

San Francisco's neighborhood commercial districts will be economically thriving, safe, resilient, sustainable, and meet the needs of local residents.

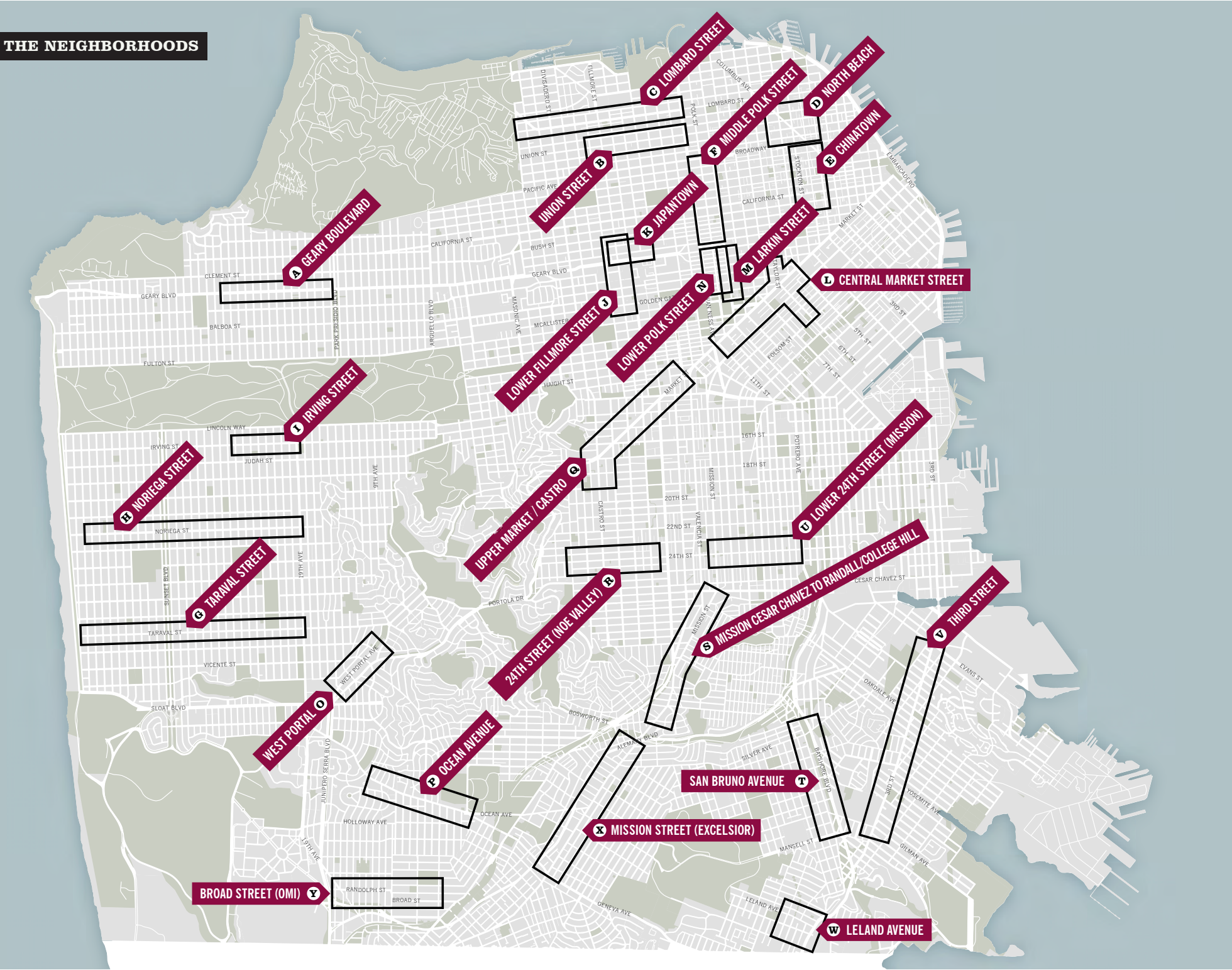
Invest in Neighborhoods Vision

The Invest in Neighborhoods Initiative, one of the 17 points of Mayor Lee's plan for jobs and economic opportunity, provides focused, customized assistance to meet the specific needs of San Francisco's neighborhood commercial corridors.

Invest in Neighborhoods aims to strengthen and revitalize neighborhood commercial districts around the City by leveraging resources from across multiple departments and nonprofit partners. These include existing services, such as the Small Business Revolving Loan Fund, public art installations, and streetscape improvements, and brand new services such as Storefront SF (a citywide vacancy tracking system), the Jobs Squad, and a neighborhood improvement grant program.

Every neighborhood commercial district is different and has its own unique strengths, opportunities and challenges. Invest in Neighborhoods aims to deploy the specific services and resources that are most needed in each district.

THE NEIGHBORHOODS



Invest in Neighborhoods has identified 25 neighborhood commercial districts that were selected based on input from community members, City staff, members of the Board of Supervisors, and the Mayor. Priority was given to neighborhoods demonstrating economic need, potential for economic growth, and/or existing social capital. Additional commercial districts may be added to the program in subsequent fiscal years, particularly as some phase one corridors achieve economic and community development goals and ‘graduate’ from the program.

NEIGHBORHOOD CORRIDOR	DISTRICT	NEIGHBORHOOD CORRIDOR	DISTRICT	NEIGHBORHOOD CORRIDOR	DISTRICT
A Geary Boulevard	1	J Lower Fillmore Street (Western Addition)	5	S Mission, Cesar Chavez to Randall/College Hill	8 / 9
B Union Street	2	K Japantown (Western Addition)	5	T San Bruno Avenue (Portola)	9
C Lombard Street	2	L Central Market	6	U Lower 24th Street (Mission)	9
D North Beach	3	M Larkin Street	6	V Third Street (Bayview)	10
E Chinatown	3	N Lower Polk Street	6	W Leland Avenue (Visitacion Valley)	10
F Middle Polk Street	3	O West Portal	7	X Mission Street (Excelsior)	11
G Taraval Street (Sunset)	4	P Ocean Avenue (OMI)	7	Y Broad Street (OMI)	11
H Noriega Street (Sunset)	4	Q Upper Market / Castro (Castro)	8		
I Irving Street (Sunset)	4	R 24th Street (Noe Valley)	8		

PROGRAM ELEMENTS



Baseline Services

Each participating corridor has access to a set of baseline services that includes an economic assessment; dedicated staff at City Hall; targeted business development and financing resources; participation in the new vacancy tracking system; and priority consideration for various City grant programs. The *Jobs Squad*, a team of City staff dedicated to helping small business owners cut through red tape and access City services, is conducting door to door outreach in Invest in Neighborhood commercial districts to deploy baseline services.



Commercial District Assessments

The Planning Department and the Office of Economic & Workforce Development (OEWD), with support from community partners and research institutions, is conducting a thorough assessment of each corridor, including demographic analysis of population, economic analysis, physical conditions, need, and existing social capital. Assessments will be released online at oewd.org as they are completed, beginning in spring 2013.



Toolkit and Customized Services

Based on the results of the commercial district assessments, community input, and funding availability, City agencies will work together with community members to identify specific benchmark goals for each commercial district. *Invest in Neighborhoods* will mobilize over 100 different services, tools, and programs to support the commercial districts that need them most.

OEWD, the Planning Department, and other City agencies are reaching out to community partners in each of the *Invest in Neighborhoods* commercial districts to present assessment findings and gather community feedback on which services and interventions are most needed in the neighborhood.

OEWD is also providing support to community-based organizations that will implement neighborhood improvement projects and business services programs. The first round of funding was completed in April 2013; OEWD will open additional rounds of grant-making as budgeting allows.

For more information, and to subscribe to the Invest in Neighborhoods newsletter, please visit oewd.org

Quantifiable Economic Outcomes

Invest in Neighborhoods expects to accomplish measurable economic outcomes related to job creation, increased sales tax revenues, and lower vacancy rates. For example, on San Bruno Avenue, which since 2005 has benefited from interventions upon which *Invest in Neighborhoods* is modeled, the sales tax revenue has increased by 8% while the city only saw a 3% increase; and the vacancy rate has decreased by 2.2%.



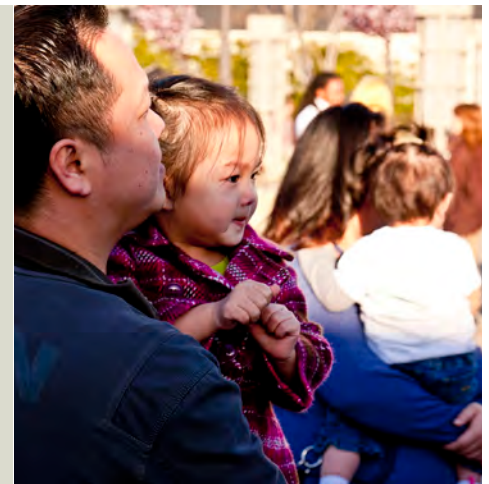
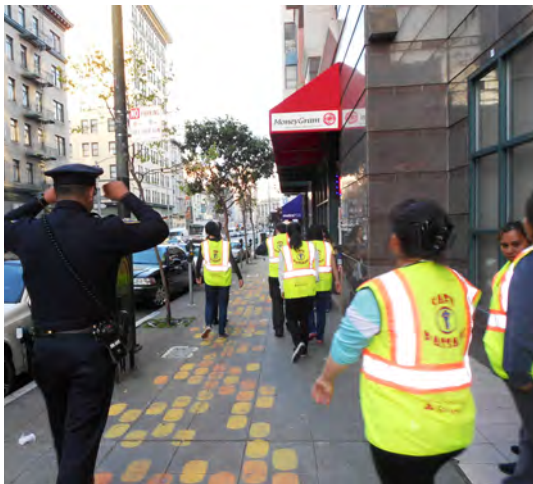
Quality of Life and Environment Improvements

Invest in Neighborhoods aims to improve quality of life factors such as neighborhood safety, cleanliness, and residents' satisfaction with their commercial district.



Increased Social Capital

Invest in Neighborhoods is designed to build relationships among community members, cultivate local leaders, and create stronger connections between City staff and programs and the communities that they serve.



For more information on the *Invest in Neighborhoods* program, please visit

www.oewd.org



Office of the Mayor
San Francisco
Edwin M. Lee, Mayor



SAN FRANCISCO
Office of Economic and Workforce Development

SAN FRANCISCO
PLANNING DEPARTMENT