

2021 CONFERENCE PACKET



Public Space Summit 2021

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Thank you to our sponsors





Public Space Summit 2021

Dear Public Space Summit Attendees -

Thank you so much for joining us this year as we celebrate, learn, and connect over our shared love and commitment to great public spaces!

Your time and community building around these essential neighborhood spaces has been a shining light this past year, and through the 50 years of the Parks Alliance.

We hope you find connection, inspiration, and some joy in this year's Summit. Although we are online, I encourage you to exchange contact information, send a chat, and ask questions of your fellow conference attendees and session leaders.

As we look forward to another 50 years of great San Francisco Public Spaces, it is with deep gratitude we acknowledge and appreciate your commitment to these spaces and investment in our city..

Thank you and enjoy the Summit!

A handwritten signature in black ink, appearing to read 'Drew', with a long, sweeping underline that extends to the left.

Drew Becher, CEO
San Francisco Parks Alliance



Friday, May 7 Schedule

1:00 p.m. to 6:00 p.m.
via Zoom

1:00 p.m. to 2:30 p.m.

Opening & Keynote — Let's Roll! with David Miles Jr., Godfather of Skate

Welcome to the 2021 Public Space Summit! In this opening session, you'll hear from local leaders and sponsors, as well as an opening keynote featuring the Godfather of Skate, David Miles Jr., in conversation with SF Chronicle Journalist Heather Knight as they discuss the public space, community, equity, and more.

Remarks from: Drew Becher (CEO, SF Parks Alliance), Liz Farrell (Board Chair, SF Parks Alliance), Mayor London Breed, Phil Ginsburg (General Manager, SF Recreation & Parks), and Philip Winn (Director of Parks & Place, SF Parks Alliance)

2:30 p.m. to 3:30 p.m

Partner Track — A Portal into the Future

See a sneak preview of the Partner Portal! A single place to view updates and frequently asked for items. Within the new Portal, you'll be able to access items such as Fiscal Sponsorship Agreements or Independent Contractor forms, daily donation information, your most recent financial statements, and much much more!

Panelists include: Kearstin Krehbiel (Director of Research & Development, SF Parks Alliance), Leigh Hiura (Development Operations Manager, SF Parks Alliance), Matthew Blain (SF Urban Riders), Karen Rhodes (Tompkins Stairway Beautification Project) Jolene Yee (Friends of Franklin Square)

General Track — Ecology & Equity: Strategies for More Accessible and Sustainable Community Spaces

Putting equity into action is easier said than done. Any equitable strategy must include a strategy for increasing accessibility. Join us at this session for a conversation with community garden stewards and farmers about the challenges, opportunities, and strategies around promoting stewardship in low-income, BIPOC communities.

Panelists include: Thomas Namara (Southeast Area Manager, SF Parks Alliance), Isaiah Powell & Danielle Fernandez (President & Director, Dragonspunk), Mei Ling Hui (Urban Agriculture & Community Gardens Program Manager, SF Recreation & Parks), Patricia Algara (Founder of With Honey in the Heart & founding principal at BASE Landscape architecture)

3:30 p.m. to 4:00 p.m.

Wheel of Partners

The Community Partner Network is full of exciting projects and people all over the city, join us as we spin the WHEEL OF PARTNERS to learn more about some of these projects and places and how you can get involved and support them!

This session will feature groups such as Garden for the Environment, Athens Avalon Stairway, Friends of Lakeside Village, Visitacion Valley Greenway, SF Urban Riders and more!

4:00 p.m. to 5:00 p.m.

Partner Track — Growing Your Group

Learn from three current members of the Parks Alliance Community Partner Network on best practices to start your group/project, fundraise, and undertake larger projects. There will be breakout rooms with a Q + A with each partner.

Panelists include: Sara Ferree (North Area Manager, SF Parks Alliance), Bonnie Bergeron (Tunnel Top Park), Rosaura Valley (Detroit Steps Project), Steffen Franz (Friends of Lafayette Park)

General Track — A Paradise Born from Disaster

Exploring how crisis can be a catalyst for transforming San Francisco's public spaces, this is a look at how earthquakes, fires and pandemics have all reshaped our City. With an eye towards the future as much as the past, we'll examine how the lessons of the past should inform our City's future.

Panelists include: Luke Spray (Associate Director of Strategic Partnerships, SF Parks Alliance), Gary Kamiya (Author and Local Historian), Elizabeth Macdonald (Professor of Urban Design, UC Berkeley), Claire Mooney (Project Coordinator, Golden Gate National Parks Conservancy), Allison Arieff (Director of Communications, Replica)

5:00 p.m. to 6:00 p.m.

Closing & Keynote — Let's Do This with Jason Roberts, Founder of Better Block

In this Closing Session hear from SF Parks Alliance leaders about new initiatives for our Community Partner Network, and a closing keynote from Jason Roberts, founder of Better Block, sharing inspirational stories of community groups that have used temporary measures to transform and activate streets and public spaces around the country.

Remarks from: Philip Winn (Director of Parks & Place, SF Parks Alliance) and Sonia Gonzalez Banks (Director of External Affairs, SF Parks Alliance)



PUBLIC
SPACE
SUMMIT
May 7 - 8

Saturday, May 8 Schedule

10:00 a.m. to 4:00 p.m.
citywide

You've heard about the Community Partner network, you've learned from some of the people that are community leaders, now it is time to get out there and visit these amazing public spaces!

Explore and discover community-supported public spaces all over San Francisco. Use the [Public Space Passport](#) and [Partner Map](#) to plan your day, then bring your passport to SF Parks Alliance HQ (1074 Folsom St.) between 10 a.m. - 4 p.m. for prizes and more!

The list below includes all partners who will have staff or volunteers on-site. Refer to the [Partner Map](#) for a full list of sites to explore at your own leisure.

Masks and social distancing required.

On-site Partner List

Space	On-site Time	Location (All in San Francisco)
SF Parks Alliance	10:00 a.m. - 4:00 p.m.	1074 Folsom Street
Friends of Lakeside Village	10:00 a.m. - 11:00 a.m.	2500 Ocean Avenue
Sutro Stewards	10:30 a.m. - 11:30 a.m.	476 Johnstone Drive
Athens Avalon Stairway	11:00 a.m. - 12:00 p.m.	743 Avalon Avenue
SF Urban Riders	11:00 a.m. - 1:00 p.m.	Laguna Honda Trail System Meet at the container
With Honey & Heart	11:30 a.m. - 12:30 a.m.	Market St. & Dolores St.
Visitacion Valley Greenway (GOAL)	12:00 p.m. - 1:00 p.m.	149 Leland Avenue Presentation "Open Space Group and Local Business Collaborate to Revitalize Neighborhood" - 12-1. Gather at Greenway's Hans Schiller Plaza at 12.
Garden for the Environment	1:00 p.m. - 2:00 p.m.	1590 7th Avenue Meet in the North Classroom
Tompkins Stairway Beautification Group	1:00 p.m. - 2:00 p.m.	200 Putnam Street
Detroit Steps Project	1:00 p.m. - 3:00 p.m.	Upper Steps (between Monterey and Joost) and at the Lower Steps (Detroit and Hearst).
Ridge Lane Neighbors	1:30 p.m. - 2:30 p.m.	355 Tara Street



David Miles Jr., Godfather of Skate

Originally from Kansas City, Mo., David moved to San Francisco in the spring of 1979. His third day in the City, he ventured out to Golden Gate Park to see the sights.

While walking through the Conservatory of Flowers, David was startled by four roller skaters. This was unheard of in Kansas City, but it totally fascinated David. The next day he went out and bought his first pair skates.

He has developed a very vibrant and successful skate community producing and participating in over 2000 skate events, competitions, races & parades, and more.



Heather Knight, *SF Chronicle*

Heather Knight is a columnist covering everything from politics to homelessness to family flight and the quirks of living in one of the world's most fascinating cities.

She believes in holding politicians accountable for their decisions or, often, lack thereof – and telling the stories of real people and their struggles.

Heather co-hosts the Chronicle's flagship daily podcast, Fifth and Mission, and co-founded its program #TotalSF to celebrate SF's wonder and whimsy.

She won first place for column writing in the 2021 Best of the West journalism competition and was named the top state columnist by the California Newspaper Publishers Association in 2020.



Jason Roberts, The Better Block



Jason Roberts is an urban planner, restaurateur, civic activist and former US Congressional nominee. In 2006, Jason formed the non-profit organization, Oak Cliff Transit Authority, to revive the Dallas streetcar system, and later spearheaded the city's effort in garnering a \$23 Million dollar grant from the federal government to help reintroduce a modern streetcar system to Dallas. In 2010, Jason organized a series of "Better Block" projects, taking blighted blocks with vacant properties in Dallas and converting them into temporary walkable districts with pop-up businesses, bike lanes, cafe seating, and landscaping. The project has become an open-sourced international movement occurring everywhere from Melbourne, Australia to Tehran, Iran, and has been featured in the New York Times, the BBC, and Dwell Magazine. Jason, has received a Champions of Change award from the US White House, showcased in the 2012 Venice Biennale, and was listed in Planetizen's Top 100 Most Influential Urbanists. He currently lives in North Oak Cliff and owns and operates Oddfellows restaurant and Revelers Hall.





Community Partner Network

SF Parks Alliance fiscally sponsors nearly 100 community groups, located all across San Francisco. The work of our Partners is diverse and includes community gardens, urban farms, capital renovation projects, ongoing stewardship and more. Learn more about our Community Partner Network and individual Partner groups [here!](#)

22nd Street Jungle Stairs
 Alemany Farm (Friends of)
 Alta Plaza Park (Friends of)
 Amphitheater at McLaren Park (Friends of AMP)
 Athens Avalon Greenspace
 Bayview Hill Neighborhood Association
 Bernal Heights Outdoor Cinema
 Buena Vista Neighborhood Association
 Cabrillo Playground (Friends of)
 Carolina Greenspace
 Christopher Park Playground (Friends of)
 City Guides
 College Hill Neighborhood Association (Bernal Cut Path)
 Connecticut Friendship Garden
 Conservatory of Flowers
 Corbett Heights Neighbors
 Dahlia Society of California
 DeHaro Street Community Project
 Detroit Steps Project
 Diamond Heights Blvd Median Project
 Dolores Park Ambassadors
 Dolores Park Playground (Friends of)
 ECOS SF
 Far Out West Community Garden
 Fay Park Citizens Advisory Committee
 Franklin Square (Friends of)
 Garden for the Environment
 Geneva Community Garden
 Glen Park Greenway

Goettingen Neighbors Group
 Golden Gate Park Band (Friends of)
 Golden Gate Park Dog Parks (Friends of)
 Golden Gate Park Handball Club
 Grattan Playground (Friends of)
 Greenhouse Project (The)
 GreenTrust SF
 Harvey Milk Plaza (Friends of)
 Help McLaren Park
 Howard Langton Community Garden
 Japanese Tea Garden (Friends of)
 Joe Dimaggio Playground (Friends of)
 Jose Coronado Playground (Friends of)
 Kenny Alley (Friends of)
 Kezar Triangle (Friends of)
 Kids in Parks
 La Placita
 La Playa Park Coalition
 Lafayette Park (Friends of)
 Lakeside Village (Friends of)
 Lakeview Summit Steps
 Larsen Playground (Friends of)
 Lincoln Park Steps (Friends of)
 Literacy for Environmental Justice
 Marina Earthquake Monument Group
 McLaren Bike Park Founders
 Minnie and Lovie Ward Community Recreational Council
 Miraloma Arts Council
 Mountain Lake Park Playground (Friends of)
 Noe Valley Rec Center (Friends of)
 Northridge CommUNITY Garden
 Oak Woodlands Golden Gate Park (Friends of)

Pennsylvania Street Gardens
 Penny Lane (Friends of)
 Persia Triangle (Friends of)
 Peru Avenue Stairs
 Pioneer Park Project
 Playland at 43rd Avenue (Friends of)
 Polo Cycling Track (Friends of)
 Potrero Hill Recreation Center (Friends of)
 Potrero Sustainable Living Group
 Precita Valley Neighbors
 Ridge Lane Neighbors
 Rossi Playground (Friends of)
 San Bruno Ave Neighbors
 SF Bee Cause
 SF Tennis Coalition
 SF Urban Riders
 Shared Schoolyards Project
 South Park Improvement Association
 Sunnyside Conservatory (Friends of)
 Sutro Stewards
 Tompkins Stairway Garden
 Tunnel Top Park
 Upper Douglass Dog Park (Friends of)
 Urban Alchemy
 Urban Sprouts
 Victoria Manalo Draves Park/Gene Friend Rec Center (Friends of)
 Visitacion Valley Agricultural Garden
 Visitacion Valley Greenway (GOAL)
 Washington Square Park (Friends of)
 West Portal Playground (Friends of)
 Wilder Community Garden
 With Honey in the Heart



Capital Projects



India Basin

India Basin is a bay front inlet currently comprised of India Basin Shoreline Park, Heron's Head Park, India Basin Open Space, and the former PG&E Hunters Point Power Plant. Development plans for the site will connect the various parcels of land to create one of the largest waterfront open spaces in the city.



Crane Cove

Crane Cove Park is a new park along San Francisco's Central Waterfront. Linking Mission Bay and Dogpatch, this 7-acre park transformed a formerly inaccessible, industrial shoreline into a stunning vista. When complete, Crane Cove Park will include: a new beach, two distinct play areas, a dog run, an aquatic center for boaters with restrooms and a small café.



Let'sPlaySF!

Let'sPlaySF! is a partnership between the SF Recreation & Park Department and SF Parks Alliance to transform 13 of San Francisco's most timeworn playgrounds into dynamic hubs for creativity and family life. Public funds, combined with contributions from generous donors, will ensure that this initiative transforms all 13 playgrounds by the end of 2022.



Capital Projects



Moss Metamorphosis

SF Alliance was awarded grants for the improvement of Moss Street and will be working closely with the Street's neighbors to collectively decide on what the community would like to create in this space. The goal is to make Moss Street a safe and welcoming habitat for local plants, animals, and humans alike!



Stevenson Alley

Located at mid-Market, Stevenson Alley has long been plagued by illicit activity. In response, neighborhood stakeholders have banded to create a culture of safety, activation, and inclusivity. SF Parks Alliance is supporting these efforts by convening neighbors to host events and create a light installation to make the neighborhood more vibrant.



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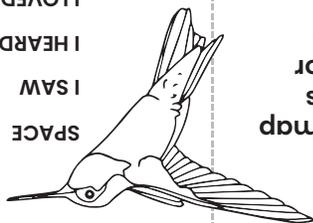


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Explore and discover community-supported public spaces all over San Francisco. Use the passport and map to plan your day, then bring your passport to SF Parks Alliance HQ (1074 Folsom St.) between 10 AM - 4 PM for prizes and more! Visit the link or QR code on the map page for full details. Have fun!

While you're out today, enjoying the city's finest public spaces, support local businesses and enjoy the benefits! Bring this passport when you visit these businesses and receive 10% off your purchase.



TheGreenCross
 4218 Mission Street



SAN FRANPSYCHO
 1248 9th Ave



GREEN APPLE Books
 San Francisco
 1231 9th Ave &
 506 Clement St



SF MERCANTILE
 CALIFORNIA
 1698 Haight Street
 *bring passport and also receive a Haight/Ashbury enamel pin



GOLDEN GATE PARK 150 YEARS
 Welcome Center across from
 Conservatory of Flowers on JFK Drive
 *bring passport and also receive a GGPI50 enamel pin

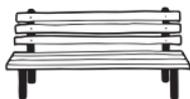


SAN FRANCISCO

PUBLIC SPACE SUMMIT

PASSPORT





SAN FRANCISCO

PUBLIC SPACE SUMMIT



PASSPORT



sfparksalliance.org

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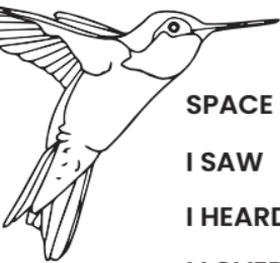
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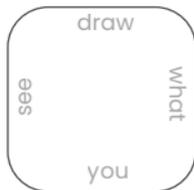


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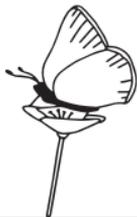


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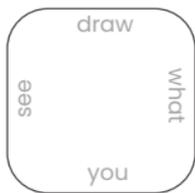


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4218 Mission Street



SAN FRANPSYCHO

1248 9th Ave



1231 9th Ave &
506 Clement St



1698 Haight Street
*bring passport and also receive
a Haight/Ashbury enamel pin



Welcome Center across from
Conservatory of Flowers on JFK Drive

*bring passport and also receive a GGPI50 enamel pin

A decorative footer graphic composed of various geometric shapes in shades of gray, including circles, triangles, squares, and a stylized bench. The shapes are arranged in a row, creating a modern, abstract design.

PUBLIC SPACE SUMMIT : MAY 7-8



Equitable Community Engagement Guide

What is the Equitable Community Engagement Guide?

The Equitable Community Engagement Guide is a toolkit designed to help SFPA staff and partners ensure their engagement process is inclusive and equitable. This guide provides tools that allow staff and partners who are garnering community input to critically evaluate their process and determine who may be unintentionally excluded from engagement.

What is Equitable Community Engagement and Why is it important?



Equitable engagement involves **participation from a group representative of the community**, with emphasis on those most impacted by the project and those most often underrepresented.



“The inability of many local governments to strongly and authentically engage their constituents in public decisions has contributed to producing, maintaining, and even worsening social and health inequities that persist today.”

[\(Inclusive Community Engagement & Equitable Participation to Improve 4 Core Functions of Local Government\)](#)

What Does Inclusive Community Engagement Look Like?

Engages community members to help shape activation and make more informed public decisions

Emphasizes accountability and continued reflection and evaluations of programs or projects based on community feedback

Proactively targets participation from groups that tend to be excluded from the community engagement process

Prioritizes the immediate needs, lived experiences, and voices of residents and community members

Why Outreach Before and During COVID Can Be Challenging



Equity vs. Equality



EQUALITY

Equality is the assumption that everyone benefits or can benefit from the same resources and systems of support.

Often, systems based on equality rather than equity fail to acknowledge and address the historic systemic treatment of marginalized communities.



EQUITY

Equity is the distribution of resources based on need.

Systems based on equity acknowledge the systemic barriers and actively works to redistribute resources so everyone gets the support they need.



Be Careful of **Deficit Thinking**

Deficit thinking is an ideology that blames victims of oppression for their own situation



The deficit mindset often occurs with the good intention of supporting these students; however, it can lead to problematic assumptions.

[\(DISMANTLING DEFICIT THINKING: A STRENGTHS-BASED INQUIRY INTO THE EXPERIENCES OF TRANSFER STUDENTS IN AND OUT OF ACADEMIC LIBRARIES\)](#)



Understand Obstacles and Manage Expectations

Avoid Deficit Thinking by Understanding Obstacles

Recognize Opportunity Gaps

Arbitrary circumstances in which people are born—such as their race, ethnicity, ZIP code, and socioeconomic status—often determine their opportunities, rather than all people having the chance to achieve to the best of their potential.

Be Flexible and Understanding with Partners

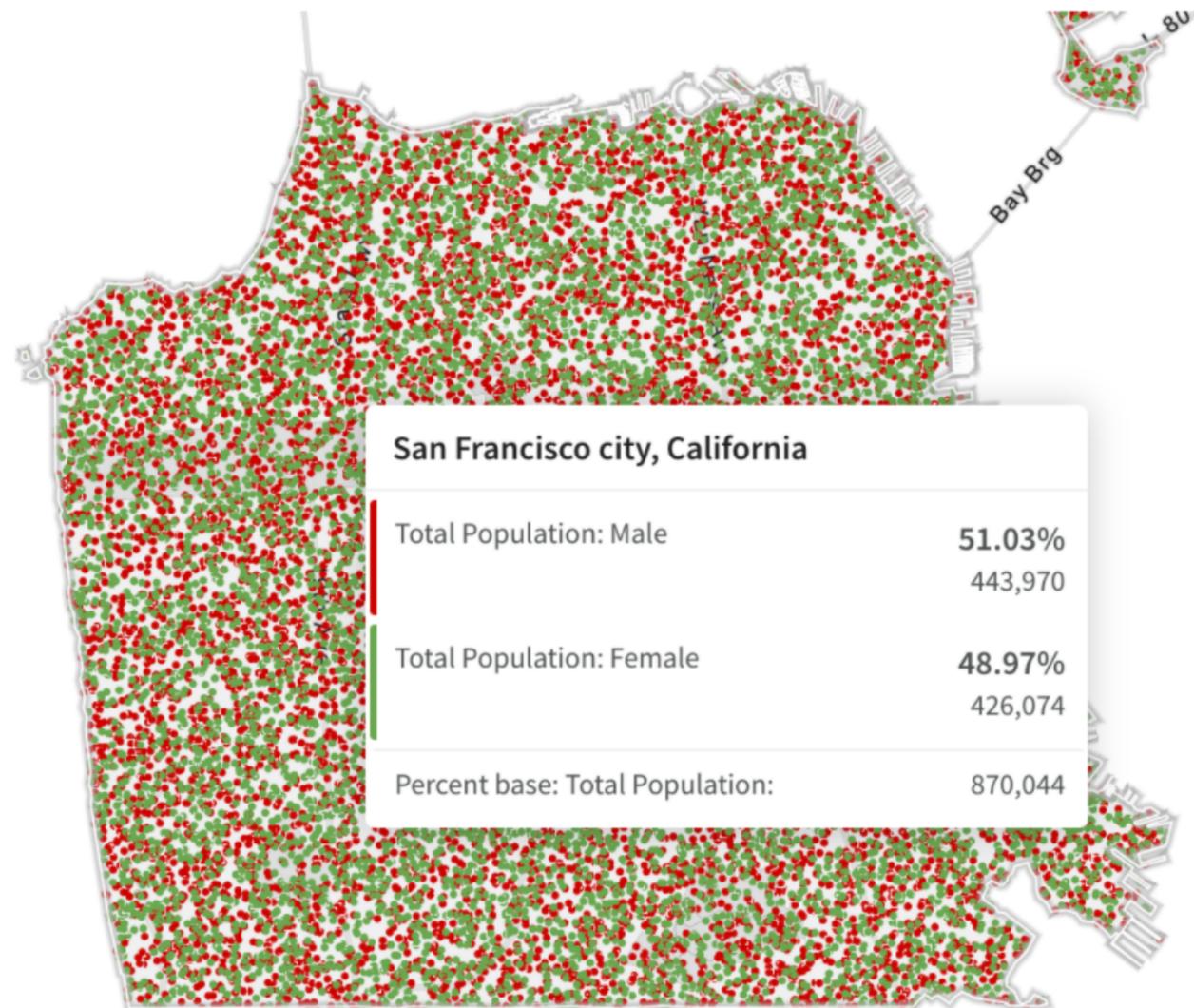
Not all community groups and/or partners will have the same access to resources, expertise, capacity, or financial stability. Understand that not all projects will require the same amount of time, money, and resources.

Understanding Inequities in Community Engagement

Common Inequities:

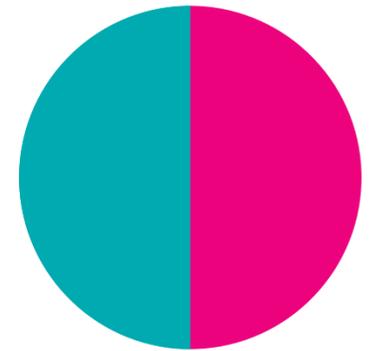
- Gender Inequity
- Disability Inequity
- Racial Inequity
- Language Barriers
- Socio-Economic Inequity

GENDER INEQUITY:



This map of San Francisco, created via Social Explorer using 2018 AHS results is an example of important data which excludes [gender non-conforming people](#)

- Most commonly used data sets only include information from self-identified male and females.
- Non-binary and trans people are often miscounted, or not represented in data
- Gender counts - which are often used in data collection rely on the assumption of a person's gender reinforce (often outdated/hurtful) stereotypes about gender roles and behaviors



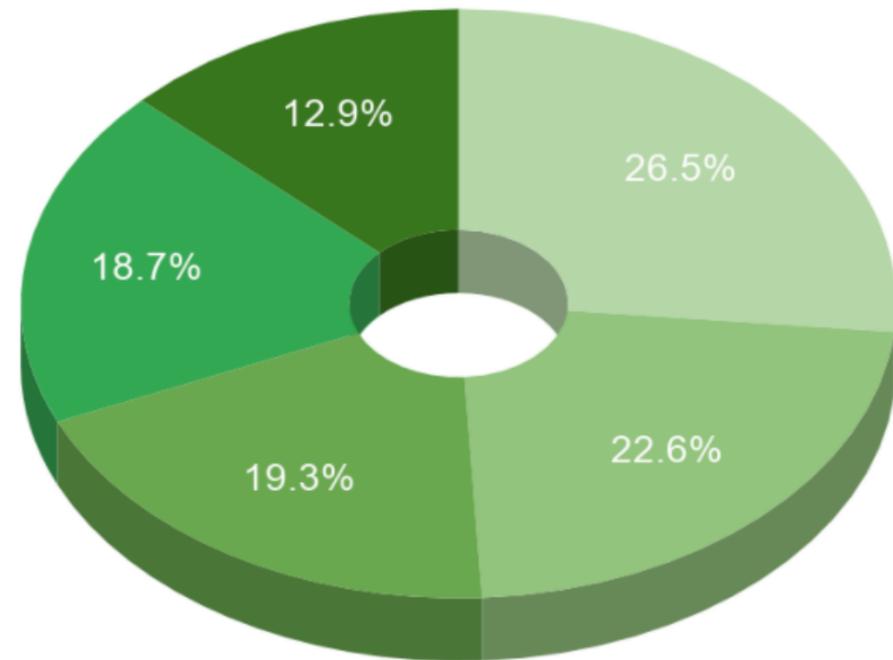
GENDER INEQUITY: ENGAGEMENT STRATEGIES

- [Learn about and avoid sexual and gender micro-aggressions](#)
- Don't make assumptions about anyone's pronouns, relationships, or gender
- Avoid heteronormative language
 - While conducting surveys always be inclusive and add a "prefer not to answer" option as well
- Know that there are more than two genders and keep in mind gender focused data will often have a larger margin of error
 - Consider whether or not this information is relevant and necessary to your project
- Normalize the use of pronouns in everyday language:
 - Include your pronouns while introducing yourself in community meetings
 - Include your pronouns in your email signature



DISABILITY INEQUITY & ABLEISM

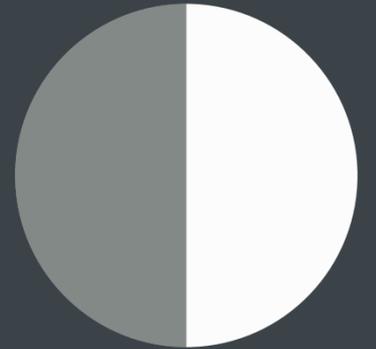
Types of disabilities in San Francisco
Data from SF Human Services Agency (2020)



● Mobility ● Independent Living ● Cognitive ● Sensory ● Personal Care

Ableism is the discrimination of and social prejudice against people with disabilities. Ableism is frequently left out of conversations regarding social justice and equity.

- 1 in 4 people with disabilities live in poverty.
- Even adults with disabilities who are employed are more than twice as likely to experience poverty.
- 1 in 3 people with disabilities feel unsafe traveling alone in their neighborhood at night.



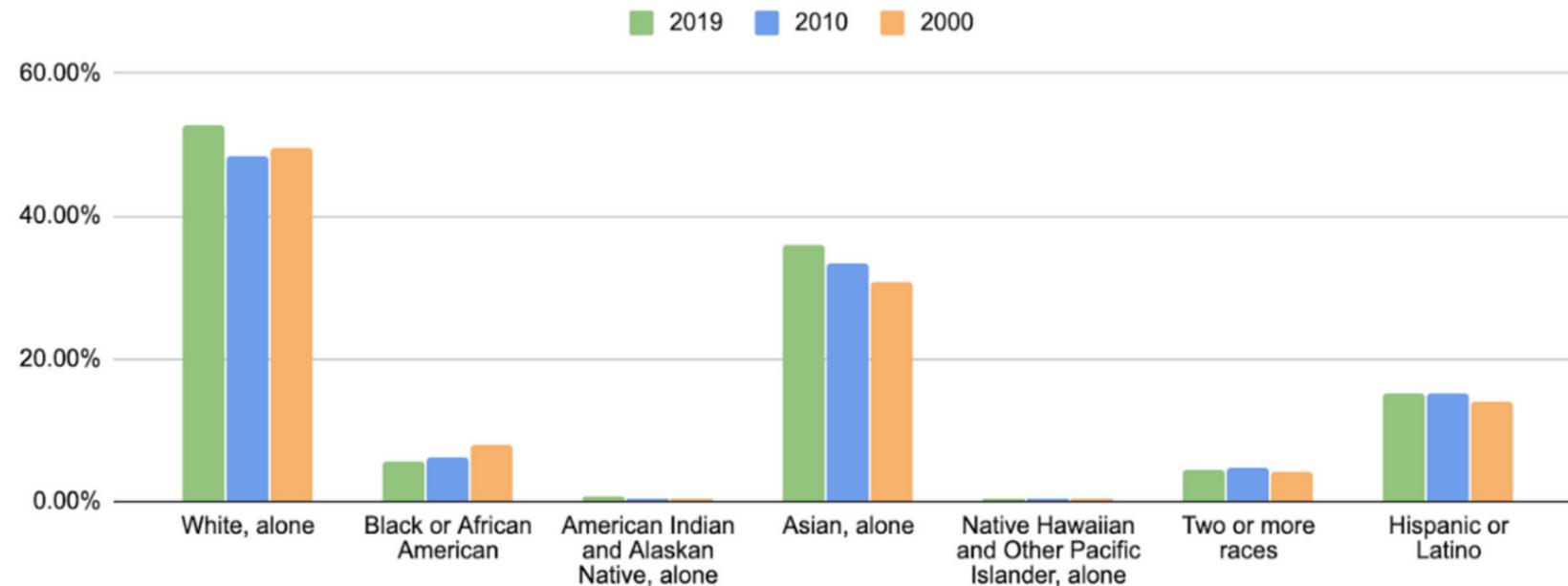
DISABILITY INEQUITY: ENGAGEMENT STRATEGIES

- [Learn about and avoid ableist micro-aggressions](#)
- Always choose accessible venues for meetings and events:
 - Does the building meet ADA guidelines?
 - Will there be a translator available?
 - If venue is inaccessible for any reason, let meeting attendees know ahead of time
- Make sure all movies or video clips have captions or audio descriptions
- Include braille on signage
- Have printed copies of presentations ready to hand out to those who are vision or hearing impaired
- Ask community members if they require additional support or accommodations
 - Remember to ask this privately and allow people to answer anonymously

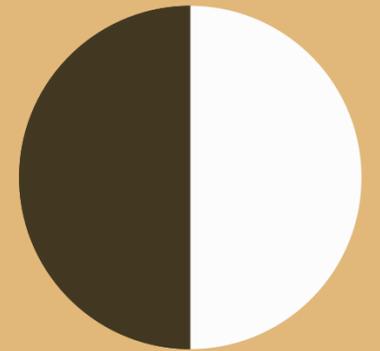
RACIAL INEQUITY:

San Francisco demographics over decades

*all data collected from US census burau (2019 data updated July 1, 2019)



- Recognizing trends in demographic data can show which groups are more sensitive to displacement.
- Keep in mind trends in racial data can be hard to identify because of reporting inconsistencies
- Demographic information is not necessarily reflective of existing cultures in the communities we work in.



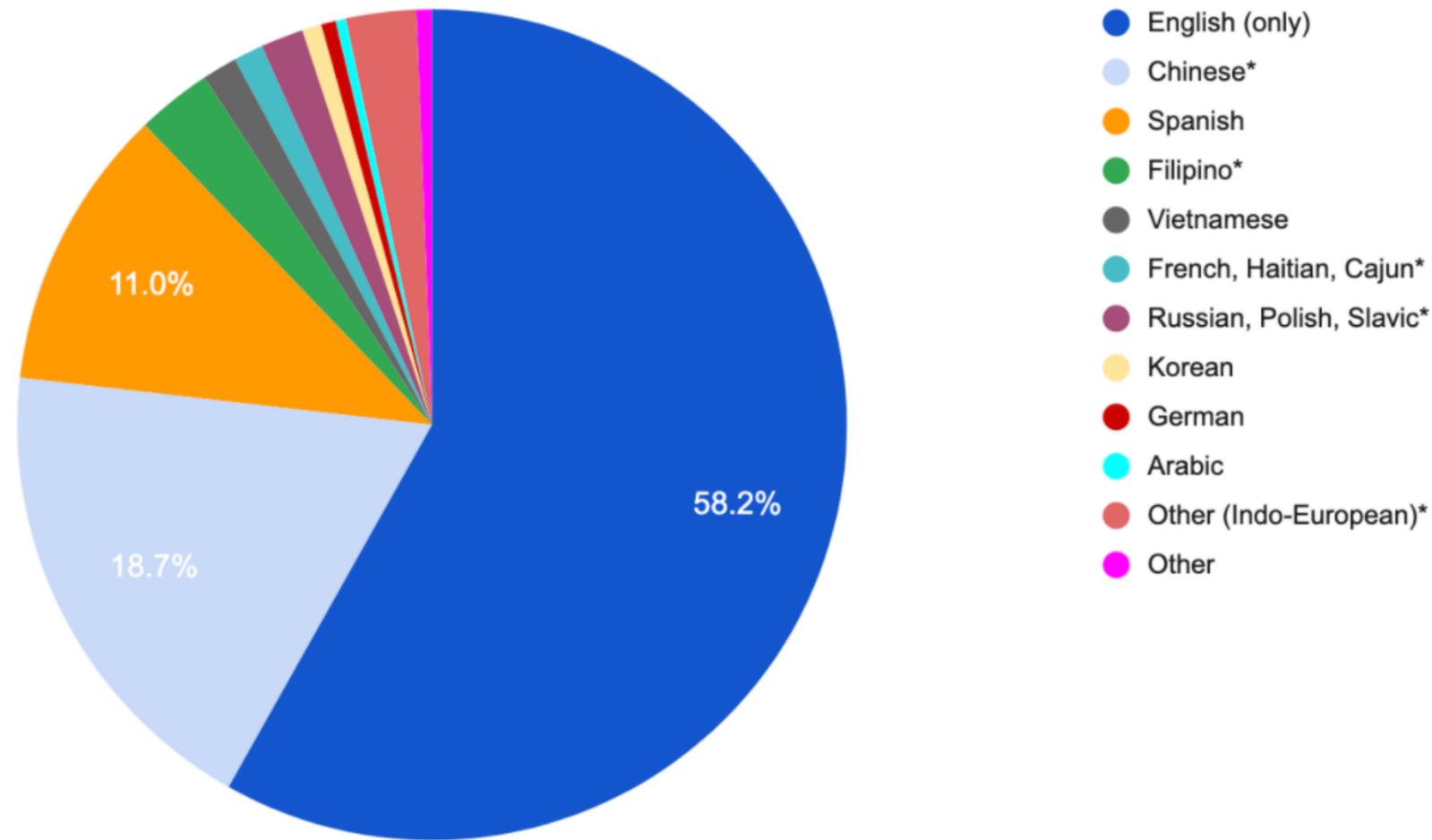
RACIAL INEQUITY: ENGAGEMENT STRATEGIES

- When doing outreach, it is more important to be inclusive than it is to align survey questions with city data
 - Tailor surveys and outreach to match each neighborhood:
 - if you are asking for racial identity, include a broad range of options to choose from based off neighborhood demographics
 - Remember **representation matters**: it does not feel good to always have to check a box marked “other”, even though it has been normalized
 - Consider the consequences of inadequate questions about racial and ethnic identity:
 - Although Hispanic or Latinx is often a separately asked question on census data, it’s important to include this demographic on surveys, especially if you are working in neighborhoods with a large Latinx population.
 - **Be careful when grouping demographics together**. While North African and Middle Eastern is all considered “white” in most widely used data collection methods, the lived experiences of North African, Middle Eastern, and Caucasian people are very different.

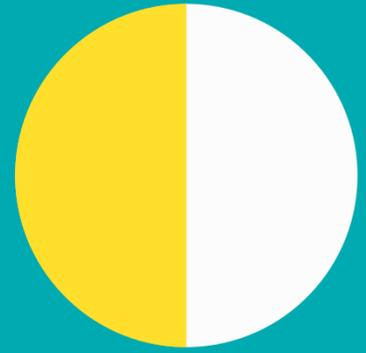
LANGUAGE BARRIERS

Primary languages spoken in San Francisco

*data collected from SF office of civic engagement and immigrant affairs

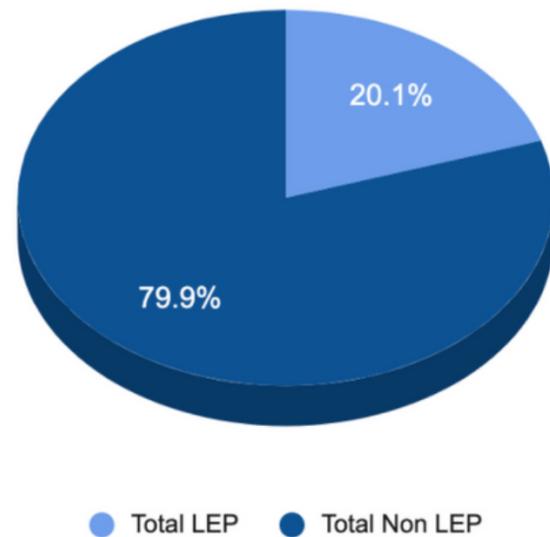


- 114 languages were reported to be spoken in San Francisco in 2017 (Language Translation San Francisco: A U.S. Cities Spotlight)
- 20.1% of San Francisco residents are considered LEP (LEP= limited English proficiency, any person age 5 or older who reported speaking English “not at all,” “not well,” or “well”)

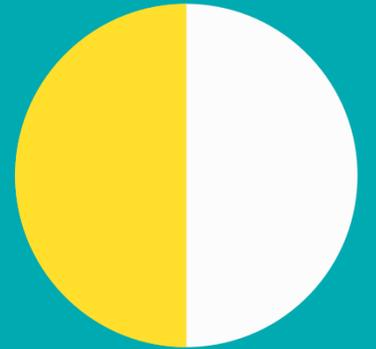


LANGUAGE BARRIERS: ENGAGEMENT STRATEGY

Limited English Proficiency (LEP) Percentage in San Francisco
*data collected from SF office of civic engagement and immigrant affairs

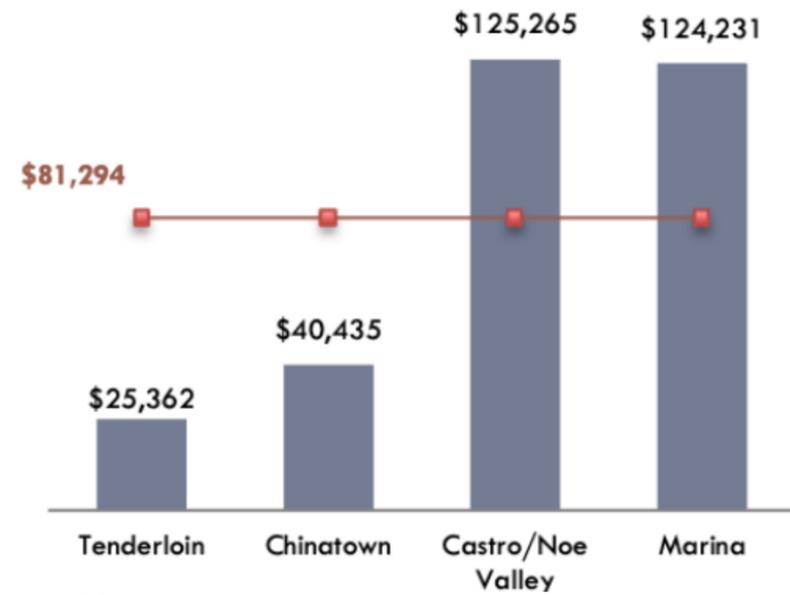


- Understand language barriers and possible translation needs in your community before starting engagement
- You can get a good sense of the primary languages spoken in each San Francisco district [here](#)
- Ask about primary languages spoken at home on surveys
- Consider outsourcing your translation needs: **We do not have enough staff or capacity to translate our own work accurately.**
 - Inaccurate translations do a disservice to those who want to be involved but do not use English as a primary language
 - Allow ample time for printed and online material to be translated before launch

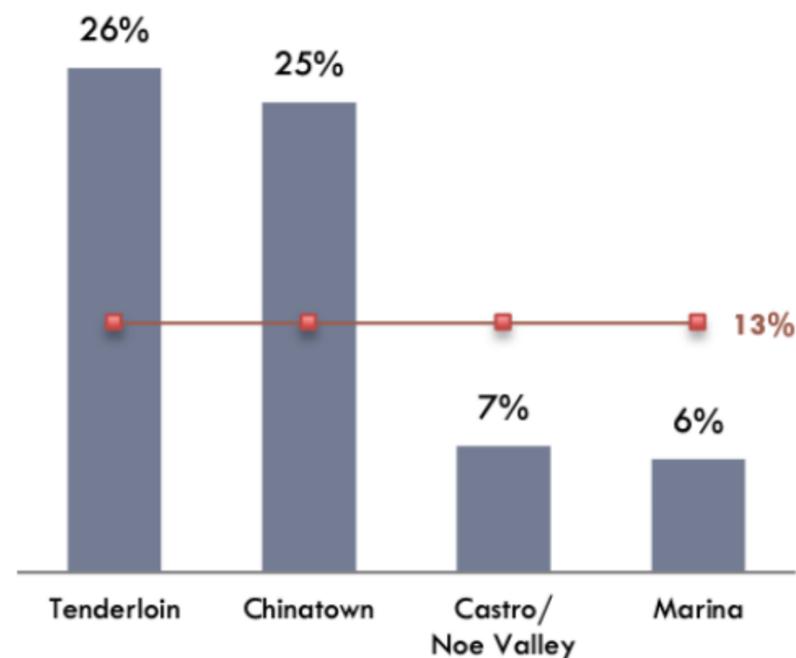


SOCIO-ECONOMIC INEQUITY

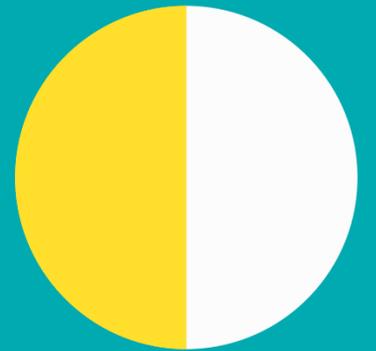
Median Household Income By Neighborhood



% Below Poverty by Neighborhood



- San Francisco’s cost of living is 80% higher than the national average
- Wealth is distributed disproportionately even within neighborhoods
- Consider planning meetings around non-traditional work schedules
- In 2018, 91.2% of households had a computer in the house while 86% of those households had internet access.
 - While these numbers seem high, remember to consider the needs of the 14% of households without internet access



SOCIO-ECONOMIC INEQUITY: ENGAGEMENT STRATEGIES

- If a project is going to be utilized by multiple neighborhoods or areas with a diverse socio-economic standing, make sure to be inclusive and thoughtful in community engagement
 - Consider giving incentives to attend meetings: pay for public transportation, distribute gift cards, providing food and child care, or host post-meeting raffles.
 - Some organizations are hesitant to take this approach as people will commonly only attend meetings for the incentives - the incentive approach is better for projects that value volume of input over forming a group of invested stakeholders/residents
- If hosting meetings virtually, consider hosting an in-person option as well. If this is not possible, consider sending meeting minutes out via e-mail or physical mailing.
- Consider multiple forms of outreach - include social media, websites, and physical posters or pamphlets.
- Remember to keep in mind the needs of unhoused people while planning for street improvements, activation, and outreach: public spaces are for the public



Building Trust in Our Communities:

- **GET TO KNOW YOUR COMMUNITY**
- **ASK FOR CONSENT**
- **ADVOCATE FOR OUR SITES**
- **BECOME ACTIVE MEMBERS OF THE COMMUNITY**
- **SET EXPECTATIONS AND ACKNOWLEDGE SHORTCOMINGS**

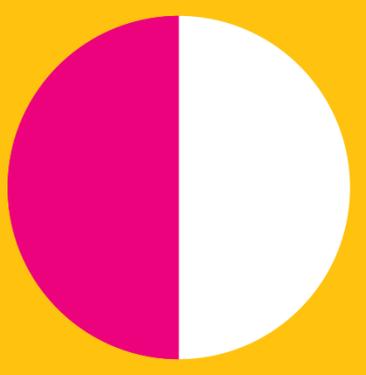


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BUILDING TRUST IN OUR COMMUNITIES: GET TO KNOW YOUR COMMUNITY

Important Questions to Ask:

- What methods of outreach work best in this neighborhood?
- What are some past projects that were successful and unsuccessful?
- What made these projects successful or unsuccessful?
- Who are key stakeholders and invested community members?
- What language barriers does this community face?
- How can we learn and understand the existing culture(s) in the community?
 - How has this shaped the community and their values?

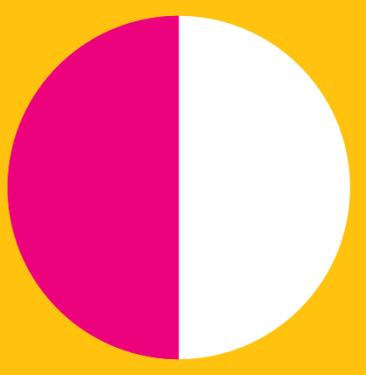
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BUILDING TRUST IN OUR COMMUNITIES: ASK FOR CONSENT

“If you do not ask for consent, you become a savior”

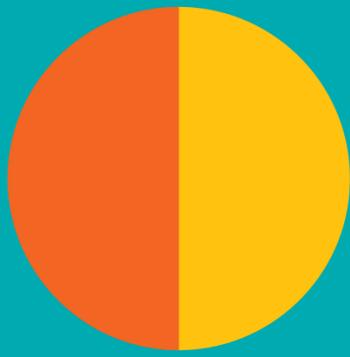
(PBWC, Equity in the Workplace)

- Make sure to conduct meaningful engagement **before the project begins**
- Make sure there is consensus between city agencies, community partners, neighbors and residents, and local stakeholders.
- Take negative feedback and concerns to heart
 - **Work with community members to come up with solutions**
 - If no solutions or compromises can be made, consider whether or not this project is truly benefiting the community and if this is still worth pursuing



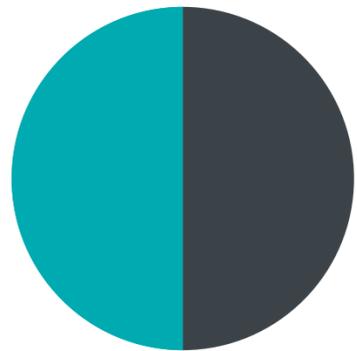
BUILDING TRUST IN OUR COMMUNITIES: ADVOCATE FOR OUR SITES

- Remember the needs and the desires of those who will be directly impacted by a project should always be the priority
- Sometimes desires and needs of the community will conflict with desires from project stakeholders & funders (eg. district supervisors/city partners/board)
 - Always fight for community needs and come up with reasonable compromises
- If the project by nature is not completely inclusive, find ways to add on to project to make it more inclusive

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BUILDING TRUST IN OUR COMMUNITIES: BECOME ACTIVE MEMBERS OF THE COMMUNITY

- Attend regular community meetings and events
 - Attending meetings and events is a great way to get to know community leaders and stakeholders
- Stay up to date on resources offered by local CBOs
- Show support for the community by attending events
- Volunteer or offer support to partners (even without a direct ask)
- **Make sure to show gratitude for our partners**
 - Consider showing gratitude via social media shoutouts, appreciation cards or gifts, or invitations to SFPA events



BUILDING TRUST IN OUR COMMUNITIES:

SET EXPECTATIONS AND ACKNOWLEDGE SHORTCOMINGS

- Let our partners know of our expectations ahead of time
- Provide a project timeline with **flexible deadlines**
 - Be open about what SFPA can provide
 - Be willing to meet partners halfway
 - Be transparent with partners and internal staff
 - Design a plan to ask for support when a project cannot fulfill its initial expectations.
- Remember to ask for help!
 - Know who you can reach out to for support within SFPA
 - Keep a manageable workload: don't be afraid to acknowledge when you're at capacity

SFPA's role in Addressing Inequities

Individual

Bring an active awareness of inequity into your decision making in all aspects of your personal and professional life.

Make knowledgeable and ethical decisions - how you vote, the businesses you patronize, the public statements you make.

Be an ally → actively call out racism and microaggressions when you see them

Project - Wide

Process over Product:

Have an inclusive engagement method that proactively targets the direct community affected by the project and be willing to change or expand outreach methods if that community is not being reached effectively.

Organization - Wide

Racial bias training

Nurture an active internal conversation about our EDI goals and strategies.

Encourage all projects to be as inclusive and equitable as possible

Support partners and community members

Is Your Project Equitable and Inclusive?

SFPA'S ECE CHECKLIST:



Did we meet the direct needs of the community?

- Did we adjust our outreach methods to better serve community members?
- Did we set clear expectations with our community partners?
- Were we flexible with timelines?
- Did we help our partners gain access to resources they were initially unaware of?



Were our outreach efforts truly inclusive?

- Did we successfully reach out to LEP communities?
- Did we successfully reach out to a diverse age range and racial group?
- Do our meeting attendees accurately reflect the demographics of the neighborhood we are working in?
- Did we make accommodations for people with hearing / visual impairments?



Did we build trust in the community?

- Did we actively attend community meetings and events?
- Have we developed lasting relationships with residents, business owners, and other stakeholders?
- Are people excited when they see our projects?
- Did we show gratitude for our community partners?
- Can we continue to support community members after our project is completed?

ADDITIONAL RESOURCES:

- Ableism:
 - [Ableism 101 - accessliving.org](https://www.accessliving.org)
 - [#Ableism - center for disability rights](https://www.centerfordisabilityrights.org)
 - [Disability Demographics - SFHSA](https://www.sfhhsa.org)
- Gender Inequity:
 - [LGBTQ+ Inclusive Language Guide](https://www.lgbtq.org)
 - [Impact of sexual and gender microaggressions](https://www.impactofsexualandgendermicroaggressions.org)
- Deficit Thinking
 - [Dismantling Deficit Thinking](https://www.dismantlingdeficitthinking.org)
- Equity vs. Equality
 - [What's the difference between equity and equality?](https://www.whatstheifferencebetweenequityandequality.org)
- Language Barriers
 - [San Francisco Languages - Telelanguage Blog](https://www.sanfranciscolanguages.com)
 - [San Francisco Language Diversity Data](https://www.sanfranciscolanguage.com)



ADDITIONAL RESOURCES:

(continued):

- Racial and Ethnic Inequity:
 - [SF Office of Racial Equity](#)
 - [Impact of racial diversity in the workplace](#)
 - [Continuing racial justice in the workplace](#)
 - [Racial equity in public space](#)
 - [Latinx vs. Hispanic in data collection](#)
 - [History of displacement of communities of color in San Francisco](#)
- Socio - Economic Inequity:
 - [San Francisco Workforce breakdown](#)
 - [San Francisco poverty rate demographics](#)
 - [San Francisco unhoused population data](#)
 - [San Francisco u housed population data \(benchmark\)](#)
 - [Single parent household AHS data](#)
- Other Helpful Articles:
 - [How to be an ally:](#)
 - [Creating equity in the workplace](#)



Public Space Summit 2021

Helpful Links

[Public Space Toolkit](#)

Great streets, parks and public spaces are critical for all San Franciscans, now more than ever. And, everyone should feel empowered to help create safe, fun and accessible spaces in their neighborhoods, whether you are a resident, neighborhood group or property owner. The SF Public Space Toolkit is your one-stop resource for inspirational stories, services through the City and their partners, and step-by-step guides to help you transform your streets, parks, and public spaces. Content in this toolkit will continue to be updated in response to the COVID-19 pandemic.