

**Excelsior & Outer Mission Neighborhood Strategy**  
Working Group  
Land use & Housing Subgroup

**Date:** Thursday October 19, 2017

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**Staff Facilitators:** Rachael Tanner, San Francisco Planning Department

**Notes taken by:** Rachael Tanner, San Francisco Planning Department

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Attendance:

***Working Group Participants***

Faye Lacanilao  
Charlie Sciammas  
Alan Leung

***Partner Agencies & Organizations***

Stephanie Cajina, Excelsior Action Group  
Suhagey Sandoval, Aide to Supervisor Ahsha Safai

***Project Staff***

James Pappas, Planning Department  
Jorge Rivas, Office of Economic and Workforce Development

***Members of the Public***

Theodore Randolph

**Notes**

**Welcome & Introductions**

All present introduced themselves.

**Progress to Date**

Brief review of meetings of Working Group to date.

**Diving Deep into Land Use & Housing**

- Reviewed proposed schedule for a 4-part series discussing Land Use & Housing. The discussion of the proposed schedule and topics included items that those present wanted to know more about as well as other ideas for the series.
  - Pro-forma – There is interest in understanding what housing calculations look like to get an idea of what happens when housing costs are calculated.
  - At the same time, there was a desire for simplicity and for understanding enough so that the group can make informed recommendations. The Working Group doesn't need to become experts in the topics.
  - Together, this represents a balance between providing information while also keeping it high level so the conversation can be around the best strategies.
  - One measure of accessibility could be "Can I explain this to my 8 year old daughter?"

- Suggestion to have interactive presentations, guest speakers, videos if possible, and visual aids.
  - One informative and inspirational video could be the Dudley Street Neighborhood Initiative. Perhaps can be watched together or a link sent out.
- Perhaps some case studies, sometimes these could come from the Mayor's Office of Housing & Community Development, if there are relevant examples. Alan Leung offered to share some case studies that he has.
- Perhaps having someone from BRIDGE who can talk about tax credits.
  - Are there barriers to tax credit projects being built?
  - One member suggested it seemed many more tax credit projects are built in other markets.
- What is the goal of this process and these sessions?
  - At the end of the sessions, we will have identified land use & housing goals and strategies to realize those goals.
  - Strategies that will emerge from this process including: (1) policies (2) programs (3) design (4) financing tools (5) zoning changes.
  - Along the way at each meeting, we will get closer and closer to identifying goals and strategies.
- Participation
  - While there is excitement about the series and process, it is also hard to always be present. Are there ways for virtual participation?
  - Perhaps we can investigate the use of Skype or video recording at the meetings.
  - Can sessions be recorded somehow?
  - Have a balance of gov't and non-gov't speakers.
    - Some could be from affordable housing, case managers, others with experience in the topic areas.

### Process Improvement

- Discussion on how the process can be improved as we continue to meet.
- Getting input from groups of people who may not be present is important; getting feedback from different populations.
- Focus Groups
  - There is caution to ensure focus group participants can actually influence the outcomes of the process. At the same time, wanting to present to them clear sets of ideas that are understandable.
  - Partnering with local agencies to help facilitate will be important.
  - We should considering having focus group at a range of times because some voices may not be at the table because of the time of day meetings are held.
- More broadly, we can pursue online methods of getting the word out. Could also include text messages, or other systems of communication
  - The SFMTA was able to have a text messaging campaign. Might be something to investigate.
- As far as the timeline, the extended timeline could be sent out to the broader community.
- City Budget

- The budget process would be good to understand. By understanding the budget timeline, the Group can understand how our decisions relate to making requests in the FY18-19 Budget.
- Request to send out something on how the budget process works.
- Resources about the budget process can also be shared with the full Working Group
- This could incentivize the Group to move forward on “low-hanging fruit” that can be part of the upcoming budget.