



NEIGHBORHOOD STRATEGY

Excelsior Outer Mission Neighborhood Strategy

Filipino Focused Conversation Notes

Aug 29th, 2018 6:30pm to 8:30pm

Filipino Community Center

INTRO/Ice Breaker

- Home, community (family, bakeries, McDonald's), preserve (many families had to move)
- "last fronts of gentrification that hasn't been hit as hard as rest of city," youth, housing, home
- Family lineage, first place grandfather bought a home; relatives went to Longfellow, Denman, balboa; young people staying in community; kasamas
- Home, diversity, accessibility to public transit
- Community, one of last working class neighborhoods of city, youth and elders in public space
- Passion, passionate people of color, decolonization, artifact, home, resistant
- Home, community, preservation
- Home, community, pillar, politicized, development and growth, preserved
- Home, community, one of the last neighborhoods with many youth and elderly, intergenerational, one of last neighborhoods with large Filipino community and where people can call home, many languages
- Home to largest population of Filipinos and LEP, home away from home, rich cultural diversity
- School, home, friends
- Me, my family, my future

MOBILITY

- Drive and walk, bike once in a while on side streets in n'hood
- Mostly BART or bus or walk, I don't own a car
- BART, bus, I'm new to coming back to public transportation and going to June Jordan
 - So many kids are left behind waiting for the 29 because the bus gets so packed
 - I've gotten left behind sometimes too
- Drive, I used to walk to my mom's coffee shop, I sometimes ride my bike, I drive to work
- BART, Muni, and walk around neighborhood; BART gets to Downtown faster than 14 and is always crowded
- I don't even have a license; but I do have a BMW: BART, Muni, Walk
- BART, Muni, Walk; I work near Van Ness but sometimes I take Lyft because the 49 gets so crowded
- It takes me just as long to get to work as it used to take me from Colma (bus vs. BART), instead of waiting for bus to get here, I walked
- BMW; I learned it's better to get Uber or Lyft than to get a ticket on Muni
- Used to only bus and BART, now I drive
- BMW; I took a Lyft here tonight because the 49
- I also don't have a license, so mostly Muni and walk

- What are your transit experiences?
 - Muni is overcrowded; affects elders especially
 - My limited experience is on the 29; I've heard that there is a shortage of Muni drivers—what's the root cause of that?
 - I've been taking Muni since I was 3, the bus systems are very indicative of how our city is growth; I've seen this growth in wanting to pull people into the Excelsior, but system not made for people in Excelsior
 - 28R has only improved once gentrification started to happen in Sunset
 - Public transportation doesn't seem to be for students and elders, but rather what "they" want to attract; I was happy when the 28R happened, but also wary because it opened up to many other things
 - For people who are working class and going to Financial District, timeliness when it comes to the bus is ineffective; I look at the app and it says one thing but doesn't come until 30 minutes later; there's immobility from the Excelsior and it brings more hardship
 - Timeliness comes only when there's a rush for tech workers; schedule accommodates certain population
 - Discrepancy in schedule, especially on weekend and affects my schedule going to church, which leads me to have to go to another church in another neighborhood but it takes another hour to get there
- What are your walking experiences?
 - Coyotes and raccoons!
 - Bulbouts—cars are prioritized; I told my grandma not to cross certain streets because I've almost gotten hit and I'm able bodied
 - Lighting: now it feels unsafe walking down Mission compared when I was younger; there are a lot of blind spots; I need to watch out for my grandma because she gets up early; not necessarily increase in police; we need more people power; Excelsior needs to be more invested with the safety of our families
 - Past Longfellow and Sickles is hella dark; it is unsafe for people, especially those wearing dark colors
 - Safeway crosswalk is even hard to see in the daytime; Mission has long blocks; more north on Mission there are more mid-block crossings, which is helpful, but other blocks are more difficult; seniors are concerned about short crosswalk times; need for more visible crosswalks and longer crossing times
 - Lived at London and France, stop sign on Seneca and mission, folks from Seneca would try to turn left; blind spot and folks would try to make left turn; I almost got hit three times on my bike; it would be good to have a proper light; I think there's a light there now, but it only came with new development—it seems like improvements only come with new development
- What are your experiences with driving?
 - PARKING—not enough! It's a citywide issue, but if I'm coming home too late, I'm not going to circle around the block, I'm just going to park on the sidewalk, but now I'm

blocking the sidewalk; I have no choice; part of it is because you have multiple families in a house and people turn garages into housing

- I tried to buy a parking permit out here but I didn't even know how it worked; it was so new to me; having access to that permit is not reachable for everyone because it's so expensive
- Suggested strategies?
 - Bulbouts, stoplights, more lighting
 - For people who give tickets, if they could stop ticketing those who park on the driveway, because there really is no parking; don't ticket those who have a parking sticker but are parking in the driveway
 - I got a lot of calls from Filipina immigrants suddenly getting tickets for parking in their driveway; cultural nuance; can we mitigate that from happening? Shouldn't punish people who are being careful
 - Parking is so nuanced; I don't think more parking will solve the issue; what if you build a parking lot for Excelsior residents? But if the residents of the n'hood are changing, who is more likely to get the permit to park here? I don't want to see certain amenities for people who haven't lived here for that long but are benefitting for it; our grandparents and parents are the last in line to benefit from improvements down the line; prioritize families who have been living here for longer
 - Need a 29R!
 - Increased frequency of 14R
 - Increased frequency to the 8 and all other buses in the area in general; we are the farthest part of SF and working class
 - Is statistical data available on bus times for students to use for analysis?
- Response to aspirational statement:
 - Equitable access

PUBLIC REALM

- Where do you hang out?
 - Home; boba places; Mr T's; walk in the street; people from the community usually hang out at home; if there's going to be something new in the city, I want to see it resonate to leaders in the community
 - Skate park; bike park would be cool; dirt bike park in McLaren (would be cool in Excelsior); community gardens and community graffiti wall
 - Filipino Community Center
 - Water bottle filling stations in Downtown – Need these in Excelsior
- Excelsior becoming more senior friendly; can we see more rest stations for seniors and where they can get water; signs for where people can call if they need help; concerned for my own grandparents not knowing who to call

- Seniors like to hang out at the coffee houses, parks, McDonald's, Excelsior Park (smaller and not as maintained as Cayuga), Cayuga Park, Crocker, Ale Sciammas park (my mom used to hang out there) is where I go, not the best well kept spot but closest where I could walk to;
- New murals like the Portola would be cool
- What do you like?
 - I really like the library and the library system; it gets crowded; if we could have other areas where we could read, chill, or have similar resources that would be great
 - I appreciate the enclaves of the closeness of things; we just moved to Naglee (three blocks from where we were) and it changes so much; for seniors, the three block difference can make things more difficult; spaces built for one-stop shops for people who less access and mobility; we're seeing a lot of buildings, but there's also talk of ground floor for retail space—should be made for community; my grandma can only walk a few blocks before her knees go out
- How about outside the n'hood?
 - Research in SoMa: make interactive sidewalks, vertical gardens, can help make a vibrant n'hood without focusing on economic growth; child centered urban planning: if we plan for children then we plan for elders; making sure streets are safe; longer crossing times
- Cleanliness: we are neglected; I go to the Mission and wonder why it's so clean—we don't get that here and it wasn't like that before
- I brought friend to Kenny Lane steps, in February there was trash all over the place; I felt bad because this is my neighborhood, how do I present it to my friend who's visiting? There needs to be more effort in the community for clean up
- More seating at bus stops, there are always crowds of people waiting
- We feel welcome here: would feel more welcome with affordable housing
- Response to aspirational statement:
 - I feel like we need the City on our side; we get all these dreams and promises, how do we bring in students to clean the Excelsior and bring in the culture? We have so many amazing artists—how do we bring our place to life? I like to show my visiting friends the Excelsior but they always comment on how dirty it is
 - We have access to organizations, how do we become faces of the Excelsior and get funding for beautifying?
 - Transit talks between Daly City and SF? Esp. for block of Sickles. There's a "sweet spot" going down Sickles that you can get to on certain buses; are there ways to connect? Talking about Filipinos, that's definitely the sweet spot: We'll hold onto the edge until we get pushed off

BUSINESS AND SERVICE PROVIDERS

- Where do you like to shop at or go to services?
 - Whole Foods; El Chico; Dollar Store; Safeway; Pacific Super; Super Store; "go-to restaurants"; Bars; AJ's barbecue

- Aspirational statement:
 - Thriving for whom? For community? For certain people? I want to make sure it's the community and not just certain people.
 - Thriving for how long? For how long do you want to sustain it? If we invest in people who have been here for many generations, then they are more invested; younger business people or newer people less likely to stay
 - Collect data on longest standing businesses; who has own; demographics and demographics served; have they raised families here? Which businesses have come and gone and why?
 - What kinds of businesses? I like Target, but I don't want a Target on the street; big retail could completely change the dynamic of the n'hood
 - How can we further celebrate our community? Especially existing businesses. Show new people in the businesses that we have pride in our community.
- There's not that much Filipino food here like there used to be; AJ's barbecue is great
- If you build it, they will come, especially from our backgrounds; our families buy and seek food that remind them of home
 - We go to Manila Oriental bc it's the closest thing that reminds them of home, but if there's another place that pops up and offers fresh produce, they will go there
 - It's important to eliminate other unhealthy options for our families that are already headed in an unhealthy direction
- Community gardens and farmers markets; I go to Alemany and that's hard to get to
- What's missing?
 - Night market! Undiscovered.
- Service providers
 - Need mental health service; HIV clinic; expanded health services
 - We know people who are on board on Mission N'hood health service; increase in zip codes going to other clinics bc they cannot accommodate
- Used to have an Open Mic spot for younger folks
- Community and creative space
- Eric Quesada
- What's happening with the car barn?
- Improvements?
 - Concern with new developments; can existing businesses stay here? Salad place nearby rent just went up
- Strategies
 - Apply for legacy business status like in Calle 24
 - Preserve businesses already here; workshops for how to get loans, if you don't the spot you're in, how do you make rent?
 - Pipeline: students and younger folks with business aspirations—corridor has many empty storefronts, can we get students to take over these spaces? Can city allocate spaces for those people? Incubators!

- Do not have a short-sighted business plan; should extend into future for future generations

LAND USE AND HOUSING

- What does your ideal Excelsior look like?
 - 100% affordable housing
 - No new neighbors unless they come here to help us; we need family—not vultures
 - If people want it to come to Excelsior, I want it to remain the last n’hood untouched; if we plan for infrastructure, I want community members and educators involved in what it’ll look like; what does the next generation like? If we’re going to be thriving, we’re going to be the last of the culture of SF—showcase leaders, artwork, murals on sites from the people
- What we’ve heard is that 100% affordable housing is only possible with market rate—can there be plans for allocating money from businesses to housing rather than keeping separate? Are there other options?
- When I think of development, I think of cranes
 - I don’t want to see this upzoned bc it comes with change of character in n’hood
 - If we are going to increase density, it has to be something added to benefit community; I fear what will happen at Safeway-Valenti site
 - I don’t know if there are many PDR jobs around here
 - I don’t want to see it change that it’s mainly residential here
- Create first priority for folks who have been living here + n’hood preference; when landlords leave, tenants have nowhere to go and not everyone is educated on right of first refusal—how can we do education with residents here to understand their options to stay?
- I’m seeing many older seniors living in houses by themselves; are there workshops and ways to let people know you can use your house in certain manners; many unregistered units—are there ways to educate and offer services to people who do want to turn unregistered units up to par that can bring the space into an actual living space; too many roadblocks in place for people who want to change things in their home; cultural competency
- Aspirational statement:
 - Include “long term residents”
 - Are there ways where landlords can unjustly raise rents? Limiting rent unjust increases; more tenant protections
 - Preventative education so landlords also know that their tenants are knowledgeable; can we equip tenants even more?
 - Branding that can be used to show the Excelsior is not a random community; this is NOT the “Mission stepbrother”; something like “I am Bayview”

Misc.