

1 [Commemorative Street Name Designation - "United Playaz Way" - 1000 Block of Howard
2 Street]

3 **Resolution approving the addition of the commemorative street name "United Playaz**
4 **Way" to the 1000 Block of Howard Street in recognition of 25 years of incredible, life-**
5 **saving violence prevention and youth development work of United Playaz in the South**
6 **of Market.**

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8 WHEREAS, United Playaz (UP) is a multicultural and intergenerational violence
9 prevention and youth development organization located in the South of Market (SOMA) that
10 has been serving San Francisco's youth since 1994; and

11 WHEREAS, UP moved to SOMA in 2005 and became one of the first community
12 based organizations to purchase a property in SOMA; and

13 WHEREAS, UP has grown significantly over the last 25 years, starting with a budget of
14 \$100,000 to the current \$3,000,000 budget, and going from one employee to nineteen
15 employees with 1/3 of current program staff consisting of former program participants; and

16 WHEREAS, UP has been a consistent partner and supporter of Bessie Carmichael, a
17 pre-K-8 school located in SOMA, helping to acquire resources such as an additional assistant
18 principal, more social workers, and more funding for key programs; and

19 WHEREAS, UP's programs provide youth with adult support, academic enrichment,
20 and leadership skills to prevent them from entering or re-entering the justice system by
21 reframing their perceptions, attitudes and beliefs about the future and emphasizing the
22 positive effect they can have on their community, helping them to gain the knowledge and
23 empowerment needed to tackle daily exposure to social and cultural pressures; and
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1 WHEREAS, UP has a presence at 7 high schools in San Francisco, providing in-school
2 violence prevention and support and helping youth develop leadership skills through
3 participation in violence prevention programming; and

4 WHEREAS, UP's after-school programs provide a safe haven for elementary and
5 middle school youth, providing them with access to homework help, life skills workshops, field
6 trips throughout the year, and other recreational activities; and

7 WHEREAS, UP provides year-round individual case management services to youth
8 geared towards disrupting cycles of destructive behavior, improving the overall health of
9 youth participants by increasing their knowledge and access to ancillary services through a
10 well-established network of partners and referrals; and

11 WHEREAS, UP provides workforce training, academic assistance with the General
12 Educational Development test (GED) and High School Equivalency exam (HSE), as well as
13 college enrollment services and referrals to vocational training and other employment
14 programs, to ensure that program participants become self-sufficient adults; and

15 WHEREAS, UP provides support to citywide crisis response teams, as well as street
16 level outreach to prevent and reduce violent activities with staff members on call 24 hours a
17 day; and

18 WHEREAS, UP has held an annual gun buyback day for the last ten years, taking 265
19 guns off the street in December of 2021 alone; now, therefore, be it

20 RESOLVED, That there shall be an honorary naming of "United Playaz Way" in
21 recognition of the valued contributions to the South of Market and the Youth of San Francisco;
22 and be it
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1 FURTHER RESOLVED, That the Board of Supervisors requests the Municipal
2 Transportation Agency ("SFMTA") erect street signs indicating both the honorary and the 12
3 existing names of the street, either on a single sign or on separate signs, with the honorary
4 name "United Playaz Way" in smaller letters, and the existing name "Howard Street" in larger
5 letters above or beneath the honorary name; and, be it

6 FURTHER RESOLVED, That the Board of Supervisors of the City and County of San
7 Francisco urges the SFMTA to expedite the installation of the approved new sign; and, be it

8 FURTHER RESOLVED, That the street renaming is commemorative in nature and not
9 subject to procedural hearings or noticing pursuant to Streets and Highway Code, Section
10 970.5, or San Francisco Transportation Code, Section 2.2; and, be it

11 FURTHER RESOLVED, That the Department of Public Works is directed to add the 22
12 honorary street name to its official list of Commemorative Street Names in accordance with
13 Public Works Code, Section 789 et seq.
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