

**COMMUNITY ENGAGEMENT PLAN: 180 JONES STREET  
JANUARY 2020**



**OVERVIEW**

Throughout our community engagement and operations phases, Tenderloin Neighborhood Development Corporation (TNDC) seeks to meet tenants where they are at, honor their unique experiences and listen as they describe the elements they want to see in their community. This process of engagement has tremendous influence on our approach to development and helps us to create affordable spaces that feel like “home” – safe, supported and stable. For 180 Jones, our goal is to deliver a building that can serve as a model for community health for tenants and the surrounding community. This plan seeks to outline the process in which TNDC will learn what the people here seek from 180 Jones, inside and out.

**COMMUNITY ENGAGEMENT STRATEGY**

TNDC’s 35-year history of service to and collaboration with Tenderloin residents directly informs our philosophy on community engagement. TNDC’s roots sprouted from a place of engagement, and community concerns about gentrification and displacement of the neighborhood’s low-income residents motivated its first actions as an organization. In TNDC’s initial years, the organization worked with local residents to fight encroachment of the hotel district into the neighborhood; these efforts resulted in the nation’s first community benefit agreement. TNDC has continued to work in partnership with the Tenderloin community to refine this model, as evidenced in the recent 950 Market Community Benefit Agreement.

TNDC’s community outreach efforts for 180 Jones will draw upon TNDC’s deep networks within the Tenderloin to learn about the community’s vision for the site and transparently explain the components involved with developing it. TNDC’s values of *Excellence, Integrity, Inclusion, Equity, and Collaboration* will guide our approach to the community engagement process. We will put these values to action through engaging in genuine, respectful dialogue with the community about project goals, exploring all opportunities, and clearly communicating constraints. Our approach is as follows:

1. **Listening Sessions “Roadshow”:** the development team will start the community outreach process by hosting a “listening roadshow” to present the project to community stakeholders. These initial meetings are intentionally designed as listening sessions, with development team representatives joining existing community group meetings to present

and talk about design, programming, and rent structuring. These initial meetings provide an opportunity for the team to solicit feedback about affordability levels, what works well in the design, and what is missing. To augment these listening sessions, the TNDC project staff will also go to local businesses and large apartment complexes in the immediate vicinity to introduce themselves and the project, inform about upcoming meetings, and begin to cultivate relationships with the adjacent neighbors.

A key piece of information gathered from these “roadshow” meetings was that the project’s initial plan to include a micro-commercial or office space was not feasible due to the project’s extremely small footprint. The project team received strong feedback in support of maximizing resident community space instead of retail space, as the project site is not large enough to include both. Neighborhood residents also expressed concern about adding more retail space to the neighborhood when the area already has a myriad of empty retail spaces.

2. **Community Meetings:** after completing initial outreach efforts, the development team will host formal Community Meetings to share the design evolution with the community, discuss the feedback received from the listening roadshow and transparently describe how our team was or was not able to incorporate feedback into the development scope. All community meetings will provide translation services that reflect the demographics of the community, and any FAQs and meeting notices will be prepared in multiple languages. The Project Team is equipped to provide Spanish and Cantonese translation (the two most requested languages) at all times, and translation for other languages on an as-needed basis.
3. **Follow-Up Meetings:** if the previous meetings surface opposition to the proposed development, TNDC will arrange one-on-one sessions to hear from concerned residents and provide transparent information in an effort to generate solutions.
4. **Ongoing engagement work:**
  - TNDC staff will walk the neighborhood to meet with local business owners and surrounding neighbors. To engage with non-English speaking constituents of the Tenderloin, Project Staff will coordinate efforts with TNDC’s Community Organizing team to ensure local leaders and stakeholders are informed about meetings and plans for the project and that all groups, regardless of language spoken, have an opportunity to be involved in the planning process.
  - TNDC staff will use flyers, mailings, and social media to ensure the community receives updates about the project. Additionally, the project team will establish an email contact list so that they can provide project updates and FAQs to all interested parties quickly and easily.
  - TNDC will leverage long and deeply rooted relationships with the Tenderloin People’s Congress, District 6 Community Planners, Tenderloin Leadership

Academy, and Market Street for the Masses, to gather ideas from community members to incorporate into the scope of work where feasible.

## **TIMELINE**

### **Design and Entitlement Phase**

- July-December 2019: Listening Sessions
  - Central City SRO Collaborative (7/2/19, 10/29/19)
  - Tenderloin People's Congress (9/9/19)
  - 200/300 Block Turk Street Block Safety Group (11/13/19)
  - District 6 Community Planners (11/13/19)
  - Compton's Transgender Cultural District (11/19/19)
  - Market Street for the Masses (Date TBD)
  - Tenderloin Leadership Academy (Date TBD)
- January 2020: Pre-Application Community Meeting
  - January 7<sup>th</sup>, 2020, Antonia Manor Community Room, 180 Turk St.
- 3<sup>rd</sup> and 4<sup>th</sup> Quarter 2020: Project and Design Update
  - TNDC anticipates taking the 3<sup>rd</sup> and 4<sup>th</sup> quarters of 2020 to meet with community members to present design and program options, listen to feedback and ideas, and review affordability targeting for the general affordable units.

### **Pre-Construction**

- Spring 2021- Project status notifications
  - In early 2021, approximately 6 months prior to construction TNDC will reach out to the neighborhood groups mentioned above to provide a status update on the project to address any schedule or design changes since the entitlement related Meetings. TNDC will also send out this status update via its email contact list, post flyers in the neighbor, and personally notify residential buildings and businesses that border the property.
- Summer/Fall 2021 – Construction Preparedness Meeting
  - Approximately 1-2 months prior to construction start, TNDC will reach out to the groups mentioned above to discuss the construction impacts and mitigations that the project will have. TNDC will take the opportunity to address any construction related concerns with community members and adjacent members.

### **Construction**

- Q4 2021/Q1 2022 – Groundbreaking
  - If there is a groundbreaking ceremony, TNDC will reach out and invite the neighborhood groups mentioned above to the groundbreaking.
- Summer 2022 - Construction Progress Meeting
  - TNDC will hold a meeting in the summer of 2022 at 50% construction completion to update the community on the status of construction, application opening dates, and lottery dates. Specific meetings related to the application process and lease up will be further detailed in the forthcoming marketing plan.