



**Dear Tenderloin Residents and Communities,**

Thank you for tuning in to the Tenderloin Community Action Plan (TCAP), a collaboration between community organizations, businesses, and non-profit partners, led by San Francisco Planning alongside numerous other City agencies. We're excited to present the latest developments in our beloved Tenderloin neighborhood. This newsletter will include updates on the following:

- **TCAP Investment Blueprint** Completed and Endorsed
- Community Leadership & Advocacy
- Community Action Grant Project Highlights
- Strategic Priority Areas
- Street Conditions and Progress





# Board of Supervisors Endorses the TCAP Investment Blueprint



This moment is a celebration for the Tenderloin— The endorsement of the **Tenderloin Community Action Plan (TCAP) Investment Blueprint** marks a major milestone—celebrating years of advocacy, consensus building, and the tireless outreach efforts of Tenderloin residents, workers, and community organizations.

Supervisor Bilal Mahmood expressed strong support for this long-standing, community-led effort, recognizing the years of hard work and collaboration that shaped the TCAP Investment Blueprint. He emphasized the importance of lifting up resident voices and brought the **resolution** to the Public Safety and Neighborhood Services Committee for consideration.

On Thursday, June 12, the committee gave

the resolution a positive recommendation, with Supervisors highlighting that the community-driven TCAP model is working and stressing the need for continued investment in the Tenderloin. The Tenderloin community showed up in strong support—35 speakers testified, with over 100 community members in attendance—demonstrating the neighborhood’s resilience and the critical need for sustained, community-aligned investment.

Following the committee’s positive recommendation, Supervisor Mahmood brought the resolution to the full Board of Supervisors. On Tuesday, June 24, the Board unanimously adopted the resolution, formally endorsing the TCAP Investment Blueprint. This represents an important milestone in the community-driven, collaborative TCAP process.

"The resolution is just one step but it’s a meaningful one, it affirms the city must invest in the Tenderloin not just in principle but in practice. And to do so is an alignment with the values, priorities and leadership of the community itself."

— D5 SUPERVISOR BILAL MAHMOOD

"I think this is the idea of not just about putting budget dollars, but more importantly, putting decision-making power in the hands of the community—and as we heard today, it’s working."

—D3 SUPERVISOR DANNY SAUTER

"When we invest in our community, it is true safety and community building. As someone with an immigrant background, I think what makes America thrive: because we are welcoming, and everyone can continue to find and realize their dream in this country"

—D11 SUPERVISOR CHYANNE CHEN

#### The resolution requests:

- That the Board of Supervisors of the City and County of San Francisco endorses the Tenderloin Community Action Plan Investment Blueprint as the community-led strategy to support equitable recovery and revitalization in the Tenderloin.
- That the Board urges all City departments and partner agencies to align their policies, investments, and implementation strategies with the Blueprint’s priorities.
- That the Board encourages our City Departments, philanthropic, and private sector partners to use the TCAP Investment Blueprint as a guiding framework to coordinate future investments in the Tenderloin.
- That the City commits to engaging Tenderloin residents and stakeholders in all phases of the Blueprint’s implementation, evaluation, and refinement to ensure accountability and continued community leadership.



# About the Blueprint

**Led by five TCAP outreach partners—** Tenderloin Neighborhood Development Corporation, St. Anthony Foundation, Tenderloin Community Benefit District, GLIDE Memorial Church, and Chinatown Community Development Center—and supported by the Planning Department, the Blueprint outlines seven interdependent priority areas, each with recommended strategies, key actions, and targets for success. Together, these strategies form a centralized framework and coordinated neighborhood-based roadmap to realize the Tenderloin community’s vision:

1. **Street Stewardship and Cleanliness:**

*Street stewardship is essential as long as the current state of crisis continues on the neighborhood streets.*
2. **Eliminating Open-Air Drug Trade and Use:**

*The community is calling for sustained action to disrupt and dismantle open-air drug markets.*
3. **Public Space Improvements and Activations:**

*Immediate and sustained investment in activation, placemaking, and stewardship is paramount to create the safe and healthy public space network the Tenderloin deserves.*
4. **Youth Investment:**

*Investment in youth-centered spaces and programs will help disrupt the current pipeline of youth participating in the open-air drug market.*
5. **Strengthening Services for Community Wellness:**

*Access to substance use and behavioral health treatment, complemented by mental health and*

*wellness support needs to be improved for vulnerable families and immigrant communities who live through the most visible impact of opioids crisis and open-air drug market.*

6. **Small Business Support:**

*A focus on commercial corridors and support for existing and new businesses is necessary to revitalize the economic and cultural vitality of the Tenderloin.*

7. **Housing:**

*The community calls for rehabilitation and reuse SROs to provide dignified living conditions, and protection tenants, expansion of affordable family homes, and enhanced connection to care and on-site support that keeps residents stable and thriving.*

## Community Support

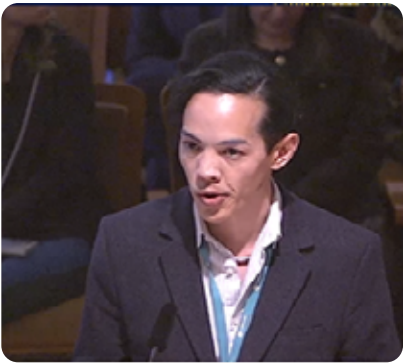


“We now have a clear path that has been collaboratively crafted a strategic plan that aligns with our Mayor and Supervisors stated priorities. These are the same priorities for San Francisco’s recovery as a whole, which is contingent on the success of the Tenderloin’s recovery. Downtown will not thrive without a thriving Tenderloin.”

- KATE ROBINSON. EXECUTIVE DIRECTOR, TENDERLOIN COMMUNITY BENEFIT DISTRICT

“Communities are not unlike people - you take care of the essentials, and if you say you’re going to provide, you do that consistently. Once you’ve earned trust, you can allow people to dream. There’s a lot of big dreams in the TCAP blueprint, it represents people in the neighborhood who know what the neighborhood needs.

- GEOFFREY MCFARLAND, COMMUNITY ENGAGEMENT MANAGER, ST. ANTHONY’S FOUNDATION



“For me as a young person, TCAP means safer streets. I can walk, play and go to school without fear. The plan values community input and includes all our youth voices. For me the plan is a chance to be seen heard and empowered as a young tenderloin resident. ”

- SAMMY ALABSI, YOUTH RESIDENT

“This plan invests in young people by supporting programs that help non-English-speaking youth and families navigate society, access employment, and—most importantly—advance strategies to disrupt the pipeline that draws youth into the drug trade.”

- FAITMAH ALABSI, RESIDENT



“We need structure in the Tenderloin, we need help in the tenderloin. And TCAP is that structure. It’s a plan not created for us. It’s a plan created by us. It reflects our voices, our trauma, our vision for a livable neighborhood.”

- NAIMA HALL, RESIDENT AND MEMBER OF TNDC LEADERSHIP ACADEMY

[WATCH THE BOS COMMITTEE HEARING \(6/12\) HERE](#)

[WATCH THE FULL BOARD HEARING \(6/24\) HERE](#)



# Community Leadership & Advocacy

The TCAP Investment Blueprint reflects decades of community advocacy and feedback gathered through an intensive, community-led outreach process over the past four months. You can review the summary of the outreach process on page 62 of the [Tenderloin Community Action Plan Investment Blueprint](#).

TCAP outreach partners — including TNDC, Glide, CCDC, TLCBD, and St. Anthony’s — have played a critical role in ensuring community voices remain front and center. Their efforts have included:

- Leading a budget advocacy leadership academy with Tenderloin Residents

- Preparing residents to share their stories and priorities through public comment
- Organizing legislative visits that connect residents directly with decision-makers

Outreach partners are now working together to analyze which areas of the Blueprint are already being fulfilled and to identify gaps that

will help inform next steps. Thanks to their continued work, the Blueprint is not just a document—it’s a living strategy, grounded in the priorities of those most impacted and most committed to the future of the Tenderloin.



# Community Action Grant Projects

TCAP continues to support delivering the remaining [21 Community Action Projects](#) aimed at enhancing public spaces, promoting cultural events, supporting youth, and enhancing wellness and access to essential needs in the Tenderloin.

## Status Update

[REVIEW DETAILED UPDATES FOR ALL 21 COMMUNITY ACTION PROJECTS HERE](#)

**Completed:**  
12 Projects

**Completion by  
End of 2025:**  
4 Projects

**Completion by  
June 2026:**  
3 projects

**New Project  
Kick Off:**  
1 project

**Discontinued:**  
2 Projects

- Note:**
- Projects continuing through the remainder of FY 2025–26 have not received new funding; instead, their timelines have been extended using existing resources.
  - As mentioned in our newsletter from October 2024, due to unforeseen circumstances, the Art in the Park and Grace Notes projects would no longer be implemented.
  - To help sustain the remaining public space projects, the remaining funds will be awarded to one organizational partner to lead public space programming and partnerships at three high-participation sites in the Tenderloin. – See the Public Space Strategic Area Update section for more.



# Project Highlights

## Community Celebrations and Park Activities

The cohort identified the collective impacts as:

- Creating a new positive narrative about the Tenderloin.
- Increasing community connections.
- Increasing celebrations of Tenderloin creative and businesses.

## Eid Cultural Celebration

COMPLETED

This year’s Tenderloin Eid Al-Adha celebration brought together over 400 community members for a joyful day of festivities at the Tenderloin Recreation Center. The event featured fun activities for youth and families of all backgrounds, including jump houses, soccer tournaments, live portrait art, and a vibrant marketplace where local small businesses sold food, handmade oils, and clothing.

Organized by Tenderloin youth in collaboration with community-based partners—including Chinatown Community Development Center, San Francisco Recreation & Parks, IMAAN Network, TL Muslim Youth, Up On Top, Maram Foundation, United Way Bay Area, and the San Francisco Planning Department—the celebration was a powerful display of culture, community, and connection.

## Public Space and Activations

The cohort identified the collective impacts as:

- More available Green and Public Space.
- Increased Street Activation.
- Community capacity for ownership and maintenance.
- Improved neighborhood health and safety.

## A New Phase of the Golden Gate Greenway

COMPLETION BY END OF 2025

The Golden Gate Greenway is entering an exciting new chapter, with refreshed goals and a new direction for placemaking through 2026. Originally envisioned as a series of three parklets that would offer safe, communal spaces for all 9 nonprofits on the block and the broader neighborhood, the pilot phase has brought valuable lessons that are now shaping the future of the project.

Over the past year, 2 of 3 planned parklets were piloted at 180 Golden Gate Avenue

## Tenderloin Blackness

COMPLETION BY END OF 2025

Tenderloin Blackness has been actively engaged in the Tenderloin community, participating in key events such as the Curry Senior Center seniors lunch, the TCAP Hearing, and the Juneteenth Parade. They led and supported several Tenderloin Walking Tours

and organized t-shirt and button giveaways. Tenderloin Blackness also partnered with UC Law to host an exhibition running through May 2025, and collaborated with the San Francisco Public Library African American Center to open a related exhibition on June 15, 2025, which will remain on display for several months. **Check out their exhibit at the Public Library!**



Tenderloin Blackness



Tenderloin Eid Celebration

(in front of the 826 Valencia building) and at 111 Jones Street (adjacent to Mercy Senior Housing). While the intent was to create pockets of respite from the busy street life of the TL, the parklet at 111 Jones eventually became a magnet for antisocial behavior and safety concerns. In response to community feedback, it was removed in June 2025. These experiences led to a thoughtful shift away from fixed seating areas toward more flexible “activity zones” that can adapt to the needs of the block. The now activity zone in front of 826 Valencia will remain and soon be completed with new planters. Following the removal of the concrete barriers at Leavenworth, the green planter barricades have now been upgraded with plants.

With these changes, the nonprofit partners along the block, collectively known as the Golden Gate Greenway coalition and led by St. Anthony’s, have come together to re-envision what it means to continue to shape a clean, safe, and well-used and well-cared for “green oasis in the Tenderloin.” Rather than investing in fixed infrastructure, the updated vision centers on beautification, programming, and light infrastructure. As a first step, St. Anthony’s has circulated a new survey amongst the coalition, asking partners what events or programs could the Greenway support and what would your organization need to make it happen. The hope is that

this survey will help better understand the need of other nonprofit partners and the populations they serve to better activate the roadway through recurring programming, especially for youth and families. In parallel, St. Anthony’s will continue to lead the charge on Greenway Vision 2025’s beautification efforts, coordinating block-wide resources, and offering programs that serve both their clients and the neighborhood at large.

Core components of the Greenway Vision 2025 include a ground mural that reflects the Tenderloin’s identity, string lights to brighten the block, expanded sidewalk greenery, and pilot food vending on the closed block with cafe tables and chairs. The long-term goal is to offer something for everyone, from toddlers to elders and everyone in between. New elements will begin rolling out in Fall 2025, with full implementation expected by the end of the year.

Meanwhile, ongoing programming continues to thrive. The monthly Read Ride Explore series is offering children’s activities, street play, and biking every last Wednesday of the month through September. Highlights include free books from the Bookmobile, story-time with a National Parks Ranger, bubble and block play with the Bay Area Discovery Museum, and nature learning at the Roving Ranger van.





YMCA / Elm Alley Arts Club at City Hall



## Elm Alley Celebrations!

### COMPLETION BY JUNE 2026

On April 30th and May 28th, the Friends of Elm Alley hosted their first-ever after-school Block Parties to celebrate El Día de Los Niños and the end of the School Year.

El Día de Los Niños was a vibrant afternoon dedicated to children, books, and street play. The alley buzzed with energy as families gathered for chalk art, street games, and creative activities supported by the Museum of Craft and Design, Safe Routes to School, and the San Francisco Public Library.

In partnership with Civic Joy Fund and the Tenderloin Community Benefit District, The End of Year on Elm After-School Block Party was an equally successful display

of interactive, youth-centered programming on the street. The alley transformed into a colorful and lively party with a soccer field, music, face painting, games, and lots of spray chalk.

These spring events marked not just the end of the school year but also the beginning of a new phase for the Elm Alley School Street project. Heading into the 2025-2026 school year, the team is focused on bringing more substantial infrastructure –both physical and social- to the street including a gate to close the road, a roadway mural and additional staff to monitor the street. The team’s priority is to organize the street elements for optimal safety and visibility and to broaden the participation of the local school and neighborhood communities.

Behind the scenes, approximately 30 students

at the Tenderloin Community School have been meeting every week for the YMCA Elm Alley Arts Club. Since January 2025, they’ve been meeting weekly to explore creative ways to imagine and improve their neighborhood through art and innovation. For the end of year project, the students were tasked with creating art pieces, inspired by the Tenderloin Investment Blueprint, expressing their hopes for safer, cleaner, and more joyful public spaces in the neighborhood. In a powerful act of youth advocacy, the young artists went on a field trip to City Hall and presented their ideas directly to Supervisor Bilal Mahmood’s office.

Their contributions reflect a deep sense of ownership, creativity, and belief in the future of the Tenderloin — proving that youth voices are not just welcome, but essential to shaping what comes next.

## Tenderloin National Forest Updated Hours and Newsletter

### COMPLETION BY END OF 2025

The Tenderloin National Forest (TNF) has updated their hours of operation and is open to the public Wednesday through Friday from 10:00am to 3:00pm and Saturday and Sunday from 12:00pm to 5:00pm. Entrance to the Forest is through the adjacent Swim Gallery at 509 Ellis Street. The Forest will remain open and staffed beyond August 2025, with regular programming like movement classes and tai chi continuing throughout the year.

Interested in hosting an event or program at the Forest? Please reach out to Laurie and Nihan and cc: tenderloincap@gmail.com.

**Laurie Lazer**, Director at [laurie@luggagestoregallerysf.org](mailto:laurie@luggagestoregallerysf.org)

**Nihan Roth**, Community Relations and Media at [tenderloinnationalforestsf@gmail.com](mailto:tenderloinnationalforestsf@gmail.com)



To stay informed on TNF updates, you can subscribe to the Tenderloin National Forest monthly newsletter here: [TNF Newsletter Sign-Up](#)



Myrtle Alley Activation Series

COMPLETION BY SEPTEMBER 2025

The Tenderloin Museum has been transforming Myrtle Alley into a vibrant event space, through a series of 5 outdoor block parties tied to the First Thursday Art Walks and the Compton’s Cafeteria Riot play. From May to September, each event highlights Tenderloin art, history, literature, and culture, with a special emphasis on uplifting queer and trans communities. This collaborative effort brings together the Tenderloin Museum for programming, Lower Polk CBD for cleaning, and Code Tenderloin for event stewardship, turning this troubled alley into a lively public space once a month.

The series kicked off in May with McSweeney’s 78: The Make Believers Issue Release Party, commemorating the 50th anniversary of the end of the Vietnam War. Writers Vu Tran and Doan Bui shared moving reflections on the Vietnamese diaspora, while DJ Topazu kept the block alive with music. In June, the alley came alive for Pride Month with Drag It Out in the Open!, an outdoor drag show led by Shane Zal-Diva and the cast of The Compton’s Cafeteria Riot, bringing queer joy and trans resistance into the alley. The third event in July featured Banda Sin Nombre, a femme and nonbinary-led ensemble based in the Mission, known for blending folk traditions with original pieces to tell stories through music. The group performed with a mix of acoustic instruments, accompanied by elements of drag and performance art.

Upcoming Event: San Francisco’s Transgender District Book Launch

On Thursday, August 7, from 6–8 PM, TL Museum will host their fourth event at Myrtle Alley. in honor of Transgender History Month, with the official book launch of San Francisco’s Transgender District by Rev. Dr. Megan Rohrer. Featuring over 200 images, this book details the history and cultural significance of the world’s first legally recognized Transgender District. Dr. Rohrer will present highlights from the book and reflect on the power of trans advocacy in shaping San Francisco with additional performances by Bebe Sweetbriar, Dulce De Leche, and more.

The final event will be held in September, concluding the Myrtle Alley series which will be cemented by the unveiling of a mural.



### Youth/Family Support

The cohort identified the collective impacts as:

- Improved education, career, and mental health outcomes.
- Reduction in crime and drug usage.
- Community leadership and awareness of housing and city resources.
- Expanded support for immigrant families.

Teen Drop-In Center Pilot

COMPLETION BY JUNE 2026

The Tenderloin Teen Drop-In Center is excited to continue serving teens of all backgrounds at the Salvation Army Kroc Center, located at 240 Turk Street. The center has hosted fun and engaging activities such as basketball tournaments and cooking competitions. It features an open gym, fitness center, and game room, with plans to expand hours this summer and hire additional staff to support its growth.

Some special events coming soon are:

- Teen Night: Friday, July 18th from 5:30pm – 8:00pm
- National Night Out: Tuesday, August 5th from 4pm – 6pm
- Addiction Prevention Workshops: July 29th – July 31st , from 10 am - 11:30 am

If you’re interested in volunteering, collaborating, or visiting, please drop by the Slavation Army Kroc Center or reach out to Justin, Program Lead: [justin.scarvers@usw.salvationarmy.org](mailto:justin.scarvers@usw.salvationarmy.org)



# TCAP Strategic Priority Areas

Years of engagement in the Tenderloin clarified community priorities. These priorities have been distilled into four main strategic priorities: public space and activation, small business support, youth investments, and housing.

## Public Space and Activations

### Coming Fall 2026: Public Space Coordinator Roll-Out

In an effort to sustain public space operations as many of the TCAP Community Action Project contracts come to a close this calendar year, the remaining funding will be awarded to one organizational partner to lead Public Space Programs, Activations, and Partnerships across three sites in the Tenderloin that have emerged as having the most community participation and thus potential to become vital centers of neighborhood activity:

1. Elm Alley, a small street behind the Tenderloin Community School,
2. the 100 block of Golden Gate Avenue, where 9 non-profit neighborhood-serving organizations are based, and
3. the Tenderloin National Forest, a once-neglected alley, now cherished space adorned with art and greenery.

The selected organization will work with the TCAP team in advancing several core priorities to help these spaces realize their full programming potential, including:

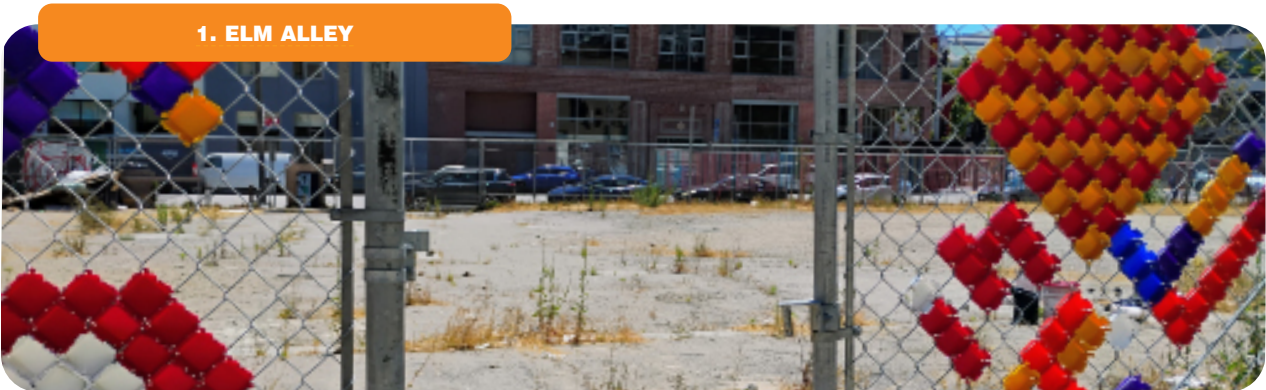
- Outreach to and partner with art and cultural event producers citywide.
- Support local community-serving Tenderloin organizations to host events at these three public spaces.
- Promote these public spaces locally and citywide through marketing and branding initiatives.

Key outcomes of this effort will a minimum of quarterly events in each of the three spaces and support for existing outdoor programming led by neighborhood service providers.

Another major milestone for this role will be the co-development of a Public Space Improvements and Activations Toolkit a user-friendly resource guide designed to encourage the use of public space, reduce barriers, and fill gaps for community-serving organizations that want to sponsor and produce activations, but are not sure where to begin. The toolkit will be a living document, responsive to the needs and challenges of the Tenderloin, including step-by-step guidance on permitting and implementation for common community improvements and event such as murals, block parties, and greening.

### Public Space Working Group Reaches One-Year Milestone

Over the past year, the Public Space Working Group has served as a dedicated advisory group supporting one of TCAP's four strategic



priorities: to improve public spaces in the Tenderloin. Since launching in May 2024, the group has met monthly, with each session focused on a different Public Space priority area, including those highlighted in the **Tenderloin Investment Blueprint's chapter on Public Space**. Grounded in the lived experiences of residents and workers in the neighborhood, the group has offered critical insights and generated actionable ideas to bring new energy and coordination to public space efforts in the Tenderloin.

Together, Public Space Working Group members have explored how to better activate and maintain public spaces, improve communication and coordination around special events and activations, and strengthen partnerships to foster a shared stewardship approach. The group has identified spaces in the Tenderloin that are working well and those that are underutilized, it mapped out potential additional locations for events, greening and public art, and discussed creative ways for community groups to bring beauty, safety, and functionality into the neighborhood's existing and future spaces. The group has also helped highlight areas where city processes show gaps and could be improved to better support community-led projects like the TCAP projects currently under implementation. Many actions outlined in the Investment Blueprint were put forth and/or refined by the working group.

As we close out the first year, members have begun informing the creation of the Tenderloin Public Space Improvements and Activations Toolkit. A subcommittee of working group members, in partnership with the TCAP team and the upcoming Public Space Coordinator, will lead the development of this guide over the Fall 2025 and Spring 2026.

Additionally, the group will host a **Public Space Open House in Fall 2025** to bring together public space leaders and community stewards of spaces and events. This open house will be an opportunity to grow the public space network, exchange information about ongoing efforts, and begin shaping a more coordinated and community-wide movement for public space advocacy in the Tenderloin.

We recognize that, like many aspects of neighborhood livability, public space efforts in the Tenderloin lack coordination and, although driven by committed individuals and organizations, don't have an aligned vision or shared strategy. This Open House is a first step toward building that alignment. It is also a chance to reaffirm that improving public spaces is not just about aesthetics; it is about safety and equity, especially for youth, elders, people with disabilities, and unhoused neighbors.



# Small Business Support

## Grant Program Updates

### Tenderloin Facade Improvements Grant Completed

Last year, SF Planning and OEWD launched the Tenderloin Facade Improvements Program, a pilot grant initiative aimed at revitalizing businesses along Larkin Street, Golden Gate Avenue, and Eddy Street. With the support of TLCBD and SEACC, we’ve collaborated with small businesses in these corridors. 24 businesses took advantage of the grant programs and completed their upgrades to signage, awnings, gates, and other storefront elements.

### Tenderloin Vacancy Filling Grant In Progress

This program started as one of the three grant programs TCAP supported in collaboration with OEWD and focused on activating long-vacant storefronts and support community-serving businesses and entrepreneurs in the neighborhood.

The program initially focused on Larkin Street, a priority corridor identified by community stakeholders for concentrated investment to maximize collective impact. An open call and for entrepreneurs led to five exciting new businesses waiting to find a storefront. As part of this effort, Office of Economic and Workforce Development (OEWD) funded a community broker who provided hands-on support to five selected entrepreneurs. This included identifying and vetting viable commercial spaces, conducting outreach to property owners and brokers, coordinating site tours, and assisting with the development of tailored Letters of Intent (LOIs).

Despite this dedicated support, some



BEFORE

storefronts on Larkin required major tenant improvements that went beyond what property owners or new businesses could afford, some property owners were unresponsive or asking for rents higher than what these businesses could afford—often significantly higher than anticipated—proved prohibitive for most of the entrepreneurs.

To ensure continued progress and better alignment with community needs, TCAP and OEWD have expanded the program’s eligible geography beyond Larkin Street to include other parts of the Tenderloin. OEWD is also taking on direct implementation of the program as part of its broader strategy to reduce commercial vacancies across the neighborhood.

This shift is rooted in the goals of TCAP’s small business strategies while expanding opportunities for activation. By broadening the geographic scope, the vacancy filling program will leverage additional partnerships and catalyze the transformation of long-vacant spaces throughout the Tenderloin—ultimately



AFTER

strengthening the neighborhood’s economic vitality and cultural fabric.

**We’re excited to share that two entrepreneur has recently secured leases and are now on the path to opening their doors!**

- **Niebla**, a bilingual bookstore, will offer books and programming in both English at 300 Block Golden Gate Ave, creating a welcoming space for readers of all ages. Beyond selling books, the bookstore will serve as a cultural hub—celebrating language, and community, while fostering cross-cultural connection and learning.
- **Libreté**, a community-driven tea and wellness tea shop, will offer high-quality, non-caffeinated herbal teas, and gluten-free bread and treats at 500 Block Eddy Street. With a focus on inclusivity, taste, and community health, it will serve as an alternative space for residents to connect connect, learn, and discover delicious yet mindful options.

## City Spotlight: New OEWD Staff Supporting the Tenderloin



Noa Kornbluh joined the Office of Economic and Workforce Development’s Community Economic Development Division in April 2025 as the Senior Project Manager for the Tenderloin Neighborhood. In this role, she will spearhead initiatives to implement actionable economic development strategies, working closely with local stakeholders to revitalize commercial corridors and support the growth of small businesses in the area.

A proud Bay Area native, Noa has devoted her career to building resilient local economies. Over the past decade, she has collaborated with diverse communities across the United States, partnering with local governments, non-profits, and small businesses to drive impactful change. Noa is excited to connect with the dynamic communities, organizations, and businesses that make the Tenderloin unique. If you’d like to reach out, feel free to contact her via her email at [noa.kornbluh@sfgov.org](mailto:noa.kornbluh@sfgov.org).

## Small Business Legislations Updates

Mayor Lurie has introduced proposed legislation aimed at reducing barriers for small business owners. Highlights of recent key changes approved by the Planning Commission include:

- **Business Signage:** The proposal would eliminate permit and fee requirements for many common types of business signage, such as small interior signs and painted identifying signs on building facades.
- **Storefront Transparency:** Certain uses—such as childcare facilities, shelters, schools, and health service providers co-located with housing or shelter—would be exempt from transparency requirements that currently apply to ground-floor windows and doors.
- **Security Gates:** The legislation adds security gates as part of the City’s existing amnesty program for awnings and signs; and allows 100% non-transparent security gates. Historic buildings would still be subject to the 75% transparency standard.

For more information and to track the proposal’s progress, visit: [PermitSF legislation](#) | [SF.gov](#)



# Street Conditions Updates

## Street Outreach Teams

On March 25, 2025, Mayor Lurie launched the Integrated Neighborhood Street Teams as part of the Breaking the Cycle directive, introducing a new model for addressing street conditions, homelessness, and behavioral health challenges in San Francisco. This approach replaces the previous Joint Field Operations (JFO) model, emphasizing collaboration, care, and service connection without enforcement or displacement.

The initiative brings together staff from seven City departments—Police, Fire, Sheriff, Public Works, Public Health, Homelessness and Supportive Housing, and Emergency Management—into coordinated,

multidisciplinary teams. Each team is assigned to a specific geographic area, allowing the City to strategically manage resources, align operations, and respond more quickly and effectively to street conditions.

The Department of Emergency Management leads the initiative, while outreach workers focus on facilitating shelter placements, conducting wellness checks, and connecting people to care. This effort also includes working on a shared priority list of individuals who are most vulnerable and benefit substantially from coordinated outreach to result into placement and care.

Since the launch of the new Neighborhood Street Teams on March 25, 2025, within the boundary of the Tenderloin Police District, the integrated team has made notable progress through June 30, 2025. During this period, the team made 1,818 health referrals, facilitated 343 direct health connections, placed 27 individuals into shelter beds. These efforts reflect a coordinated approach to improving public safety while also connecting individuals with critical health and housing services.

## Ambassador Programs Update

In recent years, ambassador programs have played a key role in improving neighborhood conditions, contributing to reductions of up to 60% in 911 calls in areas like Mid-Market and the Tenderloin. For Fiscal Year 2025–2026, in light of the City’s budget deficit, \$9.8 million was approved to support the program, a decline from last two fiscal years average of 24 million. However, the Board of Supervisors

placed additional funding on hold until November 2025, pending further review. This represents a funding decrease, reduced coverage—fewer ambassadors are deployed per shift, and some routes have lost coverage entirely. As of now, 58 active ambassador posts are funded across the Tenderloin, Mid-Market, and SoMA, with xxx dedicated to the Tenderloin, focusing on xxxx streets.

### What you should look forward to...

- Saturday, August 2nd from 12pm – 6pm, **San Francisco Love Fest** at Little Saigon (Larkin between Eddy and O’Farrell)
- Thursday, August 7th from 6:00pm - 8:00pm: **San Francisco’s Transgender District Book Launch** at Myrtle Alley (835 Larkin St)
- Wednesday, August 27th from 1:00pm - 4:00pm: **Read, Ride, Explore Kids Activation** at Golden Gate Greenway (150 Golden Gate Ave)
- Thursday, September 4th from 6:00 -8:00pm, **Myrtle Alley Mural Unveiling** at Myrtle Alley (835 Larkin St)
- Saturday, September 13th from 12pm – 6pm, **Little Saigon 50th Celebration** at Little Saigon (Larkin between Eddy and O’Farrell)
- Every Friday from 11:00am to noon: **Gentle Movement Class** at the Tenderloin National Forest (509 Ellis Street)

**Sign-Up to subscribe to quarterly updates on our website.**



 **For more info:**

<https://sfplanning.org/project/tenderloin-community-action-plan>



**San Francisco Planning**