

## SOUTH OF MARKET PROJECT AREA COMMITTEE

# SOMPAC

*Advisory body to the San Francisco Redevelopment Agency*

## A Year at Mission Hiring Hall

By Willis Johnson and Queena Lu

On October 18, 2006, Mission Hiring Hall and its project the South of Market Employment Center celebrated 35 successful years in delivering community based employment services to low-income residents of San Francisco and its employers. The anniversary celebration was enlightening, entertaining, and special in that it only happens every 5 years. Many city leaders from the Mayor's Office, the Board of Supervisors and the San Francisco Redevelopment Agency were a part of the full house celebration in recognition Mission Hiring Hall and South of Market Employment Center's (MHH/SOMECE) contribution to the community. Newly elected State Attorney General Edmund "Jerry" Brown was the keynote speaker. The event exceeded all event goals, including attendance, fund development and program delivery and will allow MHH/SOMECE to continue developing employment opportunities in the community and supporting economic development in San Francisco. We would like to thank our contributors for their very generous support.

Over the years, Mission hiring Hall had been an important catalyst in helping instill dignity and hope for San Francisco residents who are ready and willing to take advantage of job opportunities created in the City. In 2006, we provided community outreach and recruitment services for the newly opened Westfield Centre. Since its opening, MHH/SOMECE has initially placed over 300 jobseekers in different customer service positions in the Westfield Centre. Of the initial 300, 14% were residents of SOMA. According to the preliminary results, we also accomplished a high level of diversity in our placements. By race: 28% were African American, 23% Asian, 14% Latino, 14% Caucasian and 10% Pacific Islander.

The success of MHH/SOMECE relies on the ability of its staff to provide meaningful services. In addition to our immediate job placement programs in the Mission and SOMA, we have many different job readiness programs designed to address barriers to employment and strengthen the skills and opportunities of San Francisco residents, including Hospitality Housekeeping, Concierge/Front Desk/PBX, Construction Administration Training Program, Customer Interaction Training, Security Training Employment Program, Youth Employment Services and Homeless Employment Program. In 2006, the Homeless Employment Program was one of our success stories. Much of the success is based on Program Coordinator Herb Anderson who uses a unique approach to assist his clients in accessing resources needed to move from homelessness and joblessness to housing and employment—providing clients with clear expectations and the tools

for independent success. Anderson also relies on an interconnected team approach with other community based organizations. He stated, "I suppose it takes mostly patience." His four C's: Care, Concern, Compassion and Common sense. Anderson also avoids the "cookie cutter" approach. "We treat people like human beings. There are many and varied reasons why someone ends up homeless."

MHH/SOMECE continues to provide innovative programs to prepare neighborhood residents to be more competitive in the labor market and work closely with employers to create the best strategies for recruitment. As the Executive Director, Don Marcos says: "Your Success is our Success" and we are proud to continue our shared success through 2007.

For further information on the South of Market Hiring Hall please contact South of Market Employment Center A Project of Mission Hiring Hall, Inc. 288 7th Street, San Francisco, CA 94103 (415) 865-2105



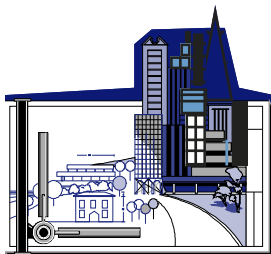
Supervisor Chis Daly presents a congratulatory resolution to MHH/SOMECE as Board President Mark Farrar (left) and Executive Director Don Marcos look on.

**SOUTH OF MARKET COMMUNITY RESOURCE GUIDE**

**SOUTHERN POLICE STATION**

850 Bryant Street at 7th San Francisco, CA 94103  
 553-1373 Fax 553-1073 Anonymous tip line: 552-4901  
 Station Captain: O'Leary

<b>911 Emergency Dispatch</b>	<b>911</b>	Call for immediate threat to life or property, violence, murder, robbery in progress, use of weapons, fire or medical emergency in progress.
<b>SFPD Non-Emergency number</b>	<b>553-0123</b>	Quality of life calls-no immediate threat to life or property. Non-violent crimes, crack smoking, drug dealing on street, drinking alcohol on street, etc...
<b>Mobile Assistance Program MAP Homeless Outreach Van</b>	<b>431-7400 (any day 24 hours)</b>	Drunks on the street who are non-violent or passed out or seem to need help, but who don't seem to need medical attention. Homeless sleeping on sidewalk, driveways or porches.
<b>The San Francisco Tool Lending Center</b>	<b>1:00-6:00 pm Wed-Fri Sat 9:00-5:00 701-8665 (Tool)</b>	Lends hand tools and offers educational workshops. Provides residents and property owners access to tools free of charge, to promote neighborhood beautification.
<b>DPW MJM Management DPT</b>	<b>282-5326 820-3550 553-9817 553-1200</b>	Graffiti removal, excessive litter or illegal dumping. Street Cleaning Abandoned Cars Cars parked on sidewalk, blocking driveway.



For the month ending December 2006, aggravated assault decreased by 9%, auto burglaries increased by 13%, auto theft increased by 100%, and burglaries increased by 33% over the same time last year. Drugs/narcotics increased by 81%, other thefts increased by 122% and sex offenses/forcible increased by 100% from last year. Robberies decreased by 46% and vandalism increased by 27%.

**Southern District Preliminary Crime Report for South of Market Project Area Month Ending: August 2005**

Part I Crimes for SOM Project Area	December 2005	December 2006
Aggravated Assault	32	29
Arson	0	0
Auto Burglary	55	62
Auto Theft	7	14
Recovered Auto	0	0
Burglary	9	12
Drug/Narcotics	26	47
Homicide	0	0
Other Thefts	9	20
Sex Offenses, Forcible	0	1
Robbery	13	7
Vandalism	11	14

**SOMPAC NEWSLETTER**  
 1035 Folsom Street  
 San Francisco, CA 94103

**Newsletter Advisory Board**  
 PAC Executive Committee  
 PAC Members  
 SFRA

SOMPAC Newsletter is published quarterly. Send inquires, address changes, and all other correspondence to Marcia Ban  
 1035 Folsom Street  
 San Francisco, CA 94103

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 FAX 415 487.2169  
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 web page: www.sompac.com  
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## Urban Solutions is Helping to Make Quality of Life Improvements to Sixth Street's SRO Hotels By Tracy Everwine, Project Director

Earlier this fall, the San Francisco Redevelopment Agency (SFRA) engaged Urban Solutions to provide outreach and project management services for its Single Room Occupancy (SRO) Loan Program in the South of Market Project Area. The SRO Loan program incentivizes hotel owners to improve the conditions of their properties via forgivable loans. The South of Market Project Area's Sixth Street corridor has a high concentration of SRO hotels. These hotels typically provide small living quarters with shared restrooms to low and very-low income City residents. The goal of the SRO Loan Program is to improve the quality of life for tenants and to help maintain affordability, preventing the displacement of lower income residents. Jeff White, a Development Specialist with the San Francisco Redevelopment Agency, stressed the incentives of the program for property owners. "These are interest-free loans and, in exchange for maintaining a certain level of affordability at the property, the loans offer options for forgiveness at the end of the loan period," explains Jeff. "With Urban Solutions' help, we hope to see many property owners take advantage of this unique program to make physical upgrades to their hotels and improve the quality of SRO residents' lives." Forgivable loan amounts range from \$25,000 to \$100,000, and can be used for quality of life and code compliance improvements. Since October, three new hotels have enrolled in the program. Participants are making electrical, plumbing and accessibility upgrades, replacing old carpet with new, easier to clean flooring and adding or renovating restrooms. For more details on the SRO Loan Program, call or email Urban Solutions' Project Director, Tracy Everwine at 415.553.4433 ext.14, [tracy@urbansolutionsSF.org](mailto:tracy@urbansolutionsSF.org).

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## CHIPPS Community & Home Injury Prevention Program for Seniors San Francisco Department of Public Health Community Health

The Community and Home Injury Prevention Program for Seniors (CHIPPS) provides educational presentations, workshops, home assessments and small home modifications to San Francisco seniors. All services are FREE.

Injuries can be prevented. People often think that falling and injuries such as a broken hip happen by chance. For those over age 60, such events are seen as an inevitable consequence of aging. Falls, burns, and scalds do pose special problem to older people, but CHIPPS believes that it is possible to prevent such injuries. This means Injuries are no accident! CHIPPS is helping older people avoid these problems at home and in the community.

The goal of the CHIPPS program is:

- Create awareness that many injuries to older people can be prevented.
- Develop simple ways to recognize and correct injury hazards.
- Provide resources and information to health professionals and the public.

Eligibility requirements:

- Attend a home safety presentation
- Sign up for home assessment
- Live in San Francisco
- Renter or Homeowner
- 60 years old or above

CHIPPS services will be available beginning in **April 2007**. For further information please contact Michael Radetsky at the Department of Public Health at (415) 581-2418.



## SRO Loan Program

By Jeff White/Housing Division SFRA

The Redevelopment Agency Commission authorized the Single Room Occupancy Hotel Rehabilitation Loan Program (“SRO Loan Program”) in February 2003. The Program’s goal is to improve the quality of life of tenants living in SROs along the Sixth Street corridor. Under the SRO Loan Program, the Agency provides below market rate loans to owners of SRO hotels to subsidize physical improvements of properties on the Sixth Street corridor in exchange for affordability restrictions. The Program extends the useful life of SROs, prevents displacement and gentrification through long-term affordability requirements, and alleviates blight in the SOM Redevelopment Project Area. To better facilitate the owners use of the SRO Loan Program, the Agency contracted with a third party underwriting consultant who helped streamline the application and approval process. Through the calendar year 2006, four loans have been committed: Sharon, Shree Ganeshai, Alder and the Hillsdale. Of these four loans, the only one to have completed improvements is the Hillsdale; the other three are expected to implement improvements in 2007. Because demand for SRO Loan Program loans has been lower than anticipated, the Agency more recently contracted with Urban Solutions to expand outreach. The Agency is currently reviewing a loan application from the Baldwin. If demand continues to remain low, the Agency may consider terminating the SRO Loan Program. For further information please contact Jeff White at the Housing Division of the San Francisco Redevelopment Agency at 749-2429.



Alder Hotel located at 169 Sixth Street



Hillsdale Hotel located at 51 Sixth Street

**Holiday Hotels****Dec 12- Jan 7th, 2007****DAARTS, Sunnyside Hotel, Sixth and Minna**

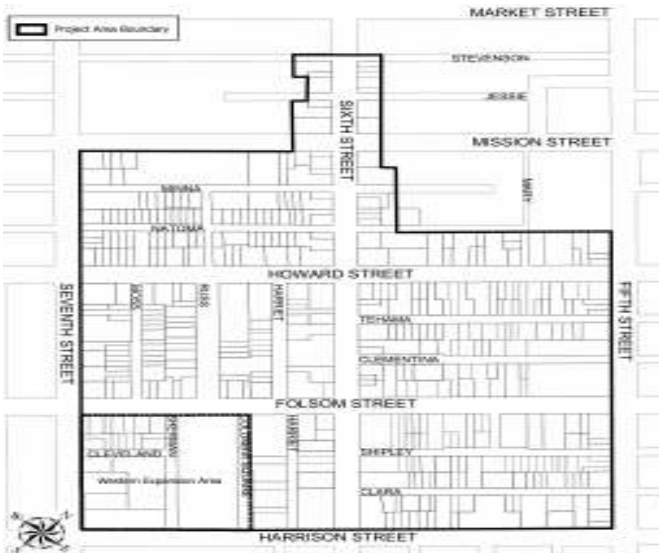
Randy Shaw, Wilma Parker and the Clara St. Studio bring Girl Power to Sixth St. and save the holiday. This show brings to a close DAARTS first year as a gallery and as a venue for transforming an underutilized storefront into an attractive space bringing to the community the work of the community, and other local artists. Working in collaboration with her students and with the artistic sign painter Charles Lennon, Wilma gives back the celebration of childhood. On a street that has few women and is best representative of "bachelor culture", in a gallery that is more often commenting on gritty issues, we have a show made by girls. Lettered in pink! You may call them doll houses Surrealism, or Cornell constructions, or just a holiday window, but people stop. They smile. Wilma was deeply gratified to overhear the conversation between two hardened types who stopped in the rain to examine the Seneca-Hotel construction-"It's all hand made!" That's girl power, hours and hours of it. After all what is Art if it is not hand made? People remember and people care. Based on children's art, principles of Art Povera, and the Surrealist Found Object School, the three box like constructions, Seneca Hotel, Hotel Alder, and In My Travels will be sold by silent auction. There are five paintings one featuring the Cat In the Hat, and two other constructions. Ending on a note of cheer and good will to all DAARTS will soon announce the 2007 lineup.



# SOMPAC

1035 Folsom Street  
 San Francisco, CA 94103  
 Phone: (415) 487.2166  
 Fax: (415) 487.2169

SOMPAC minutes & agendas  
 are available online at  
[www.sompac.com](http://www.sompac.com)



## SOMPAC MEMBERS

Non-SRO Residential Tenant/ Ingrid Aquino 415-255-9150	Business Owner Service/ David Hammon 925-260-6546	Non-SRO Residential Tenant/ Misha Olivas 650-868-1116	SRO Residential Tenant/ Raymon Smith 415-240-6449
CBO: Bindlestiff Studio/ Angelica Cabande 415-255-0440	SRO Residential Tenant/ Andrew Hart 415-975-9819	Non-SRO Residential Tenant/ Jason Radomes Ortega 415-864-3722	Non-SRO Residential Tenant/ Mark Swenson 415-543-6833
CBO: United Playaz Rudy Corpuz, Jr. 415-573-6219	SRO Residential Tenant/ Jerry Longoria 415-871-7260	SRO Hotel Owner/ Dipak Patel 415-672-1203	PAC seat vacancies: Residential Owner Occupant CBO: Bessie Carmichael Prent
Residential Owner/Non-Occupant/ William Curry, III 415-648-4254	CBO: SOMA Employment Center/ Don Marcos 415-865-2105	SRO Hotel Owner/ Sam Patel 415-982-1416 ext. 25	South of Market Project Area Committee 1035 Folsom Street (between 6th & 7th) San Francisco, CA 94103  Tel (415) 487.2166 Fax (415) 487.2169  <a href="http://www.sompac.com">www.sompac.com</a>
CBO: SOMCAN/ Chris Durazo 415-348-1945	SRO Residential Tenant/ John Markham 415-503-1843	CBO: SF Medical Outreach Program/ Charles Range 415-436-0111	
Residential Owner Occupant/ Sharon Grace 415-543-3685	CBO: Senior Action Network/ John Melone 415-546-1333	6th Street Retail/Commercial/ Marie Romero 415-879-0438	

Monthly SOMPAC meetings are held the third Monday of the month  
 All meetings are open to the public-please join us!  
 Meetings are held at 1035 Folsom Street  
 San Francisco, CA 94103  
 (415) 487-2166