Housing Element 2022 Update

Miriam Chion
Maia Small
Kimia Haddadan
Shelley Caltagirone
Malena Leon-Farrera
Reanna Tong
Lauren Hiller

Consultants: Incommon
Street Level Advisors

October 14, 2021
We acknowledge that we are on the **unceded** ancestral homeland of the Ramaytush Ohlone who are the original inhabitants of the San Francisco Peninsula.
1. Housing Element 2022 Update: Vision and Requirements

2. Outreach and Engagement Overview: Process and Analysis Steps

3. Next Steps: Racial Equity Impact Analysis, and EIR

4. Input Highlights: Challenges and Opportunities for Policy Shifts
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4. Input Highlights: Challenges and Opportunities for Policy Shifts
Community Values Defining the Next Update

Racial and social equity

Eliminate community displacement

Affordable housing choices for everyone in all neighborhoods

Thriving neighborhoods resilient to climate and health crises
Why a major update?

San Francisco’s housing problem is a racial and social equity problem, with severe disparate outcomes for American-Indian, Black, and other communities of color.
These disparate outcomes are rooted in a long history of institutional racism and discriminatory programs.
SF’s first housing plan centered in racial and social equity.

Responding to the Planning Commission equity resolution.
Why a major update?

Plan for Housing Targets RHNA
- Where?
- What type?
- For whom?

<table>
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<tr>
<th>Year</th>
<th>Units</th>
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<tbody>
<tr>
<td>2014-2022</td>
<td>25,000</td>
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<tr>
<td>2023-2031</td>
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Affirmatively Furthering the Fair Housing law
- Address exclusion and discrimination
- Create housing access in high-opportunity neighborhoods
- Bring opportunity to segregated and underserved neighborhoods

Address Environmental Justice
- Incorporate Environmental Justice policies as required by State Bill 1000 (2016)
- Adopt policies in General Plan to address “unique or compounded health risks”
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Planning Process and Major Milestones

2020
- MAY - JUN: Vetting Key Ideas with the Community - Phase I outreach
- JUL - SEPT: Draft 1 release

2021
- APR - JUNE: Refining Policies Together - Phase II outreach
- JULY - SEPT: Draft 2 release
- OCT - DEC: Racial and Social Equity Impact Analysis

2022
- JAN - MAR: Moving Towards Adoption - Phase III outreach
- APR - JUNE: Draft 3 release
- JULY - SEPT: State Review for Compliance
- OCT - DEC: Approval public hearings and certification of final EIR

Environmental Impact Analysis (EIR)
Phase I Outreach and Engagement: **Process and Components**

15 Listening Sessions (4 in language)
- Community Survey
- Informational Sessions
- Digital Participation Platform
- HEARD Resident Ambassadors Group
- Coordinated Interagency Review
- MOHCD
- OEWD
- ORE
- +13 others

June 2020 Start

Housing Policy Group

April 2021 Draft

Phase II Outreach and Engagement

**Phase I Participation Summary**
- 15 listening sessions
- 7 presentations at CBOs
- 118 online platform participants
- 1,631 survey respondents
- 49 organizations, 8 meetings (HPG)
- 11 community ambassadors (HEARD)
- 17 City agencies, 4 core agencies

inform ➔ consult ➔ engage ➔ collaborate ➔ empower

PUBLIC PARTICIPATION SPECTRUM
Phase II Outreach and Engagement: Process and Components

Focus groups
Participants representing communities of color, vulnerable groups, and different geographies.

Community Leadership
Equity Advisory Council, and Cultural Districts, Human Rights Community Round Table

Housing Policy Group
Small conversations based on expertise, key reviewers, and commenters.

May 2021 Start

Review HE Draft 1 Goals Policies

HE Draft 2 January 2022
## Phase II Focus Groups: 22 Cohorts

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<tr>
<th>FG</th>
<th>Neighborhood</th>
<th>Target Community</th>
<th>Community Partner</th>
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<td>LGBTQ+ youth/unhoused</td>
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<td>People with disabilities &amp; seniors</td>
<td>Senior Disability Action</td>
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<td>Citywide</td>
<td>Filipino community</td>
<td>International Hotel Manilatown Center</td>
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<td>5</td>
<td>Citywide</td>
<td>American Indian community</td>
<td>American Indian Cultural District</td>
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<td>Citywide</td>
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<td>Castro LGBTQ+ Cultural District</td>
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<td>7</td>
<td>Citywide</td>
<td>Transitional youth</td>
<td>SF Rising</td>
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<td>8</td>
<td>Bayview</td>
<td>Black Transitional youth</td>
<td>BMagic &amp; 3rd St YCC</td>
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<td>Bayview</td>
<td>Black community</td>
<td>African American Arts and Cultural District</td>
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<tr>
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<td>Fillmore/ WA</td>
<td>Black community</td>
<td>Booker T Washington Community Center</td>
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<td>11</td>
<td>OMI</td>
<td>Black community</td>
<td>I.T. Bookman Community Center</td>
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<td>12 &amp; 13</td>
<td>Bayview &amp; Richmond</td>
<td>Cantonese-speaking Moderate to very low-income</td>
<td>CYC Bayview &amp; Richmond</td>
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<tr>
<td>14 &amp; 15</td>
<td>Sunset</td>
<td>Cantonese-speaking Moderate to very low-income</td>
<td>Wah Mei School &amp; AWRC</td>
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<td>16</td>
<td>Tenderloin</td>
<td>Cantonese-speaking</td>
<td>Tenderloin People's Congress</td>
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<tr>
<td>17 &amp; 18</td>
<td>Mission</td>
<td>Spanish speaking, Latino (a,e,x) seniors, families &amp; youth</td>
<td>Mission Food Hub</td>
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<td>Excelsior</td>
<td>Spanish speaking, Latino (a,e,x) families</td>
<td>Family Connections Centers</td>
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<td>Japantown</td>
<td>Japanese-American</td>
<td>Japantown Cultural District</td>
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<td>21</td>
<td>Richmond</td>
<td>Moderate to very low-income</td>
<td>Richmond Neighborhood Center</td>
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<td>22</td>
<td>Ingleside/west of twin peaks</td>
<td>Moderate to very low-income</td>
<td>ASIAN, Inc</td>
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Phase II Focus Groups: Partnership Framework with CBOs

**Convene**
- 8-10 hours
- Nominate, invite, and coordinate with focus group participants

**Co-host**
- 18-20 hours
- Convene
- Co-design focus group
- Co-host focus group
- Provide translation and event related support services

**Co-facilitate**
- 30-35 hours
- Convene
- Co-host
- Lead facilitator role
- Collect post-event feedback
<table>
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<th>Community Partners</th>
<th>Participants</th>
<th>Convening Partners</th>
<th>Co-hosting Partners</th>
<th>Co-facilitating Partners</th>
<th>Conversations in</th>
<th>In-person Events</th>
<th>Virtual Conversations</th>
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<td>Cantonese</td>
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<td>16</td>
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<td>English</td>
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</table>

Participant gift cards: $100/person

Total of $70K for CBO compensation (between $1000 to $3,500 each)
Focus group participants demographics

- **51%** Income: Less than $50K
- **19%** Income: $50K - $70K
- **14%** People with Disabilities
- **28%** Families with Children
Phase II Focus Group: Participant Demographics

**Ethnicity/Race**
- East Asian (e.g. Chinese, Japanese, Korean, Taiwanese) (36%)
- Hispanic, Latino, or Latinx (20%)
- Black, African-American, or African descendant (18%)
- South East Asian (e.g. Filipino, Vietnamese, Cambodian, Thai, Burmese, Indonesian, Laotian) (7%)
- American Indian (5%)
- White, European, or Caucasian (4.9%)
- Prefer not to answer (3.8%)
- Other not listed (2.7%)
- Native Hawaiian or other Pacific Islander (1.1%)
- Middle Eastern or Northern African (0.5%)
- South Asian (e.g. Indian, Pakistani, Nepali, Bangladeshi) (0.5%)  

**Housing status**
- Renter (61%)
- Home-owner (15%)
- Living with family or not paying rent (13%)
- Prefer not to answer (5%)
- Other not listed (2.7%)
- Un-housed or in an unstable housing situation (2.7%)
Focus Group Pilot: **Purpose and Process**

Elevate the voices of very low to moderate income households particularly communities of color, and vulnerable groups.
## Phase II Outreach and Engagement: Community Conversations

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<tr>
<th>Community/Neighborhood Group</th>
<th>Community</th>
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<tbody>
<tr>
<td>1 &amp; 2</td>
<td>Latino Task Force</td>
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<td>3</td>
<td>SF Youth Commission</td>
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<tr>
<td>4</td>
<td>Larkin Street Youth Services</td>
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<td>5</td>
<td>Senior &amp; Disability Action</td>
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<td>6</td>
<td>MegaBlack</td>
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<td>7</td>
<td>Mo’MAGIC</td>
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<td>8</td>
<td>Tenderloin People’s Congress</td>
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<td>9</td>
<td>BMAGIC</td>
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<td>10 &amp; 11</td>
<td>HRC Roundtable</td>
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<td>12</td>
<td>OMI Community Collaborative</td>
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<td>13</td>
<td>Bayview-Hunter’s Point</td>
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<tr>
<td>14</td>
<td>Planning Association for the Richmond</td>
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<td>15</td>
<td>North Beach Neighbors</td>
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<td>16</td>
<td>Golden Gate Valley Neighborhood Assn.</td>
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<td>17</td>
<td>Duboce Triangle Neighborhood Assn.</td>
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<td>18</td>
<td>Mid-Sunset Neighborhood Assn.</td>
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<tr>
<td>19</td>
<td>Cayuga Neighborhood Improvement Assn.</td>
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<td>20</td>
<td>Coalition for San Francisco Neighborhoods</td>
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<td>21</td>
<td>SF League of Conservation Voters</td>
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<td>22</td>
<td>SF YIMBY</td>
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<td>23</td>
<td>Open Door Legal</td>
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<td>24</td>
<td>SPUR</td>
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<td>25</td>
<td>Building Trade Public Policy Committee</td>
</tr>
</tbody>
</table>

### Vulnerable groups and communities of color
- 5, 6, 10, 11

### Neighborhood associations
- 3, 4, 6, 7, 8, 9, 12, 13, 14, 15, 16, 17, 18, 19

### General public
- 21, 22

### Industry experts
- 24

*groups that reach a multi-neighborhood or citywide audience.*
Phase II Outreach and Engagement:
Housing Policy Group Discussions

1. Repairing past harms
2. Building housing in High Opportunity Areas
3. Strengthening and Stabilizing Priority Geographies
4. Middle Income Housing
5. Small and Medium Sized Buildings
6. Increasing Accountability for the Housing Element (x2)
Attended multiple meetings

- Habitat for Humanity*
- Council of Community Housing Organizations
- Bayview Hunters Point Community Advocates/Southeast Community Council
- California Consortium of Urban Indian Health
- Homeownership SF
- Japantown Cultural District
- Japantown Taskforce
- Livable City
- San Francisco Apartment Association
- San Francisco Electrical Construction Industry*
- San Francisco Housing Action Coalition
- Senior Disability Action
- SPUR
- Wah Mei School*
- YIMBY Action
- YIMBY Law

Attended 1 meeting

- African American Reparations Advisory Committee*
- African American Arts and Cultural District*
- American Indian Cultural District
- Good Jobs First*
- HRC/Dream Keeper Initiative*
- Midpen Housing*
- Open Door Legal
- Richmond Neighborhood Center*
- San Francisco Foundation
- San Francisco Housing Development Corporation
- The John Stewart Company*

* Participated for the first time in Phase 2
Written Comments and Letters Received

- Race & Equity in all Planning Coalition
- Golden Gate Valley Neighborhood Association
- SF Land Use Coalition
- SF League of Conservation Voters
- SPUR
- Miraloma Park Improvement Club
- Digital Participation Platform
Incorporating Input into Draft 2: Steps

**Code**
- Annotate and organize input received by variables such as:
  - Positionality
  - Topic
  - Reflection

**Analyze**
- Process and summarize input based on:
  - Topic
  - Priorities for various groups

**Modify**
- Modify draft Housing Element guided by:
  - Principles of racial equity and state requirements
  - City agencies and community experts

**Report**
- Report back to participants and the public how input shapes Draft 2 goals, policies, and actions
# Incorporating Input into Draft 2: Coding Overview

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<th>Event</th>
<th>Source</th>
<th>Audience/Positionality</th>
<th>Primary Subject Identity</th>
<th>Secondary Subject Identity</th>
<th>Topic</th>
<th>Subtopics</th>
<th>Supports new idea?</th>
<th>Associated Draft 1, Policy or Action</th>
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<td>56 Youth/TVW</td>
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<td>Increasing financial supports and increasing deeply affordable housing opportunities are most likely to prevent further displacement</td>
<td>1</td>
<td>Action 1.1.1, 1.1.2, Policy 1.1.3, 1.1.5.2, 1.1.5A, Policy 1.1.6, Action 1.1.7, 1.1.8, 1.1.9.1</td>
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<td>59</td>
<td>56 Youth/TVW</td>
<td>what would it take to return?</td>
<td>People are able to live in the neighborhoods that they grew up in, raise their kids, and generations to come in these neighborhoods also.</td>
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2. Outreach and Engagement Overview: Process and Analysis Steps
3. Next Steps: Racial Equity Impact Analysis, and EIR
4. Input Highlights: Challenges and Opportunities for Policy Shifts
1. What racial and social disparities are found in the environmental and socioeconomic conditions experienced by American Indian, Black, and other people of color and other marginalized groups?

2. How could implementation of the Housing Element 2022 Update improve, stabilize, or worsen the racial and social disparities experienced by these communities?

3. In areas where the analysis anticipates that the Housing Element will worsen inequities, what policies and actions should be modified to address those?
Racial and Social Equity Impact Analysis: **Scope**

- How would different geographies and cultural/racial groups be affected by the Housing Element 2022 policies and actions?
  
  *Topics could include:* access to stable housing, cultural resources, quality of life issues such as access to transportation and recreation, or health and resilience issues such as (air quality, noise, hazardous materials, sea level rise)

- What scale of anti-displacement and/or affordable housing investments could help prevent displacement within various geographies of the city?

- What specific strategies could help direct private investments to serve middle- or moderate-income households?

- What are the metrics for addressing racial and social equity that would guide accountability?
Areas Undergoing Displacement and Gentrification
Environmentally-Burdened Communities
Racial and Social Equity Impact Analysis:
Community Review Process

- Separate interviews with community experts
- Small working group of community advocates and City agencies
- Public review process on drafts published
Evaluating the physical environmental impacts of foreseeable outcomes of the draft policies and actions in 2050 against the foreseeable outcomes of existing policies in 2050.

EIR also studies Plan Bay Area, an eastside focused alternative and a preservation alternative.

- Allowing small multi-family buildings near transit: Removing density limits within 800’ buffer around SFMTA 5-minute network and lines 33, 43, and 44
- Allowing midrise multi-family near transit: Increasing height around a select group of routes within one or two blocks, or certain NC corridors
- Allowing 4-plexes: within areas that fall outside of the buffer in high resource areas

Corridors considered for height increase: 17th and Market/Castro, 19th Avenue, California, Church, Divisadero, Geary, Judah, Junipero Serra, Lombard, Noriega, Ocean, Park Presidio, Sloat, Sunset, Taraval, Union, Van Ness
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## Policy Shifts: Input Highlights

### Homeownership as Reparations

| Priorities for American-Indian and Black households | Priorities for other communities directly displaced by government action (for example: Japanese and Filipinos) | Supporting ownership models that allow building greater wealth (land trusts and shared equity) |
“A lot of our [American-Indian] families are here in San Francisco through the Relocation Program. Part of that deal was that government would help with housing—that was part of the plan, supposedly—and I don’t think many families got help with housing. I know my family didn’t.”

[American-Indian FG]
“Black people built many of San Francisco’s thriving neighborhoods, with businesses, food, and services that met many of the Black community’s needs and wants. Redevelopment and urban renewal took a lot of this away. The people who helped these neighborhoods grow (and their kids) should be prioritized above folks who are newer or just arriving in the housing lottery.”

[OMI FG]
“The effect of [Japanese] Internment on the community played a role in the community being vulnerable to redevelopment...”

“The reality of Redevelopment and the aftermath means there’s a challenge for the dispersed community throughout San Francisco and other places to stay connected with Japantown.”

“The effect of displacement on Japanese American families in the long-term caused the erosion of authentic, vibrant, alive culture.”

[Japantown Listening Session]
<table>
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<tr>
<th>City Commitment</th>
<th>Dignified housing without overcrowding and substandard conditions</th>
<th>Access to housing in all neighborhoods</th>
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<td>“City services across the board have to recognize right to housing (not just the Housing Element).”</td>
<td>“There are families that we have to make do with living in a single room, living with two or three children. To pay for the apartment we need three or four families and the living conditions aren't good... there is the violence that exists between all the families sharing the apartment.”</td>
<td>“The right to choose where, and not be told where depending on your income.” [Japanese-American FG]</td>
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<td>“How does the right to housing get funded?” [Sunset FG]</td>
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Teaching financial literacy and wealth building to youth.

“Courses to manage your money, build your credit, navigate through the systems. [This] should be taught in schools not only through organizations.”

[BMAGIC FG]

Access to well-paid jobs

“You give us low-income jobs, no jobs, got us on drugs.”

[Bayview FG]

“[I want the] city to give people who lost their jobs the opportunity to keep their homes through job options instead of assistance.”

[Spanish-speaking Excelsior FG]
EXPAND ACCESS TO AFFORDABLE HOUSING

- Latinos with seasonal jobs, without required credit history
- Increase deeply affordable housing for American Indian, Black, Latinos(as,es), and other communities of color
- Target financial readiness, and education to improve eligibility

“I see it as somebody opens the door again for the black community to come back.”

“It means to prioritize BIPOC communities for opportunities for housing.”

Priorities for those who have been on waiting lists for long and/or those who have resided in the city for a long time

[Fillmore FG]
<table>
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<th>HOUSING STABILITY</th>
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<td>LGBTQ+ community needs proximity for their community to thrive and permanently affordable housing that is free from discrimination, to feel safe and build community building esp. for newly arrived queer refugees</td>
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<tr>
<td>Seniors need alternative housing beyond traditional homeownership or renting, with operating subsidies, near transit, and on-site or proximity to services</td>
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<tr>
<td>Transitional Aged Youth need permanently affordable housing in healthy neighborhoods away from drugs</td>
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<td>Education and outreach through CBOs – resource community hubs</td>
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<td>“Support for community centers helping people find housing. Support for people managing the cases – overworked and burnt out.”</td>
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<td>[Manilatown FG]</td>
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WHERE AND WHAT TYPE OF HOUSING?

Some communities of color want to stay in their neighborhood where their community lives.

“The Cultural District would be my ultimate dream, a building with a gym and free parking, community room, right next to the Cultural Center.”

[American-Indian FG]

“The apartments need to be in places where the community is... If you make the housing in those places where the American [reference to Caucasian and/or wealthier families] lives, we won’t feel welcome. We feel rejected.”

[Spanish-speaking Mission FG]
At the same time many expressed a desire to live in the nicer or safer neighborhoods…

“Not only in high crime areas but also in nicer neighborhoods—maybe also reducing crime in the neighborhoods some people want to stay or live.”

[American-Indian FG]

“We also shouldn’t be focused on where it is— wherever there is open space, we should build housing. The Sunset is fine, the Richmond is fine. You don’t have to shove poor people altogether in a neighborhood.”

[Chinese-speaking Tenderloin FG]

“Why build more in downtown when there’s plenty of resources in the west? Why didn’t they do that first? Why did we end up with this pattern of growth?”

[OMI FG]
WHERE AND WHAT TYPE OF HOUSING?

Embracing more housing, where it hasn’t been built near high-quality resources.

For middle-income, seniors, larger households, and in mixed-income multi-unit buildings.

“I think that there’s enough transit service available in the Richmond with buses like the 5 (Fulton) and 1 (California). What we really need is more housing. Many of the new developments are one to two stories.”

[Chinese-speaking Richmond FG]

“The Eastside cannot absorb all of this housing construction. There needs to be some relaxation on the West side to build more multifamily units.”

[People with disabilities FG]

“There is a dire need on the west side (including Sunset, Richmond) [for] senior housing.”

[Ingleside/West of Twin Peaks FG]

“Many people who are considered middle income have left because they can’t afford to live here. My children have left ..... even though I wanted them to stay.”

“The middle income is left to survive on our own.”

[Richmond FG]
ACCOUNTABILITY

Call for accountability to advance racial and social equity

“We lose engagement once people feel like they are not heard.”
[Accountability Housing Policy Group meeting]

“Set yourself accountable for what you’re saying and moving it forward.”
[American-Indian FG]

“Talk is cheap, we need actions, quick. In a few years, there won’t be any of us left.”
[OMI FG]

Accountability means sharing of power.

• Identifying the right forums at community/neighborhood levels

• Frequent reporting of progress

• Priority actions/metrics specific to different communities
Housing Element

2022 UPDATE

SHAPING THE FUTURE OF HOUSING IN SAN FRANCISCO

sfhousingelement.org