

From: [Ionin, Jonas \(CPC\)](#)
Cc: [Feliciano, Josephine \(CPC\)](#)
Subject: FW: *** STATEMENT *** MAYOR LONDON BREED CALLS FOR EXTENSION OF SMALL BUSINESS EVICTION PROTECTIONS
Date: Tuesday, September 15, 2020 1:36:31 PM
Attachments: [09.15.20 Small Business Eviction Protections.pdf](#)

Jonas P. Ionin,
Director of Commission Affairs

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49 South Van Ness Avenue, Suite 1400
San Francisco, CA 94103
(628) 652-7589 | www.sfplanning.org
[San Francisco Property Information Map](#)

Due to COVID-19, the Department is not providing any in-person services, but we are operating remotely. Our staff are [available via e-mail](#), and the Commissions are convening remotely. Find more information on our services [here](#).

From: "Press Office, Mayor (MYR)" <mayorspressoffice@sfgov.org>
Date: Tuesday, September 15, 2020 at 12:00 PM
To: "Press Office, Mayor (MYR)" <mayorspressoffice@sfgov.org>
Subject: *** STATEMENT *** MAYOR LONDON BREED CALLS FOR EXTENSION OF SMALL BUSINESS EVICTION PROTECTIONS

FOR IMMEDIATE RELEASE:

Tuesday, September 15, 2020

Contact: Mayor's Office of Communications, mayorspressoffice@sfgov.org

***** STATEMENT *****

**MAYOR LONDON BREED CALLS FOR EXTENSION OF
SMALL BUSINESS EVICTION PROTECTIONS**

Local commercial eviction moratorium can only be extended if State Executive Order is extended beyond September 30

San Francisco, CA — Today, Mayor London N. Breed issued the following statement regarding San Francisco's local commercial eviction protections. Local governments do not normally have control over commercial leases because those rules are governed by state law, but Governor Newsom issued an Executive Order in March, which allowed local governments to put in place commercial eviction moratoriums. San Francisco immediately enacted a commercial eviction moratorium for small and medium-sized businesses, which has helped to stabilize thousands of small businesses during the COVID pandemic.

Governor Newsom's Executive Order is set to expire at the end of September, and if the protections are not extended, San Francisco will no longer have the ability to prevent

commercial evictions.

“Our small businesses have been struggling for months, and even as we are reopening, these businesses are barely getting by. We need to do everything we can to keep our businesses stable and our commercial corridors from seeing even more vacancies. Our local commercial eviction moratorium has been critical in providing small businesses an assurance that they can navigate these really challenging times without fear that they will be evicted because they can’t make rent. It has given businesses time to work with landlords and property owners on rent payments as they wait to generate income.

Governor Newsom’s initial Executive Order allowing us to protect our small businesses in San Francisco was incredibly important. He has been a leader on this issue from the very start of the pandemic, which has helped our small businesses and employees through incredibly challenging circumstances. We are hopeful we can find a way to extend eviction protections and financial support for these businesses beyond September 30. The virus has not gone away, and our economy has not yet recovered. Without these protections, it will take us even longer for our economy to recover. We need this extension in the next two weeks to help support our small businesses.”

Background on San Francisco’s Commercial Eviction Moratorium

In March of this year, Mayor Breed announced a commercial evictions moratorium for small and medium sized businesses that can’t keep up with their rent for reasons related to financial impacts caused by COVID-19. The moratorium prevents any small to medium-sized business from being evicted due to a loss of income related to lost revenue or other economic impacts caused by the COVID-19 pandemic.

The Governor’s Executive Order on commercial evictions during the health pandemic, originally announced in March of this year (N-28-20), has been reducing the spread of COVID-19 and helping to stabilize the state’s economy. The Governor extended these protections via a follow-up Executive Order (N-71-20) that is in place until the end of September. These state orders allowed local governments like San Francisco to put in place eviction controls for small businesses. If the orders are not extended, those powers for local governments go away.

From: [Ionin, Jonas \(CPC\)](#)
Cc: [Feliciano, Josephine \(CPC\)](#)
Subject: FW: HPC Memo - 554 Fillmore Street, Sacred Heart Parish Complex Landmark Designation update
Date: Tuesday, September 15, 2020 10:36:01 AM
Attachments: [HPC Memo - 554 Fillmore Street.pdf](#)

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From: "Gordon-Jonckheer, Elizabeth (CPC)" <elizabeth.gordon-jonckheer@sfgov.org>
Date: Tuesday, September 15, 2020 at 10:31 AM
To: "Ionin, Jonas (CPC)" <jonas.ionin@sfgov.org>
Cc: "Ferguson, Shannon (CPC)" <shannon.ferguson@sfgov.org>, Marcelle Boudreaux <marcelle.boudreaux@sfgov.org>
Subject: HPC Memo - 554 Fillmore Street, Sacred Heart Parish Complex Landmark Designation update

Hi Jonas,

Can you please distribute the attached memo to the HPC? This is informational only, not a calendared item.

Thank you,
Elizabeth

Elizabeth Gordon Jonckheer, Principal Planner

Northwest Team & Historic Preservation, Current Planning Division

PLEASE NOTE MY NEW ADDRESS AND PHONE NUMBER AS OF AUGUST 17:
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From: [Ionin, Jonas \(CPC\)](#)
Cc: [Feliciano, Josephine \(CPC\)](#)
Subject: FW: *** PRESS RELEASE *** MAYOR LONDON BREED ANNOUNCES LAUNCH OF COMMUNITY HUBS INITIATIVE
Date: Monday, September 14, 2020 2:30:00 PM
Attachments: [09.14.20 Community Hubs Initiative.pdf](#)

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From: "Press Office, Mayor (MYR)" <mayorspressoffice@sfgov.org>
Date: Monday, September 14, 2020 at 2:29 PM
To: "Press Office, Mayor (MYR)" <mayorspressoffice@sfgov.org>
Subject: *** PRESS RELEASE *** MAYOR LONDON BREED ANNOUNCES LAUNCH OF COMMUNITY HUBS INITIATIVE

FOR IMMEDIATE RELEASE:

Monday, September 14, 2020

Contact: Mayor's Office of Communications, mayorspressoffice@sfgov.org

***** PRESS RELEASE *****

**MAYOR LONDON BREED ANNOUNCES LAUNCH OF
COMMUNITY HUBS INITIATIVE**

*45 Community Hubs opened their doors today to approximately 800 children and youth;
Mayor Breed's annual backpack giveaway is providing 3,000 backpacks with school supplies
to San Francisco students*

San Francisco, CA — Mayor London N. Breed, Department of Children, Youth and Their Families Director Maria Su, and Recreation and Park Department General Manager Phil Ginsburg today launched the Community Hubs Initiative, which provide in-person support for distance learning and out of school time activities for San Francisco's highest needs children and youth throughout the City. The new initiative will roll out in phases, including today's launch of 45 Hubs. Mayor Breed's annual Backpack and School Supplies Giveaway will also continue its ongoing distribution of back-to-school items at the Community Hubs.

"We created the Community Hubs to make sure our City's children and youth who are most vulnerable continue to have the support and resources they need to learn, grow, and thrive

during the COVID-19 pandemic,” said Mayor Breed. “I’m excited that we started the program today so that we can serve kids and families who need extra support—whether it’s help with distance learning, access to healthy food, or a place to safely interact with other kids their age. We knew it would take a village to get our young people the support and education they need, and City departments and our community partners have stepped up and worked together to turn our vision for the Community Hubs into reality. I want to thank DCYF, the Recreation and Park Department, the Library, and our community partners for creating this innovative solution for San Francisco students.”

The 45 Hubs launched today will serve approximately 800 K-6th grade students. San Francisco will continue to roll-out the Community Hubs Initiative over the coming weeks, and by mid-November, the City will launch over 100 Hub sites, providing approximately 3,000 students with full-day, in-person programming and distance learning support. The Community Hubs will help children and youth access technology for distance learning and provide additional enrichment programming including STEAM, literacy, and nature-based outdoor play and education. Offering social-emotional support services, three healthy meals and snack a day, and recreation and physical activities, the Hubs provide safe and digitally connected spaces within walking distance from children’s homes that will be staffed by Recreation and Parks Department employees and community-based organization providers with strong track records of implementing high-quality youth development and culturally competent programming.

“The Community Hubs Initiative was designed to support children and youth who have the absolute highest level of needs,” said Maria Su, DCYF Director. “As with anything COVID related, we experienced many challenges in getting this Initiative off the ground from frequent changes of health guidance and restrictions to San Francisco being placed on the State’s monitoring list and more recently, the allowance for schools to reopen. Despite these rollercoaster of changes, DCYF has remained both responsive and firmly focused on our highest need youth. These Hubs will give our City’s most disconnected families a safe resource to support their children’s learning and well-being. We are absolutely committed to empowering our most vulnerable families who do not often experience the benefit of having options and choices.”

DCYF worked closely with City partners including the Department of Homelessness and Supportive Housing (HSH), HOPE SF, Mayor’s Office of Housing and Community Development (MOCHD), the Recreation and Parks Department (RPD) and the Human Services Agency (HSA) to conduct direct, in-person outreach to our City’s historically disconnected communities. The first wave of focused outreach prioritized the following groups of children and youth: residents of HOPE SF sites, public housing, family RVs parks and Single Room Occupancy Hotels (SROs); families experiencing homelessness; children in the foster care system; English language learners; and low-income families, with a focus on historically impacted communities, including people who identify as African American, Latino/a/x, Pacific Islander, and/or Asian. Higher enrollment priority was provided for families who are involved in multi-social service systems, are part of multiple priority populations, and families who are without Internet access or digital learning devices at home.

Mayor Breed’s annual Backpack and School Supply Giveaway is underway with the distribution of backpacks and school supplies to 3,000 San Francisco students at Community Hubs. The backpacks include supplies like notebooks, pencils, folders, and art supplies, for students to use as they participate in distance learning either at home or from a Community

Hub. This year's backpack giveaway is funded by the City's Give2SF COVID-19 Response and Recovery Fund.

“The fact of the matter is that the pandemic exposed what we knew before shelter in place — that community-based education supports are as fundamental to the health and well-being of San Franciscans as food and shelter,” said Theo Miller, HOPE SF Director in the Office of the Mayor. “Through the Community Hub Initiative, our communities have shown their extraordinary resilience and innovation, partnering with the City and residents in ways that beat back the effects of this virus on educational access, give us hope for our futures, and strengthen our neighborhoods for the long haul.”

In addition to the Community Hubs, the San Francisco Recreation and Park Department recently launched Emergency Child and Youth Care spaces at five recreation centers to serve the children of healthcare workers and City employees serving as Disaster Service Workers. Programming began on August 31st at the Glen Park, Richmond, Sunset, Hamilton, and Potrero Hill recreation centers.

“Starting on day one of the stay at home order, we have provided kids safe, fun ways to play and given parents piece of mind—be it through emergency child care or summer camps,” said Phil Ginsburg, General Manager of the Recreation and Parks Department. “We are so proud to be a part of giving San Francisco kids support, joy and a sense of normalcy.”

In accordance with recent state and local public health guidance, the Hubs will host up to three cohorts of 14 children at over 100 sites throughout the city. Hub sites include recreation centers, branch libraries, churches, cultural centers, and several community-based organization sites. The Hubs are designed to keep students and staff safe; each location will operate under a City-approved Health and Safety Plan and will follow all masking and social distancing requirements. All staff members will have access to regular COVID-19 testing.

For more information about the Community Hubs Initiative, go to: dcyf.org/care.

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From: [Ionin, Jonas \(CPC\)](#)
Cc: [Feliciano, Josephine \(CPC\)](#)
Subject: FW: *** PRESS RELEASE *** MAYOR LONDON BREED ANNOUNCES LAUNCH OF PILOT PROGRAM TO PROVIDE BASIC INCOME TO BLACK AND PACIFIC ISLANDER WOMEN DURING PREGNANCY
Date: Monday, September 14, 2020 1:28:50 PM
Attachments: [09.14.20 Abundant Birth Project.pdf](#)

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From: "Press Office, Mayor (MYR)" <mayorspressoffice@sfgov.org>
Date: Monday, September 14, 2020 at 12:01 PM
To: "Press Office, Mayor (MYR)" <mayorspressoffice@sfgov.org>
Subject: *** PRESS RELEASE *** MAYOR LONDON BREED ANNOUNCES LAUNCH OF PILOT PROGRAM TO PROVIDE BASIC INCOME TO BLACK AND PACIFIC ISLANDER WOMEN DURING PREGNANCY

FOR IMMEDIATE RELEASE:

Monday, September 14, 2020

Contact: Mayor's Office of Communications, mayorspressoffice@sfgov.org

***** PRESS RELEASE *****

MAYOR LONDON BREED ANNOUNCES LAUNCH OF PILOT PROGRAM TO PROVIDE BASIC INCOME TO BLACK AND PACIFIC ISLANDER WOMEN DURING PREGNANCY

The Abundant Birth Project is the first program of its kind in the country, and will study the health impacts of providing people with targeted supplemental income during pregnancy and for six months postpartum

San Francisco, CA — Mayor London N. Breed, in partnership with Expecting Justice, today announced the launch of the Abundant Birth Project, a pilot program that provides targeted basic income to women during pregnancy and after giving birth. The pilot will provide an unconditional monthly income supplement of \$1,000 to approximately 150 Black and Pacific Islander women in San Francisco for the duration of their pregnancy and for the first six months of their baby's life, with a goal of eventually providing a supplement for up to two years post-pregnancy. Expecting Justice, a collective impact initiative led by Dr. Zea Malawa

at the San Francisco Department of Public Health and supported by the Hellman Foundation and the UCSF California Preterm Birth Initiative, will study the resulting health impacts of the pilot program, which is the first of its kind in the United States.

The Abundant Birth Project is a simple, yet novel, approach to achieving better maternal health and birthing outcomes: provide pregnant Black and Pacific Islander women a monthly income supplement for the duration of their pregnancy and during the postpartum period as an economic and reproductive health intervention. Prematurity is a leading cause of infant mortality and has been linked to lifelong conditions, such as behavioral development issues, learning difficulties, and chronic disease. In San Francisco, Black infants are almost twice as likely to be born prematurely compared with White infants (13.8% versus 7.3%, from 2012-2016) and Pacific Islander infants have the second-highest preterm birth rate (10.4%). Furthermore, Black families account for half of the maternal deaths and over 15% of infant deaths, despite representing only 4% of all births. Pacific Islander families face similar disparities.

“Providing guaranteed income support to mothers during pregnancy is an innovative and equitable approach that will ease some of the financial stress that all too often keeps women from being able to put their health first,” said Mayor Breed. “The Abundant Birth Project is rooted in racial justice and recognizes that Black and Pacific Islander mothers suffer disparate health impacts, in part because of the persistent wealth and income gap. Thanks to the work of the many partners involved, we are taking real action to end these disparities and are empowering mothers with the resources they need to have healthy pregnancies and births.”

The project is a fully funded public-private partnership designed under the collaborative change model, a process which directly involves all impacted and interested parties in decision-making. The Abundant Birth Project entered its design phase after receiving a Hellman Collaborative Change Initiative grant from the Hellman Foundation, and has since gone on to also receive an award of \$1.1 million from Jack Dorsey’s #startsmall campaign, \$200,000 from Genentech, and \$200,000 from the San Francisco Department of Public Health. Additional funders include California Preterm Birth Initiative at UCSF, WKKF (Kellogg Foundation), San Francisco Health Plan, Tipping Point, Economic Security Project, Walter and Elise Haas, San Francisco Foundation, and Friedman Family Foundation.

“Structural racism, which has left Black and Pacific Islander communities particularly exposed to COVID-19, also threatens the lives of Black and PI mothers and babies,” said Dr. Zea Malawa. “Providing direct, unconditional cash aid is a restorative step that not only demonstrates trust in women to make the right choices for themselves and their families, but could also decrease the underlying stress of financial insecurity that may be contributing to the high rates of premature birth in these communities. It is exciting to be in a city that not only calls out racism as a problem, but also takes steps to heal the wounds left by decades of injustice and anti-Black sentiment.”

“San Francisco has seen lasting health disparities in the Black and Pacific Islander communities, which we cannot allow to continue,” said Dr. Grant Colfax, Director of the San Francisco Department of Public Health. “The Abundant Birth Project addresses those disparities in a positive and active way, to directly benefit expecting mothers and their babies in those communities.”

One theory for these unacceptable disparities is the growing racial wealth gap in San

Francisco. Even before the pandemic, Black and Pacific Islander families faced some of the greatest degrees of income inequality in San Francisco. The median annual household income for Black and Pacific Islander families in San Francisco is close to \$30,000 and \$67,000 respectively, compared with over \$104,000 citywide.

The Abundant Birth Project will work with local prenatal care providers and the City's own network of pregnancy support services to identify and enroll eligible clients over the next two years. The project will target low-income and middle-income pregnant people with the income supplement given the high cost of living in San Francisco.

The community itself was involved at every phase of development of the Abundant Birth Project program. Black and Pacific Islander mothers were part of the design team and have been recruited and trained as community researchers to engage pregnant mothers and women with children to obtain accurate on-the-ground data about the actual needs of potential participants.

"The Abundant Birth Project is exactly the kind of innovative, community-driven social policy solution that the Hellman Collaborative Change Initiative was designed to support," said Susan Hirsch, Executive Director of the Hellman Foundation. "When we made the first grant to this project a year ago, we did so cognizant of the fact that Black and Pacific Islander mothers have long faced structural racism that impacts the ability to have healthy birth outcomes, and that for too long those concerns went unaddressed by those in power. What we never could have imagined was how the current pandemic would rip open a chasm within our society and make clear exactly why we all must listen to those with lived experiences — the very people who have been sounding the alarm and providing cogent and restorative solutions all along. It is our responsibility not just as a donor community but as human beings to listen to one another, to encourage others to do the same, and to partner with local government to address seemingly intractable problems that are the consequences of years of inequality."

"Despite decades of research and investment in clinical and behavioral interventions, the racial inequities in preterm birth persist, with Black and PI pregnant people the most affected in San Francisco," said Dr. Larry Rand, Principal Investigator of the UCSF Preterm Birth Initiative, funded by Marc and Lynne Benioff. "So, it's crucial that we focus our efforts on developing more upstream interventions like the Abundant Birth Project to really turn the curve on the preterm birth epidemic. We feel very fortunate to be a partner in this truly innovative project and in a city that is supportive of research that is rooted in community wisdom and racial justice. By improving outcomes for those who experience the worst outcomes, we can improve outcomes for all pregnant people."

"Two years ago as Supervisor, I helped launch a citywide doula program in partnership with Expecting Justice and DPH," said Malia Cohen, member of the California State Board of Equalization and San Francisco Police Commissioner. "This work left a tremendous impact on my personal life. I recently gave birth outside of a hospital with support from a dedicated team of midwives and doulas. The Abundant Birth Project is a smart, groundbreaking proposal that will enrich childbirth for so many, helping pregnant women and new mothers navigate an extremely delicate moment in life. I'm so proud of the hard work and collaboration that brought us to this point and I am hopeful that this caring approach to benefits distribution will substantively reduce the financial burden associated with birth and help us to increase positive birth outcomes for mother and baby."

Led by Expecting Justice, a Black-led Birth Justice initiative based in the San Francisco Department of Public Health grounded in the principles of collective impact, the Abundant Birth Project is a collaboration between the Department of Public Health, the California Preterm Birth Initiative at UCSF, UC Berkeley School of Social Welfare, the San Francisco Human Rights Commission, the San Francisco Treasurer's Office, the San Francisco Human Services Agency, and First 5 San Francisco.

Expecting Justice

Expecting Justice is taking an innovative, multicomponent approach to reduce the astonishing rates of preterm birth and infant mortality among Black and Pacific Islander communities. Using a racial equity framework, the approach includes a focus on increasing access to community doula care, increasing economic access in Black and Pacific communities, and anti-racism promotion within San Francisco's programs, services and institutions.

Hellman Foundation's Collaborative Change Initiative

The Collaborative Change Initiative was created to honor legendary philanthropist Warren Hellman. His tenacious, pragmatic and creative approach to collaborative change brought diverse stakeholders together to roll up their sleeves and tackle tough local challenges. The initiative also reflects the priorities of the current Hellman Foundation leaders, who are driven by an agenda for fairness and justice for Bay Area communities and believe in the power of collaboration as a strategy to impact these goals. Since 2014, the Hellman Collaborative Change Initiative has awarded close to \$5.5M to enable collaborations in Alameda and San Francisco Counties to scale exciting solutions and impact systems, tackling disparities in health, education and opportunity.

UCSF California Preterm Birth Initiative (PTBI)

The UCSF California Preterm Birth Initiative (PTBI) is a research enterprise whose mission is to eliminate racial disparities in preterm birth and improve health outcomes for babies born too soon through research, partnerships and education grounded in community wisdom. PTBI conducts and funds transdisciplinary research to identify promising interventions that can turn the curve on the preterm birth epidemic and create positive change for Black and brown families. Funded by Lynne and Marc Benioff, PTBI asserts structural and interpersonal racism along with other key social determinants are important drivers of an epidemic that disproportionately affects women of color in our state, and nationally.

#STARTSMALL

#startsmall is Jack Dorsey's philanthropic initiative to fund global COVID-19 relief, girls' health and education, and efforts towards Universal Basic Income. Dorsey transferred \$1 billion (28% of his wealth) to #startsmall in 2020.

###

From: [Ionin, Jonas \(CPC\)](#)
Cc: [Feliciano, Josephine \(CPC\)](#)
Subject: FW: *** PRESS RELEASE *** SAN FRANCISCO ANNOUNCES NEXT PHASE OF REOPENING TO BEGIN ON MONDAY
Date: Friday, September 11, 2020 9:11:14 AM
Attachments: [09.10.20 Reopening Update COVID-19.docx.pdf](#)

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From: "Press Office, Mayor (MYR)" <mayorspressoffice@sfgov.org>
Date: Thursday, September 10, 2020 at 4:06 PM
To: "Press Office, Mayor (MYR)" <mayorspressoffice@sfgov.org>
Subject: *** PRESS RELEASE *** SAN FRANCISCO ANNOUNCES NEXT PHASE OF REOPENING TO BEGIN ON MONDAY

FOR IMMEDIATE RELEASE:

Thursday, September 10, 2020

Contact: San Francisco Joint Information Center, dempres@sfgov.org

***** PRESS RELEASE *****

**SAN FRANCISCO ANNOUNCES NEXT PHASE OF
REOPENING TO BEGIN ON MONDAY**

Indoor personal services and indoor gyms and fitness centers with limited capacity, hotels, and other lower risk indoor and outdoor activities will move forward on Monday, September

14

San Francisco, CA — Mayor London N. Breed, Dr. Grant Colfax, Director of Health, and Assessor-Recorder Carmen Chu, co-Chair of the City's Economic Recovery Task Force, today announced San Francisco is moving forward with additional reopening on Monday, September 14. In addition to previously announced businesses and activities planned for mid-September, indoor personal services with limited capacity and indoor gyms with limited capacity will also be opening this coming Monday.

"I'm so glad we can move forward earlier than expected to reopen more businesses that have been closed since March. These businesses have been struggling, and starting Monday, they'll

finally be able to serve customers again, with the necessary safety precautions and modifications in place,” said Mayor Breed. “It’s on all of us to keep doing our part so that we can get more businesses reopened, get our kids back in school, and keep making progress on our economic recovery. Wearing face coverings when you go out, keeping your distance, and washing your hands will help us keep the rate of transmission down and will help San Francisco recover from this pandemic.”

San Francisco’s resumed reopening started on September 1 and will continue on Monday, September 14 with additional outdoor and indoor activities, including services that are opening earlier than the City previously announced. The businesses and services that will resume indoors with limited capacity include hair salons, barber shops, massage services, nail salons, gyms and fitness centers with limited capacity. Only those services where face coverings can be worn at all times by everyone involved will reopen at this time.

As previously announced, hotels, outdoor family entertainment centers, drive-in entertainment like outdoor movies, and outdoor tour buses and boats will also reopen on the 14th under rules for outdoor gatherings. Indoor museums and galleries may submit health and safety plans the week of September 14th and will be able to open as early as September 21st following submission of their plan to the Department of Public Health. Additional services, businesses, and activities will resume over the coming weeks and months as long as San Francisco continues to make progress on limiting the spread of COVID-19.

On Monday, September 14, Community Hubs will open in San Francisco to support students with distance learning. Given San Francisco’s recent success in slowing transmission, in-person learning and child and youth development activities will also be opened on a rolling basis. The goal is for in-classroom learning to resume on a rolling basis, starting with the youngest children, for whom distance learning has been the most challenging. The City anticipates in classroom learning with limited capacity for TK-6th grade will begin to resume September 21st for schools that have submitted a safety plan and have received approval. Other child and youth development activities are underway, including after-school programs and childcare facilities.

On Friday, August 28, the State issued new criteria and a colored-coded tiered system, which replaced the watch list. San Francisco was placed on the “red” tier, which provides the City the discretion to move forward with reopening some activities, including the activities that will resume on Monday. While San Francisco recognizes the State’s thresholds, the City will continue on a reopening path based on its local health indicators and unique challenges and successes, and maintains the ability to open more gradually than what the State allows.

To support a safer reopening, the Office of Economic and Workforce Development is coordinating the distribution of free personal protective equipment for San Francisco’s small businesses. Small businesses that would like to request a 30-day supply of hand sanitizer, surgical masks, and face shields should coordinate with their nearest participating community-based organization. Program details and availability can be found online [here](#).

“Given our local trend in COVID indicators, low-risk, limited capacity indoor activities may resume,” said Dr. Colfax. “We will continue our gradual reopening as it allows us to monitor the spread, manage its immediate challenges and mitigate the long-term impact on our city. Our reopening pace continue to be informed by our ability to manage the risk of more activity that may result in more cases and hospitalizations. Our success is contingent on everyone

doing their part, including wearing face coverings, social distancing, and avoid large gatherings.”

“Our hairdressers, barbershops, nail salons, and gyms haven’t been able to operate indoor for months and workers and business owners have shared the real urgency to reopen,” said Assessor Carmen Chu, Co-Chair of the Economic Recovery Task Force. “Today’s announcement makes it possible for businesses to begin to rebuild.”

“Today, as we prepare to reopen additional businesses indoors for the first time in months, it’s important to remember that our progress is not automatic or inevitable,” said Joaquín Torres, Director of the Office of Economic and Workforce Development. “In June, we had to pause our reopening due to an alarming uptick in spread of the virus. Today, we’re able to move forward again, for the second time in less than a month, thanks to the personal sacrifices of so many San Franciscans to slow the spread. Let’s honor those sacrifices by continuing to do what’s necessary to stop this virus and keep reopening. Our small businesses are counting on us.”

The gradual reopening of businesses and activities will increase travel and interaction throughout the city, which means increasing community spread of the virus and an increase in cases. Public health officials will regularly assess the [Key Public Health Indicators](#), particularly new positive case counts and hospitalizations to ensure San Francisco has the necessary resources available for those that are infected.

San Francisco’s reopening plan is available online at [SE.gov/reopening](https://sf.gov/reopening). Reopening is dependent upon San Francisco’s Health indicators remaining stable or improving, and the plan is subject to change. All San Franciscans must do their part to limit the spread of COVID-19, including face masking, social distancing and handwashing. The reopening of most activities and businesses requires limited capacity and health and safety plans. San Francisco continues to evaluate ways to bring higher risk activities, including indoor movies, dining, bars, night life, and offices back safely.

San Francisco’s Path Forward to Reopening

Monday, September 14 – Low Risk Outdoor and Indoor Activities

- Indoor personal services, such as hair salons, barber shops, nail salons, massage services, tattoo and piercing, with limited capacity
- Indoor gyms, including one-on-one personal training, at limited capacity
- Hotels and other lodging, including short-term rentals
- Places of worship and political activities (one person at a time indoors for individual prayer or campaign office use; up to 50 people outdoors)
- Outdoor tour buses and open-air boats, with limited capacity
- Drive-in movies, with limited capacity
- Outdoor family entertainment, such as mini-golf, batting cages, and go-carts, with limited capacity, (but not amusement park rides and playgrounds at this time)

September 21 – Indoor Museums, Zoos, and Aquariums and TK-6th grade in-person learning

- Indoor museums, zoos, and aquariums at a limited capacity and with a submitted health and safety plan
- In-classroom learning: TK-6th grade on rolling basis with approved health and safety

plan

GOAL: End of September, Low Risk Indoor Activities

- Places of worship, with limited capacity (25% of capacity indoors, up to 25 people; up to 50 people outdoors)

GOAL: October, Middle School in-person learning

- Middle schools, in-person learning, on rolling basis with an approved health and safety plan

GOAL: November, High Schools, additional learning activities

- High schools, in-person learning, on rolling basis with an approved health and safety plan

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From: [Ionin, Jonas \(CPC\)](#)
Cc: [CTYPLN - COMMISSION SECRETARY](#); [CTYPLN - CP TEAM \(TAC - Preservation\)](#); [RUIZ-ESQUIDE, ANDREA \(CAT\)](#); [WONG, VICTORIA \(CAT\)](#); [Hillis, Rich \(CPC\)](#); [Elizabeth Watty](#)
Subject: HPC Calendars for September 16, 2020
Date: Friday, September 11, 2020 9:05:26 AM
Attachments: [20200916_hpc.docx](#)
[20200916_arc.docx](#)
[20200916_hpc.pdf](#)
[20200916_arc.pdf](#)
[HPC Advance - 20200916.xlsx](#)
[HPC Hearing Results 2020.docx](#)

Commissioners,
Attached are your Calendars for September 16, 2020.

Another light hearing, but please note that there is an ARC meeting prior to the Regular.

Cheers,

Jonas P. Ionin,
Director of Commission Affairs

San Francisco Planning
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[San Francisco Property Information Map](#)

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From: [Ionin, Jonas \(CPC\)](#)
Cc: [Feliciano, Josephine \(CPC\)](#)
Subject: FW: *** PRESS RELEASE *** MAYOR LONDON BREED ANNOUNCES ANOTHER YEAR OF IMPROVEMENT IN NEW HIV DIAGNOSES AND CARE OUTCOMES
Date: Thursday, September 10, 2020 10:46:58 AM
Attachments: [09.10.20 HIV Epidemiology Report 2019.pdf](#)

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From: "Press Office, Mayor (MYR)" <mayorspressoffice@sfgov.org>
Date: Thursday, September 10, 2020 at 9:16 AM
To: "Press Office, Mayor (MYR)" <mayorspressoffice@sfgov.org>
Subject: *** PRESS RELEASE *** MAYOR LONDON BREED ANNOUNCES ANOTHER YEAR OF IMPROVEMENT IN NEW HIV DIAGNOSES AND CARE OUTCOMES

FOR IMMEDIATE RELEASE:

Thursday, September 10, 2020

Contact: Mayor's Office of Communications, mayorspressoffice@sfgov.org

***** PRESS RELEASE *****

**MAYOR LONDON BREED ANNOUNCES ANOTHER YEAR OF
IMPROVEMENT IN NEW HIV DIAGNOSES AND CARE
OUTCOMES**

San Francisco's 2019 HIV Epidemiology Report includes promising trends, but more work is needed to support vulnerable populations that are still disproportionately affected

Health officials urge people to continue seeking HIV prevention and treatment services during the COVID-19 pandemic

San Francisco, CA — Mayor London N. Breed and Dr. Grant Colfax, Director of Health, today announced the results of the 2019 Annual HIV Epidemiology Report by the San Francisco Department of Public Health (DPH). The report shows another year of improvement in new HIV diagnoses and care outcomes and includes new data and analysis to further understand the disparities of some vulnerable populations disproportionately affected by

higher HIV diagnosis rates and poorer health outcomes.

New HIV diagnoses in San Francisco declined to a record-low of 166 in 2019. The 19% decrease in new diagnoses since 2018 shows a positive trend towards achieving San Francisco's goal of zero new HIV infections. This represents a 65% decline since 2012, compared with nearly level values nationally. Moreover, the City made significant headway with HIV care outcomes. Ninety five percent of new diagnoses were linked to care within one month, and 78% of new diagnoses were virally suppressed within six months after diagnosis. The recent declines in new diagnoses included declines among Black/African Americans, Latinx, people who inject drugs, and people experiencing homelessness.

"We are seeing encouraging trends on many fronts towards achieving San Francisco's goal of zero new HIV infections, but we can't let up on our efforts to address disparities and ensure people get the care and treatment they need," said Mayor Breed. "San Francisco has always been and will continue to be the leader of HIV/AIDS care and prevention. The City's health care experts and community partners are continuing their efforts to decrease disparities among populations and improve HIV care for everyone in our City."

Despite the progress that San Francisco continues to make in reducing the number of new HIV diagnoses and improving care outcomes, disparities that were observed in previous years still exist. While the total number of new diagnoses and rates of diagnosis declined for Black/African Americans and Latinx people, the diagnosis rates for Black/African American and Latinx men and women were still higher than the rates for White and Asian and Pacific Islander men and women. Among people living with HIV, approximately 75% are virally suppressed, however viral suppression was lower for people experiencing homelessness (39%) and for people who inject drugs (66%).

The 2019 report features new data tables that display information about HIV diagnosis rates by poverty, income, and education level. The report reveals that HIV diagnosis rates were higher among persons living in census tracts that had high percentages of people below the federal poverty level, a higher percentage of people with less than a high school education, and lower median household incomes.

"San Francisco continues to make remarkable progress toward our goal of getting to zero new HIV infections," said Supervisor Rafael Mandelman. "We should be proud of our Department of Public Health and our many incredible non-profit partners for their work to achieve this milestone. One new HIV diagnosis is still one too many and we must remain committed to addressing disparities in new infections and viral suppression among our most vulnerable communities."

"While the 2019 numbers make our progress in eliminating new HIV diagnoses look promising, the ongoing disparities and gaps revealed by the data tells us much more work still needs to be done," said Dr. Colfax. "We will do so by focusing on equity and by working together with our community partners, scientists, academics, providers and the City's leaders. I am committed to combining our efforts to ensure that all San Francisco communities have access to HIV prevention and care that works for them and be the first city to Get to Zero."

In 2014, San Francisco City agencies, researchers, providers, community-based organizations and activists came together in a collective impact initiative known as [Getting to Zero](#). There are several efforts underway to address the disparities highlighted by race and ethnicity, age,

gender, housing status, and risk group. In 2019, DPH received a grant from the Centers for Disease Control and Prevention (CDC) to develop a plan to achieve the goal of ending new HIV infections by 2030. In partnership with community-based organizations and existing initiatives, including the HIV Community Planning Council, the Getting to Zero Consortium, and End Hep C SF, DPH is developing the San Francisco Ending the HIV/HCV/STI Epidemics plan. The plan will address overlapping vulnerabilities, health disparities and inequities with all communities by integrating a person-centered, harm reduction-based, and low-barrier services approach. Under this collaborative effort, the plan will help San Francisco reach its goal of getting to and stay at zero new HIV infections, zero HIV-related deaths, and zero stigma.

In January 2019, Ward 86 at San Francisco General Hospital launched a new medical program that provides flexible, comprehensive and patient-centered care. The POP-UP (Positive-health Onsite Program for Unstably-housed Populations) program provides low-barrier care for patients who are not virally suppressed and require urgent care or other drop-in needs and has now provided services to about 100 patients with HIV and who are experiencing homelessness. DPH has funded community-based organizations to provide pre-exposure prophylaxis services to African Americans, Latinx, transgender persons, and youth.

“Getting to Zero is pleased, but not satisfied with the reduction in cases,” said Dr. Diane Havlir, co-chair of Getting to Zero. “We still had over 160 new HIV diagnosis and over 70 HIV-related deaths due to AIDS, which never should happen if persons are diagnosed and treated early. Innovative and multi-sector approaches are needed for HIV prevention and treatment that reach communities of color and youth.”

While the City focuses on further improving linkage and retention in care and enhanced patient outreach, health officials urge people to help make sure the City does not lose its momentum gained from the past few years by continuing to seek HIV prevention and treatment services. The COVID-19 pandemic in 2020 has added significant new challenges in managing the HIV epidemic due to reduced HIV testing and care utilization. DPH is working on guidance about how to conduct HIV and STI testing and services most safely for patients and providers. Meanwhile, as the City gradually reopens, HIV providers and services are dedicated to ensuring their adjusted protocols and procedures are in alignment with COVID-19 safety and prevention measures.

“It is more important now than ever to let people know they should still be seeking HIV prevention and care services,” said Dr. Susan Buchbinder, Director of Bridge HIV at the Department of Public Health. “These are essential services, and clinics and community-based organizations have built in safeguards to protect the health and well-being of clients and workers.”

The new 2019 HIV annual report can be found online [here](#). The report will be presented to the San Francisco Health Commission on Tuesday, October 6 at 4:00pm.

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From: [Ionin, Jonas \(CPC\)](#)
Cc: [Feliciano, Josephine \(CPC\)](#)
Subject: FW: *** PRESS RELEASE *** MAYOR LONDON BREED ANNOUNCES LAUNCH OF ALTERNATIVES TO POLICING STEERING COMMITTEE
Date: Tuesday, September 08, 2020 12:09:25 PM
Attachments: [09.08.20 Diverting Non-Violent Calls for Service Steering Committee.pdf](#)

Jonas P. Ionin,
Director of Commission Affairs

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From: "Press Office, Mayor (MYR)" <mayorspressoffice@sfgov.org>
Date: Tuesday, September 8, 2020 at 12:08 PM
To: "Press Office, Mayor (MYR)" <mayorspressoffice@sfgov.org>
Subject: *** PRESS RELEASE *** MAYOR LONDON BREED ANNOUNCES LAUNCH OF ALTERNATIVES TO POLICING STEERING COMMITTEE

FOR IMMEDIATE RELEASE:

Tuesday, September 8, 2020

Contact: Mayor's Office of Communications, mayorspressoffice@sfgov.org

***** PRESS RELEASE *****

**MAYOR LONDON BREED ANNOUNCES LAUNCH OF
ALTERNATIVES TO POLICING STEERING COMMITTEE**

The Steering Committee, guided by the Human Rights Commission, will help the City research and develop alternative responses to calls regarding homelessness and behavioral health, like the City's newly announced Street Crisis Response Teams

San Francisco, CA — Mayor London N. Breed today announced the formation of a Steering Committee to help guide the City's process for identifying alternatives to police response for non-violent calls to 911 and 311. Ending the use of police as first responders to situations that involve behavioral health and or homelessness and other non-violent calls is part of the Mayor's roadmap to fundamentally changing the way that the City handles public safety, which Mayor Breed announced in June.

The Steering Committee is composed of community members and representatives of organizations that work on behavioral health and homelessness, including Hospitality House,

GLIDE, San Francisco AIDS Foundation, Urban Alchemy, Street Violence Intervention Program, At the Crossroads, Metta Fund, and HealthRight360. These organizations were selected because of their commitment to centering community voices, willingness to challenge the status quo, and their dedication to exploring innovative and outcome-driven practices. The Steering Committee also has representatives from City agencies, including the Department of Public Health, Department of Homelessness and Supportive Housing, San Francisco Police Department, San Francisco Fire Department, and Department of Emergency Management.

“To address the structural inequities that too many in our City experience, in particular our African-American community, we need fundamental change and reinvestments. There is a better, more effective way to handle these calls for service that will help people who are in crisis,” said Mayor Breed. “Working to divert non-violent calls for service away from a law enforcement-based response is a profound change in how we as a City respond when someone calls for assistance. It’s a key part of addressing our structural inequities, but it’s going to take work and it’s going to take time. This Steering Committee will play an important role in designing other models of response, and getting us to a place where we are making real, concrete change, including in future budget investments.”

“Across the country, there are calls to reimagine policing, this Steering Committee represents an opportunity to create a more just and truly responsive system,” said Sheryl Davis, Executive Director, San Francisco Human Rights Commission. “This is the beginning of a process to address the system failures and inequities disproportionately experienced by people of color and people in crisis. I look forward to hearing from those directly impacted, learning from the Steering Committee and hearing the alternatives created, informed, supported and led by community.”

In an important step toward diverting non-violent calls from the Police Department and at Mayor Breed’s direction, the San Francisco Human Rights Commission (HRC) has convened an Alternatives to Policing Steering Committee. The Steering Committee will explore strategies and alternatives to policing, such as the Street Crisis Response Teams, and will offer recommendations to Mayor Breed about how to effectively transition those types of calls for service that are currently going to the police to other entities.

In August, Mayor Breed announced a plan to create a Street Crisis Response Team pilot program, which would begin the effort to fundamentally change the way San Francisco responds to 911 and 311 calls regarding behavioral health emergencies. The Mayor’s proposed budget for Fiscal Years 2020-21 and 2021-22 includes \$4 million from the General Fund to pilot a Street Crisis Response Team to help San Franciscans who are experiencing behavioral health crises. If the consensus Business Tax Reform ballot measure passes in November, Proposition C revenues will enable the City to direct a total of approximately \$18.5 million to the pilot program over two years, which would expand the program and create additional Street Crisis Response Teams.

The [Steering Committee](#)’s discussions will be guided by the Human Rights Commission, along with the support of a professional facilitator. The Steering Committee had their first informational meeting earlier this month, and their first official meeting will be on Wednesday, September 16. The goal of the committee is to develop recommendations that can be included in the Fiscal Year 2021-22 budget process, which begins the Mayor’s issuance of budget instructions in December 2020.

Identifying and implementing appropriate alternative responses to police is a complex process and requires input from a variety of stakeholders. Each of the members of the Steering Committee have a history of working with diverse stakeholders and will collect input from a wide array of community members. HRC was selected to handle this complex process because of their experience and success convening other challenging conversations that engage the community as well as City staff, such as ongoing discussions about reparations and reinvestment of law enforcement dollars into the African-American community.

“Alternative policing does not mean that poor people will police other poor people – we reject that. We can build the community capacity that doesn’t exist yet, and invest in existing efforts that have struggled far too long with far too little to lift up the best of what our communities can be,” said Joseph Wilson, Executive Director, Hospitality House. “This is our charge – we have to first climb the mountain to get to the valley beyond it. We know it’s there.”

“I look forward to exploring how to utilize the Street Violence Intervention Program to support de-escalation, conflict mediation, violence intervention in the communities as well as the middle and high schools impacted by violence,” said Arturo Carrillo, Director, Street Violence Intervention Program. “We need to prioritize providing opportunities for job readiness and employment but also focus on the root causes that can help make behavioral change in preparation for job readiness. I hope through this process we develop a plan for Community Policing not from a SFPD perspective, but from within the communities themselves.”

“I am honored and humbled to be a part of this team of creative and thoughtful individuals who are in the process of designing trauma informed responses to our community members who are experiencing a moment or longer periods of crises,” said Lena Miller, Chief Executive Officer, Urban Alchemy. “Society has changed and presents new challenges to the way we must respond to our citizens, particularly in light of the overwhelming presence of trauma, mental illness, and addiction that is on constant display on the streets of our major cities. Now is the time for the social innovators to create the blueprint for a more peaceful and just society for all people. I am grateful for the courage and leadership of Mayor Breed to ensure that San Francisco is at the forefront of this movement with substantive and practical steps to operationalize these values.”

“Much historical data and personal experiences of formerly incarcerated people has shown we must change our own public safety beliefs and investments regarding arresting for “corrective” punishment and practices of incarceration. Real public safety means we, must use our public tax dollars to invest in our poorest, our schools, public health, affordable housing, employment and businesses,” said Roma Guy, Metta Fund. “Current community and leadership, elected and appointed, inspired by Black Lives Matter and criminal justice reform advocacy, has led to closing two jails at Hall of Justice, releasing and referring more prisoners to pretrial, improving jail health services and placements. Legislation such as free phone calls for the imprisoned, passage of Mental Health SF and expansion of harm reduction drug practices are examples of our early successes. The task and public responsibility of the Steering Committee is to remove 911 and 311 calls from police and establish a civilian Street Crisis Response Team. These are our beginnings. It will take all of us to continue this path for our true and equitable public safety.”

More information about the City’s efforts to develop alternatives to non-violent calls for service is available [here](#).

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From: [Ionin, Jonas \(CPC\)](#)
Cc: [Feliciano, Josephine \(CPC\)](#)
Subject: FW: *** PRESS RELEASE *** MAYOR LONDON BREED ANNOUNCES CITYWIDE MASK WEARING CAMPAIGN IN PARTNERSHIP WITH SAN FRANCISCO'S DIVERSE COMMUNITIES
Date: Wednesday, September 02, 2020 3:11:10 PM
Attachments: [09.02.20 Mask Wearing Campaign Launch.pdf](#)

Jonas P. Ionin,
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From: "Press Office, Mayor (MYR)" <mayorspresso@sf.gov>
Date: Wednesday, September 2, 2020 at 1:43 PM
To: "Press Office, Mayor (MYR)" <mayorspresso@sf.gov>
Subject: *** PRESS RELEASE *** MAYOR LONDON BREED ANNOUNCES CITYWIDE MASK WEARING CAMPAIGN IN PARTNERSHIP WITH SAN FRANCISCO'S DIVERSE COMMUNITIES

FOR IMMEDIATE RELEASE:
Wednesday, September 2, 2020
Contact: San Francisco Joint Information Center, dempres@sf.gov

***** PRESS RELEASE *****

MAYOR LONDON BREED ANNOUNCES CITYWIDE MASK WEARING CAMPAIGN IN PARTNERSHIP WITH SAN FRANCISCO'S DIVERSE COMMUNITIES

Campaign encourages residents, workers, and visitors to wear face coverings at all times outside the home to reduce the spread of COVID-19 and allow City to continue to reopen social and economic activities

San Francisco, CA — Mayor London N. Breed today announced the launch of a citywide public awareness campaign to educate residents, workers, and visitors about the importance of wearing face coverings at all times outside the home to decrease the spread of COVID-19 and help San Francisco continue reopening. The City worked with the California Academy of Sciences, the African-American Arts and Cultural District, the Latino Task Force, Self-Help for the Elderly, the Sisters of Perpetual Indulgence, and Opportunities for All to develop the campaign.

The new campaign supports the City's response to the COVID-19 pandemic with comprehensive, multilingual, and culturally competent outreach and public awareness with the overall goal of seeing more San Franciscans wear masks at all times when outside the home. The citywide campaign will be deployed with posters, signage, and digital billboards in areas where people tend to gather including parks, the Embarcadero and along major merchant corridors. In addition, the campaign includes a robust digital and social media presence with TV, radio, print and streaming ads in addition to out-of-home advertising and targeted outreach in neighborhood and multilingual press using the hashtag #MaskTheSFup.

"We are all eager to see our City reopen more and to be able to support our small businesses, see our youth get back in the classroom and see our friends again," said Mayor Breed. "This campaign reminds us that it is possible, but everyone has a part to play and wearing a mask, socially distancing, and frequent hand washing is key. The good news is that most people are already on board. But we still have to remind people that we are in this for the long run, and if we want to keep reopening, we will have to keep wearing masks when we leave home."

Wearing face coverings is an efficient and effective way to protect the health and safety of everyone in the city and is a critical part of San Francisco's COVID-19 strategy. According to public health experts, if 80 percent of San Franciscans wore face coverings, the city can prevent outbreaks of COVID-19. Getting all residents to regularly and properly wear masks is critical to the health and safety of our residents and can lead to a significant decrease in the transmission of COVID-19.

The Public Health Department issued a [Health Order](#) in May requiring face coverings whenever in public, so that as the City embarked on the path to recovery and additional reopening, outbreaks would be less likely. A recent citywide survey demonstrated a 71 percent compliance rate of mask-wearing, demonstrating that many San Franciscans are doing their part, but that there is more work needed to achieve better compliance.

The campaign includes citywide outreach as well as targeted campaigns in the Mission District, the Excelsior, Chinatown, Oceanview, Merced and Ingleside neighborhoods, the Bayview, the Western Addition, Ingleside and the Tenderloin.

The comprehensive campaign is being deployed in advance of the Labor Day holiday weekend, when people typically gather with friends and families. With that in mind, the City is encouraging people to gather safely by avoiding indoor activities, planning activities to minimize contact, and wearing face coverings. More information about how to gather safely is available online [here](#).

Face coverings help to stop droplets that may be infectious, even if the person wearing the mask has no or mild symptoms. By strengthening this form of protection, San Franciscans will be better prepared to participate safely in the gradual reopening of activities.

Face coverings should cover the nose and mouth and fit securely. They can be a manufactured or homemade mask, a bandanna, scarf, towel, or similar item. Cloth face coverings should be cleaned frequently with soap and water. Masks with one-way valves are not effective because they allow air droplets to freely escape when the wearer exhales. They should not be worn and do not qualify as a face covering under the order. More information about face coverings be found [here](#).

Wearing a face covering is most effective when combined with physical distancing and hand washing. It is not a substitute for staying home, but it is a way to protect other people and reduce the chance of transmission when outside the house. San Francisco's Stay Home Order is still in effect, and residents should continue to stay inside as much as possible.

"As a living part of our San Francisco community for nearly two centuries, the California Academy of Sciences is energized to help flatten the curve," Scott Sampson, PhD., Executive Director, California Academy of Sciences. "We know science, and we know our city—we're sharing our research-backed expertise to help keep everyone safe and help us continue to reopen. We all want to support our families, save our favorite businesses, and enjoy magical museum days by the Bay. Your trusted voice for science is asking everyone to wear a mask, now."

"It is essential that our African American San Francisco residents feel seen and heard. Opening up the lines of communication between government and community is often the most important step," Ericka Scott, Programs Director, San Francisco African American Arts and Cultural District. "Our youth and young adults paint the colors of their world everyday as they see it. When we support youth and foster leadership, we empower them, while breaking down those generational barriers. Every time our young leaders and our community mentors share the same message another link in the chain of racial and socioeconomic bondage breaks. The content in our marketing campaign not only represents who we are as a people, but it is intentional in making sure that we build awareness around best practices to keep our residents safe from COVID-19."

"We are honored to partner with the City to educate our Chinese speaking seniors and families the importance of wearing a mask to prevent the spread of COVID-19," said Anni Chung, Executive Director, Self-Help for the Elderly. "Providing linguistically and culturally competent information is crucial to many of our monolingual seniors and residents. Self Help for the Elderly, along with many other API community-based organizations, serve a large number of seniors, immigrants, and low-income families that depend on getting their public health and safety information in Chinese and other languages."

"Representation and inclusion is important. The Latino Task Force collaboration with the Joint Information Center has allowed for our community to be represented and included," said Susana Rojas, Latino Task Force Communications Committee Chair. "By depicting images that relate to the Latino community we are ensuring that the message is effective, culturally relevant and that it supports our vulnerable communities."

"It is common for younger generations to be plagued by apathy when it comes to politics and civic engagement, and unfortunately, this virus has become highly politicized. We have been dealt an enormous amount of obstacles by previous generations, so indifference is understandable but also unsustainable," said Athena Edwards, Fellow, Opportunities for All. "It is imperative that our generation feel empowered to take care of themselves and each other, because we need to take an active role in fixing our nation's challenges, even beyond COVID-19. The hope is that by encouraging the city's youth to illustrate, both literally and figuratively, proper COVID protocol, we can motivate all young residents in the city to take this virus seriously and save lives."

"The LGBTQ community has been here before. In the 80s we showed the world how to

respond to a virus with compassion and common sense. Together, we can do it again,” said Sister Roma, The Sisters of Perpetual Indulgence. “Here in the Bay Area we believe in science and trust the experts. Right now, we know that the best way to protect ourselves and others is to wear a face covering and practice social distancing. We will be able to gather, dance, and hug each other again, but only if we #MaskUp and #PracticeSafeSix.”

A media kit is available [here](#) for graphics and other creatives for each campaign.

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