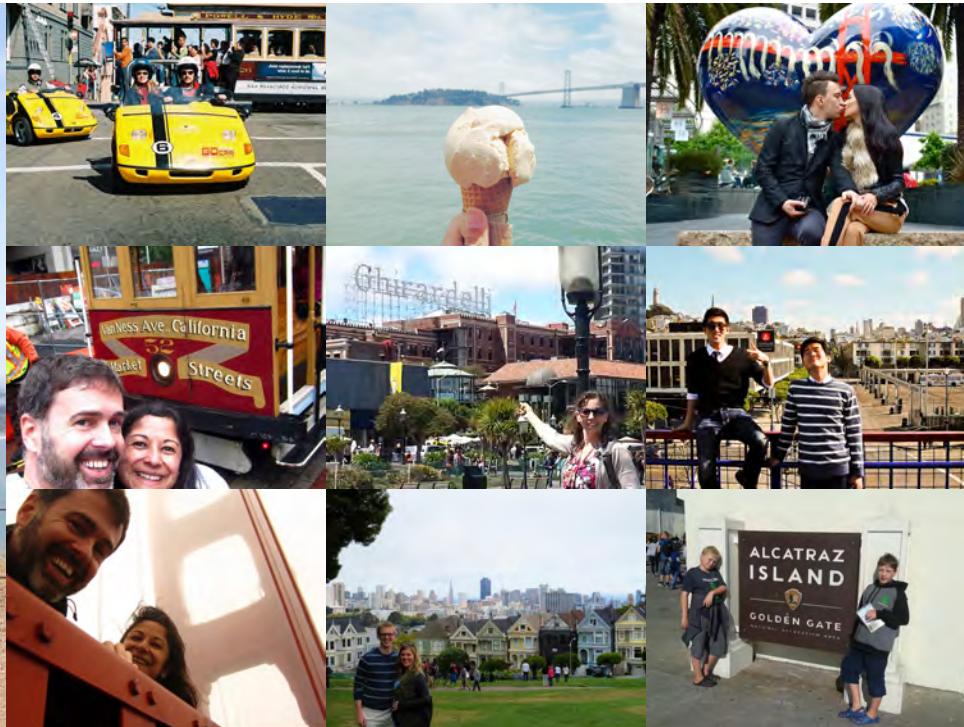


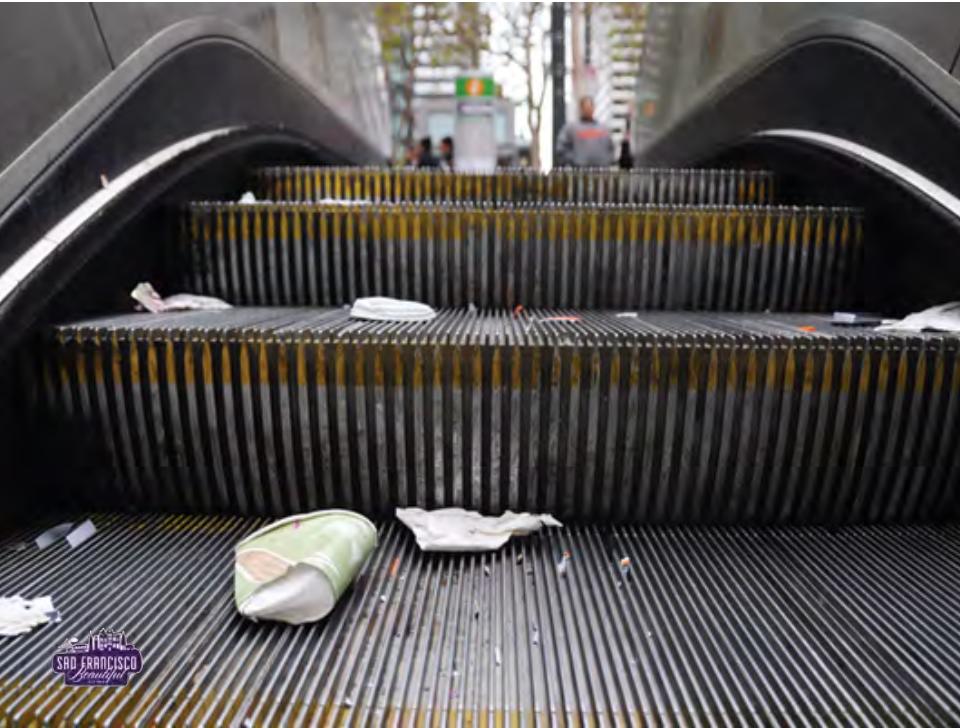
# LISTENING TOUR 2014



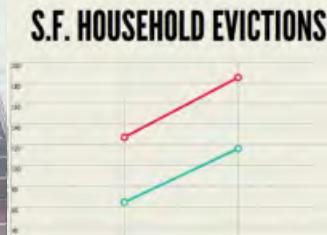
# What do you love about San Francisco?



# What do you hate about San Francisco?



S.F. HOUSEHOLD EVICTIONS





# what if

someone was listening?

# San Francisco, we're listening.



Friedel Klussmann  
Founder, San Francisco Beautiful

Protect and enhance the unique character and livability of San Francisco

Our mission is to make San Francisco a better place. Since 1947 we've been fighting for you. We saved the cable cars, started the first citywide tree planting program, made sidewalk cafe seating legal, and passed legislation to add millions for public art, greening, and community grants.



4 months  
2,522 ideas  
937 people

A close-up photograph of two individuals, likely Black, looking down at a white document. The person on the right is wearing a red long-sleeved shirt and has their hand resting on the paper. The document features a blue header with the text "1. Translucent Blue" and several small illustrations of furniture pieces like a sofa and a chair. The overall scene suggests they are reviewing a grant application or proposal.

"We got a grant to help  
your neighborhood,  
what do you want to do?"



**“If you had all the  
time and money  
what would you do,  
San Francisco?”**



# How we heard you

From August to December we collected your many ideas on how to improve SF



## In person interviews

Meetings with Community Orgs

Interviews with neighborhood leaders,

During project outreach



## SMS

Via project outreach with Neighborland



## Online forms and voting

Via our website

Local blogs

Project outreach





# Organizing the Issues

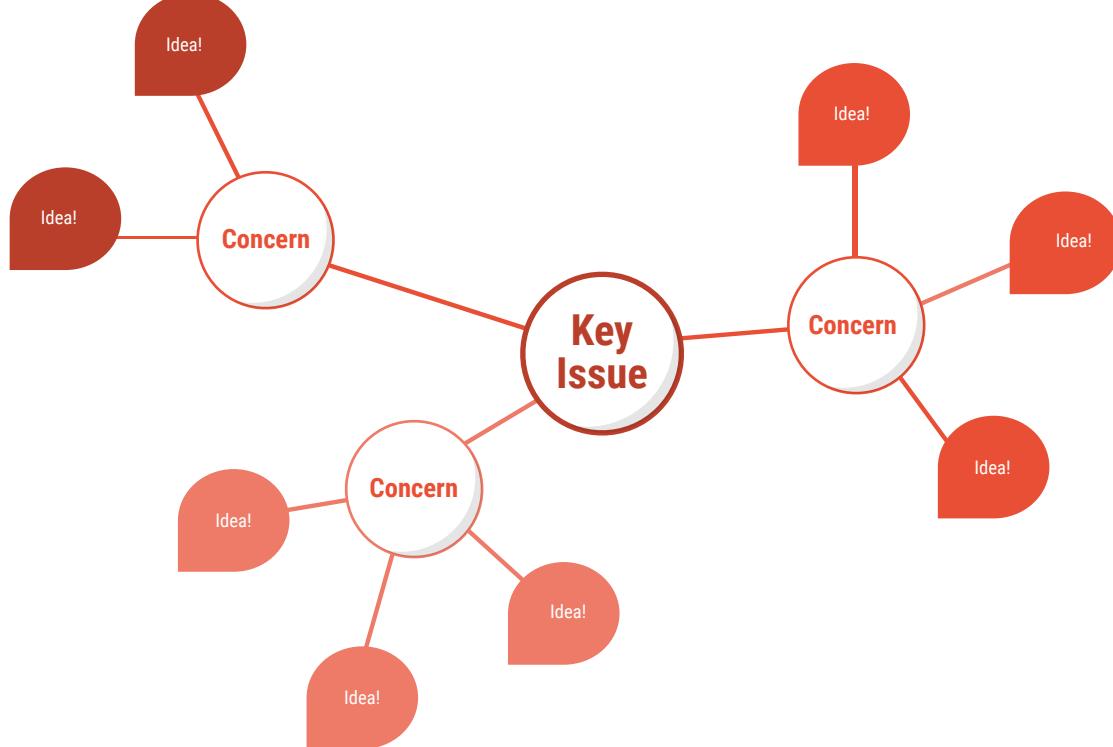
Looking for common ground

We collected thousands of ideas. We grouped similar ideas into areas of concern.

Related concerns were grouped into issues.

Your key issues when discussing ways to improve your neighborhood and the city included:

- Livable Streets
- Greening
- Activation
- Civic Character
- Economic Growth
- Participatory Governance
- Crime and Safety
- Housing
- Homelessness



# Exploring the Issues

Lots of ideas, and common themes



Livable  
Streets



Activation



Greening



Civic  
Character



Commercial  
Activity



Other

# Breaking down the Issues

Examining the concerns by key issue area

## Livable Streets

## Greening

## Other

## Civic Character

## Activation

## Commercial Activity

# Livable Streets

Ideas to enhance the streetscape



# Understanding Livable Streets



## What are Livable Streets?

Ideas relating to sidewalks and streets were the most frequently suggested by people in almost every district.

- ✓ **Amenities:** Bulbouts, parklets, lighting, sidewalk greening, bathrooms, seating and other enhancements
- ✓ **Clean:** Clean and well maintained sidewalks
- ✓ **Transit:** Public transportation improvements
- ✓ **Traffic:** Paving, parking, and improvements for bikes and cars
- ✓ **Utilities:** Clutter, wires, and technology

# Livable Streets Breakdown

Percentage of respondents by area of concern

Amenities



Cleanliness



Traffic



Transit



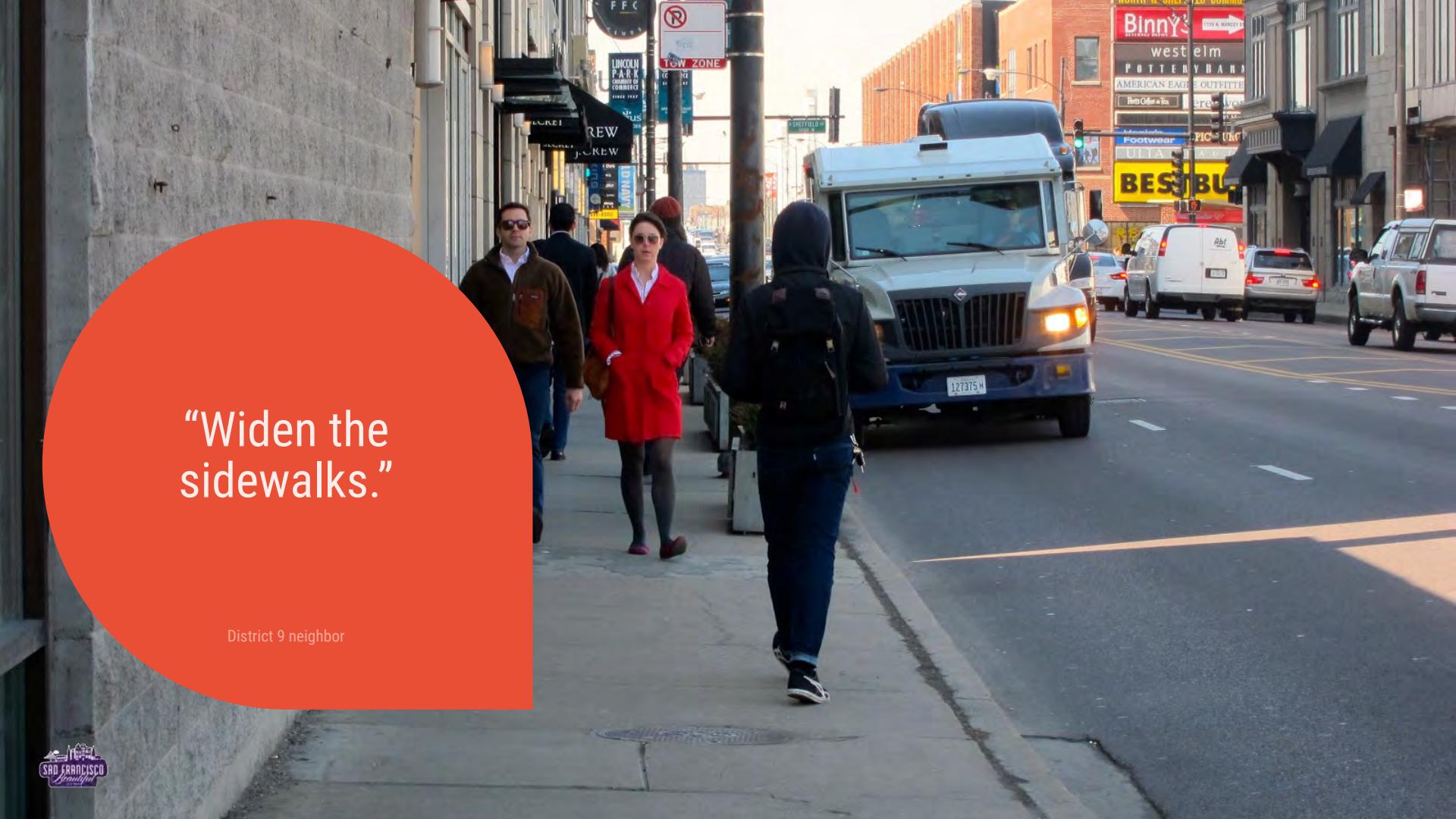
Utilities



Results shown have been adjusted to show true averages accounting for variations in the number of respondents in each District.



42% of all respondents had ideas to improve the user experience on San Francisco sidewalks and streets.



“Widen the  
sidewalks.”

District 9 neighbor





“Focus the streets on  
people and  
neighbors, not cars.”

District 5 neighbor



A photograph showing four individuals in orange safety vests and gloves working together to paint over graffiti on a light-colored wooden wall. They are using long-handled spray paint cans. A large tree trunk is visible on the left, and fallen leaves are scattered on the ground. In the bottom left corner, there is a small logo for "SAO FRANCISCO Beautiful".

“Keep the area clean  
and free of graffiti.”

District 7 neighbor



"Create a pedestrian-only zone somewhere in the neighborhood."

District 5 neighbor





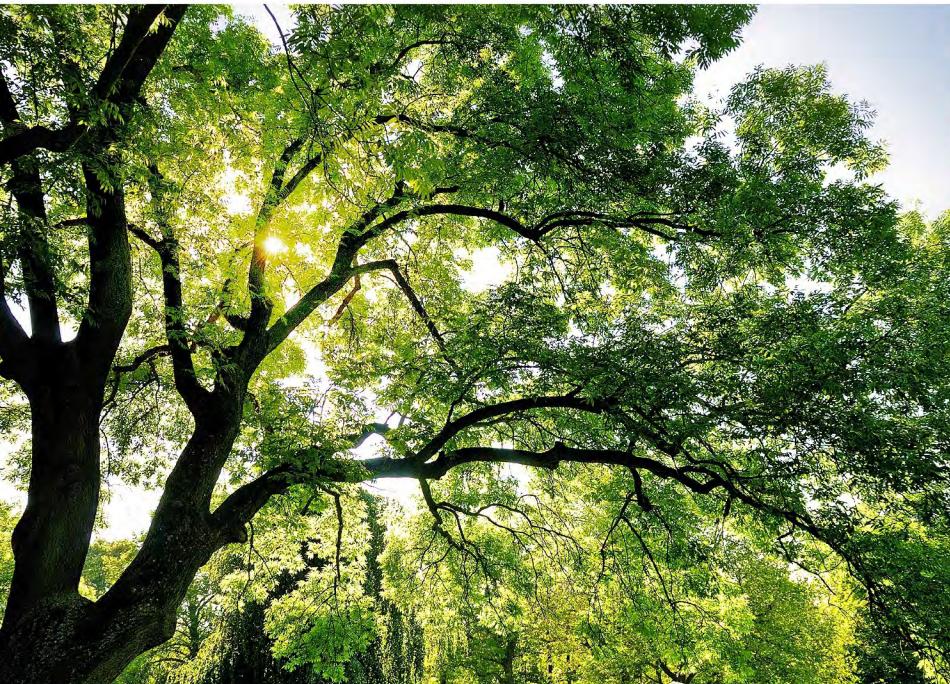
A photograph showing a utility pole from a low angle, looking up at a complex web of electrical wires against a blue sky with white clouds. The wires are dark and crisscrossed in an intricate pattern.

“Put the electric wires  
underground.”

District 1 neighbor

# Greening

Ideas to green the city



# Understanding Greening



## What does Greening mean?

The 2nd most important issue to respondents is Greening which was echoed in the most popular topic - Livable Streets, Pedestrian Amenities.

- ✓ **Planting:** Sidewalk gardens, landscaped medians, hanging baskets, community gardens.
- ✓ **Park Improvements:** All planting, landscaping, design, and amenities for parks.
- ✓ **Dog Spaces:** Safe fenced areas for dog play and bags for clean up.
- ✓ **Trees:** More trees.
- ✓ **Maintenance:** Repairs to irrigation, weeding, and tree care.

# Greening Breakdown

Trees



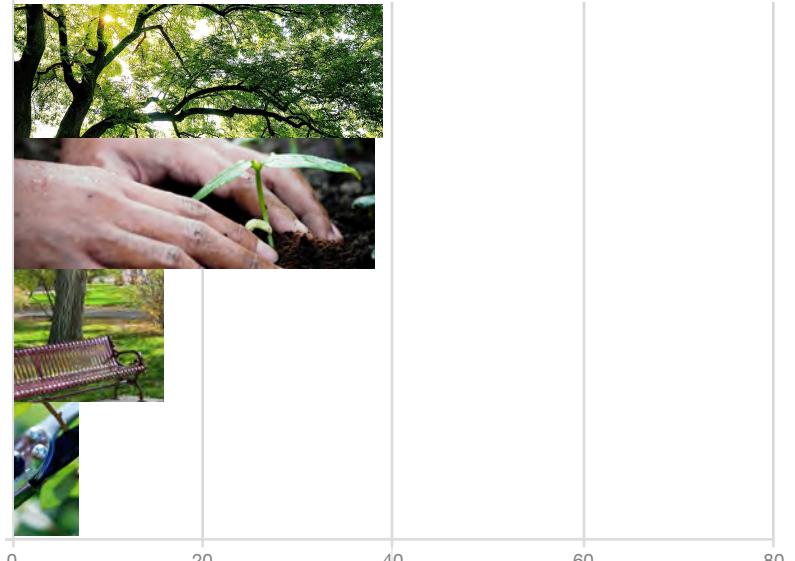
Landscaping



Parks



Maintenance



Results shown have been adjusted to show true averages accounting for variations in the number of respondents in each District.



4% of total Greening Issues related to parks were about dogs: safe areas for play and clean up.



"Create street  
medians with plants  
and trees on main  
streets."

District 9 neighbor



A vibrant, sunlit street scene in San Francisco. The street is lined with large, mature trees on both sides. Parked cars are along the curbs. In the foreground, a person is riding a bicycle. A red city bus is visible in the middle ground. The background shows more trees and buildings under a clear sky.

“I would make sure  
that trees were  
planted on every  
street.”

District 4 neighbor



A blurred aerial photograph of a residential neighborhood in San Francisco, showing a dense cluster of houses and apartment buildings. In the lower right foreground, a single large green tree stands out against the urban landscape.

“We want more  
trees.”

District 11 neighbor



A photograph of a lush garden bordering a sidewalk. The garden is filled with a variety of flowers, including yellow Rudbeckia, purple lavender, and pink phlox. A concrete sidewalk runs along the bottom of the frame. An orange speech bubble is positioned in the center-left of the image, containing the quote.

“Subsidize and promote sidewalk landscaping to beautify, improve environment.”

District 5 neighbor

# Activation

Ideas to keep our city vibrant



# Understanding Activation



## What is Activation?

Respondents want more public events and opportunities to build community. Programming for children and youth was also a key issue.

- ✓ **Events:** Farmer's Markets, Outdoor Movie Nights, Art Fairs, and opportunities to build community.
- ✓ **Youth and Children:** Special events and classes for children and youth.
- ✓ **Permitting and Management:** Streamlining permits, fees, and coordination between City agencies.
- ✓ **Vacant Lots:** Converting unused lots into community assets.

# Activation Breakdown

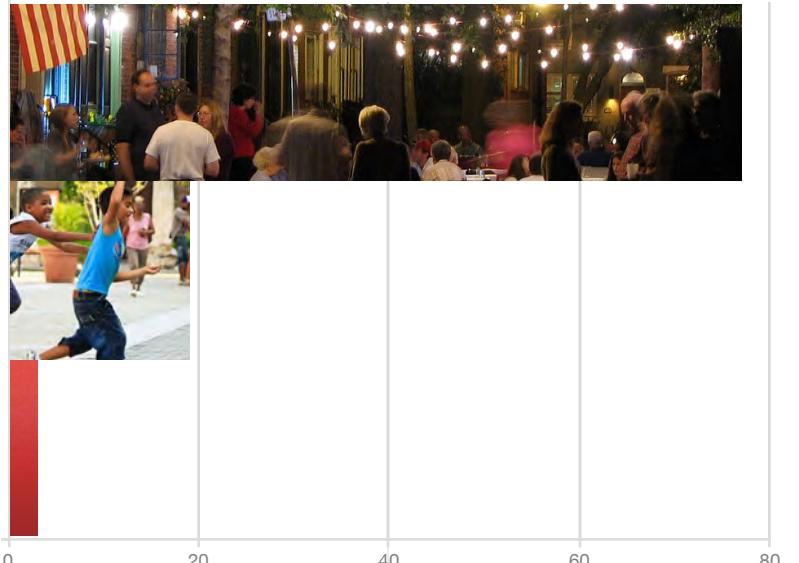
Events



Youth Events



Red Tape



Results shown have been adjusted to show true averages accounting for variations in the number of respondents in each District.



People want to meet their neighbors. Free events, and programming were frequently requested to as a way to serve this need.



“Add more days of  
the Farmers Market.”

District 5 neighbor





“More awareness and interaction with the community.”

District 10 neighbor



A photograph of a nighttime neighborhood barbecue. People are gathered around tables covered with white cloths, eating and talking. An American flag hangs on the left. String lights are strung across the trees above.

“Draw neighbors out  
and get them  
together.”

District 5 neighbor

# Civic Character

Ideas to make our neighborhoods distinct



# Understanding Civic Character



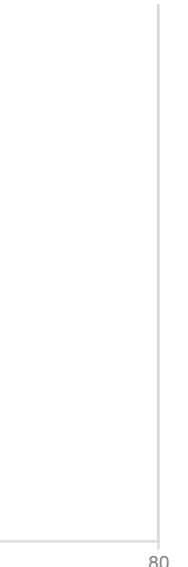
## What is Civic Character?

The many small things that make neighborhoods unique, representative, and relevant to their communities.

- ✓ **Art:** Murals, sculpture, temporary art, statues, and colorful elements in cross walks and sidewalks.
- ✓ **Facades:** Ways that buildings meet the street, including appearance, height, and historic preservation.
- ✓ **New Public Space:** Libraries, playgrounds, pools, animal shelters, community centers, youth centers, and schools.

# Civic Character Breakdown

New Public Space



Public Art



Facades & Height



Results shown have been adjusted to show true averages accounting for variations in the number of respondents in each District.



From pools to parklets and plazas, most people with ideas about Civic Character wanted new public spaces.

**“Paint all of the  
blighted properties.”**

District 3 neighbor





“Commission local SF artists and teens (LGBTQ & homeless youth!) to paint murals.”

District 8 neighbor



A stack of books is visible in the foreground, with an open book showing its pages. In the background, a bookshelf filled with books is blurred. A large red speech bubble is positioned on the right side of the image.

“Invest in libraries and schools.”

District 10 neighbor



# Economic Growth

Ideas to make our neighborhoods thrive



# Understanding Commercial Activity



## What kinds of Commercial Activity do people want?

Healthy businesses are a part of a healthy neighborhood. San Franciscans are asking for a diversity of commercial activities that serve the neighborhoods they're in.

- ✓ **Business Development:** Cafes, restaurants, grocery stores, and other commercial activity to add services and enliven neighborhoods.
- ✓ **Small Business:** Locally owned and operated small businesses contributed the character and the economy of a neighborhood.
- ✓ **Vacancies:** Filling vacant storefronts with thriving businesses or beautiful art.

# Commercial Activity Breakdown

Business Development



Small Business



Vacancies



0 20 40 60 80



Results shown have been adjusted to show true averages accounting for variations in the number of respondents in each District.



Active ground floor retail enhances neighborhoods. Locally owned cafes, grocery stores, and restaurants were frequently requested.



"Entice small  
businesses to do  
business in this area."

District 4 neighbor





“Add a basic grocery store so I don’t have to drive everywhere.”

District 7 neighbor





“Fill vacant  
storefronts.”

District 5 neighbor



Come In  
WE'RE  
OPEN



# Other issues

Other areas for improvement



# Understanding the Other Issues



## What Other Issues were raised?

San Franciscans are diverse and their issues are, too. Law Enforcement was a top concern for respondents. From illegal dumping, to traffic tickets and public intoxication, San Franciscans connect law enforcement with neighborhood improvements.

- ✓ **Homelessness:** Treatment, shelters, and encampments.
- ✓ **Crime, Safety, and Enforcement:** More enforcement for traffic and quality of life crimes, visible police presence
- ✓ **Housing:** Repair and restoration of important historic elements.
- ✓ **Unrelated:** Complaints about the weather and biblical references.

# Other Issues Breakdown

Law Enforcement



Housing



Unrelated



Homelessness



0 20 40 60 80



Results shown have been adjusted to show true averages accounting for variations in the number of respondents in each District.



Crime, safety, and enforcement issues were of more concern than housing and homelessness combined.

A photograph of a row of colorful Victorian-style houses in San Francisco. The houses are multi-story with bay windows, decorative trim, and fire escapes. The colors include green, yellow, red, blue, and white. In the foreground, there's a red circular graphic containing text.

"Keep rent accessible  
for low and middle-  
income families."

District 5 neighbor



“The Tenderloin is in  
need of community  
ambassadors.”

District 6 neighbor

A close-up photograph of a female police officer in a dark blue uniform. She is wearing a black peaked cap with silver insignia. A gold badge is visible on her left shoulder. She has a warm, genuine smile. In the background, another person's face is partially visible, looking towards the camera.

“Friendly police presence.”

District 5 neighbor

# Overview of Issues

Averaged results are shown below.

0.2

0.1



# What we need

When asked what is needed to improve their neighborhoods, these are the top 3 requests:



## Livable Streets

Pedestrian-friendly, multi-modal, and clean.



## Civic Character & Activation

Public spaces, events, and art for everyone.



## Greening

Healthy landscaping, street trees, and parks.

# What you can do

Let's make our city more beautiful!



## Advocate

Contact your Supervisor or the Mayor to request more funding for the issues you care about.



## Share

Talk to your friends and neighbors, spread the word about these results and issues in your neighborhood.



## Join us

Join us as a Member or a Volunteer to support positive changes in your neighborhood.