

**Excelsior & Outer Mission Neighborhood Strategy**  
Working Group  
Full Working Group

**Date:** Wednesday September 13, 2017

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**Staff Facilitators:** Rachael Tanner, San Francisco Planning Department; Jorge Rivas, Office of Economic and Workforce Development

**Notes taken by:** Rachael Tanner, San Francisco Planning Department | Graphic Notes, Nevada Lane, Lane Change Consulting & Working Group member

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Attendance:

***Working Group Participants***

Allyson Ritger  
Anton Jaber  
Charlie Sciammas  
David Hooper  
David Latterman  
Faye Lacanilao  
Jason Serafino-Agar  
Katherine Taylor  
Kabir Seth  
Lea Sabado  
Lisa Hartmayer  
Mel Flores  
Nevada Lane  
Andrea Ferrucci  
Summer Kiode  
Susan Lam

***Partner Agencies & Organizations***

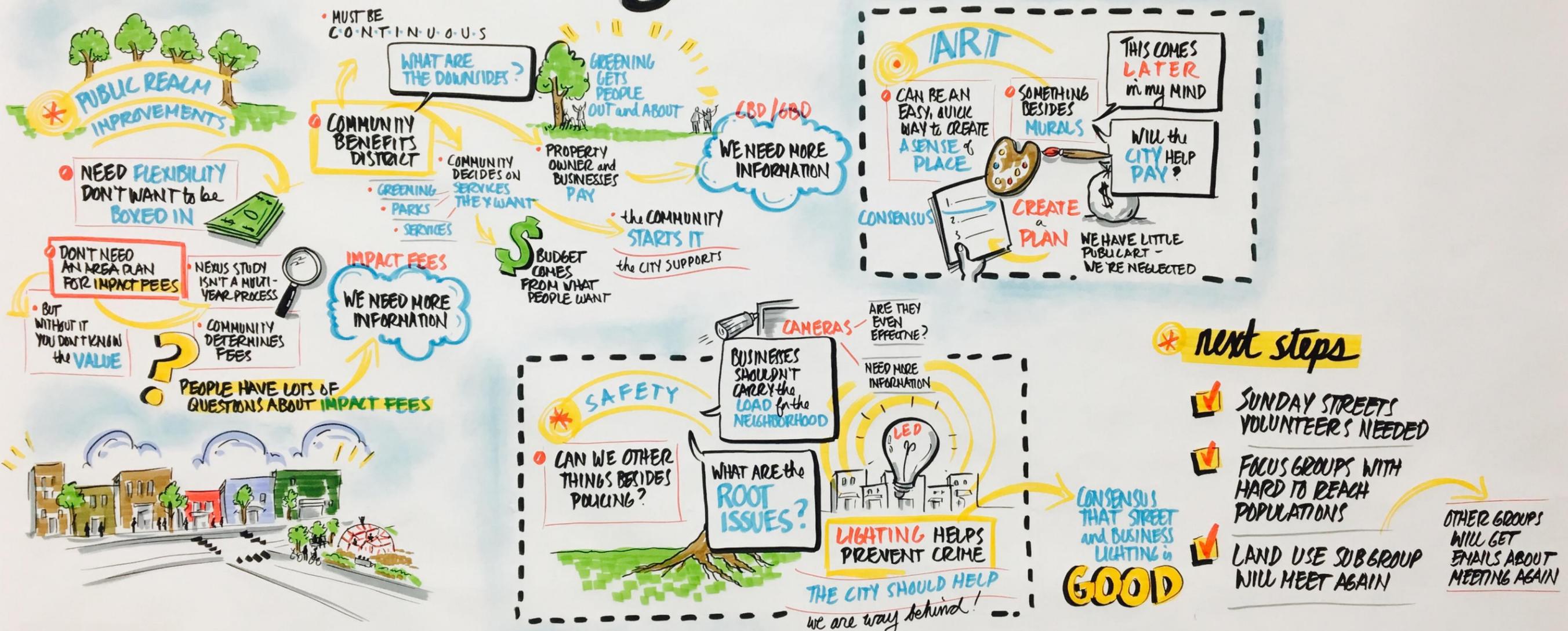
Stephanie Cajina, Excelsior Action Group  
Suha Sandoval, Aide to Supervisor Ahsha Safai  
Nick Smith, SFMTA  
Kelli Rudnik, SFMTA  
Seung Yen Hong  
Susan Exline

**Members of the Public**

Linda D'Avirro  
Joelle Kenealey

**EOMWG**  
**SEPT. 21, 2017**

# FULL Working GROUP



## Notes

- **Welcome and Introductions**
  - All present introduced themselves.
  - Attendees invited to make a name plate, sign in.
  
- **Purpose of Meeting**
  - Rachael Tanner explained the purpose of the meeting, aided by a PowerPoint Slide.
  
- **Dot Activity**
  - Each attendee was provided with sticky dots and asked to walk around the room and read a variety of strategies and goals.
  - For goals, attendees could mark that they (1) Support this goal (2) I would support this goal with some modifications or information (3) I do not support this goal
  - For strategies, attendees could mark (1) Generally, I recommend this strategy, (2) I would recommend this strategy with some modifications or more information, or (3) I do not recommend this strategy.
  - As the ultimate neighborhood strategy is a collaborative effort between the City and community, staff could use small green dots to indicate their recommendations.
  - Participants completed the activity.
  
- **Moving from Consensus to Dissonance**
  - Nevada Lane, working group member, began visual note taking.
  - **Goal: “Develop a stable and secure source of funds to construct, maintain, and enhance public realm improvements.”**
    - Discussion
    - Generally there is support for this goal.
    - Community Benefits District & Green Benefits District & Impact Fees
      - Each of these is a mechanism to raise ongoing funds or capital funds for improvements in the neighborhood commercial district.
      - Community Benefits District (CBDs)
        - Property owners within an identified geography levy a voluntary assessment (or tax) on their properties that generate funds to pay for a number of specifically enumerated services. In some CBDs, the services center around cleaning, others have social service components.
        - The Office of Economic and Workforce Development has staff that assists with CBD formation.
      - Green Benefits District (GBD)
        - Very similar to the CBD concept (above), Green Benefits Districts also levy an assessment (tax) that support the public realm by providing additional maintenance and capital

- improvements to parks, sidewalks, and open spaces w/in a designated area.
  - Administered by the Department of Public Works.
- Impact Fees
  - Impact fees are fees paid by real estate developers when new housing or other real estate properties are developed (such as building of new apartment complex, new offices, etc.). Impact fees are designed to off-set the impact of new residents or workers will have on an area.
  - Impact fees tend to fund capital improvements, such as a park.
  - Impact fees are calculated using a “nexus study” that outlines the relationship between the development and its impacts, ultimately arriving at a dollar amount paid by developers.
  - Impact fees typically accompany zoning changes that increase the capacity or intensity of development on a property.
- Overall, there was great interest in the group from learning more about these funding mechanisms. Agreement to learn more.
  - There was expression by an attendee that that neighborhood should not pay additional taxes for services they should receive from the city.
- **Goal: “Increase feeling of safety in the corridor and reduce incidents of violence.”**
  - Discussion
    - Generally this is ok, but we need to make sure that safety doesn’t equal just policing. Having more police won’t prevent crime and might make some people less safe.
    - What are some of the root issues of crime and violence? Address those.
    - **Strategy: “Increase safety by encouraging businesses to install security cameras. Provide funding & technical support.”**
      - What is the effect of cameras?
      - A property owner shared that they can be effective to deter crime
      - Concerns about privacy prevented cameras from being installed on more public streets. That happened several years ago in SF
      - In light of that information, it was suggested that cameras can be installed by the businesses
      - Businesses might need advice in learning how to set up cameras, which ones to purchase etc.
      - The businesses may also share their footage with police and each other to help use the information from the cameras to address issues.
    - **Lighting**
      - **Consensus was reached: Pedestrian and street lighting is recommended and should be pursued.**
        - **This included pursuing new LED streetlights from the PUC**
        - **This included encouraging shop owners to install sidewalk facing lighting as well.**

- Lighting can help prevent crime.
- **Goal: “Use art and design to create a sense of place that reflects and reinforces the character and identities of the area.”**
  - **Consensus was reached: Develop a public art plan that, integrates with the public realm plan, to identify areas for art within each node. (This could be integrated into the public realm plan).**
    - It was noted that the public art plan could include other strategies, specifically (1) consider a wide variety of public art types and (2) consider art that is unique.
  - An attendee noted that district 11 has the lowest amount of public art of any district, if looking at the Arts Commission map of public art.
  - In fact, the EAG has to attend an Arts Commission meeting regarding the Ever Upward sculpture.

### *Next Steps*

- Seeking volunteers for Sunday Streets, Oct 1 from 11 am – 4 pm
- Focus groups for hard-to-reach populations
- Land Use & Housing group wants to meet again; other subgroups should discuss if they would like to meet again.