



NEIGHBORHOOD STRATEGY

Excelsior Outer Mission Neighborhood Strategy

Youth Focused Conversation Notes

July 18th, 2018 11:30pm to 2:00pm

Excelsior Works!

INTRO/Ice Breaker

- Started with a “3 words that describe Excelsior” exercise. The common responses were:
 - Food
 - Popeyes
 - Burritos
 - Little Caesars
 - 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
 - Tiring to bike uphill
- Don't like people skateboarding on the sidewalks, wheels shouldn't go on the sidewalk
 - 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
 - Close to home and take the bus there
- Excelsior library
 - Safe
- Restaurants:
 - Mr. T's café:
 - By friend's house
 - Near the bus routes, more convenient
 - Popeyes
 - Safe: indoors, populated
- Mission Street, closer to Persia: more shops
- Geneva has become scary:
 - Gunshots, Barber shop
- Dollar store
 - 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
 - Not near bus stops
- Not appealing
 - 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:
 - Some stores only speak Spanish
 - Comfortable with mainly English stores
- Some places are just unknown
 - 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
 - Shops
- Japantown
- Richmond/Sunset
 - Where their school is near
 - Lots of stores on Irving st.
- Ingleside (Ocean ave.)
 - Whole Foods, Quicklys
- San Bruno Ave
 - Restaurants, Boba places
- Downtown
 - Shopping, Food
- Chinatown
 - Family lives there
 - Shopping
- Fisherman's Wharf

Do you feel welcomed in the Excelsior?:

- Neutral, people usually don't say hello
 - Strangers to people living in their neighborhood
- Social Networks
 - "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:
 - More music, entertainment; more things to do
- Lack of Cleanliness:
 - Litter buildup
 - Graffiti problem
 - Dumping in trash cans (trash cans already full)
 - Trash all around trash cans on floor
 - Cigarette butts

- Roads:
 - Cracked
 - 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"
 - 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
 - Mostly restaurants in Excelsior
 - Quiet place where you can sit and buy food
- Mr.T's
 - Boba!
 - Too small, crowded
- Diversify the food options:
 - Ramen, Korean bbq
- Greater variety of shopping options:
 - Clothing, home goods
 - Too many grocery stores

What businesses does your family leave to shop at?

- Chinese markets: language barrier
 - 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
 - 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”
 - Bigger housing
 - Responsible residents: taking care of their own space
- More recreational spaces (courts and parks)
 - Badminton

Misc.