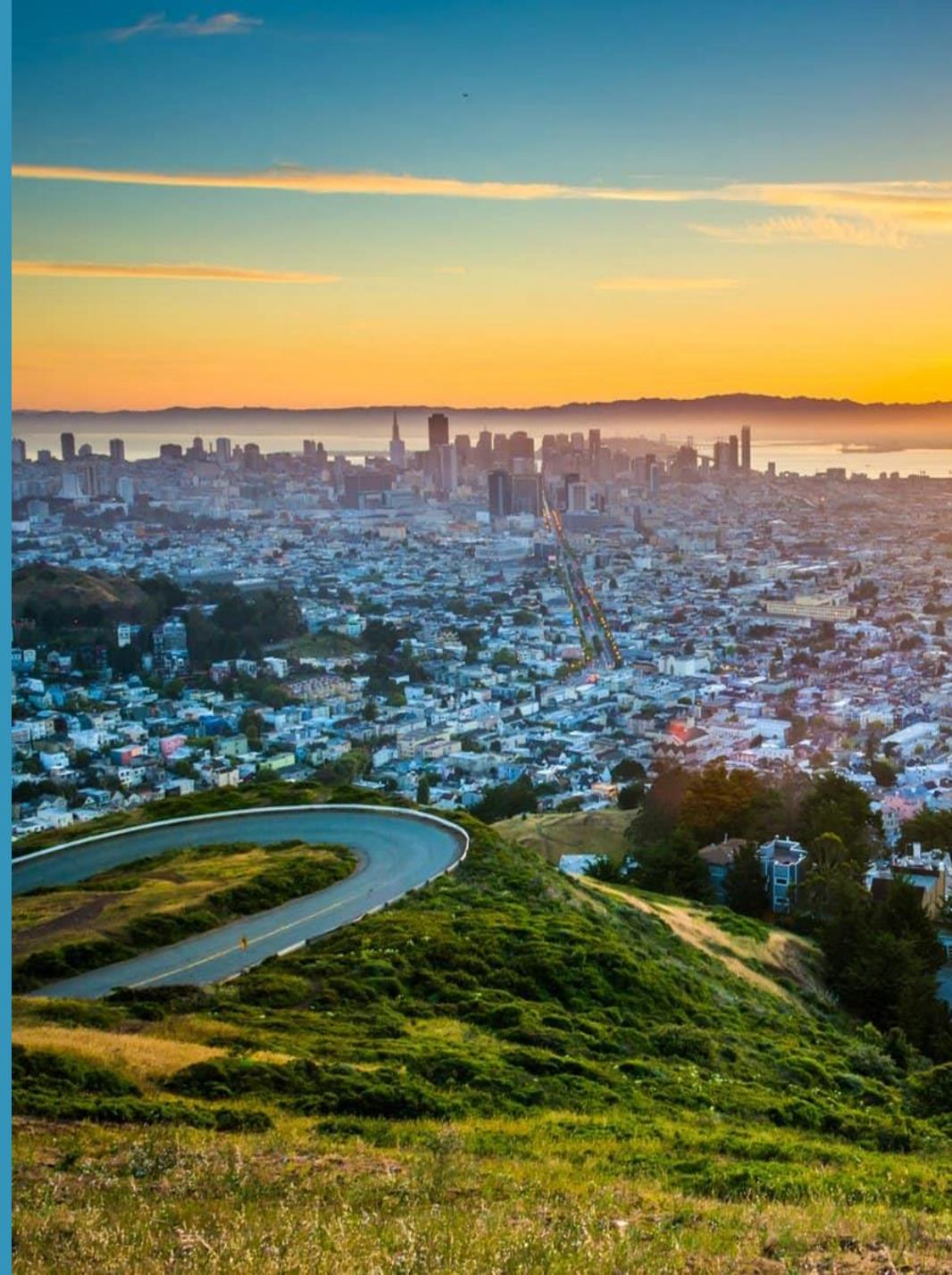


The Cultural Districts Program

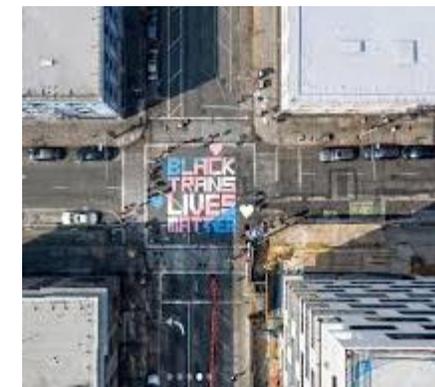
SOMA Pilipinas CHHES Report

*"Cultural Heritage, Housing, and Economic
Sustainability Strategies Report"*





TODAY'S PRESENTATION

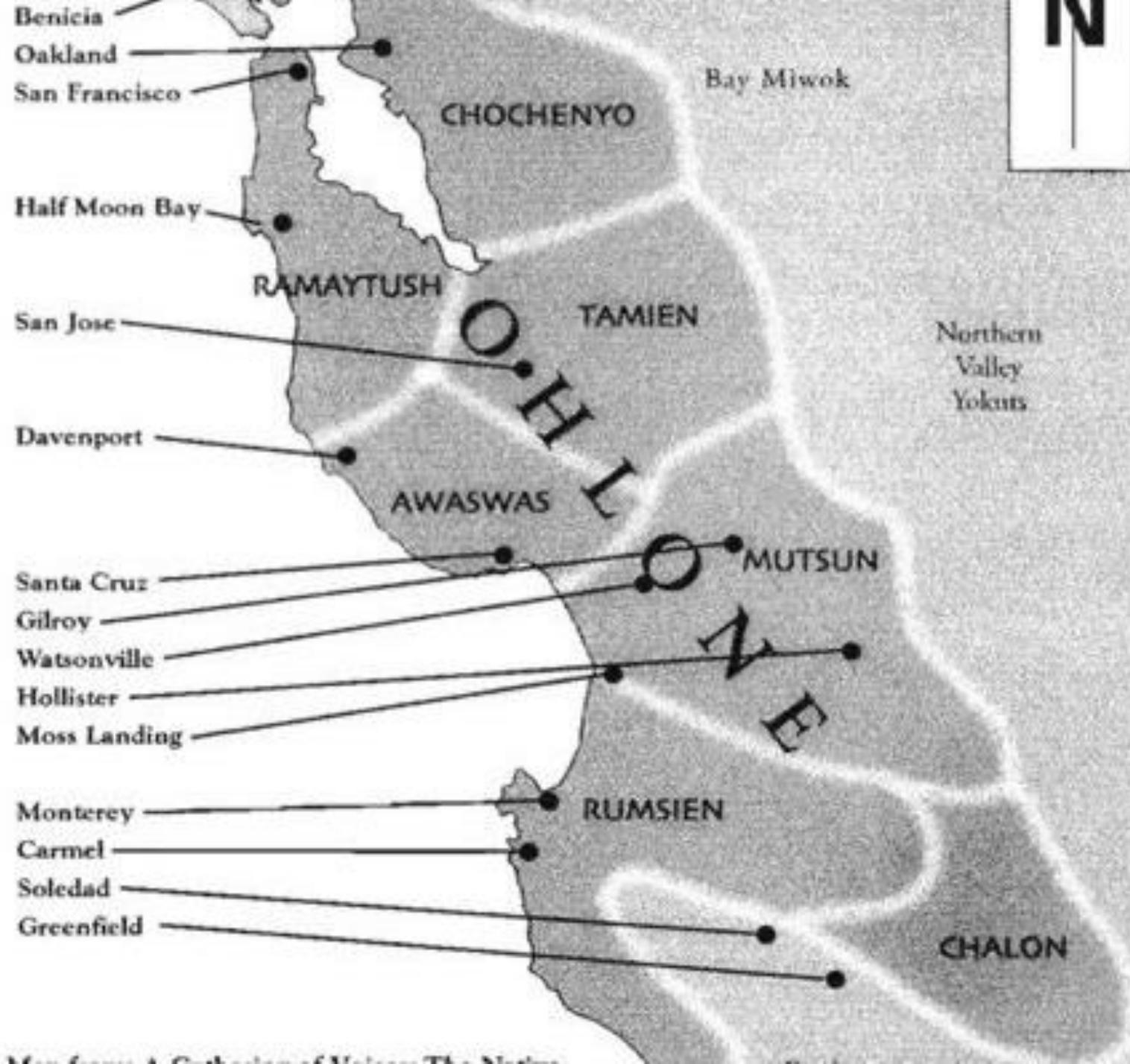


Cultural Districts Program (Julia)



SOMA Pilipinas Strategies (Raquel)





Land Acknowledgement –

We acknowledge that we are on the unceded ancestral homeland of the Ramaytush Ohlone who are the original inhabitants of the San Francisco Peninsula.

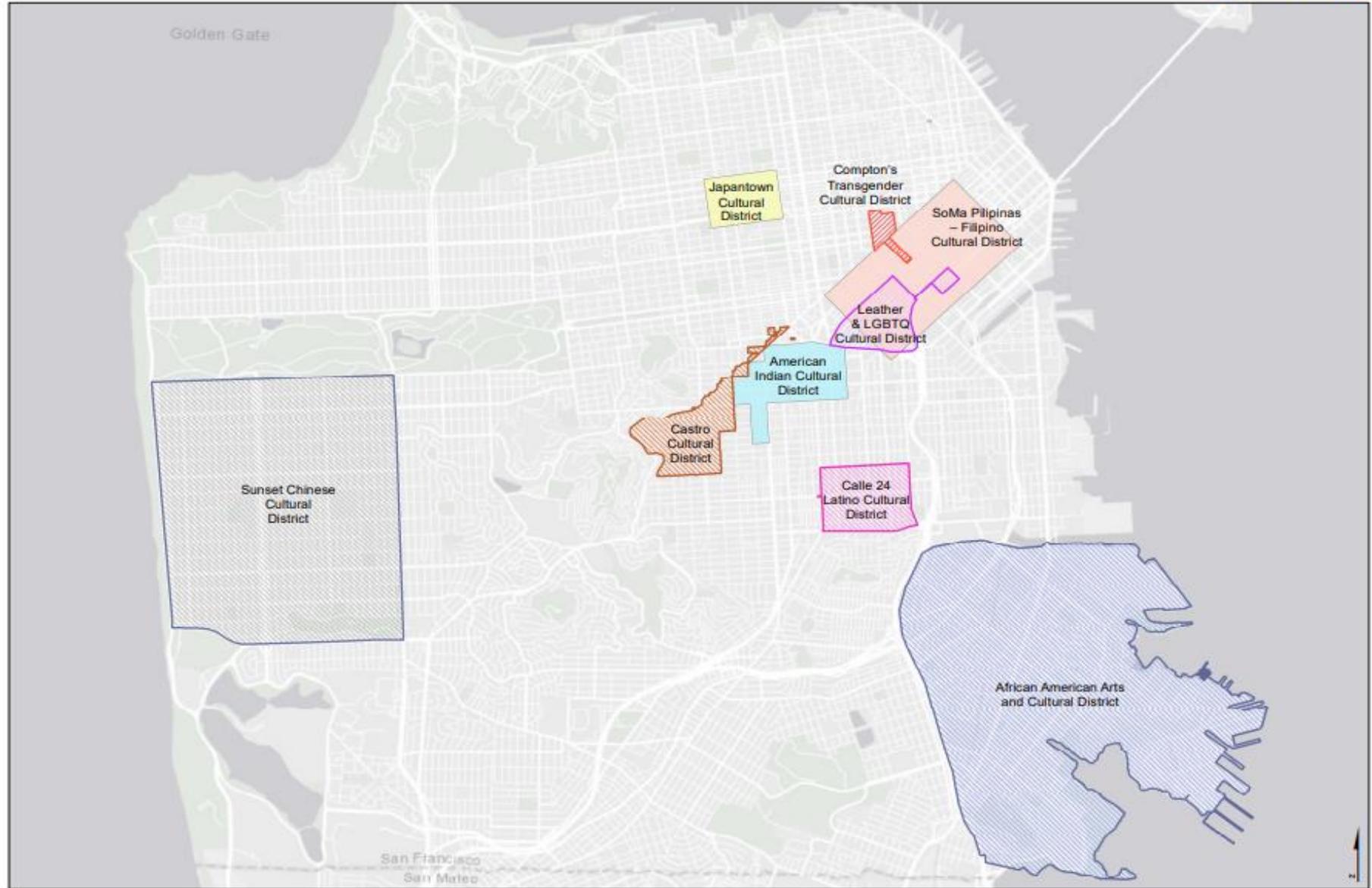
As guests, we recognize that we benefit from living and working on their traditional homeland.

We honor the ancestors, elders and relatives of the Ramaytush Community.

Map from A Gathering of Nations: The Native

Cultural Districts Map

Cultural Districts



0 0.25 0.5 1 Mile

The Cultural District Legislation

Passed in May 2018, the Cultural District legislation formalized recognition of cultural neighborhoods with deep history and current needs.

Allocates a percentage of Hotel Tax Fund revenue to Cultural Districts via Prop E which was passed by the voters in Nov. 2018. Funds are managed by MOHCD.

Mandates the City and Community to submit a "Cultural Heritage, Housing, and Economic Sustainability Strategies Report" (CHHESS Report) to the board of Supervisors.

Each CHHESS report establishes a high-level strategic vision and presents a snapshot of the District.



The Cultural Districts Program

Acknowledging the Past, Responding to the Present, & Preparing for the Future

A place-based community development initiative aimed at addressing displacement by preserving and amplifying San Francisco's culturally historic areas and communities.

1. Historic/Cultural Preservation
2. Tenant Protections
3. Arts and Culture
4. Economic & Workforce Development
5. Place Keeping & Place Making
6. Cultural Competency

Cultura District Program Overview

Place Based Initiative

- Japantown
- Tenderloin
- SOMA
- Mission
- Bayview
- Castro
- Sunset

Racial & Social Equity

- Japanese
- Transgender
- Filipino
- Leather LGBTQ
- American Indian
- Latino
- African American
- LGBTQ
- Chinese

Interdepartmental Approach

- Deepens community partnership and guidance
- Aligns Dept. efforts
- Increases communication and streamlining

Collaborative Framework

- Cultural District Advisory Boards
- Community Collaborations
- Resident Engagement
- City Department Work Group

THE CHHESS Report

A legislatively mandated document described in the Cultural District Ordinance co-authored by Cultural District Community and City.

Creates a strategic vision and plan by coordinating and lifting community voices

Serves a cultural legacy document in terms of presence, place, policy

Outlines a pathway forward and a framework for coordination

The CHHESS Report

SOMA Pilipinas' Comprehensive Strategic Plan – *before, during, and through COVID*

Hundreds of community members participated in community-led processes creating their strategies and content.

City staff gathered data, trends, and content for the report as well as works with Cultural District leaders on the strategies and alignment.

CHHESS Report Structure

CHHESS SECTION (1) - City Content

- Historical Narrative
- Racial/Cultural Equity Approach
- City Efforts, Trends, & Data in District
- Next Steps

CHHESS SECTION (2)- Cultural District Content

- Description of District & Cultural Legacy
- Structure of Cultural District
- Community Designed Strategies & Recommendations

SOMA Pilipinas CHHESS Process

Community Designed Strategies

CHHESS
2022

SOMA Pilipinas CHHESS Presentation

Public Safety and Neighborhood Services Committee of the Board of Supervisors

by: Raquel R. Redondiez
SOMA Pilipinas Director

- CHHESS Community Process
- CHHESS Strategies



SOMA PILIPINAS





PILIPINAS

CHHESS Report

Cultural Heritage, Housing, and Economic Sustainability Strategies

CHHESS Report Consultants:

Jeantelle Laberinto, CHHESS Coordinator

David Woo, CHHESS Land Use Analyst

Ron P. Muriera, CHHESS Arts Consultant

SOMA Pilipinas

2022



Community Engagement and Methodology

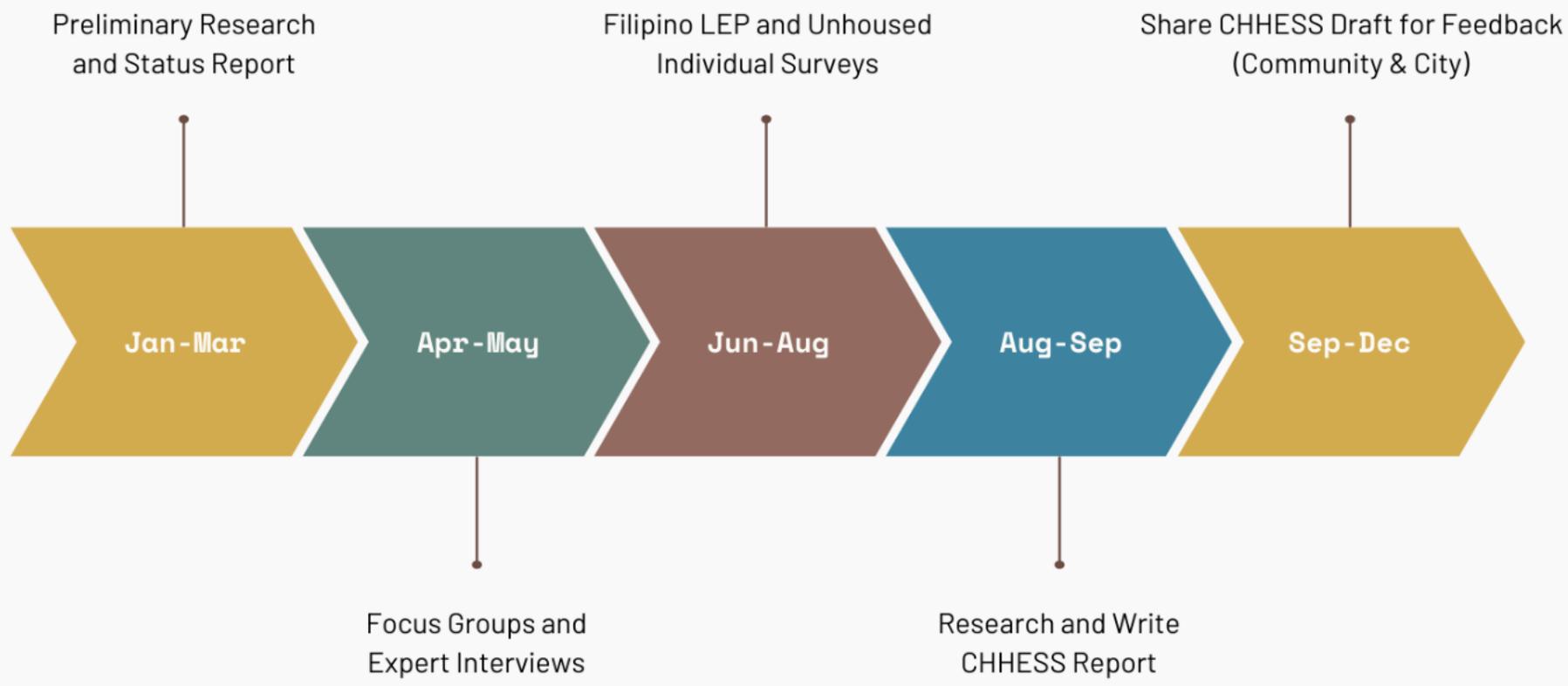
During the year long CHHESS outreach, feedback, and input process, we held focus groups, conducted interviews, collected surveys, and held a community presentation and Town Hall on the CHHESS strategies

- **12 focus groups across various issue areas**
- **Over 100 individual participants**
- **20 expert interviews**
- **20 surveys of unhoused Filipinos (in language)**
- **20 surveys of seniors (in language)**



SOMA Pilipinas CHHESS Report Process

CHHESS Context and Background



Groups, Organizations and Small Businesses Involved

CHHESS Context and Background

Asian Pacific Islander Cultural Center (APICC)
 Assembly Hall
 Bayanihan Equity Center (BEC)
 Bill Sorro Housing Program (BiSHoP)
 Bindlestiff Studio
 Canon Kip Senior Center
 Eskabo Daan Filipino Martial Arts
 Filipino American Arts Exposition (FAAE)
 Filipino Arts and Cinema, International (FACINE)
 Filipino-American Development Foundation (FADF)
 Filipino Community Center (FCC)
 FEC/ Galing Bata

Filipina Women's Network (FWN)
 Hinabi Project
 JT Restaurant
 Kalayaan SF
 Kearny Street Workshop (KSW)
 Kulintang Arts (Kularts)
 Kultivate Labs
 Mabuhay Health Center
 Make it Mariko
 Malaya Botanicals
 Manilatown Heritage Foundation/I-Hotel
 Mestiza
 Mirage Medicinal
 Parangal Dance Company
 [people. power. media]
 Pilipino Senior Resource Center

Pin@y Educational Partnerships (PEP)
 Pinoy Heritage
 San Francisco Filipino Cultural Center (SFFCC)
 SF Urban Film Fest (SFUFF)
 SOMA Community Collaborative (SCC)
 South of Market Community Action Network (SOMCAN)
 The Living Room
 The Sarap Shop
 Undiscovered SF
 United Architects of the Philippines California Chapter
 United Playaz (UP)
 West Bay Pilipino Center
 Yoü by Hü





CHHESS Strategies



CULTURAL HERITAGE, HOUSING AND ECONOMIC
SUSTAINABILITY STRATEGIES



CHHESS Context and Background

SOMA Pilipinas Cultural District focus areas to be addressed in the CHHESS document

- Cultural Preservation
- Tenant Protections
- Arts and Culture
- Economic and Workforce Development
- Land Use
- Cultural Competency





CULTURAL PRESERVATION



Cultural Preservation

Preserving Filipino Arts,
History, Heritage and Culture

Goals Statement

Promote Filipino history, heritage, and arts and culture, and create channels for learning and documenting the community's history and contributions.





Teaching our history and culture is especially important to grow the next generation of cultural bearers and keepers.

CULTURAL PRESERVATION





CULTURAL PRESERVATION

Cultural Preservation Strategies

1 Develop Filipino Community Archives and Living Legacy

Support the development and staffing of an archive (both digital and physical) that collects and contains research, images, documents, arts and cultural contributions, and other materials.

2 Expand Programs on Filipino Languages, History, and Culture

Support the expansion of linguistic and cultural programming and creative exploration. Arts Education to include performing, visual, media, literary arts with specific focus on Filipino cultural elements as well as integration of various arts disciplines into academic core subjects (history, math, science, social studies, and language arts).

3 Expand and Strengthen Programs for Filipino Children and Youth

Increase funding and support for programs that support and empower Filipino children and youth to learn their history, language, and culture and to be active in their community and City and address barriers like mental health, language access, and economic disparities.





TENANT PROTECTIONS



Tenant Protections

Anti-Displacement, Tenant Stabilization, and Housing Readiness

Goals Statement

Anti-displacement is one of the core missions of the cultural district, as the first and second technology booms have caused massive displacement in the Filipino community. We must focus on strategies that preserve existing housing, stabilize residents in place, and increase access to affordable housing.





TENANT PROTECTIONS

Tenant Protections Strategies



4 Protect Buildings that Contain a High Proportion of Filipino Tenants

Identify and stabilize buildings that have a high proportion of Filipino residents. Evaluate the use of historic land-marking, an Anti-Displacement Fund and/or use of the Accelerator Fund, and site acquisition in addition to other strategies.

5 Build Capacity and Cultural Competence for Small Site Acquisitions in SOMA

Build capacity, including identifying funding, for a South of Market based organization to acquire and manage existing residential properties in the South of Market, mainly focusing on the population of Filipino renters that are at-risk of displacement.





TENANT PROTECTIONS

Tenant Protections Strategies



6 Increase Language and Housing Readiness Support for Filipinos (affordable, BMR, supportive housing)

There must be increased support provided, including identifying funding sources, and a better understanding of what institutional and/or cultural barriers exist and how to address access issues for affordable, BMR, and supportive housing.

Strengthen outreach to homeless individuals and families that are “doubled up”, increase outreach to unhoused encampments with Filipino social workers and direct connection and placement into supportive housing, build more multi-generational housing and affordable senior housing, and ensure neighborhood preference for South of Market residents and those displaced.





ARTS AND CULTURE



Arts and Culture

Visibility, Public Art, and Urban Design

Goals Statement

As the South of Market and the cultural district continue to go through immense changes, further support and partnership with the City is needed to support public art opportunities, maintain existing public art assets, and incorporate the Filipino community's community-vetted design concepts and public art elements in the built environment.





SOMA Pilipinas is home to many cultural assets, arts and cultural organizations, and artists.

ARTS AND CULTURE





ARTS AND CULTURE

Arts and Culture Strategies



7 Capacity Building for Filipino Arts and Cultural Organizations and Individual Artists

Given that most funding to the arts is project-based, there is great need to increase funding and City support to arts and cultural organizations for general operating, programming, evaluation, and technology needs.

8 Develop a SOMA Pilipinas Arts Master Plan

A SOMA Pilipinas Arts Plan would articulate a district-wide vision for art in the City's SOMA neighborhood with a specific focus on the Filipino community's long history in the SOMA. Also, encourage private developments to direct all or a portion of the required 1% art fee to art projects within the Cultural District.





ARTS AND CULTURE

Arts and Culture Strategies

9 SOMA Pilipinas Special Area Design Guidelines and Public Realm Design Toolkit

The development of Design Guidelines within Planning would provide the Planning Department and Planning Commission with community-vetted design and public realm elements and concepts for incorporation in new and remodeled developments. Create a toolkit that would provide city departments with community vetted elements for incorporation into public projects.

10 City support for Cultural District Public Realm Improvement, Maintenance, and Neighborhood Cleaning and Beautification

Dedicate funding for street signs, cultural markers, way-finding, institutional signage, public realm improvements. Align placemaking initiatives to City plans for renovations and identify businesses and cultural assets to be highlighted. Increase investment in street cleanliness, public safety, and traffic calming.

11 Development of Cultural Conservator

Dedicate funding for maintenance and preservation of historic buildings, murals, plaques, and landmarks through a cultural conservator. Replace public art and monuments that represent colonial and racist histories with more historically accurate and community-empowering representations. City to work with the community to inventory War Memorial Philippine War artifacts.





ECONOMIC AND WORKFORCE DEVELOPMENT



Economic and Workforce Development

Small Businesses and Family-Sustaining Jobs

Goals Statement

The City must partner with the community to create better opportunities for living wage employment, family-sustaining jobs, and targeted outreach and pathways.





ECONOMIC AND WORKFORCE DEVELOPMENT

Small businesses in SOMA Pilipinas face major barriers. COVID-19 has only compounded ongoing challenges.





ECONOMIC AND WORKFORCE DEVELOPMENT

Economic and Workforce Development Strategies



12 Strengthen Non-Profits Ability to Sustain Community Workers

There must be equity in organizations' wages compared to City employees and contracts in regards to cost of living changes (inflation) for non-profits providing essential services (adequate funding for competitive compensation, living wages, healthcare, and benefits).

13 Development of Mission Street as an Anchor Commercial Corridor

This requires support to identify City-owned properties that can be utilized as pop-up or long-term tenancies, technical support to businesses, investment in signage and way-finding to increase visibility, and City grants and fee waivers to neighborhood-serving businesses.





ECONOMIC AND WORKFORCE DEVELOPMENT



14 Mutual-Aid and Mentorship-Based Merchant Association to Support the Growth of Filipino Businesses

Provide culturally competent mentorship, education, coaching, technical and financing assistance, and referrals. This can include a City liaison to work with to navigate city resources and issues.

15 Strategic Planning for Access to Family-Sustaining Jobs

The City must partner to identify the current representation of Filipinos in City departments; identify barriers and design programs to support access to key sectors; create pathways and pipelines to careers that can sustain families and are in demand; and fund specific workforce training.





LAND USE



Land Use

Community Stabilization and Community Development

Goals Statement

Land use in the South of Market has traditionally benefited private interests. This has led to the gentrification and displacement of long-standing working class communities. Instead, land use must be used as a tool to protect and enhance communities that have contributed significantly to the history and culture of the neighborhood.





LAND USE

We must actively work to protect community based organizations that have to compete with a profit-driven model of land use and development.





LAND USE

Place-keeping Place-making

16 Strengthen, and Expand the Youth and Family Special Use District

Establish a working group composed primarily of South of Market community members, Planning Department Staff, and the District 6 legislative office. The working group will provide recommendations to the City for changes to the Youth and Family Special Use District.

17 Community Based Ownership, Use, and Stewardship of Land, Buildings, and Space esp Publicly Owned Buildings and Space

Non-profit services, cultural organizations, small business, and arts organizations (including the need for a performing arts space) need stability and security.

This can be achieved through the acquisition of existing space, acquisition of land, land banking, dedication of land, new development, incorporation in new developments' projects, use, stewardship, and access of underutilized public buildings/space, and incorporation in new publicly funded developments and projects.





LAND USE

Land Use Strategies

18 Ensure that the Historic and Ongoing Displacement of the Filipino Community are Part of the Discourse in Developing Planning's Racial and Social Equity Plan

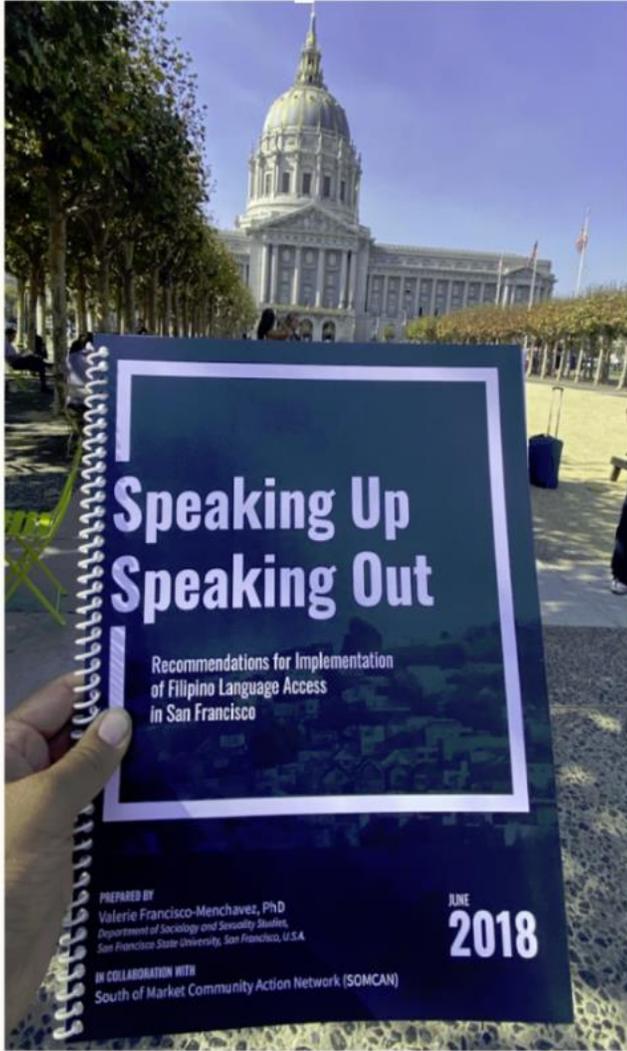


In order to develop a more comprehensive race and social equity action plan, ensure community centered planning and development, and prevent the further displacement of the immigrant and working class Filipino population, Filipinos must be included as a key stakeholder working group as part of the development of the Planning Department's Race and Social Equity Initiative and Action Plan and incorporated directly into Phase II of the process.





CULTURAL COMPETENCY



Cultural Competency

Language Access and Culturally Competent Services

Goals Statement

SOMA Pilipinas, in partnership with the City, must take steps to invest in the sustainability of community-serving organizations and cultural assets, cultivate cultural competency to preserve and uplift cultural identity, strengthen language services to ensure equitable access to City materials, and address the unique needs and cultural values of the Filipino community.





CULTURAL COMPETENCY

The Filipino community faces many barriers to accessing resources, and language access is essential.





CULTURAL COMPETENCY

Cultural Competency Strategies

19 Develop a Barangay Center/Co-Location Services Hub

Support from the City to identify a possible co-location services hub that acts as a one-stop shop for multi-generational Filipino residents, immigrants, and newcomers that offers a range of services within the cultural district and provides linguistic capacity for its clients, as well as enlists the participation of seniors as integral to the center's operations.

As part of this process, explore the need for a separate senior center/dedicated space for seniors with wrap around services to foster healthy aging in place.

20 Strengthen and Expand Language Access for Filipino residents

Enforce and strengthen the Language Access Ordinance to ensure accurate and equitable delivery of information to Filipino residents by (1) Creating a pipeline and database of credentialed Filipino translators, including creating a structure to certify translators and interpreters; (2) Implementing recommendations in the Language Access Report by Dr. Valerie Francisco-Menchavez; (3) Supporting the establishment of K-12 access to Filipino language and provide relevant historical and cultural education; and (4) Pursuing formal partnerships with students and professionals with language abilities to place in community-based organizations or City departments to enhance access to services and information.





CULTURAL COMPETENCY

Cultural Competency Strategies



21 Invest in Sustainability of Community-Based Organizations

Support the operations, capacity-building, programming, and sustainability of Filipino-serving community organizations. Ensure racial equity in funding and provide added resources to sustain staff with language capacities (especially for uncompensated translation work).

22 Community Health Report on Filipinos in San Francisco

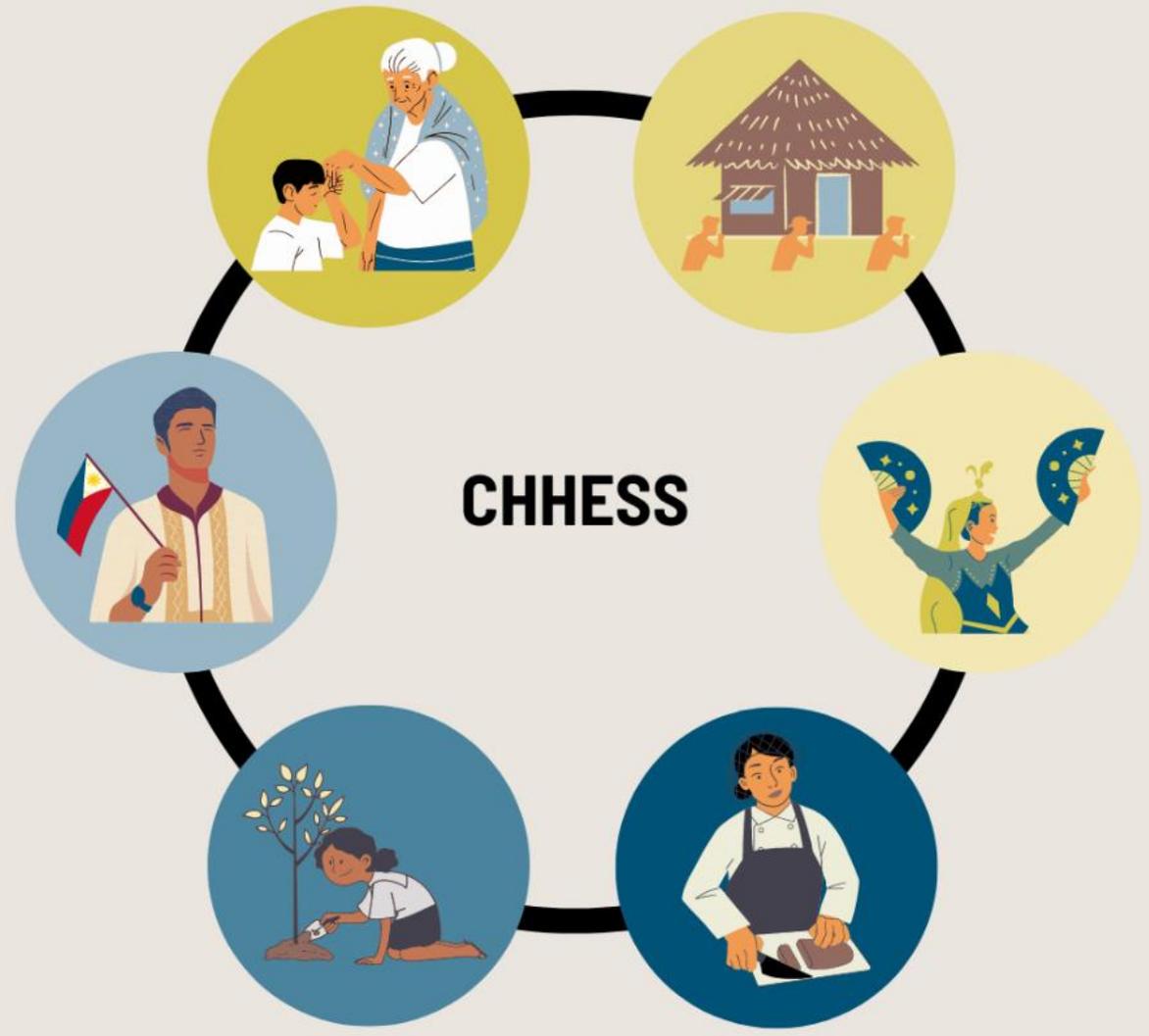
Assess and generate a comprehensive report and develop recommendations for Filipinos in SOMA and San Francisco (in partnership with community-based organizations/other entities), including data and statistics regarding mental and physical health, homelessness, suicidal ideation for youth, impacts of gentrification and displacement, environmental harm, COVID-19, and associated funding.



Cultural Heritage, Housing and Economic Sustainability Strategies

CHHESS Focus Areas

-  Cultural Preservation
-  Tenant Protections
-  Arts and Culture
-  Economic and Workforce Development
-  Land Use
-  Cultural Competency



Next Steps - Moving Forward Together

Coordination of Stakeholders

- City and Community leaders will develop incremental benchmarks to ensure success.
- Per Cultural District legislation, a three-year report will be shared and will serve as an opportunity to update and move the wheel of progress forward.

Committing to Collaboration

- This is an opportunity for City and Community to align and leverage our efforts
- We must deepen and refine our collective efforts to improve outcomes for San Francisco's communities.



Thank you!

Salamat!

SOMA PILIPINAS 2022

