

**EXCELSIOR
OUTER MISSION**

NEIGHBORHOOD STRATEGY

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OUTREACH ACTIVITIES

OUTREACH ACTIVITY	DATE	LOCATION
Kick Off	May 5, 2017	Community Assembly of God
Survey	May 5, 2017 to July 31, 2017	Online, in person/hardcopy
Popup Workshops	May - June 2017	
MYEEP x 2		
Calvary Baptist Church		
Community Assembly of God		
Cayuga Community Connectors		
Vision & Challenges Workshop Report	July 2017	
Existing Conditions Report (draft)	August 2017	
Working Group Meetings	July 2017 – July 2018	
Sunday Streets	October 2017	
Sunday Streets	March 2018	
Focused Conversations	July 2018 - Sept. 2018	
Monolingual Chinese	July 2, 2018	Excelsior Works!
MYEEP Youth	July 18, 2018	Excelsior Works!
Monolingual Chinese Merchants	July 24, 2018	Excelsior Works!
PODER Youth	July 25, 2018	Calvary Baptist Church
Monolingual Spanish x 2	July 26, 2018	Excelsior Works!
Filipino Community	August, 2018	Filipino Community Center
Spanish Merchants	Sept. 2018	EAG

STUDENT AND INTERN PROJECTS

PROJECT	UNIVERSITY	DATE
Analyzing Data Regarding Business on the Commercial Corridor	San Francisco State Students	Fall 2017
Considering Transit Options	YPLAN	Spring 2018
Activation of the Persia Triangle	Minerva University	Spring 2018
Feasibility of Home Expansion	UC Berkeley	Spring 2018
Existing Conditions Report	Intern	Summer 2017
Business Mix & Commercial Challenges Report	Intern	Summer 2018

VISION & CHALLENGES

WORKSHOP REPORT

**EXCELSIOR
OUTER MISSION**

NEIGHBORHOOD STRATEGY

PROJECT OVERVIEW

The Planning Department and the Mayor's Office of Economic and Workforce Development invite you to discuss the future of the Excelsior & Outer Mission Neighborhoods.

The Excelsior & Outer Mission Neighborhood Strategy (bounded by the I-280 on the north and west, McLaren Park on the East, and Daly City on the South), will develop a vision for improving and enhancing the Excelsior, Outer Mission, Mission Terrace, Crocker Amazon, and Cayuga neighborhoods. The Strategy will strive to maximize the benefits of ongoing and future projects, working toward making the area an even better place to live and visit.

This neighborhood-level visioning process requires ongoing dialogue between City officials and community leaders, residents, students, service providers, property owners, and others to consider practical approaches to implement the necessary public improvements and investments.

Please join us and be a part of the conversation about your neighborhood's future.



PUBLIC WORKSHOPS

Public workshops were held to get feedback and ideas from the Excelsior community, to define goals, priorities and strategies for the neighborhood's future.

The community feedback in this report was compiled from the following workshops in 2017:

Kickoff Meeting (May 6)

Mayor's Youth Employment and Education Program [MYEEP] (June 29-30)

Mission YMCA (July 5)

Calvary Baptist Church (July 9)

Community Assembly of God (July 9)

Seniors' Cayuga Community Connectors (July 19)

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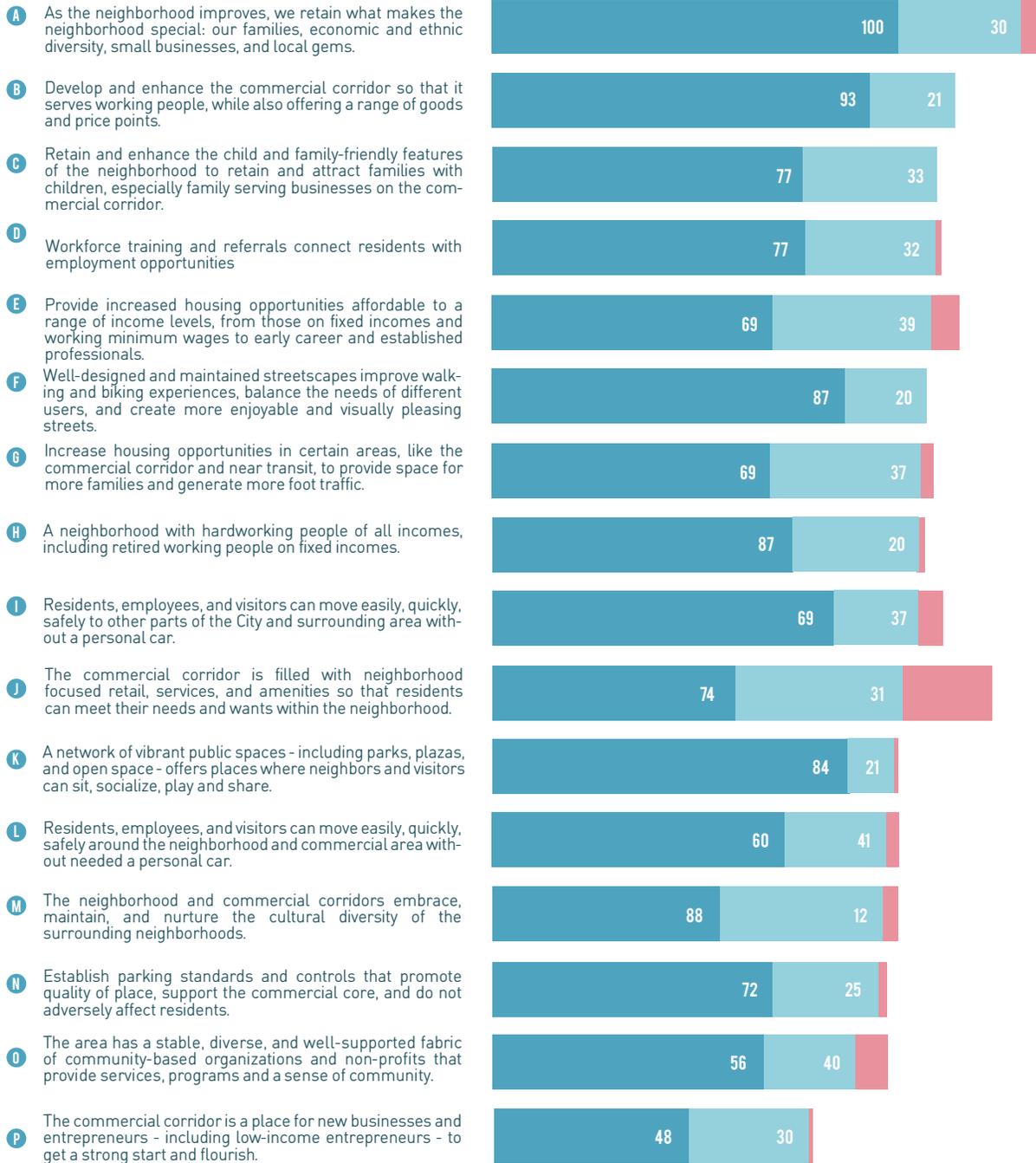
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VISION / VISIÓN / 視力 / VISION

Workshop participants were asked to place a dot beneath each aspirational statement, indicating their support for the statement. Participants were asked: do you want this statement to be true about the project area? What aspirations would you add?



I support this statement
 I support this statement with some modifications or specifications
 I don't support this statement

** See translations on page 14

TOP 6 Vision Statements

1. As the neighborhood improves, we retain what makes the neighborhood special: our families, economic and ethnic diversity, small businesses, and local gems.

Community members said “what make this place special in San Francisco is its race, class and gender diversity”. They asked to “keep the neighborhood affordable and diverse”, to “stabilize” while also “thriving in change”.

2. Develop and enhance the commercial corridor so that it serves working people, while also offering a range of goods and price points.

Community members said “job shadowing and training for monolingual neighbors” and “culturally appropriate and inexpensive stores”.

3. Retain and enhance the child and family-friendly features of the neighborhood to retain and attract families with children, especially family serving businesses on the commercial corridor.

People drew links to housing, businesses and pedestrian safety, emphasizing “safe parking, street crossings and bike lanes for families” and “support for family-serving orgs and businesses with mixed-used and affordable development”.

4. Workforce training and referrals connect residents with employment opportunities.

Community members suggested increasing jobs for both youth and older workers, as well as cultural and linguistic workforce training.

5. Provide increased housing opportunities affordable to a range of income levels, from those on fixed incomes and working minimum wages to early career and established professionals.

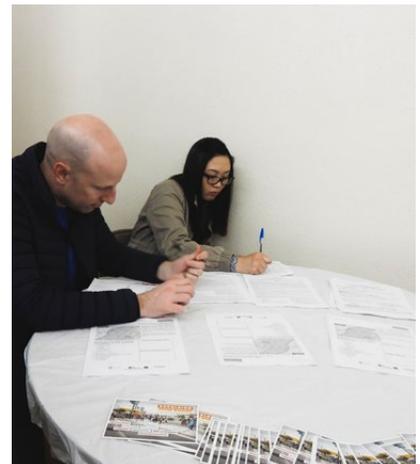
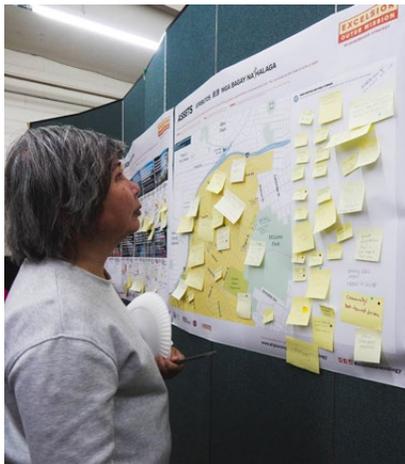
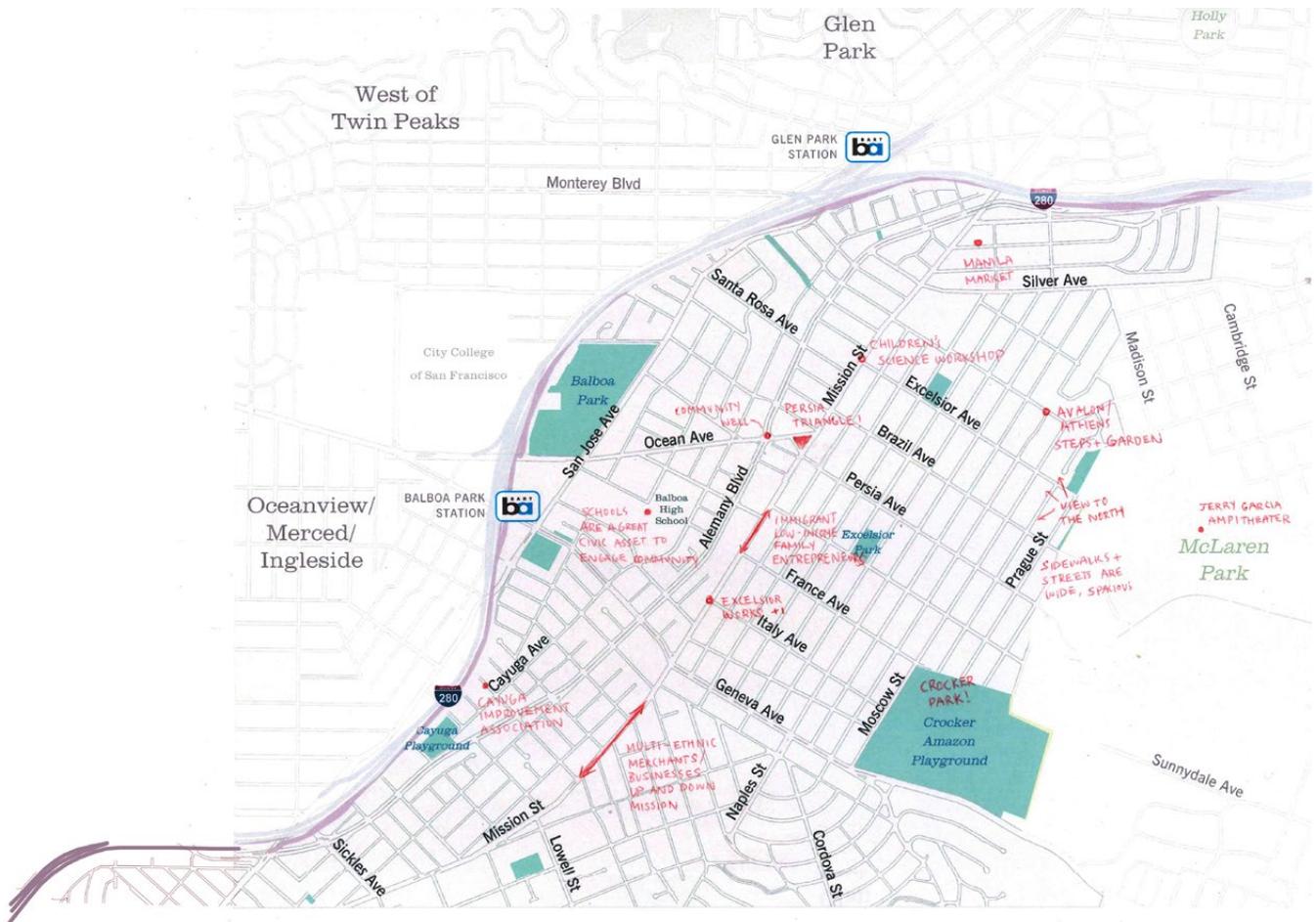
Community members emphasized the need for affordable and mixed-income housing. People articulated need for a navigation center, and for housing opportunities to be tied to mass transit improvements.

6. Well-designed and maintained streetscapes improve walking and biking experiences, balance the needs of different users, and create more enjoyable and visually pleasing streets.

Community members emphasized the need for safe bike paths and parking. Others said that streetscape improvements should “depend on the design aesthetic—must accurately reflect diversity of community”.

ASSETS / ATRIBUTOS / 資源 / MGA BAGAY NA HALAGA

What are the greatest assets within the project area? What makes this area unique? Things, places, organizations, and people you love.



"PEOPLE AND FAMILIES OF COLOR!"

"VIBRANT IMMIGRANT COMMUNITY"

"FARMER'S MARKET"

"PEOPLE OF COLOR"

"CULTURAL AND ETHNIC DIVERSITY!"

~~"REAL NEIGHBORHOOD FEEL"~~

"WORKING CLASS COMMUNITIES"

"FAMILIES!"

"REAL NEIGHBORHOOD FEEL"

"CAYUGA PLAYGROUND"

"LOTS OF KIDS!"

"CULTURE!"

"PROXIMITY TO TRANSIT IS BOTH AN ASSET AND A CHALLENGE"

"NEIGHBORHOOD ORGANIZATIONS"

"PUBLIC SCHOOLS! KIDS!"

"LOCAL NONPROFITS SUPPORTING THE NEEDS OF RESIDENTS"

"PUBLIC TRANSIT!"

"WORKING CLASS IMMIGRANT FAMILIES"

"SAFE NEIGHBORHOOD"

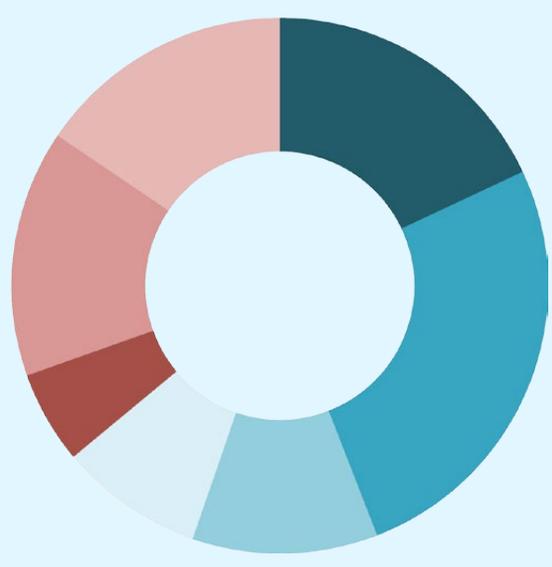
"GREAT NEIGHBORHOOD FEEL, LET'S KEEP IT THAT WAY."

"DIVERSITY, PEOPLE, BUILDINGS, HOUSES"

"COOL OLD-TIMERS WHO CONNECT THE NEIGHBORHOOD"

"PEOPLE AND FAMILIES OF COLOR"

GREATEST ASSETS



CATEGORY	COUNT
Diversity	29
Civic & community spaces	42
Community & culture	18
Local organizations	14
Families & children	9
Business mix	24
Transit	25

CHALLENGES / DESAFÍOS / 挑戰 / MGA SAGABAL AT HADLANG

What are the greatest challenges within the project area? What makes this area unique? Things, places, organizations, and people you love.



"KAILANGAN NG MAS MARAMING ABOT-KAYONG PABAHAY"

"LACK OF SUPPORT FOR HOMELESS POPULATION, WE NEED A NAVIGATION SYSTEM."

"TOO MANY PAVED OVER FRONT YARDS."

"STOP EVICTIONS"

"NEED AFFORDABLE HOUSING AND HEALTH PLAN FOR SENIORS, PEOPLE WITH DISABILITIES AND LOW-INCOME GROUP"

"JOBS+RESOURCES MAKE PEOPLE SAFE, NOT POLICING PEOPLE"

"KEEPING THE NEIGHBORHOOD AFFORDABLE - MORE LOW-COST HOUSING!"

"OVER-POLICED. POC TARGETED FOR PVSH OUT."

"STOP DISPLACEMENT + GENTRIFICATION OF EXCELSIOR"

"A LARGE POPULATION OF MONO-LINGUAL RESIDENTS WHO ARE DISCONNECTED DURING TIMES OF STRESS"

"ILLEGAL DUMPING"

"DANGEROUS INTERSECTIONS"

"NEED MORE SAFE BIKE LANES."

"GARBAGE!"

"UNDERUTILIZED STORE FRONTS"

"LACK OF PARKING ENFORCEMENT: CREATES UNSAFE INTERSECTIONS, PEDESTRIANS WALK IN STREETS, SIDEWALK PARKING."

"TOO MUCH SIDEWALK PARKING"

"PLEASE PROTECT LONG TIME BUSINESSES IN THE NEIGHBORHOOD!"

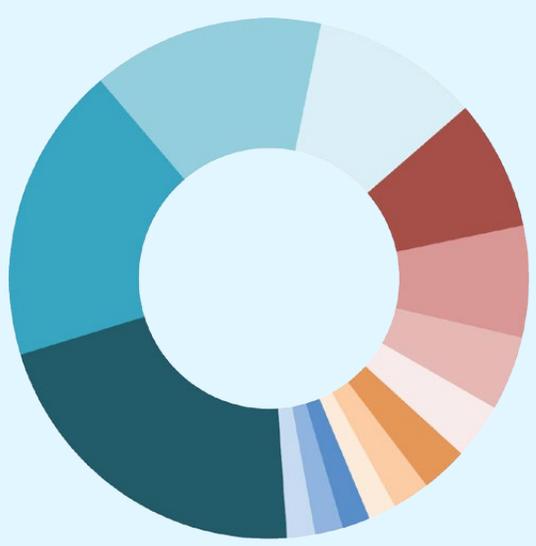
"LACK OF AFFORDABLE HOUSING FOR LOW-INCOME FAMILIES"

"NEED MORE TREES!"

"NOT ENOUGH STREET TREES, ESPECIALLY ON COMMERCIAL CORRIDOR!"

"WE NEED PUBLIC STORAGE SPACES FOR DISASTER RELIEF SUPPLIES."

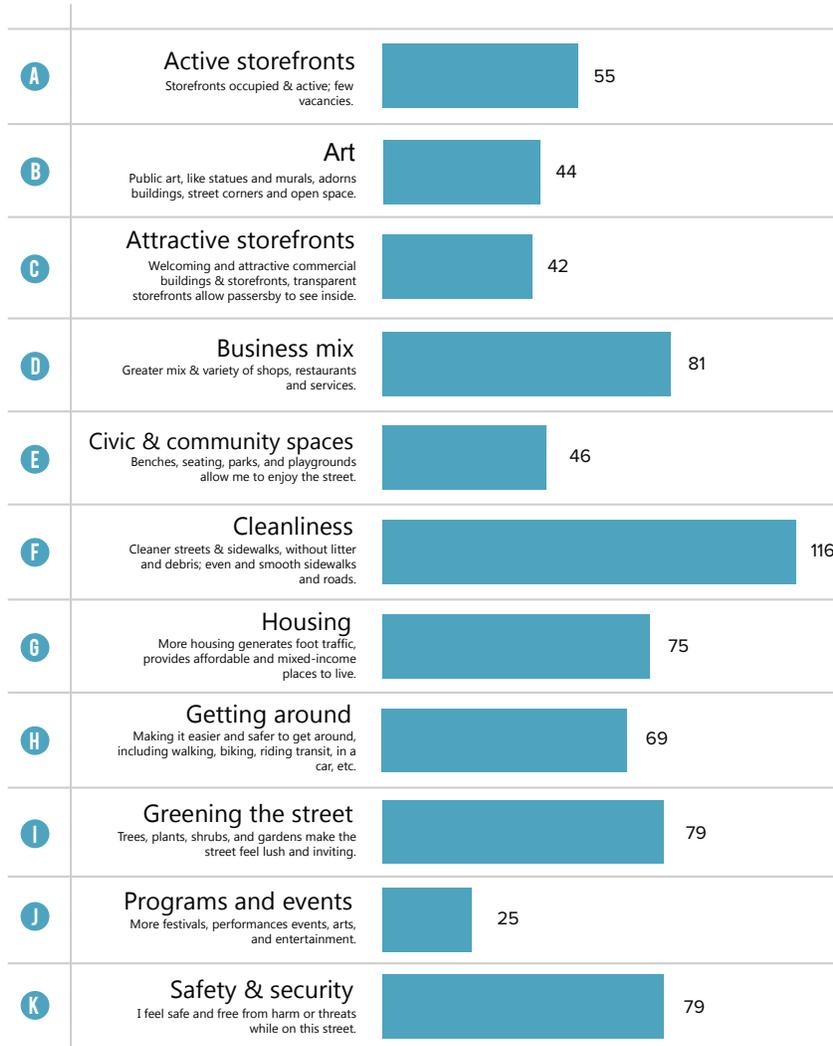
GREATEST CHALLENGES



CATEGORY	COUNT
Safety & security	37
Getting around	32
Cleanliness	25
Housing	18
Pedestrian & cyclist safety	14
Parking	12
Beautification	8
Access for vulnerable populations	6
Emergency preparedness	5
Business mix	4
Civic & community spaces	3
Renovations & maintenance	3
Traffic	3
Vacant storefronts	3

MISSION AVENUE

Workshop participants were asked: which of these items would most improve your experience of Mission Avenue?



TRANSLATIONS

- A** **ESPACIOS COMERCIALES ACTIVOS** Espacios comerciales ocupados y activos; pocos espacios vacantes
善用店舖 更多善用店舖；少有空置單位。
AKTIBONG MGA STOREFRONT Masigla ang Daanang Pangangalakal, iilan lang ang mga bakanteng tindahan.
- B** **ARTE** El arte público como estatuas y murales, adornan edificios, calles y espacios abiertos
美術藝術 公共藝術品，如雕像和壁畫、裝飾建築、街角美化、及開闊空間。
SINING Pangmadlang Sining tulad ng mga istatwa at ang mga mural sa mga gusali, kanto, tindahan o iba pang kabulusan.
- C** **FACHADAS COMERCIALES ATRACTIVAS** Edificios y fachadas comerciales gratas y atractivas, y fachadas transparentes que permiten ver el interior
吸睛店舖 招客和吸睛的商業建築和店舖，可令路過人士注意店內商品
NAKAKAHALINA ANG MGA TINDAHAN Kalugod-lugod at kaakit-akit na gusaling pangkalakal at tindahan; naaninang ng mga dumaraan ang mga tinitinda sa loob ng tindahan.
- D** **DIVERSIDAD DE NEGOCIOS** Mayor mezcla y variedad de tiendas, restaurantes y servicios
商業種類 更多種類的銷售、餐飲和服務業。
IBA'T IBANG KALAKAYAN Mga tindahan, restawran, negosyong paglilingkod o serbisyo.
- E** **ESPACIOS CÍVICOS Y COMUNITARIOS** Bancas, asientos, parques, patios de recreo permiten disfrutar de la calle
社區空間 長凳、座位、公園和遊樂場，讓我可享受街道。
PAMAYAN AT PAMBAYANG LUGAR Nakakagalak ang lansangan dahil sa mga bangko o luklukan, at ang mga parke o palaruan.
- F** **LIMPIEZA** Calles más limpias y aceras, sin basura y escombros; aceras y calles niveladas y lisas.
清潔情 更清潔的街道和人行道，沒有垃圾和廢棄物品，平坦和光滑的人行道和道路。
KALINISAN AT KAAYUSAN Malinis at walang kalat o yagit sa langganan; patag ang mga kalsada't bangketa.
- G** **VIVIENDA** Más viviendas generan tráfico peatonal. Proporcionar viviendas asequibles y de ingresos mixtos para vivir
住房情況 更多住房創造人行交通，提供可負擔的混合收入層居所。
PABAHAY Ang karagdagang pabahay ay karagdagang dumaraan. Dagdagan ang pabahay na abot-kaya't "mixedincome".
- H** **MOVILIDAD** Hacer que sea más fácil y más seguro moverse, incluyendo caminar, andar en bicicleta, montar en tránsito, en automóvil, etc.
進出本區 使進出本區更容易和更安全，包括步行、騎自行車、乘坐交通工具、乘坐車輛等。
PAGDARAAN Gawing madali at maligtas ang pagdaraan, kasama na ang paglalakad, pagbibisikleta, pagsakay sa bus o tren, pag-gamit ng kotse, atbp.
- I** **REVERDECIMIENTO DE LA CALLE** Árboles, plantas, arbustos y jardines hacen de la calle se sienta abundante y atractiva
綠化街道 樹木、植物、灌木和公園，使街道有蔥翠感和吸引力。
GAWING LUNTIAN ANG MGA KALYE Ang mga puno't halaman at ang mga hardin ay nakakaanyaya sa kalaguan, at bangketa, walang magkalat at mga labi.
- J** **PROGRAMAS Y EVENTOS** Más festivales, espectáculos, arte y entretenimiento
項目和活動 更多節慶、表演活動、藝術和娛樂。
PALATUNTUNAN AT MGA DIWANG Karagdagang pistahan, palabas dulaan, sining, at iba pang libangan.
- K** **SEGURIDAD** Hacer que se sienta seguro y libre de cualquier daño o amenazas, mientras en calle.
安全情況 當在這街道上，我感到安全和免受傷害或威脅。
KALIGTASAN Pakiramdam na ligtas ako sa perwisyo, banta o panankot sa daan o lansangan.

TOP 5

Cleanliness

Community members said “littering and debris on the streets”.

Business mix

Community members suggested greater parking availability should be tied to new businesses.

Safety & security

One person comments “need better lighting at pedestrian level, too many dark alcoves. Another asked “what does this entail? More policing?”

Greening the street

Many supported the comment “open, accessible green space!”

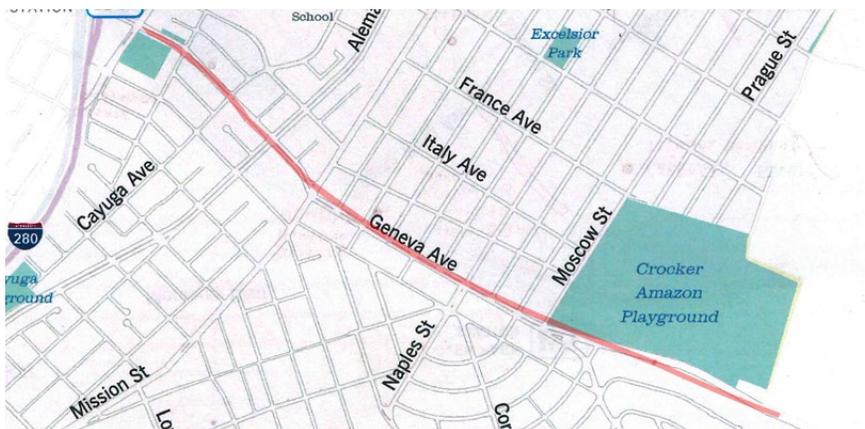
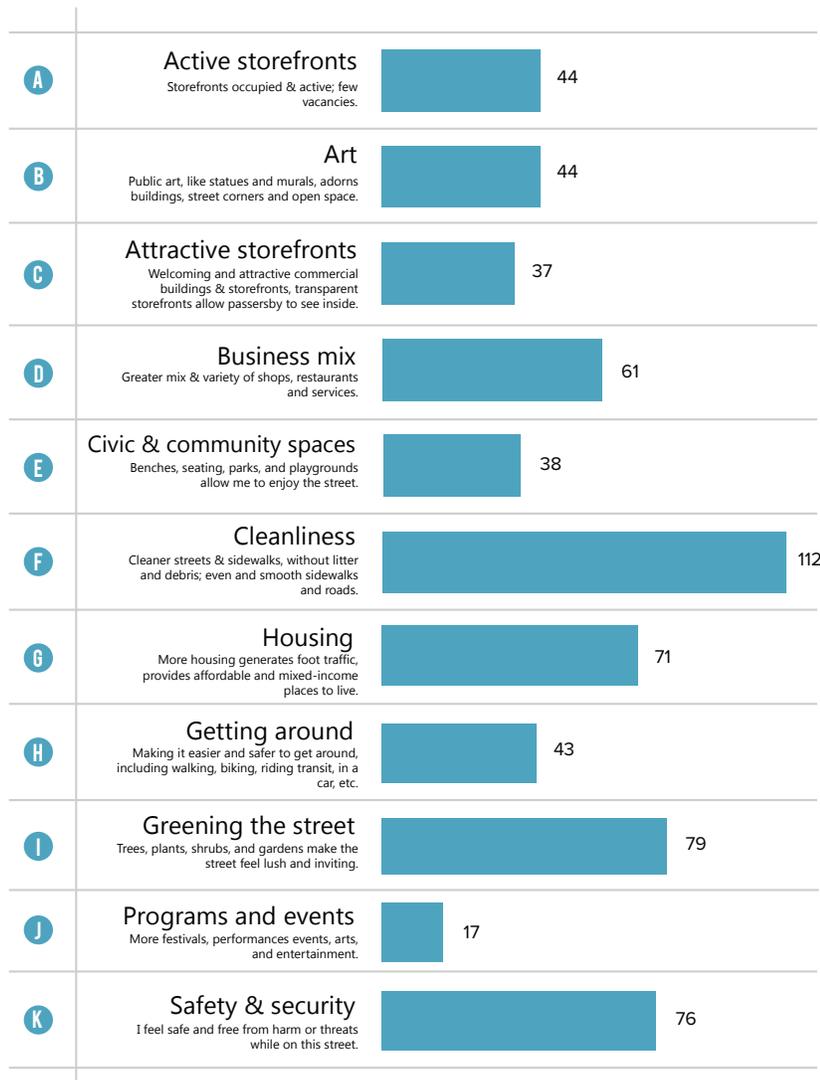
Housing

Community members stressed the need to “house people most in need” and “better solutions for low income families that leverage what’s in place”.



GENEVA AVENUE

Workshop participants were asked: which of these items would most improve your experience of Geneva Avenue?



TRANSLATIONS

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- J** **PROGRAMAS Y EVENTOS** Más festivales, espectáculos, arte y entretenimiento
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KALIGTASAN Pakiramdam na ligtas ako sa perwisyo, banta o panankot sa daan o lansangan.

TOP 5

Cleanliness

Community members stressed the need for “Illegal dumping enforcement” and “more garbage cans”.

Greening the street

One community member suggested more street plantings, a green ambassador for the neighborhood and enforcing front and backyard green space.

Safety & security

People articulated that more security “doesn’t mean over-policing”.

Housing

Community members had different opinions on housing—some stressed that “housing needs to be mixed income”, while others argued to “prioritize only affordable housing”.

Business mix

Some residents think there are “too many banks and nail salons” and were opposed to more MCDs. Other community members emphasized “stability for existing businesses”.



VISION

TRANSLATIONS

- A** A medida que el vecindario mejora, conservamos lo que hace a este vecindario especial: nuestras familias, la diversidad económica y étnica, y los atributos locales.
當鄰里改善時，我們保留鄰里的特色因素：我們的家庭、經濟和種族多元性、小型企業、及本地瑰寶。
Habang umiigi ang purok, pinapanatili natin ang mga bagay na katangitangi sa ang ating kapitbahayan – ang ating mga pamilya, ang sari-saring katauhan, kultura at pangkabuhayan, ang mga munting negosyo, at ang mga hiyas ng ating purok.
- B** Desarrollar y mejorar el corredor comercial para que sirva a los trabajadores, al mismo tiempo que ofrezca una variedad de productos y precios.
發展和強化商業走廊，使其服務勞動人民，同時提供一系列商品和價格點。
Iunlad at palakihin ang daanang pangkalakal upang ito'y sumisilbi sa mga pangangailangan ng mga manggagawa, habang lumalako sa iba't ibang uri ng tinda at halaga.
- C** Mantener y mejorar las características del vecindario, para niños y familias, para retener y atraer a familias con niños, especialmente los negocios que atienden a las familias en el corredor comercial.
保留和強化鄰里的兒童和家庭友好特點，以保留和吸引有子女的家庭，尤其是在商業走廊服務的家庭。
Ingatan at palakihin ang mga katangian ng kapitbahayan na pangpamilya't pambata upang ingatan at makaakit ng mga pamilyang may mga bata, lalo na ang mga negosyo sa daanang pangkalakal na sumisilbi sa mga pamilya.
- D** La capacitación laboral y las referencias conectan a los residentes con oportunidades de empleo.
連接居民和就業機會的勞動力培訓和轉介。
Isaangay ang mga nananirahan sa mga pagkakataong pang-trabaho.
- E** Proporcionar mayores oportunidades de vivienda asequibles a una variedad de niveles de ingresos, desde aquellos con ingresos fijos y salarios mínimos hasta profesionales comenzando su carrera y establecidos.
為一系列收入層增加可負擔住房機會，從固定收入和最低工資者至早期入職和資深專業者。
Karagdagang pagkakataong pabahay na abot-kaya ng iba't ibang kakanyahan – mula sa mga may nakatakdang kita o kumikita ng pinakamababang sahod hanggang sa mga profesional na may mas masaganang sahod.
- F** Las calles bien diseñadas y mantenidas mejoran las experiencias cuando se camina y usa bicicleta, equilibran las necesidades de los diferentes usuarios y crean calles más disfrutables y visualmente agradables.
優良設計和維持的街景，以改善步行和騎自行車的經驗、平衡不同使用者的需要、及創造更多可享受和可觀性的街道。
Ang mabuting disenyo at mantensiyon ng lansangan ay nakakabuti sa paglalakad o pagbibisikleta, nakakasapat sa mga pangangailangan ng iba't ibang tao, at nakalikha ng mas kalugodlugod at kasiyasyang tignang lansangan.
- G** Aumentar las oportunidades de vivienda en ciertas áreas, como en el corredor comercial y cerca de tránsito público, para proveer espacio para más familias y generar más tráfico peatonal.
在某些地區，如商業走廊和交通要點，增加住房機會；以提供空間給更多家庭和創造更多人行交通。
Karagdagang pagkakataong pabahay tulad sa mga sentro ng kalakal o kung saan malapit sa BART o MUNI, upang madagdagan ang mga pabahay ng mga pamilya at maparami ang mga naglalakad.
- H** Un vecindario con gente trabajadora de todos los ingresos, incluidos los trabajadores jubilados con ingresos fijos.
一個保有所有收入層勞動人民的鄰里，包括退休的固定收入勞動人民。
Isang kapitbahayan ng mga nagsisikap na katauhan at lahat ng hanapbuhay, kasama na ng mga retirado na may nakatakdang kita.
- I** Los residentes, los trabajadores del área y visitantes pueden llegar fácilmente, rápidamente y con seguridad a otras partes de la ciudad y sus alrededores sin un automóvil personal.
居民、雇員和訪客可以簡易、快捷和安全地進出市內其他地方和周邊地區，無需擁有私人車輛。
Ang mga naninirahan, mga nagtatrabaho at mga bisitang walang kotse ay maadali, mabilis at maligtas tumungo o mangaling sa iba't ibang panig ng San Francisco at ibang dako.
- J** En el corredor comercial abundan los negocios centrados en el comercio minorista, servicios y comodidades para que los residentes puedan satisfacer sus necesidades y deseos dentro del vecindario.
走廊充滿了鄰里為本的零售、服務和設施，讓居民在鄰里中得以滿足需要和欲求。
Ang daanang pangkalakal ay puno ng mga tindahan at serbisyo para sa mga naninirahan sa ganoon ay masasapatan ang kanilang mga pangangailangan sa loob ng purok.
- K** Una red de espacios públicos vibrantes - incluyendo parques, plazas y espacios abiertos - ofrece lugares donde los vecinos y visitantes pueden sentarse, socializar, jugar y compartir.
個充滿活力的公共空間網路--包括公園、廣場和開放空間--提供鄰居和訪客可以憩坐、交誼、玩耍和分享的地方。
Ang masiglang pangkat ng mga pambayang lugar – tulad ng mga parke, plasa and kabulusan -- ay nagbibigay ng mga lugar at luklukan kung saan maaring makibahagi, makipagkwentuhan, at maglaro ang mga magkakapitbahay.
- L** Los residentes, los trabajadores del área y los visitantes pueden moverse con facilidad, rapidez y seguridad por el vecindario y el área comercial sin necesidad de un automóvil personal.
居民、雇員和訪客可以簡易、快捷和安全地在鄰里和商業區之間活動，無需擁有私人車輛。
Ang mga naninirahan, mga nagtatrabaho at mga bisitang walang kotse ay maadali, mabilis at maligtas tumungo o mangaling sa iba't ibang panig ng purok at sa distritong pangkalakal.
- M** Este vecindario y sus corredores comerciales acogen, mantienen y nutren la diversidad cultural de los vecindarios aledaños.
鄰里和商業走廊包容、維護和培育周邊鄰里的文化多元性。
Ginagalang, inaalalay at inaalagaan ng purok at ng daanang pangkalakal ang sari-saring kultura ng purok.
- N** Establecer estándares y controles de estacionamiento que promuevan la calidad del lugar, apoyen el corredor comercial y no afecten negativamente a los residentes.
定立停車標準和監控，以促進地方素質、支援商業核心、及不會對居民造成反向影響。
Tumatag ng mga kautusan at ulirang pang-parking na nagtataguyod sa katangian ng lugar at kumakalinga sa daanan pangkalakal, at hindi sumasalaga sa mga naninirahan.
- O** El área tiene un tejido estable, diverso y bien apoyado de organizaciones basadas en la comunidad y organizaciones sin fines de lucro que proporcionan servicios, programas y un sentido de comunidad.
這地區擁有穩定、多元、支援的社區組織和非牟利機構，來提供服務、計畫和社區意識。
Ang lugar ay may matatag, sari-sari at may katig mula sa mga organisasyong pang-komunidad na nagbibigay tulong, serbisyo, at pandamdang ng komunidad.
- P** El corredor comercial es un lugar para nuevos negocios y empresarios — incluyendo a los empresarios de bajos ingresos — para obtener un fuerte comienzo y prosperar.
商業走廊是為新商業和企劃者而設的地方--包括低收入企劃者--可獲得強勁起步和蓬勃發展。
Ang komersyal na koridor ay isang lugar para sa mga bagong mga negosyo at negosyante - kabilang ang mga mababang-kita na mga negosyante - upang makakuha ng isang malakas na simula at umunlad.

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GENEVA SNACK STORE
HONEY GRAN
PAY BILLS
PHONE CARD
CIGARETTES
EBT
ATM
DAIRY PRODUCTS
BREAD
LOTTO

WELLS FARGO ATM

J&J Hardware
VALSPAR

DANIEL'S PHARMACY

ATM
BUS STOP SHELTER





EXCELSIOR

OUTER MISSION

NEIGHBORHOOD STRATEGY

Presentation to the City Planning Commission

December 21, 2017

San Francisco
Planning

 **SAN FRANCISCO**
Office of Economic and Workforce Development

 **INVEST
IN
NEIGHBORHOODS**

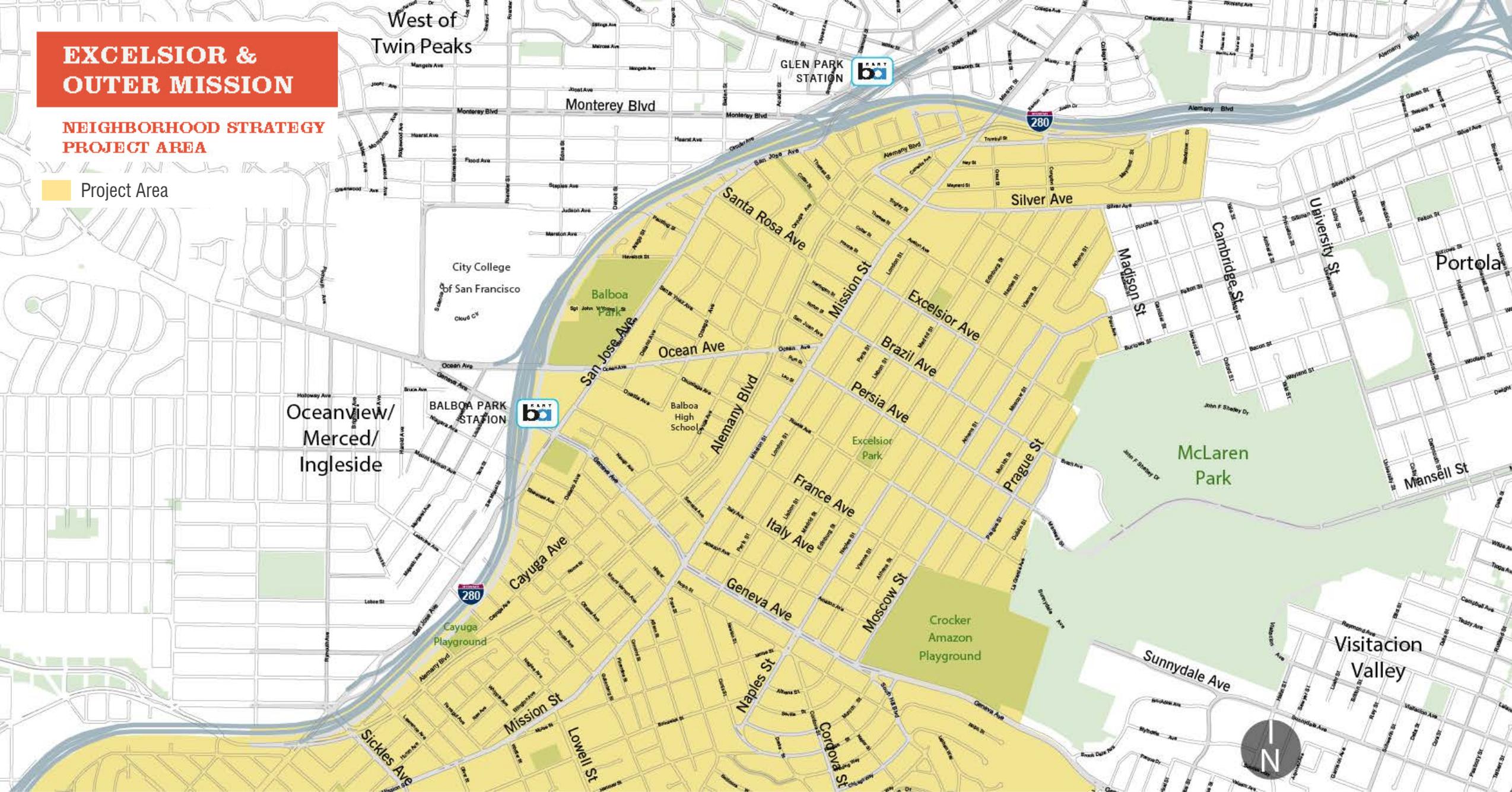
PRESENTATION OVERVIEW

- 1** Neighborhood Profile
- 2** Neighborhood Strategy Process
- 3** Next Steps

EXCELSIOR & OUTER MISSION

NEIGHBORHOOD STRATEGY PROJECT AREA

Project Area



EXCELSIOR & OUTER MISSION

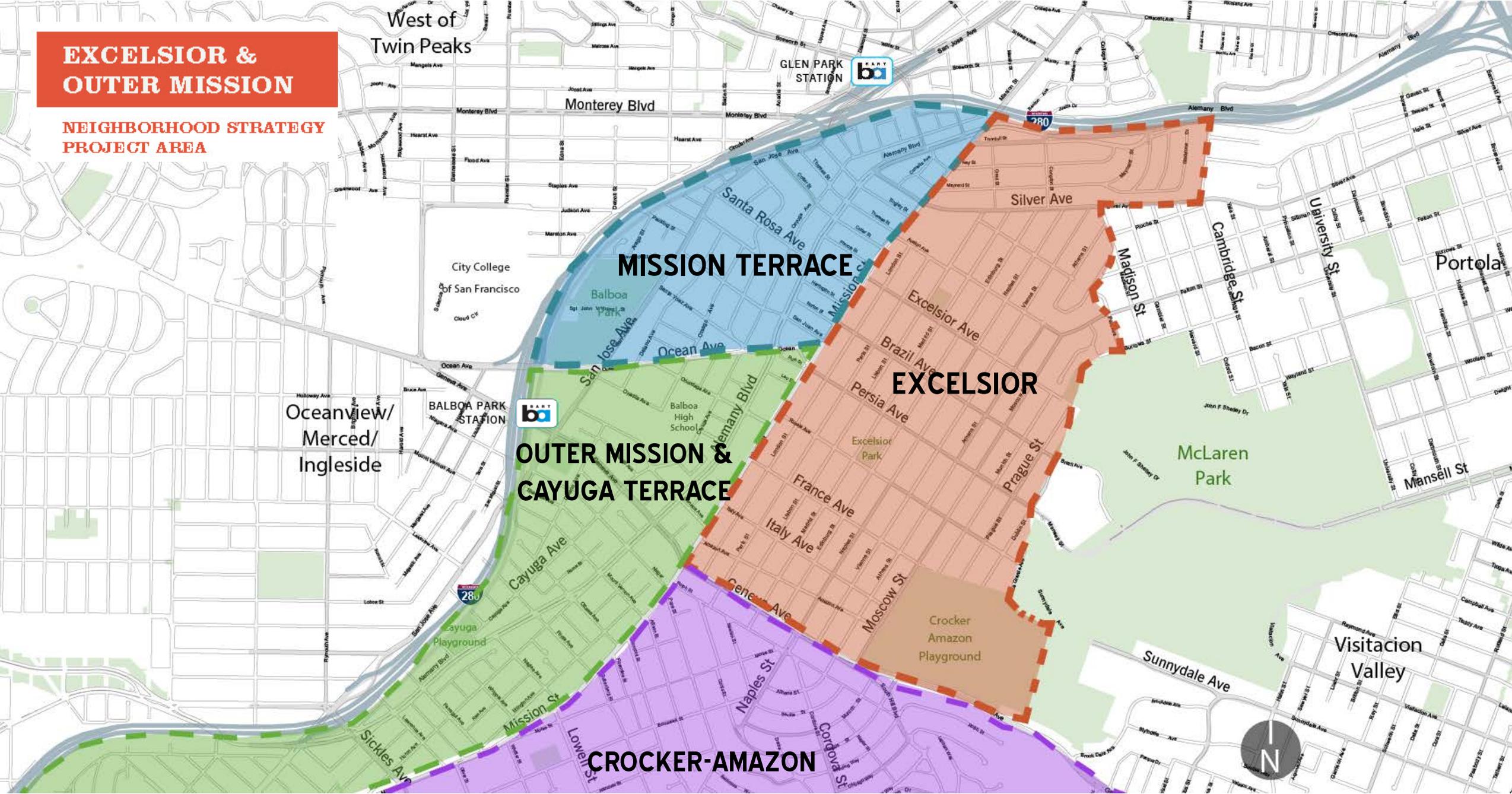
NEIGHBORHOOD STRATEGY
PROJECT AREA



**Excelsior & Outer Mission
Neighborhood Commercial
District (NCD)**

EXCELSIOR & OUTER MISSION

NEIGHBORHOOD STRATEGY PROJECT AREA



NEIGHBORHOOD PROFILE



Source: <http://opensfhistory.org/Download/wnp36.03340.jpg>



DEMOGRAPHIC PROFILE

POPULATION

63,620

vs 840,770 citywide

HOUSEHOLDS

17,610

vs 353,290 citywide

FAMILY HOUSEHOLDS

13,400

76.1%
of neighborhood households

vs 65% citywide

FOREIGN BORN

52.9%

vs 35% citywide

AVERAGE HOUSEHOLD SIZE

3.6

vs 2.3 citywide

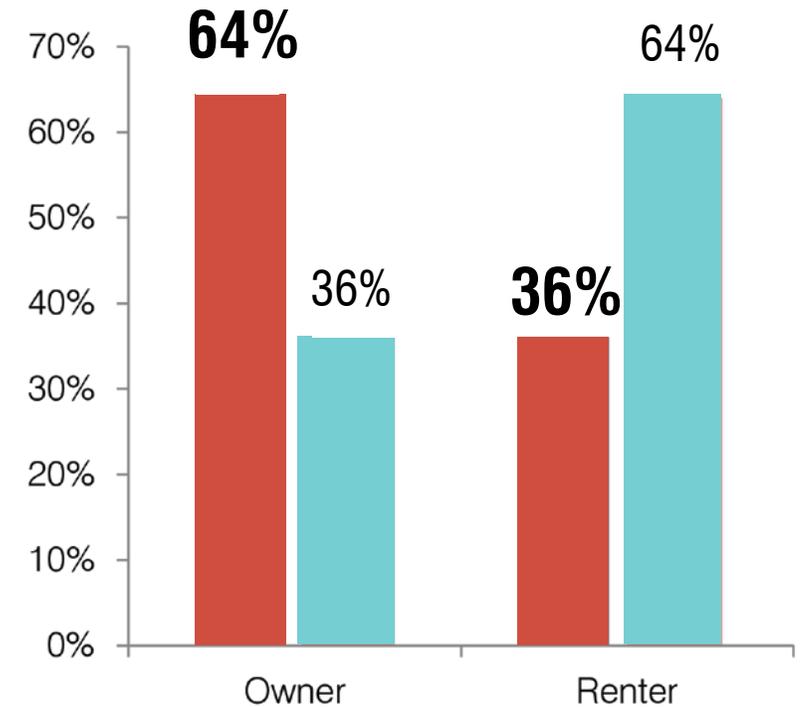
AVERAGE FAMILY HOUSEHOLD SIZE

4.2

vs 3.3 citywide

OWNERS

Tenure by Household

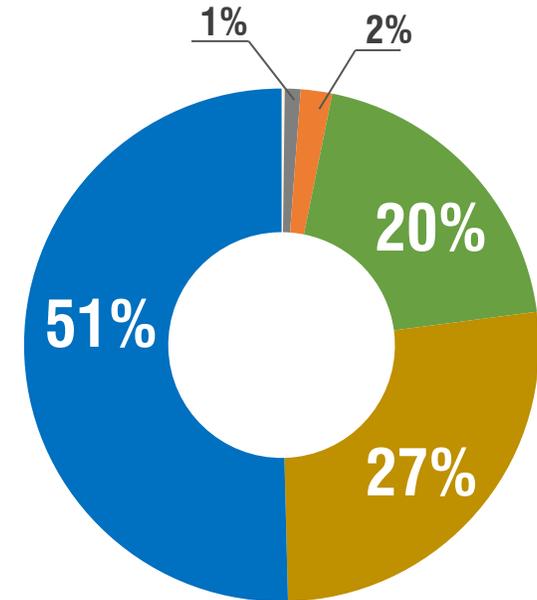


Excelsior and Outer Mission

San Francisco

DEMOGRAPHIC PROFILE

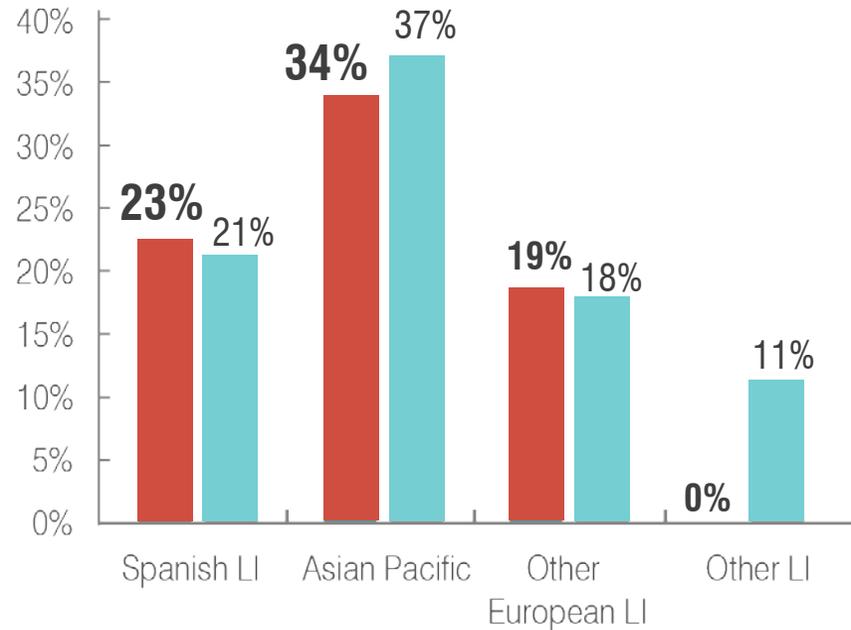
RACE & ETHNICITY



- Asian
- White
- Other/two or more races
- Black
- Native American
- Native Hawaiian Pacific Islander

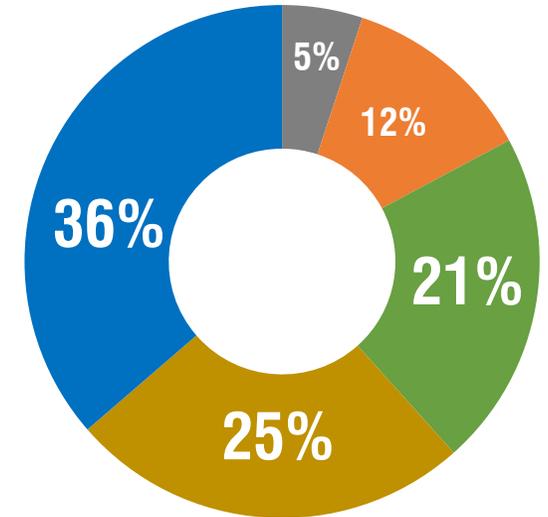
Latino/a
31%

LINGUISTIC ISOLATION (LI)



- Excelsior and Outer Mission
- San Francisco

AGES



- 0-4 years
- 5-17 years
- 18-34 years
- 35-59 years
- 60 and over

DEMOGRAPHIC PROFILE

MEDIAN HOUSEHOLD INCOME

\$70,610

vs \$81,950 citywide

MEDIAN FAMILY INCOME

\$73,320

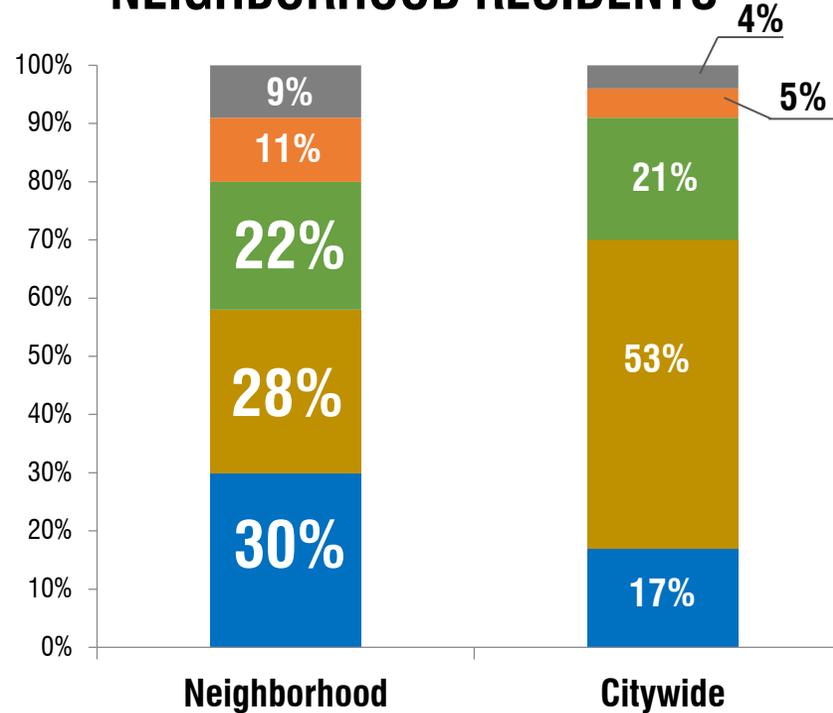
vs \$96,730 citywide

UNEMPLOYMENT RATE

9%

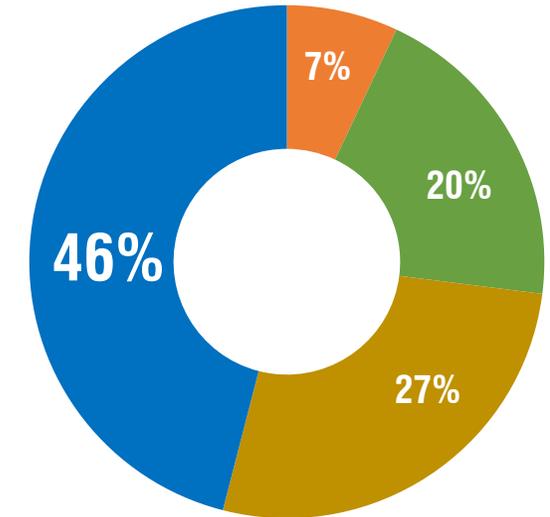
vs 7% citywide

JOB SECTORS EMPLOYING NEIGHBORHOOD RESIDENTS



- **Services**
- **Managerial and Professional**
- **Sales and Office**
- **Product Transport and Material Moving**
- **Natural Resources Construction and Maintenance**

EDUCATION



- **High school or less** 26% citywide
- **Some college AA degree** 20% citywide
- **College degree** 33% citywide
- **Graduate professional degree** 21% citywide

Source: US Census American Community Survey 2011-2015

TRANSIT

- Muni bus line
- Muni train line
- High Injury Network
- Vision Zero Pedestrian Fatalities (2014-2017)
- Vision Zero Bike Fatalities (2014-2017)

West of
Twin Peaks

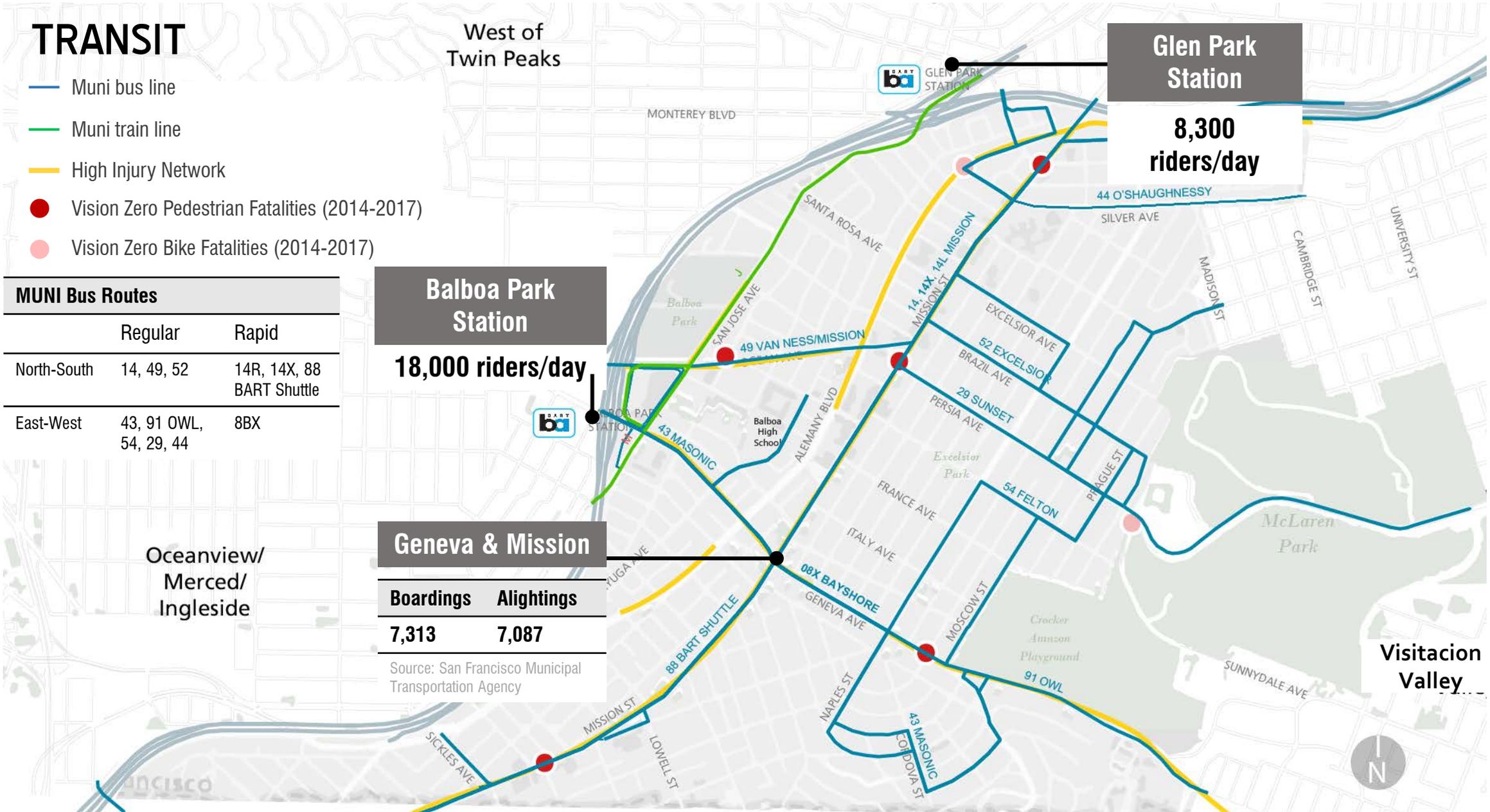
Glen Park Station
8,300 riders/day

Balboa Park Station
18,000 riders/day

Geneva & Mission
Boardings Alightings
7,313 7,087

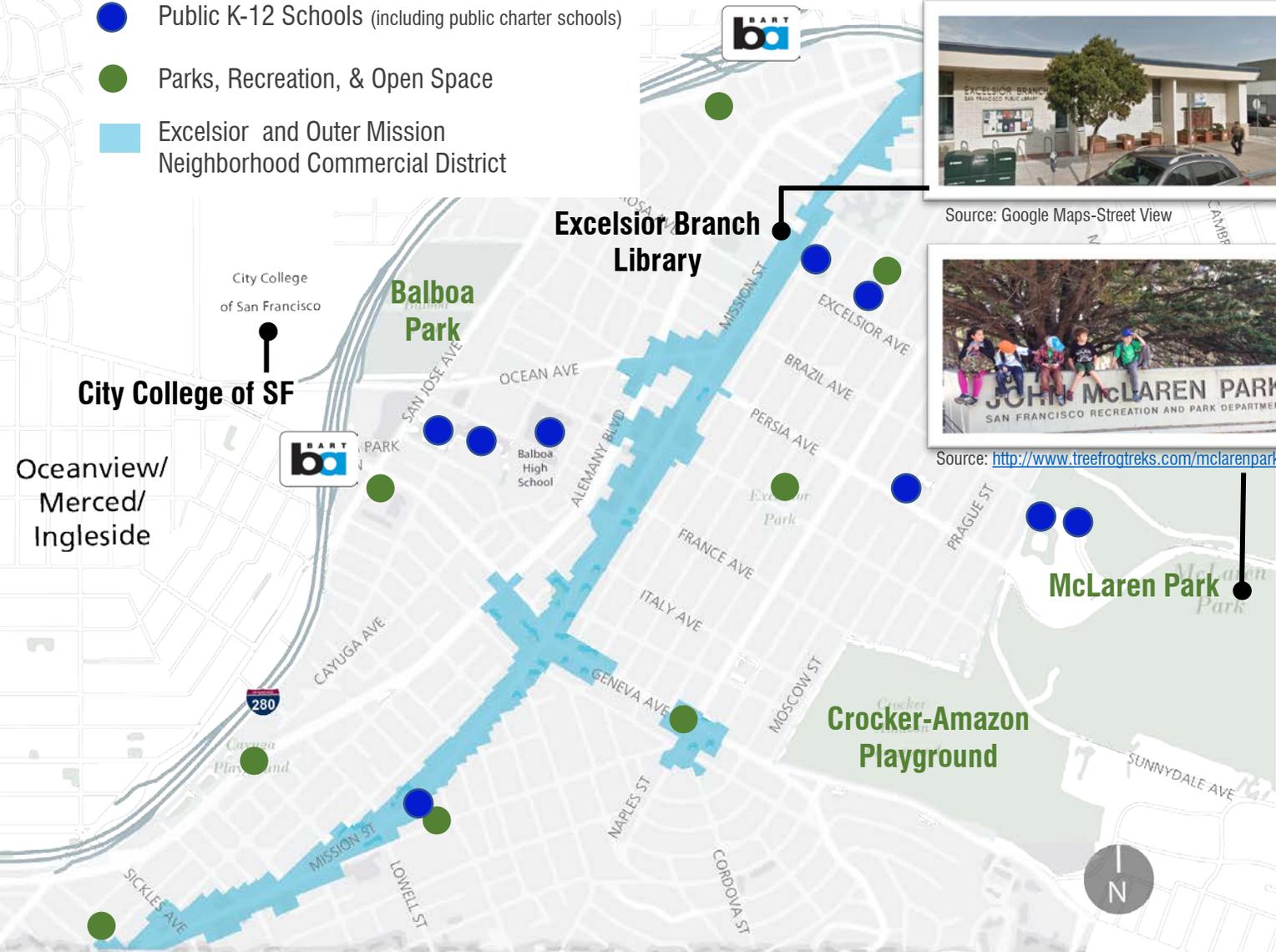
MUNI Bus Routes		
	Regular	Rapid
North-South	14, 49, 52	14R, 14X, 88 BART Shuttle
East-West	43, 91 OWL, 54, 29, 44	8BX

Source: San Francisco Municipal Transportation Agency



PUBLIC & CIVIC INSTITUTIONS

- Public K-12 Schools (including public charter schools)
- Parks, Recreation, & Open Space
- Excelsior and Outer Mission Neighborhood Commercial District



Source: Google Maps-Street View



Source: <http://www.treefrogtreks.com/mclarenpark/>

Parks & Open Space



Persia Triangle: Heart of the Neighborhood

Public Art



Excelsior Mural

Senior Services



Crocker-Amazon Senior Housing

12 Public, Private, & Charter Schools

5+ Health & Wellness Centers

Over 398 acres of park land & recreation assets over 10 sites

15+ religious institutions

2 childcare centers on Mission St.

HOUSING

- Market-Rate Projects in the Pipeline
- 100% Affordable Housing
- Jewish Home of San Francisco
- Excelsior and Outer Mission Neighborhood Commercial District

PROJECTS IN THE PIPELINE \leq 10 Units		
TOTAL	Market rate	Affordable
908	509	399

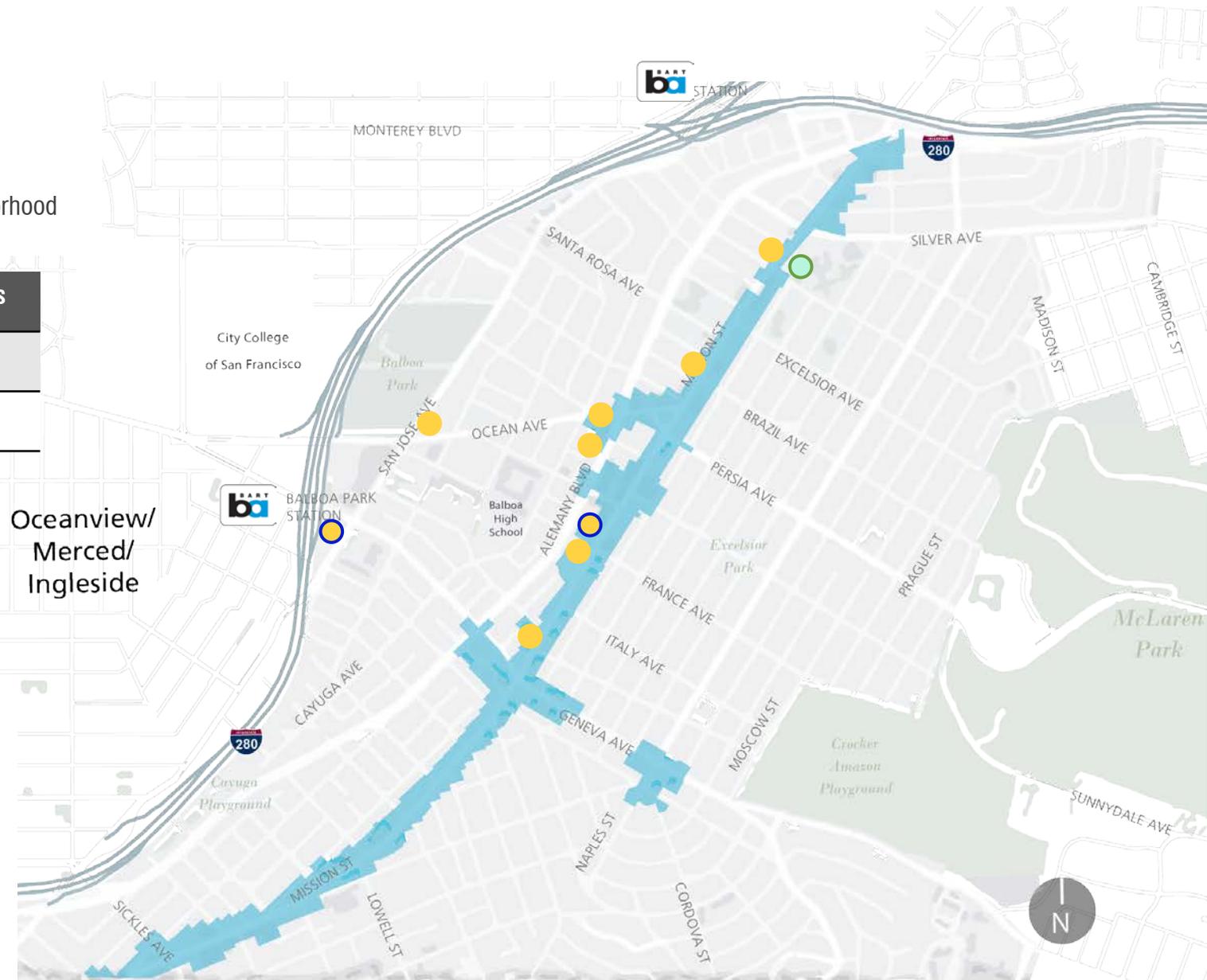
18,270

HOUSING UNITS
in Excelsior & Outer Mission
vs. 383,680 citywide

82.3%

SINGLE FAMILY HOUSING
vs. 31.9% citywide

Source: US Census American Community Survey 2011-2015



HOUSING STOCK & HOUSING COSTS

MEDIAN LIST PRICES AND RENT OF SINGLE FAMILY PROPERTIES

	Median Home Value	Median Rent
Zip Code 94112	\$917,500	\$3,816
San Francisco	\$1,194,300	\$4,285

Source: Zillow Home Value Index Summary, Zillow Rental Index Summary (July 2017)

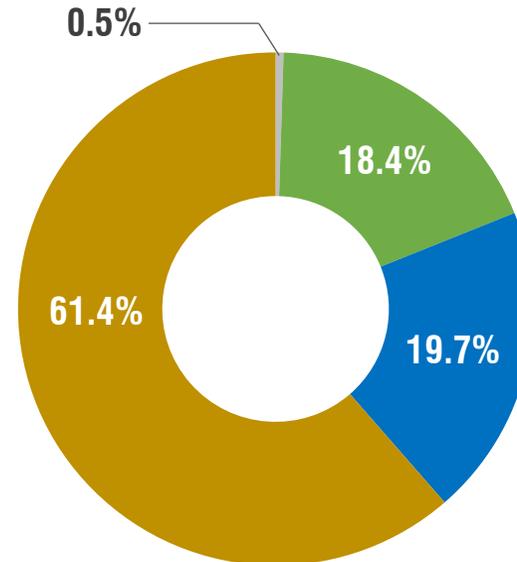
AFFORDABLE RENTAL & SALES PRICES FOR A 4 – PERSON HOUSEHOLD*

	Sales Price	Rent
Very Low-Income (up to 50% of Area Median Income)	\$147,000	\$1,300
Low-Income (up to 80% of Area Median Income)	\$260,000	\$2,000
Moderate-Income (up to 120% of Area Median Income)	\$432,000	\$3,000
Middle-Income (up to 140% of Area Median Income)	\$519,000	\$3,500

*Assumes a 3-bedroom unit.

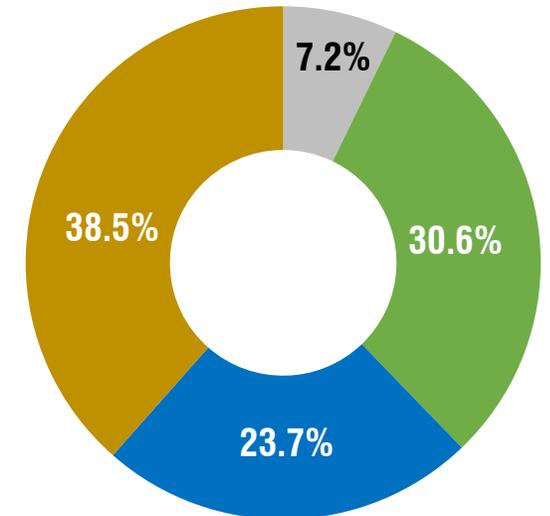
Source: Mayor's Office of Housing and Community Development, San Francisco, 2015

Owner Housing Cost Burden



- Less than 30% of income spent on housing costs
- 30-50% of income spent on housing costs
- 50% of income spent on housing costs
- Not computed

Rent Burden



- Less than 30% of income spent on gross rent
- 30-50% of income spent on gross rent
- 50% of income spent on gross rent
- Not computed

Source: US Census American Community Survey 2011-2015

NEIGHBORHOOD COMMERCIAL DISTRICT

Variety of Goods & Services Contributing towards a “20 Minute Neighborhood”

Fresh Produce, Grocery Stores & Ethnic Markets

Global Cuisine—
over 70 eating & drinking places

Essentials: Post Office, Pharmacies, Hardware, Urgent Care, Laundry, Cleaners

7 + Financial Institutions –
Credit Unions, Local & National Banks

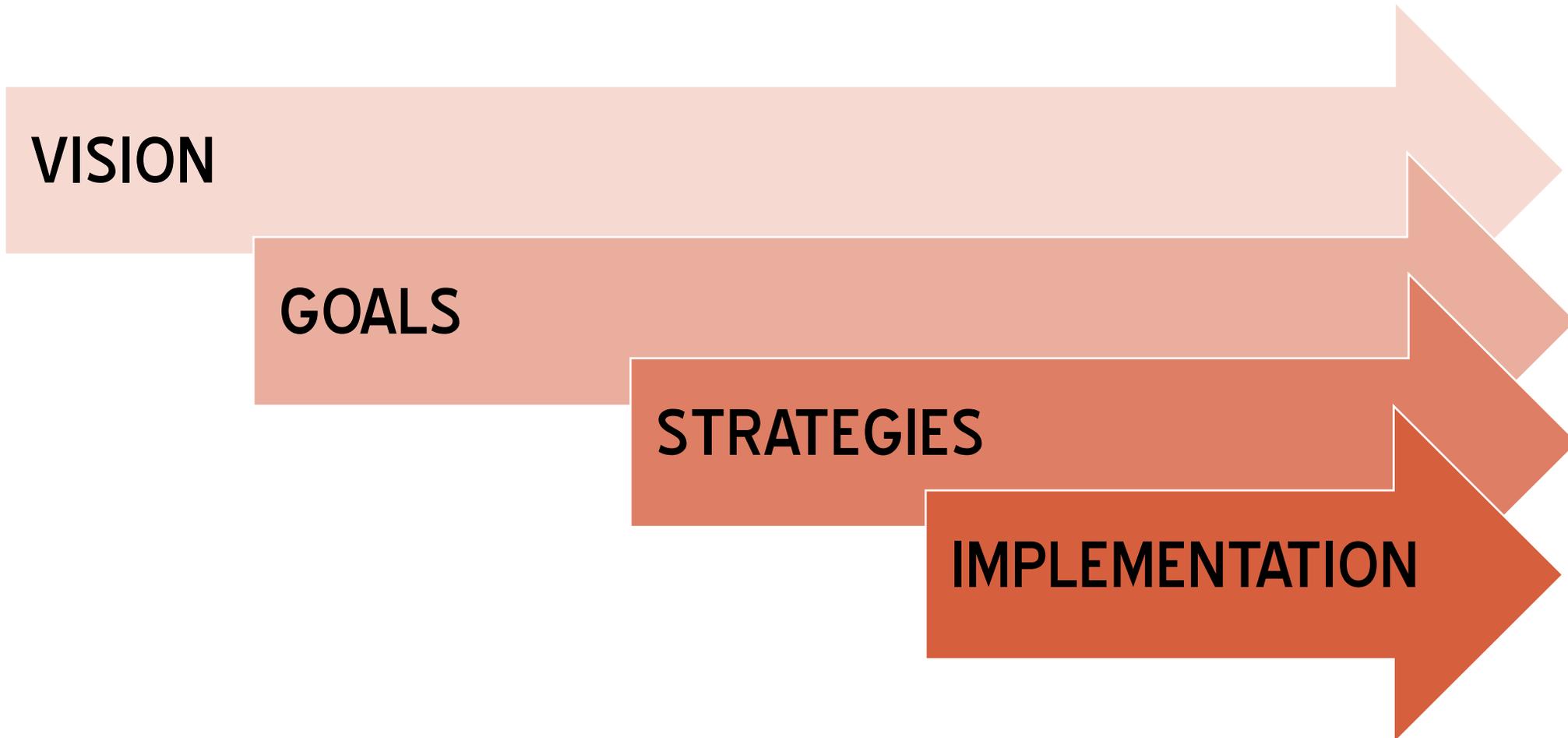
High Numbers of Salons, Auto Repair, Optometrists, Dentists.

Challenged by vacancy and retail mix.



NEIGHBORHOOD STRATEGY PROCESS

WHAT IS A NEIGHBORHOOD STRATEGY?



TIMELINE

ACTIVITIES

OUTPUTS



Relationship-building



- **30 one-on-one meetings** with neighborhood leaders
- **15+ meetings** w/community organizations

Kick-off meeting



- **150+ community members** attended
- **10 city agencies** participated

Workshops + report



- **5 “pop-up” workshops**
- **250+ people** participated
- **Workshop report** published

Survey + report



- **Survey** received **970 responses**
- **Survey results** published

TIMELINE

Aug. 2017

Aug. 2017-present

Early 2018

Early 2018

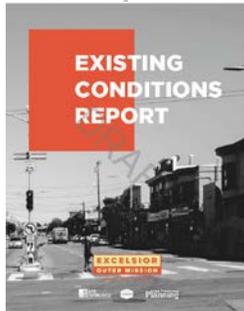
ACTIVITIES

Existing conditions report

Working Group

Focus group (forthcoming)

Publish Neighborhood Strategy - Phase 1

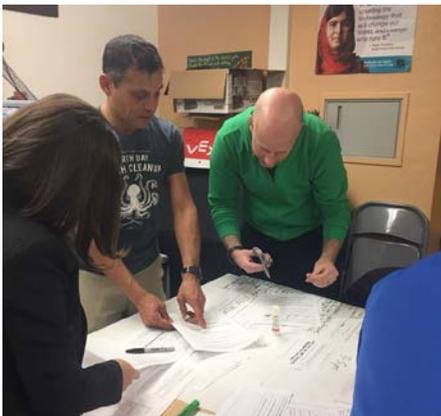


OUTPUTS

The draft provided an overview of the project area.

- 31 neighborhood stakeholders
- 21 meetings to date
- Subgroups:
 - (1) Land Use & Housing
 - (3) Public Realm
 - (2) Mobility
 - (4) Businesses & Service Providers

WORKING GROUP



- **Purpose:** The Working Group will establish goals for the future of the neighborhood; identify, prioritize, and reach consensus on the strategies that can realize those goals.
- **Why Establish a Working Group:**
 - Build Relationships through Consistent Attendance
 - Promote Team Work & Compromise
 - Encourage New & Diverse Voices:
 - Homeowners & Tenants, Shop owners, Property Owners, Seniors & Young People, Seasoned Advocates & New Neighbors- and more!
- **Work To Date:**
 - Over 60 people applied; 31 selected
 - Held 21 meetings, tours, & walks since July 2017
 - Open to and Encourage Participation of All Members of Public

JASON | Bike & Safe Routes Advocate

Father, husband, renter, living in current house since January 2013, resident of Outer Mission, wife grew up in the neighborhood.



“...I’m taking away...a better understanding of our planning process, learning about different perspectives of group members and a better understanding of my neighborhood.”

KATIE | Public Realm and Transit Advocate

Homeowner, born and raised in the Excelsior, retired from the Environmental Protection Agency, 60 years old.



“I am retired now, and I want to make a positive contribution somehow; it’s cool to have this opportunity to brainstorm and guide the future of the neighborhood.”

ULYSSES | AKA "The Excelsior Guy"

Homeowner, lives with his mother and 2 sisters, SFPD Academy, resident of Mission Terrace near Balboa Park Station, 25 years old.



"We need to create a plan...for the neighborhood. We are going to have lots of new and longtime residents. I am passionate about connecting these people—especially youth."

SUSAN | Safety and Community Engagement Advocate

Mother, wife, homeowner since October 2013, bi-racial household, resident of the Outer Mission



"I was motivated to join the working group to improve the safety and quality of life issues in hopes to see the neighborhood become a place where I can envision my daughter growing up in."

WORKING GROUP

COMMUNITY MEMBERS

Aaron Goodman
Adhi Nagraj
Alan Leung
Anton Jaber
Allyson Ritger
Barbara Fugate
Charlie Sciammas
Chuck Kong Sui
Danielle Bennett
David Hooper
David Latterman
Delia Fitzpatrick
Estela Garcia
Faye Lacanilao
Jason Serafino-Agar
Jeff Rocca

Kabir Seth
Katherine Taylor
Lea Sabado
Lisa Hartmayer
Marco Montenegro
Maribel Ramirez
Mel Flores
Nevada Lane
Rena Macapagal
Roberto Guerrero
Sean Ingram & Andrea Ferruci
Simonne Joseph Moreno
Summer Koide
Susan Lam
Ulysses Rivas Canjura

CITY STAFF

Jorge Rivas, OEWD
Sharon Carrins, Public Works
Kelli Rudnik, Public Works
Cindy Heaves, MOHCD
Matt Lasky, MTA
Kim Walton, MTA

Nick Smith, MTA
James Pappas, Planning
Seung Yen Hong, Planning
Ru'a Al-Abweh, Planning
Aaron Yen, Planning



ASSETS



WHAT WOULD BEST IMPROVE YOUR EXPERIENCE OF MISSION? OF GENEVA?



EMERGING NEIGHBORHOOD ASPIRATION:

“ As our neighborhood changes, we support, sustain, and enhance what makes our neighborhood special:
our families,
economic and ethnic diversity,
small businesses, &
local gems. ”

LAND USE & HOUSING

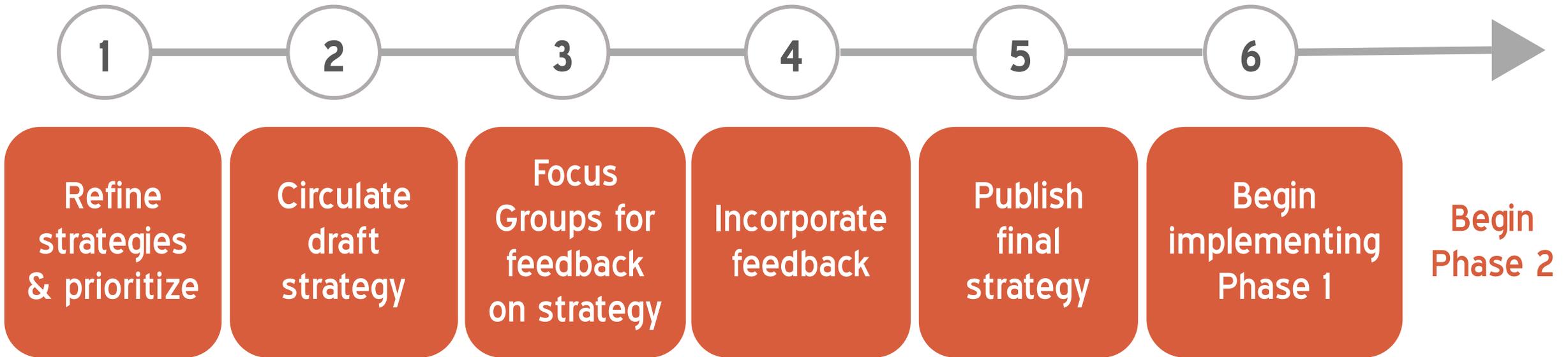
PUBLIC REALM

MOBILITY

BUSINESS SUPPORT



NEXT STEPS NOW THROUGH FEBRUARY 2018





CONTACT



San Francisco
Planning

Rachael A. Tanner
San Francisco Planning
(415) 575-8730
Rachael.Tanner@sfgov.org
www.sfplanning.org

Appendix B: 2017 Survey Results

Excelsior & Outer Mission Neighborhood Strategy Stakeholder Survey – Original Data View

The following pages contain the results from the Stakeholder Survey collected as part of the Excelsior & Outer Mission Neighborhood Strategy.

The survey was released on May 6, 2017 and closed on July 31, 2017. The survey was made available in 4 languages: English, Chinese, Spanish, and Tagalog.

Survey Responses were collected via:

- **Online**, via SurveyMonkey.com
- **Mail**
- **In-person**
 - o At 6 **neighborhood workshops**
 - o **Intercept-style** on July 6, 2017; City staff and volunteers were stationed on Mission Street and at the Balboa BART Station and engaged passersby

972 individuals responded to all or some questions.

All responses were entered into Survey Monkey; paper responses were input by city staff. The accompanying pages include all survey responses, including participants who skipped questions.

The accompanying pages are automatically generated by Survey Monkey.

To improve legibility and clarity, some pages have minor editing.

In addition, some pages include potential analysis that could be conducted in the future, suggestions around interpretation, and some grouping of information. Where this has occurred it has been noted.

If there are further comments or questions regarding this data, please contact Rachael.Tanner@sfgov.org or via phone at 415-575-8730.



City & County of
San Francisco
Edwin M. Lee, Mayor



San Francisco
Planning



Photo courtesy of ArtAround (CC BY-NC 3.0)



City & County of San Francisco
Edwin M. Lee, Mayor



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www.sf-planning.org/excelsior-strategy

[Twitter](#) [Facebook](#) [Instagram](#) **#excelsiorstrategy**

Stakeholder Outreach, Data Gathering; Working Group Formation

April 2017 - June 2017

PHASE I: Main Corridors Strategy, Mission & Geneva

April 2017 - September 2017

PHASE II: Neighborhoods Strategy

October 2017 – April 2018

Envisioning a future for more vibrant, inclusive, and stronger neighborhoods.

The Office of Supervisor Ahsha Safaí, the Planning Department, the Mayor’s Office of Economic and Workforce Development invite you to discuss the future of the Excelsior & Outer Mission Neighborhoods.

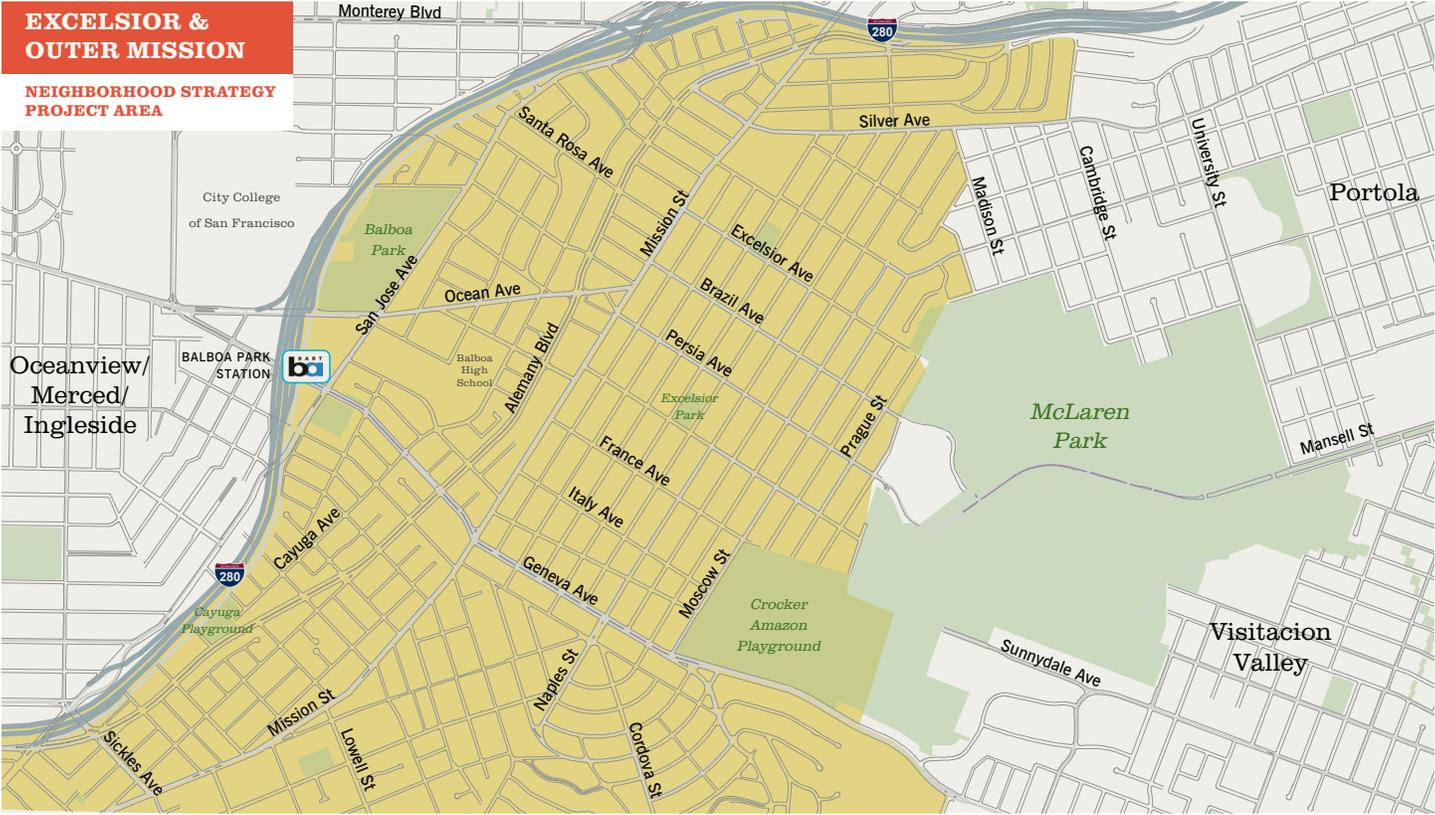
The Excelsior & Outer Mission Neighborhood Strategy (bounded by the I-280 on the north and west, McLaren Park on the East, and Daly City on the South), will develop a vision for improving and enhancing the Excelsior, Outer Mission, Mission Terrace, Crocker Amazon, and Cayuga neighborhoods. The Strategy will strive to maximize the benefits of ongoing and future projects, working toward making the area an even better place to live and visit.

This neighborhood-level visioning process requires ongoing dialogue between City officials and community leaders, residents, students, service providers, property owners, and others to consider practical approaches to implement the necessary public improvements and investments.

Please join us and be a part of the conversation about your neighborhood’s future.

EXCELSIOR & OUTER MISSION

NEIGHBORHOOD STRATEGY PROJECT AREA



STRATEGY COMPONENTS



EXISTING CONDITIONS
Understanding where the area is today.



CORRIDOR STRATEGY
A vision for the look, feel, and life of the main corridors.



NEIGHBORHOOD STRATEGY
A vision for the look, feel, and life of surrounding neighborhoods.

PROJECT TEAM

The Excelsior & Outer Mission Neighborhood Strategy will be managed by the Planning Department and the Office of Economic and Workforce development with strong leadership from Supervisor Ahsha Safaí. In addition, there will be a close partnership with other public agencies.

GET INVOLVED!

The Excelsior & Outer Mission Neighborhood Strategy depends on you! Community participation is essential to help shape the goals, strategies, and overall vision to ensure a sustainable and high quality of life for the neighborhoods now and in the future. There are a number of ways to participate in this proactive and exploratory process. (See *Outreach Components* below. Dates to be determined.)

CONTACT

- Rachael Tanner, *SF Planning*
rachael.tanner@sfgov.org
(415) 575-8730
- Jorge Rivas, Jr., *OEWD*
jorge.rivas@sfgov.org
(415) 554-7613
- Suhagey "Suha" Sandoval,
Supervisor Ahsha Safaí's Office
suhagey.sandoval@sfgov.org
(415) 554-7896

OUTREACH COMPONENTS

Your participation needed!

WORKING GROUP
Join a group of neighborhood stakeholders for a series of four meetings.

PUBLIC WORKSHOPS
Provide feedback and ideas to define goals, priorities, and strategies for the neighborhood's future.

NEIGHBORHOOD SURVEYS
Help identify the neighborhood's needs, priorities and preferences through a series of neighborhood surveys.

FOCUS GROUPS
Focus Groups: In-depth conversations to tell City staff about your issues of concern.

For more information and to sign up for project updates, visit:

www.sf-planning.org/excelsior-strategy

#excelsiorstrategy

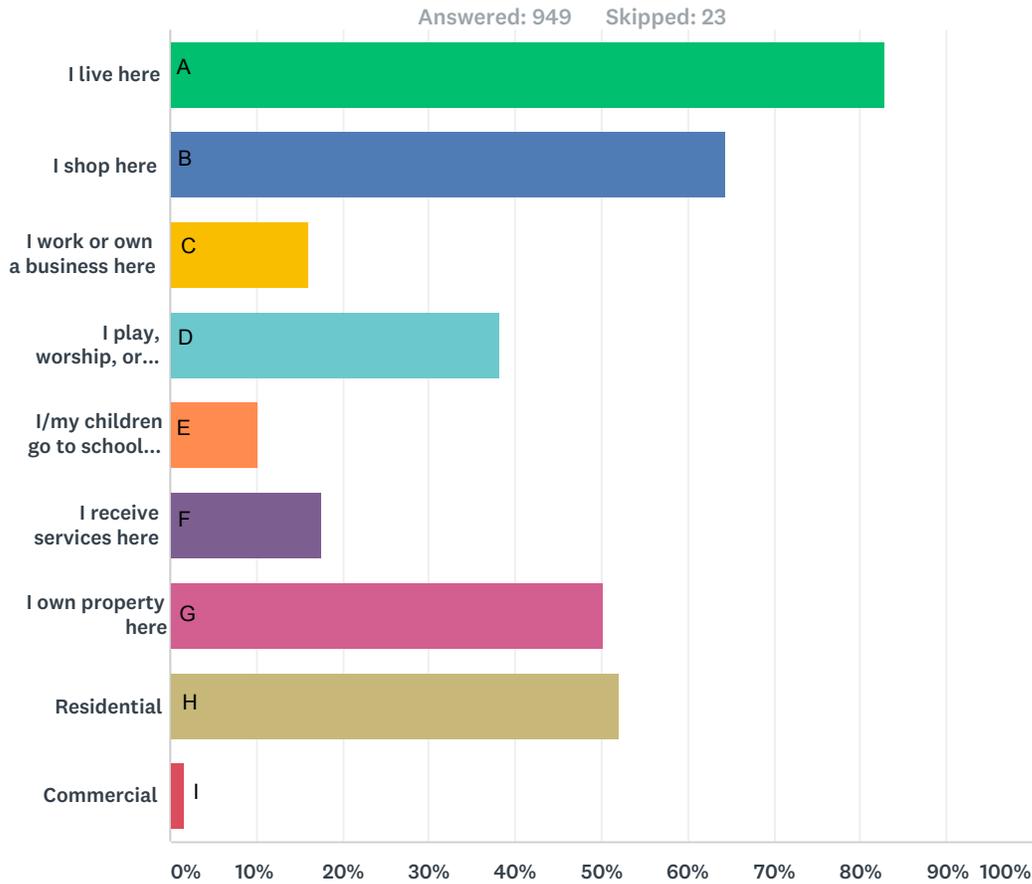
Información en español: (415) 575-9010

Impormasyon sa Tagalog: (415) 575-9121

中文詢問請電: (415) 575-9010

Envisioning a future for more vibrant, inclusive, and stronger neighborhoods.

Q1 Check the activities that describe your relationship to the Excelsior & Outer Mission Neighborhoods. Check all that apply.



Answer Choices	Responses
A I live here	82.82% 786
B I shop here	64.49% 612
C I work or own a business here	16.02% 152
D I play, worship, or enjoy other social activity here	38.36% 364
E I/my children go to school here	10.33% 98
F I receive services here	17.49% 166
G I own property here	50.26% 477
H Residential	52.16% 495
I Commercial	1.58% 15
Total Respondents: 949	

Question 1 – Staff Notes

Respondents were allowed to check all boxes that apply to them. Thus, the total will add up to more than 100.

The “Residential” and “Commercial” were intended to go along with the question “I own property here,” allowing respondents to identify which type of property they owned. The formatting of the online version may not have been clear regarding this question.

In the future, we could sort responses based on residents, those who work in the neighborhood, or other identifiers to see if and how different users relate to and experience the neighborhood.

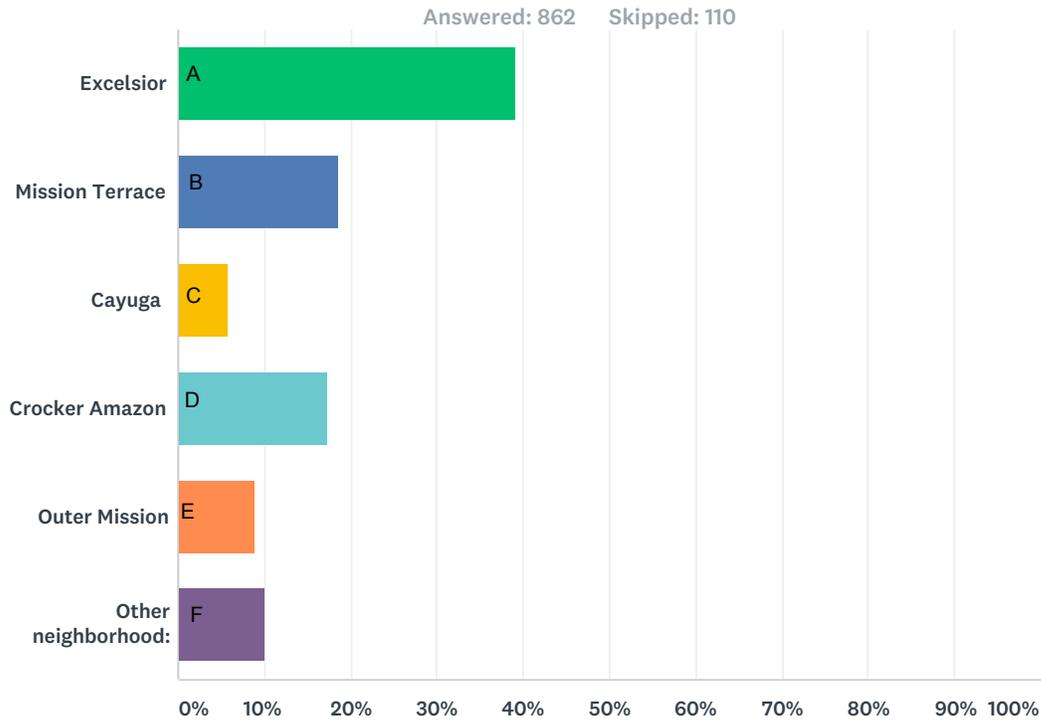


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Envisioning a future for more vibrant, inclusive, and stronger neighborhoods.

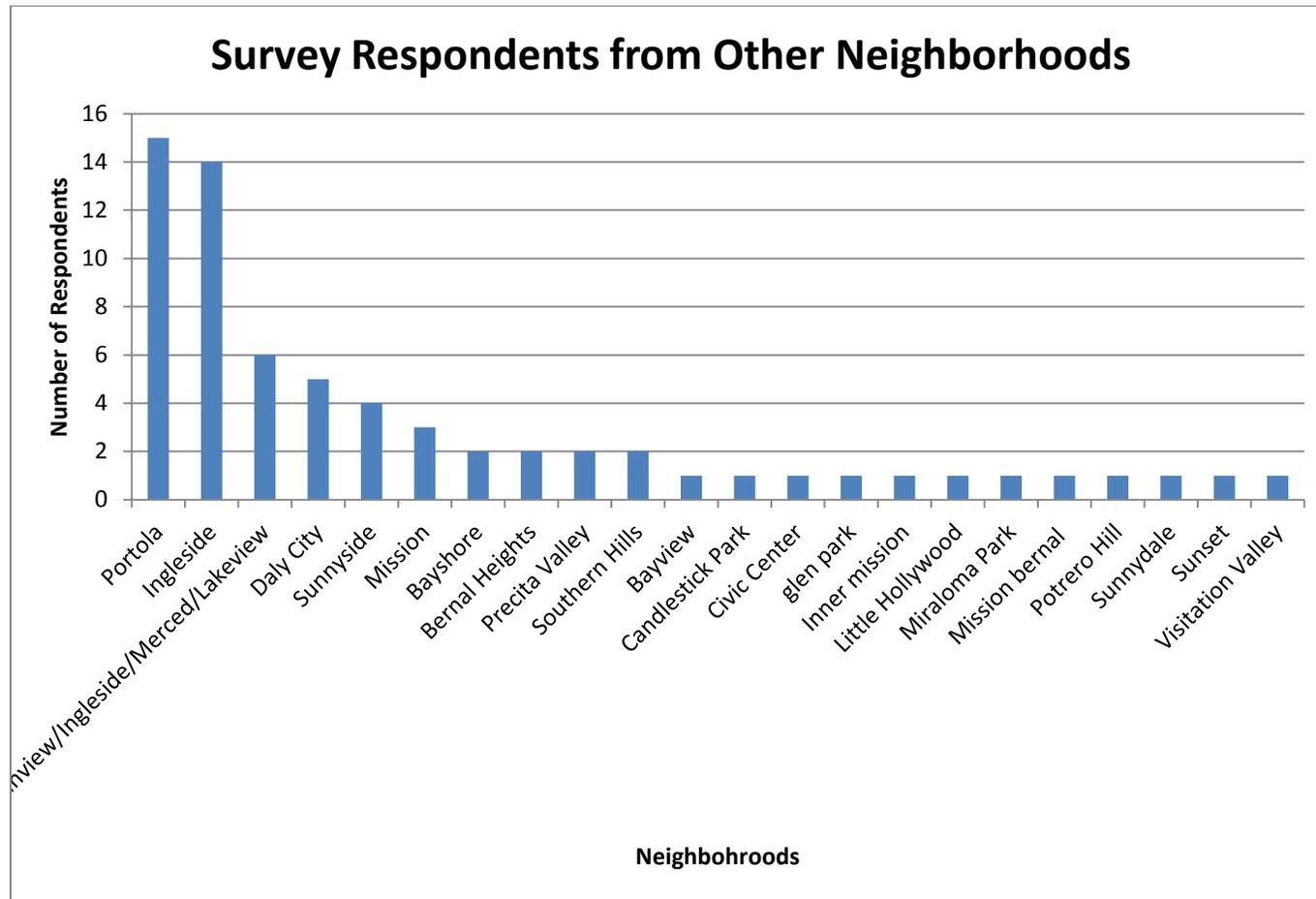
Q2 If you selected that you live in the Excelsior & Outer Mission Neighborhoods, please specify which neighborhood.



Answer Choices	Responses	
A Excelsior	39.10%	337
B Mission Terrace	18.56%	160
C Cayuga	5.92%	51
D Crocker Amazon	17.40%	150
E Outer Mission	8.93%	77
F Other neighborhood:	10.09%	87
TOTAL		862

#	Other neighborhood:	Date
1	Potrero Hill	8/8/2017 5:38 PM
2	Sunnyside	8/8/2017 5:29 PM
3	Portola	8/8/2017 12:41 PM
4	Santa Rosa + San Jose	8/4/2017 3:30 PM
5	Ingleside	8/3/2017 1:48 PM
6	Sunnydale	8/3/2017 1:38 PM
7	n/a	8/3/2017 11:54 AM
8	Bayshore	8/3/2017 11:48 AM
9	Ingleside	8/2/2017 3:44 PM
10	Excelsior, Mission Terrace and Cayuga	8/2/2017 3:40 PM

Question 2 – Staff Summary - This summarizes some of the other neighborhoods that survey respondents live in.



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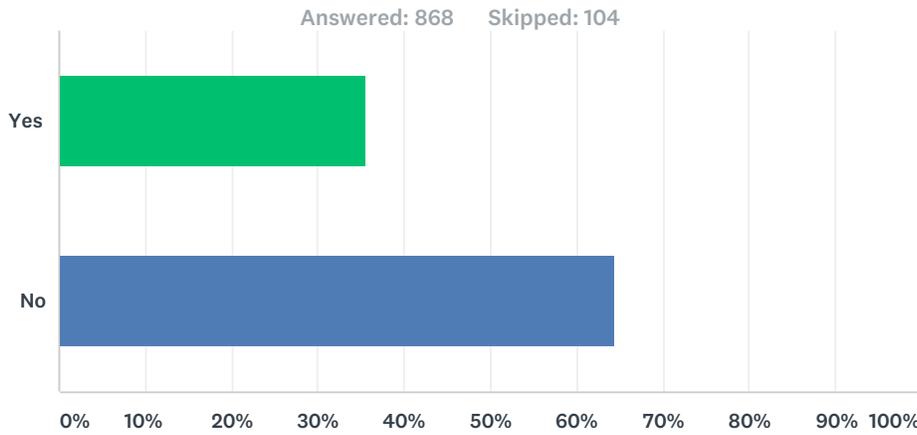
11	Civic Center	8/2/2017 3:30 PM
12	Excelsior and Crocker Amazon	8/2/2017 3:18 PM
13	Daly City	8/2/2017 3:03 PM
14	Ingleside	8/2/2017 2:59 PM
15	near CC	8/2/2017 2:57 PM
16	Alemanya/Farragut	8/1/2017 3:31 PM
17	Bayshore	8/1/2017 3:24 PM
18	Candlestick Park	8/1/2017 11:12 AM
19	21 Carter St	7/31/2017 3:22 PM
20	Daly City	7/31/2017 2:25 PM
21	Precita Valley	7/31/2017 2:19 PM
22	Precita Valley	7/31/2017 2:17 PM
23	Ingleside	7/31/2017 2:12 PM
24	Ingleside	7/31/2017 11:56 AM
25	Daily City	7/29/2017 1:57 PM
26	Portola of silver	7/28/2017 7:04 AM
27	Portola	7/26/2017 11:40 AM
28	Ingleside	7/26/2017 11:17 AM
29	.	7/26/2017 9:25 AM
30	'	7/25/2017 2:56 PM
31	Mission	7/25/2017 12:09 PM
32	Geneva/Brookdale	7/25/2017 12:07 PM
33	Bernal Heights	7/25/2017 11:52 AM
34	,	7/25/2017 11:44 AM
35	Delano/Nahua	7/24/2017 2:49 PM
36	Merced Hts	7/24/2017 2:04 PM
37	Daly City	7/24/2017 1:30 PM
38	Ingleside	7/24/2017 11:13 AM
39	Ocienview	7/24/2017 11:07 AM
40	Ingleside	7/24/2017 10:54 AM
41	Lakeview, Ocean View	7/24/2017 10:50 AM
42	Ocienview	7/24/2017 9:27 AM
43	Portola	7/20/2017 10:57 AM
44	Visitation Valley	7/20/2017 10:38 AM
45	Lakeview	7/20/2017 10:02 AM
46	Ingleside	7/20/2017 9:59 AM
47	.	7/20/2017 9:44 AM
48	Little Hollywood	7/20/2017 9:37 AM
49	Ingleside	7/20/2017 9:27 AM
50	Bayview	7/19/2017 1:42 PM
51	Geneva	7/19/2017 9:51 AM

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52	Mission	7/19/2017 9:20 AM
53	.	7/18/2017 1:46 PM
54	Sunset	7/18/2017 12:10 PM
55	Daly City	7/18/2017 10:28 AM
56	I grew up in Excelsior. Mom and siblings still live in the Excelsior (not other areas called the Excelsior).	7/15/2017 10:26 AM
57	Excelsior North	7/14/2017 8:07 PM
58	I	7/13/2017 10:43 PM
59	Portola	7/13/2017 5:14 PM
60	Ingleside	7/6/2017 6:29 PM
61	Ingleside	7/6/2017 5:40 PM
62	Portola	7/2/2017 8:04 AM
63	Portola	6/29/2017 11:04 PM
64	Portola	6/28/2017 7:42 PM
65	Bernal Heights	6/27/2017 11:29 AM
66	Portola	6/15/2017 10:10 PM
67	Southern Hills	6/15/2017 7:02 PM
68	Southern Hills	6/15/2017 9:55 AM
69	Portola	6/14/2017 6:43 AM
70	Mission Terrace on lower Cayuga	6/13/2017 7:15 PM
71	Outer Mission / Ingleside	6/13/2017 5:36 PM
72	Sunnyside	6/13/2017 3:45 PM
73	Portola	6/13/2017 2:42 PM
74	Omi-spend slot of time in the excelsior	6/13/2017 10:34 AM
75	Portola boerderline Excelsior-outer mission	6/13/2017 8:03 AM
76	Portola	6/13/2017 4:47 AM
77	Excelsior/Portia border	6/12/2017 11:21 PM
78	Sunnyside	6/12/2017 9:59 PM
79	I do not live in E/OM, but on the border of Sunnyside/Cayuga	6/12/2017 8:53 PM
80	portala	6/12/2017 7:53 PM
81	glen park	6/12/2017 7:28 PM
82	Mission bernal	6/12/2017 4:39 PM
83	Ingleside	6/12/2017 10:28 AM
84	Portola	6/12/2017 10:05 AM
85	Mission	6/12/2017 8:57 AM
86	Inner mission	6/12/2017 8:37 AM
87	Miraloma Park	5/29/2017 10:55 AM

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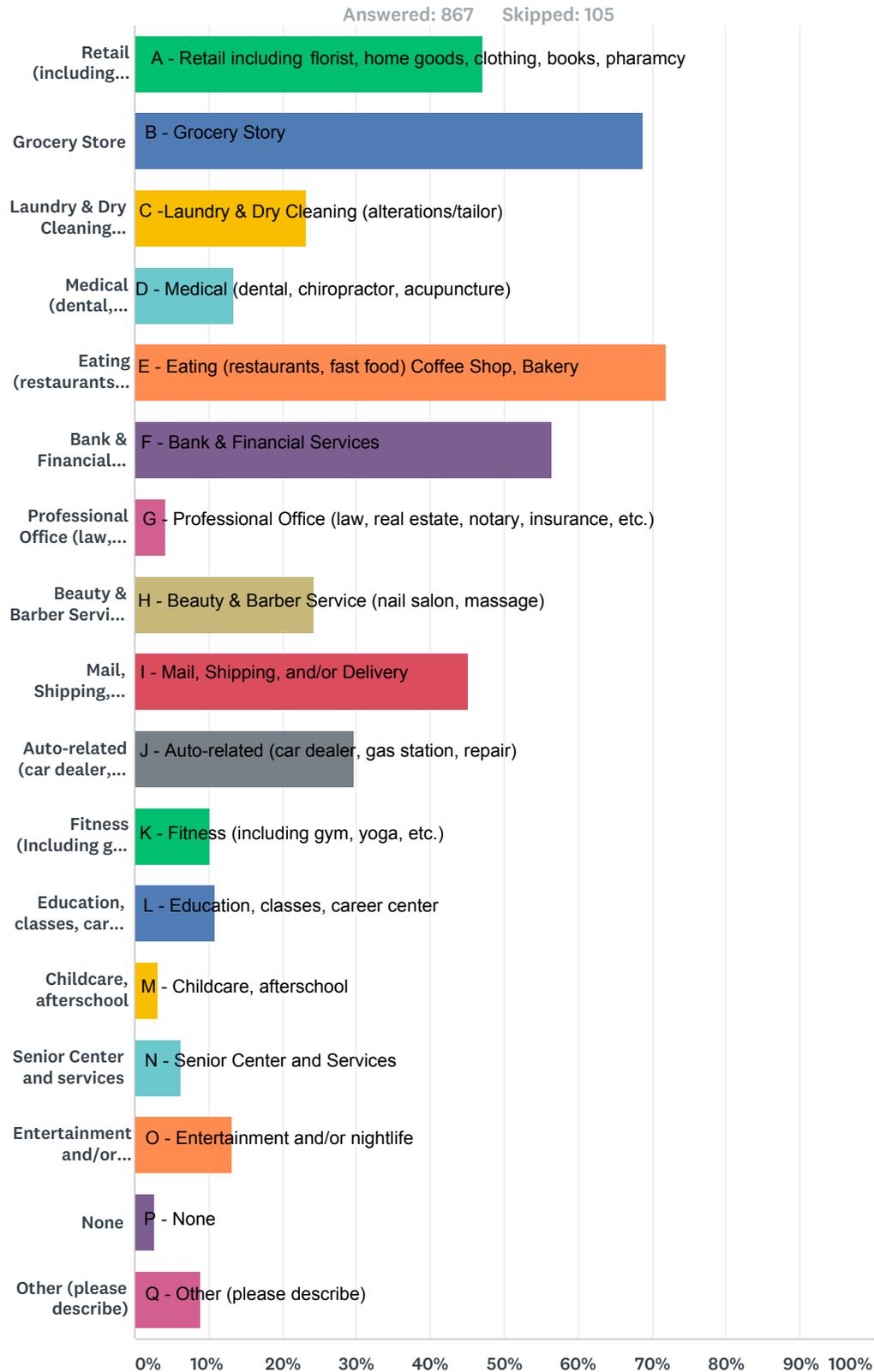
Q3 Do you do most of your shopping and errands on Mission Street and Geneva Avenue? Such as groceries, hair and nail salons, picking up household items.



Answer Choices	Responses
Yes	35.60% 309
No	64.40% 559
TOTAL	868

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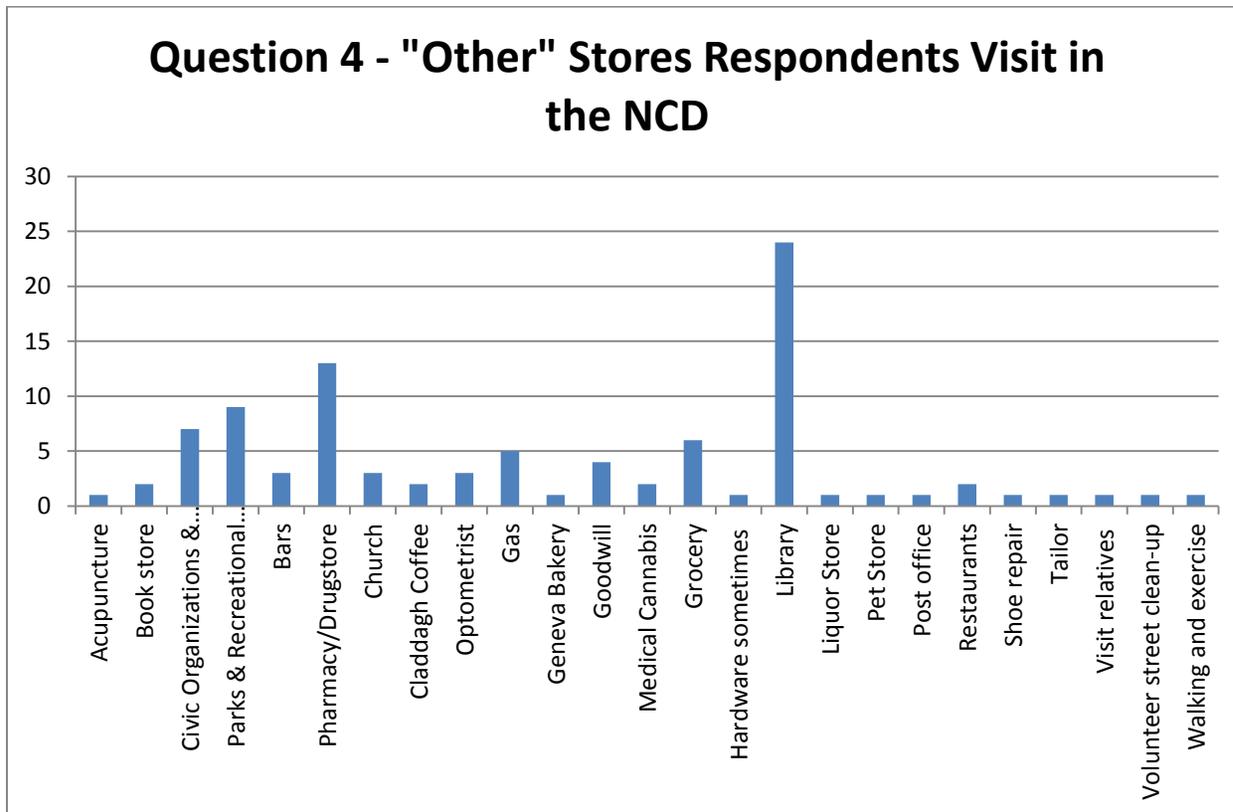
Q4 What businesses do you currently patronize in neighborhood commercial areas? Select all that apply.



Answer Choices

Responses

Question 4 – Staff Summary – This summarizes some of the free form responses from respondents. It is followed by some of the general comments included under “other.”



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Additional Responses to Question 4
very occasionally retail, grocery store, eating
no parking not safe at night
local corner store for burritos, and gas, everything else is outside of Excelsior.
I go to smaller grocery stores on Mission St. but no longer go to the Safeway because it is too dangerous and lacks proper security.
I've only been to the businesses on Ocean Avenue (Whole Foods, Philz, Ocean Ale House, etc.)
Nothing here that interests me
Walgreens, although it's filthy and I preferentially patronize other Walgreens
Walking for exercise in McClaren park and around the neighborhood
The awesome Excelsior branch library!!
used to go to doctor's for bluegrass night but they're gone.... stay away from pissed off pete's because the own is, well, pissy!



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A	Retail (including florist, home goods, clothing, books, pharmacy)	47.17%	409
B	Grocery Store	68.74%	596
C	Laundry & Dry Cleaning (alterations/tailor)	23.30%	202
D	Medical (dental, chiropractor, acupuncture)	13.38%	116
E	Eating (restaurants, fast food) Coffee Shop, Bakery	71.97%	624
F	Bank & Financial Services	56.52%	490
G	Professional Office (law, real estate, notary, insurance, etc.)	4.15%	36
H	Beauty & Barber Service (nail salon, massage)	24.34%	211
I	Mail, Shipping, and/or Delivery	45.21%	392
J	Auto-related (car dealer, gas station, repair)	29.76%	258
K	Fitness (Including gym, yoga, etc.)	10.27%	89
L	Education, classes, career center	10.84%	94
M	Childcare, afterschool	3.23%	28
N	Senior Center and services	6.34%	55
O	Entertainment and/or nightlife	13.26%	115
P	None	2.77%	24
Q	Other (please describe)	9.00%	78
Total Respondents: 867			

#	Other (please describe)	Date
1	Produce Stores	8/8/2017 5:22 PM
2	Library	8/8/2017 5:18 PM
3	library	8/7/2017 9:42 AM
4	book store	8/7/2017 9:14 AM
5	EAG	8/4/2017 4:01 PM
6	Walgreens	8/4/2017 3:44 PM
7	Park	8/2/2017 3:51 PM
8	Park	8/2/2017 10:26 AM
9	grocery	8/1/2017 11:09 AM
10	Pet Store	7/31/2017 2:37 PM
11	Walgreens	7/31/2017 11:54 AM
12	Steve's Books, Walgreens, Dark Horse, Claddagh Coffee	7/30/2017 5:18 PM
13	Library	7/28/2017 7:07 AM
14	volunteer street clean-up	7/26/2017 12:38 PM
15	prop 215	7/26/2017 11:59 AM
16	park	7/26/2017 9:56 AM
17	library	7/25/2017 9:54 AM
18	park	7/24/2017 2:37 PM

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19	Library	7/24/2017 10:43 AM
20	Liquor Store	7/21/2017 10:06 AM
21	Library	7/20/2017 9:37 AM
22	grocery outlet	7/17/2017 12:37 PM
23	optometrist	7/16/2017 5:16 PM
24	Nothing here that interests me	7/15/2017 5:12 PM
25	drugstorw	7/15/2017 12:56 PM
26	Library	7/15/2017 9:39 AM
27	local corner store for burritos, and gas, everything else is outside of Excelsior.	7/15/2017 9:28 AM
28	no parking not safe at night	7/15/2017 9:23 AM
29	Eye doctor	7/14/2017 6:46 PM
30	Produce shopping	7/14/2017 2:34 PM
31	Walking for exercise in McClaren park and around the neighborhood	7/14/2017 2:02 PM
32	Library	7/14/2017 9:18 AM
33	Goodwill	7/13/2017 9:24 PM
34	Walgreens, although it's filthy and I preferentially patronize other Walgreens	7/7/2017 8:04 PM
35	Walgreens & Good Will (retail)	7/6/2017 8:04 PM
36	Library	7/6/2017 7:53 PM
37	Library	7/6/2017 5:26 PM
38	I go to smaller grocery stores on Mission St. but no longer go to the Safeway because it is too dangerous and lacks proper security.	7/6/2017 4:09 PM
39	Crocker Amazon field complex	7/5/2017 1:58 PM
40	Library; very occasionally retail, grocery store, eating	6/29/2017 4:12 PM
41	cayuga community connectors - exercise class lectures,socializingg	6/28/2017 7:54 PM
42	Sometimes the gas station	6/27/2017 3:23 PM
43	sometimes I eat out in the neighborhood, sometimes Goodwill or grocery store.	6/26/2017 2:01 AM
44	Library	6/21/2017 7:13 PM
45	Cayuga Collabrative & political meetings	6/18/2017 10:08 PM
46	post office; drug store	6/17/2017 4:15 PM
47	library	6/17/2017 3:08 PM
48	Hardware sometimes	6/15/2017 10:45 PM
49	Church	6/15/2017 4:49 PM
50	The parks as well as public meeting locations, library, bars	6/15/2017 10:46 AM
51	None	6/15/2017 10:24 AM
52	Dark Horse, Walgreens and Geneva Bakery	6/15/2017 9:58 AM
53	Central Drug Store, shoe repair	6/14/2017 9:51 PM
54	Library	6/14/2017 7:03 PM
55	acupuncture	6/14/2017 3:23 PM
56	Public library	6/14/2017 9:07 AM
57	library, and used to go to doctor's for bluegrass night but they're gone.... stay away from pissed off pete's because the own is, well, pissy!	6/13/2017 6:19 PM

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58	Library	6/13/2017 5:18 PM
59	Church	6/13/2017 2:45 PM
60	Excelsior Science Center	6/13/2017 9:38 AM
61	Public library	6/12/2017 10:58 PM
62	Claddagh Coffee shop and Walgreens, Geneva Eye Care, gas	6/12/2017 10:19 PM
63	Church	6/12/2017 9:37 PM
64	not a "business," but parks & playgrounds for the kids	6/12/2017 8:57 PM
65	Library	6/12/2017 8:11 PM
66	Safeway	6/12/2017 7:02 PM
67	SFPL	6/12/2017 6:40 PM
68	visit relatives	6/12/2017 2:23 PM
69	I've only been to the businesses on Ocean Avenue (Whole Foods, Philz, Ocean Ale House, etc.)	6/12/2017 1:47 PM
70	Goodwill and Walgreen	6/12/2017 12:54 PM
71	gas	6/12/2017 11:28 AM
72	Green Cross	6/12/2017 10:21 AM
73	Gas stations	6/12/2017 10:09 AM
74	Walking and exercise	6/12/2017 8:15 AM
75	Community Centers, non-senior	6/9/2017 3:41 PM
76	The awesome Excelsior branch library!!	6/8/2017 6:48 AM
77	tailor, and recreational	5/31/2017 3:12 PM
78	library	5/26/2017 11:50 AM

Q5 What businesses and services do you leave this neighborhood to visit? You can name specific places (Target, Rainbow Grocery) or general categories (medical doctor, acupuncture).

Answered: 720 Skipped: 252

#	Responses	Date
1	mall, shopping center	8/8/2017 5:44 PM
2	Target, Ross, Macy's	8/8/2017 5:41 PM
3	Target, Hospital General	8/8/2017 5:25 PM
4	Trader Joe's, Costco, Safeway (in Westlake), Stonestown (for clothes), La Boulangerie, Cafe la Boheme, La Taza, Boulevard Cafe, Westfield Shopping Center, Galeria de La Raza, La Palma, Oye Managua, Limon, El Rio, Elbo Room, Balmy Alley, Arizmendi, Ambrosia Bakery, Target (Colma), Mission Pie, La Taqueria, Lelenita's Cakes, Adelita's Cakes and Bakery, Pakwan (16th and Mission), Mitchell's Ice Cream Shop, Festivales Culturales (Latino, Hindu, Griegas, etc.), Firenze, North Beach, Doctor, Toy store and gift shop	8/8/2017 5:22 PM
5	Doctor Costco Rainbow Grocery Nail Salon Beauty shop	8/8/2017 5:20 PM
6	Lucky	8/8/2017 3:57 PM
7	Market for Mexican, Central, and South American products; Walgreens; Banks of America; restaurants	8/8/2017 3:54 PM
8	JC Penny Seramonte los angeles	8/8/2017 3:45 PM
9	Safeway	8/8/2017 3:41 PM
10	Safeway Cafe in front Smart and Final	8/8/2017 3:34 PM
11	Target Doctor	8/8/2017 3:30 PM
12	Rainbow Mission Pie Arizmendi Optometrist in Glen Park Noe Valley shoe store Pet store in Bernal Tower Market Glen Park market Glen Park bookstore	8/7/2017 9:53 AM
13	Grocery stores - Trader Joe's Macy's Anywhere that I need my care Bev Mo Michael's / Beverly's	8/7/2017 9:52 AM
14	Lucky California, Trader Joe's, Home Depot Hardware, Sloat Garden Center, Doctor's	8/7/2017 9:44 AM
15	Trader Joe's, doctor, restaurants	8/7/2017 9:42 AM
16	Target, Peet's, toast, Gus' community market	8/7/2017 9:33 AM
17	Sprout's, Pet's corner, restaurants, doctor	8/7/2017 9:31 AM
18	Eating establishment, doctors	8/7/2017 9:26 AM
19	Bernyl good life, Lucky (Mission), Whole foods (Ocean), Shopping (Noe Valley)	8/7/2017 9:24 AM
20	Whole foods, Target, Farmer's market	8/7/2017 9:20 AM
21	Whole foods, Target, Farmer's markets	8/7/2017 9:19 AM
22	Trader Joe's	8/7/2017 9:17 AM
23	Target, Trader Joe's, One Medical, Coffee shops, clothing stores, diners, burger joint, etc...	8/7/2017 9:14 AM
24	Large retail stores Target, Costco, TJ's Safeway (Safeway on Mission doesn't feel as safe)	8/4/2017 4:08 PM
25	Trader Joe's, Kaiser, Stonestown, Target	8/4/2017 4:05 PM
26	Grocery, Rainbow, Whole Foods, Trader Joe's Restaurants	8/4/2017 4:03 PM
27	Whole food, Phil's coffee, Food @ Mission, Organics	8/4/2017 3:55 PM
28	Supercuts, Tender Greens, Trader Joe's La Corneta Taqueria	8/4/2017 3:50 PM
29	Safeway, Canyon market, Philz, Serap	8/4/2017 3:44 PM
30	Whole foods Medical, dental	8/4/2017 3:35 PM

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31	Big box retail Dining Entertainment	8/4/2017 3:33 PM
32	Doctor, Whole Foods, hair salon, bookstore (new books)	8/4/2017 3:30 PM
33	Whole foods, trader joe's	8/4/2017 3:27 PM
34	Target, whole foods, a cleaner safeway, clothing, gift shopping, more food choices, pet store, entertainment	8/4/2017 3:24 PM
35	Costco	8/3/2017 1:52 PM
36	Target, malls	8/3/2017 1:47 PM
37	Target, the mall	8/3/2017 1:43 PM
38	Grocery	8/3/2017 11:55 AM
39	Grocery	8/3/2017 11:50 AM
40	Work	8/3/2017 11:48 AM
41	Rainbow grocery	8/3/2017 11:47 AM
42	Stonestown	8/3/2017 11:44 AM
43	No	8/3/2017 11:36 AM
44	Shopping Mall, Daly City	8/2/2017 4:06 PM
45	Boba, Asian Food, Asian Dessert	8/2/2017 3:59 PM
46	Target, Trader Joe, Bar/Nightlife	8/2/2017 3:51 PM
47	Movies, Target, Music	8/2/2017 3:48 PM
48	Safeway, Walgreens	8/2/2017 3:44 PM
49	Gym, Education, Costco	8/2/2017 3:40 PM
50	Safeway	8/2/2017 3:40 PM
51	Target	8/2/2017 3:37 PM
52	Bars	8/2/2017 3:29 PM
53	Come from fidi, stop @ whole foods, come to bus terminal to get taxi	8/2/2017 3:27 PM
54	Costco, foods co, grandemarket	8/2/2017 3:24 PM
55	Target, Trader Joe's, JC Penney, Nike, Old Navy	8/2/2017 3:18 PM
56	Mission and Geneva beanie store Florist Steak restaurant Pollo Supremo Ace of fades Brother's market La iguana azul	8/2/2017 3:17 PM
57	Rainbow Grocery	8/2/2017 3:15 PM
58	Church participation / volunteering	8/2/2017 3:07 PM
59	Dentist, doctor, Target, Whole Foods, Waying	8/2/2017 3:05 PM
60	Grocery, barber, coffee	8/2/2017 3:02 PM
61	Senior services	8/2/2017 2:58 PM
62	Grocery store on Geneva Children barbans Childcare / learning	8/2/2017 2:55 PM
63	Doctor, General Hospital, home depot	8/2/2017 10:52 AM
64	Restaurants, Pet Store	8/2/2017 10:42 AM
65	Doctor, Dentist	8/2/2017 10:36 AM
66	Grocery, Better Restaurants	8/2/2017 10:30 AM
67	Target, Pet Supplies, Trader Joes, Bar's	8/2/2017 10:26 AM
68	Social Services Officer, Goodwill	8/2/2017 10:22 AM

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69	Shopping	8/1/2017 2:47 PM
70	Entertainment, Movies, Downtown	8/1/2017 2:28 PM
71	None	8/1/2017 2:26 PM
72	Medical	8/1/2017 2:17 PM
73	Clinics, Medical Services	8/1/2017 1:12 PM
74	Target, Safeway Daly City, Lucky	8/1/2017 11:30 AM
75	Target, Materialistic Shopping, Kaiser, Night Life, Restaurants	8/1/2017 11:24 AM
76	restaurants, parks, college	8/1/2017 11:18 AM
77	Shopping, Beauty	8/1/2017 11:13 AM
78	Medical	7/31/2017 3:39 PM
79	Stabilize rent for existing businesses. Target, Marshalls, Rose	7/31/2017 3:17 PM
80	Target, CVS, Doctors, Shopping Malls	7/31/2017 3:05 PM
81	Walgreens	7/31/2017 2:57 PM
82	Doctor	7/31/2017 2:52 PM
83	Grocery Outlet, Food Co	7/31/2017 2:42 PM
84	Casa Lucas, El Chico, Yangtze	7/31/2017 2:13 PM
85	Movies, Bowling Arcade	7/31/2017 2:07 PM
86	More senior services, senior emergency clinics with medcare	7/31/2017 2:02 PM
87	Whole Foods, Rainbow	7/31/2017 1:55 PM
88	Safeway, whole foods, target, walgreens	7/31/2017 11:57 AM
89	Grocery, errands	7/31/2017 11:54 AM
90	Starbucks, Target	7/31/2017 11:51 AM
91	All fast food places - more healthy, grab & go home	7/31/2017 11:47 AM
92	Starbuck's, Peet's, Target, TJ Maxx, Canyon Market, medical, Barnes and Noble, DSW, Gus' (grocery), Safeway Westlake	7/30/2017 5:18 PM
93	All. I do no shopping in mission street in the excelsior. There is no where to park. I could walk or ride my bike but he sidewalks are filthy and the streets too busy and everyone double parks.	7/28/2017 7:07 AM
94	Dining, Safeway (our local Safeway is in very poor condition and unpleasant), clothing shopping, ice parlors, movies, bike shops, professional services, anything of mid or high quality in terms of food or shopping.	7/27/2017 11:07 PM
95	Target, Mall	7/26/2017 12:49 PM
96	target,trader joe's, ross	7/26/2017 12:46 PM
97	Target, Walmart, Social Services, Goodwill on Market and Van Ness, Doctors	7/26/2017 12:38 PM
98	Costco, Doctor	7/26/2017 12:34 PM
99	laundry	7/26/2017 11:43 AM
100	groceries and laundry	7/26/2017 11:30 AM
101	Walmart in San Jose	7/26/2017 11:23 AM
102	grocery	7/26/2017 10:47 AM
103	autosshop-san bruno chinatown-vegetables	7/26/2017 10:33 AM
104	lawyer, target, old navy, ross, bank	7/26/2017 10:27 AM
105	target, amc, century	7/26/2017 10:22 AM
106	Many. Restaurants, coffee shops, lowes, etc.	7/26/2017 10:22 AM

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107	bookstores	7/26/2017 10:14 AM
108	electronics, pet store	7/26/2017 10:11 AM
109	Costco	7/26/2017 9:59 AM
110	Movies	7/26/2017 9:48 AM
111	Cricket phone outlet, rental cars, Wells Fargo needs management improvement , manager is not very respectful	7/26/2017 9:45 AM
112	Whole Foods, Target	7/26/2017 9:42 AM
113	Target,Castro, Dolores Park Downtown, Doboce	7/26/2017 9:35 AM
114	Stonestown, Target, Nail shop, YMCA	7/26/2017 9:16 AM
115	I leave the neighborhood for groceries, restaurants, nightlife and medical	7/26/2017 9:13 AM
116	Canyon market, rainbow grocery, car wash, coffee shops, restaurants.	7/26/2017 9:08 AM
117	Better grocery store - Canyon Market in Glen Park, Trader Joe's, Rainbow. Medical - Kaiser in Mission Bay Nightlife - concerts, theatre, nice restaurants.	7/26/2017 8:58 AM
118	Grocery and home depot	7/25/2017 3:12 PM
119	Acupuncture, medical, health food store, more up to date medical, move theater	7/25/2017 2:38 PM
120	Target	7/25/2017 12:09 PM
121	Walgreens, Bank, Lucas, Manila Oriental Market	7/25/2017 11:54 AM
122	good restaurant	7/25/2017 11:45 AM
123	Westlake-Daly City, Grocery, Doctor	7/25/2017 10:01 AM
124	Trader Joe's, Stonestown, Diamond Heights, Westlake	7/25/2017 9:54 AM
125	Target	7/25/2017 9:32 AM
126	Rainbow Grocery	7/24/2017 2:50 PM
127	Grocery shopping, doctors, post office	7/24/2017 2:37 PM
128	SFGH, Macy's, Ross	7/24/2017 2:29 PM
129	Trader Joe's, Lucky's, Lakeshore, Valero Fuel	7/24/2017 2:16 PM
130	restaurant where we can meet neighbors and friends for lunch and even dinner. "Gathering hole."	7/24/2017 1:41 PM
131	Dentist, Kaiser	7/24/2017 1:32 PM
132	Target	7/24/2017 1:25 PM
133	Safeway, Manila Oriental, Costco, Ross, Target	7/24/2017 1:18 PM
134	Safeway, Trader Joe's, medical	7/24/2017 1:06 PM
135	Target, Medical/doctor	7/24/2017 12:09 PM
136	Doctor, Hardware, Costco, Food, Auto, Life	7/24/2017 12:04 PM
137	Doctor, UCSF, Nail Salon, Office Depot, Home Depot, Movies	7/24/2017 11:54 AM
138	Target, Sprout	7/24/2017 11:47 AM
139	Medical/Doctor, Entertainment, retail, beauty, BART	7/24/2017 11:44 AM
140	Target, Metro ctr, Westlake, Serramonte, Doctor, Medical	7/24/2017 11:40 AM
141	Retail shops, westlake, serramonte, tanforan,	7/24/2017 11:36 AM
142	Groceries, Medical, Fine Dining	7/24/2017 11:30 AM
143	Doctor, Fast Food, Shopping	7/24/2017 11:08 AM
144	Grocery, Entertainment, Doctors	7/24/2017 11:05 AM
145	Target, Costco, Movies, Doctor	7/24/2017 11:00 AM

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146	Boys and Girls Club	7/24/2017 10:56 AM
147	Movie Theater, Mall	7/24/2017 10:51 AM
148	Medical, Doctor, Haircut, Clothes, Dentist, Food, Gym	7/24/2017 10:47 AM
149	Medical doctor, Target, Costco, Natural/organic groceries, clothing, bars/nightlife	7/24/2017 10:43 AM
150	Target, Costco	7/24/2017 10:16 AM
151	Dentist, Doctor, Target, Costco	7/24/2017 10:05 AM
152	Target, Serramonte, Colma, Costco	7/24/2017 9:52 AM
153	Target	7/24/2017 9:42 AM
154	Target, Walmart	7/24/2017 9:36 AM
155	Stonestown, Serramonte	7/24/2017 9:22 AM
156	Doctor, Target, In n Out, Walmart	7/24/2017 9:18 AM
157	Target, Movies, Mall	7/24/2017 9:12 AM
158	Target, Home Depot, Restaurants	7/22/2017 7:58 PM
159	restaurants, target, blue bottle coffee, mollie stones	7/22/2017 11:44 AM
160	Canyon market, the pet store, and the hardware store in Glen park. Target, the garden store on Bayview, rainbow grocery, medical, coffee, farmers market, notions and fabric and clothing, etc. And entertainment, dining out, etc.	7/22/2017 9:04 AM
161	Grocery Shopping, medical, errands, etc	7/21/2017 1:58 PM
162	To go to Trader Joes or for specialty groceries. Target, Costco, etc.	7/21/2017 12:03 PM
163	Mall Stores	7/21/2017 10:06 AM
164	Target	7/20/2017 10:57 AM
165	Target, Costco	7/20/2017 10:52 AM
166	Doctor, Food Store, Groceries	7/20/2017 10:47 AM
167	Target, Doctor, Entertainment	7/20/2017 10:39 AM
168	Target, Macy's, Serramonte	7/20/2017 10:33 AM
169	Hospital, Movie Theater, Target, Costco, Best Buy, Department Stores, Chains	7/20/2017 10:29 AM
170	Costco, Serramonte, Stonestown, Doctors, Dentists, Trader Joe's, Snocrave, School	7/20/2017 10:22 AM
171	Target, Trader Hoe's, Doctor, Dentist, Movie Theater, Serramonte, Colma, Westfield, Burton Hs, Church, Botanical Gardens	7/20/2017 10:16 AM
172	Target, The mall	7/20/2017 10:04 AM
173	Grocery stores, Target	7/20/2017 9:59 AM
174	Pacific Super, Safeway	7/20/2017 9:56 AM
175	Food Places, YMCA, grocery stores, malls	7/20/2017 9:54 AM
176	Grocery shopping, fitness, entertainment	7/20/2017 9:51 AM
177	Target, Costco, Movie Theaters	7/20/2017 9:40 AM
178	YMCA, Church	7/20/2017 9:37 AM
179	Serramonte, Tanforan	7/20/2017 9:30 AM
180	Target	7/20/2017 9:27 AM
181	Salon, groceries, nightlife, some restaurants	7/19/2017 1:50 PM
182	Target	7/19/2017 1:43 PM
183	Smart and Final	7/19/2017 1:28 PM
184	Target, Doctor	7/19/2017 1:25 PM

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185	Movies, shopping malls, home	7/19/2017 1:22 PM
186	Target, Groceries	7/19/2017 1:20 PM
187	Target, Costco	7/19/2017 1:17 PM
188	Starbucks, Whole Foods, Gamestop, Target	7/19/2017 11:43 AM
189	Tea House	7/19/2017 11:38 AM
190	Target, shipping, doctor	7/19/2017 11:34 AM
191	Mr. T, Groceries	7/19/2017 11:26 AM
192	Mr. T, Groceries	7/19/2017 10:18 AM
193	Mr.T	7/19/2017 10:14 AM
194	Target, Costco, Cotton-on	7/19/2017 10:08 AM
195	Japan Town	7/19/2017 10:05 AM
196	Target, Bestbuy	7/19/2017 10:02 AM
197	Target, Trader Joe's, Costco	7/19/2017 9:59 AM
198	Costco, Target	7/19/2017 9:30 AM
199	Target	7/19/2017 9:21 AM
200	Whole Foods, Target, coffee shop, preschool	7/18/2017 7:02 PM
201	Restaurants, better shopping, nightlife.	7/18/2017 6:40 PM
202	Safeway and casa Lucas	7/18/2017 6:31 PM
203	Target, Costco, SF Kaiser	7/18/2017 1:52 PM
204	Trader Joe's, Target, Sprouts	7/18/2017 1:33 PM
205	Sprouts, Farmer's Market, Chiropractor	7/18/2017 12:18 PM
206	groceries	7/18/2017 12:12 PM
207	Target, Trader Joe's, Shoe Stores	7/18/2017 12:05 PM
208	Trader Joe's, Rainbow	7/18/2017 11:47 AM
209	Supercuts, Tender Greens, Trader Joe's La Corneta Taqueria	7/18/2017 11:19 AM
210	doctor	7/18/2017 10:43 AM
211	Target, mall\clothing shopping, Trader Joe's, sprouts, medical, restaurants.	7/18/2017 10:42 AM
212	Dentist, Doctor, Trader Joe's	7/18/2017 10:29 AM
213	Costco, Target, Medical Doctor, Home Furnishings	7/18/2017 10:25 AM
214	Target, nails, restaurants. I do patronize some restaurants but the majority is out of the neighborhood.	7/18/2017 8:26 AM
215	Trader Joes, Costco, medical, dental, gas	7/17/2017 9:33 PM
216	affordable housing	7/17/2017 1:48 PM
217	I rarely shop or eat in my neighborhood or surrounding areas.	7/17/2017 12:37 PM
218	Eating out at restaurants, movies!!!! (please bring a theatre back!!!), Whole Foods, Kaiser (Main Campus, SF), art supply stores, book stores, specialty grocery	7/17/2017 11:25 AM
219	Safeway (the one on Mission always has people stealing things), Target, eating, drinking, medical doctor, nail salon	7/17/2017 10:58 AM
220	Rainbow Grocery, Whole Foods, gourmet coffee shops, vegan dining, bars, dinners, brunch.	7/17/2017 9:19 AM
221	Medical Doctor, High End Restaurants, Lowes, Costco, BevMo, K&L Wines	7/17/2017 7:02 AM
222	Grocery	7/17/2017 6:31 AM
223	Everything other than a few lunches at local deli.	7/17/2017 4:38 AM

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224	Target, Starbucks and other coffee houses, Kaiser, clothing stores (I got to Union Square or Daly City), Rainbow Grocery, Trader Joes	7/16/2017 10:20 PM
225	Trader Joe's, clothing, farmers markets,	7/16/2017 9:34 PM
226	Rainbow Grocery, Whole Foods, Good Life Grocery, Canyon Market, medical, dental, martial arts, laundry/dry cleaning, independent bookstores (Folio Books, Green Apple, Christopher's), Goat Hill Pizza, Giorgio's Pizza, Just For You Cafe, Ebisu, Westfield Shopping Center, movie theaters	7/16/2017 5:16 PM
227	medical doctor, dentist, clothes shopping, and entertainment (live theater and movies).	7/16/2017 3:15 PM
228	Trader Joe's Whole Foods Kaiser Restaurants Odc	7/16/2017 2:20 PM
229	Whole Foods, Coffee shops, bars, restaurants	7/16/2017 8:27 AM
230	Hardware and home improvement, vegan restaurants, coffee shops	7/16/2017 8:06 AM
231	Safeway (excelsior safeway is terrible), Trader Joe's, medical needs, clothing, lowes, Good Life grocery, Whole Foods, bars for music,	7/16/2017 7:25 AM
232	Medical, retail (clothing, hardware, housewares) entertainment, restaurant s	7/16/2017 12:22 AM
233	99 Ranch, Safeway at westlake plaza, Walgreens on Misson at the Daly City side	7/15/2017 11:08 PM
234	B of A, Mexican food, Hawaiian Food, Safeway	7/15/2017 9:25 PM
235	Target, Whole Foods, Rainbow Grocery, One Medical Dr. Appointments, Dentistry	7/15/2017 7:35 PM
236	Medical doctor, Dentist, groceries, errands	7/15/2017 7:25 PM
237	Target, Macy's	7/15/2017 7:24 PM
238	My hair stylist is at Union Square: I visit Safeway near Potrero about half the time. I work in Panhandle area. I dine wherever. I usually purchase gasoline near work, it's cheaper than the Arco on geneva.	7/15/2017 7:20 PM
239	Target, Trader Joe's, Home Depot, medical	7/15/2017 6:15 PM
240	Rainboow grocery, clothes shopping, toys, pediatrician, dental, schools, bakery, coffee	7/15/2017 6:04 PM
241	Costco, Trader Joes, Medical	7/15/2017 5:58 PM
242	Rainbow Grocery, WHOLE FOODS	7/15/2017 5:44 PM
243	Trader Joe's, target, dentist, dr, etc	7/15/2017 5:12 PM
244	Groceries Hair Clothing Dental Health	7/15/2017 5:05 PM
245	medical, social, exercise, most food/restaurants	7/15/2017 12:56 PM
246	All	7/15/2017 12:01 PM
247	Target, costco, workout studios	7/15/2017 11:45 AM
248	Target, WalMart, Costco, Sams Club, Lucky's, Seafood City, other restaurants	7/15/2017 11:42 AM
249	Gym, rainbow, Starbucks, kaiser	7/15/2017 11:09 AM
250	Home Depot, Lowes, Kaiser, dentist, Mollie Stone's, other restaurants	7/15/2017 10:58 AM
251	Starbucks, Target, Home Depot	7/15/2017 10:28 AM
252	Costco, doctor, gas, most other services.	7/15/2017 10:28 AM
253	Trader Joes Target	7/15/2017 10:09 AM
254	Trader Joe's, Safeway (I go to Diamond Heights because the Excelsior Safeway is inferior in every way). Target. Office Max. Kaiser(medical). Stonestown for clothing etc. DSW	7/15/2017 10:04 AM
255	Super market	7/15/2017 9:53 AM
256	Higher end groceries, coffee, medical	7/15/2017 9:52 AM
257	Home Depot, Lowes, Kaiser, Dentist, Mollie Stones, Trader Joes, other restaurants	7/15/2017 9:43 AM
258	Target, Starbucks, chain restaurants ...	7/15/2017 9:39 AM

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259	Rainbow Grocery. Guerra's Meats. Alemany Farmers Market. Safeway in Diamond Heights (much nicer store than Mission). Medical doctor & other medical services except pharmacy (Central Drug Store). Restaurant eating, although we do eat at the Hunan.	7/15/2017 9:39 AM
260	Whole Foods, Trader Joes, Walgreens, Safeway, Rainbow Grocery, Medical, Dentist, Work, Yoga at Moxie, Andronicos, Gus Market, Pet Smart, Buffalo Exchange	7/15/2017 9:28 AM
261	Doctor general	7/15/2017 9:20 AM
262	Rainbow Grocery, farmers markets, Whole Foods. There are no good places to get fresh organic foods nearby. I also spend a lot of time outside the neighborhood in arts organizations, galleries, bookstores, mural tours, and other art-related activities. It would be amazing if Mission St. became a protected arts district.	7/15/2017 9:18 AM
263	Target, Trader Joe's, nicer restaurants, Kaiser, nightlife, favorite Taquerias - burritos nervy are too loose, watery	7/15/2017 9:11 AM
264	Whole Foods, Tartine/bakeries, big box retailers, doctors	7/15/2017 8:44 AM
265	Cooler bars, movies, clothes shopping, higher end restaurants. But all of that is ok!	7/15/2017 8:33 AM
266	Doctors, Amazon for shopping because the streets in Excelsior are NOT safe for senior women.	7/15/2017 7:07 AM
267	The mall	7/15/2017 6:03 AM
268	Practically everything, except for the Caca Safeway when I need something fast.	7/14/2017 8:08 PM
269	Macy's and doctor/dentist appointments	7/14/2017 6:46 PM
270	Target, doctor, other grocery stores, restaurants, dentist, pharmacy	7/14/2017 6:32 PM
271	Medical	7/14/2017 5:57 PM
272	Target, rainbow grocery, the mall, medical doctor	7/14/2017 5:39 PM
273	Home depot - hardware store	7/14/2017 5:35 PM
274	Target, Costco, doctor, Whole Foods	7/14/2017 5:28 PM
275	Whole Foods Target Costco	7/14/2017 5:13 PM
276	Target, safeway at westlake, medical & dental offices, dim sum, other restaurants, clothing retail	7/14/2017 4:47 PM
277	Target, Costco, medical	7/14/2017 4:15 PM
278	Costco Target Restaurants Farmers market	7/14/2017 4:11 PM
279	Grocery Outlet in the Portola District.	7/14/2017 2:34 PM
280	Most groceries--Whole Foods or Rainbow; coffee and fine dining; all medical and other professional; other retail.	7/14/2017 2:02 PM
281	Target, Trader Joe's, Shopping Mall	7/14/2017 12:45 PM
282	Target, variety of grocery stores, medical Kaiser, clothing stores, hair salon, cosmetic services, entertainment.	7/14/2017 12:20 PM
283	Lucky supermarket.	7/14/2017 10:59 AM
284	doctor, Target , Trader Joe's	7/14/2017 10:54 AM
285	Target, Costco, Trader Joe's, Whole Foods, shopping malls, restaurants, beauty services, coffee shops, Asian food markets	7/14/2017 10:09 AM
286	Target, rainbow grocery, Whole Foods, vitamin shop, eye doctor, medical, dental, diner style food - breakfast. Philz. Nordstrom/loft.	7/14/2017 9:18 AM
287	Canyon Market, Phil's Coffee,	7/14/2017 8:21 AM
288	whole foods, target	7/14/2017 8:08 AM
289	Grocery (Whole Foods), barber, pet care, most medical, banking, bars/nightclubs, nearly all retail, fine dining (Excelsior is mostly take-out), entertainment, brunch.	7/14/2017 7:48 AM
290	Target, Safeway, trader Joes	7/14/2017 7:37 AM

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291	Medical, Whole Foods, Philz Coffe, Costco, Trader Joe's	7/14/2017 7:14 AM
292	Safeway (the one on Mission is terrible), Target (Greatland), doctor, gasoline (the Arco & Chevron have difficult parking), Stonestown/Tanforan, Starbucks, bookstores, bars, restaurants other than El Farolito & Taqueria Guadalajara	7/14/2017 6:49 AM
293	Medical, target, the mall	7/14/2017 6:22 AM
294	Target, CVS, Starbucks, Peets Coffee	7/14/2017 5:33 AM
295	Rainbow, lucky, safeway in westlake, cpmc for doctors and one medical, Costco, Trader Joe's, walgreens top if the hill. Parking is an issue on Geneva and the safeway on mission is nor clean and I don't feel safe.	7/14/2017 4:59 AM
296	Target kaiser hospital	7/14/2017 4:32 AM
297	Target, Mollie Stones, Safeway, medical doctor, dentist	7/14/2017 1:31 AM
298	Other bars and nightclubs, medical, big grocery.	7/14/2017 1:29 AM
299	Smart and Final, Whole Foods, exotic pet stores, gift shops (for presents, specialty candles, etc...), jewelry repair/watch battery), hardware/nursery store, movies, medical (Kaiser), restaurants, music/instrument supplies, craft/art supplies	7/14/2017 12:06 AM
300	Nightlife	7/13/2017 10:45 PM
301	Target Whole Foods Trader Joe's 24hr fitness Peet's	7/13/2017 10:44 PM
302	Target, mall- clothes	7/13/2017 10:40 PM
303	Target, Starbucks, cleaner restaurants	7/13/2017 10:34 PM
304	Target	7/13/2017 10:15 PM
305	Basically everything except lunch. Good Life grocery or Safeway or Whole Foods. Just about any other restaurant. No decent retail goods are available on the corridor.	7/13/2017 10:14 PM
306	Rainbow grocery, Trader Joe's, doctor, gym	7/13/2017 10:04 PM
307	Target, Whole Foods, Costco, a different Safeway if visit late night, most eating places and restaurants, nail salon, fitness, medical, coffee shop	7/13/2017 10:00 PM
308	Pet shop	7/13/2017 9:24 PM
309	Grocery Stores, I prefer to do my shopping in South San Francisco. It's easy parking and I always find a shopping cart at the Safeway. Our local grocery stores are horrible!!!! Kaiser SSF, Target SSF, Schools Mission District, Dining SSF	7/13/2017 9:02 PM
310	Target, medical, shopping	7/13/2017 8:56 PM
311	Coffee shops, Target, Grocery outlet, various kinds of restaurants (other than mexican or latin american), UPS/Fedex.	7/13/2017 8:53 PM
312	Restaurants Cafes Target Movie theater Doctor Dental Work School	7/13/2017 8:39 PM
313	Almost everything.	7/13/2017 6:53 PM
314	Restaurants	7/13/2017 6:19 PM
315	Costco Brunch Family friendly restaurants Family friendly bars Lowes Target	7/13/2017 6:09 PM
316	Groceries, retail, medical, dental, nightlife, entertainment, kids activities, restaurants	7/13/2017 6:07 PM
317	•Organic food, farmer's markets, gluten-free options •brunch •movie theater •Arizmendi bakery •Acupuncture (Community Acupuncture) •Dentist (still close, on Monterey, but it's Glen Park) •SF Fire Credit Union (thinking about opening an account at the new credit union on Mission) •Kaiser	7/13/2017 5:59 PM
318	Go outside neighborhood for medical, eating out, and entertainment.	7/13/2017 5:55 PM
319	Target, Whole Foods, Record Stores, Bars, Nightlife	7/13/2017 5:51 PM
320	Doctor, clothes, restaurants, shopping	7/13/2017 5:04 PM
321	Star bucks , petes coffee , target ,	7/13/2017 5:04 PM

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322	Whole foods, trader Joe's, yoga, Target, medical services, restaurants, bubble tea, coffee shops, everything else...	7/13/2017 4:43 PM
323	Retail, Medical, Fitness, Eating, Nightlife, Entertainment	7/13/2017 2:35 PM
324	Grocery, bank, and Mexican food	7/13/2017 1:15 PM
325	Medical doctor; clothes shopping; restaurants; bars; cannabis dispensary.	7/13/2017 1:09 PM
326	Auto-related, Lucky grocery store, Starbucks	7/13/2017 12:53 PM
327	Doctors,rainbow	7/11/2017 9:59 PM
328	Target, restaurants, SafeWay, mall, medical appts, etc.	7/11/2017 6:37 PM
329	Rainbow Grocery, Costco, Just For Fun, doctor, dentist, optometrist, 24 Hour Fitness, Lowes, Home Depot, clothing, Heart of the City farmers' market	7/11/2017 3:40 PM
330	Bi-Rite, medical doctor, hardware, clothing	7/11/2017 3:08 PM
331	Target, Rainbow, a better Safeway than the one in Excelsior, Whole Foods, Pet Store Clothing Sports Equipment	7/11/2017 12:34 PM
332	Whole Foods and restaurants along Ocean Ave. Target on Ocean and Daly City.	7/11/2017 10:54 AM
333	Better variety of restaurants, more grocery stores	7/10/2017 1:33 PM
334	Raunbiw Grocery, Macy's, Target	7/10/2017 1:01 PM
335	Grocery - Trader Joe's; Rainbow Grocery Medical - Kaiser Vision - Eye Doctor Home Improvement - Lowe's	7/10/2017 8:16 AM
336	costco, doctor	7/10/2017 7:19 AM
337	Costco	7/9/2017 11:19 PM
338	Whole foods, target, restaurants	7/9/2017 6:46 PM
339	Costco	7/9/2017 11:42 AM
340	Trader Joe's, Target, Kaiser Medical Center, Home Depot, Macy's,	7/9/2017 8:28 AM
341	Target Whole Foods Rainbow grocery 24th street noe valley boutiques	7/8/2017 2:39 PM
342	Canyon market, Whole Foods, Goodlife. Bernal, Ocean Ave.	7/8/2017 2:19 PM
343	Medical, Restaurants, Whole Foods, Rainbow Grocery, Movies	7/7/2017 10:10 PM
344	Golden 1 Credit Union. Doctor, dentist, optometrist. Most eating out, coffee. Most shopping, except for produce I can get at the Mexican markets. Safeway, Andronicos. Specialty foods. Beanery coffee. Peet's coffee.	7/7/2017 8:04 PM
345	Target, Home Depot, supermarket	7/7/2017 2:43 PM
346	movies and entertainment	7/7/2017 1:22 PM
347	Doctors, coffee shop, restaurants. Since there is no comment section, I will comment here. NO MORE POT SHOPS! There are enough stoners hanging out outside of the shops now. Now that pot is legal, let the other neighborhoods (Marina, North Beach etc.) enjoy the patients who need "medical marijuana."	7/7/2017 9:47 AM
348	Medical doctor, dentist, restaurants	7/7/2017 9:41 AM
349	trader joes, movie theatre, medical (not dental), restaurants	7/7/2017 9:24 AM
350	Target, Larger Safeway in Westlake, Trader Joe's, Nail salon, Bars, "sit down" restaurants, clothing shopping, Dry cleaners, medical, 24 hour pharmacy	7/7/2017 9:15 AM
351	Rainbow grocery, Costco, farmers market, lowes hardware, Home Depot, doctor	7/7/2017 9:12 AM
352	Trader Joe's, Target, Macy's	7/7/2017 8:29 AM
353	medical, grocery shopping, eating out, entertainment/night life, retail, hair/nail care	7/7/2017 8:03 AM
354	Whole Foods on Ocean, Canyon Market in Glen Park, Doctor, Dentist	7/6/2017 9:45 PM
355	I leave to go grocery shopping, household shopping like Target, get organic foods like Rainbow or Whole Foods. I get hair salon and kid related shopping in West Portal.	7/6/2017 9:16 PM

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356	Target, Trader Joe's, Movies, clothing stores, dentist, doctor	7/6/2017 8:28 PM
357	Target and Whole Foods on Ocean Avenue, Kaiser on Geary Avenue in the Richmond	7/6/2017 8:21 PM
358	Rainbow grocery, farmer's market, restaurants sometimes, medical dr., dentist	7/6/2017 8:04 PM
359	Safeway, Costco gas, Trader Joe's movies,	7/6/2017 7:53 PM
360	target, walmart starbucks, costco	7/6/2017 7:42 PM
361	Trader Joe's, Costco, Target, Whole Foods, farmer's markets. All forms of entertainment, most restaurants.	7/6/2017 7:24 PM
362	Whole Foods, Trader Joe's, Yoga, wine, gym, medical, dental, bike repair	7/6/2017 6:49 PM
363	Whole Foods	7/6/2017 6:47 PM
364	Target, Whole Foods, Restaurants, Doctor, Pediatrician, Salon/Spa, Safeway,	7/6/2017 6:30 PM
365	Clothes, beauty	7/6/2017 6:23 PM
366	Grocery (for Whole Foods, better Safeway markets) Beauty salons Nail Salons Restaurants Recreation (parks) Specialty shops (cheese markets, flower shops, bread stores)	7/6/2017 6:11 PM
367	Target, Whole Foods, 24 hour fitness, Trader Joe's, cost plus, Irish pubs, live music venues, Noah's bagels, Petco.	7/6/2017 6:07 PM
368	Whole Foods, Target, Movie theaters.	7/6/2017 6:00 PM
369	Whole Foods on Ocean, Trader Joe's and farmers market at Stonestown	7/6/2017 5:46 PM
370	Medical doctor	7/6/2017 5:42 PM
371	Grocery shopping.... Safeway too scary Restaurants... not much here Deli nothing suitable, ditto bakery Medical and dental Grew up in this neighborhood as did my father's family and we did EVERYTHING here	7/6/2017 5:26 PM
372	Medical, dental, eyes, target, west lake Safeway, costco	7/6/2017 5:09 PM
373	Costco, Trader Joe's, Kaiser appointments,	7/6/2017 4:37 PM
374	Dentist, doctor, tattoo, seafood	7/6/2017 4:12 PM
375	Safeway on Monterey Blvd or John Daly Blvd, since the one on Mission St. is too dangerous now. Too much shoplifting and conflict between drunks and shoplifters and other customers. Security is non-existent or in-effective there. Management won't address the problem. I now use other Safeway stores, or go to Whole Foods on Ocean. We go to Target in Colma.	7/6/2017 4:09 PM
376	Grocery (Whole Foods/TJs), fine dining, clothes shopping, gift shopping	7/6/2017 4:01 PM
377	Medical Dental Veterinarian Target Trader Joe's Restaurants Pet supplies	7/6/2017 3:52 PM
378	groceries, retail shopping, restaurants, bars, medical, dental	7/6/2017 3:26 PM
379	Along Mission Street, it's fairly sparse but we frequent Safeway (or Whole Foods), Walgreens for general drugstore stuff, post office. For restaurants, Guadelajara, Ty's Vietnamese sandwiches, Mr T. Cafe, Guatemalco Cafe.	7/6/2017 3:15 PM
380	Whole foods	7/6/2017 3:13 PM
381	Rainbow Grocery, Whole Foods, gym, medical doctor,	7/6/2017 2:10 PM
382	Rainbow, Canyon Market, Guerra's Meats, some restaurants, SCRAP	7/6/2017 1:30 PM
383	Target, doctor, Whole Foods, dentist	7/6/2017 12:15 PM
384	just about everything other than Walgreens for prescriptions and take out from Henry's Hunan on Mission. There is a gang presence on Geneva and Mission that makes it unpleasant to do business there. There is an overabundance of junk food restaurants. The Safeway is understaffed/undersupplied/overpriced, so I use Rainbow, local grocers, and farmers' markets. My doctor, dentist, gym, car repair are in other parts of the city.	7/5/2017 5:35 PM
385	Costco	7/5/2017 5:04 PM
386	Trader Joe's, Whole Foods	7/5/2017 1:58 PM

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387	Target, Kaiser, Macy's, jiffy lube, dentist, movies, pet store, pet groomer, Home Depot, lowes, some times Safeway because the Safeway on mission is horrible.	7/3/2017 7:20 AM
388	Grocery Outlet, Trader Joes, Whole Foods, Rainbow Grocery dentists, medical dr,	7/2/2017 10:07 PM
389	Safeway, Gas Stations, Dentist, Wells Fargo, San Francisco Federal Credit Union	7/2/2017 8:06 AM
390	Doctor's office, major shopping at target/Costco, clothes shopping	6/30/2017 12:55 PM
391	Shopping Medical	6/30/2017 10:50 AM
392	Trader joes, good coffee shops	6/30/2017 6:57 AM
393	Groceries, restaurants, clothing	6/30/2017 6:35 AM
394	Target and dor.	6/29/2017 11:06 PM
395	Trader Joe's, Whole Foods, Target, Doctor, Dentist, Hair,	6/29/2017 7:45 PM
396	Everything. A clean, efficient grocery store, good restaurants, cafe, hair salon.	6/29/2017 4:12 PM
397	Target, Trader Joe's, Whole Foods, Kaiser,	6/29/2017 1:50 PM
398	Medical Doctor, Costco	6/29/2017 1:39 PM
399	Trader Joe's Hair salon One medical School and after care Clothes shopping Target	6/29/2017 1:33 PM
400	Target, Tanforan Mall, Medical doctors	6/29/2017 9:27 AM
401	Westlake Safeway because Excelsior Safeway is a crime ridden rat-invested dump.	6/29/2017 7:34 AM
402	Whole foods, target, kaiser, nice restaurants and bars	6/29/2017 7:30 AM
403	I leave the neighborhood for everything, except groceries. Between parking being impossible and the lack of stores that appear to have things I need, I must go to other neighborhoods.	6/29/2017 6:55 AM
404	TraderJoe's, Target, restaurants, all medical appointments, car maintenance	6/29/2017 6:54 AM
405	Its usually hard to find parking so I do all shopping outside of the Excelsior.	6/28/2017 11:22 PM
406	doctor, alemany farmer's market, trader joe's, costco, cinemas, entertainment, bowling,	6/28/2017 11:10 PM
407	Restaurants - since except for a few most of the restaurants, have duty windows, doors, and the sidewalks are filthy. If they look like that on the outside, one can only imagine how the kitchen looks like. It will be nice to have more really nice restaurants like the ones on Valencia, West Portal etc. Too bad because the Excelsior at one time was very clean, people took pride on their neighborhood and cleaned in from of their homes, restaurants and the many deli shops we used to have	6/28/2017 11:01 PM
408	Whole Foods, Trader Joe's, Target, Home Depot, Medical Doctor, Dining experiences, coffee shops	6/28/2017 10:12 PM
409	Target, Safeway Market St (better selection), Kaiser Mission Bay,	6/28/2017 8:21 PM
410	Pet food, serious groceries, Costco, Trader Joes, other restaurants.	6/28/2017 8:13 PM
411	Target, Starbucks,	6/28/2017 8:08 PM
412	medical and dental care; TJ's and canyon market; car care	6/28/2017 7:54 PM
413	Whole Foods, Kaiser Permanente Mission Bay	6/28/2017 7:45 PM
414	Safeway PetSmart Walgreens Doctor Dentist	6/28/2017 7:09 PM
415	Trader Joe's, Whole Foods, credit unions, medical doctor, movie theater, coffee shop, restaurants (vegan)	6/28/2017 6:58 PM
416	Target, Trader Joe's , Pete's coffee, Pet Co. Doctor,	6/28/2017 6:55 PM
417	Target, Whole Foods, Trader Joe's, coffee shops, breakfast places, dentists, nail salons (higher quality than the ones here), hairdresser (higher quality than the ones here), higher quality restaurants. In general the establishments in the Excelsior are of low quality.	6/28/2017 6:10 AM
418	Inner sunset, Fillmore, Downtown Westfield, s onestown TJs.	6/27/2017 10:28 PM
419	Costco	6/27/2017 6:52 PM
420	Target, Rainbow Grocery, Trader Joe's, farmers' markets, pet supply store, Kaiser	6/27/2017 6:42 PM

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421	Whole Foods, Target, Trader Joes, 4 barrel coffee, Pakwan, Boulevard, Safeway Diamond Heights or Daly City, Stonestown YMCA, etc	6/27/2017 3:23 PM
422	Whole Foods, Rainbow Grocery, Target, Trader Joe's, nail salon in Noe Valley, medical doctor, Lowe's, higher-end restaurants and bars	6/27/2017 2:22 PM
423	Many others	6/27/2017 11:31 AM
424	Nightlife and entertainment Trader Joe's Children's activities	6/27/2017 10:07 AM
425	trader joes, home depot, costco, farmers market and grocery outlet	6/27/2017 10:04 AM
426	Lucky California, Trader Joes, Home Depot Hardware, Sloat Garden, doctors	6/27/2017 9:39 AM
427	Whole Foods, Coffee shops (Philz, Peets etc). Break fest places.	6/26/2017 7:40 PM
428	Whole Foods on Ocean, Kaiser on Geary, Dentist on Union Street. Beauty in North beach	6/26/2017 2:01 AM
429	Peets, Sprouts, Trader Joes	6/25/2017 9:48 PM
430	I go to Glen Park for animal food, cheese and library. I go to Diamond Heights because it is on the way home from class. I go to Westlake and Colma - Home Depot and various.	6/25/2017 4:09 PM
431	Rainbow Grocery, Bella cafe (coffee house), Canyon Market, various restaurants, doctor (Kaiser)	6/24/2017 4:07 PM
432	medical, dental, target, macy's, Trader Joe's, Whole Foods, car mechanic, fuel, bart, Post Office (Onondaga is crazy and NO parking), Pete's coffee, Walgreens (24-7), Safeway, ethnic cuisine,	6/23/2017 12:37 PM
433	Target, beauty - nails/ hair, clothes, medical doctor	6/22/2017 9:04 PM
434	Target shopping mall	6/22/2017 8:37 PM
435	Shopping, (department stores, big box stores, home improvement stores, Trader Joe's) (Westlake, Serramonte Stores) Restaurants (although I dine in the neighborhood ... Mission, Valencia, Bernal Heights, West Portal and others have choices we don't) Hair Salon, Nail Salon Entertainment (movies, theatre, and nightlife) Our neighborhood is not a prime destination for any of those.	6/22/2017 11:34 AM
436	I don't buy clothes from the neighborhood, but clothing stores shouldn't be added. I also want to share some notes here since no other comment box exists on this survey: 1. The neighborhood does not need "hip" businesses added to this corridor. Some people might list they want coffee shops or breweries, but those are not wanted here nor are they needed. The only thing that those new businesses will add is gentrification and further displacement of those who actually care about the soul of this city. 2. Cleanliness is a big issue in the neighborhood. People practice illegal dumping, which is frustrating for a lot of residents, but simply adding more garbage bins won't necessarily work (even if there are garbage bins, people still dump their trash on the sidewalk, or even just litter when garbage bins are accessible). 3. People are concerned about pedestrian safety, so I don't think it's wise to add a bikeshare station to the neighborhood. The Mission/Geneva corridor is busy, so encouraging people to bike more is welcoming more accidents with open arms. 4. One big misconception among developers and city planners is that they think people will magically stop driving and will take transit/bike/walk more often when the option is made available. That is not true. Whenever developers plan for housing options and omit parking for those residents it hurts the overall neighborhood - people will drive no matter what, and this will ultimately result is overcrowded streets and more cars being parked on sidewalks. 5. More greenery would be nice, but it shouldn't take up a lot of sidewalk space (e.g., some trees would be nice, but not so much so that they obstruct bus stops or cause sidewalk crowding). 6. Housing prices are insane throughout San Francisco, including this neighborhood. Some might argue that this neighborhood is among the more affordable ones, but here's the thing - the people who want to live here can't afford to, and those who CAN aren't even from the City and tend to buy up houses/property in the Excelsior/Outer Mission only to renovate and rent out. The people who actually can afford the (still high) prices of Excelsior/Outer Mission are those who are out to make a profit.	6/21/2017 7:13 PM
437	Medical, bars & restaurants, Whole Foods, Glen Canyon Market, Bi-Rite, coffee, clothing retail	6/21/2017 3:04 PM
438	I go to an Asian hair stylist further along Ocean ave. I get groceries at stores on my route, so half the time I get them on Monterey instead of Mission. I go to an Asain church in the sunset.	6/21/2017 1:38 PM
439	Grocery Stores-Trader Joe's Lucky's, Macy's, Anywhere that I need my car, Bevmo, Michael's, Beverly's	6/21/2017 10:14 AM

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440	Rainbow grocery, glen park market, safeway (because ours is funky), optomotrist (sp?), dental, deli out in the avenues, pauline's pizza, glen park bar and burrito shop next door, glen park bookstore,	6/21/2017 9:35 AM
441	Target, Trader Joe's, medical doctor, dentist, hair cuts, mani/pedis,	6/20/2017 6:21 PM
442	Trader Joes, Rainbow Grocery,	6/20/2017 3:19 PM
443	Target, Trader Joes, Glen Park Dental, Starbucks/coffee	6/20/2017 3:15 PM
444	rainbow, mission pie, arizmendi, optomotrist in glen park, noe valley shoe store, pet store in bernal, tower market, glen park market, glen park bookstore	6/20/2017 12:15 PM
445	Medical Doctors, shopping centers (Stonestown, Westlake, Daly City), Auto Repair, Restaurants, Museums, Movies, Parks	6/20/2017 10:23 AM
446	Trader Joes, nail salons, hair salons, restaurants, higher level gym services, dance studios.	6/20/2017 8:18 AM
447	Grocery store	6/19/2017 9:25 PM
448	Shopping (Rainbow, Gus', Whole Foods). Restaurants (many). Movies, Dr (Kaiser), Bars (many).	6/19/2017 8:21 PM
449	All of the above	6/19/2017 4:24 PM
450	One Medical, Trader Joes, better dining options, a wine shop.	6/19/2017 3:44 PM
451	Retail clothing (Nordstrom, Nordstrom Rack, Macy's, REI, malls, downtown), grocery store's (Whole Foods Market, Trader Joe's, Lunardi's), restaurants (whole food plant based menus, vegan), medical services (dentist, Kaiser Permanente, prescription eye glasses), Target, Michael's, Joann's, hairdresser, gas stations, garden centers, hardware stores, home improvement stores)Home Depot, Lowe's, OSH)	6/19/2017 1:42 PM
452	Lucky California, Trader Joe's, Home Depot, doctors, bank (in person), shopping for clothes & shoes, hair salon	6/19/2017 1:35 PM
453	Whole Foods (Ocean), Trader Joes (Stonestown), Rainbow Grocery, YMCA (Stonestown & Embarcadero) Medical, Auto, Haircut, Nail Salon, Restaurants, Entertainment	6/19/2017 1:11 PM
454	Safeway (diamond hghts)	6/19/2017 10:46 AM
455	Target, Guss, Costco, 24 Hour Fitness, Farmer's market at Mission bay, kaiser, work	6/19/2017 9:18 AM
456	trader joe,bed bath beyond, lowes,	6/19/2017 8:53 AM
457	ice cream	6/19/2017 12:20 AM
458	Come into area for pharmacy, post office, community events/activities as former resident now in nearby area (Merced Hts.). Use Trader Joe's near me, & Lucky's.	6/18/2017 10:08 PM
459	Rainbow Grocery, Grocery Outlet, Stonestown Y, West Portal bookstore (also like Stevens) Flower craft & Sloat, art supply stores	6/18/2017 6:36 PM
460	Farmer's Markets, restaurants, Good Life, medical	6/18/2017 3:57 PM
461	Most services that I use to take care of myself are out of the excelsior. Trader Joe's, Target, Philz coffe,	6/18/2017 3:26 PM
462	Parking is too difficult, so we don't visit the neighborhood for any businesses or services. We leave the neighborhood for everything.	6/18/2017 8:50 AM
463	Coffee shops, gym, yoga, activity classes	6/18/2017 8:49 AM
464	diner style food;	6/18/2017 6:45 AM
465	Target, doctor, penny's, trader Jose, movies, restaurants, Macy's.	6/17/2017 11:05 PM
466	groceries post office kaiser	6/17/2017 9:11 PM
467	medical doctor, Peet's coffee, Gus' community market, FedEx office, Canyon market	6/17/2017 7:55 PM
468	grocery (Rainbow or Whole Foods or Canyon Market), other restaurants, clothes, movies, live music	6/17/2017 5:57 PM
469	Medical & dental; entertainment (movies; live music); frozen yogurt outlets, Whole Foods/Rainbow Grocery; fitness/gym; bank; Bed Bath & Beyond, Costco; Kinko; education;	6/17/2017 4:15 PM

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470	Rainbow, Whole foods, Trader Jos, Target, Home Depot, Loews, and for unique goods. Also, to go to the doctor, working out/gym/yoga, and we usually do not go to restaurants in our neighborhood, or coffee for that matter. It's quite hard to find a good coffee here.	6/17/2017 4:06 PM
471	Rainbow Grocery, Trader Joe's, Whole Foods, Safeway (easier parking in Diamond Heights), Canyon Market, acupuncture, clothing store, bank (Noe Valley), haircutter (Cole Valley), CCSF Mission Campus, medical doctor (Stanyan St.), dentist (Stonestown)	6/17/2017 3:08 PM
472	Starbucks, Trader Joe's, Costco, Target, Penney's, Walgreen's, CVS, other pharmacies, restaurants, medical/dental, pet stores,	6/17/2017 2:35 PM
473	I leave the neighborhood for almost everything.	6/17/2017 10:04 AM
474	Target, Whole Foods, medical/dental	6/17/2017 9:50 AM
475	Target, Trader Joe's	6/17/2017 9:08 AM
476	Kaiser, 24hour fitness, Target	6/16/2017 10:44 PM
477	target, trader joe, safeway, cpmc medical, dentist-glen park, acupuncture - glen park, nails-glen park	6/16/2017 6:21 PM
478	I leave my neighborhood to go to the gym, grocery shopping, to have dinner. I leave for everything even to get gas.	6/16/2017 3:19 PM
479	Starbucks, trader joes, sprouts, hair salon, Doctor, dentist.	6/16/2017 1:29 PM
480	Homdepot, Costco,	6/16/2017 12:40 PM
481	Whole Foods (Ocean Avenue) 24 Hot Fitness (Ocean) Dry Cleaning (Ocean)	6/16/2017 9:17 AM
482	Groceries (whole foods in ingleside) Walgreens on ocean (has parking) Target (colma has wide variety) Beauty (hair salon) Clothing Some dining Movies (none in the neighborhood go to West Portal, daily city or metreon/Westfield mall)	6/15/2017 10:45 PM
483	Trader Joe's Whole Foods Target Kaiser Dancing	6/15/2017 10:32 PM
484	Clothing stores, record stores, movies	6/15/2017 10:05 PM
485	grocery,	6/15/2017 9:51 PM
486	Grocery shopping, including often Whole Foods on Ocean. Bookstores. Restaurants. Chocolate shops and bakeries. Doctor (One Medical has no offices in the neighborhood), dentist (Glen Park, not far).	6/15/2017 9:21 PM
487	Target and medical	6/15/2017 8:02 PM
488	Target, Grocery Outlet, Trader Joe's, Philz Coffee, Doctor, eye care, Fitness.	6/15/2017 7:33 PM
489	Many different ethnic restaurants--Thai, Middle Eastern, Sushi atc.	6/15/2017 7:28 PM
490	NO PARKING ANYWHERE - GO TO POST OFFICE IN BRISBANE...B/A IN BRISBANE TOO MANY POT HOLES IN OUR STREETS - BRISBANE AND DALY CITY MAINTAIN THEIR STREETS	6/15/2017 7:09 PM
491	Auto care, Dr visits, Dental services, tax accounting, movies, esting out.	6/15/2017 6:57 PM
492	Trader Joe's, Safeway Diamond Heights, Glen Park	6/15/2017 6:45 PM
493	Groceries Movie theatre Target	6/15/2017 6:10 PM
494	Target, medical doctor, restaurants	6/15/2017 5:49 PM
495	Whole Foods, Target	6/15/2017 5:15 PM
496	Whole Foods Target Kohl's Shoe stores Pet Express Movie Theatre Breakfast restaurant - crepes, pancakes, etc. Indian food Kids' art classes Kids' dance classes Kids' after school mandarin classes	6/15/2017 4:58 PM
497	Lucky, other Safeways, Whole Foods, general shopping.	6/15/2017 4:49 PM
498	Pretty much everything except food within delivery distance without using an app, the dry cleaners, and the bank.	6/15/2017 4:39 PM
499	Target, home depot, doctor visits, hospital visits.	6/15/2017 4:22 PM
500	UCSF Safeway (SSF) CVS (SSF) Mollie Stone (SB) Chevron (SSF) Costco *SSF) Home Depot (Colma) Burger King (Colma) Orchard Supply (SSF)	6/15/2017 3:59 PM

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501	nicer Safeway in Westlake, Target, Whole Foods, Trader Joe's, Peet's, restaurants, bars, breakfast diners	6/15/2017 3:45 PM
502	I leave this neighborhood for everything: grocery shopping (Whole Food, Trader Joe), banking (First Republic) entertainment (West Portal cinema/Stonestown cinema) fitness (Stonestown Y), car (AUTO 280); medical (UC) dining, coffee (West Portal, Ocean Avenue)	6/15/2017 3:39 PM
503	Whole Foods, Philz, PokiHub, the ramen place across the street from Whole Foods, the dumpling place up the block from Whole Foods.	6/15/2017 2:43 PM
504	Trader Joes, Target	6/15/2017 2:14 PM
505	anything I need to have parking closeby - post office, ups, grocery store, deli, haircut	6/15/2017 1:11 PM
506	Target	6/15/2017 1:04 PM
507	There is no good retail in our neighborhood so I leave for 100% of services. I can't think of one single thing that I do in our neighborhood besides live. No good restaurants or groceries.	6/15/2017 12:38 PM
508	I leave the area to go out to dinner and shopping at Target or Trader Joes. The only shopping I do in the neighborhood is Safeway.	6/15/2017 12:17 PM
509	Target, Whole Foods, Safeway (Westlake), Dept. Stores, Medical, Home Improvement, Banking, Restaurants, Gas, Car Service	6/15/2017 12:13 PM
510	Pet club, Trader Joe's, a much better stocked Safeway, Starbucks	6/15/2017 12:05 PM
511	Retail - clothing, medical - dentist, doctor	6/15/2017 11:29 AM
512	Whole Foods, dry cleaner, Safeway (Diamond Heights), church (Union Street)	6/15/2017 11:15 AM
513	doctor, dentist, supermarket	6/15/2017 11:13 AM
514	restaurants , groceries , coffee , ice cream , amusement , car wash , nightlife .	6/15/2017 10:50 AM
515	I usually shop at Safeway on Monterey instead of Mission St. I also go to Trader Joe's in Daly City. I go to Best Buy and Target for many other items. West Portal and Daly City for Movies. Westlake or Lakeview for Pet items.	6/15/2017 10:46 AM
516	Safeway Trader Joe's Hair appt Dining	6/15/2017 10:24 AM
517	Safeway (Monterey and Westlake); Dental (downtown); Restaurants (Westlake and many other areas); Medical (CPMC, Franklin and Webster campuses); Bars (various).	6/15/2017 10:24 AM
518	Whole Foods, Canyon Market, Glen Park Nails, acupuncture, medical doctor, dentist, hair salon, Bakkar fitness center, restaurants	6/15/2017 9:58 AM
519	Whole Foods, hair salon, medical services, school for my children, restaurants	6/15/2017 9:48 AM
520	Costco, Target. Some specific restaurants in the Sunset District, other favorite restaurants in SSF and in San Bruno. Big Lots in the Inner Mission, Grocery Outlet on Bayshore,	6/15/2017 9:41 AM
521	Eating (no good sit down restaurants). nail and hair salons, physicians, etc.	6/15/2017 9:33 AM
522	serramonte shopping center, tanforan shpping center, westlake shopping center, ssf kaiser hospital and hickey blvd. medical building	6/15/2017 9:29 AM
523	Trader Joe's, Safeway, dentist, eyewear, Target, hardware stores	6/15/2017 9:16 AM
524	costco, trader joes, city sports cub (gym)	6/15/2017 9:14 AM
525	Home Depot, Lowes, Lucky Supermarket, Westlake Safeway, dentist, doctor	6/15/2017 8:54 AM
526	Groceries (Trader Joe's, Whole Foods), clothes, salon, books, electronics, medical, entertainment, garden, home supplies	6/15/2017 8:46 AM
527	I go to Westlake for Trader Joe's, the new Safeway in Pacifica, Grocery Outlets in Vis Valley & Portola.	6/15/2017 8:46 AM
528	groceries, retail, eating, medical	6/15/2017 8:43 AM
529	Trader Joe's Doctors Starbucks Philz	6/15/2017 8:37 AM
530	Doctor, dentist, pet store, Safeway in Westlake, Luckys (Daly City), Target	6/15/2017 8:36 AM

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531	It's hard to find good or quality restaurants - everything is so cheap and worn out, so we go to Mission for dinner and drinks. We really need something better than Safeway (probably the worst in the city). We leave the neighborhood for Trader Joe's and Rainbow Grocery.	6/15/2017 8:26 AM
532	Westlake: Home Depot, Safeway, laundramat Colma: Office Depot and Marshalls, Target, Bev Mo	6/15/2017 8:19 AM
533	safeway and trader joe in daly city. medical. dental.	6/15/2017 8:18 AM
534	Grocery store (Whole Foods, Trader Joe's, Rainbow), Doctor, Restaurants, Shopping (clothes, furniture etc.)	6/15/2017 8:18 AM
535	Medical professional Costco retail shopping, coffee	6/15/2017 3:09 AM
536	Sprouts Market, clothes, shoes, home goods, fitness, hardware, gardening supplies, paint store, computer store	6/14/2017 9:51 PM
537	Rainbow grocery, hair salon, nail salon (day spa), yoga, doctor, pediatrician, pet store, toy store,	6/14/2017 8:50 PM
538	Grocery Outlet, Kaiser, Flowercraft, Lowes, Movies, Live Theatre, Restaurants	6/14/2017 7:45 PM
539	Gus Community Store, Rainbow Grocery, doctor, chiropractor, acupuncture, Flora Grubb, Sloat Nursery, Mollie Stones, Diamond Safeway, Union Square stores	6/14/2017 7:21 PM
540	Trader Joes, Whole Foods, Philz Coffee, Target, Home Depot, primary doctor and pharmacy (Kaiser), bakeries	6/14/2017 7:03 PM
541	Grocery, breakfast	6/14/2017 6:38 PM
542	Various	6/14/2017 4:37 PM
543	Trader Joes, ice cream parlors, bike shop, mid or high end restaurants (since we have but one), American diner food, cultural centers, museums, Asian grocers (since those in the neighborhood arent very nice), movie theaters and small neighborhood parks (sometimes McClarens just too big).	6/14/2017 3:37 PM
544	Almost everything unfortunately..Whole Foods, Philz coffee, Doctors, dentist, dry cleaners, hardware, farmers market, gym, Trader Joes, Pet Food Express, vet, most restaurants, hair salon, Costco	6/14/2017 3:23 PM
545	Starbucks, gym, massage, food	6/14/2017 1:09 PM
546	medical, groceries, friends, worship, entertainment, acupuncture, Whole Foods, Safeway, Stonestown, Downtown shopping	6/14/2017 11:36 AM
547	Mollie Stone's (Tower Market), Trader Joe's, Diamond Heights Safeway, Costco, Lowe's, clothes shopping, gas station, gift-shopping, nurseries (plants), medical, dental, wine shops, restaurants, dry cleaning.	6/14/2017 9:43 AM
548	Rainbow Grocery. Safeway (I use the Diamond Heights Safeway because it is a much nicer, better store than the one on Mission in the Excelsior). All medical services. Nearly all restaurant meals (Henry's Hunan the major exception). Shipping services. Vast majority of other retail services. Basically the commercial corridor in the Excelsior is very disappointing, esp. in contrast with other commercial corridors in SF.	6/14/2017 9:07 AM
549	Work Costco friends and family dr dentist.. clothing..pet items	6/14/2017 8:17 AM
550	Rainbow Grocery, Trader Joe's..... Medical doctor, accupuncture and chiropractor.... credit union, Target. movie theatre, Costco...	6/14/2017 8:06 AM
551	Safeway, Macy's, Target, dds, MD	6/14/2017 7:06 AM
552	Better cocktail bars, better restaurants, Target, gift shops	6/14/2017 6:07 AM
553	Target, Rainbow Grocery, Costco, Trader Joe's, medical	6/13/2017 10:44 PM
554	Whole Foods, Alemany Farmers Market, Target, doctors, fitness	6/13/2017 10:10 PM
555	Target, Trader Joe's, Philz, Peet's, Whole Foods, Doctor, Dentist	6/13/2017 10:04 PM
556	Post office, Safeway, Walgreens, restaurants, bakeries, dollar store, fruits/vegetable market stores on Mission St.	6/13/2017 8:39 PM
557	Medical doctors, stonestown, theater, better restaurants, tanforan	6/13/2017 7:19 PM

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558	Safeway, Target, Rainbow, produce or farmer's markets (we use organic produce)	6/13/2017 7:17 PM
559	Kaiser, 24 Hr Fitness,	6/13/2017 6:39 PM
560	Trader Joe's, Target, Pho place on Ocean, museums	6/13/2017 6:19 PM
561	Trader Joes, Costco	6/13/2017 6:12 PM
562	Whole Foods, Philz , target , macys, doctor, Costco	6/13/2017 6:03 PM
563	Most grocery and other shopping (Trader's Joe, Rainbow, Restaurants (other than Dark Horse Inn, no decent option) Clubs/bars Cafe (Peet's, Philz, Starbucks etc)	6/13/2017 5:55 PM
564	Whole foods, doctor, general shopping	6/13/2017 5:46 PM
565	Groceries: Safeway, Lucky's Hardware: Home Depot, OSH	6/13/2017 5:39 PM
566	Kaiser, Cole Hardware, Rainbow Coop, Pet Food Express, Trader Joe's	6/13/2017 5:18 PM
567	Rainbow Grocery, Gus's Market (for meat), medical, dental, restaurants	6/13/2017 4:55 PM
568	Rainbow Grocery, gym, medical, entertainment	6/13/2017 4:38 PM
569	acupuncture, rainbow, trader joes, shoes, hair salon, doctor, dentist	6/13/2017 4:37 PM
570	Target, Costco	6/13/2017 4:25 PM
571	Movies, Gym	6/13/2017 4:21 PM
572	Credit Union. Doctor. Dentist.	6/13/2017 4:04 PM
573	Trader Joe's; Costco; stonestown;	6/13/2017 2:45 PM
574	Trader Joes, Costco, Clothes Shopping, Coffee, Bagels, Hardware, Bars	6/13/2017 1:37 PM
575	Rainbow grocery, Costco, DSW shoes, doctor, dentist, therapist, AMC movie theaters, Nijiya Japanese grocery,	6/13/2017 12:58 PM
576	Trader Joe's,	6/13/2017 12:37 PM
577	full-service restaurants medical doctors dentist clothes / shoes shopping	6/13/2017 12:30 PM
578	Trader Joe's, Whole Foods, Costco, Safeway (don't like the location on Mission), Target, BevMo. Medical doctor, breakfast restaurants, lunch restaurants, dinner restaurants, bars.	6/13/2017 12:30 PM
579	Daniels Pharmacy, Dry Cleaners, various restaurants, Hardware store and Jewelry repair, Shell Gas Station, various bars: Pissed off Pete's, Rocks Den & Broken Record	6/13/2017 12:29 PM
580	Canyon Market, Gus's Community Market, hair, nails, medical, dental	6/13/2017 12:02 PM
581	Trader Jo's, Cafes, Restaurants, Doctor, Dentist, Retail	6/13/2017 11:47 AM
582	sprouts, doctors, target, bike shops, Whole foods, acupuncture, Pet Store, brewery, bars, nightclubs	6/13/2017 11:16 AM
583	grocery outlet, costco, kaiser,	6/13/2017 11:15 AM
584	Target - grocery store - craft store- medical	6/13/2017 10:35 AM
585	Most. Safeway is horrible on mission, Trader Joes, doctors, dentist, banks, etc. I eat on mission and use the post office.	6/13/2017 10:10 AM
586	Whole Foods, Costco, Jamba Juice	6/13/2017 9:51 AM
587	TARGET, Costco, Wal-Mart, H&M, Forever 21	6/13/2017 9:45 AM
588	food: farmers market, trader joes, good life, canyon market whole foods and many restaurants. Pet Store Target for bulk clothing and shoe stores sporting good stores book store (when looking for new books) Doctors and dentist kids toy and hobby stores	6/13/2017 9:38 AM
589	Target, grocery outlet, 24hr fitness, starbucks, trader joes, medical (UCSF), car wash, san mateo credit union	6/13/2017 9:22 AM
590	Costco, acupuncture, kaiser	6/13/2017 9:13 AM
591	Target, Costco, Good brunch places, Gourmet pizza (like Pizza Hacker), Mitchells, Lowes, Clean picninc areas for kids, Safe picnic areas for kids	6/13/2017 9:05 AM

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592	Nearly everything whole foods trader joes, medical,	6/13/2017 8:47 AM
593	Target, rainbow, canyon mkt, Whole Foods, hardware, mid- range dining, pizza places, bakeries, Trader Joe's, Colma shopping, bevmo, gym, bookstore	6/13/2017 8:44 AM
594	Target, groceries, coffee, lunch, dinner	6/13/2017 8:38 AM
595	Trader Joe's	6/13/2017 8:27 AM
596	Trader Joe's Medical Doc (ob/gyn, pediatrician) Dentist Pediatric Dentist Costco	6/13/2017 8:24 AM
597	dentist in Glen Park Peets/Starbucks and many other coffee shops mostly everywhere, but here Gap clothing store Trader Joes Public elementary in Pac Heights Restaurants	6/13/2017 8:13 AM
598	Target, BevMo, shopping mall	6/13/2017 7:56 AM
599	Target, Sprouts, clothes shopping, doctors, dentists, chiropractor, childcare, restaurants	6/13/2017 7:55 AM
600	Target, Whole Foods, Malls	6/13/2017 7:55 AM
601	Starbucks, Target, grocery store, Trader Joes, gym	6/13/2017 6:48 AM
602	Medical, dental, groceries (Trader Joe's, Costco, Whole Foods), clothing Ross, Marshalls, etc	6/13/2017 6:40 AM
603	Doctor, Ross, target, Starbucks, Costco, nail salons, Macy's, movies, car wash, gas, restaurants	6/13/2017 5:31 AM
604	basically just big box stuff, doctor, nights on the town	6/13/2017 4:23 AM
605	fast casual restaurants, credit union, groceries	6/13/2017 1:54 AM
606	Medical doctors, Whole Foods Market, FitnessSF, Rainbow Grocery	6/13/2017 12:09 AM
607	Grocery, household shopping - Trader Joe's, Target, Costco Food - Philz coffee, brunch, Chinese and Japanese restaurants Medical appointments - Kaiser Mission Bay Exercise - Lake Merced, Fort Funston	6/13/2017 12:05 AM
608	Whole foods, target, home depot or lowes, flowercraft, restaurants, pet store	6/12/2017 11:31 PM
609	Pretty much everything. I find our stretch of Mission Street to be pretty awful, depressing, and no parking or services that I really want to use. I tend to leave to do all my errands and shopping. I go to Bernal Heights or Noe Valley, or Ocean Avenue, or Stonestown or Westlake for Trader Joe's. Colma for Target.	6/12/2017 11:26 PM
610	Kaiser target 280 metro tanforan. It's easier to leave the Excelsior and shop in SSF for parking reasons.	6/12/2017 11:23 PM
611	Medical, dentist, rainbow, target but not frequently	6/12/2017 11:17 PM
612	Costco, Trader Joe's, Safeway (the one on Mission is the worst! - I go to other Safeways in other neighborhoods),	6/12/2017 10:58 PM
613	Grocery, target, Safeway (ours is disgusting), gym, Starbucks	6/12/2017 10:42 PM
614	medial, food, services	6/12/2017 10:30 PM
615	Dr office Target Trader joes Dentist Kinkos Dry Cleaners	6/12/2017 10:27 PM
616	Grocery Outlet, Costco	6/12/2017 10:24 PM
617	Trader Joe's, Starbucks,	6/12/2017 10:19 PM
618	Rainbow, Whole Foods, most restaurants, bars, nightclubs, wine/spirits shops, motorcycle service	6/12/2017 10:09 PM
619	Lucky's; doctor; dentist; BevMo; CostCo	6/12/2017 9:59 PM
620	Restaurants, antique furniture, galleries, museums, higher quality cannabis, massage and live music.	6/12/2017 9:58 PM
621	Whole Foods, Peet's Coffee, restaurants, Target, Apple Store, doctors	6/12/2017 9:53 PM
622	Costco, Dr., acupuncture	6/12/2017 9:50 PM
623	Target, movie theatre, restaurants, Whole Foods, Safeway	6/12/2017 9:47 PM
624	Peets, Target, Pet Food Express, Macy's Trader Joe's Diamond Heights Safeway.	6/12/2017 9:37 PM
625	Whole Foods, grocery outlet, Trader Joe's, doctor,dental, gym, department stores	6/12/2017 9:24 PM

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626	Target, I love Rainbow Grocery but it feels far, I get more take out from restaurants in neighborhoods outside of this area, medical doctor (Kaiser), I take some yoga classes outside of this area, I get my hair colored outside of this area...	6/12/2017 9:11 PM
627	Grocery, doctor, school. Garage, dentist,	6/12/2017 9:11 PM
628	Target, Kaiser, Mollie Stones, Whole Foods, Trader Joe's, AMC theatres	6/12/2017 9:10 PM
629	Grocery shop in other neighborhoods, most other services and purchases I do in other neighborhoods	6/12/2017 9:05 PM
630	target, trader joes, starbucks, bestbuy	6/12/2017 9:03 PM
631	Doctor, Rainbow Grocery, Canyon Market, Whole Foods Ocean, education, fitness, preschool for my child, boutiques (flowers, gifts, stationery, etc), real estate agent, tax prep, lawyer, playgrounds for the kids, BART, my own office (on border of Sunnyside/Mission Terrace.)	6/12/2017 8:57 PM
632	Anything I need to park a car close to in order to complete the errand. Lucky's Grocery, Trader Joes, Linardis, Bev Mo, St Vincent d' Paul, buy gas.	6/12/2017 8:37 PM
633	Most of my errands I run elsewhere	6/12/2017 8:22 PM
634	grocery, target	6/12/2017 8:16 PM
635	Bakeries, restaurants, pet store, Safeway, school	6/12/2017 8:11 PM
636	Sprouts, Trader Joe's, Glen Park Nails	6/12/2017 8:06 PM
637	trader joes, Costco, restaurants, bakeries,	6/12/2017 7:55 PM
638	Whole Foods on Ocean Ave. Canyon Market in Glen Park. Safeway at Diamond Heights. Rainbow Grocery on Division St. Pet food and supplies in Glen Park. Tyger's Cafe in Glen Park.	6/12/2017 7:53 PM
639	Whole Foods (Ocean Ave), Trader Joe's (Stonestown or Westlake), Cost Plus (Westlake), Target (Ocean Ave or Colma), medical doctor (Noe Valley or downtown), dentist (Noe Valley), restaurants (literally every other neighborhood, with a few exceptions in this neighborhood: Dark Horse, Tao Sushi, Martita, Bravo, Phillies), bars, music venues (also literally every other neighborhood), gym (Mission/Dogpatch)	6/12/2017 7:51 PM
640	Target, Trader Joe's, Safeway, doctors for all family members, Starbucks	6/12/2017 7:45 PM
641	Grocery , Medical, target.	6/12/2017 7:45 PM
642	Trader Joes, medical doctor, dentist, Target	6/12/2017 7:43 PM
643	The main thing would be restaurants. Others include coffee shops/bakery (like Ritual), Trader Joe's, Bi-Rite grocery (or similar grocery with organic options), Target, and bars.	6/12/2017 7:41 PM
644	Target, Trader Joe's, farmers market, doctors, restaurants,	6/12/2017 7:38 PM
645	Trader Joe's Daly City, Whole Foods on Ocean, Safeway in Daly City (the one in the Excelsior is dangerous)	6/12/2017 7:32 PM
646	Grocery (beyond basic produce store items); variety in dining, especially sit-down/fine; most retail beyond small basic daily needs	6/12/2017 7:31 PM
647	Trader Joe's, Costco, Target, Home Depot, Nail salon, Barber, Restaurants, Doctors	6/12/2017 7:28 PM
648	Doctor, banking, clothes shopping	6/12/2017 7:23 PM
649	Safeway, Bank of America (ATM), Walgreen's, doctor, dentist, chiropractor	6/12/2017 7:14 PM
650	Target, macy's, doctors, dentists, JCPenney, Jamba juice, gym, parks, etc	6/12/2017 7:08 PM
651	Rainbow Chow Sunflower Limon	6/12/2017 7:07 PM
652	Larger grocery shopping at Trader Joes, Clothing purchases, entertainment (movies, music, etc.),	6/12/2017 7:07 PM
653	Target Colma Also I get groceries at Lucky in Daly City and have almost completely stopped going to Safeway.	6/12/2017 7:04 PM
654	Target, Dr's office, serramonte.	6/12/2017 7:02 PM
655	The Dark Horse Inn, Rock's Den, Hwaro, Walgreens, Live Sushi, Tao Sushi	6/12/2017 6:57 PM

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656	Canyons market, Whole Foods, Philz coffee shop, Starbucks, rocket swirlz frozen yogurt, griddle fresh restaurant, bernal star restaurant, FDR brewery, ocean ale house, and various different restaurants	6/12/2017 6:56 PM
657	Safeway	6/12/2017 6:51 PM
658	Target. Trader Joe.	6/12/2017 6:51 PM
659	Most businesses, esp. when I need parking	6/12/2017 6:40 PM
660	Costco Crunch Fitness Restaurants Bars ATM Entertainment Whole Foods Kohl's Nordstrom	6/12/2017 6:39 PM
661	grocery outlet, medical, school	6/12/2017 6:37 PM
662	Target, Whole Foods, Trader Joe's, Grocery Outlet, restaurants (Bernal Heights, Glen Park, Mission), book stores (Mission), record stores (Mission), doctor, dentist, hospital.	6/12/2017 6:37 PM
663	Medical Grocery store	6/12/2017 6:33 PM
664	Kaiser, Whole Foods	6/12/2017 6:30 PM
665	Whole foods, trader Joe's, dr	6/12/2017 6:28 PM
666	All doctors and dentist. I shop at Safeway in Diamond Heights because the Safeway in this neighborhood is not only scary it never has any carts. I do all my nail and hair across town and I order in for food or go out of the neighborhood to eat. There is not enough variety in restaurants in this neighborhood and definitely not any nice sit down restaurants. I shop for all my clothes in Now Valley....no clothes shops here. I go to the bank and the produce market in this neighborhood. I wish it had more to offer but everything seems to be closing.	6/12/2017 6:24 PM
667	Diamond Heights Safeway, doctors, dentists	6/12/2017 6:23 PM
668	Grocery, restaurants, bars, gym, mechanic.	6/12/2017 6:21 PM
669	Target Medical Doctor Restaurants Costco Grocery Outlet	6/12/2017 6:18 PM
670	Aside from Pacific Super on Alemany, I shop in Daly City for everything.	6/12/2017 6:17 PM
671	Grocery stores with organic options like Whole Foods or rainbow or canyon, restaurants, coffee shops with good food and good coffee.	6/12/2017 6:16 PM
672	Target, Grocery Outlet, medical doctor, acupuncture, dental	6/12/2017 6:15 PM
673	High-end restaurants, shops, and other amenities other neighborhoods have.	6/12/2017 6:13 PM
674	Grocery shopping: Ocean Whole Foods, Target in Daly City, doctors, most retail shopping	6/12/2017 6:10 PM
675	Fitness, grocery, specialty food, medical/dental, auto & cycle service, entertainment, (Costco, Grocery Outlet, Trader Joe, Bed & Bath)	6/12/2017 6:09 PM
676	Target, Whole Foods, Trader Joe's, Restaurants, Coffee Shops, Medical, Home Depot	6/12/2017 6:08 PM
677	Medical	6/12/2017 6:04 PM
678	Rainbow Grocery, Whole Foods, Kaiser, acupuncture, chiropractor, yoga	6/12/2017 6:03 PM
679	Target, Sprouts, medical doctor, clothes shopping	6/12/2017 6:02 PM
680	Whole Foods, wine bar, nice restaurants	6/12/2017 5:00 PM
681	Whole Foods, medical doctor	6/12/2017 4:38 PM
682	doctor, dentist Daly City Safeway mission district restaurants	6/12/2017 3:26 PM
683	Target, Trader Joe's, Whole Foods, boutiques, medical doctors, dentists.	6/12/2017 3:16 PM
684	Canyon Market, beauty, massage, better restaurants	6/12/2017 2:58 PM
685	Super Star Filipino/Chinese Restaurant	6/12/2017 2:23 PM
686	trader joes, doctor, dentist, pharmacist, better restaurants, amazon.com	6/12/2017 2:20 PM
687	Trader Joes, medical, arts and artistic venues	6/12/2017 2:18 PM
688	Bank of America Yo Soy Guatamala VN Skill Nail Salon El Farolita El Chico Produce	6/12/2017 2:05 PM
689	Target, Rainbow, Whole Foods, OSH, higher end restaurants, nicer and larger parks like Golden Gate Park, Botanical Garden, Major retailers near 5th and Market	6/12/2017 2:02 PM

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690	Nightlife, Some Eating, Doctor, Dental,	6/12/2017 1:49 PM
691	Whole Foods, Philz, dog parks	6/12/2017 1:47 PM
692	Grocery stores (our current Safeway is horrible). We also leave for the farmer's market and Target and some restaurants.	6/12/2017 1:34 PM
693	*everything* except groceries and taquerias	6/12/2017 1:15 PM
694	Target, Whole Foods and most retail (includes clothing, supplies, etc.) Medical - doctors, prescription and pharmacy, dental Schools and childcare Fitness Most entertainment and many restaurants Hair and nail salons	6/12/2017 1:14 PM
695	Target, Rainbow Grocery, Kaiser Permanente South City, TJ Max, Cost Plus, Cost Co, Restaurants, Coffee Shops	6/12/2017 12:54 PM
696	Lucky, Target, best buy, starbucks	6/12/2017 12:08 PM
697	Bigger retailers such as Target, different variety of restaurants, libraries, coffee shops, medical services, and leisure activities / entertainment,	6/12/2017 11:28 AM
698	Target, Whole Foods	6/12/2017 10:53 AM
699	Medical, dental, most grocery shopping, target, gym, banking	6/12/2017 10:45 AM
700	Grocery Outlet, Marshalls, YMCA Stonestown, Target	6/12/2017 10:39 AM
701	Target, Rainbow Grocery, Trader Joes, Whole Foods, Cole Hardware, fancy coffee and restaurants	6/12/2017 10:21 AM
702	Restaurants, grocery, medical, dental, educational enrichment, entertainment, parks.	6/12/2017 10:09 AM
703	gym, target, trader joes	6/12/2017 9:58 AM
704	Dentist, movies, furniture, indian food and farmers markets	6/12/2017 9:53 AM
705	Kaiser, Safeway Monterey or Diamond Heights	6/12/2017 9:42 AM
706	Costco, Rainbow, restaurants closer to out house in Noe Valley.	6/12/2017 9:26 AM
707	Safeway, Wagreen, Bakery, Produce Stores, Taqueria & US Bank, Cities Bsnk & SF Federal Credit Union	6/12/2017 9:22 AM
708	Target, Whole Foods, Canyon Market, a nicer Safeway (at Potrero Center or in Daly City), PetCo, PetSmart, nail salons with better atmosphere and better quality of service, clothing shopping, BevMo, Home Depot, Lowes, Marshalls, TJ Maxx, movie theatres, craft coffee (except sometimes go to Four Barrel nearby), dent brunch place, Indian food, Mediterranean food, other food options than what is in the E, basically!	6/12/2017 9:17 AM
709	Target, Safeway. Big Lots, Walgreens, YMCA, Food 4 Less	6/12/2017 8:40 AM
710	Whole foods, canyon market, target, hardware supplies HD or Lowes, medical, emergency, dental, swimming (balboa or koffman or Sava pool swimming), plants nursery sloat garden center,	6/12/2017 8:15 AM
711	Nail salons, retail, restaurant	6/12/2017 8:12 AM
712	Rainbow Grocery, hair cut, work, worship	6/12/2017 8:08 AM
713	I regularly go to Rainbow, Canyon Market, Trader Joes, and the Safeway @ Bernal - because it's better than the one near Geneva. I usually go to branch post offices in the Mission (Tiffany, 23rd St., and Bryant St.) because the lines are shorter.	6/8/2017 6:48 AM
714	Target, Costco, Nightlife in the Mission, Clothing, Patelco Credit Union banking services, Kaiser, the safeway in this neighborhood needs to be addressed- customer service is terrible and it is expensive.	5/31/2017 3:12 PM
715	Amazon.com, Trader Joe's, Whole Foods, One Medical, dental, Costco, Starbucks, Stonestown, Westfield Mall, other restaurants	5/30/2017 12:00 PM
716	Taqueria Guadalajara burrito El Farolito burrito Safeway USPS	5/28/2017 8:03 PM
717	Trader Joe's, Whole Foods, restaurants, live music venues, breweries, doctor, dentist, yoga	5/27/2017 11:25 AM
718	Groceries! (Trader Joes & Whole Foods), medical services	5/27/2017 11:04 AM

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719	Trader Joe's, Rainbow Grocery, Cole's Hardware	5/26/2017 4:27 PM
720	Indian food Organic groceries bike sales and repair pet shop co-working space consignment shop	5/26/2017 11:50 AM

Question 5 – The table below counts the number of times the word or phrase was mentioned in the free-form responses provided to question 5.

Words/Category	Number of Times Mentioned
Target	272
Restaurants	171
Dine	18
Doctor	160
Whole Foods	148
Trader Joes	121
Safeway	112
Costco	99
Clothes	87
Rainbow Grocery	82
Dentist	76
Dental	38
Coffee	58
Philz	19
Starbucks	30
Peets	14
Movies/Theater	50
Bars	46
Drinks	1
Cocktails	1
nightlife	16
Groceries or Supermarket	37
Hair, Salon	35
Glen Canyon Market	28
Mall	27
Westlake	26
Gym	26
Fitness	26
Lucky	21
Everything	21
Bakery	14



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Acupuncture	14
Farmers Market	13
Serramonte	10
Tanforan	6
Nails	6
Barber	3

A far more thorough analysis of these free form answers is necessary. The text is rich with explanations for why respondents leave the neighborhood to visit stores, purchase goods, and receive services. This is in addition to naming specific places or categories respondents visit.

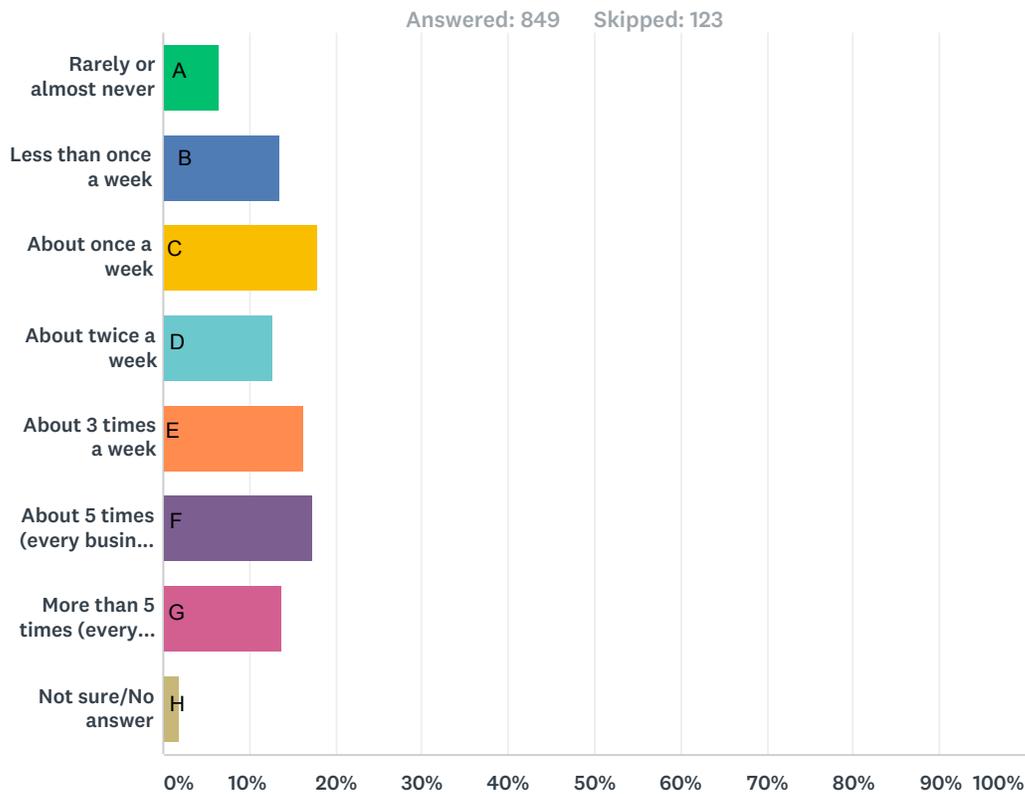


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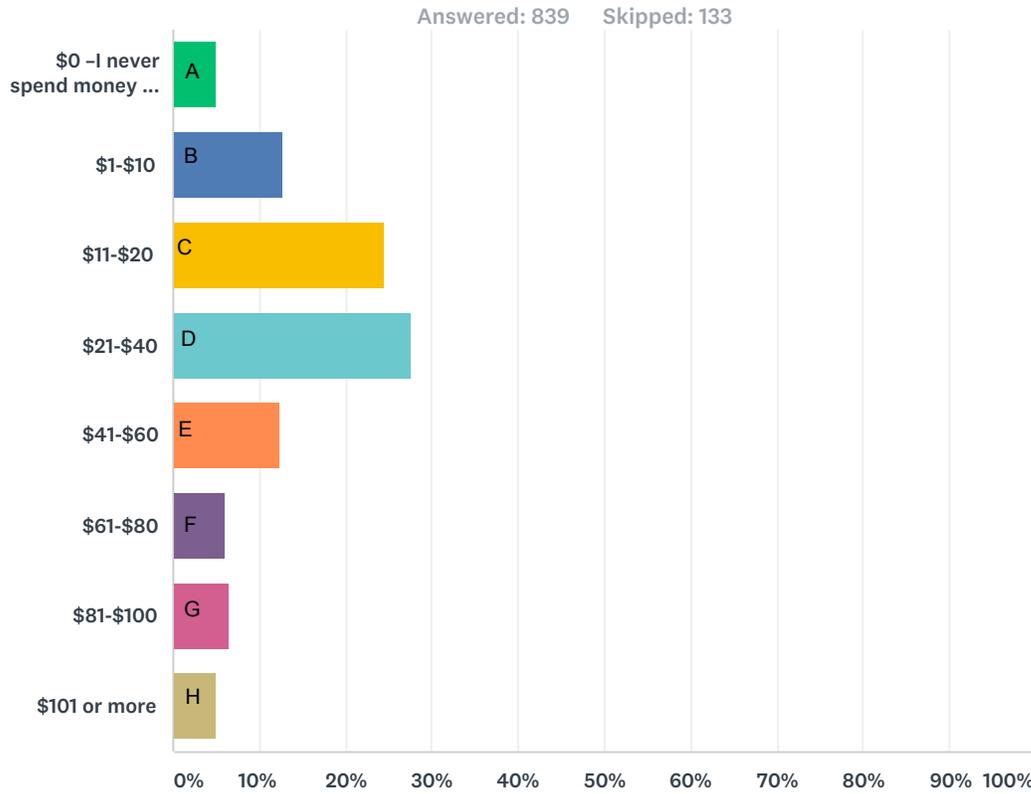
Q6 How many times per week do you usually visit this commercial district, even if you aren't making a purchase? For example, you might catch a bus or go to work.



Answer Choices	Responses
A Rarely or almost never	6.48% 55
B Less than once a week	13.55% 115
C About once a week	17.90% 152
D About twice a week	12.72% 108
E About 3 times a week	16.25% 138
F About 5 times (every business day)	17.43% 148
G More than 5 times (every day)	13.78% 117
H Not sure/No answer	1.88% 16
TOTAL	849

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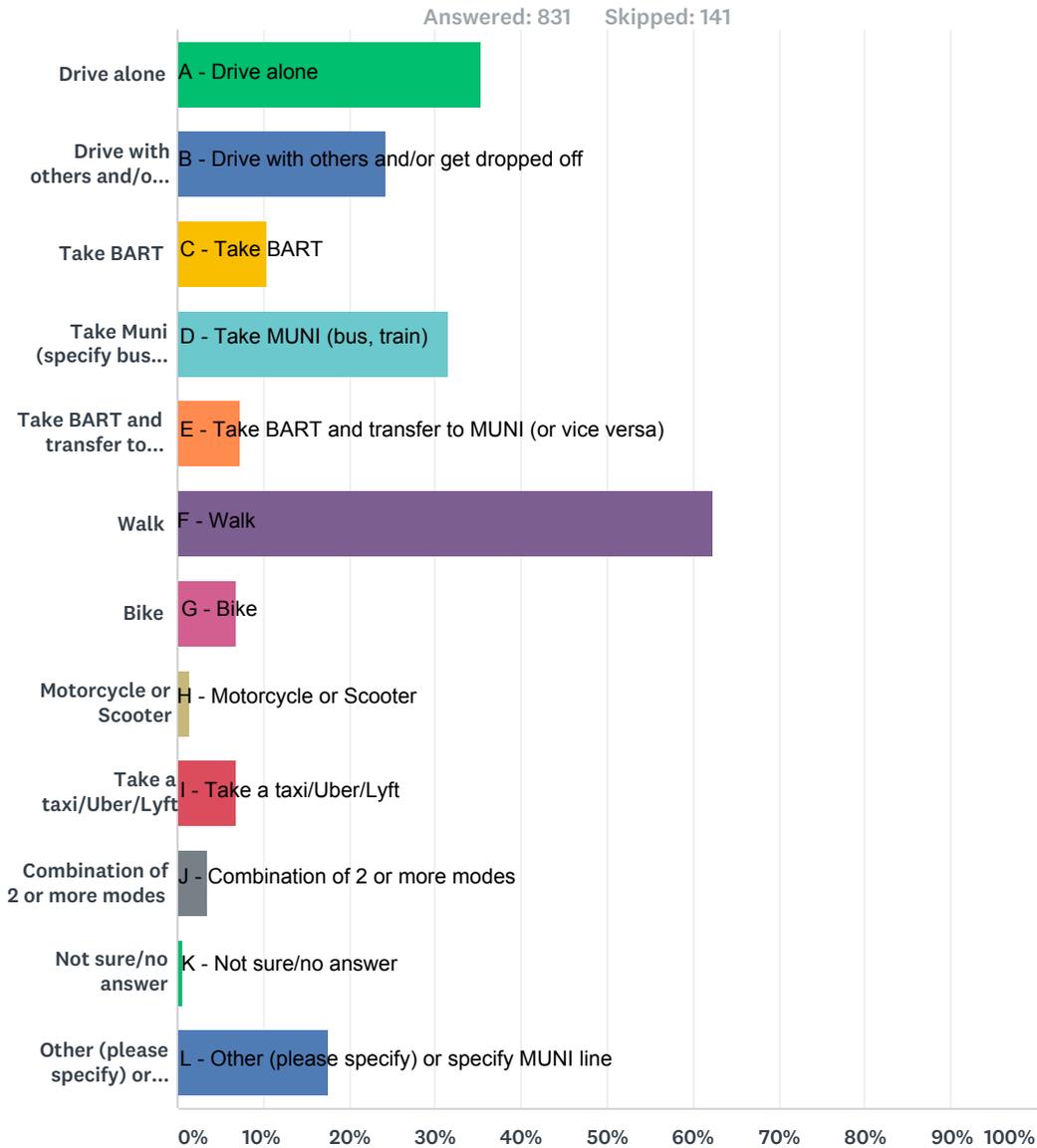
Q7 How much do you typically spend per visit in this area?



Answer Choices	Responses
A \$0 -I never spend money in this commercial area	5.13% 43
B \$1-\$10	12.75% 107
C \$11-\$20	24.43% 205
D \$21-\$40	27.65% 232
E \$41-\$60	12.40% 104
F \$61-\$80	6.08% 51
G \$81-\$100	6.44% 54
H \$101 or more	5.13% 43
TOTAL	839

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Q8 How do you typically get to the Mission Street or Geneva Avenue commercial district? Check up to 2.



Answer Choices	Responses
A Drive alone	35.38% 294
B Drive with others and/or get dropped off	24.31% 202
C Take BART	10.47% 87
D Take Muni (specify bus line below)	31.65% 263
E Take BART and transfer to Muni (or vice versa)	7.22% 60
F Walk	62.33% 518
G Bike	6.98% 58
H Motorcycle or Scooter	1.44% 12

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I	Take a taxi/Uber/Lyft	6.86%	57
J	Combination of 2 or more modes	3.61%	30
K	Not sure/no answer	0.60%	5
L	Other (please specify) or specify Muni bus line below	17.57%	146
Total Respondents: 831			

#	Other (please specify) or specify Muni bus line below	Date
1	8x, 14	8/8/2017 3:51 PM
2	14, 49	8/8/2017 3:31 PM
3	52, 29, 54	8/4/2017 3:25 PM
4	14	8/3/2017 1:47 PM
5	8	8/3/2017 11:49 AM
6	14	8/3/2017 11:47 AM
7	14	8/2/2017 3:57 PM
8	24,49,29	8/2/2017 3:38 PM
9	J	8/2/2017 3:36 PM
10	54, M	8/2/2017 3:34 PM
11	Masonic, transfer point to get to Stonestorn	8/2/2017 3:31 PM
12	43, 28R, K, L	8/2/2017 3:09 PM
13	14, 8, 54, 43	8/2/2017 3:03 PM
14	14R	8/2/2017 10:37 AM
15	19,49,52	8/2/2017 10:28 AM
16	14	8/1/2017 11:30 AM
17	Candlestick Shuttle	8/1/2017 11:14 AM
18	14 14R, 14x	7/31/2017 3:19 PM
19	8, 28R	7/31/2017 3:07 PM
20	14	7/31/2017 2:58 PM
21	Para Transit	7/31/2017 2:43 PM
22	Paratransite	7/31/2017 2:00 PM
23	43 Masonic	7/30/2017 5:21 PM
24	#44	7/28/2017 7:11 AM
25	14	7/26/2017 12:50 PM
26	14, 29	7/26/2017 11:40 AM
27	14/49	7/26/2017 11:37 AM
28	54, 14	7/26/2017 10:28 AM
29	14	7/26/2017 10:23 AM
30	14	7/26/2017 10:20 AM
31	14, 49, 29	7/26/2017 10:17 AM
32	49	7/26/2017 10:00 AM
33	29, 14	7/26/2017 9:39 AM

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34	44	7/26/2017 9:27 AM
35	14, 54	7/26/2017 9:16 AM
36	14	7/25/2017 2:56 PM
37	14, 49, 43, 52	7/25/2017 2:47 PM
38	14	7/25/2017 12:10 PM
39	49, 14	7/25/2017 11:55 AM
40	49, 14	7/25/2017 11:40 AM
41	8, 29	7/25/2017 9:52 AM
42	14	7/24/2017 2:29 PM
43	14, 43	7/24/2017 1:42 PM
44	14	7/24/2017 1:27 PM
45	14, 33,48	7/24/2017 1:19 PM
46	14	7/24/2017 1:06 PM
47	54	7/24/2017 11:31 AM
48	29, 14	7/24/2017 11:09 AM
49	14	7/24/2017 11:05 AM
50	M, 54	7/24/2017 11:01 AM
51	29, 43, 8	7/24/2017 10:57 AM
52	43	7/24/2017 10:52 AM
53	M, 54	7/24/2017 10:06 AM
54	49, 14	7/24/2017 9:55 AM
55	29	7/24/2017 9:23 AM
56	54	7/22/2017 11:47 AM
57	44, 52	7/21/2017 2:00 PM
58	14	7/21/2017 10:08 AM
59	29	7/20/2017 10:58 AM
60	8, 14r, 29	7/20/2017 10:48 AM
61	29	7/20/2017 10:39 AM
62	29	7/20/2017 10:23 AM
63	14, 14x, 14r	7/20/2017 9:57 AM
64	M	7/20/2017 9:51 AM
65	14	7/20/2017 9:41 AM
66	K	7/19/2017 1:28 PM
67	M, 28r, 8	7/19/2017 1:23 PM
68	43	7/19/2017 1:20 PM
69	8	7/19/2017 11:48 AM
70	14	7/19/2017 11:44 AM
71	29	7/19/2017 11:39 AM
72	14, 28r, 49	7/19/2017 11:36 AM
73	14	7/19/2017 10:02 AM
74	49, 29,14	7/16/2017 9:38 PM

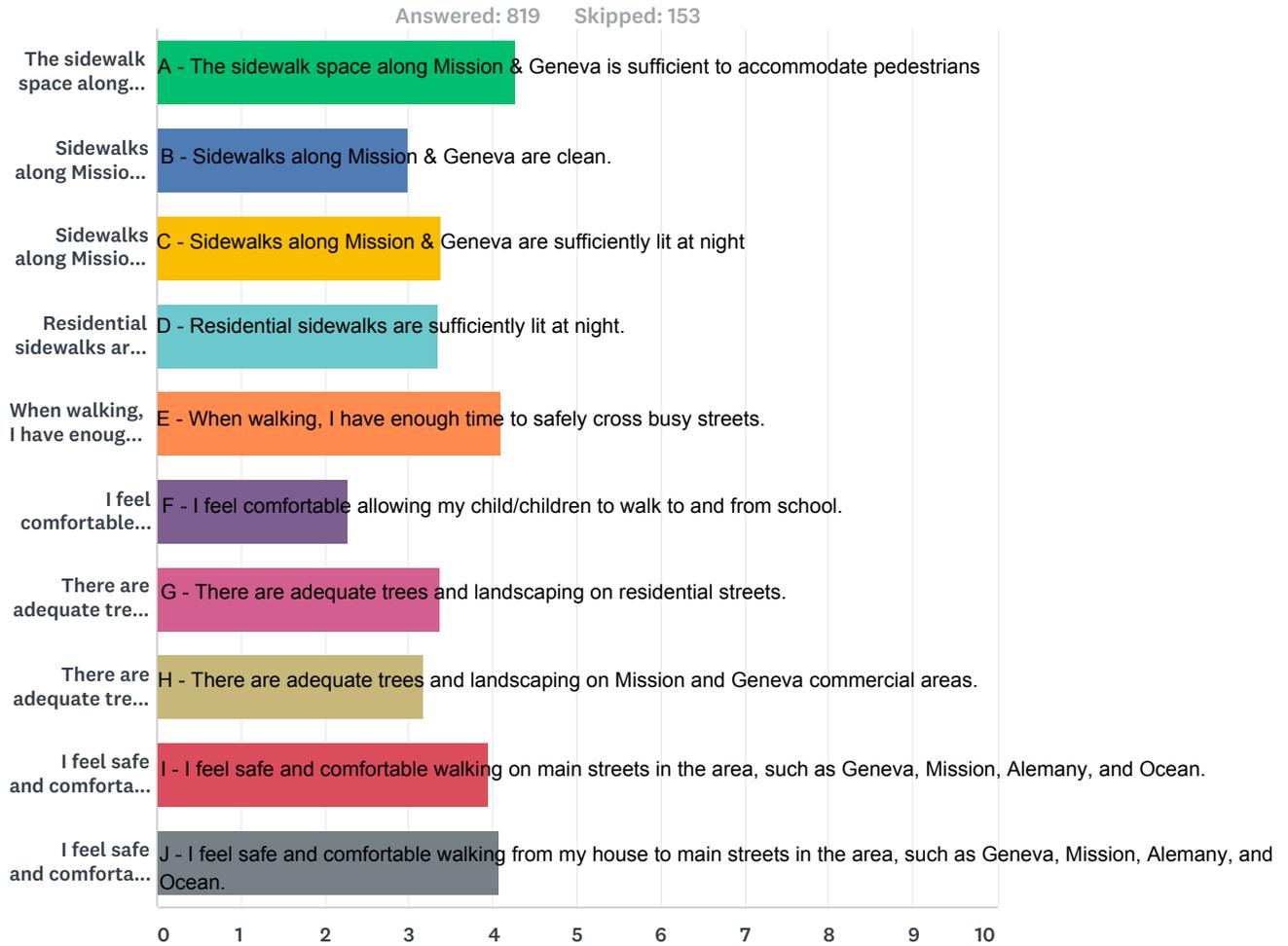
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75	14	7/16/2017 12:24 AM
76	43,14	7/15/2017 11:51 AM
77	54, 44	7/14/2017 2:37 PM
78	I will often come home via 14, 49, sometimes BART + 44; often ride bike / MUNI combo	7/14/2017 2:05 PM
79	54, 43, 8	7/14/2017 10:12 AM
80	The bus schedule on the 43 masonic needs to improve. It is always late	7/14/2017 5:03 AM
81	14	7/14/2017 1:32 AM
82	44, 14, 49	7/14/2017 12:11 AM
83	K	7/13/2017 10:50 PM
84	14	7/13/2017 10:06 PM
85	29- 14	7/13/2017 9:27 PM
86	14	7/13/2017 8:55 PM
87	44	7/10/2017 1:47 PM
88	43	7/9/2017 6:49 PM
89	49 VanNess, 14 Mission, J church	7/7/2017 2:53 PM
90	49	7/6/2017 5:48 PM
91	I haven't ventured out to geneva	7/6/2017 12:17 PM
92	29	6/30/2017 7:01 AM
93	29	6/29/2017 1:37 PM
94	14	6/28/2017 8:17 PM
95	14R	6/27/2017 6:54 PM
96	49, J	6/27/2017 5:31 PM
97	14	6/27/2017 10:09 AM
98	52, 14x, 44	6/27/2017 9:42 AM
99	43	6/25/2017 4:13 PM
100	What do you consider the Commercial District. I walk to Mission, drive to Geneva (generally)	6/22/2017 11:38 AM
101	Any bus line coming from the Balboa Bart Station area	6/21/2017 7:13 PM
102	14	6/21/2017 3:06 PM
103	8, 43	6/19/2017 3:46 PM
104	43	6/18/2017 6:38 PM
105	14	6/18/2017 3:59 PM
106	8x	6/18/2017 8:51 AM
107	I take the 14mission or the 49 city college or to acquatic park.	6/17/2017 11:12 PM
108	43 Masonic	6/17/2017 8:00 PM
109	14, 49	6/17/2017 10:07 AM
110	43	6/16/2017 1:31 PM
111	14 Mission, 88	6/15/2017 3:48 PM
112	14 Mission, 88 Shuttle, 8	6/15/2017 3:42 PM
113	If I'm going towards Mission I take the 49 or 29	6/15/2017 2:45 PM
114	43	6/15/2017 12:40 PM
115	49, 14, and 44	6/15/2017 12:29 PM

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116	54 Felton	6/15/2017 12:16 PM
117	14, 29	6/15/2017 9:22 AM
118	Bus 14, 14R, 8 and 43	6/15/2017 8:31 AM
119	43	6/14/2017 3:25 PM
120	14 bus	6/14/2017 8:09 AM
121	14/49	6/13/2017 10:46 PM
122	52 Excelsior	6/13/2017 7:27 PM
123	29, 53 (52?)	6/13/2017 6:21 PM
124	49/29/14	6/13/2017 5:20 PM
125	49	6/13/2017 4:38 PM
126	14, 14R, 14X, 88	6/13/2017 4:05 PM
127	8, 44, 14,	6/13/2017 9:24 AM
128	43, 8, 14, 54	6/13/2017 8:30 AM
129	14	6/13/2017 5:33 AM
130	14, 43	6/13/2017 4:25 AM
131	29, 44	6/13/2017 1:57 AM
132	I live very close to the Corner of Happy & Healthy(Walgreens)	6/12/2017 10:22 PM
133	14; 14R	6/12/2017 10:04 PM
134	52, 29, 54	6/12/2017 9:45 PM
135	14	6/12/2017 8:54 PM
136	san bruno st	6/12/2017 7:57 PM
137	14 Mission	6/12/2017 7:47 PM
138	14	6/12/2017 7:26 PM
139	Never. Its an eyesore and dangerous.	6/12/2017 6:20 PM
140	Muni 14X	6/12/2017 6:06 PM
141	14 Mission	6/12/2017 11:57 AM
142	14 Mission	6/12/2017 9:42 AM
143	44 / 14 / 49 / 52 / K M L	6/12/2017 8:19 AM
144	48, 14	6/9/2017 3:43 PM
145	43	5/31/2017 3:14 PM
146	14R	5/30/2017 12:02 PM

Q9 Sidewalks & Pedestrian Infrastructure



		Does not apply	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total	Weighted Average
A	The sidewalk space along Mission and Geneva is sufficient to accommodate pedestrians	1.89% 15	7.44% 59	15.51% 123	20.43% 162	47.79% 379	6.94% 55	793	4.26
B	Sidewalks along Mission and Geneva are clean	1.64% 13	36.60% 291	36.48% 290	14.34% 114	8.55% 68	2.39% 19	795	2.99
C	Sidewalks along Mission and Geneva are sufficiently lit at night	8.17% 64	15.84% 124	27.33% 214	29.25% 229	17.11% 134	2.30% 18	783	3.38
D	Residential sidewalks are sufficiently lit at night	5.09% 40	21.12% 166	30.28% 238	24.55% 193	16.16% 127	2.80% 22	786	3.34
E	When walking, I have enough time to safely cross busy streets.	1.78% 14	11.32% 89	15.14% 119	22.14% 174	45.42% 357	4.20% 33	786	4.11
F	I feel comfortable allowing my child/children walk to and from school	46.89% 362	15.28% 118	13.21% 102	13.86% 107	9.07% 70	1.68% 13	772	2.28
G	There are adequate trees and landscaping on residential streets	1.40% 11	28.19% 221	28.32% 222	19.26% 151	19.90% 156	2.93% 23	784	3.37

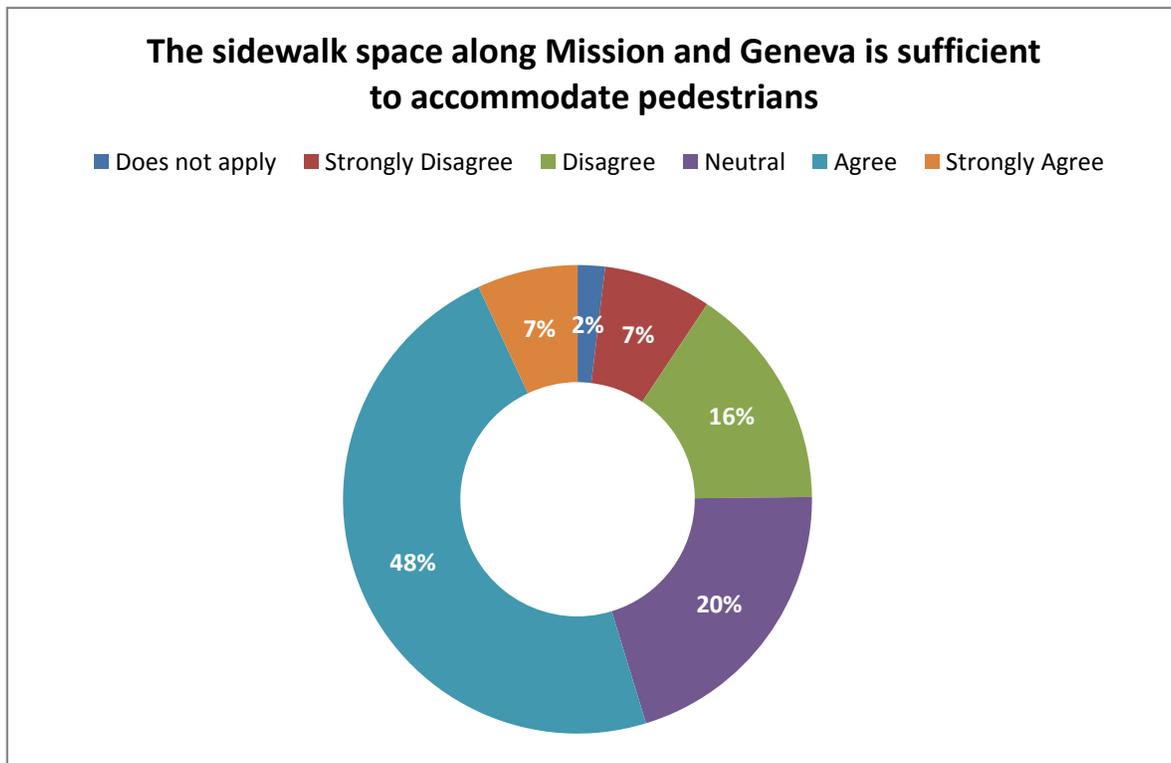
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H	There are adequate trees and landscaping along Mission and Geneva commercial areas	1.53% 12	32.61% 255	30.56% 239	17.90% 140	15.47% 121	1.92% 15	782	3.19
I	I feel safe and comfortable walking on main streets in the area, such as Geneva, Mission, Alemany, and Ocean.	0.88% 7	11.62% 92	23.86% 189	22.98% 182	36.49% 289	4.17% 33	792	3.95
J	I feel safe and comfortable walking from my house to main streets in the area, such as Geneva, Mission, Alemany, and Ocean.	3.96% 31	8.18% 64	17.77% 139	21.87% 171	43.22% 338	4.99% 39	782	4.07

Question 9 - Sidewalks and Pedestrian Infrastructure - Staff Summary

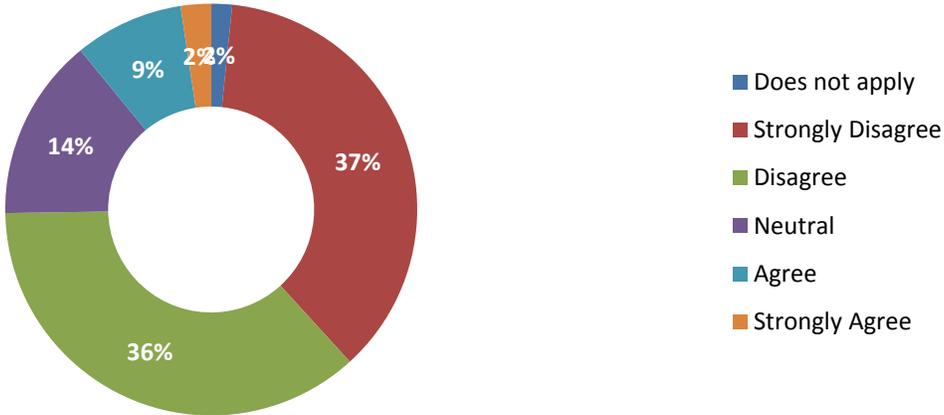
The tables below use the numbers and percentages provided by the Survey Monkey report. The use of a weighed average by Survey Monkey is confusing though, as the response options include "Does not Apply". This more accurately reflects the balance of responses. In addition, the response that received the highest percentage for each question are highlighted in yellow.

The sidewalk space along Mission and Geneva is sufficient to accommodate pedestrians							
	Does not apply	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Number	15	59	123	162	379	55	793
Percent	1.89%	7.44%	15.51%	20.43%	47.79%	6.94%	100.00%



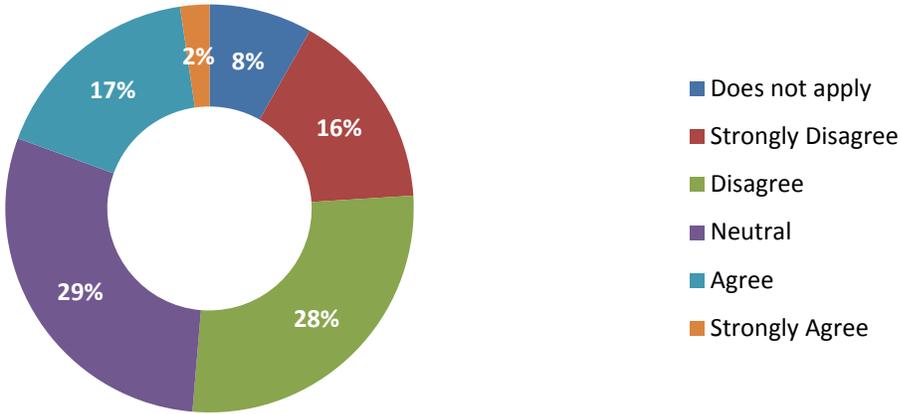
Sidewalks along Mission and Geneva are clean							
	Does not apply	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Number	13	291	290	114	68	19	795
Percent	1.64%	36.60%	36.48%	14.34%	8.55%	2.39%	100.00%

Sidewalks along Mission and Geneva are clean

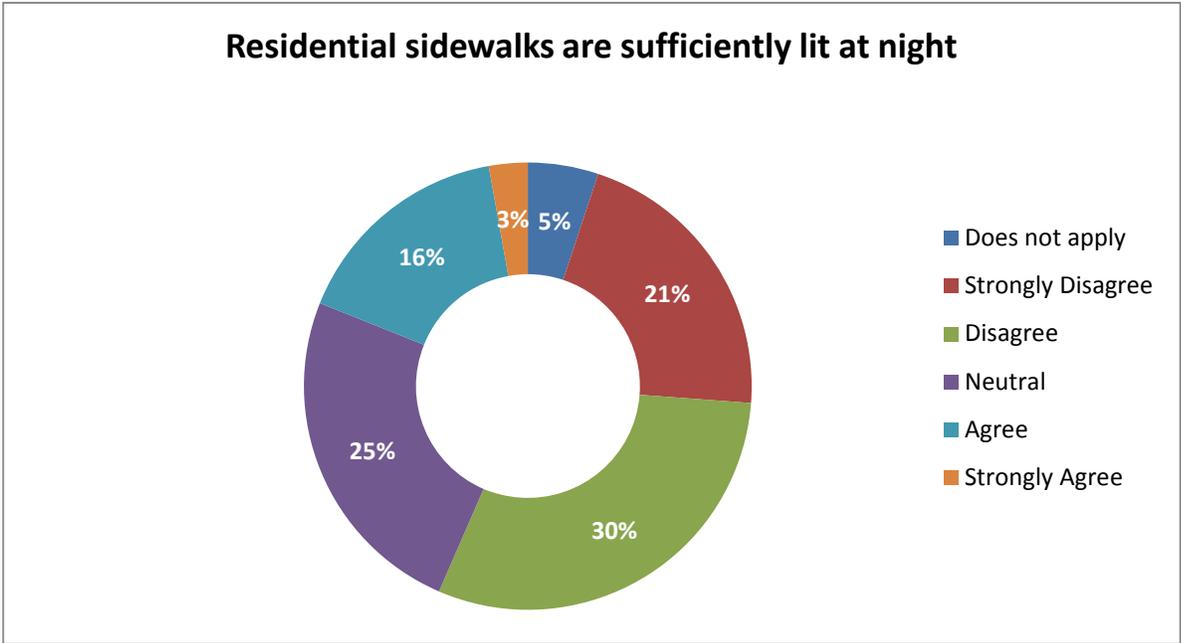


Sidewalks along Mission and Geneva are sufficiently lit at night							
	Does not apply	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Number	64	124	214	229	134	18	783
Percent	8.17%	15.84%	27.33%	29.25%	17.11%	2.30%	100.00%

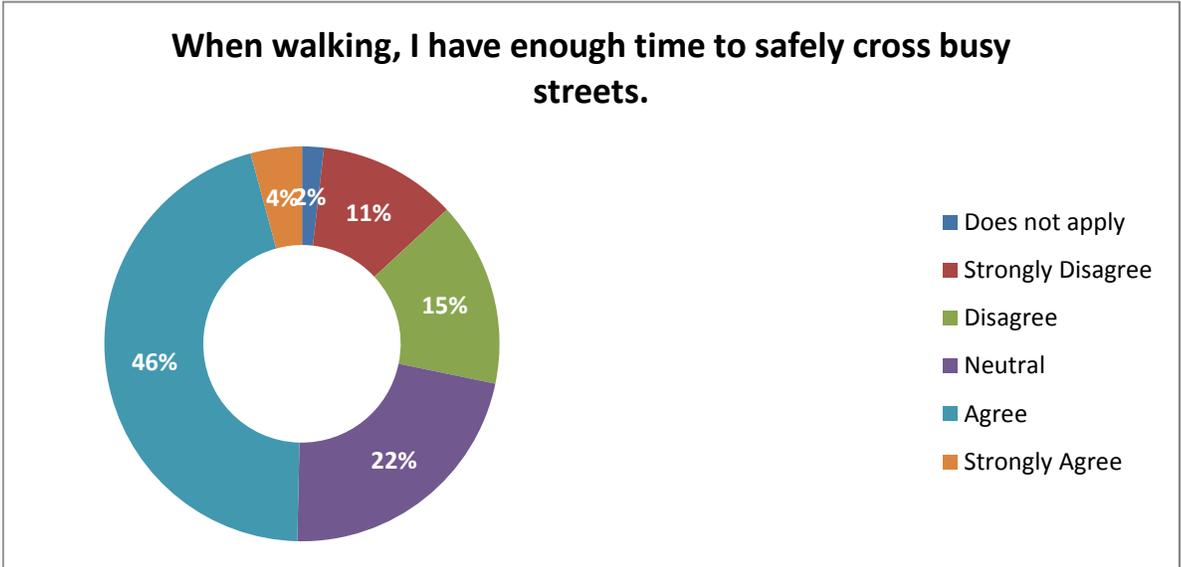
Sidewalks along Mission and Geneva are sufficiently lit at night



Residential sidewalks are sufficiently lit at night							
	Does not	Strongly	Disagree	Neutral	Agree	Strongly	Total
Number	40	166	238	193	127	22	786
Percent	5.09%	21.12%	30.28%	24.55%	16.16%	2.80%	100.00%



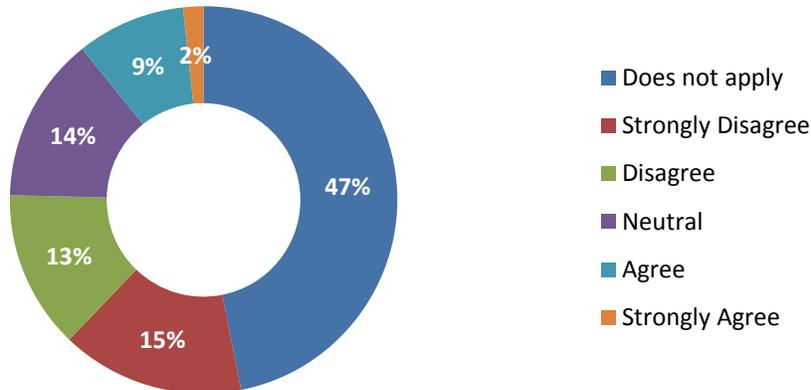
When walking, I have enough time to safely cross busy streets.							
	Does not	Strongly	Disagree	Neutral	Agree	Strongly	Total
Number	14	89	119	174	357	33	786
Percent	1.78%	11.32%	15.14%	22.14%	45.42%	4.20%	100.00%



I feel comfortable allowing my child/children walk to and from school

	Does not apply	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Number	362	118	102	107	70	13	772
Percent	46.89%	15.28%	13.21%	13.86%	9.07%	1.68%	100.00%

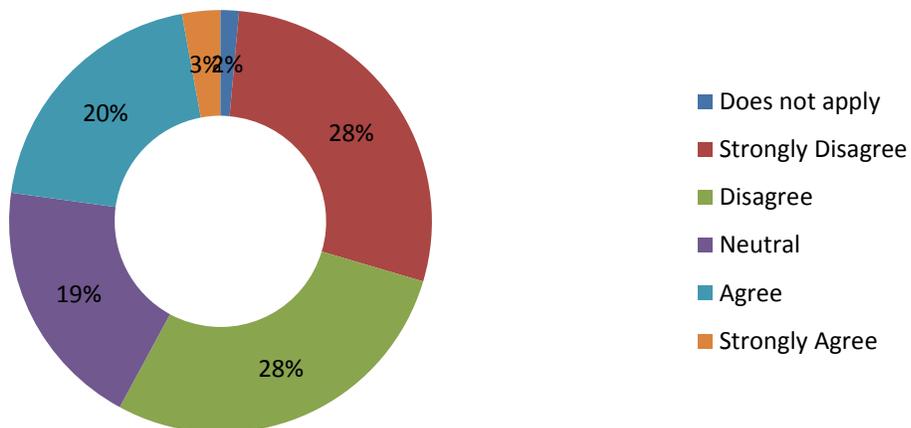
I feel comfortable allowing my child/children walk to and from school



There are adequate trees and landscaping on residential streets

	Does not apply	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Number	11	221	222	151	156	23	784
Percent	1.40%	28.19%	28.32%	19.26%	19.90%	2.93%	100.00%

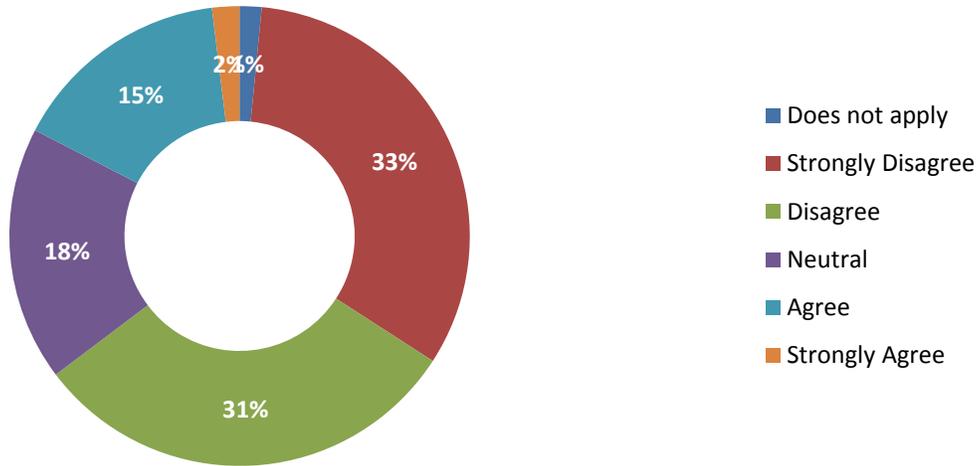
There are adequate trees and landscaping on residential streets



There are adequate trees and landscaping along Mission and Geneva commercial areas

	Does not apply	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Number	12	255	239	140	121	15	782
Percent	1.53%	32.61%	30.56%	17.90%	15.47%	1.92%	100.00%

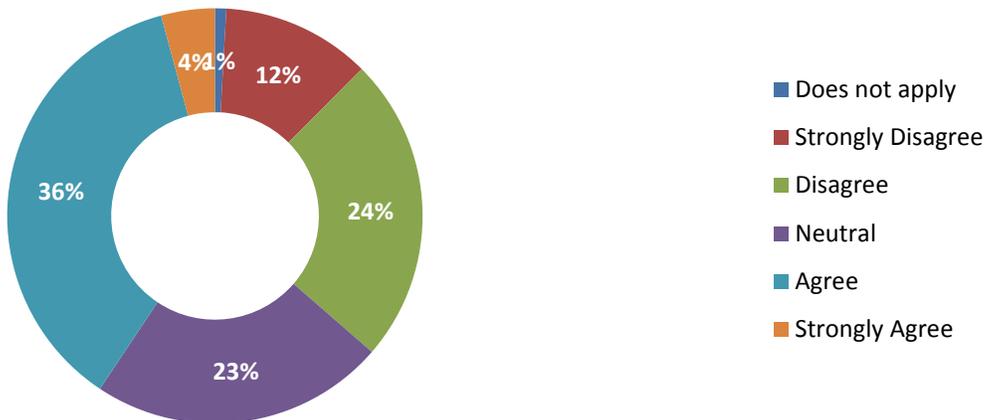
There are adequate trees and landscaping along Mission and Geneva commercial areas



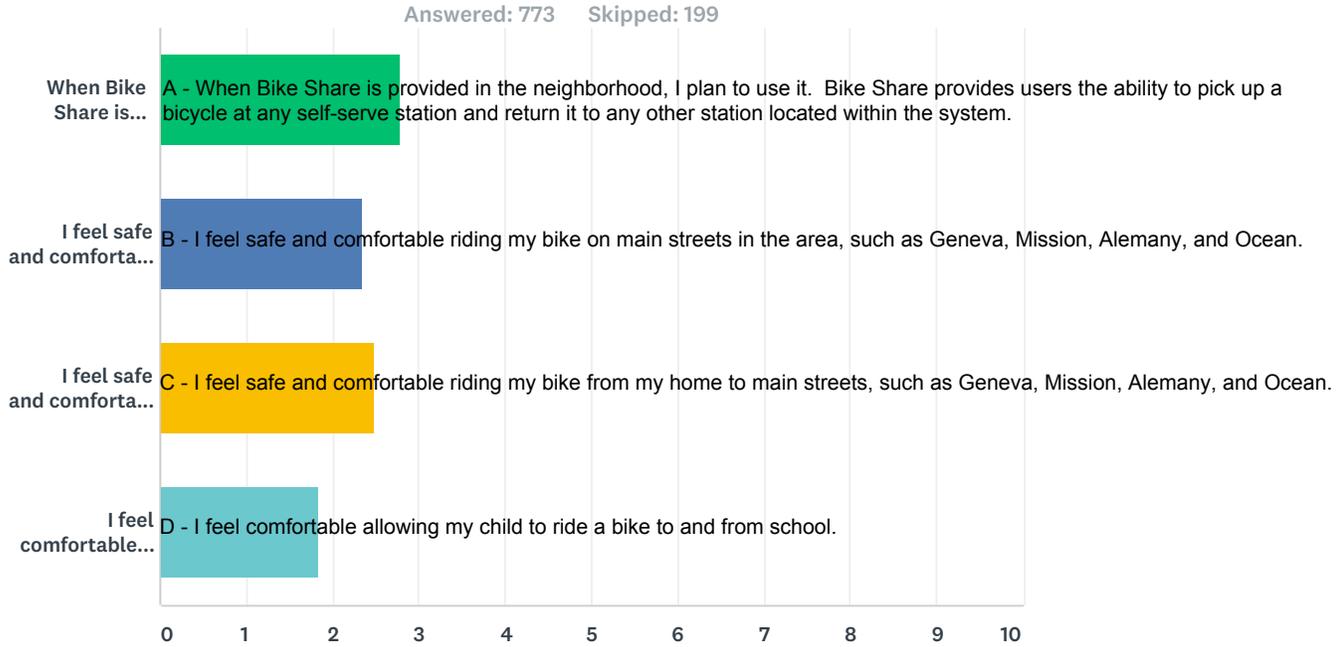
I feel safe and comfortable walking on main streets in the area, such as Geneva, Mission, Alemany, and Ocean.

	Does not apply	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Number	7	92	189	182	289	33	792
Percent	0.88%	11.62%	23.86%	22.98%	36.49%	4.17%	100.00%

I feel safe and comfortable walking on main streets in the area, such as Geneva, Mission, Alemany, and Ocean.



Q10 Bicycle Infrastructure



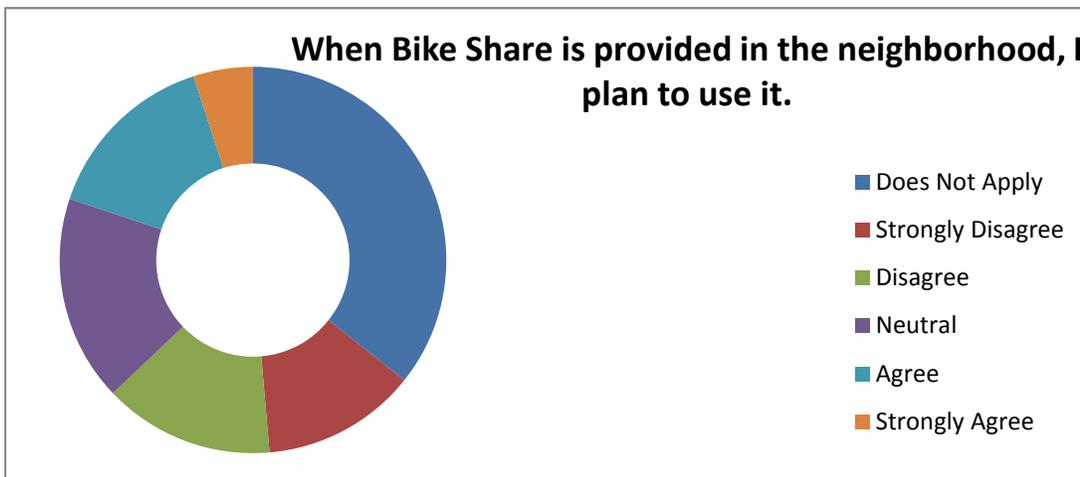
	Does not apply	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total	Weighted Average
A When Bike Share is provided in the neighborhood, I plan to use it. Bike Share provides users the ability to pick up a bicycle at any self-serve station and return it to any other station located within the system.	35.69% 273	12.94% 99	14.25% 109	17.25% 132	14.90% 114	4.97% 38	765	2.78
B I feel safe and comfortable riding my bike on main streets in the area, such as Geneva, Mission, Alemany, and Ocean.	40.68% 312	17.34% 133	18.90% 145	14.73% 113	6.91% 53	1.43% 11	767	2.34
C I feel safe and comfortable riding my bike from my home to main streets, such as Geneva, Mission, Alemany, and Ocean	41.10% 314	13.87% 106	15.84% 121	15.31% 117	12.04% 92	1.83% 14	764	2.49
D I feel comfortable allowing my child to ride a bike to and from school	57.91% 443	19.35% 148	8.89% 68	10.20% 78	2.35% 18	1.31% 10	765	1.84

Question 10 - Bicycle Infrastructure - Staff Summary

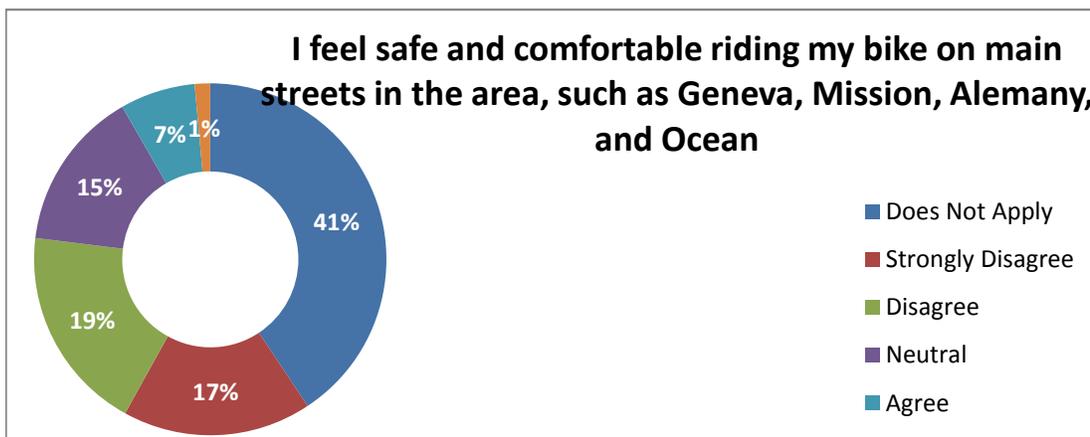
The tables below use the numbers and percentages provided by the Survey Monkey report.

The use of a weighed average by Survey Monkey is confusing though, as the response options include "Does not Apply". This more accurately reflects the balance of responses. In addition, the response that received the highest percentage for each question are highlighted in yellow.

When Bike Share is provided in the neighborhood, I plan to use it. Bike Share provides users the ability to pick up a bicycle at any self-serve station and return it to any other station located within the system.							
	Does Not Apply	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Number	273	99	109	132	114	38	765
Percent	35.69%	12.94%	14.25%	17.25%	14.90%	4.97%	100.00%

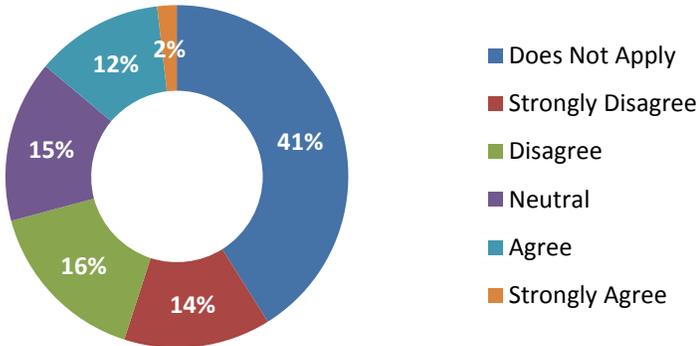


I feel safe and comfortable riding my bike on main streets in the area, such as Geneva, Mission, Alemany, and Ocean							
	Does Not Apply	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Number	312	133	145	113	53	11	767
Percent	40.68%	17.34%	18.90%	14.73%	6.91%	1.43%	100.00%



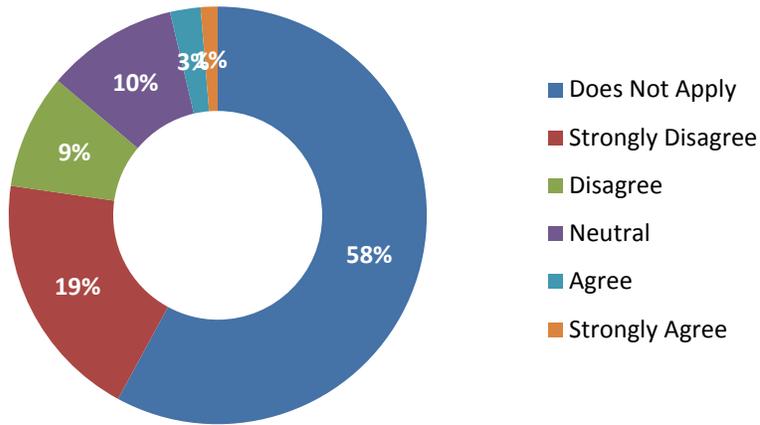
I feel safe and comfortable riding my bike from my home to main streets, such as Geneva, Mission, Alemany, and Ocean.							
	Does Not Apply	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Number	314	106	121	117	92	14	764
Percent	41.10%	13.87%	15.84%	15.31%	12.04%	1.83%	100.00%

I feel safe and comfortable riding my bike from my home to main streets, such as Geneva, Mission, Alemany, and Ocean.



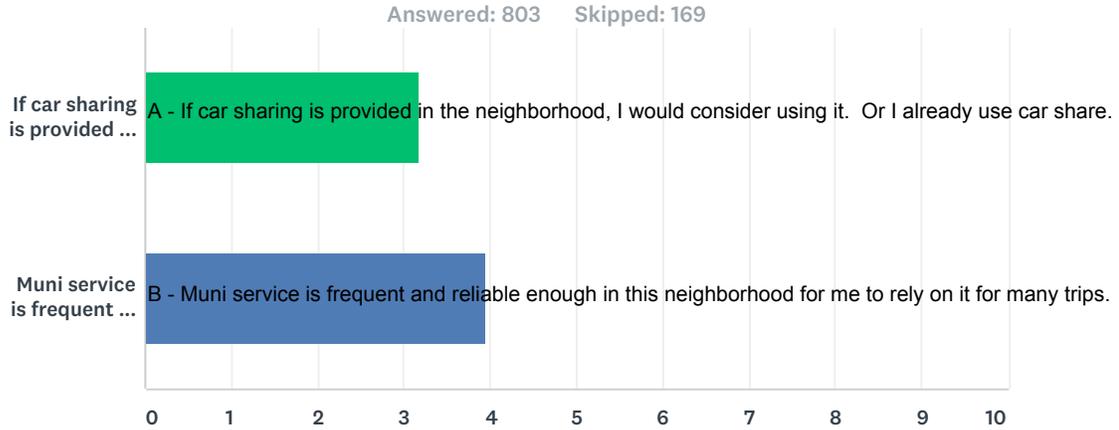
I feel comfortable allowing my child to ride a bike to and from school							
	Does Not Apply	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Number	443	148	68	78	18	10	765
Percent	57.91%	19.35%	8.89%	10.20%	2.35%	1.31%	100.00%

I feel comfortable allowing my child to ride a bike to and from school



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Q11 MUNI & Car Share



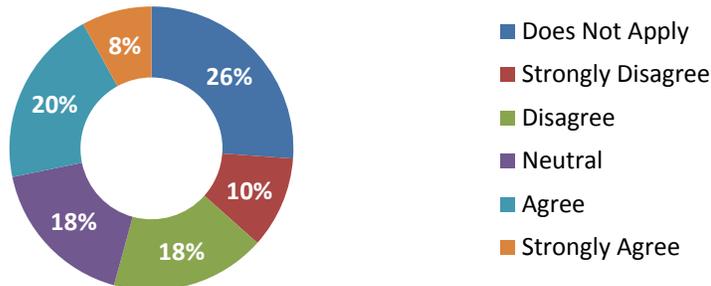
	Does not apply	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total	Weighted Average
A If car sharing is provided in the neighborhood, I would consider using it. Or I already use car share.	26.14% 200	10.46% 80	17.65% 135	17.52% 134	20.26% 155	7.97% 61	765	3.19
B Muni service is frequent and reliable enough in this neighborhood for me to rely on it for many trips.	9.79% 78	9.28% 74	14.68% 117	17.69% 141	39.52% 315	9.03% 72	797	3.95

Question 11 - Car Share & MUNI - Staff Summary

The tables below use the numbers and percentages provided by the Survey Monkey report. The use of a weighed average by Survey Monkey is confusing though, as the response options include "Does not Apply". This more accurately reflects the balance of responses. In addition, the response that received the highest percentage for each question

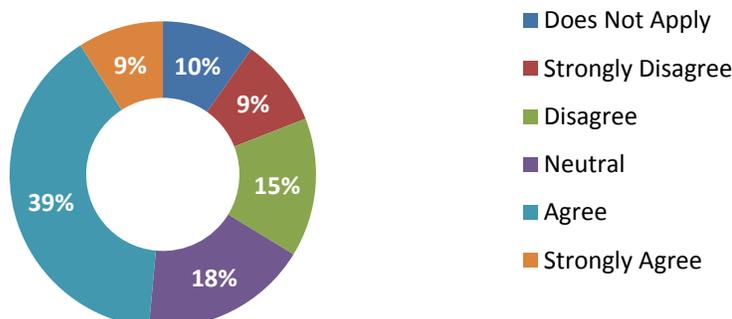
If car sharing is provided in the neighborhood, I would consider using it. Or I already use car share.							
	Does Not Apply	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Number	200	80	135	134	155	61	765
Percent	26.14%	10.46%	17.65%	17.52%	20.26%	7.97%	100.00%

If car sharing is provided in the neighborhood, I would consider using it. Or I already use car share.



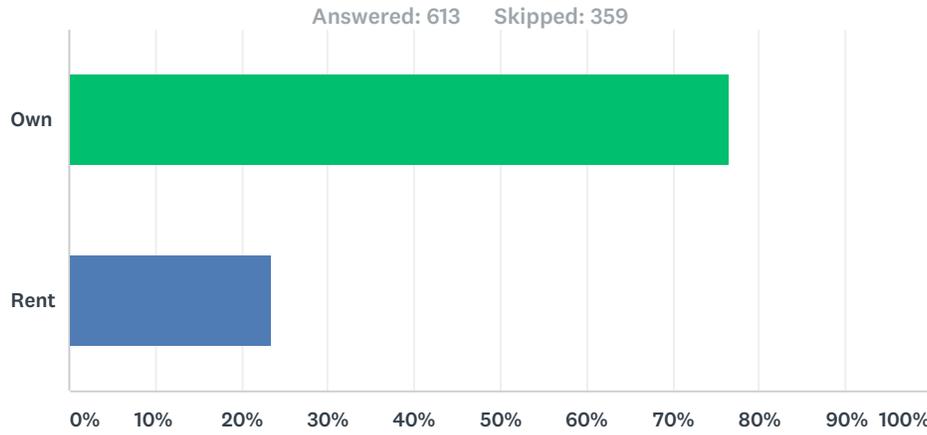
Muni service is <i>frequent and reliable</i> enough in this neighborhood for me to rely on it for many trips.							
	Does Not Apply	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Number	78	74	117	141	315	72	725
Percent	10.76%	10.21%	16.14%	19.45%	43.45%	9.93%	100.00%

Muni service is frequent and reliable enough in this neighborhood for me to rely on it for many trips.



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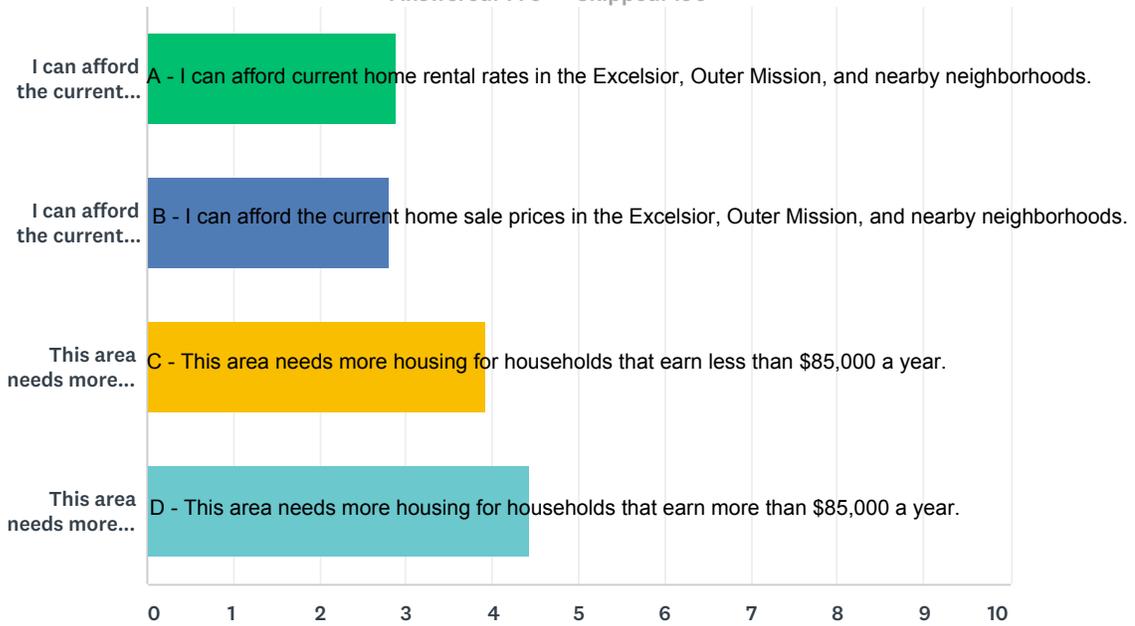
Q12 Do you own or rent your home?



Answer Choices	Responses
Own	76.67% 470
Rent	23.33% 143
TOTAL	613

Q13 Affordability

Answered: 776 Skipped: 196

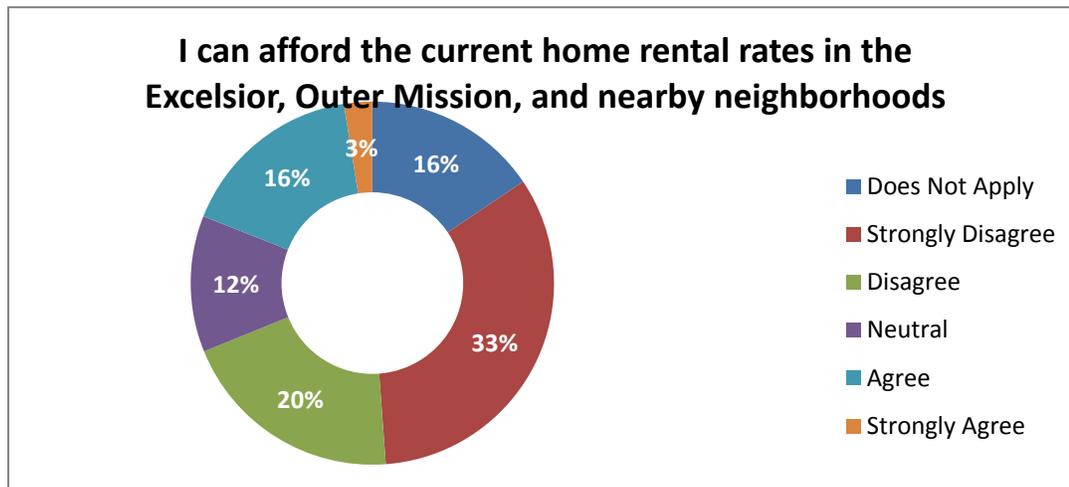


		Does not apply	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total	Weighted Average
A	I can afford the current home sales prices in the Excelsior, Outer Mission, and nearby neighborhoods	15.57% 118	33.25% 252	20.05% 152	12.14% 92	16.49% 125	2.51% 19	758	2.88
B	I can afford the current home rental rates in the Excelsior, Outer Mission, and nearby neighborhoods	30.21% 232	17.32% 133	17.58% 135	14.58% 112	17.45% 134	2.86% 22	768	2.80
C	This area needs more housing for households that earn more than \$85,000 a year	6.34% 47	12.96% 96	14.71% 109	26.99% 200	25.10% 186	13.90% 103	741	3.93
D	This area needs more housing for households that earn less than \$85,000 a year	6.25% 47	8.11% 61	8.38% 63	17.82% 134	32.05% 241	27.39% 206	752	4.43

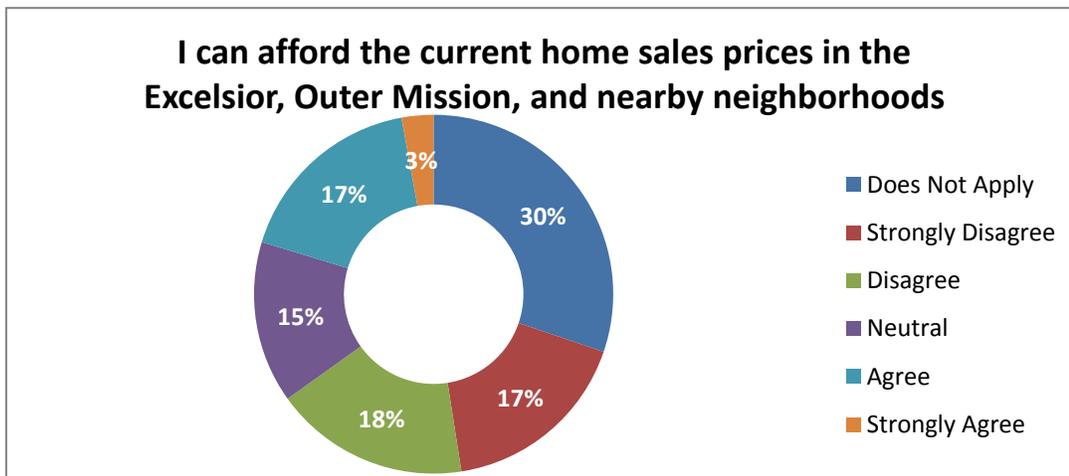
Question 13 - Affordability - Staff Summary

The tables below use the numbers and percentages provided by the Survey Monkey report. The use of a weighed average by Survey Monkey is confusing though, as the response options include "Does not Apply". This more accurately reflects the balance of responses. In addition, the response that received the highest percentage for each question are highlighted in yellow.

	I can afford the current home rental rates in the Excelsior, Outer Mission, and						
	Does Not Apply	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Number	118	252	152	92	125	19	758
Percent	15.57%	33.25%	20.05%	12.14%	16.49%	2.51%	100.00%

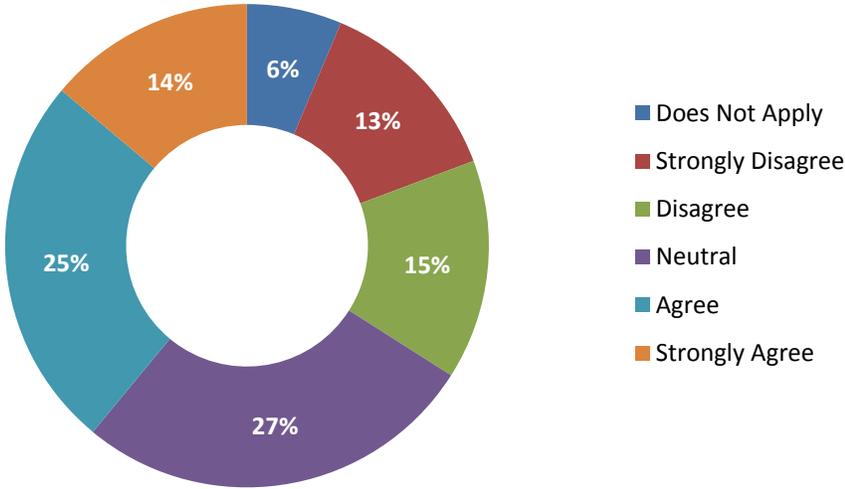


	I can afford the current home sales prices in the Excelsior, Outer Mission, and nearby neighborhoods						
	Does Not Apply	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Number	232	133	135	112	134	22	768
Percent	30.21%	17.32%	17.58%	14.58%	17.45%	2.86%	100.00%



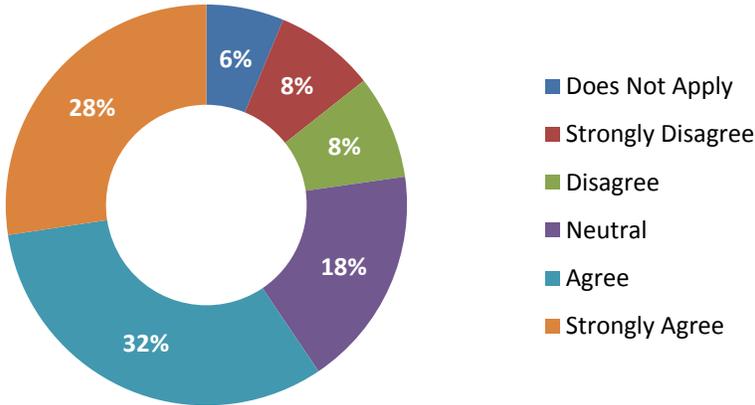
This area needs more housing for households that earn less than \$85,000 a year							
	Does Not Apply	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Number	47	96	109	200	186	103	741
Percent	6.34%	12.96%	14.71%	26.99%	25.10%	13.90%	100.00%

This area needs more housing for households that earn less than \$85,000 a year



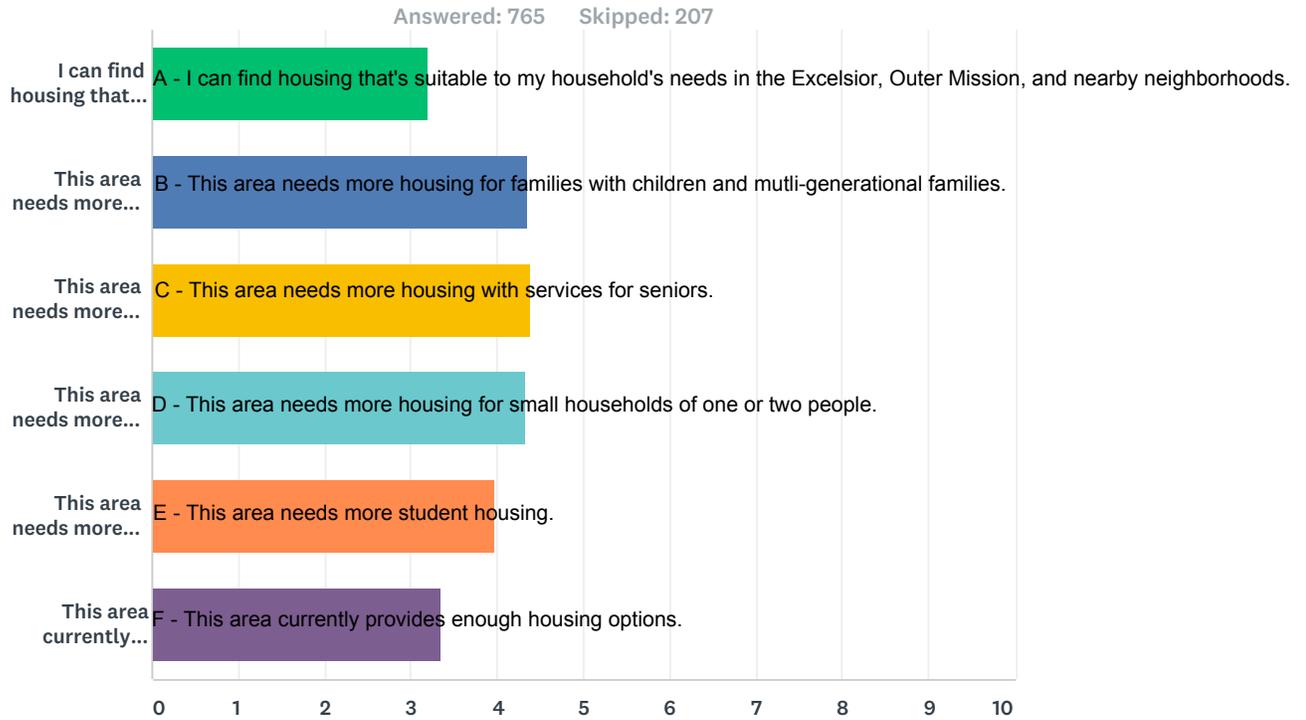
This area needs more housing for households that earn more than \$85,000 a year							
	Does Not Apply	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Number	47	61	63	134	241	206	752
Percent	6.25%	8.11%	8.38%	17.82%	32.05%	27.39%	100.00%

This area needs more housing for households that earn more than \$85,000 a year



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Q14 Housing Types



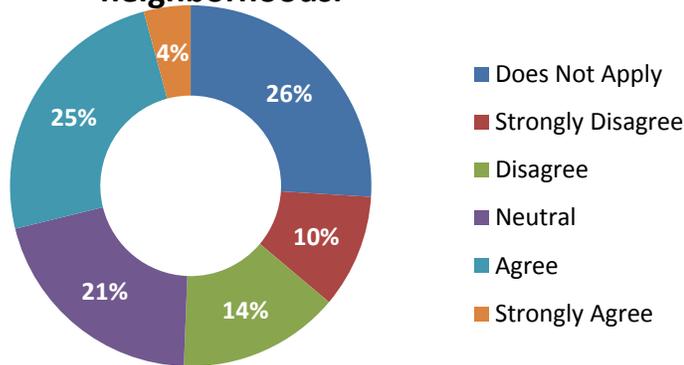
		Does not apply	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total	Weighted Average
A	I can find housing that's suitable to my household's needs in the Excelsior, Outer Mission, and nearby neighborhoods.	25.98% 192	10.15% 75	14.48% 107	20.57% 152	24.63% 182	4.19% 31	739	3.20
B	This area needs more housing for families with children and multi-generational families.	6.38% 47	5.70% 42	8.41% 62	24.69% 182	35.55% 262	19.27% 142	737	4.35
C	This area needs more housing with services for seniors.	8.03% 60	3.35% 25	4.69% 35	27.04% 202	38.55% 288	18.34% 137	747	4.40
D	This area needs more housing for small households of one or two people.	5.61% 41	6.16% 45	6.98% 51	27.91% 204	37.48% 274	15.87% 116	731	4.33
E	This area needs more student housing.	7.59% 56	8.54% 63	13.41% 99	31.03% 229	28.32% 209	11.11% 82	738	3.97
F	This area currently provides enough housing options.	5.86% 42	21.62% 155	24.69% 177	31.10% 223	13.25% 95	3.49% 25	717	3.35

Question 14 - Housing Types - Staff Summary

The tables below use the numbers and percentages provided by the Survey Monkey report. The use of a weighed average by Survey Monkey is confusing though, as the response options include "Does not Apply". This more accurately reflects the balance of responses. In addition, the response that received the highest percentage for each question are highlighted in yellow.

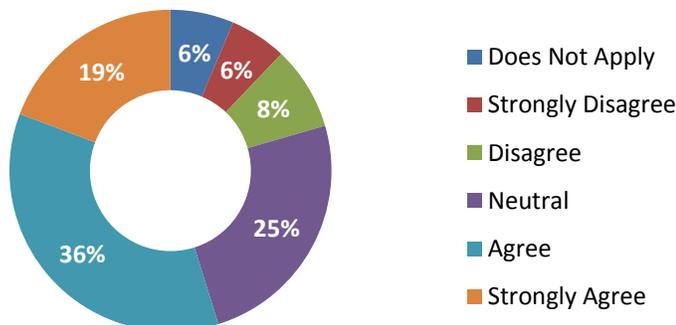
I can find housing that's suitable to my household's needs in the Excelsior, Outer Mission, and nearby neighborhoods.							
	Does Not Apply	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Number	192	75	107	152	182	31	739
Percent	25.98%	10.15%	14.48%	20.57%	24.63%	4.19%	100.00%

I can find housing that's suitable to my household's needs in the Excelsior, Outer Mission, and nearby neighborhoods.



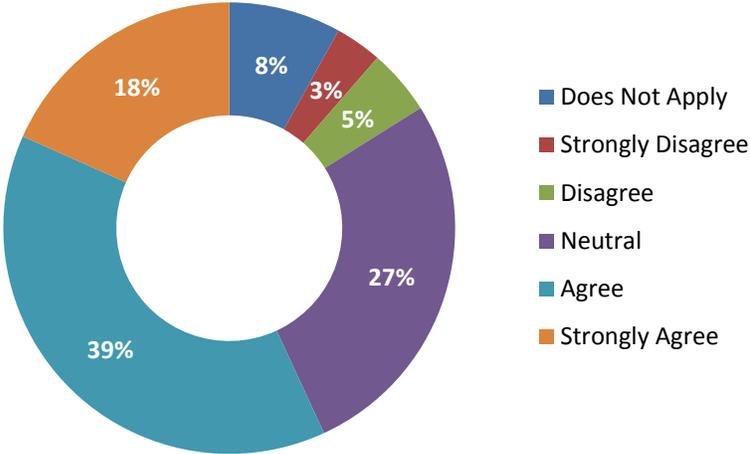
This area needs more housing for families with children and multi-generational families.							
	Does Not Apply	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Number	47	42	62	182	262	142	737
Percent	6.38%	5.70%	8.41%	24.69%	35.55%	19.27%	100.00%

This area needs more housing for families with children and multi-generational families.



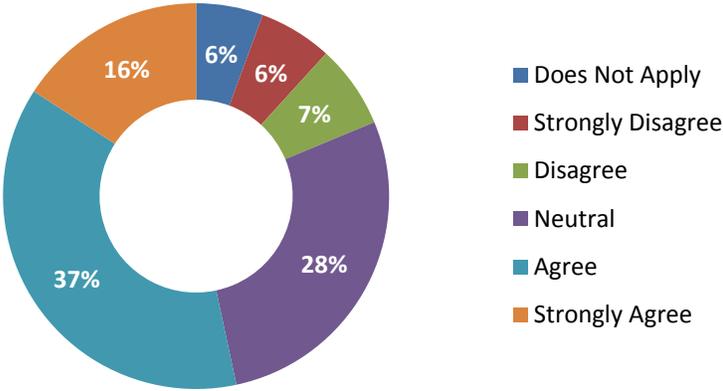
This area needs more housing with services for seniors .							
	Does Not Apply	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Number	60	25	35	202	288	137	747
Percent	8.03%	3.35%	4.69%	27.04%	38.55%	18.34%	100.00%

This area needs more housing with services for seniors.

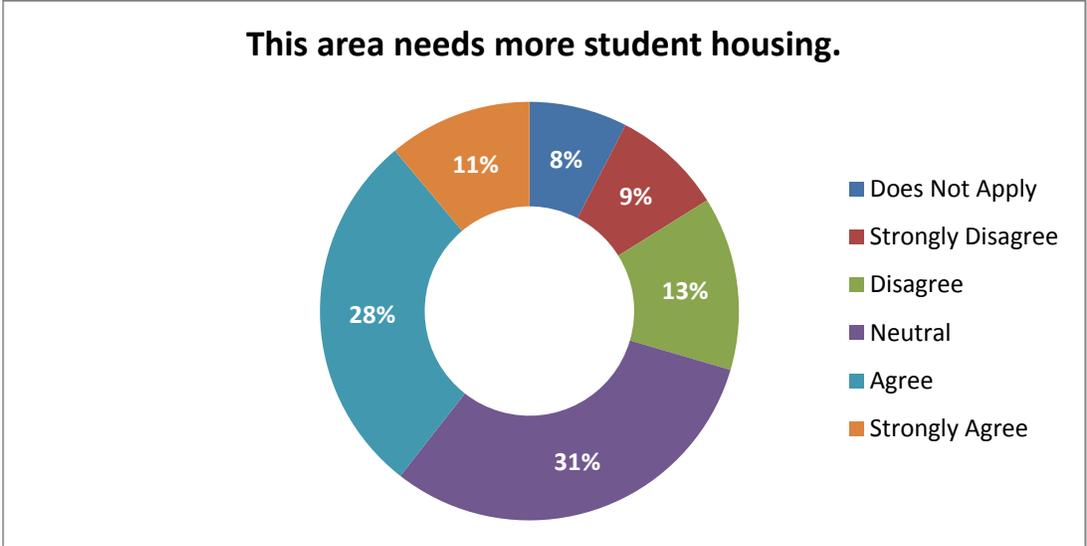


This area needs more housing for small households of one or two people.							
	Does Not Apply	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Number	41	45	51	204	274	116	731
Percent	5.61%	6.16%	6.98%	27.91%	37.48%	15.87%	100.00%

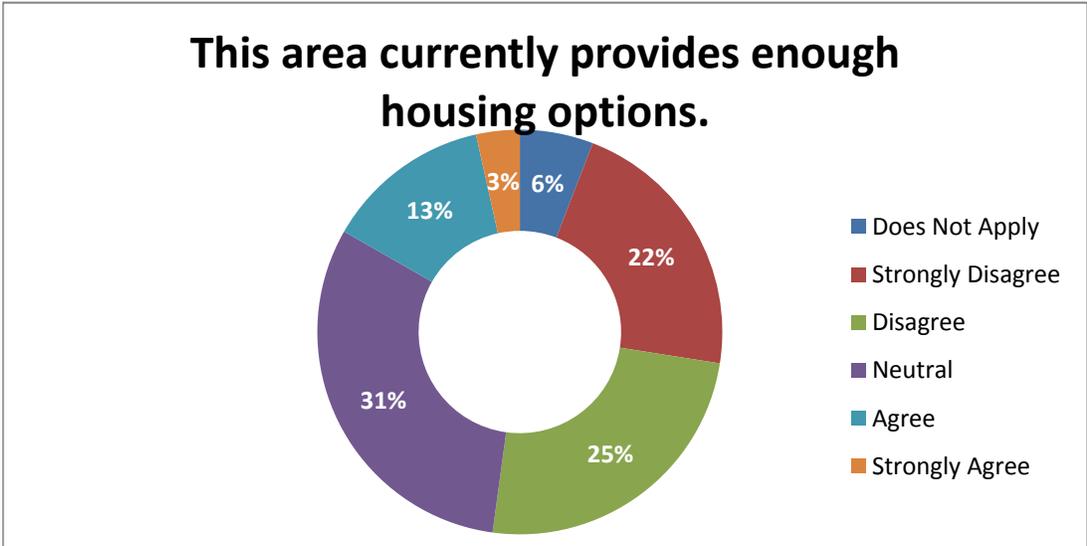
This area needs more housing for small households of one or two people



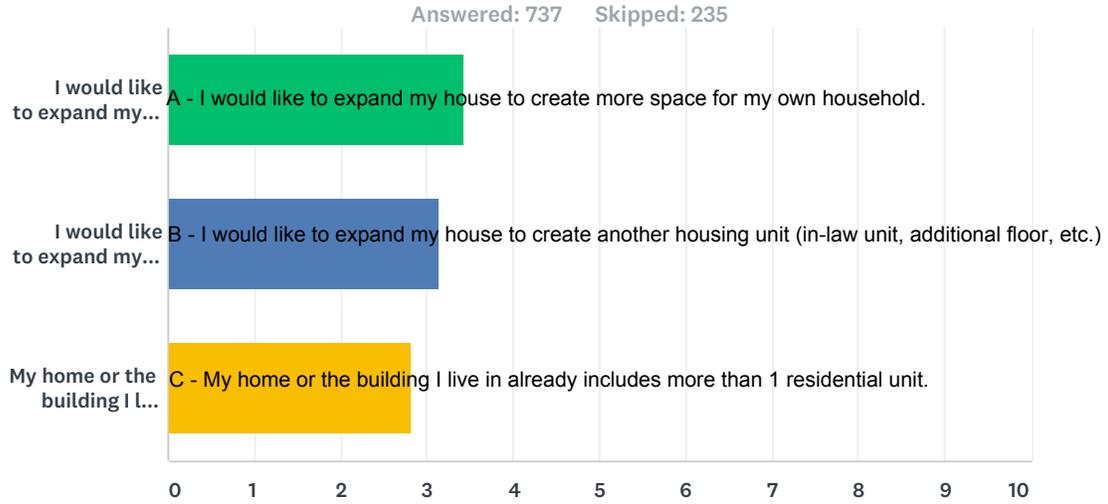
This area needs more student housing .							
	Does Not Apply	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Number	56	63	99	229	209	82	738
Percent	7.59%	8.54%	13.41%	31.03%	28.32%	11.11%	100.00%



This area currently provides enough housing options.							
	Does Not Apply	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Number	42	155	177	223	95	25	717
Percent	5.86%	21.62%	24.69%	31.10%	13.25%	3.49%	100.00%



Q15 Home Expansion



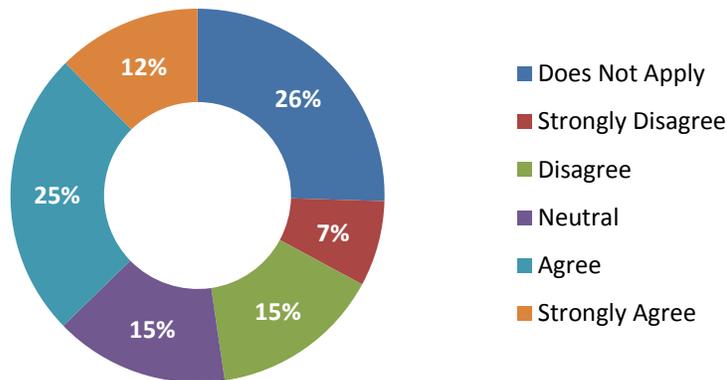
		Does not apply	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total	Weighted Average
A	I would like to expand my house to create more space for my own household	25.48% 186	7.40% 54	14.79% 108	15.07% 110	24.79% 181	12.47% 91	730	3.44
B	I would like to expand my house to create another housing unit (in-law unit, additional floor, etc.)	25.38% 185	13.72% 100	19.07% 139	15.64% 114	16.60% 121	9.60% 70	729	3.13
C	My home or the building I live in already includes more than 1 residential unit	31.54% 229	17.22% 125	18.04% 131	9.78% 71	16.25% 118	7.16% 52	726	2.83

Question 15 - Home Expansion - Staff Summary

The tables below use the numbers and percentages provided by the Survey Monkey report. The use of a weighed average by Survey Monkey is confusing though, as the response options include "Does not Apply". This more accurately reflects the balance of responses. In addition, the response that received the highest percentage for each question are highlighted in yellow.

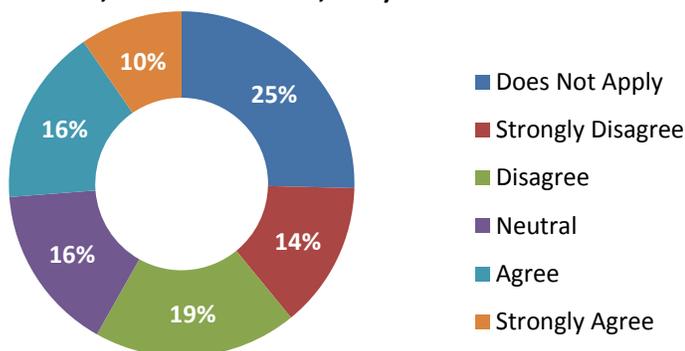
I would like to expand my house to create more space for my own household							
	Does Not Apply	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Number	186	54	108	110	181	91	730
Percent	25.48%	7.40%	14.79%	15.07%	24.79%	12.47%	100.00%

I would like to expand my house to create more space for my own household



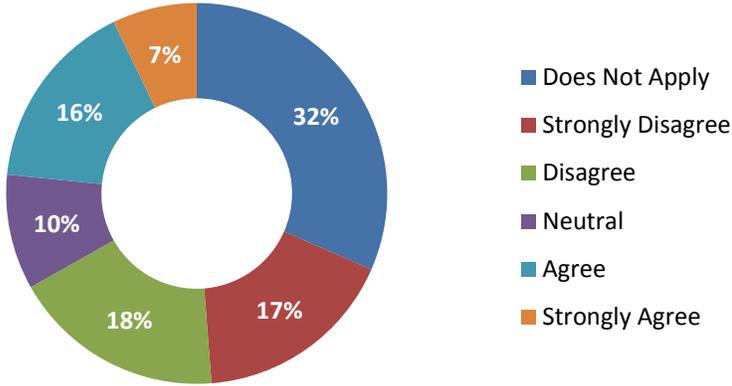
I would like to expand my house to create another housing unit (in-law unit, additional floor, etc.)							
	Does Not Apply	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Number	185	100	139	114	121	70	729
Percent	25.38%	13.72%	19.07%	15.64%	16.60%	9.60%	100.00%

I would like to expand my house to create another housing unit (in-law unit, additional floor, etc.)

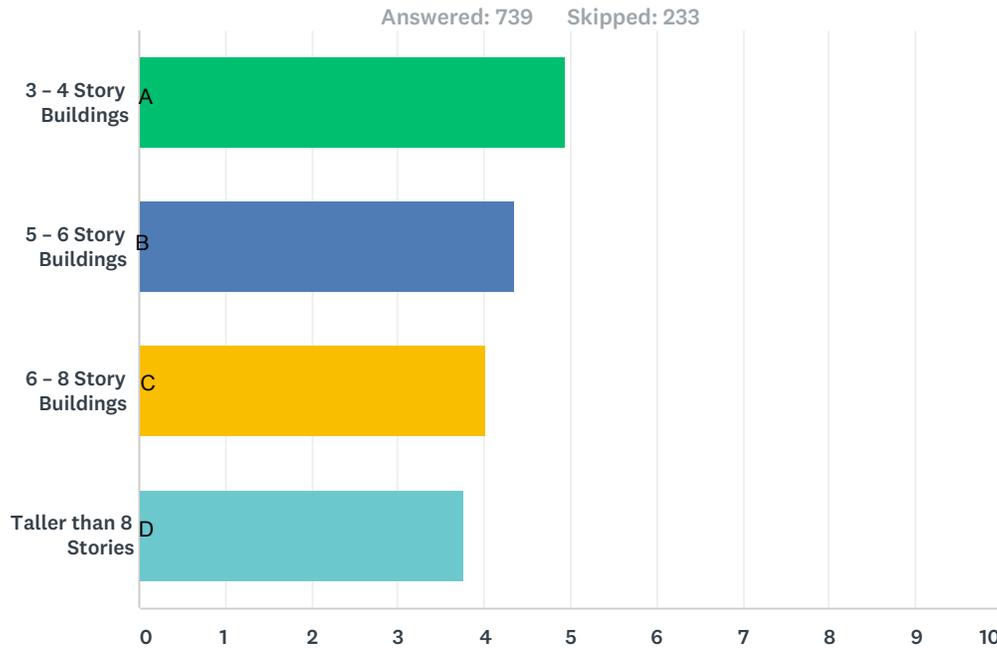


My home or the building I live in already includes more than 1 residential unit							
	Does Not Apply	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Number	229	125	131	71	118	52	726
Percent	31.41%	17.15%	17.97%	9.74%	16.19%	7.13%	99.59%

My home or the building I live in already includes more than 1 residential unit



Q16 Housing Scale Assuming a portion of units are affordable and transportation needs are adequately met, what scale of new housing do you think is appropriate for major commercial and transit corridors in the Excelsior, Outer Mission, and surrounding neighborhoods?



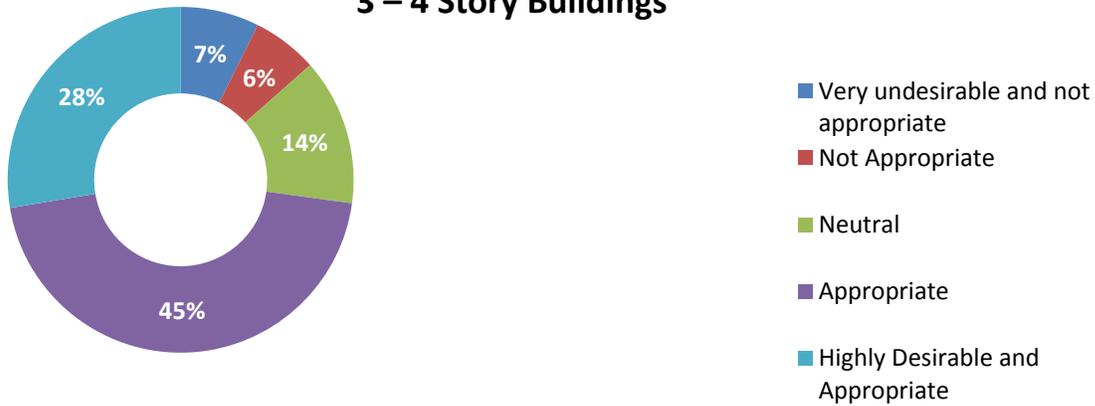
		Very undesirable and not appropriate	Not appropriate	Neutral	Appropriate	Highly desirable and appropriate	Total	Weighted Average
A	3 - 4 Story Buildings	7.35% 53	6.10% 44	13.73% 99	45.21% 326	27.60% 199	721	4.93
B	5 - 6 Story Buildings	21.34% 150	17.78% 125	17.64% 124	29.02% 204	14.22% 100	703	4.36
C	6 - 8 Story Buildings	32.48% 229	26.67% 188	16.88% 119	14.47% 102	9.50% 67	705	4.01
D	Taller than 8 Stories	45.83% 319	29.45% 205	10.06% 70	7.04% 49	7.61% 53	696	3.76

Question 16 - Housing Scale - Staff Summary

The tables below use the numbers and percentages provided by the Survey Monkey report. The use of a weighed average by Survey Monkey is confusing though, as the response options include "Does not Apply". This more accurately reflects the balance of responses. In addition, the response that received the highest percentage for each question are highlighted in yellow.

3 – 4 Story Buildings						
	Very undesirable and not appropriate	Not Appropriate	Neutral	Appropriate	Highly Desirable and Appropriate	Total
Number	53	44	99	326	199	721
Percent	7.35%	6.10%	13.73%	45.21%	27.60%	100.00%

3 – 4 Story Buildings



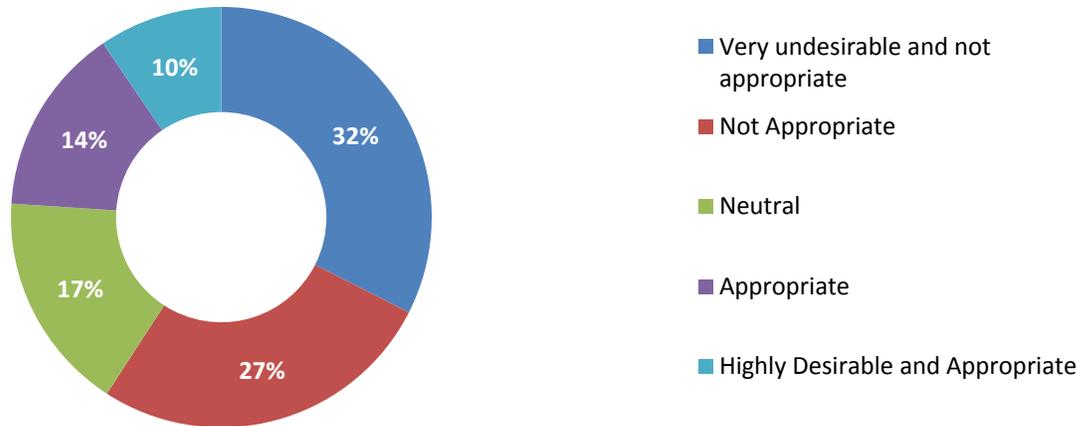
5-6 Story Buildings						
	Very undesirable and not appropriate	Not Appropriate	Neutral	Appropriate	Highly Desirable and Appropriate	Total
Number	150	125	124	204	100	703
Percent	20.80%	17.34%	17.20%	28.29%	13.87%	100.00%

5-6 Story Buildings



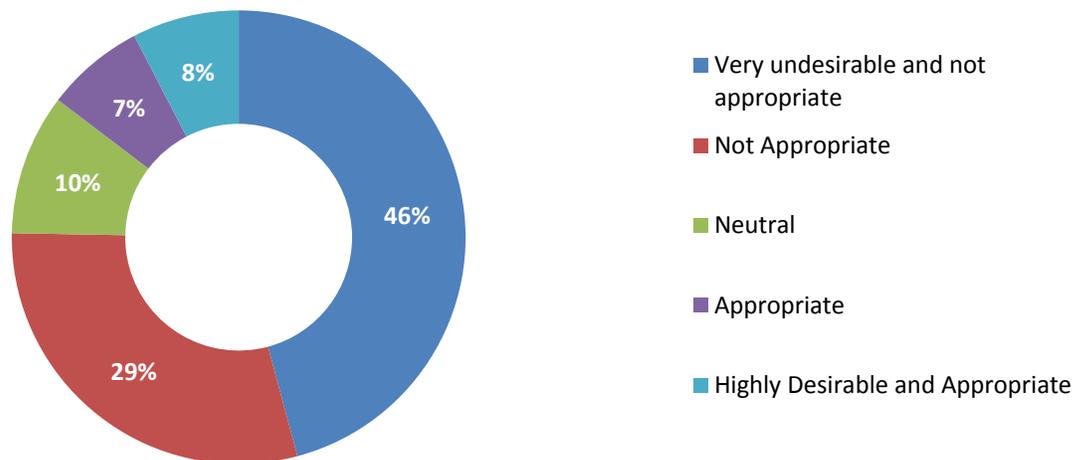
6- 8 Story Buildings						
	Very undesirable and not appropriate	Not Appropriate	Neutral	Appropriate	Highly Desirable and Appropriate	Total
Number	229	188	119	102	67	705
Percent	31.76%	26.07%	16.50%	14.15%	9.29%	100.00%

6- 8 Story Buildings



Taller than 8 Stories						
	Very undesirable and not appropriate	Not Appropriate	Neutral	Appropriate	Highly Desirable and Appropriate	Total
Number	319	205	70	49	53	696
Percent	44.24%	28.43%	9.71%	6.80%	7.35%	100.00%

Taller than 8 Stories



Questions 17 - 20 – Staff Summary – Demographic Information

Overall, many respondents chose not to respond to demographic questions.

Question 17 - Respondents could select more than one box. For example a respondent can check both “white” and “Hispanic or Latino of any race.” A bi-racial person could check “Black or African American” and “Asian.” This means, the percentages add up to more than 100%. Further analysis will be required to understand how the racial and ethnic backgrounds of the respondents align with the demographics of the project area.

In addition, all respondents do not live within the project area, some shop, work, worship, or study there.

Question 20 - 318 respondents did not answer question 20 regarding household income; nearly 1/3 of all respondents.

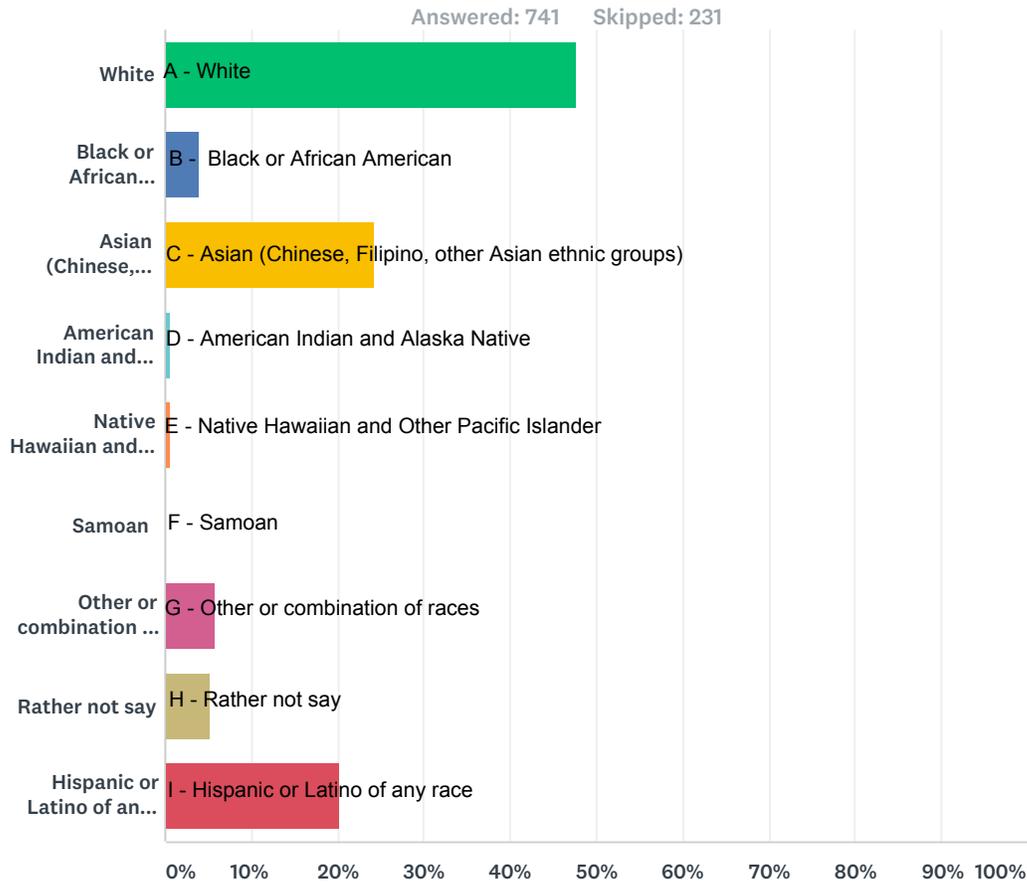


City & County of
San Francisco
Edwin M. Lee, Mayor



Envisioning a future for more vibrant, inclusive, and stronger neighborhoods.

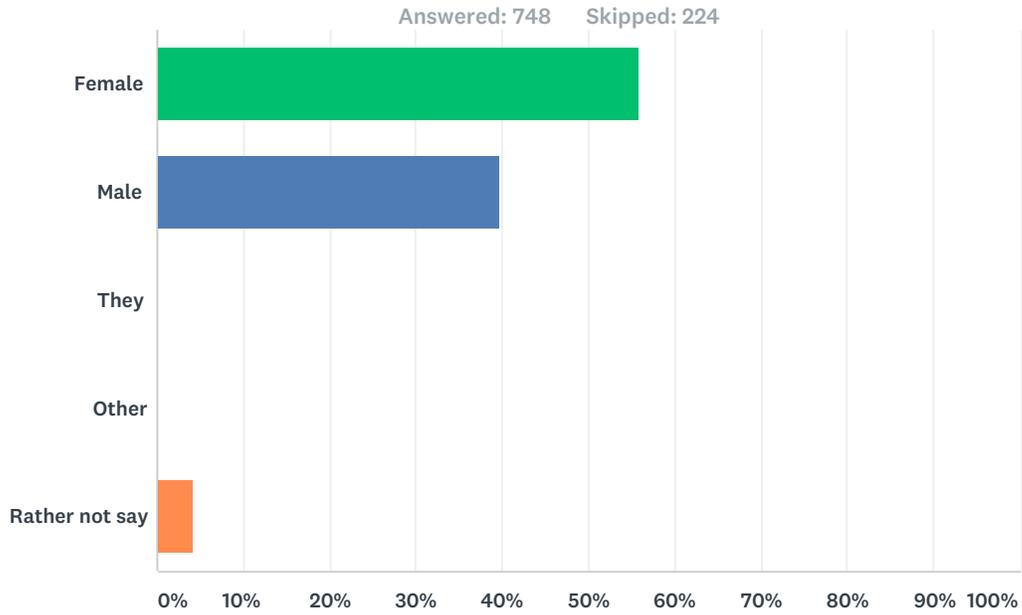
Q17 Please check one option that best describes you. Check all that apply



Answer Choices	Responses
A White	47.77% 354
B Black or African American	3.91% 29
C Asian (Chinese, Filipino or Other Asian ethnic group)	24.29% 180
D American Indian and Alaska Native	0.67% 5
E Native Hawaiian and Other Pacific Islander	0.54% 4
F Samoan	0.00% 0
G Other or combination of races	5.94% 44
H Rather not say	5.13% 38
I Hispanic or Latino of any race	20.38% 151
Total Respondents: 741	

Envisioning a future for more vibrant, inclusive, and stronger neighborhoods.

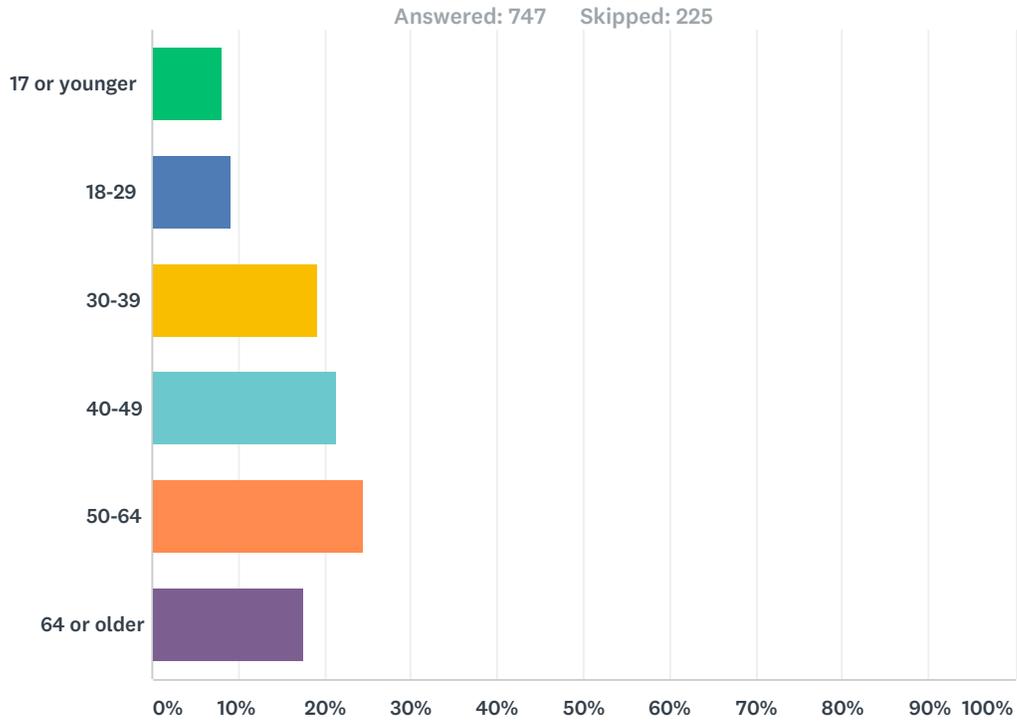
Q18 Gender



Answer Choices	Responses	
Female	55.88%	418
Male	39.84%	298
They	0.13%	1
Other	0.00%	0
Rather not say	4.14%	31
TOTAL		748

Envisioning a future for more vibrant, inclusive, and stronger neighborhoods.

Q19 Please check one of these age ranges best describes you.



Answer Choices	Responses
17 or younger	8.17% 61
18-29	9.10% 68
30-39	19.14% 143
40-49	21.42% 160
50-64	24.50% 183
64 or older	17.67% 132
TOTAL	747

Envisioning a future for more vibrant, inclusive, and stronger neighborhoods.

Q20 Household Income



Answer Choices	Responses	
Less than \$45,000	20.18%	132
Between \$45,000 and \$90,000	29.05%	190
Between \$90,000 and \$150,000	24.16%	158
More than \$150,000	26.61%	174
TOTAL		654

Appendix C: Working Group and Development of Strategies

For more information, visit: <https://sf-planning.org/excelsior-outer-mission-neighborhood-strategy#working-group-schedule>

Appendix D: Focused Conversations

Presenting and Discussing Core Themes

To consider for each core theme discussion:

- Include aspirations and shared definitions on posters as the meeting goes on; repeat these aspirations and definitions at each core theme
- Include images of examples for each core theme and include in PowerPoint

MOBILITY

- Definition: How you move and get around the neighborhood
- Examples: Bus, bike, walk, drive, paratransit, etc.
- Questions for Conversation:
 1. How did you get there today?
 2. What is your main mode of transportation to get around the Excelsior?
 - What is your experience like?
 - What do you like and don't like? What could be better?
 - Why is that your main mode (as opposed to other modes)

PUBLIC REALM

- Definition: The Public Realm belongs to everyone. It comprises the streets, squares, parks, green spaces, and other outdoor places that require no key to access them and are available, without charge for everyone to use.
- Examples: Balboa Park, library, McLaren Park, Persia Triangle, sidewalk space with planters...
- Questions for Conversation
 1. Where do you go to hang out? Why?
 2. Do you travel/go to public realm spaces outside of Excelsior? Why? Do you feel like there is/is not space to do that in Excelsior?
 3. What is your experience like? Do you feel welcomed or not welcomed?

BUSINESS AND SERVICE PROVIDERS

- Definition: Businesses along Mission and services you access
- Examples: food pantry, employment centers, health care...
- Questions for Conversation:
 1. What businesses do you use on the corridor?
 2. Do you do most of your shopping here? If not, why?
 3. What do you feel is missing?

LAND USE & HOUSING

- Definition:
- Examples: housing, Cow Palace, commercial, community garden...

- Questions for Conversation:
 1. What does your ideal neighborhood/Mission Street corridor look like?
 2. What has been your experience with housing in the Excelsior? Enough housing? Affordability? Attainable?

Focused Conversations



EXCELSIOR
OUTER MISSION

NEIGHBORHOOD STRATEGY

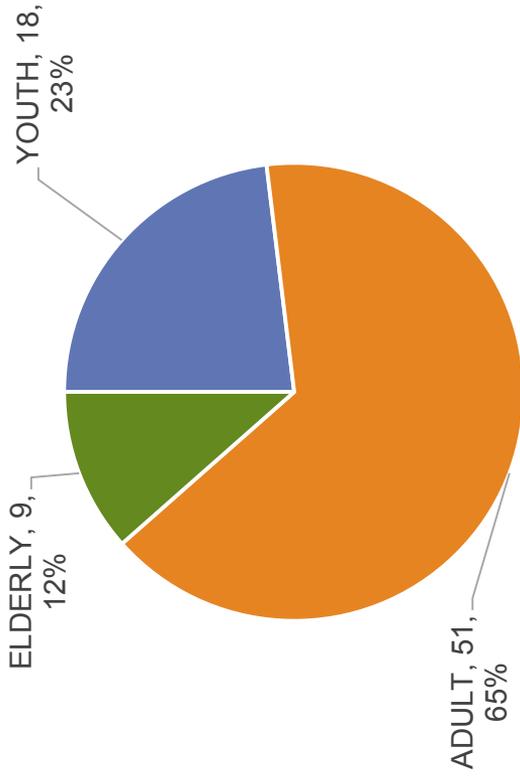
8 Focused Conversations

- **Monolingual Chinese:** July 2nd - 17 Participants
- **MYEEP Youth:** July 18th - 9 Participants
- **Monolingual Chinese (Merchants):** July 24th - 12 Participants
- **Poder Youth:** July 25th - 9 Participants
- **Monolingual Spanish Groups (2):** July 26th - 24 Participants
- **Filipino:** Aug 29th – 13 Participants
- **Spanish Merchant:** Sept 27th – 5 Participants

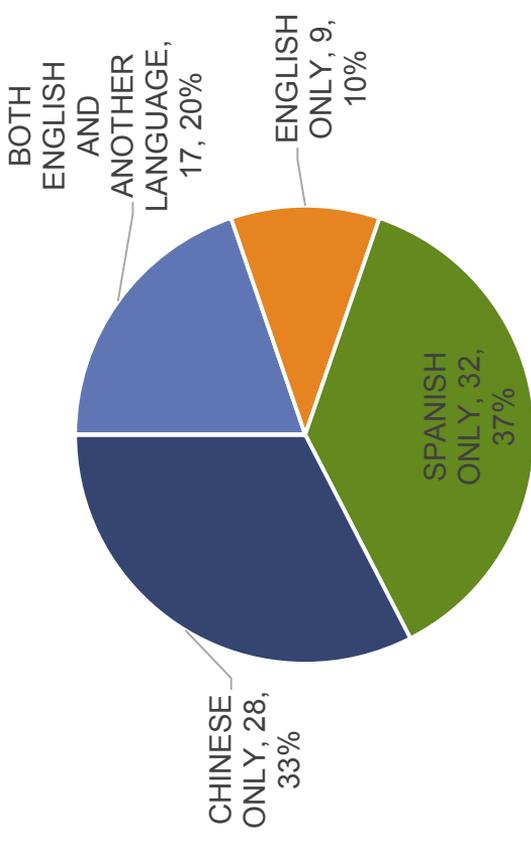
89 Total Participants

Focused Conversations Demographics

RESPONDENT AGE GROUP

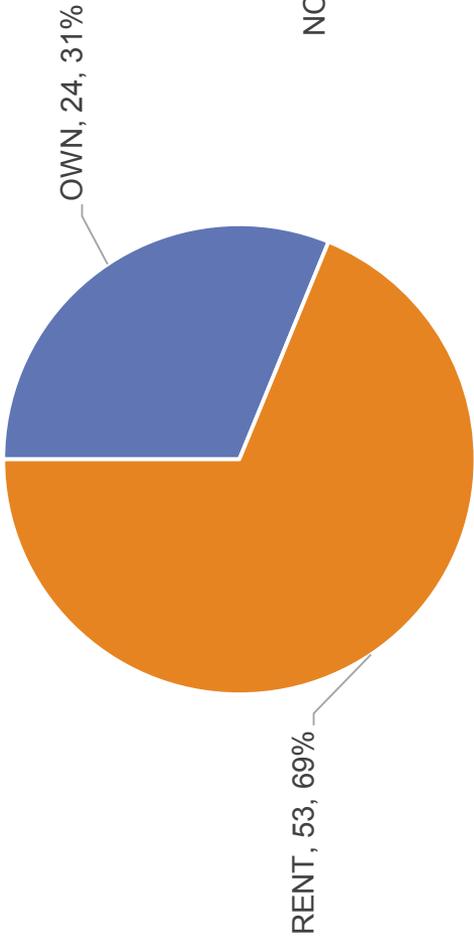


LANGUAGE SPOKEN AT HOME

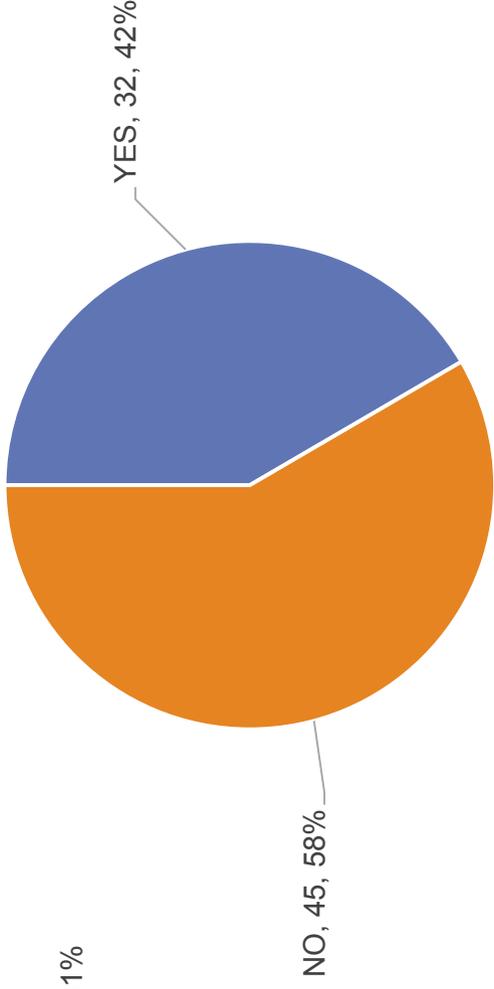


Focused Conversations Demographics

TENURE

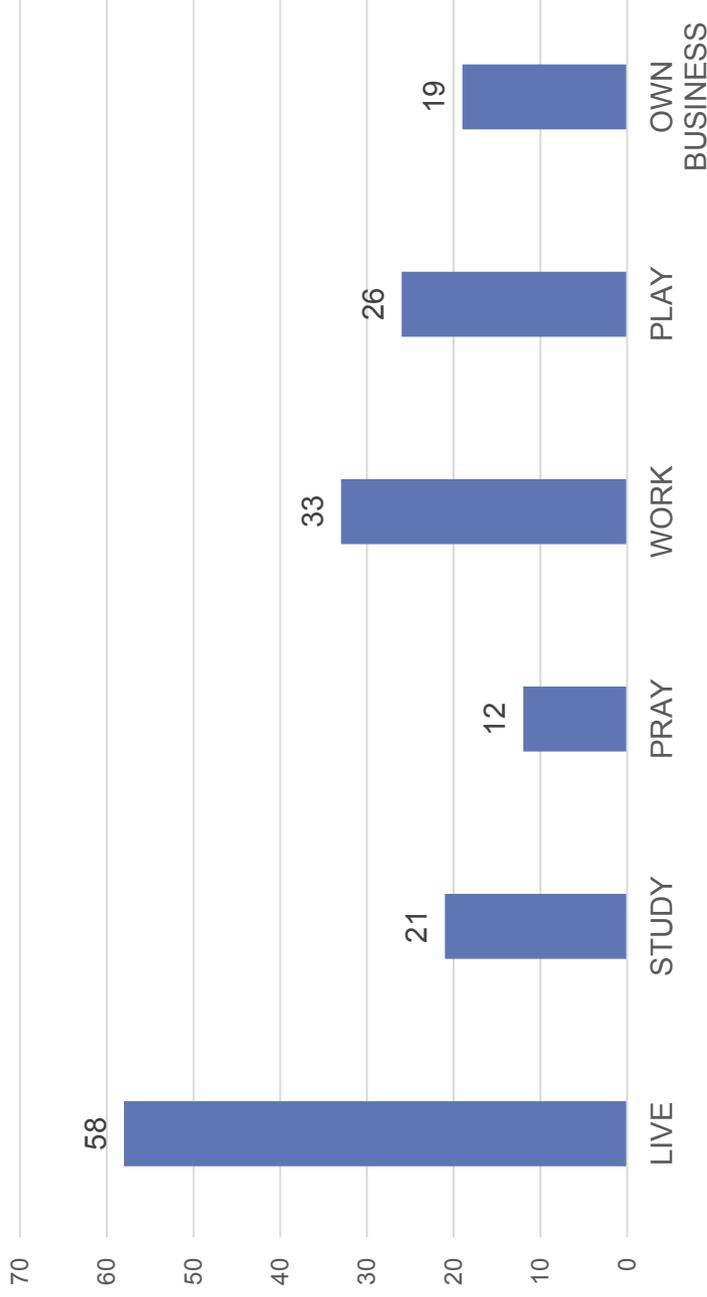


PARTICIPANTS WITH CHILDREN



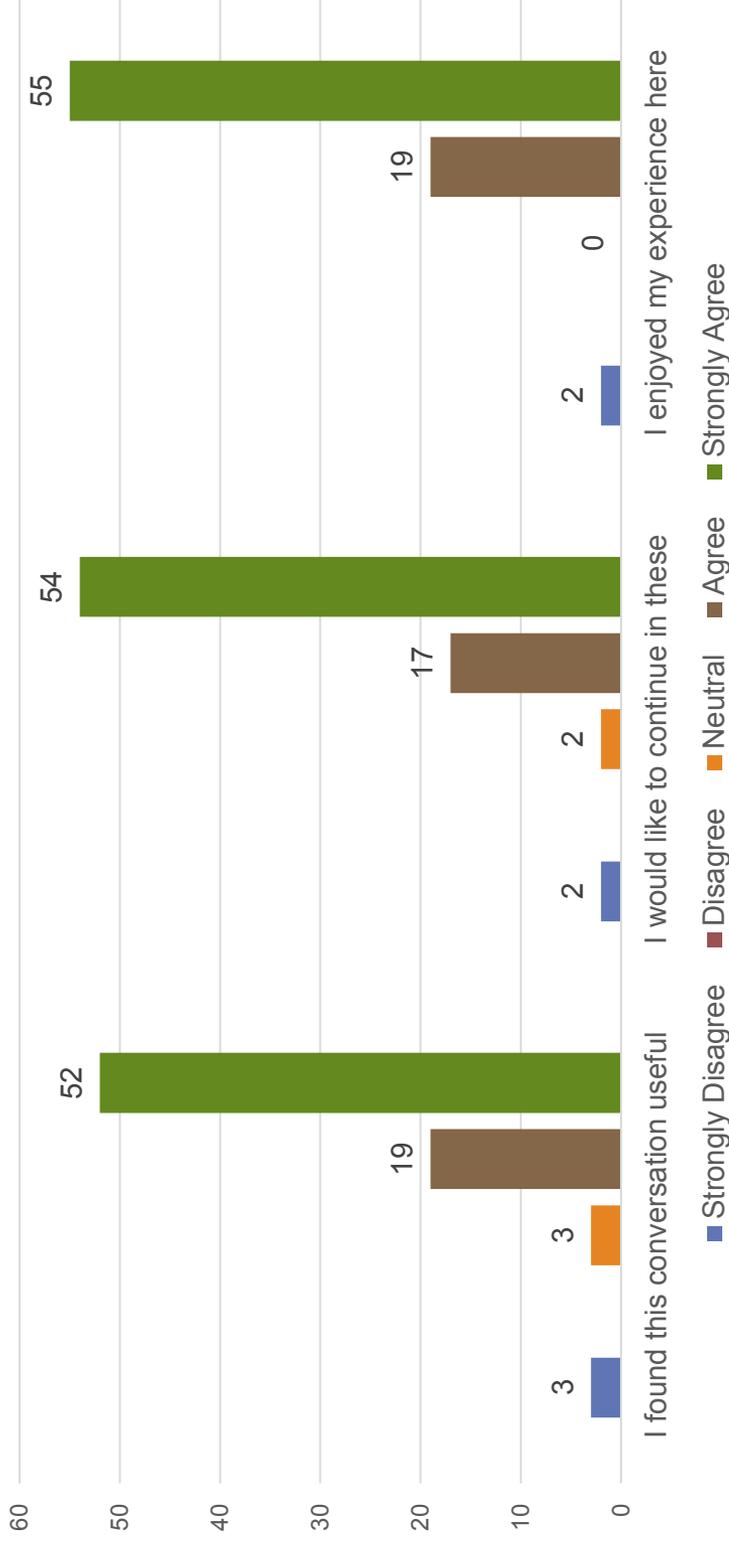
Focused Conversations Demographics

NEIGHBORHOOD ACTIVITIES



Focused Conversations Demographics

SATISFACTION SURVEY



Goals for the Conversations

- Provide overall context to the EOM Strategy
- Get feedback on the core themes of the strategy- Mobility, Public Realm, Business and Service Provider, Land Use and Housing
- Identify what's good, what's missing, and what can improve through their experiences in the neighborhood.

Methods of Creating The Conversation

Core Areas

- Ensured Safe Space
- Defined Themes
- Gave Examples and Context
- Used Guiding Questions

Monolingual Chinese

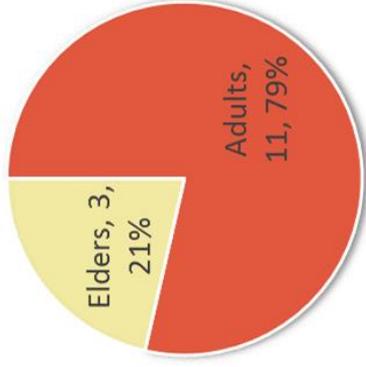


Group Demographics

100% of participants (14) speak Chinese at home

7 participants have children, 6 do not

PARTICIPANT AGE GROUPS

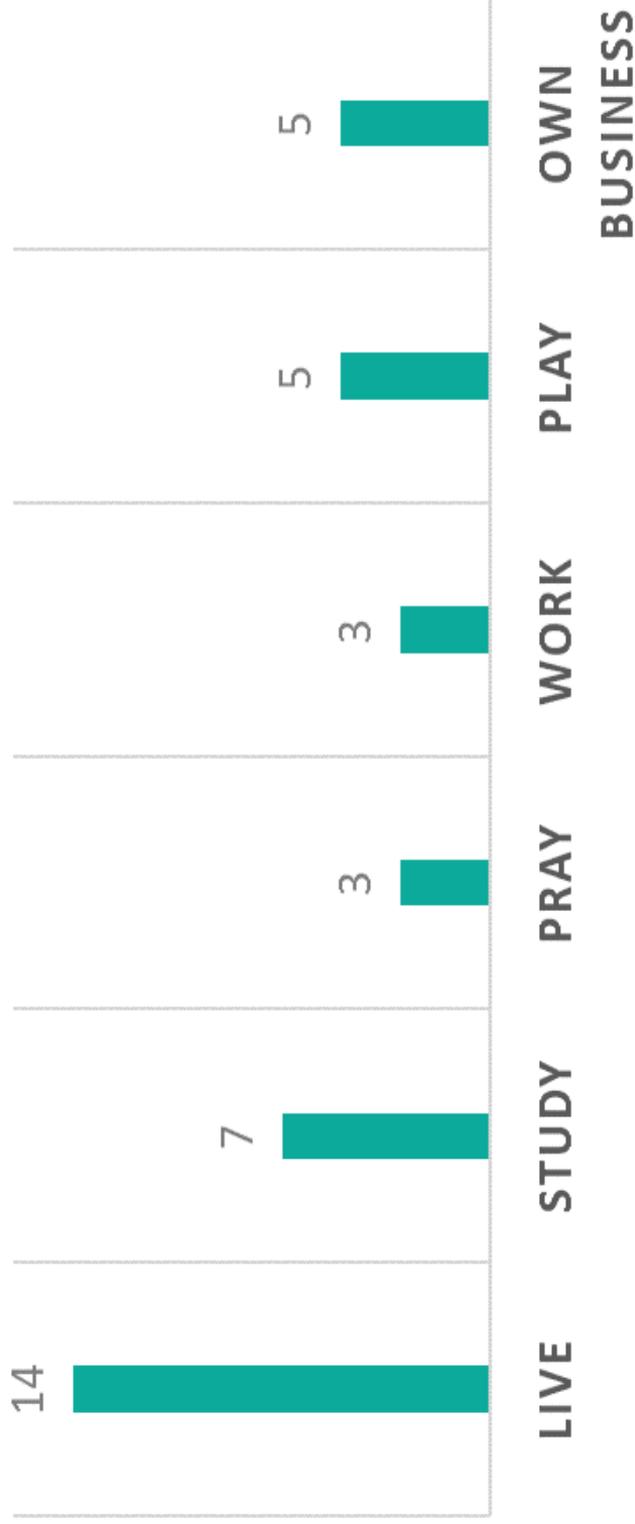


TENURE



Group Demographics

NEIGHBORHOOD ACTIVITIES



Key Takeaways - Mobility & Public Realm

Mobility

- Dumping
- Parking - Very Limited
- Transit - Good overall access but delivery of service needs to be improve

Public Realm

- Cleanliness & Greenery
- Safety
- Library and Crocker Amazon

Business & Service Providers, Land Use & Housing

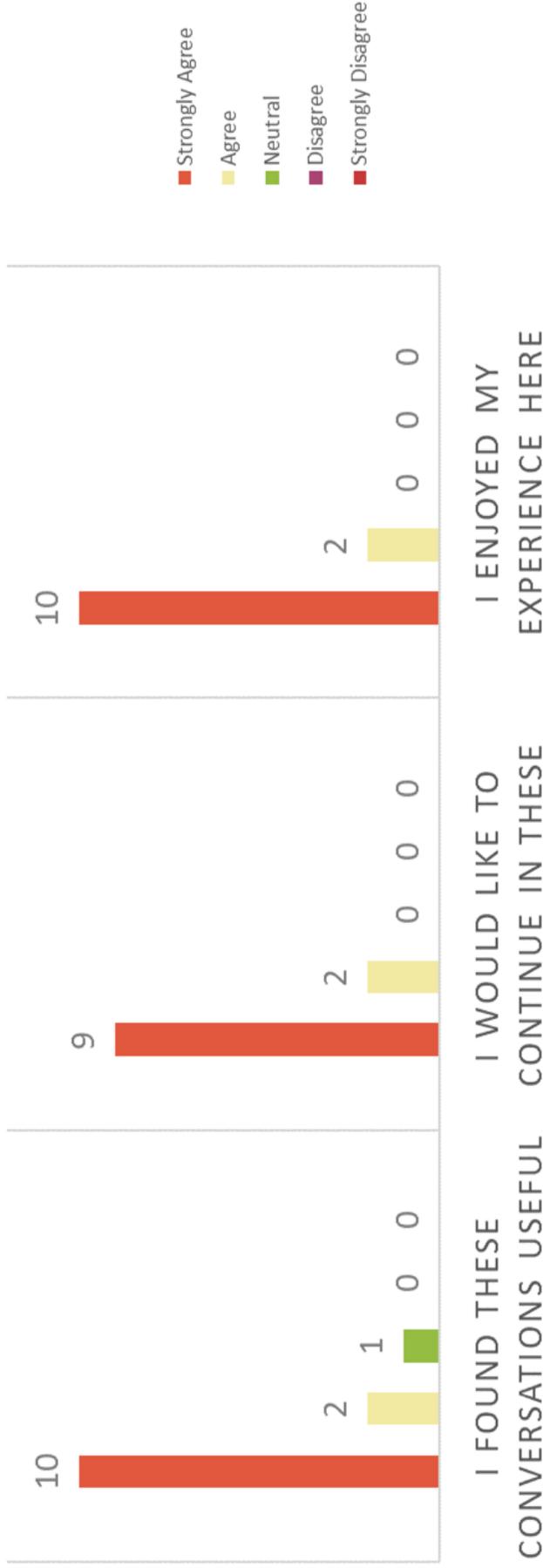
Business & Service Providers

- More Asian businesses and services that cater
- Chinatown & San Bruno Ave - Convenience

Land Use and Housing

- Build Housing!!
- Rent Burden - Too Expensive
- Tenant vs Homeowner

Satisfaction Survey



Youth Group 1

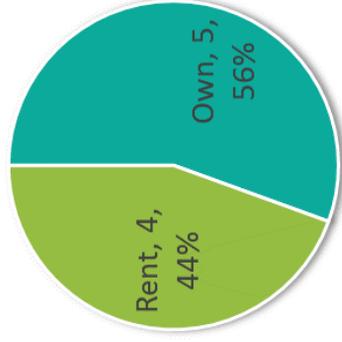


Group Demographics

9 youth participants

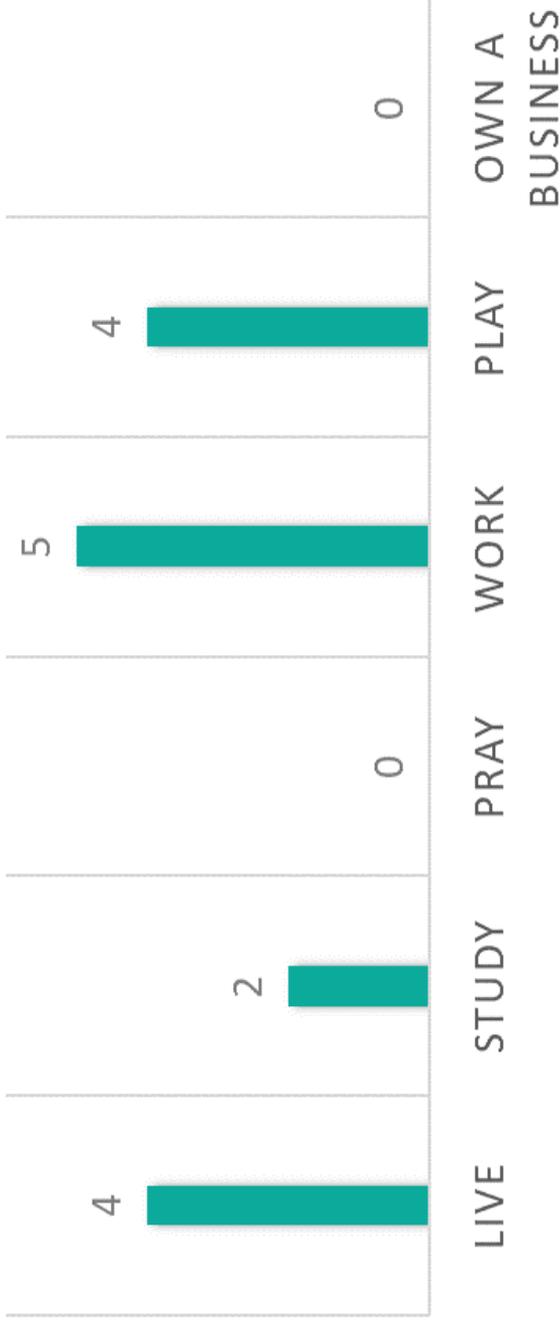
56% of participants (5) speak Chinese at home, 44% (4) speak Chinese and English at home

TENURE



Group Demographics

NEIGHBORHOOD ACTIVITIES



Key Takeaways - Mobility & Public Realm

Mobility

- Transit - Good overall access but delivery of service needs to improve
- Need more street lighting at night
- Lack of bike lanes

Public Realm

- Cleanliness/ more parks
- Safety
- Majority of spaces they hangout at are not in the Excelsior

Business & Service Providers, Land Use & Housing

Business & Service Providers

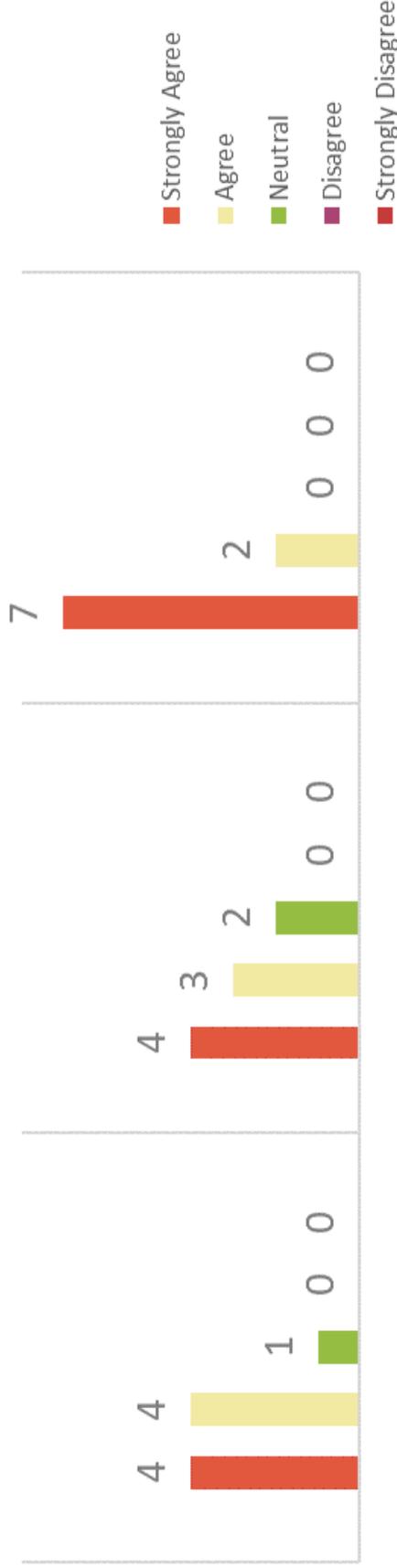
- More shopping options (retail, supplies, clothing)
- Spaces dedicated to providing arts education
- Street Fairs
- Language barrier

Land Use and Housing

- Tenant Protection
- More Affordable Housing (Family Units)
- More recreation and entertainment spaces

Satisfaction Survey

SATISFACTION SURVEY



Chinese Merchants

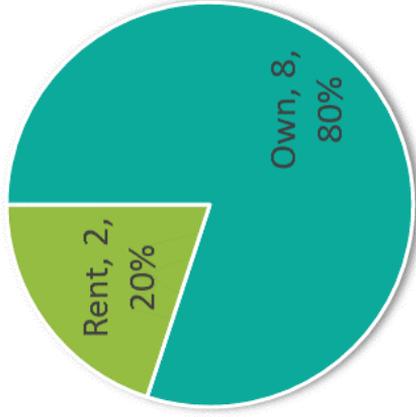


Group Demographics

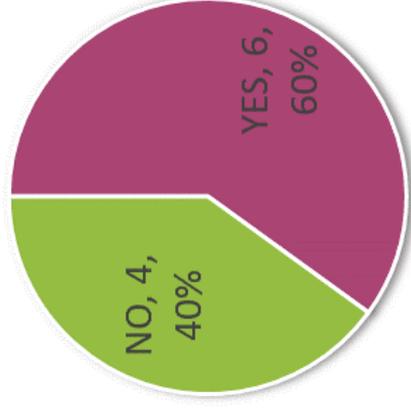
10 participants: 9 adults, 1 elders

90% of participants (9) speak Chinese at home, 10% (1) speaks English at home

TENURE

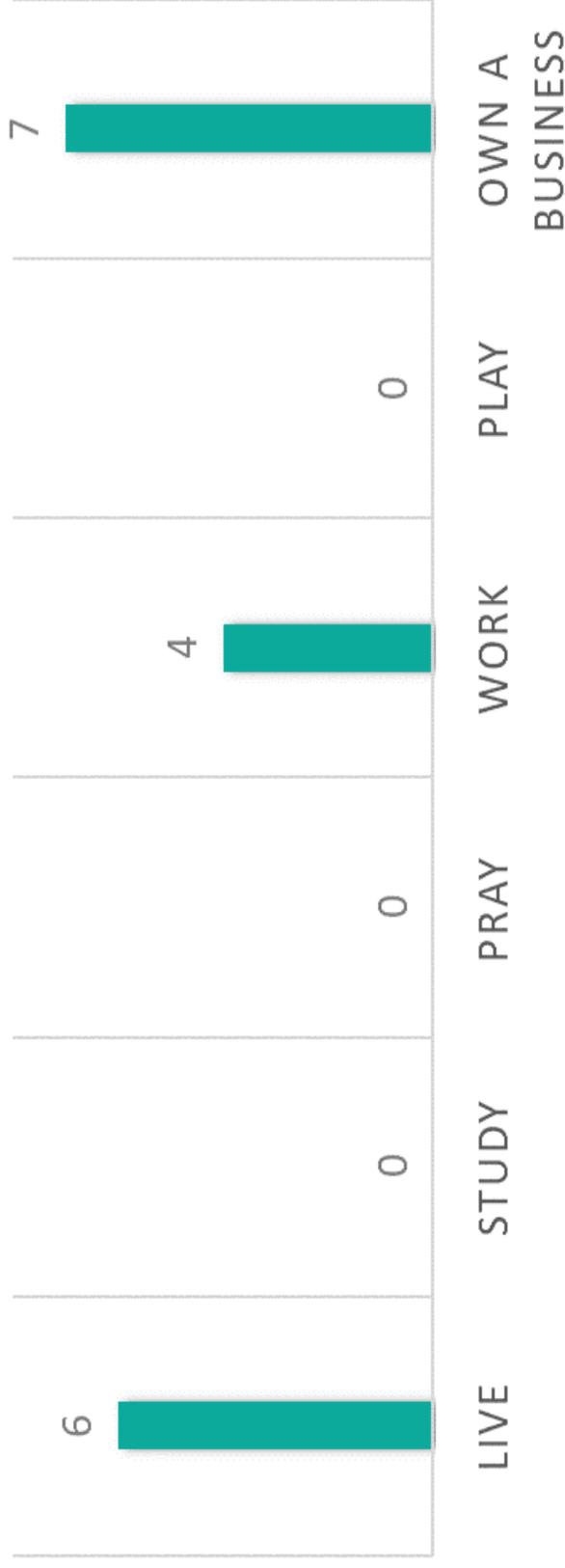


PARTICIPANTS WITH CHILDREN



Group Demographics

NEIGHBORHOOD ACTIVITIES



Key Takeaways - Mobility & Public Realm

Mobility

- Driving not convenient (Safety & Parking)
- Cleanliness/ Dumping
- Transit ok, good access

Public Realm

- More greening!
- Homelessness
- Safety
- Majority of spaces they hangout at are not in the Excelsior

Business & Service Providers, Land Use & Housing

Business & Service Providers

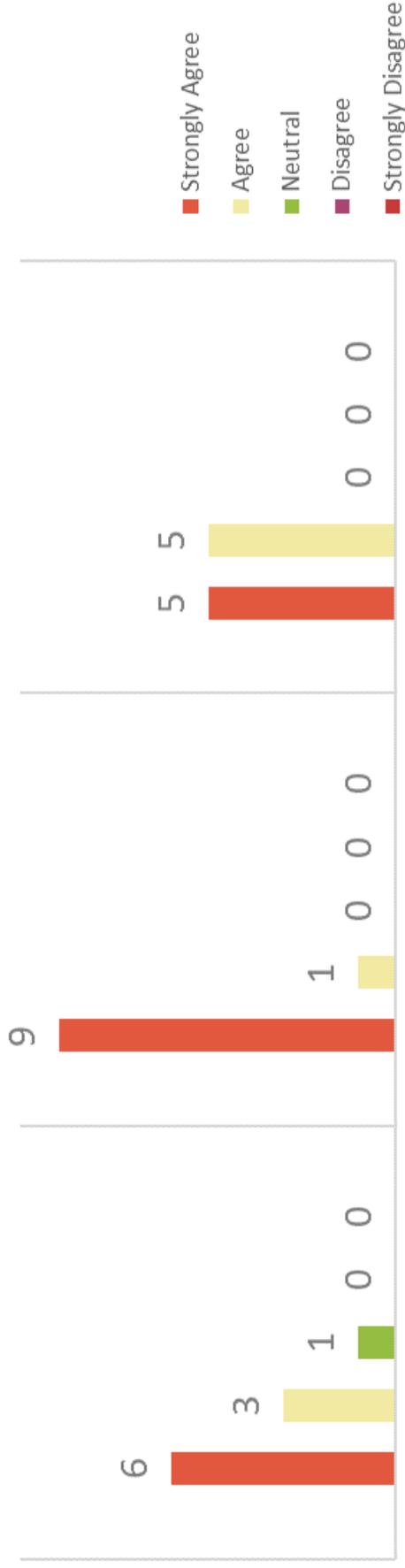
- Attracting bigger business
- Storefront vacancy
- Permitting
- Street Fairs
- Need younger demographic to be attracted

Land Use and Housing

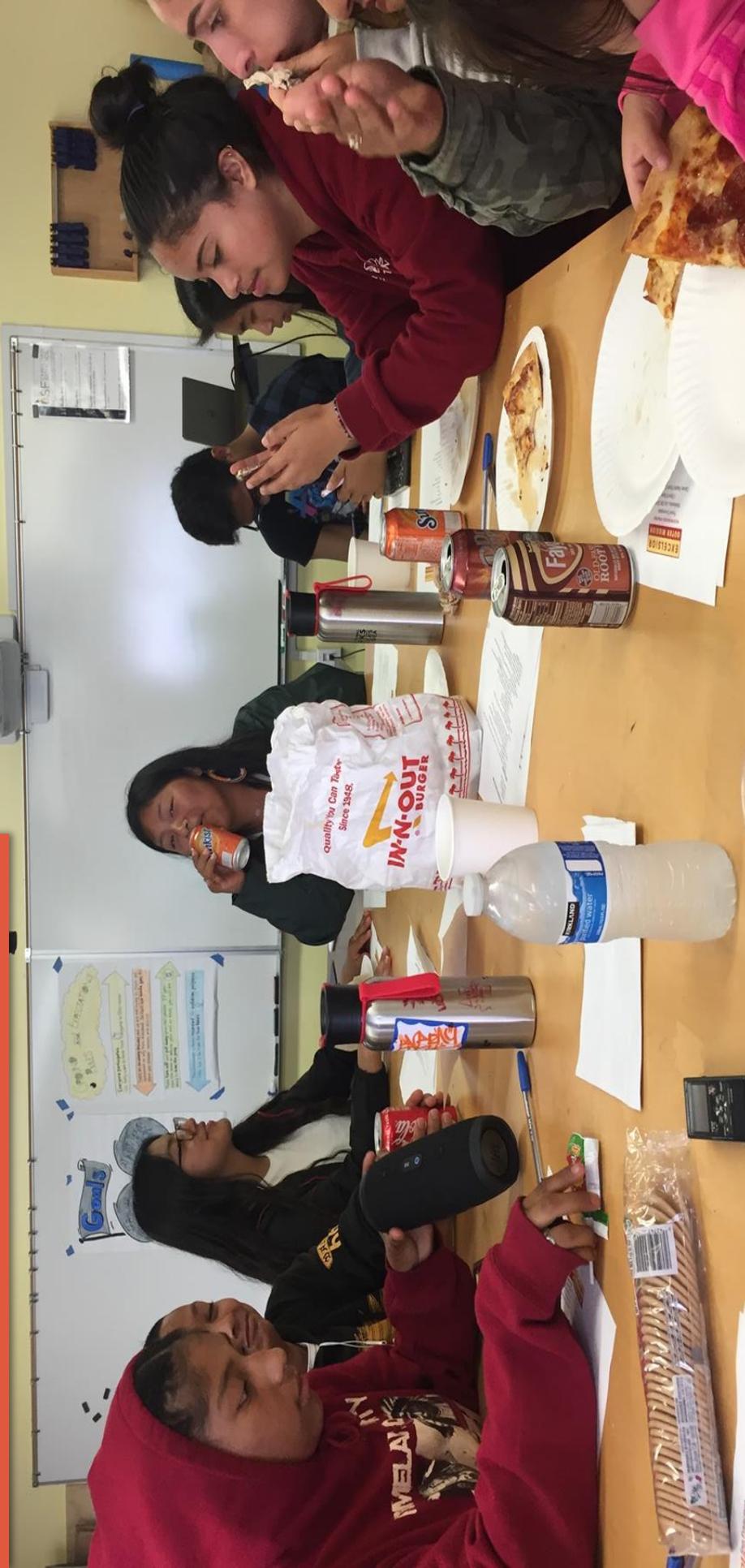
- Build Up! Both housing and commercial development
- Parking
- Tenant vs Homeowner

Satisfaction Survey

SATISFACTION SURVEY



Youth Group 2

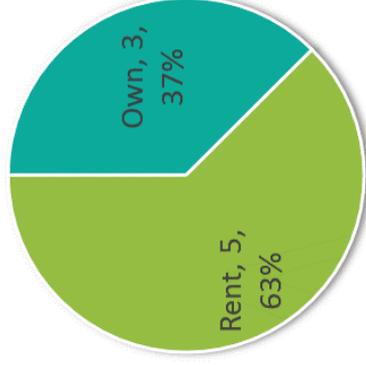


Group Demographics

8 youth participants

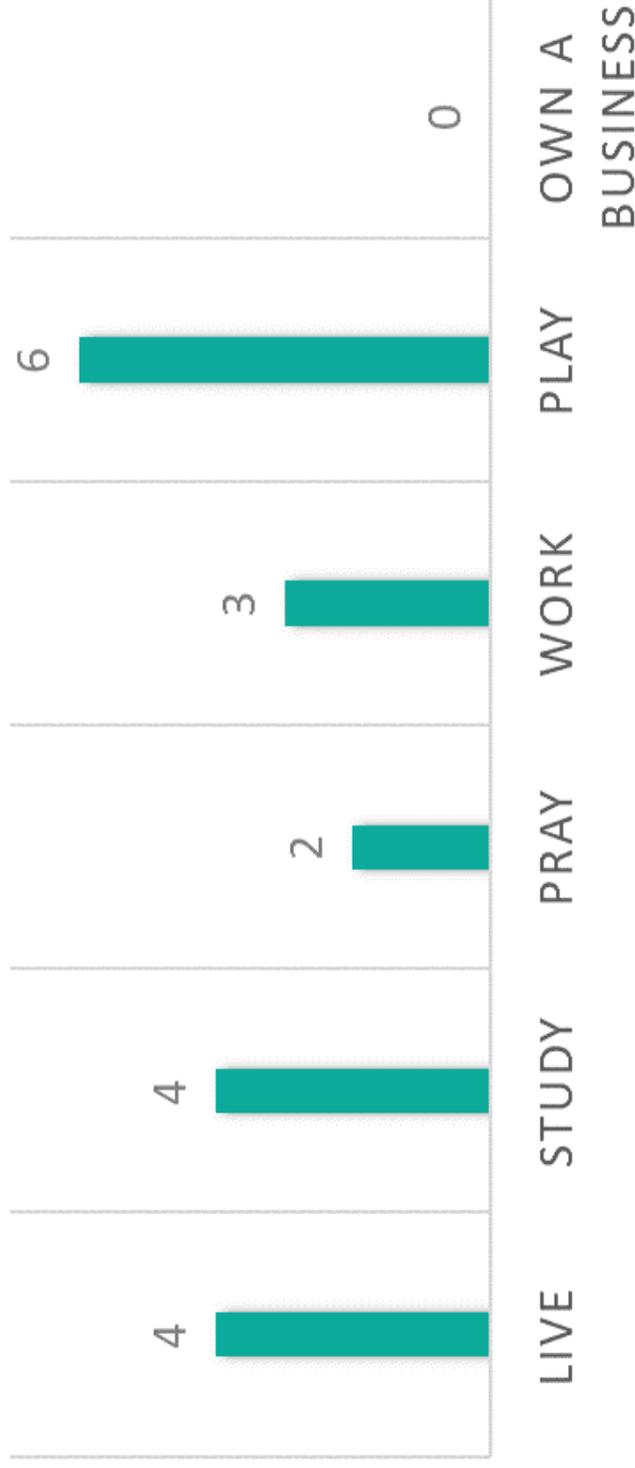
38% of participants (3) speak Spanish at home, **37%** (3) speak English and Spanish, and **25%** (2) speak English and Tagalog at home

TENURE



Group Demographics

NEIGHBORHOOD ACTIVITIES



Key Takeaways - Mobility & Public Realm

Mobility

- Transit prices (too expensive) & reliability not consistent but overall access is good
- Everything accessible within walking distance
- More bike lanes

Public Realm

- Library “Make it Bigger”
- More parks and community spaces/ cultural spaces
- Feel very welcomed, accepted, and safe

Business & Service Providers, Land Use & Housing

Business & Service Providers

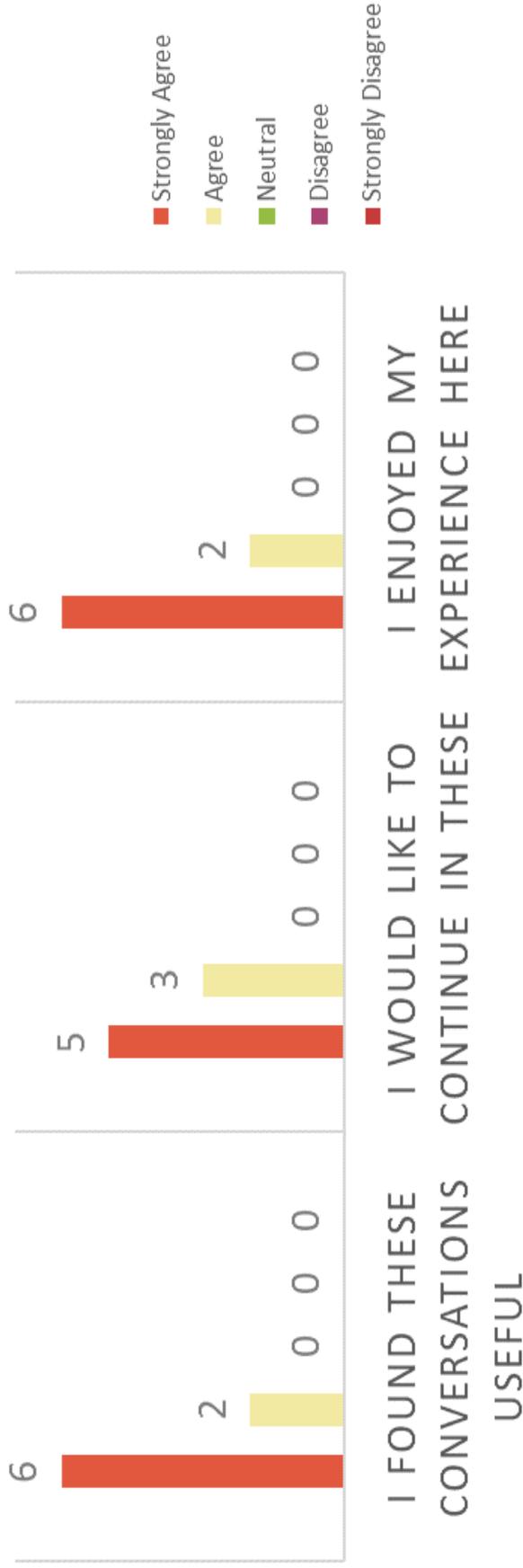
- Love Goodwill & Dollar Store
- More diversity in local vendors and healthy food options. Farmers Market
- Need art, school supply, and book stores
- College Access and Family Services
- Aspiration Statement - “Thriving” focus feels very driving by profit...we should focus on “thriving” culturally as well

Land Use and Housing

- More green and art throughout the community
- Access to more Health Services (traditional)
- Affordable & dignified housing!

Satisfaction Survey

SATISFACTION SURVEY



Monolingual Spanish Group 1



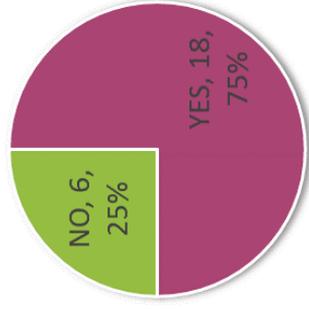
Group Demographics

26 Spanish-speaking participants

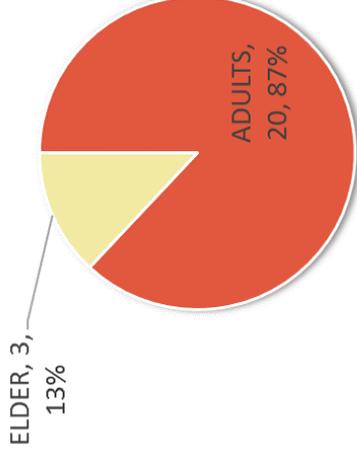
92% of participants (24) speak Spanish at home, 8% (2) speak Spanish and English at home

100% of participants are renters

PARTICIPANTS WITH CHILDREN

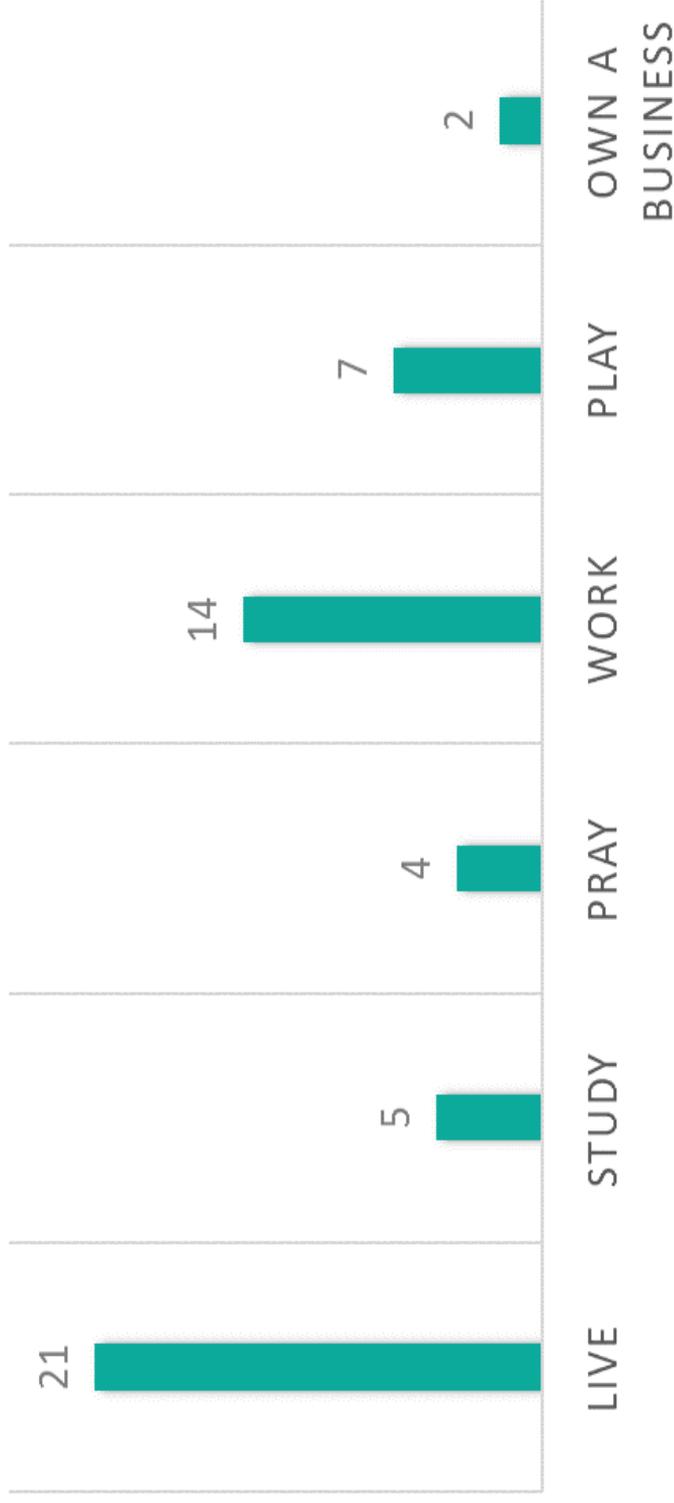


PARTICIPANT AGE GROUPS



Group Demographics

NEIGHBORHOOD ACTIVITIES



Key Takeaways - Mobility & Public Realm

Mobility

- Transit prices (too expensive) & reliability is not consistent
- Cleanliness and Safety on the bus, not convenient
- Need bike lanes

Public Realm

- Cleanliness
- Safety/ public drug use - need more police
- Better bus shelters
- Excelsior Park - Dog owners

Business & Service Providers, Land Use & Housing

Business & Service Providers

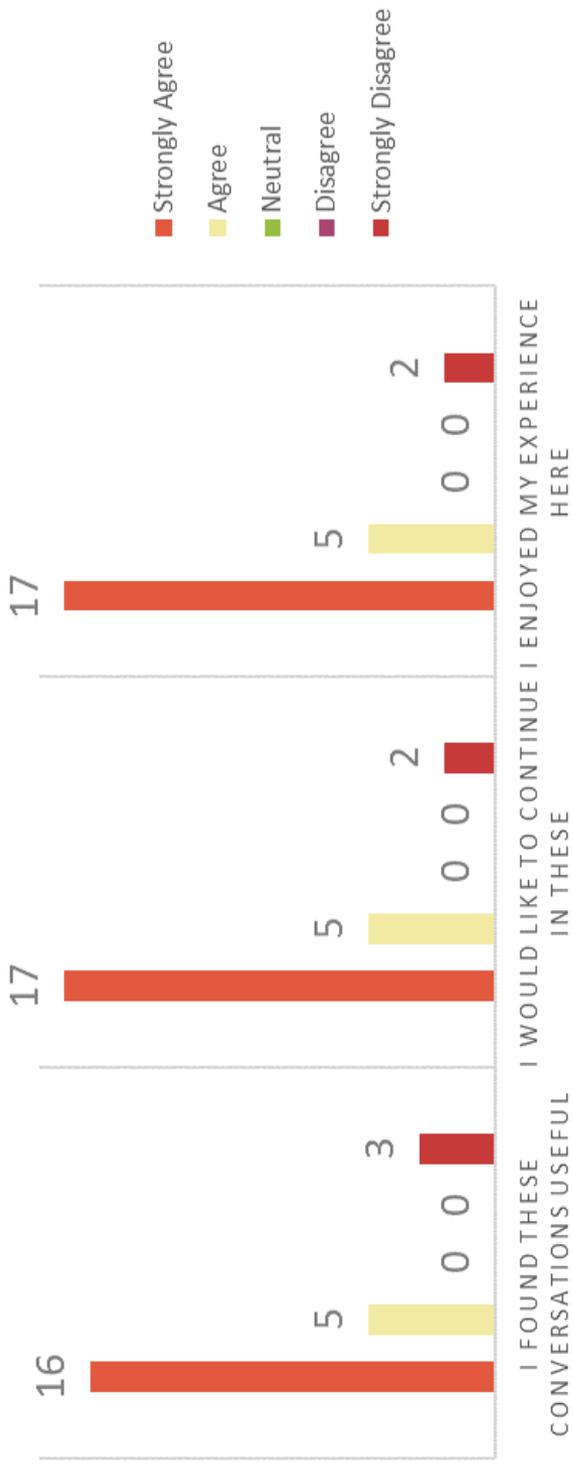
- More Health Care Access
- Youth Services (Affordable Daycare)
- Great access to variety of foods

Land Use and Housing

- Build all affordable housing! (No family housing)
- Create more awareness of affordable housing opportunities
- Tenant Protection

Satisfaction Survey

SATISFACTION SURVEY



Key Takeaways - Mobility & Public Realm

Mobility

- More bike lanes
- More Parking, better bus shelters
- Better service on the bus as well as paratransit

Public Realm

- Cleanliness/ Dumping
- More greenery and public seating but public seating needs to be monitored
- Excelsior Park - Dog owners

Business & Service Providers, Land Use & Housing

Business & Service Providers

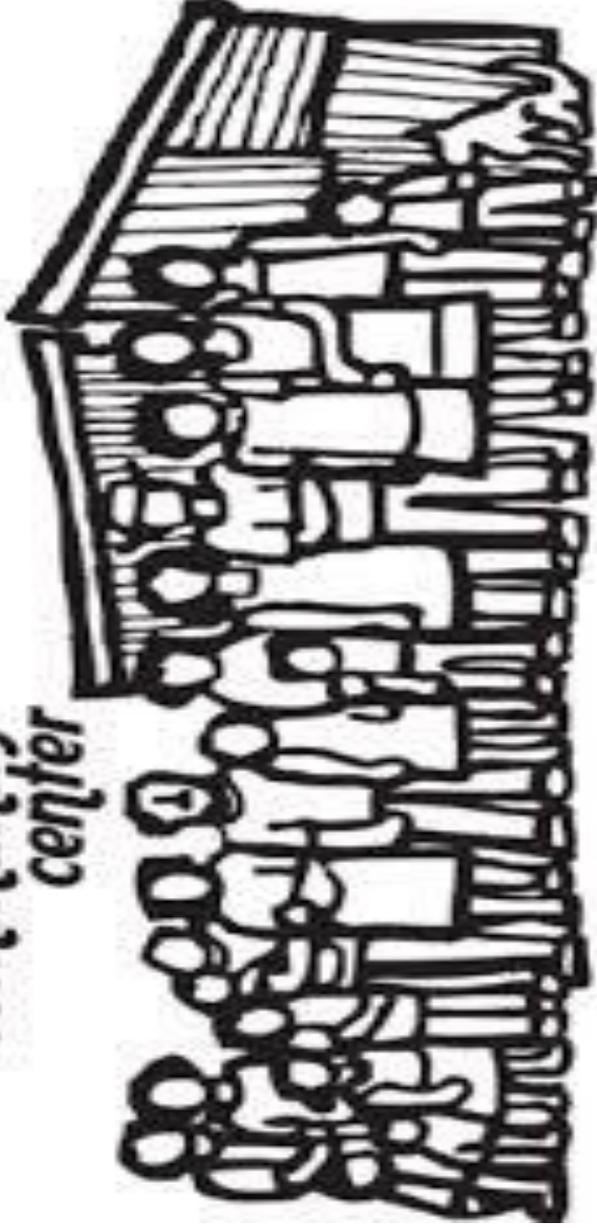
- Good variety of business but they could use physical improvements
- Rising Rents for commercial space
- More Health Clinics & youth programming - (Bike programs)

Land Use and Housing

- Build up
- More Affordable Housing!
- More public parks

Filipino Focused Conversation

*filipino
community
center*



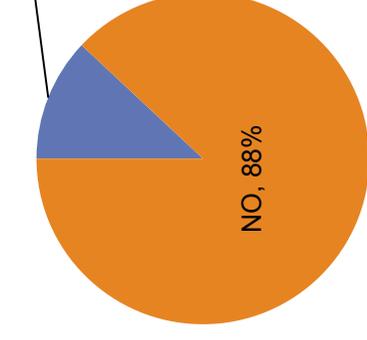
Group Demographics

4 Tagalog and English-speaking participants

43% of participants are renters

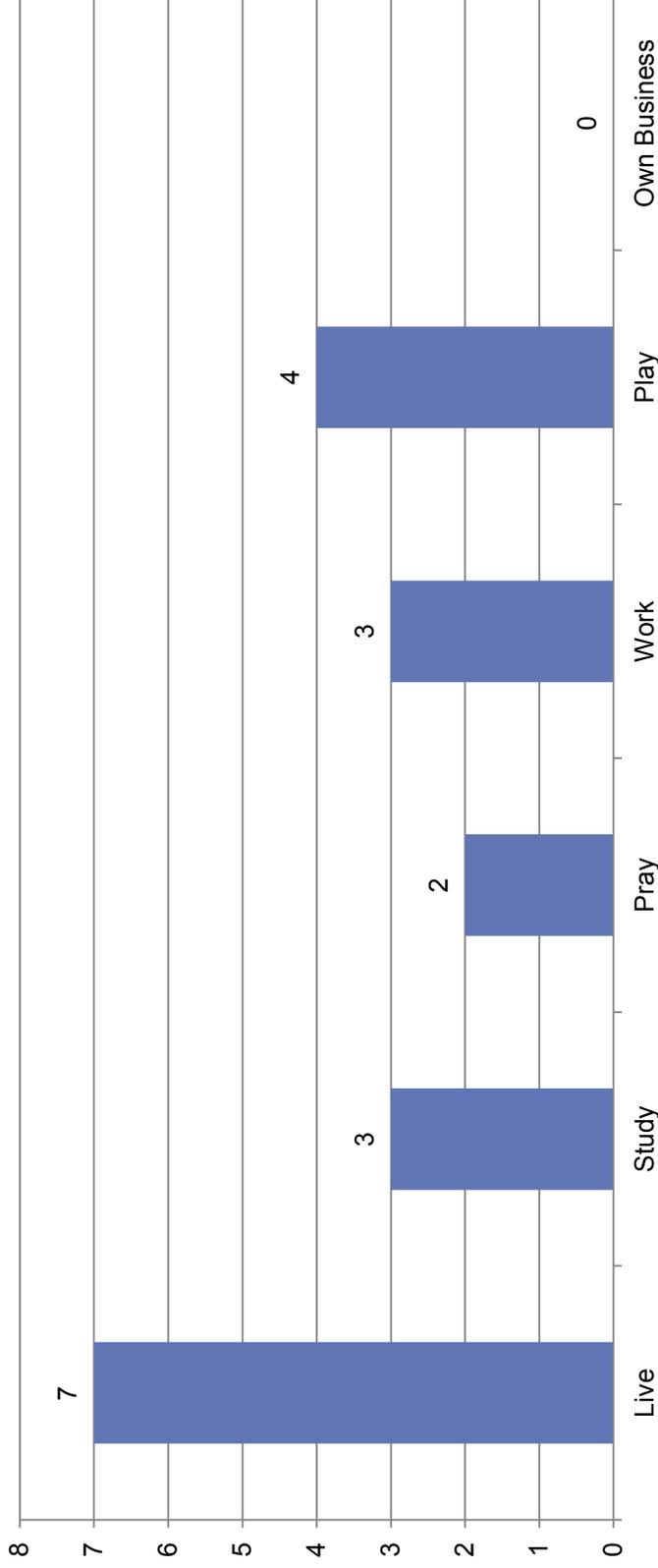
All participants are Adults

RESPONDENTS WITH SCHOOL-AGED CHILDREN



Group Demographics

NEIGHBORHOOD ACTIVITIES



Key Takeaways - Mobility & Public Realm

Mobility

- Better service and reliability for all public transit systems in the neighborhood
- Safety concerns (need stop signs, bulb outs, lighting)
- More Parking

Public Realm

- Cleanliness/ More Art
- More senior friendly spaces (rest stations, water fountains, one stop shop for elders)
- More communal gathering spaces

Business & Service Providers, Land Use & Housing

Business & Service Providers

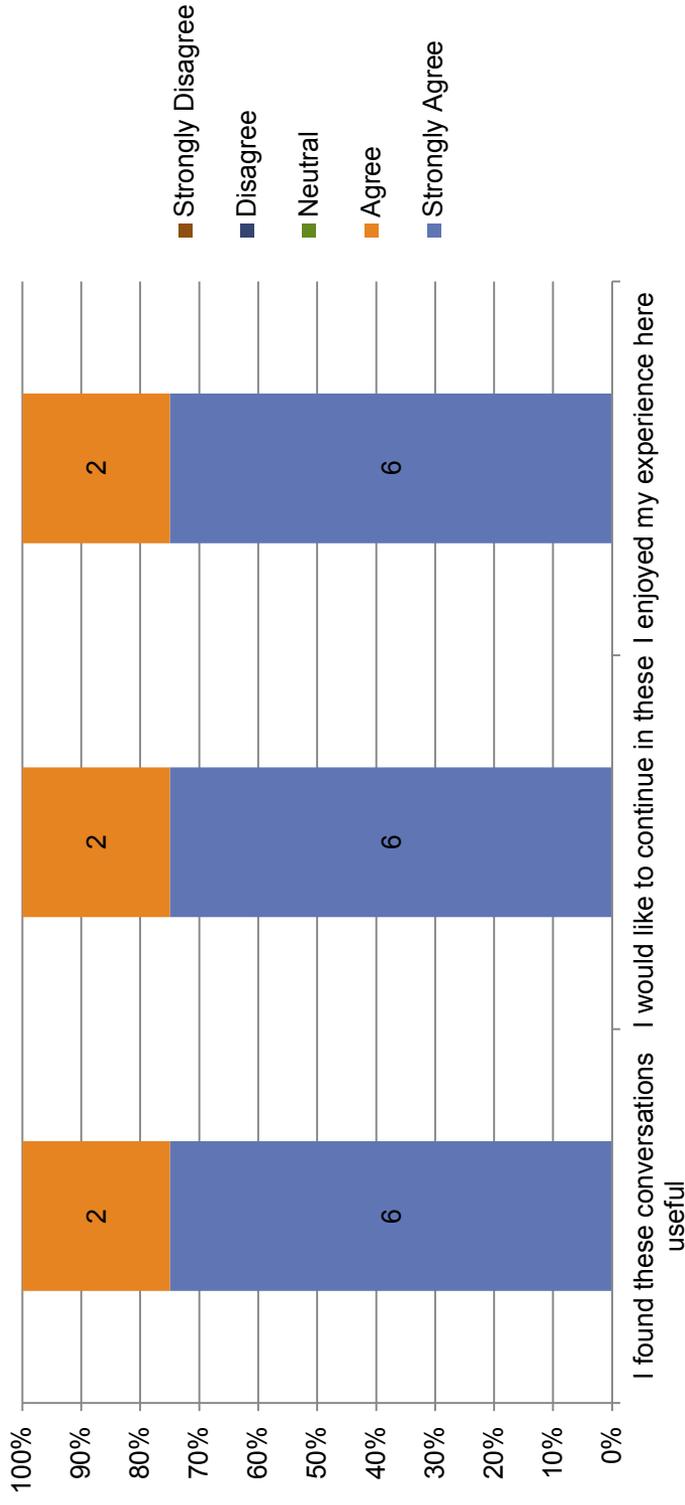
- Preservation of existing and local businesses/ Incubator Space
- More Health Services
- Filipino/Asian oriented produce markets and food options

Land Use and Housing

- 100% Affordable Housing for long term residents and families
- Tenant Protection Education

Satisfaction Survey

SURVEY SATISFACTION



Spanish Merchant Conversation



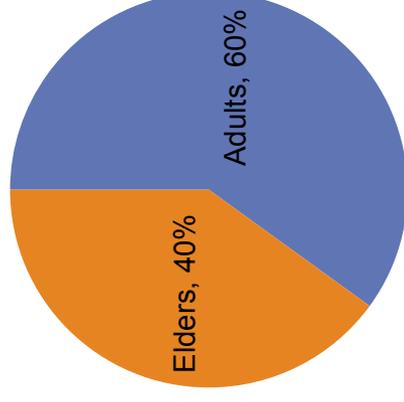
Group Demographics

5 Spanish-only speaking participants, 2 Spanish and English-speaking

80% of participants are renters

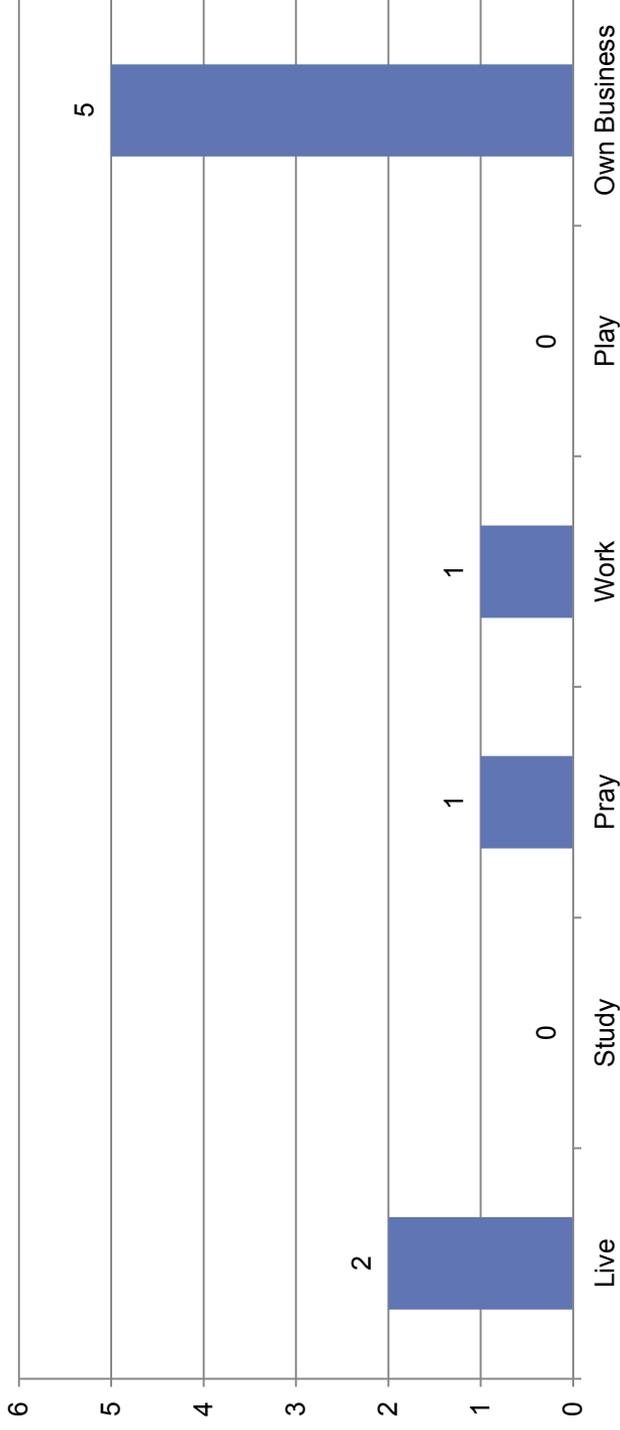
No Participants have school-aged children

PARTICIPANT AGE GROUP



Group Demographics

NEIGHBORHOOD ACTIVITIES



Key Takeaways - Mobility & Public Realm

Mobility

- More commercial loading spaces
- More Parking
- Muni and Bart access is great

Public Realm

- Cleanliness/ Dumping – negative effects on business
- More greenery and public seating
- Safety

Business & Service Providers, Land Use & Housing

Business & Service Providers

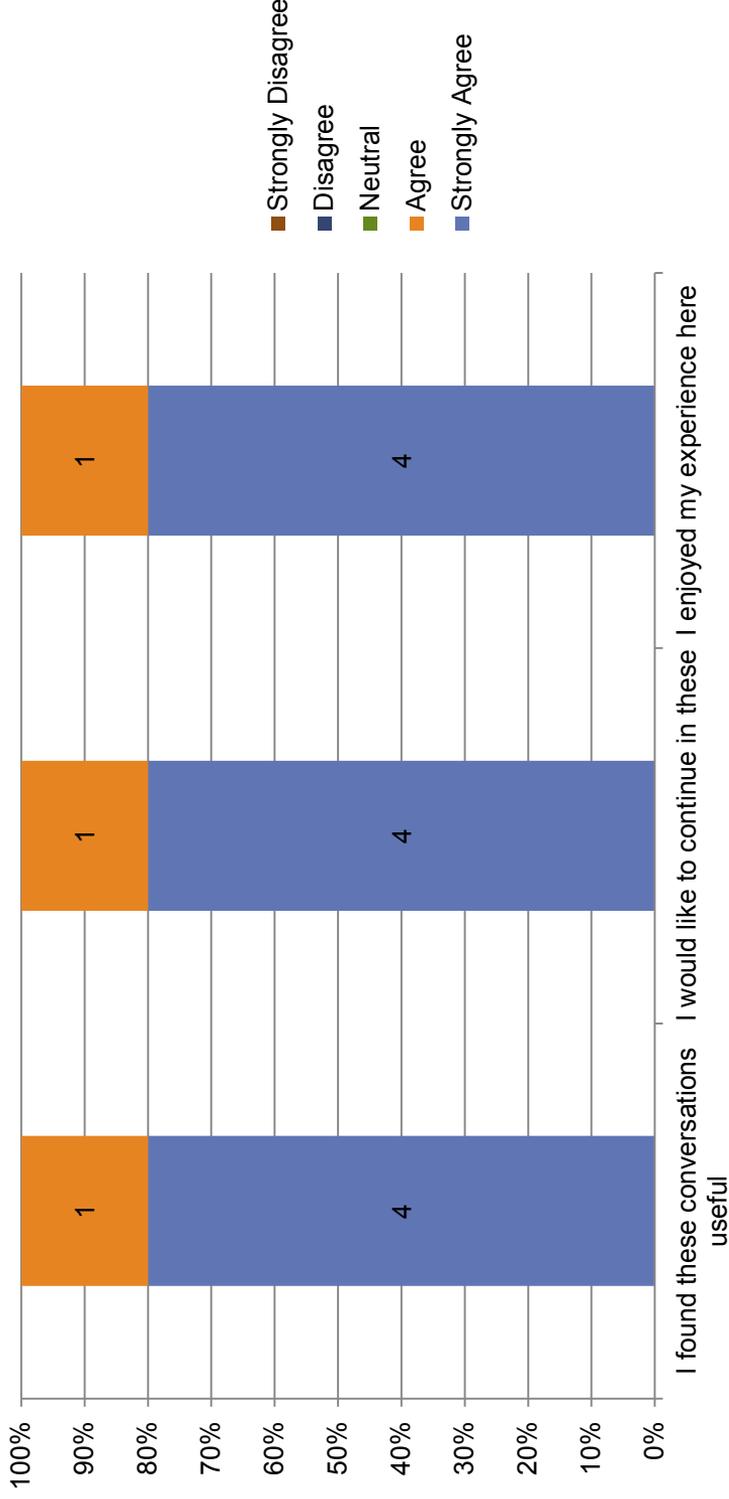
- Need for variety in businesses (Starbucks, Jamba Juice)
- More business support programs
- Concerns of potential displacement with rise of rent/selling of property
- More Safety

Land Use and Housing

- Affordable Housing (Housing feels unattainable)
- Expensive housing has lead to a shortage of workers

Satisfaction Survey

SATISFACTION SURVEY



Overall Summary

Top Recurring Goals & Strategies Within Each Theme

Mobility

- **Goal 3** - Ensure a positive, enjoyable, and intentional culture for transit riders
- **Goal 4** - Bike connections to and through the NCD are safe, inviting and free from vehicle collisions
- **Strategy 3.1** - Increase access to transit, paratransit, and non-single occupancy vehicle senior mobility
- **Strategy 4.1** - Explore other ways to get around the neighborhoods....

Overall Summary

Top Recurring Goals & Strategies Within Each Theme

Public Realm

- **Goal 1** - Green, clean, and maintain the public realm
- **Goal 3** - Build a coherent network of vibrant public spaces that is integrated and connected to surroundings
- **Strategy 1.1** - Maximize opportunities to add greenery to the street with cohesive planting section
- **Strategy 1.2** - Use education and enforcement tools to heighten awareness of the public realm's condition and keep it litter free.

Overall Summary

Top Recurring Goals & Strategies Within Each Theme

Business and Service Provider

- **Goal 1** - Streamline permitting and city coordination
- **Goal 2** - Improve environment of the CD so it is a place where businesses and service can thrive
- **Strategy 2.1** - Analyze Business, Service Mix, and Space Usage mix analysis. Based on what the usage mix analysis reveals, actively recruit needed businesses and services
- **Strategy 1.2** - Use education and enforcement tools to heighten awareness of the public realm's condition and keep it litter free.

Overall Summary

Top Recurring Goals & Strategies Within Each Theme

Land Use and Housing

- **Goal 1** - Maintain and build housing stock that can serve current residents welcome diverse new residents for a range of income earners, people of color and immigrants
- **Goal 2** - Prevent the eviction and displacement of tenants, homeowners, and businesses....
- **Strategy 1.1** - Appropriately and responsibly develop a corridor wide housing plan for a range of income...
- **Strategy 3.1** - Research the impacts of allowing greater diversity of uses and business types within the NCD

Area of Disagreement & Resonating Items

Disagreement - Tenant Protection

- Too Much Protection
- Tenants know how to play the system
- Puts burden all on homeowners

Resonating Items

- Safety
- Parking



NEIGHBORHOOD STRATEGY

Excelsior Outer Mission Neighborhood Strategy Monolingual Chinese Focused Conversation Notes

July 2, 2018 5:30pm to 8:00pm

Excelsior Works!

MOBILITY

- DROVE ALONE: SF transit considered convenient, but if work requires you to drive, then it's not good—in that case I would have to drive
- Only one person drove alone (one other carpooled with him)
- Transit is convenient in the area, but if you need to go somewhere else (farther) you're more likely to have to drive
- BUS: 6
- WALK: everyone else
 - Lives close to Excelsior Works
- BUS is most important to everyone (except for two, whose is driving)
 - WALKING if within neighborhood
 - Parking is difficult to find, especially at night and after getting back from work
 - Even more difficult with street cleaning
 - Driving is not difficult, but coming back to find parking is difficult (was not as difficult before)
- More people in neighborhood now and needs of people needing to use a car is increasing
- Few houses but many people, as children grow everyone needs to drive

WHAT'S GOOD?

- Driving is most convenient, but parking is most difficult
- BUS
 - is convenient
 - 44 bus does not have enough buses, and not enough bus route options
 - Buses don't come on time and don't have enough capacity to handle number of passengers
 - Is there another bus option that we can take aside from 44? But good that it is serviced 24 hours a day
 - Many bus drivers not pulling up along the curb and take up the street, makes it inconvenient for elders and children getting on and off the bus

- Not following regulations to pull over all the way to curb when picking up passengers
- Bus drivers can be very disrespectful or without manners (passing up bus stops and ignoring passengers); gives the group a bad impression of the transit service
- In the morning, wait at the bus stop that is at a stop sign, waves down bus, but continues to be passed up (especially in the morning), bus driver pretends not to see them
 - Feels particularly bad as a woman who waits for the bus in the morning
- Waited 40 minutes one day for bus after being passed up by another bus
- Perceptions of discrimination from bus drivers against the passengers (but even some Asian drivers treat everyone the same)
- Some 14 Mission buses only take passengers half the route and then ask everyone to get off
- Buses are too crowded
- WALKING
 - Some sidewalks very broken and cracked
 - I walk a lot here and observe that there is a lot of large trash everywhere that makes me have to weave around: mattresses, etc. and I have to move it out of the way, so that makes walking inconvenient, for long amounts of time—where are the people coming to pick them up?
 - Large mattresses and trash block the sidewalk; people shouldn't be allowed to dump their trash on the sidewalk, especially on the hills for the elderly
 - Other neighbors throw their trash on your property or on your sidewalk—they have many people living in the house and have nowhere to throw their trash
 - From the homeowner: because the government now allows tenants to rent out their spaces, more people are moving in and have no place to dump their trash, so they dump it on the sidewalk; the trash issue is a product of the government's policies
 - More people in neighborhood=more trash
 - Maybe some people are stealing items and throwing them on the sidewalk?
 - There are several places in the neighborhood that are known for dumping trash
 - Why don't we have the city install security cameras at these places so we can catch the perpetrators?
 - Walking means you don't have to wait for buses and pay for the bus
 - If the street lights are brighter, then I feel safe to walk
- Reaction to aspirational statement:
 - Generally in agreement around convenience and safety
 - Would wish for more police presence
 - Would like to see more regional bus connections (between here and Daly City, to get home from SFO, etc), especially near Cow Palace
 - Feels safer with police presence, if you do not feel safe then I will not feel inclined to leave the house at night; also need brighter street lights

- Street lights are too far apart, not enough, needs maintenance

PUBLIC REALM

- WHERE DO YOU GO TO HANG OUT?
 - Baseball park, soccer field, Crocker Amazon Playground and Park (good for children)
 - Half of the group goes to Crocker Amazon park (1-2 times a week, or more)
 - Getting here is convenient, it's big, clean, and easy to go hiking, has people looking after it
 - Some planters around it using wood makes it look and appear cared-for and maintained, not abandoned and unsafe
 - MOST IMPORTANT is to have public bathrooms and someone caring after it routinely; also has many different types of plants and flowers-
 - Some areas have hard to find entrances and exits
 - I want to go to the one at may wah supermarket but I hear there are many syringes and needles
 - (someone else) I don't even know where the entrance is to that park
- WHAT MAKES YOU WANT TO GO SOMEWHERE?
 - Safety, cleanliness, brightly lit, maintained
 -
 - There is clearly someone taking care of the space
 - Golden Gate Park does not have the factor of safety that this park in the Excelsior provides (particularly because of the presence of the person who takes care of it)
 - Sense of safety
 - Polluted area would make it seem undesirable to visit
- WHERE ELSE DO YOU GO IN THE CITY?
 - I feel welcomed at the library, everyone is doing their own thing; they have resources for people speaking Chinese and for children (videos, books, etc)
 - Cafes and bakeries
- Would feel more welcomed if there were culturally relevant facilities and businesses (particularly for Asians and Chinese); many of the businesses here cater to Mexican and other Central/South American cultures
- Can there be more services for children on Saturdays at the library? Other libraries have more resources for children. And we need longer hours of operation for the library
- The park near the BART is nice, newly renovated
- Response to aspiration:
 - Regarding safety, do not think a marijuana dispensary will make places safer. We recently had a dispensary open up near us on Mission and Pope
 - people spit everywhere and the smoke wafts into our households
 - cars constantly getting vandalized after dispensary came in

BUSINESS AND SERVICE PROVIDERS

- WHERE DO YOU USUALLY GO SHOPPING?
 - Chinatown (almost everyone), the price and freshness and variety here is far from what Chinatown has to offer (more suitable for our tastes as well); we don't have many Chinese grocers here
 - More important is to have people who can speak Chinese; need more employees who can speak Chinese (for example, Foods Co); we go to Foods Co because there are many people who can speak Chinese (I take the 8 there)
 - Manila Oriental Market
 - Chinatown actually is NOT convenient to get to because it's far, difficult to drive to, and crowded, BUT it is convenient once you get there because they have everything you need in one place—is this a product of government regulation?
 - Would suggest a mixture of land uses that makes it more convenient for us to access multiple businesses and services that cater to us
- HOW ABOUT NEARBY BUSINESSES?
 - Businesses in Chinatown are more organized—if I wanted to run multiple errands in the Excelsior, I wouldn't be able to because it doesn't offer everything that I need; not everyone has the means to go to May Wah or Manila Oriental Market
 - Everyone on the Mission/Geneva business corridor speaks mainly English or non-Chinese, food is not suitable for our tastes
 - We like things specific like fresh seafood and other fresh foods
 - We should make it easier for different types of businesses and services to come open up in the Excelsior; for example, if rent costs \$1000 in Chinatown and \$500 in Excelsior people would be more likely to rent a space in Excelsior
- WHAT WOULD YOU LIKE HERE BUT THERE IS NOT IN THE EXCELSIOR?
 - Small mall, public market that is central and has everything that you would need (like Noriega)
 - Or a street that has everything we need (one-stop shopping)
 - Dim sum restaurants, particularly for a neighborhood with so many Chinese people, so we wouldn't have to go all the way to Chinatown
 - Places to eat and shop, has everything we need, like San Bruno Ave
 - If it's convenient for us to go eat dim sum, then we would go, especially because it's something we're used to doing routinely. Things that we would normally go to Chinatown for should be available here in the Excelsior and we would be encouraged to stay in Excelsior
 - You need to entice businesses with lower rent
- The service providers here in D11 are really good!
 - Translations, career services
- Government needs to intervene with regulations
- Responses to aspiration:
 - Generally in agreement; people come spend their money here

LAND USE AND HOUSING

- Need a variety of uses: places that we like to eat, hang out, regulation on where marijuana is allowed; places that we wouldn't have to go to other neighborhoods for
 - Need more government regulation—why do we order/require marijuana dispensaries to be at certain locations but not other types of businesses? Why not restaurants that we would go to? Chinese food, Chinese medicine...
- IN YOUR IDEAL NEIGHBORHOOD, WHAT WOULD YOU ENVISION?
 - A place that allows more housing to be built
 - A place to rent is not even considered comfortable; we would like a place to consider our own that is also comfortable
 - Health, live, eat, walk—the most important is to live in comfort and happiness
 - Public restrooms! I don't want to have to go half an hour away to use a public restroom
 - Increase the permitting process for constructing housing—we applied for one+ years and we have made no process
 - Why are there so many regulations for building and making additions? That makes it more difficult for us—even adding one story to allow us to live more comfortably is so difficult
 - Neighbors have multiple residents living illegally in their buildings
- Everything should be within the neighborhood: health, live, eat, walk...
 - Take Hong Kong neighborhoods/districts as examples—you have everything you need within that area
 - Have a district point person that can help everyone within that district/neighborhood; each district would have a point person so nobody goes to other neighborhoods for their services and resources; then we wouldn't have to have the RPP programs (for example, Linda is the point person in the Excelsior that we go to for help and services)
 - I wouldn't have to go to MTA on Van Ness to buy my bus tickets, we would have all these services provided by neighborhood and within neighborhoods
- Housing/rent is expensive, housing is small and uncomfortable, expensive; most places that you are able to rent are in-laws, without windows and proper light and air (converted garages)
- Housing is dire
- If we have any vacant parcels, I would hope for housing to be built on that parcel
- Housing is most important
- I have not noticed any much housing going up in this neighborhood
- Rent control is causing many people to not want to rent out their homes and leaving many homes empty
 - Tenants have too many rights and take advantage of landlords; for example, broken refrigerator, landlord offers to fix, but tenant asks for new one; rent control has spoiled tenants

- Homeowners who want to take back their homes from tenants have to pay thousands of dollars—why would I want to rent out my house under these conditions? Why do I have to pay you in order for me to have my home back?
- Rent is too expensive; wages are so high now so rent is increasing along with
- Some homeowners only rent to college students and don't rent out to families; landlords are selective: some only want students who will stay for shorter periods of time; this makes it harder for us to even find a place that will rent to us; housing for families is difficult to find-
- HOUSING IS A BIG PROBLEM
 - Hopefully people, politicians for this district can help us with the housing problem
 - If your living situation is not comfortable, then that impacts everything else in your life
 - We wouldn't even want to go out to eat if we can't afford rent
 - Adding dim sum places is useless if we are not in good living situations or do not have housing
 - RENT BURDEN
 - Our salaries cannot keep up with rent
 - We would like neighborhood preference for lottery housing, it's not fair when people from other neighborhoods or cities come take housing
 - It's not fair for the lottery housing, especially when new immigrants are able to land housing and we are not after putting in years of hard work and paying taxes
 - It should be prioritized by first come first served, not lottery
- NOT ENOUGH HOUSING: most everyone agrees, except for homeowners
- Rent as it is now is too expensive—we can barely make it
 - We are already pinching pennies, it would be even harder for people with children
- DIFFICULT to find housing if you have no money! Of course, if you have money then it's easy
 - Enough housing exists, but only for the high income (people in the tech industry or in white collar jobs, not us)
 - It's more difficult for people like us who are lower on the ladder, lower income
- Need for rent control change for homeowners that would incentivize homeowners to rent to tenants
 - From a tenant participant: of course, this is what a homeowner would say, but from the point of view of a tenant, that will make it even more difficult for us to secure housing
- Many old houses, but not that many new houses to accommodate people moving to the city
 - Building is not keeping up with the number of people moving in
- We should allow for building housing in the backyards and extend houses into the backyards
- Land in san Francisco is too small, it's limited like Hong Kong—we have to adapt to the land; but why is it taking so long to construct new housing?
- Neighbors have too much say in the discretionary review process when they can just oppose your development (from homeowner); we want to add housing to accommodate tenants but how can we do that if our neighbors oppose our development?
- Reaction to aspiration:
 - Of course we agree with preventing displacement

- Hope that services continue, but do not charge services so that they have to bear too much of the rent and resource burden
 - Subsidies and grants

Misc.

- More free parks and resources so that we know where to go if something were to happen
- Many residents do not know information on where we can get help—we need someone who can disseminate that information to us; we can get help for ourselves and help other people-



NEIGHBORHOOD STRATEGY

**Excelsior Outer Mission Neighborhood Strategy
Youth Focused Conversation (1) Notes**
July 18th, 2018 11:30pm to 2:00pm
Calvary Baptist Church

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 (feel uncomfortable with monolingual stores of “multicultural community”; rather everyone spoke English)
- 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



NEIGHBORHOOD STRATEGY

Excelsior Outer Mission Neighborhood Strategy Chinese Merchant Focused Conversation Notes

July 24th, 2018 7pm to 9pm

Excelsior Works!

INTRO/Ice Breaker

Types of merchants:

- Bakeries
- Bars
- Dim sum shop
- Gift shop

MOBILITY

- Too many loading zones
- If you want to encourage people to come, you need to redo the parking situation
- Driving is not convenient, many break ins, many people forced to park in the residential areas
- 4 people drive to area
- 1 takes bus or walks
- The bus is OK, but not clean (same for bus stops)
- Harrington has a parking lot, but there are many homeless and filled with trash (illegal dumping)
 - Currently has a camera but people dump anyway
 - Homeless at the parking lot are impacting business; try to call the police but they don't do much
 - 99cents store and Harrington
- I don't take the bus, but I know that generally it is OK
 - But the streets in this neighborhood and Mission street are not clean—people dump things everywhere in front of our business
 - We often have homeless sleeping in front of our business
 - We've had people break our class
- My business is near the bus stop and I have to sweep the trash in front of my business everyday
 - The city should pay me for cleaning all the trash from people at the bus stop **Strategy**
 - It's not fair when I have to clean the gum off the sidewalk just because there are more when it's from a busy bus stop
- Look at Singapore, they don't allow chewing gum

PUBLIC REALM

- It seems prettier lately, these past couple of years
- Needs more greenery, but seems like the street isn't wide enough
 - How can we attract people when there is not a speck of green in the area?
- It seems like there isn't much greenery
- Plant more trees along the sidewalk, grass
 - City should pay to plant more trees and beautify the sidewalk to encourage people to walk
 - Is there even space to plant grass? The City can figure out a way
- Hope to add more features on the sidewalk that would make it more enjoyable to walk: trees, plants, benches, etc.
- It should be like Portsmouth Square, but the disadvantage of that playground is the homeless
- There is currently nothing that would encourage me or people to walk

BUSINESS AND SERVICE PROVIDERS

- Not many business options for Chinese people—dim sum, restaurants
- I don't really consider this a business/commercial corridor; many storefronts are vacant
 - How do you attract more businesses to come and develop? Why is it developing more in Mission?
 - I've been here for 11 years and still waiting for development
 - I know you are trying to stabilize existing businesses, but you need to think about how to attract new and bigger businesses to bring customers to the neighborhood
 - Places like Peet's can help bring customers in
 - Younger customers are not excited about coming to the Excelsior; they don't say that Excelsior is the place to go
- New residents of the neighborhood won't support us; they take Uber to go to businesses towards downtown
 - We have nothing to attract them because existing businesses are too old
 - We don't have a nice coffee shop like Peet's; people say that we don't welcome them, but I actually do
 - We don't have many Chinese restaurants
- If you add other types of restaurants, you are more likely to attract the younger and newer residents; the entire right now is street
- All the old residents have moved away

- It doesn't have to be a big name business, even something smaller like Peet's would work; take Ocean for an example with all the newer, smaller businesses
 - We shouldn't be afraid of new businesses coming in and competing, that would be good for us
- Attract new businesses to the neighborhood to attract the newer residents of the neighborhood who currently travel elsewhere for bars
- Safeway's products are not the best; we should get fresher produce
- My business is getting worse
- This neighborhood has less "hot" and new businesses
 - Newer businesses tend to attract younger customers, but we don't have new businesses here
- People tend to go to downtown and Richmond for their brunch, but why not the shop just next door?
- CHANGE OF USE takes too long on the Planning side
 - I understand if it's about an alcoholic license, but a small bakery or café shouldn't take so long; we should find ways to expedite the process
- If you're starting a business from new and waiting for the permit to go through, you're waiting and paying during that entire period
- I'm hoping for the Safeway to develop into a mall, like Stonestown; maybe even a dim sum restaurant or small dim sum shop
 - Maybe even a Trader Joes or Whole Foods to attract customers to the neighborhood
 - From another shop owner: a big dim sum restaurant won't work; it's too expensive, unless it's very popular and can attract people from everywhere
 - I don't know anyone who would have enough courage to open up such a big restaurant
- I feel that a smaller, local coffee shop is better than Peet's or Starbucks
- Or we should have a GOOD nightclub; we need businesses for all times of day
- Parking is difficult in the neighborhood, which affects our businesses
 - New buildings should have underground or above ground public parking, whether or not the new construction is private or not would not matter
 - Ie. New construction/developments should provide public parking
 - Ocean Avenue is different because a lot of the residents in the neighborhood will go to their local businesses
- The city needs to attract businesses and customers
 - Our business is very quiet right now and we can't attract new residents to come
 - Our neighborhood used to be more blue collar, but now it's more transplants with office jobs
- Time is very precious for many people; parking takes up so much time; on Ocean Avenue, it's easier to find parking, even on the side streets
 - I don't even drive here; I'd rather leave the parking spots for customers
 - Some people just leave after circling for a while and not being able to find parking

- I also agree that we need to attract nicer businesses here to attract more and new customers to our shops; take Banana Republic, for example (a bit higher class)
- Too many storefronts are not being rented out, they are just sitting vacant; we need to find out why—why aren't they selling? Why aren't they renting out?
 - If in this neighborhood, you are only allowed to do businesses on the corridor but landlords are holding on to vacant spots, how are you supposed to open a business?
 - If I don't see any places being rented out, then I would go to another neighborhood/corridor to open my business
- I hope our neighborhood can improve; the neighborhood is so slow
 - I used to want to open a red wine bar, but people in this neighborhood wouldn't let me; they said that I was inviting bad people into the neighborhood that would impact other businesses; this is why I wanted the Supervisor to come tonight
- Mission/Valencia/16th is bustling with businesses, even my sons go there; we need to be able to attract these customers
- Sunday Streets does nothing for our business; but if you look at the same event on Clement it would be completely full
- Attract bigger businesses so that newer customers will come to our businesses and also attract customers from within the neighborhood (new residents)

LAND USE AND HOUSING

- Build taller!
- San Francisco has not changed in the past 50 years, this neighborhood has stayed completely the same
- Build a place with many types of places in one: coffee, groceries, restaurant...
- Build more housing and places for businesses
 - Can there be a partnership with developers to add parking on new developments?
- Build public parking, even if it's paid parking for the public would work
- A small mall would solve this issue since it has everything, people wouldn't need to travel from place to place; take the Potrero Shopping Center, for example
 - If there's not enough space, then build up; the US has a problem where people don't like to build up
- We need to allow building UP to accommodate more housing
- Rent control:
 - We should have control, but it shouldn't control so much that it negatively affects homeowners/landlords
 - People shouldn't be allowed to live in a rent controlled place continuously if they have the means to live elsewhere more expensive; this is taking advantage of rent control
 - Tenants are given money from landlord in order to move out and they use this as down payment for homes that they can already afford; this isn't right
 - We shouldn't only support the tenants
 - Even to have our own kids move back in requires that we pay the tenants
 - The city has placed a problem from society as a burden on homeowners

- In a city where tenants are the majority, homeowners will not win
- We don't have enough people coming out to speak their voices and protest when it seems like something is wrong



NEIGHBORHOOD STRATEGY

**Excelsior Outer Mission Neighborhood Strategy
Youth Focused Conversation (2) Notes**
July 25th, 2018 3:30pm to 5:30pm
Calvary Baptist Church

INTRO/Ice Breaker

- Community, traffic, little district
- People of color, community, taquerias
- Home, community, people of color
- Family, local, community
- Diversity, community, fresh
- Home, diversity, resilience
- Where I spend half my time, community, diversity
- Community, family, diversity
- Home, diversity, beautiful murals
- Charlie: struggle, unity, lots of young people
- Lavender: diversity, community, buses
- Miriam: panaderias, parks, families
- Aaron: resilient, community, grit
- Reanna: neighborhood, community, hidden

MOBILITY

- Most people took the bus
- Generally walk through Excelsior
- Taking the bus takes a lot of time in my day when I commute from Mission to the Excelsior—I'm always on the bus
- Bus prices are unfair; it's mostly POC take the bus and we're expected to pay high prices
- Buses are very full
- I love the bus, but I agree with all of the above. I spend most of my time on it. Even though it's always crowded and the prices are unfair, there's so much happening on the bus with things to be heard—it's a fusion of cultures and stories
- It's not on time
 - I can't rely on the bus, I get places late bc it takes too long

- I live in the Mission and it takes me more than an hour to get here
- I agree—sometimes the bus applies to you with the time

- **Walking and bus are our main modes of transportation**

What's good about the bus?

- The bus can take you anywhere; you just hop on *one* bus and if you need to you can connect
 - Most places need at least two buses to get to in the city
- I appreciate that the bus goes everywhere, esp. in SF; other rural areas have transportation not as cool as ours that can reach every point in the city
- I live in Persia and on this side I have 52 and on this side I have the 29
 - Good access to bus stops

What can be improved about the bus?

- I'd like the bus to be on time
- There should be a 49R, rapid version of the 49
- A lot of young people like to tag and that's our form of art and revolutionary art; it would be amazing if the walls where they put advertisements were designated places for art; this would minimize the amount of art in places where they don't want it to be (would lessen graffiti)
 - Ad spaces on the buses and bus stops for young people to create art

What's your experience like *walking* through the Excelsior?

- I like walking through the Excelsior; it's bright and colorful and I feel safe; there are POC just like me
- It's accessible to walk here and you can go anywhere, just like the bus can take you anywhere, as long as you're *willing* to put the time into walk
- There are a lot of hills; my cousin is in a wheelchair and it's hard for her to go up the hills; it would be good to build a ramp for her to go up the hill (construction dedicated to disabled people)
 - The housing on hills adjacent to McLaren Park
- Walking allows you to get access to food, clothing, medicine, Goodwill, Walgreens
 - Excelsior has everything I need within walking distance
- I also feel very safe in this community/neighborhood; I feel comfortable when I look out the window or down the street who don't look exactly like me but are part of my community
 - I don't feel safe when I start seeing things that weren't made for my community by my community (local businesses being torn down, gentrification and displacement don't make me feel safe)
 - New condos don't make me feel safe; they pose threats to the people who were already here; it's not that we don't want it, but *we want to be a part of it*, and we can't because it's on an enormous other level and doesn't fit in here
- I don't live in the Excelsior but I spend a lot of time here; when I walk around and see these new buildings, I always think that someone is about to get kicked out and prices are about to go up when construction sites are being built around the community
 - Not up until now have I really started to pay attention to it until I got into Common Roots

- What concerns me about the new building is that there was hidden work behind it; no community members knew about it until it started happening; there should be transparency and we should be able to voice what we want in the community

How does time of day affect your perception of safety around the neighborhood?

- I feel safe at all hours
- I don't go out at night; it's not a choice
- Some nights are scary
 - People are out late drinking and I have programs after school; when I take the bus there are usually drunk on the bus and they cause a commotion, esp. on the 14

Experience driving?

- There is a lot of traffic on Mission (main streets)
- No parking
- Ubers and Lyfts are parking in the wrong places and disrupt bus service
- They've re-paved the roads in my neighborhood, so that's good

Experience biking/skateboarding?

- It's hard getting up the hills on bikes, but this applies to everywhere in SF
- I think we need bike lanes in order to be safe; cars drive crazy
 - We need a bike lane on Mission

Reaction to aspiration:

- I think it's important to have access to bike lanes, more encouragement to be healthier and exercise; includes skate lanes and ramps where people can put their bikes and skateboards
- All 8 in agreement with statement

PUBLIC REALM

Where do you guys hang out in the Excelsior?

- I hang out at Goodwill
- I tend to stay between Persia and Onondaga on Mission after I get out from school to meet up with friends and catch the bus to my house
- I usually walk around and hang out on Mission
- **Most like to hang out at Excelsior library;** "I think we need to expand that and make it bigger"
- I hang out around Excelsior Park, by the gardens (Geneva/Cayuga), Boys and Girls Club

Why do you guys hang out there?

- I volunteer at the Boys and Girls club and there are many things to do: video games, pool table
- I know a lot of people (youth) living around Excelsior Park, so we hang out there
 - It's very accessible

Where do you guys go outside of the Excelsior?

- I go to Mission, Bernal Heights, McLaren Park—I wish there were more parks that were more accessible to all of us
 - Crocker Amazon is kind of far, but we do go there

- It's more so what's closest to us
- We like parks that have more green—nothing beats mother nature; less like cement
- Bernal Heights: I can just walk or take the bus there; when I do really in the morning you can feel the fresh air; in the summer it's very dry and in the rainy season it's really green. You can oversee the city and see all the districts. So far, nothing in the Excelsior beats Bernal Heights for me (“not the same vibe”)
- We love Twin Peaks; our school is near there
 - Love the park right there; Go because their school is right there
- Dolores Park: it's easier for me to go to the Mission because that's where I live (proximity)
- Mission is the place to be, especially if you're hungry because you can find affordable and healthy and delicious food concentrated in one place
 - Always sunny in the Mission

Do you feel welcome in the Mission?

- We feel welcome here; Doesn't feel judged or out of place

What would you like that you don't see here?

- We would like a lot more community spaces; Mission Cultural Center has access to **art and classes**, it's run by community and for community; these spaces are really necessary; or Brava Theater with many **local artists and classes**; more places open to the public (not like an AMC)
- I notice that there are a lot of vacant lots; those spaces can be used to build affordable housing and community centers; places for flea markets and where people can share and bring stuff
 - Farmers' market, more green! (want public community gatherings)

What's your experience as a young person in the Excelsior?

- I feel even if you weren't accepted in a place, you still find a way to make it your own space, feel attached; I feel accepted wherever I go in the Excelsior, but if I weren't I could still make it something of my own (wouldn't let negativity get to us)
- I experience racial profile, not in the Excelsior, but just in general

Reaction to aspirational statement:

- Should include something about “locals”, for example in Chinatown, there are things about Chinese people but they are run by white people (it's appropriating); *I hope to not see things that are run by people who are not of that culture*
 - I think local families are able to run their own businesses in the Excelsior, so I think it's going well in the Excelsior

BUSINESS AND SERVICE PROVIDERS

Where do you guys shop in the Excelsior?

- Goodwill; we need more thrift shops and Goodwills instead of boutiques or chains
 - We've seen a lot of Goodwills taken down (Van Ness and Mission)

- More local vendors; everywhere in the Mission you can buy clothing from local businesses and you can help locals by buying their merchandise; I don't know if there is opportunity here for that
 - Arts & crafts, Mission Skate, Dying Breed
 - Large Latino population in the Mission with shops that sell traditional clothing
- I don't feel like we have that local shops here; there's a lot of food here
 - There are Burger Kings and McDonald's nearby, purposely placed here bc they're cheap and so we don't get good food
 - But we also have a lot of Mexican food (more healthy)

Is there good representation of local food in the Excelsior?

- There is a good representation of local food here; La Loma produce and different restaurants all around
 - Some being torn down

Specific places you shop at?

- Where we shop: Casa Lucas, Dollar Store, La Loma, El Chico, Mr. T's, Soul Dinner, place that sells banh mi (Thai's, next to a taqueria, next to Hawaiian drive in) they give a discount to Balboa students, Chewy's, the salad place near Excelsior, Salvadoran places, panaderias (Persia)
 - Supporting local economy
 - My parents go there
 - Mostly run by and for community
 - affordable
 - Thrift shops have great clothes

What is missing?

- We are missing a bookstore and store to get school supplies; sometimes the Dollar Store works for that
- We need an art store
 - We need more art spaces where people can take classes for art
- We need a theater like Brava that tells about local struggles on stage—LIVE theater

What's good about the services here?

- I like coming here because it teaches us about problems we're having at a younger age in our community; we grow up getting involved and have more knowledge of that's actually happening to us
 - We can advocate for those who don't have a voice
- I think it's inclusive, the services that are given here
 - People from other neighborhoods can still come here and get their support
- We like the youth space and reaching out to youth (youth focus)
 - But they're also intergenerational; we have a diverse group in the Excelsior and are inclusive in making sure everyone has a voice; all ages have access
 - We need MORE youth programs: college access (we have to go all the way to Bayview for those; YCD), college track, Mission Education, MEDA

- More adult programs where they are allowed to get services for *mental health* and help dealing with their own children; not just youth and adult separately, but *family services together*
- We have a large immigrant population here in the Excelsior; it's a beautiful thing when you can have people come and talk in an open space as a form of healing (building community)
- Access to summer programs for little kids (elementary and pre-school); like Boys and Girls Club, YMCA

Reaction to aspirational statement:

- I feel like there should be more added to the statement; “commercial district” focuses a lot on profit and there should be a human/people aspect
 - Business and service providers should assist with thriving CULTURALLY
- Need more boba shops!

LAND USE AND HOUSING

What should we change about land use?

- I'd like to think that it's good the way it is; there's nothing extremely bad, but there's room for improvement and growth. It's good to get development, but that doesn't just mean housing and complexes; it could be *gardens and community centers*

What would you like to see in your ideal neighborhood?

- Local radio station, music studio, publications (service)
- I think of the most environmentally just place—filled with color, every wall has a mural, everyone can draw and paint wherever they want; people want to bike and walk; if people are using cars, it's to the bare minimum and they're solar powered; gardens and trees everywhere; we need to not disrupt our physical environment that used to be green and is now all cement; we need more farms and parks and open spaces; access to healthy foods)people will be more keen to hanging out here if we offered these things) Farmer's markets are the most local and fun ways to interact with your community and affordable
 - Flower beds and green everywhere, vertical garden (plants growing on the walls), art everywhere
 - Daylighting Islais Creek
- More shelters/navigation centers
 - Guides people to be more successful
- People with different interests (anime), we don't really have that here, so we have to go to Japantown to buy things we're interested in, merchandise
 - Special interest stores: comic books, anime (types of businesses he wants to see)
- Clinic and health services; people's way of healing; traditional healing practices

What is your experience with housing here?

- Prices of housing are not affordable for people not making a lot of money; I've had to move a couple of times within the Excelsior bc of affordability (able to stay living here, but had to move around through the neighborhood)
- My friend's situation: he's been lucky enough to stay in Excelsior, but he's living in a small space with younger siblings who want to move around a lot; it's cramped with all family members; owner has been generous with rent they can pay; they are scared that they could get kicked out at any moment bc contract/lease has been extended for longer than it's supposed to
 - People are seeking out safety nets: moving elsewhere, forced to move away from Excelsior
 - Many times, people have to move away and it would be difficult for him to come to Mission and Balboa HS everyday from Richmond, CA (commute on BART would be difficult for him)
- You don't only need affordable access, but also dignified access: a space can be affordable, but it needs to be a dignified living space that isn't like an SRO with families of 5-7 who are forced to live there
 - We want development, but we want us to be at the forefront of shaping those developments to fit our needs
- Affordability should be inclusive of larger families (construction is usually aimed for single households with only one bedroom)
 - Latino families have larger families, living with uncles and aunties, many children, it's not just a mom and dad and kid
 - Persia/Mission laundromat issue could've been avoided if there were affordable housing for families; it's important to have apartments geared towards people in this neighborhood, not kinds that will push them out (want bigger units built)
- There was enough housing here, but there are more white people in tech who come in with money and are buying our places; places that aren't being used for our benefit
 - A lot more people moving in since "SF is the city of opportunity"
 - Money is the priority here and they come in and take our houses

Any good things about land use/housing you want to maintain?

- The houses in the Excelsior are all made differently; if you went somewhere else they all look the same (like the character of the homes)
 - The inside of the house is nice, but because it's not affordable in the city, we have to split up the house for multiple families; but would prefer to have the entire house
- The services should provide economic justice and *access to knowledge* about finances, credit, financial literacy services for everyone; there's no way that we can have a house if we don't have a good credit score or know how to navigate the financial aspect of owning a home

Reaction to aspirational statement:

- Development shouldn't be at the expense of the cultures already in the neighborhood
 - It shouldn't be an open door for cultural appropriation
 - Prioritize cultures (current residents) already in the neighborhood
 - Do not take advantage of people already here
 - Should be equitable



NEIGHBORHOOD STRATEGY

**Excelsior Outer Mission Neighborhood Strategy
Monolingual Spanish Focused Conversation Notes Group 1 (Jorge)**

July 26th, 2018 5:30pm to 8:00pm

Excelsior Works!

INTRO/Ice Breaker

- Transportation, Stores, Services
- Housing, Transportation, Home
- Love my neighborhood, everything accessible, restaurants, stores and programs like this one
- Homelessness due to lack of housing, need more Latinos
- Moved out and can't get used to it, Lack of safety, more affordable housing
- Work, affordable housing, need safety
- Neighborhood watch in my block, community in my block, worry about the Madrid Park feel unsafe in bathrooms because of drug use – more vigilance in open areas
- Home, first place I lived in, cleanliness of streets, lack of safety, transportation (29) is very unsafe. Would like to have more housing because my work is here
- Home, adopted family, dirty, drugs, homelessness, too much displacement
- Street cleanliness, street holes near schools, no speed bumps near schools
- Access to banks, access to pharmacy, access to grocery, and businesses. Like access to transportation
- Too much trash, we need to do our part

MOBILITY

- Used to move around: bus, uber, walking
- Uber
- Would like to have everything closer within walking distance.
- Transportation takes too long, frustrating and sometimes I just won't even go out
- I like where I live because I can walk everywhere
- My mobility is difficult because the 54 is every 20-30 minutes. Even if everything is close I have a incapacity so it is difficult to move around
- Bus sometimes takes up to 30 minutes, and then 3 in a row come
- The bus sometimes passes by because it is full
- If it is later like now, there is a lack of security in the bus stop
- One has to be aware when waiting for bus because there is some stealing of belongings

- The 52 bus sometimes does not stop because I have a baby carrier
- Buses are too dirty, they need to be cleaned
- Homeless get on the bus with all their trash and no one can sit on the back because of smell and trash
- I like riding a bike, but I don't use it because we don't have bike lanes—we need bike lanes here like in the Mission
- Bus fares have increased dramatically – now the fare only lasts an hour and a half! It is extremely expensive
- Fares are too high and they are too dirty, and they have not increased the quality
- They don't lower the ramp!
- Driver forced me to get off the bus because I got on with a little cart
- On the 29, once the high schoolers will smoke on the bus. Bus driver closed doors and would not let anyone on or off—we probably on the bus for 20-30 minutes. Have had many terrible experiences. The same driver will not stop at the bus stops. The service on that route is terrible
- Bus is principal transportation for everyone
- I drive, and the bus drivers are very disrespectful. They don't care
- People scream obscenities, around kids
- Also, no food because people will throw it on the floor
- I feel like we don't have a community, we don't give our seats up for the elderly and we feed our children on the bus, don't teach them proper manners. We don't help ourselves
- Lack of common sense and courtesy, and community
- Lack of stop lights on Ocean—if you're not aware, bus will take you
- Elderly people could get easily struck because of lack of stop signs/lights
- A lot of moms double park when they drop kids off and block buses—we need better controls over double parking
- Community knows the problematic areas, could better inform the city on what and where improvements should be done
- Perhaps we can start recording bad behavior from both bus drivers and passengers and posting it on social media
- Bus drivers don't do anything about harassment and assault on the buses

PUBLIC REALM

- Go to Crocker Amazon Park, my daughter likes to skate—go there often
- Park on Madrid but I don't like it because people don't pick up after their dogs
- Lack of education
- People do drugs
- We have to compete with dogs and their owners for the space. We had one occasion when someone was upset that we were having an event because he couldn't walk his dog
- A lot of people on drugs on the streets – people are smoking everywhere these days, even around kids
- We need a law to prohibit smoking on the street

- There is too much trash on the street – a lot of old clothes, food, furniture. A lot of bags that get thrown on the street
- We need more shelter around the bus stops for when it rains. And they're always breaking it- so maybe not glass because it's easily breakable
- They don't clean the bus stops here
- There used to be cops on bikes, but haven't seen that in a while—we need that again
- We don't see patrol cars here at all
- We need to install more cameras in the neighborhood—bus stops, parks, etc. So that people stop misbehaving
- There is a sense of community and belonging in the neighborhood because we all know each other
- We should have a safety committee
- More security on the schools
- When we call cops they are only here briefly—we need cops to stay here

BUSINESS AND SERVICE PROVIDERS (720)

- Places I like to visit: fruteria, walgreens, banks, restaurants – El Pollo Loco, El Taco Loco, Panaderia, access to all kinds of foods!
- We have a health care clinic but we need a new one because they are already at capacity. We need health clinics for all levels of income
- A lot of non-profits are coming this way as well
- We need a place for elderly people in our neighborhood
- We don't have gyms here
- Classes for babies and small children like Excelsior Family Connection, but more affordable
- We really need more daycares in the neighborhood
- The existing daycares ask for too many documents, and if there is a two-parent household they will not accept it
- More classes and spaces for youth that are affordable, both for after-school and summer, here in the neighborhood
- Food is bought here at Lucas, Chico or Safeway
- Clothing stores—Ross, Target, Walmart, Costco (although these might destroy local businesses, so maybe not)
- A police station – some disagreement
- Bike share stations
- We need more parking

LAND USE AND HOUSING (730)

- Ideal neighborhood would have more trees, better painted buildings, more color, cleaner, more open community gardens
- We need more greening, like on Ocean and Mission

- Buildings that are both residential and commercial, where businesses can have pop-ups
- All affordable housing construction
- Less displacement, that people respect renters and let them stay in their spaces
- That affordable housing be awarded for people in the neighborhood
- That the City have more control over rents and abuses in rents – rent control
- People are abusing rent control law – more focus on the owners who abuse
- A little plaza where people from the community could sell our things—a space where who we are can be represented in space, a place where we could listen to live music
- Make Sunday Streets more often, and perhaps smaller. Maybe once a month?
- Rents are too high! And they ask for first, last and deposit
- We've all applied to housing, and no one has been accepted
- Lottery process does not work – we need a list!
- We have to wait too long for housing to be built!
- There should be a priority for people who really need the housing!
- When we win the sites, the City will come in and change the development—we want to keep our wins!
- More investment in the neighborhood from the City
- We have had a lot of stores close because rents are increasing
- There is no family housing – it is easier to find housing with a dog than it is with a child
- Everything is too expensive – a room is going for \$1000 right now
- Owners will not do repairs – they will say that “if you don't like it then you can leave.” They expect me to pay for repairs and furniture
- Threats to call immigration
- Promotoras for housing and immigration issues so that the City can hear firsthand what is happening
- A control for how much landlords charge to move-in (deposit, first, last, etc.) – also need a program that helps people with down payments

Misc.

- There is no more parking for anyone
- The City is issuing tickets everywhere
- People are claiming the parking spaces, putting things in front of it so that people can't park there
- Is there a way to use schools to park during closed hours? Could be a pay-for-use that would go back into schools and could hire someone to take care of cars?
- A permitting program for parking to prevent people from permanently parking in a spot or having too many cars per household



**Excelsior Outer Mission Neighborhood Strategy
Monolingual Spanish Conversation Notes Group 2 (Stephanie)**

July 26th, 2018 5:30pm to 8:00pm

Excelsior Works!

INTRO/Ice Breaker

Displacement- but this is my neighborhood but now I don't live here anymore but I still come back

I'm satisfied and happy here- there's a lot of connection between people who live here and I live and work here

It's a latino area with a lot of services and community

There's a lot of support and help here but people don't always know

Tolerance is important in a super populated city

It can be hard in the city right now- I have two kids and we need more space for them and We've been fighting for the people who have been displaced from their homes and for affordable housing

Accessible businesses- we need to maintain it and make it better

Insecurity and crime at times is a problem- there was a shooting

Community- love this community and people are very connected

15 years, 18 years, 20 years living here..

I feel comfortable here- but people are being pushed out

I'm good/ I'm fine

MOBILITY

What is movilidad? First answer: public tran- to get to balboa there's no seat.

There's not enough safe paths for bicycles- only alemania y Geneva- for high school students there are not good bike lanes. I'd like to see more bike and pedestrian routes to school

I like what they did on Geneva with the trees in middle.

There are design issues sometimes with placement of trees or obstructions where you can't see pedestrian.

At least half the group of 11 came on public transportation

I'd like to have a strategy so that kids can use the street to ride bikes

Drivers don't always respect the cross guard and we need something that will make them stop- we need more protection by the schools. A driver ran over my dog and there was also a girl in the crosswalk but luckily she wasn't hurt and my dog is ok now but still it is scary when these things happen and the distracted drivers are dangerous.

The streets around the schools are most important to target even though this happens in all streets

The 14 passes frequently but it can be hard to get off because of my knees

Parking is hard (but only a few participants came by car)

It would be nice to have bus shelters at all stops because people need some protection

I planted flowers under a tree and people use the tree for protection from rain and sun but people throw garbage

You have to ask for permits for everything now= to put lighting or a the bench. Sometimes putting these cozy details make people care more about the neighborhood but it's hard to do

The bus shelters could be better- no glass so they won't be broken and better made to prevent rain getting on people waiting

I care for an older gentleman as a caretaker and he followed the rules and made his appointment for paratransit on time (three days ahead) but they didn't show up a few times and he missed appointments. Another attendee had heard of another older woman who had a bad experience with paratransit

PUBLIC REALM

The mural en Leo street is very beautiful

Having benches is nice- by the trees to sit and have a coffee things like that

What I don't like is trash in the streets. I'd like to see a group created to support the cleanliness. We could have high schoolers doing their community service hours cleaning up trash

People living in the street also are leaving dirty clothes, even mattresses

There aren't sufficient garbage cans in the area and so there's trash spilling out

I heard that in Oakland they have cameras to catch people who dump large bags

People are using the park (McClaren) and have to go to the bathroom so they go to the bathroom in the public space because there's no bathroom so they need permanent bathrooms in more areas- right now there's only port o potties

In ocean & mission in front of wells fargo there are often people sleeping in the benches and public space and it's dirty and it's supposed to be a public space for people to rest and move through comfortably

Excelsior playground- people take their dogs and pets and they don't always have good control and it can feel a bit unsafe.

REACTION TO THE GOALS AND STRATEGIES

The area with benches should be kept clear and clean- it can be hard to walk especially if you have a cart for groceries or laundry because people are lying in the sidewalk- there should be someone

Having a plan and resources to maintain cleanliness is important

BUSINESS AND SERVICE PROVIDERS

WHERE DO YOU FREQUENTLY GO?

Casa lucas- I feel comfortable and the price is good

There's really good variety of businesses and restaurants- but the appearance of the signs and storefronts could be better more appealing and colorful and should be better caring for the streetfront- but a lot of small businesses can't afford to do more so how can we support them to do these things and provide resources because maybe large corporations could pay to provide these resources

There's a lot of change happening and rents are rising and many businesses could close

We should have information for people about services and programs and doing it in the "center" of excelsior by wells fargo

It can be hard to have a business here because there are days when you don't sell anything and I try to have nice things in my store and sometimes people come and they don't like anything and it hurts so you have to be patient- everything has to be oriented toward the client

It's important to support the local businesses – many of us in the countries we come from are used to flea markets and small businesses and there's a lot of department stores that can take the business from smaller stores

The rents are going up a lot- \$400 at a time- and that makes prices go up as well

It's very important to support the small businesses since they are putting their effort and creating local jobs and they are being confronted with the large companies

I like the farmers' markets that they have like the one on Alemany

Why not use the school's when summer school is done to have expositions or create more public space like- a fair or flea market or food festival

Most people say they can find what they want in excelsior but it may be cheaper in other larger places like foods co

Lucas in particular comes up again for good price and quality

It could be helpful to have a clinic here and the clinic that exists at mission and leo is saturated and isn't sufficient

I'd like to see our small businesses looking great

LAND USE AND HOUSING

WHAT WOULD YOU LIKE TO SEE IN YOUR IDEAL NEIGHBORHOOD

I'd like to see a place with a green space inside a building

See more colors and better materials on the facades and more cleanliness on the streets

We know that we're need housing and so that would be a reason to have five or six story buildings- but we need public space for the kids to play and be outside. I like how the excelsior looks- love this neighborhood but it could change but it needs to serve the neighborhood. SF is very expensive.

We're overpopulated/ highly populated so a solution would be to build taller and build more housing.

We need so much more housing and people practically need psychologist and social workers to deal with what we are going through

There's few units being built here- and people have won the lotteries so they had to leave or decide to stay and miss the opportunity.

The safeway and funeral home project is ten years away and we need housing now

And the project at Seneca had only 7 affordable units and we put in 50 applications and who knows how many more people applied

I'm worried that they may try to privatize the parks – there's a park in San Mateo and ahora they're going to charge

Rossi and Madrid is the most accessible park for people-

The city should make it easier to build something

To make the permits for businesses and infrastructure easier- like a community garden

Facilitate more local business, infrastructure, and housing

Think about ways to involve youth and provide activities

Also a program to stimulate the use of bicycles by more people- take older bikes and tools and give them to people to get them involved

There is a program now to train people to repair bicycles

Everyone thinks that there needs to be more housing- we need to stretch the bay to let more people be here

I told the landlord where I live that I would add a wall to create a second bedroom and the landlord was scared of construction without approval from the city- a lot of people

Reaction to the Aspiration Statement

We want them to build affordable housing – the project at Seneca and mission is at least \$3,000 a month and it's too much for people with minimum wage salaries. My husband and I earn \$3,000 a month together – we can't afford that rent.



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

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.



NEIGHBORHOOD STRATEGY

**Excelsior Outer Mission Neighborhood Strategy
Spanish Merchants Focused Conversation Notes**

September 27, 2018 5:30pm to 7:30pm

Mama Coco's

Mobility

How did you get here today:

Auto, Bus, walking: 3 lived here

How did your clients get to your businesses?

Uber, Bus, Car, Walking. This is a complex issue, we get a lot of complaints about parking, even though parking in my area is two hours. Clients are always complaining.

There are people that are ruining things with limits on loading zones on purpose. The parking meters get damaged, someone is damaging them, and they seem like they're on yellow the whole time. Or they place a bag on it. There is no enforcement. The cars are there all day. This happens ALL THE TIME.

I don't see it too much on loading zones. I like my loading zone (Tony's Watch repair)

There is lack of commercial loading. There are at least 4 large trucks parked in front of my restaurant all morning from the gas station to the Amazon Motel. It doesn't affect my business as much, but cars can get stuck between the sidewalk and the trucks.

The other merchants are considerate, although this disrupts traffic flow, it's only for about half an hour or so. (Cobbler II)

Tony: Building on Seneca will create more competition for parking.

Rincon Latino: I think the new development on Seneca will greatly benefit us. If there's more housing it will greatly benefit our businesses.

The Chinese cafe on the corner of London and Geneva, the customers block EVERYTHING. They double park, in garages, driveways, and they smoke like chimneys. From Monday-Friday, it happens EVERY Morning. DPT needs to get involved. I drive Uber and I get moved all the time.

Most of my customers about 80% drive.

Let's get rid of the hotel and make a 10 story parking lot.

The biggest complaint I get from my customers is that they are circling and circling around the restaurant and can't find parking. They have to walk all the way.

Solutions on Parking: Advertise other ways folks can reach our businesses. Let them use uber and create a discount and incentive to use other modes.

Get folks walking on Mission Street. There's a lot of transportation people can use. The people that visit us are in a hurry and they have to come and go (Cobbler). We have a lot of take out (Rincon Latino).

The loading zones aren't functioning for us. They need to be regular. There needs to be less commercial parking. There are no small vehicles that load.

We have both big and small vehicles that load.

What's functioning: MUNI is great and connections to BART.

Honestly parking is too bug of an issue. If we don't have parking, we don't have customers, and the city doesn't get revenue (Tony)

Public Realm

I love walking around

I can't make any comments on this since we go from home to the business and from the business to the house.

When my grandson was small we would go to Crocker Amazon Park. On days off, I usually go somewhere else.

Why? There aren't nice places to go. Everything is too dirty. We don't have enough trash cans like in other neighborhoods. I am always thinking about cleanliness in front of my business. If I don't clean, the trash from other parts accumulates. I have to clean well beyond my storefront. We have about 25% of our streets clean. I would give it a 2.5 in a scale from 1-10. Geneva is even worse than Mission Street.

We have no place to sit outside and socialize.

We have Crocker Amazon Park.

What is there to see at Crocker Amazon Park: Drinking? Drug Use? Crime?

Sometimes I walk to send money to my mom in my native country. When I walk I notice that the areas that need more cleanliness.

I live on Paris. A bunch of people throw their trash there. I don't think they pay for trash, They even leave furniture.

In front of my business, they do it all the time (Rincon Latino). I would scope it out to see how the trash was getting there. I would take pictures of them and that made them stop. I did my own surveillance.

I know there are people that want to recycle. They take out the cans from the trash cans and the trash comes out of the cans when they do that. They don't put the trash back. On Wednesdays it's trash day, and on Thursdays I have to still clean the streets from the trash that's taken out of the. People aren't considerate, and the wind blows the trash everywhere.

The other businesses aren't considerate. The pizza shops see that boxes are accumulating, cigarette buds are accumulating and they don't care. I have to clean this. People smoke like chimneys!!

What's needed is more trees, greenery, cleanliness, and accountability.

Pacific...let's just talk about Pacific, you can't compare! It's clean, people put their trash in cans, all cultures put their trash in cans.

There is a machine that cleans up the street (maybe from the MCD's). He says he doesn't go on my block because the south side of Geneva between Paris and Mission is dirtier.

The trash cans are overflowing and the wind spreads all the trash.

On the corner of the Amazon Motel between Alpha Pregnancy and the curb cut on Amazon Motel there is an indent that people use to urinate, and trash accumulates like crazy there. They should pay me for the times I clean!

I would love a bench. I don't even want to go the corner.

There are prostitutes and drug addicts in the motel. The motel owner does not contribute to the Public Realm.

I want to see trees! There is a basin in front of my business (Rincon Latino) and a tree should be there.

Cleaning would make us have more customers.

The problem with benches is that it attracts homeless people.

There was a homeless person that attacked 2 women one man and almost my wife. He almost punched my wife. There are many homeless people. He brings down his pants by the bus stop and shows his private parts.

Jorge: Perhaps increased services for the homeless? Probably, but this is commonplace on Mission and Geneva.

Jorge: Do you feel welcomed in the street? Yes, the streets are ours. I walk calmly and safe. I go to Walgreens, metro. Since they killed the kid on Mission and Geneva, everyone now is on edge. In Hayward they were telling people on the radio not to come because it's dangerous and high crime. I don't believe that though, I've lived here for years, but I told him that it's safe here.

Before the issue was the fights at the billiards. Many gangs would go there. I've seen less crime. It's more people with mental health issues.

BUSINESS and SERVICES

I shop a lot in the local area. Me too. I support the local businesses be it Rincon Latino, Walgreens. I invest in the local neighborhood. Pollo Supremo and Guzman are our favorites.

My favorite businesses are on Mission Street. Sometimes I eat breakfast at the Millbrae Pancake House, Joe's for breakfast. I go to Sprouts and other supermarkets like Costco.

I go to restaurant depot.

I wish we had a music school for children. Vibo music was on Paris and since the shooting they left. Now my grandkids have to go to Vibo all the way on Ocean Avenue. More programs for kids in this district instead of having to go to other areas to see that.

I would love a Starbucks! I'm a lover of Starbucks. The closest one is on Bryant Street. Jamba Juice.

We need more businesses with different styles. I would like to see it differently, but it's an old building and the building is not mine. I would like to have a nicer façade. (Rincon Latino)

More lights needed at the Ever Upward Plaza.

We need more economic/ financial support. My landlord wants to sell my building and let me buy it. I have the right of first refusal. If someone else buys it, we're not going to be there.

We need help, loans, programs to help us buy our building.

We want to modernize add more lights to our storefront.

I don't have much options because my storefront is too small. I wouldn't want to change my storefront because it would be too expensive to move. I have no protections if my landlord wants to sell my building (Tony's). We have no commercial tenant protections. What can be done? We need more information to understand our rights with our contracts.

I have no lease, but my landlord is kind and hasn't increased our rent. He asked me if I wanted a contract. The Owner is forced to have two small businesses spaces to have Walgreens as a tenant. I feel safe, but I don't know to what point.

What's certain to me is that we have no commercial tenant protections. There is no law to protect us. Is there is a percentage limit on rent increases? Not for businesses.

The Legacy Business program seems like a good opportunity for me (The Cobbler). For me too (Tony's).

We would like programs to help legacy businesses, family-run businesses.

Land-Use and Housing

I love how Valencia has transformed (tables outside to eat), trees, cleaner, safer,

Near the botanica we see people sizing us up and intimidating people. It affects how we interact with the street. We have to think about what time to open and close based on safety concerns. (Botanica). The police are always coming by to use our cameras. Perhaps if our cameras were better and better positioned we could help the area more. I see a lot of high school kids doing naughty things. If I had a solution: I would create a closed network that can monitor the intersection. It would help track and identify bad actors. Like CCTV. Many people would rather not collaborate with law enforcement for fear or repercussions. We have SO MUCH graffiti. There was a homeless person that took out the trash can and made the street filthy. This costs us time and money.

Is there repercussions for folks that graffiti businesses?

The city is so hard on us with graffiti. Why are we to blame for other people's actions. They penalize business owners but not the bad actors.

Camera installation would be key.

Lately there's these guys with bikes. But they just wait them to leave and then commit the crime.

We're scared of repercussions. Businesses don't want to attend public safety meetings.

The five of us should bring another merchant and organize. With unity there is power. Perhaps my ideas are not the same as others. If we organize we can get more done and get more resources if City Hall sees that we're organized. I like being part of a committee (Juanita). The five of us should organize. With organizing we can accomplish our dreams.

We have a business but no housing. The rent keeps increasing.

The cheapest single room with shared bathroom and kitchen is \$1,200. It's too expensive.

My clients tell me that there is a lack of housing, prices are too high. If I want a two bedroom, it'll be about \$3,000. I have to have \$9,000 to even start the housing lease in deposits and last and first month. Why is that? I don't have a house because I can't afford one, so how can I come up with \$9,000. It's hard to also FIND housing. Finding it and getting it is hard.

My daughter was looking for a house she needed \$12,500 to just get in.

Let's talk about the big dream of purchasing a house. We can't achieve that dream! How can we achieve that if we make only \$1,500 in our businesses? Credit is also a barrier.

Retirees are also affected. Senior Housing would be great, creating programs for seniors to access housing.

My daughter had to find housing far away because she couldn't afford to live here. For one bedroom she had to pay \$3,000.

That's why people are fleeing the city. Three of my friends moved to Antioch.

We had a house in Richmond and it was about 1.5 hours to get into the city because of traffic.

It is incredibly hard to look for workers. We can find cooks and waiters. They don't have the training.

In my area, I see that they all have the same employees.

I had someone that helped me, but had to move to Richmond. The majority live outside of the city because housing is too expensive.

Wednesday's are the best at 6pm.

Appendix E: Student Projects

ACTIVATING THE PERSIA TRIANGLE

Aakshi Sinha, Henry Hill, Tara Morrison, Wesley Whelan

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INTRODUCTION

The Excelsior lies on the outskirts of San Francisco, one of the few districts in the city remaining untouched by the transformative tech-boom. Of the city's neighborhoods, Excelsior remains the least well known by many of San Francisco's residents.

Within this district, formed by the intersection of Mission Street, Ocean Avenue, and Persia Avenue, the Persia triangle is often referred to as the "Heart of Excelsior." Despite this impressive title and its central location, the area currently fails to draw much attention from locals but holds vast potential for doing so.

With the aim of enhancing community well-being while maintaining neighborhood identity, this potential can be harnessed through activation of the area. Activation refers to creating a sustainable state in which residents engage with the area consistently. By conducting public life studies, we gained personalized and valuable insights about the community. Furthermore, through our proposed ideas, we plan to engage with numerous stakeholders, including nearby schools and the Excelsior Action Group. This proposal will focus on activating the Persia Triangle to strengthen Excelsior's community and increase its social value to residents.

EXISTING CONDITIONS

EXISTING CONDITIONS

Comparisons between neighborhood and sampled demographics

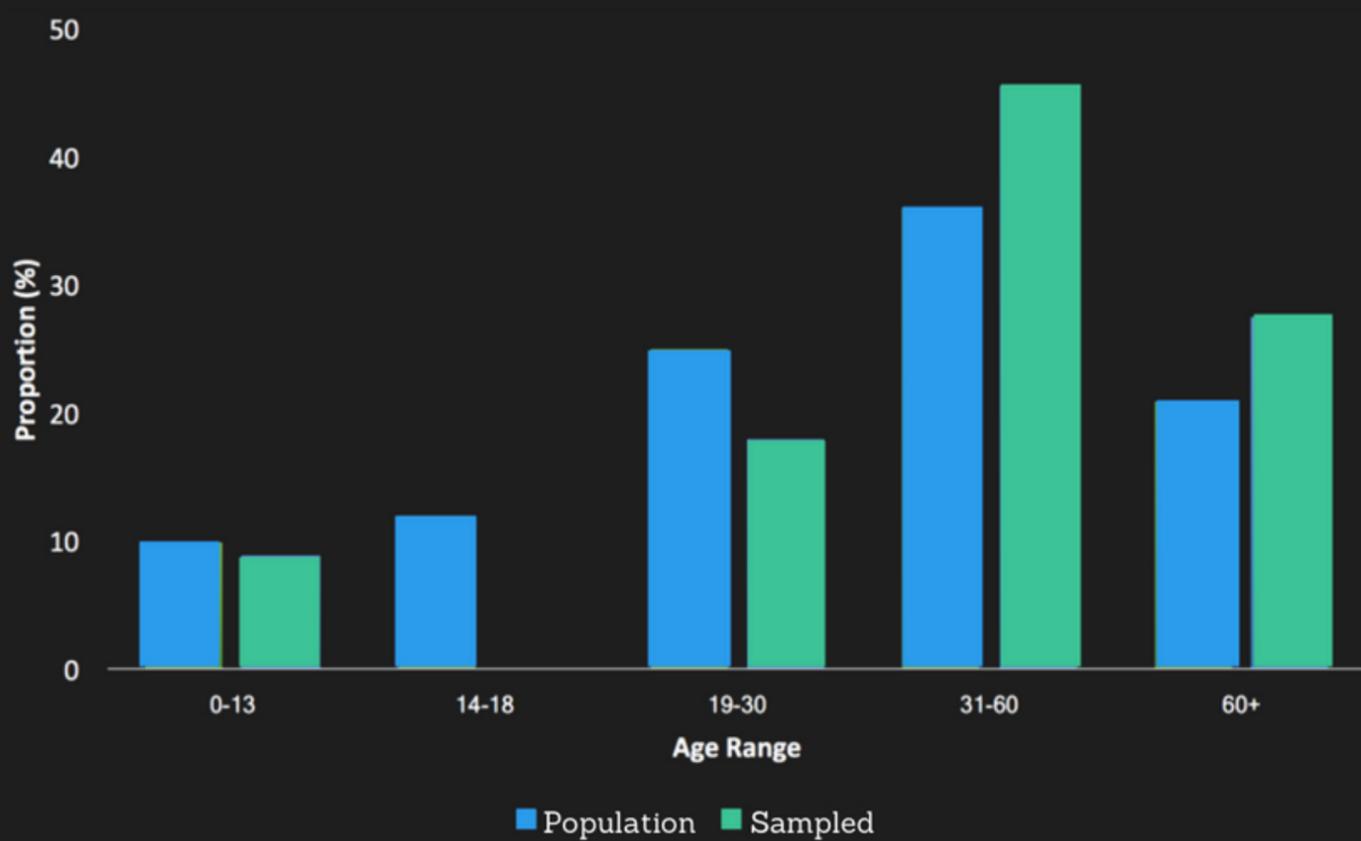
Neighborhood demographics are provided by the SF-Planning Department

ETHNICITY

Population | Sample

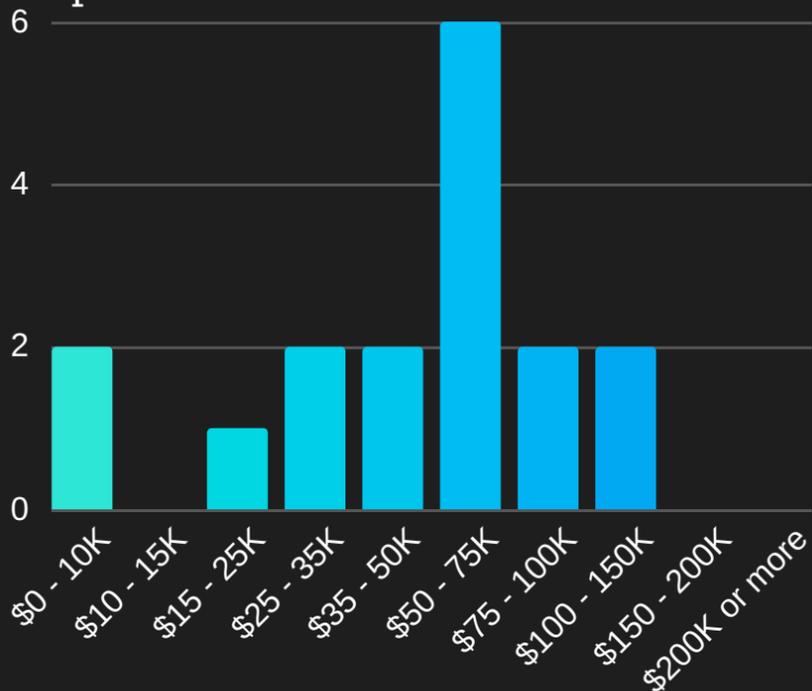
Black	2%	13.6%
Asian	51%	4.5%
Other/Two or more races	20%	0%
Native Hawaiian Pacific Islander	0%	0%
Native American	1%	0%
White	27%	22.7%
Latino	31%	50%

AGE



INCOME

Sample:



Population Median:



\$70,610

EXISTING CONDITIONS

PUBLIC TRANSPORTATION

TRANSIT MODE

Of those passing the Persia Triangle:

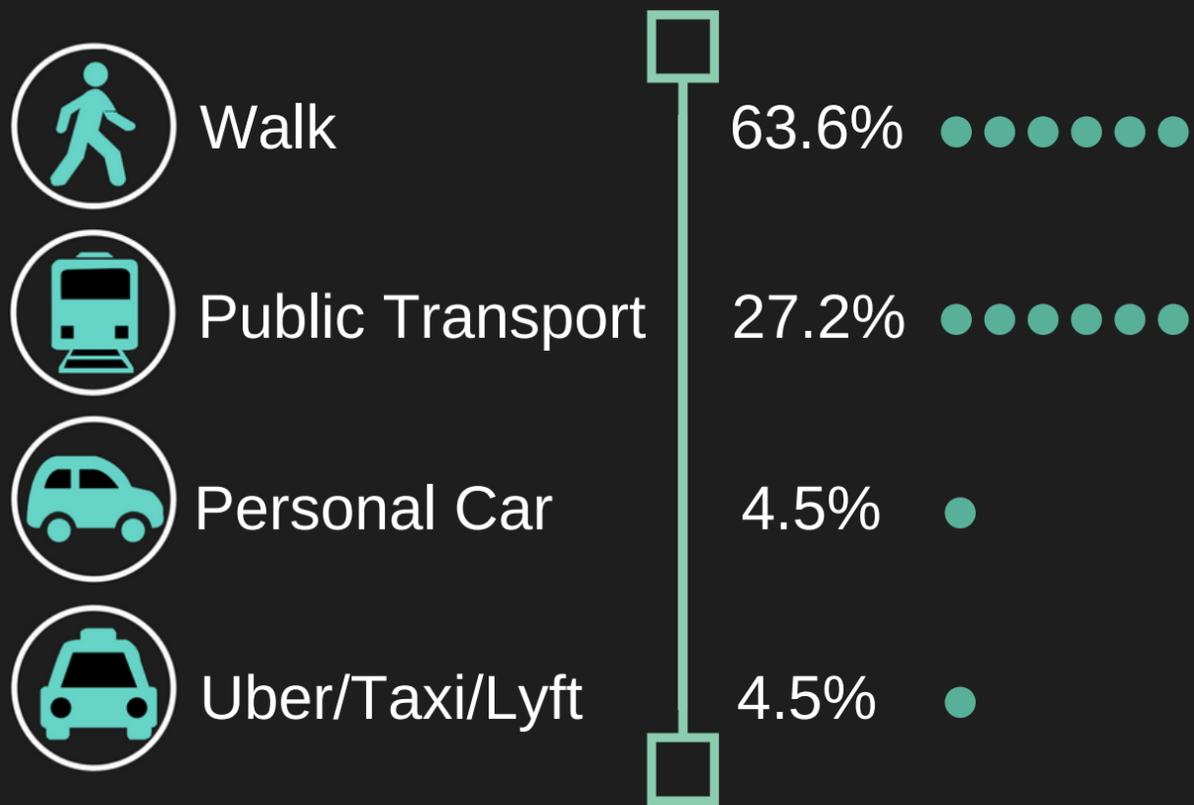


Figure 1. Transit methods of survey participants at Persia Triangle.

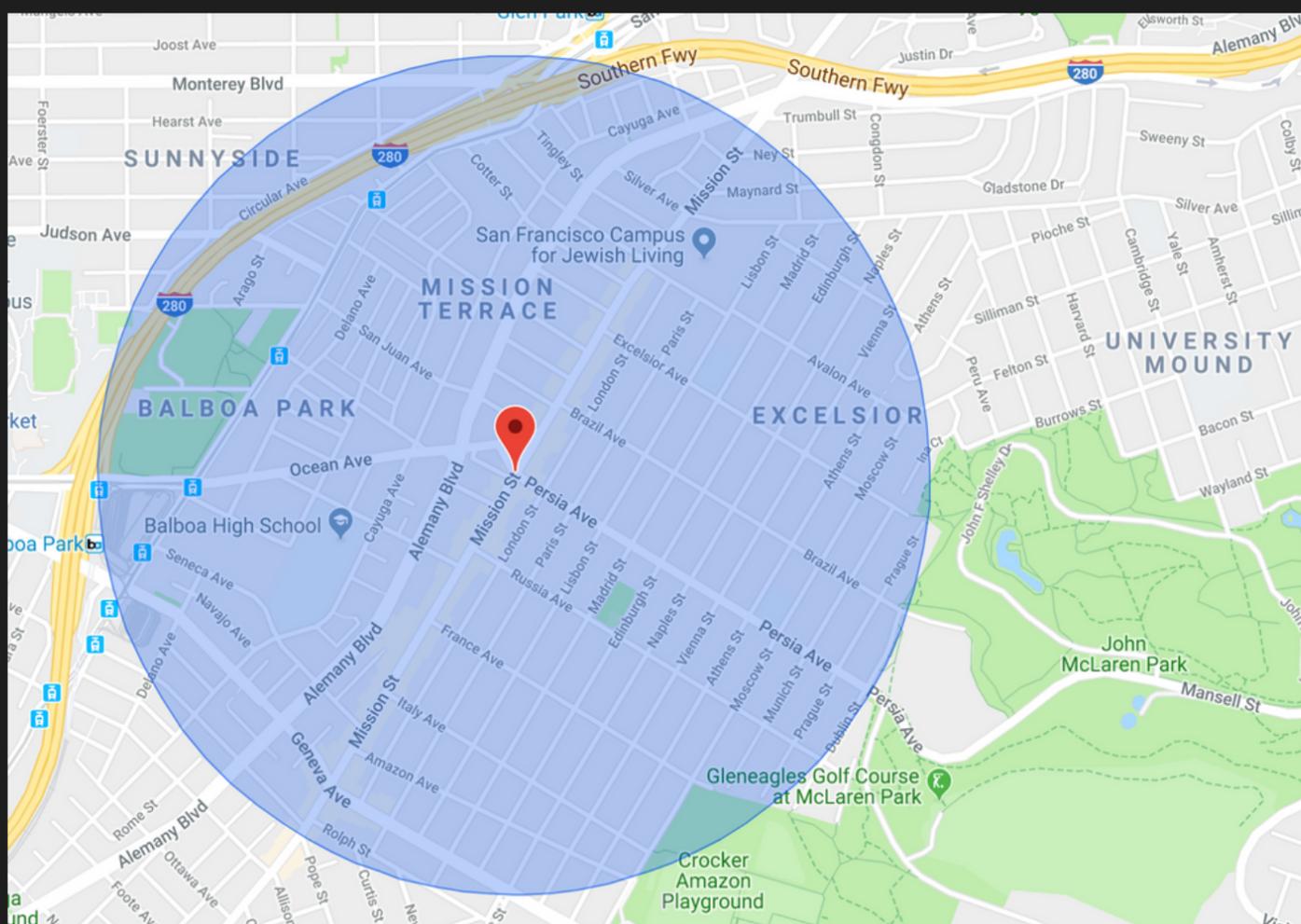
MUNI MAP



EXISTING CONDITIONS

EXISTING BUSINESSES

BUSINESS TYPE



WITHIN 1KM RADIUS

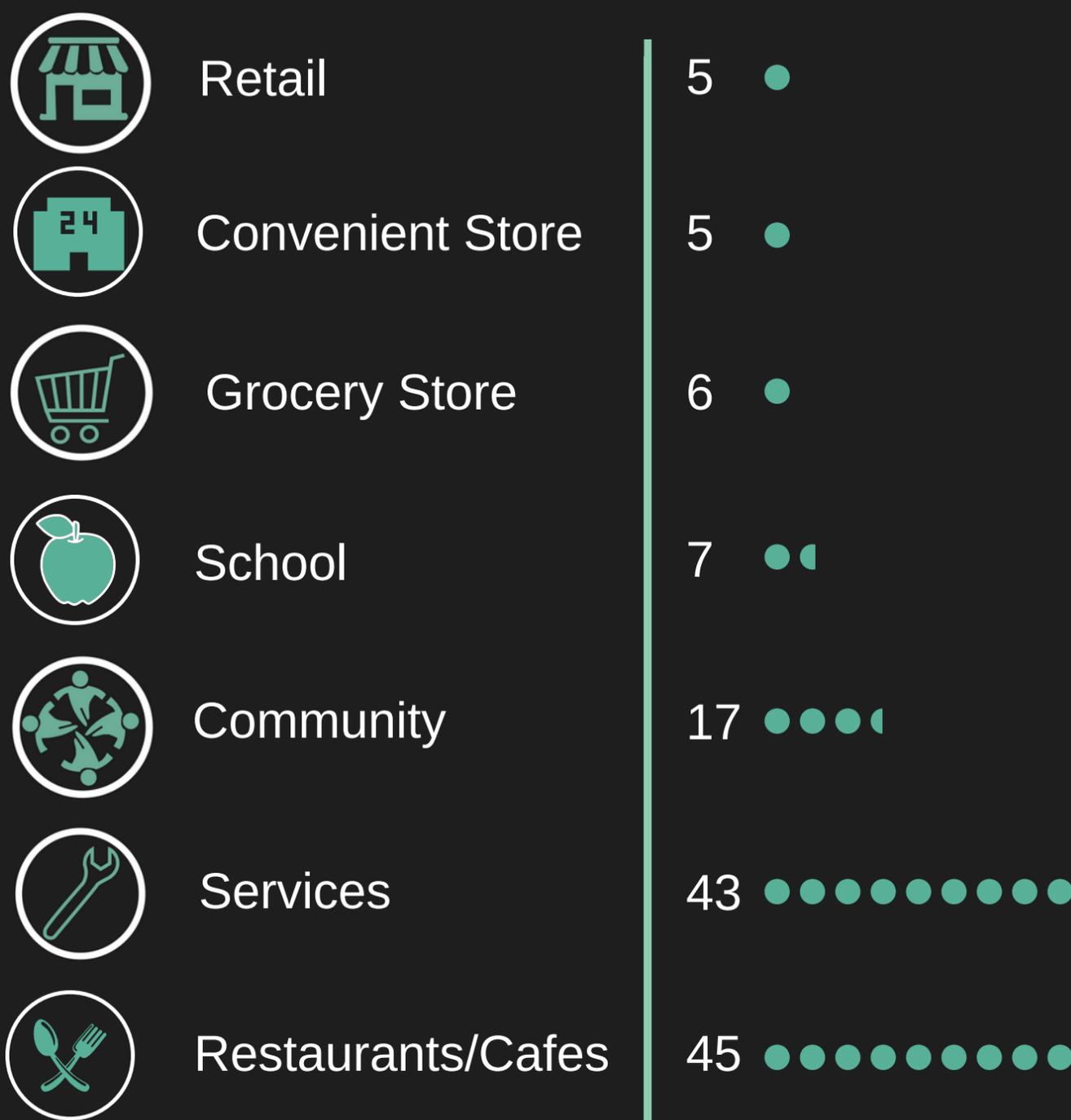


Figure 2. Businesses within 1-kilometer of the Persia Triangle.

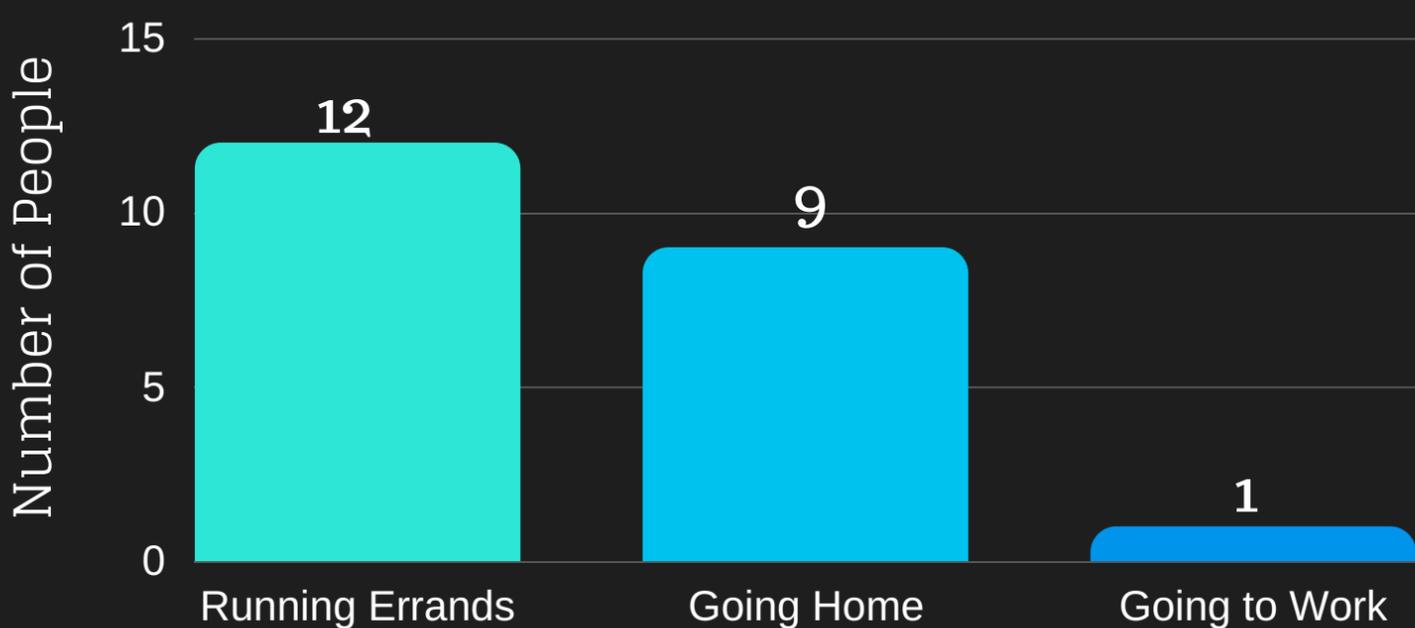


Figure 3. Destination of survey respondents.

DATA COLLECTION

TARGET POPULATION

When conducting public life studies, structured interviews informed us on current attitudes and perceptions of the Persia Triangle. The target population of this study is people in the Excelsior that would potentially interact with or around the Persia Triangle. All ages, genders, and ethnicities were included in this survey; however, language barriers hindered responses at some points - many Excelsior citizens' first languages are Spanish or Chinese rather than English. A combination of purposive and convenience sampling was implemented to optimize data collection. To gain the most insight into the Persia Triangle specifically, only people interacting with or walking through, the Persia Triangle were chosen to be surveyed.

Additionally, only individuals, not groups of people, were surveyed following guidelines for public life surveys set by SF Planning. This helps minimize social desirability bias, which is created when groups are surveyed, as each person within the group can affect the others' responses to questions.

Sampling was further impacted by people's willingness to participate: we tended to approach people who looked friendlier, therefore the sample could be slightly biased.

SURVEY DESIGN

A total of 19 questions were included in the survey, each was closed-ended and necessary for developing possible activation techniques in the Persia Triangle. The sample demographics we observed conform closely to the publicly available neighborhood data, suggesting that the survey sample was mostly representative of the population (SF Planning, 2018). Other questions were based on previous studies performed in San Francisco, allowing us to compare our data with other public spaces (Stockmann, 2008). Moreover, these questions provide a point of comparison for future surveys, such that SF Planning can assess change over time, as well as the results of any interventions.

OBSERVATIONAL METHODS

Observational data were gathered through pedestrian counts. Standing at the intersection of Mission Street and Ocean Avenue, the number of males, females, people over the age of 65, and the number of families walking through the Persia Triangle were recorded (fig.4). The observational data gave further insight into possible trends amongst the public's current use of the Persia Triangle.

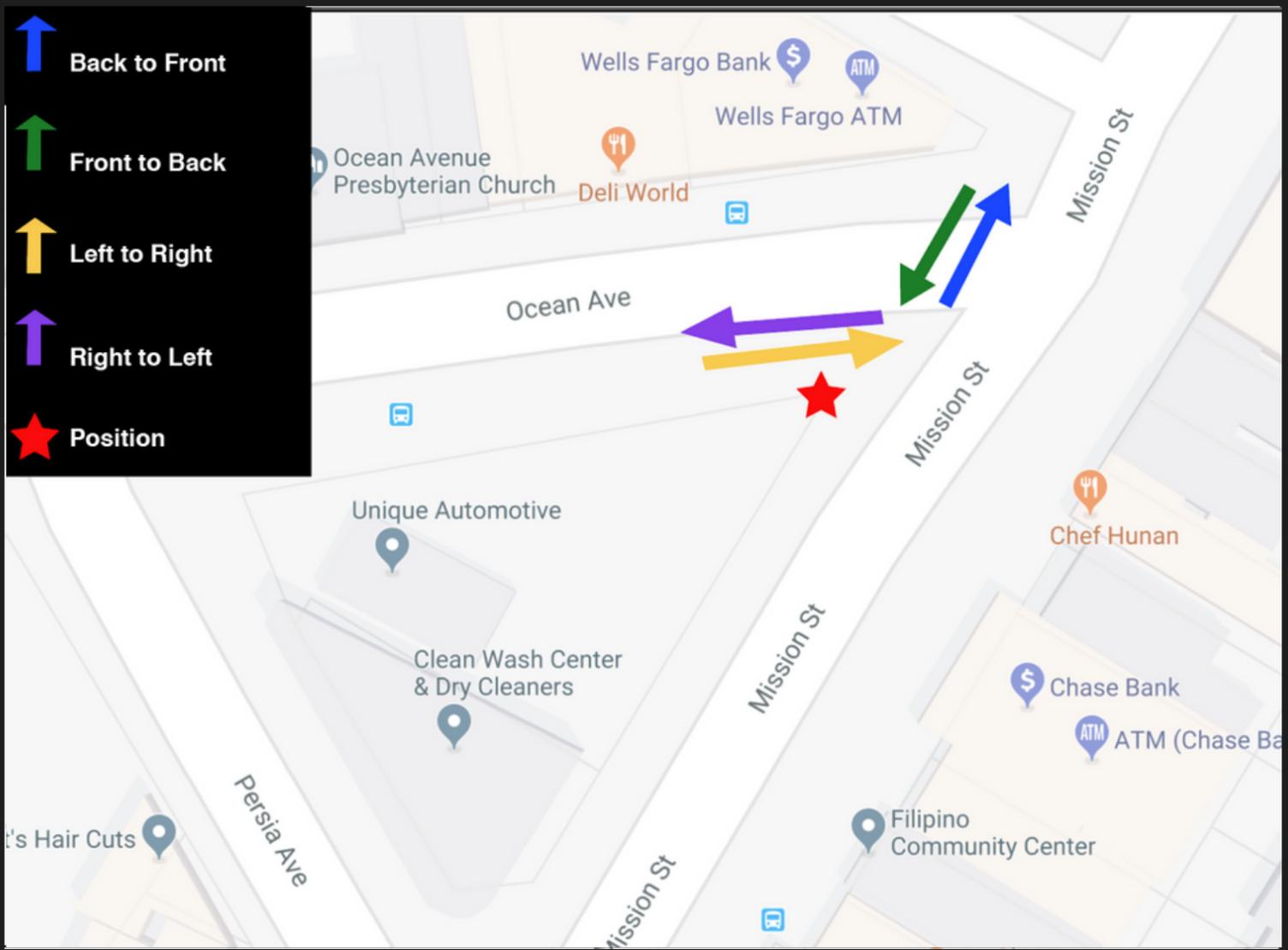


Figure 4. Map of our position when recording observational data.

RESULTS



PUBLIC LIFE STUDY

Sunday March 4th, 2018

12:40-12:50pm

Direction	Men	Women
Left to Right	2	1
Right to Left	3	2
Front to Back	10	4
Back to Front	9	2
Families	4	
Over 65	5	

1:30-1:40pm

Direction	Men	Women
Left to Right	3	3
Right to Left	1	1
Front to Back	18	13
Back to Front	8	5
Families	9	
Over 65	2	

Monday March 19th, 2018

12:35-12:45pm

Direction	Men	Women
Left to Right	4	5
Right to Left	2	1
Front to Back	6	9
Back to Front	4	7
Families	1	
Over 65	14	

1:00-1:10pm

Direction	Men	Women
Left to Right	6	8
Right to Left	3	3
Front to Back	6	4
Back to Front	4	7
Families	2	
Over 65	6	

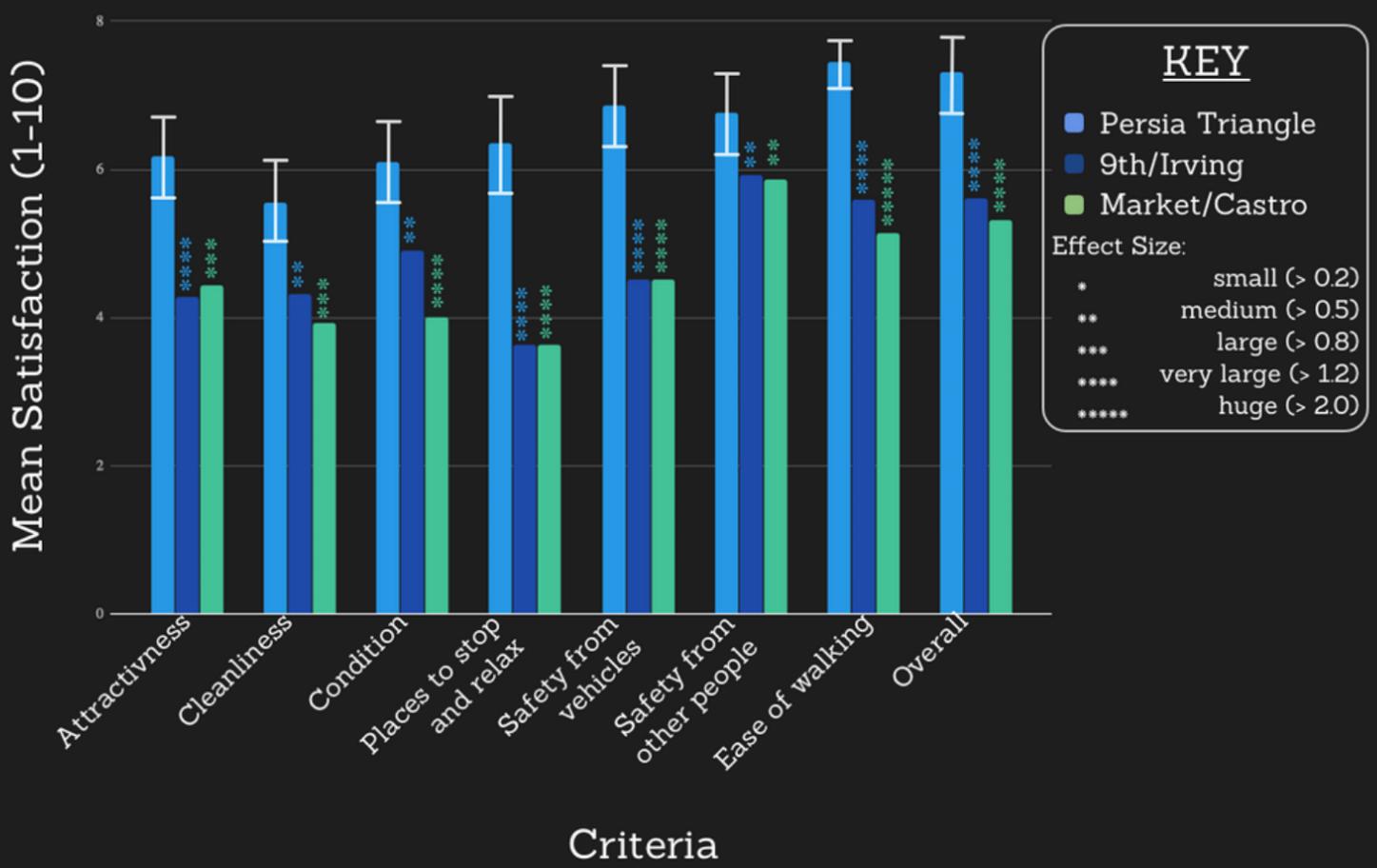


Figure 5. Comparative bar chart of 3 districts in San Francisco. Persia Triangle received more positive responses than either the 9th/Irving area or the Market/Castro area on all criteria. Due to a lack of access to the data from 9th/Irving and Market/Castro, significance was calculated under the assumption that the areas yield responses which vary similarly around their respective means (i.e. have equal standard deviations). Effect size (indicating the magnitude of difference between Persia Triangle and the other area) was measured using Cohen’s d. Statistical significance is not indicated because all differences were significant at a (p < 0.001) level. (Stockmann, 2008)

ACTIVATION POTENTIAL

The results of our survey indicate that, due to generally positive perceptions of the area, Persia Triangle has a high potential for activation when compared to other areas in San Francisco. Across all criteria assessed, Persia Triangle was, on average, rated more highly than the 9th/Irving intersection and Castro/Market intersection (fig. 5). The lowest rated criteria were attractiveness, cleanliness, condition, and places to stop and relax. Fortunately, these are easily actionable within the scope of community-led improvements, such as clean-up days, greening projects, or the installation of public seating. Meanwhile, safety from other people and vehicles, as well as ease of walking were rated higher than other criteria. These criteria would require more long-term attention and large-scale intervention to improve. Therefore, areas, where these criteria are ranked lower, cannot be as easily activated. This makes Persia triangle ideal for activation, as there is a high potential for development of more easily actionable components, while less actionable aspects are already viewed quite favorably.

SIGNIFICANCE

The magnitude of difference in responses observed between responses at Persia Triangle and other areas is both statistically and practically significant. Statistical significance was assessed using a 1-tailed t-test and indicated that all differences between Persia Triangle and other locations were highly statistically significant ($p < 0.001$). This implies that the differences are not attributable to small sample size or chance variation in data collection. Practical significance (effect size) was then assessed using Cohen’s d. All differences showed an effect with (at least) medium magnitude, indicating that the magnitude of the differences are large enough to be of practical (noticeable) importance to individual visitors.

PRACTICAL IMPLICATIONS

Day	Time	Men	Women	Families	Elderly
Sunday	12:40-12:50pm	24	19	4	5
	1:40-1:50pm	30	22	9	2
Monday	12:35-12:45pm	16	22	1	14
	1:05-1:15pm	19	22	2	6
Saturday	4:00-5:00pm	6	11	3	6

Table 1. Pedestrian count results.

Despite receiving more favorable responses than the intersections at 9th/Irving and Market/Castro, Persia triangle has relatively less foot traffic than these spaces. Weekend foot traffic at Persia triangle averaged about 354 people per hour from 12 p.m. to 2 p.m. compared to an average of 915 people per hour by the Lincoln/Irving intersection (Stockmann, 2008). The difference was even starker when compared to the surveyed area on Market St., which experienced an average of 1164 people per hour in the same interval (Stockmann, 2008). This is probably a result of the difference in economic development and population density between the areas - however, it also underscores Persia Triangle’s potential for activation.

PUBLIC LIFE STUDY

Many of the pedestrians observed at Persia Triangle were either children or in a family with children. On average, we observed one family for every 6.54 total pedestrians on Sunday. This yielded an average of 39 families per hour from 12 p.m. to 2 p.m. The high concentration of families and children in the area supports an installation which appeals to families and children. Moreover, by appealing to families and children, our installation will optimize the social value of the space. Other community activities such as a sports league or farmer's market will tend to target specific subpopulations, reinforcing existing social divisions (such as race, economic class, or age). However, family-oriented installations (especially those which are free and non-exclusive) tend to attract participants independent of these characteristics. The only exclusive aspect is visitors will tend to have children or take care of children, a seemingly common trait amongst Excelsior's inhabitants.

PUBLIC PREFERENCES

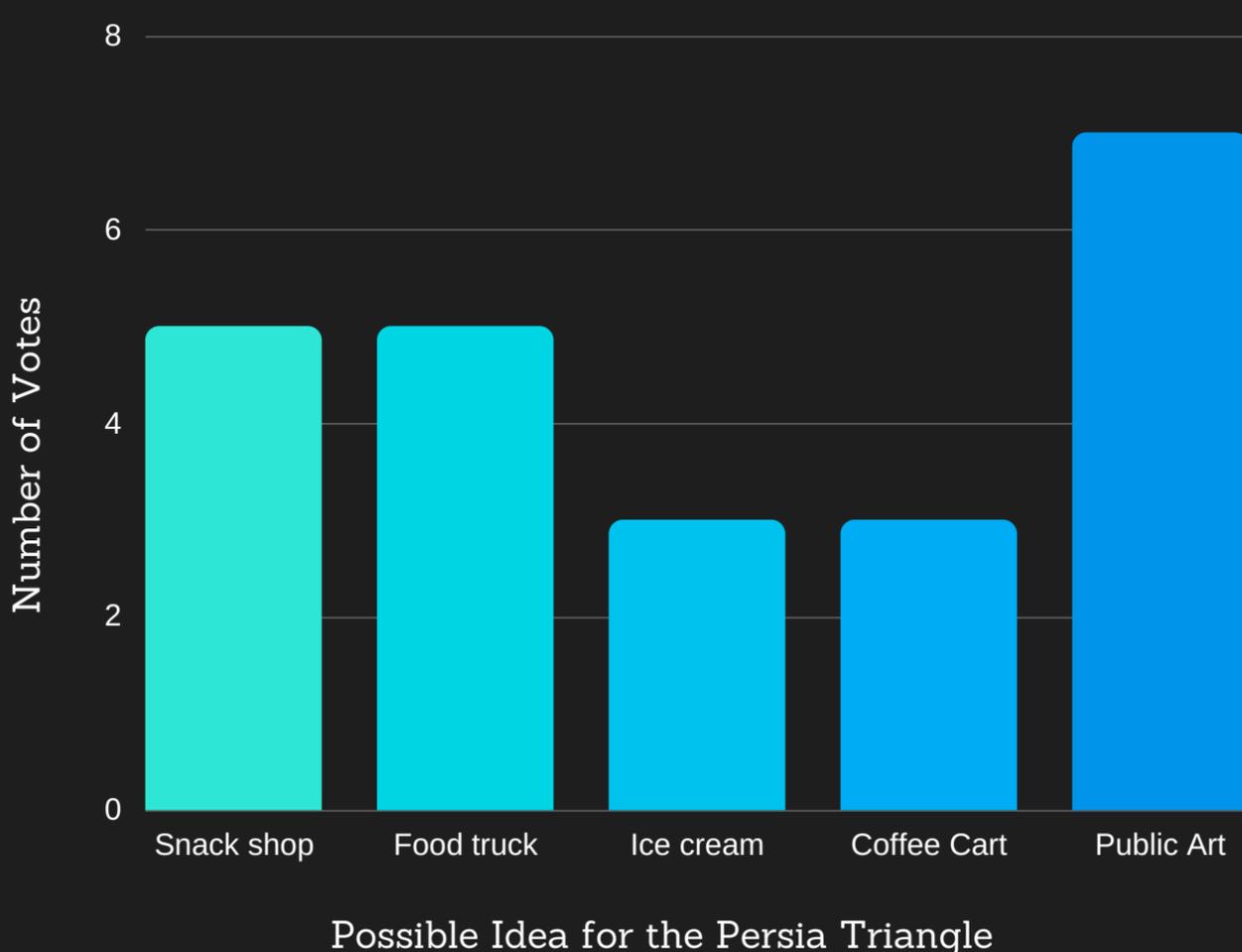


Figure 6. Public preferences for installation, as determined by our survey.

As public art received the most votes, our proposal will adopt this line of focus (fig.6).

PUBLIC ART

GENERAL BENEFITS AND DRAWBACKS

Public art provides economic, social, and cultural benefits to a community. Public art can beautify an area (Zebracki, 2012), increasing perceived cleanliness and attractiveness- two primary weaknesses- of the Persia Triangle (fig.5). By increasing aesthetic appeal, people will be more likely to stop and perhaps sit on the benches (fig.6). This encourages walkers to interact with one another. Furthermore, the resulting influx of visitors can increase business for the numerous restaurants and stores surrounding the Persia Triangle (Zebracki, 2012). Businesses will not feel pressured by the implementation of public art as we are not offering any competing goods.

However, there are also some potential downfalls to public art. Due to the diversity of the Excelsior, it will be difficult to please everyone, causing potential conflict. Secondly, the aesthetic of an area depends on the maintenance of it. As more people use the Persia triangle, it will wear down faster. Decreased perceptions of cleanliness will attract fewer people, decreasing the public's use of the area. However, this balancing feedback loop can be accounted for through regular maintenance. if it is taken care of, either by community or student groups, the aesthetic will continue to inspire the community (fig. 6).

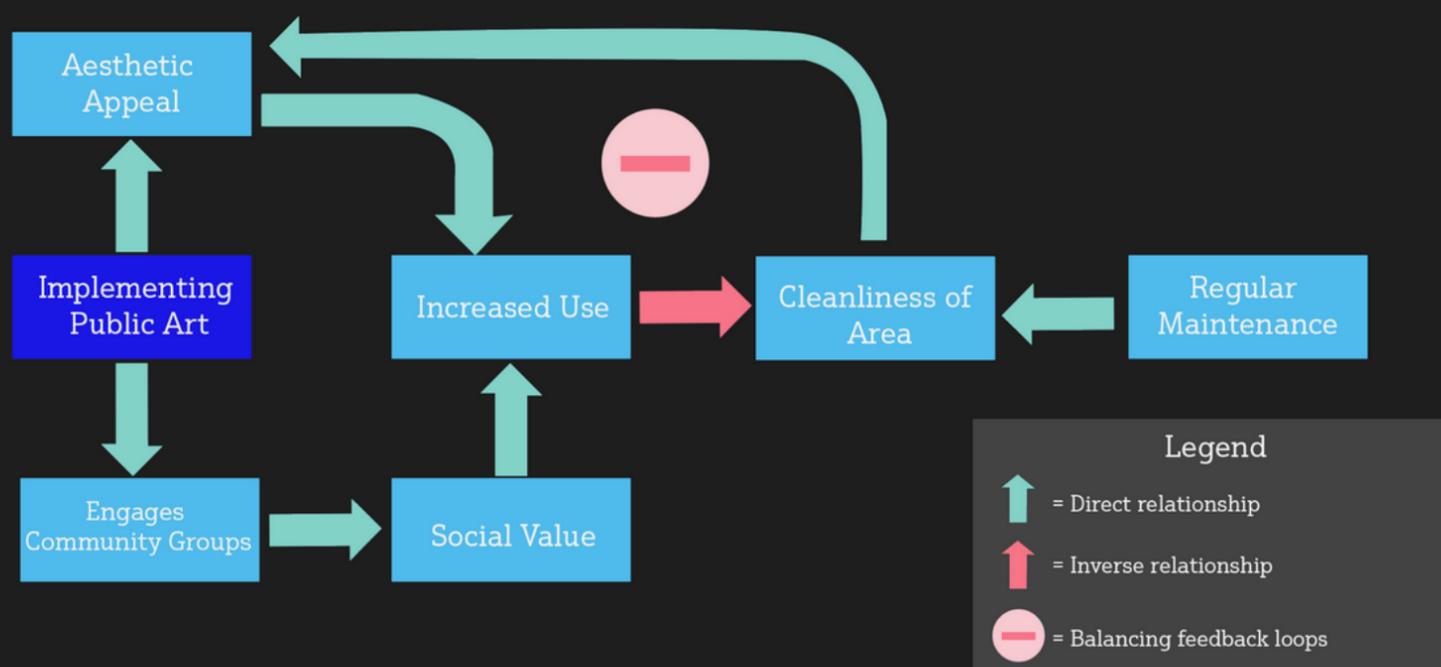


Figure 6. Causal diagram of the effects of implementing public art into the Persia Triangle.

REBRANDING THE PERSIA TRIANGLE

We want the theme of the Persia Triangle to be “Excelsior Love.”

Emma, a 15-year-old girl, thinks that it’s odd that the Persia Triangle is called the heart of Excelsior because it’s grimy, unsafe and just an undesirable place to be; to her, it doesn’t look like the heart of anything (“Persia Triangle Project”, n.d.). Therefore, As the Excelsior Action Group stated, the theme Excelsior Love would help reinforce how “Excelsior is a community of tremendous love: love among families, friends, and neighbors” (“Persia Triangle Project”, n.d.). By doing so, we are trying to appeal to emotions of the Excelsior residents who currently do not view this area favorably. We aim to rebrand the Persia Triangle as an area of social and community value.

PROPOSAL 1: PUBLIC ART INSTALLATION

In our design, we would like to incorporate specific colors and patterns to create a stress-free atmosphere at the Persia Triangle. 54.6% of survey participants were running errands (fig.3). Therefore, the Persia Triangle can serve as a break from their busy schedule. Research shows that colors from the blue family are especially calming (Cherry et al, 2018). However, some people find the color’s intensity overwhelming. Therefore, we will incorporate green and pink, which are known to promote a positive affective state (Cherry, 2018). Apart from specific colors, fractal patterns in nature and art are aesthetically pleasing and also stress-relieving to observers (Taylor et al, 2017). We, therefore, want to incorporate radial symmetry in our design. This is in congruence with the fluency theory which asserts that symmetry in visual art evokes positive emotions because observers are able to effortlessly process the given stimulus (Bertamini et al, 2013).



Figure 7. Poster design to be implemented for Proposal 1 at the Persia Triangle.

FIRST PROPOSAL

One of the main complaints about Persia Triangle was its cleanliness. To decrease littering, this design includes green footprints painted on the ground moving towards the garbage-can. It subconsciously encourages people to throw their trash away. The footprints create an illusion of peer pressure. In a recent experiment done by the Danish Nudging Network, the green footprints reduced littering by 46% (“Nudge nudge..”, 2012). Seeing that the green footsteps mirror the actions of a responsible person who throws trash away, people will be influenced to behave the same. Additionally, the footprints serve as a constant reminder to residents of their shared responsibility for the space. The footprints will seem in accordance with a social norm: people are encouraged to adopt a herd behavior, further influencing one another. Fewer people will litter, leading to a cleaner area surrounding the Persia Triangle.

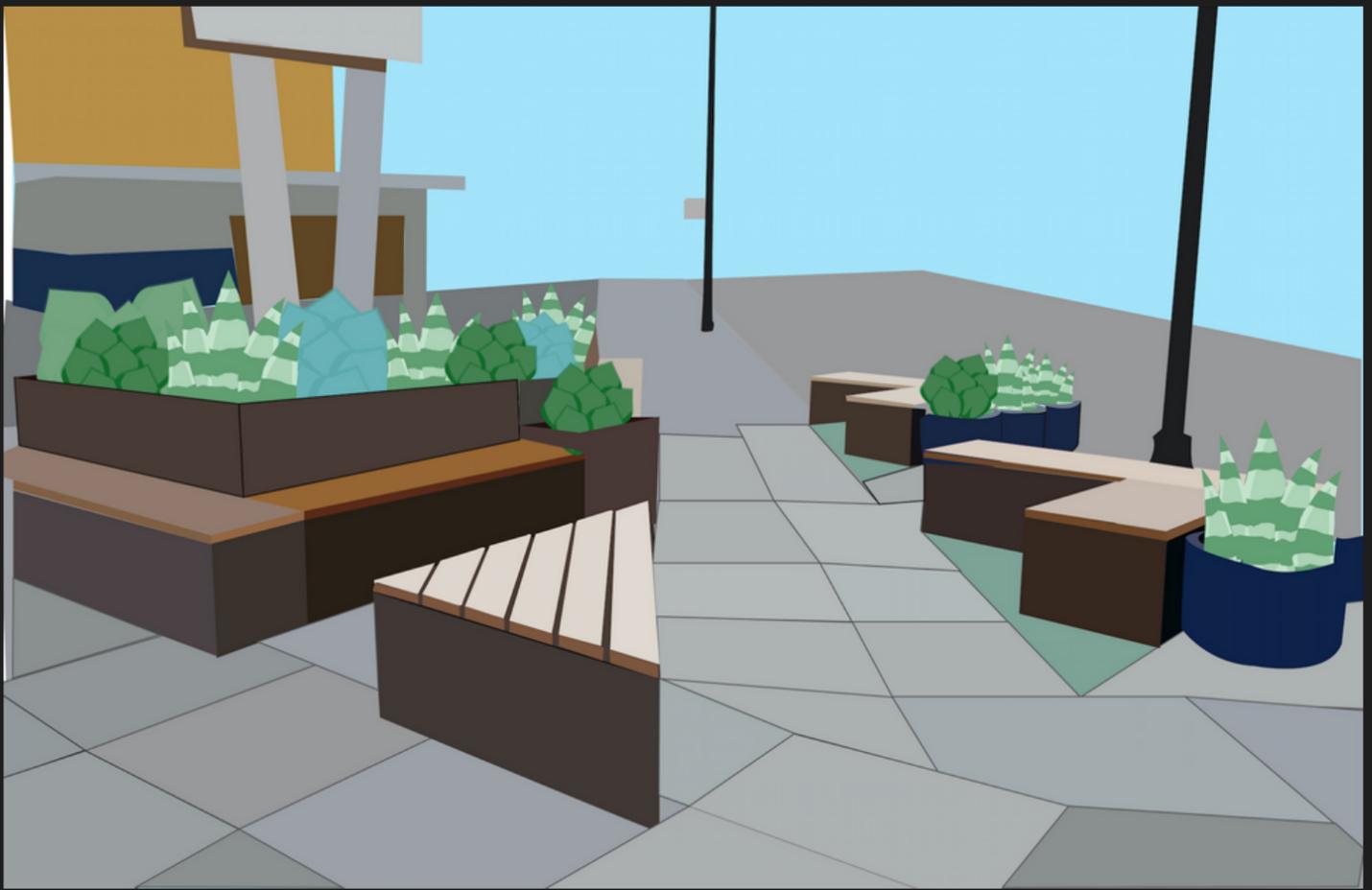


Figure 8. Graphic representation of what the Persia Triangle currently looks like.

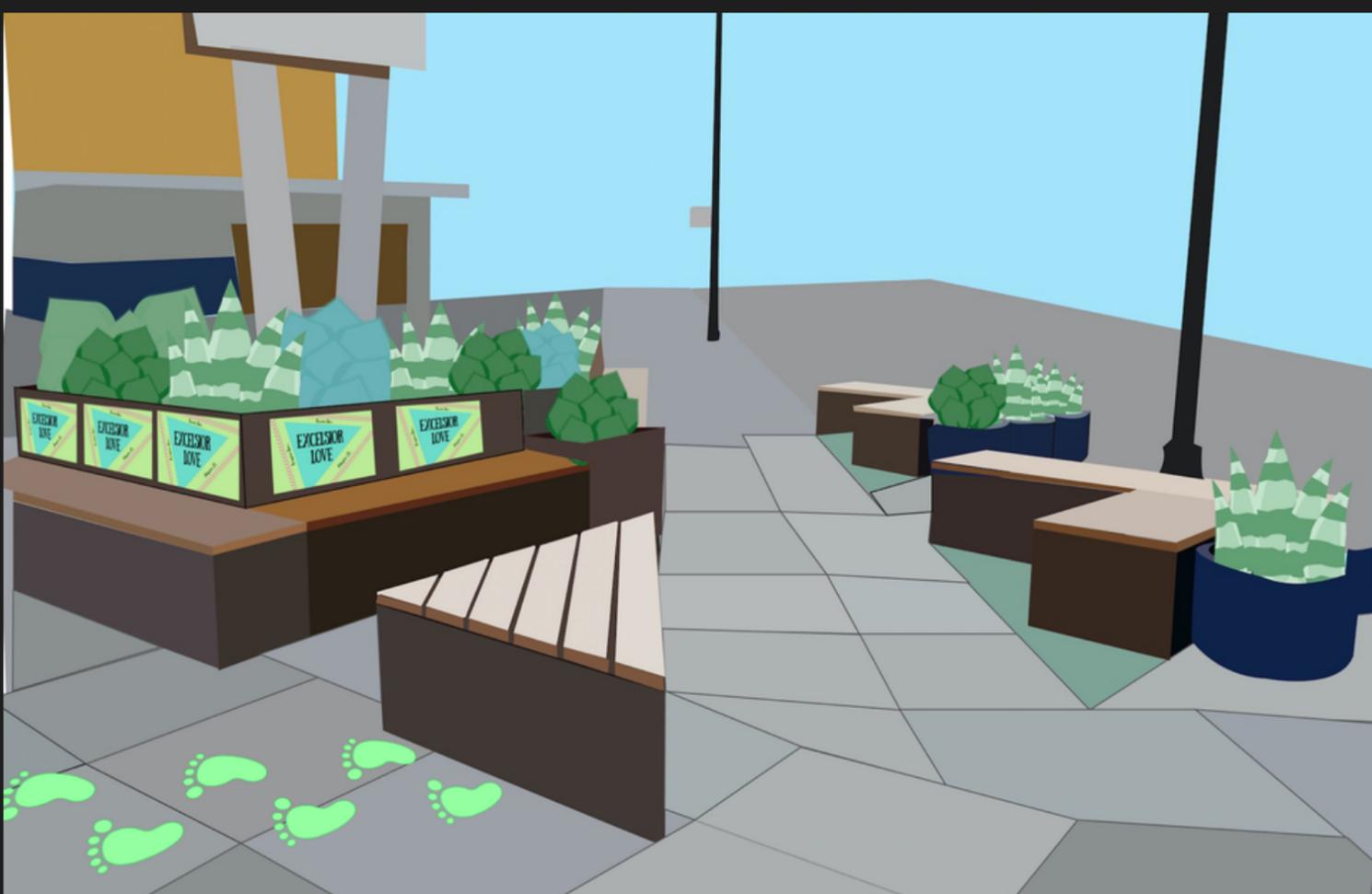


Figure 9. Graphic representation of what the Persia Triangle will look like if proposal 1 is implemented.

PROPOSAL 2: DESIGN COMPETITION

Unfortunately, our first proposal does not involve the community in the design process. “Public art projects are most effective when they are produced in collaboration with the people for whom they are meant” (Nikitin, 2000). Therefore, our second proposal involves hosting a design competition with the theme “Excelsior Love,” targeting the seven schools within a kilometer radius of the Persia Triangle (fig. 2). There will be three levels of the competition: elementary school, middle school, and high school. Individuals will be able to submit their designs directly at their respective level. From there, a panel - perhaps the Excelsior Action Group - will select three finalists for each level. These finalists will then be made available for a public vote online. Voters will be allowed to pick their favorite design from each level. The designs with the most votes will be selected to be installed at the Persia Triangle. The two non-winning designs with the most votes will also be installed as honorable mentions (fig. 10). By having several levels in the competition, we hope to involve a larger proportion of the community. Moreover, the public voting process allows for greater community engagement, including even those who do not submit.

Benefits and Drawbacks

By identifying relevant stakeholders of the Persia Triangle, we increase the community’s involvement in the area and therefore their interest in it. Group agents include schools, student groups, businesses, the elderly, and families. Firstly, student involvement has the potential to increase community “ownership of the artwork while bringing a sense of civic pride” (Stephens, 2006). Consequently, residents may feel increased responsibility for the area, motivating them to be more respectful in their interactions with the Persia Triangle. This directly tackles the maintenance problem (fig.6). Although we no longer have control over the use of colors and patterns in the design, there are several other benefits to this proposal. Firstly, by engaging with students, we are promoting creativity. We can “activate [their] imagination and encourage people to perceive more deeply the environment they occupy”(Public Art Network Advisory Council, 2014). Community interaction is encouraged within the design and selection process. Connections are created between students in schools, and other stakeholders through the voting process.

PROPOSAL 2

From a fiscal standpoint, incorporating student groups avoids the cost of hiring an artist. As the competition will have no cash prizes, the only costs will be for the implementation of the artwork itself. We believe there is potential for the artwork installation to be funded by neighboring businesses (Mr. T Cafe, banks, etc.) which will benefit both from recognition as sponsors and an increase in visitors in the area. Moreover, the choice to use public art, rather than a coffee cart or snack stand means that our project will not interfere with their business. By involving businesses as stakeholders, more people will feel ownership over the Persia Triangle, increasing community engagement.

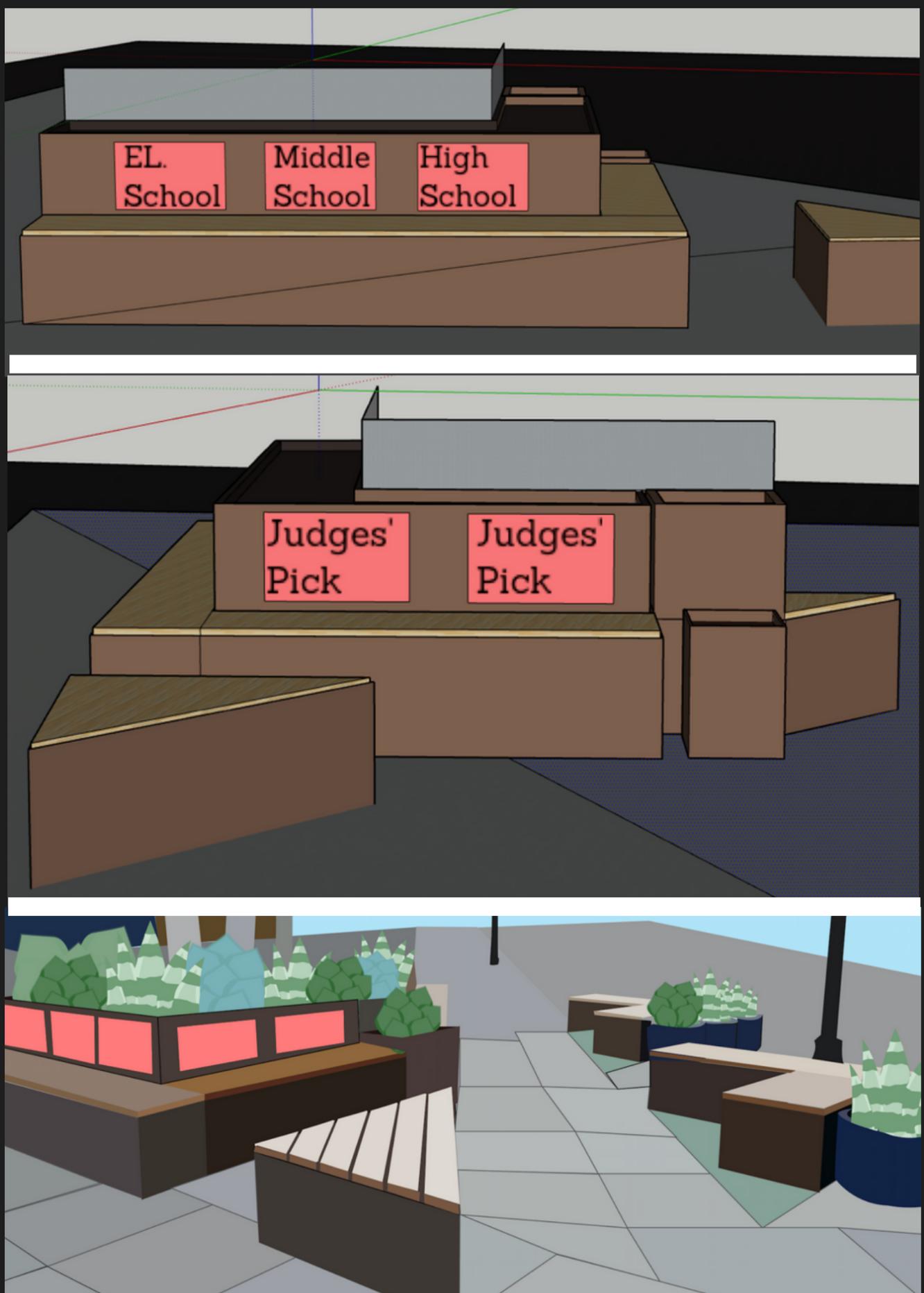


Figure 10. Graphic representation of where the winning design of each school-level will be placed.

PROPOSAL 2

COST IMPLEMENTATIONS

Due to the nature of the competition itself, no funds are required to host it. It is a community-based project, therefore, efforts will be volunteered. Getting an opportunity to display their design in the area would be the incentive for students to participate. We realize that the main cost would be for effectively advertising the competition. By directly contacting schools and aligning the purpose of the competition with the schools' values, we can ask the teachers to encourage their students to participate. However, several materials are required to execute the chosen designs. Table 2 provides a rough cost calculation of the supplies we would need to do so.

Item	Quantity	Estimated Costs
Paint Brushes and/or paint roller	2	$\$11.95 \times 2 = \23.90
Sand paper	1 60 pcs set	\$11.99
Electric Sander	2	$\$18.49 \times 2 = \36.98
Soft, clean cloth	3 packs of 3 cleaning cloth sets	$\$4.79 \times 3 = \14.37
Painter's Tape	3 rolls	$\$4.97 \times 3 = \14.91
Drop cloth	3	$\$20.85 \times 3 = \62.55
Exterior latex based primer and paint	1	\$25.99
Paint	5 (Crimson Velvet, Jazz Age Yellow, Lush Green, Bright Marigold and 5-Tropical Escape)	$\$4.98 \times 5 = \24.90
		Total: \$215.59

Table 2. Cost estimations of painting benches at the Persia Triangle. Costs of items are retrieved from Amazon.com

CONCLUSION

CONCLUDING REMARKS

While both proposals have their own benefits - targeted design for the first proposal and collaborative effort for the second, we believe that involving a greater proportion of the community will be more effective for the purpose of this project. Since the design competition involves the schools in the area, it is our recommended choice. Aside from the youth themselves, this will push the families in the area toward visiting the space to see the new addition. The competition will serve as a less expensive, more involved starting point for future public art or other activating events at the Persia Triangle. This proposal targets the area's weaknesses and enhances its strengths, which we identified through our survey methods. Furthermore, our survey lays the groundwork for future comparisons which would assess the effectiveness of potential interventions. We hope that our proposal will take one step towards placing the Heart of Excelsior back in the hearts of its residents.

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