤ 150% AMI) is now 41%, the highest it's been in MAP2020 tracked data. The increase in higher AMI households, coupled with the decrease in extremely low through moderate-income AMI households, indicates a continued widening of the income gap among Mission households. This remains a concerning trend for MAP2020.

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 affordability, however since 2000 this neighborhood has seen decreases in the proportion of family households, housing affordability, and the Latino population overall. This section provides updates on MAP2020 housing related trends.

HOUSING CONDITIONS FOR MISSION RESIDENTS

Evictions have and continue to be a significant concern in the Mission with over 1,600 formal eviction notices in the Mission since 2011. There were 107 evictions notices recorded in the Mission in 2020, down from 143 notices in 2019. Additionally, as of October 2020, there were 43 buyouts agreements (See [Table 4](#)).

Eviction notice totals followed an alternating pattern of increasing and decreasing annually between 2016-2019, 2020, and shown consecutive decreases in 2019 and 2020.

With local and State non-payment eviction moratoriums and other legislation in place throughout most of the COVID-19 pandemic, and with many facing financial hardship, it's uncertain what the displacement results will be in the Mission District when legislation expires. MAP2020 will continue to monitor and report on this critical data point.

According to the Census data estimates, the Mission District had 23,722 households in 2019. Of those, 17,832 (or 75%) were renter-occupied households. 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 were estimated at 17% in 2019, down from 18% in 2018. Extremely rent-burdened households registered at 13% in 2019, down from 16% in the last report. Overall rent-burden in the Mission was 30% in 2019, down from 34% in 2018 (See [Figure 6](#)). Overall rent-burden has mostly decreased since 2011, when it was at 64%. However, the cause of this decline should be investigated as there may be a correlation between decreasing rent-burden, the decreasing Latino population, and the decrease in low and very low-income households in the Mission.

Table 4. Reported Evictions in the Mission District, 2000, 2011 to 2020

	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	33	37	73	143	61
2020	7*	24*	32*	107	43*

Source: San Francisco Rent Board

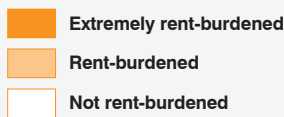
* As of October 2020

Overcrowding is defined as more than one person occupying each room in a unit. Overcrowding for renters in the Mission remained the same in 2019 at 9%, after registering at 11% in 2016 and 2017. The decrease in overcrowding may also correspond to lower income and multi-family households leaving the neighborhood.

CHANGES TO THE EXISTING HOUSING STOCK

In 2019, there were 132 affordable housing units added to the Mission housing stock, up from 17 in 2018 (See [Table 6](#)). There were two illegal units removed and two other units demolished in the Mission in 2019, down from four units removed and three demolished in the previous year. [Table 5](#) through [Table 7](#) 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).

Figure 6.
Rent-burden in the
Mission (2019)



Source: American Community Survey (ACS)

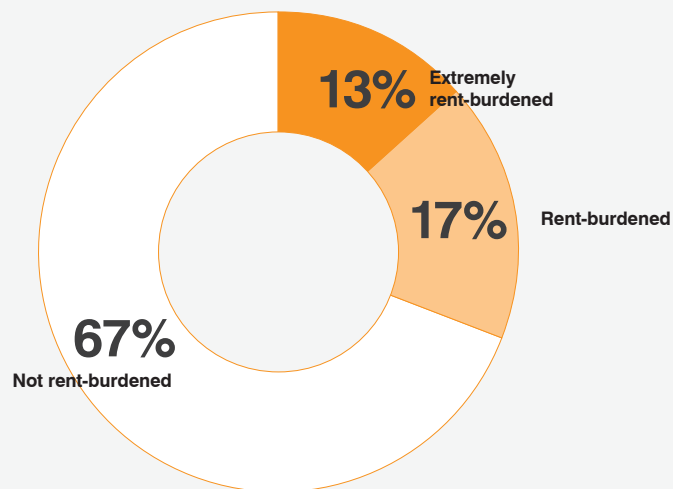
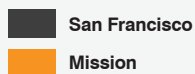


Figure 7.
Overcrowding in
Reenter-Occupied
Households Mission
and San Francisco
(2019)



Source: American Community Survey (ACS)

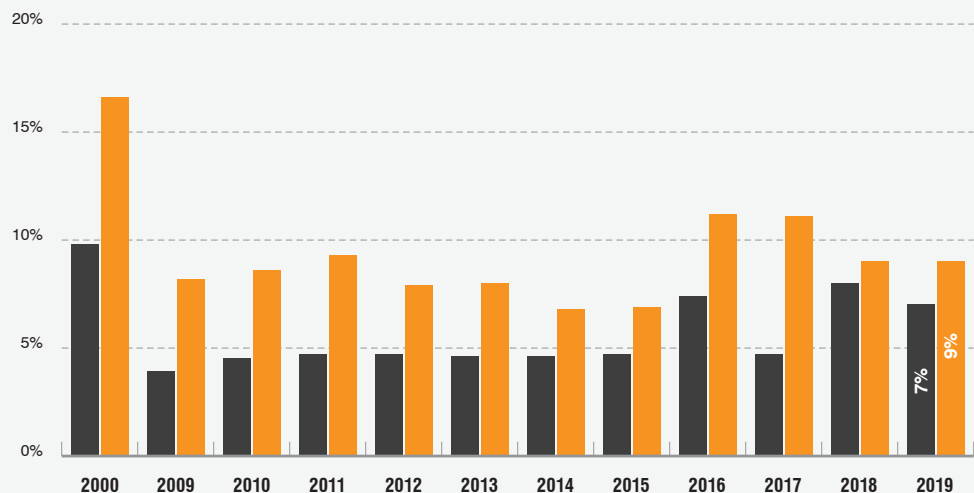


Table 5. 2020 Quarter 3 Development Pipeline, Mission District

Development Status	No. of Units	No. of Affordable Units	No. of Projects
Under Construction	1,976	462	36
Planning Application Filed	1,930	158	37
Planning Approved Building Permit Filed	113	13	6
Building Permit Filed	632	32	68
Building Permit Approved/ Issued/ Reinstated	1,560	646	59
TOTAL	6,211	1,311	206

Source: SF Planning Department and Department of Building Inspection.

Table 6. 2011-2019 Affordable Housing Production, Mission District

	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
2019		113	19	132
TOTAL		211	60	271

* 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.

Table 7. 2011-2019 Dwelling Units Lost, Mission District

Calendar 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	-	3
2018	4	-	-	4	3	7
2019	2	-	-	-	2	4
TOTAL	19	8	20	45	30	127

Source: SF Planning Department and Department of Building Inspection.

Table 8. Small Sites Program in the Mission

Address	Sponsor	Units	Aquisition 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 St.	MEDA	10	5/12/2017
2217 Mission Street	MEDA	8	5/12/2017
1411 Florida Street	MEDA	7	5/24/2017
305 San Carlos St.	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
TOTAL UNITS		142 Units	

*Shared Housing

Small Sites Pipeline			
2260 Mission Street			
2976 23rd St			
3182-3198 24th			
3225 24th St			
3254 23rd St			
654 Capp			
TOTAL UNITS		47 Units	

Source: Mayor's Office of Housing and Community Development

SF Planning's Development Pipeline is a tool to view all the real estate development projects that have submitted applications to the City (See [Table 5](#)). This includes both market rate and affordable housing projects. As of Q3 of 2020, there were 1311 affordable units in the pipeline, 410 (46%) more than last reported in the 2019. Note that the applications filed data (projects not yet entitled) are preliminary and may not capture the likely eventual project in terms of affordable units or other features.

Economic Development

The COVID-19 pandemic, and resulting economic downturn, caused significant negative impacts on health, employment, and small business everywhere. The Mission District's Latino residents, small and community-serving businesses felt these impacts as well. In fact, a report on a [study by the University of California, San Francisco \(UCSF\)](#), documented COVID-19 having significantly disparate and negative economic and health impacts on the Mission District's low to moderate income Latinx residents, one of San Francisco's most vulnerable populations.

The UCSF study, as well as follow-up findings in SF Planning's [MAP2020 Mission District COVID-19 Report](#), showed correlation between the disparate impacts on Mission Latinos and some of the predominant factors that contribute to COVID-19 transmission: living in crowded conditions, working jobs that involve proximity to other people, and having to leave the house for essential work and income needs. As well, this population faced significant negative employment and economic impacts due to working in the three sectors heavily impacted by COVID-19: accommodation and food service, health care and social services, and retail trade.

The San Francisco Office of Workforce and Economic Development (OEWD) and its community partners continue to provide the Mission District's community-serving businesses, small businesses,

as well as nonprofit organizations significant annual support in the areas of business referrals, guidance, and varying types of other assistance aimed at supporting economic and overall community health.

The City also created the [Shared Spaces Program](#) in 2020, which works to make it easier to use outdoor spaces such as sidewalks, streets, and open lots for business during the COVID-19 pandemic. The program mainly supports dining establishments but works to support retail as well. Use of this program by community-serving businesses in the Mission started slow, but more and more Mission small businesses have and continue to participate in the program, offering a critical lifeline during the economic downturn. As of February 2021, roughly 50 businesses had active or pending Shared Spaces permits along the Mission St. and 24th St. corridors, with additional permits along the side streets of the Mission.

PROGRESS REPORT

Solutions & Targets

Mission Action Plan 2020 set 64 solutions and numerous targets for various impact 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. As of February 2021, roughly 90% (59 of the 64) of the MAP2020 solutions were underway, the same as the previous year. The remaining solutions may not be implemented due to being deemed infeasible or ineffective at this point. The below section provides updates on some of these solutions and targets.

1. HOUSING PRODUCTION AND PRESERVATION

According to the Mayor's Office of Housing and Community Development (MOHCD) and the Office of Community Investment and Infrastructure (OCII), there are 1,689 affordable housing units in their development pipeline. These projects are in the process of development - or are anticipated to be developed - in partnership with nonprofit or for-profit developers and are financed through City funding agreements, ground leases, disposition and participation agreements and conduit bond financing. The MAP2020 production and preservation target is at around 1,200+ units, out of an aspirational target of 1,700-2,400 (this includes 100% affordable new construction, acquisition and rehabilitation of small sites, and inclusionary units in the development pipeline).

MOHCD continues to invest significantly in affordable housing production and preservation in the Mission District. Since the last report, MOHCD and its nonprofit partners have completed several affordable housing sites, begun construction on two additional affordable housing sites, and opened the doors of one new affordable housing site in the Mission. Combined these represent nearly \$150m in City capital subsidy deployed. Below is a summary of these sites:

2020 MOHCD Updates

- **490 South Van Ness Ave.** (81 affordable units) and **1950 Mission St.** (155 affordable units) affordable housing sites completed construction.
- **681 Florida St.** (129 affordable units) and **Casa De la Mision/3001 24th Street** (44 affordable units) began construction.
- **1296 Shotwell St.** (94 affordable units) opened its doors.

- **1515 South Van Ness** (149 affordable units projected) had a Request for Qualifications (RFQ) released and **1939 Market** (59 affordable units) also had multi-site RFQ released.
- Anticipate the dedication of **1979 Mission St.** to MOHCD in 2021.

Table 9. Affordable Housing

Affordable Housing Units	Units
2060 Folsom (127 units) 490 South Van Ness (81 units) 1296 Shotwell (94 units) 3001 24th St. - Casa de la Mission (44 units) 1950 Mission (155 units) 681 Florida (2070 Bryant) (129 units) 1990 Folsom (143 units) 1515 South Van Ness (149 units projected)	922+
Inclusionary	156
Small Sites Program	189*
TOTAL	1,267+

Source: SF Planning Department and Mayors Office of Housing and Community Development
 *Includes units in the pipeline

MOHCD and its community partners have also contributed significantly to the preservation of affordable housing in the Mission through the Small Sites Program, which purchases and rehabilitates privately-owned properties the Mission. This maintains the properties' affordability and helps prevent the displacement of low-income residents. Since MAP2020 started, MOHCD has invested roughly \$68 million (including the current pipeline), preserving 142 affordable housing units. As of February 2021, there are 47 additional units in the Small Sites Program pipeline and more acquisitions expected in the year.

2. HOUSING STABILIZATION

The MAP2020 effort continues to support Mission residents under its Tenant Empowerment and Eviction Prevention solution area, aiming to support

residents in need with at least one of three services regarding housing stabilization: eviction-related legal counsel, affordable housing counseling, or tenants' rights counseling. MOHCD and partner organizations are funding and implementing these services and continue to work to meet and exceed targets. In fiscal year 2019-20 the following investments (totaling nearly \$16m) were made by MOHCD to support residents city-wide, with significant allocations going toward the Mission District:

- **\$10,300,000** has been invested citywide in eviction-related legal services to keep tenants in their home.
- **\$3,700,000** has been invested citywide in housing counseling to increase access to affordable housing opportunities (\$2.7M for rental counseling and \$1M for home ownership counseling).
- **\$1,900,000** has been invested citywide in tenants' rights education and counseling to ensure that tenants know and assert their rights.

3. SMALL BUSINESS

The San Francisco Office of Workforce and Economic Development (OEWD) and its community partners offer the Mission District's community-serving and small businesses significant annual support in the areas of business referrals, guidance, and varying types of other assistance aimed at supporting a thriving small business community. The small business targets remained the same in 2020 and progress on them is shown in [Table 10](#). The target for business interactions was not met, but this number tracks one interaction per business and does not represent the significant number of businesses who received multiple interactions, thus interactions and support for Mission businesses overall were higher. The target for visits per month was not possible in 2020 due to local public health orders and staff safety precautions.

- **Business Referrals:** Grant programs, loan programs, rent negotiations, other business services.
- **Program Assistance:** Grant programs, loan programs, rent negotiations, gift card campaign assistance, SF Shines Program, digital marketing assistance, Shared Spaces Program application assistance, and PPP loans.

Table 10. Small Business Support in the Mission 2019-2020

ACTIVITY	GOAL	ACTUAL
Business Referrals	40	150
Business that received program assistance	20	85
Business interactions	360	235*
Average visits per month	30	0

Source: San Francisco Office of Economic and Workforce Development



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APPENDIX A

APPENDIX A

#	Solution	Objective	Objective	Lead	Timing	Cost	Underway?
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						

		1. Maintain the socio-economic diversity of the neighborhood	2. Protect tenants at risk of eviction	3. Increase the proportion of affordable units		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				
#	Solution	Objective				Objective			Lead	Timing	Cost	Underway?
12T	Explore strategies to address long term relocation of residents as a result of fire	●	●						BOS/Mayor, San Francisco Fire Department	Medium	\$	✓
13T	Review occupancy requirements to create greater flexibility for tenants								Rent Board, BOS	Medium	\$	✓
2. SRO												
1S	Strengthen the definition of tenancy as it pertains to SROs or modify Hotel Conversion Ordinance to protect tenants	●	●						Sup. Peskin and DBI	Short	\$	✓
2S	Identify opportunities to master lease privately owned and managed SRO Buildings	●	●	●		●			Affordable Housing Developers	Medium - Long	\$\$-\$\$\$	
3S	Increase supportive services to SRO tenants living in private SROs not managed or master leased by the City or nonprofits.	●				●		●	HSA	Medium	\$-\$\$	✓
4S	Identify opportunities to acquire privately owned and managed SRO buildings	●	●	●		●			HSA	Medium - Long	\$\$-\$\$\$	
5S	Improve code enforcement in SROs		●	●					Sup. Peskin, DBI & SRO nonprofits	Short to Medium	\$	✓
6S	Implement guidelines to prioritize moving families from SROs into affordable family units.	●							HSA & MOHCD	Medium	\$	
3. Preservation of Affordable Units												
1P	Explore Tenant's First Right to Purchase legislation	●				●		●	Community Organizations & BOS	Medium	\$	✓
2P	Replenish funds for Small Sites program	●	●	●		●		●	MOHCD	Ongoing	\$\$-\$\$\$ / building	✓
3P	Replenish funds for Acquisition and Rehabilitation program	●	●	●		●		●	MOHCD	Ongoing	\$\$-\$\$\$ / building	✓
4P	Explore a City's first right of refusal	●	●	●					Community & BOS	Medium	\$	1P may satisfy this
5P	Preserve rent-control units when major rehabilitations occur	●	●						Rent Board	Short - medium	\$	
4. Housing Production												
1H	Examine and develop zoning strategies to produce more affordable housing	●		●					Planning	Medium	\$	✓
2H	Continue site acquisition (public, nonprofit, private) to build 100% affordable housing	●		●					MOHCD	Long	\$\$-\$\$\$	✓
3H	Produce more family-sized affordable units	●		●					MOHCD & Planning	Short	\$	✓
4H	Incentivize childcare-friendly units	●		●		●			MOHCD & Planning	Short	\$	✓
5H	Consider allowing affordable housing on a limited number of underutilized Production, Distribution, and Repair (PDR) parcels with a ground floor requirement for PDR	●		●					Planning	Medium	\$	on a case-by-case basis only
6H	Allow and incentivize units via legislation for "in-law" units and the soft story retrofit program	●		●					Sup. Peskin, community groups, Planning	Medium	\$	✓
7H	Create incentives for new 100% affordable housing, such as fee deferrals.	●		●					Planning	Short	\$	
8H	Consider placing a housing bond in the regular bond cycle	●	●	●		●	●	●	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		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				
#	Solution	Objective				Objective			Lead	Timing	Cost	Underway?
5. Economic Development												
1E	Increase the amount of accessible space for artists					●			Arts Commission	Short-Long	\$-\$-\$	✓
2E	Explore policies to retain or increase spaces for artists					●			Arts Commission, OEWD, Planning	Medium-Long	\$-\$-\$	✓
3E	Catalogue existing art spaces and resources					●			Arts Commission	Short-Medium	\$	✓
4E	Explore creation of a Mission arts district					●			Arts Commission, OEWD, Planning	Medium-Long	\$	✓
5E	Promote and encourage businesses to be community serving					●				Short-Medium	\$	✓
6E	Support commercial business ownership					●		●	OEWD	Short-Medium	\$	on a case by case basis
7E	Increase commercial space and promote community serving uses in new developments					●			OEWD, Planning	Medium-Long	\$	✓
8E	Attract community serving businesses					●			OEWD	Short-Medium	\$	✓
9E	Support alternative business models including coops					●	●		OEWD	Short-Medium	\$	
10E	Develop interventions or controls to incentivize and/or protect community serving uses, including for the Calle 24 Latino Cultural District					●			OEWD, Planning	Medium	\$-\$-\$	✓
11E	Enforce existing regulations to retain and protect PDR space						●		Planning, OEWD	ongoing	\$	✓
12E	Retain, promote, and attract PDR businesses					●	●	●	Planning	Short-Medium	\$	✓
13E	Assess and improve the accessibility of existing workforce services							●	OEWD, DCYF, HAS	Short-Medium	\$	
6. Community Planning												
1C	Create an ongoing community and city staff education and engagement program	●		●		●	●		Planning	Short	\$	✓
2C	Improve Pre- App community review of proposed development projects	●		●		●	●		Planning	Short	\$	✓
3C	Improve representation of community concerns in Commission presentations for proposed development projects.	●							Planning	Short	\$	✓
7. Homelessness												
1O	Increase supportive services to homeless	●							Department of Homelessness and Supportive Housing	Short-Medium	\$-\$-\$	✓
2O	Explore acquiring or master leasing one SRO or similar building to house homeless individuals	●		●		●			Department of Homelessness and Supportive Housing	Medium-Long	\$\$-\$\$\$	✓
3O	Explore the feasibility of including more housing for homeless in new affordable developments (mixed-housing)	●		●		●			MOHCD	Medium-Long	\$\$-\$\$\$	✓

MISSION ACTION PLAN 2020

**ANNUAL STATUS REPORT
2020**