The Golden Gate Greenway: Coalition-Building for Greenspace Equity

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NPA 662: Nonprofit Data Analysis - Capstone

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OVERVIEW

• Tenderloin has 30,000 residents, and just 1.9 acres of parks.
• During pandemic, SF implemented ‘Slow Streets’. Tenderloin was excluded from this program.
• Just two blocks in the TL were closed to traffic for non-profits to provide essential services outdoors.
• Coalition is advocating for the one of these blocks to be permanently protected and enhanced for pedestrians in the neighborhood.
PURPOSE

The Golden Gate Greenway (GGG) coalition is advocating for environmental justice and green space equity in the Tenderloin.
METHODS & APPROACHES

Stakeholder Analysis
Coalition Building
Community Outreach
Grassroots Advocacy
STAKEHOLDER ANALYSIS

- SF Fire Dept
- TLCBD

- SF Police Department
- Dept of Public Works

- SF Bike Coalition
- Tenderloin residents
- Nonprofits in neighborhood

- SFMTA
- Nonprofits on block
- Planning Department
- Volunteer Designer

Keep satisfied
Manage Closely
Monitor
Keep Informed

Low Power
High Power
Low Interest
High Interest

Keep satisfied
Manage Closely
Monitor
Keep Informed
COALITION BUILDING

Leavenworth St.  
826 Valencia

St. Anthony’s

Larkin Street Youth Services

Mercy Housing
111 Jones
(Family Housing)

Golden Gate Avenue

Lutheran Social Services

Wu Yee Children’s Services

De Marillac Academy

St. Boniface Church & Friary

St. Anthony’s

Mercy Housing
Vera Haile
(Senior Housing)

Jones St.

826 Valencia

St. Anthony’s

Larkin Street Youth Services

Mercy Housing
111 Jones
(Family Housing)

Nonprofits serving children

Social service provider

Housing provider
Most popular concepts included trees, plants, flowers and shade.

This was followed by various play structures for children, and space for sports like basketball.

Third most popular concepts concerned safety features, including traffic reduction and stewardship.

Roadshow to community groups:

1. Tenderloin People’s Congress
2. Tenderloin Traffic Safety Taskforce
GRASSROOTS ADVOCACY

Letter Writing Campaign

Dear Mayor Breed, Supervisor Haney, Director Tumlin and Chief Nicholson,

I’m writing to express my support for the Golden Gate Greenway (the proposed permanent block closure in the Tenderloin).

One of the aspects of San Francisco I most treasure as a resident are our parks; I live within spitting distance of the Panhandle and Golden Gate Park, and enjoy both daily. Residents of the Tenderloin are not so fortunate - and the Golden Gate Greenway can help here by providing green space for local residents to enjoy. It will also benefit traffic safety in an area with many seniors, children and people with disabilities.

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GRASSROOTS ADVOCACY

Advocacy Postcards

- More plants and trees
- Safer streets
- Space for children to play
- Space for pop-up and mobile social services
- Other

More plants and trees
Safer streets
Space for children to play
Space for pop-up and mobile social services
Other
RECOMMENDATIONS

Clear need for investment in Tenderloin, and many opportunities:

- The Golden Gate Greenway
- The Transgender Cultural District: sidewalk trees.
- TLCBD’s projects including:
  - The ‘Yellow Brick Road’.
  - Dodge Place.
  - ‘SPark’ (‘Safe Passage Park’).
- Tenderloin Community School’s Elm Alley
- Urban Alchemy’s ‘Tenderloin Oasis’ (including a dog park!).
- La Cocina’s parklet.
REFERENCES


Thank you.

Questions are welcome!

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