INTRO/Ice Breaker

- Started with a “3 words that describe Excelsior” exercise. The common responses were:
  - Food
    - Popeyes
    - Burritos
    - Little Caesers
    - Fast food restaurants
  - Blight:
    - Litter
    - Bird Poop
    - Gum
  - Diversity of cuisine, culture, language
  - Home, families
  - Transportation
    - Lots of buses
  - Lively, vibrant
    - McLaren Park
  - Sometimes scary

MOBILITY

How did you get here today?

- 6 took the bus
- 1 got a ride
- 2 walked

Experience with riding muni:

- Felt safe
- Free clipper for youth
- Sometimes feels “fishy”
  - Weird people “doing something” in the back of bus
- Long waits, really frustrating
- Buses drivers getting on and off
- Sometimes the bus does not work, causes delays in getting to school on time
- Dirty: trash build-up
- Too packed: there should be more buses during busy hours
- 29 bus picks up students all at the same time
  - 29R/ 29X
  - Should be a double bus
  - Reserve afterschool buses just for students
  - Times should match up so that if you have to catch a connecting bus you wouldn’t have to wait over 30 minutes (54 to 29)

Experience walking:
- Felt safe, lots of crosswalks.
- Lots of things to look at
- No homeless people on streets
- Wide sidewalks
- Sometimes dark, needs more streetlights.
  - Alleyway behind Burger King
- Unusual people
- **Dirty**
  - Gum on the ground.
  - Consider putting signage to reinforce littering policy
  - More garbage cans on streets
- **Evening/ Night:**
  - Girls agreed that they try not to go out late at night
    - Walk super fast when they *do* go out at night to avoid people
  - People are the main issue

Experience driving:
- J-walkers
  - Raise awareness to look where you’re going if you *are* going to J-walk
- Parents usually don’t drive them to school, have to bus
- Double-parking
  - Already not many lanes
  - Hard for people to get where they want on time
- Parents avoid driving on Mission St. except for freeway
  - Drive on more residential streets
  - Flow of traffic
    - More stop lights on Mission st.

Biking:
- Many more bike lanes in neighborhoods closer to downtown
  - Barely see any bikers in Excelsior, no bike lanes
- Dangerous
• Hilly, steep slopes
  o Tiring to bike uphill
• Don’t like people skateboarding on the sidewalks, wheels shouldn’t go on the sidewalk
  o Maybe consider allowing skateboarding on bike lanes

**Working Group’s Aspirations:**

• Everyone agreed with the vision statement
• “More inviting” too general but addresses all of the previously mentioned issues (cleaning the streets, more street lights, etc.)

**PUBLIC REALM**

Where do you hang out in the neighborhood?

• Mission/Silver region
  o Close to home and take the bus there
• Excelsior library
  o Safe
• Restaurants:
  o Mr. T’s café:
    ▪ By friend’s house
    ▪ Near the bus routes, more convenient
  o Popeyes
    ▪ Safe: indoors, populated
• Mission Street, closer to Persia: more shops
• Geneva has become scary:
  o Gunshots, Barber shop
• Dollar store
  o Everyone is minding their own business
• Walgreens
• Little Caesars

Why don’t you hang out in other spaces in the neighborhood?

• Friends live mostly in Sunset/Richmond
• Not convenient
  o Not near bus stops
• Not appealing
  o No need to shop there
• Not eye-catching
• Feels dirty
• “Vibe of the neighborhood is not that good”
● Attributes this to both the people and the built environment

● Language barrier/ Cultural inaccessibility:
  o Some stores only speak Spanish
  o Comfortable with mainly english stores

● Some places are just unknown
  o Not many recommendations (unheard of on Yelp)

Common Theme:

● Students hang out where the bus stops are located

Where do you hang out outside of the neighborhood?:

- Stonestown
  o Shops
- Japantown
- Richmond/Sunset
  o Where their school is near
  o Lots of stores on Irving st.
- Ingleside (Ocean ave.)
  o Whole Foods, Quicklys
- San Bruno Ave
  o Restaurants, Boba places
- Downtown
  o Shopping, Food
- Chinatown
  o Family lives there
  o Shopping
- Fisherman’s Wharf

Do you feel welcomed in the Excelsior?:

- Neutral, people usually don’t say hello
  o Strangers to people living in their neighborhood
- Social Networks
  o “Most of my friends do not live in the Excelsior, so have to leave to socialize”
    - Only one that lives in the Excelsior
- Prefers the “vibe” of downtown:
  o More music, entertainment; more things to do
- Lack of Cleanliness:
  o Litter buildup
  o Graffiti problem
  o Dumping in trash cans (trash cans already full)
    - Trash all around trash cans on floor
  o Cigarette butts
• Roads:
  o Cracked
  o Unattended to after accidents

What’s good about spaces in the Excelsior?:

• Never feels lost here. Knows her way around.
• Few drug stores - i.e. Cannabis
• Likes public spots - “Persia Triangle”
  o Can sit on benches, hang out with friends there
• Great parks: large, green, spacious

**Working Group’s Aspirations:**

• All agree

**BUSINESS AND SERVICE PROVIDERS**

What is missing?

• More cafes, spaces to hang out
  o Mostly restaurants in Excelsior
  o Quiet place where you can sit and buy food
• Mr.T’s
  o Boba!
  o Too small, crowded
• Diversify the food options:
  o Ramen, Korean bbq
• Greater variety of shopping options:
  o Clothing, home goods
  o Too many grocery stores

What businesses does your family leave to shop at?

• Chinese markets: language barrier
  o Shop at Manila Market in Excelsior since workers speak Chinese
• Variety of produce
• Costco: can buy products in bulk

What services do you use in the Excelsior?

• Balboa Teen Health Clinic
  o Good for community, wellness center for youth
• A lot of people offering programs in schools

Programs:

• Lincoln: don’t really hear about any programs in Excelsior, but hear about programs in Sunset
“Not many programs in the Excelsior neighborhood”
Centered around the Excelsior library
Programs mostly offered by school
What stores/services are missing:

- Should be more businesses dedicated to extracurricular activities
  - Arts & cultural centers
  - Private lessons (music, dance)
- Most of those are in the Mission or Richmond
- Retail, supplies, clothing
  - Only have Walgreens or Dollar store here
- Food banks
  - Balboa is introducing a food bank, with cooking classes

**Working Group's Aspirations:**

- All agree with the Working Group’s vision statement for a “thriving commercial corridor.”

**LAND USE AND HOUSING**

Impressions of housing in the Excelsior:

- Too expensive
  - Neighboring house is starting at 1 mil.
- Enough Housing
  - Not much homelessness
  - But prices are just too high
- More affordable housing
  - Should build more apartments (affordable)
- Landlords should be more responsible, less abusive
- Multi-family dwellings
  - People rent out basement rooms/ADUs
- Ground-floor commercial space (like Ocean, Ingleside)

What does your “ideal neighborhood” look like?

- “Looks like Westfield” has every shopping option
- More spacious buildings
- More greenery, trees on sidewalks, parks & gardens
  - More colors
- Movie theater
- Cleaner streets and stores/restaurants
- Street fairs, cultural events, gatherings that would get people outside & meeting each other
  - Sunday Streets, lots of people in the neighborhood meeting and bonding
- Faster/more transportation
• Stationary shops
• “would look like a suburb”
  o Bigger housing
  o Responsible residents: taking care of their own space
• More recreational spaces (courts and parks)
  o Badminton

Misc.