San Francisco Planning is committed to creating a **safe and inclusive** environment free from disruption. Hateful speech or actions will not be tolerated. Respectful community participation is critical to a successful project.

**Recording**

Audio, video, and chat will be monitored and recorded.

This presentation will be transmitted live on our Youtube page.

**Audio and Video**

We respect all participants in this convening today and want to create a safe space for all. By default, all participants will be muted, and video is disabled. Video will be on for speakers only.

**Chat**

To participate in the chat, please select the Chat button at the bottom of your screen.
We acknowledge that we are on the unceded ancestral homeland of the Ramaytush Ohlone who are the original inhabitants of the San Francisco Peninsula.
1. General Plan Overview
2. Housing Element Overview
3. Project Timeline
4. Phase 1 Outreach and Engagement
5. Lessons Learned
6. Next Steps
San Francisco General Plan Updates

General Plan: Foundation

- Embodiment of San Francisco’s Vision for the Future
- The General Plan provides a comprehensive vision, objectives, and policies that influence how we live, work, play, move about, and the quality and character of the city.
- Through public process and adoption, the General Plan reflects community values and priorities.
- Both private development and public action must conform to this vision.

Photo: Flickr user Pablo Fernandez (CC BY-NC-ND 2.0)
General Plan Components

State mandated

HOUSING

COMMERCIAL AND INDUSTRY

RECREATION AND OPEN SPACE

TRANSPORTATION

LAND USE (INDEX)

URBAN DESIGN

ENVIRONMENTAL PROTECTION

COMMUNITY FACILITIES

SAFETY & RESILIENCE

AREA PLANS

ARTS

AIR QUALITY

NEW: HERITAGE CONSERVATION

NEW: ENVIRONMENTAL JUSTICE

San Francisco General Plan Updates
General Plan Components

- **Housing**
- **Commerce and Industry**
- **Recreation and Open Space**
- **Transportation**
- **Urban Design**
- **Environmental Protection**
- **Community Facilities**
- **Safety & Resilience**
- **Area Plans**
- **Arts**
- **Air Quality**
- **New: Heritage Conservation**
- **New: Environmental Justice**

State mandated
General Plan Updates - Combined Schedule

- **Environmental Justice Framework**
  - 2021: Q1
  - 2022: Q1
  - 2023: Q1

- **Housing Element**
  - 2021: Q2
  - 2022: Q3
  - 2023: Q4
  - 2024: Q1

- **Safety and Resilience Element**
  - 2021: Q4
  - 2022: Q2
  - 2023: Q3

- **Transportation Element**
  - 2021: Q1
  - 2022: Q3
  - 2023: Q4
  - 2024: Q1

**Key Phases**:
- **Plan Development**
- **CEQA Review**
- **Hearings**
- **Key Outreach Milestones**
- **General Plan Virtual Events**
...BE IT FURTHER RESOLVED, that the Planning Commission directs the Department to amend the General Plan to incorporate policies that explicitly prioritize racial and social equity for American Indian communities, Black communities, and communities of color; that subsequent amendments to the General Plan utilize a racial and social equity lens; and...
## History of Institutional Racism

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1492</td>
<td>Beginning of genocide, exploitation, and dispossession of Indigenous people, including today’s American Indians</td>
</tr>
<tr>
<td>1870</td>
<td>Cubic Air Ordinance</td>
</tr>
<tr>
<td>1880</td>
<td>Laundry Ordinance</td>
</tr>
<tr>
<td>1930s</td>
<td>Redlining, Racial Covenants</td>
</tr>
<tr>
<td>1942</td>
<td>Japanese Internment</td>
</tr>
<tr>
<td>1945</td>
<td>Urban Renewal</td>
</tr>
<tr>
<td>2000s</td>
<td>Predatory Lending Practices</td>
</tr>
<tr>
<td>Present</td>
<td>Exclusionary Zoning</td>
</tr>
</tbody>
</table>
### Racial Disparities

<table>
<thead>
<tr>
<th>San Francisco</th>
<th>$</th>
<th>104,552</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Indian / Alaskan Native</td>
<td>$</td>
<td>61,250</td>
</tr>
<tr>
<td>Asian</td>
<td>$</td>
<td>88,016</td>
</tr>
<tr>
<td>Black or African American</td>
<td>$</td>
<td>30,442</td>
</tr>
<tr>
<td>Hispanic or Latinx (Any Race)</td>
<td>$</td>
<td>72,578</td>
</tr>
<tr>
<td>Native Hawaiian and Other Pacific Islander</td>
<td>$</td>
<td>76,333</td>
</tr>
<tr>
<td>Some Other Race</td>
<td>$</td>
<td>59,497</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>$</td>
<td>114,399</td>
</tr>
<tr>
<td>White (Non-Hispanic)</td>
<td>$</td>
<td>132,154</td>
</tr>
</tbody>
</table>

*Source: 2018 5-year American Community Survey*
Racial Disparities

Outmigration and Displacement

Black / African American
1970: 13% VS 2018: 5.2%

Rent-burdened (spending more than 30% of their income in rent)

Black / African American
51% VS 33% White

Latinx
49%
### Racial Disparities

Overrepresentation in **homelessness**, **incarceration**, and **COVID-19** positive cases and deaths

<table>
<thead>
<tr>
<th></th>
<th>Experiencing Homelessness</th>
<th>Total of population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black / African American</td>
<td>37%</td>
<td>5%</td>
</tr>
<tr>
<td>American Indian</td>
<td>5%</td>
<td>1%</td>
</tr>
</tbody>
</table>
### Racial Disparities

Overrepresentation in **homelessness**, **incarceration**, and **COVID-19** positive cases and deaths

<table>
<thead>
<tr>
<th>Latinx</th>
<th>COVID</th>
<th>Total of population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive Cases</td>
<td>41%</td>
<td>vs 15%</td>
</tr>
<tr>
<td>Deaths</td>
<td>21%</td>
<td></td>
</tr>
</tbody>
</table>

San Francisco General Plan Updates
Benefits

**Strategic alignment** across agencies and topics
- coordinated long-term capital planning
- cost sharing and efficiencies

**Support city and agency policy goals** (equity, transit-first, etc.)

**Public and decision-maker buy-in** through inclusive process

**Tied to implementation actions**
- streamlined approvals
- coordinated data modernization

**Tied to local, state, and federal funding eligibility**
How is the Housing Element Used?

Meet State mandates to:

- Maintain the City’s eligibility for state **affordable housing funds**
- Plan for **certain number of units** estimated by State and regional agencies
- **Affirmatively further fair housing**

Create a roadmap for the future of housing that:

- Represents **the values** our communities hold for the future of the City
- Defines **priorities** for housing solutions
- Guides **decisions** and **resource allocation**
How’s the Next Update Different?

San Francisco’s first housing plan centered in racial and social equity.

Major increase* in the housing targets allocated to SF by the regional and State agencies (more than tripled)

* Increase is due to a new formula that factors in existing housing need measured by cost burden, over crowding, etc.
Environmental Justice
Incorporate Environmental Justice policies as required by State Bill 1000 (2016)
• Adopt policies in General Plan to address “unique or compounded health risks”

Affirmatively Furthering the Fair Housing law
• Address exclusion and discrimination
• Create housing access in high-opportunity neighborhood
• Bring opportunity to segregated and underserved neighborhoods
Planning Process and Major Milestones

2020
- May-Jun: First Draft
- Jul-Sep: Vetting Key Ideas with the Community
- Oct-Dec: Refining Policies Together

2021
- Jan-Mar: Second Draft
- Apr-Jun: Refining Policies Together
- Jul-Sep: Third Draft
- Oct-Dec: Environmental impact analysis

2022
- Jan-Mar: State Review for Compliance
- Apr-Jun: Moving Towards Adoption
- Jul-Sep: Approval public hearings and certification of final EIR
- Oct-Dec: San Francisco General Plan Updates
Where Did We Start From?

Summarized what we heard from our communities in recent initiatives:
Community Values Defining the Next Update

- Racial and social equity
- Eliminate community displacement
- Housing choice for all, in all neighborhoods
- Neighborhoods resilient to climate and health crises
Public Outreach and Engagement: Phase 1

Learn why your participation is important for the Housing Element 2022 Update:

San Francisco Planning

Help shape the future of housing in San Francisco!

San Francisco Planning

Participate in a Sesión de Escucha sobre desafíos y posibilidades de la vivienda: 30 de septiembre de 8pm a 7:30pm. Su participación ayudará a definir las prioridades de vivienda en SF e informará las políticas de vivienda. Inscribase aquí: tinyurl.com/HE2022sp
Public Outreach and Engagement: Phase 1

Residents and Community Members

Resident Ambassador Group (HEARD)

Written feedback
- Online participation platform (380 comments)
- Short survey distributed via Resident Ambassadors, CBOs, in-person hubs (1,631 surveys)

Townhalls and Listening Sessions:
- Districts 1
- District 4
- BMAGIC (Bayview Hunters Point)
- YIMBY group
- District 7
- Resident Ambassador Group (HEARD)
- HRC’s Community Roundtable
- Four listening sessions: one in English, two in Spanish, one in Chinese
- Richmond Senior Center in Chinese
- Fillmore / Western Addition
- La Voz Latina in Spanish (Tenderloin)
- Japantown Listening Session

Presentations at CBOs:
- Richmond CBOs Monthly Meeting
- MOHCD Eviction Prevention & Tenant Empowerment Working Group Monthly Meeting
- Supervisor Walton’s CBO Roundtable Monthly Meeting
- MAP2020 Monthly Meeting
- SOMA Pilipinas Cultural District Planning 101
- BMAGIC Convener Monthly Meeting
- Japanese Cultural District Land Use / Transportation Committee Meeting
Public Outreach and Engagement: Other Tools

**Housing Policy Group**
- Comprised of 40 organizations
- Two rounds of discussions (9 meetings)
- One-on-one follow-ups

**Interagency Steering Group**
- Core interagency group monthly meetings
- Broad interagency review group (17 agencies) reviewing draft policies and actions
Public Outreach and Engagement: **Listening Sessions**
Public Outreach and Engagement: Topics Covered

General Community Input

- Challenges and needs that have not been served well
- Existing programs that do serve the community
- Opportunities for improvement, expansion or creation of new housing programs

Topic Specific

- Racial and social equity
- Affordable housing production and access
- Tenant protections and community stabilization
- Neighborhood improvements
- Housing production: small multifamily, middle-income housing, role of market rate

Potential Development Patterns

- East side – existing patterns
- Transit corridors – midrise multifamily buildings
- High-opportunity areas – small multifamily buildings
## Public Outreach and Engagement: Survey and Online Participation

<table>
<thead>
<tr>
<th>Respondent Race and Ethnicity</th>
<th>Survey</th>
<th>Digital Participation Platform</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Asian</td>
<td>21%</td>
<td>18%</td>
</tr>
<tr>
<td>Black / African-American</td>
<td>18%</td>
<td>4%</td>
</tr>
<tr>
<td>Latinx / Hispanic</td>
<td>18%</td>
<td>8%</td>
</tr>
<tr>
<td>White</td>
<td>18%</td>
<td>55%</td>
</tr>
<tr>
<td>Didn't specify</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>Southeast Asian</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>American Indian</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Native Hawaiian / P. Islander</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Middle Eastern / N. African</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>South Asian</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Two or More</td>
<td>1%</td>
<td></td>
</tr>
</tbody>
</table>

Survey: 1631 respondents  vs  Digital Participation Platform: 118 respondents
Public Outreach and Engagement: Survey and Online Participation

Respondent Household Income

- **Survey**
  - More than $200,000: 14%
  - $125,001 and $150,000: 8%
  - $100,001 and $125,000: 7%
  - $75,001 and $100,000: 9%
  - $50,001 and $75,000: 12%
  - Less than $50,000: 49%

- **Digital Participation Platform**
  - Didn’t specify: 16%
  - More than $200,000: 30%
  - $150,001 and $200,000: 4%
  - $125,001 and $150,000: 3%
  - $100,001 and $125,000: 3%
  - $75,001 and $100,000: 9%
  - $50,001 and $75,000: 16%
  - Less than $50,000: 16%

Survey vs Digital Participation Platform:
- 1631 respondents vs 118 respondents
Public Outreach and Engagement: Survey

Survey Respondent Housing Situation:
- Rent: 55%
- Own: 19%
- Didn't specify: 6%
- Unhoused resident of San Francisco: 12%
- Shelter: 4%
- Couch surfing: 3%
- Other: 2%

Survey Respondent Age:
- 17 or younger: 2%
- 18–39: 34%
- 40–59: 35%
- 60 or older: 17%
- Didn't specify: 12%
Public Outreach and Engagement: Survey

Build affordable housing equitably throughout the city (not just east/southeast)
- Do Not Know: 5%
- Not Effective: 10%
- Somewhat Effective: 24%
- Very Effective: 62%

Encourage a variety of housing types in all neighborhoods for seniors, children, people with disabilities, etc.
- Do Not Know: 4%
- Not Effective: 6%
- Somewhat Effective: 30%
- Very Effective: 60%

Prioritize low-income neighborhoods for public amenities improvements
- Do Not Know: 3%
- Not Effective: 9%
- Somewhat Effective: 28%
- Very Effective: 61%
Public Outreach and Engagement: Comments We’ve Heard

### Affordable Housing Accessibility and Availability

- Programs for American Indian, Black and other Communities of Color to redress discrimination
- More and at deeply affordable levels
- Housing affordable to moderate- and middle-income households
- Accessibility and eligibility improvements

### Homeless Housing and Supportive Services

- Priority for American Indian and Black unhoused residents, as well as youth, families and seniors
- Funding and improvement for homeless housing and supportive services
- Some concern over its location, spending on unhoused residents, zero-sum for other residents

### Housing Production

- Affordable housing should be available everywhere
- More housing choices for seniors and families with children in less dense areas
- In high-opportunity areas, some concern over change in neighborhood aesthetic, density, where and how
How Does Your Input Define Policy?

1. Phase 1 of outreach and engagement

2. Public input synthesis

3. Draft goals, policies and actions that incorporate public input prioritizing advancing racial and social equity and balancing the different and sometimes contradicting community needs

4. Coordinated interagency review

5. Present draft goals, policies and actions to the public for Phase II
Lessons Learned

• Partnerships with community-based organizations representing American Indian, Black and other Communities of Color, as well as low-income communities were essential

• Addressing the digital divide: presence on the ground was still the best choice

• In-language events were crucial

• Need to improve content accessibility and increase funding for participation

• Need to address competing priorities, tradeoffs and contradictions
Upcoming Next Steps

- **Release of Draft Goals, Policies and Actions**
- **Phase II of Outreach and Engagement**
- **Environmental Review Public Process**
Upcoming Outreach and Engagement: Phase II

**FOCUS GROUPS**
- Representing communities of color, vulnerable groups and different geographies
- Addressing specific topics (e.g. Homelessness and supportive services)

**ONLINE PARTICIPATION**

**HOUSING POLICY GROUP**
- Small conversations based on expertise
- Key reviewers/commenters

**PUBLIC HEARINGS**

**EQUITY ADVISORY COUNCIL**
Subscribe for Updates

sfhousingelement.org

Contact Us:

- Kimia Haddadan – kimia.haddadan@sfgov.org
- Shelley Caltagirone – shelley.caltagirone@sfgov.org
- Malena Leon-Farrera – malena.leon-farrera@sfgov.org
- Using our contact form: https://sfhousingelement.org/contact-us
Two weeks of workshops on:
- Housing Element
- Environmental Justice Framework
- Safety Element
- Transportation Element
- General Plan 101
- Racial and Social Equity Plan
- And more!

March 15-19 & March 22-26, 2021
https://sfplanning.org/general-plan

General Plan Virtual Events

MONDAY
MARCH 15

TUESDAY
MARCH 16

WEDNESDAY
MARCH 17

THURSDAY
MARCH 18

FRIDAY
MARCH 19

9:00 AM
10:00 AM
11:00 AM
NOON
1:00 PM
2:00 PM
3:00 PM
4:00 PM
5:00 PM
6:00 PM
7:00 PM

Community Engagement

MONDAY
MARCH 22

TUESDAY
MARCH 23

WEDNESDAY
MARCH 24

THURSDAY
MARCH 25

FRIDAY
MARCH 26

General Plan 101

Drop In Office Hours

Workshop: Community Safety

Planning for Healthy Communities

Workshop: Transportation Element

Racial & Social Equity Action Plan

Workshop: Environmental Justice Framework

Info Session: Housing Element

Workshop: Transportation

Workshop: Environmental Justice

Info Session: Housing Element

Workshop: Community Safety

Workshop: Transportation

Racial & Social Equity Action Plan
Housing Element

2022 UPDATE

SHAPING THE FUTURE OF HOUSING IN SAN FRANCISCO

sfhousingelement.org