Tenderloin Community Action Plan

2020
Dept. of Emergency Management (DEM) drafts the Tenderloin Emergency Initiative (TEI)

2022
The Mayor approves $4 million for the Tenderloin facilitated through SF Planning

Jan
May
Jul
Dec

Tenderloin community votes on participatory budgeting projects

Context: Tenderloin Initiatives

2018
Saint Francis Hospital

2020
Tenderloin Vision 2020

2022
TEI Phase III transitions into Sustained Operations

Mayor Declares 90-day state of emergency

Dept. of Emergency Management (DEM) drafts the Tenderloin Emergency Initiative (TEI)

SF Planning begins process for Tenderloin Community Action Planning
I. Presentation

1. TCAP Mission and Vision

2. Community Action Grants

3. Emerging Priorities

4. Community Outreach and Engagement

II. Open House
Tenderloin Initiatives: Community Equity

**VISION**

- Tenderloin transitioning out of a state of crisis
- Equitable access to improved quality of life for Tenderloin residents
- Tenderloin as a diverse and vibrant neighborhood for all to visit

**MISSION**

- Empower Tenderloin voice to action: Facilitate community-driven initiatives
- Transform Tenderloin community action into reality: culminate new capacities

**COMMITMENTS**

- Centering equity
- Promoting community self Determination
- Fostering collaborative partnerships
## TCAP Components and Timeline

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### TL Community Action to Reality
- Community Action Projects
  - Programmed Mayor's allocated $4 million
  - Participatory Budgeting outreach and voting
  - Selected 21 projects
  - Design funding disbursement paths

### TL Community Voice to Action
- Emerging Priorities
  - Collaborate with community to develop investment strategies on **Small Business, Housing, Youth, Open Space**
  - Empower community leadership to advocate for investments

### Community Empowered TL Investment Blueprint
  - Sustain a community-led and Tenderloin focused investment advocacy
  - Shape an investment blueprint for local and state funding priorities

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- Implementation of community action projects

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**Street Operations - Community Liaison**
Street Response in Tenderloin: Interagency work

### Drug Market Agency Coordination (DMACC)
- Police (lead), Fire, DPH, Sherriff, DPW, HSH, DEM
- Ongoing

### JFO Daily Operations and HSOC
- DEM (lead), HSH, DPH, DPW, Police, Fire, CBDs
- Ongoing

### Tenderloin/SoMA Street Care Model
- DPH (Bridge and Engagement Services Team Neighborhoods)
- Ongoing

### Ambassador Coordination
- DEM
- Starting
COMMUNITY ACTION GRANTS
Call for Community Action Projects

PARTICIPATORY BUDGETING DESIGN
- Designed as a community-led process: first of its kind
- Over 50 community-sponsored projects proposed
- Selection criteria:
  - Project addresses priority needs
  - Project is feasible and accountable
  - Project is an equitable investment
  - Project celebrates the Tenderloin
  - Project builds capacity

VOTING AND PROJECT SELECTION
- Voting process: 1200 votes
- 21 projects selected based on voting results, feasibility and equitable distribution

FUNDING DISTRIBUTION
- Request for Proposals for organizations to distribute funds
- Contracting through: United Way Bay Area, MOHCD, OEWD, DPH, HSA
Community Action Grants

$3.5 Million

PUBLIC SPACE ACTIVATION AND QUALITY OF LIFE
- Community celebrations (six events)
- Golden Gate Greenway (Phase I)
- Elm Alley School Street
- Larkin Street Green Canopy
- Tenderloin National Forest
- Tenderloin Dog Park

KIDS AND YOUTH SAFETY
- Park stewardship
- Safe Passage

YOUTH SERVICES
- Teen Drop-In Center
- Tutoring Program
- Arab Youth Center

COMMUNITY WELLNESS
- Night/weekend wellness navigators
- Innovative Service for Southeast Asian Community Wellness

PRIMARY NEEDS
- Clean Team
- DISH food Distribution
- Arabic Housing Counseling

SMALL BUSINESS SUPPORT
Community Safety
1. Safe Passage (designated priority intersections and a safe corridor during school commute hours)
2. Park Stewardship (Boeddeker Park, Macauley Park, Turk-Hyde Mini Park)

Public Space
3. Golden Gate Greenway Phase 1: Parklet Projects*
4. Elm Alley School Street*
5. Larkin Street Green Canopy Project*
6. Tenderloin National Forest Stabilization*
7. Tenderloin Dog Park (Myrtle Alley Barklet)*

Community Celebrations
8. Art in the Park (Boeddeker Park)*
9. Tenderloin Eid-cultural Celebration (Boeddeker Park)*
10. Tenderloin People’s Holiday Tree and Lighting Ceremony (Boeddeker Park)*
11. Tenderloin SINULOG Festival and Flores De Mayo Festival (Boeddeker Park & Saint Boniface Church)*
12. Grace Notes Community Festival 2023*
13. Black History and Culture of the Tenderloin Walking Tour (Neighborhood wide)*

Community Wellness
14. Clean Team (Neighborhood wide)
15. Delivering Innovation in Supportive Housing Food Program (124 Turk, 520 Jones, 144, 238, & 730 Eddy)
16. Community Housing Education for Tenderloin Arabic-speaking residents
17. Capacity Building for Southeast Asian Community
18. Nights & Weekends Safety Navigators (Neighborhood Wide)

Youth Enrichment
19. Tenderloin Family Housing Tutoring Program (201 Turk)*
20. Tenderloin Teen Drop-In Center (Kroc Center)*
21. Tenderloin Arab Youth Community Center (35 Grove)*

Economic Mobility
22. Small Business Support (Neighborhood Wide)

* Projects coordinated through United Way Bay Area
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<th>Contract Type</th>
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<td>SF DPH</td>
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Golden Gate Greenway (Phase I)

Bring three parklets to the 100 block of Golden Gate Avenue including a peaceful seating area, a space for community groups to host activities and a reading area with a lending library for children. The block will be closed to traffic from 6 am to 6 pm to host neighborhood activities.
Teen Drop-In Center

The center will hire staff and operate a safe, clean space for Tenderloin teens to spend time after school.
Continue to provide services to Boeddeker Park, Macauley Park and Turk-Hyde Mini Park to ensure safety and cleanliness.
Black History and Culture of the Tenderloin Tours

A series of walking tours and community events to educate and celebrate contributions of the Black community to the Tenderloin neighborhood.

JOIN US FOR A
CELEBRATION of BLACK HISTORY and CULTURE of the TENDERLOIN

Presentations, Free Dining, Live Music and a Tour of The Black History and Culture of the Tenderloin
Night and Weekends Safety Navigators

- A new community service to operate during the evenings and weekends.
- This program will operate four nights a week to offer on-the-spot crisis management and case management support.
EMERGING PRIORITIES
Emerging Priorities

1. SMALL BUSINESS SUPPORT
2. YOUTH INVESTMENTS
3. PUBLIC SPACE PLANNING & ACTIVATION
4. ACTIVATING HOUSING PRIORITIES
1. Small Business Support

**WHY IS IT A PRIORITY?**

- $380,000 in Small Business Support decided by TL voters during the Participatory Budgeting process
- Challenging conditions and barriers for small businesses
  - Vacancy & Vandalism
  - Street conditions
  - Low foot traffic
  - Loss of State/Federal Covid financial support
  - Burdensome city grant application process

**COMMUNITY VOICE FROM TCAP SURVEY**

- Increase the availability of healthy food, jobs, and affordable quality goods
- Engage landlords and attract targeted small businesses to fill vacancies
- Continue to implement multi-lingual small business retention program
Tenderloin Community Action Plan

**SF Planning Approach**

**PARTNERS**

**City:**
- Office of Economic and Workforce Development

**Community:**
- Tenderloin Business Coalition
- TNDC
- NCLF
- SFACC
- TL

**APPRAIGN**

- Collaborate with OEWD and community partners
- Focus resources on commercial corridors
- Increase outreach and engagement to business owners with limited English

**GOALS**

- **Short-term:** Define specific programming for $380,000 in Small Business Support
- **Medium-term:** Inform TL specific priorities for OEWD’s annual small business programming (~$900k)
- **Long-term:** Leverage small business organizing to activate TL commercial corridors as a strategy to improve safety and quality of life
<table>
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<tr>
<th>Corridor Profiles</th>
<th>LARKIN STREET</th>
<th>EDDY STREET</th>
<th>GOLDEN GATE AVE</th>
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<tr>
<td>Addresses Surveyed</td>
<td>86</td>
<td>95</td>
<td>56</td>
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<tr>
<td>Vacant Ground-floor</td>
<td>26%</td>
<td>9%</td>
<td>13%</td>
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<tr>
<td>With Identifiable Vandalism</td>
<td>44%</td>
<td>11%</td>
<td>38%</td>
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SF Planning 380K Investment Proposal (DRAFT)

SUPPORT EXISTING BUSINESSES

Planning adds $200,000 to OEWD SF Shine Program:

• Additional $5,000 per grant for 40 businesses total
• Eligible uses: construction projects related to exterior façade improvements, sign or awning replacement

FILL VACANT STOREFRONT

Planning adds $75,000 to OEWD New Storefront Opportunity Grant:

• Additional $25,000 per grant for 3 businesses total
• Applicants filling Larkin Street vacant storefront now receives:
  $50,000 for opening their first storefront
  $75,000 for expand their businesses

ACTIVATE PUBLIC REALM

Planning allocates $105,000 to improve lighting along Larkin Corridor
2. Youth Investments

Why is it a priority?

3,200 Children living in the Tenderloin.

3x the density of children per square mile compared to citywide.

• Community is concerned about the trajectory of youth engaging with the open-air drug market.
• The City is rolling out the next funding cycle for youth programing.

City Partners: Department of Children, Youth, and their Families

Community Partners: TL Afterschool Collaborative
SF Planning’s Role

• **Short-term:** Inform DCYF 2024-29 five-year funding cycle program investments in the Tenderloin.

• **Medium/Long Term:** Support service providers and the City to create new or adjust existing programs to meet the unique needs of TL youth.
Preliminary Findings

1,207
Youths (age 4-17) attend DCYF programs out of over 3,000 total youths living in the Tenderloin
- 80% of those attend programs outside TL
- 46% attend programs within TL

15%
Of Tenderloin youth in DCYF programs are Asian, who are underrepresented compared to their share of population in the TL (31%)

48%
Of Tenderloin youth in DCYF programs are Latinx, are well represented compared to their share of population in the TL (23%)

11%
of TL’s youth in DCYF program reported as Middle Eastern, a low rate compared to estimated share of this population in the TL.

16%
Of TL youth programs focus on expressed needs:
- Educational Supports
- Youth Workforce Development
Community Engagement

Interviews and focus groups with middle and high school students, transitional-aged youth, parents, and youth service providers.

<table>
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<th>Participants</th>
<th>Engagement Strategy</th>
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<td>Youth Service Providers</td>
<td>Interviews</td>
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<tr>
<td>Teens (Connected andDisconnected)</td>
<td>Focus Groups</td>
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<td>In Progress</td>
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<tr>
<td>Parents</td>
<td>Focus Groups</td>
<td>In Progress</td>
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Quotes from Focus Group

“We're not kids, our families depend on us. We need access to jobs and resources that will help us help our families.”

“I fight with my friends because I enjoy boxing and there isn't a place in the neighborhood where I can enjoy this passion.”

“We aren't attracted to programs that are geared towards children and where we're always supervised. I can see myself attending a program that offers open gyms, game rooms, and hangout spots with low supervision.”

“The biggest challenge youth face in the TL is the open-air drug market. You never know what might happen but after a while it all becomes normal.”
COMMUNITY OUTREACH & ENGAGEMENT
Re-envisioning Outreach and Engagement

- Focus on priorities where building consensus is achievable
  - Four emerging priorities: small business, open space, housing, youth
  - Form **working groups**: residents, stakeholders, and interagency partners
- Build a **community leadership group** to develop a unified budget ask on these four priority areas
- Expand priority areas where consensus building is possible
Re-envisioning Outreach and Engagement

TNDC Partnership - $300K

• Dedicate resource to elevating marginalized voices
  TL focused community organizing staff

• Convene leaders with diverse perspectives
  Partnership with four community stakeholders to allow consensus

• Facilitate unified community advocacy towards a
  Tenderloin focused investment blueprint
Next: Open House

1. Meet project sponsors and ask questions about the 21 Community Action projects organized in the following areas:
   - New Public Spaces
   - Community Wellness
   - Youth/Family Support
   - Park Activities and Celebrations

2. Learn about four emerging priorities for the neighborhood; ask questions and provide your input:
   - Small Business Support
   - Youth Investment
   - Public Space Activation
   - Housing

3. Give feedback on how you want to engage and be involved.
Thank you.

For more info:
sfplanning.org/project/tenderloin-community-action-plan