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Re: La Victoria and Vendors

ErickCalle24 <erick@calle24sf.org>

Thu 3/3/2016 11:47 AM

To: Torres, Joaquin (ASR) <joaquin.torres@sfgov.org>

Cc: Ronen, Hillary <hillary.ronen@sfgov.org>; [REDACTED]@gmail.com <[REDACTED]@gmail.com>; DiSalvo, Jonathan (CPC) <Jonathan.DiSalvo@sfgov.org>; info <info@lavictoriabakery.com>; Garcia, Barbara (DPH) <barbara.garcia@sfdph.org>; Joaquin Torres <joaquin.torres@me.com>; Ahsha Safai <[REDACTED]@gmail.com>; Chung Hagen, Sheila (BOS) <schunghagen@SFGOV1.onmicrosoft.com>; Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>

Please let me know.

Erick

Calle 24 Latino Cultural District

On Thu, Mar 3, 2016 at 10:40 AM, Torres, Joaquin (ECN) <joaquin.torres@sfgov.org> wrote:

Thank you, Hillary,

Diana and I are coordinating our schedules for next week. She'll be sending out some times to consider later this afternoon. We think it's important for Erick to be present if we are discussing the SUD.

Kind regards,

Joaquín

From: Ronen, Hillary

Sent: Thursday, March 03, 2016 10:19 AM

To: ErickCalle24 <erick@calle24sf.org>

Cc: [REDACTED]@gmail.com; DiSalvo, Jonathan (CPC) <jonathan.disalvo@sfgov.org>; info <info@lavictoriabakery.com>; Garcia, Barbara (DPH) <barbara.garcia@sfdph.org>; Joaquin Torres <joaquin.torres@me.com>; Ahsha Safai <[REDACTED]@gmail.com>; Chung Hagen, Sheila (BOS) <sheila.chung.hagen@sfgov.org>; Torres, Joaquin (ECN) <joaquin.torres@sfgov.org>; Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>

Subject: Re: La Victoria and Vendors

I don't want to hold a meeting on the SUD until someone from the mayor's office can attend.

We are not meeting today. We will meet tomorrow if Diana or Joaquin can be there anytime between 12-2.

DPH will not attend this meeting.

Joaquin and Diana, if Friday doesn't work for you, please propose a couple times next week.

Hillary


Sent from my iPhone

On Mar 3, 2016, at 10:01 AM, "ErickCalle24" <erick@calle24sf.org> wrote:

Could meet before 2 PM today.

Erick

Calle 24 Latino Cultural District

On Wed, Mar 2, 2016 at 6:52 PM, <@gmail.com> wrote:

Jonathan,

We we're meeting about the Special Use District being created for 24th street and the surrounding area.

We want Planning and DPH to meet and work out issues for sure but tomorrow's meeting was intended to discuss the SUD and it was my understanding we were meeting in Supervisor Campos office?

Joaquin and Eric are you still able to meet?

Thank you,

Ahsha

Ahsha Safai, *M.C.P.*

(415) [REDACTED]

On Mar 2, 2016, at 6:05 PM, DiSalvo, Jonathan (CPC) <jonathan.disalvo@sfgov.org> wrote:

Hello all,

I believe it would be best to postpone this meeting for a later date. The Planning Department and DPH are still in the midst of meetings and an effort to clarify the route forward. If the meeting were postponed, it would allow for a clear response, and could possibly limit any confusion. If rescheduled, we could likely meet the week of 3/21 to 3/25.

Though I think it would be best to postpone the meeting, I will make myself available tomorrow to meet if anybody wants to meet.

Please let me know if there is interest in meeting tomorrow at 3:00 at the Planning Department at 1660 Mission Street, Suite 400. If there is no interest, we will postpone the meeting to allow for DPH and Planning to complete their coordination.

Regards,

Jonathan DiSalvo
Planner, Southeast Quadrant, Current Planning

Planning Department, City and County of San Francisco
1650 Mission Street, Suite 400, San Francisco, CA 94103

Direct: 415-575-9182 **Fax:** 415-558-6409

Email: Jonathan.DiSalvo@sfgov.org

Web: www.sfplanning.org

[<image001.png>](#)

[<image002.png>](#) [<image003.png>](#) [<image004.png>](#) [<image005.png>](#)

From: Ronen, Hillary

Sent: Wednesday, March 02, 2016 3:03 PM

To: [REDACTED]@gmail.com; DiSalvo, Jonathan (CPC)

Cc: info; Garcia, Barbara (DPH); Joaquin Torres; Ahsha Safai; ErickCalle24; Chung Hagen, Sheila (BOS)

Subject: RE: La Victoria and Vendors

I can do 3:00 pm tomorrow. Joaquin, can you or Diana be there? If we talk about the SUD, it doesn't make sense to hold the meeting without a representative from your office.

Hillary

From: [REDACTED]@gmail.com [[mailto:\[REDACTED\]@gmail.com](mailto:[REDACTED]@gmail.com)]

Sent: Wednesday, March 02, 2016 2:46 PM

To: DiSalvo, Jonathan (CPC) <jonathan.disalvo@sfgov.org>

Cc: info <info@lavictoriabakery.com>; Garcia, Barbara (DPH) <barbara.garcia@sfdph.org>; Joaquin Torres <joaquin.torres@me.com>; Ronen, Hillary <hillary.ronen@sfgov.org>; Ahsha Safai <[REDACTED]@gmail.com>; ErickCalle24 <erick@calle24sf.org>

Subject: Re: La Victoria and Vendors

I can meet anytime from 1-3:30 tomorrow.

Thx

Ahsha Safai, *M.C.P.*

(415) [REDACTED]

On Mar 2, 2016, at 2:40 PM, DiSalvo, Jonathan (CPC) <jonathan.disalvo@sfgov.org> wrote:

Hello All,

Are you all available to meet tomorrow afternoon (3/2)?

Thanks,

Jonathan DiSalvo
Planner, Southeast Quadrant, Current Planning

Planning Department, City and County of San Francisco
1650 Mission Street, Suite 400, San Francisco, CA 94103
Direct: 415-575-9182 **Fax:** 415-558-6409

Email: Jonathan.DiSalvo@sfgov.org

Web: www.sfplanning.org

[<image001.png>](#)

[<image002.png>](#) [<image003.png>](#) [<image004.png>](#) [<image005.png>](#)

From: [REDACTED]@gmail.com [[mailto:\[REDACTED\]@gmail.com](mailto:[REDACTED]@gmail.com)]
Sent: Wednesday, March 02, 2016 9:42 AM
To: info
Cc: Garcia, Barbara (DPH); Joaquin Torres; Ronen, Hillary; DiSalvo, Jonathan (CPC); Ahsha Safai; ErickCalle24
Subject: Re: La Victoria and Vendors

Hello Folks,

Sorry I wasn't on the email chains until now - wrong email was input by accident.

This Friday at 11:30 works for me to meet in Supervisor Campos office with Hillary, Joaquin, Jaime, Eric and Jonathan.

Barbara, I agree with Jaime. We should meet about the larger planning issues this Friday and then we can meet with you and your staff maybe some time next week. Please let us know when is a good time for you.

Thanks,

Ahsha

Ahsha Safai, *M.C.P.*

(415) [REDACTED]

On Mar 2, 2016, at 9:33 AM, info
<info@lavictoriabakery.com> wrote:

Hi Barbara,

Just want to let you know that i appreciate your email.

Lets get a separate meeting with your staff just so we can all be on the same page with what ever we come up with from the City Hall Meeting. I understand that Friday is hard but we will relay all to you.

Joaquin,

Is AFTER 11 AM good for you?

Please let me know.

All the best TO ALL

Jaime Maldonado

La Victoria Bakery
2937 24th st.
S.F. Ca, 94110

██████████ [@lavictoriabakery.com](mailto:██████████@lavictoriabakery.com)

Contra El Pan Malo!!

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Follow us on Facebook:

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

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On Mar 1, 2016, at 4:47 PM, Garcia,
Barbara (DPH)
<barbara.garcia@sfdph.org> wrote:

Supervisor campos asked that we set up a meeting with our staff

Do you still want to do this?

Barbara Garcia

On Mar 1, 2016, at 3:48 PM,
Ronen, Hillary
<hillary.ronen@sfgov.org>
wrote:

I heard back from Barbara that she is not available. Joaquin and Jonathon, are you available on Friday? Thanks.

Hillary

From: info
[<mailto:info@lavictoriabakery.com>]
Sent: Monday, February 29, 2016 4:56 PM
To: Asha Agrawal
<[REDACTED]@gmail.com>
Cc: Ronen, Hillary
<hillary.ronen@sfgov.org>;
Joaquin Torres
<joaquin.torres@me.com>;
Garcia, Barbara (DPH)
<barbara.garcia@sfdph.org>; DiSalvo, Jonathan (CPC)
<jonathan.disalvo@sfgov.org>
Subject: Re: La Victoria and Vendors

YES!

JAIME

On Feb 29,
2016, at
10:57 AM,
Asha
Agrawal
<[\[REDACTED\]
@gmail.co
m](mailto:[REDACTED]@gmail.com)> wrote:

Please
remove me
from these
emails - I am
not
associated
with this
group and
was added
mistakenly.

On Mon, Feb
29, 2016 at
10:56 AM,
Ronen,
Hillary
<[hillary.rone
n@sfgov.org](mailto:hillary.ronen@sfgov.org)
> wrote:

Joaquin,
Barbara,
and
Jonathon,

The
situation at
La Victoria

bakery has
been
endless
frustrating
– certainly
for Jaime –
but for all
of us. Since
separate
conversations
don't
seem to be
resolving
the
situation,
can we
meet to
discuss all
together?

Does this
Friday at
11:30 work
for
everyone?

Hillary

Uphold the Calle 24 CEQA appeal

Erick Arguello <erick@calle24sf.org>

Fri 3/17/2017 6:01 PM

To: Lee, Mayor (MYR) <mayoredwinlee@sfgov.org>; Fewer, Sandra (BOS) <sandra.fewer@sfgov.org>; Farrell, Mark (MYR) <mark.farrell@sfgov.org>; Peskin, Aaron (BOS) <aaron.peskin@sfgov.org>; Tang, Katy (BOS) <katy.tang@sfgov.org>; BreedStaff, (BOS) <breedstaff@sfgov.org>; Kim, Jane (BOS) <jane.kim@sfgov.org>; Yee, Norman (BOS) <norman.yee@sfgov.org>; Sheehy, Jeff (BOS) <jeff.sheehy@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>; Cohen, Malia (BOS) <malia.cohen@sfgov.org>; Safai, Ahsha (BOS) <ahsha.safai@sfgov.org>; Boilard, Chelsea (BOS) <chelsea.boilard@sfgov.org>; Pagoulatos, Nick (BOS) <nick.pagoulatos@sfgov.org>; Yu, Angelina (BOS) <angelina.yu@sfgov.org>; Montejano, Jess (BOS) <jess.montejano@sfgov.org>; Kawa, Steve (MYR) <steve.kawa@sfgov.org>; Karunaratne, Kanishka (MYR) <kanishka.cheng@sfgov.org>; Kelly, Margaux (BOS) <margaux.kelly@sfgov.org>; Angulo, Sunny (BOS) <sunny.angulo@sfgov.org>; Hepner, Lee (BOS) <lee.hepner@sfgov.org>; Summers, Ashley (BOS) <ashley.summers@sfgov.org>; Quizon, Dyanna (BOS) <dyanna.quizon@sfgov.org>; Law, Ray (BOS) <ray.law@sfgov.org>; Lloyd, Kayleigh (BOS) <kayleigh.lloyd@sfgov.org>; Roxas, Samantha (BOS) <samantha.roxas@sfgov.org>; Johnston, Conor (BOS) </o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=57ee10e97c3847a0b679d91fccca9ae8-Conor Johns>; Lopez, Barbara (BOS) <barbara.lopez@sfgov.org>; Lee, Ivy (BOS) <ivy.lee@sfgov.org>; Maybaum, Erica (BOS) <erica.maybaum@sfgov.org>; Choy, Jarlene (BOS) <jarlene.choy@sfgov.org>; Low, Jen (BOS) <jen.low@sfgov.org>; BOS_LitHold_andres.power_06052017 <BOS_LitHold_andres.power_06052017@sfgov1.onmicrosoft.com>; Spero, David (BOS) <david.spero@sfgov.org>; Goossen, Carolyn (BOS) <carolyn.goossen@sfgov.org>; Chung Hagen, Sheila (BOS) <schunghagen@SFGOV1.onmicrosoft.com>; Gee, Natalie (BOS) <natalie.gee@sfgov.org>; Chicuata, Brittni (BOS) <brittni.chicuata@sfgov.org>; Chan, Yoyo (BOS) <yoyo.chan@sfgov.org>; Kittler, Sophia (MYR) <sophia.kittler@sfgov.org>; Lee, Judy (BOS) <judy.lee@sfgov.org>; Meyer, Catherine (BOS) <cathy.mulkeymeyer@sfgov.org>; Sandoval, Suhagey (BOS) <suhagey.sandoval@sfgov.org>; Erick Arguello <erick@calle24sf.org>; Moises Garcia <moises@calle24sf.org>

Dear Mayor Lee and San Francisco Board of Supervisors,

The Latino Cultural District was set up to help preserve San Francisco's Latino community, cultural assets, businesses, and curtail the effects of gentrification and displacement. Therefore: Acknowledging the Latino community's presence and contributions to the Mission District and San Francisco, as a whole.

At the time the Eastern Neighborhood Plan (ENP) was created, which is the basis of the approval of the project, did not study or acknowledge the social and economic impacts on our community. Therefore, it did not anticipate the level of displacement of working class and Latino residents. There were no provisions within the ENP to address these effects.

Currently, there are nearly 700 luxury units in the pipeline designated for the Calle 24 Latino Cultural District. Creating a series of negative social and economic impacts that will have lasting and detrimental effects on the district.

It is the desire of the local community, those that live and work here, to uphold this CEQA appeal. By sending it back to the Planning Department, the project can be reviewed within the current social and environmental conditions.

Sincerely,

--

Erick Arguello
Founder, Council President
Calle 24 Latino Cultural District
2958 24th St.
San Francisco, Ca 94110
www.calle24sf.org

Calle 24 Latino Cultural District: Culture, family, merchants and our struggle to stay.

Erick Arguello <erick@calle24sf.org>

Sat 3/18/2017 2:23 PM

To: Lee, Mayor (MYR) <mayoredwinlee@sfgov.org>;Fewer, Sandra (BOS) <sandra.fewer@sfgov.org>;Farrell, Mark (MYR) <mark.farrell@sfgov.org>;Peskin, Aaron (BOS) <aaron.peskin@sfgov.org>;Tang, Katy (BOS) <katy.tang@sfgov.org>;BreedStaff, (BOS) <breedstaff@sfgov.org>;Kim, Jane (BOS) <jane.kim@sfgov.org>;Yee, Norman (BOS) <norman.yee@sfgov.org>;Sheehy, Jeff (BOS) <jeff.sheehy@sfgov.org>;Ronen, Hillary <hillary.ronen@sfgov.org>;Cohen, Malia (BOS) <malia.cohen@sfgov.org>;Safai, Ahsha (BOS) <ahsha.safai@sfgov.org>;Boilard, Chelsea (BOS) <chelsea.boilard@sfgov.org>;Pagoulatos, Nick (BOS) <nick.pagoulatos@sfgov.org>;Yu, Angelina (BOS) <angelina.yu@sfgov.org>;Montejano, Jess (BOS) <jess.montejano@sfgov.org>;Kawa, Steve (MYR) <steve.kawa@sfgov.org>;Karunaratne, Kanishka (MYR) <kanishka.cheng@sfgov.org>;Kelly, Margaux (BOS) <margaux.kelly@sfgov.org>;Angulo, Sunny (BOS) <sunny.angulo@sfgov.org>;Hepner, Lee (BOS) <lee.hepner@sfgov.org>;Summers, Ashley (BOS) <ashley.summers@sfgov.org>;Quizon, Dyanna (BOS) <dyanna.quizon@sfgov.org>;Law, Ray (BOS) <ray.law@sfgov.org>;Lloyd, Kayleigh (BOS) <kayleigh.lloyd@sfgov.org>;Roxas, Samantha (BOS) <samantha.roxas@sfgov.org>;Johnston, Conor (BOS) </o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=57ee10e97c3847a0b679d91fccca9ae8-Conor Johns>;Lopez, Barbara (BOS) <barbara.lopez@sfgov.org>;Lee, Ivy (BOS) <ivy.lee@sfgov.org>;Maybaum, Erica (BOS) <erica.maybaum@sfgov.org>;Choy, Jarlene (BOS) <jarlene.choy@sfgov.org>;Low, Jen (BOS) <jen.low@sfgov.org>;BOS_LitHold_andres.power_06052017 <BOS_LitHold_andres.power_06052017@sfgov1.onmicrosoft.com>;Spero, David (BOS) <david.spero@sfgov.org>;Goossen, Carolyn (BOS) <carolyn.goossen@sfgov.org>;Chung Hagen, Sheila (BOS) <schunghagen@SFGOV1.onmicrosoft.com>;Gee, Natalie (BOS) <natalie.gee@sfgov.org>;Chicuata, Brittni (BOS) <brittni.chicuata@sfgov.org>;Chan, Yoyo (BOS) <yoyo.chan@sfgov.org>;Kittler, Sophia (MYR) <sophia.kittler@sfgov.org>;Lee, Judy (BOS) <judy.lee@sfgov.org>;Meyer, Catherine (BOS) <cathy.mulkeymeyer@sfgov.org>;Sandoval, Suhagey (BOS) <suhagey.sandoval@sfgov.org>;Erick Arguello <erick@calle24sf.org>;Moises Garcia <moises@calle24sf.org>;Miguel Bustos [REDACTED]@gmail.com>

Supervisors and Mayor Lee,

Currently, there are nearly 700 luxury units in the pipeline designated for the Calle 24 Latino Cultural District. Creating a series of negative social and economic impacts that will have lasting and detrimental effects on the district.

Please view our community and its culture.

<https://youtu.be/4YjHEPpg7Og>

It is the desire of the local community, those that live and work here, to uphold this CEQA appeal. By sending AXIS development back to the Planning Department, so that the project can be reviewed within the current social and environmental conditions.

--

Erick Arguello
Founder, Council President
Calle 24 Latino Cultural District
2958 24th St.
San Francisco, Ca 94110
www.calle24sf.org

Re: Project at 2799 24th St + meeting and hearing(s)

Erick Arguello <erick@calle24sf.org>

Thu 4/20/2017 6:40 PM

To: Jardines, Esmeralda (CPC) <esmeralda.jardines@sfgov.org>

Cc: DPH-latinzoneprod <[REDACTED]@aol.com>; Sucre, Richard (CPC) <richard.sucre@sfgov.org>; Flores, Claudia (CPC) <claudia.flores@sfgov.org>; Rahaim, John (CPC) <john.rahaim@sfgov.org>; Moises Garcia <moises@calle24sf.org>; Anastacia Powers Cuellar <spowers@brava.org>; Myrna Melgar <[REDACTED]@gmail.com>; Spike Kahn <[REDACTED]@gmail.com>; Peter Papadopoulos <peter@mojotheatre.com>; MEDA <gmedina@medasf.org>; Torres, Joaquin (ASR) <joaquin.torres@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>

Thank you for your response. We feel that its bad policy for planning to allow any developer to meet outside the community on a project that effects us. Its a disservice to our community and feels very disrespectful. What is the reason for these meetings at planning and what are your expected outcomes? Is this for a certain demographic? This is not the first pre-application meeting that has been taken outside the neighborhood.

I also think the discussion about the murals should be with experts on Latino History and Culture. Look forward to the continued conversation.

Erick

On Thu, Apr 20, 2017 at 5:39 PM, Jardines, Esmeralda (CPC) <esmeralda.jardines@sfgov.org> wrote:

Hola Erick, et al.,

Yes, the meeting this coming Monday, April 24, 2017 from 5-7 PM will still take place because a mailed noticed was sent out and we'll need to host this accordingly. However, this meeting will be in addition to subsequent meetings we will set up once we've confirmed a date/time that works for everyone/the majority. We've encouraged the project sponsor to host one in the Mission, which I will attend myself in addition to another meeting we'll host internally with USM representatives, the project team, myself and my supervisor.

Just a few points of clarification:

An **initial pre-application meeting** occurred on October of 2014 at the project site. Because the project has evolved over time and the scope has significantly changed per the Planning Department's direction, we requested that they conduct another community outreach meeting mirroring the pre-application process to allow community members another opportunity to see the project and provide comments to the project sponsor and staff prior to any notification, public hearing, or determinations being made. Thus, we greatly appreciate you all reaching out, that is t precisely what these notification processes are for and why we'll continue hosting these meetings. In the interim, this project will not be duly noticed nor will it be heard at the

May variance hearing; this will give us all time to convene and discuss the project and its evolution more in depth.

We are conscientious of the **Calle 24 and MAP 2020** efforts and have continuously reminded the project sponsor of the cultural context the project is being proposed in. They are aware of and have considered the mural's importance. I along with one of our Southeast Preservation Planners managed the Mission Mural project last summer and are familiar with Carlos Gonzalez's work and understand the significance of "Y Tu y Yo y Cesar"; we're having further discussions with our Environmental Planning and Preservation Divisions as well. We can discuss all of this further when we meet; looking forward to it!

Please let me know how I can be of assistance in the interim.

Thank you,

Esmeralda Jardines

Planner, Current Planning, SE Quadrant

SAN FRANCISCO

PLANNING DEPARTMENT

1650 Mission Street, #400 | SF, CA 94103

esmeralda.jardines@sfgov.org | [415.575.9144](tel:415.575.9144)

From: Erick Arguello [mailto:erick@calle24sf.org]

Sent: Thursday, April 20, 2017 4:57 PM

To: Latinzoneprod

Cc: Sucre, Richard (CPC); Flores, Claudia (CPC); Rahaim, John (CPC); Jardines, Esmeralda (CPC); Moises Garcia; Anastacia Powers Cuellar; Myrna Melgar; Spike Kahn; Peter Papadopoulos; MEDA

Subject: Re: Project at 2799 24th St + meeting and hearing(s)

Thanks Roberto. This is a very important issue for the Calle 24 Latino Cultural District. We are talking about an important piece of our cultural assets that will be destroyed. A 35 year old mural part of the mural tour that generates revenue to the corridor and city. Its also linked to a web of over 400 murals in the Mission making it the largest out door gallery in the country. This is part of our history here (Chicano Movement) in San Francisco that deserves review. Having it in our community for people to have access is very important to us.

Erick

On Thu, Apr 20, 2017 at 1:07 PM, Latinzoneprod <[REDACTED]@aol.com> wrote:

Hola Richard

Appreciate you willingness as always to work with us.

As we all know from past meeting held at your offices the result in very poor attendance by community residents

The meeting is set at 5 pm!

More then the majority of our residents work, parents have children to pick up and then to jump on a bus to your offices does not work.

My intention is to avoid that and doing it right the first time.

Appreciate this meeting being re-schedule in the Mission and at a later time like 6 pm or 7 pm

Here are a list of sites the project sponsor can get to host the meeting:

Mission Cultural Center

St. Peter's Church Hall

Mission Neighborhood Centers

Galeria de La Raza

BRAVA

Gracias

Roberto

-----Original Message-----

From: Sucre, Richard (CPC) (CPC) <richard.sucre@sfgov.org>

To: Flores, Claudia (CPC) (CPC) <claudia.flores@sfgov.org>; Latinzoneprod <[REDACTED]@aol.com>;

Rahaim, John (CPC) (CPC) <john.rahaim@sfgov.org>; Jardines, Esmeralda (CPC) (CPC)

<esmeralda.jardines@sfgov.org>

Cc: erick <erick@calle24sf.org>; moises <moises@calle24sf.org>; spowers <spowers@brava.org>; [REDACTED]

<[REDACTED]@gmail.com>; spikekahn <[REDACTED]@gmail.com>; peter <peter@mojotheatre.com>; gmedina

<gmedina@medasf.org>

Sent: Thu, Apr 20, 2017 12:53 pm

Subject: RE: Project at 2799 24th St + meeting and hearing(s)

Hi All,

I am also looping in the assigned planner, Esmeralda Jardines.

Since this project has changed since its original inception, we required a new Pre-App Meeting. For the Pre-App, the Project Sponsor is allowed to host the meeting at our office.

Given the concern with this project, we will also host a more focused discussion, as we have for other projects in the Mission. Typically, to set up these meetings, we reach out to Peter, and host the meeting at Planning.

We can also request additional community outreach at a site located near the project site. Either Esmeralda or I will follow-up after discussing with the Project Sponsor.

Let me know if you have any questions.

Rich

Richard Sucre

Senior Planner/Team Leader, Southeast Quadrant-Current Planning Division

Preservation Technical Specialist

Planning Department | City and County of San Francisco
1650 Mission Street, Suite 400, San Francisco, CA 94103
Direct: 415-575-9108 | Fax: [415-558-6409](tel:415-558-6409)

Email: richard.sucre@sfgov.org

Web: www.sfplanning.org

From: Flores, Claudia (CPC)

Sent: Thursday, April 20, 2017 12:16 PM

To: Latinzoneprod; Rahaim, John (CPC); Sucre, Richard (CPC)

Cc: erick@calle24sf.org; moises@calle24sf.org; spowers@brava.org; [REDACTED]@gmail.com;

[REDACTED]@gmail.com; peter@mojotheatre.com; gmedina@medasf.org

Subject: RE: Project at 2799 24th St + meeting and hearing(s)

Thanks for letting us know Roberto, I am looping in Rich Sucre, the manager for the staff that reviews the projects in the southeast portion of the city (Mission being part of it).

Claudia Flores

Planning Department | City and County of San Francisco
1650 Mission Street, Suite 400, San Francisco, CA 94103
Direct: 415-558-6473 | Fax: [415-558-6409](tel:415-558-6409)

Email: claudia.flores@sfgov.org

Web: www.sfplanning.org

From: Latinzoneprod [[mailto:\[REDACTED\]@aol.com](mailto:[REDACTED]@aol.com)]

Sent: Thursday, April 20, 2017 12:09 PM

To: Rahaim, John (CPC)

Cc: erick@calle24sf.org; moises@calle24sf.org; spowers@brava.org; [REDACTED]@gmail.com; Flores, Claudia (CPC); [REDACTED]@gmail.com; peter@mojotheatre.com; gmedina@medasf.org

Subject: Project at 2799 24th St + meeting and hearing(s)

Hola John

The pre application for this meeting is being held at your offices not in our neighborhood

With so many community spaces here in the community, the project sponsor made no effort to have the meeting in our community.

We request that this community meeting not be held at your office but rather in our community.

This property is in the Latino Cultural District on 24th Street and we will provide the project sponsor with a list of spaces he can hold the meeting.

Gracias

Roberto

Roberto Y. Hernandez

415 [REDACTED]

||

Erick Arguello

Founder, Council President

Calle 24 Latino Cultural District

2958 24th St.

San Francisco, Ca 94110

www.calle24sf.org

--

Erick Arguello

Founder, Council President

Calle 24 Latino Cultural District

2958 24th St.

San Francisco, Ca 94110

www.calle24sf.org

Enhanced notice and Heightened review

Erick Arguello <erick@calle24sf.org>

Sun 5/21/2017 11:46 AM

To: Rahaim, John (CPC) <john.rahaim@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>; Flores, Claudia (CPC) <claudia.flores@sfgov.org>; Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>

John and all, wondering if we could discuss enhanced notice and heightened review for any project with in the Calle 24 Latino Cultural District.

One issue that is surfacing are roof decks in many of the smaller developments.

Seems there are building out removing yard space and replacing open space on roofs. Not in line with family housing.

Second issue are the murals.

We have no design guidelines yet, I think this would help to review with the public very early on, where changes could be made.

Thank you and look forward to the conversation.

Erick Arguello
Founder, Council President
Calle 24 Latino Cultural District
2958 24th St.
San Francisco, Ca 94110
www.calle24sf.org

Ford Gobikes Installation Garfield Park

Erick Arguello <erick@calle24sf.org>

Mon 9/25/2017 5:02 PM

To: MTABoard <MTABoard@sfmta.com>

Cc: roberta.boomer@sfmta.com <roberta.boomer@sfmta.com>; Reiskin, Ed (MTA) <Ed.Reiskin@sfmta.com>; Bevan Dufty <Bevan.Dufty@bart.gov>; Ronen, Hillary <hillary.ronen@sfgov.org>; Flores, Claudia (CPC) <claudia.flores@sfgov.org>; sara.jones@sfmta.com <sara.jones@sfmta.com>; Torres, Joaquin (ASR) <joaquin.torres@sfgov.org>

Dear MTA Board,

With deep concerns over its potential impacts, the Calle 24 Latino Cultural District Council voted not to have Ford Gobikes installed in the Calle 24 Latino Cultural District. We have attached a link to our [petition with over 1,150 signatures](#) and growing.

This community decision was based on the 5-year planning process the community has engaged in to plan the Cultural District. Our process included outreach to over 4,000 residents in the area. It included focus groups, stakeholder interviews, and public meetings. We have partnered with past Supervisor David Campos, current Supervisor Hillary Ronan, the Mayor's Office of Economic and Workforce Development, San Francisco Latino Historical Society, San Francisco Heritage, and even hired a consultant to assist in the process. In 2014 we were designated a Latino Cultural District by the Mayor and Board of Supervisors and this year by the State of California. Our webpage www.calle24sf.org documents this process in detail.

We are frustrated that the work that we have done for many years is being dismissed and not respected by Motivate. It's very important to understand the social, economic, and cultural aspects that are at play with this program and the impacts it will have for the Latino community and its future.

There has been a complete lack of culturally competent outreach to the Mission neighborhood by Motivate and their FordGoBike program. Motivate holding one community meeting with 20 people in attendance does not qualify as outreach. Calle 24 invited Motivate's representative to our council meeting to discuss the bike program, and our council was very clear that we did not want these bike stations in the LCD, for the many reasons listed in the petition.

In the next couple of weeks we received many calls from reporters regarding a tweet from a bike proponent that was sent out trying to bully us into allowing the bikes to be installed in the District. Many responses in support of this tweet were racist in nature and degrading to the Latino Cultural District and the community. This is very telling of the forces at play here - and the issues of equity at stake regarding this new program.

At that point we engaged with United to Save the Mission community groups to have a conversation with Motivate representatives. In these conversations with Motivate, USM asked Motivate's representative to hold off on more installations until there was a thorough vetting of the bike share program and a determination of what works best for the neighborhood. Their representative agreed.

We had been told that Motivate General Manager Emily Stapleton would be at this meeting per the community's request - but she did not attend.

On the night of Thursday, Sept 21st, we received a last-minute email from Motivate stating that two additional bike station locations were permitted and would be installed the following morning - a clear breach of our meeting agreement.

This last-minute email announced that bike stations would now be installed at Garfield Park and at BART's 16th St plaza.

As we further investigated we then learned from neighborhood merchants that Motivate had in fact entirely ignored our prior request to pause installations, but rather continued to look for locations at 25th and Mission, and met with BART

representatives and District 9 Supervisor Ronen looking to install another 5 locations. Supervisor Ronen did not support these installation requests.

In response to this growing crisis made of principally of Motivate's own actions, Calle 24 and other Mission organizations have now convened with citywide and regional community groups, as there is widespread and growing concern about the way this program planning and rollout was handled, and that the program in its current form does not meet the needs of our diverse communities.

We request that the SFMTA Board not allow the Garfield Park Bike installation to go forward in the Latino Cultural District - and to immediately halt all other installations until proper community outreach is finally done, socioeconomic impacts are examined and mitigated, and community concerns regarding equity are adequately addressed.

Sincerely,

Erick Arguello
Founder, Council President
Calle 24 Latino Cultural District
2958 24th St.
San Francisco, Ca 94110
www.calle24sf.org

Latino Urbanism/ Transportaion

Erick Arguello <erick@calle24sf.org>

Tue 10/3/2017 7:43 PM

To: Leung, Adrian (MTA) <Adrian.Leung@sfmta.com>;usm-strategy@googlegroups.com <usm-strategy@googlegroups.com>;Moises Garcia <moises@calle24sf.org>;Ronen, Hillary <hillary.ronen@sfgov.org>;Morales, Carolina (DAT) <carolina.morales@sfgov.org>

James Rojas has been sending me a lot of his work thorough out the country. He is the leading expert on Latino Urbanism and a planner. His work is very interesting to us because it describes what we are trying to preserve and enhance in the Latino Cultural District. This is one of his articles I wanted to share.

<http://la.streetsblog.org/2017/09/21/latino-active-transportation-reinvigorating-walking-in-u-s-suburbs/>

--

Erick Arguello
Founder, Council President
Calle 24 Latino Cultural District
2958 24th St.
San Francisco, Ca 94110
www.calle24sf.org

Fwd: 3314 Cesar Chavez

Erick Arguello <erick@calle24sf.org>

Wed 12/13/2017 12:54 PM

To: Ronen, Hillary <hillary.ronen@sfgov.org>; Morales, Carolina (DAT) <carolina.morales@sfgov.org>

Here are the details for the 3314 Cesar Chavez Development.

58 Units 6 Floors 65 Ft.

38 units will be sold as condos

8 affordable units at 55 AMI

4 additional affordable for only 10 years

8 rentals at market rate

Erick

----- Forwarded message -----

From: **Sherman Chiu** <[REDACTED]@yahoo.com>

Date: Tue, Dec 12, 2017 at 3:39 PM

Subject: Re: 3314 Cesar Chavez

To: Erick Arguello <erick@calle24sf.org>, J S Weaver <[REDACTED]@aol.com>

Cc: DRAKE <[REDACTED]@comcast.net>, Andrew Ezarik <[REDACTED]@santosurrutia.com>, "[REDACTED]" <[REDACTED]@santosurrutia.com>, "Ngo, Jen" <[REDACTED]@yahoo.com>, "Vu Doug (CPC)" <doug.vu@sfgov.org>

Erick,

Thanks for meeting with us today. It was a very nice to learn from you about issues concerning the neighborhood.

To clarify our discussion, I like to state our positions in order to avoid confusion:

1. Regarding the code required BRM units, our understanding of current code requirement for our project is 8 BRM units BRM. You had requested as much rental units as possible, we can accept these being rental units for ten years if these can be sold after ten years as highest BRM units current formulas allowed.
2. We offered additional 4 units as bellow market rate rental for ten years. We want to have the option of selling these as market rate after ten years.
3. We will retain 8 units for own use.
4. Rest of the units to be sold as market rate condos.

5. We retain the use of two commercial spaces for our current businesses.

6. We will try to add railings to some front units if planning allows.

I hope you can help convince the committee to support us. We don't have the resources or experience of other developers in the area because this project is for our own use. I want to meet neighbors expectations while still allows this project to be financially viable. I look forward to hear from you again after your meeting.

Best regards,

Sherman Chiu
[415-](tel:415-) [REDACTED]

On Wednesday, December 6, 2017 02:45:49 PM PST, J S Weaver <[\[REDACTED\]@aol.com](mailto:[REDACTED]@aol.com)> wrote:

Ok then, let's try 11:00. Thanks all for being flexible.

Sent from my iPad

On Dec 6, 2017, at 1:47 PM, Erick Arguello <erick@calle24sf.org> wrote:

11 is ok

Erick

On Wed, Dec 6, 2017 at 11:30 AM, DRAKE <[\[REDACTED\]@comcast.net](mailto:[REDACTED]@comcast.net)> wrote:

Anytime...

From: "J S Weaver" <[\[REDACTED\]@aol.com](mailto:[REDACTED]@aol.com)>
To: "DRAKE" <[\[REDACTED\]@comcast.net](mailto:[REDACTED]@comcast.net)>
Cc: "Erick Arguello" <erick@calle24sf.org>, "Andrew Ezarik" <aezarik@santosurrutia.com>, "Rodrigo Santos" <[\[REDACTED\]s@santosurrutia.com](mailto:[REDACTED]s@santosurrutia.com)>, "Sherman Chiu" <[\[REDACTED\]@yahoo.com](mailto:[REDACTED]@yahoo.com)>, "Jen Ngo" <[\[REDACTED\]@yahoo.com](mailto:[REDACTED]@yahoo.com)>, "Doug Vu (CPC)" <doug.vu@sfgov.org>
Sent: Wednesday, December 6, 2017 11:15:18 AM

Subject: Re: [3314 Cesar Chavez](#)

Could we do it a little earlier, let's say 10:30 or 11:00?

Sent from my iPad

On Dec 6, 2017, at 8:36 AM, DRAKE <[\[REDACTED\]@comcast.net](mailto:[REDACTED]@comcast.net)> wrote:

Works for me...

From: "Erick Arguello" <erick@calle24sf.org>
To: "Andrew Ezarik" <[REDACTED]@santosurrutia.com>
Cc: "[REDACTED]@aol.com" <[REDACTED]@aol.com>, "Rodrigo Santos" <[REDACTED]@santosurrutia.com>, [REDACTED]@yahoo.com, [REDACTED]@yahoo.com, "drakezone" <[REDACTED]@comcast.net>, "Doug Vu (CPC)" <doug.vu@sfgov.org>
Sent: Tuesday, December 5, 2017 7:15:44 PM
Subject: Re: [3314 Cesar Chavez](#)

Could we meet next Tuesday at 11:30 at L's Cafe?

Erick

On Tue, Dec 5, 2017 at 4:38 PM, Andrew Ezarik <[REDACTED]@santosurrutia.com> wrote:

Thank you for the feedback and for the effort and attention you all have put into this project. Can we meet sometime soon to clarify these requests? We are optimistic that we can find some common ground.

Andrew Ezarik

Santos and Urrutia Structural Engineers, Inc.

[2451 Harrison Street, SF, CA 94110](#)

(415) [REDACTED] ext. 107

From: Erick Arguello [mailto:erick@calle24sf.org]
Sent: Saturday, December 02, 2017 2:27 PM
To: Andrew Ezarik <[REDACTED]@santosurrutia.com>

Subject: Re: [3314 Cesar Chavez](#)

Andrew, here are the results from our meeting. Then we could meet.

Reducing the height back to its original plan. 58 to 22

Adding more rentals.

Excepting Section 8 (HOPA Program)

Thanks

On Mon, Nov 27, 2017 at 6:31 PM, Andrew Ezarik
<[REDACTED]@santosurrutia.com> wrote:

Hi Mr. Arguello,

Did the committee have a chance to review the project last Tuesday?

Andrew Ezarik

Santos and Urrutia Structural Engineers, Inc.

[2451 Harrison Street, SF, CA 94110](#)

(415) [REDACTED] ext. 107

From: Erick Arguello [mailto:erick@calle24sf.org]

Sent: Monday, November 20, 2017 2:24 PM

To: Andrew Ezarik <[REDACTED]@santosurrutia.com>

Cc: [REDACTED]@aol.com; Rodrigo Santos

<[REDACTED]@santosurrutia.com>; [REDACTED]@comcast.net;

[REDACTED]@yahoo.com; [REDACTED]@yahoo.com; Vu, Doug (CPC)

<doug.vu@sfgov.org>

Subject: Re: [3314 Cesar Chavez](#)

Thank You Andrew. Our land use committee will be meeting tomorrow to discuss the project. We will get back to you with feedback ASAP.

On Mon, Nov 20, 2017 at 2:17 PM, Andrew Ezarik
<[REDACTED]@santosurrutia.com> wrote:

Dear Mr. Arguello and Mr. Weaver,

Thank you both for meeting with us on Tuesday regarding the proposed development at [3314 Cesar Chavez](#). We appreciate you taking the time to discuss the importance of preserving the culture of the Mission and what we can do to ensure our project fits within the fabric of the neighborhood. We take your concerns seriously, and we look forward to getting your feedback.

We also postponed the hearing so it is no longer on December 7th. Hopefully that will give us enough time get a project the community can happily support.

Andrew Ezarik

Santos and Urrutia Structural Engineers, Inc.

[2451 Harrison Street, SF, CA 94110](#)

(415) [REDACTED] ext. 107

--

Erick Arguello

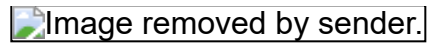
Founder, Council President

Calle 24 Latino Cultural District

[2958 24th St.](#)

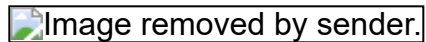
[San Francisco, Ca 94110](#)

www.calle24sf.org



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Erick Arguello
Founder, Council President
Calle 24 Latino Cultural District
[2958 24th St.](#)
[San Francisco, Ca 94110](#)
www.calle24sf.org



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Erick Arguello
Founder, Council President
Calle 24 Latino Cultural District
[2958 24th St.](#)
[San Francisco, Ca 94110](#)
www.calle24sf.org

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Erick Arguello
Founder, Council President
Calle 24 Latino Cultural District
[2958 24th St.](#)
[San Francisco, Ca 94110](#)
www.calle24sf.org

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Erick Arguello
Founder, Council President
Calle 24 Latino Cultural District
2958 24th St.
San Francisco, Ca 94110
www.calle24sf.org

Transit-only lanes

Erick Arguello <erick@calle24sf.org>

Sun 10/7/2018 12:28 PM

To: Board of Supervisors, (BOS) <board.of.supervisors@sfgov.org>; Fewer, Sandra (BOS) <sandra.fewer@sfgov.org>; Stefani, Catherine (BOS) <catherine.stefani@sfgov.org>; Peskin, Aaron (BOS) <aaron.peskin@sfgov.org>; Tang, Katy (BOS) <katy.tang@sfgov.org>; Brown, Vallie (ADM) <vallie.brown@sfgov.org>; Kim, Jane (BOS) <jane.kim@sfgov.org>; Yee, Norman (BOS) <norman.yee@sfgov.org>; Mandelman, Rafael (BOS) <rafael.mandelman@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>; Cohen, Malia (BOS) <malia.cohen@sfgov.org>; Safai, Ahsha (BOS) <ahsha.safai@sfgov.org>

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Supervisors,

Please find attached letter for transit-only lanes.

--

Thank you

Erick Arguello
Founder, Council President
Calle 24 Latino Cultural District
2958 24th St.
San Francisco, Ca 94110
www.calle24sf.org

October 7, 2018



San Francisco Board of Supervisors
San Francisco City Hall
Room 240
1 Dr. Carlton Goodlett Plaza
SF, CA 94102

Dear Supervisors:

TRANSIT-ONLY LANES

We oppose opening these lanes to private, for-profit buses such as tech shuttle buses, casino buses, tour buses, Chariots, and other vehicles that we cannot yet imagine, without any study to show such permission won't harm MUNI and without compensation to the City for the use of a scarce public resource.

ACCESS TO TRANSIT-ONLY LANES IS AN ECONOMIC, TRANSIT, AND ENVIRONMENTAL JUSTICE ISSUE

A system of comprehensive, affordable public transportation is part of our City's effort to combat [income inequality](#) and [climate change](#). Muni offers discount fares to seniors, the disabled, low-income people and youth. Federal law also requires Muni to serve all neighborhoods and demographics equitably -- unlike private services. Moreover, as of 2015 Muni used [less than two percent](#) of all the energy consumed in San Francisco for transportation, making expanded public transportation an ideal option for reducing the City's total carbon emissions.

Dedicated, transit-only lanes are a part of that system, and for years the San Francisco Municipal Transportation Agency (SFMTA) has promoted the creation of transit-only lanes as projects to improve Muni performance. In fact, the first improvement item listed as part of the [Geary Rapid Project](#) is, "Red, dedicated transit lanes to reduce unpredictable delays."

Additionally, San Francisco's population is projected to increase. Ridership on the Geary corridor alone is expected to go from the current average daily count of 54,000 to up to 99,000, according to the [Geary BRT environmental impact report](#). How will the San Francisco Municipal Transportation Agency be able to expand its fleet of public buses to meet growing demand if its public buses are competing for dedicated lane space with private, for-profit vehicles?

THE LAW

State law defines a "transit bus" as a "any bus owned or operated by a publicly owned or operated transit system or operated under contract with a publicly owned or operated transit system, and used to provide to the general public, regularly scheduled transportation for which a fare is charged." ([CVC I.A.642](#)) It logically follows that "transit-only" lanes should be for "transit buses" only.

But the SFMTA attempts to mislead by making use of the more generic and less appropriate term "bus." The state vehicle code defines a bus as a vehicle "designed, used, or maintained for carrying more than 10 persons, including the driver, which is used to transport persons for compensation or profit, or is used by any nonprofit organization or group." ([CVC I.B.233.b.](#)) This encompasses casino buses, tour buses, Chariots, and tech shuttle buses among others.

Locally, the San Francisco City Charter reserves the right to create transportation infractions to the Board of Supervisors. [Charter Sec. 8A.102.\(b\)\(7\)\(iii\)](#) states: "Nothing in subsection 7 shall modify the power of the Board of Supervisors to establish civil offenses, infractions and misdemeanors." According to SF Transportation Code, Division I, Section 7.2 Infractions: "the actions listed in this Section [7.2](#) are prohibited, and each and every violation of a prohibition listed below shall be an infraction." The supervisors authored [Section 7.2.72](#), creating an infraction for any non-public buses and other vehicles in transit lanes. The San Francisco Municipal Transportation Agency does not have the authority to pass contrary legislation.

Yet in recent years the SFMTA has been legislating transit-only areas to include buses ([San Francisco Transportation Code, Division II, Section 601a.22](#)) -- in contradiction to state law, our local charter, and our local transportation code.

Calle 24 ask that the red lanes remain transit- only as defined by law.

Sincerely,



Erick Arguello
President, Cofounder
Calle 24 Latino Cultural Distirct

www.calle24sf.org

Ford Go bikes Oppositions Letters

Erick Arguello <erick@calle24sf.org>

Fri 10/26/2018 4:56 PM

To: BoardofDirectors@bart.gov <BoardofDirectors@bart.gov>

Cc: Ronen, Hillary <hillary.ronen@sfgov.org>;Torres, Joaquin (ASR) <joaquin.torres@sfgov.org>;Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>;Bevan Dufty <Bevan.Dufty@bart.gov>

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear BART Board of Directors,

Please oppose installation of Ford Go-Bikes stations on the Calle 24 Latino Cultural District BART Plazas.

These plazas were designed with community members, Mission Small Business Association, Calle 24 and other local stakeholders with the intent of keeping open space for our vendors, musicians, performers, small food vendors and other community programming.

We are in support of the Ford Go Bike station to be installed near the SF Public Library, which is steps away from the plaza. This will be a win-win situation for everyone. There is also a station at 24th and Valencia.

The Mission District as you know is ground zero for displacement and gentrification, causing rents to increase for mom and pop businesses and residents. These plazas provide space for small vendors to sell without the incredible high rents we are seeing, giving them the ability to provide for their families.

This is a highly visible location which is the gateway to the Calle 24 Latino Cultural District. Cultural programming is important to the area generating revenue for everyone.

We have also attached 6 letters of support from prominent organizations. These include the Hispanic Chamber of San Francisco, Dance Mission, Mission Small Business Association, Instituto Familiar de La Raza, Mission Neighborhood Centers, United to Save the Mission: which includes Housing Rights Committee, Mission Economic Development Association, Mission Housing, Our Mission No Eviction, San Francisco's Tenants Union, Pacific Felt Factory, Media Alliance, and The Cultural Arts Institute.

We have a petition with over 1800 in opposition.

We appreciate your support.

Sincerely,

Erick Arguello
Founder, Council President
Calle 24 Latino Cultural District
2958 24th St.
San Francisco, Ca 94110
www.calle24sf.org

Dance Brigade
DANCE MISSION THEATER
3316 24TH STREET
SAN FRANCISCO CA 94110
415.826.4441

www.dancemission.com



August 16, 2018
Re: Ford GoBike Stations

BART Board of Directors
P.O. Box 12688
Oakland, CA 94604-2688

Dear BART Directors,

Dance Mission is opposed to Ford Go-Bikes Stations on the 24th St. BART Plazas. The idea behind the design of the newly renovated BART plaza was to create a space for vendors, artists, and performers. We are concerned that the placement of these corporate bike rentals will impede the amount of space available for performances, vendors, and artists on the plaza. We sit directly across the streets from both 24th Street plazas and interact with the community's daily use of this beautiful open space and people making it come alive. We also use the plaza multiple times a year for our own programming.

The 24th Street BART plaza is a unique plaza that is the gateway to the Calle 24 Latino Cultural District. It is a very important gateway that the San Francisco Board of Supervisors and the State of California have designated as the Latino Cultural district in order to preserve and protect its cultural identity.

Please note that we do support efforts that encourage bike usage and decrease the number of cars on the street. However, there is currently a Ford Bikes Station at 24th and Valencia St. This location is a very short walking distance from BART and there is the infrastructure to support this location.

We are deeply concerned that our voice was not included in the report provided to you by Motivate since we are across the street and our programming would be affected. We are also concerned that the Ford Bikes has not actively engaged the community in its planning.

Sincerely,

Stella Adelman
On behalf of Dance Mission Theater

Cc: Mayor London Breed
Cc: Supervisor Hillary Ronan
Cc: Calle 24 Latino Cultural District
Cc: Diana Ponce De Leon, Mayors Office of Economic and Workforce Development

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Connections

Servio Gomez
Back to The Picture

Manuel Rosales
Verissimo Global
The Latino Coalition

Adam Thongsavat
Airbnb

August 16, 2018

BART Board of Directors
P.O. Box 12688
Oakland, CA 94604-2688

Dear BART Directors,

Re: Ford GoBike Stations

The Hispanic Chambers of Commerce of San Francisco and its Board of Directors, are in opposition to the placement of Ford Go-Bikes Stations on the 24th St. BART Plazas.

The 24th Street BART plazas are unique plazas which are the gateways to the Calle 24 Latino Cultural District. Furthermore, these plazas are a representation of our uniqueness and a representation of our heritage as Latinos and our contributions to the city of San Francisco. This is a very important gateway, the San Francisco Board of Supervisors and The State of California recognizing this, they designated as a Latino Cultural district area, to preserve and protect its diverse Latino cultural identity.

Our small businesses depend and work hand in hand with vendors on the plaza. In a city with few open spaces, these plazas provide the ability for other vendors and performers to use these areas which brings visibility and activates public space that benefits all the Latino businesses in the area.

The disruption of the cultural eco system will hurt our small businesses that are under extreme pressures from gentrification and high rents.

There is a current location at 24th and Valencia St. This location is at a very short walking distance from BART and has the infrastructure to support it.

We thank you for your consideration and we expect your understanding and prompt resolution on our behalf to designate other areas for the FordGoBike Station as suggested.

Sincerely yours;

Carlos Solórzano-Cuadra
CEO

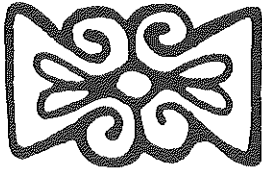
Hispanic Chambers of Commerce
Of San Francisco (HCCSF)
Office: 415.735.6120
E mail: carlos@hccsf.com

Cc: HCCSF Board of Directors
Cc: Mayor London Breed
Cc: Supervisor Hillary Ronan
Cc: Calle 24 Latino Cultural District
Cc: Diana Ponce De Leon, Mayors Office of Economic and Workforce Development

3597 Mission Street ♦ San Francisco ♦ CA ♦ 94110

415-735-6120 ♦ 415-259-1498

E-mail Info@hccsf.com ♦ www.hccsf.com



INSTITUTO FAMILIAR DE LA RAZA, INC.

2919 Mission Street
San Francisco, CA 94110

(415) 229-0500
Health Services FAX: (415) 647-3662
Administration FAX: (415) 647-0740

August 16, 2018

BART Board of Directors
P.O. Box 12688
Oakland, CA 94604-2688

Dear BART Directors,

Re: Ford GoBike Stations

Instituto Familiar de La Raza is opposed to Ford Go-Bikes Stations on the 24th St. BART Plazas. We have been serving immigrant Latino families in the Mission for over 40 years.

Many of our families are rent burdened and trying to survive in one of the most expensive cities in the country if not the most. It's important to maintain open space for many people who can only afford to sell on the plaza. The sense of space is crucial to the survival of our community and its culture.

We can not prioritize a corporate bike rental over the needs of the current community.

The idea behind the design was to create a space for vendors, artist, and performers. We are concerned that placements of these corporate bike rentals will impede the plaza of having open space for performances, more vendors or artist or have the current ones removed.

The 24th Street BART plaza is a unique plaza that is the gateway to the Calle 24 Latino Cultural District. A very important gateway that the San Francisco Board of Supervisors and The State of California have designated the area a Latino Cultural district, in order preserve and protect its cultural identity.

There is currently a station at 24th and Valencia, with the bike infrastructure for the bikes. There are none on 24th or Mission St.

Sincerely,

Estela Garcia, DMH
Executive Director
Instituto Familiar De La Raza

Cc: Mayor London Breed
Cc: Supervisor Hillary Ronan
Cc: Calle 24 Latino Cultural District
Cc: Diana Ponce De Leon, Mayors Office of Economic and Workforce Development

La Victoria

Erick Arguello <erick@calle24sf.org>

Mon 11/26/2018 2:28 PM

To: info@cinderellabakery.com <info@cinderellabakery.com>; marketing@cinderellabakery.com <marketing@cinderellabakery.com>

Cc: Ronen, Hillary <hillary.ronen@sfgov.org>; Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>; Torres, Joaquin (ASR) <joaquin.torres@sfgov.org>; Morales, Carolina (DAT) <carolina.morales@sfgov.org>; info@sflhs.com <info@sflhs.com>; Carlos Solorzano <Carlos@hccsf.com>

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Mr. Fisher,

Calle 24 has reached out to you with no avail. As you know Calle 24 Latino Cultural District was established in 2014, but active since 1999 in order to slow the displacement and gentrification of our neighborhood. Calle 24 has deep roots and history in the Mission District. Its goals is to preserve and enhance our small mom and pop business, its cultural assets and legacy businesses. We are the birthplace of Latin Rock, we are also the birthplace of the Chicano/a mural movement, we host Carnaval, Dia de Los Muertos, Paseo Artístico, Frieda Kahlo Festival and more. We have 21 legacy businesses on our corridor. These are businesses that are over 30 years old and an important asset to the community. La Victoria is one of those that is cherished by the community and a beacon to the Latino community. It's an anchor of our cultural assets that include, Mission Cultural Center, Accion Latina, Brava Theater, Galeria De La Raza, Casa Sanchez, El Nuevo Frutilandia, and the Roosevelt Tamale Parlor.

The removal of our legacy businesses La Victoria is detrimental to the Latino community and the Mission and Vision of Calle 24. We ask that you return La Victoria to its original spot of 67 years. We can not support any new business that will replace this jewel in our neighborhood. Visit us at www.calle24sf.org and learn about who we are and our community.

We ask that you look at the negative effects it will have in our community. You could contact us at erick@calle24sf.org or info@calle24sf.org. My cell 415-323-8939.

Thank you

Erick Arguello
Founder, Council President
Calle 24 Latino Cultural District
2958 24th St.
San Francisco, Ca 94110
www.calle24sf.org

Cc: Supervisor Hillary Ronan

Cc: SF Hispanic Chambers

Cc: SF Latino Historical Society

Cc: Joaquin Torrez, Director Mayors Office of Economic and Workforce Development

Cc: Diana Ponce De Leon, Program Manager, Mayors Office of Economic and Workforce Development

Cultural District Expansion Agreements between AICD and LCD

Erick Arguello <erick@calle24sf.org>

Wed 2/16/2022 11:56 AM

To: Lerma, Santiago (BOS) <santiago.lerma@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>; Sharaya Souza <sharayas@americanindianculturaldistrict.org>; Paloma Flores <palomaf@americanindianculturaldistrict.org>; Sabory, Julia (MYR) <julia.sabory@sfgov.org>; Ian De Vaynes <[REDACTED]@gmail.com>

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Santiago and Julia, here are the agreements made between AICD and the LCD for the Cultural District overlap in the North East Mission. These were in response to questions provided by MOHCD. Let us know if you have any questions or concerns.

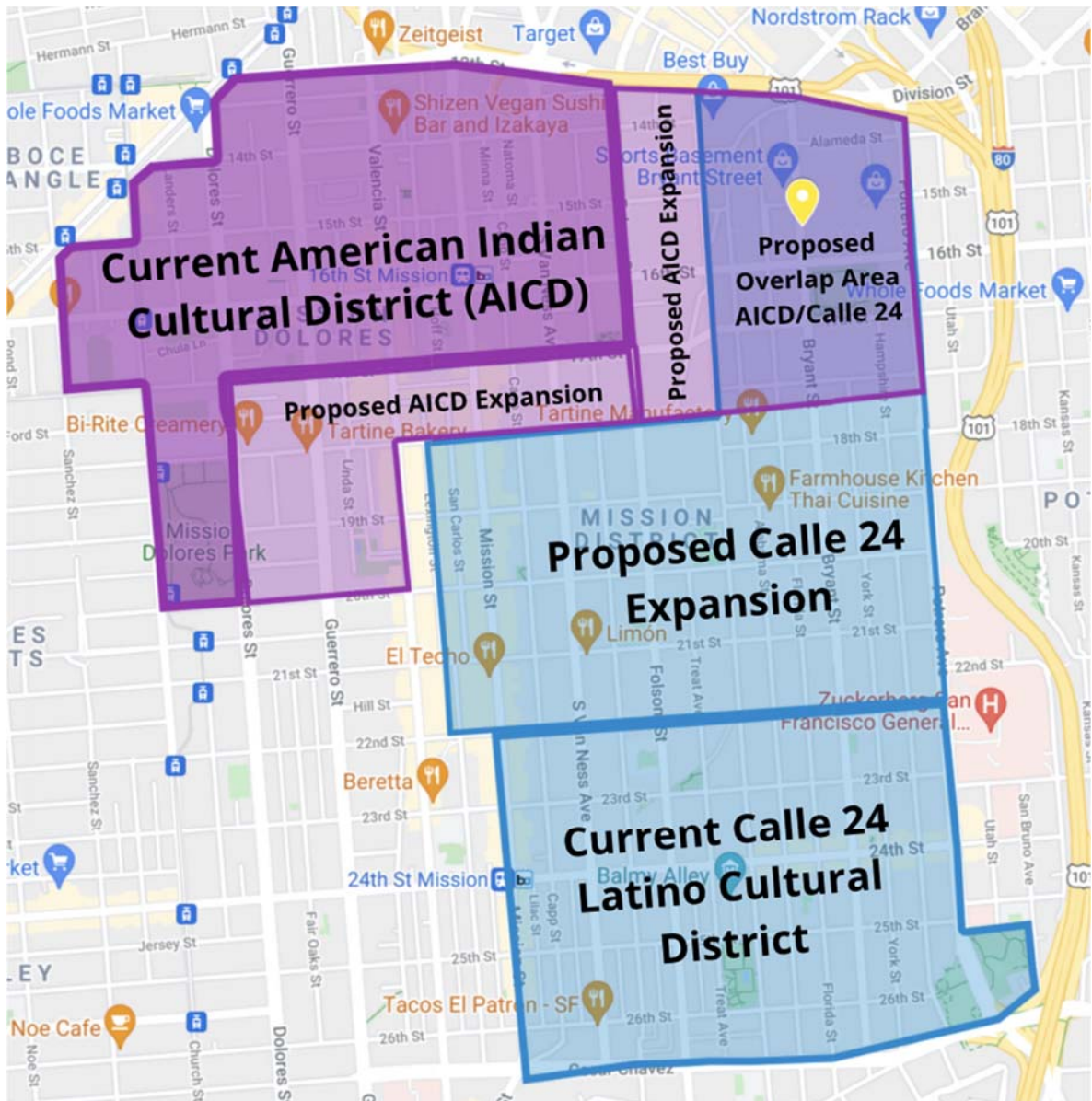
Thank you

Erick

Erick Arguello
Founder, Council President
Calle 24 Latino Cultural District
3250 24th St.
San Francisco, Ca 94110
www.calle24sf.org

Cultural District Expansion

AICD/CALLE24 Overlap Strategy (DRAFT)



1. Community Messaging/Branding

A. Small businesses, CBOs, visitors etc- how do we ensure no confusion and that there is a clear visual and knowledge of what District each resident and institution is in?

B. With public realm projects- which aesthetic is selected? Which visual guidelines and place-making themes are followed?

How is a conflict around a public-facing project get resolved?

- c. How does one cultural district notify another of activities, branding, language selection, art, banners, small business support in the overlapping District?
- D. Will community messaging be worked on collectively by both Districts?

Answers:

- A. If there are to be identity markers they would be shared by both districts. We will also consider joint advertising and artworks within the District.
- B. All public realm projects will be worked on together to represent both districts. AICD and LCD meet every other week currently and will use those meetings to resolve any conflicts.
- C. Through our pre-existing bi-weekly AICD and LCD meetings.
- D. Yes, through our pre-existing bi-weekly AICD and LCD meetings.

2. Potential Development and Community Benefit Agreements

- A. If there is a development, a project, a sale, a transfer, a new business – and that entity, or the City would like to do outreach and engagement – who do they reach out to?
- B. What happens if one cultural district is supportive of a project, and one is not?
- C. Do community benefits agreements need to be split evenly? What if it's access to a community room? What if it's funding? How do conflicts or differing opinions get resolved? Who is responsible for facilitating that? What is the binding agreement? How does the City or Landowner know who has the authority to speak on behalf of the cultural district or both districts?

Answers:

- A. Two individuals will be designated from each Cultural District and email contacts will be provided to the city.
- B. Policies and Priorities for housing will be created, and agreed upon, by both districts. If there is a disagreement both Cultural Districts will collaborate to devise a strategy to meet each other halfway and come up with a solidified stance and or two alternatives for the project. We will do this through our pre-existing bi-weekly AICD and LCD meetings. An additional process or protocol will be developed to respect and acknowledge the unique requirement of AICD to protect sites that arise or are pre-identified as a Native American cultural heritage site.
- C. All benefits will be shared evenly, through MOU's with the developers unless there is a mutual agreement by the Cultural Districts that the benefits should be distributed to one District. There will be two designated points of contact from each District and conflicts will be resolved through our bi-weekly meetings.

3. Work with City Departments on projects, policy and placemaking activities

- A. Who has the authority to speak on behalf of the Districts at the City – on workgroups, with the Board, with the funder?

- B.** Who receives notifications and communications with other entities for the shared footprint?

Answers:

- A.** Two designated contacts from each Cultural District will be appointed.
- B.** Both Districts will receive notifications

4. Community Designed Strategies for CHHESS and Geography

- A.** If there is shared geography, and there are two different strategies and target populations for the shared footprint – which is selected to be actualized first? If there is an economic development strategy, arts strategy, transportation or land use strategy for the shared portion – how is a decision made if they are different strategies?

Answer:

- A.** A shared (one) strategy will be created as an addendum to each district. This will ensure there is an agreed on alternation or shared vision when it comes to areas such as art strategy or land use in the District. If conflict arises that is not addressed in the addendum it will be discussed and voted on in our pre-existing bi-weekly AICD and LCD meetings.

5. City negotiations and collaboration on CHHESS strategies

- A.** Once the community completes its year-long community engagement sessions – the District leadership sits with representatives of the 4 departments and goes through the strategies. The City departments discuss alignment and feasibility.

- B.** How does this take place for the shared footprint? If the shared geography is the main corridor like Mission street, there are major City initiatives, projects, and infrastructure will overlap.

Answer:

- A. & B.** Both districts will collaborate to meet with the agencies and complete a shared strategy for the overlap area in the CHHESS. This will be a special section that will differ from any special strategies for the non-overlap areas to ensure each District has autonomy over a unique cultural area that is reflective of their communities strategies and vision.

6. Conflict resolution (City, community, internal, external)

- A.** If there is a conflict – who is responsible for mediation and how does it move forward?
- B.** If there is a conflict or opposing strategies, it may slow down progress.

Answer:

- A. If there is conflict we will use the following strategies: 1. We will bring the issue up for discussion between the two designated representatives 2. If needed we will bring the proposed solutions (if they differ) to the roundtable discussion for a vote 3. If needed the conflict will then be elevated to each District Board for feedback and if mediation is needed both Districts will pursue a neutral mediation to discuss the conflict and bring a solution forward.
- B. We will identify a mediator(s) in advance and have a decision making process in the event the District Boards cannot reach agreement. We will also establish a timeframe in which the matter must be resolved agreed upon by both parties ahead of time.

7. CHHESS follow-up (3 year and 6 year)

- A. How is progress measured for two different strategies on one piece of land?

Answer:

- A. A shared strategy will be created by both districts, there will not be two thus progress will be dependent on a single strategy. If there is a different strategy on a specific area of land for one District it will be identified and determined in advance. An additional process or protocol will be developed to respect and acknowledge the unique requirement of AICD to protect sites that arise or are pre-identified as a Native American cultural heritage site. In the instance a special strategy protocol needs to take place after the creation of the initial addendum it would be voted on and amended as agreed upon by both Districts.

Fwd: Community Challenge Grant Program Announces the Opening of its Spring 2016 Cycle!

Ronen, Hillary <hillary.ronen@sfgov.org>

Tue 2/9/2016 7:30 AM

To: Erick Arguello <erick@calle24sf.org>

FYI - in case any projects on 24th street you're thinking about.

Sent from my iPhone

Begin forwarded message:

From: "Henriquez, Lanita (ADM)" <lanita.henriquez@sfgov.org>

Date: February 8, 2016 at 1:57:59 PM PST

Subject: Community Challenge Grant Program Announces the Opening of its Spring 2016 Cycle!

THE COMMUNITY CHALLENGE GRANT PROGRAM ANNOUNCES THE OPENING OF ITS SPRING 2016 GRANT CYCLE!

We are excited to announce that the Community Challenge Grant Program (CCG) will make available more grant opportunities through our application process to neighborhood groups and community based organizations facilitating neighborhood beautification projects. The CCG supports community revitalization by providing grant resources to community groups, businesses and non-profit organizations to make physical improvements to their neighborhoods. The CCG focuses on projects that directly engage residents and businesses in creating green spaces, gathering places, public art, and other neighborhood amenities by featuring and applying ecologically friendly amenities and practices.

The CCG continues its collaboration with the San Francisco Planning Department and the San Francisco Public Utilities Commission. These partnerships and grant opportunities allow the CCG to expand resource availability.

SF Planning Department

1. Market Octavia and Eastern Neighborhood Area Plans Grant (MOEN):

Focus on greening, physical improvement, and public art projects on public-owned properties within the boundaries of Market Octavia and Eastern Neighborhood Area Plans.

2. Living Alley Program:

New this grant cycle, focus on projects that create "living alleys" which are safe, active, and sustainable public places within the Market Octavia boundary area.

SF Public Utilities Commission

3. Urban Watershed Stewardship Grant (WSG):

Focus on projects implementing green infrastructure, also known as Low Impact Design (LID) projects.

CCG Spring 2016 Grant Cycle Timeline:

February 9th: CCG Grant Cycle Opens (All Guidelines and Applications are available on the website – www.sfgov.org/ccg)

March 18th: CCG Grant Cycle Closes (All Applications and Copies must be received No Later Than 5 PM)

April/May: Review Process

Mid-June: Awards Announcement

If you have any questions or would like to discuss a potential project contact Lanita Henriquez, CCG Program Manager at (415) 554-4830 or by email at lanita.henriquez@sfgov.org



**Lanita Henriquez, Program Manager
Community Challenge Grant Program
Division of the City Administrator's Office
One Dr. Carlton B. Goodlett Place
City Hall, Room 362
San Francisco, CA 94102**

415.554.4830 (ph) 415.554.4830 (fax)

www.sfgov.org/ccg

Making a connection

Ronen, Hillary <hillary.ronen@sfgov.org>

Wed 3/2/2016 4:14 PM

To: [REDACTED]@docsclock.com [REDACTED]@docsclock.com>;ErickCalle24 <erick@calle24sf.org>

Erick,

I wanted to introduce you to Carey Suckow, the owner of Doc's Clock on 2575 Mission Street. She was recently told by her landlord that she had to leave the spot when her lease is up in July 2017. We are working to get Doc's registered as a legacy business but I also wanted to put Carey in touch with you since she wants to fight the displacement.

Thanks so much!

Hillary

Hillary Ronen

Office of Supervisor David Campos

(415) 554-7739

Hillary.ronen@sfgov.org

RE: La Victoria and Vendors

Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>

Fri 3/4/2016 3:03 PM

To: Ronen, Hillary <hillary.ronen@sfgov.org>; ErickCalle24 <erick@calle24sf.org>

Cc: [REDACTED]@gmail.com <[REDACTED]@gmail.com>; DiSalvo, Jonathan (CPC) <Jonathan.DiSalvo@sfgov.org>; info <info@lavictoriabakery.com>; Garcia, Barbara (DPH) <barbara.garcia@sfdph.org>; Joaquin Torres <joaquin.torres@me.com>; Ahsha Safai <[REDACTED]@gmail.com>; Chung Hagen, Sheila (BOS) <schunghagen@SFGOV1.onmicrosoft.com>; Torres, Joaquin (ASR) <joaquin.torres@sfgov.org>

Hi Hillary,

I apologize for the delay I was trying to coordinate schedules. The best time is for both Joaquin and I is Tuesday morning, anytime or during lunch.

Thanks,

Diana

Diana Ponce De Leon

Invest In Neighborhoods Project Manager
Office of Economic and Workforce Development
City and County of San Francisco
1 Dr. Carlton B. Goodlett Pl., RM 448
San Francisco, CA 94102
Ph. 415. 554.6136 www.investsf.org

From: Ronen, Hillary

Sent: Thursday, March 03, 2016 10:19 AM

To: ErickCalle24 <erick@calle24sf.org>

Cc: [REDACTED]@gmail.com; DiSalvo, Jonathan (CPC) <jonathan.disalvo@sfgov.org>; info <info@lavictoriabakery.com>; Garcia, Barbara (DPH) <barbara.garcia@sfdph.org>; Joaquin Torres <joaquin.torres@me.com>; Ahsha Safai [REDACTED]@gmail.com>; Chung Hagen, Sheila (BOS) <sheila.chung.hagen@sfgov.org>; Torres, Joaquin (ECN) <joaquin.torres@sfgov.org>; Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>

Subject: Re: La Victoria and Vendors

I don't want to hold a meeting on the SUD until someone from the mayor's office can attend.

We are not meeting today. We will meet tomorrow if Diana or Joaquin can be there anytime between 12-2.

DPH will not attend this meeting.

Joaquin and Diana, if Friday doesn't work for you, please propose a couple times next week.

Hillary

Sent from my iPhone

On Mar 3, 2016, at 10:01 AM, "ErickCalle24" <erick@calle24sf.org> wrote:

Could meet before 2 PM today.

Erick

Calle 24 Latino Cultural District

On Wed, Mar 2, 2016 at 6:52 PM, <[REDACTED]@gmail.com> wrote:

Jonathan,

We we're meeting about the Special Use District being created for 24th street and the surrounding area.

We want Planning and DPH to meet and work out issues for sure but tomorrow's meeting was intended to discuss the SUD and it was my understanding we were meeting in Supervisor Campos office?

Joaquin and Eric are you still able to meet?

Thank you,

Ahsha

Ahsha Safai, *M.C.P.*
(415) [REDACTED]

On Mar 2, 2016, at 6:05 PM, DiSalvo, Jonathan (CPC) <jonathan.disalvo@sfgov.org> wrote:

Hello all,

I believe it would be best to postpone this meeting for a later date. The Planning Department and DPH are still in the midst of meetings and an effort to clarify the route forward. If the meeting were postponed, it would allow for a clear response, and could possibly limit any confusion. If rescheduled, we could likely meet the week of 3/21 to 3/25.

Though I think it would be best to postpone the meeting, I will make myself available tomorrow to meet if anybody wants to meet.

Please let me know if there is interest in meeting tomorrow at 3:00 at the Planning Department at 1660 Mission Street, Suite 400. If there is no interest, we will postpone the meeting to allow for DPH and Planning to complete their coordination.

Regards,

Jonathan DiSalvo
Planner, Southeast Quadrant, Current Planning

Planning Department, City and County of San Francisco
1650 Mission Street, Suite 400, San Francisco, CA 94103

Direct: 415-575-9182 **Fax:** 415-558-6409

Email: Jonathan.DiSalvo@sfgov.org

Web: www.sfplanning.org

[<image001.png>](#)

[<image002.png>](#) [<image003.png>](#) [<image004.png>](#) [<image005.png>](#)

From: Ronen, Hillary

Sent: Wednesday, March 02, 2016 3:03 PM

To: [REDACTED]@gmail.com; DiSalvo, Jonathan (CPC)

Cc: info; Garcia, Barbara (DPH); Joaquin Torres; Ahsha Safai; ErickCalle24; Chung Hagen, Sheila (BOS)

Subject: RE: La Victoria and Vendors

I can do 3:00 pm tomorrow. Joaquin, can you or Diana be there? If we talk about the SUD, it doesn't make sense to hold the meeting without a representative from your office.

Hillary

From: [REDACTED]@gmail.com [[mailto:\[REDACTED\]@gmail.com](mailto:[REDACTED]@gmail.com)]

Sent: Wednesday, March 02, 2016 2:46 PM

To: DiSalvo, Jonathan (CPC) <jonathan.disalvo@sfgov.org>

Cc: info <info@lavictoriabakery.com>; Garcia, Barbara (DPH) <barbara.garcia@sfdph.org>; Joaquin Torres <joaquin.torres@me.com>; Ronen, Hillary <hillary.ronen@sfgov.org>; Ahsha Safai <ahsha.safai@gmail.com>; ErickCalle24 <erick@calle24sf.org>

Subject: Re: La Victoria and Vendors

I can meet anytime from 1-3:30 tomorrow.

Thx

Ahsha Safai, *M.C.P.*

(415) [REDACTED]

On Mar 2, 2016, at 2:40 PM, DiSalvo, Jonathan (CPC) <jonathan.disalvo@sfgov.org> wrote:

Hello All,

Are you all available to meet tomorrow afternoon (3/2)?

Thanks,

Jonathan DiSalvo
Planner, Southeast Quadrant, Current Planning

Planning Department, City and County of San Francisco
1650 Mission Street, Suite 400, San Francisco, CA 94103

Direct: 415-575-9182 **Fax:** 415-558-6409

Email: Jonathan.DiSalvo@sfgov.org

Web: www.sfplanning.org

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>

From: [REDACTED]@gmail.com [mailto:[REDACTED]@gmail.com]

Sent: Wednesday, March 02, 2016 9:42 AM

To: info

Cc: Garcia, Barbara (DPH); Joaquin Torres; Ronen, Hillary; DiSalvo, Jonathan (CPC); Ahsha Safai; ErickCalle24

Subject: Re: La Victoria and Vendors

Hello Folks,

Sorry I wasn't on the email chains until now - wrong email was input by accident.

This Friday at 11:30 works for me to meet in Supervisor Campos office with Hillary, Joaquin, Jaime, Eric and Jonathan.

Barbara, I agree with Jaime. We should meet about the larger planning issues this Friday and then we can meet with you and your staff maybe some time next week. Please let us know when is a good time for you.

Thanks,

Ahsha

Ahsha Safai, *M.C.P.*

(415) [REDACTED]

On Mar 2, 2016, at 9:33 AM, info <info@lavictoriabakery.com> wrote:

Hi Barbara,

Just want to let you know that i appreciate your email.

Lets get a separate meeting with your staff just so we can all be on the same page with what ever we come up with from the City Hall Meeting. I understand that Friday is hard but we will relay all to you.

Joaquin,

Is AFTER 11 AM good for you?

Please let me know.

All the best TO ALL

Jaime Maldonado

La Victoria Bakery
2937 24th st.
S.F. Ca, 94110

 [@lavictoriabakery.com](mailto:lavictoriabakery.com)

Contra El Pan Malo!!

www.lavictoriabakery.com

Follow us on Twitter : [@lavictoriasf](https://twitter.com/lavictoriasf)

Follow us on Facebook:

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

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On Mar 1, 2016, at 4:47 PM, Garcia, Barbara (DPH)
<barbara.garcia@sfdph.org> wrote:

Supervisor campos asked that we set up a meeting with our staff
Do you still want to do this?

Barbara Garcia

On Mar 1, 2016, at 3:48 PM, Ronen, Hillary
<hillary.ronen@sfgov.org>
wrote:

I heard back from Barbara that she is not available. Joaquin and Jonathon, are you available on Friday? Thanks.

Hillary

From: info
[<mailto:info@lavictoriabakery.com>]
Sent: Monday, February 29, 2016 4:56 PM
To: Asha Agrawal
<[REDACTED]@gmail.com>
Cc: Ronen, Hillary
<hillary.ronen@sfgov.org>;
Joaquin Torres
<[REDACTED]@me.com>;
Garcia, Barbara (DPH)
<barbara.garcia@sfdph.org>;
DiSalvo, Jonathan (CPC)
<jonathan.disalvo@sfgov.org>
Subject: Re: La Victoria and Vendors

YES!

JAIME

On Feb 29,
2016, at 10:57
AM, Asha
Agrawal
<[REDACTED]>
wrote:

Please remove me from these emails - I am not associated with this group and was added mistakenly.

On Mon, Feb
29, 2016 at
10:56 AM,
Ronen, Hillary
<hillary.ronen@sfgov.org>
wrote:

Joaquin,
Barbara, and
Jonathon,

The situation
at La Victoria
bakery has
been endless
frustrating –
certainly for
Jaime – but
for all of us.
Since separate
conversations
don't seem to
be resolving
the situation,
can we meet
to discuss all
together?

Does this
Friday at
11:30 work
for everyone?

Hillary

RE: Reschedule SUD Meeting

Ronen, Hillary <hillary.ronen@sfgov.org>

Fri 3/11/2016 11:04 AM

To: Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>; ErickCalle24 <erick@calle24sf.org>

Cc: Chung Hagen, Sheila (BOS) <schunghagen@SFGOV1.onmicrosoft.com>; Torres, Joaquin (ASR) <joaquin.torres@sfgov.org>; Pagan, Lisa (ECN) <lisa.pagan@sfgov.org>

1:00 p.m. on the 21st works for us.

Hillary

From: Ponce De Leon, Diana (ECN)

Sent: Thursday, March 10, 2016 4:00 PM

To: ErickCalle24 <erick@calle24sf.org>

Cc: Ronen, Hillary <hillary.ronen@sfgov.org>; Chung Hagen, Sheila (BOS) <sheila.chung.hagen@sfgov.org>; Torres, Joaquin (ECN) <joaquin.torres@sfgov.org>; Pagan, Lisa (ECN) <lisa.pagan@sfgov.org>

Subject: RE: Reschedule SUD Meeting

For Monday I have 1-2 or 2-3 on our end.

Diana

From: ErickCalle24 [<mailto:erick@calle24sf.org>]

Sent: Thursday, March 10, 2016 3:10 PM

To: Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>

Cc: Ronen, Hillary <hillary.ronen@sfgov.org>; Chung Hagen, Sheila (BOS) <sheila.chung.hagen@sfgov.org>; Torres, Joaquin (ECN) <joaquin.torres@sfgov.org>; Pagan, Lisa (ECN) <lisa.pagan@sfgov.org>

Subject: Re: Reschedule SUD Meeting

Could we do Monday the 21st. The sooner the better.....is there someone else that could come in her place.

Erick

Calle 24 Latino Cultural District

On Thu, Mar 10, 2016 at 8:07 AM, Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org> wrote:

Good morning All,

My apologies, can we reschedule our SUD meeting for Wednesday, March 23rd either at 12 or 1pm? Lisa from our office should really be at this meeting and she is out next week.

Thanks,

Diana

Diana Ponce De Leon

Invest In Neighborhoods Project Manager

Office of Economic and Workforce Development
City and County of San Francisco
1 Dr. Carlton B. Goodlett Pl., RM 448
San Francisco, CA 94102
Ph. 415. 554.6136 www.investsf.org

RE: Calle 24 Nonprofit status

Ronen, Hillary <hillary.ronen@sfgov.org>

Fri 7/15/2016 3:38 PM

To: ErickCalle24 <erick@calle24sf.org>

So excited about this! You rock!

From: ErickCalle24 [mailto:erick@calle24sf.org]

Sent: Wednesday, July 13, 2016 11:47 PM

To: Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>; Campos, David (BOS) <david.campos@sfgov.org>; Torres, Joaquin (ECN) <joaquin.torres@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>; Chung Hagen, Sheila (BOS) <sheila.chung.hagen@sfgov.org>

Subject: Calle 24 Nonprofit status

I wanted to notify everyone that we have received our 501-C3 nonprofit status. The exemption is effective as of July 09, 2015. I wanted to thank everyone for the support and guidance to reach this milestone.

Thank You

Erick

Calle 24 Latino Cultural District

FW: Community Challenge Grant Program Announces the Opening of its Fall 2016 Grant Cycle!

Ronen, Hillary <hillary.ronen@sfgov.org>

Tue 8/16/2016 12:56 PM

To: Luke Spray <luke@portolasf.org>; Lucia Pohlman <lucia@sfgreenhouses.org>; Ailed Paningbatan-Swan <apaningbatan@bhnc.org>; Buck Bagot [REDACTED]@gmail.com>; Julie C <[REDACTED]@yahoo.com>; ErickCalle24 <erick@calle24sf.org>; [REDACTED]@gmail.com <[REDACTED]@gmail.com>; Shane O'Connor <[REDACTED]@lightwellmighty.com>; [REDACTED]@gmail.com <[REDACTED]@gmail.com>; [REDACTED]@secessionsf.com <[REDACTED]@secessionsf.com>

I wanted to make sure you knew about this grant opportunity for neighborhood improvements. Hope you are all doing well!

Hillary

From: Henriquez, Lanita (ADM)

Sent: Tuesday, August 16, 2016 9:42 AM

Subject: Community Challenge Grant Program Announces the Opening of its Fall 2016 Grant Cycle!



THE COMMUNITY CHALLENGE GRANT PROGRAM ANNOUNCES THE OPENING OF ITS FALL 2016 GRANT CYCLE!

We are excited to announce that the Community Challenge Grant Program's Fall 2016 Grant Cycle has opened. The CCG will make available \$800,000 in grant opportunities this cycle through our application process to neighborhood groups and community based organizations facilitating neighborhood beautification projects. The CCG supports community revitalization by providing grant resources to community groups, schools, businesses and non-profit organizations to make physical improvements to their neighborhoods. The CCG focuses on projects that directly engage residents and businesses in creating green spaces, gathering places, public art, and other neighborhood amenities.

Also available this cycle are two partnership programs in the Market-Octavia Boundary Area and the Third Street Commercial Corridor, allowing the CCG to further expand its funding resources.

- The Living Alleys Grant Program is a partnership grant program between CCG and SF Planning, providing \$800,000 in funding for streetscape improvements within small streets in the Market-Octavia Area Plan. These grants encourage the activation of small streets, creating pedestrian & bike-friendly public places that prioritize livability over traffic. CCG and SF Planning hope that these funds allow residents, community groups, businesses, and non-profit organizations to unite and engage in local place making by designing gathering

spaces, improving pedestrian safety, and beautifying public spaces with greening, art, and other neighborhood amenities.

- The Third Street Corridor Grant is a one-time partnership grant program between the CCG, Office of Community Investment & Infrastructure and the Mayor's Office of Economic and Workforce Development, providing \$250,000 in funding specifically to community groups in the Bayview Hunters Point Area to enhance the pedestrian experience and improve pedestrian safety by beautifying public spaces with greening, art and other neighborhood amenities. These grants are only available for projects located on or within three blocks of Third Street between Cesar Chavez Street and Jamestown Avenue.

CCG Fall 2016 Grant Cycle Timeline:

August 16th: CCG Grant Cycle Opens (Guidelines and Applications are available on the website – www.sfgov.org/ccg)

September 23rd: CCG Grant Cycle Closes (All Applications must be received **No Later Than 5 PM**)
October/September: Application Review Process
Mid-December: Awards Announcement

If you have any questions or would like to discuss a potential CCG or Third Street Corridor project contact Lanita Henriquez, CCG Director at (415) 554-4830 or by email at lanita.henriquez@sfgov.org. For questions or to discuss a potential Living Alleys project contact Jillian Johnson, CCG Program Manager at (415) 554-6435 or by email at jillian.johnson@sfgov.org.

RE: MAP2020 quarterly meeting

Flores, Claudia (CPC) <claudia.flores@sfgov.org>

Fri 1/27/2017 9:08 AM

To: Vu, Doug (CPC) <doug.vu@sfgov.org>; Durandet, Kimberly (CPC) <kimberly.durandet@sfgov.org>; Antonio Aguilera <antonio@dscs.org>; Jones, Sarah <Sarah.Jones@sfmta.com>; Torres, Joaquin (ASR) <joaquin.torres@sfgov.org>; Wendy@dscs.org <Wendy@dscs.org>; Rick <[REDACTED]@gmail.com>; Sucre, Richard (CPC) <richard.sucre@sfgov.org>; Spike Kahn <[REDACTED]@gmail.com>; Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>; Rahaim, John (CPC) <john.rahaim@sfgov.org>; Peter Papadopoulos <peter@mojotheatre.com>; tommi avicolli mecca <[REDACTED]@yahoo.com> <[REDACTED]@yahoo.com>; CPC_431(B)-1650 Mission (20) <431B1650MissionCTYPLN@sfgov.org>; Hartley, Kate (MYR) <kate.hartley@sfgov.org>; Susan Cieutat <[REDACTED]@sfdonors.com>; Cheu, Brian (MYR) <brian.cheu@sfgov.org>; Buckley, Jeff (MYR) <jeff.buckley@sfgov.org>; Dairo Romero <dromero@medasf.org>; Chung Hagen, Sheila (BOS) <schunghagen@SFGOV1.onmicrosoft.com>; Sabory, Julia (MYR) <julia.sabory@sfgov.org>; Nickolopoulos, Sheila (CPC) <sheila.nickolopoulos@sfgov.org>; Gabriel Medina <gmedina@medasf.org>; Fernando Marti <fernando@sfic-409.org>; mcontreras@missionhousing.org <mcontreras@missionhousing.org>; kfeng@medasf.org <kfeng@medasf.org>; Luis Granados <lgranados@medasf.org>; Kitchingham, Kevin (MYR) <kevin.kitchingham@sfgov.org>; ErickCalle24 (erick@calle24sf.org) <erick@calle24sf.org>; CPC_431(A)-1650 Mission (20) <4311650MissionCTYPLN@SFGOV1.onmicrosoft.com>; Marilyn Duran <mduran@podersf.org>; cbhakta@missionhousing.org <cbhakta@missionhousing.org>; Francis, John (ECN) <john.francis@sfgov.org>; Simi, Gina (CPC) <gina.simi@sfgov.org>; Chan, Gloria (ECN) <gloria.chan@sfgov.org>; [REDACTED]@aol.com <[REDACTED]@aol.com>; Moisés Garcia (moises@calle24sf.org) <moises@calle24sf.org>

Cc: Carolyn Goossen <carolyn.goossen@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>

Hi Everyone,

Here is the final agenda for today (the order changed a little bit but not the substance). See you at 11. Lunch will be provided. Also, the draft Report is being posted on the website as we speak so it should be up in the next hour or so but I am attaching it here.

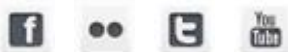
Claudia

<< Final DRAFT Report - For Email.pdf >>

<< MAP2020_012717_Agenda_FINAL.docx >>

Claudia Flores

Planning Department | City and County of San Francisco
1650 Mission Street, Suite 400, San Francisco, CA 94103
Direct: 415-558-6473 | Fax: 415-558-6409
Email: claudia.flores@sfgov.org
Web: www.sfplanning.org



-----Original Appointment-----

From: Flores, Claudia (CPC)

Sent: Friday, December 16, 2016 4:49 PM

To: Flores, Claudia (CPC); Vu, Doug (CPC); Durandet, Kimberly (CPC); Antonio Aguilera; Jones, Sarah; Torres, Joaquin (ECN); Wendy@dscs.org; Rick; Sucre, Richard (CPC); Spike Kahn; Ponce De Leon, Diana (ECN); Rahaim, John (CPC); Peter Papadopoulos; tommy avicolti mecca ([REDACTED]@yahoo.com); CPC_431(B)-1650 Mission (20); Hartley, Kate (MYR); Susan Cieutat; Cheu, Brian (MYR); Buckley, Jeff (MYR); Dairo Romero; Sam Moss; Chung Hagen, Sheila (BOS); Roberto Hernandez; Sabory, Julia (MYR); Nickolopoulos, Sheila (CPC); Gabriel Medina; Fernando Marti; mcontreras@missionhousing.org; Karoleen Feng; Jardines, Esmeralda (CPC); Luis Granados; Kitchingham, Kevin (MYR); ErickCalle24 (erick@calle24sf.org); CPC_431(A)-1650 Mission (20); Marilyn Duran; cbhakta@missionhousing.org; Francis, John (CPC); Simi, Gina (CPC); Chan, Gloria (DPW); [REDACTED]@aol.com; Moisés Garcia (moises@calle24sf.org)

Cc: Carolyn Goossen; Ronen, Hillary

Subject: MAP2020 quarterly meeting

When: Friday, January 27, 2017 11:00 AM-1:00 PM (UTC-08:00) Pacific Time (US & Canada).

Where: Planning Department, room 431

Hi all,

I hope everyone survived inauguration.

Attached is a draft agenda for this Friday's MAP2020 Quarterly meeting, let me know if you have any suggested changes.

Also attached is a copy of the report that will be posted on the website imminently. Our graphics designer is out sick but we are adding some additional data and fixing some minor typos when she is back in the office but I wanted to share it with you all before it goes live on the website.

The meeting will be held here at Planning in the usual room (sorry I was late to get a community location, I will prioritize this for the next meeting) and hopefully I we will have lunch, I will confirm.

Let us know if you have questions and see you Friday,

Claudia

Claudia Flores

Planning Department | City and County of San Francisco

1650 Mission Street, Suite 400, San Francisco, CA 94103

Direct: 415-558-6473 | Fax: 415-558-6409

Email: claudia.flores@sfgov.org

Web: www.sfplanning.org

MAP2020 Quarterly Meeting #2
11:00-2:00 PM, Friday, January 27, 2016
Location: Planning Department 1650 Mission Street, Room 431
FINAL AGENDA

Meeting Objectives:

1. Find consensus on next steps on key legislation and programs
2. Give key updates and share any relevant information
3. Finalize implementation and tracking mechanisms
4. Find consensus on Report endorsement and communications strategy

TIME	TOPIC/Activities
11:00-11:10 10 min max	OPENING Purpose: Open the meeting and agenda overview
11:10-12:40 80 min (w/break)	<p>WORKING/TOPIC GROUP UPDATES & DISCUSSION Purpose: Give updates on implementation progress and find consensus on any items that need decision</p> <ul style="list-style-type: none"> ● Overarching update: budget - 3 min ● PDR working group/legislation - 10 min ● Brief updates on groups that haven't met - 10 min <ul style="list-style-type: none"> ○ Funding ○ Homelessness ○ SROs ○ Community planning updates ● Tenant protections working group - 10 min <ul style="list-style-type: none"> ○ Related update: Latino Parity & Equity Coalition ● Housing working group (aka "roadmap") - 30 min <ul style="list-style-type: none"> ○ Related: "safe-development" proposals <p>~2-3 min. in-your-seat stretch break at about 12:15</p> <ul style="list-style-type: none"> ● Economic Development updates & questions – 25 min <ul style="list-style-type: none"> ○ Related updates: <ul style="list-style-type: none"> ▪ Calle 24 SUD ▪ SFMTA updates - 3 min
12:40-1:00	Lunch break
1:00-1:20 20 mins	<p>IMPLEMENTATION & MONITORING PROCESS Purpose: Finalize implementation & monitoring approach for MAP2020</p> <ul style="list-style-type: none"> ● Next quarterly meetings: April, July, October

1:20-1:50 30 min	MAP2020 REPORT RELEASE & COMMUNICATIONS STRATEGY Purpose: Finalize report release strategy and communications strategy
1:50-2:00 10 min	MEETING WRAP-UP

RE: MAP2020 at the Commission March 2

Flores, Claudia (CPC) <claudia.flores@sfgov.org>

Thu 2/9/2017 11:40 AM

To: Antonio Aguilera <antonio@dscs.org>; Jones, Sarah <Sarah.Jones@sfmta.com>; Torres, Joaquin (ASR) <joaquin.torres@sfgov.org>; Wendy@dscs.org <Wendy@dscs.org>; Rick <[REDACTED]@gmail.com>; Sucre, Richard (CPC) <richard.sucre@sfgov.org>; Spike Kahn <[REDACTED]@gmail.com>; Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>; Rahaim, John (CPC) <john.rahaim@sfgov.org>; Peter Papadopoulos <peter@mojotheatre.com>; tommi avicolli mecca <[REDACTED]@yahoo.com> <[REDACTED]@yahoo.com>; Hartley, Kate (MYR) <kate.hartley@sfgov.org>; Susan Cieutat <[REDACTED]@sfdonors.com>; Cheu, Brian (MYR) <brian.cheu@sfgov.org>; Buckley, Jeff (MYR) <jeff.buckley@sfgov.org>; Dairo Romero <dromero@medasf.org>; Sam Moss <smoss@missionhousing.org>; Chung Hagen, Sheila (BOS) <schunghagen@SFGOV1.onmicrosoft.com>; Roberto Hernandez <[REDACTED]@gmail.com>; Sabory, Julia (MYR) <julia.sabory@sfgov.org>; Nickolopoulos, Sheila (CPC) <sheila.nickolopoulos@sfgov.org>; Gabriel Medina <gmedina@medasf.org>; Fernando Marti <fernando@sfic-409.org>; mcontreras@missionhousing.org <mcontreras@missionhousing.org>; kfeng@medasf.org <kfeng@medasf.org>; Kitchingham, Kevin (MYR) <kevin.kitchingham@sfgov.org>; ErickCalle24 (erick@calle24sf.org) <erick@calle24sf.org>; Marilyn Duran <mduran@podersf.org>; cbhakta@missionhousing.org <cbhakta@missionhousing.org>; Francis, John (ECN) <john.francis@sfgov.org>; Jscottweaver@aol.com <Jscottweaver@aol.com>; Moisés Garcia (moises@calle24sf.org) <moises@calle24sf.org>; Goossen, Carolyn (BOS) <carolyn.goossen@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>

Hi all,

We are at the Commission with several MAP2020-related items on March 2:

- a. Plan endorsement
- b. PC action on PDR legislation introduced by Board this week
- c. Potential interim controls extension

Action items:

- Let me know if elected want to address the PC
- Chirag and Dairo addressed the Commission at the last 2 hearings on the plan, it'd be ideal to have another community representative speak at least at the beginning (Erick? Antonio? Marilyn? Marcia? Others? I can prep your slide – if one is desired – or help with some brief talking points)
- MOHCD and OEWD there were no questions for your agencies last time so but I wonder if we need a representative there this time? Definitely feel free to attend.

Stay dryish!

Claudia

Claudia Flores

Planning Department | City and County of San Francisco

1650 Mission Street, Suite 400, San Francisco, CA 94103

Direct: 415-558-6473 | Fax: 415-558-6409

Email: claudia.flores@sfgov.org

Web: www.sfplanning.org



-----Original Appointment-----

From: Flores, Claudia (CPC)

Sent: Friday, December 16, 2016 4:49 PM

Subject: MAP2020 quarterly meeting

When: Friday, January 27, 2017 11:00 AM-1:00 PM (UTC-08:00) Pacific Time (US & Canada).

Where: Planning Department, room 431

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Let us know if you have questions and see you Friday,

Claudia

Claudia Flores

Planning Department | City and County of San Francisco

1650 Mission Street, Suite 400, San Francisco, CA 94103

Direct: 415-558-6473 | Fax: 415-558-6409

Email: claudia.flores@sfgov.org

Web: www.sfplanning.org

FW: Affordable RE-RENTAL Opportunity (BMR)-1844 Market Street Unit 302 (Venn) - deadline 3/2/2017

Ronen, Hillary <hillary.ronen@sfgov.org>

Fri 2/24/2017 9:08 PM

To: ErickCalle24 <erick@calle24sf.org>;DPH-latinzoneprod [REDACTED]@aol.com>;Chung Hagen, Sheila (BOS) <schunghagen@SFGOV1.onmicrosoft.com>

Example of how the lottery program works with BMRs and the cost of a 1 bedroom for someone at 55% of AMI.

Sent from [Mail](#) for Windows 10

From: [SF MOHCD](#)

Sent: Thursday, February 23, 2017 5:59 PM

To: [SF MOHCD Housing Alert Subscriber](#)

Subject: Affordable RE-RENTAL Opportunity (BMR)-1844 Market Street Unit 302 (Venn) -deadline 3/2/2017

You are receiving this because you subscribed to the San Francisco Mayor's Office of Housing and Community Development housing email alerts.

You may [unsubscribe](#) if you no longer wish to receive these emails.

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RE-RENTAL OPPORTUNITY

There is a new re-rental opportunity on the DAHLIA Housing Portal from the San Francisco Below Market Rate (BMR)/Inclusionary Housing Program.

Please click address for details

[HAYES VALLEY: 1844 Market Street, San Francisco, CA 94102 \(Venn\)](#)

1 one bedroom unit renting for \$1,133 per month. Household income must not exceed 55% of Area Median Income for 2016; Lottery will be held on 3/14/2017. Lottery results will be posted by 3/16/17 5PM. For additional information, please click on the link above.

*San Francisco Mayor's Office of Housing and Community Development
1 South Van Ness Ave, 5th Fl, San Francisco, CA 94103 (415) 701-5500*

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You may unsubscribe from this group if you no longer wish to receive our emails by clicking here:

<http://sfmohcd.regroup.com/networks/sfmohcd/groups/affordable-rental-listings-email-alert/unsubscribe>.

Re: Hair Ball (Calle 24 Latino Cultural District)

Charles Deffarges <charles@sfbike.org>

Mon 3/13/2017 2:09 PM

To: Erick Arguello <erick@calle24sf.org>

Cc: Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>; Moises Garcia <moises@calle24sf.org>; Ronen, Hillary <hillary.ronen@sfgov.org>; Torres, Joaquin (ASR) <joaquin.torres@sfgov.org>

Hi Erick,

Thanks so much for reaching out. I would be more than happy to come present our work surrounding the Hairball to your council. Your input and thoughts would be very valuable and help ensure that any improvements that do occur are informed by the community. Please let me know when I might be able to have space on one of your agendas.

In the meantime, this Saturday 3/18 at 11am, we are hosting a ride with our members and city staff to look at what improvements might be possible along the bike paths. You can find all of the [details here](#) and I'd love it if you or one of your colleagues could attend.

Best,
Charles

On Mon, Mar 13, 2017 at 1:49 PM, Erick Arguello <erick@calle24sf.org> wrote:

Charles, I was wondering if the coalition could present the plans to our council for the hair ball. This will effect and is part of the Calle 24 Latino Cultural District. We would like to have some input and have some thoughts. This is an important thorough fare to the Latino Community (Calle 24 and Mission St.)

Thank You

Erick Arguello
Founder, Council President
Calle 24 Latino Cultural District
2958 24th St.
San Francisco, Ca 94110
www.calle24sf.org

--

Charles Deffarges
[\(415\) 431-2453 x313](tel:(415)431-2453x313)
Community Organizer

San Francisco Bicycle Coalition

Promoting the Bicycle for Everyday Transportation

1720 Market St.

San Francisco, CA 94102



Uphold the Calle 24 CEQA appeal

Erick Arguello <erick@calle24sf.org>

Fri 3/17/2017 6:01 PM

To: Lee, Mayor (MYR) <mayoredwinlee@sfgov.org>; Fewer, Sandra (BOS) <sandra.fewer@sfgov.org>; Farrell, Mark (MYR) <mark.farrell@sfgov.org>; Peskin, Aaron (BOS) <aaron.peskin@sfgov.org>; Tang, Katy (BOS) <katy.tang@sfgov.org>; BreedStaff, (BOS) <breedstaff@sfgov.org>; Kim, Jane (BOS) <jane.kim@sfgov.org>; Yee, Norman (BOS) <norman.yee@sfgov.org>; Sheehy, Jeff (BOS) <jeff.sheehy@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>; Cohen, Malia (BOS) <malia.cohen@sfgov.org>; Safai, Ahsha (BOS) <ahsha.safai@sfgov.org>; Boilard, Chelsea (BOS) <chelsea.boilard@sfgov.org>; Pagoulatos, Nick (BOS) <nick.pagoulatos@sfgov.org>; Yu, Angelina (BOS) <angelina.yu@sfgov.org>; Montejano, Jess (BOS) <jess.montejano@sfgov.org>; Kawa, Steve (MYR) <steve.kawa@sfgov.org>; Karunaratne, Kanishka (MYR) <kanishka.cheng@sfgov.org>; Kelly, Margaux (BOS) <margaux.kelly@sfgov.org>; Angulo, Sunny (BOS) <sunny.angulo@sfgov.org>; Hepner, Lee (BOS) <lee.hepner@sfgov.org>; Summers, Ashley (BOS) <ashley.summers@sfgov.org>; Quizon, Dyanna (BOS) <dyanna.quizon@sfgov.org>; Law, Ray (BOS) <ray.law@sfgov.org>; Lloyd, Kayleigh (BOS) <kayleigh.lloyd@sfgov.org>; Roxas, Samantha (BOS) <samantha.roxas@sfgov.org>; Johnston, Conor (BOS) </o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=57ee10e97c3847a0b679d91fccca9ae8-Conor Johns>; Lopez, Barbara (BOS) <barbara.lopez@sfgov.org>; Lee, Ivy (BOS) <ivy.lee@sfgov.org>; Maybaum, Erica (BOS) <erica.maybaum@sfgov.org>; Choy, Jarlene (BOS) <jarlene.choy@sfgov.org>; Low, Jen (BOS) <jen.low@sfgov.org>; BOS_LitHold_andres.power_06052017 <BOS_LitHold_andres.power_06052017@sfgov1.onmicrosoft.com>; Spero, David (BOS) <david.spero@sfgov.org>; Goossen, Carolyn (BOS) <carolyn.goossen@sfgov.org>; Chung Hagen, Sheila (BOS) <schunghagen@SFGOV1.onmicrosoft.com>; Gee, Natalie (BOS) <natalie.gee@sfgov.org>; Chicuata, Brittni (BOS) <brittni.chicuata@sfgov.org>; Chan, Yoyo (BOS) <yoyo.chan@sfgov.org>; Kittler, Sophia (MYR) <sophia.kittler@sfgov.org>; Lee, Judy (BOS) <judy.lee@sfgov.org>; Meyer, Catherine (BOS) <cathy.mulkeymeyer@sfgov.org>; Sandoval, Suhagey (BOS) <suhagey.sandoval@sfgov.org>; Erick Arguello <erick@calle24sf.org>; Moises Garcia <moises@calle24sf.org>

Dear Mayor Lee and San Francisco Board of Supervisors,

The Latino Cultural District was set up to help preserve San Francisco's Latino community, cultural assets, businesses, and curtail the effects of gentrification and displacement. Therefore: Acknowledging the Latino community's presence and contributions to the Mission District and San Francisco, as a whole.

At the time the Eastern Neighborhood Plan (ENP) was created, which is the basis of the approval of the project, did not study or acknowledge the social and economic impacts on our community. Therefore, it did not anticipate the level of displacement of working class and Latino residents. There were no provisions within the ENP to address these effects.

Currently, there are nearly 700 luxury units in the pipeline designated for the Calle 24 Latino Cultural District. Creating a series of negative social and economic impacts that will have lasting and detrimental effects on the district.

It is the desire of the local community, those that live and work here, to uphold this CEQA appeal. By sending it back to the Planning Department, the project can be reviewed within the current social and environmental conditions.

Sincerely,

--

Erick Arguello
Founder, Council President
Calle 24 Latino Cultural District
2958 24th St.
San Francisco, Ca 94110
www.calle24sf.org

Calle 24 Latino Cultural District: Culture, family, merchants and our struggle to stay.

Erick Arguello <erick@calle24sf.org>

Sat 3/18/2017 2:23 PM

To: Lee, Mayor (MYR) <mayoredwinlee@sfgov.org>;Fewer, Sandra (BOS) <sandra.fewer@sfgov.org>;Farrell, Mark (MYR) <mark.farrell@sfgov.org>;Peskin, Aaron (BOS) <aaron.peskin@sfgov.org>;Tang, Katy (BOS) <katy.tang@sfgov.org>;BreedStaff, (BOS) <breedstaff@sfgov.org>;Kim, Jane (BOS) <jane.kim@sfgov.org>;Yee, Norman (BOS) <norman.yee@sfgov.org>;Sheehy, Jeff (BOS) <jeff.sheehy@sfgov.org>;Ronen, Hillary <hillary.ronen@sfgov.org>;Cohen, Malia (BOS) <malia.cohen@sfgov.org>;Safai, Ahsha (BOS) <ahsha.safai@sfgov.org>;Boilard, Chelsea (BOS) <chelsea.boilard@sfgov.org>;Pagoulatos, Nick (BOS) <nick.pagoulatos@sfgov.org>;Yu, Angelina (BOS) <angelina.yu@sfgov.org>;Montejano, Jess (BOS) <jess.montejano@sfgov.org>;Kawa, Steve (MYR) <steve.kawa@sfgov.org>;Karunaratne, Kanishka (MYR) <kanishka.cheng@sfgov.org>;Kelly, Margaux (BOS) <margaux.kelly@sfgov.org>;Angulo, Sunny (BOS) <sunny.angulo@sfgov.org>;Hepner, Lee (BOS) <lee.hepner@sfgov.org>;Summers, Ashley (BOS) <ashley.summers@sfgov.org>;Quizon, Dyanna (BOS) <dyanna.quizon@sfgov.org>;Law, Ray (BOS) <ray.law@sfgov.org>;Lloyd, Kayleigh (BOS) <kayleigh.lloyd@sfgov.org>;Roxas, Samantha (BOS) <samantha.roxas@sfgov.org>;Johnston, Conor (BOS) </o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=57ee10e97c3847a0b679d91fccca9ae8-Conor Johns>;Lopez, Barbara (BOS) <barbara.lopez@sfgov.org>;Lee, Ivy (BOS) <ivy.lee@sfgov.org>;Maybaum, Erica (BOS) <erica.maybaum@sfgov.org>;Choy, Jarlene (BOS) <jarlene.choy@sfgov.org>;Low, Jen (BOS) <jen.low@sfgov.org>;BOS_LitHold_andres.power_06052017 <BOS_LitHold_andres.power_06052017@sfgov1.onmicrosoft.com>;Spero, David (BOS) <david.spero@sfgov.org>;Goossen, Carolyn (BOS) <carolyn.goossen@sfgov.org>;Chung Hagen, Sheila (BOS) <schunghagen@SFGOV1.onmicrosoft.com>;Gee, Natalie (BOS) <natalie.gee@sfgov.org>;Chicuata, Brittini (BOS) <brittini.chicuata@sfgov.org>;Chan, Yoyo (BOS) <yoyo.chan@sfgov.org>;Kittler, Sophia (MYR) <sophia.kittler@sfgov.org>;Lee, Judy (BOS) <judy.lee@sfgov.org>;Meyer, Catherine (BOS) <cathy.mulkeymeyer@sfgov.org>;Sandoval, Suhagey (BOS) <suhagey.sandoval@sfgov.org>;Erick Arguello <erick@calle24sf.org>;Moises Garcia <moises@calle24sf.org>;Miguel Bustos <miguelmbustos@gmail.com>

Supervisors and Mayor Lee,

Currently, there are nearly 700 luxury units in the pipeline designated for the Calle 24 Latino Cultural District. Creating a series of negative social and economic impacts that will have lasting and detrimental effects on the district.

Please view our community and its culture.

<https://youtu.be/4YjHEPpg7Og>

It is the desire of the local community, those that live and work here, to uphold this CEQA appeal. By sending AXIS development back to the Planning Department, so that the project can be reviewed within the current social and environmental conditions.

Erick Arguello
Founder, Council President
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San Francisco, Ca 94110
www.calle24sf.org

2675 Folsom St. Uphold CEQA appeal

Anna Murveit <[REDACTED]@gmail.com>

Tue 3/21/2017 11:15 AM

To: Summers, Ashley (BOS) <ashley.summers@sfgov.org>; Hepner, Lee (BOS) <lee.hepner@sfgov.org>; Angulo, Sunny (BOS) <sunny.angulo@sfgov.org>; Kelly, Margaux (BOS) <margaux.kelly@sfgov.org>; Karunaratne, Kanishka (MYR) <kanishka.cheng@sfgov.org>; Kawa, Steve (MYR) <steve.kawa@sfgov.org>; Montejano, Jess (BOS) <jess.montejano@sfgov.org>; Yu, Angelina (BOS) <angelina.yu@sfgov.org>; Pagoulatos, Nick (BOS) <nick.pagoulatos@sfgov.org>; Boilard, Chelsea (BOS) <chelsea.boilard@sfgov.org>; Safai, Ahsha (BOS) <ahsha.safai@sfgov.org>; Cohen, Malia (BOS) <malia.cohen@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>; Sheehy, Jeff (BOS) <jeff.sheehy@sfgov.org>; Yee, Norman (BOS) <norman.yee@sfgov.org>; Kim, Jane (BOS) <jane.kim@sfgov.org>; BreedStaff, (BOS) <breedstaff@sfgov.org>; Tang, Katy (BOS) <katy.tang@sfgov.org>; Peskin, Aaron (BOS) <aaron.peskin@sfgov.org>; Farrell, Mark (MYR) <mark.farrell@sfgov.org>; Fewer, Sandra (BOS) <sandra.fewer@sfgov.org>; Lee, Mayor (MYR) <mayoredwinlee@sfgov.org>; Low, Jen (BOS) <jen.low@sfgov.org>; Choy, Jarlene (BOS) <jarlene.choy@sfgov.org>; Maybaum, Erica (BOS) <erica.maybaum@sfgov.org>; Lee, Ivy (BOS) <ivy.lee@sfgov.org>; Lopez, Barbara (BOS) <barbara.lopez@sfgov.org>; Johnston, Conor (BOS) </o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=57ee10e97c3847a0b679d91fccca9ae8-Conor Johns>; Spero, David (BOS) <david.spero@sfgov.org>; BOS_LitHold_andres.power_06052017 <BOS_LitHold_andres.power_06052017@sfgov1.onmicrosoft.com>; Chung Hagen, Sheila (BOS) <schunghagen@SFGOV1.onmicrosoft.com>; Gee, Natalie (BOS) <natalie.gee@sfgov.org>; Chicuata, Brittini (BOS) <brittini.chicuata@sfgov.org>; Chan, Yoyo (BOS) <yoyo.chan@sfgov.org>; Kittler, Sophia (MYR) <sophia.kittler@sfgov.org>; Lee, Judy (BOS) <judy.lee@sfgov.org>; Meyer, Catherine (BOS) <cathy.mulkeymeyer@sfgov.org>; Sandoval, Suhagey (BOS) <suhagey.sandoval@sfgov.org>; Erick Arguello <erick@calle24sf.org>; moises@calle24sf.org <moises@calle24sf.org>; Goossen, Carolyn (BOS) <carolyn.goossen@sfgov.org>

Dear Mayor Lee and San Francisco Board of Supervisors,

Regarding the 2675 Folsom St. Uphold CEQA appeal:

I am a recent homeowner in the Mission and I support Calle 24 Latino Cultural District and work to combat gentrification because I believe that providing for the existing population and cultural of the District is the most important priority for the neighborhood.

Creating below median income housing is the top priority and this proposed project would utilize a rare housing opportunity to create a luxury development at the expense of the character of the neighborhood and middle class residents who are seeing housing and consumer costs rise.

Please all for reconsideration by upholding the CEQA appeal for 2675 Folsom Street.

The Latino Cultural District was set up to help preserve San Francisco's Latino community, cultural assets, businesses, and curtail the effects of gentrification and displacement. Therefore: Acknowledging the Latino community's presence and contributions to the Mission District and San Francisco, as a whole.

At the time the Eastern Neighborhood Plan (ENP) was created, which is the basis of the approval of the project, did not study or acknowledge the social and economic impacts on our community.

Therefore, it did not anticipate the level of displacement of working class and Latino residents. There were no provisions within the ENP to address these effects.

Currently, there are nearly 700 luxury units in the pipeline designated for the Calle 24 Latino Cultural District. Creating a series of negative social and economic impacts that will have lasting and detrimental effects on the district.

It is the desire of the local community, those that live and work here, to uphold this CEQA appeal. By sending it back to the Planning Department, the project can be reviewed within the current social and environmental conditions.

Sincerely,

Anna Murveit

Thank you and some more thoughtful answers

Myrna Melgar <myrna@jamestownsf.org>

Sun 5/21/2017 8:14 PM

To: ErickCalle24 <erick@calle24sf.org>

Cc: Ronen, Hillary <hillary.ronen@sfgov.org>; Annie Jupiter-Jones <annie@locobloco.org>

Hi Erick,

Thanks for the conversation earlier and the feedback from the folks on the committee. We are very excited about the possibility of Jamestown/Loco Bloco leasing that space, because of its proximity to Cesar Chavez school, Parque Ninos Unidos and Calle 24. As Latino led youth development and arts organizations, we are committed to the mission of preserving our cultural heritage as a foundation to make our youth successful and our community strong.

I wanted to write down some thoughts and answers to the questions that were raised:

1. Is this a conflict of interest with my role as a Planning Commissioner: I don't think so but I will formally ask the City Attorney. I don't think it is because the project was entitled before the Childcare legislation that exempted childcare uses from the CU process in PDR was approved by the Planning Commission (6 months before). So at the time I voted (against the project) this was not even a possibility.
2. Will there be loud drumming that will annoy the residents? We do not foresee that Loco Bloco will have rehearsals inside this space as LB intends to remain at Brava as artists in residence. But we will use the space for programming (as you know, LB does much more than just drumming!). LB classes will continue to take place at public schools and Brava.
3. Will we issue an RFP? Jamestown and Loco Bloco will go through the process the committee has agreed to. We do, however, need to move fast because we were selected by MEDA for the space at 2060 Folsom. We do not yet have a LOI with MEDA for that space, but as they get their financing together, we will need to commit at some point in the future and there will eventually be financial repercussions if we pull out later on in the process. We'd like to be mindful of their needs by letting them know what we are doing as early as possible. Additionally the space that Jamestown occupies is not sustainable (we are at risk).

Additionally Erick, I wanted to let folks know that this space would allow us to grow our program to include early education, something that the Mission has a huge shortage of. Right now Jamestown and Loco Bloco provide programming to youth 4-24 years of age. We are committed to stewarding that space, and taking the responsibility for programming and curating the upstairs space in a way consistent with our values of "artivism" and social justice, and is consistent with the community's desire to provide opportunities to local artists. We envision a potential exciting synergy that will allow our youth to grow up immersed, engaged with and exposed to local art and artists, and that art education becomes an integral part of the larger education of Mission district youth.

The timeline for the legal merger of Jamestown and LB is to be done with it by August 1st of this year. When combined, we will have a total of 162 employees, including 18 full time salaried employees, teachers, teaching artists, youth activists, and youth apprentices. We envision that this space will

house only the salaries employees and 4-6 direct program providers.

Again, thank you for your goodwill in entertaining this idea, and your work to insure a thriving Calle 24.

“Education is the most powerful weapon which you can use to change the world.”

— [Nelson Mandela](#)

Myrna Melgar
Executive Director
The Jamestown Community Center/
El Centro Comunitario Jamestown
3382 - 26th Street
San Francisco, California 94110
(415) 647-4709, ext. 112

(415) [REDACTED] (mobile)

(415) 647-4718 (fax)

<http://jamestownsf.org>

Join us on:

[Face](#)

[Embargoed Until Thursday] Fwd: California Cultural Districts: Notification of Designation

Moisés García <moises@calle24sf.org>

Mon 7/10/2017 2:23 PM

To: Erick Arguello <erick@calle24sf.org>; Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>; Morales, Carolina (DAT) <carolina.morales@sfgov.org>; Axel, Rachele (ART) </o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=0b69eb536eda43b59dbbbf85d9912170-rachele.axel@sfgov.org>

Hi folks just wanted to share some great news. Calle 24 was designated a California Cultural District today!

The new is embargoed until Thursday when the CAC will send out a press release.

Thank you for your work on behalf of Calle 24 and congrats on this achievement.

Abrazos!

Moisés García
Corridor Manager

Calle 24 Latino Cultural District
2958 24th Street, San Francisco, CA 94110
(415) 390-5818
calle24sf.org

Begin forwarded message:

From: Caitlin Fitzwater <caitlin.fitzwater@arts.ca.gov>
Subject: California Cultural Districts: Notification of Designation
Date: July 10, 2017 at 4:05:53 PM CDT
To: Moisés García <moises@calle24sf.org>

Dear Moisés,

CONGRATULATIONS!

Please see the attached official notification of your California Cultural District application status.

Please read the letter in detail and share with your official district partners.

I will be in touch very shortly with additional information. As noted in the letter, please do not widely promote this news at this time. We ask that you standby for details on a coordinated public/press announcement to take place this Thursday, July 13th.

Best regards,

Caitlin

Caitlin Fitzwater

Director of Public Affairs

California Arts Council

1300 I Street, Suite 930

Sacramento, CA 95814

P (916) 324-6617 | M (916) 533-8623

caitlin.fitzwater@arts.ca.gov

July 10, 2017

Dear Moisés García,

Congratulations! We are writing to inform you that today, Monday, July 10th, by a vote of the Council, the **Calle 24 Latino Cultural District** has been named a state designated California Cultural District. You are receiving this notification as the district's lead applicant. Please forward this letter to your official partners.

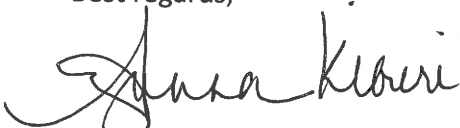
All of your hard work through the application and site visit process paid off. As you know, this was a highly competitive program, and your district vision, partners, local community participation, and cultural assets all led to this significant achievement of being named among our state's first designated Cultural Districts.

You will receive further details in the coming days and weeks, but we wanted to immediately make you aware of this great news and of three important pieces of information:

- **Public Announcement:** A coordinated statewide announcement of the Cultural District designees will take place this Thursday, July 13th. You will receive detailed instructions and a press release template to utilize for this announcement. This coordinated announcement will ensure all districts get the most visibility of the initial program rollout. Please wait for further instructions before contacting your local media.
- **Official Designation Paperwork & Technical Assistance Stipend:** As the lead applicant for your district, you will receive a package with the official designation paperwork to be signed by all three partners, and with contract information for the first year \$5,000 technical assistance stipend. You should expect this paperwork to arrive in approximately 30 days.
- **Pilot Program Activities:** As you know, receiving designation in this first year of the program includes the added benefit of participation in several pilot activities including technical assistance. You will soon receive information on three efforts that will be conducted this calendar year, including: detailed menu of marketing/design resources available to your district and introduction to the CAC graphic designer; a technical assistance "needs assessment" for your district; and a strategic plan template for your district.

Thank you for your contributions to enrich our state through culture and the arts. We look forward to working with you in this new capacity!

Best regards,



Ayanna L. Kiburi
Interim Executive Director



Caitlin Fitzwater
Director of Public Affairs

RE: FW: mission project

Ronen, Hillary <hillary.ronen@sfgov.org>

Sat 7/22/2017 9:50 AM

To: Erick Arguello <erick@calle24sf.org>

Cc: Morales, Carolina (DAT) <carolina.morales@sfgov.org>

Carolina,

Would you mind responding to this and asking what it is all about? Thanks!

Hillary

Sent from [Mail](#) for Windows 10

From: [Erick Arguello](#)

Sent: Wednesday, July 19, 2017 10:42 PM

To: [Ronen, Hillary](#)

Cc: [Morales, Carolina \(BOS\)](#)

Subject: Re: FW: mission project

Hi, don't know who they are and never heard of them. Should we ask what its regarding?

Erick

On Wed, Jul 19, 2017 at 9:01 PM, Ronen, Hillary <hillary.ronen@sfgov.org> wrote:

Do you know what this is about? Should we meet with him?

Sent from [Mail](#) for Windows 10

From: [Leo Cassidy](#)

Sent: Wednesday, July 19, 2017 6:54 PM

To: [Ronen, Hillary](#)

Subject: mission project

Hi hillary can we meet with you and erick arguello PLEASE LET ME KNOW
leo.




Leo Cassidy
Vice President
San Francisco Glens Evolution
www.sfglensevolution.org



--

Erick Arguello
Founder, Council President
Calle 24 Latino Cultural District
2958 24th St.
San Francisco, Ca 94110
www.calle24sf.org

 <https://docs.google.com/uc?export=download&id=0B4XcUUyRXx-GWDh0cE1hWmUtcDQ&revid=0B4XcUUyRXx-GSUPOQIBwU0IxM0JyRzlwTDZwazBqRjg1WCtZPQ>

Mission Marketing Update Aug Sep

Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>

Tue 8/22/2017 4:21 PM

To: Goossen, Carolyn (BOS) <carolyn.goossen@sfgov.org>;'cmcollins@gatesf.com' <'cmcollins@gatesf.com'>;'elsmokes@aol.com' <'elsmokes@aol.com'>;'sanfran186@yahoo.com' <'sanfran186@yahoo.com'>;'juanpablogutierrez1950@gmail.com' <'juanpablogutierrez1950@gmail.com'>;'eroyale@earthlink.net' <'eroyale@earthlink.net'>;Shaw, Jeremy (CPC) <jeremy.shaw@sfgov.org>;'peter@mojotheatre.com' <'peter@mojotheatre.com'>;'rclistad@gmail.com' <'rclistad@gmail.com'>;'William@cartagenaconsulting.com' <'William@cartagenaconsulting.com'>;'spowers@brava.org' <'spowers@brava.org'>;Sue, Candace (MTA) <Candace.Sue@sfmta.com>;'Matthew.Brill@sfmta.com' <'Matthew.Brill@sfmta.com'>;Rivas, Jorge (ECN) <jorge.rivas@sfgov.org>;Flores, Claudia (CPC) <claudia.flores@sfgov.org>;'rodrigoehduran@gmail.com' <'rodrigoehduran@gmail.com'>;Torres, Joaquin (ASR) <joaquin.torres@sfgov.org>;'ETenorio@self-helpfcu.org' <'ETenorio@self-helpfcu.org'>;Chan, Gloria (ECN) <gloria.chan@sfgov.org>;'Rachel.Hyden@sfmta.com' <'Rachel.Hyden@sfmta.com'>;'erodriguez@medasf.org' <'erodriguez@medasf.org'>;'dgolopenta@medasf.org' <'dgolopenta@medasf.org'>;cgil@medasf.org <cgil@medasf.org>;moises@calle24sf.org <moises@calle24sf.org>;'jrojas@accionlatina.org' <'jrojas@accionlatina.org'>;'ani.galeria@gmail.com' <'ani.galeria@gmail.com'>;lramos@medasf.org <lramos@medasf.org>;Morales, Carolina (DAT) <carolina.morales@sfgov.org>;'mcm@missioncommunitymarket.org' <'mcm@missioncommunitymarket.org'>;erick@calle24sf.org <erick@calle24sf.org>;jrojas@accionlatina.org <jrojas@accionlatina.org>;gmedina@medasf.org <gmedina@medasf.org>;eden@secessionsf.com <eden@secessionsf.com>;Jessie Rubalcava <jrubalcava@medasf.org>;Ronen, Hillary <hillary.ronen@sfgov.org>

Hi All,

Just wanted to check in and send an update. This month we focused on back to school shopping shoes and clothing. To highlight the back to school shopping experience for families, a Mission Promise family was sponsored to shop along Mission Street at selected stores (Bonita Footwear, New Colors Fashion, Ariks Clothing) and we took in action pictures. The interview with the family turned out great and aired Thursday Aug 10th, I apologize for the delay. Below is the video and our post on OEWD's FB I know Calle 24 also shared. Check out the pictures on our website missionstreetsf.com . Also, a facebook page is now up for the campaign thanks to MEDA for getting that up and running it is really cool so please share <https://www.facebook.com/missionstreetsf/> .

Please share the Mission Street- Back to School video:

- Twitter: <https://twitter.com/sfoewd/status/897525014659907584>
- Facebook: <https://www.facebook.com/SFOEWD/videos/1538487966245655/>
- Video file(for download): <https://vimeo.com/229740080>

For September we will focus on barbershops, beauty salons and nail shops and we are cross promoting Fiestas De Las Americas, Sep 17th on 24th Street to bring folks to the area.

I will send a meeting invite for Wed, Sep 20th for an opportunity to update on the campaign, how it has worked, wrap up and next steps.

We have seen great traction and interest on social media and our map as it exists on website with businesses and pictures has 10,008 views!

Thanks to all for helping shape this and supporting each and every month through shares, outreach, design work and input.

Best,

Diana

Diana Ponce De Leon

Invest In Neighborhoods Project Manager
Office of Economic and Workforce Development
City and County of San Francisco
1 Dr. Carlton B. Goodlett Pl., RM 448
San Francisco, CA 94102
Ph. 415. 554.6136 www.investsf.org

Re: Fiesta De Las Americas

Ronen, Hillary <hillary.ronen@sfgov.org>

Thu 8/24/2017 3:50 PM

To: Erick Arguello <erick@calle24sf.org>

Cc: Morales, Carolina (DAT) <carolina.morales@sfgov.org>

Am honored and excited to be there!!!

Hillary

Sent from my iPhone

> On Aug 24, 2017, at 2:19 PM, "Erick Arguello" <erick@calle24sf.org> wrote:

>

> Hillary, wanted to invite you to join us on September 17, 2017 Sunday to kick off the Fiesta De Las Americas. We are reviving a festival that was started by the 24th Street Merchants in 1979 and ran through 1995. We are celebrating independence of Latin America, our newly restored flag emblems that were installed originally in the mid 80's for the festival and the continued legacy of 24th street.

>

> We will have an opening ceremony (blessing) on our main stage (24th and Harrison) between 11:30 and 12:00 PM. We will be joined by Joaquin Torrez representing the Mayors Office, members of the consulate, and original founders of the Festival, Bernie Gonzales, Sam Ruiz, Ann Cervantes, Jennie Rodriguez, Roberto Hernandez and others.

>

> We would be very honored to have you join us in this special and historic moment.

>

>

> [Inline image 1]

>

>

> Sincerely,

>

>

>

> Erick Arguello

> Founder, Council President

> Calle 24 Latino Cultural District

> 2958 24th St.

> San Francisco, Ca 94110

> www.calle24sf.org <<http://www.calle24sf.org>>

>

> [<https://docs.google.com/uc?export=download&id=0B4XcUUyRXx-GWDh0cE1hWmUtcDQ&revid=0B4XcUUyRXx-GSUpOQIBwU0lxM0JyRzlwTDZwazBqRjg1WCtZPQ>]

> <FiestasDeLasAmericas-poster-final.jpg>

RE: Latino Urbanism/ Transportaion

Ronen, Hillary <hillary.ronen@sfgov.org>

Wed 10/11/2017 12:22 PM

To: Erick Arguello <erick@calle24sf.org>; Leung, Adrian (MTA) <Adrian.Leung@sfmta.com>; usm-strategy@googlegroups.com <usm-strategy@googlegroups.com>; Moises Garcia <moises@calle24sf.org>; Morales, Carolina (DAT) <carolina.morales@sfgov.org>

Thanks so much for sending! Really enjoyed this article.

Hillary

From: Erick Arguello [mailto:erick@calle24sf.org]

Sent: Tuesday, October 03, 2017 7:43 PM

To: Leung, Adrian (MTA) <Adrian.Leung@sfmta.com>; usm-strategy@googlegroups.com; Moises Garcia <moises@calle24sf.org>; Ronen, Hillary <hillary.ronen@sfgov.org>; Morales, Carolina (BOS) <carolina.morales@sfgov.org>

Subject: Latino Urbanism/ Transportaion

James Rojas has been sending me a lot of his work thorough out the country. He is the leading expert on Latino Urbanism and a planner. His work is very interesting to us because it describes what we are trying to preserve and enhance in the Latino Cultural District. This is one of his articles I wanted to share.

<http://la.streetsblog.org/2017/09/21/latino-active-transportation-reinvigorating-walking-in-u-s-suburbs/>

--

Erick Arguello
Founder, Council President
Calle 24 Latino Cultural District
2958 24th St.
San Francisco, Ca 94110
www.calle24sf.org



RE: Letter to DPW about defacing poetry in Balmy Alley

Brooke Oliver <brooke@50balmy.com>

Fri 12/8/2017 3:21 PM

To: Erick Arguello <erick@calle24sf.org>; Goossen, Carolyn (BOS) <carolyn.goossen@sfgov.org>

Cc: Ronen, Hillary <hillary.ronen@sfgov.org>; Billy Colwell <billy@50balmy.com>; Rosalia Valencia-Tow <Rosalia@50balmy.com>; Elba Rivera <elba@50balmy.com>

Carolyn and Erick: Taking DPW off this. Would appreciate it if you could call me on my cell Carolyn, 415-407-4395. I spoke to Hillary yesterday briefly about the DPW thing.

I also want to bring to your attention that we may need some compassionate help with homeless folks on Balmy. Some of my pro-gentrification neighbors have been on the war path and I've been pushing back, but the yelling at passersby, pooping, peeing, etc on the alley is getting way out of hand and even the *veteranas* on the block are now complaining and asking if I can do anything.

A couple of us are discussing among ourselves how to respond respectfully to our homeless neighbors to set boundaries, but yeah, when they have been drinking and so forth, not much dialogue is possible. We may need to consider Balmy and especially near both ends of the street a homeless hot spot of sorts, but we really don't want a militarized police incursion either. Ideas since you are experienced with this too would be much appreciated.

Thanks and Best,
Brooke

Brooke Oliver | **50 Balmy Law P.C.**

50 Balmy Alley, San Francisco, CA 94110 | www.50Balmy.com

415.641.1116 voice | 415.695.1116 fax | brooke@50Balmy.com

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From: Erick Arguello [<mailto:erick@calle24sf.org>]

Sent: Friday, December 8, 2017 2:08 PM

To: Brooke Oliver <brooke@50balmy.com>

Cc: Mohammed Nuru (Mohammed.Nuru@sfdpw.org) <Mohammed.Nuru@sfdpw.org>; Hillary Ronen (Hillary.Ronen@sfgov.org) <Hillary.Ronen@sfgov.org>; Carolyn Goosen (Carolyn.Goossen@sfgov.org) <Carolyn.Goossen@sfgov.org>; Nicole De La Garza (NicoleDeLaGarza@sfdpw.gov) <NicoleDeLaGarza@sfdpw.gov>; Billy Colwell <billy@50balmy.com>; Rosalia Valencia-Tow <Rosalia@50balmy.com>

Subject: Re: Letter to DPW about defacing poetry in Balmy Alley

Thank You Brooke.

On Fri, Dec 8, 2017 at 1:54 PM, Brooke Oliver <brooke@50balmy.com> wrote:

All: Please see attached letter. I'm looking forward to a prompt reply and resolution. DPW's defacement of stylized poetry painted on Balmy Alley felt like sacrilege, and kept me up much of last

night. It was so shocking, as was the aggressive reaction of one of the DPW workers to my request that they stop.

Thanks and Best,
Brooke Oliver

Brooke Oliver | **50 Balmy Law P.C.**
50 Balmy Alley, San Francisco, CA 94110 | www.50Balmy.com
[415.641.1116](tel:415.641.1116) voice | [415.695.1116](tel:415.695.1116) fax | brooke@50Balmy.com

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--

Erick Arguello
Founder, Council President
Calle 24 Latino Cultural District
2958 24th St.
San Francisco, Ca 94110
www.calle24sf.org

RE: 200 to 300 percent commercial rent increase

Ronen, Hillary <hillary.ronen@sfgov.org>

Tue 5/8/2018 2:53 PM

To: Erick Arguello <erick@calle24sf.org>; Morales, Carolina (DAT) <carolina.morales@sfgov.org>

Erick,

So frustrating. Please tell us if any way we can support.

Hillary

From: Erick Arguello [mailto:erick@calle24sf.org]

Sent: Thursday, May 03, 2018 3:28 PM

To: Morales, Carolina (BOS) <carolina.morales@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>

Subject: 200 to 300 percent commercial rent increase

i just received a call that 2884 Mission St. @ 25th has been sold and the new landlord just increased all the commercial spaces by 200 to 300 percent. There are 8 spaces. 4 on Mission and 4 on 25th St. They are on month to month leases. The commercial tenants have organized and looking for help. The attorney that called will put us in contact. We will do all it takes to protect them. I was told there are some SRO units above. (Click on link below).

Erick

<https://www.google.com/maps/place/2884+Mission+St,+San+Francisco,+CA+94110/@37.7508629,-122.4182941,3a,75y,264.19h,90t/data=!3m6!1e1!3m4!1szomrG3oEPkI0gw30t9H-YA!2e0!7i13312!8i6656!4m5!3m4!1s0x808f7e412a441369:0xf18212ddd937b0e5!8m2!3d37.7508871!4d-122.4184917>

--

Erick Arguello
Founder, Council President
Calle 24 Latino Cultural District
2958 24th St.
San Francisco, Ca 94110
www.calle24sf.org



RE: 25th & Mission commercial & residential help with evictions and displacement

Ronen, Hillary <hillary.ronen@sfgov.org>

Wed 5/9/2018 12:07 PM

To: Erick Arguello <erick@calle24sf.org>; Morales, Carolina (DAT) <carolina.morales@sfgov.org>

Cc: Beinart, Amy (BOS) <amy.beinart@sfgov.org>

Carolina or Amy,

Can you attend this meeting? Thanks.

Hillary

From: Erick Arguello [mailto:erick@calle24sf.org]

Sent: Friday, May 04, 2018 9:49 PM

To: Morales, Carolina (BOS) <carolina.morales@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>

Subject: Fwd: 25th & Mission commercial & residential help with evictions and displacement

Hello Hillary, here are some more details to what is happening at 25th and Mission. We will be attending this meeting, it would be great if you or someone from the office could attend.

Erick

----- Forwarded message -----

From: Eden Stein <eden@secessionsf.com>

Date: Fri, May 4, 2018 at 5:45 PM

Subject: 25th & Mission commercial & residential help with evictions and displacement

To: ErickCalle24 <erick@calle24sf.org>

Hi Erick, on my way home from Bart I stopped to see a friend/designer on the 25th block of Mission Street. This building has 11 merchants that wrap around 25th ST onto Mission between Valencia and Mission. At least 18 residential apartments upstairs. The building just sold on 4/11/18 and all of the merchants got letters. She let me know that they all may be facing displacement and evictions may be happening in the residential. They were told they have to agree to terms with the new owner via letter by the 11th. They are in desperate need to know their rights which are very little in the commercial setting.

A majority of these merchants do not have leases and are month to month. Lucy who owns the hair salon has been there since 1993. Tim and Angie who own the dry cleaner for 13 years and are the month to month. Each merchant can speak to what the letter said about the increase in rent. 50% increase for some and a smaller amount for others. Also, the owners did not get the correct years that business has opened. Something felt off looking at the letters to merchants.

I've attached a list of all the retail units in this building. They are in order from Mission St. through 25th. I don't have information on the residential tenants but I think there are about 18 rooms upstairs. I wanted to let you know that the commercial business owners (& maybe residential? I'm not sure) are meeting Monday at 1:00 at Frisco Tattoo to discuss possible proposals to the owner. This may be a perfect time, if someone is available from Calle 24, to attend this meeting?

Please let me know who else I should reach out to help this block keep their businesses.

Talk soon, Eden

attached below is a list of merchants and a 30-day notice that one received. Everyone's rent is going up different amounts.

--

Eden Stein • 415-279-3058

Secession Art & Design • Owner & Curator

3235 Mission St., SF, CA 94110

Gallery & Boutique open Tues-Sun: Noon-7pm

www.secessionsf.com

President, Mission Bernal Merchants Association

mbmasf.org

--

Erick Arguello

Founder, Council President

Calle 24 Latino Cultural District

2958 24th St.

San Francisco, Ca 94110

www.calle24sf.org



Re: Cultural Districts

Ronen, Hillary <hillary.ronen@sfgov.org>

Fri 5/25/2018 11:26 AM

To: Erick Arguello <erick@calle24sf.org>

Woohoo!!! We did it. Thanks for all the advocacy. Xoxo

Sent from my iPhone

On May 18, 2018, at 3:50 PM, Erick Arguello <erick@calle24sf.org> wrote:

Dear Supervisors, on behalf of Calle 24 Latino Cultural District we wanted to express our deepest thanks in passing the first reading of the legislation for cultural districts authored by Supervisor Ronen and sponsored by each one of you.

This is a historic moment for San Francisco in creating protections for marginalized communities. San Francisco's strength is in its diversity and this will assure that San Francisco is a city for all.

Calle 24 will be in attendance and looks forward to the second reading on Tuesday.

--

Sincerely,

Erick Arguello
Founder, Council President
Calle 24 Latino Cultural District
2958 24th St.
San Francisco, Ca 94110
www.calle24sf.org



RE: 2779 Folsom

Ronen, Hillary <hillary.ronen@sfgov.org>

Fri 9/7/2018 2:31 PM

To: Erick Arguello <erick@calle24sf.org>; Jonathan Mofitakhar <[REDACTED]@vanguardsf.com>

Cc: Ani Rivera <[REDACTED]@gmail.com>; Morales, Carolina (DAT) <carolina.morales@sfgov.org>; James Nunemacher <[REDACTED]@vanguardsf.com>; [REDACTED].net <[REDACTED]@transatlanticinc.net>

Hi everyone. We are just returning from our legislative break and getting caught up. Carolina is back Monday and will set something up. Also, copying Amy Beinart in the meantime so she can check in with Esmeralda and find out what is happening.

Hillary

From: Erick Arguello [mailto:erick@calle24sf.org]

Sent: Saturday, September 01, 2018 9:39 AM

To: Jonathan Mofitakhar <JonathanM@vanguardsf.com>

Cc: Ani Rivera <[REDACTED]@gmail.com>; Ronen, Hillary <hillary.ronen@sfgov.org>; Morales, Carolina (BOS) <carolina.morales@sfgov.org>; James Nunemacher <james@vanguardsf.com>; [REDACTED]@transatlanticinc.net

Subject: Re: 2779 Folsom

Let me know what we could do.

Erick

On Wed, Aug 22, 2018 at 2:15 PM, Jonathan Mofitakhar <JonathanM@vanguardsf.com> wrote:

Hi Ani,

The project has seemed to stall. We still have not received comments back from RDATE, and thus have not made much progress since our meeting with Esmeralda at Planning. Can we set up a meeting to discuss the community support strategies in moving the project forward in a more expeditious manner? Please let us know when would be a good time to meet.

Thanks,

Jonathan Mofitakhar | Development Director

[Vanguard Properties](#) | San Francisco

Jonathan@VanguardProperties.com

415-[REDACTED] C

415-875-7426 O

DRE No. 01442709



EXCLUSIVE
GLOBAL PARTNER



LEVERAGE

From: Morales, Carolina (BOS) <carolina.morales@sfgov.org>

Sent: Friday, July 27, 2018 8:32 AM

To: James Nunemacher <james@vanguardsf.com>; Ani Rivera <[REDACTED]@gmail.com>

Cc: Leo Cassidy <[REDACTED]@transatlanticinc.net>; Ronen, Hillary <hillary.ronen@sfgov.org>; Erick

Arguello <erick@calle24sf.org>

Subject: Re: FW: [2779 Folsom](#)

Hi James,

This is surprising. I will check-in with the Supervisor and bring in Amy from our office to help connect with Planning to understand their reasoning. We will get back to you when we have more information.

Best,

Carolina

From: James Nunemacher <james@vanguardsf.com>

Sent: Thursday, July 26, 2018 5:26:48 PM

To: Ani Rivera

Cc: Leo Cassidy; Morales, Carolina (BOS); Ronen, Hillary; Erick Arguello

Subject: RE: FW: [2779 Folsom](#)

They seeming seem opposed to the project as proposed; they are suggesting a different project and not supporting what is proposed

James Nunemacher

CEO

O 415.321.7007

C 415. [REDACTED]

jn@vanguardsf.com

www.vanguardsf.com

BRE#: 00913606



EXCLUSIVE
GLOBAL PARTNER



LEVERAGE

From: [REDACTED]@gmail.com <[REDACTED]@gmail.com> **On Behalf Of** Ani Rivera
Sent: Thursday, July 26, 2018 5:14 PM
To: James Nunemacher <james@vanguardsf.com>
Cc: Ani Rivera <[REDACTED]@gmail.com>; Leo Cassidy <[REDACTED]@transatlanticinc.net>; Morales, Carolina (BOS) <carolina.morales@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>; Erick Arguello <erick@calle24sf.org>
Subject: Re: FW: [2779 Folsom](#)

Hi James, Thank you for the update. I don't see where it states the lack of interest. Maybe I'm missing something?

Ani

On Thu, Jul 26, 2018 at 3:36 PM, James Nunemacher <james@vanguardsf.com> wrote:

Hi Ani,

Please see below; the planning department seems to have no apparent interest in working with neighborhood and the proposed plan.

Unfortunately they seem opposed to the proposed project. It sounds like no-go and may not happen. The planning department does have our agreement I believe. Not sure if you sent any letters of support?

Thank you,

James Nunemacher

CEO

O 415.321.7007

C 415. [REDACTED]

jn@vanguardsf.com

www.vanguardsf.com

BRE#: 00913606



EXCLUSIVE
GLOBAL PARTNER



From: Jardines, Esmeralda (CPC) <esmeralda.jardines@sfgov.org>
Sent: Thursday, July 26, 2018 2:11 PM
To: Jonathan Moftakhar <JonathanM@vanguardsf.com>
Cc: Ani Rivera <[REDACTED]@gmail.com>; James Nunemacher <james@vanguardsf.com>;
[REDACTED] <[\[REDACTED\]@transatlanticinc.net](mailto:[REDACTED]@transatlanticinc.net)>; [REDACTED] <[\[REDACTED\]@siaconsult.com](mailto:[REDACTED]@siaconsult.com)>; Reza Khoshnevisan <[REDACTED]@siaconsult.com>
Subject: RE: [2779 Folsom](#)

Hello Jonathan,

Yes, I presented the project to RDAT yesterday. RDAT had rather substantive comments that I will forward to the team upon receipt.

However, high level though not all comprehensive of what we discussed yesterday nor demonstrative of what will be on the final RDAT notes: there were discussions about consideration of reconfiguring the proposed vertical addition's massing to move the bulk away from the mid-block open space and to provide as code-complying of a rear yard as possible. Reconsider the ground floor to introduce a rear yard at the GF and removing off-street parking to recapture some of that square footage for the proposed community facility along Folsom Street. Providing bicycle parking in lieu of vehicular parking; façade modulation and articulation to differentiate between residential and CF entries. There were also questions of why the existing building is being kept versus proposing a code compliant new construction building. Upon receipt of RDAT's notes, I'll forward those to the [2779 Folsom Street](#) Team thereafter.

Also, I'm having ongoing discussions with our Code Enforcement Team regarding the previous enforcement case questioning the last legal use of the building. It appears the verdict may still be out so I'd like to visit the site soon. Please let me know if or when these efforts could be coordinated and my colleague's schedule permitting, we'll visit [2779 Folsom Street](#). Before we move forward, we need to know what the last legal use on the site is or was to understand the change of use that is now being requested.

Thank you,

Esmeralda Jardines, Senior Planner
Southeast Team, Current Planning Division

San Francisco Planning Department
[1650 Mission Street, Suite 400 San Francisco, CA 94103](#)
Direct: 415.575.9144 | www.sfplanning.org

[San Francisco Property Information Map](#)

From: Jonathan Mofakhar [<mailto:JonathanM@vanguardsf.com>]
Sent: Thursday, July 26, 2018 10:43 AM
To: Jardines, Esmeralda (CPC)
Cc: Ani Rivera; James Nunemacher; [REDACTED]@transatlanticinc.net; [REDACTED]@siaconsult.com; Reza Khoshnevisan
Subject: Re: [2779 Folsom](#)

Hi Esmeralda,

I hope you are well. I believe you had the design review meeting yesterday. Please send us comments as soon as possible.

Thanks,

Jonathan Mofakhar | Development Director

[Vanguard Properties](#) | San Francisco

Jonathan@VanguardProperties.com

[415-\[REDACTED\]](#) C

[415-875-7426](#) O

DRE No. [01442709](#)

El jul. 11, 2018, a la(s) 1:51 p. m., Jardines, Esmeralda (CPC) <esmeralda.jardines@sfgov.org> escribió:

Hello Ani, Jonathan, et al.,

Hope everyone is well! Would a meeting Tuesday, July 17, 2018 at 4 PM work for you all? If not, no worries, please send over some other times of day or days of week that would work for most of you and as my schedule permits, we'll get something on the calendar. Though I conducted a project review meeting years ago, I'm not too familiar with the project so am excited to hear how you've all come together so you can all walk me through this.

Thank you,

Esmeralda Jardines, Senior Planner
Southeast Team, Current Planning Division

San Francisco Planning Department

[1650 Mission Street, Suite 400 San Francisco, CA 94103](#)

Direct: 415.575.9144 | www.sfplanning.org

[San Francisco Property Information Map](#)

From: Ani Rivera [<mailto:██████████@gmail.com>]

Sent: Wednesday, July 11, 2018 11:49 AM

To: Jonathan Moftakhar

Cc: Jardines, Esmeralda (CPC); James Nunemacher; ██████████@transatlanticinc.net; ██████████@siaconsult.com; Reza Khoshnevisan

Subject: Re: [2779 Folsom](#)

Hello Everyone, Ani here from Galeria de la Raza.

Esmeralda, I'm looking forward to meeting you in person, hopefully this month. Best, Ani

On Mon, Jul 9, 2018 at 9:36 AM, Jonathan Moftakhar <JonathanM@vanguardsf.com> wrote:

Hi Esmeralda,

I hope the note finds you well. I am circling back to schedule a meeting to discuss the project at [2779 Folsom Street](#). As you know, the community is very excited to see this project move forward. Please let us know when your next available meeting would be.

Thanks,

Jonathan Moftakhar | Development Director

[Vanguard Properties](#) | San Francisco

Jonathan@VanguardProperties.com

[415-██████████](#) C

[415-875-7426](#) O

DRE No. 01442709

<image001.png>

From: "Jardines, Esmeralda (CPC)" <esmeralda.jardines@sfgov.org>

Date: Tuesday, June 26, 2018 at 6:17 PM

To: Jonathan Moftakhar <JonathanM@vanguardsf.com>

Cc: James Nunemacher <james@vanguardsf.com>, "██████████" <██████████@transatlanticinc.net>

<██████████@transatlanticinc.net>, Ani Rivera <██████████@gmail.com>, ██████████ <██████████@siaconsult.com>

<██████████@siaconsult.com>, Reza Khoshnevisan <██████████@siaconsult.com>

Subject: RE: [2779 Folsom](#)

Hello Jonathan,

Pardon the delayed response! The past few weeks have been rather hectic with strict deadlines. I should have more time to discuss [2779 Folsom Street](#) in the next few weeks. I've also already scheduled this for RDAT's review. However, the earliest we could get on the calendar was late July. As my schedule clears up, we can coordinate a brief meeting so you can all bring me up to speed. I conducted a project review a while back at this site and I understand you previously worked with my colleague. Perhaps at this upcoming meeting you can all bring me up to speed as to what's transpired over time at this site.

I'll be in touch soon as my calendar clears up.

Thank you,

Esmeralda Jardines, Senior Planner
Southeast Team, Current Planning Division

San Francisco Planning Department

[1650 Mission Street, Suite 400 San Francisco, CA 94103](#)

Direct: 415.575.9144 | www.sfplanning.org

[San Francisco Property Information Map](#)

From: Jonathan Moftakhar [mailto:JonathanM@vanguardsf.com]

Sent: Monday, June 18, 2018 1:27 PM

To: Jardines, Esmeralda (CPC)

Cc: James Nunemacher; transatlanticinc.net; Ani Rivera; @siaconsult.com; Reza Khoshnevisan

Subject: [2779 Folsom](#)

Hi Esmeralda,

I hope the note finds you well. Can we schedule a meeting to discuss the progress on this project?
Please let us know.

Thanks,

Jonathan Moftakhar | Development Director

[Vanguard Properties](#) | San Francisco

Jonathan@VanguardProperties.com

[415-](#) C

[415-875-7426](#) O

DRE No. [01442709](#)

--

ANI RIVERA
Executive Director

[Galería de la Raza](#) | [Studio 24](#)

[2857 24th Street](#) | [San Francisco](#) | [CA](#) | [94110](#)

Phone: (415) 826-8009 | Email: director@galeriadelaraza.org | [\[REDACTED\]@gmail.com](#)

[Galería de la Raza](#) is a non-profit community-based arts organization whose mission is to foster public awareness and appreciation of Chicano/Latino art, supporting Latino artists in the visual, literary, media and performing art fields whose works explore new aesthetic possibilities for socially committed art.

--

Erick Arguello
Founder, Council President
Calle 24 Latino Cultural District
2958 24th St.
San Francisco, Ca 94110
www.calle24sf.org



RE: New gang activity on 24th

Ronen, Hillary <hillary.ronen@sfgov.org>

Tue 7/16/2019 5:51 PM

To: Calle 24 Economic Vitality Committee <ecvitality@calle24sf.org>; Shala Harris <[REDACTED]@gmail.com>; Erick Arguello <erick@calle24sf.org>; Tomas Riley <tomas@calle24sf.org>; Caltagirone, Gaetano (POL) <gaetano.caltagirone@sfgov.org>; Morales, Carolina (DAT) <carolina.morales@sfgov.org>; Goossen, Carolyn (BOS) <carolyn.goossen@sfgov.org>

Shala,

Thanks so much for reaching out. I am paying very close attention to everything going on and working with both our police department and community based organization to protect the public safety.

Hillary

From: Calle 24 Economic Vitality Committee [mailto:ecvitality@calle24sf.org]

Sent: Tuesday, July 9, 2019 6:08 PM

To: Shala Harris <[REDACTED]@gmail.com>; Erick Arguello <erick@calle24sf.org>; Tomas Riley <tomas@calle24sf.org>; Ronen, Hillary <hillary.ronen@sfgov.org>; Caltagirone, Gaetano (POL) <gaetano.caltagirone@sfgov.org>

Subject: Re: New gang activity on 24th

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Thank you Shala for your email. We've had two shootings since Carnaval. It has left a 15 year old dead unfortunately. He was shot on Sunday night on 24th Street near South Van Ness. All the non-profit agencies that deal with violence prevention are working to deescalate the situation along with the Police Department.

We are asking all merchants to maintain a low profile for safety reasons. Do not approach anyone, do not confront. We don't know who we are dealing with. We don't want retaliation or anyone threatened. We need to let the experts do the work. We also don't want to profile others who are just wearing red. We'll keep everyone updated.

Be safe!

Gabriella Lozano

Calle 24 Latino Cultural District

Business Liaison

Former Economic Vitality Committee Chair

3250 24th Street San Francisco, CA 94110

Office: 415-658-7930

Cell: [REDACTED]

On Mon, Jul 8, 2019 at 9:23 PM Shala Harris <[REDACTED]@gmail.com> wrote:

Hi Captain Caltagirone,

I hope you enjoyed the 4th of July!! Bummer the 24th St corridor ended the holiday weekend with a shooting. :(

I am reaching out because in the past 10 days I have noticed what I am assuming to be gang/drug dealer activity on 24th St, which I haven't noticed since 2014 since we opened our fitness studio.

The guys are males (late 20s to mid 30s) always wearing bright red. One has a long pony tail to his mid back and it appeared he was selling drugs to various group of homeless people, one group at Balmy and 24th and the other group at Folsom and 23rd. The thing is, I know these homeless guys and they drink a lot, but I don't think they're doing drugs (otherwise I would have called the police). It's much more likely they're selling drugs for the gang.

Then last night, Sunday night between 4:30 and 5:30, a guy in red with tattoos all over his face got out of an Uber when I was leaving and I said to my partner, "Jesus, that guy looks like he's killed someone and he is about to do it again." Super creepy, gang colors, tear drop next to eye with several other face tattoos. He walked into Metro PCS. I assume they have video footage of him. Shaved head, red pants and lots of tattoos.

After the shooting last night, I immediately thought of these two guys. I started doing some research on gang activity in the neighborhood and saw there was 7 Suereños homicides a few years back at Harrison and 24th exactly where I have been seeing these guys.

I brought it up to one of my employees and he knew exactly who I was talking about. He said he's seen them too. One of his personal training clients saw the guys on Balmy at 24th on Friday night and they were commenting it looked like gang members.

I am always watching the street and these guys in red just started showing up very recently. I am hoping it is just a coincidence, but I wanted you to know that several people on the street have noticed an uptick in what seems to be gang related drug dealing.

Hopefully I'm wrong, but my gut is saying this is not normal. I'm used to seeing the occasional drug deal, but the red gang members are new.

Just thought you should know incase this prevents more gun violence. Maybe someone else has noticed this too?

Best of luck with everything and thanks for your time!!

Regards,

Shala, Owner
YuBalance LLC
yubalance.com

Sent from my iPhone

<https://sfbos.org/supervisor-ronen-district-9>

From: Aol Mail [mailto: [REDACTED]@aol.com]

Sent: Monday, April 08, 2019 1:36 PM

To: [REDACTED]@yahoo.com

Cc: Beinart, Amy (BOS) <amy.beinart@sfgov.org>; [REDACTED]@santosurrutia.com; [REDACTED]@yahoo.com; Ronen, Hillary <hillary.ronen@sfgov.org>; [REDACTED]@rg-architecture.com; erick@calle24sf.org

Subject: Re: 3314 Cesar Chavez Street Mix Use

Sherman,

Sorry about the scheduling snafu. I am leaving town on April 21st for a couple of weeks (back on the 14th of May) and my schedule between now and then is pretty packed. I have time this week Thursday and Friday during the day, and Monday or Tuesday mornings or Friday the 17th.

As an alternative, you might want to consider sending us info via email - That at least would be a start.

Sorry again about the scheduling difficulties.

Scott

-----Original Message-----

From: Sherman Chiu <[REDACTED]@yahoo.com>

Cc: Beinart, Amy (BOS) <amy.beinart@sfgov.org>; Rodrigo Santos <[REDACTED]@santosurrutia.com>; Ngo, Jen <[REDACTED]@yahoo.com>; Hillary Ronen <hillary.ronen@sfgov.org>; Riyadh Ghannam [REDACTED]@rg-architecture.com>; Aol Mail <[REDACTED]@aol.com>; Erick Arguello <erick@calle24sf.org>

Sent: Mon, Apr 8, 2019 1:30 pm

Subject: Re: 3314 Cesar Chavez Street Mix Use

Hi Amy,

Since Scott can not make any if the dates you suggested, do you have other dates available?

Sherman Chiu

415-[REDACTED]

On Wednesday, April 3, 2019, 11:46:10 PM PDT, Erick Arguello <erick@calle24sf.org> wrote:

Could we find another date. I think Scott should be there since its harder for me with new job and all.

Erick

On Wed, Apr 3, 2019 at 10:15 AM Aol Mail <[REDACTED]@aol.com> wrote:

It turns out that I won't be available on either of these dates. Sorry.

Feel free to proceed without me.

Scott

-----Original Message-----

From: [REDACTED]@yahoo.com <[REDACTED]@yahoo.com>

To: Erick Arguello <erick@calle24sf.org>; Beinart, Amy (BOS) <amy.beinart@sfgov.org>

Cc: Rodrigo Santos <[REDACTED]@santosurrutia.com>; J. Scott Weaver <[REDACTED]@aol.com>; Jen Ngo <[REDACTED]@yahoo.com>; Ronen, Hillary <hillary.ronen@sfgov.org>; Riyad Ghannam <[REDACTED]@rg-architecture.com>

Sent: Tue, Apr 2, 2019 3:25 pm

Subject: Re: 3314 Cesar Chavez Street Mix Use

Either date is ok with me. Thanks.

On Tuesday, April 2, 2019, 8:45:15 AM PDT, Beinart, Amy (BOS) <amy.beinart@sfgov.org> wrote:

How about Thursday, April 11, 5 pm; or Wednesday, April 17, 5 pm? We can meet here in City Hall.

Sherman Chiu

415 [REDACTED]

--

Erick Arguello

Founder, Council President

Calle 24 Latino Cultural District

3250 24th St.

San Francisco, Ca 94110

www.calle24sf.org

[REDACTED]

--

Erick Arguello

Founder, Council President

Calle 24 Latino Cultural District

3250 24th St.

San Francisco, Ca 94110

www.calle24sf.org



--

Erick Arguello
Founder, Council President
Calle 24 Latino Cultural District
3250 24th St.
San Francisco, Ca 94110
www.calle24sf.org



RE: Curtis Bradford Recommendation Letter

Ronen, Hillary <hillary.ronen@sfgov.org>

Wed 12/11/2019 11:43 AM

To: Erick Arguello <erick@calle24sf.org>

Thanks! So happy to support him.

Hillary

From: Erick Arguello <erick@calle24sf.org>

Sent: Friday, December 06, 2019 1:43 PM

To: Ronen, Hillary <hillary.ronen@sfgov.org>; Walton, Shamann (BOS) <shamann.walton@sfgov.org>; Mar, Gordon (BOS) <gordon.mar@sfgov.org>

Subject: Curtis Bradford Recommendation Letter

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Supervisors,

Please find attached a letter of support for Curtis Bradford to the Street Level Drug Dealing Task Force.

Erick Arguello
Founder, Council President
Calle 24 Latino Cultural District
3250 24th St.
San Francisco, Ca 94110
www.calle24sf.org



RE: Concerns with fines for our small businesses

Ronen, Hillary <hillary.ronen@sfgov.org>

Tue 4/6/2021 3:49 PM

To: Susana Rojas <susana@calle24sf.org>; Lerma, Santiago (BOS) <santiago.lerma@sfgov.org>; Business Calle 24 <business@calle24sf.org>; Erick Arguello <erick@calle24sf.org>; Xochitl Frausto <admin@calle24sf.org>; Beinart, Amy (BOS) <amy.beinart@sfgov.org>

Of course Susana,

Copying Amy who has been dealing with so many of these issues throughout the pandemic so she can weigh in.

Hillary

Sent from [Mail](#) for Windows 10

From: [Susana Rojas](#)

Sent: Wednesday, March 24, 2021 2:33 PM

To: [Ronen, Hillary](#); [Lerma, Santiago \(BOS\)](#); [Business Calle 24](#); [Erick Arguello](#); [Xochitl Frausto](#)

Subject: Concerns with fines for our small businesses

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Good Afternoon Supervisor Ronen,

I hope you are doing well and thank you again for your support.

We would like to ask your support in calling a joint meeting with DPW as they are threatening our small businesses with fines and other punitary actions for "violations".

We had two business who were going to be fined for having the wrong outside dining set up, this action was stopped due to the diligent work of our Gabby, our Business Liaison.

Many of our businesses got notices over graffiti, including Calle 24 (our graffiti is our new in progress mural) and now two of our other business need to remove the floor for their parklets, they were given 14 days to do and as we all know our small businesses are one expense away from closing.

We are afraid that as the city continues to move into opening there will be no leniency for our businesses. It is also extremely concerning that our small business are being threatened with fines while others have been able to operate without that threat and in violation of covid 19 regulations. These places that were allowed to operate of course were on affluent corridors such as chestnut street and North Beach.

We are not advocating that small business in any area get fines but we are asking that we are treated fairly and equitative.

I look forward to hearing from you and working together to protect our small business as we continue to survive this pandemic.

--

In Community,

Susana Rojas
Executive Director
Calle 24 Latino Cultural District
susana@calle24sf.org
Office: (415) 658-7930 xt 2001
Cell: (415)518-9101
calle24sf.org

*****If you need support scheduling an appointment with me please email admin@calle24sf.org to reach our
Administration Coordinator *****

RE: Papel Picado

Ronen, Hillary <hillary.ronen@sfgov.org>

Tue 5/3/2022 3:52 PM

To: Erick Arguello <erick@calle24sf.org>; Lerma, Santiago (BOS) <santiago.lerma@sfgov.org>; Susana Rojas <susana@calle24sf.org>

Thanks Erick! This is great.

From: Erick Arguello <erick@calle24sf.org>

Sent: Tuesday, May 3, 2022 3:44 PM

To: Ronen, Hillary <hillary.ronen@sfgov.org>; Lerma, Santiago (BOS) <santiago.lerma@sfgov.org>; Susana Rojas <susana@calle24sf.org>

Subject: Papel Picado

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Hello Hillary, Roberto and I spoke last week already and they are being replaced with fresh ones for Carnaval. We also discussed using a different type of material so they could be permanent and not fall apart.

Maybe a light tin material that could be mass-produced. We do need new legislation to have them up in the future. DPW told us they don't have a process or permit requirement for them.

Please see the email below from DPW from back in November 2021. Happy to work with you on the legislation, it could cover all cultural districts if not just ours.

Thank you

Erick



BSMpermitdivision (DPW) <bsmpermitdivision@sfdpw.org>

to me

Good Afternoon Erick—

Thank you very much for your patience while we reviewed your inquiry. Based on the current provisions of the Public Works Code, the only permitting mechanism through which the proposal as outlined in the information provided earlier to us via email could be permitted is through a Major Encroachment permit. You can learn more regarding our Major Encroachment permit at the following link: <https://sfpublicworks.org/services/permits/major-encroachment>. The Major Encroachment permit is required in order to properly document the maintenance and liability associated with the encroachment unlike other permit types where the encroachment can be recorded directly against property at the request of a fronting property owner.

While Public Works is happy to review a completed Major Encroachment permit application, we are aware of legislative efforts that have been considered—but not adopted—that would allow for some basic encroachments that do not fall under the conditions associated with a Minor Sidewalk Encroachment or similar occupancy permit. It may be advisable to consult with your District Supervisor to see if legislation to allow for the occupancy of your proposed encroachment could take place through an alternate permitting mechanism as determined by the Board of Supervisors within the Public Works Code.

Best,



Nicholas Persky

Bureau of Street Use & Mapping | San Francisco Public Works | City and County of San Francisco
49 South Van Ness Avenue, Suite 300 | San Francisco, CA 94103

Erick Arguello
Founder, Council President
Calle 24 Latino Cultural District
3250 24th St.
San Francisco, Ca 94110
www.calle24sf.org



FW: dangerous stopped-traffic situation around

Ronen, Hillary <hillary.ronen@sfgov.org>

Fri 7/27/2018 12:38 PM

To: Jacobo, Jon (BOS) <jon.jacobo@sfgov.org>

Jon, I wanted to make sure someone from your office saw this
Hillary

From: Nicholas Talarico [mailto:██████████@gmail.com]

Sent: Tuesday, July 24, 2018 8:51 AM

To: Ronen, Hillary <hillary.ronen@sfgov.org>

Cc: Auyoung, Dillon (MTA) <Dillon.Auyoung@sfmta.com>; ██████████@gmail.com

Subject: Re: dangerous stopped-traffic situation around

Hello again, everyone.

I'm following up on this. Moments ago, I was sitting at the light on 16th, waiting to take a left onto Owens. And the traffic behind me is again backed up over the Caltrain tracks.

Just wondering why nobody is taking this seriously. It's a reasonable fear that people are going to get hurt or die if this continues.

Please respond. Thank you.

On Wed, Jul 18, 2018 at 11:46 AM Nicholas Talarico <██████████@gmail.com> wrote:

Hello again, Supervisor Ronen. And hello, Jon & Dillon.

I was down there again this morning (this is 16th @ Owens in the Mission Bay area), and traffic had backed up over the tracks, as it does every morning. The light allowing a left off 16th onto Owens only allows 3-4 cars to get through before it turns red, which is why the backup occurs.

I'm not a dramatic person. I've never written a government official. But this is sincerely a dangerous situation. If it continues, I'd wager there would be a train-car accident, or at least a very close call.

Thank you.

Nicholas Talarico
+1 (415) ██████████

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On Wed, Jul 18, 2018 at 11:41 AM Ronen, Hillary <hillary.ronen@sfgov.org> wrote:

Nicholas,

I am copying Dillon Auyoung from the MTA to address your concerns as well as Jon Jacobo from Supervisor Kim's office since this is in her district.

Thanks for bringing this issue to our attention.

Hillary

From: Nicholas Talarico [mailto: [REDACTED]@gmail.com]

Sent: Wednesday, July 11, 2018 11:12 PM

To: Ronen, Hillary <hillary.ronen@sfgov.org>

Subject: dangerous stopped-traffic situation around

Hello, Supervisor Ronen.

I write this evening as a citizen, concerned for safety near the Bakar Fitness facility at UCSF Mission Bay, specifically at the intersection of 16th St. and Owens.

I live at 730 Florida St. And every morning, I drive down 16th St., to go to the gym at Bakar Fitness on UCSF's Mission Bay campus. And every morning - whenever the traffic exceeds minimal - the traffic light to allow people to turn off of 16th St., onto Owens gets so backed up that the cars line up over the Caltrain tracks. Multiple times, I've been in the situation in which cars are scrambling over the medians, into the breakdown lanes, and pulling emergency u-turns - all to get off the tracks - as the lights flash and the bells ding, signaling the oncoming train.

It's gotten to the point that about half of my mornings, I pull an illegal u-turn off of 16th and onto B Street (diagram below), just to make sure that I ease the traffic tension. It's gotten out of control and after months of assuming something would get done, nothing has. This past weekend, I was talking about it, saying that someone needs to alert the city. So here I am.

Somebody really should come down and examine the situation and adjust the stop lights as need be to allow traffic through. If this continues unchecked, I do fear that there will be a terrible accident.

I support the work that the City of SF is doing on our myriad problems. And I question myself for not being more of a part of the solution(s). But I do think this traffic problem should be taken seriously.

Thank you for your consideration.

- - -

Nicholas Talarico

+1 (415) [REDACTED]

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--

Nicholas Talarico
+1 (415) [REDACTED]

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FW: John Ryan Harasment along with Mercy Housing

Ronen, Hillary <hillary.ronen@sfgov.org>

Thu 10/4/2018 10:08 AM

To: Jacobo, Jon (BOS) <jon.jacobo@sfgov.org>

Just wanted to make sure you saw this.

Hillary

From: Audrey Martinez [mailto:audrey.Intern@cuav.org]

Sent: Wednesday, September 26, 2018 11:26 AM

To: Lidia Salazar <lidia@cuav.org>; Minter, Kimberly (UCSF) <Kimberly.Minter@ucsf.edu>; churchpledge@glide.org; moreinfo@catholiccharitiessf.org; info@mercyhousing.org; Ronen, Hillary <hillary.ronen@sfgov.org>; Kim, Jane (BOS) <jane.kim@sfgov.org>; Info, HRC (HRC) <hrc.info@sfgov.org>; info@hrccsf.org; info@positiveresource.org; contact.nbcnews@nbcuni.com

Subject: John Ryan Harasment along with Mercy Housing

Since day one I have been harassed by the hate of John Ryan and Mercy Housing. I am still criminalized and antagonized by these bunch of thieves that live out of guilt and hate. Usurping me hasn't been enough. Killing me once or twice neither. When do my rights apply to me? I have done nothing but try to keep up a roof over my head and getting a Job for me to believe that's the way I should be living a healthy life.

When I got here to San Francisco in 2012, I came from San Jose, CA where I was taking ESL courses and also continue with my educational goals. My purpose of coming to San Francisco is to embrace Sanctuary. Respect and Human rights, a place where I can develop and treat my gender dysphoria. However, I started to notice that people I have dealt with in the near past was surrounding me and waiting patiently for me to recover from being medically treated for not just mental dysphoria but also from brutally getting beat up to death.

I'm not here to make babies at all. That was a mistake I couldn't forgive myself from. I can't be a father having a gender dysphoria. Transphobia, homophobia, Xenophobia and racism has taken already children I try to rise at one point in my life, instead they were taking from me due to me embracing an additional gender that happens to be female. I was born a Men and also learn to embrace a feminine side I notice as I was going growing up.

The first day I got to The Dudley at 172 6th Street San Francisco Glide Memorial along with Catholic Charities helped me to get transitional housing and this happened to be at The Dudley apartments. There was metal detectors and a evil smile and chuckles from John Ryan. Eventually those metal detectors were removed from the front door of the building. Then I started getting to know my neighbors. People I met before in that same building. I was a prostitute back then. I met some of them thru sexual services until I started to get plaid out with my children being taking away from me. There's women who got pregnant with my children when that was not part of my services, and still they got pregnant with my sperms in different ways. I need to speak up about everything so that I can rest in peace, if not get to the bottom of this madness and heal traumas and possible hate violence.

They say it takes the hood to save the hood, but save it from what, or who? Who is allowing this case managers to team up with to stress someone to death. How fake they are to smile at me and ask me how am I doing with a fake smile as well? Why was everything taking from me and have gone thru so much and still have this people who intends to oppress me so they can succeed in they're evil plans. I know for a fact these people sold out my belongings at one point and also took away from me my family. Moreover, a lot of lurking and spying on me has happened. Why am I being persuade to be a man when not even as a man I was respected or let alone. I'm tired of these people. I wanna move away if they don't seek healing like I am.

I have already taking years of therapy and neither that has being a reason to respect me and leave me alone. I need help PLEASE!

I applied for a reasonable accommodation and I have been mocked by Jonh Ryan and Mercy Housing. At first they told me after I have been living at the Dudley Apartments for two years, so that, I can have a kitchen, but John said back then that I didn't have my social Security card but I will be the first on the waiting list to be relocated. When I got my Social Security Card I notify John and case management and Jonh Ryans response was that having a social security card or not it was never the issue. Then, he mention that I f I wanted to move it will take my Subsidize Voucher from me since the units available where not subsidize units, so, my rent will go up to market price. At this point I don't know who is gran-fathering me to be able to live in a subsidize unit. I took this case to ALRP and Kimberly Minter Social worker at General Hospital Ward 86 to seek help and now there's someone screaming thru the lighth-well my window faces to a person screaming names such as, Nigger, Obama, Nazy and baby killer. This has to stop. I already spoke about it with management and case worker and ALRP and still waiting for their aid. Please consider everything I have gone thru and what has taken away from me to stop these people from harassing me. I'm looking forward to hear fro your humane response and compassion. Thank you. -
Audrey Martinez-

RE: SFUSD imposing add-back day on Lunar New Year

Ronen, Hillary <hillary.ronen@sfgov.org>

Mon 1/14/2019 12:26 PM

To: Jenna Lane <[REDACTED]@gmail.com>; MarkSanchez@sfusd.edu
<MarkSanchez@sfusd.edu>; IvyLee@sfusd.edu <IvyLee@sfusd.edu>; Allison.Collins@sfusd.edu
<Allison.Collins@sfusd.edu>; GabrielaLopez@sfusd.edu <GabrielaLopez@sfusd.edu>

Jenna,

First let me apologize for the extremely delayed response. I got very behind on emails during the holidays and am struggling to catch up.

Sadly, the Board of Supervisors does not have power over holidays – it is completely in the realm of the Board of Education. I am copying several members of the Board who I know would be more than willing to discuss with you.

Finally, please feel free to reach out to my Chief of Staff, Carolyn Goossen, at 415-[REDACTED] if you have other ideas for how we can get involved. We both have children in Mission District public elementary school.

Thanks and happy new year.
Hillary

From: Jenna Lane [mailto:[REDACTED]@gmail.com]
Sent: Saturday, December 22, 2018 1:36 PM
To: Ronen, Hillary <hillary.ronen@sfgov.org>
Subject: SFUSD imposing add-back day on Lunar New Year

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Supervisor Ronen,

San Francisco Community School is not in your district, but many of its families, like mine, are your constituents.

I know you are a public school mom concerned about equity and union labor.

We are surprised and disappointed that SFUSD is adding back a day of instruction to our school calendar on the Lunar New Year holiday.

We don't think the district would attempt this in a school with greater than our (estimated) 8-10% Chinese population.

We are concerned about teacher and staff pay for this extra day of work.

I am attaching the letters that faculty and families received late Friday, on the last day of school before winter break, from a principal who has shown zero leadership in this and many other matters.

There's a great deal of background information to share about what led to this problem, but for now I wanted to

make you aware of it and invite you to call me if you'd like to learn more.

Thank you for your time and attention.

Jenna Lane

415 [REDACTED]

Communications

Ronen, Hillary <hillary.ronen@sfgov.org>

Fri 1/29/2021 12:51 PM

To: Walton, Shamann (BOS) <shamann.walton@sfgov.org>; GabrielaLopez@sfusd.edu <GabrielaLopez@sfusd.edu>; FaaugaMolina@sfusd.edu <FaaugaMolina@sfusd.edu>; Safai, Ahsha (BOS) <ahsha.safai@sfgov.org>; Haney, Matt (BOS) <matt.haney@sfgov.org>

President Lopez and Commissioner Molina,

Rather than replying all to the letter you sent to us, I thought I would keep the conversation between the members of the Committee and President Walton in an effort to calm tensions between our respective legislative bodies. Attached are the text communication between Commissioner Moliga, myself, and Paul Monge from my office.

Per agreement with President Lopez and in an effort to improve the functioning of the Joint Select Committee, I agreed to jointly create Committee Agendas with Commissioner Moliga before posting publicly. In addition, we agreed to try and change the date and time of the Joint Select Committee in order to accommodate Commissioner Sanchez' schedule. As you can see from the above texts, I abided by both of those commitments.

The way Committees work at the Board of Supervisors is you maintain the prior time and day of a Committee until it has been officially changed. I have simultaneously been trying to work with the Clerk's office to determine alternative times that the Committee meetings could be held. I found out yesterday that the clerk has only two alternative times that work for their office – either Thursdays or Fridays at 1:30 p.m. I know this does not accommodate Commissioner Sanchez schedule and I'm sad and sorry about that. Please let me know how you would like to proceed on scheduling. Please understand that I must also confirm a new time with the additional Committee members and I know folks don't generally like Friday afternoons.

I look forward to our meeting next week and hope we can have a better working relationship going forward.

Hillary



2 People >

iMessage

Tuesday 10:23 AM

Hillary Ronen

We met with Gabriela yesterday and agreed happily that we would put together every agenda in coordination with you. I just saw the devastating learning loss data and understand there is no planned hearing at the BOE. I would like to schedule a hearing at Joint Select in the context of how RISE will address. You cool with this?



Faauga

Hello, that sounds good. I would also add an update on vaccine distribution for



educators plus state regulations in regards to testing. If time permits we should get a discussion item



iMessage





2 People >

Faauga



Hello, that sounds good. I would also add an update on vaccine distribution for educators plus state regulations in regards to testing. If time permits we should get a discussion item going on what coordinated care looks like currently and moving forward between the city and SFUSD.



Hillary Ronen



Will do

Faauga





Tuesday 12:58 PM

Hillary Ronen



iMessage





2 People >

Tuesday 12:58 PM

Hillary Ronen

So we are thinking of the following schedule for February.

Feb 12: hearing on learning loss and student well being

Feb 22: hearing on testing and vaccination of educators

Does this work for team SFUSD?

Student emotional health wellbeing!

HR

For the 12th

To clarify, the second date on

educator testing and
vaccination would be Friday
feb. 26.



iMessage





2 People >

To clarify, the second date on educator testing and vaccination would be Friday feb. 26.

Hillary Ronen



Yes!

Faauga



That should work 👍. I would emphasize for presenters to articulate what the current coordinated care structure looks like between the partners. In an ideal meeting we should talk about both items, but we would be there for 8 hours.

Hillary Ronen

HR

Exactly!

Faauuga

FYI Mark is free at 3 on Fridays



iMessage



Urgent Meeting about Summer Programming

Ronen, Hillary <hillary.ronen@sfgov.org>

Sun 2/28/2021 10:29 AM

To: Melgar, Myrna (BOS) <myrna.melgar@sfgov.org>; Su, Maria (CHF) <maria.su@dcyf.org>; Haney, Matt (BOS) <matt.haney@sfgov.org>; Chan, Connie (BOS) <connie.chan@sfgov.org>; Ginsburg, Phil (REC) <phil.ginsburg@sfgov.org>; matthewsv@sfusd.edu <matthewsv@sfusd.edu>; DPH - mogiv <mogiv@sfusd.edu>; Chu, Carmen (ADM) <carmen.chu@sfgov.org>; GabrielaLopez@sfusd.edu <GabrielaLopez@sfusd.edu>

Cc: Hsieh, Frances (BOS) <frances.hsieh@sfgov.org>; Low, Jen (BOS) <jen.low@sfgov.org>; Monge, Paul (BOS) <paul.monge@sfgov.org>; RivamonteMesa, Abigail (BOS) <abigail.rivamontemesa@sfgov.org>

Happy Sunday.

Connie, Myrna, Matt, and I are introducing a budget supplemental for \$15 million on Tuesday to provide universal free summer programming for all SFUSD elementary school children. We want parents to have an easy interface where they can choose from a panoply of options for summer for their kids. Non-profit community hubs with enhanced academic programming, SFUSD literacy opportunities, Rec & Park, and even scholarships for private camps if necessary. After this hellish year, we believe the City must step up for public school kids and families this summer. Kids need to address learning loss and social isolation more than ever and in my opinion, as I watch so many families flee the public system, we need to show families we are prioritizing them.

We need to move fast to make this a reality. Connie and I are available on either Tuesday or Wednesday of next week at 10:00 a.m. to jumpstart this effort and make it a reality. PLEASE do everything in your power to make this meeting. We need you all. Let us know if you are available to attend one or both of these meetings. If not, please send someone with authority to make decision to the meeting on your behalf.

Once we pin down meeting time, Paul will send zoom info. We are hoping to meet at least once weekly until we have this plan fully in place. Carmen, we are asking you to join to help us develop the website or public interface to offer this programming to parents.

Thanks all so much. Not only do we believe this program will help SFUSD address serious harm kids are facing due to a year of no in person schooling but will also be a concrete sign to parents that when they stay in the public school system, they are cared for and prioritized by City leaders. For both these reasons, we think this is a very important program to offer this summer.

Thanks. Hillary

Sent from [Mail](#) for Windows 10

RE: Legacy Business nominations

Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>

Wed 1/20/2016 4:10 PM

To: Ronen, Hillary <hillary.ronen@sfgov.org>; Torres, Joaquin (ASR) <joaquin.torres@sfgov.org>

Hi Hillary,

Yes, let's share at this point we are considering submitting four, but not yet 100% finalized. Which have you all submitted or will submit? Is Dance Mission one of them?

Galeria De La Raza

Modern Times

La Gallinita

Casa Sanchez

Thanks!

Diana

-----Original Message-----

From: Ronen, Hillary

Sent: Wednesday, January 20, 2016 2:52 PM

To: Ponce De Leon, Diana (ECN); Torres, Joaquin (ECN)

Subject: Legacy Business nominations

I was at a meeting today and Modern Times bookstore mentioned the mayor will be nominating the business for the LB registry. Yay! We're so excited. In order to not duplicate work, would you mind letting us know which businesses the mayor plans to nominate in D9? So happy you are making the nominations!

Hillary

Sent from my iPhone

RE: La Victoria Meeting

Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>

Mon 5/2/2016 9:13 AM

To: Ronen, Hillary <hillary.ronen@sfgov.org>

Hi Hillary,

The meeting went well, I think there was clarity and direction for him to feel comfortable moving forward in the process. DPH will be making recommendations on facility improvements such as sinks, floors etc. all will be based on the number of caterers Jaime documents as working in the kitchen at one time. DPH will work closely with Jaime to provide guidance to ensure changes meet standards required. As far as the on sale retail component for caterers Jaime is currently in compliance by offering some of those goods on site. Let me know if you have any other questions.

Thanks,

Diana

Diana Ponce De Leon

Invest In Neighborhoods Project Manager
Office of Economic and Workforce Development
City and County of San Francisco
1 Dr. Carlton B. Goodlett Pl., RM 448
San Francisco, CA 94102
Ph. 415. 554.6136 www.investsf.org

From: Ronen, Hillary
Sent: Monday, April 25, 2016 1:16 PM
To: Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>
Subject: FW: La Victoria Meeting

How did the meeting go?
Hillary

From: lavictoriabakery [<mailto:████████@lavictoriabakery.com>]
Sent: Tuesday, April 19, 2016 1:26 PM
To: Ronen, Hillary <hillary.ronen@sfgov.org>
Cc: ██████████@gmail.com; Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>; Torres, Joaquin (ECN) <joaquin.torres@sfgov.org>; Chung Hagen, Sheila (BOS) <sheila.chung.hagen@sfgov.org>; DeGuzman, Faye (DPH) <faye.deguzman@sfdph.org>; Garcia, Barbara (DPH) <barbara.garcia@sfdph.org>; Cushing, Stephanie (DPH) <Stephanie.Cushing@sfdph.org>; Freschet, Mary (DPH) <mary.freschet@sfdph.org>
Subject: Re: La Victoria Meeting

Thank You Hilary

Much love

Jaime Maldonado

La Victoria Bakery
2937 24th st.
S.F. Ca, 94110

(415) [REDACTED]

[REDACTED]@lavictoriabakery.com

Contra El Pan Malo!!

www.lavictoriabakery.com

Follow us on Twitter : @lavictoriasf

Follow us on Facebook: <https://www.facebook.com/Lavictoriabakery>

On Apr 19, 2016, at 12:38 PM, Ronen, Hillary <hillary.ronen@sfgov.org> wrote:

I'm sorry, we can't make that time but feel like you should go on without us. David wants us to be creative about how we can help Jaime continue to operate his legacy business on 24th Street successfully. We share the same goal as the Mayor's office. His business – a family Latino run historic business in the Latino Cultural District – is exactly the type of business that we are desperately trying to keep in the neighborhood. So many of these businesses have been pushed out. The intersection of regulations between the planning and health department have become such a puzzle that Jaime has not been able to even decipher how to be in compliance. He needs clarity and some resolution while also being able to use his space creatively to make ends meet. I am hoping you can reach some consensus at this meeting under Diana's expert facilitation. If that is not possible, I will prioritize a follow-up meeting to see how the Supervisor's office can intervene.

Thank you everyone for your effort.

Hillary

From: lavictoriabakery [[mailto:\[REDACTED\]@lavictoriabakery.com](mailto:[REDACTED]@lavictoriabakery.com)]

Sent: Tuesday, April 19, 2016 11:34 AM

To: [REDACTED]@gmail.com

Cc: Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>; Torres, Joaquin (ECN) <joaquin.torres@sfgov.org>; Chung Hagen, Sheila (BOS) <sheila.chung.hagen@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>; DeGuzman, Faye (DPH) <faye.deguzman@sfdph.org>; Garcia, Barbara (DPH) <barbara.garcia@sfdph.org>; Cushing, Stephanie (DPH) <Stephanie.Cushing@sfdph.org>; Freschet, Mary (DPH) <mary.freschet@sfdph.org>

Subject: Re: La Victoria Meeting

Yes I am good thursday at 230..

thank you

On Apr 18, 2016, at 4:45 PM, [REDACTED]@gmail.com wrote:

Thanks Diana,

That works fine for me.

Thx,

Ahsha

Ahsha Safai, *M.C.P.*

(415) [REDACTED]

On Apr 18, 2016, at 4:05 PM, Ponce De Leon, Diana (ECN)
<diana.poncedeleon@sfgov.org> wrote:

Hi All,

Thursday 4/21 2:30 works for Barbara and DPH staff, does that work for the rest? Meeting spot TBD.

Thanks,

Diana

Diana Ponce De Leon

Invest In Neighborhoods Project Manager
Office of Economic and Workforce Development
City and County of San Francisco
1 Dr. Carlton B. Goodlett Pl., RM 448
San Francisco, CA 94102
Ph. 415. 554.6136 www.investsf.org

Calle 24 Retail Study 2016

Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>

Wed 1/25/2017 7:25 AM

To: Sanchez, Diego (CPC) <diego.sanchez@sfgov.org>; Pagan, Lisa (ECN) <lisa.pagan@sfgov.org>; Byrne, Marlena (CAT) <marlena.byrne@sfgov.org>; Chung Hagen, Sheila (BOS) <schunghagen@SFGOV1.onmicrosoft.com>; Ronen, Hillary <hillary.ronen@sfgov.org>; Dick-Endrizzi, Regina (ECN) <regina.dick-endrizzi@sfgov.org>; Mahajan, Menaka (ECN) </o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=9b96badd012a40f68afae5ffca75a803-Menaka Maha>

Cc: Torres, Joaquin (ASR) <joaquin.torres@sfgov.org>

Good morning all,

As we move forward in preparing for commissions and presentations, I wanted to share a study that may be helpful in articulating the reasons behind the SUD. Attached are two parts of a retail study conducted by Strategic Economics on the Calle 24 Latino Cultural District, finalized a few weeks ago. The work was conducted in 2016.

I will have the most up to date detailed information on legacy businesses, retail mix and vacancy rate, but I think this report helps in describing the importance of some of the elements in the area. Let me know if you have any questions.

Thank you,

Diana

Diana Ponce De Leon

Invest In Neighborhoods Project Manager
Office of Economic and Workforce Development
City and County of San Francisco
1 Dr. Carlton B. Goodlett Pl., RM 448
San Francisco, CA 94102
Ph. 415. 554.6136 www.investsf.org

Calle 24 Retail Study

Final Background Report

August 2016

prepared for:
Office of Economic and Workforce Development
City of San Francisco



STRATEGICECONOMICS

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I. INTRODUCTION

The City of San Francisco Office of Economic and Workforce Development (OEWD) is considering strategies for preserving the unique character of the Calle 24 retail corridor, while also supporting a sustainable economic environment for businesses. This background report is intended to support the City's efforts by providing an understanding of the existing ground floor character, business mix, and distinctive market niche of the Calle 24 retail corridor relative to other corridors in the Mission District, as well as an analysis of how changes in the consumer market are affecting the business environment. The analysis in this report draws on a variety of quantitative and qualitative data sources, including a survey of ground floor uses on Calle 24 that Strategic Economics conducted in March 2016, as well as over a dozen interviews with local business owners, representatives of cultural institutions, property owners, and real estate brokers. The findings from the analysis will help inform an exploration of potential strategies that the City could implement in order to preserve the corridor's distinct cultural identity, assist existing retailers in expanding their market, and attract new commercial uses that serve both community needs and visitors from around the city and the region.

The remainder of this introduction describes the Calle 24 study area, as well as the other geographies used throughout the report. Following the introduction, Chapter II of this report provides a summary of key findings from the analysis. Chapter III provides a detailed analysis of the changing characteristics of residents, workers, and visitors in the Calle 24 trade area, in order to provide context on how the market for goods and services has changed in recent years. Chapter IV analyzes the changing retail environment on Calle 24 in the context of national and regional retail trends and the Mission District's long history as the heart of San Francisco's Latino culture. Chapter IV includes a detailed analysis of the existing business mix on Calle 24, a discussion of business turnover and commercial real estate market trends, and findings from interviews with local businesses on the challenges they face in adapting to changing retail conditions.

STUDY AREA, TRADE AREA, AND COMPETITIVE CORRIDORS

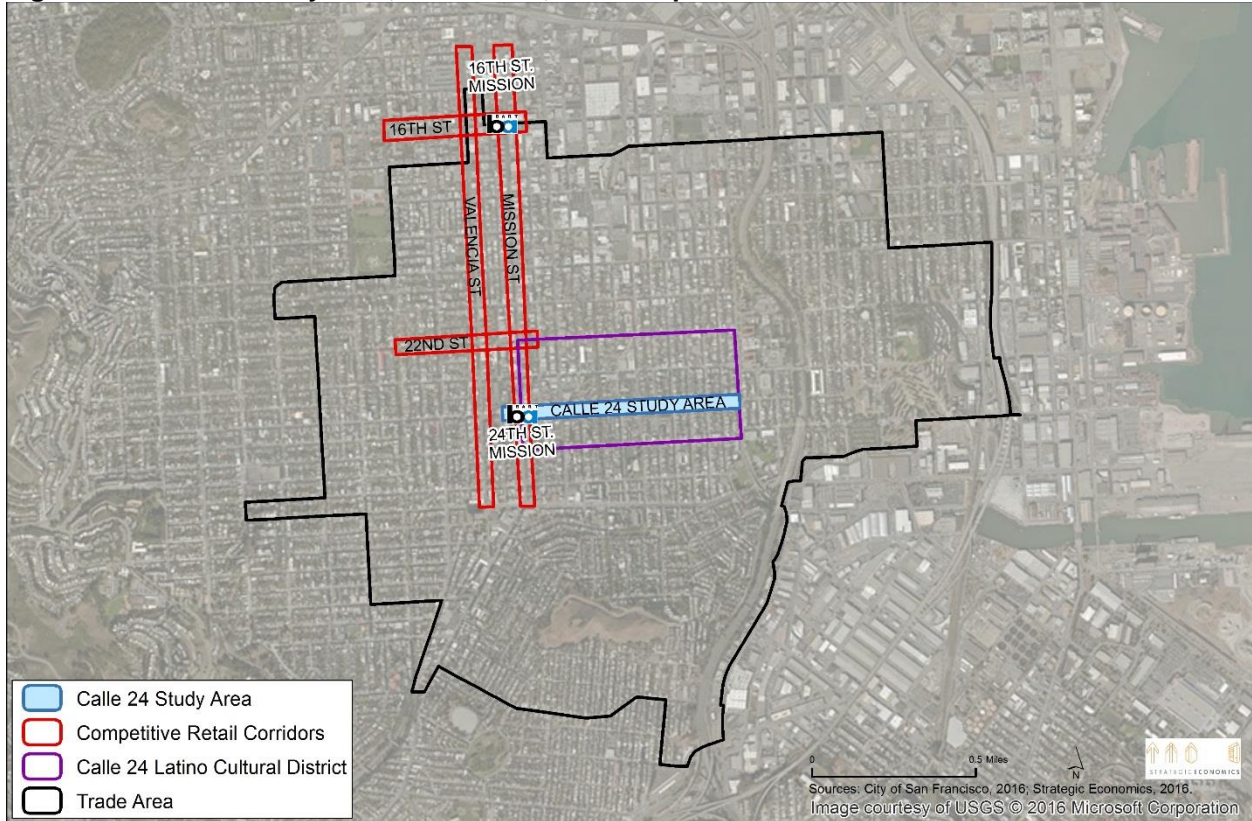
Figure I-1 provides a map of the geographies used throughout this analysis. These include:

- **Calle 24 Study Area:** The study area stretches along 24th Street from Bartlett Street on the west to Potrero Avenue on the east.
- **Calle 24 Latino Cultural District:** The Calle Latino Cultural District was formally designated by the San Francisco Board of Supervisors in May 2014. The District is centered around the Calle 24 commercial corridor, and bounded by Mission Street to the west, Potrero Street to the east, 22nd Street to the north, and Cesar Chavez Street to the south.
- **Trade Area:** The Calle 24 trade area is composed of the Census Block Groups that have a majority of their land area within a one-mile radius of the Calle 24 study area. The trade area is intended to capture the households who are likely to shop on the corridor on a daily basis, including residents of the Inner Mission neighborhood as well as some parts of adjacent neighborhoods, including the eastern part of Noe Valley and the northern section of Bernal Heights.
- **Competitive Corridors:** In addition to Calle 24, the Mission is served by four other key retail corridors: Mission Street, Valencia Street, 16th Street, and 22nd Street. For the purposes of this analysis, these competitive corridors were defined as follows:
 - Mission Street between 14th Street and Cesar Chavez Street
 - Valencia Street between 14th Street and Cesar Chavez Street
 - 16th Street between Dolores Street and Capp Street

- 22nd Street between Dolores Street and Capp Street

Note that in some cases, the competitive corridors extend outside of the trade area. This reflects the fact that many of the residents who live near 16th Street or the northernmost parts of Mission and Valencia Streets would need to walk more than one mile to reach Calle 24, and are therefore more likely to do their daily shopping in other retail districts.

Figure I-1. Calle 24 Study Area, Trade Area, and Competitive Retail Corridors



II. SUMMARY OF KEY FINDINGS

This chapter summarizes key findings from the analysis, including the current characteristics of the corridor, recent changes in consumer demand, and the challenges that continue to face retailers on Calle 24. Each of the findings summarized below is discussed in more detail in the following chapters.

CHARACTERISTICS OF THE EXISTING RETAIL ENVIRONMENT

The Calle 24 corridor has a lively, vibrant pedestrian atmosphere that is highly attractive for shoppers. Although the street itself is narrow, with relatively narrow sidewalks, Calle 24 attracts significant pedestrian activity due to the proximity of the 24th Street BART station and San Francisco General Hospital, as well as the important function that the street plays in linking the Mission with Noe Valley, Potrero Hill/the Dogpatch, and other neighborhoods. There are also significant outdoor dining opportunities, and almost all the commercial uses on the corridor have display windows. Moreover, local business owners report that the corridor's appearance and the perception of security have improved in recent years, further enhancing Calle 24's retail environment.

Calle 24's unique concentration of cultural institutions and murals, as well as the corridor's diverse mix of retailers and restaurants, contribute to its reputation as the cultural heart of the Mission. Although Calle 24 has experienced significant business turnover and other changes over the years, the corridor has retained much of its character. In addition to the arts and cultural institutions, the diverse mix of retail, restaurants, and services – including many Latino businesses – help create a distinctive retail environment.

The corridor's food and dining establishments, combined with the cultural institutions, serve as anchors that help create an attractive retail destination and draw customers. Restaurants, cafés, and bars accounts for a third of all the businesses on Calle 24, while specialty food, grocery, and other food and liquor stores account for another 15 percent. In general, a concentration of similar businesses that offer variety and selection can help create a destination that attracts more shoppers. In the case of Calle 24, the large number of food and dining establishments acts as an anchor for the corridor, while the other retail uses and cultural institutions on the corridor both help to draw more customers to the corridor, and benefit from the clientele who are attracted by the restaurants. The business owners interviewed for this study tended to see their activities as mutually reinforcing, rather than competing against each other.

In addition to drawing customers from outside the neighborhood, the mix of businesses on the corridor continues to serve the daily needs of local residents. Many restaurants, cafés, grocery stores, and other businesses are relatively affordable and serve locals and visitors alike.

Calle 24's small, narrow storefronts help shape the type of businesses that the corridor attracts. Calle 24 has narrower, smaller retail spaces than other corridors in the Mission, particularly compared to Mission Street. According to brokers, smaller spaces are usually easier to rent, as they are more affordable overall than larger spaces and can serve both new, independent businesses with lower profit margins as well as more established businesses that do not require much space. At the same time, the small storefronts that are generally available on Calle 24 make the corridor a less attractive location for retailers and restaurants that require larger spaces to display their inventory or provide seating for diners.

CHANGES IN THE CONSUMER MARKET

While the trade area continues to serve a significant Latino customer base, the area has experienced a significant decline in the Latino population and an increase in higher-income households. The Calle 24 trade area continues to serve a large Latino customer base; as of 2014, 33 percent of residents and 25 percent of workers employed in the trade area were Latino.¹ However, the trade area has experienced a significant decline in Latino residents since 1990, accompanied by an increase in non-Latino white residents and in higher-income, more educated residents, with fewer families with children and smaller households.

The trade area is attracting a growing stream of visitors. Many visitors are drawn by the Mission's distinctive Latino heritage, including the neighborhood's cultural institutions, public art, and many Latino stores and restaurants. Special events in the Mission also help draw customers from around the Bay Area, although some retailers and restaurant owners report temporary declines in business during special events. According to business owners, former residents also return to the area to find specific goods and services. Other visitors come to the Mission for high-end and trendy restaurants, bars, and nightlife.

The changing consumer market has affected some long-standing businesses on Calle 24 negatively, while creating opportunities for other businesses to expand. Changes in the trade area's demographic base, and the influx of visitors from outside of the neighborhood, suggest that customer demand is increasingly diverse in terms of both price points and the types of goods and services for which there may be a market. Some long-standing retailers have experienced a decline in business, and have either closed or attempted to adjust to attract new customers by offering new goods and services and expanding marketing efforts. Grocery stores, specialty food stores, and some arts and artesanía stores appear to have been particularly successful at expanding their products to take advantage of the trade area's demographic changes, and/or cater to tourists and other visitors.

Shifts in the trade area's consumer base have also attracted new businesses to the corridor. Many of the newer businesses on the corridor are in the food and dining sector, and some serve a clientele with a higher disposable income.

CHALLENGES FACING RETAILERS ON CALLE 24

While acknowledging the strengths of Calle 24 as a retail destination, business owners also identified a number of continuing challenges on the corridor. These include:

- **Changing customer base:** As discussed above, some businesses are struggling to adapt to changes in consumer demand, while others are finding opportunities to expand.
- **Concerns about displacement as a result of rising rents:** Some existing businesses pay monthly rents that are at a much lower level than current asking rents. Businesses with leases ending in the coming months or years are worried about being priced out of the corridor.
- **Perceived safety challenges:** While acknowledging recent improvements, business owners noted that perceived concerns around safety, cleanliness, and disorder continue to deter some customers. For example, business owners cited challenges involving the presence of homeless persons, the mentally ill, and those with substance use disorders

¹ Note that the U.S. Census uses the category "Hispanic" to refer to a person of "Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin regardless of race" and does not use the term Latino, which is used throughout this report.

- **A need for additional lighting and other public improvements:** For example, increased lighting could help create a more welcoming environment at night. This could partly be attained by trimming down street trees, which obscure some of the light. Business owners also stressed the need for increased traffic security, more garbage cans to reduce litter, more frequent power-washing of the sidewalk, and better access to street parking for customers driving to the corridor.
- **Challenges recruiting and retaining employees:** Some business owners expressed concerns that, as living costs escalate in San Francisco and in the Bay Area, many of their current or prospective workers require higher wages. Wage increases can be challenging to afford, leading to challenges with recruitment and retention.
- **A lack of access to capital for investing in tenant and façade improvements:** Many interviewees expressed a desire to undertake capital improvements, but lack the funds. Some have benefitted from small grants or loan programs from the City of San Francisco, while others are in the process of obtaining funds to help carry out improvements.
- **Challenges in expanding marketing to reach new customers:** Fewer than half of businesses on the corridor currently have hours of operation clearly posted either on the storefront or online. While a number of business owners are already advertising actively on websites such as Yelp, Facebook, and Trip Advisor, many business owners recognize a need for marketing assistance in order to keep their business visible both on- and off-line. Many business owners said they were not involved with the Calle 24 Latino Cultural District Community Council; in the future, this organization has the potential to play a larger role in helping brand the corridor and respond to the businesses' marketing needs.

These challenges, and the changes that the corridor has experienced in recent years, reflect changing national and regional retail trends as well as more local dynamics. For example, businesses all over San Francisco are struggling with rising rents and facing difficulties in employee recruitment and retention. Demand for new retail space across the country is increasingly driven by uses that do not compete directly with online sales, such as restaurants, personal services (for example, hair and nail salons), grocery stores, and specialty retailers that provide goods and services that cannot be obtained online. Nationally and regionally, the strongest growth in retail is being experienced by retailers that offer either expensive, high-end goods and services, or discount products. Finally, the overall growth of the Latino consumer market throughout the Bay Area and the U.S. as a whole has increased the availability of products catering to this community, which could mean that Latinos do not necessarily need to visit Calle 24 to find specific products. Any strategy for maintaining and strengthening the retail on Calle 24 will need to consider the effects of these broader trends.

III. CONSUMER MARKET CHARACTERISTICS

This chapter analyzes characteristics of residents, workers, and visitors in the Calle 24 trade area (as defined in Chapter I) in order to understand the changing market for goods and services. The chapter covers the following topics:

- Trade area demographics;
- Trade area employment;
- Commute patterns of trade area workers and residents; and
- Other sources of consumer demand, among which visitors and tourists.

The findings presented below are based on data from the U.S. Census, the Longitudinal Employer-Household Dynamics (LEHD) dataset, and interviews conducted by Strategic Economics with local stakeholders.

TRADE AREA DEMOGRAPHICS

This section provides an overview of current (2014) demographics in the trade area, and describes the demographic changes that the trade area has experienced since 1990.

POPULATION AND HOUSEHOLDS

The trade area's population has been growing more slowly than that of San Francisco as a whole, and actually declined slightly between 2000 and 2014. The trade area increased in population by 4.6 percent between 1990 and 2000, compared to a 7.3 percent increase for San Francisco during the same time period. Between 2000 and 2014, the trade area population decreased by 1.6 percent, even as the city's population expanded by another 6.7 percent (Figure III-1).

Household sizes in the trade area have historically been larger than the average for San Francisco, but have recently declined and are approaching the citywide average. In 1990 and 2000, the average household size in the trade area was 2.6 persons per household, compared to 2.3 in the city as a whole (Figure III-1). However, the trade area's average household size decreased to 2.4 by 2014, approaching San Francisco's average household size of 2.3. This change reflects the fact that while the trade area's population declined between 2000 and 2014, the number of households increased by 5.8 percent during the same period.

Figure III-1. Population, Households and Household Size: Trade Area and San Francisco, 1990, 2000, 2014

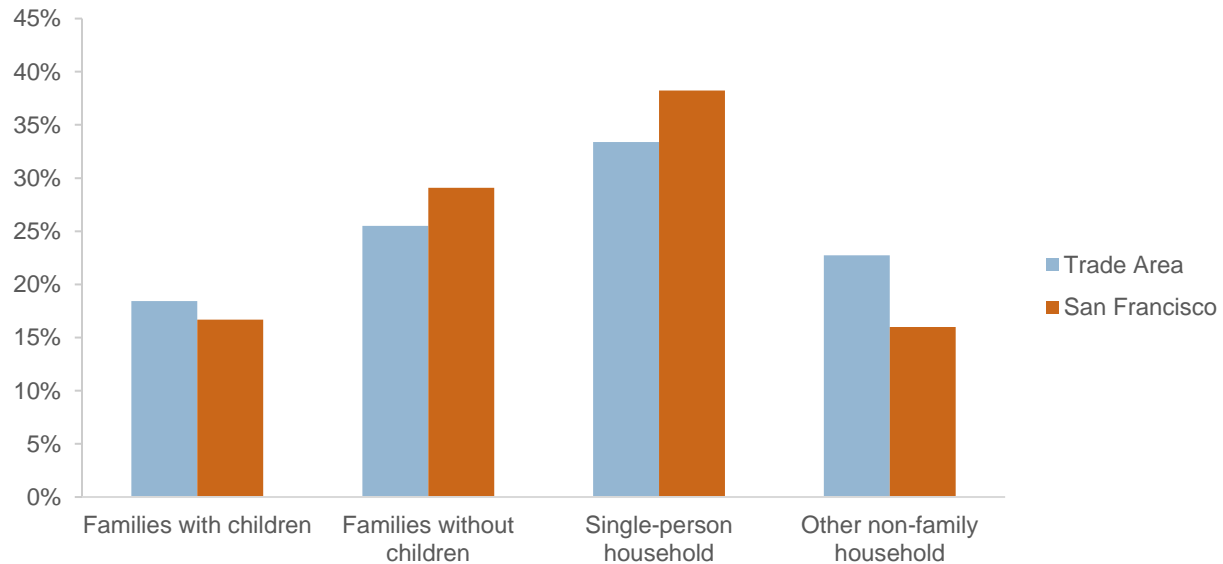
	1990	2000	2014	Percent Change		
				1990-2000	2000-2014	1990-2014
Trade Area						
Total Population	73,258	76,602	75,398	4.6%	-1.6%	2.9%
Total Households	27,302	28,923	30,611	5.9%	5.8%	12.1%
Population in Households	71,686	75,336	74,037	5.1%	-1.7%	3.3%
Average Household Size	2.6	2.6	2.4	-0.8%	-7.1%	-7.9%
San Francisco						
Total Population	723,959	776,733	829,072	7.3%	6.7%	14.5%
Total Households	305,584	329,700	348,832	7.9%	5.8%	14.2%
Population in Households	699,680	756,991	809,575	8.2%	6.9%	15.7%
Average Household Size	2.3	2.3	2.3	0.3%	1.1%	1.4%

Note: For 1990 and 2000, households taken from SF1 tables (100% counts). 1990 and 2000 population in households taken from SF3 table (sample counts).

Source: U.S. Decennial Census 1990, 2000 and American Community Survey 5-Year Estimates, 2010-2014, prepared by Social Explorer; Strategic Economics, 2016.

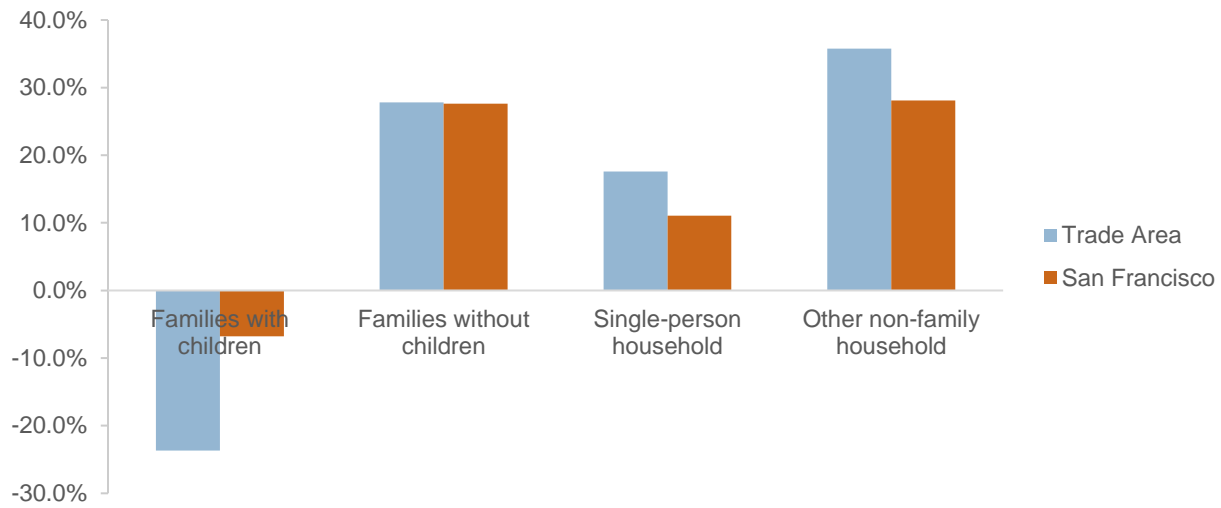
The number of families with children living in the trade area has decreased significantly since 1990. Families with children represented 18 percent of households in the trade area in 2014 (Figure III-2). While this figure was similar to San Francisco’s average of 17 percent, it represented a 23 percent decline from the proportion of families with children in the trade area in 1990 (Figure III-3). Meanwhile, the number of single-person and other non-family households (i.e., roommates) in the trade area increased rapidly between 1990 and 2014 (Figure III-3).

Figure III-2. Share of Households by Type: Trade Area and San Francisco, 2014



Source: American Community Survey 5-Year Estimates, 2010-2014; Strategic Economics, 2016.

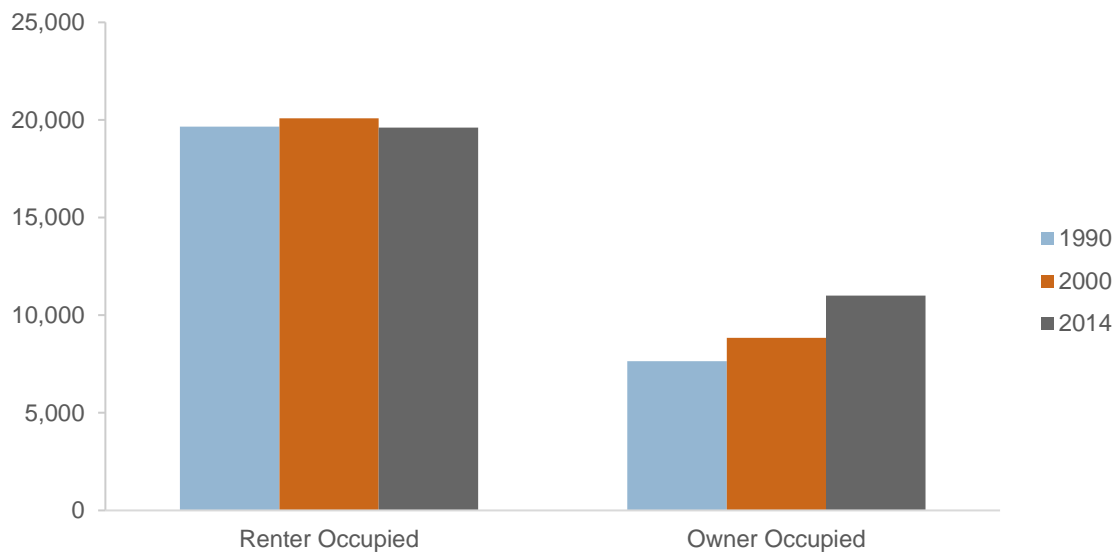
Figure III-3. Percent Change in Households by Type: Trade Area and San Francisco, 1990-2014



Source: U.S. Decennial Census 1990, and American Community Survey 5-Year Estimates, 2010-2014; Strategic Economics, 2016.

While a majority of households in the trade area rent, the number of homeowners has increased significantly since 1990. The trade area remains a heavily renter-occupied area, but has added approximately 3,400 homeowners since 1990 (Figure III-4). As a result, the share of households who rent declined from 72 percent in 1990 to 64 percent in 2014.

Figure III-4. Households by Tenure: Trade Area, 1990, 2000, 2014



Source: U.S. Decennial Census 1990, 2000 and American Community Survey 5-Year Estimates, 2010-2014; Strategic Economics, 2016.

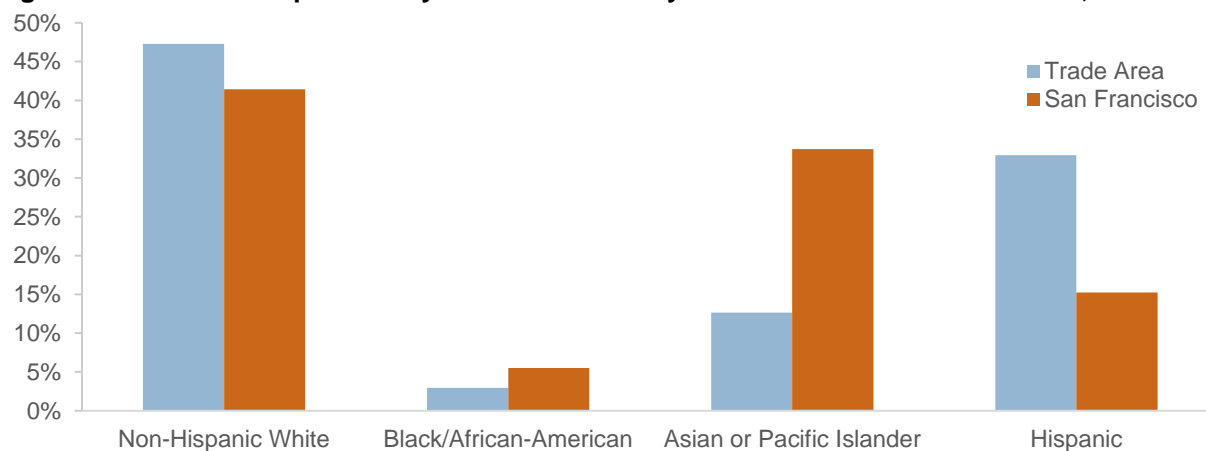
RACE AND ETHNICITY

The number of Hispanic residents living in the Calle 24 trade area declined by 23 percent between 1990 and 2014, while the number of non-Hispanic white residents increased by 29 percent over the same period.² In 2014, the trade area had higher shares of Hispanic and non-Hispanic residents, and fewer Asian and Pacific Islander residents, compared to the rest of San Francisco (Figure III-5). However, the neighborhood has experienced significant demographic changes in recent decades, including a significant decline in the Hispanic population and an increase in the non-Hispanic white and Asian-Pacific Islander population (Figure III-6).

In contrast, San Francisco gained Hispanic residents between 1990 and 2014. The city as a whole saw a significant increase in Hispanic residents between 1990 and 2014 (Figure III-6).

Despite recent changes in the trade area’s demographics, the Mission District continues to be home to one of the largest concentrations of Hispanics in the city. Figures III-7 and III-8 show the number of Hispanic residents by Census Tract in San Francisco in 1990 and 2014, respectively. The Hispanic population grew in many parts of the city during this time, but particularly in the southern and eastern neighborhoods. Despite the declining number of Hispanic residents in the trade area, the trade area still includes some of the Census Tracts with the highest concentration of Hispanic residents.

Figure III-5. Share of Population by Race and Ethnicity: Trade Area and San Francisco, 2014

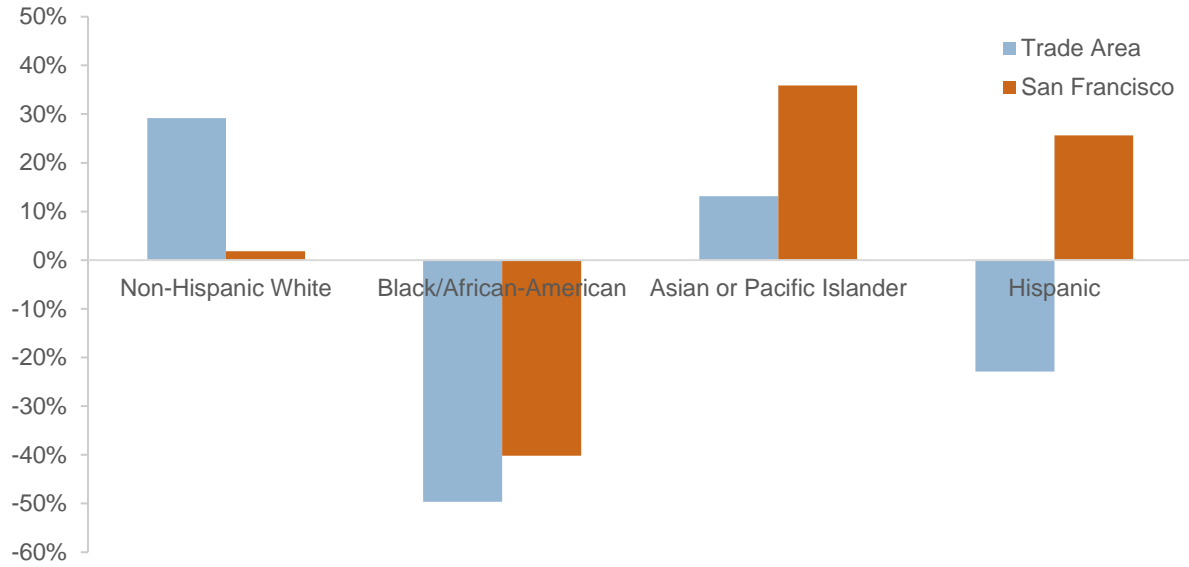


Note: For consistency with the following chart, the “Other” category (including: some other race alone, two or more races, American Indian and Alaska Native alone) has not been included. In both the Trade Area and San Francisco, 4.1 of residents fell into the “Other” category in 2014.

Source: American Community Survey 5-Year Estimates, 2010-2014; Strategic Economics, 2016.

² Note that the U.S. Census uses the category “Hispanic” to refer to a person of “Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin regardless of race” and does not use the term Latino, which is otherwise used throughout this report. The Census includes two separate questions about (1) race and (2) Hispanic .. In 1990, respondents were asked first about race and secondly about whether they were Hispanic; in 2000, the order of the questions was reversed. Placing the question about Hispanic identity before the one on race is believed to have improved the response rate to the former question. Source: “Changing The Way U.S. Hispanics Are Counted”, Carl Haub, Population Reference Bureau, November 2012, <http://www.prb.org/Publications/Articles/2012/us-census-and-hispanics.aspx>

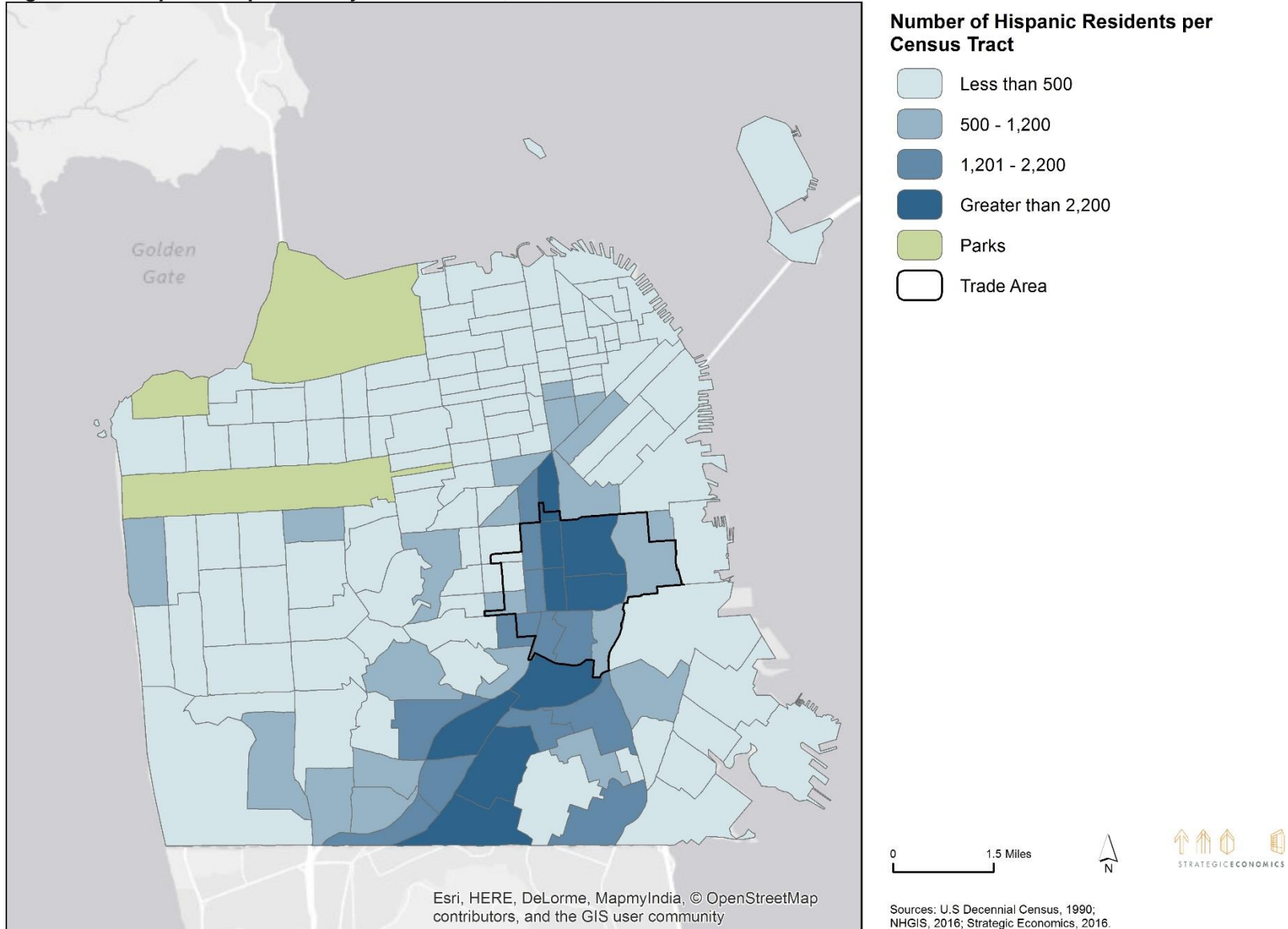
Figure III-6. Change in Population by Race and Ethnicity: Trade Area and San Francisco, 1990-2014



Note: Changes in the “Other” category (which includes: some other race alone, two or more races, American Indian and Alaska Native alone) have not been included in this chart because of their order of magnitude, much larger than the change in other racial and ethnic categories. The trade area and San Francisco have seen an increase in residents identifying as “Other” of 453 percent and 731 percent, respectively, between 1990 and 2014.

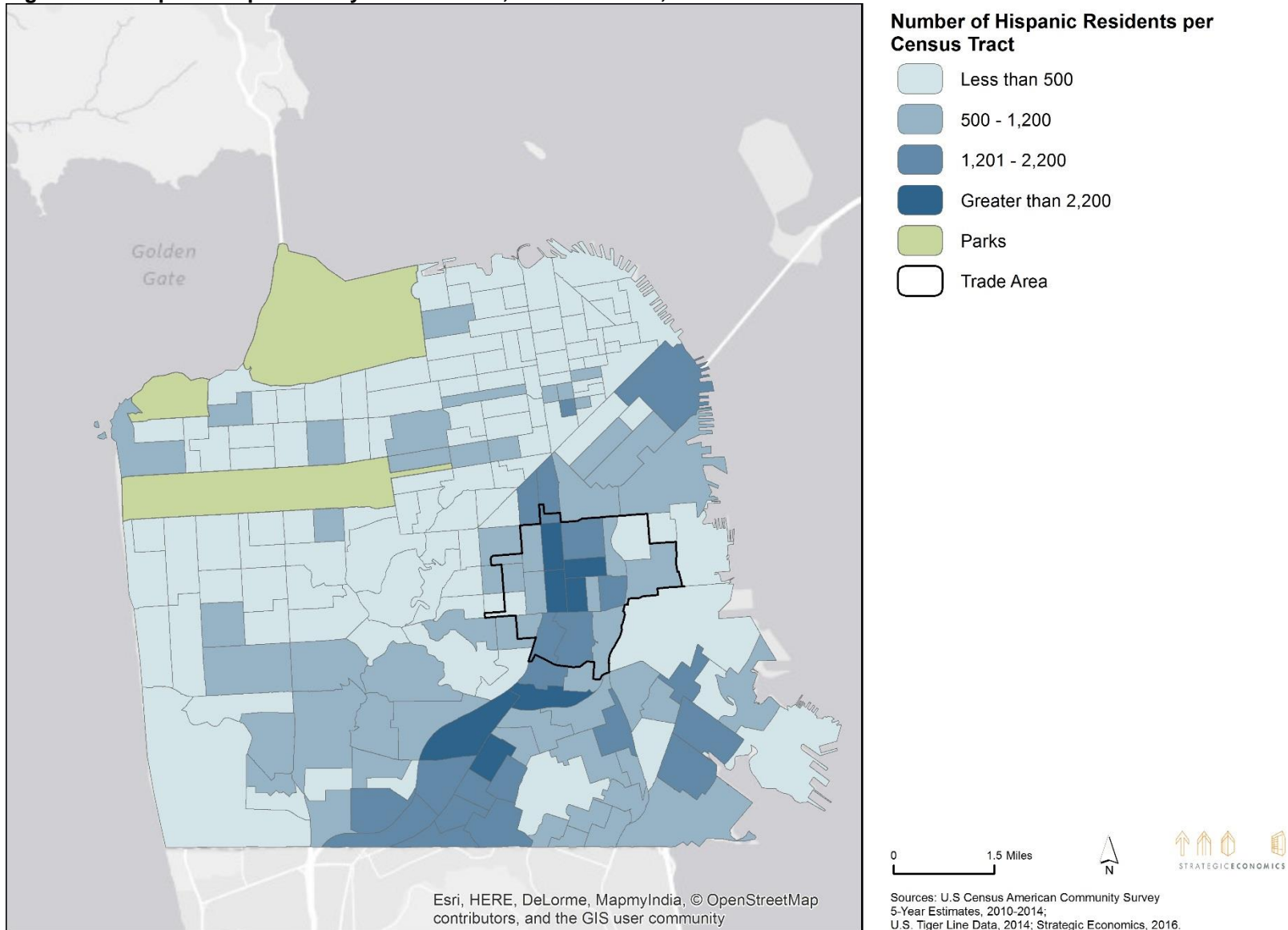
Source: U.S. Decennial Census 1990, and American Community Survey 5-Year Estimates, 2010-2014; Strategic Economics, 2016.

Figure III-7. Hispanic Population by Census Tract, San Francisco, 1990



Note: Census tract boundaries changed between 1990 and 2014.

Figure III-8. Hispanic Population by Census Tract, San Francisco, 2014



Note: Census tract boundaries changed between 1990 and 2014.

EDUCATION, INCOME AND EMPLOYMENT

The share of the trade area population with a college degree or higher increased significantly between 1990 and 2014. In 1990, the educational attainment of trade area residents was generally lower compared to San Francisco as a whole. For instance, 30 percent of residents did not hold a high school degree in 1990, compared to 22 percent in the city overall. Between 1990 and 2014, the share of trade area residents with a college degree or higher increased from 29 percent to 58 percent, and is now higher than the citywide average of 53 percent (Figure III-9).

Since 1990, the trade area has also seen a significant increase in the number of higher-income households and a decrease in the number of lower-income households, mirroring citywide trends. In both the trade area and San Francisco as a whole, the number of households earning more than \$150,000 a year increased by approximately 270 percent between 1990 and 2014 (Figure III-10). Meanwhile, the number of households in the trade area earning less than \$50,000 declined, although not as much as the decrease in low-income households citywide. Note that the income levels shown in Figure II-10 are not adjusted for inflation.

Almost 60 percent of employed residents in the trade area work in professional and managerial occupations, up from 45 percent in 2000. Professional and managerial jobs represent the two largest occupation groups of residents of the trade area, and grew significantly between 2000 and 2014 (Figure III-11). The third largest occupation category, office and administrative support, declined by over 40 percent between 2000 and 2014. Over the same period, the number of residents in other occupation categories declined slightly or remained stable.

Figure III-9. Educational Attainment for Population of 25 and Over: Trade Area and San Francisco, 1990, 2014

	1990	2014	Percent of Total		Change Over Time
			1990	2014	1990-2014
Trade Area					
Less than high school	15,109	7,274	30%	12%	-51.9%
High school graduate (includes equivalency)	9,416	6,949	18%	12%	-26.2%
Some college	11,790	11,198	23%	19%	-5.0%
Bachelor's degree	9,333	20,208	18%	34%	116.5%
Graduate degree or higher*	5,281	14,226	10%	24%	169.4%
Total	50,929	59,855	100%	100%	17.5%
San Francisco					
Less than high school	117,834	86,302	22%	13%	-26.8%
High school graduate (includes equivalency)	97,583	84,501	18%	13%	-13.4%
Some college	132,763	133,971	25%	21%	0.9%
Bachelor's degree	118,360	208,286	22%	32%	76.0%
Graduate degree or higher*	69,475	134,277	13%	21%	93.3%
Total	536,015	647,337	100%	100%	20.8%

*Includes master's degree, professional school degree and doctorate degree.

Note: For 1990, educational attainment data taken from SF3 tables (sample counts).

Source: U.S. Decennial Census 1990 and American Community Survey 5-Year Estimates, 2010-2014; Strategic Economics.

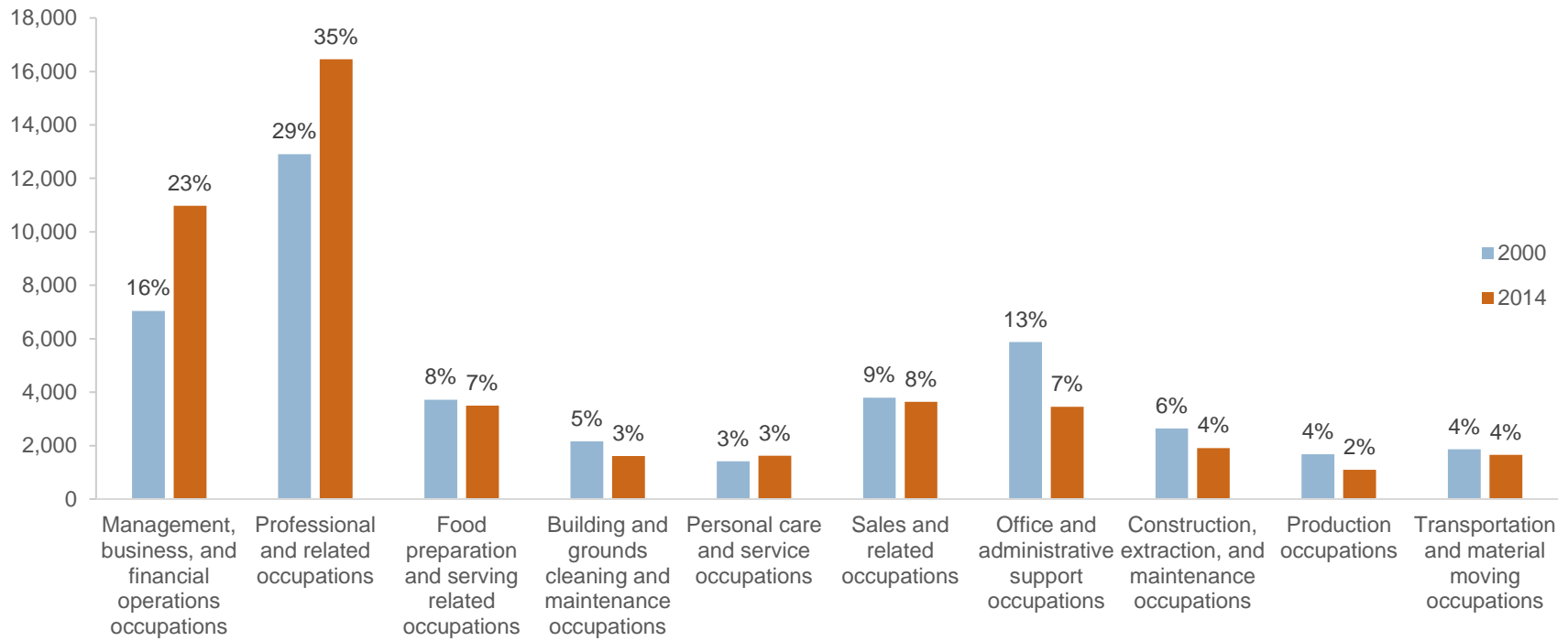
Figure III-10. Households by Income Category: Trade Area and San Francisco, 1990, 2014 (In Nominal Dollars)

	1990	2014	Percent of Total		Change Over Time
			1990	2014	1990-2014
Trade Area					
Less than \$25,000	5,501	4,674	20%	15%	-15.0%
\$25,000 to \$49,999	6,322	4,607	23%	15%	-27.1%
\$50,000 to \$74,999	5,450	3,893	20%	13%	-28.6%
\$75,000 to \$99,999	3,877	2,933	14%	10%	-24.3%
\$100,000 to \$124,999	2,163	2,820	8%	9%	30.4%
\$125,000 to \$149,999	1,528	2,170	6%	7%	42.0%
\$150,000 or more	2,552	9,514	9%	31%	272.8%
Total	27,393	30,611	100%	100%	11.7%
San Francisco					
Less than \$25,000	112,946	71,173	37%	24%	-37.0%
\$25,000 to \$49,999	98,612	52,078	32%	18%	-47.2%
\$50,000 to \$74,999	50,536	45,683	17%	15%	-9.6%
\$75,000 to \$99,999	21,165	36,924	7%	12%	74.5%
\$100,000 to \$124,999	9,384	33,524	3%	11%	257.2%
\$125,000 to \$149,999	4,404	24,087	1%	8%	446.9%
\$150,000 or more	8,937	32,934	3%	11%	268.5%
Total	305,984	296,403	100%	100%	-3.1%

Note: For 1990, household income data taken from SF3 tables (sample counts). Values presented in this table are not inflation-adjusted.

Source: U.S. Decennial Census 1990 and American Community Survey 5-Year Estimates, 2010-2014; Strategic Economics, 2016.

Figure III-11. Employed Residents by Occupation: Trade Area, 2000, 2014



Note: This chart only includes occupation categories with 1,000 or more workers.

Source: U.S. Decennial Census, 2000, and American Community Survey 5-Year Estimates, 2010-2014; Strategic Economics, 2016.

TRADE AREA EMPLOYMENT

This section describes the characteristics of workers who are employed in the trade area.

In 2014, about a quarter of the jobs in the trade area were in accommodation and food services, while another 16 percent of jobs were in health care, largely due to the presence of San Francisco General Hospital and St. Luke's Hospital. The trade area's third largest job category was retail, which represented 10 percent of the area's jobs (Figure III-12). The fact that 8 percent of jobs were in educational services may reflect the presence of several San Francisco Unified School District and private schools in the trade area. In contrast, the largest employment category in San Francisco as a whole was professional, scientific, and technical services, representing 16 percent of employment in 2014.

About a quarter (24 percent) of workers employed in the trade area in 2014 were Hispanic. Hispanics also accounted for about a quarter (23 percent) of the employed residents who lived in the trade area in 2014.³

Sixty-one percent of local workers made less than \$40,000 a year in 2014. In comparison, 42 percent of all San Francisco workers made less than \$40,000 (Figure III-12). The low wages in the trade area likely reflect the concentration of accommodation and food services jobs, which tend to be relatively low-paying.

³ As discussed above, about a third of all trade area residents (including children and other unemployed residents) in 2014 were Hispanic.

Figure III-12. Worker Characteristics: Trade Area and San Francisco, 2014

	Trade Area		San Francisco	
	Number	Share	Number	Share
Jobs by Industry Sector				
Accommodation and Food Services	6,193	26%	78,889	12%
Health Care and Social Assistance	3,792	16%	75,880	11%
Professional, Scientific, Technical Services, and Management	2,872	12%	130,398	20%
Retail Trade	2,458	10%	45,438	7%
Educational Services	1,827	8%	54,353	8%
Manufacturing	1,298	5%	9,760	1%
Other Services (excluding Public Administration)	1,236	5%	28,512	4%
Administration & Support, Waste Management, Remediation	1,122	5%	58,937	9%
Information	907	4%	28,665	4%
Finance, Insurance, Real Estate	832	3%	52,883	8%
Construction	806	3%	16,703	2%
Transportation, Warehousing and Wholesale Trade	573	2%	31,197	5%
Arts, Entertainment, and Recreation	258	1%	16,099	2%
Agriculture, Mining and Utilities	51	0%	9,749	1%
Public Administration	23	0%	30,807	5%
Total	24,248	100%	668,270	100%
Jobs by Worker Ethnicity				
Not Hispanic or Latino	18,490	76%	555,572	83%
Hispanic or Latino	5,758	24%	112,698	17%
Total	24,248	100%	668,270	100%
Jobs by Annual Earnings				
\$15,000 per year or less	6,205	26%	121,295	18%
\$15,001 to \$40,000 per year	8,403	35%	161,290	24%
More than \$40,000 per year	9,640	40%	385,685	58%
Total	24,248	100%	668,270	100%

Columns may not add due to rounding.

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics, 2014; Strategic Economics, 2016.

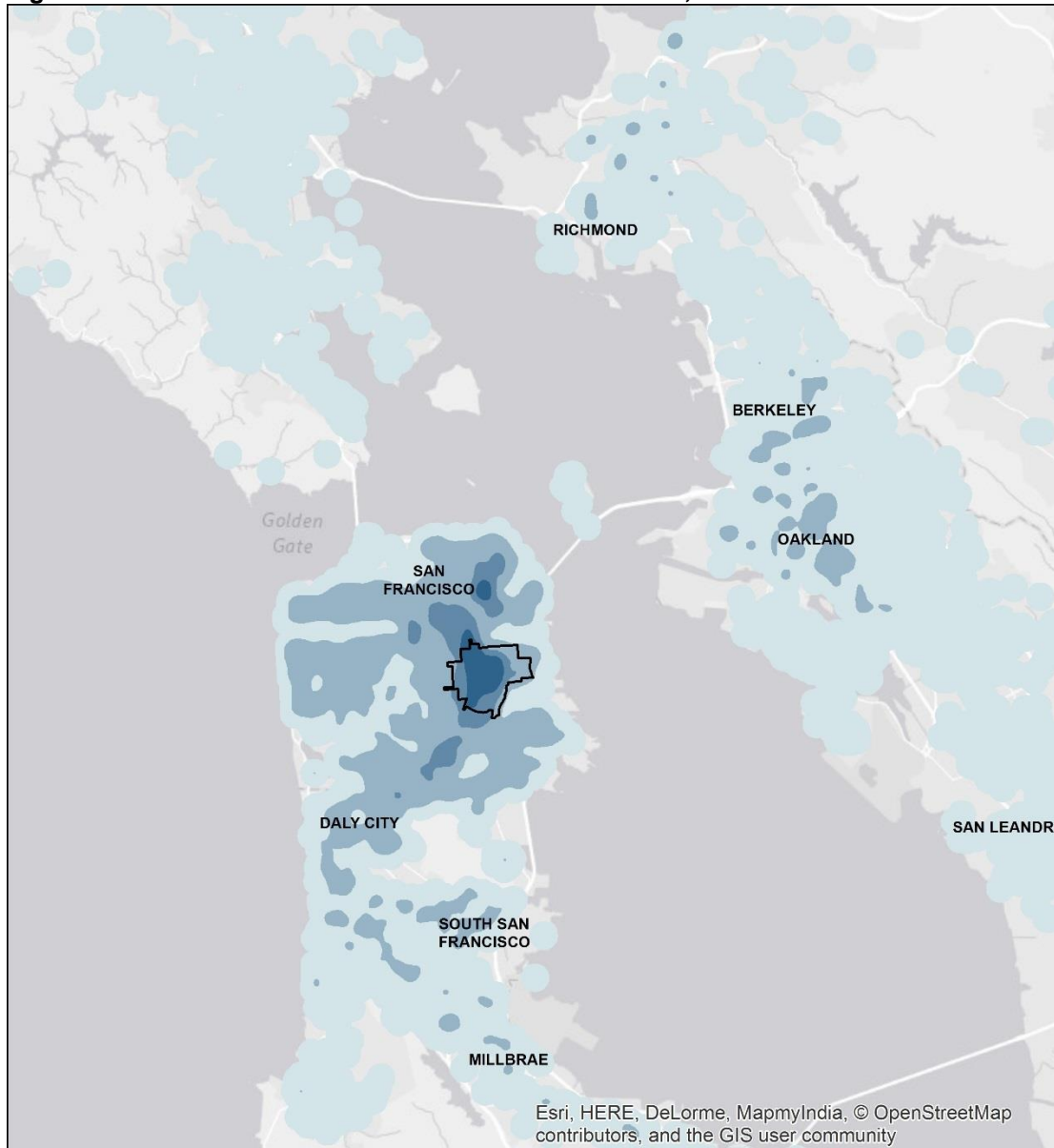
COMMUTE PATTERNS

Approximately 2,680 workers both live and work in the trade area. These workers account for 12 percent of all workers employed in the trade area, and 8 percent of all employed residents of the trade area.

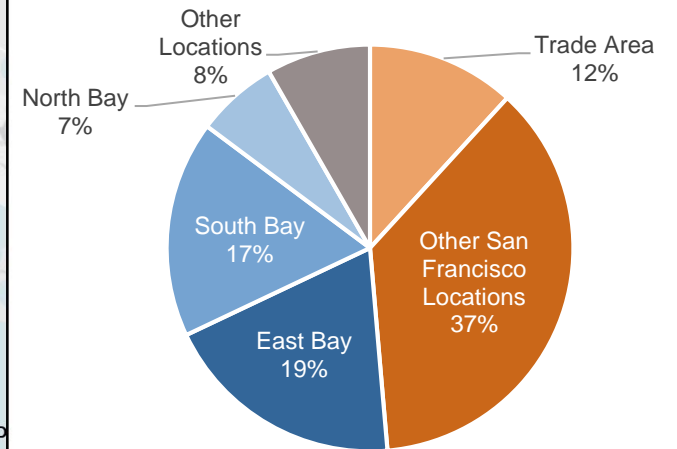
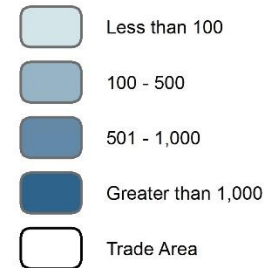
Nearly half of workers employed in the trade area work somewhere in San Francisco. Figure III-13 show where the approximately 24,200 workers employed in the trade area live.

About two-thirds of the trade area’s employed residents work in San Francisco. Figure III-14 shows where the 37,600 employed residents who live in the trade area work.

Figure III-13. Place of Residence for Trade Area Workers, 2014



Residents per Square Mile



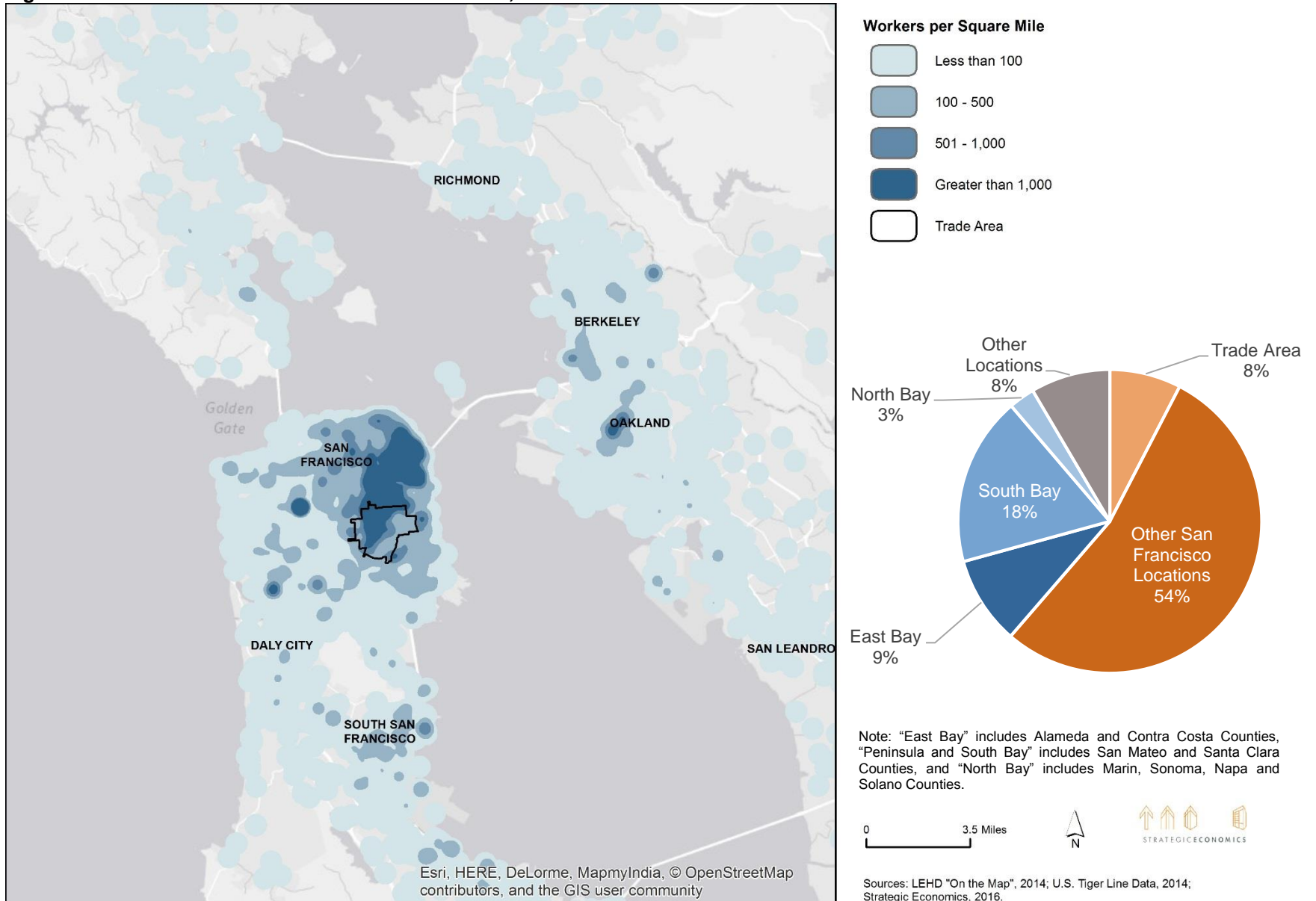
Note: "East Bay" includes Alameda and Contra Costa Counties, "Peninsula and South Bay" includes San Mateo and Santa Clara Counties, and "North Bay" includes Marin, Sonoma, Napa and Solano Counties.



Esri, HERE, DeLorme, MapmyIndia, © OpenStreetMap contributors, and the GIS user community

Sources: LEHD "On the Map", 2014; U.S. Tiger Line Data, 2014; Strategic Economics, 2016.

Figure III-14. Work Location for Trade Area Residents, 2014



OTHER SOURCES OF DEMAND

In addition to residents and workers who visit the corridor every day, 24th Street attracts many tourists and other visitors who come to experience the corridor's many cultural institutions and events, as well as shoppers from around the region. Although there are limited quantitative data on these visitors, some trends emerged from interviews with local business owners.

According to local business owners, Calle 24, and the trade area in general, have been attracting an increasing number of tourists. Regional, national, and international tourists are attracted by the cultural institutions, murals, public art, and specialty food and retail.

Calle 24's cultural institutions, such as the galleries (including Galeria de la Raza and Acción Latina's gallery) and Brava Theater, help draw visitors to the corridor who then shop at local businesses. These cultural institutions attract visitors from around the region, who often stay to purchase goods and services in neighboring shops, bars, and restaurants.

Special events in the Mission also help draw customers from the region and beyond, although some businesses report temporary declines in business during special events. Some businesses benefit greatly from events such as Carnaval or Día de los Muertos, while others report that their business is effected negatively, or see little effect. However, most interviewed business owners agreed that these events contribute to "putting 24th Street on the map" and bringing in customers in the long run.

The presence of the 24th Street Mission BART station also draws customers from adjacent neighborhoods, on their way to or from work. The 24th Street Mission BART station was the fifth most trafficked station in San Francisco, after the system's four downtown San Francisco stations, with over 13,000 weekday exits in 2013.⁴ Many of the BART riders exiting at 24th Street Mission live in neighboring areas such as Noe Valley, Bernal Heights and Potrero Hill. These commuters contribute to supporting Calle 24's retail corridor.

According to local business owners, many former residents of the neighborhood who identify as Latino occasionally come back to the trade area in order to attend events at churches or other cultural institutions, or to shop. This pattern was noted by several business owners, but some also mentioned that they have noticed a decline in the return of former Latino residents.

The overall growth of the Latino consumer market throughout the Bay Area has increased the availability of products catering to this community, implying that former residents do not necessarily need to come back to Calle 24 to find specific products. Latinos are the fastest growing ethnic group in the U.S., and had a combined estimated spending power of \$1.3 trillion in 2014 – up from \$1 trillion in 2010. In California alone, Latino buying power was estimated at \$304.3 billion in 2014. Businesses of all types are increasingly adjusting their projects and services to serve this growing market. For example, major national companies such as Target, Ford, and Proctor & Gamble have adjusted their product lines and marketing to appeal specifically to Latino consumers.⁵ As a result, Latino customers who might once have visited Calle 24 regularly in order to find specific products and services may not be able to find those products in other parts of the region.

⁴ Source: BART Ridership Reports, Average Weekday Exits by Station, 2013.

⁵ Source: Pantera Digital, "The 2014 Hispanic Consumer Market."

IMPLICATIONS FOR THE RETAIL ON CALLE 24

The changing consumer market in the trade area has a number of implications for retail demand on Calle 24 and on the other commercial corridors in the Mission. The major changes and some of the implications for consumer demand are summarized below; the following chapter describes in more detail how the changing consumer market and other trends have created new challenges and opportunities for businesses on 24th Street.

While the trade area continues to serve a significant Latino customer base, the area has experienced a significant decline in the Latino population and an increase in higher-income households. The Calle 24 trade area continues to serve a large Latino customer base; as of 2014, 40 percent of residents and 25 percent of workers employed in the trade area were Latino. However, the trade area has experienced a significant decline in Latino residents since 1990, accompanied by an increase in non-Latino white residents and in higher-income, more educated residents, with fewer children and smaller households.

The trade area is attracting a growing stream of visitors. Many visitors are drawn by the Mission's distinctive Latino heritage, including the neighborhood's cultural institutions, public art, and many Latino stores and restaurants. Special events in the Mission also help draw customers from around the Bay Area, although some retailers and restaurant owners report temporary declines in business during special events. According to business owners, former residents also return to the area to find specific goods and services. Other visitors come to the Mission for high-end dining, bars, and nightlife.

Increased buying power and a more diverse customer base are creating new retail opportunities in the trade area. Changes in the trade area's demographic base, and the influx of visitors from outside of the neighborhood, suggest that customer demand is increasingly diverse in terms of both price points and the types of goods and services for which there may be a market. According to local business owners, the trade area's Latino population – as well as many new residents – continue to patronize many of the long-standing businesses on Calle 24 and elsewhere in the Mission. At the same time, there is demand for new types of products and services, such as high-end restaurants, cafes, and bars.

Changing conditions are also creating challenges for some long-standing businesses. The following chapter discusses how changes in consumer market and the retail environment more generally – including increasing commercial rents, as well as broader trends like the impact of online shopping on brick-and-mortar retail – are creating challenges as well as opportunities for businesses on Calle 24.

IV. CHARACTERISTICS OF THE EXISTING RETAIL

While Chapter III focused on the characteristics of the consumer market in the trade area, this chapter analyzes retail activity in the trade area and on the Calle 24 corridor. The chapter covers the following topics:

- The broader national and regional retail dynamics that affect the Calle 24 retail corridor;
- The historical and cultural context of the Mission neighborhood, including a discussion of the different roles that Calle 24 and the other commercial corridors play within the neighborhood; and
- The current retail environment on Calle 24, including the existing retail mix, real estate trends, and the strategies businesses have developed to adapt to recent changes in consumer demand.

THE NATIONAL AND REGIONAL RETAIL ENVIRONMENT

The national and regional retail environment is shifting, influencing the types of retail on Calle 24 and in other retail areas. Some of these wider industry trends are described below.

The expanding Bay Area economy has fueled a very strong retail market that is allowing some retailers to thrive while creating challenges for others. Strong job creation and limited new construction of free-standing retail in the region⁶ has propelled rents upwards over recent years: during the past 12 months, the average asking rent in the Bay Area for retail space grew by 5.9 percent, compounding the 9.4 percent increase in 2015.⁷ While higher retail rent levels are creating challenges for some small and midsize businesses that may struggle to afford increased costs, the booming regional economy is also creating opportunities for retailers of all sizes.

Demand for brick-and-mortar retail space in local shopping districts is increasingly driven by businesses that do not compete directly with online shopping. As more retail sales shift online, demand for certain types of brick-and-mortar retail stores – for example, book, music, video rental, and electronics stores – has declined significantly. In shopping centers and retail corridors across the Bay Area, demand for new retail space is increasingly driven by uses that do not compete directly with online sales, such as restaurants, personal services (for example, hair and nail salons), grocery stores, and specialty retailers that provide goods and services that cannot be obtained online.

Nationally and regionally, the strongest growth is being experienced by retailers that offer either expensive, high-end goods and services, or discount products. This shift may in part reflect a regional and national decline in consumer demand from the middle class as median household incomes have stagnated, accompanied by strong growth in the share of domestic consumption generated by the top five percent of earners. Since the great recession of the late 2000's, brands that cater to the middle-class have seen their market shares diminish, while stores selling luxury goods have expanded.⁸ At the same time,

⁶ The San Francisco Bay Area region has added very little new inventory in recent years, recently ranking 17th out of 19 primary markets for retail construction, despite having the lowest vacancy rate in the country. This does not include retail space that is part of mixed-use projects. Source: JLL, United States Retail Outlook, Q2 2015.

⁷ Note that these figures are for retail space only, and do not include office. Source: Marcus & Millichap, Retail Research Market Report, San Francisco Metro Area, Q2 2016.

⁸ Nelson D. Schwartz, "The Middle Class Is Steadily Eroding. Just Ask the Business World.," The New York Times, February 2, 2014, <http://www.nytimes.com/2014/02/03/business/the-middle-class-is-steadily-eroding-just-ask-the-business-world.html>.

some of the strongest growth in demand for retail space has come from discount stores serving lower-income households, including dollar stores and off-price apparel stores.⁹

Retailers increasingly favor storefronts in walkable, urban neighborhoods. Many retailers increasingly prefer urban retail corridors, which offer access both to a higher density of potential customers, as well as to segments of the population (such as Millennials or Latinos) that tend to locate in dense urban areas. The Mission’s commercial corridors, which are transit-accessible, dense, and attract significant foot traffic, are highly desirable retail locations.

HISTORICAL AND CULTURAL CONTEXT

The Mission, and particularly the Calle 24 corridor, is a unique neighborhood with a long history as a retail destination. This section provides a short summary of the historic development of the Mission and an overview of the current characteristics of the neighborhood’s commercial corridors, with a focus on Calle 24. The analysis presented in this section draws from the following sources:

- Historical information from various recent planning reports concerning the Mission, particularly the Mission Street Public Life Plan of February 2015;
- A ground floor uses survey and field observations conducted by Strategic Economics in March 2016; and
- Parcel and sales tax data provided by the City of San Francisco. Note that sales tax revenue data were available only at the Census Block level for Mission, Valencia, and 24th Street, and only in aggregate; a detailed analysis of the types of retail activity driving growth in each corridor was therefore not possible.

HISTORICAL CONTEXT

The Mission has been an important retail destination since the early 20th century, although it was profoundly transformed by the rise of the car culture and the construction of the BART system. As in other parts of the city and region, Mission Street saw a removal of its streetcar rails in 1949, which were replaced by buses. Despite this change, the neighborhood, and particularly Mission Street, remained a retail and entertainment destination in San Francisco. However, the construction of BART, which took place between 1967 and 1973 and involved tearing up Mission Street to allow for the construction of the subway, was a heavy blow to local businesses. The lengthy construction period was a significant challenge to local retailers, who were very dependent on foot traffic.

In the second half of the 20th century, the Mission grew increasingly Latino. While the Mission was populated with many Irish, German and Italian immigrants in the first half of the 20th century, changes in national immigration policy and local development patterns resulted in many Latinos moving to the Mission in the second half of the 20th century. According to one recent study, the Mission district’s so-called “Spanish-surnamed” population grew from 11 percent in 1950 to 45 percent in 1970.¹⁰

The Mission developed a strong culture of Latino neighborhood activism and public art, exemplified by the Mission Muralismo movement. Starting in the 1960s and 1970s, many local residents organized

⁹ Cushman & Wakefield, U.S. Shopping Center Snapshot, Q1 2016.

¹⁰ Tomás F. Summers Sandoval Jr., *Latinos at the Golden Gate: Creating Community & Identity in San Francisco*, (Chapel Hill, NC: The University of North Carolina Press, 2013, 101-102, 121)

to oppose large redevelopment projects in the Mission (for example, through the Mission Coalition Organization), laying the foundation for the neighborhood's strong Latino activism. In 1974, three local artists painted the *Homenaje a Siqueiros* mural (Homage to Siqueiros) at 23rd Street and Mission Street, an important milestone in the birth of the Mission Muralismo movement. To this day, the Mission, and particularly Calle 24, continues to be the canvas for many murals that draw on and pay homage to the Mission's Latino culture.

Since the 1990s, as technology companies grew in the Bay Area, the Mission has seen an influx of new residents with higher purchasing power accompanied by soaring residential and commercial rents. Because of the Mission's central location and transit accessibility the neighborhood has attracted many new educated, younger, higher-income residents. This process of gentrification, coupled with broader shifts in retail, has affected the Mission's various corridors in different ways. The following section discusses the current characteristics of the neighborhood's retail corridors.

CURRENT CHARACTERISTICS OF THE MISSION'S COMMERCIAL CORRIDORS

The Mission has five main retail corridors, each characterized by a unique pedestrian environment, building stock, and mix of ground floor uses.

Mission Street functions as the neighborhood's spine and main retail corridor. Some of the key characteristics of the corridor include:

- **Regional transportation corridor:** Mission Street is a major transit corridor that connects San Francisco's downtown to its most southern neighborhoods. Within the neighborhood, Mission Street functions as a wide boulevard with a vibrant pedestrian atmosphere, which is reinforced by the presence of two major BART stations at 16th and 24th Streets, and major bus lines.
- **Diverse retail mix and customer base:** The Mission Street corridor is home to over 400 businesses. The corridor's varied mix of retailers attracts a diverse customer base that varies between the day and the night. Typically, grocery stores and other types of local-serving retail draw local customers during the day, while bars, restaurants and nightclubs bring in a younger, more affluent clientele at night, from the neighborhood and beyond. Unlike the other corridors, Mission Street's retail mix also includes some formula retail businesses, including restaurants, cell phone stores, and drugstores. While these retailers are sometimes perceived as diminishing neighborhood character, they may also provide affordable products to local residents (as well as some employment opportunities for low- and moderate-income workers).¹¹
- **Relatively wide storefronts and large parcels:** Because of the street's historic development, storefronts are larger and wider than in other areas of the Mission, attracting retail and high-end restaurants that require more space. As an indicator of land use patterns, Figure IV-1 presents the median parcel size for each of the Mission's major five retail corridors; Mission Street, along with 16th Street, has the highest median parcel size. (Note that parcel sizes do not directly translate into ground floor uses, as many parcels are occupied by buildings that have multiple small storefronts.)

¹¹ Office of Economic Analysis, City and County of San Francisco, "Expanding Formula Retail Controls: Economic Impact Report," February 12, 2014, http://sfcontroller.org/sites/default/files/FileCenter/Documents/5119-130788_economic_impact_final.pdf; Strategic Economics, "San Francisco Formula Retail Economic Analysis," prepared for San Francisco Planning Department, June 2014, http://208.121.200.84/ftp/files/legislative_changes/form_retail/Final_Formula_Retail_Report_06-06-14.pdf.

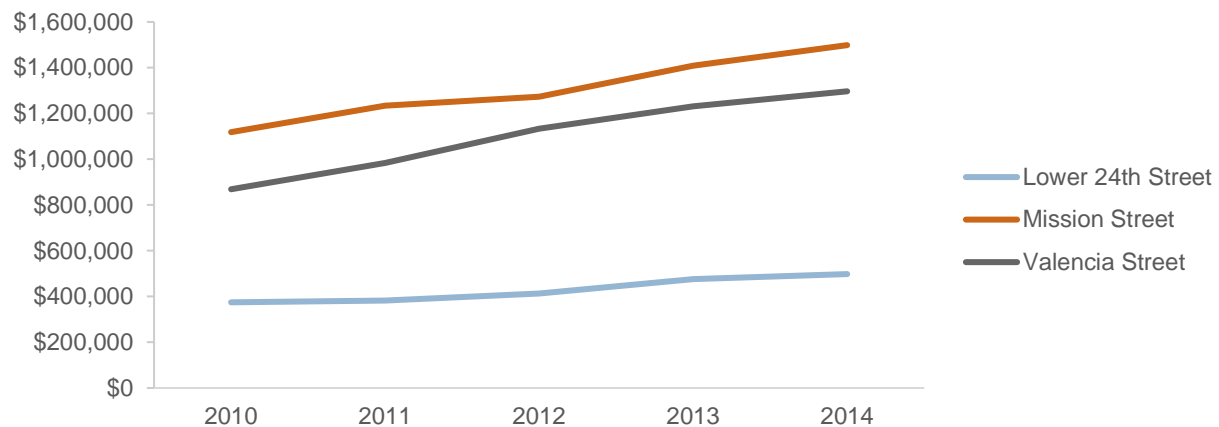
- **Relatively high sales:** As shown in Figure IV-2, the Mission Street retail corridor has higher sales tax revenues than Valencia and 24th Streets. In 2014, Mission Street represented about 30 percent of the trade area’s total sales tax revenues. Mission Street’s higher sales tax revenues presumably reflect the fact that it is one of the longer corridors in the trade area; data on business performance (average sales per store) or the types of retail driving sales in each corridor were not available.¹²

Figure IV-1. Median Parcel Size of the Mission’s Commercial Corridors.

Commercial Corridor	Median Parcel Size (Square Feet)
Mission St: 14th Street to Cesar Chavez Street	3,480
Valencia Street: 14th Street to Cesar Chavez Street	3,050
16th Street: Dolores Street to Capp Street	3,480
22nd Street: Dolores Street to Capp Street	3,050
24th Street: Bartlett Street to Potrero Avenue	2,610

Sources: City of San Francisco, 2016; Strategic Economics, 2016.

Figure IV-2. Sales Tax Revenues by Corridor, 2010-2014



Note: Because the data were only available at the Census Block level, the boundaries used to define the corridors and the trade area do not exactly match those used in other parts of the report. 16th Street and 22nd Street were not analyzed because the Census Blocks were too imprecise to obtain meaningful results for these smaller corridor.

Source: San Francisco Sales Tax GIS Viewer, <http://sfstax.hdlgov.com/geodata/>, accessed June 2016; Strategic Economics, 2016.

Valencia Street concentrates many of the Mission’s high-end retail uses. Key characteristics of this corridor include:

- **Significant foot traffic, enhanced by recent public improvements:** Running parallel to Mission Street, Valencia Street serves as a bicycle and pedestrian route within the neighborhood and benefits from foot traffic from the nearby transit nodes on Mission Street. While Valencia Street is itself fairly narrow, the corridor has wide sidewalks that were recently improved to better accommodate pedestrians and allow for outdoor seating. The corridor also includes several parklets that provide additional outdoor seating and enhance the pedestrian atmosphere.
- **Specialization in high-end restaurants and retail:** There are approximately 100 merchants located on Valencia Street. The corridor increasingly specializes in high-end restaurants and retail

¹² Because the data were only available at the Census Block level, the boundaries used to define the corridors and the trade area do not exactly match those used in other parts of the report. As a result, sales tax data are not directly comparable to other data (such as number of businesses) in the report.

(for example, clothing boutiques and furniture stores) catering to higher-income residents and tourists, who are drawn, for instance, to the murals of nearby Clarion Alley.

- **Mix of storefront sizes and types:** Storefronts along Valencia Street are typically slightly smaller than those found on Mission Street, although there are some larger spaces. The street's building mix includes Victorian buildings, which may be residential or mixed-use, with some newer mixed-use buildings with first floor retail spaces.
- **Fast growing sales:** The Valencia Street corridor generates similar levels of sales tax revenues as the Mission Street corridor. However, sales tax revenues on Valencia grew by 11 percent between 2010 and 2014, faster than both Mission Street and 24th Street (which grew by 8 and 7 percent, respectively, during this time period). The fast rate of sales growth may in part reflect the shift towards high-end retail and restaurants on Valencia.

16th Street is an important east-west transportation corridor with a varied business mix. Characteristics of the corridor include:

- **Regional transportation corridor with relatively limited pedestrian amenities:** 16th Street is an important transit corridor for the city, due to the presence of the 16th Street Mission BART station and several bus lines. The corridor connects the Mission to the Castro to the West, and Potrero Hill/Mission Bay to the East, and attracts a large amount of foot traffic and car traffic. Although there are several cafes and restaurants along the corridor, there is relatively little outdoor seating.
- **Dense mix of activities catering to a range of price points:** Retail on the corridor includes restaurants, bars, retail and theaters, punctuated by gas stations and auto repair shops. The corridor's activities cater to a younger clientele, but at different price points depending on the business.
- **Relatively large parcels and storefronts:** In particular, there are a number of very large parcels at the corridor's main intersections. As shown in Figure IV-1, the median parcel size on the 16th Street corridor is similar to Mission Street, and larger than the other corridors.

A shorter retail corridor, 22nd Street largely functions as a node linking activities between Valencia and Mission Streets. 22nd Street is characterized by:

- **Relatively limited retail activity:** The corridor includes a mix of residential uses along with a approximately 155 businesses including restaurants, bars, retail stores, galleries, and banks. A portion of the corridor from Mission Street to Valencia Street is closed on Thursday evenings for the Mission Community Market. Retail along the street ranges from more residential-serving (bakeries, banks) at the Capp Street end of the corridor to more comparison-shopper serving (high-end boutiques, galleries) at the Valencia Street node. Between Valencia and Dolores, the corridor is largely residential.
- **Small, narrow storefronts:** Many of the retail storefronts along this corridor are smaller and narrower, somewhat similarly to the Calle 24 corridor. While there are some larger buildings, they do not necessarily include ground floor retail.

Calle 24 is seen by many stakeholders as the Mission's cultural heart, an area that has retained its authenticity amidst the changes that have impacted the broader neighborhood. Some of the characteristics of the corridor include:

- **Vibrant activity hub and key neighborhood transportation link:** Calle 24 is one of the Mission's major east-west corridors, linking the neighborhood to Noe Valley to the west and Potrero Hill/the Dogpatch to the east. It also serves the residents of the northern slope of Bernal

Heights, which is adjacent to the corridor on the south. The street itself is narrow, with relatively narrow sidewalks. The corridor has a lively, vibrant pedestrian atmosphere, due in part to the presence of the 24th Street BART station, and San Francisco General Hospital to the east.

- **Cultural destination:** As shown in Figure IV-3, the corridor is characterized by the many murals and cultural institutions that contribute to making it a destination.
- **Food-oriented retail:** The corridor has a great number of businesses focusing on food, many of which continue to serve the Latino community while accommodating new customers as well. The characteristics of the corridor's business are analyzed in more detail in the following sections.
- **Small, narrow storefronts:** Many of the buildings along Calle 24 are Victorian style and date from the late 1800s and early 1900s. This is reflected in the corridor's relatively low median parcel size (Figure IV-1). As the land use pattern suggests, the commercial spaces are smaller and narrower compared to the Mission's other commercial corridors, making the spaces more affordable to smaller, independent retailers.
- **Lower sales tax revenues compared to Mission and Valencia:** As shown in Figure IV-2, the Calle 24 corridor has much lower sales tax revenues than the Valencia and Mission Street corridors; between 2010 and 2014, Calle 24 represented approximately 10 percent of the sales tax revenues generated within the trade area. This may reflect Calle 24's relatively smaller size compared to the other two corridors, as well as the fact that many businesses focus on non-taxable items such as fresh foods.

Figure IV-3. Cultural Context Map of the Calle 24 Retail Corridor



Sources: City of San Francisco, 2016; Strategic Economics, 2016.

RECENT RETAIL TRENDS ON CALLE 24

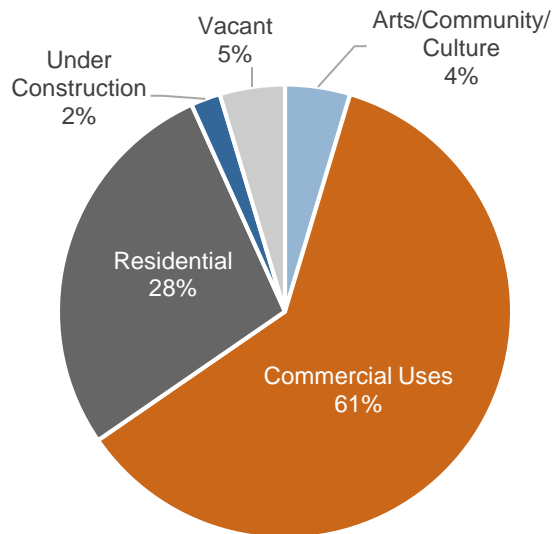
This section focuses on recent retail trends along the Calle 24 corridor, including characteristics of the study area's retail environment, trends in business turnover and the commercial real estate market, and the different approaches that businesses have taken in order to adapt to changing retail conditions.

CHARACTERISTICS OF THE RETAIL ENVIRONMENT

In March 2016, Strategic Economics conducted a visual survey of 237 ground floor addresses on the Calle 24 corridor. The survey focused on the types of ground floor uses, whether storefronts were active (i.e. whether storefronts had visible display windows and outdoor seating), and hours and days of operation. The findings presented below draw from this survey, as well as from interviews conducted with local business owners and other stakeholders, and from Strategic Economics' observations of local retail dynamics.

More than 60 percent of ground floor addresses along the corridor are used for commercial purposes. As shown in Figure IV-4, another quarter of ground floor spaces are occupied by residential uses, while approximately five percent are devoted to artistic or cultural uses. Seven percent of all spaces were vacant or under construction at the time of the survey.

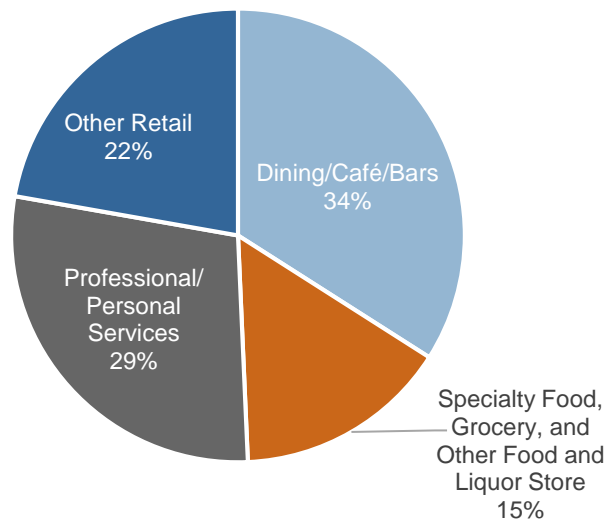
Figure IV-4. Ground Floor Uses: Calle 24 Study Area, March 2016



Source: Strategic Economics, 2016.

Food and dining establishments are the predominant commercial use on Calle 24. About a third of the establishments are restaurants, cafes, or bars where food and/or drinks can be consumed on the premises, and an additional 15 percent are retail businesses selling food or liquor. Professional and personal services account for another 30 percent of the establishments, and retail establishments that do not sell food or liquor represent about 20 percent of the total (Figure IV-5).

Figure IV-5. Ground Floor Commercial Uses: Calle 24 Study Area, March 2016



Source: Strategic Economics, 2016.

There is a variety of food and dining on the Calle 24 corridor, although many of the dining options focus on Latino food. The dining/café/bars category includes a variety of taquerías and pupuserías, other fast/casual restaurants such as pizza and sandwich shops, and sit-down restaurants. The specialty food, grocery, and other food and liquor store category includes a wide variety of food-related establishments including grocery stores, meat and seafood markets, bakeries and panaderías, a juice shop, and liquor stores.

Calle 24’s concentration of food and dining establishments, combined with other retail uses and cultural institutions, helps create an attractive retail destination. In general, retail establishments tend to cluster in concentrated nodes. A concentration of similar businesses that offer variety and selection helps create a destination that attracts more shoppers. In the case of Calle 24, the large number of food and dining establishments acts as an anchor for the corridor, while the other retail uses and cultural institutions on the corridor both help to draw more customers to the corridor, and benefit from the clientele who are attracted by the restaurants. The business owners interviewed for this study tended to see their activities as mutually reinforcing, rather than competing against each other.

In addition to drawing customers from outside the neighborhood, the mix of businesses on the corridor continues to serve the daily needs of local residents. While the Calle 24 retail corridor attracts customers from the region and beyond, many of the businesses primarily serve the daily needs of local residents. For example, the dining/café/bars category contains businesses with various price points, including many that are relatively affordable and serve locals and visitors alike. Other examples of local serving businesses include grocery stores and beauty salons.

Almost all the commercial uses on the corridor have a display window that allows passers-by to engage with the business, lending Calle 24 the feeling of a busy, pedestrian-oriented corridor. Three-quarters of the storefronts on the corridor have a display window, while 6 percent also offered outdoor seating (Figure IV-6).

Figure IV-6. Storefront Characteristics: Calle 24 Study Area, March 2016

	Number	Percent of Total
Active Storefront	125	81%
Display Window	116	75%
Display Window and Outdoor Seating	9	6%
Non-Active Storefront	30	19%
Total	155	100%

Note: The data excludes the following uses: vacant, under construction and residential.
Source: Strategic Economics, 2016.

Fewer than half of businesses on the corridor have hours of operation posted either on the storefront or online. At the time of the survey, 65 businesses (42 percent) had hours and days of operations clearly posted either on their storefront or online. For the other 58 percent of businesses, opening hours were not publicly available.

Among businesses with posted hours of operation, over a third are open early in the morning and almost half are open in the evening, while relatively few are open past 10 p.m. As shown in Figure IV-7, many businesses have hours of operation that extend earlier and/or later than 9 a.m. to 7 p.m. While personal services tend to be open earlier in the morning, bars and restaurants tend to remain open later into the evening. Several interviewed business owners mentioned that they extended their hours of operation to serve the flow of commuters who pass through the corridor throughout the day. Longer hours allow businesses to serve residents on their way to or from work, commuters who come to work in the neighborhood (including at San Francisco’s General Hospital), and parents dropping off and picking up their children to and from school.

Figure IV-7. Hours of Operation by Activity Type: Calle 24 Study Area, March 2016

Activity Type	6am-9am	9am-7pm	7pm-10pm	10pm-Late
Arts/Community/Culture	1	3	0	0
Dining/Café/Bars	13	24	16	8
Specialty Food, Grocery, and Other Food and Liquor Store	2	5	3	1
Professional/Personal Services	6	18	7	1
Other Retail	2	15	2	0
Total	24	65	28	10
Percentage of Total	37%	100%	43%	15%

Note: The sum of the values in each row is larger than the total for each category, as some businesses are open in more than one time period.
Source: Strategic Economics, 2016.

Almost all of the businesses with posted days of operation remain open on Mondays and Saturdays, and a great majority of them are open on Sundays. All of the businesses with posted hours were open Tuesday through Friday. As shown in Figure IV-8, the majority were also open on Monday, Saturday, and/or Sunday. According to business owners, most retail activity on the corridor occurs on the weekends. Some business owners stated that remaining open on Mondays allowed them to serve customers who work in dining or hospitality and have that day off.

Figure IV-8. Days of Operation by Activity Type: Calle 24 Study Area, March 2016

Activity Type	Open Monday	Open Saturday	Open Sunday
Arts/Community/Culture	2	2	1
Dining/Café/Bars	20	25	23
Specialty Food, Grocery, and Other Food and Liquor Store	5	5	5
Professional/Personal Services	18	15	11
Other Retail	13	13	8
Total	58	60	48
Percentage of Total	89%	92%	74%

Note: All businesses with opening hours were open Tuesday-Friday. The sum of the values in each row is larger than the total for each category, as some businesses are open on several of these days.

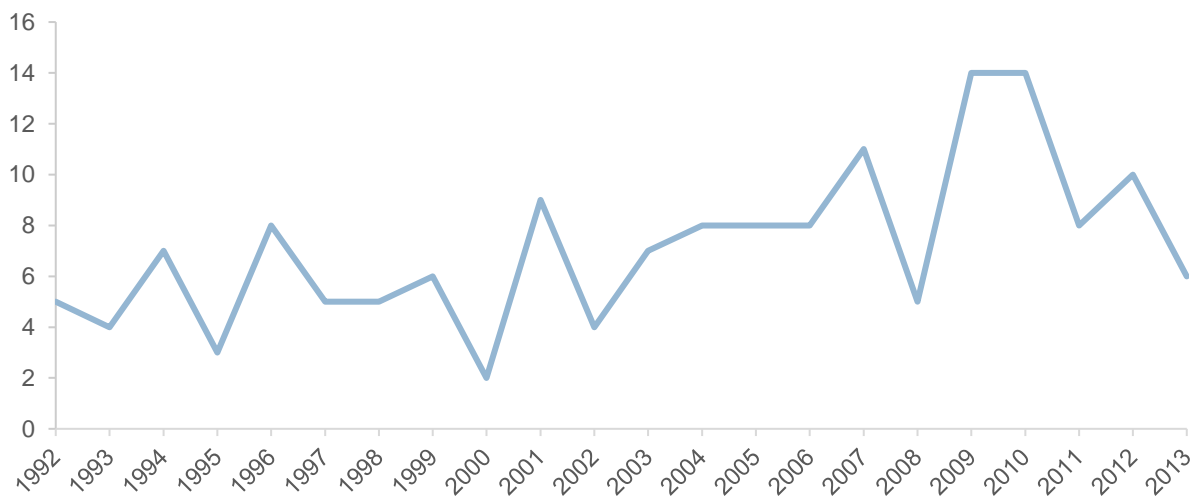
Source: Strategic Economics, 2016.

BUSINESS TURNOVER

The City of San Francisco provided data on business turnovers in the Calle 24 study area between 1992 and 2014. A turnover occurs when one business closes and is replaced by another. For the purposes of this analysis, businesses were categorized according to the four high-level retail categories used above (dining/café/bars, specialty food/grocery/other food and liquor, professional/personal services, and other retail). Note that because data on the total number of businesses located on the corridor over time were not available, it was not possible to calculate the rate of business turnover (i.e., turnovers as a percent of total businesses in any year).

The number of business turnovers on the Calle 24 retail corridor has been increasing gradually since the 1990s. Figures IV-9 through IV-12 present the number of business turnovers between 1992 and 2014. As the line graph on Figure IV-9 shows, the number of businesses turning over has varied greatly from year to year, although the overall trend is an increase over time. Overall, more turnovers occurred per year in the 2003-2014 compared to the 1992-2003 period (Figure IV-10).

Figure IV-9. Business Turnovers on the Calle 24 Corridor, 1992-2014



Source: City of San Francisco, 2016; Strategic Economics, 2016.

Figure IV-10. Number of Business Turnovers by Time Period, 1992-2014

Time Period	Number of Business Turnovers	Average Annual Number of Business Turnovers
1992-2002	58	5
2003-2014	103	9
Total	161	7

Source: City of San Francisco, 2016; Strategic Economics, 2016.

Most businesses that have closed in the Calle 24 retail corridor were replaced by similar types of establishments. Figure IV-11 presents turnovers by business category of the closing and the opening business. In most cases, new businesses belong to the same business category as the business they replaced. For example, of 46 businesses that closed in the dining/café/bars category, 40 of them were replaced by establishments in the same category.

Figure IV-11. Number of Business Turnovers by “Before” and “After” Use Category, Calle 24 Retail Corridor, 1992-2014

Use Before Turnover	Use After Turnover				Total
	Dining/ Café/ Bars	Specialty Food, Grocery, and Other Food and Liquor Store	Professional/ Personal Services	Retail	
Dining/Café/Bars	40	1	2	3	46
Specialty Food, Grocery, Other Food & Liquor	6	13	2	8	29
Professional/Personal Services	1	1	3	14	19
Retail	10	4	9	44	67
Turnovers without Change of Use	40	13	3	44	100
Turnovers with Change of Use	17	6	13	25	61
Total Turnovers	57	19	16	69	161

Source: City of San Francisco, 2016; Strategic Economics, 2016.

Overall, there has been a net increase in the number of restaurants, cafes, and bars and retail establishments in the corridor between 1992 and 2014. Restaurants, cafes and bars saw a net gain of 11 establishments, while the retail category added two net new businesses (Figure IV-12). The number of businesses in the specialty food, grocery, and other food and liquor store category has diminished the most, with a net loss of ten establishments between 1992 and 2014.

The increased number of business turnovers on Calle 24 in the last decade could be a reflection of the challenges some businesses face, and/or a sign of a dynamic retail market with strong demand. Although it is not possible to link the trends described above to specific causes, the increase in turnovers observed over time may reflect some or all of the following factors:

- Higher rents and increased costs of doing business.
- Generational change, as older retailers decide to retire and close or sell their businesses.
- A strengthening local economy and increased local buying power, attracting new businesses.
- Calle 24’s growing reputation and increasing success as a dining destination.

- National and regional retail trends, including an increase in online shopping that has led to closures of brick-and-mortar retailers that compete directly with Internet sales, accompanied by a shift towards restaurants and other goods and services that are harder to find online.

Figure IV-12. Net Change in Number of Businesses by Use Category, Calle 24 Retail Corridor, 1992-2014



Source: City of San Francisco, 2016; Strategic Economics, 2016.

REAL ESTATE MARKET TRENDS

This section presents findings related to Calle 24’s real estate market, drawing from interviews with local business owners and real estate brokers, as well as data on commercial rents provided by CoStar (a real estate data vendor).

Current asking rents on Calle 24 are reportedly in the range of \$3.00 to \$4.30 per square foot per month, comparable to other Mission retail corridors. According to brokers and CoStar data, current asking rents were between \$3 and \$4.30 per square foot (triple net) in mid-2016,¹³ depending on the characteristics of the building and location.

Some retailers with long-term leases pay well below current market rates. Retailers who disclosed their rents reported paying between \$2.10 and \$3.10 per square foot per month.

The vacancy rate on the corridor is relatively low. The Strategic Economics survey of ground floor uses found a vacancy rate of 7 percent (including storefronts that were under construction at the time of the survey). As a rule of thumb, a healthy vacancy rate for a local shopping district is between 5 and 10 percent.

Calle 24’s small, narrow storefronts help shape the type of businesses that the corridor attracts. Calle 24 has narrower, smaller retail spaces than other corridors in the Mission, particularly compared to Mission Street. According to brokers, smaller spaces are usually easier to rent, as they are more affordable overall than larger spaces and can serve both new, independent businesses with lower profit margins as well as more established businesses that do not require much space. At the same time, the small storefronts that are generally available on Calle 24 make the corridor a less attractive location for some types of retailers and restaurants that require larger spaces to display their inventory or provide seating for diners.

¹³ In a triple net (NNN) lease, the tenant agrees to pay all real estate taxes, building insurance, and maintenance on the property in addition to rent and utilities.

While some property owners in the trade area have expressed an interest in consolidating storefronts, others are interested in subdividing existing, larger spaces. On Calle 24, where the storefronts tend to be small, some property owners have expressed interest in consolidating existing storefronts in order to attract commercial uses that require larger spaces. Larger commercial spaces can attract high-end restaurants, as well as other types of retailers who need space to display their inventory and may be able to sign longer-term leases. At the same time, however, the significant demand for smaller spaces also drives an interest in subdividing larger spaces. Moreover, while smaller spaces are generally more affordable on a total, monthly basis, from a property owners' perspective smaller storefronts may command higher rents on a per-square-foot basis. The interest in subdividing spaces may be more pronounced on Mission Street and other corridors in the trade area where there are larger commercial spaces, rather than on Calle 24. In general, commercial property owners prefer increased flexibility to consolidate or subdivide storefronts in order to meet the changing demands of the market.

ADAPTING TO CHANGING BUSINESS CONDITIONS ON THE CORRIDOR

As discussed above, the Calle 24 retail corridor and the surrounding trade area have experienced significant changes in recent years, including major demographic shifts, increased tourism, higher commercial rents, and increased business turnover. This section describes the impacts that these changes are having on local businesses, the strategies that business owners are using to adapt, and the challenges that businesses continue to face. The findings are based on interviews with local business owners, real estate brokers and property owners, and staff at cultural institutions, conducted by Strategic Economics in the spring of 2016.

The changing consumer market has affected some long-standing businesses negatively, while others have seen their customer bases expand. As described in Chapter III, the Calle 24 trade area has undergone significant demographic change since the 1990s. Between 1990 and 2014, the trade area's Latino population declined, while the neighborhood gained many new non-Latino white residents. Overall, the trade area's demographics have become higher-income and more educated. Meanwhile, the Bay Area's overall Latino population has increased, so that Latinos who once may have needed to travel to the Mission to find goods and services catering to the Latino community can now find those products readily in many locations across the region.

Businesses on 24th Street have been affected by these changes differently. Some long-standing retailers have experienced a decline in business. While some businesses have had to close, others have responded by adapting their offering of goods and services to meet demand from new customers, shifting their opening hours to capture a broader clientele, and engaging in new types of marketing efforts (particularly online through platforms such as Yelp or Facebook). On the other hand, some businesses, particularly in the food industry, have seen their customer base expand and their market position strengthen. Several grocery stores and specialty food stores were able to take advantage of the trade area's demographic changes, and are currently thriving. For example, a grocery store like Casa Lucas has started carrying organic products to cater to its clientele, and the Latino food store and takeout restaurant La Palma has increased their organic and vegetarian products over time. Businesses selling Latin American crafts, such as Luz de Luna and Mixcoatl, were able to expand their clientele beyond the Latino community and cater to occasional visitors and tourists.

Shifts in the trade area's demographic base have also attracted new businesses to the corridor. Many of the newer businesses on the corridor contribute to Calle 24's specialization in food and dining, although some serve a clientele with a higher disposable income. For example, some of the newer businesses include Wise Son's Jewish Delicatessen and Dynamo Donut and Coffee.

The rise in tourism in the Mission, and especially on Calle 24, has also created new business opportunities for establishments on the corridor. The Mission's thriving Latino culture and public art, especially in the form of murals, has drawn many new customers from the region and beyond to the Calle 24 corridor. Many business owners mentioned that tourism (particularly walking tours of the Mission's murals and large events such as Carnaval) has brought in new customers and led some establishments to adjust their offerings to specifically target tourists.

According to business owners, the corridor's improved appearance and perception of security has enhanced Calle 24's retail environment. According to some long-standing business owners, the Calle 24 corridor has seen very positive change in its appearance in recent years, while perceptions of safety have also improved. This has helped the corridor position itself as an attractive retail destination for customers outside of the neighborhood. While acknowledging improvements, however, business owners also noted that perceived concerns around safety, cleanliness, and disorder continue to deter some customers. For example, business owners cited challenges involving the presence of homeless people, mentally ill people, and persons with substance use disorders.

Business owners have identified public space improvements that could further improve conditions on the corridor. For example, increased lighting could help create a more welcoming environment at night. This could partly be attained by trimming down street trees, which obscure some of the light. Business owners also stressed the need for increased traffic security, more garbage cans to reduce litter, more frequent power-washing of the sidewalk, and better access to street parking for customers driving to the corridor.

San Francisco's rising commercial rents are a challenge for many businesses on Calle 24. For many businesses with low margins, rent increases create a strong pressure on their bottom line. As noted previously, many existing businesses pay a monthly rent at a much lower level than current asking rents. Businesses with leases ending in the coming months or years are worried about being priced out of the corridor.

Recruitment and retention of employees are major challenges for small businesses. Some business owners expressed concerns that, as living costs escalate in San Francisco and in the Bay Area, many of their current or prospective workers require higher wages. While San Francisco is nationally known for its progressive laws aimed at improving pay, access to health care, and paid sick leave for all workers, particularly lower-wage workers, many independent retailers are likely to be exempt from some of these requirements. Because these businesses try to keep their prices low, in order to continue to attract some of their long-standing clientele, the wage increases above the minimum wage that employees often require are very difficult to afford. Recruitment and retention of employees constitutes an increasing challenge not just for businesses on the Calle 24 corridor, but also for many other business owners in the retail, food, and services sector across the region.

Performing needed tenant improvements on the façade or the commercial space is a challenge for many cash-strapped businesses. Many interviewees expressed a desire to undertake capital improvements, but lack the funds. A number of them, such as Acción Latina and L's Caffè, have been able to benefit from small grants or loan programs from the City of San Francisco, or are in the process of obtaining funds, to help carry out improvements that attract more customers.

For many businesses, marketing, particularly on the Internet, remains a challenge. Many business owners recognize a need for marketing assistance in order to keep their business visible both on- and off-line. A number of business owners mentioned using Yelp, Facebook, and in some cases Trip Advisor, as platforms to increase their visibility. Generally, most of them acknowledged a need to expand marketing to attract more customers. Many business owners said they were not involved with the Calle 24 Latino Cultural

District Community Council; in the future, this organization could play a larger role in helping brand the corridor and respond to the businesses' marketing needs.

CONCLUSIONS

Calle 24's unique concentration of cultural institutions and murals, as well as the corridor's diverse mix of retailers and restaurants, contribute to its reputation as the cultural heart of the Mission. Although Calle 24 has experienced significant business turnover and other changes over the years, the corridor has retained much of its character. In addition to the arts and cultural institutions, the diverse mix of retail, restaurants, and services – including many Latino businesses – help create a distinctive retail environment.

The corridor's food and dining establishments, combined with the cultural institutions, serve as anchors that help create an attractive retail destination and draw customers. Restaurants, cafés, and bars account for a third of all the businesses on Calle 24. This concentration of food and dining establishments serves as an anchor that helps draw customers for other types of retail on the corridor. Other specialized retail activities, such as jewelry stores, also serve as destinations that help draw repeat customers to the corridor.

In addition to drawing customers from outside the neighborhood, the mix of businesses on the corridor continues to serve the daily needs of local residents. Many restaurants, cafés, grocery stores, and other businesses are relatively affordable and serve locals and visitors alike.

The changing consumer market has affected some long-standing businesses on Calle 24 negatively, while others have seen business expand. Some long-standing retailers have experienced a decline in business, and have either closed or attempted to adjust to attract new customers. While some businesses have had to close, others have responded by expanding their marketing and offering new goods and services. Grocery stores, specialty food stores, and some artesanía stores appear to have been particularly successful at expanding their products to take advantage of the trade area's demographic changes, and/or cater to tourists and other visitors.

Business owners identified a number of other continuing challenges on the corridor. These include concerns about displacement as a result of rising rents; perceptions about safety issues; a need for additional lighting and other public improvements; challenges recruiting and retaining employees; a lack of access to capital for investing in tenant and façade improvements; and challenges in expanding marketing to reach new customers.

These challenges, and the changes that the corridor has experienced in recent years, reflect changing national and regional retail trends as well as more local dynamics. For example, businesses all over San Francisco are struggling with rising rents and facing difficulties in employee recruitment and retention. Demand for new retail space across the country is increasingly driven by uses that do not compete directly with online sales, such as restaurants, personal services (for example, hair and nail salons), grocery stores, and specialty retailers that provide goods and services that cannot be obtained online. Nationally and regionally, the strongest growth in retail is being experienced by retailers that offer either expensive, high-end goods and services, or discount products. Finally, the overall growth of the Latino consumer market throughout the Bay Area and the U.S. as a whole has increased the availability of products catering to this community, implying that Latinos do not necessarily need to visit Calle 24 to find specific products. Any strategy for maintaining and strengthening the retail on Calle 24 will need to consider the effects of these broader trends.

V. APPENDIX: CURRENT REGULATORY ENVIRONMENT

The Calle 24 corridor and the trade area are subject to planning controls and other regulations that directly relate to retail. As shown on the map in Figure V-2, the commercial corridors in the trade area are generally zoned for mixed-use. The remainder of land in the trade area is mostly zoned for residential, with some land zoned for industrial use in the northern part of the area. In addition to these zoning requirements, the Calle 24 retail corridor is subject to a number of planning controls relating to fringe financial services, restaurants and liquor stores. These controls are illustrated in Figure V-2 and described in Figure V-1.¹⁴

The Mission Alcohol Beverage Special Use District was enacted in 1996, at a time when the presence of many liquor stores in the Mission was perceived as contributing to the decline of the neighborhood. In 2007, an ordinance instituting the Fringe Financial Services Restricted Use District was adopted, in response to concerns about predatory lending practices and the potential for check cashing and payday lending establishments to displace other financial service providers, such as charter banks.¹⁵ In 2012, the Mission Street Formula Retail Restaurant Subdistrict prohibited all formula retail restaurants from locating on Mission Street between Cesar Chavez Street and Randall Street.

Figure V-1. Conditional Use Permits and Controls Affecting the Calle 24 Trade Area

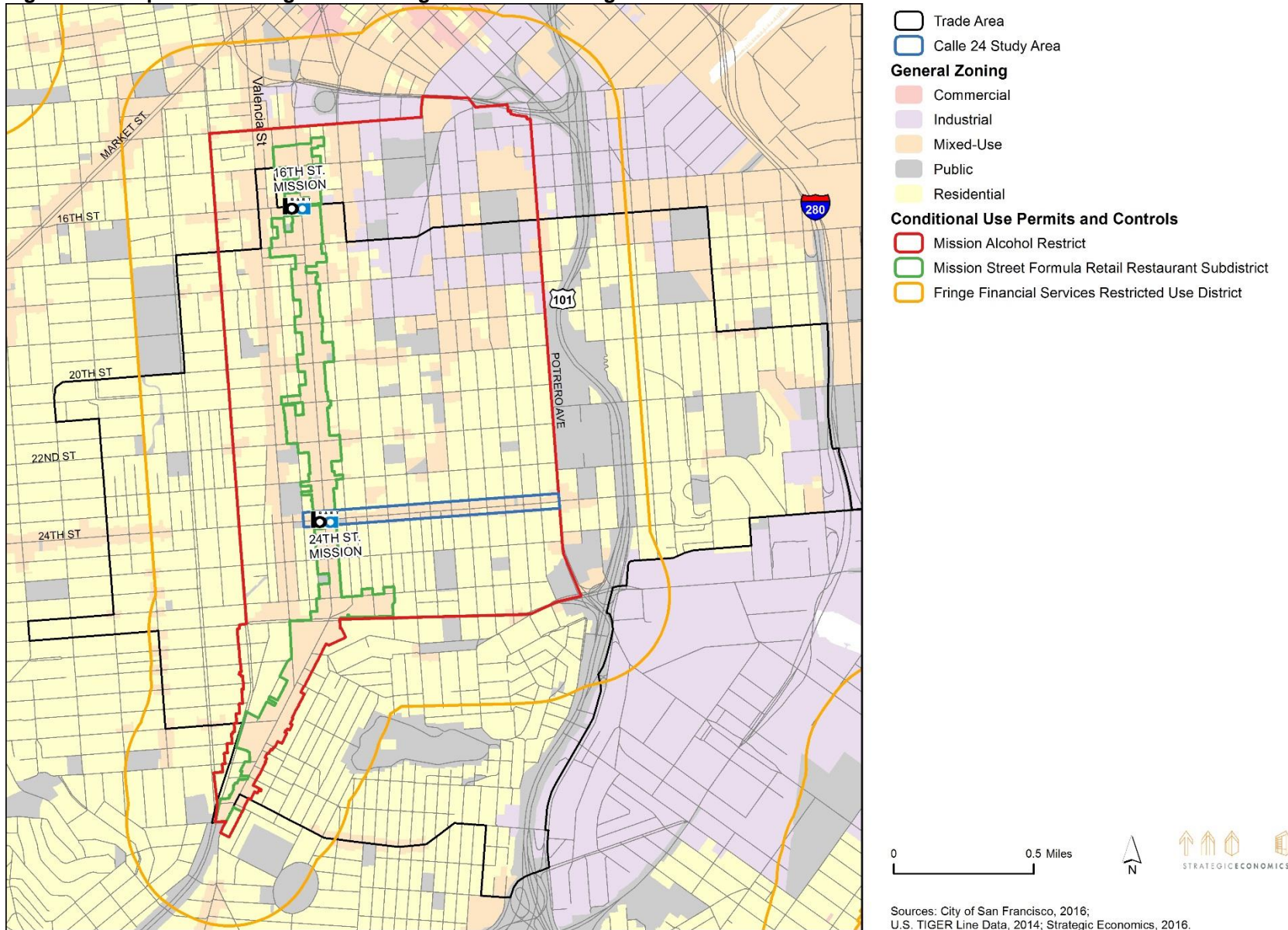
Control Name	Description	Source	Year Effective
Mission Alcohol Beverage Special Use District	No new liquor licenses can be granted within the subdistrict.	San Francisco Planning Code, Section 249.60	1996
Fringe Financial Services Restricted Use District	No new fringe financial services are permitted in the district. A fringe financial service is defined as a retail sales and service use that provides banking services and products to the public and is owned or operated by a “check casher” or a “licensee” as defined by the California Financial Code. Additionally, no new fringe financial service shall be permitted within a quarter mile of an existing fringe financial service.	San Francisco Planning Code, Section 249.35	2007
Mission Street Formula Retail Restaurant Subdistrict	Restaurant uses (including those that do not allow consumption on the premises, have seating, or serve alcohol) that are also formula retail uses (operating 11 or more locations worldwide) are not permitted in this subdistrict.	San Francisco Planning Code, Sections 781.5; 790.90; 790.91	2012

Source: San Francisco Planning Code, 2016; Strategic Economics, 2016.

¹⁴ Note that in addition to the conditional use permit and other controls shown in Figure V-2, the wider trade area is subject to a number of additional planning requirements; only the planning controls affecting the Calle 24 retail corridor itself are shown here.

¹⁵ San Francisco Planning Code, Sec. 249.35(a).

Figure V-2. Map of the Zoning and Planning Controls Affecting the Calle 24 Trade Area



Calle 24 Retail Study

Final Report

December 30, 2016

prepared for:
Office of Economic and Workforce Development
City of San Francisco



STRATEGICECONOMICS

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I. INTRODUCTION

The City of San Francisco is working in close partnership with the Calle 24 Latino Cultural District Community Council to support businesses on the Calle 24 commercial corridor and preserve the corridor's unique character as a center of Latino culture and commerce. In order to support the development of a comprehensive approach for supporting retail businesses, the Office of Economic and Workforce Development (OEWD) commissioned Strategic Economics to conduct a retail study of the Calle 24 commercial corridor, defined as the parcels fronting 24th Street between Bartlett Street and Potrero Avenue. The City's efforts on the corridor build on the Board of Supervisors' May 2014 resolution that formally recognized the Calle 24 Latino Cultural District (see text box, below).

This report summarizes the results of Strategic Economics' technical analysis of recent retail trends on the corridor,¹ and provides a menu of strategies for the City and the Calle 24 Latino Cultural District Community Council (referred to as the LCD Council, throughout this report) to consider. The strategies presented in this report are intended to support a thriving retail environment, retain existing retailers, and help preserve Calle 24's distinct cultural identity. The strategies were informed by the results of the technical analysis, as well as research on national and regional retail trends, the changing nature of the Latino consumer market, and examples of cultural heritage district strategies from around California and the U.S.

The Calle 24 Latino Cultural District: 2014 Board of Supervisors Resolution

In May 2014, the San Francisco Board of Supervisors passed a resolution, co-sponsored by Mayor Edwin Lee and Supervisor David Campos, formally recognizing the Calle 24 Latino Cultural District. The District is centered around the Calle 24 commercial corridor, and bounded by Mission Street to the west, Potrero Street to the east, 22nd Street to the north, and Cesar Chavez Street to the south. The Board resolution acknowledged the important role that the district has played in San Francisco's history, and the critical concentration of Latino cultural landmarks, businesses, institutions, and festivals located in the district. The resolution also commended the work of the Calle 24 Latino Cultural District Community Council, the San Francisco Latino Historical Society, San Francisco Heritage, and City elected officials in their efforts to

“...stabilize the displacement of Latino businesses and residents, preserve Calle 24 as the center of Latino culture and commerce, enhance the unique nature of Calle 24 as a special place for San Francisco's residents and tourists, and ensure that the City of San Francisco and interested stakeholders have an opportunity to work collaboratively on a community planning process.”

¹ See the *Calle 24 Retail Study Background Report* for the full technical analysis.

REPORT ORGANIZATION

The remainder of this report is organized as follows:

- **Section II** summarizes findings from Strategic Economics' technical analysis of retail trends on the Calle 24 commercial corridor, and provides a brief discussion of the changing nature of the Latino consumer market. The section concludes with a summary of the key issues facing the corridor.
- **Section III** presents a menu of 20 strategies that are either underway, new or can be expanded, using information provided by case studies, interviews and data. Implementation partners include Office of Economic and Workforce Development (OEWD), the Latino Cultural District Council, and other partner organizations
- **Appendix A** provides a matrix summarizing the menu of retail strategies.
- **Appendix B** provides a more detailed literature review of Latino consumer market trends, as well as information on recent changes in the demographics of Latinos living in the Bay Area.

II. SUMMARY OF FINDINGS

In order to provide a baseline understanding of existing conditions on the Calle 24 commercial corridor and inform potential retail strategies, Strategic Economics conducted a survey of ground floor uses on the corridor, analyzed data on business turnover, real estate market conditions, and local demographics, and interviewed over a dozen local business owners, representatives of cultural institutions, property owners, and real estate brokers. This analysis helped identify Calle 24's distinctive market niche relative to other corridors in the Mission District, and demonstrated how changes in the consumer market are affecting the business environment. The full technical analysis is provided in the *Calle 24 Retail Study Background Report*. This section summarizes the opportunities and challenges identified in the analysis, and concludes with a discussion of the key issues that the City and Latino Cultural District will need to address in order to support the continued success of retail on Calle 24.

OPPORTUNITIES

Calle 24 has many assets that support its success as a retail corridor. These are described below.

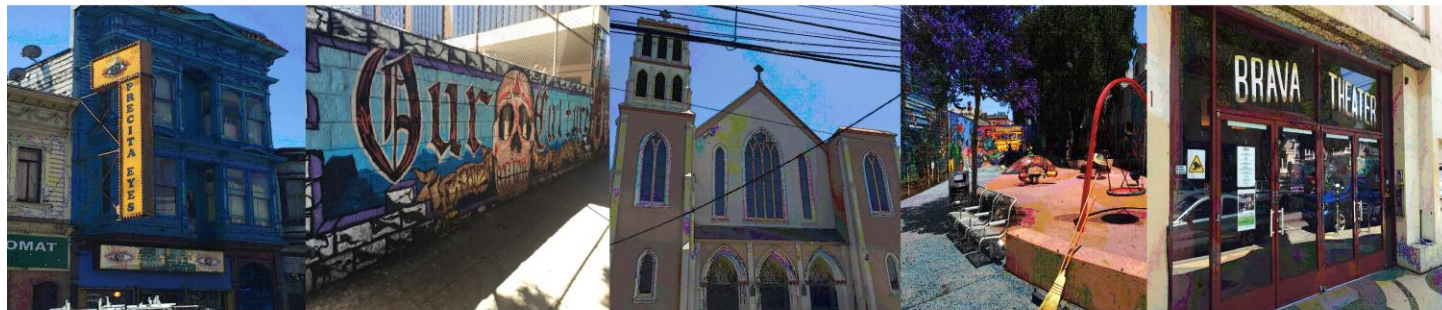
Unique concentration of cultural institutions and murals: Calle 24 has retained much of its distinctive character and reputation as the cultural heart of the Mission, thanks to the corridor's unique mix of arts and cultural destinations, other institutions, and murals and other public art (shown in Figure 1). The retail and restaurants on Calle 24 benefit from the visitors attracted by the arts and cultural institutions, murals, and public art along the corridor.

Distinctive cluster of restaurants, food stores, and other specialty retail: Restaurants, cafés, and bars account for a third of all the businesses on Calle 24, while specialty food, grocery, and other food and liquor stores account for another 15 percent. Combined with the many arts and cultural institutions, the concentration of food and dining establishments – including many Latino restaurants, groceries, and other businesses – help create a distinctive destination and attract customers who stay to shop along the corridor. Calle 24's cluster of dining and specialty food and retail also makes the corridor more resilient as retail sales increasingly shift from brick and mortar stores to online outlets. Local shopping districts that offer a unique experience and a mix of businesses that do not compete directly with online shopping – such as restaurants, groceries, specialty food stores, and personal services – tend to perform most strongly in the current retail climate.

Affordable goods and services for local residents: While some of the arts and cultural organizations on the corridor serve a citywide or even regional constituency, the groceries, restaurants, and other retail establishments have historically served a primarily local customer base. Many restaurants, cafés, grocery stores, salons, and other businesses remain affordable and continue to serve the daily needs of residents from the Mission District and adjacent neighborhoods, even as the corridor attracts more visitors.

Vibrant atmosphere and significant pedestrian activity: Calle 24 is characterized by several outdoor dining opportunities, and almost all the commercial uses on the corridor have display windows. Local business owners report that the corridor's appearance and the perception of security have improved in recent years, further enhancing Calle 24's retail environment. The proximity of the 24th Street BART station and San Francisco General Hospital, as well as the important function that the street plays in linking the Mission with Noe Valley, Potrero Hill/the Dogpatch, and other neighborhoods, also help attract pedestrians.

Figure 1: Calle 24 Cultural Assets



Sources: City of San Francisco, 2016; Strategic Economics, 2016.

Small storefronts suitable for small, independent retailers: Calle 24 has smaller, narrower retail spaces than other corridors in the Mission, particularly compared to Mission Street. Smaller spaces tend to be more affordable overall than larger spaces and can serve both new, independent businesses with lower profit margins as well as more established businesses that do not require much space. At the same time, the small storefronts that are generally available on Calle 24 make the corridor a less attractive location for upscale or formula retailers and restaurants that require larger spaces to display their inventory or provide extensive seating for diners.

Healthy vacancy rate: The Strategic Economics survey of ground floor uses found a vacancy rate of 7 percent (including storefronts that were under construction at the time of the survey). As a rule of thumb, a healthy vacancy rate for a typical shopping district is between 5 and 10 percent.

Growing number of visitors: Many visitors are drawn by the Mission's distinctive Latino heritage, including the neighborhood's cultural institutions, public art, Latino stores and restaurants, and special events. According to retailers, former residents also return to the area to find specific goods and services. Other visitors come to the Mission for high-end and trendy restaurants, bars, and nightlife.

CHALLENGES

While Calle 24 is in many ways a thriving retail corridor, business owners, residents, and other stakeholders have identified concerns related to supporting existing businesses and maintaining the cultural district's distinctive mix of Latino cultural institutions, retailers, and restaurants over time as the neighborhood's demographics change. These challenges are discussed below.

Changing local consumer base: Most of the retail and restaurants on Calle 24 have historically served a primarily local consumer base. However, over the past several decades, the Latino population in the Mission District has declined, while the neighborhood has gained many new, non-Latino white residents and the area's demographics have become higher-income and more educated. As a result of these demographic changes, some long-standing retailers on Calle 24 have experienced a decline in business, and have either closed or struggled to adapt. On the other hand, the changing consumer market has created opportunities for other businesses. Grocery stores, specialty food stores, and arts and artesanía stores appear to have been particularly successful at offering new goods and services to take advantage of local demographic changes and/or expanding marketing efforts to attract tourists and other visitors.

Tourism-related impacts: While many business owners see the recent rise in tourism as a plus, some stakeholders raised concerns about culturally insensitive tours, temporary declines in business during major events, and increased traffic and parking demand.

Concerns about displacement as a result of rising rents: Many well-established businesses on Calle 24 are concerned about being displaced by rising rents, especially as their long-term leases expire. Displacement is a particular concern for neighborhood-serving businesses that offer affordable goods and services to the Mission District's lower-income residents, such as grocery stores, beauty salons, taquerías, and pupuserías. Some arts and cultural institutions that rent their space are also at risk of displacement.

Recruiting and retaining employees: Some Calle 24 business owners have expressed concerns about recruiting and retaining workers as living costs escalate in San Francisco and the region. Although the labor shortage is affecting many different industries throughout the Bay Area, the region's retail and restaurant businesses have been particularly affected because they tend to offer low wages relative to the cost of living. The restaurant industry faces the added challenge of competing for kitchen staff with corporate campuses that may offer better pay and more consistent scheduling. In response to these challenges, retailers and restaurant owners throughout the Bay Area are offering higher wages and better benefits, experimenting

with new tipping structures, and creating programs to train workers with limited experience. However, these strategies can be difficult for small, independent retailers to afford and in some cases may result in higher prices for consumers.²

Managing and maintaining public space: While acknowledging recent improvements, business owners noted that perceived concerns around safety, cleanliness, and disorder continue to deter some customers from patronizing Calle 24. For example, business owners cited challenges involving the presence of homeless persons, the mentally ill, and those with substance use disorders. Business owners suggested that increased lighting and trimming street trees could help create a more welcoming environment, especially at night. Business owners also stressed the need for increased traffic safety measures, strategies to reduce litter, and more frequent power-washing of the sidewalk.

A lack of access to capital for investing in tenant and façade improvements: Many business owners interviewed for this study expressed a desire to undertake capital improvements, but lack the funds. Some have benefitted from small grants or loan programs from the City of San Francisco, or are in the process of obtaining funds to help carry out improvements.

KEY ISSUES FOR THE RETAIL STRATEGY TO ADDRESS

Based on the opportunities and challenges described, the strategies presented in Chapter III are focused on addressing four key issues facing the corridor. These include:

1. **Retail retention and recruitment:** As described above, some of the major challenges facing existing businesses on the corridor include shifting neighborhood demographics, employee recruitment and retention, and rising rents. These issues in part reflect broader trends that are best addressed at the city or regional level. However, there are a number of strategies that the City and LCD Council can consider to assist local businesses with these and other challenges. Potential strategies include assisting businesses with lease negotiations, marketing, tenant and façade improvements, and access to capital; connecting businesses with workforce training programs seeking to place graduates; and exploring creative solutions to rising rents such as connecting existing retailers with entrepreneurs looking to share space. In addition, as vacancies arise, the City and LCD Council can recruit and support culturally relevant businesses that will complement and enhance the existing cluster of restaurants, specialty retail, and arts and entertainment uses.
2. **Marketing and promotions:** The City and LCD Council can help support successful retail on Calle 24 by promoting the corridor’s distinctive blend of retail, heritage, arts, and culture, supporting events and programming that attract visitors seeking a unique experience, and addressing potential conflicts associated with increased visitation. Marketing efforts should target both the region’s Latino population – which has continued to grow, even as the number of Latinos living in the Mission District has declined – as well as other visitors from across San Francisco and the Bay Area. The text box below describes some of the key trends in the national and regional Latino consumer market that the City and LCD Council should consider in crafting a marketing strategy.
3. **Land use and public realm:** New land use policies and improvements to the public realm can help preserve the corridor’s unique character and contribute to an attractive environment for residents and

² See, for example: Annie Sciacca, “Bay Area Restaurants Struggle to Keep Workers as Living Costs Rise,” *Bay Area News Group*, May 12, 2016, http://www.mercurynews.com/bay-area-news/ci_29884761/bay-area-restaurants-search-workers; Jonathan Kauffman, “Restaurants Finding Workers Among the Disadvantaged,” July 2, 2016, <http://www.sfchronicle.com/food/article/Restaurantsfindingworkersamongthe8338643.php>. Peter Fimrite, “Not All New North Bay Train Workers Can Afford to Live There,” *San Francisco Chronicle*, July 30, 2016, <http://www.sfchronicle.com/travel/article/Not-all-new-North-Bay-train-workers-can-afford-to-8743714.php>.

visitors. Business owners stressed the need for improvements to the safety, cleanliness, and attractiveness of the corridor. For example, these could include increased lighting, trimming street trees, increasing security and litter control, and managing parking. Other neighborhood improvements – such as arches, tiles, banners, public art, historic information plaques – could help reinforce Calle 24’s image as a Latino Cultural District. The City is also exploring zoning controls to help maintain neighborhood character and retain existing uses.

4. **Arts and cultural preservation:** This report is focused on supporting commercial uses on the corridor. However, arts and cultural institutions play a critical role in supporting Calle 24’s success as a unique retail destination, both by contributing to the district’s distinctive cultural identity and attracting visitors from around the city and the region. The City and LCD Council can help support the long-term sustainability of Calle 24’s arts and cultural institutions by extending small business services to non-profits, fostering connections between businesses and non-profits, and exploring other strategies.

The following chapter presents a more detailed menu of specific strategies for supporting the Calle 24 retail corridor.

The Changing Latino Consumer Market

The Latino consumer market is growing rapidly in San Francisco and the Bay Area. Between 1990 and 2014, the Bay Area's Latino population increased by nearly 90 percent, while San Francisco's Latino population grew by 26 percent. Within the city, much of the growth in the Latino population has occurred in the southern and eastern neighborhoods, including the Outer Mission, Excelsior, Visitacion Valley, and Ingleside. The Mission District continues to be home to one of the largest concentrations of Latinos in San Francisco. However, between 1990 and 2014, the Latino population in the Calle 24 trade area* declined by 23 percent.

The Mission District – and Calle 24 in particular – remains a central hub of Latino cultural life in San Francisco. However, as the region's Latino population has grown, the availability of Latino goods, services, and cultural events has also increased. Shoppers who once may have needed to travel to the Mission to find goods and services catering to the Latino community can now find those products in many locations throughout San Francisco and the Bay Area. In order to remain competitive and attract Latino shoppers from around the city and region, retailers on Calle 24 will need to adapt to changing consumer characteristics and preferences. While the Latino market is diverse, including many native U.S. residents as well as immigrants from countries across Latin America, recent research on the Latino consumer market has identified some common characteristics (discussed in more detail in Appendix B). These include:

- **Latinos tend to be younger compared to the population at large.** The median age of Latinos is 28 for the U.S. and 29 for the Bay Area – nearly 10 years younger than the median for the population as a whole, both nationally and regionally. Nearly 30 percent of all Latinos in the U.S. and the Bay Area are Millennials (age 18 to 34).
- **An increasing majority of the Latino population was born in the U.S.** Latinos born in the U.S. now represent 64 percent of the U.S. Latino population, and 61 percent of the Bay Area Latino population. Latinos born in the U.S. tend to be younger, live in smaller households, and earn higher incomes compared to foreign-born Latinos.
- **Latinos are highly engaged with technology.** Nearly 80 percent of Latinos in the U.S. own a smartphone, compared to 70 percent of the non-Latino population.
- **Latinos of all generations tend to identify strongly with Latino culture, heritage, family, and community.** A recent national study by Univision surveyed Latinos about the importance of family and cultural relationships, and found that all groups – including Millennials born in the U.S., Millennials born outside the U.S., and older Latinos – were deeply connected to Latin American culture. Latinos are more likely to shop with their families compared to other groups, and Latino households are more likely to include children (52 percent of Latino households in the Bay Area include children, compared to 30 percent of all households).
- **Despite the continued importance of cultural connections for young Latino consumers, the younger generation appears less interested in certain types of traditional products.** For example, commercial districts as diverse as the Downtown Los Angeles Jewelry District, Boyle Heights in East Los Angeles, and Pacific Boulevard in Huntington Park are struggling to maintain jewelry, bridal, and quinceañera stores that primarily serve older Latinos. In response, some entrepreneurs are focusing on more experience-oriented business models intended to appeal to Millennial Latinos, such as hosting tequila-tasting events, dancing, and music.
- **While Latinos tend to have lower incomes than the overall Bay Area population, they exercise substantial spending power.** In 2014, the median income for Latino households was \$57,478 – significantly less than the median income for the Bay Area overall (\$79,863). Fifty-one percent of disposable income of households in this income bracket is typically spent on housing and transportation, leaving 49 percent for discretionary spending. However, on average, 98 percent of household income is spent, and the aggregate income for all Bay Area Latino households totaled \$33 billion in 2014.

For retailers seeking to serve the Latino market, these trends suggest the importance of focusing marketing on culturally relevant messages related to family and lifestyle, reaching a diverse audience including families and young Millennial adults, maintaining an online presence, and creating a unique shopping and dining experience. Chapter III of this report provides a number of strategies to help retailers on Calle 24 and the district as a whole thrive in this changing marketplace.

*For the purposes of this analysis, the Calle 24 trade area was defined as those Census Block Groups that have a majority of their land area within a one-mile radius of the study area. See the Background Report for more information.

III. MENU OF POTENTIAL RETAIL STRATEGIES

This section describes 20 potential strategies that the City, the Calle 24 Latino Cultural District Community Council (referred to as the LCD Council), and other partner organizations could consider to support a thriving retail corridor and help preserve Calle 24's distinct cultural identity. The strategies are organized around the four issues introduced in Chapter II:

- Retail retention and recruitment;
- Marketing and promotions;
- Land use and public realm; and
- Arts and cultural preservation.

In order to inform the strategies, Strategic Economics researched cultural heritage districts around the country. The text box on the following page summarizes some of the key findings from this research. While many cities take a proactive role in supporting retail districts – for example, by providing technical assistance, recruitment, marketing, and other economic development services – the City of San Francisco's proactive approach to cultural preservation in the Calle 24 Latino Cultural District (and Japantown) appears to be unique. Cities often play a supporting role, but Strategic Economics was not able to identify examples from other communities where the city government has not only explicitly designated specific cultural districts, but also helped lead the effort to preserve and enhance retail, historic, and cultural uses as part of a comprehensive strategy.

While San Francisco's comprehensive approach appears to be unique, the research into other cultural districts did help identify examples of potential strategies for Calle 24. These examples, as well as examples of successful programs and approaches that are already being implemented in San Francisco but could be expanded to better support Calle 24 businesses, are profiled in additional text boxes throughout this chapter.

The remainder of this chapter describes the strategies in more detail, including the agencies and organizations that are best suited to implement each strategy. These strategies were informed by the examples cited above, case studies, interviews and analysis conducted for this study.

Cultural Heritage Districts: Key Findings

Strategic Economics researched cultural heritage districts around the country to identify best practice and inform the strategies presented in this chapter. This text box describes the general lessons learned from this research; examples of specific strategies that have been used to support retail, arts, and cultural organizations in other districts are provided in additional text boxes below.

In general, there are two main types of approaches to cultural district strategies:

- ***District Revitalization:*** These strategies focus on addressing challenges associated with long-term neighborhood disinvestment, with an emphasis on filling retail vacancies, creating jobs, providing social services to local residents, and addressing neighborhood blight, while retaining and building on a neighborhood's historic character and cultural heritage. Examples of districts where communities have focused on this type of district revitalization include the Fruitvale District, a long-time Latino district in Oakland; and the Old Fourth Ward (also known as the Martin Luther King, Jr. National Historic District), an historically African-American neighborhood in Atlanta.
- ***District Preservation:*** These strategies focus on preserving retail, arts, or cultural districts that are perceived as being at risk due to gentrification and/or demographic change. Examples of districts where non-profit community organizations and cities have taken a proactive approach to historic and cultural preservation include Japantown in San Francisco and Little Tokyo in Los Angeles – two of California's historic Japantowns that have struggled to maintain their cultural heritage through a history of discrimination, internment, urban renewal, and (most recently) the dispersion of the Japanese American population. The City of Seattle recently created an Arts and Cultural Districts Program (profiled in more detail below) focused on preserving the presence of arts and culture in designated neighborhoods.

Most cultural district strategies around the country are driven by community development corporations (CDCs) or other non-profit community organizations. CDCs are non-profit organizations that focus on revitalizing the neighborhoods where they are located through community-led economic development, affordable housing development, neighborhood planning, and other efforts. For example, the Unity Council CDC has led revitalization efforts in the Fruitvale since the 1960s; the Historic District Development Corporation, which has been active in the Old Fourth Ward since the 1980s; and the Little Tokyo Community Council is leading efforts to preserve LA's Japantown. One exception is the Seattle Arts and Cultural Districts Program, which is City-sponsored; however, this strategy is focused more narrowly on historic preservation and promotion of the arts, and does not include a retail support component.

There is often a tension between cultural district revitalization or preservation strategies, and concerns about gentrification and displacement. For example, as the Fruitvale and Old Fourth Ward have succeeded in attracting new investment over time, community concerns have increasingly shifted towards preventing gentrification and displacement of long-time residents.

Successful retail strategies often involve the establishment of Business Improvement Districts (BIDs) or Community Benefit Districts (CBDs). These organizations (discussed in more detail below) provide a long-term revenue source for retail support, marketing, and other economic development activities. In addition, they are led by business and commercial property owners, who are often in the best position to identify strategies for supporting a sustainable retail environment.

RETAIL RETENTION, RECRUITMENT, AND SUPPORT

Strategy 1: Provide information to business owners about existing programs designed to assist small businesses, such as the SF Shines façade and tenant improvement grants, BizFitSF, the Legacy Business Registry and Historic Preservation Fund, and small business loan and technical assistance programs.

OEWD is currently piloting two new business assistance programs on Calle 24 and a handful of other retail corridors: SF Shines, which provides grants for façade and tenant improvements, and BizFit, which provides customized technical assistance. Although funding for the pilot programs is limited, the City is still accepting applications. The Office of Small Business also offers a number of loan programs to assist entrepreneurs in launching or expanding their businesses. Other City programs that may be of interest to businesses on Calle 24 include the City's free Americans with Disability Act (ADA) compliance inspections, and the Legacy Business Historic Preservation Fund (see text box). In addition, a variety of organizations including the San Francisco Small Business Development Center (SBDC) and the Mission Economic Development Agency (MEDA) provide a variety of technical assistance services to support small businesses. The City and its partners should ensure that all business owners on Calle 24 who might be eligible for these programs are informed about funding availability and the application process.

- **Partners:** OEWD, Calle 24 Corridor Manager, Office of Small Business, SBDC, non-profit partners (e.g., MEDA)

Strategy 2: Expand efforts to assist individual businesses with business planning, website development, online marketing, access to capital, tenant and façade improvements, and lease negotiations.

Currently, fewer than half of businesses on the Calle 24 corridor have hours of operation clearly posted either on the storefront or online. While a number of business owners are already advertising actively on websites such as Yelp, Facebook, and Trip Advisor, many business owners recognize a need for marketing assistance in order to keep their business visible both on- and off-line. Several business owners have also expressed a desire to undertake capital improvements, but lack the funds. OEWD should monitor the success of the BizFit and SF Shines pilot programs in addressing these and other challenges facing businesses on the corridor, and look for opportunities to expand the range of services offered to businesses, either directly by the City or through partnerships with organizations such as MEDA and SBDC. In the long-term, these programs will require an ongoing source of funding, such as a Community Benefit District, in order to be sustainable (see discussion under Strategy #10).

- **Partners:** OEWD, SBDC, non-profit partners (e.g., MEDA)

San Francisco's Legacy Business Registry and Historic Preservation Fund

In 2015, the City of San Francisco established the Legacy Business Registry, with the goal of bringing recognition and providing educational and promotional assistance to long-standing, community-serving businesses in the city. In order to appear on the registry, businesses must have been in operation for at least 30 years, be nominated by a Supervisor or the Mayor, and demonstrate that they have made a significant impact on the history or culture of their neighborhood.

Shortly after the establishment of the registry, San Francisco voters approved an initiative to establish a Legacy Business Historic Preservation Fund. This fund is open to Legacy Businesses and is meant to help prevent their displacement due to increased commercial rents. If the property owner of a space occupied by a Legacy Business agrees to renew the business' lease for a minimum of 10 years, both the business and the property owner could benefit from grants from the Historic Preservation Fund. Funding available to businesses and property owners will depend on City allocation and the amount of businesses and property owners that apply to receive the fund. Specifically, Legacy Businesses will be eligible for an annual grant of up to \$500 per full time employee, and property owners can receive \$4.50 per square foot of space leased per year if lease terms are for at least 10 years. While other cities in Europe (including Paris and London) have mechanisms in place to preserve notable neighborhood businesses, this innovative program is the first in the U.S. to recognize small businesses as historic assets and to incentivize their preservation. Precita Eyes on Calle 24 was among the first organizations to be added to the Legacy Business Registry.



Sources: San Francisco Planning Department, Legacy Business Registry, <http://sf-planning.org/legacy-business-registry>; SF Heritage, Legacy Business Registry & Preservation Fund, <http://www.sfheritage.org/legacy/legacy-business-registry-preservation-fund/>; San Francisco Planning Department, Mission Street Public Life Plan, Final Report, February 2015, <http://sf-planning.org/mission-street-public-life-plan>; SF Curbed, "Here Are San Francisco's Very First Legacy Business Recipients", Adam Brinklow, August 11, 2016, <http://sf.curbed.com/2016/8/11/12441574/first-legacy-businesses-sf>.

Image: Strategic Economics, 2016.

Strategy 3: Explore partnerships with local educational institutions, tech companies, and other organizations that may be able to provide assistance with website development and online marketing.

Research on the Latino consumer market shows that Latinos of all ages – but particularly members of the Millennial generation – are highly engaged with technology and often use the Internet to find out about products, services, and events. The City could consider expanding partnerships with the City College of San Francisco’s business and/or computer science departments, computer science programs at local high schools, local tech companies or non-profit organizations that provide information technology (IT) training to local youth and improve their chances of joining local technology companies. These programs could also pair students and tech workers with local businesses to assist with website development and online marketing efforts. One possible model for this type of partnership is Mission Economic Development Agency’s (MEDA) Mission Techies program, which provides technology training for local residents under 25 and incorporates website building assistance for local businesses (see text box). Another model initiative is Urban Solutions’ Big Tech for Small Biz Program, a SOMA-based program that supports local small businesses by providing them with a number of services (including counseling, training, and real estate assistance) through courses taught by representatives of tech and other companies with a significant local presence.

- **Partners:** OEWD, MEDA, City College of San Francisco, San Francisco Unified School District, local tech companies.

Mission Economic Development Agency’s Mission Techies

Mission Techies is a 12-week free training program created by Mission Economic Development Agency (MEDA). The program is open to participants between 17 and 24 years of age, and provides them with essential IT training on hardware, software, networking, and coding. Participants receive a \$500 stipend, bolster their job-readiness, and provide tech support to low-income families and small businesses, by helping them build their websites. This program stems from the observation of the under-representation of Latinos in tech firms; MEDA aims to bridge that gap by providing unemployed and underemployed, primarily Latino youth with the support and skills to start a career in the technology sector. As of Summer 2016, the program had 88 alumni, many of who have moved on to leading technology companies such as Facebook, Google, Pandora and Twitter. Over 80 percent of graduates were employed or continuing their education, and those who had secured internships or full-time positions made on average \$25 per hour.

Sources: MEDA, Mission Techies, <http://medasf.org/programs/mission-techies/>; “Mission Techies Empowers SF’s Youth to Pursue Technology Careers”, Todd Johnson, San Francisco Business Times, June 20 2016, <http://www.bizjournals.com/sanfrancisco/blog/techflash/2016/06/mission-techies-sf-youth-tech-careers-coding.html>; “Mission Critical: Programs Like Mission Techies Invite SF Youth to the Tech Party”, Annie Gaus, San Francisco Business Times, June 17 2016, <http://www.bizjournals.com/sanfrancisco/print-edition/2016/06/17/technology-education-recruitment-diversity-sf.html>; “MEDA: Mission Techies Program (2015)”, Full Circle Fund, <http://www.fullcirclefund.org/project/meda-2015/>; Accessed December 2016.

Strategy 4: Support efforts for existing retailers to share space with other, complimentary uses.

Small, independent retailers and restaurant owners in markets throughout the country are finding creative ways to use their space in order to both create a unique experience that attracts customers, and assist in paying rent and meeting other business expenses. Examples include sharing retail space among multiple users (see text box below), and hosting pop-up events, sales, or dining opportunities. OEWD can facilitate these creative approaches by coordinating with other City departments to streamline the permitting process, connecting existing tenants with prospective sub-lessors or entrepreneurs who are looking for pop-up space, assisting businesses in negotiations with property owners, and providing technical assistance on drafting effective sub-leases and other needed legal documents. Local non-profits that work regularly with emerging local businesses, such as MEDA and La Cocina, may also be able to help bring business owners together.

- **Partners:** OEWD, Planning, Health, Building, other departments with permitting authority; non-profit partners (MEDA, La Cocina, etc.)

Sharing Retail Space

One creative way for retailers to reduce the cost of rent is to enter into agreements with other retail businesses to share their space. In some cases, these arrangements serve as a stepping stone for new businesses that need to keep costs low, but later plan to graduate into their own storefronts. In addition to reducing rent costs, sharing space can help attract new customers, especially if the businesses serve complementary markets (for example, pairing an alternative medicine bookstore and a yoga studio, or a bakeshop and a café). In some cases, businesses have been able to integrate their activities seamlessly. In Atlanta, for example, Octane Coffee and the Little Tart Bakeshop share a space and appear as one entity from the customer's perspective. Sales are reconciled using a sophisticated point-of-sale software that allows each business to collect its share of the revenue.



It is important to note that in order for this strategy to work, the original lease must permit the tenant to sublet part of their space. In the Mission, an example of retail space sharing is Angela's Joyeria, a jewelry store that shares a small storefront with other businesses including a computer repair shop and a perfume boutique.

Sources: Entrepreneur, "How Small Shops Economize by Sharing Space", Jane Hodges, June 13, 2012, <https://www.entrepreneur.com/article/223702>; SmallBusiness.com, "Retail Space Sharing Businesses Can Go Together Like Coffee and Pastry", April 16, 2015, <http://smallbusiness.com/vision/basics-of-retail-space-sharing/>; DNA Info, "Store-Within-a-Store Concept Helps Retail Businesses Stay Afloat", Serena Solomon, August 19, 2014, <https://www.dnainfo.com/new-york/20140819/lower-east-side/store-within-a-store-concept-helps-retail-businesses-stay-afloat>.

Strategy #5: Consider piloting a small market or food court to provide affordable space for emerging small businesses.

A small market or food court could provide affordable space for emerging small businesses that complement existing uses on the corridor, and serve as both a community gathering space and unique destination within the Mission. As discussed in the text box below, the market could be operated as a private business, or as a non-profit project that provides business services as well as physical space. While a non-profit organization or private property owner or investor will likely need to take the lead in developing this type of space, OEWD could assist in identifying an appropriate storefront on or near Calle 24, providing funding for tenant improvement costs, identifying appropriate tenants, and connecting tenants with existing business services.

- **Partners:** Non-profit partners (e.g., MEDA, La Cocina, etc.); private property owners and investors, OEWD

Strategy #6: As vacancies arise, recruit new, culturally relevant businesses that support the existing cluster of restaurants, specialty retail, nightlife, and arts and entertainment uses.

As storefronts on the corridor become vacant, the Calle 24 Corridor Manager can serve as the primary point person for retail recruitment. The Corridor Manager could work with OEWD, non-profit partners, property owners, and local retail brokers to identify and recruit businesses that compliment and build on the corridor's existing strengths as a destination for Latino food, arts, heritage, and culture.

- **Partners:** Calle 24 Corridor Manager, OEWD, non-profit partners, property owners, retail brokers

Strategy #7: Explore opportunities to connect local retailers and restaurant owners with workforce training programs.

OEWD's Hospitality Initiative serves as an entry point for workers looking for training and positions in the hospitality industry (see text box, below). OEWD could work to connect retail businesses and restaurants on Calle 24 with graduates of the Hospitality Initiative program, and make sure that local businesses are aware of and involved in other City programs intended to connect employers and job seekers. For example, the Department of Children, Youth, and their Families (DCYF) operates neighborhood job fairs for youth. The Human Services Agency of San Francisco (HSA) provides employment services for San Francisco's public assistance recipients, and offers job listings, career counseling, and job placement services to the general public through its Career Link Centers (including one center located in the Mission).

- **Partners:** OEWD, Department of Children, Youth and their Families (DCYF), Human Services Agency (HSA), workforce service providers

Public Markets and Food Courts

Public markets and food courts provide space for multiple small vendors. The markets can take a wide variety of physical forms, from neighborhood storefronts to large scale marketplaces, and be operated by either private owners or non-profit organizations that also offer business services. Whatever the size and structure, a successful market requires identifying an appropriate space and drafting a business plan that identifies the market's goals, sources of funding for start-up and long-term operations costs, and (if appropriate) the business services that will be offered. A successful market also requires a long-term commitment to management and operations (i.e., managing the tenant mix, ensuring consistent hours, and providing technical services if appropriate).

Examples include:

- **331 Cortland** is a small (1,000 square foot) food court in Bernal Heights that was opened in 2010 by building owner Debra Resnick, who was struggling to find a tenant for her space during the recession. The space hosts six small restaurants, several of which are former participants in La Cocina's business incubator program.
- **Mercado La Paloma** is a public marketplace, business incubator, community gathering space, and home to social service non-profit organizations located in South Central Los Angeles, near the University of Southern California. The Mercado is an economic development project of the Esperanza Community Housing Corporation, a non-profit community development corporation. The project involved the redevelopment of a vacant, deteriorated 34,000 square foot, two-story warehouse and adjacent half-acre plaza. Acquisition and rehabilitation of the building cost nearly \$10 million, with funding provided from a variety of sources including the Los Angeles Department of Cultural Affairs, the Los Angeles Community Redevelopment Agency, the Community Development Block Grant Program, other federal grants, and donations from foundations, private companies, and individuals. Community discussions about the need for a marketplace began in 1996, and the engagement and outreach process lasted several years before construction began in 1999. The market opened to the public in 2001, and now hosts approximately a dozen restaurants and businesses, plus a community meeting room and outdoor plaza for use as a community gathering site. Seven non-profit social service groups are located on the second floor.
- **The Fruitvale Public Market** is a 7,000-square foot business incubator that provides affordable space and technical assistance to eleven small businesses. The market was developed by the Unity Council in order to support small business and job development, create community gathering space, and serve as a physical link between the Fruitvale Transit Village and International Boulevard. The project involved extensive renovations to a former Masonic temple, with much of the funding provided by the City of Oakland. The Public Market opened in 2008, and employs a full-time professional manager.

Sources: Strategic Economics, "Anchor Institution Case Studies," prepared for the U.S. EPA, 2012; Interview with Marsha Murrington (Bay Area LISC; formerly Executive Vice President, Unity Council), August 2016; Unity Council, "Public Market," <http://unitycouncil.org/property/public-market/>, accessed August 2016; Anna Roth, "331 Cortland: Entrepreneurs Share Space and Success," *SF Weekly*, November 14, 2014, <http://archives.sfweekly.com/sanfrancisco/331-cortland-entrepreneurs-share-space-and-successes/Content?oid=2187014>.

Workforce Training Programs and the Hospitality Industry

In San Francisco and other parts of the Bay Area, a number of public and non-profit workforce training programs are working to address the growing challenge that retailers and other businesses in the hospitality industry face in recruiting and retaining workers. In 2011, the Office of Economic and Workforce Development launched the Hospitality Initiative, a program designed to coordinate training and employment resources to prepare San Francisco residents for jobs in the hospitality sector, and to fulfil the hiring needs of hospitality sector employers. As part of the program, job seekers go through an orientation that provides them with an overview of the sector, followed by an assessment with a workforce specialist to identify the job seeker's goals and next steps. Job seekers can complete job readiness and vocational skills training, and are finally referred to appropriate employers. Partners of the initiative include the San Francisco Hotel Council, the Golden Gate Restaurant Association, San Francisco Travel, the Moscone Center, City College of San Francisco, San Francisco Unified School District, Unite Here Local 2, and various community-based organizations including the Mission Hiring Hall and Mission Language Vocational School.

Some hospitality workforce training programs are specifically targeted at bringing disenfranchised individuals back into the workforce. For example, Episcopal Community Services in San Francisco (one of the City's partners in the Hospitality Initiative) runs a program called "Conquering Homelessness through Employment in Food Services" (CHEFS). This seven-month culinary program is open to people who are homeless, in transitional housing or in shelters. The program does not pay participants, but provides classes, hands-on training, and internships in local restaurants, kitchens and bakeries. The program has been in existence for 19 years and, upon completion, 75 percent of its graduates find steady employment and housing. In the last few years, CHEFS has begun to cater meals to tech companies in the Mid-Market and Tenderloin neighborhoods, as part of Community Benefit Agreements signed by companies receiving tax incentives from the City of San Francisco.

Sources: Episcopal Community Services San Francisco, Conquering Homelessness through Employment in Food Services, <http://ecs-sf.org/programs/chefs.html>; KQED, "From Shelters to Startups: CHEFS Program Helps Homeless by Cooking for Tech Companies", Angela Johnston, July 11, 2014, <http://ww2.kqed.org/bayareabites/2014/07/11/from-shelters-to-startups-chefs-program-helps-homeless-by-cooking-for-tech-companies/>; San Francisco Office of Economic and Workforce Development, Hospitality Initiative, <http://oewd.org/hospitality-initiative>.

Strategy #8: Explore parking demand management strategies to improve the availability of customer parking on the corridor.

Business owners have expressed concerns about the availability of customer parking. As an urban retail district, parking on Calle 24 is inherently constrained. However, the City can explore strategies to help manage the existing supply of parking spaces, so that customers can more easily find a space if needed. For example, potential strategies include expanding signage to assist customers in finding parking quickly and conveniently, working with businesses to manage employee parking demand, adjusting time limits, and considering pricing strategies help manage demand, location, and duration of parking.

- **Partners:** San Francisco Municipal Transit Agency (SFMTA), OEWD, Planning

Strategy #9: Continue efforts to engage merchants in the Latino Cultural District effort.

The LCD Council currently has several local business owners on its leadership council. To date, however, the effort to establish and preserve a Latino Cultural District has been largely led by residents and non-profits, and few of the business owners interviewed for this study are involved with the LCD Council. Many community groups find it challenging to engage business owners, who are typically very busy with running their businesses and are not available for community meetings. However, business owners are in the best position to identify strategies for sustaining the corridor's long-term success as a retail district. Successful engagement strategies include building relationships with individual business owners by visiting their stores during business hours, and offering grants, loans, and services to meet their needs (see text box, below, on business and commercial property owner engagement in the Fruitvale District in Oakland). The new Calle 24 Corridor Manager can lead the effort to engage businesses and expand their participation in the LCD Council, and serve as a liaison between local businesses, the LCD Council, and OEWD.

- **Partners:** Calle 24 Corridor Manager, LCD Council, OEWD, Business owners

Strategy #10: Explore the potential to establish a Community Benefit District as a long-term strategy to fund retail support and other economic development activities.

Community Benefit Districts (CBDs), also known as Business Improvement Districts or Property-Based Business Improvement Districts (PBIDs), are public/private partnerships in which commercial property or business owners agree (by majority vote) to pay special assessments to create an ongoing funding source for the provision of economic development activities and services such as street and public realm cleaning, public safety, beautification, streetscape improvements, marketing, promotions, and advocacy. In addition to providing a long-term revenue source, CBDs have the advantage of being managed by non-profit organizations that are formed by representatives of the business and property owners who pay the assessment, and are in a position to receive donations and grants to fund additional activities.³ San Francisco currently has 12 property-based CBDs in place.

Establishing a CBD typically requires a multi-year effort to build support among businesses and property owners, develop a service plan, budget, and district boundaries, and create a management plan, among other steps. While the process is community led, OEWD provides support in the form of grants and technical assistance. In the short-term, the LCD Council and the Corridor Manager can continue to explore the possibility of creating a CBD by meeting with the executive directors of other San Francisco CBDs, and lay the ground work for potential CBD formation by continuing to reach out to local merchants (Strategy #9). If and when Calle 24 business and property owners decide to move forward with establishing a CBD, they may wish to consider partnering with stakeholders on Mission Street or other corridors in the Mission to form a larger district that could leverage additional resources.

- **Partners:** LCD Council, Calle 24 Corridor Manager, Business and Property Owners, OEWD

³ For more information on the CBD model, see San Francisco OEWD, "Impact Analysis of San Francisco's Property & Business Improvement Districts (CBDs/BIDs)," Fall 2012, <http://oewd.org/sites/default/files/FileCenter/Documents/786-CBD%20BID%20Eval%20Report%20FY%2012-13%20updated.pdf>.

The Fruitvale PBID and Business and Property Owner Engagement in the Fruitvale

The Fruitvale Property-Based Business Improvement District (PBID) in Oakland works with the City of Oakland to provide sidewalk cleaning, landscaping, and security, community building activities and attractions, and business assistance. The PBID's membership currently includes over 350 businesses and property owners on three commercial corridors (International Boulevard, Fruitvale Avenue, and Foothill Boulevard), with an annual budget of several hundred thousand dollars. Commercial property owners have voted to extend the PBID twice since its initial formation in 2001.

The PBID's success reflects a long history of business engagement led by the Unity Council, a local non-profit community development corporation (CDC). The Unity Council began reaching out to businesses in the mid-1990s, as part of a broader neighborhood revitalization effort aimed at creating a vibrant Latino retail destination, reducing the district's retail vacancy rate (estimated at approximately 40 percent at the time), and ensuring that existing businesses would not be negatively impacted by the CDC's plans to build a mixed-use development at the nearby BART station. The Unity Council began its outreach to business owners by offering a matching grant program for façade improvements, funded by Community Development Block Grant (CDBG) funds provided by the City of Oakland. The CDC also worked with individual business owners who were interested in purchasing their buildings to obtain bank financing. (Unlike Calle 24, where most of the storefronts are located on the ground floor of mixed-use buildings, much of the retail in the Fruitvale is in single-use retail buildings – making a real estate acquisition strategy simpler.)

In 1996, the Local Initiatives Support Council (LISC) and National Trust for Historic Preservation selected the Fruitvale as one of six urban neighborhoods to participate in a pilot program for establishing a Main Streets program. The Fruitvale was chosen in part because of the work that the Unity Council had already begun to engage and strengthen local businesses. The Main Street program continued the façade improvement program, and expanded services to include graffiti abatement, fundraising for streetscape improvements, planting trees, organizing an annual Día de los Muertos festival, developing improved relationships with the police department, and organizing business assistance events.

Finally, in 2001, commercial property owners voted to form the PBID, creating a property-based assessment that provides an ongoing funding source for safety and cleanliness, marketing and promotions, business assistance, and neighborhood improvement services.

Sources: Interview with Marsha Murrington (Bay Area LISC; formerly Executive Vice President, Unity Council), August 2016; Fruitvale Merchants, "About Us," 2003, <http://www.geocities.ws/fruitvalemerchants/aboutus.html>; The Unity Council, "Fruitvale Business Improvement District," <http://unitycouncil.org/program/fruitvale-business-improvement-district/> (accessed August 2016).

MARKETING AND PROMOTIONS

Strategy #11: Create and implement a branding and marketing strategy centered around Calle 24's identity as a destination for Latino food, arts, heritage, and culture.

OEWD is in the process of hiring marketing consultants to work with the Calle 24 Corridor Manager to develop a tailored branding and marketing strategy for Calle 24. The marketing strategy should appeal to a diverse audience of Latinos and other visitors from around the city, including families, Millennials, and older adults. As discussed in Chapter II, recent marketing research shows that key factors to consider in reaching Latinos include stressing the importance of heritage and family, providing unique cultural experiences (such as dining, music, and other entertainment), and maintaining a strong online presence.

- **Partners:** Calle 24 Corridor Manager, OEWD, LCD Council

Strategy #12: Work with business owners to identify and promote cultural events that support the corridor's cultural identity and complement existing uses.

Events such as Carnaval, Día de Los Muertos, and the Cesar E. Chavez Holiday Celebration help draw visitors from around the city and region, both during the events themselves and in the longer term by raising Calle 24's visibility. However, some business owners and other stakeholders have raised concerns about short-term declines in business during events, especially for events that include food trucks and other vendors who might compete with brick-and-mortar retail and restaurants. The Calle 24 Corridor Manager could work with business owners to identify and implement additional, culturally relevant events that will complement, rather than compete with, existing uses. For example, local retailers and restaurants could host mariachi nights to encourage visitors and diners to linger on the corridor (see text box on Noches de Serenata in Boyle Heights, below).

- **Partners:** Calle 24 Corridor Manager, OEWD, LCD Council, cultural organizations

Strategy #13: Work with business owners to highlight the visual and performing arts in storefronts and restaurants.

OEWD, the LCD Council, and Calle 24 cultural organizations can help connect businesses with local artists and musicians who may be interested in displaying their work or performing in storefronts and restaurants on the corridor. In addition, OEWD can help business owners obtain needed permits for hosting live performances, and negotiate legal licensing requirements for playing music at a commercial enterprise.

- **Partners:** OEWD, LCD Council, Business owners, local artists, cultural organizations

Noches de Serenata in Boyle Heights

In May 2016, two non-profit neighborhood organizations in Boyle Heights, First Street Community Businesses – Boyle Heights and the Organización De Mariachis Unidos De Los Angeles (Los Angeles United Mariachis Organization), started a series of monthly events called Noches de Serenata (Serenade Nights). The third Thursday of each month, local musicians play at various locations along East First Street, drawing the public to Mariachi Plaza, and inviting them to dance. The event also includes performances from folk dancers, as well as booths where local retailers sell art, handicrafts, and Latin American food.



Sources: First Street Community Businesses – Boyle Heights, <http://www.firststreetcommunity.org/>; Facebook page Noches de Serenata – Art Walk, <https://www.facebook.com/nochesdeserenata/>.
Image: First Street Community Businesses – Boyle Heights, <http://www.firststreetcommunity.org/prior-event-photos>.

Strategy #14: Work with SF Travel, tour operators, and other tourism organizations to highlight Calle 24's assets in a culturally relevant way, and to address parking, traffic, and other conflicts that may arise.

While many business owners see increased tourism on Calle 24 as a positive development, some stakeholders raised concerns about culturally insensitive tours and increased traffic and parking demand. The Calle 24 Corridor Manager could reach out to the city's tourism organizations to expand marketing while managing these potential conflicts. For example, the Corridor Manager could work with San Francisco Travel, which maintains a website (<http://www.sftravel.com/>) that helps visitors plan trips to San Francisco, to advertise historic and cultural attractions, retail, and restaurants on Calle 24 in a culturally relevant way. The Corridor Manager could also work with tour operators to organize tours that respectfully highlight the district's culture and history, and encourage walking and bicycle (rather than bus) tours to minimize traffic and parking impacts.

- **Partners:** Calle 24 Corridor Manager, OEWD, LCD Council, San Francisco Travel, tour operators, cultural organizations, local businesses

LAND USE AND PUBLIC REALM

Strategy #15: Implement neighborhood improvements that identify Calle 24 as a Latino Cultural District and highlight the corridor's unique history and culture.

The LCD Council should work with City departments, local cultural organizations, and the city's historic societies to design and implement distinctive public realm improvements such as arches, tiles, banners, and public art. In addition, bilingual historic information plaques could help guide visitors to important destinations and expand their appreciation for the district's unique history and culture. Effort to develop informational signs should build on the existing self-guided walking tour brochure ("Calle 24: Cuentos del Barrio") developed by San Francisco Heritage and the San Francisco Latino Historical Society. Calle 24 cultural organizations can also help identify important landmarks and provide interpretive information.

- **Partners:** LCD Council, OEWD, Planning Department, Public Works, Public Utilities Commission, SFMTA, cultural organizations, SF Heritage, SF Latino Historical Society

Strategy #16: Invest in public realm improvements such as pruning trees, fixing broken sidewalks, adding pedestrian lighting and landscaping, reducing litter, and graffiti abatement.

These types of public realm improvements may involve coordination with multiple City departments, as well as businesses and private property owners. Calle 24 is one of the few areas in San Francisco where the Department of Public Works is responsible for tree trimming; in other parts of the city, street tree maintenance is the responsibility of adjacent property owners. However, on Calle 24 as in other neighborhoods, property owners are responsible for maintaining the sidewalks that front their parcels and abating graffiti. The Department of Public Works also operates a cleanup crew that collects trash and litter. Depending on the improvement, other departments that may be involved include Planning, the Public Utilities Commission, and SFMTA. The Calle 24 Corridor Manager and LCD Council can help coordinate with these departments to ensure that needed improvements are made. In the longer term, a CBD (discussed in Strategy #10) could provide funding for lighting, landscaping, and streetscape improvements, litter and graffiti abatement, sidewalk cleaning, and increased security above and beyond the level typically provided by the City.

- **Partners:** OEWD, Calle 24 Corridor Manager, Public Works, Planning Department, Public Utilities Commission, SFMTA, Property Owners

Strategy #17: Develop unique zoning controls to protect and enhance the Latino Cultural District.

The City is considering a Calle 24 Latino Cultural District Special Use District (SUD) that would impose special zoning controls with the intention of preserving the prevailing neighborhood character (including architectural design, storefront size, signage, streetscape enhancements, and artwork), retaining spaces for the arts and non-profits, preserving designated Legacy Businesses (see text box on San Francisco's Legacy Business Registry, above), and retaining and enhancing existing neighborhood-serving businesses. In addition to protecting existing uses, any new regulations should accommodate new uses – especially those that contribute to the existing cluster of restaurants and other food products, arts, and entertainment uses.

- **Partners:** Planning, OEWD, LCD Council, Supervisor's office

ARTS AND CULTURAL PRESERVATION

Strategy #18: Extend small business services to non-profits.

Non-profit organizations are already eligible to receive assistance through several of the City's existing programs, including SF Shines façade and tenant improvement grants and the Legacy Business Registry and Historic Preservation Fund. Other programs that the City could consider expanding to serve non-profits as well as commercial enterprises include BizFit SF and the City's small business loan programs. In addition, OEWD could work with the SBDC, MEDA, and other non-profit partners to extend their technical assistance services to arts and cultural organizations on the corridor.

- **Partners:** OEWD, Calle 24 Corridor Manager, Office of Small Business, SBDC, non-profit partners (MEDA, Mission Asset Fund etc.)

Strategy #19: Foster connections between stores, restaurants, and arts and cultural organizations.

Many stores and restaurants on Calle 24 already allow cultural organizations to hang posters for upcoming shows and other events. OEWD and the LCD Council could help foster additional connections between local businesses and non-profits. For example, local restaurants could offer theater night dinner specials or other promotions tied to arts and cultural events, stores and restaurants could expand their advertising in theater playbills, and cultural organizations could help businesses identify local artists and musicians who might be interested in displaying their work or performing live (see Strategy #13).

- **Partners:** OEWD, LCD Corridor Manager, LCD Council, business owners, cultural organizations

Strategy #20: Continue to involve Calle 24 arts and cultural organizations in efforts to preserve and promote the Latino Cultural District.

Arts and cultural organizations play a critical role in supporting the success of Calle 24 as a retail destination, and several cultural organizations and local artists are represented on the LCD Council. The LCD Council and OEWD should continue to ensure that artists and cultural organizations help lead efforts to market and promote the corridor, develop the Special Use District zoning controls, design and install neighborhood improvements, and implement other strategies. In addition, while this study identified some of the challenges facing cultural organizations on the corridor – such as concerns about affordability and displacement – further study may be required to identify additional strategies for supporting non-profit institutions. The Seattle Arts and Cultural District Program (profiled in the text box below) provides a model of how cultural organizations can play a central role in district preservation, with support from city departments.

- **Partners:** LCD Council, cultural organizations, OEWD

Seattle Arts and Cultural Districts Program

In 2014, Seattle established an Arts and Cultural Districts program aimed at recognizing and preserving arts and culture in the city's neighborhoods. The City has designated two official Arts & Cultural Districts to date, in the Capitol Hill and the Historic Central Area neighborhoods. The Capital Hill District, designated in 2014, is the densest arts neighborhood in the state of Washington, home to over 40 arts and cultural organizations. The Historical Central Area District, designated in December 2015, is a historically African-American neighborhood. Arts and Culture Districts are created upon petition of a lead community partner (such as a business improvement district, chamber of commerce, local non-profit, or community group). However, both districts involve more than a dozen arts and cultural organizations, and one of the goals of the program is to increase collaboration among the organizations.

Once a district is approved, the City of Seattle puts a one-time grant of \$50,000 at the disposal of local arts and culture groups in order to fund district marketing and promotions efforts such as branding and signage to identify the district and guide the public to arts attractions and events; historic and educational markers; parklets; pop-up activation of empty storefronts with artistic projects; and a certification program for new development that includes cultural space. The City's Office of Arts and Culture also employs a full-time Cultural Space Liaison who helps implement the Arts and Cultural District Program, works with the Department of Planning and Development to adjust city codes and policies to incentivize the development and maintenance of cultural spaces within Seattle, and launched a new Spacefinder website that connects arts and arts organizations to available spaces for rehearsals, performances, and other events.

Note that unlike San Francisco's efforts in the Calle 24 Latino Cultural District, Seattle's Arts and Cultural District Program is focused primarily on promotion of the arts, and does not include a retail support component.

Source: City of Seattle, Office of Arts and Culture, Arts & Cultural Districts, <http://www.seattle.gov/arts/arts-and-cultural-districts>; Interview with Matthew Richter, Cultural Space Liaison, City of Seattle, conducted by Flavio Coppola, Strategic Economics, August 25, 2016.

APPENDIX A: SUMMARY OF POTENTIAL RETAIL STRATEGIES

Figure A-1. Calle 24 Retail Study: Menu of Potential Strategies

Strategy	Objective	Partners		
RETAIL RETENTION, RECRUITMENT, AND SUPPORT	1	Provide information to business owners about existing programs designed to assist small businesses, such as the SF Shines façade and tenant improvement grants, BizFitSF, the Legacy Business Registry and Historic Preservation Fund, and small business loan and technical assistance programs.	Facilitate retailers' access to assistance programs designed for them.	OEWD, Calle 24 Corridor Manager, Office of Small Business, SBDC, non-profit partners (e.g., MEDA.)
	2	Expand efforts to assist individual businesses with business planning, website development, online marketing, access to capital, tenant and façade improvements, and lease negotiations.	Provide small businesses with targeted support matching their needs.	OEWD, SBDC, non-profit partners (e.g., MEDA)
	3	Explore partnerships with local educational institutions, tech companies, and other organizations that may be able to provide assistance with website development and online marketing.	Build tech skills within the community, respond to small businesses' specific needs and build lasting collaborations.	OEWD, City College of San Francisco, San Francisco Unified School District, non-profit partners (MEDA, etc.), local tech companies
	4	Support efforts for existing retailers to share space with other, complimentary uses.	Reduce rental costs and create synergies between businesses.	OEWD, Planning, Health, Building, other City Departments with permitting authority; non-profit partners (MEDA, La Cocina, etc.).
	5	Consider piloting a small market or food court to provide affordable space for emerging small businesses.	Support emerging local businesses with limited resources.	OEWD, Non-profit partners (e.g., MEDA, La Cocina, etc.), private property owners and investors
	6	As vacancies arise, recruit new, culturally relevant businesses that support the existing cluster of restaurants, specialty retail, nightlife, and arts and entertainment uses.	Strengthen Calle 24's assets by attracting businesses that support its existing clusters.	OEWD, Calle 24 Corridor Manager, non-profit partners, property owners, retail brokers

Strategy		Objective	Partners	
RETAIL RETENTION, RECRUITMENT, AND SUPPORT	7	Explore opportunities to connect local retailers and restaurant owners with workforce training programs.	Help local businesses recruit and retain employees.	OEWD, Department of Children, Youth and their Families (DCYF), Human Services Agency (HSA), workforce service providers
	8	Explore parking demand management strategies to improve the availability of customer parking on the corridor.	Facilitate parking access for customers driving to the corridor.	SFMTA, OEWD, Planning
	9	Continue efforts to engage merchants in the Latino Cultural District effort.	Strengthen the Latino Cultural District by increasing representation of local retailers.	LCD Council, Calle 24 Corridor Manager, OEWD, Business owners
	10	Explore the potential to establish a Community Benefit District as a long-term strategy to fund retail support and other economic development activities.	Support retailers and economic development activities using local revenues.	LCD Council, Calle 24 Corridor Manager, Business and Property Owners, OEWD
MARKETING AND PROMOTIONS	11	Create and implement a branding and marketing strategy centered around Calle 24's identity as a destination for Latino food, arts, heritage, and culture.	Improve the corridor's visibility and attract more customers to local businesses.	Calle 24 Corridor Manager, OEWD
	12	Work with business owners to identify and promote cultural events that support the corridor's cultural identity and complement existing uses.	Bolster local retailers' sales and promote Calle 24's cultural identity.	Calle 24 Corridor Manager, OEWD
	13	Work with business owners to highlight the visual and performing arts in storefronts and restaurants.	Promote local artists and support merchants' sales.	OEWD, LCD Council, Business owners, local artists, cultural organizations
	14	Work with SF Travel, tour operators, and other tourism organizations to highlight Calle 24's assets in a culturally relevant way, and to address parking, traffic, and other conflicts that may arise.	Continue attracting tourists from all over the world while ensuring existing businesses are supported.	Calle 24 Corridor Manager, OEWD, LCD Council, SF Travel, tour operators

Strategy		Objective	Partners	
LAND USE AND PUBLIC REALM	15	Implement neighborhood improvements that identify Calle 24 as a Latino Cultural District and highlight the corridor's unique history and culture.	Ensure that Calle 24 is promoted, improved, and preserved as an essential location for Latino Culture.	LCD Council, OEWD, Planning Department, Public Works Department, Public Utilities Commission, SFMTA, cultural organizations, SF Heritage, SF Latino Historical Society
	16	Invest in public realm improvements such as pruning trees, fixing broken sidewalks, adding pedestrian lighting and landscaping, reducing litter, and graffiti abatement.	Increase the corridor's appeal and cleanliness.	OEWD, Calle 24 Corridor Manager, Public Works Department, Planning Department, Public Utilities Commission, SFMTA, property owners
	17	Develop unique zoning controls to protect and enhance the Latino Cultural District.	Preserve neighborhood character, retain spaces for the arts and non-profit organizations, preserve Legacy Businesses, retain and enhance existing neighborhood-serving businesses.	Planning, OEWD
ARTS AND CULTURAL PRESERVATION	18	Extend small business services to non-profits.	Further support the non-profit organizations that are part of Calle 24's neighborhood fabric.	OEWD, Calle 24 Corridor Manager, Office of Small Business, SBDC, non-profit partners (e.g., MEDA)
	19	Foster connections between stores, restaurants, and arts and cultural organizations.	Create a tightly woven community of merchants, non-profit organizations, and cultural institutions on Calle 24.	OEWD, LCD Council, business owners, cultural organizations
	20	Continue to involve Calle 24 arts and cultural organizations in efforts to preserve and promote the Latino Cultural District.	Ensure that the Latino Cultural District integrates and showcases the corridor's arts and cultural organizations.	LCD Council, cultural organizations, OEWD

Acronyms and abbreviations:

- OEWD: San Francisco Office of Economic and Workforce Development
- LCD Council: Calle 24 Latino Cultural District Community Council
- SBDC: San Francisco Small Business Development Center
- MEDA: Mission Economic Development Agency
- SFMTA: San Francisco Municipal Transit Agency

APPENDIX B: THE CHANGING LATINO CONSUMER MARKET

This appendix provides a literature review of Latino consumer market trends, as well as information on how the Bay Area’s Latino demographics – and thus the consumer market for goods, services, and cultural events on Calle 24 – are changing. For a more detailed demographic profile of the Calle 24 trade area and San Francisco, see the Calle 24 Retail Study Background Report.

NATIONAL TRENDS: LITERATURE REVIEW

The Latino consumer market is experiencing rapid growth. There are more than 55 million Latinos in the U.S., making up over 17 percent of the population.⁴ The group’s buying power increased by 40 percent between 2010 and 2014, reaching approximately \$1.4 trillion a year.⁵ California’s Latino market, where the group’s total spending power is estimated at \$304.3 billion annually, is the country’s largest.⁶

Compared to the U.S. population at large, Latinos tend to be younger, more engaged with technology, and are more likely to be bilingual. With a median age of 28, Latinos are almost 10 years younger than the average resident of the U.S.⁷ Overall, nearly 30 percent of all Latinos are part of the Millennial generation (age 18 to 34).⁸ Latinos are also very engaged with current technology: 79 percent own a smartphone, compared to 70 percent among the non-Hispanic population.⁹ More than one-third of Latino households speak both Spanish and English at home.¹⁰

As immigration from Latin America decreases, the Latino community is increasingly defined by the U.S.-born population. Latinos born in the U.S. now represent 64 percent of the overall Latino population. The median age of native-born Latinos is 18, significantly younger than foreign-born Latinos (for whom the median age is 40.) Native-born Latinos also tend to have smaller households than foreign-born Latinos, and to earn higher incomes.¹¹

Whether native- or foreign-born, Latinos of all generations tend to identify strongly with Latino culture, heritage, family, and community. Univision recently conducted a survey of Latinos that measured cultural connectivity using an index based on an individual’s relationship to their family, their heritage (including cultural traditions and food) and their community (in terms of closeness to other Latinos). The study compared cultural connectivity among a variety of Latino groups – including Non-Millennials, Millennials born in the U.S., and Millennials born outside the U.S. – and found that all groups were deeply connected to Latino culture, although Millennials born in the U.S. received slightly lower cultural connectivity scores on average compared to the other groups studied. The study concluded that

⁴ Jens Manuel Krogstad and Mark Hugo Lopez, “Hispanic Population Reaches Record 55 Million, But Growth Has Cooled,” Pew Research Center, June 25, 2015, <http://www.pewresearch.org/fact-tank/2015/06/25/u-s-hispanic-population-growth-surge-cools/>.

⁵ Nielsen, “State of the Hispanic Consumer: The Hispanic Market Imperative,” Q2 2012; Eva Gonzalez and Maria Monistere, “Engaging the Evolving Hispanic Consumers: A Look at Two Distinct Sub-Groups,” Nielsen, September 9, 2015, <http://www.nielsen.com/us/en/insights/news/2014/engaging-the-evolving-hispanic-consumers.html>.

⁶ Pantera Digital, “The 2014 Hispanic Consumer Report,” 2014.

⁷ Nielsen, 2012.

⁸ Univision, “The Cultural Connection: How Hispanic Identity Influences Millennials,” Ad Age Insights,” 2012.

⁹ Gonzalez and Monistere, 2015.

¹⁰ Ibid.

¹¹ Ibid.

marketing efforts targeted at Latinos should go beyond merely translating advertising into Spanish, and focus on culturally relevant messages related to family and lifestyle.¹²

Latinos are more likely to shop with their families. In addition, Latinos tend to spend more per household on groceries, quick-service restaurants, and consumer goods compared to other households.¹³

Despite the continued importance of cultural connections for young Latino consumers, generational shifts are creating challenges for many commercial districts that have traditionally catered to Latinos. Commercial districts as diverse as the Downtown Los Angeles Jewelry District and Pacific Boulevard in Huntington Park (a suburban community in southeastern Los Angeles County) are struggling to maintain jewelry, bridal, and quinceañera stores that primarily serve older Latinos who are scaling back spending on clothes and luxury goods. Younger Latinos appear less interested in these types of products. In response, some entrepreneurs are focusing on more experience-oriented business models – for example, hosting tequila-tasting events, dancing, and music.¹⁴ In some dense urban districts like the Jewelry District and Boyle Heights in L.A., and Calle Ocho in Miami, the challenge of reorienting business models to serve a changing marketplace is compounded by rising retail rents and proposals to redevelop old commercial buildings.¹⁵

BAY AREA LATINO DEMOGRAPHICS

Many of the trends discussed above are mirrored in the Bay Area. This section provides a brief overview of recent demographic trends among Bay Area Latinos, based on a demographic analysis of the nine-county region.¹⁶

Latinos comprise 24 percent of the region’s population, and the Latino population has grown by 89 percent since 1990. In 2014, there were over 1.7 million Latinos in the nine-county Bay Area (Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma counties).

While all of the Bay Area counties (including San Francisco) experienced an increase in the Latino population between 1990 and 2014, the fastest growth occurred in the East Bay, South Bay, and North Bay. As shown in Figure 2, San Francisco added more than 25,000 new Hispanic residents since 1990, a

¹² Univision, “The Cultural Connection: How Hispanic Identity Influences Millennials,” Ad Age Insights,” 2012.

¹³ Ad Age Insights, Univision, “The Cultural Connection: How Hispanic Identity Influences Millennials”, May 2012.

¹⁴ Ruben Vives, “Huntington Park Looks to Bring Shoppers Back to Pacific Boulevard,” *Los Angeles Times*, February 25, 2016, <http://www.latimes.com/business/la-me-huntingtonpark-pacific-20160225-story.html>; Nina Agrawal, “Jewelry District Struggles to Maintain Glitter in Changing Downtown,” *Los Angeles Times*, July 29, 2016, <http://www.latimes.com/local/lanow/lamelnjewelrydistrictdecline20160715snapstory.html>,

¹⁵ Brittny Mejia, “How One Boyle Heights Market Is Trying to Be ‘Something That Hipsters Are Into,’” *Los Angeles Times*, July 11, 2016, <http://www.latimes.com/local/lanow/la-me-ln-mercado-boyle-heights-20160621-snap-story.html>; Robert Silk, “Preservation Group Says Little Havana Endangered,” *Travel Weekly*, July 1, 2015, <http://www.travelweekly.com/North-America-Travel/Insights/Preservation-group-says-Little-Havana-endangered>.

¹⁶ Note that the U.S. Census uses the category “Hispanic” to refer to a person of “Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin regardless of race,” rather than the term “Latino” (which is used throughout this report). The Census includes two separate questions about (1) race and (2) Hispanic. In 1990, respondents were asked first about race and secondly about whether they were Hispanic. Beginning in 2000, the order of the questions was reversed. Placing the question about Hispanic identity before the one on race is believed to have improved the response rate to the former question. Source: “Changing The Way U.S. Hispanics Are Counted”, Carl Haub, Population Reference Bureau, November 2012, <http://www.prb.org/Publications/Articles/2012/us-census-and-hispanics.aspx>

26 percent increase. However, Alameda, Contra Costa, and Santa Clara counties experienced the greatest population growth, each adding 170,000 or more new Latino residents between 1990 and 2014. In percentage terms, the Latino population grew most quickly in Contra Costa, Marin, Napa, Solano, and Sonoma counties – each of which saw their Latino population more than double during this period. Reflecting these trends, communities as diverse as Santa Rosa, Napa, Vallejo, Fairfield, Suisun City, Richmond, Bay Point, Pittsburg, and Hayward have attracted large Latino populations over the past several decades, while Oakland, San Jose, and cities along the Peninsula have seen existing concentrations of Latino residents expand.

Figure 2: Bay Area Latino Population, 1990 and 2014

County	1990		2014		Change 1990-2014	
	Population	% of Total	Population	% of Total	Population	% Change
Alameda	181,805	20%	352,500	20%	170,695	94%
Contra Costa	91,282	10%	267,859	15%	176,577	193%
Marin	17,930	2%	40,414	2%	22,484	125%
Napa	15,941	2%	45,937	3%	29,996	188%
San Francisco	100,717	11%	126,524	7%	25,807	26%
San Mateo	114,627	12%	187,635	11%	73,008	64%
Santa Clara	314,564	34%	492,546	28%	177,982	57%
Solano	45,517	5%	104,865	6%	59,348	130%
Sonoma	41,223	4%	125,674	7%	84,451	205%
Total	923,606	100%	1,743,954	100%	820,348	89%

Sources: U.S. Census Bureau, 2000 Census and American Community Survey 5-Year Estimates, 2010-2014; Strategic Economics, 2016.

As the Latino population has expanded, the availability of Latino goods, services, and cultural events has also increased throughout the region, creating more competition for long-standing Latino retail districts like the Mission. In order to serve the growing population, full service Latin American grocery stores and restaurants, as well as smaller markets and taquerías, opened up across the Bay Area. Residents can celebrate holidays such as Día de los Muertos at parades, festivals, and arts and culture events in cities large and small across the region.

While Latinos tend to have lower incomes than the overall Bay Area population, they exercise substantial spending power. In 2014, the median income for Latino households was \$57,478 – significantly less than the median income for the Bay Area overall (\$79,863). According to consumer expenditure surveys, households in this income category in the Western United States typically spend 51 percent of their “disposable income,” or income after taxes, on housing and transportation, leaving 49 percent of income for “discretionary spending”.¹⁷ Latino households also experienced a greater decline in median household incomes between 2000 and 2014 compared to the population overall (Figure 3). This reflects a significant increase during this time period in the share of Latino households earning less than \$50,000 a year, accompanied by a decrease in Latino households earning \$75,000 or more (Figure 4). Despite the decline in Latino household incomes, the aggregate income for all Latino households totaled \$33 billion in 2014 – accounting for 11 percent of total aggregate household income in the Bay Area, which is up from 8 percent of the region’s aggregate earnings in 1990. This aggregate household income translates

¹⁷ Data on disposable and discretionary income is based on the Bureau of Labor Statistics’ Consumer Expenditure Survey (CES), for the Western region, 2014-2015. The CES provides median housing and transportation expenditures for households in the \$50,000 to \$69,999 income bracket. It characterizes spending patterns for all households of the Western region in this income category, and does not provide spending patterns specifically for Latino households. Disposable income refers to household income after income tax, and discretionary income refers to disposable income after necessities (in this case housing and transportation) have been paid.

into significant spending power, as households in the same income bracket as median Latino households in the Bay Area spend 98 percent of disposable income.¹⁸

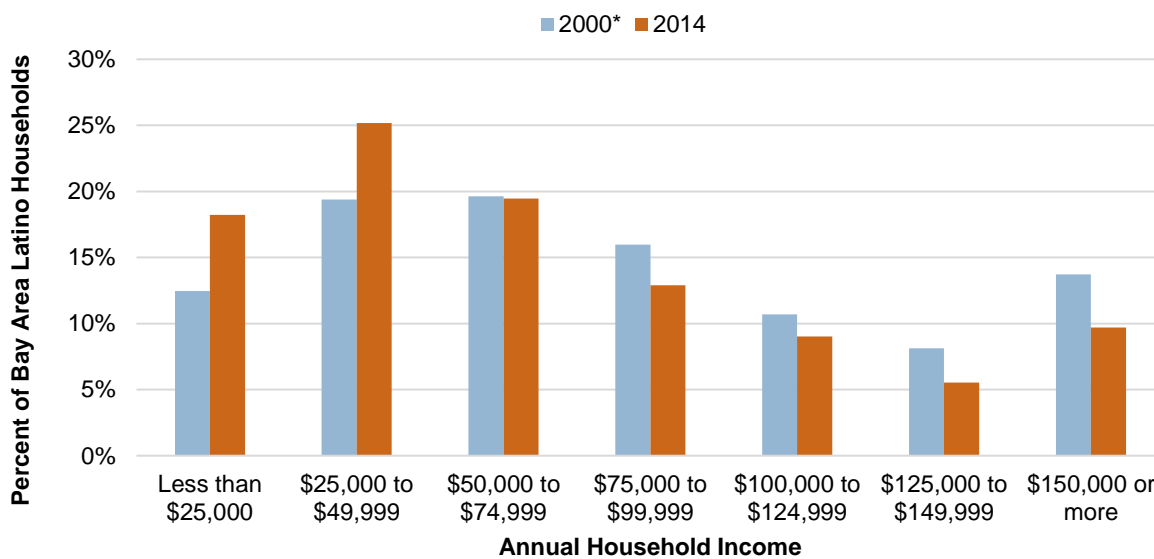
Figure 3: Median Household Incomes, 2000 and 2014

	2000*	2014	Change 2000-2014	
			\$	%
Hispanic or Latino Householder	\$72,538	\$57,478	-\$15,060	-21%
All Bay Area Households	\$88,873	\$79,863	-\$9,010	-10%

*Adjusted to 2014 dollars.

Sources: U.S. Decennial Census, 2000 and American Community Survey 5-Year Estimates, 2010-2014; Strategic Economics, 2016.

Figure 4: Bay Area Latino Households by Income Level, 2000 and 2014



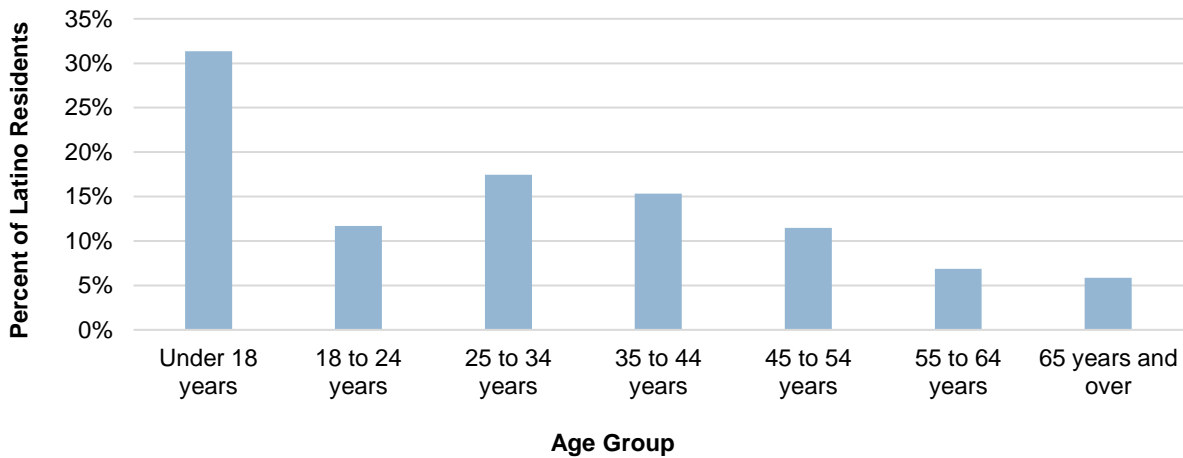
*Adjusted to 2014 dollars.

Sources: U.S. Decennial Census, 2000 and American Community Survey 5-Year Estimates, 2010-2014; Strategic Economics, 2016.

Bay Area Latinos tend to be relatively young, and more than half of Latino households include children. In 2014, the median age of Bay Area Latinos was 29, compared to 38 for the total population. Among Latinos, the largest age groups are children under 18, and Millennials aged 18 to 34 (Figure 5). Just over half of Latino household include children, compared to only 30 percent of all Bay Area households.

¹⁸ Bureau of Labor Statistics, Consumer Expenditure Survey, Western region, 2014-2015.

Figure 5: Bay Area Latino Population by Age Group, 2014



Sources: U.S. Decennial Census, 2000 and American Community Survey 5-Year Estimates, 2010-2014; Strategic Economics, 2016.

The majority of Bay Area Latinos were born in the U.S., and most are bilingual. In 2014, 61 percent of Latinos in the nine-county region were native born U.S. citizens. While 70 percent of Latinos spoke Spanish at home, approximately 80 percent were fluent or nearly fluent in English.¹⁹

The Bay Area’s Latino population has origins in many different Latin American countries. While the U.S. Census does not collect data on the countries with which Latinos have family ties, it does collect information on the country of birth for foreign-born residents in the United States. Figure 6 shows the Bay Area’s foreign-born residents by country of birth, for those born in Latin America. Mexico is the country of birth of 70 percent of Bay Area residents born in Latin America. The remaining 30 percent of Bay Area residents born in Latin America come from a diverse range of countries.

Figure 6: Country of Birth for Bay Area Residents Born in Latin America, 2014

Country	Number	Percent of Total
Mexico	488,267	70%
El Salvador	70,838	10%
Guatemala	34,576	5%
Nicaragua	22,605	3%
Peru	20,443	3%
Caribbean Countries	10,629	2%
Other South American Countries	36,863	5%
Other Central American Countries	14,045	2%
Total	698,266	100%

Sources: American Community Survey 5-Year Estimates, 2010-2014; Strategic Economics, 2016.

¹⁹ Only 13 percent of Latino respondents in the 2010-2014 American Community Survey reported speaking English “not well;” 5 percent reported not speaking English at all.

RE: Business Turnovers 24th Street

Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>

Thu 3/16/2017 10:28 AM

To: Ronen, Hillary <hillary.ronen@sfgov.org>

Supervisor Ronen,

I could not find specific data that has been fully analyzed describing trends in business changes within the Mission, for now I can offer the following:

For Mission Street from 14th to Cesar Chavez, we are undergoing an in depth analysis over time of trends in business changes. Preliminary business succession data for Mission Street demonstrates that there is a trend of higher business successions (openings, closings, change of ownership) now than in the past. The average secessions between 2011-2015 is higher than the overall average between 1992-2015. I hope this is helpful. We see evidence to support these trends in our client needs, where many of our programs now focus on retention of existing business, lease negotiation and relocation assistance.

Thank you,

Diana

Diana Ponce De Leon

Invest In Neighborhoods Project Manager
Office of Economic and Workforce Development
City and County of San Francisco
1 Dr. Carlton B. Goodlett Pl., RM 448
San Francisco, CA 94102
Ph. 415. 554.6136 www.investsf.org

From: Ponce De Leon, Diana (ECN)
Sent: Thursday, March 16, 2017 9:30 AM
To: Ronen, Hillary <hillary.ronen@sfgov.org>
Subject: Business Turnovers 24th Street

I will look for the Mission Street info and send it over, but here is the 24th Street info.

See attached document pages 35-37 specifically looks at business turnovers for 24th Street.

Last two years combined below, not a complete list

CHANGES THAT DON'T TRIGGER ADDITIONAL C24SUD RESTRICTIONS

Examples of Calle 24 Business Actual Changes Jan 2015- Dec 2016 (not a complete list)
Annual Average Business Turnover Rate for Calle 24 is 9 (2003-2014)

	Old Business	New Business	Old Type	New Type
1	Art Gallery	Gents Barbershop	Art Gallery	Barbershop
2	Stephany Barbershop	Vacant (pop up)	Barbershop	Vacant
3	Chairez Barbershop	Jose Sanchez Jewelry	Barbershop	Jewelry
4	Modern Times	Vacant (for lease)	Bookstore	Vacant
5	Bello Coffee	Temo's Café	Café	Café
6	Club Nutricion	Computer Repair No. 1 to Vacant	Personal Service	Vacant
7	Salgado Associates	Arce Campaign to Vacant	Personal Service	Vacant
8	Galu Realty	Hair Salon	Personal Service	Hair Salon
9	Sous Berné	Brewery	Restaurant	Restaurant
10	Pig and Pie	Vacant (for lease)	Restaurant	Vacant
11	La Parrilla	Querereme Grill	Restaurant	Restaurant
12	Local Eatery	Dum Indian Soul Food	Restaurant	Restaurant
13	Rinconcito Nicaraguense	Montella Pizzeria	Restaurant	Restaurant
14	Heart and Soul	Vacant (for lease)	Retail	Vacant
15	Vacant	Stephany Barbershop	Vacant	Barbershop
16	Vacant (Casa Sanchez)	D'Maize	Vacant	Restaurant
17	House of Color Storage	Compu Pod	Paint Storage	Retail
18	Vacant	Resolution Tattoo	Vacant	Personal Service

17

Diana Ponce De Leon

Invest In Neighborhoods Project Manager
Office of Economic and Workforce Development
City and County of San Francisco
1 Dr. Carlton B. Goodlett Pl., RM 448
San Francisco, CA 94102
Ph. 415. 554.6136 www.investsf.org

Mission Marketing Update Aug Sep

Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>

Tue 8/22/2017 4:21 PM

To: Goossen, Carolyn (BOS) <carolyn.goossen@sfgov.org>; 'cmcollins@gatesf.com' <'cmcollins@gatesf.com'>; 'elsmokes@aol.com' <'elsmokes@aol.com'>; 'sanfran186@yahoo.com' <'sanfran186@yahoo.com'>; 'juanpablogutierrez1950@gmail.com' <'juanpablogutierrez1950@gmail.com'>; 'eroyale@earthlink.net' <'eroyale@earthlink.net'>; Shaw, Jeremy (CPC) <jeremy.shaw@sfgov.org>; 'peter@mojotheatre.com' <'peter@mojotheatre.com'>; 'rclistad@gmail.com' <'rclistad@gmail.com'>; 'William@cartagenaconsulting.com' <'William@cartagenaconsulting.com'>; 'spowers@brava.org' <'spowers@brava.org'>; Sue, Candace (MTA) <Candace.Sue@sfmta.com>; 'Matthew.Brill@sfmta.com' <'Matthew.Brill@sfmta.com'>; Rivas, Jorge (ECN) <jorge.rivas@sfgov.org>; Flores, Claudia (CPC) <claudia.flores@sfgov.org>; 'rodrigoehduran@gmail.com' <'rodrigoehduran@gmail.com'>; Torres, Joaquin (ASR) <joaquin.torres@sfgov.org>; 'ETenorio@self-helpfcu.org' <'ETenorio@self-helpfcu.org'>; Chan, Gloria (ECN) <gloria.chan@sfgov.org>; 'Rachel.Hyden@sfmta.com' <'Rachel.Hyden@sfmta.com'>; 'erodriguez@medasf.org' <'erodriguez@medasf.org'>; 'dgolopenta@medasf.org' <'dgolopenta@medasf.org'>; 'cgil@medasf.org' <'cgil@medasf.org'>; 'moises@calle24sf.org' <'moises@calle24sf.org'>; 'jrojas@accionlatina.org' <'jrojas@accionlatina.org'>; 'ani.galeria@gmail.com' <'ani.galeria@gmail.com'>; 'lramos@medasf.org' <'lramos@medasf.org'>; Morales, Carolina (DAT) <carolina.morales@sfgov.org>; 'mcm@missioncommunitymarket.org' <'mcm@missioncommunitymarket.org'>; 'erick@calle24sf.org' <'erick@calle24sf.org'>; 'jrojas@accionlatina.org' <'jrojas@accionlatina.org'>; 'gmedina@medasf.org' <'gmedina@medasf.org'>; 'eden@secessionsf.com' <'eden@secessionsf.com'>; 'jessie.rubalcava@medasf.org' <'jessie.rubalcava@medasf.org'>; 'ronen@hillary.sfgov.org' <'ronen@hillary.sfgov.org'>

Hi All,

Just wanted to check in and send an update. This month we focused on back to school shopping shoes and clothing. To highlight the back to school shopping experience for families, a Mission Promise family was sponsored to shop along Mission Street at selected stores (Bonita Footwear, New Colors Fashion, Ariks Clothing) and we took in action pictures. The interview with the family turned out great and aired Thursday Aug 10th, I apologize for the delay. Below is the video and our post on OEWD's FB I know Calle 24 also shared. Check out the pictures on our website missionstreetsf.com . Also, a facebook page is now up for the campaign thanks to MEDA for getting that up and running it is really cool so please share <https://www.facebook.com/missionstreetsf/> .

Please share the Mission Street- Back to School video:

- Twitter: <https://twitter.com/sfoewd/status/897525014659907584>
- Facebook: <https://www.facebook.com/SFOEWD/videos/1538487966245655/>
- Video file(for download): <https://vimeo.com/229740080>

For September we will focus on barbershops, beauty salons and nail shops and we are cross promoting Fiestas De Las Americas, Sep 17th on 24th Street to bring folks to the area.

I will send a meeting invite for Wed, Sep 20th for an opportunity to update on the campaign, how it has worked, wrap up and next steps.

We have seen great traction and interest on social media and our map as it exists on website with businesses and pictures has 10,008 views!

Thanks to all for helping shape this and supporting each and every month through shares, outreach, design work and input.

Best,

Diana

Diana Ponce De Leon

Invest In Neighborhoods Project Manager
Office of Economic and Workforce Development
City and County of San Francisco
1 Dr. Carlton B. Goodlett Pl., RM 448
San Francisco, CA 94102
Ph. 415. 554.6136 www.investsf.org

RE: * Accion Latina Affected by Covid-19 Closures to our main fundraiser

Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>

Mon 3/16/2020 4:57 PM

To: Josue Rojas <jrojas@accionlatina.org>

Cc: Monge, Paul (BOS) <paul.monge@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>

Hi Josue,

Here is the link that is now available regarding SBA loans:

<https://oewd.org/assistance-guidance-businesses-and-workers-impacted-covid-19#SBA>

Diana

Diana Ponce De León

Office of Economic and Workforce Development
Invest In Neighborhoods Division

City Hall, Room 448; 1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
Office: 415 554.6969 Direct: 415 554.6136 Fax 415.554.4565
<https://oewd.org/>

From: Josue Rojas <jrojas@accionlatina.org>

Sent: Friday, March 13, 2020 3:37 PM

To: Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>

Cc: Monge, Paul (BOS) <paul.monge@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>

Subject: Re: * Accion Latina Affected by Covid-19 Closures to our main fundraiser

Diana,

I appreciate you so much!

Thanks for the update!

- Josué Rojas

Executive Director
Acción Latina
accionlatina.org
(415) 648-1045 xt. 103
2958 24th Street
San Francisco, CA.
94110

On Fri, Mar 13, 2020 at 3:34 PM Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org> wrote:

Thank you so much Josue. I submitted it, looks like we met our threshold, I will follow up once we get confirmation from SBA.

Best,

Diana

From: Josue Rojas <jrojas@accionlatina.org>

Sent: Friday, March 13, 2020 12:29 PM

To: Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>

Cc: Monge, Paul (BOS) <paul.monge@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>

Subject: Re: * Accion Latina Affected by Covid-19 Closures to our main fundraiser

Diana,

Thank you for the information and form,
Please find the filled out form attached.

Mil Gracias,

- Josué Rojas

Executive Director
Acción Latina
accionlatina.org
(415) 648-1045 xt. 103
2958 24th Street
San Francisco, CA.
94110

On Fri, Mar 13, 2020 at 9:47 AM Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org> wrote:

Good morning Josué,

Thank you for reaching out I will check in with the Legacy Business program and see if there is anything specific that has been discussed or funds. Also want to refer you for now to our webpage where as more resources become available we will be posting them, just click on covid-19 header: <https://oewd.org/> .

A separate urgent resource we are currently working with SBA to release is the economic disaster loans, we need to submit at least 5 applications from businesses/nonprofits in order to demonstrate need. This is not a commitment to the loan it is just to demonstrate need and they would release this resource. If you do decide to consider the loan, SBA would reach out to you to assess the organization for the loan, as a point of reference the interest is 2.75 for nonprofits.

We are working diligently to collect these applications **before 1pm** today, so we can access this resource for San Francisco.

If you could fill this out and send it back to me it would really help.

Thank you!

Diana

Diana Ponce De León

Office of Economic and Workforce Development
Invest In Neighborhoods Division

City Hall, Room 448; 1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
Office: 415 554.6969 Direct: 415 554.6136 Fax 415.554.4565
<https://oewd.org/>

From: Josue Rojas <jrojas@accionlatina.org>
Sent: Thursday, March 12, 2020 12:39 PM
To: Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>
Cc: Monge, Paul (BOS) <paul.monge@sfgov.org>
Subject: * Accion Latina Affected by Covid-19 Closures to our main fundraiser

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Hello Hillary, Diana and Paul,

I hope you are all well,
I am writing because Accion Latina is quite vulnerable at the moment.
Our key fundraiser, a weekly bingo game —held off site at the Army Street bingo hall —has been cancelled indefinitely. It seems until sometime in April at the least.

That key fundraiser brings in between \$8,000-\$11,000 weekly.

Unrestricted funds from bingo are imperative to our cash flow, keeping the org at large afloat and particularly kept El Tecolote Newspaper in print.

I am writing to request some assistance in this way directly from you all.
I hear some talk of an emergency fund for small/ legacy businesses affected by Covid-19.

Is there a way I can be put on the list of considered business for this?

Please advise,

All the best

- Josué Rojas

Executive Director
Acción Latina
accionlatina.org
(415) 648-1045 xt. 103
2958 24th Street
San Francisco, CA.

94110

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RE: Precita Eyes Muralists Legacy Business application

Torres, Joaquin (ASR) <joaquin.torres@sfgov.org>

Mon 1/11/2016 5:38 PM

To: Ronen, Hillary <hillary.ronen@sfgov.org>; Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>

Cc: DPH-Susan-wkp <susan@precitaeyes.org>

Good Evening Hilary,

I hope you're having a great start to the week!

I've spoken with some of our internal partners and they will be working with partners to review the options. I know that there were parity issues to be considered for other applicants who didn't have site control at the time of their application as well.

Once a determination has been made, Precita Eyes will hear directly from NCCLF about options and next steps. We're hoping this will be quite soon and everyone is aware of the timing sensitivities.

That said, we're also hopeful that a solution for the smaller and more accessible "quick grant" portion may be administered quickly to address this issue in the short term.

Thank you again for reaching out and letting us know.

Kind regards,
Joaquín

Joaquín Torres
Deputy Director/Invest in Neighborhoods
Office of Economic and Workforce Development
Joaquin.Torres@sfgov.org
415.554.7013
www.oewd.org | [Facebook](#) | [Twitter](#) | [InvestSF](#)



OFFICE OF ECONOMIC AND
WORKFORCE DEVELOPMENT

From: Ronen, Hillary
Sent: Friday, January 08, 2016 12:50 PM
To: Ponce De Leon, Diana (ECN); Torres, Joaquin (ECN)
Cc: Susan Cervantes
Subject: FW: Precita Eyes Muralists Legacy Business application

Diana and Joaquin,

Precita Eyes was in great threat of displacement from their site in Bernal. At the time they applied for the non-profit displacement mitigation fund, the organization did not have site control. Since that time, with the help of MEDA, they have gained control. In order to maintain their tenancy in the building, the rent is going up substantially and they need the help of the mitigation fund to pay the rent increase. Can you reopen the application and re-review it given new circumstances? This is an urgent request and top priority for our office since there is a fragile deal in place to stop the displacement of this essential non-profit and the tenants who live above them.

Thank you.
Hillary

RE: Legacy Business nominations

Ronen, Hillary <hillary.ronen@sfgov.org>

Wed 1/20/2016 4:12 PM

To: Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>; Torres, Joaquin (ASR) <joaquin.torres@sfgov.org>

So far we have only submitted Precita Eyes. We planned to nominate Dance Mission and Galeria (but you should feel free to do instead) - on 24th Street. Why don't we do Dance Mission and you do Galeria and the others you planned to do. Yay!

Thanks!
Hillary

-----Original Message-----

From: Ponce De Leon, Diana (ECN)

Sent: Wednesday, January 20, 2016 4:10 PM

To: Ronen, Hillary <hillary.ronen@sfgov.org>; Torres, Joaquin (ECN) <joaquin.torres@sfgov.org>

Subject: RE: Legacy Business nominations

Hi Hillary,

Yes, let's share at this point we are considering submitting four, but not yet 100% finalized. Which have you all submitted or will submit? Is Dance Mission one of them?

Galeria De La Raza
Modern Times
La Gallinita
Casa Sanchez

Thanks!

Diana

-----Original Message-----

From: Ronen, Hillary

Sent: Wednesday, January 20, 2016 2:52 PM

To: Ponce De Leon, Diana (ECN); Torres, Joaquin (ECN)

Subject: Legacy Business nominations

I was at a meeting today and Modern Times bookstore mentioned the mayor will be nominating the business for the LB registry. Yay! We're so excited. In order to not duplicate work, would you mind letting us know which businesses the mayor plans to nominate in D9? So happy you are making the nominations!

Hillary

Sent from my iPhone

Re: La Victoria Check In

Ronen, Hillary <hillary.ronen@sfgov.org>

Mon 3/7/2016 12:45 PM

To: Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>

Cc: ErickCalle24 <erick@calle24sf.org>; DiSalvo, Jonathan (CPC) <jonathan.disalvo@sfgov.org>; info <info@lavictoriabakery.com>; Garcia, Barbara (DPH) <barbara.garcia@sfdph.org>; Joaquin Torres <joaquin.torres@me.com>; Chung Hagen, Sheila (BOS) <schunghagen@SFGOV1.onmicrosoft.com>; ahshasafai@gmail.com <ahshasafai@gmail.com>

Yes - our office room 268.

Sent from my iPhone

> On Mar 7, 2016, at 12:33 PM, "Ponce De Leon, Diana (ECN)" <diana.poncedeleon@sfgov.org> wrote:
>
> Hillary,
>
> Let me know if it is okay to meet at your office.
>
> Thanks,
>
> Diana
>
> <meeting.ics>

Re: La Victoria

Ronen, Hillary <hillary.ronen@sfgov.org>

Mon 3/7/2016 9:18 PM

To: Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>

Cc: Chung Hagen, Sheila (BOS) <schunghagen@SFGOV1.onmicrosoft.com>

I have talked to Barbara. She feels it would be best that they do not attend this meeting since it will be focused on the SUD. Jonathon from planning will be there and can chime in regarding what type of uses trigger DPH inspections. My schedule is a bit crazy but feel free to call me on my cell anytime and if I can't answer, I will call you back. 415 [REDACTED]

Thanks.

Hillary

Sent from my iPad

On Mar 7, 2016, at 1:46 PM, "Ponce De Leon, Diana (ECN)" <diana.poncedeleon@sfgov.org> wrote:

Hi Hilary,

Glad we zeroed in on a time. Can we touch base before the meeting Wednesday? I have not directly spoken to the Health Department, have you been able to get a hold of them?

Thanks,

Diana

Diana Ponce De Leon

Invest In Neighborhoods Project Manager
Office of Economic and Workforce Development
City and County of San Francisco
1 Dr. Carlton B. Goodlett Pl., RM 448
San Francisco, CA 94102
Ph. 415. 554.6136 www.investsf.org

From: Chung Hagen, Sheila (BOS)
Sent: Monday, March 07, 2016 1:32 PM
To: Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>
Cc: Ronen, Hillary <hillary.ronen@sfgov.org>
Subject: RE: La Victoria

Hi Diana –

Hillary has been working on this. I'm cc'ing her so that the two of you can connect before we meet.
Thanks.

Sheila

From: Ponce De Leon, Diana (ECN)
Sent: Friday, March 04, 2016 3:05 PM
To: Chung Hagen, Sheila (BOS) <sheila.chung.hagen@sfgov.org>
Subject: La Victoria

Sheila,

Have you been following up on Jaime's case or is it Hillary? Can we check in via phone before Tuesday's meeting?

Thanks,

Diana

Diana Ponce De Leon

Invest In Neighborhoods Project Manager
Office of Economic and Workforce Development
City and County of San Francisco
1 Dr. Carlton B. Goodlett Pl., RM 448
San Francisco, CA 94102
Ph. 415. 554.6136 www.investsf.org

RE: Reschedule SUD Meeting

Ronen, Hillary <hillary.ronen@sfgov.org>

Fri 3/11/2016 11:04 AM

To: Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>; ErickCalle24 <erick@calle24sf.org>

Cc: Chung Hagen, Sheila (BOS) <schunghagen@SFGOV1.onmicrosoft.com>; Torres, Joaquin (ASR) <joaquin.torres@sfgov.org>; Pagan, Lisa (ECN) <lisa.pagan@sfgov.org>

1:00 p.m. on the 21st works for us.

Hillary

From: Ponce De Leon, Diana (ECN)

Sent: Thursday, March 10, 2016 4:00 PM

To: ErickCalle24 <erick@calle24sf.org>

Cc: Ronen, Hillary <hillary.ronen@sfgov.org>; Chung Hagen, Sheila (BOS) <sheila.chung.hagen@sfgov.org>; Torres, Joaquin (ECN) <joaquin.torres@sfgov.org>; Pagan, Lisa (ECN) <lisa.pagan@sfgov.org>

Subject: RE: Reschedule SUD Meeting

For Monday I have 1-2 or 2-3 on our end.

Diana

From: ErickCalle24 [<mailto:erick@calle24sf.org>]

Sent: Thursday, March 10, 2016 3:10 PM

To: Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>

Cc: Ronen, Hillary <hillary.ronen@sfgov.org>; Chung Hagen, Sheila (BOS) <sheila.chung.hagen@sfgov.org>; Torres, Joaquin (ECN) <joaquin.torres@sfgov.org>; Pagan, Lisa (ECN) <lisa.pagan@sfgov.org>

Subject: Re: Reschedule SUD Meeting

Could we do Monday the 21st. The sooner the better.....is there someone else that could come in her place.

Erick

Calle 24 Latino Cultural District

On Thu, Mar 10, 2016 at 8:07 AM, Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org> wrote:

Good morning All,

My apologies, can we reschedule our SUD meeting for Wednesday, March 23rd either at 12 or 1pm? Lisa from our office should really be at this meeting and she is out next week.

Thanks,

Diana

Diana Ponce De Leon

Invest In Neighborhoods Project Manager

Office of Economic and Workforce Development
City and County of San Francisco
1 Dr. Carlton B. Goodlett Pl., RM 448
San Francisco, CA 94102
Ph. 415. 554.6136 www.investsf.org

Re: SUD meeting

Ronen, Hillary <hillary.ronen@sfgov.org>

Mon 4/4/2016 10:12 AM

To: Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>

Cc: Chung Hagen, Sheila (BOS) <schunghagen@SFGOV1.onmicrosoft.com>

Of course. Do you want to propose a new date?

Sent from my iPhone

On Apr 4, 2016, at 10:03 AM, "Ponce De Leon, Diana (ECN)" <diana.poncedeleon@sfgov.org> wrote:

Hillary,

When we last met I think we had said we would meet tomorrow, I don't have it on my calendar. Can we postpone the meeting I'm still waiting for Marlena's response on our edits from our meeting.

Thanks,

Diana

Diana Ponce De Leon

Invest In Neighborhoods Project Manager
Office of Economic and Workforce Development
City and County of San Francisco
1 Dr. Carlton B. Goodlett Pl., RM 448
San Francisco, CA 94102
Ph. 415. 554.6136 www.investsf.org

Checking in on SUD

Ronen, Hillary <hillary.ronen@sfgov.org>

Tue 4/19/2016 12:51 PM

To: Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>; Chung Hagen, Sheila (BOS) <schunghagen@SFGOV1.onmicrosoft.com>

Diana,

Where are we on the draft SUD legislation? The 26th is a hard date for us to attend the Calle 24 meeting but I'm not even sure we are ready to present to the council since we haven't seen a draft of the legislation. Checking in to see where things are. Thanks so much!

Hillary

Hillary Ronen
Office of Supervisor David Campos
(415) 554-7739
Hillary.ronen@sfgov.org

RE: La Victoria Meeting

Ronen, Hillary <hillary.ronen@sfgov.org>

Tue 5/3/2016 4:11 PM

To: Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>

Thanks for the update.

Hillary

From: Ponce De Leon, Diana (ECN)

Sent: Monday, May 02, 2016 9:13 AM

To: Ronen, Hillary <hillary.ronen@sfgov.org>

Subject: RE: La Victoria Meeting

Hi Hillary,

The meeting went well, I think there was clarity and direction for him to feel comfortable moving forward in the process. DPH will be making recommendations on facility improvements such as sinks, floors etc. all will be based on the number of caterers Jaime documents as working in the kitchen at one time. DPH will work closely with Jaime to provide guidance to ensure changes meet standards required. As far as the on sale retail component for caterers Jaime is currently in compliance by offering some of those goods on site. Let me know if you have any other questions.

Thanks,

Diana

Diana Ponce De Leon

Invest In Neighborhoods Project Manager
Office of Economic and Workforce Development
City and County of San Francisco
1 Dr. Carlton B. Goodlett Pl., RM 448
San Francisco, CA 94102
Ph. 415. 554.6136 www.investsf.org

From: Ronen, Hillary

Sent: Monday, April 25, 2016 1:16 PM

To: Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>

Subject: FW: La Victoria Meeting

How did the meeting go?

Hillary

From: lavictoriabakery [<mailto:jaime@lavictoriabakery.com>]

Sent: Tuesday, April 19, 2016 1:26 PM

To: Ronen, Hillary <hillary.ronen@sfgov.org>

Cc: [REDACTED]@gmail.com; Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>; Torres, Joaquin (ECN) <joaquin.torres@sfgov.org>; Chung Hagen, Sheila (BOS) <sheila.chung.hagen@sfgov.org>; DeGuzman, Faye (DPH) <faye.deguzman@sfdph.org>; Garcia, Barbara (DPH) <barbara.garcia@sfdph.org>; Cushing, Stephanie (DPH)

<Stephanie.Cushing@sfdph.org>; Freschet, Mary (DPH) <mary.freschet@sfdph.org>

Subject: Re: La Victoria Meeting

Thank You Hilary

Much love

Jaime Maldonado

La Victoria Bakery
2937 24th st.
S.F. Ca, 94110

(415) 350-2986

██████████@lavictoriabakery.com

Contra El Pan Malo!!

www.lavictoriabakery.com

Follow us on Twitter : @lavictoriasf

Follow us on Facebook: <https://www.facebook.com/Lavictoriabakery>

On Apr 19, 2016, at 12:38 PM, Ronen, Hillary <hillary.ronen@sfgov.org> wrote:

I'm sorry, we can't make that time but feel like you should go on without us. David wants us to be creative about how we can help Jaime continue to operate his legacy business on 24th Street successfully. We share the same goal as the Mayor's office. His business – a family Latino run historic business in the Latino Cultural District – is exactly the type of business that we are desperately trying to keep in the neighborhood. So many of these businesses have been pushed out. The intersection of regulations between the planning and health department have become such a puzzle that Jaime has not been able to even decipher how to be in compliance. He needs clarity and some resolution while also being able to use his space creatively to make ends meet. I am hoping you can reach some consensus at this meeting under Diana's expert facilitation. If that is not possible, I will prioritize a follow-up meeting to see how the Supervisor's office can intervene.

Thank you everyone for your effort.

Hillary

From: lavictoriabakery [<mailto:██████████@lavictoriabakery.com>]

Sent: Tuesday, April 19, 2016 11:34 AM

To: ██████████@gmail.com

Cc: Ponce De Leon, Diana (ECN) <diana.ponedeleon@sfgov.org>; Torres, Joaquin (ECN) <joaquin.torres@sfgov.org>; Chung Hagen, Sheila (BOS) <sheila.chung.hagen@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>; DeGuzman, Faye (DPH) <faye.deguzman@sfdph.org>; Garcia, Barbara (DPH) <barbara.garcia@sfdph.org>; Cushing, Stephanie (DPH)

<Stephanie.Cushing@sfdph.org>; Freschet, Mary (DPH) <mary.freschet@sfdph.org>

Subject: Re: La Victoria Meeting

Yes I am good thursday at 230..

thank you

On Apr 18, 2016, at 4:45 PM, [REDACTED]@gmail.com wrote:

Thanks Diana,

That works fine for me.

Thx,

Ahsha

Ahsha Safai, *M.C.P.*

(415) [REDACTED]

On Apr 18, 2016, at 4:05 PM, Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org> wrote:

Hi All,

Thursday 4/21 2:30 works for Barbara and DPH staff, does that work for the rest? Meeting spot TBD.

Thanks,

Diana

Diana Ponce De Leon

Invest In Neighborhoods Project Manager
Office of Economic and Workforce Development
City and County of San Francisco
1 Dr. Carlton B. Goodlett Pl., RM 448
San Francisco, CA 94102
Ph. 415. 554.6136 www.investsf.org

Enhanced notice and Heightened review

Erick Arguello <erick@calle24sf.org>

Sun 5/21/2017 11:46 AM

To: Rahaim, John (CPC) <john.rahaim@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>; Flores, Claudia (CPC) <claudia.flores@sfgov.org>; Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>

John and all, wondering if we could discuss enhanced notice and heightened review for any project with in the Calle 24 Latino Cultural District.

One issue that is surfacing are roof decks in many of the smaller developments.

Seems there are building out removing yard space and replacing open space on roofs. Not in line with family housing.

Second issue are the murals.

We have no design guidelines yet, I think this would help to review with the public very early on, where changes could be made.

Thank you and look forward to the conversation.

Erick Arguello
Founder, Council President
Calle 24 Latino Cultural District
2958 24th St.
San Francisco, Ca 94110
www.calle24sf.org

Re: [Embargoed Until Thursday] Fwd: California Cultural Districts: Notification of Designation

Ronen, Hillary <hillary.ronen@sfgov.org>

Mon 7/10/2017 2:54 PM

To: Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>

Cc: Moisés García <moises@calle24sf.org>; Erick Arguello <erick@calle24sf.org>; Morales, Carolina (DAT) <carolina.morales@sfgov.org>; Axel, Rachele (ART) </o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=0b69eb536eda43b59dbbbf85d9912170-rachele.axel@sfgov.org>

This is so fabulous! Tell me if you need anything from us. So excited!

Hillary

Sent from my iPhone

On Jul 10, 2017, at 2:26 PM, "Ponce De Leon, Diana (ECN)" <diana.poncedeleon@sfgov.org> wrote:

Congratulations !!!! Thanks for the notice, let us know if quotes are needed for the press release from the City's side.

Diana

From: Moisés García [<mailto:moises@calle24sf.org>]

Sent: Monday, July 10, 2017 2:23 PM

To: Erick Arguello <erick@calle24sf.org>; Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>; Morales Aguilar, Maria Carolina (BOS) <carolina.morales@sfgov.org>; Axel, Rachele (ART) <rachele.axel@sfgov.org>

Subject: [Embargoed Until Thursday] Fwd: California Cultural Districts: Notification of Designation

Hi folks just wanted to share some great news. Calle 24 was designated a California Cultural District today!

The new is embargoed until Thursday when the CAC will send out a press release.

Thank you for your work on behalf of Calle 24 and congrats on this achievement.

Abrazos!

Moisés García
Corridor Manager

Calle 24 Latino Cultural District
2958 24th Street, San Francisco, CA 94110
(415) 390-5818
calle24sf.org

Begin forwarded message:

From: Caitlin Fitzwater <caitlin.fitzwater@arts.ca.gov>
Subject: California Cultural Districts: Notification of Designation
Date: July 10, 2017 at 4:05:53 PM CDT
To: Moisés Garcia <moises@calle24sf.org>

Dear Moisés,

CONGRATULATIONS!

Please see the attached official notification of your California Cultural District application status.

Please read the letter in detail and share with your official district partners.

I will be in touch very shortly with additional information. As noted in the letter, please do not widely promote this news at this time. We ask that you standby for details on a coordinated public/press announcement to take place this Thursday, July 13th.

Best regards,
Caitlin

Caitlin Fitzwater
Director of Public Affairs

California Arts Council
1300 I Street, Suite 930
Sacramento, CA 95814
P (916) 324-6617 | M (916) 533-8623
caitlin.fitzwater@arts.ca.gov

RE: Mission Check In

Ronen, Hillary <hillary.ronen@sfgov.org>

Tue 7/25/2017 4:44 PM

To: Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>

Cc: Morales, Carolina (DAT) <carolina.morales@sfgov.org>; Allbee, Nate <nate.allbee@sfgov.org>; Torres, Joaquin (ASR) <joaquin.torres@sfgov.org>

So sorry I'm going to be gone for the next few weeks but look forward to the update from Carolina!
Hillary

From: Ponce De Leon, Diana (ECN)

Sent: Monday, July 24, 2017 12:57 PM

To: Ronen, Hillary <hillary.ronen@sfgov.org>

Cc: Morales, Carolina (BOS) <carolina.morales@sfgov.org>; Allbee, Nate <nate.allbee@sfgov.org>; Torres, Joaquin (ECN) <joaquin.torres@sfgov.org>

Subject: Mission Check In

Supervisor Ronen,

I would like to schedule a check-in with you to provide your office with an update of our current projects and efforts within the Mission and what we have coming up and hopefully touch base on add backs.

Do you have time this Friday at 3:30 or 4pm ?

Thanks,

Diana

Diana Ponce De Leon

Invest In Neighborhoods Project Manager
Office of Economic and Workforce Development
City and County of San Francisco
1 Dr. Carlton B. Goodlett Pl., RM 448
San Francisco, CA 94102
Ph. 415. 554.6136 www.investsf.org

RE: Apoyo a La Taquería El Buen Sabor 18th @ Valencia St

Ronen, Hillary <hillary.ronen@sfgov.org>

Tue 5/8/2018 10:39 AM

To: Morales, Carolina (DAT) <carolina.morales@sfgov.org>; Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>; Dairo Romero <dromero@medasf.org> [REDACTED]@aol.com <[REDACTED]@aol.com>

Cc: Dick-Endrizzi, Regina (ECN) <regina.dick-endrizzi@sfgov.org>; Sanchez, Diego (CPC) <diego.sanchez@sfgov.org>; Beinart, Amy (BOS) <amy.beinart@sfgov.org>

There is an appeal before us next week about this site. I can't take a position on it until I hear the appeal. Amy is staffing me on this item so feel free to contact her with any questions. 415-[REDACTED].

Hillary

From: Morales, Carolina (BOS)

Sent: Tuesday, May 01, 2018 9:27 AM

To: Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>; Dairo Romero <dromero@medasf.org>; [REDACTED]@aol.com

Cc: Dick-Endrizzi, Regina (ECN) <regina.dick-endrizzi@sfgov.org>; Sanchez, Diego (CPC) <diego.sanchez@sfgov.org>

Subject: RE: Apoyo a La Taquería El Buen Sabor 18th @ Valencia St

Diego,

I think the Planning Commission didn't approve the food truck business on that parking lot. Can you please connect us with enforcement folks?

c

From: Ponce De Leon, Diana (ECN)

Sent: Tuesday, May 01, 2018 9:26 AM

To: Morales, Carolina (BOS) <carolina.morales@sfgov.org>; Dairo Romero <dromero@medasf.org>; Ronen, Hillary <hillary.ronen@sfgov.org>; [REDACTED]@aol.com

Cc: Dick-Endrizzi, Regina (ECN) <regina.dick-endrizzi@sfgov.org>; Sanchez, Diego (CPC) <diego.sanchez@sfgov.org>

Subject: RE: Apoyo a La Taquería El Buen Sabor 18th @ Valencia St

Hi all,

I will reach out to Miguel and Blanca to understand the specific concerns. Miguel me comunicare con usted para comprender más detalladamente sobre la situación.

Thanks,

Diana

Diana Ponce De Leon

Invest In Neighborhoods Project Manager
Office of Economic and Workforce Development

City and County of San Francisco
1 Dr. Carlton B. Goodlett Pl., RM 448
San Francisco, CA 94102
Ph. 415. 554.6136 www.investsf.org

From: Morales, Carolina (BOS)
Sent: Monday, April 30, 2018 5:37 PM
To: Dairo Romero <dromero@medasf.org>; Ronen, Hillary <hillary.ronen@sfgov.org>; [REDACTED]@aol.com
Cc: Dick-Endrizzi, Regina (ECN) <regina.dick-endrizzi@sfgov.org>; Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>; Sanchez, Diego (CPC) <diego.sanchez@sfgov.org>
Subject: RE: Apoyo a La Taquería El Buen Sabor 18th @ Valencia St

Hi Dairo,

Thank you for your message.

I'm copying Regina from the Small Business Office, Diana from OEWD, and Diego from Planning so they can help us determine if that food truck is allowed to be on that Parking Lot.

Best,
Carolina

From: Dairo Romero [<mailto:dromero@medasf.org>]
Sent: Monday, April 30, 2018 5:21 PM
To: Ronen, Hillary <hillary.ronen@sfgov.org>; Morales, Carolina (BOS) <carolina.morales@sfgov.org>; mgl894@aol.com
Subject: Apoyo a La Taquería El Buen Sabor 18th @ Valencia St

Good afternoon Hillary and Carolina,

I met today with Miguel and Blanca from La Taquería El Buen Sabor located at Valencia St and 18th who are against the Food Truck Village at the parking lot in front of their business. La Taqueria El Buen Sabor has been in business in Valencia Street for more than 25 years. There are business around them closing because of the rent increases and cost of doing business in SF. The Food Truck Village would bring more traffic, night parties and unfair competition to established businesses. I am respectfully asking both of you to support Miguel and Blanca.

Thanks
Dairo

Miguel y Blanca este es el correo pidiendo a la Supervisora Ronen que los apoye en su petición. Mucha suerte en la reunión del viernes

--



Every Family Succeeds. Every Student Achieves.
Cada Familia Triunfa. Cada Estudiante Logra.

Dairo Romero

Community Planning Manager

Mission Economic Development Agency (MEDA)

Main Office: Plaza Adelante

2301 Mission Street, Suite 301

San Francisco, CA 94110

P: [tel://1-415-282-3334,103][415.282.3334](tel:415.282.3334) ext. 103

F: 415.282.3320

Join us! ¡Acompañenos!



RE: Mission District's Restaurants and Bars Limitation

Ronen, Hillary <hillary.ronen@sfgov.org>

Tue 3/12/2019 10:37 AM

To: Victor Tran <[REDACTED]@mail.sfsu.edu>; Sanchez, Diego (CPC) <diego.sanchez@sfgov.org>; Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>

Victor,

I am copying Diego Sanchez from Planning and Diana Ponce de Leon from the Office of Economic and Workforce Development to answer your questions.

Hillary

From: Victor Tran [mailto:[REDACTED]@mail.sfsu.edu]
Sent: Monday, March 4, 2019 1:12 PM
To: Ronen, Hillary <hillary.ronen@sfgov.org>
Subject: Mission District's Restaurants and Bars Limitation

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

To the District 9 Representatives,

I was wondering if someone from the office who has insight on the matter would be able to answer a few questions in regard to the maximum number of restaurants and bars in the Mission. Understanding that last year the board of supervisors made a cap number of 167 restaurants and bar allowed in the district. Can you answer how that has effected all the businesses as a whole in the neighborhood and why this decision was made? Also, why was the number set to specifically 167? Was there any backlash from business owners or members of the community after this ruling? How long was this decision being discussed before being formally brought to the board's attention? Thank you so much for taking the time to reviewing this, and any response would be appreciated.

Best Regards,

Victor Tran

RE: Relocating from Calle 24

Ronen, Hillary <hillary.ronen@sfgov.org>

Tue 3/10/2020 12:19 PM

To: Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>; Rory Cox <[REDACTED]@gmail.com>; Monge, Paul (BOS) <paul.monge@sfgov.org>; Gabriela Sapp <[REDACTED]@gmail.com>

Cc: Skjerping, Katie (ECN) <katie.skjerping@sfgov.org>; Malchow, Carl (DBI) <carl.malchow@sfgov.org>; Berger, Chaska (CPC) <chaska.berger@sfgov.org>

I am so sorry to hear this Rory and thank you Diana for assisting Rory in this transition. I was on 24th Street on election day at 7:00 a.m. and the conditions on the street looked really good to me. So I am wondering when and where the problems you have told us about occur so we can work to make improvements. Again, so sorry to hear you are leaving the Mission.

Hillary

From: Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>

Sent: Monday, March 02, 2020 8:48 AM

To: Rory Cox <[REDACTED]@gmail.com>; Monge, Paul (BOS) <paul.monge@sfgov.org>; Gabriela [REDACTED] <[REDACTED]@gmail.com>

Cc: Ronen, Hillary <hillary.ronen@sfgov.org>; Skjerping, Katie (ECN) <katie.skjerping@sfgov.org>; Malchow, Carl (DBI) <carl.malchow@sfgov.org>; Berger, Chaska (CPC) <chaska.berger@sfgov.org>

Subject: RE: Relocating from Calle 24

Good morning Shala,

I'm sorry to hear that you decided not to move forward with permitting your business so you may operate. The daily challenges of our street conditions are real and complex and the impacts are far reaching I'm sorry you've had to endure this.

I am glad to hear that you have been able to grow your business through BizFitsSF that specifically targeted businesses on 24th Street and we want to continue that support. As you search for a place please make use of the Office of Small Business and Katie to ensure you get the permits required and that you can use your space as you intend to maximize your business. There are some corridors where we offer tenant improvement grants, but it would be helpful to understand what square footage and rent you are able to pay in addition to any targeted neighborhoods you may have in mind. Our financial assistance available through our programs includes: SF Shines or Tenant Improvement Grants (within select corridors), low interest loans, and SF Women's Entrepreneurship Fund, Gabriela can continue to help you access these programs.

I'd be happy to connect on next steps and your timeline. I will lean on Gabriela as your business consultant to ensure that we are connecting you to the right support for your business.

Do you want to set up a meeting? I am available this Thursday any time before 4pm.

Best,

Diana

Diana Ponce De León

Office of Economic and Workforce Development

Invest In Neighborhoods Division

City Hall, Room 448; 1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
Office: 415 554.6969 Direct: 415 554.6136 Fax 415.554.4565
<https://oewd.org/>

From: Rory Cox <[REDACTED]@gmail.com>
Sent: Thursday, February 27, 2020 3:45 PM
To: Monge, Paul (BOS) <paul.monge@sfgov.org>; Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>; Gabriela Sapp <[REDACTED]@gmail.com>
Cc: Ronen, Hillary <hillary.ronen@sfgov.org>; Skjerpung, Katie (ECN) <katie.skjerpung@sfgov.org>; Malchow, Carl (DBI) <carl.malchow@sfgov.org>; Berger, Chaska (CPC) <chaska.berger@sfgov.org>
Subject: Relocating from Calle 24

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Hi Paul, Diana and Gabriela,
CC: Chaska, Carl and Katie

Thank you all so much for assisting me with navigating the complexities of operating a small business within the Latino Cultural District.

After 10 weeks of researching my options, I've decided it is no longer in the best interest of YuBalance to stay on 24th Street and we would like to know about any assistance programs that may be available for displaced small businesses. Even if I went through a year long process to fix permitting issues, my concerns over street safety, public drug use, homelessness and assaults on my employees/customers will still not be adequately addressed by the City of SF or Calle 24 Latino Cultural District.

Since the Outdoor Activity Planning Code is being selectively enforced on YuBalance, we lost 2/3 of our floor space and can no longer take Personal Training clients during peak hours. The planning and building inspectors (Chaska and Carl) have agreed to give us time to leave and drop all violations. Our landlord has given us permission to break our lease. The only thing that makes sense financially is for us to leave and find a bigger space that will serve the needs of our business. This will be disappointing to hundreds of people in the neighborhood, but we feel this will be in the best interest of YuBalance and Calle 24, who have made it clear they do not want non-Latino businesses on the corridor.

Paul (Supervisor Hillary Ronen's aide) mentioned Diana would be the person to speak to about financial assistance because we are being displaced and forced to relocate unexpectedly.

I've also connected Gabriela Sapp on this e-mail, who has been a mentor from the SBDC. YuBalance participated in the BizFitSF program on Lower 24th Street Corridor and Gabriela has been helping me grow my business for several years now! The BizFitSF program has been instrumental to our success.

Gabriela mentioned the Hispanic Chamber of Commerce is interested in helping merchants improve conditions on the street. It is not like this on other corridors, and merchants need more help! We are not the right people to be cleaning up after the homeless because there are no bathrooms, confronting mentally ill drug addicts, or solving gang-related crimes. Dealing with this every day is draining for small business owners, who are just trying to make

ends meet. Hopefully help comes but after 6 years of little progress, it's time for us to move on and regain peace of mind.

Thank you all so much for your time, support and assistance! I really appreciate you helping me resolve this issue so we can get back to business as usual in a new (permitted) location nearby.

Have a great day!

Sincerely,

Shala, Owner

YuBalance Neighborhood Fitness Studio

Personal Training & Small Group Fitness

w. yubalance.com | p. (408 [REDACTED])

Mission: 2860 24th St. @ Bryant

Richmond: 26 Clement St. @ Arguello

Sunset: 447 Irving St. @ 6th

RE: Storefront Vandalism Relief Grant

Ronen, Hillary <hillary.ronen@sfgov.org>

Tue 7/27/2021 4:52 PM

To: Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>

Cc: Lerma, Santiago (BOS) <santiago.lerma@sfgov.org>; Li-D9, Jennifer (BOS) <jennifer.li-d9@sfgov.org>; Beinart, Amy (BOS) <amy.beinart@sfgov.org>

Thanks Diana. We will put in our next newsletter and share with merchants.

From: Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>

Sent: Monday, July 26, 2021 6:06 PM

Subject: Storefront Vandalism Relief Grant

The Office of Economic and Workforce Development is making information on our vandalism relief grant program available on our website at oewd.org/VandalismRelief. Our office is expecting to launch the Storefront Vandalism Relief Grant application at the end of August 2021. We're working to get this program up and running as soon as possible. In the interim, the webpage includes details on how businesses should prepare in order to apply in the amount of \$1,000 or \$2,000 to go towards storefront vandalism-related damages. Incidents are retroactive to January 1, 2021. We have also created a registration link on the website oewd.org/VandalismRelief which allows small businesses to send questions, receive updates, and be notified when the program launches.

As soon as the program application is live, we will notify your office first thing to share with your constituents. Please have constituents visit oewd.org/VandalismRelief for more information and for general inquiries, so we may better track and respond to requests. If you have questions please email VandalismRelief@sfgov.org so we can best keep track.

Best,

Diana

Diana Ponce De León

Office of Economic and Workforce Development

Director, Invest In Neighborhoods Division

City Hall, Room 448; 1 Dr. Carlton B. Goodlett Place

San Francisco, CA 94102

<https://oewd.org/>

RE: 16th St Mission Fire

Ronen, Hillary <hillary.ronen@sfgov.org>

Thu 2/3/2022 12:46 PM

To: Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>; Lerma, Santiago (BOS) <santiago.lerma@sfgov.org>

Cc: Moreno, Rafael (ECN) <rafael.r.moreno@sfgov.org>; Kate Sofis (ECN) <kate.sofis@sfgov.org>

Thanks Diana.

From: Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>

Sent: Thursday, February 03, 2022 12:42 PM

To: Lerma, Santiago (BOS) <santiago.lerma@sfgov.org>

Cc: Moreno, Rafael (ECN) <rafael.r.moreno@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>; Kate Sofis (ECN) <kate.sofis@sfgov.org>

Subject: 16th St Mission Fire

Hi Santiago,

I'm sure you are aware that there was a fire in the Mission around midnight which impacted residents and at least one business at 3036 16th Street. Just wanted to let you know that our office is currently trying to make contact with the business owner to offer disaster relief and services to employees if needed. Please feel free to reach out to myself or Rafa if you have any questions.

Best,

Diana

Diana Ponce De León

Office of Economic and Workforce Development
Director, Invest In Neighborhoods Division

City Hall, Room 448; 1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

<https://oewd.org/>

Hillary, Join Our 11th Birthday Tonight to Celebrate 11 Years of Free Healthcare!

Clinic by the Bay <development@clinicbythebay.org>

Wed 11/10/2021 4:00 PM

To: Ronen, Hillary <hillary.ronen@sfgov.org>

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***See You Soon!
Tonight at 6PM***



JOIN US IN CELEBRATING OUR

11th Annual Birthday by the Bay

Wednesday, November 10th

6:00 to 6:30pm



Facebook LIVE Party

TONIGHT | 6:00 to 6:30pm

**Thank you to our volunteers, patients, staff, donors, and
all our supporters!**

Please Join us in celebrating **11 years of FREE** healthcare for the working uninsured in our community!

Donate to Support 11 Years of Free Healthcare!

ANY AMOUNT HELPS!

Clinic by the Bay saw its first patient on November 10th, 2010 and has continued to meet the health needs of thousands of individuals in our community through FREE primary and specialty care services!

We would like to share our accomplishments with you on TONIGHT at 6pm on Facebook LIVE!

Join us in celebrating ELEVEN years of service to our community!

Please Join Us Here

Don't have a Facebook account? No Problem!

[Click Here](#) **November 10th at 6pm**

Donate or Sponsor Here

Please join us by becoming a **sponsor** today at one of the following levels:

Champion \$2,500

Community Leader \$1,000

Advocate \$500

All contributions up to \$15,000 will be matched, dollar for dollar!

Thank You to Our Sponsors!

Champion Level Sponsors \$2,500

Dr. Catherine Covey



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Clinic by the Bay
4877 Mission St
San Francisco, CA 94112
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[Unsubscribe](#)

RE: HAC Online Event: Safety On The Housing Construction Job Site During COVID-19

Ronen, Hillary <hillary.ronen@sfgov.org>

Tue 4/14/2020 6:34 PM

To: Corey Smith, BayHAC <corey@sfhac.org>; Beinart, Amy (BOS) <amy.beinart@sfgov.org>

Thanks.

Hillary

Sent from [Mail](#) for Windows 10

From: [Corey Smith, BayHAC](#)

Sent: Tuesday, April 14, 2020 5:02 PM

To: [Ronen, Hillary](#)

Subject: Fwd: HAC Online Event: Safety On The Housing Construction Job Site During COVID-19

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Hey - given our communications this week about our [resource page](#), I thought you might be interested in our safety event.

Hope you're well,
Corey

----- Forwarded message -----

From: **Corey Smith - SFHAC** <info@sfhac.org>

Date: Tue, Apr 14, 2020 at 2:44 PM

Subject: HAC Online Event: Safety On The Housing Construction Job Site During COVID-19

To: <corey@sfhac.org>

[Upcoming Events](#)

[View this email in your browser](#)



Hi Everyone,

While conflicting local, regional, and statewide rules are leaving the fate of many Bay Area housing projects up in the air, protocols and best practices being developed and employed by general contracting safety professionals in partnership with the Carpenters and Building Trades labor unions make us confident that construction can continue safely on multi-family housing job sites. Join us and a panel of construction safety experts at 9:00 am this

Friday, April 17th, for a look at the safety measures being put into place on Bay Area job sites right now that are helping the critical work of building housing move forward.

Safety On The Housing Construction Site During COVID-19

When: 9:00 am -10:00 am, Friday, April 17th 2020

[RSVP Here For Zoom Event](#)

HAC and our allies are advocating for continuing the construction of new housing during COVID-19; come learn about the safety measures being put in place.

*Confirmed panelists from: **San Francisco Building Trades, Swinerton, Suffolk Construction, Nibbi Brothers General Contractors, and the Construction Employers Association.***

Other Upcoming HAC Online Events:

Local, State and Federal COVID-19 Responses with David Garcia from the Turner Center for Housing Innovation at the University of California, Berkeley

Governments are responding to the COVID-19 crisis and its impact on the housing world in different and sometimes conflicting ways; join us to hear about regulatory and policy responses to the pandemic from the Turner Center.

When: 4:00 pm - 5:00 pm Tomorrow, Wednesday, April 15th 2020

[RSVP Here](#)

SFHAC Housing Town Hall with California State Senator Scott Wiener and California State Assemblymember David Chiu

Join the San Francisco delegation for a conversation about housing today.

[RSVP Here](#)

When: 4:00 pm - 5:30 pm Wednesday, April 22nd 2020

Please refer to our [events calendar](#) frequently for up-to-date information, and stay safe everyone.

Thank you so much for your continued support.

Best,

Corey

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You're a housing advocate.

Our mailing address is:

San Francisco Housing Action Coalition
95 Brady St
San Francisco, CA 94103-1241

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--

Corey Smith 陈锐 | Pronouns: he/him
Deputy Director | Bay Area Housing Advocacy Coalition
Deputy Director | San Francisco Housing Action Coalition
95 Brady Street, San Francisco, CA 94103
Office (415) 541-9001 | Cell (925) 360-5290
Email: corey@sfhac.org | Web: sfhac.org



SFHAC advocates for the creation of more housing, at all levels of affordability, for Bay Area residents, present and future. [Check us out.](#)

Re: NEMBA 16th St concerns Bike Chop Shop

Feliciano Vera <fvera@medasf.org>

Wed 1/18/2017 4:31 PM

To: Goossen, Carolyn (BOS) <carolyn.goossen@sfgov.org>

Cc: Perea, Daniel (POL) <Daniel.Perea@sfgov.org>; Candace Combs [REDACTED]@insymmetry.com>; Gwen Kaplan [REDACTED]@acemailingsf.com> [REDACTED]townsquared.com [REDACTED]@townsquared.com> [REDACTED]@cable.comcast.com [REDACTED]@cable.comcast.com> [REDACTED]@cable.comcast.com [REDACTED]@cable.comcast.com> [REDACTED]@cable.comcast.com [REDACTED]@cable.comcast.com> [REDACTED]@aol.com [REDACTED]@aol.com>; Ronen, Hillary <hillary.ronen@sfgov.org>; Sarah White <swhite@tndc.org>; Claire Evans <CEvans@tndc.org>; Naveen Agrawal <nagrawal@medasf.org>

Carolyn:

Thanks for the phone call regarding the matter. As you know, we recently acquired the 1990 Folsom site in partnership with TNDC, and are presently planning on redeveloping it into a mixed-use affordable housing, child development center, and PDR project. We have been regularly abating graffiti on-site and repairing fencing since taking ownership, and are happy to work with Captain Perea, the Mission Station team, NEMBA and community members to ensure that the site is secure and that adjoining public rights-of-way are free of obstruction.

Captain Perea:

Please do not hesitate to include us in future meetings and conversations regarding your efforts in the immediate vicinity. While we regularly maintain and monitor the site, we remain, along with many community members, vulnerable to the impacts of criminal activities. I can be reached via phone at 415.282.3334 ext. 127 should you have any further questions or immediate needs.

Many thanks,
Feliciano

Every Family Succeeds. Every Student Achieves.
Cada Familia Triunfa. Cada Estudiante Logra.

Feliciano Vera
Senior Project Manager

Mission Economic Development Agency (MEDA)
Main Office: Plaza Adelante
2301 Mission Street, Suite 301

San Francisco, CA 94110

P: 415.282.3334

F: 415.282.3320

medasf.org | missionpromise.org

Join us! ¡Acompañenos!

On Jan 18, 2017, at 4:02 PM, Goossen, Carolyn (BOS) <carolyn.goossen@sfgov.org> wrote:

Thanks Captain, I've cce'd Feliciano Vera from MEDA, who is the senior project manager running that site and the affordable housing development that will be developed there.

He will be in touch shortly.

Best,
Carolyn

Carolyn Ji Jong Goossen
譚子莊
Legislative Aide
Supervisor Hillary Ronen
City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102-4689
Phone: 415-554-7729
Email: carolyn.goossen@sfgov.org

From: Perea, Daniel (POL)
Sent: Tuesday, January 17, 2017 7:59 PM
To: Candace Combs <[REDACTED]@insymmetry.com>; Gwen Kaplan <[REDACTED]@acemailingsf.com>
Cc: [REDACTED]@townsquared.com; [REDACTED]@cable.comcast.com; [REDACTED]@cable.comcast.com; [REDACTED]@cable.comcast.com; [REDACTED]@aol.com; Goossen, Carolyn (BOS) <carolyn.goossen@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>
Subject: Re: NEMBA 16th St concerns Bike Chop Shop

Everyone,

I attended a community meeting in the Mission this evening and Carolyn Goossen, aid to Supervisor Ronen, was present. A community member brought up the issue of bike chop shops and specifically complained about the corner of 16th St and

Folsom as you had previously.

Goossen identified MEDA as the party responsible for the property. MEDA is an organization based in the Mission District. I explained the issue of both the graffiti on the building and the need to fence off the corner being used as depicted in your photographs.

I asked Goossen if Supervisor Ronen's office could help by contacting the responsible party, explaining the neighborhood concerns and get them to fix both issues. Goossen said, "Yes." I have copied her and Supervisor Ronen here so we can get follow up info on the result.

Thank you

Captain Dan Perea
Commanding Officer
Mission Station
415-558-5400
Missionstation.org

From: Candace Combs <[REDACTED]@insymmetry.com>
Sent: Tuesday, January 17, 2017 1:38:17 PM
To: Gwen Kaplan
Cc: Perea, Daniel (POL); [REDACTED]@townsquared.com; Candace Combs; [REDACTED]@cable.comcast.com; [REDACTED]@cable.comcast.com
Subject: Re: NEMBA

Captain Perea,

Yes you guys are really amazing! Thank you for all of your hard work.

Candace

On Tue, Jan 17, 2017 at 1:26 PM, Gwen Kaplan <[REDACTED]@acemailingsf.com> wrote:

Captain Perea,
Please accept our thanks to you and your officers for moving the tents off 16th Street.
Let us know what we can do to support you.
Best,
Gwen

San Francisco Green Business of the Year
San Francisco Excellence in Business EBBIE
Woman Entrepreneur of the Year
Small Business Advocate of the Year for California by US Small Business Administration

Gwen Kaplan
Ace Mailing
2736 16th Street
San Francisco, CA 94103
T [415 863-4223](tel:4158634223)
C [415 \[REDACTED\]](tel:415[REDACTED])

www.acementingsf.com

Please note our new address 2736 16th Street.
We moved across the street in San Francisco's beautiful Mission!

On Jan 17, 2017, at 12:03 PM, Perea, Daniel (POL) <Daniel.Perea@sfgov.org> wrote:

Good amorning everyone,

We had some success on 16th St on Friday I am working to have my Officers hold as long as possible.

DPW did not send us sufficient staff or the right truck equipment to do both sides of even 16th st. I apologize for our limited reach as I had planned (and hoped) to reach Folsom st between 17th and 15 th st as well.

We could not get both sides of 16th st so I had my Officers grab out pick up truck and we took down the abandoned setup just west of Ace Mailing.

I have one of my staff working on gathering stats on our citations. We are also going to look for calls for service to this area as well. Frankly the latter is going to be a little tougher to gather.

More to follow in another email. I appreciate your patience and support.

Thank you
Captain Perea
Mission Station

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--

Candace Combs, CMT, CEO

www.insymmetry.com

President of [MCMA](#)

415 [REDACTED]

comment on Affordable Housing Cash-Out Proceeds Restrictions legislation

DPH-dfalk <dfalk@TNDC.org>

Mon 3/6/2017 11:52 AM

To: Mayor London Breed <london.breed@sfgov.org>;Cohen, Malia (BOS) <malia.cohen@sfgov.org>;Farrell, Mark (MYR) <mark.farrell@sfgov.org>;Fewer, Sandra (BOS) <sandra.fewer@sfgov.org>;Kim, Jane (BOS) <jane.kim@sfgov.org>;Peskin, Aaron (BOS) <aaron.peskin@sfgov.org>;Ronen, Hillary <hillary.ronen@sfgov.org>;Safai, Ahsha (BOS) <ahsha.safai@sfgov.org>;Sheehy, Jeff (BOS) <jeff.sheehy@sfgov.org>;Tang, Katy (BOS) <katy.tang@sfgov.org>;Yee, Norman (BOS) <norman.yee@sfgov.org>

Dear President Breed and members of the Board: please see attached and below TNDC's expression of opposition to the Affordable Housing Cash-Out Proceeds Restrictions legislation scheduled to come before you tomorrow. We feel there is an existing regulatory framework and that this legislation is unnecessary and counterproductive. Thank you very much. –Don

Donald S. Falk, Chief Executive Officer | Tenderloin Neighborhood Development Corporation ([TNDC](#)) | 201 Eddy Street | San Francisco, CA 94102 | (415) 358-3923 w | (415) 264-7949 c | dfalk@tndc.org | @DonaldFalk

March 6, 2017

The Honorable London Breed, President
Members of the Board of Supervisors
City and County of San Francisco
1 Dr. Carlton Goodlett Place
City Hall, Room 244
San Francisco, CA 94102-4689

RE: Affordable Housing Cash-Out Proceeds Restrictions

Dear President Breed and Supervisors:

On behalf of Tenderloin Neighborhood Development Corporation (TNDC), I write to ask that you disapprove or postpone consideration of the above-referenced legislation.

From a governance standpoint, these issues should not be embedded into an Ordinance. As part of MOHCD's relationship to the nonprofit development community, the two groups have jointly developed an extensive array of guidelines regulating the underwriting of projects and the use of development-related proceeds. There is an existing regulatory framework; this system has worked well, and codifying it in an Ordinance is not only unnecessary, it will add cost and inflexibility to an already-complex and administratively burdensome system. Has the City analyzed the staff resources necessary for MOHCD to respond timely to all the requests for review, analysis and approval that this will entail?

This legislation was developed in isolation from the people and institutions it impacts and has potential impacts that may not have been fully thought through. San Francisco's nonprofit developers and Mayor's Office of Housing and Community Development have long enjoyed a productive, mutually-respectful relationship that has bred a level of trust that serves all parties well. This legislation was developed with inadequate consultation among those closest to the

issues and consequently is more likely to have unintended consequences that may be avoided with a more inclusive process.

Diminishing the financial flexibility and health of community-based developers is counter-productive. Organizations like TNDC are *very* difficult to fund and operate, and our Boards and staff understand how best to use our scarce resources to advance our missions. Inserting the local government into those decisions will not only subject them to potential political influence, but also substitute civil servants' judgment for those who are closer to the issues and community members impacted. Please note that the City already sweeps 2/3 or more of properties' cash flow, up to a fixed amount that has not been adjusted for inflation for more than 15 years and further capping nonprofit developers' share. In order

to be good stewards of City-financed properties, we and our Boards need the ability to allocate resources in a way that meets the needs of the organization, community and properties.

Strong, well-funded development entities serve the City in many important ways. TNDC is not the only nonprofit developer that operates crucially important non-housing, community serving programs. In our case, these include our Tenderloin After-School Program, Tenderloin Healthy Corner Store Coalition, on-site social services and a range of food justice programs. None of these pay for themselves, even after our extensive fundraising efforts, and we rely on unrestricted resources the TNDC earns from its development work; even programs funded under City contracts generally fail to recover their full costs. Likewise, we cannot successfully develop affordable housing without a strong balance sheet. All of these require that we be able to earn and control proceeds from our developments.

The purpose of developer fees extends far beyond paying the staff and overhead cost of developing the housing. Like all nonprofit developers, TNDC not only takes on enormous risk with each development; we currently bear contingent liabilities—loan, operating deficit and other guarantees—exceeding \$300 million. But we also bear responsibility for stewarding these community housing resources for 55 years; bearing that risk and obligation, it is appropriate to vest with us as owners some control over how best to use resources in order to fulfill our obligations.

Should this legislation move forward, we would urge the Board and Mayor to consider at least three amendments:

- Allow community services in line with our tax-exempt purposes.
- Rather than instituting a system where the City exercises line-by-line approval authority, design a system where MOHCD monitors, as part of organizations' annual audits, that funds were spent consistent with their eligible uses
- If MOHCD is to have such authority, stipulate that any request not responded to within 30 days is deemed approved.

Thank you for your consideration, and please don't hesitate to contact me at (415) 358-3923 or dfalk@tndc.org with any questions, concerns or comments.

Sincerely,

Donald S. Falk

Donald S. Falk
Chief Executive Officer

FW: Request for Reimbursement for Window Replacement at 2098 Bryant St and 2800 19th St.

Ronen, Hillary <hillary.ronen@sfgov.org>

Sun 4/2/2017 9:28 PM

To: Goossen, Carolyn (BOS) <carolyn.goossen@sfgov.org>

FYI

Sent from [Mail](#) for Windows 10

From: [Amadis Velez](#)

Sent: Thursday, March 30, 2017 1:42 PM

To: [Linsey Perlov](#)

Cc: [Ronen, Hillary](#); [Sucre, Richard \(CPC\)](#); [Ariel Pasch](#); [2070bryant@medasf.org](#); [Hartley, Kate \(MYR\)](#); [klamont@tndc.org](#); [aqadir@medasf.org](#); [Lowrey, Daniel \(DBI\)](#)

Subject: Request for Reimbursement for Window Replacement at 2098 Bryant St and 2800 19th St.

Hello Linsey.

Thank you for supporting your project neighbors as you move forward with the demolition and development of 2000-2070 Bryant Street. I have tried to reach you on numerous occasions in recent months, twice via email and twice via phone messages, however I have not heard back from you.

The purpose of this letter is to move forward with the process of replacing the bedroom windows in our building in order to mitigate the considerable amount of construction related sound that will occur over the next few years. I am attaching the lowest cost bid for replacement windows in the bedrooms of both units in our building. As I originally stated in 2015, the cost of new double paned windows with installation is about \$1000 per window. I chose the most affordable option for double paned wooden windows. Other bids for replacement windows were considerably higher (I have attached both the most affordable and higher cost bids).

On June 21, 2015, I wrote to you to express our concerns about construction noise and disturbances that would accompany your planned large project development. We have lived in our home for 10 years. I am a teacher at Mission High School and my wife, Martha Maria, works at the SF-SPCA. We have a very limited income and are unable to afford the cost replacing our bedroom windows to mitigate demolition and construction noise. (Original email attached).

On June 23, 2015, you sent me the following reply:

Thank you for your note. Reimbursing you for the expense of replacing your windows is very reasonable. Adjacent neighbors are the ones most impacted by this project and we are happy to work with you. Let me talk to my team about the logistics of the arrangement as the payment would need to come after all of the Planning Commission approvals are finalized and before we pull a permit for demolition. They will also request a letter to the Planning Commission stating that we worked with you to mitigate your concerns regarding noise during construction.

I'll get back to you with more info later today.

*Best Regards,
Linsey*

On July 10, 2015 you wrote:

Hi Amadis:

I wanted to let you know that we will be in contact next week, we have not forgotten your request. Also that our hearing has been pushed back to September 10th.

*Best Regards,
Linsey*

Finally, on March 23, 2016 you wrote

Hello Amadis:

The notice should have arrived by now in the mail. I received a copy yesterday. I have attached PDFs of the notification materials for reference.

The meeting will be 6-7:30 PM at the Lutsko landscape architecture building - 2815 18th Street, btwn Bryant & Florida. We look forward to seeing you there.

As you can gather, Ariel is excellent at site and construction management related issues so I am including her in this email chain. She has been doing this for a long time, and has great experience with construction related effects on surrounding properties. We will work with you on sound mitigation during construction.

Regarding streetscape, we follow the Public Works and Better Streets requirements for Street Scape design. It is specific in its requirements and our streetscape plan is reviewed by Planning Staff, DPW and MTA prior to hearing to ensure compliance. We pay for and construct the street improvements appurtenant to our property in the public right of way.

This is a link to the website that explains bulb-outs/curb extensions and methods for implementation: <http://www.sfbetterstreets.org/find-project-types/pedestrian-safety-and-traffic-calming/traffic-calming-overview/curb-extensions/>

Petition for Traffic Calming

Measures: <https://www.sfmta.com/sites/default/files/pdfs/2016/SFMTA%20TrafficCalmingApplication%202016.pdf>

*Best Regards,
Linsey*

On May 13th, 2016, I submitted a letter to the SF Planning Commission in which I state that Nick Podell Company had been supportive of our request for window replacement and had been responsive to issues of encampments on the block. The letter is attached.

On June 2, 2016, the SF Planning Commission approved the project and on September 13, 2016, the SF Board of Supervisors unanimously denied an appeal to try to block the project. Unfortunately, I was unable to attend either of these meetings. In June I was diagnosed with a relapse of Acute Myeloid Leukemia, and I was hospitalized for chemotherapy treatment. In November, I underwent a bone marrow

transplant at Stanford Hospital and I am currently recovering from this very intense procedure. I have attached a letter from my oncologist at Stanford.

In January 2017, I spoke with Richard Sucre at the SF Planning Department, and he indicated that after he completed final review of changes to the application, the project would be moving through the permitting process at the DBI. Recently, my neighbor, Leroy Bermudez, told me that your VP of Construction, Ariel Pasch, had told him that the project might begin as soon as May. Last week, notices were posted on the block requesting removal of trees to begin development.

Thus, it appears this large-scale development project is moving forward and demolition and construction will begin imminently.

At this time, I would like to move forward with our agreement and replace the windows in our bedrooms in order to mitigate construction related noise and debris. This is particularly important due to the young age of my child and to my own medical condition that makes me sensitive to noise and construction debris. As I originally stated when I first contacted you in 2015, considering the overall cost of your project, our small request will go a long ways towards mitigating the construction noise and disturbances during the years that you build your project. The length of construction will now be longer due to the land dedication and housing project that will be headed by MOHCD, TNDC, and MEDA.

The total reimbursement cost for bedroom window replacement in both units of our building will be \$14,726.67. The reimbursement cost for my bottom unit, at 2800 19th St. is \$7040.82 and the reimbursement cost for the top unit at 2098 Bryant St., belonging to Maria Fernanda Valecillos, is \$7685.85. The local window manufacturer, A.G. River Wood Window in Bernal Heights indicates that they will need a lead-time of at least 2-3 weeks to prepare the windows. In order to have the windows installed before demolition begins, we would like to order the windows immediately. The final reimbursement from you will be limited to what we have stated above, even if actual costs turn out to be higher.

Please confirm that you will reimburse us for the costs listed above so that we can get started as soon as possible. I thank you for cooperating with us, your neighbors who will be affected by this project for many years to come.

Best,

Amadis Velez
(415) [REDACTED]
2800 19th St
San Francisco, CA 94110

On behalf of the other residents of our building, Martha Maria Velez, Maria Fernanda Valecillos, Miguel Alvarez.

In order to expedite this process, I am also cc-ing other parties who are involved in this project

cc
Hillary Ronen, District 9 Supervisor
Richard Sucre, Team Leader, SF Planning Department
Daniel Lowrey, Deputy Director, SF DBI
Kate Hartley, Deputy Director, MOHCD
Katie Lamont, Director of Housing Development, TNDC
Ahmar Qadir, Development Manager, MEDA

RE: TNDC 35th Anniversary Dinner--complimentary tickets (4/28)

Ronen, Hillary <hillary.ronen@sfgov.org>

Thu 4/6/2017 6:07 PM

To: DPH-dfalk <dfalk@TNDC.org>

Thanks so much for the invitation Don. I wish I could be there. I am in DC on a lobbying trip for the city. Hope to see you soon.

Hillary

Sent from [Mail](#) for Windows 10

From: [Don Falk](#)

Sent: Thursday, April 6, 2017 2:01 PM

To: [Ronen, Hillary](#)

Subject: TNDC 35th Anniversary Dinner--complimentary tickets (4/28)

Hi Hillary: TNDC's 36th Anniversary Dinner is coming up soon, and I'm hoping you'd be interested and available to attend as TNDC's guest...Friday, April 28 at the Westin St. Francis...we'd like to offer you two complimentary tickets as a way to thank you for your support. (Please feel free to attend only the reception if you prefer.) Hope you'll come! For the party planners, it would be most helpful to know by the end of next week (April 14)...details [here](#) and below. Thanks! –Don

Donald S. Falk, Chief Executive Officer | Tenderloin Neighborhood Development Corporation ([TNDC](#)) | 201 Eddy Street | San Francisco, CA 94102 | (415) 358-3923 w | (415) 264-7949 c | dfalk@tndc.org | @DonaldFalk



Join us!

TNDC'S BIRTHDAY DINNER

Celebrating 25 years of our
Tenderloin After-School
Program

Friday, April 28, 2017 | 6 - 9 pm
Westin St. Francis Hotel
335 Powell Street, San Francisco, CA 94102



Buy Tickets





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Fwd: comment on Ethics legislation

Ronen, Hillary <hillary.ronen@sfgov.org>

Tue 4/3/2018 11:40 AM

To: Hepner, Lee (BOS) <lee.hepner@sfgov.org>

Sent from my iPhone

Begin forwarded message:

From: Don Falk <dfalk@TNDC.org>

Date: April 2, 2018 at 1:00:57 PM PDT

To: Supervisor London Breed <London.Breed@sfgov.org>, Supervisor Malia Cohen <Malia.Cohen@sfgov.org>, Supervisor Catherine Stefani <Catherine.Stefani@sfgov.org>, Supervisor Sandra Lee Fewer <Sandra.Fewer@sfgov.org>, Supervisor Jane Kim <jane.kim@sfgov.org>, Supervisor Aaron Peskin <Aaron.Peskin@sfgov.org>, Supervisor Hillary Ronen <Hillary.Ronen@sfgov.org>, Supervisor Ahsha Safai <Ahsha.Safai@sfgov.org>, Supervisor Jeff Sheehy <Jeff.Sheehy@sfgov.org>, Supervisor Katy Tang <Katy.Tang@sfgov.org>, Supervisor Norman Yee <Norman.Yee@sfgov.org>

Cc: Debbi Lerman <debbilerman@sfhnsn.org>

Subject: comment on Ethics legislation

Dear Supervisors: Insofar as TNDC representatives will not be able to attend the hearings tomorrow, I am writing you regarding the ethics legislation that will be coming before you.

We appreciate the substantial progress that has been made since the work began, and support the overall effort. I write to express concern about a small handful issues that impact nonprofit organizations like ours:

- In general, we seek policies that create rules that are clear, practical and enforceable, not grey areas or traps that catch people over small technical violations.
 - o We urge the Board to maintain the current definition of "interested party," which requires that the potential donor be "involved in a proceeding regarding administrative enforcement, a license, a permit, or other entitlement," and strike out the added language that dramatically expands this current definition.
- Regarding behests, we support proposed amendments by the Board of Supervisors that focuses on licenses, permits and entitlements; and oppose any requirement for charitable donors to file reports with the Ethics Commission. We oppose the imposition of new requirements on charitable donors to file reports with the Ethics Commission, particularly if the legislation broadly defines interested parties. We should not place charitable donors at risk of penalties, or they won't donate.
 - o If the requirement remains in the legislation:
 - We regard the \$1,000 threshold as too low and suggest a minimum \$10,000 to trigger donor reporting.

- The legislation requires the public official to tell the donor they need to file a report. We are concerned that donors could be subject to penalties if the official neglects to tell them. Therefore:
 - ❖ Public officials should be required to inform the donor in writing.
 - ❖ The donor should not be penalized for failure to report if they were not informed. The requirement to file within 30 days should not begin until the donor receives the written notification.

- We believe that the people of the City and County of San Francisco derive significant value from nonprofit representatives' serving on City boards and Commissions, and we ask the Board and Ethics Commission develop requirements that don't interfere with the ability of those representatives to perform their responsibilities at their nonprofits, including raising money.

Please don't hesitate to contact me for additional information, and thank you very much. –
Don

Donald S. Falk, Chief Executive Officer | Tenderloin Neighborhood Development Corporation
(TNDC) | 201 Eddy Street | San Francisco, CA 94102 | (415) 358-3923 w | (415) 264-7949 c |
dfalk@tndc.org | @DonaldFalk

Re: Invitation To TNDC Celebration

Ronen, Hillary <hillary.ronen@sfgov.org>

Wed 4/4/2018 10:59 AM

To: Jennifer Cates <JCates@tndc.org>

Cc: Julie Doherty <jdoherty@TNDC.org>

JENNIFER,

Thanks so much for the invitation! I sadly have a conflict that evening and can't make it but wish you a wonderful event. Thanks so much for everything you do.

Hillary

Sent from my iPhone

On Mar 28, 2018, at 12:47 PM, Jennifer Cates <JCates@tndc.org> wrote:

Dear Supervisor Ronen,

The Tenderloin Neighborhood Development Corporation (TNDC) would like to extend an invitation to our Annual Birthday Dinner.

The Dinner is on Thursday, April 19th with a reception at 6:00PM and the banquet from 7:00-9:00PM.

We are holding the celebration at the Westin St. Francis, at 335 Powell St. in Union Square. We are expecting 600 people and no formal role is anticipated. This would simply be a networking opportunity.

Please see the invitation below, and feel free to reach out to me with any questions, comments, or RSVPs.

Could I hear back from you no later than April 3?

Thank you. We look forward to celebrating with you on April 19th!

Best,
Jennifer

Jennifer Cates

Temporary Associate
Tenderloin Neighborhood Development Corporation (TNDC)
201 Eddy Street
San Francisco, CA 94102
(415) 776-2151 x176 Direct
(415) 776-3952 Fax
jcates@tndc.org
[www.tndc.org]www.tndc.org

[<image001.png>](#) [<image002.png>](#) [<image003.png>](#) [<image004.png>](#)

At TNDC, we believe that when people have homes, communities thrive. We envision a San Francisco where low-income people can afford housing that meets their basic needs, is close to the amenities and services that enhance

their quality of life, and provides them with the safety and stability they need to fulfill their potential. [Will you help us?](#)

Home is where the heart is. [Make an online gift today!](#)

 [Join-Us_695x.jpg](#)

Dear Supervisor Ronen,

Thank you for being an advocate for San Francisco. Because of your devotion to others, we hope you will join us in celebrating 10 years of the Community Organizing work you have made possible.

Join People Power on Thursday, April 19 and connect with local influencers and civic mover-and-shakers, meet emerging neighborhood leaders, and enjoy a slice of birthday cake!

Thursday, April 19, 2018
Westin St. Francis
335 Powell Street, San Francisco

Reception: 6:00pm | Dinner: 7:00-9:00pm

 [join-people-power_button.gif](#)

 [CO-group_695x.jpg](#)

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201 Eddy Street, San Francisco, CA 94102

www.tndc.org 415.776.2151

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prioritize these housing projects yet. Our construction start dates are anticipated to be December 2018, February 2019 and June 2019. (Attached, please find a Project Milestone Schedule for all three projects.) Without the permanent power design in place, it will impact the project costs and construction schedule.

Project teams had tried many times to get both agencies at the table together, but PG&E would not come forward if the meeting was with PUC; and only met with all of the teams on 8/24/2018, and would only provide commitment to temporary power service planning.

We are very concerned this will further delay us on getting these 100% affordable housing projects to start on time, and would like to see if we can get Supervisor Ronen's help to push these agencies for actual outcomes.

Please let us know if you would like to meet with us to get further information.

Thank you.

Elaine Yee & Feliciano Vera on behalf of
2060 Folsom, 1990 Folsom & 681 Florida Project Teams



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Elaine Yee

Senior Project Manager, Community Real Estate

Mission Economic Development Agency (MEDA)

Main Office: Plaza Adelante

2301 Mission Street, Suite 301

San Francisco, CA 94110

P: [415.282.3334](tel:415.282.3334) ext. 138

F: [415.282.3320](tel:415.282.3320)

medasf.org; missionpromise.org

Join us! ¡Acompañenos!



FW: MOSAICA SENIOR/FAMILY APARTMENTS

Ronen, Hillary <hillary.ronen@sfgov.org>

Tue 1/29/2019 10:55 AM

To: BOS-RonenConstituentServices <RonenConstituentServices@sfgov.org>; Beinart, Amy (BOS) <amy.beinart@sfgov.org>

Bruce or Anne,

Can you look into this and make sure the elevator is repaired? Thanks!

From: Marc Tosca [mailto:██████████@yahoo.com]

Sent: Monday, January 21, 2019 4:10 PM

To: Ronen, Hillary <hillary.ronen@sfgov.org>

Subject: MOSAICA SENIOR/FAMILY APARTMENTS

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

TRASHROOMS / ██████████ STREET ELEVATOR

- Marc Tosca <██████████@yahoo.com>
To: MAYORLONDONBREED@SFGOV.ORG, Arevalo Roberto DPH, shamann.walton@sfgov.org, matt.haney@sfgov.com, Michelle Alcedo, Maria Maya, Ernesto Rodriquez, Don Falk, sfpdchief@sfgov.org
Jan 21 at 12:37 PM
January 21, 2019 - 8:08AM

FOR THE RECORD

Morning,

While subject elevator remains "OUT OF ORDER".

Not a word, not a one from management as to the repair status and/or even the fact subject is "OUT OF ORDER".

Subject elevator being designed to service 24 senior resident units within the complex
****.

Needless to mention, wheelchairs, walkers, canes, etc., etc., etc. being mandatory for seniors.

FURTHER FOR THE RECORD

Of the seven (7) subject trashrooms:

It's sole (most contrary to compliance) Blue Bin overflowing with trash

Trash all over the floor.

Chutes (a/k/a "shoots" to management) filled - reaching the first and second floors.

As confirmed in the record, the latter has been going on for years.

**** [REDACTED] Street / [REDACTED] Street
The entire city block 18th/19th - Florida and Alabama Streets.

A total amount of 117 units and with no doubt severely over that of residents pursuant to respective leases.

Further note while indeed management agreed via HUD, Mayor's Office to retain a resident manager covering the period of 5:00PM to 8:30AM.

Fact remains, no such "resident manager" exist at the complex. The last being August 2018 and of which management prohibited from either answering resident telephones calls and/or even responding to the resident appearing before the resident manager's door. Point being, what's the purpose of having same, when they are prohibited contact with residents.

Given it's a well know fact within the neighborhood (one, if not the worse in the city) of there being the lack of a resident manager. The senior lounge, nevermind the complex itself proves nothing more then a haven for intruders. And while management has repeatedly been advised, nothing is ever done.

There have been numerous and dangerous incidents at the complex. One even involving a resident with her baby in arms being robbed, mind you at gunpoint. It's all on Yahoo.

And while management via memos had advised residents of security personnel, a resident manager, etc., being retained, no such personnel ever existed.

I, Marc Tosca being victim to a hate crime incident in subject elevator, not to mention the threat of "I'll take your other eye out".

It's the understanding threatening to take the eye out of a person with only one, is equivalent to attempted murder.

Be that as it may, hereto attached are the two (2) respective emails to management which remain self explanatory.

Marc Tosca <[REDACTED]@yahoo.com>
To: Maria Maya, Ernesto Rodriguez, Brenda Villarreal
Dec 24, 2018 at 8:55 PM
December 24, 2018 - Monday 8:00PM

Evening,

FOR THE RECORD

Given TNDC's refusal complying with its responsibility in the maintenance of subject.

The latter obviously presents a most unhealthy environment.

Both chutes and/or as referred to by TNDC "Shoots" are backed up, reaching the third and fourth floors.

FURTHER FOR THE RECORD

Video tape shall confirm the incident of less than fifteen ago in the [REDACTED] street elevator, which carried itself out on to the court yard.

Same involved yours truly and a female stranger.

Not only was she to yell out homophobic slander, she threaten to take my other eye out.

Accordingly, kindly advise thus the filing of the formal complaint with the SFPD.

Sincerely,

Marc Tosca, Leaseholder
Mosaica Senior Apartments

Marc Tosca <[REDACTED]@yahoo.com>
To: Maria Maya, Ernesto Rodriguez, Brenda Villarreal
Dec 27, 2018 at 11:56 AM
December 27, 2018 - 11:43AM

FOR THE RECORD

Confirming subject,

Video shall be made available later in the day.

Kindly acknowledge so that the SFPD being formally advised can review said tape.

Awaiting TNDC's response,

Marc Tosca, Leaseholder
Mosaica Senior Apartments

P.S. Needless to mention given the extreme seriousness (a/k/a Felony). The fact that TNDC hasn't even bothered to view said video remains incredible.

Needless to mention the above (December 27, 2018 - 11:43AM), nearly a full month having lapsed remains the last regarding the matter.

Let it be interjected, Marc Tosca is a 75 years old disabled Puerto Rican senior, an AIDS diagnosis and yes, only one eye. In the past month alone having undergone two emergency rooms visits, severe back surgery and thus recuperating from same.

Management's unlawful manner in dealing with security at the complex - "CALL THE POLICE".

First of all, the SFPD does not bear responsibility in monitoring the complex.

Management does refer residents calling a telephone number, for which its most common to hear;

...your call is very important to us, all our representative are, and so on and so on.

The majority of residents at the Mosaica complex being immigrants. Given experiences in their mother country, are in extreme fear of any contact with police and/or such authorities. Nevermind being ignorant as to their rights under the law.

Thus, they are scared to death in bringing any attention to themselves, which of course is certainly understandable. And that's what management is fully aware and thus feeds on - for it will all go away.

The present occupant of the White House only compounding said fears.

Hereto attached confirming said fact, find that certain Notice "EXHIBIT A" posted at the premises by Lutheran Social Services.

In conclusion, its utterly disgraceful what goes on at the Mosaica Senior and Family Apartments.

Sincerely,

Marc Tosca, Leaseholder
Mosaica Senior Apartments
[REDACTED] Street, [REDACTED]
San Francisco, CA 94110
Telephone 415 [REDACTED]

P.S. Not helped by spellcheck, it's been a hell of a morning.

•

RE: Charter Amendment Ending Appeals to Affordable Housing

Ronen, Hillary <hillary.ronen@sfgov.org>

Tue 6/25/2019 11:55 AM

To: Sam Moss <smoss@missionhousing.org>

Sam,

Until the budget process is over, I'm super swamped and I'm out of town next week. Can you call me before 10 on Monday the 8th or Tuesday the 9th?

Hillary

From: Sam Moss [mailto:smoss@missionhousing.org]

Sent: Tuesday, June 18, 2019 1:53 PM

To: Ronen, Hillary <hillary.ronen@sfgov.org>

Subject: Charter Amendment Ending Appeals to Affordable Housing

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Supervisor Ronen,

I'm hoping you and I can touch base to discuss your position on not supporting Mayor Breed's Charter Amendment. Mission Housing (along with TNDC & Mercy) fully support the measure and I'd love to know your thoughts. Please, I know you'll probably have Amy contact me and that's of course fine, but I'm asking to hear directly from you if at all possible.

Sam Moss

Executive Director

Mission Housing Development Corporation

474 Valencia Street, #280

San Francisco, CA 94103

(415) 864-6432 (office)

(415) 350-2024 (cell)

smoss@missionhousing.org

RE: Support for Lydia So

Ronen, Hillary <hillary.ronen@sfgov.org>

Tue 9/17/2019 3:24 PM

To: Sarah White <swhite@tndc.org>

Thanks so much for taking the time to write me and your recommendation.

Hillary

From: Sarah White <swhite@tndc.org>

Sent: Monday, September 9, 2019 10:12 AM

To: Ronen, Hillary <hillary.ronen@sfgov.org>

Cc: lydia@meetsolyd.com

Subject: Support for Lydia So

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Honorable Supervisor Ronin:

Hello, my name is Sarah White, I am Associate Director of Hosing Development with TNDC, and I am writing to support Lydia So's nomination to the Historic Preservation Commission. I've come to know Lydia through her work with the Arts Commission, and I most recently worked with her on an architect selection process for a property we are developing in the Compton's Transgender Cultural District. In my interactions with Lydia, I've always been impressed with her technical skill in reviewing the proposals before her, but what has really stood out to me is her leadership skills- she is diplomatic, thoughtful, and I know she will listen to perspectives of all parties involved, balance competing interests, and build consensus around policies that will best serve San Francisco.

Lydia is committed to the city's goals to protect our heritage while ensuring that preservation is used as a tool to promote growth, revitalization, and the appreciation of our diverse neighborhoods. I think her knowledge and experience will meaningfully enhance this commission and I encourage you to approve her appointment.

Thank you,
Sarah White

Sent from my iPhone

RE: Street-level drug dealing taskforce

Ronen, Hillary <hillary.ronen@sfgov.org>

Tue 12/10/2019 4:07 PM

To: Curtis Bradford <CBradford@tndc.org>

Congrats at your recommended appointment! You are amazing.
Hillary

From: Curtis Bradford <CBradford@tndc.org>

Sent: Tuesday, December 3, 2019 5:10 PM

To: Ronen, Hillary <hillary.ronen@sfgov.org>

Subject: Street-level drug dealing taskforce

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Hello Supervisor Ronen. I'm writing today to advocate on my own behalf for an appointment to the Street-level Drug Dealing Taskforce which will be heard on Dec. 9th. I'm applying for Seat 8 or 9, the Resident or small business seat. First, let me say that I have been a part of the conversation with Supervisor Haney's office in drafting the authorizing legislation for the Taskforce and in fact was one of the organizers that brought the community together in the call for the Taskforce as a response to the Hearing called by Supervisor Haney. As a member of the Market Street for the Masses Steering Committee, we were instrumental in the language and substance of the legislation.

But more importantly, I am a long-time Tenderloin resident of over 15 years. For the last 10 years I have been an active community/resident organizer in the neighborhood. I'm currently the co-Chair of the Tenderloin People's Congress, a coalition of 15 resident-led organizations from the Tenderloin and the Chair for the Vision 2020 Plan outlining the residents vision for the Tenderloin neighborhood.

I am also a recovering meth addict. Although I have been clean for 9 years now, I spent many years buying, using and sometimes selling drugs in the TL neighborhood. I got clean through the programs of the Stonewall Project and Glide while living here in the TL and then spent 8 years working as a facilitator for Glide's Drug and Alcohol Outpatient Treatment Program. And I am now also working full-time in the Tenderloin neighborhood as a Community Organizer for the Tenderloin Neighborhood Development Corporation (TNDC) after serving on their Board for over 5 years. I now also a Board member of the Tenderloin Community Benefit District (TLCBD). I am Chair of Tenderloin Solidarity, a Steering member of Market Street for the Masses and the Chair and creator of the Tenderloin Holiday Tree Committee.

I've been deeply engaged in the street-level life of my community for over a decade. I've worked with and in the past used with, bought from or sold to many of the folks currently using and dealing on our streets. I am also deeply engaged with the service providers, non-profits and business leaders of the TL. I have built relationships and partnerships across the Tenderloin neighborhood and San Francisco as a whole. And of course as you know, I worked with you and Supervisor Haney on drafting and then passing Mental Health SF. I am part of the Our City Our Home coalition that passed Prop C and is still working on moving it forward. I'm also on the Treatment on Demand Coalition steering committee. And lastly, I am one of the originators and members of the Community Council that was established several months ago to grapple with the very same issues that the Taskforce will be working on. For many years, I lived here in the TL on SSI disability. And I still live in my SRO on Eddy Street, the same one I was last using in and got clean in.

It's for all of these reasons that I believe I have a singularly unique combination of skills, experiences, knowledge, relationships, perspective and passion to bring to this taskforce.

Lastly, I have been very effective at building consensus among very differing groups throughout the Tenderloin while dealing with similarly difficult issues and think I can be a unifying and bridge-building presence on the Taskforce.

I hope I can count on your support when considering my application for the Taskforce seat.

And if you managed to read through all of that, I'm very, very grateful for your time.
Thank you for your consideration.

Curtis Bradford, Community Organizer

Tenderloin Neighborhood Development Corporation (TNDC)

210 Golden Gate Ave. San Francisco, CA 94102

☎ 415-358-3962 (Office Direct)

☎ 415-426-8982 (Cel)

✉ cbradford@tndc.org

Pronouns: he/him

"The opposite of poverty is not wealth. The opposite of poverty is Justice!"-Bryan Stevenson, EJI

www.tnnc.org

At TNDC, we believe that when people have homes, communities thrive. We envision a San Francisco where low-income people can afford housing that meets their basic needs, is close to the amenities and services that enhance their quality of life, and provides them with the safety and stability they need to fulfill their potential. [Will you help us?](#)



RE: Appointment to the Drug Dealing Taskforce - Curtis Bradford

Ronen, Hillary <hillary.ronen@sfgov.org>

Wed 12/11/2019 12:03 PM

To: DPH-btraynor <[REDACTED]@att.net>

Thanks. It was my pleasure to support him.

Hillary\

From: Betty Traynor <[REDACTED]@att.net>

Sent: Saturday, December 07, 2019 8:07 PM

To: Ronen, Hillary <hillary.ronen@sfgov.org>

Subject: Appointment to the Drug Dealing Taskforce - Curtis Bradford

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Supervisor Ronen,

I would like to highly recommend that Mr. Curtis Bradford be appointed to the Street-level Drug Dealing Taskforce which will be before the Rules Committee on December 9. He has applied for Seat 8 or 9.

Curtis is a long-time Tenderloin resident, over 15 years, and an active community organizer in the TL. That is how I met Curtis through my volunteer work at Boeddeker Park at Eddy and Jones St. and through my membership in Market Street for the Masses Coalition where Curtis is a steering committee member.

I know him to be a leader in the community, co-chair of the Tenderloin People's Congress, a coalition of 15 resident-led organizations from the Tenderloin, and the Chair for the Vision 2020 Plan outlining the residents' vision for the Tenderloin neighborhood. He also full-time in the Tenderloin neighborhood as a Community Organizer for the Tenderloin Neighborhood Development Corporation (TNDC), and is also a Board member of the Tenderloin Community Benefit District (TLCBD).

Also, very importantly, he has lived experience as a recovering meth addict in the TL where he got clean through the programs of the Stonewall Project, and then spent eight years working as a facilitator for Glide's Drug and Alcohol Outpatient Treatment Program.

I don't think you will find a more qualified candidate for a position on this Taskforce. I know him to be a sincere and hard-working person, a bridge-builder and someone who takes initiative and gets the job done.

Thank you very much for considering Curtis Bradford for the Street-level Drug Dealing Taskforce.

Sincerely,

Betty Traynor
Senior and Disability Action Board President

Market Street for the Masses Coalition member
Coordinator, Friends of Boeddeker Park

RE: SECURITY (LACK THEREOF)

Ronen, Hillary <hillary.ronen@sfgov.org>

Tue 1/14/2020 3:48 PM

To: Marc Tosca <[REDACTED]@yahoo.com>; Nancy Pelosi <info@pelosiforcongress.org>

Hi, Marc,

I see that you directed your email to TNDC management, and I am hopeful that they will be able to address your safety concerns. If you continue to have complaints about your housing at [REDACTED], please reach out to my constituent services team at 415.544.5144.

-Hillary

From: Marc Tosca <marctosca@yahoo.com>

Sent: Monday, January 13, 2020 9:19 AM

To: Nancy Pelosi <info@pelosiforcongress.org>; Ronen, Hillary <hillary.ronen@sfgov.org>

Subject: Fw: SECURITY (LACK THEREOF)

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

----- Forwarded Message -----

From: Marc Tosca <[REDACTED]@yahoo.com>

To: Don Falk <dfalk@tndc.org>; David Ortega <dortega@tndc.org>; Rafael Nicolescu <rnicolescu@tndc.org>; Sal Russo <srusso@tndc.org>; Maria Maya <mmaya@tndc.org>; SFPD Chief (POL) <sfpdchief@sfgov.org>; SFPD Commission (POL) <sfpd.commission@sfgov.org>; mayorlondonbreed@sfgov.org <mayorlondonbreed@sfgov.org>; christopher.m.patterson@hud.gov <christopher.m.patterson@hud.gov>; basgal@hud.gov <basgal@hud.gov>; Rafael A. Cedillos <rafael.a.cedillos@hud.gov>; secretaryinvites@hud.gov <secretaryinvites@hud.gov>

Sent: Monday, January 13, 2020, 08:59:56 AM PST

Subject: SECURITY (LACK THEREOF)

January 13, 2020 - Monday - 8:00AM

Morning,

For the longest time now, even with management repeatedly having been advised, doors on both the 19th & 18 1/2 street gates DO NOT close shut.

Never mind the latter affording intruders access, this site indeed also functions as the playground for Mosaica's children.

Be further reminded, 18 1/2 street is not restricted to moving vehicle traffic.

Last Friday (10th) early evening the 18 1/2 street door was found wide open.

Minutes ago, as with the latter, same was indeed again found "wide open".

Thus and most obviously this extremely serious issue has existed the entire weekend.

The resident manager's apartment being but a few steps from said door. Normally it would indeed be mind blowing as to why said resident manager did not secure the door shut until it's repair.

But then again that's another issue at Mosaica (TNDC). For indeed most contrary to HUD's statement, TNDC has it's own and absurd/cost cutting interpretation as to the purpose/responsibilities of "Resident Manager".

Hereto listed is HUD's issued statement to both TNDC and the undesigned.

...."California Housing and Community Development Code (Title 25, Division 1, Chapter 1, Subchapter 1, Article 5, Section 42, which requires a manager, janitor, housekeeper or other responsible person to reside upon the premises of any apartment building with 16 or more units".

For benefit of the reader -

The Mosaica complex is located in San Francisco's Mission District. The combination of [REDACTED] Florida, [REDACTED] 18th and [REDACTED] Alabama Streets; 3/4 of the block of 18th/19th, Florida/ Alabama Street; hundreds of residents which includes seniors (most disabled) adults, teenagers and small children.

Hereto listed - Google's search:

The 10 Most Dangerous Neighborhoods in San Francisco

Number 1 - Mission Neighborhood. The **crime** rate in Mission is high enough to warrant concern. ...

A fact obviously confirmed by SFPD's own records by constantly having to appear on site - mostly due to the lack of security.

Conclusion, TNDC should indeed adhere to it's responsibilities.

Respectfully,

Marc Tosca, Leaseholder,

[REDACTED] Street, [REDACTED]

San Francisco, CA 94110

Telephone 415 [REDACTED] - (since 1971)

RE: Vote for Emergency Ordinance

Ronen, Hillary <hillary.ronen@sfgov.org>

Sun 4/19/2020 11:26 AM

To: Shaghayegh Cyrus <[REDACTED]@gmail.com>

Really appreciate your advocacy. Thank you!
Hillary

Sent from [Mail](#) for Windows 10

From: [Shaghayegh Cyrus](#)

Sent: Monday, April 13, 2020 11:42 AM

To: [Safai, Ahsha \(BOS\)](#)

Cc: [Breed, Mayor London \(MYR\)](#); [Yee, Norman \(BOS\)](#); [Walton, Shamann \(BOS\)](#); [Stefani, Catherine \(BOS\)](#); [Fewer, Sandra \(BOS\)](#); [Preston, Dean \(BOS\)](#); [Mandelman, Rafael \(BOS\)](#); [Peskin, Aaron \(BOS\)](#); [Mar, Gordon \(BOS\)](#); [Haney, Matt \(BOS\)](#); [Ronen, Hillary](#); [Board of Supervisors, \(BOS\)](#)

Subject: Vote for Emergency Ordinance

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Ahsha Safai,

I hope this email finds you well. My name is Shaghayegh Cyrus, and I am an Iranian-American artist, curator, activist, Board member of Clarion Alley Mural Project, and part of United to Save the Mission, living and working in San Francisco, and Bay Area for the past nine years.

I had a pleasure to work intimately with the homeless population of San Francisco and specifically, Tenderloin residence, through working at Yerba Buena Center for the Arts, where I was working as Civic and Community Engagement Coordinator. I worked and learned more about this fantastic talented population through the Healthy Corner Store, TNDC Tenderloin People's Garden, as well as Anne Bluethenthal and Dancers program through California Art Council and Clarion Alley Mural Project.

Working directly and intimately with the population for the past years and learning more about their stories of how they got unfortunate to lose their shelters, and how strong and resilient they are to fight for creating changes, make me think about how important it is for us to take action for them as residence who have the privilege to be under a shelter at this moment of global crises.

As being part of United for Mission and on the board of Clarion Alley Mural Project, I learned about the Emergency Ordinance that will need your vote tomorrow (Tuesday). I wanted to reach out and show my strong support for this ordinance and in support of the population that any of us could be in their shoes in one day. I am though sad to hear about why the city couldn't be able to provide a solution for supporting the population and how they are failing to test them for COVID-19 and this global crisis so far as well. But I am hopeful for positive changes.

I always think about San Francisco as a sanctuary place, and I want to make sure that this sanctuary and shelter in place exist not only for people who can barely afford to live in San Francisco but also for whom who couldn't.

Learning more about your background and familiarity with these necessary actions, I wanted to ask you to vote for the ordinance and how important it is to care about this fragile but yet strong population. This is the time we all need to stand together and care and support for one another to pass this global crisis.

Thank you for considering and for all you do,
Warmly,
Shaghayegh

Shaghayegh Cyrus

Artist | Curator

www.shcyrous.com

[Board Member Clarion Alley Mural Project](#)

[Pronounce My Name?](#)

RE: Reusable Bag Outreach

Ronen, Hillary <hillary.ronen@sfgov.org>

Tue 11/10/2020 2:56 PM

To: Raphael, Deborah (ENV) <deborah.raaphael@SFGOV1.onmicrosoft.com>; Beinart, Amy (BOS) <amy.beinart@sfgov.org>

Cc: Gurney, Cara (ENV) <cara.gurney@sfgov.org>; Sweiss, Joseph (ENV) <joseph.sweiss@sfgov.org>

This is great Debbie. Thank you.
Hillary

Sent from [Mail](#) for Windows 10

From: [Raphael, Deborah \(ENV\)](#)

Sent: Monday, November 2, 2020 1:37 PM

To: [Ronen, Hillary](#); [Beinart, Amy \(BOS\)](#)

Cc: [Gurney, Cara \(ENV\)](#); [Sweiss, Joseph \(ENV\)](#)

Subject: Reusable Bag Outreach

Supervisor Ronen,

I hope you and staff are safe and healthy. I'm reaching out today to highlight a wonderful partnership between SFE and the COVID Command Center (CCC) in your District.

As you may know, the City recently increased the charge on single-use plastic bags from 10 to 25 cents. To avoid burdens on our low-income residents and underserved populations, SFE is in the process of distributing thousands of beautiful reusable bags that residents can use when grocery shopping, etc. In fact, we've partnered with the CCC to stuff the bags with the City's multilingual COVID collateral and resources, PPE (including reusable face masks from SFMTA), and, where possible, voter registration information.

In District 9, we've delivered over 1200 total bags to TNDC's Mission Family at 1036 Mission, Mosaica Family Apartments at 680 Florida, and to the Latinx Task Force to support their distribution efforts, including the Carnaval event.

If you have further suggestions or questions, please don't hesitate to reach out.

Best,
Debbie

Debbie Raphael, Director

San Francisco Department of the Environment

Debbie.Raphael@sfgov.org

T: (415) 355 3701

Pronouns: she, her, hers

 **San Francisco?** [Get Involved, Stay Connected](#)

Please consider the environment before printing this email.

RE: 469 Stevenson

Ronen, Hillary <hillary.ronen@sfgov.org>

Fri 11/12/2021 9:36 AM

To: Shannon Dodge <[REDACTED]@yahoo.com>

Shannon,

I appreciate you took the time to write me and hear the reasoning behind my vote. And please note, Supervisor Haney never talked to me or any of our colleagues about this project which is unheard of. This was a policy decision and had nothing to do with politics.

I have put my heart and soul into building high-density, affordable housing in my district, and we've had no shortage of market-rate housing construction as well. When you oversee a gentrified neighborhood like the Mission or SOMA where low and middle income families of color are hanging on for dear life, simple trickle down housing strategies don't work.

The actual legal question before the Board this week was whether the environmental review for 469 Stevenson, a 27-story, 495-unit building was adequate. It was not. I don't know why they took shortcuts, but they did, and they left too many questions unanswered.

The soils and seismic issues in SOMA are real. The massive proposed project is literally sitting on top of a liquid marsh. It doesn't mean you can't build there, but it has to be done right. The EIR had no meaningful analysis of the geotechnical risks of the project and after the Millennium Tower that the City is \$30 Million on the hook for because of our insufficient oversight, our job is to make sure projects are safe. Remember the saying, fool me once, shame on you; fool me twice, shame on me.

But, in addition, we really do need to take a serious look at what this project means for the existing SOMA community.

I know there are some simplistic talking points out there that we need all housing desperately, that luxury housing will somehow have a trickle-down effect and solve our affordability crisis. It just doesn't make sense. In this project, the developers were snagging a 42.5% density bonus -- an increase in size of the building -- in return for including less than 15% on-site affordable. At that rate, we just keep sliding backwards. We can't staff restaurants, schools, or public safety jobs because working folks can't afford the city. This project does not help our workforce dilemma. It just places us deeper in the hole.

I believe that one of my colleagues made a comment that we were letting the perfect be the enemy of the good. That seems such a low standard to hold. It is our job as Supervisors to push developers to stretch -- to squeeze out every bit of affordability, to ensure that buildings are safe, that they contribute to our overall urban planning goals. It is not our job to accept without question the developers' weakest offer, just check the boxes and say we're done.

Most often, Board members look to the district supervisor to do that work. I would have expected that to happen, that representing District 6 meant a focus and dedication to fighting gentrification and building housing for the low income and Filipino community in that district. Affordable housing doesn't just fall in our laps. It's easy to trick people and claim that all you're

doing is building housing on a parking lot. It's a lot harder to dig deep and do long-term planning and make sure that we don't continue down this path that, if left unchecked, is sure to wipe out all low-income communities of color in San Francisco.

Again, the affordable housing and gentrification issues weren't before me during the CEQA review but I want you to know my thoughts on the underlying project as well. Nonetheless, if the developer does the proper geotechnical analysis that it should, then I will have no choice but to approve the CEQA review.

That won't necessarily mean the project will be built as the developer doesn't own the land or have the financing for the project and has a history of obtaining entitlements from the City but never building the project. Sadly, this part of the story is never told. Just the simplistic one that places the blame of the majority of Supervisors who are engaged in long term planning and strategies to build the affordable housing that this City so desperately needs.

Hillary

Sent from [Mail](#) for Windows

From: [Shannon Dodge](#)
Sent: Thursday, November 4, 2021 9:59 PM
To: [Ronen, Hillary](#)
Subject: 469 Stevenson

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Hi Hillary,

I hope you're well! I was glad to see you at Fernando and Michelle's press conference even though I wish we didn't all have to be there :-{.

I just wanted to drop a line because I'm really dismayed about the 469 Stevenson vote. I've worked in coalition with TODCO as part of CCHO in my part housing work at CCDC, TNDC, and at BHNC with Amy B) - yet this project seems to me like the kind that SF truly needs more of. I don't know if this vote was really about AD 17 shenanigans as JK's article said - the geotechnical issues smelled like a smokescreen to me. Regardless, I'd like to better understand why the vote went down as it did, if you're willing to reply or chat at some point.

Thanks,
Shannon

RE: Announcement from the TNDC Board President

Ronen, Hillary <hillary.ronen@sfgov.org>

Tue 1/4/2022 3:26 PM

To: maurilio leon <mleon@tndc.org>

Would love to meet. Welcome to your new role. Copying Ana Herrera from my office to set up the meeting at a time that works for the three of us. Looking forward to it.

Hillary

From: maurilio leon <mleon@tndc.org>

Sent: Thursday, December 16, 2021 3:43 PM

To: Ronen, Hillary <hillary.ronen@sfgov.org>

Subject: Announcement from the TNDC Board President

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Supervisor Ronen,

Good afternoon.

This is my first week at TNDC and while I will still be transitioning from my previous responsibilities and commitments, I wanted to introduce myself.

Due to the busy holiday schedule, year end rush and scheduled time off, I am having My Tran schedule a meeting in Jan. If you want to meet before then, we can certainly do so.

Saludos

maurilio león

Chief Executive Officer

pronouns: él/he

mleon@tndc.org

Tenderloin Neighborhood Development Corporation

tndc.org



At TNDC, we believe that everyone deserves to thrive. We support tenants and community members in building transformative communities through Homes, Health, and Voice. Together, we can build a future with economic and racial equity. Join us at tndc.org!

Subject: FW: Announcement from the TNDC Board President



Announcement from Tiffany Bohee, TNDC Board President

Dear Community,

On behalf of the TNDC Board, I'd like to announce some bittersweet news. Due to unexpected personal reasons, Walter Harris, TNDC's CEO, has decided to step down. In his place, we're excited to welcome Maurilio León (él/he/him).

While change is natural, it can also be challenging. That's why we are immensely thankful for your continued support and partnership through this period of transition.

Because of you, our staff, and the community we serve, we know how strong TNDC is and will step boldly into the next phase of our organization.

With Maurilio's considerable experience in affordable housing, compassion, and authenticity, we have full confidence that TNDC can have an even bigger impact in the community, San Francisco, and world at large.

"I am humbled and proud to have the opportunity to lead the organization," said Maurilio. "TNDC's strong leadership team and hundreds of dedicated employees serving across the organization ensures that it is well-positioned to build on the tremendous momentum of the past few years, particularly the programming, services and place-based strategy for housing development."

Maurillo has more than 22 years of professional experience, including over a decade



working in the nonprofit sector for affordable housing, and community and economic development, six years serving in local government, and nearly seven years working in banking and financial services. Most recently he served as Chief Operating Officer of Community Housing Opportunities Corporation.

Maurilio grew up in a migrant farmworker family and has benefited from several programs like Migrate Education and the federal TRIO programs. He is an avid supporter of creating opportunities for individuals and working families. **With a mission-driven mindset and lived experience, he is committed to fostering a transparent, compassionate TNDC culture rooted in cultural humility and racial equity.**

Thank you for your continued dedication and enthusiasm to TNDC's mission and vision. We look forward to introducing you to Maurilio and continuing on our path towards transformational change.

In community,



Tiffany Bohee (she/her)
TNDC Board President

You may notice that we have included personal pronouns (he/him, she/her, they/them, etc.) in this email. As an organization founded on values of inclusivity and mutual respect, we encourage our staff to share their personal pronouns and foster a welcoming environment for all genders and gender non-conforming people. [Learn more about why personal pronouns matter.](#)





tndc.org

201 Eddy Street
San Francisco, CA 94102
415.776.2151

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RE: Felton Institute celebrates the grand opening of Solmar Learning Center Press Release!

Ronen, Hillary <hillary.ronen@sfgov.org>

Tue 1/18/2022 9:22 AM

To: Jason Mendez <jmendez@felton.org>; Saini, Nikita (BOS) <nikita.saini@sfgov.org>

Cc: Nicole Verduzco <nverduzco@felton.org>; DPH-sbaker <sbaker@felton.org>

Jason,

I am so sad but we are still testing positive for COVID – on day 7! Dying to go outside and so sad I am going to miss this. Hope to come visit soon and again, Congratulations!

Hillary

Sent from [Mail](#) for Windows

From: [Jason Mendez](#)

Sent: Sunday, January 16, 2022 5:27 PM

To: [Saini, Nikita \(BOS\)](#)

Cc: [Ronen, Hillary](#); [Nicole Verduzco](#); [DPH-sbaker](#)

Subject: Re: Felton Institute celebrates the grand opening of Solmar Learning Center Press Release!

[This message was sent securely using Zix®](#)

Good Evening Supervisor Ronen and Nikita,

I've enclosed a copy of our official press release for your viewing and to share should you wish.

Thank you again for participating and we look forward to seeing you!

Best,

JM

Please contact Sarah Richardson Baker for media inquiries or if you would like to cover our event. Web URL below and PDF attached. Thank you!



FOR IMMEDIATE RELEASE

La Gran Fiesta! Celebrating the Grand Opening of Solmar Learning Center

(Mission District, San Francisco, CA, January 18, 2022) – Felton Institute will open its brand-new, state-of-the-art Early Care and Education (ECE) program with special guest speakers, ribbon cutting, and a traditional Aztec ceremony performed by Teokalli.

Felton believes access to high quality ECE is a means for closing the opportunity gap and ensuring all children are prepared for success in school and beyond.

Uniquely designed for children from birth to 5 years old, Solmar Learning Center (SLC), is co-located in the new affordable housing development, Casa Adelante. SLC is licensed for 42 children from infants to preschoolers. Casa Adelante will provide 143 homes in the community along with birth-to-career resources.

In partnership with Mission Economic Development Agency (MEDA) and Tenderloin Neighborhood Development Corporation (TNDC), this event officially opens Felton's fifth ECE program, *the first* to be housed inside an affordable housing community. We will also celebrate 50 years of providing holistic ECE and family support services through SLC's sister location, Family Developmental Center.

The opening celebration will be performed by Teokalli with a traditional Aztec dance followed by a few words from Felton COO, Dr. Yohana Quiroz, and CEO, Al Gilbert. Speakers include OECE Executive Director, Ingrid Mezquita, Low Income Investment Fund (LIIF) Vice President of Early Care and Education, Angie Garling, and special guests, Senator Scott Wiener and Supervisor Hillary Ronen.

"The need for quality ECE is greater now than ever. Felton Institute has chosen to play a significant role, by continuing to advocate for, expand on, and address the access to quality care and education for San Francisco's low-income families. To our local funders, representatives, and partners, we are extremely grateful for the unwavering support, and most importantly helping our families thrive. We appreciate your bold vision, leadership, and investments to help strengthen ECE services in San Francisco." - Dr. Yohana Quiroz

Felton Institute has built on its 133-year history of addressing inequities by providing quality services from prenatal to aging populations. By utilizing evidence-informed practices, Felton reduces poverty, increases access to social services and supports, and provides a pathway to self-sufficiency for some of our most vulnerable children, youth, and families. To serve a diverse community, Felton Institute ensure services are culturally sensitive, linguistically inclusive, and gender responsive.

"LIIF is pleased to have provided \$2.1 million in grants to the Solmar Learning Center through our Child Care Facilities Fund grant program. By co-locating early care and education with housing, this development is addressing two major shortages in the Bay Area, truly meeting families where they are." - Angie Garling

###

Media contacts:

Primary:

Sarah Richardson-Baker, Director of Communications and Community Engagement
Felton Institute
Email: sbaker@felton.org

Secondary:

Dr. Yohana Quiroz, Chief Operations Officer
Felton Institute
Email: yquiroz@felton.org

WEB ARTICLE HERE: <https://felton.org/2022/01/la-gran-fiesta-celebrating-the-grand-opening-of-solmar-learning-center/>

--



Jason Mendez (he/him)

Content Writer and Creator

Office of Communications and Community Engagement

jmendez@felton.org

www.felton.org

1005 Atlantic Ave, Alameda, CA 94501

From: Saini, Nikita (BOS) <nikita.saini@sfgov.org>

Date: Friday, January 14, 2022 at 10:42 AM

To: Jason Mendez <jmendez@felton.org>

Cc: Ronen, Hillary <hillary.ronen@sfgov.org>, Nicole Verduzco <nverduzco@felton.org>, Sarah Tiffany Richardson-Baker <sbaker@felton.org>

Subject: Re: Felton Institute celebrates the grand opening of Solmar Learning Center! (Invitation)

Hi Jason,

Talking points would be great, I'll reach out on Monday to update you on her attendance status if that is okay?

Thank you!

Best,
Nikita

Nikita Saini
Legislative Aide
Office of Supervisor Hillary Ronen
925.286.2820/ nikita.saini@sfgov.org
<https://link.zixcentral.com/u/25af5d09/wv6brWI17BGw6-LP5F7kRg?u=https%3A%2F%2Fsfbos.org%2Fsupervisor-ronen-district-9>

On Jan 14, 2022, at 9:33 AM, Jason Mendez <jmendez@felton.org> wrote:

This message was sent securely using [Zix®](#)

Good Morning Supervisor Ronen,

We have everything set for you on our end.

We would also love to have you say a few words at the ceremony; we will save space in program for you to do so if you're able to attend.

If that works for you, I can send over some talking points for you to look over.

Best,

JM

--

<image001.png>

Jason Mendez (he/him)

Content Writer and Creator

Office of Communications and

Community Engagement

[<image002.png>](#) [<image003.png>](#) [<image004.png>](#) [<image005.png>](#)

<image006.png> jmendez@felton.org

<image007.png> www.felton.org

<image008.png> 1005 Atlantic Ave,
Alameda, CA 94501

From: Ronen, Hillary <hillary.ronen@sfgov.org>

Date: Thursday, January 13, 2022 at 12:53 PM

To: Jason Mendez <jmendez@felton.org>, Saini, Nikita (BOS) <nikita.saini@sfgov.org>

Cc: Nicole Verduzco <nverduzco@felton.org>, Sarah Tiffany Richardson-Baker <sbaker@felton.org>

Subject: RE: Felton Institute celebrates the grand opening of Solmar Learning Center! (Invitation)

Sure – sounds great!

Sent from [Mail](#) for Windows

From: [Jason Mendez](#)

Sent: Thursday, January 13, 2022 11:52 AM

To: [Ronen, Hillary](#); [Saini, Nikita \(BOS\)](#)

Cc: [Nicole Verduzco](#); [DPH-sbaker](#)

Subject: Re: Felton Institute celebrates the grand opening of Solmar Learning Center! (Invitation)

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Hello Supervisor Ronen and Hello Nikita,

Thank you so much for responding. We are hoping for a speedy recovery for your family.

As we are having a program for the event printed, would you mind if we add you as a special guest in preparation for your hopeful attendance?

I've also copied Nicole on this email as well, she is our Community Engagement Coordinator and will be sending out updates regarding COVID logistics for the event.

Looking forward to having you there if you are able to make it.

Best,

JM

--

<image009.png>

Jason Mendez (he/him)

Content Writer and Creator

Office of Communications and
Community Engagement

<image010.png> <image011.png> <image012.png> <image013.png>

<image014.png> jmendez@felton.org

<image015.png> www.felton.org

<image016.png> 1005 Atlantic Ave,
Alameda, CA 94501

From: Ronen, Hillary <hillary.ronen@sfgov.org>

Date: Thursday, January 13, 2022 at 9:22 AM

To: Jason Mendez <jmendez@felton.org>, Saini, Nikita (BOS) <nikita.saini@sfgov.org>

Subject: RE: Felton Institute celebrates the grand opening of Solmar Learning Center! (Invitation)

Congratulations and thank you so much for the invite. I am currently in quarantine because of COVID in my family. If I am out by then I will do my best to make it. Copying Nikita from my office who oversees my calendar.

Hillary

Sent from [Mail](#) for Windows

From: [Jason Mendez](#)

Sent: Thursday, January 6, 2022 10:36 AM

To: [Ronen, Hillary](#)

Subject: Felton Institute celebrates the grand opening of Solmar Learning Center! (Invitation)

Importance: High

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

[This message was sent securely using Zix[®]](#)

Dear Supervisor Ronen,

Happy New Year!

On behalf of Felton Institute, we cordially invite you to join us at the grand opening of [Solmar Learning Center](#) (SLC) in the heart of Mission District, San Francisco.

Uniquely designed for children from birth to 5 years old, SLC is co-located in Casa Adelante, a new affordable housing development comprised of 143 units and providing accessible birth-to career resources, the first of its kind in San Francisco.

La Gran Fiesta will be a soft grand opening with limited onsite attendance. Due to the new circumstances regarding COVID-19, we are extending this specific invitation to you and would be honored to have you join us to celebrate this achievement for the Mission.

Please email Nicole Verduzco, nverduzco@felton.org to RSVP (including your name, title and email address) or the contact information for your designated representative.

We remain ever excited to welcome you on **Tuesday, January 18, 2022, from 10am to noon**, at our *open-air event* with gifts, special guest speakers and a ribbon cutting ceremony. This event will showcase this beautiful space and celebrate Felton's 50 years providing Early Care and Education services in San Francisco while commemorating your involvement in this key milestone.

SLC is located at **199 Shotwell, San Francisco**.

Additional COVID-19 protocols will now be in place that may include temperature checks upon entry and mandatory masking for the duration of the event.

Remember to confirm your attendance with Nicole to continue receiving the most up-to-date information on event logistics, surprises and special guests.

Thank you in advance for your time and flexibility. We will continue to monitor the situation as it evolves and adhere to local and state health guidelines and recommendations as needed.

Sincerely,

J. Elliott Mendez

--

<image017.png>

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Jason Mendez (he/him)

Content Writer and Creator

Office of Communications and

Community Engagement

<image014.png> jmendez@felton.org

<image022.png> www.felton.org

<image023.png> 1005 Atlantic Ave,
Alameda, CA 94501

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Appeal of CEQA Certification of Final Environmental Impact Report - Central SoMa Plan (Email 1 of 2)

BOS Legislation, (BOS) <bos.legislation@sfgov.org>

Thu 6/14/2018 12:18 PM

To: Rahaim, John (CPC) <john.rahaim@sfgov.org>

Cc: GIVNER, JON (CAT) <Jon.Givner@sfcityatty.org>; STACY, KATE (CAT) <Kate.Stacy@sfcityatty.org>; JENSEN, KRISTEN (CAT) <Kristen.Jensen@sfcityatty.org>; Sanchez, Scott (CPC) <scott.sanchez@sfgov.org>; Gibson, Lisa (CPC) <lisa.gibson@sfgov.org>; Navarrete, Joy (CPC) <joy.navarrete@sfgov.org>; Lynch, Laura (CPC) <laura.lynch@sfgov.org>; Sider, Dan (CPC) <dan.sider@sfgov.org>; Rodgers, AnMarie (CPC) <anmarie.rodgers@sfgov.org>; Starr, Aaron (CPC) <aaron.starr@sfgov.org>; White, Elizabeth (CPC) <elizabeth.white@sfgov.org>; Ionin, Jonas (CPC) <jonas.ionin@sfgov.org>; Wertheim, Steve (CPC) <steve.wertheim@sfgov.org>; Chen, Lisa (CPC) <lisa.chen@sfgov.org>; Calvillo, Angela (BOS) <angela.calvillo@sfgov.org>; Somera, Alisa (BOS) <alisa.somera@sfgov.org>; **BOS-Supervisors** <bos-supervisors@sfgov.org>; **BOS-Legislative Aides** <bos-legislative_aides@sfgov.org>; BOS Legislation, (BOS) <bos.legislation@sfgov.org>

Please note, we will be sending the attachments in two separate emails due to size of the files. (Email 1 of 2)

Dear Director Rahaim,

The Office of the Clerk of the Board is in receipt of an appeal of the CEQA Certification of Final Environmental Impact Report for the Central SoMa Plan. The appeals were filed by the following parties:

- Richard Drury, of Lozeau Drury LLP on behalf of Central SoMa Neighbors and SFBlu (*attached*);
- Angelica Cabande for the South of Market Community Action Network (SOMCAN) (*attached*);
- John Elberling for the Yerba Buena Neighborhood Consortium; and
- Phillip Babich of Reed Smith LLP, on behalf of One Vassar LLC

Please find the attached letters of appeal and timely filing determination request letters from the Clerk of the Board.

Kindly review for timely filing determination.

Best regards,

Jocelyn Wong

San Francisco Board of Supervisors

1 Dr. Carlton B. Goodlett Place, Room 244

San Francisco, CA 94102

T: 415.554.7702 | F: 415.554.5163

jocelyn.wong@sfgov.org | www.sfbos.org

Appeal of CEQA Community Plan Evaluation - Proposed Project - 610-698 Brannan Street

BOS Legislation, (BOS) <bos.legislation@sfgov.org>

Tue 8/20/2019 10:18 AM

To: Rahaim, John (CPC) <john.rahaim@sfgov.org>

Cc: GIVNER, JON (CAT) <Jon.Givner@sfcityatty.org>; STACY, KATE (CAT) <Kate.Stacy@sfcityatty.org>; JENSEN, KRISTEN (CAT) <Kristen.Jensen@sfcityatty.org>; Teague, Corey (CPC) <corey.teague@sfgov.org>; Sanchez, Scott (CPC) <scott.sanchez@sfgov.org>; Gibson, Lisa (CPC) <lisa.gibson@sfgov.org>; Jain, Devyani (CPC) <devyani.jain@sfgov.org>; Navarrete, Joy (CPC) <joy.navarrete@sfgov.org>; Lewis, Don (CPC) <don.lewis@sfgov.org>; Rodgers, AnMarie (CPC) <anmarie.rodgers@sfgov.org>; Sider, Dan (CPC) <dan.sider@sfgov.org>; Starr, Aaron (CPC) <aaron.starr@sfgov.org>; Samonsky, Ella (CPC) <ella.samonsky@sfgov.org>; Hsiao, Alesia (CPC) </o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=48d67b7bc32e4c89b9ad07deda62b1a8-Alesia Hsia>; Rosenberg, Julie (BOA) <julie.rosenberg@sfgov.org>; Cantara, Gary (BOA) <gary.cantara@sfgov.org>; Longaway, Alec (BOA) <alec.longaway@sfgov.org>; **BOS-Supervisors** <bos-supervisors@sfgov.org>; **BOS-Legislative Aides** <bos-legislative_aides@sfgov.org>; Calvillo, Angela (BOS) <angela.calvillo@sfgov.org>; Somera, Alisa (BOS) <alisa.somera@sfgov.org>; BOS Legislation, (BOS) <bos.legislation@sfgov.org>

Good afternoon, Director Rahaim:

The Office of the Clerk of the Board is in receipt of an appeal of the CEQA Community Plan Evaluation for the proposed project at 610-698 Brannan Street. The appeal was filed by John Elberling, on behalf of the Yerba Buena Neighborhood Consortium, on August 16, 2019.

Please find the attached letter of appeal and timely filing determination request letter from the Clerk of the Board. Kindly review for timely filing determination. Thank you.

Regards,

Brent Jalipa

Legislative Clerk

Board of Supervisors - Clerk's Office

1 Dr. Carlton B. Goodlett Place, Room 244

San Francisco, CA 94102

(415) 554-7712 | Fax: (415) 554-5163

brent.jalipa@sfgov.org | [www.sfbos.org]www.sfbos.org

Plan Bay Area 2050: Opposed

John Elberling <johne@todco.org>

Wed 10/13/2021 12:14 PM

To: njosefowitz@spur.org <njosefowitz@spur.org>;alfredo.pedroza@countyofnapa.org
<alfredo.pedroza@countyofnapa.org>;Margaret.abe-koga@mountainview.gov <Margaret.abe-
koga@mountainview.gov>;eddie.ahn.mtc@gmail.com
<eddie.ahn.mtc@gmail.com>;eddie.ahn.mtc@gmail.com
<eddie.ahn.mtc@gmail.com>;cindy.chavez@bos.sccgov.org
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<carold@unioncity.org>;dgiacopini@bayareametro.gov
<dgiacopini@bayareametro.gov>;vfleming@srcity.org <vfleming@srcity.org>;dist5@bos.cccounty.us
<dist5@bos.cccounty.us>;GPapan@ci.millbrae.ca.us <GPapan@ci.millbrae.ca.us>;bosdist4@acgov.org
<bosdist4@acgov.org>;mayoremail@sanjoseca.gov <mayoremail@sanjoseca.gov>;david.rabbitt@sonoma-
county.org <david.rabbitt@sonoma-county.org>;Ronen, Hillary
<hillary.ronen@sfgov.org>;officeofthemayor@oaklandnet.com
<officeofthemayor@oaklandnet.com>;JPSpering@solanocounty.com
<JPSpering@solanocounty.com>;aworth@cityoforinda.org
<aworth@cityoforinda.org>;tmcmillan@bayareametro.gov
<tmcmillan@bayareametro.gov>;abockelman@bayareametro.gov <abockelman@bayareametro.gov>
Cc: Susan Brandt-Hawley <susanbh@me.com>;Bobbi López <bobbi@todco.org>;Peskin, Aaron (BOS)
<aaron.peskin@sfgov.org>;Matt Haney <matthaneysf@gmail.com>

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Please find our Statement of Opposition in advance of the upcoming final vote, attached.

John Elberling
Manager
Yerba Buena Neighborhood Consortium

The Yerba Buena Neighborhood Consortium
c/o 230 Fourth St. San Francisco, CA 94103

October 15, 2021

Via Email: info@bayareametro.gov

Board of Directors, Metropolitan Transportation Commission
Board of Directors, Association of Bay Area Governments
375 Beale Street, Suite 800
San Francisco, CA, 94105

RE: Plan Bay Area 2050 Approvals

MTC and ABAG Commissioners and Staff:

Do not approve Plan Bay Area 2050 as proposed. Despite its lofty goals, PBA2050 as now constituted will in fact result in the disappearance of the Bay Area's lower-income/working class/minority BIPOC Central City communities and the market-driven displacement of hundreds of thousands of their long-time residents. Many will be forced out of the Bay Area entirely.

Housing is a human right. Affordable housing for all the people of the Bay Area is their human right. That was the commitment of the National Housing Act of 1937 that still remains unfulfilled today, 84 years later. That must be the commitment of PBA2050. This is Social Housing, housing that all low/moderate/middle income households can afford. But it can only be accomplished with the full commitment of the local, state, and federal funding that it will take. Without that, PBA2040 is nothing but an empty shell full of empty promises.

And the once-unimaginable economic/social disaster of Homelessness that is overwhelming many of our communities – and leaving tens of thousands of our residents destitute and desperate each day – must be ended conclusively within the next 10 years.

There are multiple approaches to delivery of Social Housing. But for-profit private sector development is not one of them. Market economics can no longer magically meet the needs of all Americans for affordable homes via some imaginary 'trickle down' economics that no longer exist in the 21st Century. Yet that is the fatally flawed premise of this PBA2050.

Thus, Plan Bay Area 2050 is a "plan" that in fact is designed to fail.

To actually provide a blueprint for Social Equity, Social Justice, Smart Growth, and Environmental Sustainability for the future of our Bay Area, PBA2050 must:

- Include now a real, fully detailed plan to fund the tens of thousands of housing units and temporary facilities needed to end Homelessness in the Bay Area within 10 years.
- Mandate 100% Jobs/Affordable Housing Balance for all large scale future commercial development in all Bay Area counties. San Francisco's 2020 Proposition E was the first step towards this goal in the Region. It must be mandated throughout the Bay Area, starting with the upcoming Oakland Downtown Plan, and expanded to include the now booming development of biomed facilities Region-wide too.
- Exempt all identified Central Cities "Communities of Concern" from the designated Priority Development Areas and any State mandated up-zonings unless and until really affordable housing for ALL their lower-income and working class residents is already assured and in place. PBA2050's mere promises of un-guaranteed and un-required affordable housing for Communities of Concern without clear land use policies that de-commodify land and housing – and instead include adequate and committed funding for the affordable housing – are clearly not realistic.
- Transform the hundreds of wasted square miles of surface parking lots for office parks and shopping malls throughout the Region into medium-density new residential districts to meet the Bay Area's market housing needs - without disrupting the neighborhood life of existing communities.
- Mandate a minimum of 10% inclusionary housing now for middle-income households everywhere in the Bay Area, gradually increasing to 24%, matching San Francisco's approved 2028 legislative commitment, by 2050.
- Mandate that no less than 50% of new housing developed on publicly owned property will be affordable for lower and middle-income households or Teacher Housing.

Please also be reminded for the record that the proposed Final Environmental Impact Report for PBA2050 is itself legally insufficient to meet the requirements of CEQA. It fails to evaluate Project Alternatives that may well be environmentally superior and would certainly be socially and ethically superior. In particular, the "Equity, Environment, and Jobs Alternative" of the PBA2040 – which was NOT adopted as the approved PBA2040 Plan – is completely omitted and discarded from any consideration at all as an Alternative in the PBA 2050 FEIR.

Sincerely,
John Elberling
Manager

Cc: Susan Brandt-Hawley

Errata to appellant's response letter brief. Appeal of CEQA Final Environmental Impact Report - Proposed 469 Stevenson Street Project - Appeal Hearing October 26, 2021

Susan Brandt-Hawley [REDACTED]@me.com >

Mon 10/25/2021 9:59 PM

To: BOS Legislation, (BOS) <bos.legislation@sfgov.org>

Cc: tyler@bldsf.com <tyler@bldsf.com>; Lou Vasquez <Lou@bldsf.com>; John Elberling <johne@todco.org>; Alexis Pelosi <alexis@pzlandlaw.com>; PEARSON, ANNE (CAT) <Anne.Pearson@sfcityatty.org>; STACY, KATE (CAT) <Kate.Stacy@sfcityatty.org>; JENSEN, KRISTEN (CAT) <Kristen.Jensen@sfcityatty.org>; Hillis, Rich (CPC) <rich.hillis@sfgov.org>; Teague, Corey (CPC) <corey.teague@sfgov.org>; Sanchez, Scott (CPC) <scott.sanchez@sfgov.org>; Gibson, Lisa (CPC) <lisa.gibson@sfgov.org>; Jain, Devyani (CPC) <devyani.jain@sfgov.org>; Delumo, Jenny (CPC) <jenny.delumo@sfgov.org>; Range, Jessica (CPC) <jessica.range@sfgov.org>; Varat, Adam (CPC) <adam.varat@sfgov.org>; Sider, Dan (CPC) <dan.sider@sfgov.org>; Starr, Aaron (CPC) <aaron.starr@sfgov.org>; Ionin, Jonas (CPC) <jonas.ionin@sfgov.org>; Foster, Nicholas (CPC) <nicholas.foster@sfgov.org>; Rosenberg, Julie (BOA) <julie.rosenberg@sfgov.org>; Longaway, Alec (BOA) <alec.longaway@sfgov.org>; **BOS-Supervisors** <bos-supervisors@sfgov.org>; **BOS-Legislative Aides** <bos-legislative_aides@sfgov.org>; Calvillo, Angela (BOS) <angela.calvillo@sfgov.org>; Somera, Alisa (BOS) <alisa.somera@sfgov.org>; Mchugh, Eileen (BOS) <eileen.e.mchugh@sfgov.org>

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Good evening.

I write to correct two errors in the response letter brief dated October 21.

First, the name of the Clerk of the Board Angela Calvillo is misspelled.

Also, Planning Commission Vice-President Kathrin Moore is mistakenly referred to as Commissioner Young in the discussion of the Commission's split vote on page 1. She is accurately identified on page 2.

Thank you.

Susan Brandt-Hawley

On Oct 21, 2021, at 3:21 PM, BOS Legislation, (BOS) <bos.legislation@sfgov.org> wrote:

Greetings,

The Office of the Clerk of the Board is in receipt of a response letter sent by the appellant Susan Brandt-Hawley of Brandt-Hawley Law Group, on behalf of the Yerba Buena Neighborhood Consortium, for an appeal of CEQA Final Environmental Impact Report, for the proposed 469 Stevenson Street project.

[Appellant Supplemental Brief - October 21, 2021](#)

I invite you to review the entire matters on our [Legislative Research Center](#) by following the link below:

[Board of Supervisors File No. 210919](#)

Best regards,

Jocelyn Wong

San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102
T: 415.554.7702 | F: 415.554.5163
jocelyn.wong@sfgov.org | www.sfbos.org

(VIRTUAL APPOINTMENTS) To schedule a “virtual” meeting with me (on Microsoft Teams), please ask and I can answer your questions in real time.

Due to the current COVID-19 health emergency and the Shelter in Place Order, the Office of the Clerk of the Board is working remotely while providing complete access to the legislative process and our services

[<image001.png>](#) Click [here](#) to complete a Board of Supervisors Customer Service Satisfaction form

The [Legislative Research Center](#) provides 24-hour access to Board of Supervisors legislation, and archived matters since August 1998.

***Disclosures:** Personal information that is provided in communications to the Board of Supervisors is subject to disclosure under the California Public Records Act and the San Francisco Sunshine Ordinance. Personal information provided will not be redacted. Members of the public are not required to provide personal identifying information when they communicate with the Board of Supervisors and its committees. All written or oral communications that members of the public submit to the Clerk's Office regarding pending legislation or hearings will be made available to all members of the public for inspection and copying. The Clerk's Office does not redact any information from these submissions. This means that personal information—including names, phone numbers, addresses and similar information that a member of the public elects to submit to the Board and its committees—may appear on the Board of Supervisors' website or in other public documents that members of the public may inspect or copy.*

Susan Brandt-Hawley
Brandt-Hawley Law Group
d. 707 [REDACTED]
preservationlawyers.com

Re: Appeal of CEQA Final Environmental Impact Report - Proposed 469 Stevenson Street Project - Appeal Hearing October 26, 2021

John Elberling <johne@todco.org>

Tue 10/26/2021 1:45 PM

To: BOS Legislation, (BOS) <bos.legislation@sfgov.org>

Cc: tyler@bldsf.com <tyler@bldsf.com>; Lou Vasquez <Lou@bldsf.com>; Alexis Pelosi <alexis@pzlandlaw.com>; PEARSON, ANNE (CAT) <Anne.Pearson@sfcityatty.org>; STACY, KATE (CAT) <Kate.Stacy@sfcityatty.org>; JENSEN, KRISTEN (CAT) <Kristen.Jensen@sfcityatty.org>; Hillis, Rich (CPC) <rich.hillis@sfgov.org>; Teague, Corey (CPC) <corey.teague@sfgov.org>; Sanchez, Scott (CPC) <scott.sanchez@sfgov.org>; Gibson, Lisa (CPC) <lisa.gibson@sfgov.org>; Jain, Devyani (CPC) <devyani.jain@sfgov.org>; Delumo, Jenny (CPC) <jenny.delumo@sfgov.org>; Range, Jessica (CPC) <jessica.range@sfgov.org>; Varat, Adam (CPC) <adam.varat@sfgov.org>; Sider, Dan (CPC) <dan.sider@sfgov.org>; Starr, Aaron (CPC) <aaron.starr@sfgov.org>; Ionin, Jonas (CPC) <jonas.ionin@sfgov.org>; Foster, Nicholas (CPC) <nicholas.foster@sfgov.org>; Rosenberg, Julie (BOA) <julie.rosenberg@sfgov.org>; Longaway, Alec (BOA) <alec.longaway@sfgov.org>; Susan Brandt-Hawley <susanbh@me.com>; **BOS-Supervisors** <bos-supervisors@sfgov.org>; **BOS-Legislative Aides** <bos-legislative_aides@sfgov.org>; Calvillo, Angela (BOS) <angela.calvillo@sfgov.org>; Somera, Alisa (BOS) <alisa.somera@sfgov.org>; Mchugh, Eileen (BOS) <eileen.e.mchugh@sfgov.org>

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Please find attached the updated letter in support of our YBNC Appeal of this project, now adding United To Save The Mission to United Playaz and Westbay Pilipino Multiservice Agency.

Clerk of the Board
San Francisco Board of Supervisors
City Hall
San Francisco, CA 94102

Updated: October 26, 2021

Re: Items 38/39/40 Appeal of Final Environmental Impact Report Certification - Proposed 469 Stevenson Street Project

Honorable Supervisors:

Our community is writing today to state that we oppose the project at 469 Stevenson and support the appeal being brought forth by the Yerba Buena Neighborhood Consortium.

This 27 story 400 unit market-rate project, if approved, will drive the Gentrification of SOMA's Sixth Street Community – the last SOMA low-income neighborhood left today – beyond the point of no return, and will have ripple effects for other low income neighborhoods struggling to survive. But alternatively, this is the most important and promising potential affordable housing site in SOMA.

Simultaneously, the would-be developer of 469 Stevenson, Build Inc., is asking the City to approve cramming more/smaller studio apartments into its already-approved One Oak Street 37-story tall market housing project at Van Ness and Market Streets.

Build Inc. has suggested it would partly mitigate the impacts of the 469 Stevenson project by buying a small residential hotel on Turk Street in the Tenderloin and giving it to some nonprofit group for low-income housing. But that is pitifully inadequate numerically and will do nothing at all to protect our Sixth Street Community from Gentrification.

And the Gentrification threat for Sixth Street is already very real. The 5M project on Fifth Street will be completed this year, including its new market-rate housing. If another big market-rate project is approved on this same block as proposed by 469 Stevenson, that would put all other existing housing nearby at risk of being purchased by “investors” to be ‘flipped’ into up-market Tech housing.

For example, the predominantly Filipino-American 200+ unit Mint Mall apartment building located in between 5M and 469 Stevenson would immediately become a prime target for such a “reno-viction” project that could displace ALL its existing tenants – legally.

Likewise, the 200+ room Chronicle Hotel SRO on this block of Mission Street that has shamefully remained closed and empty for the last 20+ years would become another prime target for a Tech group housing/dorm buyout, instead of becoming an affordable SRO for our Unhoused as it always should have been.

This does not have to happen.

Instead Build Inc. can deed the 469 Stevenson site to the City for future affordable housing construction and receive a full credit for its land cost to apply towards the affordable housing fees that will be required for the much bigger One Oak Street project. This has been done before for by other developers for other SOMA projects. The 469 Stevenson parking lot could then instead become 100% affordable housing for the future of our Sixth Street Community. And its ground floors could provide much needed space for community programs for all the residents of Sixth Street.

The community has worked and fought to assure a stable future for the thousands of residents of the Sixth Street Community since it was hit hard by the Loma Prieta Earthquake in 1989. In that effort, TODCO spearheaded the City's Sixth Earthquake Recovery Redevelopment Project that resulted in a dozen affordable housing developments there, and community facilities like the Bayanihan Center, Bindlestiff Theater, and the South of Market Health Center. But the future of our Sixth Street Community has never been more at risk to ‘market forces,’ and that is what is at stake, here and now. We are determined to protect it.

This is why we collectively support the appeal of the Planning Commission's approval of the 469 Stevenson project's Environmental Impact Report to the City's Board of Supervisors. The EIR is badly flawed legally, as outlined by Legal Counsel Susan Brandt-Hawley. Build's proposal is the Wrong Project, in the Wrong Place, at the Wrong Time.

Rudy Corpus
For: United Playaz

Carla Laurel
For: Westbay Pilipino Multiservice Agency

United to Save The Mission

RE: Calle24

Ronen, Hillary <hillary.ronen@sfgov.org>

Tue 1/10/2017 12:20 PM

To: Chung Hagen, Sheila (BOS) <schunghagen@SFGOV1.onmicrosoft.com>; Torres, Joaquin (ASR) <joaquin.torres@sfgov.org>

Cc: Ponce De Leon, Diana (ECN) <diana.poncedeleon@sfgov.org>

Ditto! I so appreciate your work on this. I'm excited. Thank you so much.
Hillary

Sent from [Mail](#) for Windows 10

From: [Chung Hagen, Sheila \(BOS\)](#)

Sent: Tuesday, January 10, 2017 9:31 AM

To: [Torres, Joaquin \(ECN\)](#); [Ronen, Hillary](#)

Cc: [Ponce De Leon, Diana \(ECN\)](#)

Subject: Re: Calle24

Thanks to all of you, especially the incredible Diana Ponce de Leon, for making this happen! Sheila

From: Torres, Joaquin (ECN)

Sent: Tuesday, January 10, 2017 9:02 AM

To: Ronen, Hillary; Chung Hagen, Sheila (BOS)

Cc: Ponce De Leon, Diana (ECN)

Subject: Calle24

Congratulations Supervisor on a great Chronicle story on the day of your first full board meeting! So proud and happy to be working with you, Sheila, and Diana on strengthening the Latino Cultural District.

Kind regards,
Joaquín

Joaquín Torres

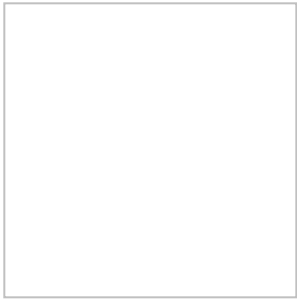
Deputy Director/Invest in Neighborhoods

Office of Economic and Workforce Development

Joaquin.Torres@sfgov.org

[415.554.7013](tel:415.554.7013)

www.oewd.org | [Facebook](#) | [Twitter](#) | [InvestSF](#)



Sent from my iPhone

FW: Planning Commission Case No. 2017-000471PCA MAP [Board File No. 170028] Item 10 on the February 9 Agenda

Ronen, Hillary <hillary.ronen@sfgov.org>

Thu 2/9/2017 4:58 PM

To: Chung Hagen, Sheila (BOS) <schunghagen@SFGOV1.onmicrosoft.com>

From [REDACTED]@gmail.com [mailto:[REDACTED]@gmail.com] **On Behalf Of** Judith Berkowitz

Sent: Thursday, February 09, 2017 5:51 AM

To: Rich Hillis Commission President <richhillissf@yahoo.com>; Richards, Dennis (CPC) <dennis.richards@sfgov.org>; Rodney Fong <planning@rodneymfong.com>; Johnson, Christine (CPC) <christine.d.johnson@sfgov.org>; Koppel, Joel (CPC) <joel.koppel@sfgov.org>; Melgar, Myrna (CPC) <myrna.melgar@sfgov.org>; Kathrin Moore <mooreurban@aol.com>; Rahaim, John (CPC) <john.rahaim@sfgov.org>; Scott Sanchez <scott.sanchez@sfgog.org>; Sanchez, Diego (CPC) <diego.sanchez@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>; Secretary, Commissions (CPC) <commissions.secretary@sfgov.org>

Subject: Planning Commission Case No. 2017-000471PCA MAP [Board File No. 170028] Item 10 on the February 9 Agenda

President Hillis, Commissioners,

I urge you to send this item to the Board of Supervisors with a recommendation to adopt with modifications.

The proposed Planning Code Section 249.59 needs modification in the following matters:

1.) Planning Dep't Executive Summary Page 2

Require Conditional Use Authorization for the following:

- Ground floor Commercial Space Mergers where the merger would result in a ground floor commercial space greater than 799 gross square feet;

This is punishing a business for its success. It is also rather discriminatory and could be used to deny a business from opening its doors in the area.

2.) Planning Dep't Executive Summary Page 6

Assuring Compatibility of New Uses and Development

Please strike the last of the goals:

- Forming partnerships with local businesses and institutions;^[L]_[SEP]

It is arguably discriminatory and could be used to deny a business from opening its doors in the area.

~~~~~  
With these two modifications to the proposed Code additions I urge the Commission act to send this item to the Board of Supervisors with a recommendation to adopt with modifications.

In the above two matters I cannot refer to the actual proposed legislation's line number and page number: the proposed legislation is no longer accessible at <https://sfgov.legistar.com/View.ashx?M=F...>

~~~~~  
Additionally, may I add: Calle24LCD organization, the entity that purports to speak authoritatively on these matters and for this area, has not done due diligence in matters pertaining to the Calle24LCD area. If Calle24 association were a government agency a valid complaint would be 'Improper Notice'.

Thank you for your time and attention to this matter.

Sincerely,

Judith Berkowitz

██████████ Florida St

(Within LCD boundaries)

RE: FordGo Bike in the Mission

Ronen, Hillary <hillary.ronen@sfgov.org>

Sat 7/22/2017 12:32 PM

To: Brandon Yuhas <[REDACTED]@gmail.com>

Brandon,

Thanks so much for your email. I am a proponent of the Bike Share program. I wish Motivate had done a more extensive community outreach program around exact placement of the bikes in the Mission and near the Latino Cultural District. Because of the limited engagement, Motivate is in the process of doing additional outreach before determining where to place the stations in the rest of the Mission.

While I am not the decision maker on the location of stations, my personal opinion is that 24th Street itself is not a good place for the station because of unfinished streetscape plans that are underway for the corridor. I do not oppose stations in other parts of the Mission especially if there is majority support for the station at particular locations.

Hillary

Sent from [Mail](#) for Windows 10

From: [Brandon Yuhas](#)

Sent: Friday, July 14, 2017 9:08 AM

To: [Ronen, Hillary](#)

Subject: FordGo Bike in the Mission

To whom it may concern,

I am a resident of SF district 9 living at [REDACTED]th and Folsom. Calle24 does not represent me, and I am shocked that their opposition to a bike share program that would benefit the residents of this neighborhood caused a lack of bike sharing options in my neighborhood. Can you please provide an explanation as to why the development of the FordGo Bikeshare program is being blocked in the neighborhood?

[PastedGraphic-1.tiff](#)

RE: Bike Share in the Mission

Ronen, Hillary <hillary.ronen@sfgov.org>

Fri 8/25/2017 3:22 PM

To: Chris DiGiamo <[REDACTED]@gmail.com>;paolo@motivateco.com <paolo@motivateco.com>

Chris.

Putting you in touch with Paolo from Motivate so he can inform you of any meetings about bike share in the Mission. Thanks.

Hillary

Sent from [Mail](#) for Windows 10

From: [Chris DiGiamo](#)

Sent: Tuesday, August 8, 2017 5:35 PM

To: [Ronen, Hillary](#)

Subject: Re: Bike Share in the Mission

Thank you for your response, Supervisor Ronen. I am also a proponent of the Bike Share program. As someone who lives off [REDACTED]th street, it would personally be great if there was a station closer than a five block walk from my house, but I digress.

However, it appears that Calle24 and MEDA are now both completely opposed to any bike stations in the Mission, going as far to call a "[Moratorium](#)" on Bike Share. In light of that, I would like to, again, strongly register my support for Bike Share in the district and SF as a whole. I truly believe the more complete the bicycle network becomes, the better it will be for safer streets and lowered emissions.

I have not heard about any additional Bike Share outreach for the Mission, but please let me know if anything becomes scheduled. I would love to attend with support from other cyclists and bicycle advocates in the Mission.

Thank you.

Chris DiGiamo

On Sat, Jul 22, 2017 at 12:24 PM, Ronen, Hillary <hillary.ronen@sfgov.org> wrote:

Chris,

Thanks so much for your email. I am a proponent of the Bike Share program. I wish Motivate had done a more extensive community outreach program around exact placement of the bikes in the Mission and near the Latino Cultural District. Because of the limited engagement, they are in the process of doing additional outreach before determining where to place the stations in the rest of the Mission.

While I am not the decision maker on the location of stations, my personal opinion is that 24th Street itself is not a good place for the station because of unfinished streetscape plans that are underway for the corridor. I do not oppose stations in other parts of the Mission especially if there is majority support for the station at particular locations.

Hillary

Sent from [Mail](#) for Windows 10

From: [Chris DiGiamo](#)

Sent: Thursday, July 13, 2017 11:27 PM

To: [Ronen, Hillary](#)

Subject: Bike Share in the Mission

Supervisor Ronen,

I writing you in regards to proposed stations for Ford GoBike in the Mission District. I'm a resident of District 9 and live on █th and Bryant St. I'm a daily cyclist and I also help run a mission-based 501c3 called The SF Bike Kitchen at 650H Florida St. I personally think that if Ford GoBike can replicate the success of NY's Citibike program then it will be a boon of safer streets, reduced congestion, and lower carbon emissions.

In review of the station map I noticed a [large gap](#) in the areas between Mission St to Potrero from 20th to Cesar Chavez. This is the area where I spend most of my time so I was very perplexed by this. I was originally under the impression that Ford GoBike simply did not include this area for their most recent expansion. However, tonight [I read on twitter](#) that local blogs confirmed that a neighborhood group, Calle24, blocked the stations.

I believe this to be unacceptable. First, this group is not representing my interests as a resident of District 9, especially one that would be serviced in this area. Second, there are many wonderful business that would benefit from having bike share on the 24th street corridor. Finally, any program that promotes alternative modes of transportation, safer streets, and discounts for low income resident should be overwhelmingly supported. It is my belief that their supposed characterization that "bike share leads to gentrification" is disingenuous and hurts creating a safer transportation network for pedestrians and cyclists alike, regardless of income-level.

As the Supervisor for this district, I understand it to be your responsibility to balance the demands of particular, yet vocal, residents with city-wide initiatives that promote safer streets. Please come out in support of additional Ford GoBike stations in the Mission district, specifically targeting the 24th street corridor and areas surrounding. A bike share network only works if it's convenient for the residents. Walking five blocks to the nearest bike share station will dissuade many potential adopters.

Thank you for hearing me out and I would appreciate a response with your stance on this.

Chris DiGiamo

RE: ford gobikes in the Latino Cultural District

Ronen, Hillary <hillary.ronen@sfgov.org>

Fri 9/15/2017 2:56 PM

To: Rob <[REDACTED]@manchero.org>

Rob,

I am a proponent of bike share and will be advocating for stations throughout the Mission. However, the issue has been very contentious in my district, not only because of Calle 24 Council's concerns but also neighbors who had no notice that stations would be placed in front of their homes and had parking space removed without their knowledge. I believe Motivate, the company running the Bike Share program in San Francisco, must do better neighborhood outreach.

The problem with the roll out of bike share in the Mission also points to a bigger problem in San Francisco. Biking and driving has become so frustrating because our streets just weren't designed to handle the massive increase in population that we've experienced in the last five years. Bicycles, cars, buses, and Lyft and Uber are all fighting for space and it's a serious problem.

As I mentioned, it's important to me that you know that I am deeply supportive of bicycling. My family and I have the privilege of being able to use bicycles as a mode of transportation and enjoy doing so. The benefits of biking over driving are obvious and every modern city needs to make sure biking is a safe and desirable mode of transportation.

But I also understand that riding a bike isn't an option for some people. I believe a healthy city should give all residents options and that includes bike infrastructure, a working transit system that actually gets you where you want to go, and parking spots for people who use cars.

I will be working with my constituents and Motivate to place stations in a manner that takes all the divergent viewpoints, including yours, into account. I will also be working on the larger issue of Emerging Technologies coming into San Francisco with little to no regulation. We are not going to fix our congestion problems until City Hall is willing to admit that unregulated emerging tech is negatively affecting our streets. I believe creating a clear process for these technologies will benefit both companies wanting to do business in San Francisco and the neighborhoods that are impacted.

Thanks again for writing. Your opinion is important to me.

Hillary

-----Original Message-----

From: Rob <[REDACTED]@manchero.org>

Sent: Friday, September 08, 2017 12:09 PM

To: Ronen, Hillary <hillary.ronen@sfgov.org>

Subject: ford gobikes in the Latino Cultural District

Dear Supervisor Ronen,

I live on 23rd st in the Latino Cultural District (LDC) and am disappointed in the lack of bike share stations in the neighborhood.

From what I understand the Calle24 neighborhood group lobbied to keep bike share out of the LDC. I'm writing because Calle24 does not represent me regarding their stance on bike share. Having bike share in the LDC would make it easier to get to public transportation hubs like the bart (once they open the stations at 24th and 16th street) and caltrain. Additionally, it makes short trips within the mission quick and convenient. I use the bike share station at harrison and 20th or 24th and valencia, both about a 7 minute walk from my apartment, but the 7 minute walking commute (14 min for a round trip) just to get to a station is non optimal and makes it more likely that I'll use uber/lyft to get around just due to the time savings. I do own a few bicycles but due to the high rate of bicycle theft in SF and the lack of secure bike storage makes storing a bike outside, even with the strongest bike locks, susceptible to theft.

Please help bring bike share into the LCD!

Rob Manchester

RE: Calle24 Latino Cultural District

Ronen, Hillary <hillary.ronen@sfgov.org>

Tue 1/29/2019 11:32 AM

To: Gabriella Lozano <ecvitality@calle24sf.org>

Yes – please do.

Hillary

From: Gabriella Lozano [mailto:ecvitality@calle24sf.org]

Sent: Tuesday, January 22, 2019 11:20 AM

To: Ronen, Hillary <hillary.ronen@sfgov.org>

Subject: Re: Calle24 Latino Cultural District

Gracias Chica!!!!,

Calle 24 wantsto see about getting a historical marker for La Victoria Site. Is this something I should also bring to Carolina's attention?

Thank you,
Hope to see you soon.

And yes!! we will continue to collaborate for the Mission District!

Gabriella Lozano

Calle 24 Latino Cultural District

Business Liaison

2958 24th Street San Francisco, CA 94110

Cell # 925 [REDACTED]

Calle 24 Festivities are made possible by volunteers and generous donations.

To participate go to: www.calle24sf.org

On Tuesday, January 22, 2019, 10:40:38 AM PST, Ronen, Hillary <hillary.ronen@sfgov.org> wrote:

Gabriella,

Congrats on the new gig! Looking so forward to working with you. Can you discuss this with Carolina who staffs me on the Mission. Her direct line is 415-[REDACTED].

Thanks so much for reaching out.

Hillary

From: Gabriella Lozano [<mailto:ecvitality@calle24sf.org>]
Sent: Thursday, January 10, 2019 8:25 PM
To: Ronen, Hillary <hillary.ronen@sfgov.org>
Subject: Calle24 Latino Cultural District

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Hillary,

I'm the Business Liaison to Calle 24 as of November 1st.

I wanted to keep you inform on a meeting the 16th Station Capitain held with merchants along the 24th Street corridor on November 28th.

The reason for this meeting was that we are experiencing a rise on public nuisance in the form of urination, defecation and drunkenness.

Captain Caltagirone explained his new safety plan for the corridor consisting of 4 shifts of foot beat officers, homeless hot team resources, he encouereaged the merchants to document any incidents and share with him and his officers, to articulate the level of urgency when calling for assistance, etc.

He asked me to talk to you about implementing a new moratorium on 2oz liquor bottles sold at liquor stores along 24 Street.

He mentioned that it would be a tremendous tool for him.

gactano.caltagirone@sfgov.org 415 860 7820

Please let me know if this request is possible and what me and the Captain can do to assist on the process.

Thank you,

Gabriella Lozano

Calle 24 Latino Cultural District

Business Liaison

3052 24th Street San Francisco, CA 94110

Cell: 925 [REDACTED]

Office: 415 658-7930

Calle 24 Festivities are made possible by volunteers and generous donations.

To participate go to: www.calle24sf.org

RE: Market Octavia Plan Amendment (formerly the Hub)

Ronen, Hillary <hillary.ronen@sfgov.org>

Tue 3/17/2020 11:33 AM

To: Carlos Bocanegra <[REDACTED]@dons.usfca.edu>; Beinart, Amy (BOS) <amy.beinart@sfgov.org>; Monge, Paul (BOS) <paul.monge@sfgov.org>

Cc: Peter Papadopoulos <ppapadopoulos@medasf.org>; John Elberling <johne@todco.org>; Jon Jacobo <jjacob@todco.org>; David Woo <david@somapilipinas.org>; Guled Muse <[REDACTED]@gmail.com>

Thanks Carlos. Everything is a bit at a standstill as we are trying to save people health and economic wise during this crisis. Please do check in with Amy and Paul so when things return to normal, we can meet and I can be ready. Hoping you all and your families are healthy and safe.

Sending love and solidarity.

Hillary

From: Carlos Bocanegra <[REDACTED]@dons.usfca.edu>

Sent: Wednesday, March 04, 2020 3:57 PM

To: Ronen, Hillary <hillary.ronen@sfgov.org>; Beinart, Amy (BOS) <amy.beinart@sfgov.org>; Monge, Paul (BOS) <paul.monge@sfgov.org>

Cc: Peter Papadopoulos <ppapadopoulos@medasf.org>; John Elberling <johne@todco.org>; Jon Jacobo <jjacob@todco.org>; David Woo <david@somapilipinas.org>; Guled Muse <[REDACTED]@gmail.com>

Subject: Re: Market Octavia Plan Amendment (formerly the Hub)

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Hello Supervisor Ronen,

We are writing to share with you and express our strong concerns regarding the race and social equity framework for the Hub amendment to the Market Octavia area plan ("the Hub").

We recently sent a letter to the Planning Commission sharing these same concerns and asking for the initiation of the Hub plan to be delayed until the critical issues we had raised have been resolved addressed. We would like to share with you these same concerns and some updates since the hearing due to the many vulnerable residents and businesses who will be negatively impacted by this area plan and who live in your district.

Our group would also like to respectfully request a meeting with you at your earliest convenience.

Please find attached a letter describing this matter in greater detail. Thank you.

Sincerely,

South of Market Community Action Network (SOMCAN)

SOMA-Pilipinas Cultural Heritage District

Calle 24 Latino Cultural District

Tenants and Owners Developer Corporation (TODCO)

Haight-Ashbury Neighborhood Council (HANC)

Mission Economic Development Corporation (MEDA)

United to Save the Mission (USM)

FW: Hub Area Plan Equity/Race Analysis

Ronen, Hillary <hillary.ronen@sfgov.org>

Tue 6/16/2020 4:50 PM

To: Beinart, Amy (BOS) <amy.beinart@sfgov.org>

Sent from [Mail](#) for Windows 10

From: [John Elberling](#)

Sent: Thursday, June 11, 2020 10:01 AM

To: [Hillis, Rich \(CPC\)](#)

Cc: [Koppel, Joel \(CPC\)](#); [Moore, Kathrin \(CPC\)](#); [Diamond, Susan \(CPC\)](#); [Fung, Frank \(CPC\)](#); [Imperial, Theresa \(CPC\)](#); [Johnson, Milicent \(CPC\)](#); deland.chan@sfgov.org; [Haney, Matt \(BOS\)](#); [Preston, Dean \(BOS\)](#); [Ronen, Hillary](#); [Cynthia Guzman](#); cecilia@estolanoadvisors.com; [Julian Gross](#); [Jane Kim](#); [Jon Jacobo](#); [Carlos Bocanegra](#)

Subject: Hub Area Plan Equity/Race Analysis

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

As we have all discussed at length with you, this is an issue of the very highest priority for the community organizations of the Central City Coalition. And we see the Department's new commitment to fully address Racial and Social Equity set forth in the Resolution set for approval by the Planning Commission today.

To support the Coalition's determination for a focused Racial and Social Equity analysis for the proposed Hub Area Plan and adjacent communities, TODCO has contract with Estolano Advisors to work directly with the Coalition in June and July, as described here:

Project Description

TODCO Group engaged [Estolano Advisors](#) (EA), an urban planning and public policy firm, to work with the Central City Coalition in developing equity assessment guidelines. The guidelines will inform the Coalition's discussions with the Planning Department as the Department develops their approach to the equity assessment for the Hub Area and surrounding communities. The guidelines will include high level descriptions of the following: the Coalition's goals for the equity assessment; potential burdens or benefits, recommended metrics to measure, strategies to mitigate burdens and enhance opportunities, and recommendations to monitor the equity assessment over time.

EA will convene the Coalition over the next two months to determine their collective priorities and jointly develop guideline drafts. Furthermore, EA will also consult with subject matter experts nationally on best practices for equity assessments in order to ensure the guidelines reflect the latest knowledge in equitable economic development, urban displacement, real estate, etc. EA anticipates delivering the final guidelines by the week of July 20, 2020.

We very much hope the Department will participate in this community-driven undertaking. To start, it would be very valuable if a meeting conference with yourself and the Department's Race/Equity Team and the Estolano Team could be set for the week of June 22nd. We hope that is possible.

Looking forward to outcomes that really matter,

John E

Re: Issued: Inclusionary Housing Working Group: Preliminary Report September 2016

John Elberling <johne@todco.org>

Tue 9/13/2016 3:24 PM

To: Egan, Ted (CON) <ted.egan@sfgov.org>; Calvillo, Angela (BOS) <angela.calvillo@sfgov.org>; **BOS-Supervisors** <bos-supervisors@sfgov.org>; **BOS-Legislative Aides** <bos-legislative_aides@sfgov.org>; Kawa, Steve (MYR) <steve.kawa@sfgov.org>; Whitehouse, Melissa (CII) <Melissa.Whitehouse@sfgov.org>; Hussey, Deirdre (MYR) <deirdre.hussey@sfgov.org>; Tsang, Francis <francis.tsang@sfgov.org>; MYR_LitHold_Nicole.Elliott_09072017 <MYR_LitHold_Nicole.Elliott_09072017@sfgov1.onmicrosoft.com>; Steeves, Asja (CON) <asja.steeves@sfgov.org>; Campbell, Severin (BOS) <severin.campbell@sfgov.org>; Newman, Debra (BUD) </o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=16ba4fc4b70a4fbb8ef5604ab0b61fac-Debra Newman>; Rose, Harvey (BUD) <harvey.rose@sfgov.org>; Gabriel Metcalf <gmetcalf@spur.org>; ajohn-baptiste <ajohn-baptiste@spur.org>; Jim Lazarus <jlazarus@sfchamber.com>; Rufo, Todd (ECN) <todd.rufo@sfgov.org>; Rahaim, John (CPC) <john.rahaim@sfgov.org>; Rich, Ken (ECN) <ken.rich@sfgov.org>; Lee, Olson (MYR) <olson.m.lee@SFGOV1.onmicrosoft.com>; Hartley, Kate (MYR) <kate.hartley@sfgov.org>; Dischinger, Kearstin (CPC) <kearstin.dischinger@sfgov.org>; Bintliff, Jacob (BOS) <jacob.bintliff@sfgov.org>; Rosenfield, Ben (CON) <ben.rosenfield@sfgov.org>; Rydstrom, Todd (CON) <Todd.Rydstrom@sfgov.org>; Lane, Maura (CON) <maura.lane@sfgov.org>; Chen, Lisa (CPC) <lisa.chen@sfgov.org>; Lesk, Emily (ECN) <emily.lesk1@sfgov.org>; Dennis-Phillips, Sarah (ECN) <sarah.dennis-phillips@sfgov.org>; Rodgers, AnMarie (CPC) <anmarie.rodgers@sfgov.org>; Varat, Adam (CPC) <adam.varat@sfgov.org>; Kelley, Gil (CPC) <gil.kelley@sfgov.org>; peter@sfic-409.org <peter@sfic-409.org>; fernando@sfic-409.org <fernando@sfic-409.org>; Sean Keighran <seank@sjkdev.com>; dadams@bridgehousing.com <dadams@bridgehousing.com>; Jesse Blout <jblout@stradasf.com>; terence.cordero@wellsfargo.com <terence.cordero@wellsfargo.com>; ejohnstone@aflcio-hit.com <ejohnstone@aflcio-hit.com>; wjones@chinatowncdc.org <wjones@chinatowncdc.org>; ltan@Bentallkennedy.com <ltan@Bentallkennedy.com>; etao@agiavant.com <etao@agiavant.com>; Rick Jacobus <rjacobus@liscnet.org>; Rosenfield, Ben (CON) <ben.rosenfield@sfgov.org>

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Please find attached a proposed Compromise Package for evaluation as part of the TAC's follow-up analyses. This my individual recommendation.

It essentially incorporates most of the Controller's recommendations, but also adds several critical components:

- A mechanism to incorporate the impact of the AB2501 State Bonus into the City Inclusionary Housing program that avoids resulting diminution of affordability levels.
- A specific proposal for an Off-Site alternative
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It also includes two provisions not recommended by the Controller:

- A higher rate for super-luxury high-rise projects (since in fact several developers of such projects have agreed to significantly higher rates, this must therefore in fact be economically feasible, notwithstanding the analysis' model)
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Also attached are three graphs showing the comparative long-term outcomes of alternatives, assuming a minimum long-term average annual production of 1000 units per year subject to the Inclusionary Housing ordinance before applying the maximum 35% AB2501 Bonus (i.e., assuming the same number of developed sites).

Hope it's clear. Glad to respond to any questions/comments 🙏.

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Subject: Issued: Inclusionary Housing Working Group: Preliminary Report September 2016

The Controller's Office has issued a preliminary report on the economic feasibility of changes to the City's inclusionary housing policy.

The report, required by Ordinance 0076-16 after the passage of Proposition C in June, makes five policy recommendations.

The report also identifies three areas for further research, which will be covered in a final report in coming months.

The recommendations, which were vetted by an 8-person Technical Advisory Committee, include:

1. The City should impose different inclusionary housing requirements on rental and for-sale (condominium) properties.
2. The City should set the initial onsite requirements from 14%-18% for rental projects and 17%-20% for ownership projects.
3. The City should commit to a 15-year schedule of increases to the inclusionary housing rate of 0.5% per year.
4. The City should conduct a new analysis to update the schedule of fees.
5. The City should impose additional affordability requirements for any 80/20 project financed through the City's financing approval process.

The areas for further research involve the State's density bonus, the income levels that requirements should apply to, and the question of when in the development process inclusionary housing requirements should be set.

To view the full report, please visit our website at: <http://openbook.sfgov.org/webreports/details3.aspx?id=2359>

Re: Issued: Inclusionary Housing Working Group: Preliminary Report September 2016: Corrected Chart

John Elberling <johne@todco.org>

Thu 9/15/2016 10:31 AM

To: Egan, Ted (CON) <ted.egan@sfgov.org>; Calvillo, Angela (BOS) <angela.calvillo@sfgov.org>; **BOS-Supervisors** <bos-supervisors@sfgov.org>; **BOS-Legislative Aides** <bos-legislative_aides@sfgov.org>; Kawa, Steve (MYR) <steve.kawa@sfgov.org>; Whitehouse, Melissa (CII) <Melissa.Whitehouse@sfgov.org>; Hussey, Deirdre (MYR) <deirdre.hussey@sfgov.org>; Tsang, Francis <francis.tsang@sfgov.org>; MYR_LitHold_Nicole.Elliott_09072017 <MYR_LitHold_Nicole.Elliott_09072017@sfgov1.onmicrosoft.com>; Steeves, Asja (CON) <asja.steeves@sfgov.org>; Campbell, Severin (BOS) <severin.campbell@sfgov.org>; Newman, Debra (BUD) </o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=16ba4fc4b70a4fbb8ef5604ab0b61fac-Debra Newman>; Rose, Harvey (BUD) <harvey.rose@sfgov.org>; Gabriel Metcalf <gmetcalf@spur.org>; ajohn-baptiste <ajohn-baptiste@spur.org>; Jim Lazarus <jlazarus@sfchamber.com>; Rufo, Todd (ECN) <todd.rufo@sfgov.org>; Rahaim, John (CPC) <john.rahaim@sfgov.org>; Rich, Ken (ECN) <ken.rich@sfgov.org>; Lee, Olson (MYR) <olson.m.lee@SFGOV1.onmicrosoft.com>; Hartley, Kate (MYR) <kate.hartley@sfgov.org>; Dischinger, Kearstin (CPC) <kearstin.dischinger@sfgov.org>; Bintliff, Jacob (BOS) <jacob.bintliff@sfgov.org>; Rosenfield, Ben (CON) <ben.rosenfield@sfgov.org>; Rydstrom, Todd (CON) <Todd.Rydstrom@sfgov.org>; Lane, Maura (CON) <maura.lane@sfgov.org>; Chen, Lisa (CPC) <lisa.chen@sfgov.org>; Lesk, Emily (ECN) <emily.lesk1@sfgov.org>; Dennis-Phillips, Sarah (ECN) <sarah.dennis-phillips@sfgov.org>; Rodgers, AnMarie (CPC) <anmarie.rodgers@sfgov.org>; Varat, Adam (CPC) <adam.varat@sfgov.org>; Kelley, Gil (CPC) <gil.kelley@sfgov.org>; peter@sfic-409.org <peter@sfic-409.org>; fernando@sfic-409.org <fernando@sfic-409.org>; Sean Keighran <seank@sjkdev.com>; dadams@bridgehousing.com <dadams@bridgehousing.com>; Jesse Blout <jblout@stradasf.com>; terence.cordero@wellsfargo.com <terence.cordero@wellsfargo.com>; ejohnstone@aflcio-hit.com <ejohnstone@aflcio-hit.com>; wjones@chinatowncdc.org <wjones@chinatowncdc.org>; ltan@Bentallkennedy.com <ltan@Bentallkennedy.com>; etao@agiavant.com <etao@agiavant.com>; Rick Jacobus <rjacobus@liscnet.org>; Rosenfield, Ben (CON) <ben.rosenfield@sfgov.org>

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Also need to note, I think the report's saying there was "unanimous" support for the proposed 14-18% IH base rate was an overstatement. I don't believe Whitney Jones was satisfied with that, and for myself, it is a "maybe" conditional support depending on the content of the ENTIRE package and the matters for further study. I cannot support

any base rate without an additional requirement for projects in certain vulnerable neighborhoods, and also without the AB2501 impact equalized somehow.

From: John Elberling <johne@todco.org>

Date: Wednesday, September 14, 2016 at 11:55 AM

To: "Egan, Ted (CON)" <ted.egan@sfgov.org>, "Calvillo, Angela (BOS)" <angela.calvillo@sfgov.org>, BOS-Supervisors <bos-supervisors@sfgov.org>, BOS-Legislative Aides <bos-legislative_aides@sfgov.org>, "Kawa, Steve (MYR)" <steve.kawa@sfgov.org>, "Whitehouse, Melissa (MYR)" <melissa.whitehouse@sfgov.org>, "Hussey, Deirdre (MYR)" <deirdre.hussey@sfgov.org>, "Tsang, Francis" <francis.tsang@sfgov.org>, "Elliott, Nicole (MYR)" <nicole.elliott@sfgov.org>, "Steeves, Asja (CON)" <asja.steeves@sfgov.org>, "Campbell, Severin (BUD)" <severin.campbell@sfgov.org>, "Newman, Debra (BUD)" <debra.newman@sfgov.org>, "Rose, Harvey (BUD)" <harvey.rose@sfgov.org>, Gabriel Metcalf <gmetcalf@spur.org>, Alicia John-Baptiste <ajohn-baptiste@spur.org>, Jim Lazarus <jlazarus@sfchamber.com>, "Rufo, Todd (ECN)" <todd.rufo@sfgov.org>, "Rahaim, John (CPC)" <john.rahaim@sfgov.org>, "Rich, Ken (MYR)" <ken.rich@sfgov.org>, "Lee, Olson (MYR)" <olson.m.lee@sfgov.org>, "Hartley, Kate (MYR)" <kate.hartley@sfgov.org>, "Dischinger, Kearstin (CPC)" <kearstin.dischinger@sfgov.org>, "Bintliff, Jacob (CPC)" <jacob.bintliff@sfgov.org>, "Rosenfield, Ben (CON)" <ben.rosenfield@sfgov.org>, "Rydstrom, Todd (CON)" <todd.rydstrom@sfgov.org>, "Lane, Maura (CON)" <maura.lane@sfgov.org>, "Chen, Lisa (CPC)" <lisa.chen@sfgov.org>, "Lesk, Emily (ECN)" <emily.lesk@sfgov.org>, "Dennis-Phillips, Sarah (ECN)" <sarah.dennis-phillips@sfgov.org>, "Rodgers, AnMarie (CPC)" <anmarie.rodgers@sfgov.org>, "Varat, Adam (CPC)" <adam.varat@sfgov.org>, "Kelley, Gil (CPC)" <gil.kelley@sfgov.org>, Peter <peter@sfic-409.org>, Fernando Marti <fernando@sfic-409.org>, Sean Keighran <seank@sjkdev.com>, "dadams@bridgehousing.com" <dadams@bridgehousing.com>, "jblout@stradasf.com" <jblout@stradasf.com>, "terence.cordero@wellsfargo.com" <terence.cordero@wellsfargo.com>, "ejohnstone@aflcio-hit.com" <ejohnstone@aflcio-hit.com>, "wjones@chinatowncdc.org" <wjones@chinatowncdc.org>, "ltan@Bentallkenedy.com" <ltan@Bentallkenedy.com>, "etao@agiavant.com" <etao@agiavant.com>, Rick Jacobus <rjacobus@liscnet.org>, "Rosenfield, Ben (CON)" <ben.rosenfield@sfgov.org>

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Subject: Re: Issued: Inclusionary Housing Working Group: Preliminary Report September 2016: Corrected Chart

The charts attached yesterday had a small glitch, missing 1.5% of the Controller's recommendation. Corrected charts are attached.

From: John Elberling <johne@todco.org>

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The report, required by Ordinance 0076-16 after the passage of Proposition C in June, makes five policy recommendations.

The report also identifies three areas for further research, which will be covered in a final report in coming months.

The recommendations, which were vetted by an 8-person Technical Advisory Committee, include:

1. The City should impose different inclusionary housing requirements on rental and for-sale (condominium) properties.
2. The City should set the initial onsite requirements from 14%-18% for rental projects and 17%-20% for ownership projects.
3. The City should commit to a 15-year schedule of increases to the inclusionary housing rate of 0.5% per year.
4. The City should conduct a new analysis to update the schedule of fees.
5. The City should impose additional affordability requirements for any 80/20 project financed through the City's financing approval process.

The areas for further research involve the State's density bonus, the income levels that requirements should apply to, and the question of when in the development process inclusionary housing requirements should be set.

To view the full report, please visit our website at: <http://openbook.sfgov.org/webreports/details3.aspx?id=2359>

Technical Backup for 469 Stevenson Decision

John Elberling <johne@todco.org>

Thu 10/28/2021 2:50 PM

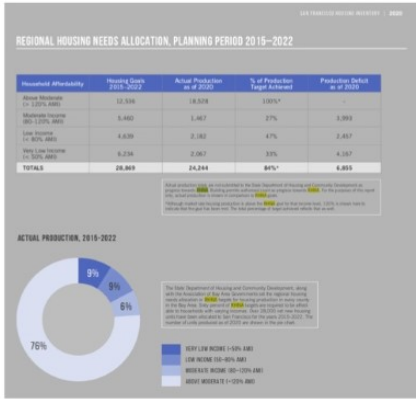
To: ChanStaff (BOS) <chanstaff@sfgov.org>; Mar, Gordon (BOS) <gordon.mar@sfgov.org>; MelgarStaff (BOS) <melgarstaff@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>; Peskin, Aaron (BOS) <aaron.peskin@sfgov.org>; Walton, Shamann (BOS) <shamann.walton@sfgov.org>; Preston, Dean (BOS) <dean.preston@sfgov.org>; MandelmanStaff, [BOS] <mandelmanstaff@sfgov.org>

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Here are Facts, also attached.

469 STEVENSON POINTS

- San Francisco has actually built/approved many more market units than the goal for 2015-22 set by ABAG in its “Regional Housing Needs Assessment” – 148% of that goal! Over 18,000 new units.
- But it has built/approved only 35% of the very low/low/moderate goal!! Less than 6,000 new units.



- The San Francisco “Housing Pipeline” is about 69,000 new units, but only about 13,000 will be Affordable Housing – 19%. The other 56,000 approved units will be Market Housing – 81%.



- Clearly, approving Market housing is not the problem. Building Affordable Housing is!
- Academic studies have documented that up-zoning and new development push up property values and rents, which accelerates Gentrification:

Upzoning Chicago: Impacts of a Zoning Reform on Property Values and Housing Construction

Yonah Freemark

First Published January 29, 2019 | Research Article

<https://doi.org/10.1177/1078067418824672>

Article Information



Abstract

What are the local-level impacts of zoning change? I study recent Chicago upzonings that increased allowed densities and reduced parking requirements in a manner exogenous of development plans and neighborhood characteristics. To evaluate outcomes, I use difference-in-differences tests on property transaction prices and housing-unit construction permits. I detect significant, robust increases in values for transactions on parcels that received a boost in allowed building size. I also identify value increases for residential condominiums, indicating that upzoning increased prices of existing housing units. I find no impacts of the reforms, however, on the number of newly permitted dwellings over five years. As such, I demonstrate that the short-term, local-level impacts of upzoning are higher property prices but no additional new housing construction.

Measuring the Effect of Gentrification on Displacement: Multifamily Housing and Eviction in Wisconsin's Madison Urban Region

J. David Lim

First Published 15 Mar 2020 | Accepted 04 Jun 2021 | Published online 15 Apr 2021

[https://doi.org/10.1080/108011462.2021.1871939](https://doi.org/10.1080/10811462.2021.1871939)

ABSTRACT

Gentrification research is often based on aerial units that function as proxies for neighborhoods. Despite the applicability of this approach, the method is susceptible to the modifiable areal unit problem that obscures sociospacial patterns of interest both within and across units. This research seeks to complement and problematize findings from aerial unit-based approaches to gentrification through the use of georeferenced temporal data representing two specific processes that are generally understood to occur in real estate-led gentrification processes: new multifamily housing development and displacement in the form of recorded eviction filings. Interrupted time series analysis is used to compare two time points in the development process for various types of new multifamily housing projects with different distance thresholds of recorded eviction filings in the City of Madison, Wisconsin. Findings demonstrate that large multifamily housing developments produce increased eviction filings within a small radius (a tenth of a mile).

Relate

People

179

Concepts

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1

Diagrams

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Keywords

Eviction

Displacement

Madison

Wisconsin

Urban Region

Madison

- This includes the top urban planning expert nationally, Richard Florida:

CITYLAB
'Build More Housing' Is No Match for Inequality
A new analysis finds that liberalizing zoning rules and building more won't solve the urban affordability crisis, and could exacerbate it.
By Richard Florida • Follow
May 9, 2019, 8:57 AM PDT

- <https://www.bloomberg.com/news/articles/2019-05-09-build-more-housing-is-no-match-for-inequality>
- So making existing low-income residents' buildings in the Sixth Street neighborhood more valuable by putting more Market housing right next to them will greatly increase the economic incentive for their private owners to take them "up-market" via renovations and then replacement of their existing BIPOC and Filipino-American tenants with new young Tech and professionals who can pay much higher rents.
- This has already happened to several residential hotels in the Mission district. It is legal, city regulations do not prevent it. There are at least a half-dozen master-leased SRO's on and near Sixth Street that could be 'flipped' like this when those leases expire in a few years. The City has no option to buy them!
- And the Fil-Am Community's Mint Mall building will be a prime target, because it is located right next to the 5M project on Mission Street, just across Jessie Alley from the Stevenson site. There is no City program now that can assist its private owner to keep it affordable. Rent control is not enough for the long term.

Re: Thank You All for Your Support Yesterday!

John Elberling <johne@todco.org>

Thu 10/28/2021 11:42 PM

To: ChanStaff (BOS) <chanstaff@sfgov.org>; Mar, Gordon (BOS) <gordon.mar@sfgov.org>; MelgarStaff (BOS) <melgarstaff@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>; Peskin, Aaron (BOS) <aaron.peskin@sfgov.org>; Walton, Shamann (BOS) <shamann.walton@sfgov.org>; Preston, Dean (BOS) <dean.preston@sfgov.org>; MandelmanStaff, [BOS] <mandelmanstaff@sfgov.org>

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Here are the facts.

From: Susan Brandt-Hawley <susanbh@me.com>
Date: Thursday, October 28, 2021 at 10:35 PM
To: john elberling <johne@todco.org>
Subject: State investigation of the successful appeal!

Hi John and all.

Yes I saw the article too.

Not sure what part of the below will be helpful but here are my thoughts re CEQA vis-a-vis this project:

Bottom line, there is absolutely no question that the Board had authority to decline to certify the EIR. There were many environmental issues and there was plenty of fact-based evidence, including evidence at the Planning Commission that resulted in the split vote there. The eight supervisors each explained their own environmental concerns.

Many housing projects are exempt from CEQA, this 28-story skyscraper is not and so the city must study and mitigate environmental impacts. The Planning Commission was split on certification of the EIR, and even Commissioners who voted in favor expressed concerns. Commissioner Fung noted that the Commission had made many suggestions to the project sponsor in early review hearings, but they were not listened to.

It is undisputed that the project will have significant environmental impacts. The EIR said so and the Board of Supervisors was asked to approve the project despite those significant impacts. Some of our arguments were based on the fact that the EIR did not address geotechnical issues at all and so there was no way to condition the project as to those issues. CEQA requires analysis of any potentially significant issue in an EIR, and then mitigation and consideration of alternatives. Geotechnical issues were only briefly reviewed in the Initial Study. An Initial Study is a document used to decide whether an EIR or negative declaration is appropriate for a project. An Initial Study does NOT equate to EIR analysis, as was implied at the hearing. Everything that is supposed to be in an EIR must be in that document. The EIR project description did not disclose what the foundation for the 28-story skyscraper would be; at the PC hearing the applicant said it was too early in the design process to decide. In San Francisco, there have obviously been problems with inadequate foundations and it is appropriate to study and mitigate them.

You as someone familiar with geotechnical issues firsthand via years in SOMA are qualified to express environmental concerns based on facts and experience. (Similarly, CEQA cases have held that residents can testify as to fact-based traffic issues they have experienced even though they are not traffic engineers.)

Katherine Petrin for San Francisco Heritage also explained that impacts to surrounding historic resources and districts were not adequately disclosed or mitigated; this building is out of scale (The photo in Cheron article was misleading I thought.)

Susan

Susan Brandt-Hawley
Brandt-Hawley Law Group
d. 707.732.0007

RE: Letter of Recommendation

Ronen, Hillary <hillary.ronen@sfgov.org>

Tue 3/22/2016 5:17 PM

To: caleb@lacocinasf.org <caleb@lacocinasf.org>; leticia@lacocinasf.org <leticia@lacocinasf.org>

Caleb and Leticia,

Here is the support letter. Let me know if you need anything else. And super congrats on your wedding Caleb!

Hillary

From: Caleb Zigas <caleb@lacocinasf.org>

Date: March 17, 2016 at 10:33:08 AM PDT

To: "CamposStaff (BOS)" <CamposStaff@sfgov.org>, David Campos
<david.campos@sfgov.org>

Cc: Leticia Landa <leticia@lacocinasf.org>

Subject: Letter of Recommendation

Supervisor Campos and Staff,

I'm very sorry to bother you, but the Mission Economic Development Agency (MEDA) is applying for a federal CED grant, in partnership with La Cocina, and I'm hoping that you might take a moment to sign a letter of support.

I've attached the letter, in case you're up for it, and happy to answer any questions that you might have (actually, I'll likely be out of office, so Leticia will answer said questions, should they arise). We deeply appreciate your support, and hope to talk to y'all soon!

Warmly,

Caleb

Caleb Zigas

[La Cocina](#)

(415) 824-2729 x. 304



Member Board of Supervisors
District 9

City and County of San Francisco

DAVID CAMPOS

March 22, 2016

To Whom It May Concern:

I am pleased to write this letter expressing my full support of the Mission Economic Development Agency's application for funding through the Community Economic Development (CED) grant program.

The Mission Economic Development Agency (MEDA) and La Cocina are both 501c3 nonprofit organizations. MEDA's mission is to achieve economic justice for San Francisco's low- and moderate-income Latino families through asset development. La Cocina, which has been operating since 2005, provides affordable commercial kitchen space and hands-on technical assistance to incredibly talented low-income and immigrant women entrepreneurs who are launching, growing and formalizing food businesses. La Cocina was born out of the hard work that MEDA did in the Mission neighborhood of San Francisco in the 1990s and their understanding that barriers to entry in the food industry were nearly insurmountable for women and immigrants.

Through this partnership, MEDA has proposed to develop and launch an SF Food Business Loan Product through their existing Adelante Fund. The loan would be available specifically to La Cocina graduates who are expanding (adding jobs) and willing to work with MEDA's Workforce Program to help source candidates. This grant would mark a formalization of a long partnership between these two organizations and an important moment for our neighborhood.

I have been long-standing supporters of both MEDA and La Cocina. La Cocina's San Francisco Street Food Festival showed how strong our local businesses can be, and created significant economic opportunity for this neighborhood. MEDA's presence and advocacy have been an essential part of this city for nearly 40 years. As a partnership, we strongly endorse this proposal. Commercial real estate in San Francisco is unregulated and increasingly unrealistic for small business ownership. As we battle that as a city, programs like this make it possible for the talented business owners in our community to dream, to strive and to achieve.



Member Board of Supervisors
District 9

City and County of San Francisco

With over 40 years' experience serving San Francisco's disadvantaged Latino business owners, MEDA is a confident and faithful service provider. Combined with La Cocina's ten-year track record of business incubation success, we believe that this will create unique, meaningful and long-lasting economic impact for communities with significant barriers to entry in the marketplace. I fully support this proposal.

Sincerely,

A handwritten signature in cursive script that reads "David Campos".

David Campos
District 9 Supervisor

FW: D'Maize Restaurant Grand Opening - 24th St.

Ronen, Hillary <hillary.ronen@sfgov.org>

Tue 5/3/2016 2:59 PM

To: Goossen, Carolyn (BOS) <carolyn.goossen@sfgov.org>

From: Edwin Rodriguez [mailto:erodriguez@medasf.org]

Sent: Tuesday, May 03, 2016 10:13 AM

To: Campos, David (BOS) <david.campos@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>

Subject: D'Maize Restaurant Grand Opening - 24th St.

Dear Supervisor Campos and Hillary;

Please receive this as the formal invitation to the grand opening of the new Salvadoran restaurant in the Mission District, D'Maize Restaurant.

In 2011, Zenaida Merlin and Luis Estrada; a couple from El Salvador came to Mission Economic Development Agency -MEDA, with an idea to start a business and supplement their family income. Since then with MEDA and La Cocina's assistance Zenaida and Luis have been operating D'Maize Catering and creating 12 jobs, bringing their food to many companies around the Bay Area.

Four year after, Zenaida and Luis are opening their first restaurant, D'Maize Restaurant, located on 2778 24th St, San Francisco. With this new business, this immigrant family just created 5 new jobs, providing new economic opportunities to our community.

We would like your presence at the reception, grand opening and ribbon cutting for D'Maize Restaurant on Thursday, May 12th, from 5:30 to 7:00 pm. Also, I would like you to consider the presentation of a City award or Certificate to Zenaida and Luis during the grand opening ceremony.

Your presence will be appreciated. Please do not hesitate to email me or call me if you need more information. My personal number is (415) 240-1755.

Sincerely,

--



Every Family Succeeds. Every Student Achieves.
Cada Familia Triunfa. Cada Estudiante Logra.

Edwin Rodriguez

Business Development Program Manager

Mission Economic Development Agency (MEDA)

Main Office: Plaza Adelante

2301 Mission Street, Suite 301

San Francisco, CA 94110

P: [415.282.3334](tel:415.282.3334) ext. 102

F: [415.282.3320](tel:415.282.3320)

medasf.org; missionpromise.org

Join us! ¡Acompañenos!



Donations to fire victims

Ronen, Hillary <hillary.ronen@sfgov.org>

Tue 6/21/2016 11:24 AM

To: WhiteMF@sutterhealth.org <WhiteMF@sutterhealth.org>

The Mission Economic Development Agency (MEDA) has graciously agreed to receive and distribute funds for the tenants displaced by Saturday's fire on Mission Street. Any donations to this fund are tax- deductible and will go directly to the tenants. Dolores Street Community Services and its SRO Collaborative program, who are working directly with the tenants, will work with MEDA to equitably distribute the funds.

Here is the link to make donations.

<https://medasf.org/get-involved/donate/make-a-donation/>

It's important to specify at the bottom of the page that these funds are for the "Tenant Fire Fund" (right above the "Submit Donation" button).

There is also a fund to help businesses that were destroyed or damaged by the fire. Donations to the fund for businesses are being administered by the Mission Bernal Merchant's Association. Any donation to this fund is also tax-deductible. The link to that fund can be found here:

<http://www.mbmasf.org/>

Thank you for your generosity. The outpouring of support from San Francisco residents and businesses has been incredibly heartwarming.

Hillary Ronen

Office of Supervisor David Campos

(415) 554-7739

Hillary.ronen@sfgov.org

RE: Mission Fire and fundraiser

Ronen, Hillary <hillary.ronen@sfgov.org>

Tue 6/21/2016 11:28 AM

To: doc@docsclock.com <doc@docsclock.com>

Wonderful! Thank you so much. Here are the funds where you can make donations:

The Mission Economic Development Agency (MEDA) has graciously agreed to receive and distribute funds for the tenants displaced by Saturday's fire on Mission Street. Any donations to this fund are tax-deductible and will go directly to the tenants. Dolores Street Community Services and its SRO Collaborative program, who are working directly with the tenants, will work with MEDA to equitably distribute the funds.

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<http://www.mbmasf.org/>

Thank you for your generosity. The outpouring of support from San Francisco residents and businesses has been incredibly heartwarming.

Hillary Ronen

Office of Supervisor David Campos

(415) 554-7739

Hillary.ronen@sfgov.org

From: doc@docsclock.com [mailto:doc@docsclock.com]

Sent: Tuesday, June 21, 2016 8:23 AM

To: Ronen, Hillary <hillary.ronen@sfgov.org>

Subject: Re: Mission Fire and fundraiser

We are putting together a fundraiser for this Friday from 4PM to 2AM. We are donating 50% of the bar all night and are trying to find a corporate sponsor to match us. Let me know the details of the Dolores Street Community Service fund and we can donate to them. The gofundme fund takes a percentage of the donation and I would like every penny to go to the right people.

Thanks!

Carey

Doc's Clock

2575 Mission Street

SF, CA 94110

www.docsclock.com

From: "Ronen, Hillary" <hillary.ronen@sfgov.org>
To: "<doc@docsclock.com>" <doc@docsclock.com>
Sent: Monday, June 20, 2016 9:47 PM
Subject: Re: Mission Fire

Carey,

We are working with Dolores Street Community Services to set up a fund where people can donate to help the displaced victims get back on their feet. I will email details tomorrow. Thanks so much for reaching out and your concern!

Hillary

Sent from my iPad

On Jun 18, 2016, at 6:55 PM, "doc@docsclock.com" <doc@docsclock.com> wrote:

Hi Hillary

Doc's would like to collect stuff for the new fire victims. Last time people really needed new toiletries and socks. We are not going to try and collect clothes again as we just ended up being a dumping ground for old clothing. Please let me know what people need and we will put the word out. Will people be at the salvation army again and who should I contact?

Thanks

Carey

Doc's Clock
2575 Mission Street
SF, CA 94110
www.docsclock.com

Re: MEDA Tenant Fire Fund

Nathanial Owen <nowen@medasf.org>

Wed 6/22/2016 3:29 PM

To: Campos, David (BOS) <david.campos@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>; Goossen, Carolyn (BOS) <carolyn.goossen@sfgov.org>

Cc: Granados, Luis <lgranados@medasf.org>; Gabriel Medina <gmedina@medasf.org>; Jillian Spindle <jspindle@medasf.org>

Hi Sup. Campos and staff,

I wanted to pass along the specific donate page we created for the Mission Tenants' Fire Fund: <https://medasf.org/get-involved/donate/mission-tenants-fire-fund/>.

Please feel free to share widely. We will be distributing it through as many channels as possible. Don't hesitate to call/email/text me (415-609-1597) if you have any questions.

Thanks,
Nathanial

On Tue, Jun 21, 2016 at 11:07 AM, Nathanial Owen <nowen@medasf.org> wrote:

Hi Carolyn and Hillary,

Here's where things are right now. We have a standing Tenant Fire Fund to assist tenants who face displacement from fires here in and around the Mission. Unfortunately we've had to tap into this fund all too often for tenants impacted by fires. **It's important to note that the donations to MEDA's Tenant Fire Fund ARE tax-deductible.**

Anyone wishing to donate to our Tenant Fire Fund can make a donation on our website. **Givers should also specify at the bottom of the page that these funds are for the Tenant Fire Fund (right above the "Submit Donation" button).** This will ensure that 100% of the funds go to the Tenant Fire Fund.

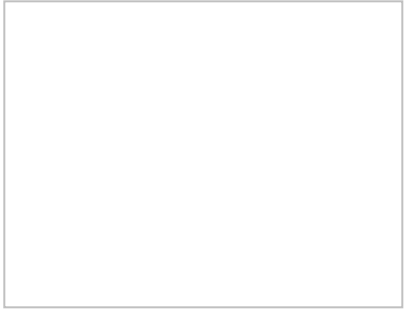
<https://medasf.org/get-involved/donate/make-a-donation/>

We are working with our webmaster to get a fund-specific donate page up on our website ASAP. And I will send you that link as soon as it's live. We'll also put it on our Facebook page. So you'll be able to share that post on social media as well.

Don't hesitate to call, email, or text me ([415-609-1597](tel:415-609-1597)) if you have any questions.

Thanks,
Nathanial

--



Every Family Succeeds. Every Student Achieves.
Cada Familia Triunfa. Cada Estudiante Logra.

Nathanial Owen

*Associate Director of Asset Building Programs
Director, SparkPoint San Francisco at Plaza Adelante*

Mission Economic Development Agency (MEDA)
Main Office: Plaza Adelante
2301 Mission Street, Suite 301
San Francisco, CA 94110
P: [tel://1-415-282-3334,153]415.282.3334 ext 153
F: 415.282.3320

Join us! ¡Acompañenos!



Every Family Succeeds. Every Student Achieves.
Cada Familia Triunfa. Cada Estudiante Logra.

Nathaniel Owen

*Associate Director of Asset Building Programs
Director, SparkPoint San Francisco at Plaza Adelante*

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Main Office: Plaza Adelante
2301 Mission Street, Suite 301
San Francisco, CA 94110
P: [tel://1-415-282-3334,153]415.282.3334 ext 153
F: 415.282.3320

Join us! ¡Acompañenos!

1900 Mission St Discretionary Review

Peter Papadopoulos <[REDACTED]@gmail.com>

Wed 2/22/2017 1:24 PM

To: planning@rodneymfg.com <planning@rodneymfg.com>;Richards, Dennis (CPC) <dennis.richards@sfgov.org>;Koppel, Joel (CPC) <joel.koppel@sfgov.org>;CPC-Commissions Secretary <commissions.secretary@sfgov.org>;Johnson, Christine (CPC) <christine.d.johnson@sfgov.org>;Moore, Kathrin (CPC) <kathrin.moore@sfgov.org>;Melgar, Myrna (CPC) <myrna.melgar@sfgov.org>;Rich Hillis <richhillissf@yahoo.com>;Sucre, Richard (CPC) <richard.sucre@sfgov.org>;Vu, Doug (CPC) <doug.vu@sfgov.org>

Cc: Rahaim, John (CPC) <john.rahaim@sfgov.org>;Ronen, Hillary <hillary.ronen@sfgov.org>;Flores, Claudia (CPC) <claudia.flores@sfgov.org>;Chung Hagen, Sheila (BOS) <schunghagen@SFGOV1.onmicrosoft.com>

Dear President Hillis and Commissioners:

I am writing on behalf of the Mission Economic Development Agency to express concerns about the current proposed development at 1900 Mission St and suggest changes we would like the Commission to consider in its Discretionary Review hearing.

As the Planning Commission was initially provided a Case Report containing mischaracterizations of MEDA's position on Mission St development that created some confusion, I wanted to follow-up to clarify some key points.

The Mission's Family Corridor is Under Threat

Mission Street—the lifeblood of the Mission's working-class families—is currently facing the cumulative impact of 19 projects. These projects, including 1900 Mission St, threaten to turn this central working-class family corridor into an upscale strip of boutiques, restaurants, and high-end condos similar to the recent conversion of Valencia St—only with greater ramifications for Mission families.

Despite the significance of Mission Street as a retail and transit corridor for families, it remains unprotected from the significant cumulative impacts of current potential building development and commercial use conversions.

Substantial intervention by the Planning Commission, Planning Department, and other city offices will be required to stabilize this critical corridor within the next several years in order to keep it home to the Mission's working-class families.

MEDA supports projects that will stabilize Mission St and contribute to the affordable, family-oriented character of Mission Street.

1900 Mission Street Rear Yard Exemption and Community Benefits.

Nowhere in the Case Report does a rationale appear to be cited for granting this rear yard exemption to the developer. MEDA believes that this direct benefit to the Project Sponsor should be accompanied by commensurate benefits to the community and the city of San Francisco to help it meet its Mission Area Plan and MAP 2020 goals.

The Planning Commission has significant discretion on such matters, particularly on projects such as this one that request benefits from the city.

Significant Community Benefits are Required to Stabilize Mission Street

Given the nearly 20 projects proposed for Mission St at this time, it is no longer viable to evaluate these projects one at a time. Their cumulative impacts must be assessed and discretion should be used to create an outcome that is healthy for Mission families and in line with the Mission Area Plan, MAP 2020, and other City Policies and Objectives.

MAP 2020 Mission Statement:

“The purpose of the Mission Action Plan is to retain and attract low to moderate income residents and community-serving businesses (including Production, Distribution and Repair), artists, and nonprofits in order to strengthen and preserve the socioeconomic diversity of the Mission neighborhood.”

Mission Area Plan Objectives:

- 1.7: Retain the Mission’s Role as an Important Location for Production, Distribution, and Repair (PDR) Activities.
- 2.1: Ensure that a significant percentage of new housing created in the Mission is affordable to people with a wide range of incomes.

This Project Can be Made Healthier for the Mission’s Families

Given the cumulative impacts of nearly 20 projects on the corridor, and the Project Sponsor’s request to be granted benefits, we believe the Commission should use its discretion to require a safer outcome:

- The ground-floor PDR on this project should be retained or the Project Sponsor should assist the auto shop in relocating into another comparable location, which the shop owner has so far been unable to achieve.
- More affordable housing should be included in the project than its current 8.5%.
- The project should be re-designed in such a way to make its appearance inviting to Mission families and appear less about exclusivity.

The Loss of this Auto Body Shop would be Loss to the Neighborhood

If Discount Auto Performance is removed from the Mission it will be one of a half-dozen auto-related shops put out of business recently in the Mission. The popularity of this 24-year-old auto shop can be seen by glancing at its many rave reviews on Yelp, with only a single negative review.

Exceptional and Extraordinary Circumstances and Solutions

Mission St is faced with an unprecedented influx of projects that threaten to erase it as a working-class family corridor. Projects such as 1900 Mission St that are on this Corridor and ask for special considerations such as exemptions should be asked to do more in return to benefit the neighborhood’s most vulnerable residents who face increased risk of displacement from such projects.

This proposal should be amended in order to reduce its gentrification and displacement impacts and better match the character of the neighborhood.

Thank you for consideration of these important matters.

Sincerely,

Peter Papadopoulos

RE: Supportive Housing Providers Network (SHPN)

Ronen, Hillary <hillary.ronen@sfgov.org>

Wed 3/1/2017 2:38 PM

To: Elaine Yee <eyee@medasf.org>; Goossen, Carolyn (BOS) <carolyn.goossen@sfgov.org>; Chung Hagen, Sheila (BOS) <schunghagen@SFGOV1.onmicrosoft.com>

Cc: Avni Desai <adesai@chp-sf.org>

Eliane,

I would love to meet. Asking Carolyn to set something up that works for the two of us. Looking forward to meeting.

Hillary

From: Elaine Yee [mailto:eyee@medasf.org]

Sent: Wednesday, March 01, 2017 2:29 PM

To: Ronen, Hillary <hillary.ronen@sfgov.org>; Goossen, Carolyn (BOS) <carolyn.goossen@sfgov.org>; Chung Hagen, Sheila (BOS) <sheila.chung.hagen@sfgov.org>

Cc: Avni Desai <adesai@chp-sf.org>

Subject: Supportive Housing Providers Network (SHPN)

Dear Supervisor Ronen,

Thank you very much for your strong support recently on the 1296 Shotwell Project. To complement our affordable housing development work, Mission Economic Development Agency (MEDA) is involved in the Supportive Housing Providers Network (SHPN) of San Francisco. I am writing to you on behalf of the network and would like to schedule a meeting with you.

SHPN seeks to inform, enhance, and respond to policy, systems, and funding issues directly impacting permanent supportive housing in San Francisco. Our collective mission is to enrich the quantity, quality, and sustainability of our City's supportive housing providers and residents. We have the expertise in San Francisco to house people who have experienced long-term and intermittent homelessness and help implement the City's goals to ending homelessness.

We'd like to meet with your office to share our priorities and discuss how we can work with your office to build a collaborative vision for supportive housing throughout San Francisco.

Please let us know a few dates and times in the several weeks that work for you. For further questions or concerns, feel free to contact me at eyee@medasf.org or 415-282-3334 ext. 138.

Thank you.

Sincerely,
Elaine Yee



MISSION PROMISE
COMUNIDAD PROMESA DE LA MISSION
NEIGHBORHOOD

adelante  fund

Every Family Succeeds. Every Student Achieves.
Cada Familia Triunfa. Cada Estudiante Logra.

Elaine Yee

Senior Project Manager, Community Real Estate

Mission Economic Development Agency (MEDA)

Main Office: Plaza Adelante

2301 Mission Street, Suite 301

San Francisco, CA 94110

P: [415.282.3334](tel:415.282.3334) ext. 138

F: [415.282.3320](tel:415.282.3320)

medasf.org; missionpromise.org

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Re: Appeal of 2675 Folsom St - Mission Community Groups Letter

Peter Papadopoulos [REDACTED]@gmail.com>

Tue 4/18/2017 5:42 AM

To: Ronen, Hillary <hillary.ronen@sfgov.org>

Cc: Goossen, Carolyn (BOS) <carolyn.goossen@sfgov.org>

Dear Supervisor Ronen,

Please see a revised version Mission community groups letter below clarifying research on Vehicle Miles Traveled in gentrifying neighborhoods.

Thank you,

Peter Papadopoulos
Cultural Action Network

Market-Rate Housing and its Displacement Impacts in the Mission

*New research indicates proposed Axis development on
Folsom Street is part of the problem, not the solution.*

There is growing evidence linking the building of new market-rate housing to the displacement of residents and businesses, particularly in sensitive neighborhoods such as the Mission District. The proposed project at 2675 Folsom St. - appealed by the Calle 24 Latino Cultural District - is part of a wave of more than 2,000 market-rate units proposed for the Mission that new studies indicate will contribute to displacement impacts on the existing community.

A brand-new 2017 study led by Karen Chapple of UC Berkeley concludes that market rate Transit Oriented Development (exemplified by Mission projects such as 2675 Folsom St.) is connected to gentrification and the displacement of low-income households:

Overall, we find that TOD has a significant impact on the stability of the surrounding neighborhood, leading to increases in housing costs that change the composition of the area, including the loss of low-income households.¹

Another recent report, Leo Goldberg's 2015 study of NYC neighborhoods, pointed to the dangers of inducing gentrification and contributing to the displacement of vulnerable community members by encouraging upscale development through rezoning. Goldberg stated, "development interests spurred rezonings in commercial and industrial areas as well as gentrifying neighborhoods, inducing a sharp increase in housing costs and residential dislocation."²

These rezonings, concluded Goldberg, induced an influx of new high-income white residents and resulted in the secondary displacement of Blacks, Latinos, and low-income renters. Importantly, Goldberg found that this displacement occurred even in neighborhoods that were not gentrifying prior to the rezonings.

In addition to this growing evidence of residential displacement, a 2016 study³ by academic Rachel Meltzer revealed that gentrifying census tracts were correlated with a higher level of business displacement than non-gentrifying tracts, and that this displacement was more significant in communities with a higher concentration of people of color that were experiencing an influx of new white residents. These are precisely the conditions present in the Mission right now.

Market-rate projects contribute to block-by-block and cumulative gentrification in the Mission and other sensitive neighborhoods by introducing additional high-income earners into traditionally working-class areas. This “gentry class” can afford to pay higher rents, currently averaging \$3,400 per month⁴, while a recent survey from MEDA’s Mission Promise Neighborhood program revealed that 30 percent of the Mission families served by this program were living in poverty, compared to 13.2 percent citywide.⁵

Chapple’s latest study also investigated the relationship between gentrification and auto use (Vehicle Miles Traveled) near rail stations under various conditions, and found an increase in VMT was likely to occur under the following conditions (which are present in the Mission):

- Regional Vehicle Miles Traveled are likely to increase “if gentrification results in a reduction in the population living near rail and if those rail station areas have good transit service, high density, and other well-known features of supportive Transit Oriented Development.”

Between 2000 and 2012, while the rest of the city population rose, the Mission lost 4.8 percent of its population, median income increased by 48 percent (gentrification), and households with cars rose from 37 to 64 percent.⁶

In summary, new research indicates that market-rate projects such as 2675 Folsom St. can be expected to have at least the following impacts on the Latino Cultural District and other similarly sensitive areas:

- Contribute to the displacement of existing low-income residents and businesses.
- Increase car vehicle miles traveled regionally, a negative impact recognized under CEQA.

This new displacement research is unfortunately absent from the City’s socioeconomic report on 2675 Folsom St., with the exception of general Meltzer study conclusions misapplied to a specific corridor - the Latino Cultural District - instead of using Meltzer’s appropriate neighborhood-specific case study data as shown above.

This critical error of using generalized or regional-level results instead of focusing on relevant, local, and culturally appropriate data is repeated several times in the City Report by the agency commissioned with making the study, ALH. In doing so, they failed to fulfill the specific task assigned by the Board of Supervisors for this appeal - “prepare an analysis of potential socioeconomic effects of the proposed project within the Calle 24 Latino Cultural District.”

Market-rate housing projects and their associated gentrification and displacement impacts are their most harmful at the micro - not macro - neighborhood level, and they need to be studied and mitigated within that framework.

The Mission has already lost 8,000 Latinos over the past 15 years, along with countless family-serving businesses. The City’s Budget and Legislative Analyst’s Office recently forecast that if current trends are not disrupted the Mission is on track to lose an additional 8,000 Latinos by 2025.⁷

Critically important communities such as the Mission, a longstanding working-class neighborhood and gateway for immigrants, must be protected and empowered towards their unique development. Our most vulnerable residents and small businesses must be defended and carefully cultivated in the face of otherwise apathetic market-forces. Critical corridors that are the backbone of these communities such as the Latino Cultural District and the Mission St. corridor need special consideration in the Mission and other sensitive neighborhoods.

The City has begun to take helpful steps forward in this direction through Mission programs such as MAP 2020, the creation of the Calle 24 Latino Cultural District, and some on-the-ground assistance to small businesses. These are helpful steps - but we must go much further if we wish to ensure that the Mission and other vulnerable communities remain home to our working-class families and traditional small businesses. Until the city completes its own study on the effects of market-rate housing, which it recently got under way, projects such as 2675 Folsom St. must at the very least undergo full CEQA reviews. We urge the Supervisors to support the community appeal.

Luis Granados, Executive Director

Mission Economic Development Agency

Erick Arguello, Co-Founder/President

Calle 24 Latino Cultural District

Roberto Hernandez, Founder

Our Mission No Eviction

Maria Victoria Castro, Executive Director

La Raza Centro Legal

Spike Kahn, Director and Founder

Pacific Felt Factory Arts Complex

Deepa Varma, Executive Director

San Francisco Tenants Union

Peter Papadopoulos, Coordinator

Cultural Action Network

Citations:

1. Chapple, K., Waddell, P., Chatman, Daniel (2017). *Developing a New Methodology for Analyzing Potential Displacement*, http://www.urbandisplacement.org/sites/default/files/images/arb_tod_report_13-310.pdf
2. Goldberg, L. (2015). *Game of Zones*, <https://dspace.mit.edu/bitstream/handle/1721.1/98935/921891223-MIT.pdf?sequence=1>
3. Meltzer, R. (2016). *Gentrification and Small Businesses, threat or Opportunity*, *Cityscape: A Journal of Policy Development and Research*, Volume 18, Number 3, 216, Pages 72-26, <https://www.huduser.gov/portal/periodicals/cityscpe/vol18num3/ch3.pdf>
4. Zumper.com (March 2017). <https://www.zumper.com/blog/2017/03/san-francisco-rent-prices-mapped-this-spring-march-2017/>
5. Mission Economic Development Agency (2016). *Mission Promise Neighborhood Survey*.
6. Mission Public Life Plan (2014). <http://www.sfbos.org/Modules/ShowDocument.aspx?documentid=54068>
7. City Budget and Legislative Analyst's Office (Oct 27, 2015). *Policy Analysis Report*, <http://www.sfbos.org/Modules/ShowDocument.aspx?documentid=54068>

On Mon, Apr 17, 2017 at 3:17 PM, Peter Papadopoulos <papadooloo@gmail.com> wrote:

Hi Hillary,

Below is a letter from a number of Mission community groups regarding critical new research on market-rate development's gentrification and displacement effects on vulnerable communities like the Latino Cultural District. Much of this new information was not included in either the Planning Department socioeconomic report on the project.

We hope you will vote to uphold Calle 24's CEQA appeal of the project.

Best,

Peter

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Citations:

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2. Goldberg, L. (2015). *Game of Zones*, <https://dspace.mit.edu/bitstream/handle/1721.1/98935/921891223-MIT.pdf?sequence=1>
3. Meltzer, R. (2016). *Gentrification and Small Businesses, threat or Opportunity*, *Cityscape: A Journal of Policy Development and Research*, Volume 18, Number 3, 216, Pages 72-26, <https://www.huduser.gov/portal/periodicals/cityscpe/vol18num3/ch3.pdf>
4. Zumper.com (March 2017). <https://www.zumper.com/blog/2017/03/san-francisco-rent-prices-mapped-this-spring-march-2017/>
5. Mission Economic Development Agency (2016). *Mission Promise Neighborhood Survey*.
6. Mission Public Life Plan (2014). <http://www.sfbos.org/Modules/ShowDocument.aspx?documentid=54068>
7. City Budget and Legislative Analyst's Office (Oct 27, 2015). *Policy Analysis Report*, <http://www.sfbos.org/Modules/ShowDocument.aspx?documentid=54068>

Farewell and Thank You, Mission Family!

Gabriel Medina <[REDACTED]@gmail.com>

Tue 10/24/2017 9:02 AM

To: Gabriel Medina <gmedina@medasf.org>

To my Mission community,

The end of my chapter at MEDA has finally wrapped up. Today, October 24th is my last workday at Mission Economic Development Agency (MEDA). It has truly been an honor to work with all of you for the Mission neighborhood that made me. As the Policy and Advocacy Manager at MEDA for 4 years and most recently as the Mission Business Corridor Coordinator for the last several months, I have grown so much with your love and support. Thank you for the opportunity.

I have memories running MEDA's office as a child, as a high school temp for galas, front desk duty in summers, and surveying the Mission corridor in college. It's a privilege as a son to honor my mom Raquel Medina's 20 year legacy at MEDA as a staff and a board member. I look forward to contributing more to her and my dad Jose's legacies with La Raza Community Resource Center and Instituto Laboral de La Raza, where my brother Leon worked for 8 years.

I am proud of what we accomplished together with my colleagues at MEDA and as a community member:

- Standing up to mass gentrification with the Mission's first ballot initiative Prop I 2015, collecting 15,000+ signatures in 20 days, and registering over 1,000 new voters.
- Winning the right to vote for School Board for ALL Immigrant Parents in 2018 by passing Prop N 2016.
- Helping direct 100% of the community's generosity to over 100 displaced families in the 22nd and Mission and 29th and Mission fires, dispensing over \$350,000 starting in 30 days.
- Fighting for Ellis Act reform in Sacramento in 2014 and 2015.
- Mentoring freshman at John O'Connell High School and contributing to the success of Mission Promise Neighborhood.
- Standing behind the youth at Mission Playground and their victories against park colonization/privatization.

It's time to regroup and be ready for 2018. We live in a new era and the biggest fights are coming to a head. Please count on me to fight by your side as a community ally:

Board Member, La Raza Community Resource Center

Board Member, Mission YMCA

CAG Member, UCSF

Board Member, San Francisco Latino Democratic Club

Board Member, Chicano/Latino Caucus of the California Democratic Party

Delegate AD 19, California Democratic Party

Coalition for Immigrant Parent Empowerment

United to Save the Mission

Plaza 16 Coalition

Youth Alcohol and Marijuana Prevention Coalition

Atentamente,

Gabriel Medina

Email: [REDACTED]@gmail.com

Cell: [REDACTED]

[REDACTED] ay Ave,
San Francisco, CA [REDACTED]

Response : URGENT: Our sidewalks have become dangerous

kfeng@medasf.org <kfeng@medasf.org>

Thu 8/9/2018 7:06 PM

To: Breed, Mayor London (MYR) <mayorlondonbreed@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>; Scott, William (POL) <william.scott@sfgov.org>

Mayor Breed, Supervisor Ronens, Chief Scott,

On August 6 you received an email from Dorian Papadopoulos regarding the condition of the sidewalk in front of a MEDA-owned building at 2205 Mission @ 18th.

Please note that the Mission Economic Development Agency (MEDA) organization name was added to this letter's signatories *without* our permission; therefore, the letter's contents do not accurately reflect our stance on this matter.

If any or all of you wish to have a discussion around this matter, please contact me at the address below and a MEDA representative will be happy to be part of such a meeting.

Thank you.

Every Family Succeeds. Every Student Achieves.

Cada Familia Triunfa. Cada Estudiante Logra.

Karoleen Feng

Director of Community Real Estate
Mission Economic Development Agency

Main Office: Plaza Adelante

2301 Mission Street, Suite 301

San Francisco, CA 94110

P: 415.282 3334. ext.148

F: 415.282.3320

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www.twitter.com/medasf

----- Forwarded message -----

From: **2171 Misson HOA** <2171hoa@gmail.com>

Date: Mon, Aug 6, 2018 at 11:45

Subject: URGENT: Our sidewalks have become dangerous

To: <MayorLondonBreed@sfgov.org>, <Hillary.Ronen@sfgov.org>, <william.scott@sfgov.org>

CC: Melissa J Hagan <mjhagan@sfsu.edu>, Alyshia Patrick <alyshia.patrick@sbcglobal.net>, Peter Beynon <peterira@yahoo.com>, Thi Tran <ttlowshi@gmail.com>, Nate Dykstra <natedykstra@gmail.com>, Alfredo Talamantes <fred25cal@hotmail.com>, Carl Farless <carlfarless@gmail.com>, Farid Dahbour <fdahbour@sbcglobal.net>, Heather Zemansky <heathermtec@yahoo.com>, Ishan Bhide <ishansbhide@gmail.com>, Jacqueline Kwok <kwok.jacqueline@gmail.com>, Jane Lu <jyl.janelu@gmail.com>, Josh Wien <jwien001@gmail.com>, Joshua Melvin <joshuaxmelvin@gmail.com>, Kevin Simmons <kevin@ksphoto.com>, Larry Zemansky <toasty12@comcast.net>, Laurie- Jesse Mom <lauriejoycexo@gmail.com>, Lijo Neelankavil <lijoneel@gmail.com>, Luke Armistead <armistead.luke@gmail.com>, Marie Melvin <melvin.marie@gmail.com>, Mariko Yanagawa <pier42@yahoo.com>, Naren Sathiya <narensathiya92@gmail.com>, Roshan Sadanani <roshan.sadanani@gmail.com>, Sarah Greshowak <sgreshowak@gmail.com>, Markiafrate <markiafrate@gmail.com>, Melissa Hagan <melissa.hagan@gmail.com>, Unsersa <unsersa@mail.uc.edu>, Raghav.mohan@gmail.com <raghav.mohan@gmail.com>, Dorian Papadopoulos <dcp99@me.com>, Kendall Alway <kendall@sfperformingartstherapy.com>, <michelle.kaichang@gmail.com>, <jason@commonwealthsf.com>, <sfsash@yahoo.com>, Ali Sharhan <alisharhan@ymail.com>, <samli3288@gmail.com>, <jrivera@arribajuntos.org>, Gina Cooney <gina@fabricoutletssf.com>, <meing122@yahoo.com>, <abclocksmith@aol.com>, <bryce@ladyalamo.com>, <yiva@ladyalamo.com>, <zoe@zoebikini.com>, <deb@saviourssalon.com>, <fvera@medasf.org>, <roberto.e.alfaro@gmail.com>, Suzanne Komili <suzanne.komili@gmail.com>, <jlb4amy@gmail.com>, <a57@outlook.com>, Howard & Amanda <ducloisup1@att.net>, <danashley@abc7news.com>, <gaetano.caltagirone@sfgov.org>

Madam Mayor, Madam Supervisor, & Chief of Police,

We the undersigned, have drafted the attached letter for your review about a serious problem that has developed on our streets and which the city has failed to take any meaningful action to rectify. We have therefore been forced to reach out directly to the highest levels of city government to have our concerns addressed. We represent the community on the 2100 and 2200 blocks of Mission Street and are made up of HOA's, local businesses, and religious congregations. We look forward to working with you to find a meaningful and lasting solution together.

Best Regards,
Dorian Papadopoulos

2171 Misson HOA
2171hoa@gmail.com
415-244-5192

CC:

- The owners and residents of 2171 Mission Street HOA
- The owners and residents of 2208 Mission Street HOA
- The owners and residents of 2235 Mission Street HOA
- The residents of Leandro Soto Apartments
- Duc Loi Supermarket
- Footwear City Express
- Fabric Outlet
- Saviour Salon
- Commonwealth Restaurant
- Lady Alamo
- Last's Pain
- Zoe Bikini
- Homey
- Mission Economic Development Agency
- Iglesia Hebreos
- Young's Cleaners
- Yamo
- ABC Locksmith
- Mi Ranchito Market
- U-Save Discount Furniture

- Wan Kee Restaurant
- SF Performing Arts Therapy

-

Re: 2205 Mission Street is a huge public nuisance

Gideon Kramer <[REDACTED]@gmail.com>

Tue 8/28/2018 12:28 PM

To: Ronen, Hillary <hillary.ronen@sfgov.org>

Cc: WEISS, MICHAEL (CAT) <Michael.Weiss@sfcityatty.org>

Hi Hillary:

Thank you for the response. But I have to say, if MEDA purchased the property, the moment they take ownership, they are responsible for it. The way they have allowed it to become a huge eyesore speaks poorly for the organization. They need to immediately clean up the area around the building, remove all posters and other extraneous detritus as well as accumulated graffiti and make it appear as if they actually care about the Mission, because right now, MEDA by allowing the building and environment to look so bad, they look like uncaring slumlords. They are also perpetrating a public nuisance, which is a clear code violation.

I expect MEDA to take care of this problem ASAP, and pressure from you would go a long way to making them comply,

Thank you,

Gideon Kramer

P.S. I have heard thru the grapevine that MEDA is having problems getting financing for construction at 2205 Mission St. If this is true, how much longer will we have to endure this eyesore before the building finally gets underway??

On Aug 28, 2018, at 9:46 AM, Ronen, Hillary wrote:

Hi, Gideon,

Thank you for bringing this to my attention. The good news is that this building was recently purchased by Mission Economic Development Agency, with plans to create much-needed affordable family housing on this long-neglected site. But I do agree that it needs some immediate short-term attention, too.

My legislative aide, Amy Beinart, is following up with MEDA. She is cc'd here. Please feel free to call her on her direct line, 415 [REDACTED].

-Hillary

From: Gideon Kramer [mailto:[REDACTED]@gmail.com]

Sent: Sunday, August 26, 2018 5:17 PM

To: Ronen, Hillary <hillary.ronen@sfgov.org>; WEISS, MICHAEL (CAT) <Michael.Weiss@sfcityatty.org>
Subject: 2205 Mission Street is a huge public nuisance

Dear Supervisor Ronen and Deputy City Attorney Weiss:

I'm sure you're familiar with the huge civic embarrassment that is 2205 Mission Street. The building has languished now for years. It is a huge PUBLIC NUISANCE, and should be treated as such. If I allowed my property to look like that, I have no doubt that DBI and my neighbors would be all over me.

I heard that some time ago, a developer wanted to develop it into a microbrewery, but apparently, opponents of "gentrification" want either 100% affordable housing or NOTHING (just as they opposed turning the Cine Latino into a rock-climbing club because apparently, "Latino don't do rock climbing"!) Is this what we've come to, that opponents of "gentrification" would rather have a severely blighted corner than a developed property that might not be quite to their liking. The attached picture is from Google Streetview. I went by yesterday and it looks far worse. It's covered in graffiti, illegal posters, filth and debris, and drunks sprawled out on the sidewalk.

How can the City allow this travesty to persist?? I am appalled and just have to shake my head every time I pass the corner. Please let me know what, if anything, is being done to clear this monstrosity and make it into something the community can be proud of, rather than a magnet for the worst. I know a great many people share my outrage at the lack of action on this issue.

I look forward to your response,

Gideon Kramer
Mission resident since 1977

<image001.png>

RE: Support for the American Indian Cultural District

Ronen, Hillary <hillary.ronen@sfgov.org>

Tue 10/1/2019 3:28 PM

To: Peter Papadopoulos <ppapadopoulos@medasf.org>

Cc: Monge, Paul (BOS) <paul.monge@sfgov.org>

Thanks Peter!

Hillary

From: Peter Papadopoulos <ppapadopoulos@medasf.org>

Sent: Tuesday, September 24, 2019 2:15 PM

To: MandelmanStaff, [BOS] <mandelmanstaff@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>

Cc: aiccSanFrancisco@gmail.com; Norma Paz Garcia <ngarcia@medasf.org>; kfeng@medasf.org

Subject: RE: Support for the American Indian Cultural District

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

September 23, 2019

Hillary Ronen, Rafael Mandelman
District 8 Supervisor, District 9 Supervisor
San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA, 94102

Sent via email: Hillary.Ronen@sfgov.org, MandelmanStaff@sfgov.org

RE: Support for the American Indian Cultural District

Dear Supervisors Ronen & Mandelman:

I am writing on behalf of the Mission Economic Development Agency to urge your support for the American Indian community's efforts to establish a designated American Indian Cultural District.

The Mission District is long recognized as a place of Native Peoples. It was also a place where the Ohlone and other Native Peoples suffered enslavement and other grave harms. This Cultural District designation will honor American Indians of all Nations and provide an important framework of support for ongoing cultural programming, a connection to services, and serve as a gathering place for the American Indian community in the heart of the Mission Dolores area, itself once a thriving Ohlone village site.

We fully support the American Indian Cultural Center's efforts to work with the San Francisco Board of Supervisors to legislate the American Indian Cultural District to help ensure that American Indians of all Nations' gatherings, people, and memories will thrive in this area.

We look forward to working with AICC throughout this process and beyond as a collaborative ally. Please contact us if you have any questions or further opportunities for us to support this legislation.

Sincerely,

Peter Papadopoulos

Land Use Policy Analyst

Mission Economic Development Agency (MEDA)

Main Office: Plaza Adelante

[2301 Mission Street, Suite 301](#)

[San Francisco, CA 94110](#)

P: [415.282.3334](tel:415.282.3334) ext 185

F: 415.282.3320



Every Family Succeeds. Every Student Achieves.

Cada Familia Triunfa. Cada Estudiante Logra.

Join us! ¡Acompañenos!



Vacancy Tax Ordinance

Tobias Damm-Luhr <tdammluhr@lccrsf.org>

Thu 2/13/2020 4:18 PM

To: Fewer, Sandra (BOS) <sandra.fewer@sfgov.org>; Stefani, Catherine (BOS) <catherine.stefani@sfgov.org>; Peskin, Aaron (BOS) <aaron.peskin@sfgov.org>; Mar, Gordon (BOS) <gordon.mar@sfgov.org>; Preston, Dean (BOS) <dean.preston@sfgov.org>; Haney, Matt (BOS) <matt.haney@sfgov.org>; Yee, Norman (BOS) <norman.yee@sfgov.org>; Mandelman, Rafael (BOS) <rafael.mandelman@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>; Walton, Shamann (BOS) <shamann.walton@sfgov.org>; Safai, Ahsha (BOS) <ahsha.safai@sfgov.org>

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Board of Supervisors,

Please find attached a letter from Lawyers' Committee for Civil Rights, Main Street Launch, Start Small Think Big, Centro Community Partners, and Mission Economic Development Agency regarding our concern about the proposed Vacancy Tax Ordinance (File No. 191005). We are sending the attached letter to legislative staff in a separate e-mail. Thank you for your attention to this matter.

Best regards,

Tobias Damm-Luhr (pronouns: he/him/his)
Staff Attorney - LSE
Lawyers' Committee for Civil Rights
of the San Francisco Bay Area
131 Steuart Street, Suite 400
San Francisco, CA 94105

Tel.: (415) 814-7635 (direct)

Fax: (415) 543-0296

E-mail: tdammluhr@lccrsf.org

www.lccr.com



FW: Intro & Meeting Request from REP Coalition

Ronen, Hillary <hillary.ronen@sfgov.org>

Wed 12/16/2020 10:00 AM

To: Beinart, Amy (BOS) <amy.beinart@sfgov.org>

FYI

Sent from [Mail](#) for Windows 10

From: [Dyan Ruiz](#)

Sent: Wednesday, December 9, 2020 6:24 PM

To: [Hillis, Rich \(CPC\)](#); [Chion, Miriam \(CPC\)](#)

Cc: [Koppel, Joel \(CPC\)](#); [Moore, Kathrin \(CPC\)](#); [Chan, Deland \(CPC\)](#); [Diamond, Susan \(CPC\)](#); [Fung, Frank \(CPC\)](#); [Imperial, Theresa \(CPC\)](#); [Tanner, Rachael \(CPC\)](#); [Board of Supervisors, \(BOS\)](#); [BOS-Legislative Aides](#); [Fewer, Sandra \(BOS\)](#); [Stefani, Catherine \(BOS\)](#); [Peskin, Aaron \(BOS\)](#); [Mar, Gordon \(BOS\)](#); [Preston, Dean \(BOS\)](#); [Haney, Matt \(BOS\)](#); [Yee, Norman \(BOS\)](#); [Mandelman, Rafael \(BOS\)](#); [Ronen, Hillary](#); [Walton, Shamann \(BOS\)](#); asha.safai@sfgov.org; [@gmail.com](#); [@gmail.com](#); all_planning_forthe_people@googlegroups.com

Subject: Intro & Meeting Request from REP Coalition

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

December 8, 2020

Dear Planning Director Hillis and Community Equity Director Chion:

We submit this letter to introduce you to a newly formed citywide coalition called the Race and Equity in all Planning Coalition (REP). We would like to schedule a time to meet with you in December to discuss how we can work more effectively together for greater equity for our city and its most vulnerable residents and neighborhoods.

Collectively, our organizations (listed below) have decades of experience working directly with people of color and immigrant communities at the grassroots around a range of issues including housing, land use and community-based planning. We appreciate that the Planning Commission on June 11th of this year adopted a strong Race and Equity Resolution that included input from many of our organizations. This marked a critical step forward. However, we are extremely concerned that there has not been evidence of a significant enough change in the Planning Department's practices and policies towards ensuring equity since that time.

We believe you share the same vision of a vibrant San Francisco that is intentionally and systemically integrated, affordable, culturally expressive, stable, and sustainable. To make sure that the City's planning protects San Francisco's most vulnerable, planning must grow from the grassroots, through genuine leadership from San Francisco's vulnerable communities. Low income and people of color communities and especially the American Indian and Ohlone Ramaytush community must be the primary decision makers and beneficiaries of our land use systems in order to guarantee an equitable future where everyone lives with freedom and stability. We need to re-prioritize who has access to and stewardship of land, housing, open spaces and the means of subsistence. We believe in working together for a future that

is intentionally and systemically desegregated, affordable, culturally expressive, stable, and sustainable through community-led planning and equitable development.

For too long, development has been "pay to play" with developers and corporate interests, their lawyers and lobbyists making the rules for who gets to develop in San Francisco and how. City planners have played a role that enables this system of exclusion and monopolization. It's time for us to work together to make the transformation to community-led development and planning -- where we make all decisions through an equity-first lens.

No development, policy, plan, or legislation should proceed without first proving that it will empirically and primarily benefit those most at risk -- our most vulnerable residents and workers -- while also proving it will produce no harm. Every project, policy, or re-zoning that comes up for approval must prove that its primary purpose and benefit is for low income, immigrant, working class, and BIPOC communities.

That means putting aside all the up-zoning and rezoning plans that enable more market rate housing. That means putting all proposals for building market rate housing on hold indefinitely until a plan has been put in place by these vulnerable communities to resolve our acute structural inequity to make this truly a city for everyone as we continue to grow.

The REP Coalition has been working with a framework we call DAAPSS which stands for Desegregation, Affordability, Arts & Culture, Production, Stability and Sustainability. You can read more about this framework in [this article which is linked here](#). We encourage you to read this piece and [it's companion article](#) which both describe concrete proposals for how we can work together to address inequities and to be visionary for the future of our city. We would like to discuss this framework and companion proposals with you at your earliest convenience.

Please let us know a few possible dates and times when you are available to meet with us in December. We look forward to working with you to achieve Race and Equity in all Planning.

Best Regards,

The Race & Equity in all Planning (REP) Coalition:

Asian Americans Advancing Justice - Asian Law Caucus

Affordable Housing Alliance

American Indian Cultural Center

American Indian Cultural District

Calle 24 Latino Cultural District

Central City SRO Collaborative

Chinatown Community Development Center

Communities United for Health and Justice (CUHJ)

Dolores Street Community Services (DSCS)/ Mission SRO Collaborative (MSROC)

Eviction Defense Collaborative

Housing Rights Committee of San Francisco

Mission Economic Development Agency (MEDA)

People Power Media

People Organizing to Demand Environmental and Economic Rights (PODER)

Richmond District Rising

SF AntiDisplacement Coalition

SF Tenants Union

SOMA Pilipinas

South of Market Community Action Network (SOMCAN)
United to Save the Mission
Young Community Developers
Westside Tenants Association (WSTA)

cc: SF Planning Commission
SF Board of Supervisors
Supervisor-Elect Connie Chan
Supervisor-Elect Myrna Melgar

Sf Board of Supervisors' Aides

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Co-Founder, Journalist
[\[people. power. media\]](#)

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RE: Invitation to MEDA's NeighborWorks Charter Presentation

Ronen, Hillary <hillary.ronen@sfgov.org>

Tue 4/20/2021 3:50 PM

To: Luis Granados <lgranados@medasf.org>; Beinart, Amy (BOS) <amy.beinart@sfgov.org>

Thanks Luis! I can be there for first 15 mins then meeting with your MPN team and Ingrid Mezquita about funding. Thanks for the personal invite.

Hillary

Sent from [Mail](#) for Windows 10

From: [Luis Granados](#)

Sent: Tuesday, April 13, 2021 4:54 PM

To: [Ronen, Hillary](#)

Subject: Invitation to MEDA's NeighborWorks Charter Presentation

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Supervisor Ronen,

Exciting news! The Mission Economic Development Agency (MEDA) has been honored as a chartered member of the [NeighborWorks America network](#) of 240 renowned nonprofits. NeighborWorks America champions a mission to “create opportunities for people to live in affordable homes, improve their lives and strengthen their communities.”

As a valued partner, I want to personally invite you to join us for a virtual event as NeighborWorks CEO Marietta Rodriguez presents MEDA its charter.

DATE: Thursday, April 29

TIME: 10 a.m.-10:30 a.m.

RSVP: Please reply to this email and a Zoom link will be sent

I hope you can join us as we celebrate this milestone for our organization.



MISSION PROMISE
COMUNIDAD PROMESA DE LA MISION
NEIGHBORHOOD



Every Family Succeeds. Every Student Achieves.
Cada Familia Triunfa. Cada Estudiante Logra.

Luis Granados

Chief Executive Officer

Mission Economic Development Agency (MEDA)

Main Office: Plaza Adelante

2301 Mission Street, Suite 301

San Francisco, CA 94110

P: [415.282.3334 ext. 111](tel:415.282.3334)

F: [415.282.3320](tel:415.282.3320)

Join us! ¡Acompañenos!



San Francisco Community Equity Advisory Council

Hillis, Rich (CPC) <rich.hillis@sfgov.org>

Thu 5/6/2021 3:01 PM

To: Ronen, Hillary <hillary.ronen@sfgov.org>

Cc: Beinart, Amy (BOS) <amy.beinart@sfgov.org>; Starr, Aaron (CPC) <aaron.starr@sfgov.org>; Chion, Miriam (CPC) <miriam.chion@sfgov.org>; Bennett, Tameeka (CPC) </o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=4b4e8d99bb1c4eb295c546755ee3a985-Tameeka Ben>

Dear Supervisor Ronen,

I would like to introduce the [San Francisco Community Equity Advisory Council](#), (Equity Council) a newly-formed advisory body on race and social equity. The Equity Council is a group of community leaders dedicated to addressing racial and social equity. Through thoughtful and collaborative deliberations, they are advising City staff on policies, strategies, and investments, and elevating the voices of our American Indian and Black communities and other communities of color in City decisions. This advisory body will work with staff to ensure that future polices, planning processes and practices will lead us towards a just San Francisco for all.

Background

Racial and social inequities have long been part of the intrinsic make up of our country and have deep-seated roots in the laws, policies and ordinances we've passed throughout history. Like many cities across the country, San Francisco has had its share of discriminatory practices constraining the resources and well-being of American Indian and Black communities as well as other low-income communities of color. Many of the historic inequities have reached unbearable levels in our current health, housing and economic crisis triggered by the COVID-19 pandemic.

San Francisco is at a turning point, shifting towards a more just and equitable future for every community member in our City. In 2019, Mayor London Breed and Supervisor Fewer led the creation of the Office of Racial Equity. In 2020, the Planning Commission and the Historic Preservation Commissions both passed Equity Resolutions. The Planning Department is addressing and correcting planning and land use practices that perpetuated social and racial inequities and displaced communities of color by developing a Racial and Social Equity Action Plan. The Planning Department is also collaborating with stakeholders and City agencies on equitable recovery strategies, a housing plan, and community strategies.

Any racial and social equity initiative must start with the people, with a thoughtful dialogue among our American Indian and Black communities, other communities of color, and low-income communities. This acknowledgement led to the formation of the Community Equity Advisory Council. This Equity Council is a group of eleven San Francisco leaders dedicated to addressing racial and social equity in the City and to support the multiple ongoing dialogues that our communities and sister agencies are having on equity solutions.

The Equity Council will guide the City's racial and social equity work, as directed by the Planning and Historic Preservation Commissions' Equity Resolutions, and the San Francisco Office of Racial Equity. These Resolutions have identified paths for Planning Department staff to place equity at the center of our policies and strategies.

Purpose of the Equity Council

The Equity Council's mandate is to create a pathway for a broader representation from vulnerable and impacted communities and bring a deep understanding of those communities to guide the City's equity work. A critical part of the Equity Council's work plan is to develop a platform and a process for deeper community engagement to ensure productive dialogues between city agencies and communities of color, low-income communities, and other vulnerable populations.

The Equity Council will **advise** staff on addressing the current crisis and resolving historic inequities by supporting community engagement and plans and policies that open access to wealth and health for our American Indian, Black and other communities of color and low-income communities.

The Council will focus on five **priority tasks**:

- Planning Department Budget and Priorities
- Recovery Strategies
- Housing Element and other General Plan Elements
- Community Engagement
- Racial and Social Equity Plan

COMMUNITY EQUITY ADVISORY COUNCIL MEMBERS

- **Tiffany Carter** - SF Black Wallstreet, Co-Founder
- **Majeid Crawford** - New Community Leadership Foundation, Executive Director
- **Norma Garcia** - Mission Economic Development Agency (MEDA), Director, Policy & Advocacy
- **Oscar Grande** - Mission Housing, Community Workforce Manager
- **Mahsa Hakimi** - Castro LGBTQ Cultural District, Advisory Board Member
- **Lara Kiswani** - [Arab Resource and Organizing Center \(AROC\)](#), Executive Director
- **Raquel Redondiez** - SOMA Pilipinas Cultural District, Executive Director
- **Deleano Seymour** – Code Tenderloin, Founder
- **Mary E. Travis-Allen** - American Indian Cultural District, Board President
- **Ben Wong** - Wah Mei School, Executive Director
- **Malcolm Yeung** - Chinatown Community Development Center, Executive Director

We are very thankful to the council members for their commitment to this challenging journey. I am committed to support their work and maximize our efforts to equity in our city today. Miriam Chion and Tameeka Bennett from my staff will be working directly with the Equity Council. Please let me know if you have any questions.

Cordially,

Rich Hillis
SF Planning Director

Due to COVID-19, San Francisco Planning is not providing any in-person services, but we are operating remotely. Our staff are [available by e-mail](#), and the Planning and Historic Preservation Commissions are [convening remotely](#). The public is [encouraged to participate](#). Find more information on our services [here](#).