# Good morning & welcome!

We will get started shortly.

#### Please change your name to your <u>first name</u>:

- 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





## **DISTRICT 4**

Community Needs Assessment

# **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?





#### **DISTRICT 4** Community Needs Assessment

**D4 Community** Members

Office of District 4 Supervisor Mar

**SF County Transportation Authority** 

SF Planning

**Community Org Partners** 

















**Community Needs** Assessment









**D4 Mobility Study** 





Housing Neighborhood Services

Small Businesses & Commercial Corridors

Transportation

Neighborhood Strategy

# Community Needs Assessment - Topics



- Outline community needs and priorities
- Find new solutions to meet District 4 needs

Respond to COVID-19 at local level



# Community Needs Assessment – The Process

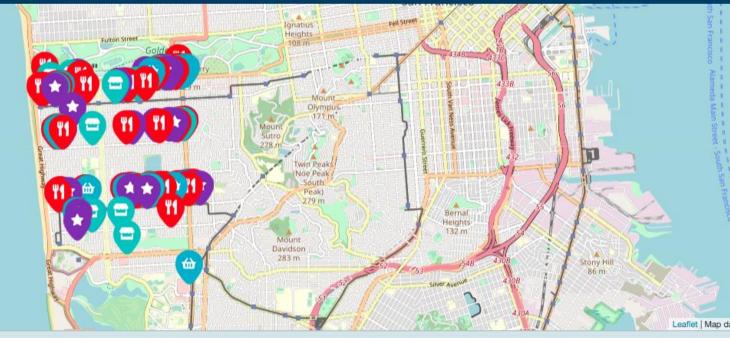
Timeframe	Project Phase	Activities
July - September 2020	Outreach Round 1	Virtual Small Group Discussions Needs Assessment Survey
October – December 2020	Analysis and Quick Actions	Analyze Community Input Implement quick actions
January - March 2021	Draft Reports	Draft Community Needs Assessment Match needs with potential solutions
Spring 2021	Outreach Round 2	Present Community Needs Assessment Gather feedback on potential solutions
Summer 2021	Neighborhood Strategy	<ul> <li>Finalize Neighborhood Strategy:</li> <li>Housing</li> <li>Small Businesses and Commercial Corridors</li> <li>Neighborhood Services</li> </ul>







EAT & DRINK GROCERY STORES SHOPS SERVICE CONTACT ADD A BUSINESS





Eat & Drink 88



Service 32



Grocery Stores 23



Shops 23

https://sunsetstrong.com/



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

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?

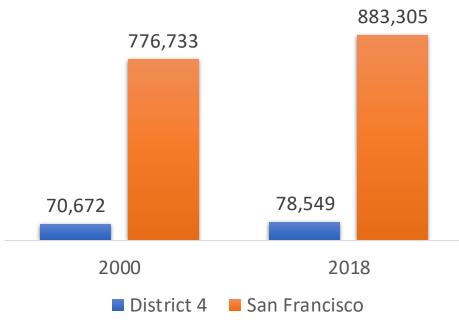
Questions for everyone...

- 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**

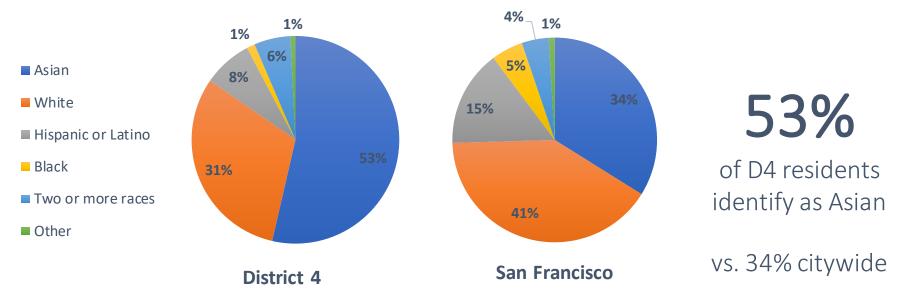


### **POPULATION GROWTH SINCE 2000**

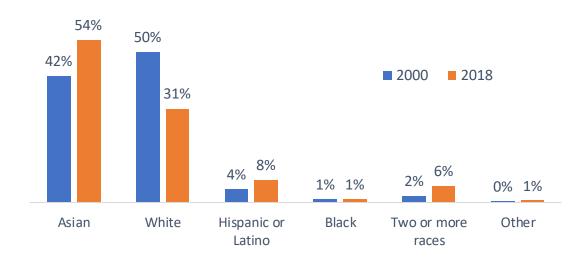
11% 13% in SF

### DEMOGRAPHICS – Race and Ethnicity

#### RACE + ETHNICITY (2018)



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

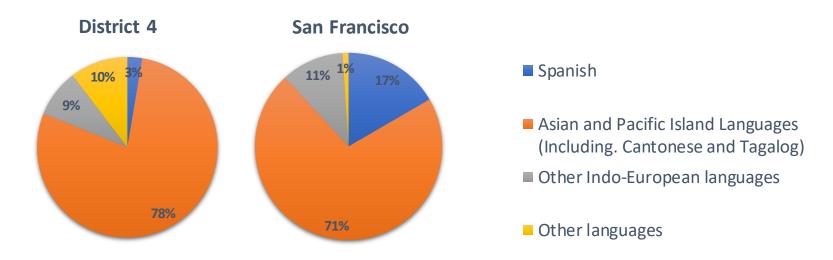


### DEMOGRAPHICS – Languages Spoken and Foreign-born Population

#### **LIMITED ENGLISH-SPEAKING HOUSEHOLDS** (2018)

14% 12% in SF

#### LANGUAGES OTHER THAN ENGLISH SPOKEN AT HOME (2018)

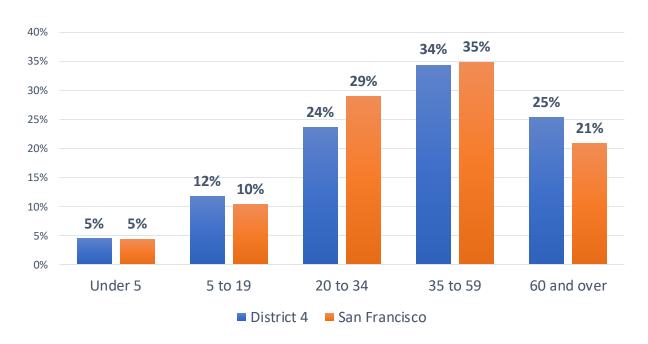


**FOREIGN BORN POPULATION (2018)** 

42% 34% in SF

### DEMOGRAPHICS – Age and Household Size

#### **AGE** (2018)



District 4 has a higher proportion of

# children & seniors

compared to the city as a whole





#### **AVERAGE HOUSEHOLD SIZE (2018)**

in D4

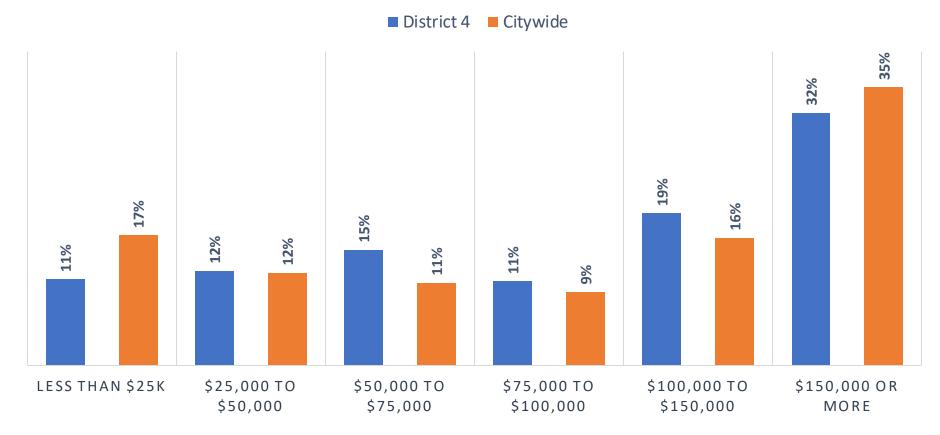
2.4

in SF



### DEMOGRAPHICS – Household Income

#### **HOUSEHOLD INCOME** (2018)



MEDIAN HOUSEHOLD INCOME (2018)

\$103,817

District 4

\$104,917

San Francisco

**POVERTY STATUS (2018)** 

7.7%

District 4

10.9%

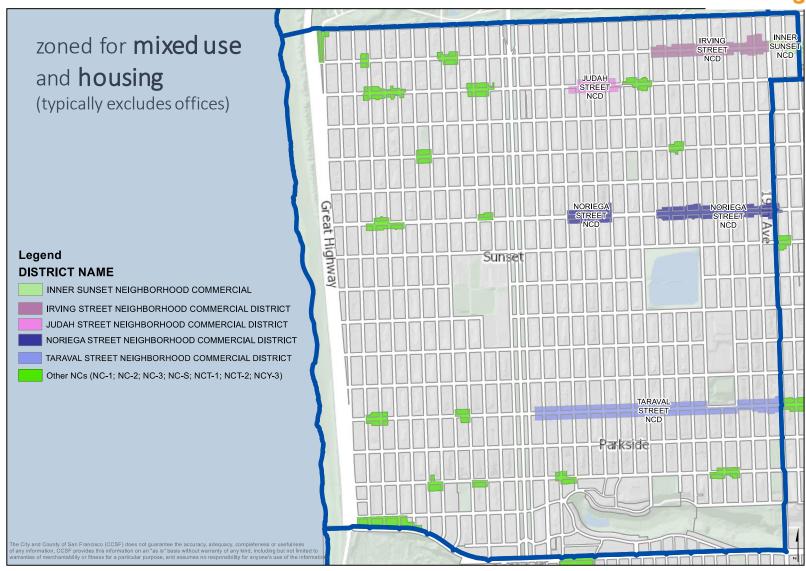
San Francisco



### NEIGHBORHOOD COMMERCIAL CORRIDORS & SMALL BUSINESSES

#### **Neighborhood Commercial Districts**







11.2% Personal service (e.g., salon, spa)10.6% Restaurant, full service8.7% Fast food (limited restaurant)

8% vacant

160 total storefronts



19% Fast food (limited restaurant)15% Medical services9% 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 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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