

DRAFT Fillmore Community Action Plan Strategies and Actions

July 30, 2026

Health Strategies and Actions

1B. Deliver health outreach through trusted spaces like barbershops, salons, housing sites, and faith-based organizations.

1B1. Fund to expand *The Shop*¹ model from the Tenderloin into the Fillmore/Western Addition and extend the model beyond barbershops to Black-owned salons to reach Black women and families. *Mayor' Board of Supervisors*

1C. Implement neighbor-to-neighbor support for seniors and people with disabilities to call on nearby residents to assist with daily needs.

1C1 Identify funding to expand Neighbor-to-Neighbor^{2*} into the Fillmore/Western Addition. *Mayor' Board of Supervisors' DAS' Community Living Campaign*

2B. Improve seniors' access to essential goods, services and health care appointments through *SFMTA Accessible Services*.

2B1. Increase accessibility by providing direct, onsite outreach and enrollment services in senior housing buildings. *SFMTA*

2B2. Expand mobility education workshops at senior centers, churches, and community-based organizations to increase awareness of accessible transit options. *SFMTA*

4C. Strengthen culturally responsive prenatal, maternal, and infant care for Black mothers.

4C1. Increase visibility of SF Black Infant Health (BIH) site and programs through improved signage and local marketing at its current Fillmore corridor location. *DPH' BIH program*

4C2. Relaunch peer outreach with incentives ("Bring-a-Mom" model) to improve culturally competent outreach. *DPH' BIH program*

¹ **The Shop** is a DPH and GLIDE's barbershop-based program pairing haircuts with behavioral health support, harm-reduction specialists, and health outreach workers)

² **Neighbor-to-Neighbor** is a Community Living Campaign, California Volunteers, Governor's Office, and DAS partnership that mobilizes trained volunteers for senior check-ins, social connection, and emergency preparedness through its "Six Friends" model.

Health Ideas from Outreach

- ⇒ Create a rotating outreach schedule among existing programs and City health partners.
- ⇒ Invite licensed practitioners and City agencies to provide on-site health updates and resources.
- ⇒ Strengthen consistency and visibility of health information sharing and communication across the neighborhood.
- ⇒ Expand community-led health awareness campaigns and direct access to resources.
- ⇒ Partner with Kaiser, Maxine Hall, UCSF, and Black Infant Health to expand culturally responsive care.
- ⇒ Advocate for culturally competent staff training across major institutions like UCSF, Sutter Health, Compass Health and Kaiser.
- ⇒ Establish walking groups led by community health ambassadors.
- ⇒ Offer Zumba, Senior Chair Yoga, and other movement programs at community centers.
- ⇒ Integrate wellness programming into events and corridor activations.
- ⇒ Conduct a senior needs assessment to determine priority services.
- ⇒ Partner with local colleges to bring interns and volunteers into senior assistance programs.

Housing Strategies and Actions

1B. Build resident organizing power to advocate for housing resources and service.

- 1B1. Commit funding to strengthen Black-centered organizations by supporting technical assistance programs that build their organizational capacity and enhance their ability to lead resident organizing efforts. *Board' Mayor*
- 1B2. Build relationships with tenant organizing groups and identify existing organizing models that community would support in bringing to the Fillmore. *Community*

2C. Expand the Certificate of Preference (COP) Descendant Program to apply to City-sponsored housing developments.

- 2C1. Pass legislation to expand the **Certificate of Preference Descendant Program** applicability to more affordable properties in San Francisco, rather than limited to OCII properties. *Board' Mayor*

3D. Expand access to homeownership readiness, downpayment assistance, and financial empowerment programs.

- 3D1. Continue and increase funding for the **Downpayment Assistance Loan Program (DALP)**. *MOHCD' Board' Mayor*
- 3D2. Connect community to existing financial empowerment programs. *Community Organizations*
- 3D3. Commit ongoing funding to the Dream Keeper Initiative for the homeowner assistance program. *Board' Mayor*

Housing Ideas from Outreach

- ⇒ Expand culturally relevant homeownership readiness workshops across housing properties.
- ⇒ Increase awareness of down payment programs through coordinated outreach.
- ⇒ Partner with banks and corporations to boost down payment assistance resources.
- ⇒ Improve marketing of homeownership information sharing and opportunities tailored to Fillmore residents.
- ⇒ Create a Teen/Youth Community Council that could work closely with property Resident Management Councils, Tenant Associations, and onsite Resident Services teams.

Economic Development Strategies and Actions

1B Increase visibility and customer activity along the Fillmore corridor through coordinated outreach and promotion of diverse events and activations with community stakeholders.

- 1B1. Plan and support a variety of events including night markets, business crawls, artistic and cultural festivals, music and live entertainment, and community activations. *OEWD*
- 1B2. Collaborate with merchants, artists, residents, CBOs, property owners, and cultural organizations to support event planning and outreach. *OEWD*
- 1B3. Create opportunities for businesses to engage directly with attendees. *OEWD*

2B. Provide access to grants and loans to attract commercial tenants to vacant storefronts, including businesses from the Western Addition and Black-owned businesses in San Francisco.

- 2B1. Connect prospective commercial tenants to grants, loans, and technical assistance that help reduce the cost of opening in vacant storefronts along the Fillmore Corridor and in the Fillmore Western Addition. *OEWD*
- 2B2. Improve outreach about available funding opportunities and provide longer lead times so small business owners have enough time to apply for City funding opportunities while still operating their businesses. *OEWD*

3B. Provide access to grants and loans for small businesses in the Fillmore Western Addition, including Black-owned businesses, across all stages of the business cycle—from startup to scaleup to expansion.

- 3B1. Identify businesses in need of startup, stabilization, or expansion capital and connect them with financial technical assistance. *OEWD*
- 3B2. Promote microloans and other low-barrier financing options that do not require large reserves or three years of tax filings. *OEWD*
- 3B3. Provide marketing and business operation grants to nonprofit social enterprise programs that serve youth, families, seniors, community members and/or persons with special needs. *Philanthropy*
- 3B4. Support funding and technical assistance to open a commissary kitchen in the Fillmore to support caterers, food vendors, and food entrepreneurs. *OEWD*

- 3B5.** Improve outreach about funding opportunities through community bulletin boards, social media, merchant networks, CBOs, and community leaders and Provide longer lead more times to allow businesses to apply for these opportunities. *OEWD*
- 3B6.** Work with businesses to identify eligible funding opportunities, prepare required documents, navigate application requirements, and connect with technical assistance providers and lending partners. *OEWD*

Economic Development Ideas from Outreach

- ⇒ Launch rotating small business showcases hosted inside existing businesses; highlight home-based entrepreneurs.
- ⇒ “Business of the Month” visibility campaign (storytelling, promotions, giveaways).
- ⇒ Advocate for funding for Coordinated Business Markers to attract customers into storefronts such as funny sandwich boards with engaging messages, wayfinding signage, banners, silk screen posters, etc.
- ⇒ Strengthen Fillmore and Lower Fillmore Merchant Associations through capacity building and support.
- ⇒ Develop a coordinated marketing & branding campaign using Black media outlets and community-defined identity.
- ⇒ Consider renaming “Lower Fillmore” through community input.
- ⇒ Unified corridor activations through coordinated events and shared annual programming calendar.
- ⇒ Advocate for comprehensive Marketing & Branding Strategy development for the "Lower Fillmore" or "Fillmore South" Commercial Corridor
- ⇒ Advocate for funding for Coordinated Business Markers to attract customers into storefronts such as funny sandwich boards with engaging messages, wayfinding signage, banners, silk screen posters etc

Workforce Development Strategies and Actions

1A. Expand youth access to paid work-based learning to support skill development and career readiness.

- 1A1. Provide paid internships, on-the-job training, subsidized employment, pre-apprenticeship and/or apprenticeship for young adults ages 16-24. *OEWD' DCYF*
- 1A2. Create a fund to support livable paid work-based opportunities to skill up young adults. *Philanthropy*
- 1A3. Provide paid work-based learning opportunities through internships, paid employment, work-based learning and job readiness training to help youth and TAY/A build workplace skills, understand employer expectations and connect real-world work experiences to long-term education and career goals *DCYF*
- 1A4. Implement High School Partnerships that provide students at targeted SFUSD high schools with work-based learning and career exploration integrated into the school day, helping them build skills and prepare for college and careers. *DCYF*
- 1A5. Give 9th and 10th graders their first job experience through training, mentorship, and meaningful work placements that build leadership, confidence, work readiness, and career awareness. *DCYF' Mayor's Youth Employment and Education Program (MYEEP) provided by Japanese Community Youth Council at 1530 Buchanan Street*
- 1A6. Prepare youth ages 14–17 for future careers through training, paid work experiences, and career exploration that build foundational work skills. *DCYF' "Pathways" program provided by Enterprise for Youth located at Gateway High School 1430 Scott Street and "Future Pathways" program provided by The Richmond Neighborhood Center at Gateway High School 1430 Scott Street*

2A Provide neighborhood-based employment services that connect residents to job preparation, training opportunities, employer engagement, and ongoing support for long-term career stability.

- 2A1. Fund eight Centralized Job Centers (CJCs) geographically located, one in the Western Addition neighborhood, to provide community-based access to an array of comprehensive workforce services, referrals to OEWD's network of services, connections to local employer opportunities, and connections to short-term and long-term supportive and wrap-around services. *OEWD*

2C. Identify employment barriers and strengthen connections to supportive services to improve employment outcomes, retention, and stability.

- 2C1. Fund the Centralized Job Center (CJC) which offers individualized assessments to determine skill level, interests, aptitudes, and abilities as they begin to define or redefine career goals. *OEWD*

Workforce Development Ideas from Outreach

- ⇒ Embed and expand workforce services, such as but not limited to, job literacy, career coaching, resume building, interview prep, and professional development, inside housing sites and trusted neighborhood spaces.
- ⇒ Place workforce champions in proximity to youth populations that are most in need.
- ⇒ Connect youth directly to career centers through onsite activations.
- ⇒ Provide AI literacy, digital literacy, and technology training across housing sites and within community centers.
- ⇒ Strengthen partnerships with businesses, schools, and career centers (subsidized youth employment, HS workforce pipelines).
- ⇒ Expand youth workforce programming at local community centers in the neighborhood.
- ⇒ Create a financial empowerment program under a Teen/Youth Community Council
- ⇒ Bring workforce services directly into neighborhood spaces (housing sites, community centers, faith-based organizations) so residents don't have to travel far or navigate unfamiliar systems to access job readiness support.
- ⇒ Expand onsite job preparation resources like resume workshops, interview coaching, digital literacy, and AI/technology training-led by trusted community organizations that already have strong relationships with residents.

Placemaking, Arts & Culture Strategies and Actions

1A. Support, expand, and invest in local cultural institutions, organizations, and Black artists, strengthen capacity for Black creatives, and elevate arts and culture as a driving economic engine for the neighborhood.

- 1A1. Build a neighborhood-wide arts funding ecosystem connecting philanthropy, City resources, anchor institutions, and donors. **Philanthropy, Community**
- 1A2. Establish dedicated funding streams for local cultural organizations and new/emerging nonprofits. **Philanthropy, Community**
- 1A3. Provide funding and technical assistance to open a recording studio to promote entertainment entrepreneurs & artists and to honor legacy of the Fillmore. **Community, CBO, Stakeholder, Philanthropy**
- 1A4. Continue to provide spaces for arts and culture programming. **AAACC' SFAC**

2A. Expand cultural programming and strengthen neighborhood identity by supporting opportunities for local art, public performances, festivals, and community-led cultural events that celebrate and sustain the neighborhood's Black identity and traditions.

- 2A1. Continue to fund and plan cultural programs, events, and activations that celebrate the neighborhood's Black history, culture, and traditions. Continue to create opportunities for local artists, musicians, performers, storytellers, and cultural practitioners to showcase their work. **OEWD**
- 2A2. Facilitate no-cost permits and provide space for seasonal events at RPD properties in the Fillmore / Western Addition (e.g. Buchanan Mall and Fillmore Turk Mini Park) organized by and for local community. **RPD**
- 2A3. Deliver capital improvements to Buchanan Street Mall, which include new gathering spaces, performance areas, art-integrated features, and multigenerational activity amenities that can create more opportunities for community-led cultural programming and can help strengthen the neighborhood's identity. **RPD**
- 2A4. Facilitate reservation/permit rentals of BBQ grills and picnic tables. **RPD**
- 2A5. Create communal gardening program at Buchanan Street Mall in partnership with local community and CBO's. **RPD**

2A6. Support the community group “Friends of Kimbell Community Garden” as they fundraise and conduct community outreach to construct and establish a new community garden at Kimbell Park; RPD will activate and maintain the site once complete. *RPD*

2A7. Develop plan to provide community access to programming at the Buchanan Street Mall stage. *RPD' OEWD*

4A. Create safer and more comfortable walking conditions throughout the neighborhood to ensure all residents — especially youth, seniors, and people with disabilities — can easily reach community services.

4A1. Deliver implementation of the Western Addition Community Safe Streets improvements, including traffic signal upgrades at 16 locations, larger signal heads at 12 locations, pedestrian countdown signals, updated streetlighting, and updated curb ramps.

Placemaking, Arts & Culture Ideas from Outreach

- ⇒ Coordinate with community organizations on local and City-operated community ambassador programs
- ⇒ Bring local funders and institutions together to build a shared pot of resources that genuinely supports Black artists and Black-led cultural organizations in Fillmore.
- ⇒ Help neighborhood arts groups grow by offering things like grant-writing support, fiscal sponsorship, and training so they can sustain their programs long-term.
- ⇒ Create hands-on training for community producers - giving residents the tools to run events, curate shows, and tell Fillmore’s story in their own voices.
- ⇒ Set up real partnerships with major cultural institutions so Fillmore artists can get paid opportunities, commissions, and spaces to show their work.
- ⇒ Use vacant storefronts and small spaces creatively-turn them into pop-up art galleries, short-term performance spaces, or mini cultural hubs led by local artists.
- ⇒ Build a community-wide Fillmore cultural calendar so neighbors can easily find out what’s happening-jazz nights, youth showcase, festivals, art pop-ups, and more.
- ⇒ Activate Fillmore Mini Park with events, improved lighting, trash cans, brush removal, and a public restroom.
- ⇒ Explore special event permitting for activities like concerts in parks.
- ⇒ Boost Fillmore’s visibility during big city events by promoting local performances and cultural activities through a coordinated marketing effort.
- ⇒ Lift up Fillmore’s history through community-led storytelling - walking tours, small exhibits, heritage events, and early steps toward the long-promised Heritage Center.

- ⇒ Launch shared stewardship projects-such as block cleanups, park beautification days, and corridor walk-throughs-led jointly by residents and merchants with support from City agencies.
- ⇒ Host joint community events (block parties, resource fairs, family nights, wellness activities) where neighbors, businesses, and City partners can connect informally, strengthen trust, and build relationships outside of crisis situations. Repair sidewalks, address tree-root damage, and improve walking conditions throughout the neighborhood.
- ⇒ Address conflicts between pedestrians, bikes, and scooters through safer mobility design.
- ⇒ Improve neighborhood connections to cultural institutions, parks, transit, and community services.
- ⇒ Ensure mobility improvements reflect the needs and experiences of Fillmore residents.
- ⇒ Advocate for ongoing funding for community-led programming at RPD sites like Buchanan Street Mall and Fillmore-Turk Mini Park, in coordination with other City agencies and the community.
- ⇒ Replicate the Artist-in-Residence program based in India Basin Waterfront Park