

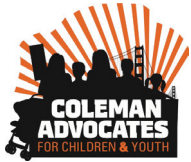
A young boy is painting a blue court on a paved area. He is wearing a dark shirt and blue pants, and is kneeling on the ground. The background shows a sunny outdoor setting with palm trees and other people in the distance.

PEOPLE POWERED COMMUNITY PLANNING

**RECOMMENDATIONS FOR SAN FRANCISCO'S
DISTRICT 11**

Prepared by
Communities United for Health & Justice
Coleman Advocates, Filipino Community Center, and PODER
in collaboration with Chinese for Affirmative Action (CAA)

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ACKNOWLEDGEMENTS

Through knocking on the doors of neighborhood residents and reaching out to schools, community centers and neighborhood organizations, the Communities United for Health and Justice conducted in-depth interviews with 310 community members from all corners of District 11. We would like to thank them for offering their time and expertise to create this plan for the Balboa Upper Yard affordable housing project. We would like to thank the following organizations and neighborhood gathering areas for gathering their clients, members, and families to participate in the surveys: Longfellow Elementary, Monroe Elementary, Balboa High School, Burton High School, Downtown High School, Catholic Charities CYO, Youth Movement of Justice Organizing, Excelsior Family Connections, the Excelsior Community Center, Cayuga Playground, Minnie & Lovie Ward Recreation Center, Excelsior Playground, and Crocker Amazon Park.

FCC, Coleman, and PODER would like to acknowledge our collaboration with Chinese for Affirmative Action, who provided many hours of research, analysis, and writing. In particular, we would like to give a heartfelt thank you to Lily Wong, principal author, and Jenny Lam, without whose efforts, this report would not have been published. We would like to acknowledge PODER, and thank Charlie Sciammas for providing the heart to the report.

In addition, we would like to acknowledge the Mayor's Office of Housing & Community Development for their support of this project and their trust in our community to create development plans for our own neighborhoods. Lastly, we would like to thank Supervisor John Avalos and his staff for their leadership and strong advocacy on behalf of our community.

EXECUTIVE SUMMARY

The City of San Francisco has seen tremendous economic growth over the last few decades. From the tech boom to development projects, the City's landscape is changing. Though positive changes may accrue overall, there are drastic impacts on our communities. There are now more dogs in San Francisco than children 18 and under.

People who grew up in San Francisco are not able to afford living here. Eviction rates have been steadily increasing, at the same time that market-rate developments have provided luxury housing to the few who can afford it. The City is becoming unaffordable for everyday people.

The Communities United for Health and Justice (CUHJ) Alliance is taking a stand in San Francisco's District 11. Consisting of the Excelsior, Crocker Amazon, Outer Mission, Oceanview, Merced Heights, and Ingleside neighborhoods, D11 is one of the last affordable places in San Francisco.

CUHJ hit the streets to survey community members with over 300 face-to-face interviews with residents in English, Spanish, Chinese, and Tagalog. The survey reached out to all corners of the district to collect information from our neighborhood planners – the everyday people who make up our neighborhoods. Our planners are diverse:

they range from youth under 18 to elders who have seen decades of change in the community, from born and bred natives to immigrants struggling to survive. Our planners ARE the community, and they are the experts in development for the community.

90% of residents believe the City is NOT doing enough to create housing for people making under \$60,000 a year.*

This report highlights an overwhelming support for a 100% deeply affordable housing project at the Balboa Park Upper Yard. Among our findings included:

90.2% of participants were supportive of the project, with 79.1% identifying as very supportive.

95.9% of participants wanted to see community representation and participation in the planning process.

Ensuring that affordable housing services the people who need it most, ranging from in-language outreach (75.1%), to access regardless of immigration status (90.6%), to preferences for neighborhood residents (65%).

Their recommendations result in an inspiring vision of a San Francisco for the people, by the people.

*data from San Francisco Rising Community Survey, June 2015

RECOMMENDATIONS

I. TENANT MARKETING, SCREENING, & SELECTION

Ensure that the affordable housing program is deeply accessible to target populations and meets the unique needs of diverse residents, including monolingual immigrant community members.

Developer should be required to provide multilingual materials, applications, and a linguistically accessible screening process. Developer should implement linguistically accessible outreach in District 11 schools and community based organizations. Developer should provide linguistically accessible community workshops to inform and assist potential applicants.

Developer should not require applicants to furnish a social security number during the application and screening process. Alternate forms of ID should be accepted, such as the San Francisco Municipal ID.

Developer should provide priority to residents of District 11 in the selection of tenants.

II. HOUSING & AFFORDABILITY

Ensure that income targeting for affordable housing is affordable to target populations and unit mix meets the needs of target populations identified in neighborhood needs assessment.

Developer should provide 100% affordable units, with a balanced mix of income targeting of 30% area median income, 40% area median income, and 50% area median income.

Developer will provide a majority of multiple bedroom units, ensuring that at least 70% of units include two or three bedrooms, and at least 30% of units include at least 3 bedrooms.

"Everyone should have a place to live that is affordable"


-Jack, (age 16)

III. COMMUNITY BASED DEVELOPMENT

Ensure that ground floor spaces create local assets, meet our community's needs, and contribute to an equitable and vibrant mixed-use development.

Developer will seek partners for ground floor space that dedicate the majority of space towards meeting identified community programming needs, such as a health clinic, subsidized childcare, and/or a workforce center. In addition, modified housing units that provide space for family-based childcare centers will be encouraged.

Limited storefront retail may be included in the project that provide living wages, quality jobs, and hire from the neighborhood, with price points that are affordable to local residents.



*Having a beautiful
and well designed
public space will
create pride and
ownership in our
neighborhood.*

-Kari (age 42)

RECOMMENDATIONS CONTINUED

IV. COMMUNITY BASED DECISION MAKING

Empower community residents to participate as decision makers around affordable housing development and as stewards of neighborhood-based assets.

MOHCD should convene a group of representative resident stakeholders including community members, youth, and elders to review and make recommendations on bids and help select a developer for the site. In addition, this stakeholder body will assist in monitoring compliance during construction management to leverage jobs for local residents as well as provide oversight during the lease-up process.

Following lease-up, developer will establish an on-site tenant leadership council that will be involved in decision making around on-site budget, housing policies, and program planning.

"I grew up in the neighborhood and want to make sure my family can continue to live there. I want to ensure the community is safe and not forgotten"
-Lily, (age 30)

V. COMMUNITY BENEFITS

Provide shared community benefit through public investment and direct access to quality local jobs. Developer will comply with local hiring provisions for construction-related jobs and implement first source hiring for non-construction-related jobs.

VI. PEDESTRIAN SAFETY

Create welcoming pedestrian environments, access, and linkages for people with special needs, babies in strollers, people in wheelchairs, toddlers on training wheels, grade schoolers on skateboards, teenagers on single speeds, grandparents on walkers, couples arm-in-arm, and families on bikes.

Developer will improve the experience, safety, and circulation of pedestrians at Geneva and San Jose Avenues by implementing pedestrian safety improvements, including but not limited to pedestrian signaling, crosswalks, scramble lights, pedestrian-scale lighting, widened sidewalks, trees, better crosswalks, landscaping, and decorative paving & walkways.

"We need positive spaces for the community"

-Natalie, (age 29)

VII. PUBLIC SPACES

Support place-making that creates social cohesion among people of a variety of backgrounds, ages, and cultures through physical infrastructure, good urban design, community events and expanded cultural opportunities.

Developer will ensure that a significant public space component be incorporated into the project and the adjacent transit station that is accessible to all residents to build community and celebrate culture with youth, families, and elders and create gathering spaces that feel inviting, vibrant, and safe.

Public space amenities will include, but not be limited to a central plaza, mini park, flower gardens and greening bench seating, public art, vendor carts, and play structures.

Developer will partner with community-based organizations to do programming.

"Very supportive of the project because it will help many low-income families"

-Amilia, (age 41)

VIII. HEALTH PROTECTIVE DEVELOPMENT

Improve environmental conditions and protect community health through community based planning, design, and technology.

Developer will demonstrate a track record implementing health-protective development to protect community health from air pollution and traffic.

Through a sound planning process, developer will create a health-protective development plan that addresses design, building orientation, landscaping, and air filtration.

"Hay familias de bajos recursos pagando renta muy alto precio"

-Maria, (age 35)

SUMMARY OF FINDINGS

PEOPLE POWERED COMMUNITY PLANNING HITS THE STREETS OF DISTRICT 11

Our vision is to support everyday people to become the planners of their own neighborhoods; In the Excelsior and OMI, we are making it happen. We set out to involve our community in planning what happens on publicly owned land in our neighborhood, such as the Balboa Park Station Upper Yard site, so that the project truly meets our community's needs.

From March through May 2015, the Communities United for Health and Justice (CUHJ) conducted an extensive survey of the community regarding affordable housing & community development. Over 60 volunteers were recruited to door-knock at people's homes and outreach at local schools and community centers across D11, reaching a total of 310 persons.

The neighborhood planners who participated in the CUHJ community survey and helped to envision the new affordable housing in District 11 are very diverse: 19% are youth under 18; 16% are over elders over 60; and 50% are adults between the ages of 19 and 60. 28% are Latino; 18% are Filipino; 29% are Chinese; 5% are Black; 4% are White; and 16% Declined to State. 47% are renters and 18% are homeowners with the rest decline to state.

In a separate effort, in May of 2015, San Francisco Rising conducted face-to-face and telephone surveys of thousands of residents of southeast San Francisco. This effort found an overwhelming 90% of people believes the City is NOT doing enough to create housing for people making under \$60,000.

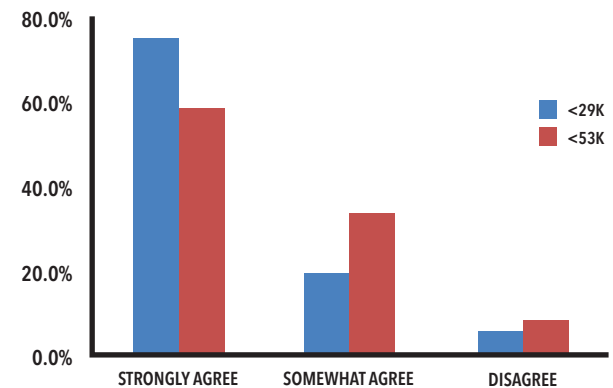
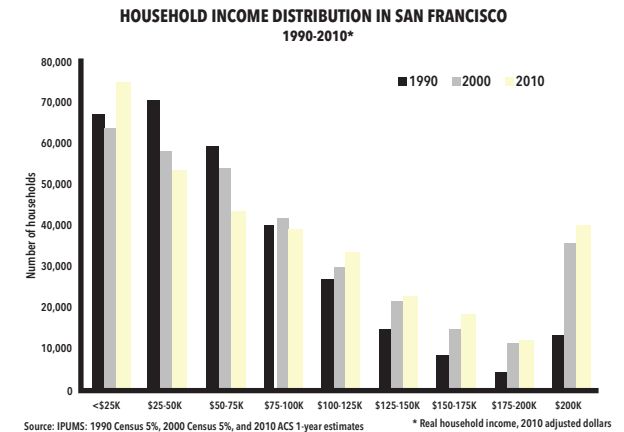
HOW OUR COMMUNITY IS IMPACTED BY THE AFFORDABILITY CRISIS

88% of survey participants indicated they are impacted by the housing crisis. The single biggest indicator, affecting tenants and homeowners alike, was seeing neighbors increasingly move away from the neighborhood.

WHAT KIND OF AFFORDABILITY IS NEEDED?

Affordability is a key issue in San Francisco. Often times, decision-makers choose income levels on "area median income" in a community. In San Francisco though, this median contrasts more of the haves versus have-nots. There is a shrinking middle class in San Francisco. A May 2014 report by the Human Services Agency in San Francisco showed that nearly 140,000 households had incomes of less than \$50,000.

Survey respondents overwhelmingly believe that income targeting is important for new affordable housing, with most respondents in favor of providing for families that make under \$53,000 annually and under \$29,000 annually. Over 74% of respondents believe that new affordable units should be available to families earning under \$29,000 for a family of four, and 58% believe that units should be available to families earning under \$53,000 for a family of four.



¹ The Communities United for Health and Justice is a collaborative whose mission is to empower working class communities of color, immigrants, youth, and seniors to live and thrive in San Francisco.

² San Francisco Rising is a vibrant young electoral alliance that builds the political power of working class communities of color in San Francisco.

SUMMARY OF FINDINGS CONTINUED

HOW TO CREATE COMMUNITY-SERVING DEVELOPMENT

The vast majority of participants (79%) wanted to see community spaces when asked the question, "Overall, would you like to see more community programs, or more retail spaces on the ground floor of affordable housing development?" These numbers hold true for people of all ages, and homeowners and tenants alike.

	AGREE STRONGLY	AGREE SOMEWHAT	DO NOT AGREE
WORKFORCE CENTER	211	73	4
CHILDCARE SPACE	203	78	4
HEALTHCARE CLINIC	196	79	8

When asked about ground floor space and what services would be beneficial to the community, respondents strongly supported a workforce center, childcare spaces, and a health clinic.

65% respondents felt priority should be given to people who currently live in the neighborhood.

Prioritizing residents of our neighborhoods in District 11 (94112 and 94132 zip codes)		
AGREE STRONGLY	AGREE SOMEWHAT	DO NOT AGREE
65%	31%	3.8%

70% of participants strongly agreed that all residents should have access to the affordable housing, regardless of their immigration status. It is helpful to note District 11 has the largest foreign-born population in San Francisco, and the highest undocumented persons population.

All residents, regardless of immigration status, have access to affordable housing.		
AGREE STRONGLY	AGREE SOMEWHAT	DO NOT AGREE
70.1%	20.5%	8.7%

We asked if retail businesses should offer living wages, quality jobs, and hire from the neighborhood. 97.5% agree overall, with 69.1% agreeing strongly.

Retail businesses should have living wages, quality jobs, and hire from the neighborhood.		
AGREE STRONGLY	AGREE SOMEWHAT	DO NOT AGREE
69.1%	28.4%	2.5%

CREATING SAFE PEDESTRIAN SPACES

Pedestrian safety at the Upper Yard site is a huge concern to survey participants. Community sees a high need for better pedestrian signaling, pedestrian lighting, new crosswalks, as well as sidewalk widening, more trees, scramble lights, and decorative walkways.

IMPROVING PUBLIC SPACE

We asked what kinds of public spaces can be accessible to all residents that build community and celebrate culture with youth, families and elders. The top four answers given were for a mini-park, flower gardens & greening, play structures, and a plaza.

WHAT KINDS OF PUBLIC SPACES THAT ARE ACCESSIBLE TO ALL RESIDENTS WOULD YOU LIKE TO SEE THAT BUILD COMMUNITY AND CELEBRATE CULTURE WITH YOUTH, FAMILIES, AND ELDERS? (PLEASE CHOOSE UP TO 5 OF THE FOLLOWING)										
MINI PARK	FLOWER GARDEN & GREENING	PLAY STRUCTURE	BENCH SEATING	PUBLIC ART	PLAZA	EXERCISE EQUIPMENT	STAGE/ AMPHITHEATER	VENDOR FACILITY /KIOSKS	MOBILE VENDING CARTS	GAZEBO
206	178	163	134	133	123	117	58	55	42	30
66.5%	57.4%	52.6%	43.2%	42.9%	39.7%	37.7%	18.7%	17.7%	13.5%	9.7%

HEALTHY DEVELOPMENT

When asked "Do you believe that the developer should have a strong track record to implement development that protects our community's health from air pollution and traffic?" 98.26% of respondents agreed strongly or somewhat.

COMMUNITY BASED DECISION MAKING

Survey participants overwhelmingly supported (95.9%) deepening community representation and participation in decision making for community members, youth and elders when asked, "Do you believe that a representative group of resident stakeholders should help select a developer for the site and oversee the decision making around affordable housing."

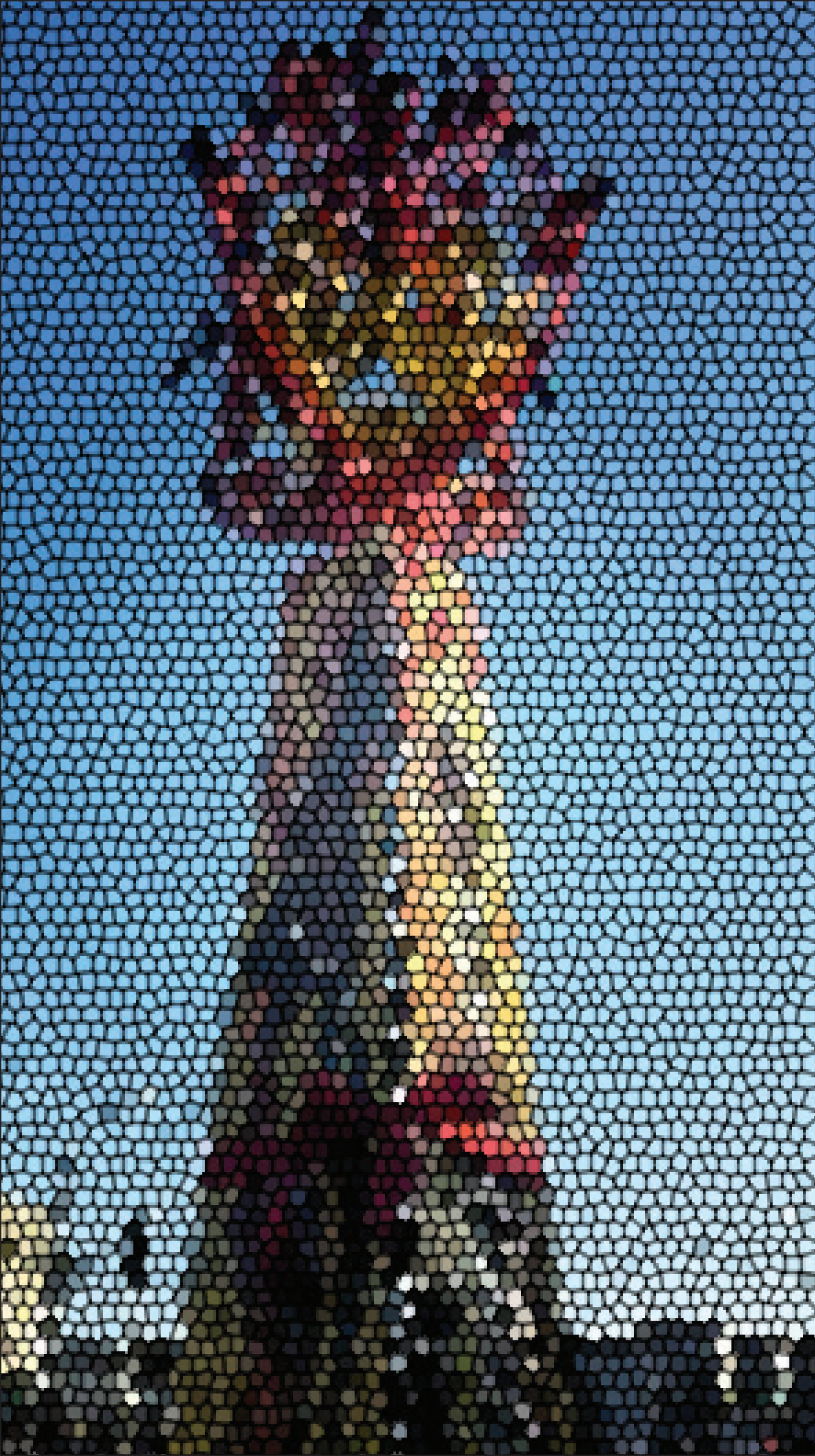
REACHING THOSE MOST AFFECTED

Participants felt the best ways to educate community members about new affordable housing opportunities was to have information materials and applications in the languages they speak. The top non-English languages spoken in the District are Chinese, Spanish, and Tagalog.

STRONG OVERALL SUPPORT FOR AFFORDABLE HOUSING

Overall, we wanted to know whether people were supportive of the project. 79% of participants answered very supportive, while a much smaller proportion were concerned or unsure about the project. In written concerns, participants wanted to know how large the project would be, how it will affect traffic in the area, and what the impacts would be on the environment.

HOW CAN WE IMPROVE THE EXPERIENCE THE EXPERIENCE, SAFETY AND CIRCULATION OF PEDESTRIANS AND TRANSIT USERS AT BOTH GENEVA AND SAN JOSE AVENUES? (PLEASE CHOOSE UP TO 3 OF THE FOLLOWING):								
	NEW CROSSWALKS	PEDESTRIAN SIGNALS	PEDESTRIAN LIGHTING	MORE TREES	WIDENING SIDEWALK	SCRAMBLE LIGHTS	RESTRIPING STREETS	DECORATIVE WALKWAYS
RAW NUMBER	125	154	138	88	80	75	49	63
%	42.5%	52.4%	46.9%	29.9%	27.2%	25.5%	16.7%	21.4%



CONCLUSION

The vision emerging from District 11 provides an exciting new approach to development. Real grassroots community planning and community engagement from the resident experts should lead the process of development. Housing should be made affordable to those who are the fabric of our society; the janitors, caregivers, mechanics, and teaching assistants. Our survey is for the Balboa Upper Yard site, but results can be applied to other development sites such as the publicly owned Balboa Reservoir or the privately owned 4840 Mission Street site.

Planning does not have to be defined by past processes. We can pave a new process to include our diverse community. There is urgency for this: in the next 10 years, most of our community planners may get pushed out of San Francisco. Before this happens, we are taking a stand. Development in our community will happen for our community.

CUHJ BACKGROUND

Communities United for Health & Justice is an alliance of five organizations in San Francisco's District 11: Filipino Community Center, PODER, Coleman Advocates for Children and Youth, Chinese for Affirmative Action, and Bernal Heights Neighborhood Center. Our organizations joined forces in 2008 to develop grassroots leadership and create long lasting change in District 11 through organizing for affordable housing, economic justice, youth empowerment, and immigrant rights. We are currently advancing two areas of focus that braid together economic and housing justice strategies to promote comprehensive community development.

Together, our people, cultures, traditions, ingenuity, and the land are our community's greatest resources. Our is a story of a neighborhood discovering under-utilized talents, re-envisioning neighborhood spaces, and leading community and economic development efforts to serve workers and community members that are designed by the very people that will benefit from them. This report is a result of the collaboration of the Housing Justice team (Coleman Advocates, the Filipino Community Center, and PODER) with expertise lent from Chinese for Affirmative Action.

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