Good morning & welcome!

We will get started shortly.

Please change your name to your *first name*:

1. To change your name, click on the “PARTICIPANTS” button at the top of the Zoom window
2. In the participants list, find and hover your mouse over your name and click the “Rename” button
Small Businesses and Commercial Corridors
Please tell us:

1. Name

2. Are you a small business owner in the Sunset or a resident interested in this topic?
Community Needs Assessment

D4 Community Members
Office of District 4 Supervisor Mar
SF County Transportation Authority
SF Planning

Community Org Partners
Wah Mei School
Bilingual Education Since 1974
Gum Moon Women’s Residence
Sunset Youth Services
SNBC Neighborhood Beacon Center

Community Needs Assessment + D4 Mobility Study = Community Vision for District 4

Housing
Neighborhood Services
Small Businesses & Commercial Corridors
Transportation
Neighborhood Strategy
• Outline community needs and priorities

• Find new solutions to meet District 4 needs

• Respond to COVID-19 at local level
<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Project Phase</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>July - September 2020</td>
<td>Outreach Round 1</td>
<td>Virtual Small Group Discussions Needs Assessment Survey</td>
</tr>
<tr>
<td>October – December 2020</td>
<td>Analysis and Quick Actions</td>
<td>Analyze Community Input Implement quick actions</td>
</tr>
<tr>
<td>January - March 2021</td>
<td>Draft Reports</td>
<td>Draft Community Needs Assessment Match needs with potential solutions</td>
</tr>
<tr>
<td>Spring 2021</td>
<td>Outreach Round 2</td>
<td>Present Community Needs Assessment Gather feedback on potential solutions</td>
</tr>
<tr>
<td>Summer 2021</td>
<td>Neighborhood Strategy</td>
<td>Finalize Neighborhood Strategy:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Housing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Small Businesses and Commercial Corridors</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Neighborhood Services</td>
</tr>
</tbody>
</table>
NC & SMALL BUSINESSES: In the context of COVID-19

https://sunsetstrong.com/
NC & SMALL BUSINESSES: In the context of COVID-19

Shelter in Place

Changing rules & regulations

Housing affordability affects workforce availability

Economic Recovery Task Force
Current efforts underway by the City to support small businesses:

- Shared Spaces Program
- Small Business Loans
- Deferring taxes and fees
- Save Our Small Businesses ballot measure (November 2020)

Additional resources and updates by Office of Economic and Workforce Development:

https://oewd.org/businesses-impacted-covid-19
NC & SMALL BUSINESSES – What are the needs?

Questions for small business owners...

? What are the biggest challenges you face as a small business operating in the Sunset District now?

? What services and programs are you accessing for help, and what is lacking?

? What is needed for your business to survive in the Sunset?
Have you been patronizing local businesses since the pandemic started? What would make you more likely to shop or dine local in the Sunset?

How should the Sunset’s commercial corridors adapt to serve the needs of residents and business owners?
DEMOGRAPHICS – Population + Growth

**POPULATION**

<table>
<thead>
<tr>
<th>Year</th>
<th>District 4</th>
<th>San Francisco</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>70,672</td>
<td>776,733</td>
</tr>
<tr>
<td>2018</td>
<td>78,549</td>
<td>883,305</td>
</tr>
</tbody>
</table>

**POPULATION GROWTH SINCE 2000**

- **11%** in D4
- **13%** in SF
DEMOGRAPHICS – Race and Ethnicity

**RACE + ETHNICITY (2018)**

- **District 4**
  - Asian: 53%
  - White: 31%
  - Hispanic or Latino: 8%
  - Black: 1%
  - Two or more races: 6%
  - Other: 1%

- **San Francisco**
  - Asian: 41%
  - White: 34%
  - Hispanic or Latino: 15%
  - Black: 5%
  - Two or more races: 4%
  - Other: 1%

53% of D4 residents identify as Asian vs. 34% citywide

**RACE + ETHNICITY (Change in D4 from 2000-2018)**

- Asian: 54% to 50%
- White: 31% to 42%
- Hispanic or Latino: 4% to 8%
- Black: 1% to 1%
- Two or more races: 2% to 6%
- Other: 0% to 1%
**DEMographics—Languages Spoken and Foreign-born Population**

**Limited English-speaking Households** (2018)

- **14%** in D4
- **12%** in SF

**Languages Other Than English Spoken at Home** (2018)

- **District 4**
  - Spanish: 9%
  - Asian and Pacific Island Languages (Including Cantonese and Tagalog): 10%
  - Other Indo-European languages: 10%
  - Other languages: 3%
  - All Other Languages: 78%

- **San Francisco**
  - Spanish: 11%
  - Asian and Pacific Island Languages (Including Cantonese and Tagalog): 17%
  - Other Indo-European languages: 1%
  - Other languages: 1%
  - All Other Languages: 71%

**Foreign Born Population** (2018)

- **42%** in D4
- **34%** in SF
DEMOGRAPHICS – Age and Household Size

**AGE (2018)**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>District 4</th>
<th>San Francisco</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 5</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>5 to 19</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>20 to 34</td>
<td>24%</td>
<td>29%</td>
</tr>
<tr>
<td>35 to 59</td>
<td>34%</td>
<td>35%</td>
</tr>
<tr>
<td>60 and over</td>
<td>25%</td>
<td>21%</td>
</tr>
</tbody>
</table>

District 4 has a higher proportion of **children & seniors** compared to the city as a whole.

**AVERAGE HOUSEHOLD SIZE (2018)**

- **2.9** in D4
- **2.4** in SF
### DEMOGRAPHICS – Household Income

#### HOUSEHOLD INCOME (2018)

<table>
<thead>
<tr>
<th>Income Range</th>
<th>District 4</th>
<th>Citywide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less Than $25k</td>
<td>11%</td>
<td>17%</td>
</tr>
<tr>
<td>$25,000 to $50,000</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>$50,000 to $75,000</td>
<td>15%</td>
<td>11%</td>
</tr>
<tr>
<td>$75,000 to $100,000</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>$100,000 to $150,000</td>
<td>19%</td>
<td>16%</td>
</tr>
<tr>
<td>$150,000 or More</td>
<td>32%</td>
<td>35%</td>
</tr>
</tbody>
</table>

#### MEDIAN HOUSEHOLD INCOME (2018)

<table>
<thead>
<tr>
<th>Location</th>
<th>Median Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>District 4</td>
<td>$103,817</td>
</tr>
<tr>
<td>San Francisco</td>
<td>$104,917</td>
</tr>
</tbody>
</table>

#### POVERTY STATUS (2018)

<table>
<thead>
<tr>
<th>Location</th>
<th>Poverty Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>District 4</td>
<td>7.7%</td>
</tr>
<tr>
<td>San Francisco</td>
<td>10.9%</td>
</tr>
</tbody>
</table>
zoned for **mixed use** and **housing** (typically excludes offices)
NC & SMALL BUSINESSES – Existing Conditions

**Irving**
- 11.2% Personal service (e.g., salon, spa)
- 10.6% Restaurant, full service
- 8.7% Fast food (limited restaurant)

8% vacant
160 total storefronts

**Noriega**
- 19% Fast food (limited restaurant)
- 15% Medical services
- 9% Personal service (e.g., salon, spa)

2.6% vacant
190 total storefronts

**Taraval**
- 11% Personal service (e.g., salon, spa)
- 11% Business or professional service (e.g., real estate, insurance)
- 7.4% Restaurant, full service

13.2% vacant
242 total storefronts

Source: Neighborhood Commercial Corridors Survey, SF Planning 2016
Cost and difficulty of doing business in San Francisco

Changing nature of retail

Housing affordability affects workforce availability
More seniors and families with children
Growing senior population

More middle-income households and less income polarization but still pockets of poverty

Higher foreign-born population
14% limited-English speaking households
More likely to have Asian languages spoken at home
NC & SMALL BUSINESSES – What are the needs?

Questions for everyone...

Are the Sunset’s commercial corridors meeting the needs of Sunset residents?

What would you hope to see in this neighborhood in a year? In five years?

What is needed for your business or commercial corridor to thrive in the Sunset?
Quick Actions

Feedback will inform the Community Needs Assessment Survey (September 2020)
Additional Input:

Interested in sharing more?
• Include your name and email in the chat!
• Calling for ideas: how can we organize and gather small business needs across the city?
THANK YOU!

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Carla de Mesa  
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