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July 1, 2021

### **Project Background & Timeline**



Sunset Forward aims to stabilize low- and moderate-income families and seniors in the Sunset, enhancing community connection and quality of life for all by addressing unmet needs in housing, transportation, and neighborhood businesses and services.

**April 2020 – January 2021** 

Phase I Outreach: Community Needs Assessment – Gathering Community Needs February - March 2021

Analyzing Community
Needs Assessment Input

April - May 2021

Creating draft strategies

July - October 2021

Phase II Outreach: Sharing Needs Assessment Findings and Gathering Input on Draft Strategies November - January 2021

Analyzing Sunset Forward Strategies input Final Sunset Forward Strategies

## **Project Partners**











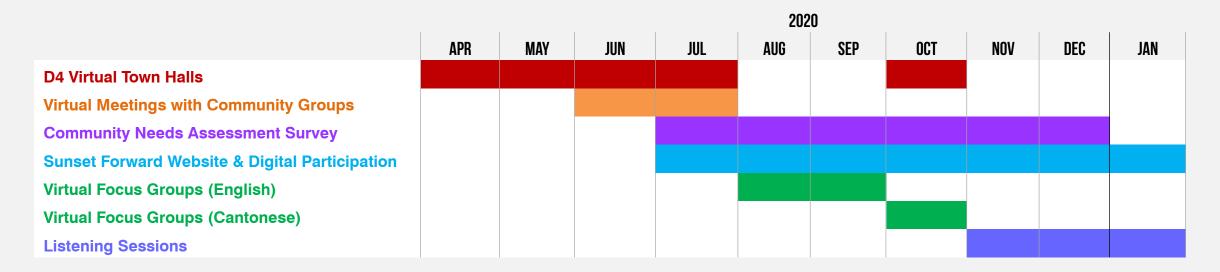






### **Community Engagement Events**

Thank you to the over 2,000 Sunset community members who completed the Community Needs Assessment Survey and attended the virtual town halls, focus groups, and meetings.



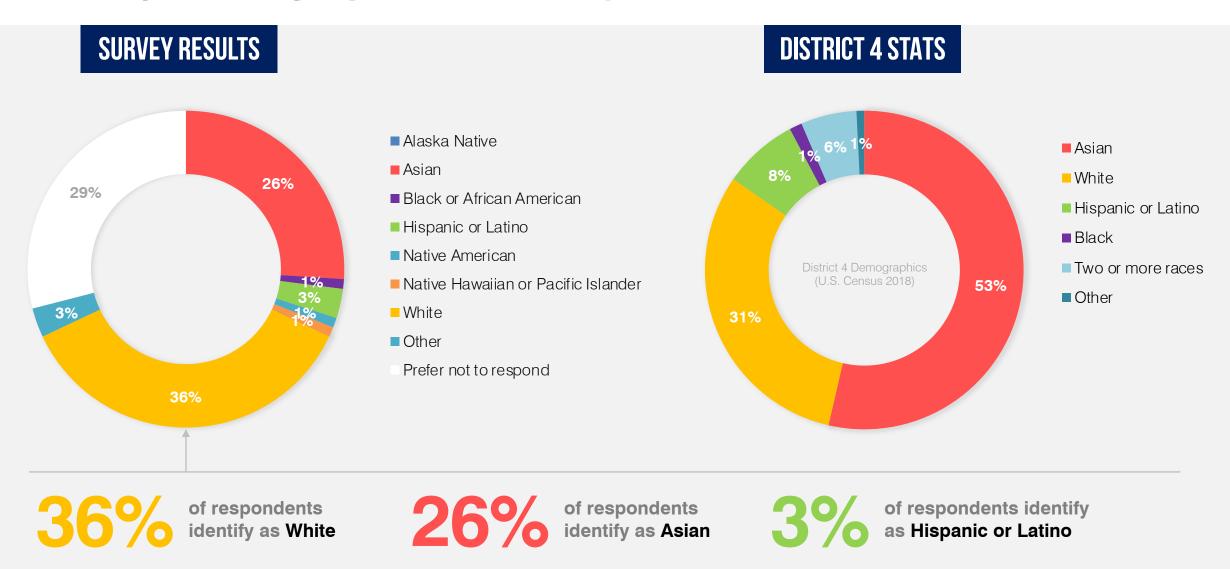
Thank you to the community groups and organizations below that participated in the Sunset Forward Listening Tour:

District 4 Youth and Families Network
D4 Homelessness Working Group
D4ward
Temple Baptist Church
Ligia Montano
Underdog's
Episcopal Church of the Incarnation

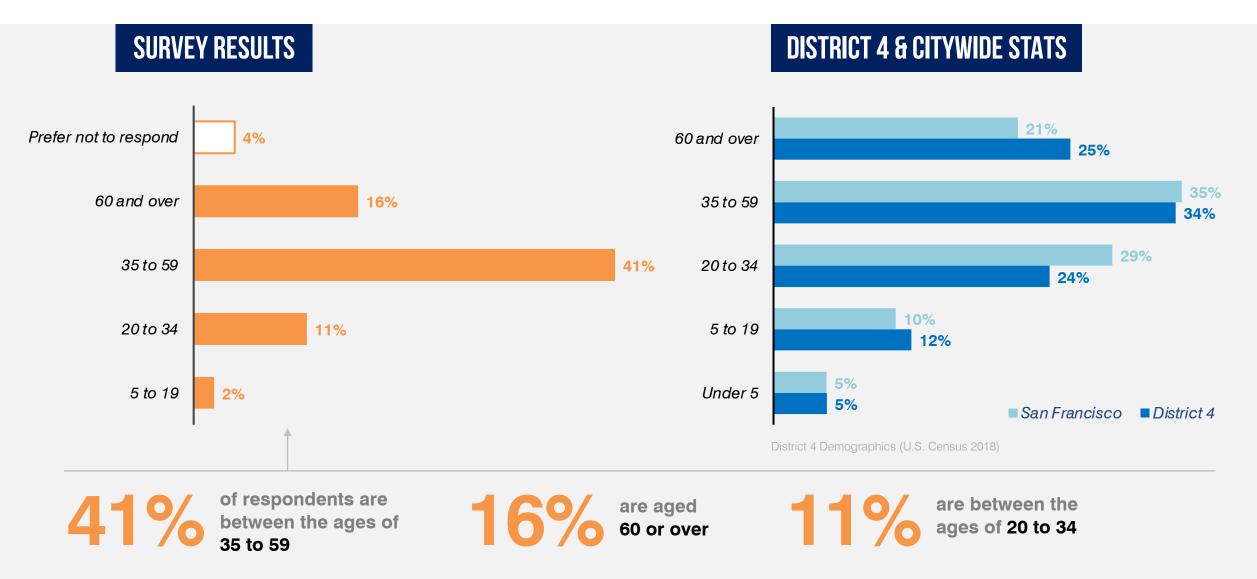
Community Youth Center (CYC)
Chinese Real Estate Association of America
D4 WeChat Group
19th Avenue Baptist Church
Sunset Church
Preschools and Childcare Providers
Central Sunset Neighborhood Association

Self Help for the Elderly Small Property Owners Association SEIU 2015 Edgewood Center for Children and Families Office of District 4 Supervisor High School Interns

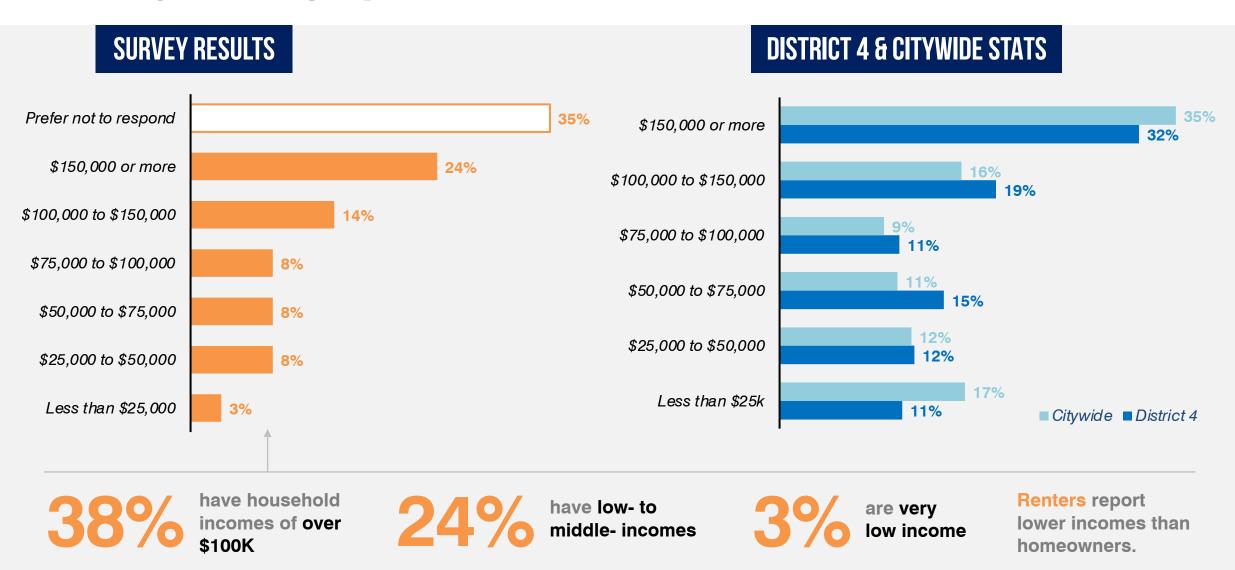
### **Survey Demographics Ethnicity**



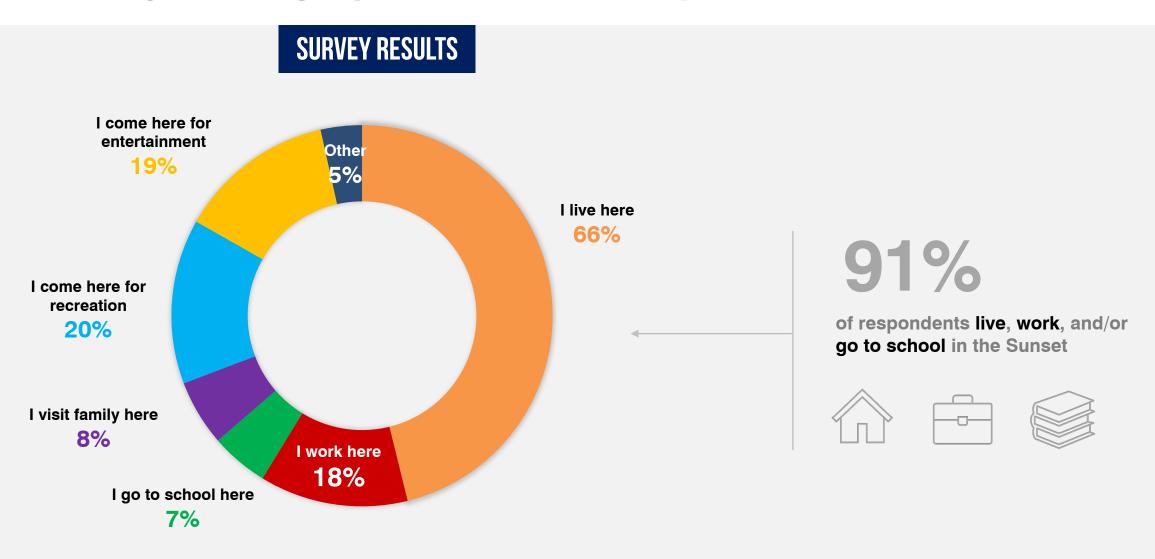
## **Survey Demographics Age**



### **Survey Demographics Household Income**



### **Survey Demographics Relationship to the Sunset**



### **Survey Demographics Years in the Sunset**

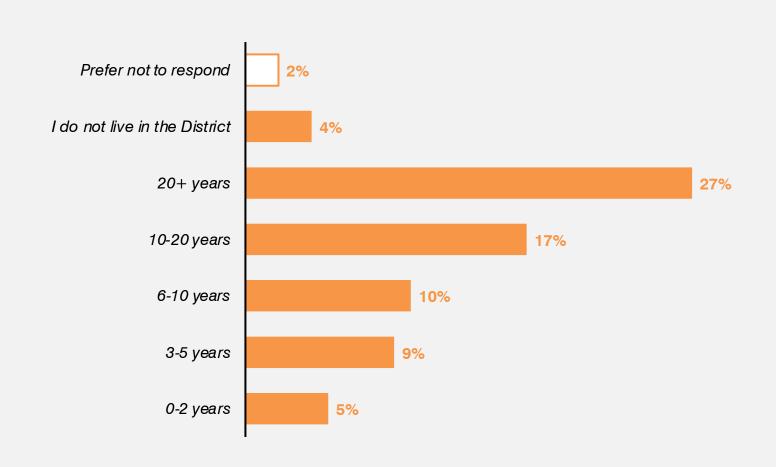
How long have you lived in the Sunset?

of respondents have lived in the Sunset for over 10 years

have lived in the Sunset between 3 and 10 years

are new residents in the Sunset





### **Survey Demographics Household Characteristic**

What is your household characteristic? (Select all apply)

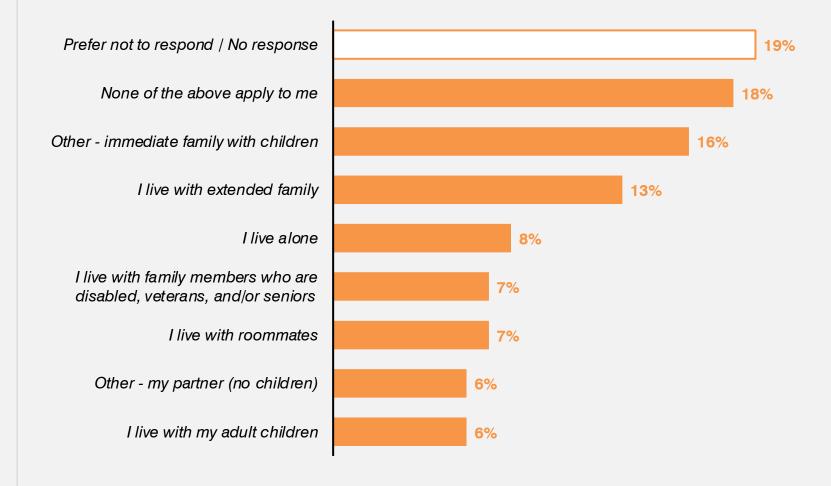
42%

of respondents live with family members either immediate, extended, or with adult children

of respondents live with roommates

of respondents live alone

### **SURVEY RESULTS**





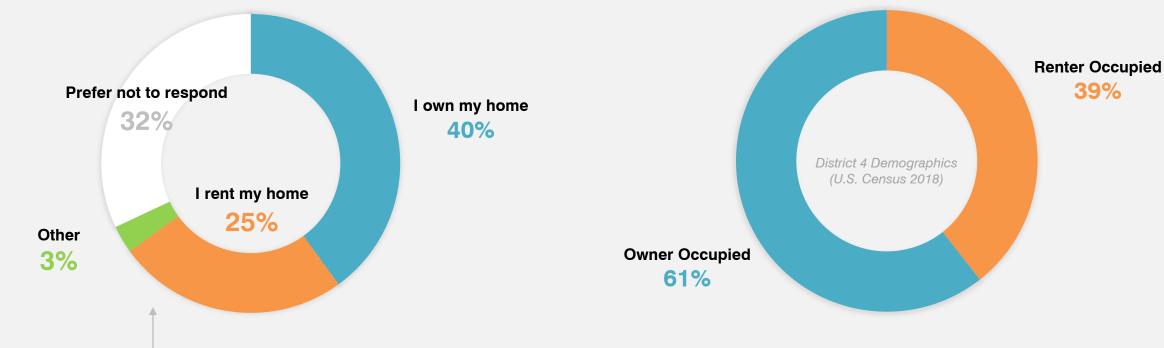
### **Housing Survey Demographics**





### **DISTRICT 4 STATS**





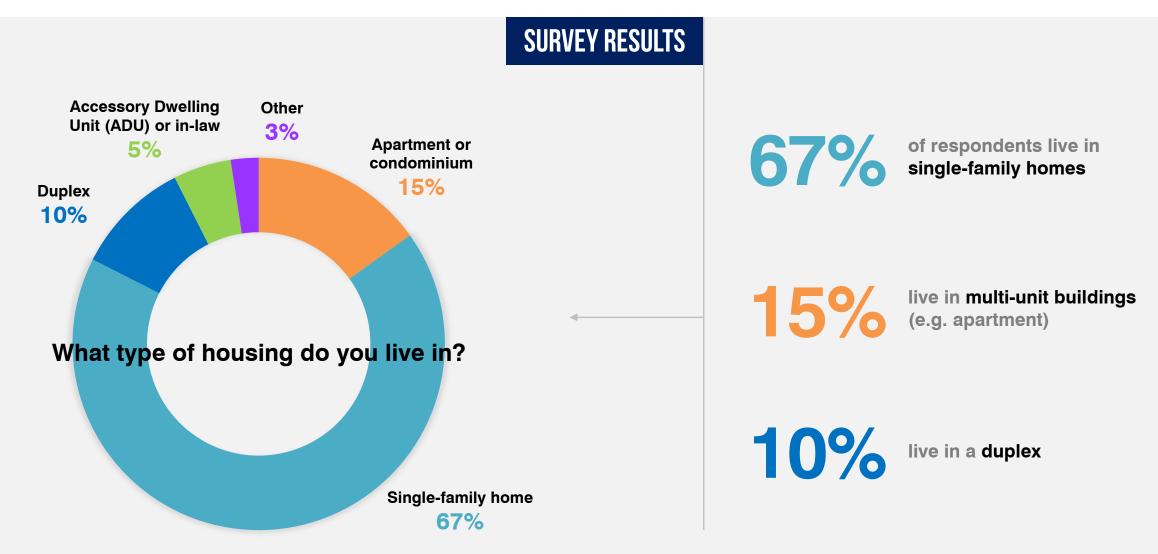
40% of respondents are homeowners

25% of respondents are renters

Other: living rent-free with parents or immediate or extended family members

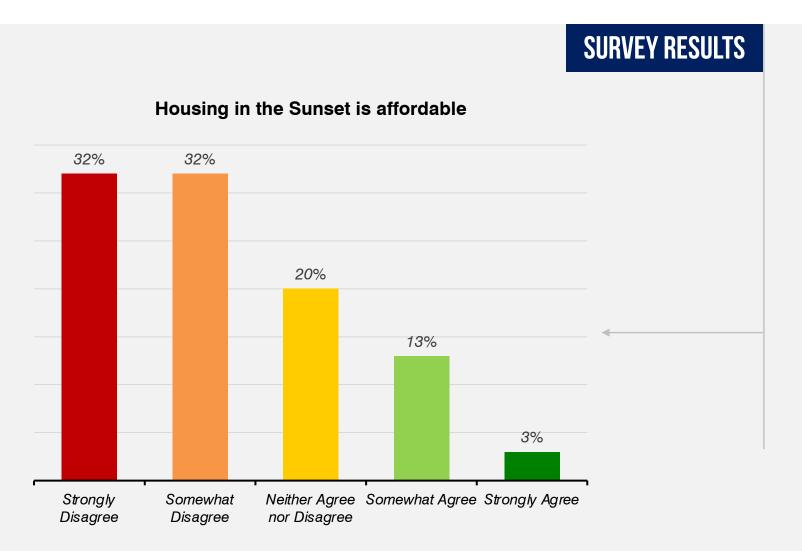
### **Housing Survey Demographics**





### **Housing Affordability**



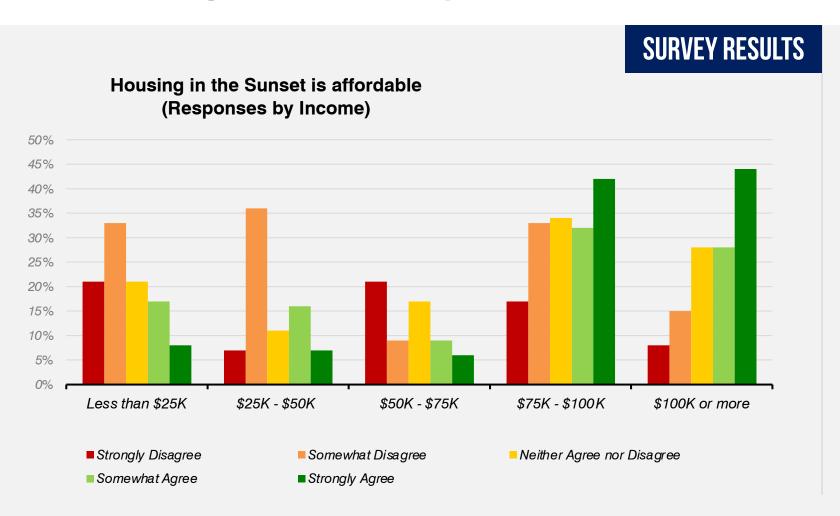


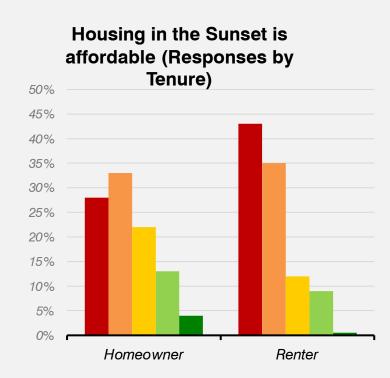
64%

of respondents say that housing in the Sunset is unaffordable

### **Housing Affordability**





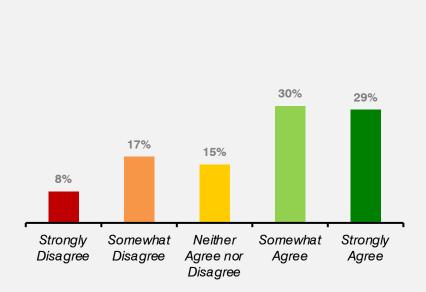


Low-income respondents and renters are far less likely to find housing affordable in the Sunset

### **Housing Personal Needs**

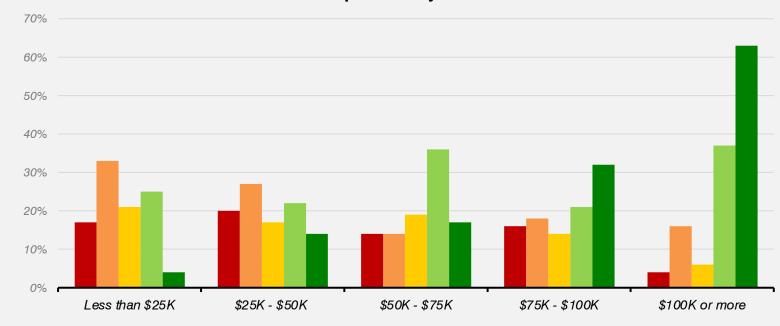


Housing that exists in the Sunset currently meets my personal needs



of respondents agree that housing in the Sunset meets their personal needs

### Housing that exists in the Sunset currently meets my personal needs - Responses By Income



Lower- and middle-income respondents tended to disagree that housing meets their personal needs

A high proportion of those respondents have household incomes of \$100K or more

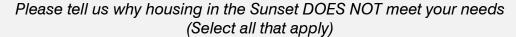
### **Housing Personal Needs**

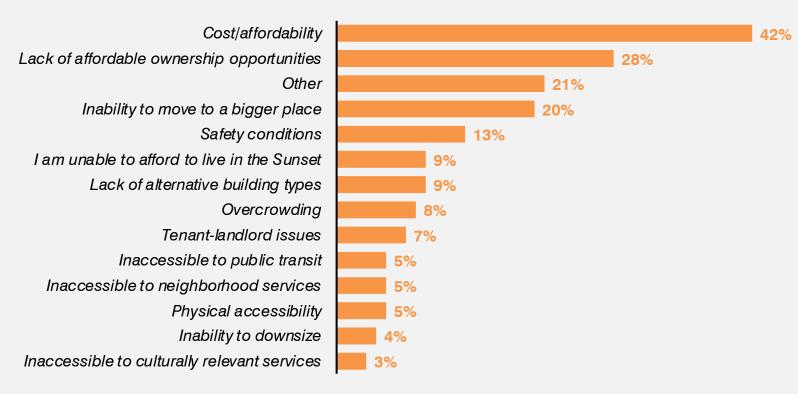


Respondents that said their housing needs are NOT being met rated these top reasons:

- Cost / affordability
- Lack of affordable homeownership opportunities
- Inability to move to a bigger place

### **SURVEY RESULTS**



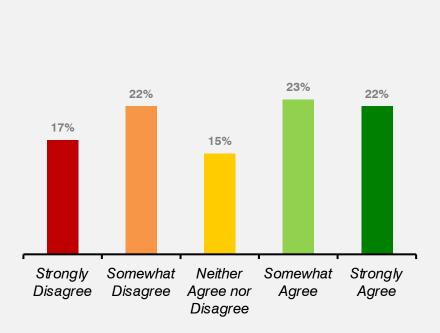


**Other:** lack of parking, lack of community, high property taxes, increase in crime, fear for safety, underserved by public transit, size of home

### **Housing Future Needs**

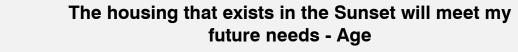


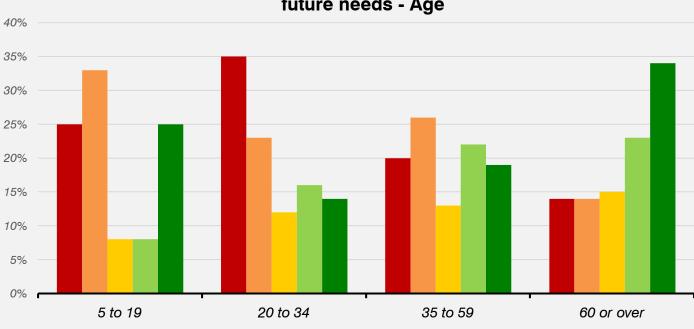
### The housing that exists will meet my future needs



39%

of respondents say their future housing needs will not be met in their existing housing



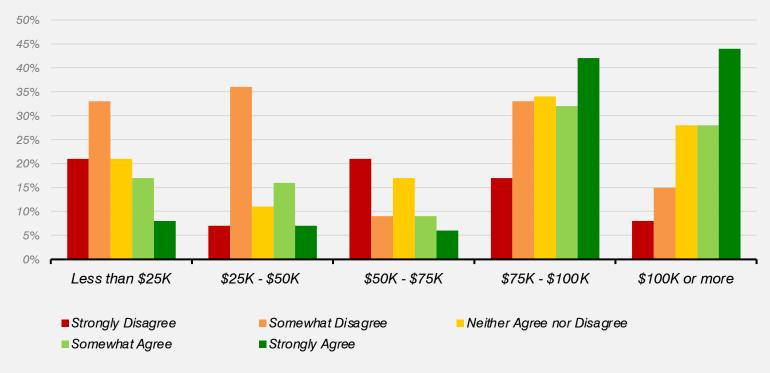


A higher proportion of youths and young adults do not think their future housing needs will be met compared to other age groups

### **Housing Security and Stability**

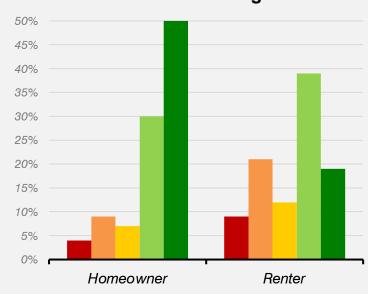






Lower income respondents report feeling less secure and stable in their current housing situation

## I feel secure and stable in my current housing

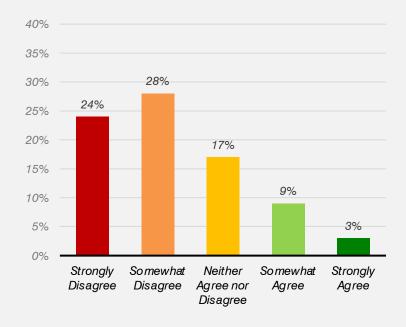


Renters have lower household incomes and report feeling less stable and secure in their housing compared to homeowners

### **Housing Needs by Group**



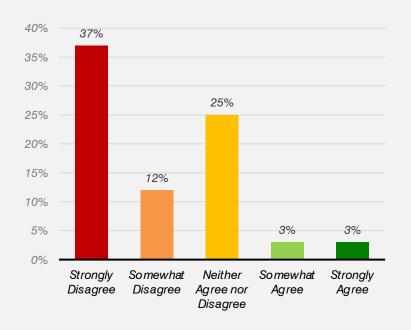
# Housing in the Sunset meets the needs of low and moderate-income households



52%

say the Sunset is not meeting the needs of low- and moderate- income households

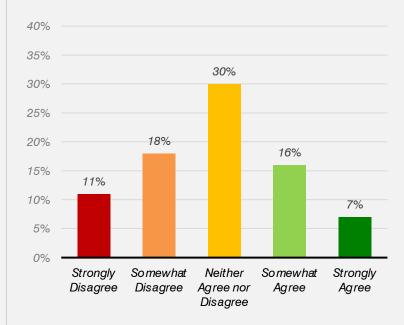
# Housing in the Sunset meets the needs of people experiencing homelessness



49%

say the Sunset is not meeting the needs of people experiencing homelessness

# Housing in the Sunset meets the needs of seniors and people w/disabilities



29%

say the Sunset is not meeting the needs of seniors and people with disabilities

## **Housing Priorities**



According to survey respondents, housing policies should prioritize the following groups:

Low- and middleincome families

**Seniors** 

Unhoused people

Essential workers (e.g., teachers, firefighters)

Service workers in the Sunset

Low-income LGBTQ+ and Trans people

Transitional Age Youth (TAY)

College students and newly graduated

### **Housing Needs: Qualitative Data**



Key themes from qualitative data analysis of focus groups, listening sessions, and open-ended survey questions.







Families with Children

**Seniors** 

Transitional
Age Youth
(TAY)

Unhoused People

**Homeowners** 

**Renters** 

### **Housing Needs: Affordability**



## Housing in the Sunset is unaffordable

- · Home prices have increased significantly
- · There is little to no middle-income housing
- People fear losing rent-controlled apartments
- The Sunset is affordable only to long-time residents or high-income earners

# Affordability determines who can live and work in the Sunset

- · Sunset is losing its working-class identity
- · Families and seniors are priced out
- Essential workers have long commutes
- Young couples unable to start families
- Lack of affordability for service providers prevents necessary support for families

# Affordability limits options and affects where people can live

- · Families are overcrowded but can't move or expand
- Trapped in rent-controlled apartment
- · Living with unaddressed maintenance and safety issues
- · Dependent on having roommates
- · Seniors are unable to downsize

# Applying for Affordable Housing is a challenge

- Applications for Affordable Housing is complicated and unsuccessful
- Need language access and assistance for lowincome applicants

"If my family outgrows this home, I don't expect to be able to stay in San Francisco"

# Need more affordable options in the neighborhood

- More 100% Affordable Housing
- Need affordable and accessible housing for seniors
- Need ways to increase housing and affordability
- Lack of homes affordable to average family

## **Housing Needs: Variety of Housing Options**



# The Sunset does not offer a variety of housing options

- More 100% Affordable Housing
- · Need housing to accommodate different situations
- Need more housing near transit
- Housing for seniors
- Increase ADUs
- Housing for students
- · Need different building types

## Existing housing will not meet future needs

- Families want to expand
- Seniors and people with disabilities need housing that is accessible
- Young people want to stay in the Sunset
- · Seniors want to downsize

"Please build more housing for families. Sunset is a wonderful place to raise a family: parks, schools, walkable commercial areas, but we need more housing."

### **Need variety of sizes**

- Multi-generational households are overcrowded
- Young couples want to grow or start a family
- Seniors want to downsize
- More housing options are needed for single people and workers

## Need affordability at different income levels

- "There needs to be more affordable housing for low-income families."
- Lack of housing options for middle income people (e.g., teachers,, service workers, etc.)
- Lack of 100% Affordable Housing

#### **Need temporary housing**

- Short-term rentals served needs of people visiting relatives
- Temporary housing for victims of wildfires
- Temporary supportive housing for people experiencing homelessness

### **Housing Needs: Seniors**



# There is not enough senior housing options

- Lack of senior housing and assisted living facilities
- Need more small nursing homes throughout the district
- Need housing that is affordable, accessible, and close to neighborhood services

## Seniors are vulnerable to social isolation

- · Single family house can be lonely and isolating
- Large senior housing facilities can feel impersonal and institutional
- Seniors fear leaving their homes
- Need more interaction with neighbors

# Housing for seniors needs to be planned in coordination with services

- · Need paratransit to go with new housing
- Need housing that is walking distance to commercial areas

## Concerns for Senior Homeowners

- Many seniors are house rich and cash poor
- · Some feel "trapped" in their homes
- Seniors would like to build an ADU, but the process is daunting
- Difficult and expensive to renovate homes for accessibility

# Senior renters are especially vulnerable

- "I'm in protected senior status as a renter. But owners try so many illegal tactics to trick me out of my apartment."
- Seniors in rent-controlled apartments fear they will be evicted
- Landlords do not want to rent to seniors

# Seniors have specific accessibility needs

- Stairs become a challenge as seniors age
- Seniors need live-in help
- Need more housing options with elevators
- Not many homes in the Sunset are designed for accessibility

### **Housing Needs: Families**



## Many families are overcrowded

- · Families need larger units
- 4-5 families living together in single family homes
- · Need grandparents to help with childcare
- Overcrowding impacts children's mental health
- · Expensive to renovate or move

# Families need access to parks and open spaces

- Lack of space both inside and outside for the entire family to be home
- Need backyard space for children distance learning
- Proximity to parks and public-school yards is important for health

# Lack of affordability prevents families from starting or expanding

- "We are expanding our family and will need more space within a year or so."
- · Multi-generational families want more space
- Young couples living with parents can't afford their own place

# Low- and middle-income families have few housing options

- "The only housing that we can afford are in-laws since there are so few apartments in the area."
- "There is not enough housing for low-income families. SF has become not family friendly."

# Families are leaving the Sunset and the City

- "It will be difficult, if not impossible, for my kids to remain in SF, including in the Sunset."
- It's hard to raise a family here on a moderate income
- Friends and neighbors moving away

"We are family of three living in rent controlled 1 bedroom unit, with two people working from home. Would like to move into larger place but prices are too high."

### **Housing Needs**



# **Transitional Age Youth** (TAY)

- · Living with parents to stay in SF
- "Lack of density and affordability means I don't have a lot of peers nearby"
- Living overcrowded makes it difficult to study
- · Feeling disconnected from the rest of the city
- Many students having to sleep on couches
- · Youths must contribute paychecks to help parents with rent
- Living with roommates in studios and 1-bedroom apartments
- Homeownership is out of reach

"I live in a multigeneration household and can't afford my own place in my own neighborhood."

# People experiencing homelessness

- Increase presence of unhoused people in the Sunset, esp. at Ocean Beach
- Resources for residents to refer unhoused neighbors to services and shelters
- · Need homeless services and housing in the District

"I would love to see the Sunset lead in making housing accessible, as a human right, to our unhoused neighbors."

### **Housing Needs**



#### **Homeowners**

- Homeownership is increasingly unaffordable
- House flippers keep homes expensive and out of reach for low- and middle-income families
- Homeowners fear that renting their property will result in "bad tenants"

#### Homeowners are interested in building ADUs but face barriers

- Need help navigating the process to build an ADU or bring an unauthorized unit to code
- · Affordable technical assistance
- Some homeowners are concerned that property taxes will increase
- Need greater transparency around the permitting process

"I'd like to enlarge my home so I can rent rooms out, but do not have the income to qualify for a loan to do this."

#### Renters

- Renters feel less secure in their housing
- Renters are worried about job security and losing income to pay rent
- · Renters fear abuse by landlord and getting evicted
- There are many types of renters with specific needs (e.g., college students)
- Many properties are neglected and in need of maintenance and safety improvements
- Renters are insecure about losing rent-controlled units
- No affordable homeownership opportunities

"There just needs to be more housing so we are not limited to undesirable or unsafe conditions."

## **Housing: COVID Impacts**



## Fear of Eviction

"We are facing displacement and bankruptcy."

Unable to pay bills to afford housing

Discrimination against essential workers as tenants

Overcrowding is even more of a problem

Lack of space especially when everyone is home from work and school

"All five adults in the house. We are very weary of living in close quarters without options to go elsewhere." Leaving the Sunset and the City all together

"My roommates are leaving. I'm the main leaseholder so I'm in a bind. I'll be moving out of the city in the next three months after living here 11.5 years."

Family and friends are leaving the City

Widespread shift in housing needs

More multigenerational living as adult kids return home, or grandparents move in to help with childcare Increase in home and garage break-ins

Uptick in car, house, and garage break-ins



## Small Businesses & Neighborhood Commercial Corridors



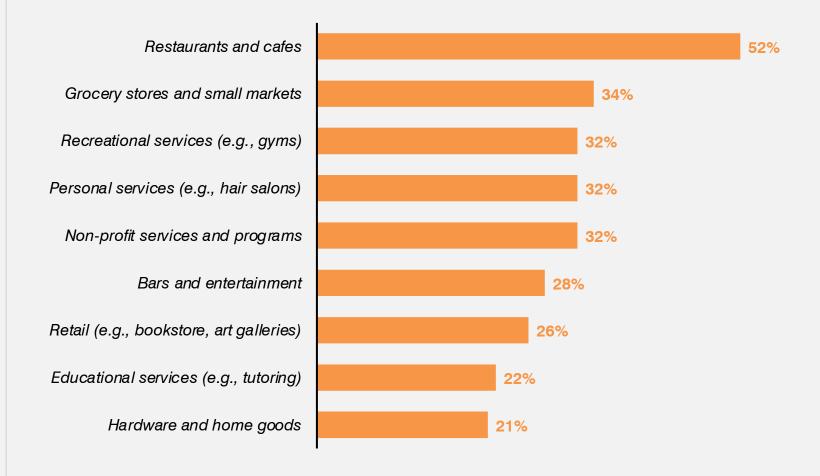
What types of businesses in the Sunset are most in need of active support from public decision makers?

of respondents say restaurants and cafes need the most support

say grocery and small markets

say recreational services (e.g., gyms) and personal services (e.g., salons)

### **SURVEY RESULTS**



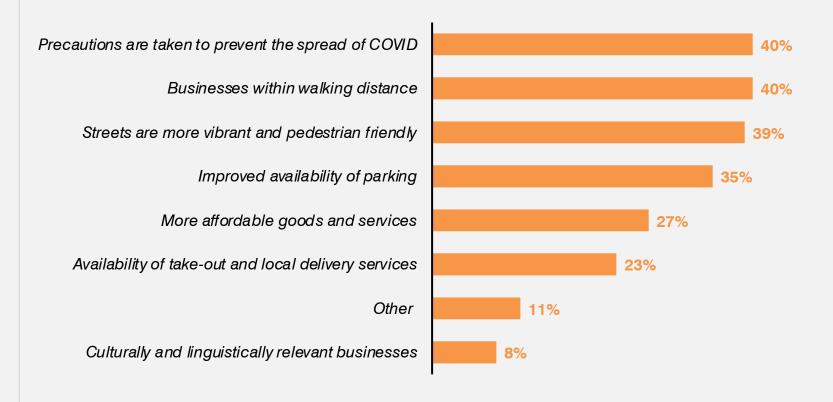
## Small Businesses & Neighborhood Commercial Corridors



## What would make you more likely to shop or dine local in the Sunset?

- Businesses are within walking distance
- Businesses take precautions to prevent the spread of COVID
- Streets are more vibrant and pedestrian friendly

### **SURVEY RESULTS**



**Other:** greater diversity of businesses, bike parking and infrastructure, clean streets and sidewalks, less crime, better transit frequency and options, more affordable shopping and dining options

### **Small Business Owners**



#### Costs

- Many small business owners struggle with high rents
- Need more financial support through grants and city subsidies
- · Operating costs can be high
- Street closures impact businesses which can bear the costs

### **Employees**

- Housing affordability impacts hiring pool
- · Hard to employ local Sunset residents
- Many employees have long commutes or need to get dropped off due to COVID

## Permits + Ease of Doing Business

- · Permitting process inhibits new businesses
- · Need more flexibility in what can go in storefronts
- Lack of clarity on the permit process
- · Community approval process is a challenge
- Delays in process leads to loss of income

### **Small Business Community**

- Need better coordination along neighborhood commercial corridors
- Stronger connections among small business owners
- Need central source of information around City processes and changes

"The biggest cost is rent, and landlords are very aggressive in pushing rent higher for small businesses."

"There is so much enthusiasm and ideas for what we would like to do in the commercial corridors but often zoning and rules hold up that flexibility and creativity"

### **Community Needs**



## Health of Commercial Corridors

- Storefront vacancies hurt the entire corridor
- More ground floor commercial spaces
- Need to locate more businesses together to increase vibrancy and activity
- Need better marketing and more community events to promote commercial corridors

### **Diversity of Businesses**

- · More diversity of options to shop and dine
- · Lack of entertainment and music venues
- More small local shops
- More businesses on Taraval, the Outer Avenues, and Ocean Beach

#### **Street Conditions**

- · Cleanliness of streets and sidewalks is a major issue
- Street closures help bring community together and promote small businesses
- Make commercial corridors more pedestrian friendly
- More murals by local artists
- · Need better traffic safety measures

#### **Access**

- Better public transit
- More bike parking and bike lanes
- Increase pedestrian accessibility
- More parking for people with disabilities
- Need neighborhood shuttles options for seniors
- More electric vehicle charging stations
- · More shops within walking distance

### **Affordability**

- Big box stores are less expensive (esp. for young people)
- Need more affordable prices to dine and shop locally, many places are too expensive for average incomes

"We need a neighborhood where we don't have to go to another neighborhood to get something: best food, best amenities, services that meets our needs within our neighborhood."

## **Small Business & Neighborhood Commercial Corridors:**



# City support

**COVID Impacts** 

Need City support for signage and keeping up with changing regulations

Need more loans and grants to help with recovery

Burglaries and vandalism

Increase in storefront burglaries and vandalism

Street closures

Street closures have helped make commercial corridors vibrant and active but impact access to parking Shared Spaces

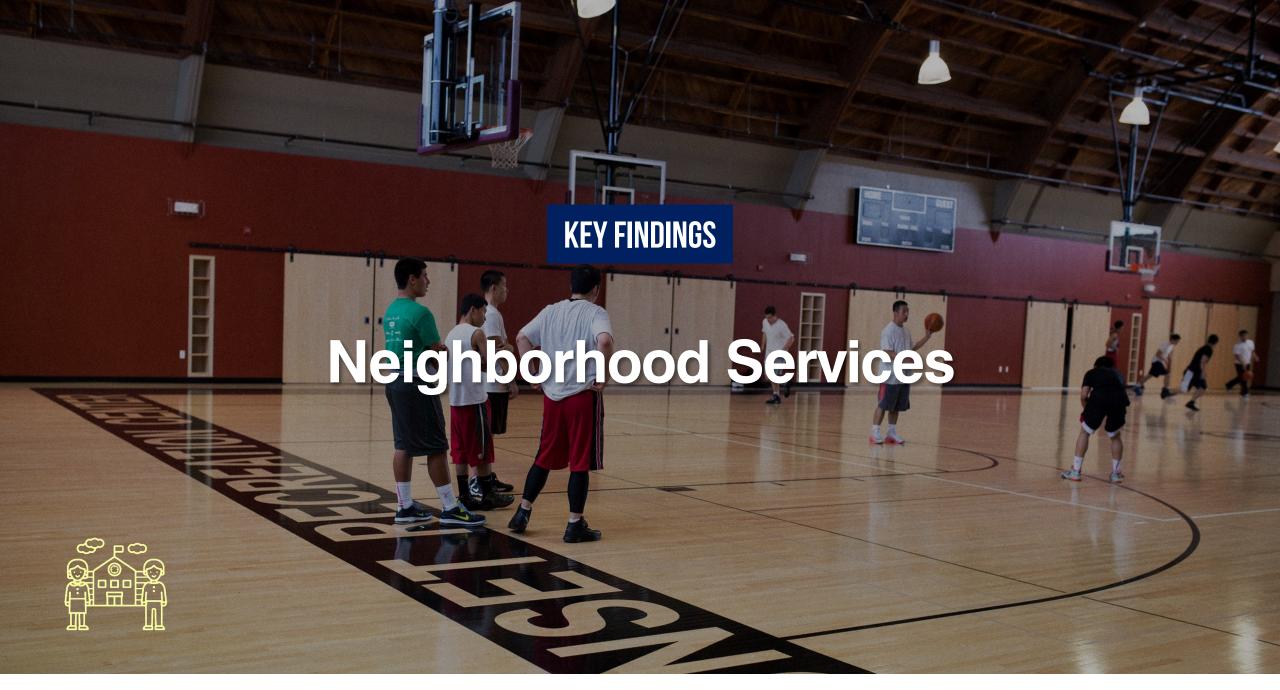
Shared spaces are a big success for small business owners and customers

Spaces provide opportunity for community to gather

Need to figure out how to make permanent and sustain through fog and rain Health and Safety

Small businesses need help from the City on keeping up with health and safety guidelines

Customers do not feel comfortable sitting in proximity yet, need more outdoor space to maintain safe distances





## What types of neighborhood services do you <u>use</u> in the Sunset?



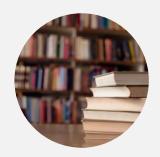
**Grocery stores** 



**Hardware stores** 

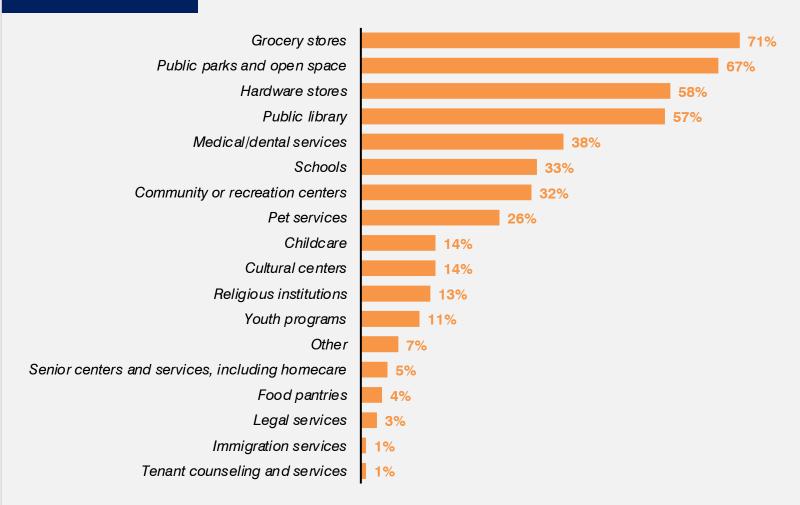


Parks and open space



**Public libraries** 

### **SURVEY RESULTS**





# What type of neighborhood services do you wish you had more access to in the Sunset?



Community / Recreational Center



**Cultural Center** 

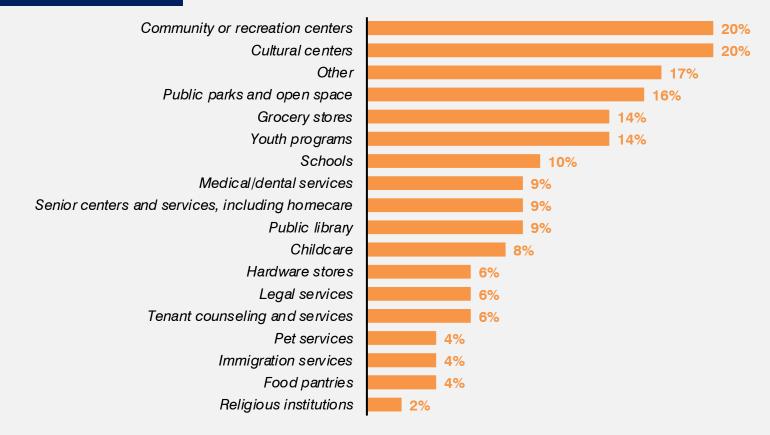


Parks and open space



**Grocery stores** 

### **SURVEY RESULTS**



Other: homeless services; senior services and centers; youth-oriented spaces; public playgrounds and yards; parenting and community-building classes; natural spaces (e.g., urban forest, wildlife habitat, bio highways); affordable health clinics; affordable bike share program; arts and music classes; community garden; language classes



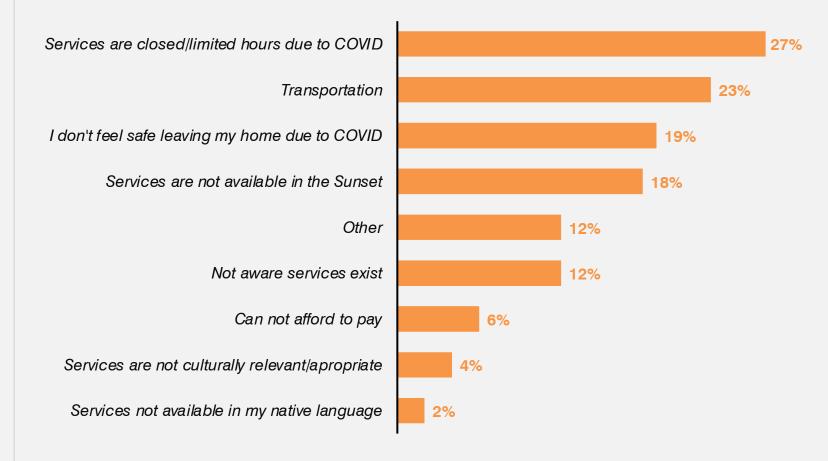
What are some challenges that prevent you from accessing neighborhood services in the Sunset?

of respondents say closures and limited hours due to COVID prevents access to services

say transportation prevents access to services

say services they need are not available in the Sunset

### **SURVEY RESULTS**





#### **Sense of Community**

- · Opportunities for kids and seniors to connect
- Need a central community center
- · Neighbors feel disconnected from each other
- Connect multiple generations and cultures
- Tensions between long-time residents and newcomers

"There's lack of community connectedness in the Sunset...there isn't one hub where families can come."

## Public parks and open space

- More beach accessibility for seniors
- Need more open spaces
- · Outdoor summer camps for kids
- Childcare in proximity to more parks
- Urban forest or wildlife habitat
- · Need better lighting at at public parks

"We need more access to clean and safe parks for families to enjoy."

## **Programs and neighborhood activities**

- · Senior services, programs, and activities
- Daycare and afterschool programs
- · Parent activities and groups
- · Lack of community events
- Youth spaces, programs, and activities

"Exercise classes geared toward seniors have become unavailable or limited to access."

### **Neighborhood Services: Seniors**



## Access to affordable and nutritious food

- Affordable grocery stores
- Nutritional programs and education
- CHAMPSS program in partnership with local restaurants
- Free food delivery for seniors

## Access to internet and tech support

- Tech support and online classes
- Senior digital divide program
- Complete list of resources without reliance on computers
- Affordable computer hardware and internet access

#### Lack of senior centers

- Pop-up senior services
- Programs and classes
- · Lack of space at existing centers
- Resource center
- Community connection

## Seniors are isolated even before covid

- · Fear of leaving home
- Actively bring seniors back into the community
- More volunteer opportunities for seniors

## Access to local health services

- Affordable health clinics
- · Sunset is underserved in elder care
- Medicare / Medical does not pay for residential care

## Proximity and access to goods and services

- Proximity to goods and services (e.g., grocery store)
- Access to services and programs increasingly difficult

### **Neighborhood Services: Families**



#### Childcare and afterschool programs

- Shortage of affordable childcare, afterschool and summer programs
- Need neighborhood pods for childcare
- · Impacts parent's access to employment
- Teens have to care for siblings because of lack of affordable childcare

## Families need access to parks and open spaces

- "We are all craving community right now"
- Family participation in community initiatives
- Parenting groups and classes
- More community events to bring families together

## Connection and sense of community

- More skate parks
- Need recreational centers to keep kids active
- Lack of youth-oriented spaces, stores, and programs
- Need access to public school yards
- More Rec & Park camps

#### Mental health support

- Social isolation
- Increased anxiety from WFH and distance learning
- Mental health impacts of learning loss
- Mental health support and services for parents and youth

#### **Expand existing services**

- Weekend services for low-income families
- Extended library hours
- Need better parent connection to SFUSD
- Need better pre-school teacher to student ratio
- Bring back CCSF child development classes

#### Other needs

- Free or affordable internet access
- Affordable grocery stores
- More places for families to access free or affordable meals



#### **Homeless Services**



- Need expansion of mobile outreach program
- Resources for residents to refer unhoused neighbors to services and shelters
- · Need more homeless services and housing in the District
- Need services that connect people to jobs and housing
- Need storage lockers for people to keep their belongings safe
- · Lack of access to food and restrooms

"How do we help those experiencing homelessness get connected to services nearby?"

#### **Renters and Homeowners**



- · Tenant counseling
- Tenant-Landlord mediation services
- Homeowner or ADU technical assistance for seniors
- Help for low-income families and seniors navigate the BMR and Affordable Housing application process
- Need housing application forms in different languages

"I've noticed an increase of renters in the area. They need direct services that support renters."



#### **Transitional Age Youth (TAY)**



- · Isolated from peers
- Activities for young people clash with older generations' desire for a quiet neighborhood
- SAT and other tutoring services
- Support for non-college bound youth
- Need more spaces like libraries and affordable coffee shops for youth to study and hang out
- More community events to connect young people
- Need affordable or free WIFI access
- Help with finding employment

"Residential neighborhood vibe makes it hard for young people to engage with the community"

#### **Immigrants**



- · Need one central hub to connect monolingual families
- More Asian grocery stores
- Need support groups for parents raising kids and teens in immigrant families

#### LANGUAGE ACCESS

- English classes
- Translation services at nonprofits and daycares
- More engagement using WeChat
- · WeChat classes for seniors
- Need language access for all community announcements and websites

"I have more access to immigration services in Chinatown"

### **Neighborhood Services: Service Providers**



High commercial rents

Lack of building options in proximity to parks

(childcare, after-school, and summer programs)

Housing affordability limits employment pool

Shortage of funding for operational costs

(including competitive pay and benefits for employees) Service providers should be regarded as essential workers

Extensive City processes for receiving grants and contracts

### **Neighborhood Services: COVID Impacts**



Lack of childcare	Reliance on food pantries	Public library closure	Lack of internet access	Rise in violence against Asian Americans	Limited Muni services
Reliance on virtual faith services	Senior services cut significantly	Accessing food through senior centers	Lack of mental and emotional support	Need for accessible Covid testing center	No replacement for some in- person services and activities

### **Community Vision**

How do you want the Sunset to look and feel like 30 years from now?

"A diverse, vibrant and safe community connected to the city with a working MUNI and public transit"

"Thirty years from now, I want the Sunset to be a destination not only for those living here but also for those outside our neighborhood."

"I want the Sunset to be a vibrant, clean neighborhood with plenty of services that are walkable but can also be reached using a fast and reliable transit system."

"I'd like to see a child-friendly Sunset District, where children can freely play outside and travel to school, libraries, parks, and socialize without traffic danger or other threats to their safety." "Housing options would be more mixed: more apartments affordable to middle- and lower-income residents. The FSK Annex educator housing a thriving community." "A vibrant, diverse neighborhood where everything I need is within walking distance from my house." "All storefronts on commercial corridors are occupied, predominantly by independent businesses."





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