By Alan R. Beach-Nelson, EVNA President

The relatively new trend of home sharing is beginning to heat up with some adamantly opposed, some strongly in favor and those who want some limits and controls on programs like Airbnb and VRBO, as well as ensuring that proper safety and tax laws are followed. The issue is heating up for three major reasons:

1. The prolific growth of home sharing units on the market: On July 13, 2014 Airbnb listed 513 rental properties available and on VRBO there were an additional 87 in Castro/Eureka Valley, and over 5,000 and 1,378 vacation rentals respectively in San Francisco.

2. Supervisor David Chiu’s proposed legislation to limit and control the home sharing.

3. The collection of signatures to put the issue on the ballot by San Franciscans for Neighborhoods, Affordable Housing, and Jobs.

It’s a highly complicated issue that needs careful evaluation in order to understand the nuances and impact of these programs. Regardless of where you stand on the issue currently, Castro/Eureka Valley Neighborhood Association wants to be sure all our members and the community understand the nuances and issues surrounding these programs and their pros and cons with two articles in this issue - San Franciscans for Neighborhoods, Affordable Housing, and Jobs’ Doug Engmann writes of the concerns and needs for controls and limits, and Home Sharers of San Francisco’s Peter Kwan writes about the benefits of Home Sharing.

Additionally, at our July 23rd Public Meeting we will hear presentations with Q & A from both San Franciscans for Neighborhoods, Affordable Housing, and Jobs and Home Sharers of San Francisco. Join at 7PM in the Castro Community Meeting Room upstairs at 501 Castro.

Related Stories on page 8:
- Why You Should Support Home Sharing
- The Problems with Short-term Hotel Room Rentals of Residential Housing to Tourists
EVNA Officer and Board of Directors Mid-Term Elections

With the recent departure of EVNA’s Treasurer from the EVNA Board, EVNA’s Board has decided to call a mid-term election in order to fill this vacancy as well as recommend two additional candidates for ratification by membership. As a mid-term election, these candidates, if approved, will have a first term beginning on August 1, 2014 to December 31, 2016.

Slate of Officers and Directors for ratification by membership, Wednesday, July 23, 2014. With membership approval, we will elect the whole slate in one vote. Or we’ll vote on each candidate individually.

Candidate Bios:

Executive Committee:

James Moore, Candidate for Treasurer:

James Moore moved to San Francisco in 1991. He has lived in the Castro for more than 20 years. He and his partner Doc live on 18th Street, which is where they raised their daughter. James works as the International Logistics and Compliance Manager for a company that imports, wholesales and distributes decorative accessories for the home. He is also a member of the EVNA’s Planning and Land Use Committee.

At-large Board Candidates:

Shelah Barr

Shelah has been a resident of Eureka Valley since the early 1980’s. Since 1996 she has been working in different areas of health care from managing disability medical patients to running a rehabilitation clinic. Shelah currently owns a small local business and manages a large apartment building in the Castro. She’s actively supportive of local non-profit animal rescues in the Bay Area, volunteers for Mutthville and SPARK, produces the Pet Program at Sunday Streets, and is a member of several professional organizations. Since Shelah has made The Castro her home for over 30 years she feels particularly invested in the neighborhood’s commercial and residential success.

Crispin Hollings

Crispin has been a resident of the Castro neighborhood since 1990. He moved to San Francisco for a job repairing jet engines with United Airlines and has been active in many local community organizations ever since. He has served on the boards of the Castro Country Club and the Metropolitan Community Church and is presently serving as the Board Treasurer for the San Francisco Municipal Executives Association. Crispin currently works as the Financial Planning Director for the San Francisco Public Utilities Commission. Crispin and his husband Luis live on Collingwood Street and have been members of EVNA since 2012.

If you are interested in serving on EVNA’s Board, please contact Alan at Alan.Beach@EVNA.org by no later than August 15, 2014 in order to be eligible for the November, 2014 election cycle. You can also find the Board Roles and Responsibilities at http://evna.org/about at the bottom of the page.
Have you heard about Formula Retail projects in our neighborhood? Do you know what that means? What is the impact of national chains opening locations in our neighborhood? How does this impact locally owned and managed business? What is the right balance between national chains and local businesses?

San Francisco has among the most stringent formula retail regulations in the nation. How Formula Retail regulations are defined in our city is currently under review.

The Planning Department, in conjunction with the Mayor’s Office, has reviewed formula retail and is considering proposing revisions to the language surrounding formula retail in the planning code. Considerations include modifying the number of total establishments to be considered formula retail (from 11 to 20) counting subsidiary locations in the total, as well as other, planned locations that may not yet be built. Also under review are more comprehensive environmental studies for “big box” retailers that are considering coming to San Francisco, adding new retail types to the formula retail category (such as gyms, gas stations) and other items.

A number of neighborhood groups, including EVNA, are considering the impacts to their locales, and are weighing in on the process by way of letters being sent to the Planning Commission for an upcoming hearing later in July.

While some neighborhoods have banned formula retail uses altogether (e.g., Hayes Valley), others are currently open to considering Formula Retail with certain controls/conditions in place. This includes the Castro/Upper Market neighborhood.

Ratification of the proposed changes to the code by the Planning Department is not yet certain, as there are yet to be hearings on the changes, opinions levied by neighborhood groups, and potential litigation relating to the changes as well. Could this matter end up on a ballot initiative as the original Formula Retail definition was via Prop G in 2006?

EVNA’s Planning and Land Use Committee (PLUC) has formed a sub-committee to deal with Formula Retail in general. It is considering multiple perspectives on the matter, and is providing advice to our board members for consideration as we navigate new retail spaces becoming available in our area, as well as changes to existing retail locations.

If you have opinions, please let a member of the PLUC know, or consider joining one of our monthly meetings, or the monthly EVNA meeting, to share your thoughts, and to learn more about this interesting topic as well.

PLUC meets at 7PM on the first Wednesday of most months at the Chase Bank Community Room at Market/Sanchez/15th Streets. Contact us at Planning@evna.org.
The Café is committed to ensuring that the Castro has a vibrant and active nightlife and a peaceful neighborhood.

All who live, work and play in our neighborhood deserve a positive and healthy community.

We are proud to help set the tone for working in partnership with fellow businesses, neighborhood leaders and residents.

It’s about respect.
It’s about partnership.
It’s about fun.
Love Where You Live
By Mark D McHale, EV’NA Board member and Social Committee Chair

Time for a Change
My friends began whispering amongst themselves, in a nervous and agitated state, excited and horrified by the tumult of what they had just witnessed this past weekend, and not knowing if their words would land on welcome ears, or land them in trouble. I’m reminded of the scene in The Wizard of Oz, after the house fell on the witch, once the munchkins determined things were safe once again, to come out from their hiding places and remark on what just happened. Pink Saturday and Gay Pride weekend in the Castro had much the same effect on the locals here last week.

My partner and I live inside “The Zone” of most every event that requires the closing of streets, placing us in a weird space that feels at once like the green room of a TV show, and a demilitarized buffer zone. We had front row seats to the entire event of Pink Saturday - for all its good and ill. This year, as soon as we saw the slow-driving, hunkered down city truck drive by crashing barricades onto the corners around us in bunches, we knew to begin our mental preparation for the assault that was soon to transpire.

We turned down several invitations to leave the city for a weekend getaway. Instead, we stayed in to watch the scene outside our windows looking onto Castro Street, across Market and down to the Castro Theater neon sign. As the day moved forward, we saw the fresh faces coming down the hill from 16th; ramping up to the Castro Theater neon sign. As the day moved forward, we windows looking onto Castro Street, across Market and down to the Castro Theater neon sign. As the day moved forward, we saw the fresh faces coming down the hill from 16th; ramping up for what they hoped was about to happen, and then later that evening the haggards limping back up the hill feeling the effects of what just really did happen. In the afternoon, the scene was guys and girls guzzling bottles of every type of liquor and drug, the girls screaming too loudly as they sanctimoniously sported their gas station purchased rainbow wig with matching leggings, stumbling toward the party and already too drunk to enjoy anything, let alone remember it. It was like watching the same train wreck both in forward and then reverse motion.

Early in the day things weren’t so bad, but later in the evening the mood seemed to change. There was a noticeable transformation of the demographics around 6pm, when the locals drained away and the outsiders pushed in. The behavior shifted as well, from one of celebration to a feverishly pitched “let's get drunk” agenda... the temperature seemed to get hotter and meaner. With darkness came the crazies, too; this year a hammer assault against one gay man, a Sister was attacked by seven people on the most holy of corners (18th and Castro), and then of course, the Mercedes driving through Cliff’s front door. Party goers stumbling up the hill and past our house screamed at each other at all hours, the guys pissed on anything vertical they could stumble to, and dozens found it necessary to throw up in the tree cutouts all up the block.

Sunday morning, it was evident just how far things had gone. Our house, the one that isn’t really inside the party zone, but it is inside the buffer zone, looked like a battleground. Shredded parts of costumes and clothing, glass and trash everywhere, bottles strewn all over the street, someone spray painted several houses, bushes trampled and snapped, human waste everywhere including our front porch. One friend said “It’s like all the outsiders come into the neighborhood, shit on it, and then leave back to their own neighborhoods.” He was right. We glumly went to work cleaning up our block.

Pink Saturday and Gay Pride weekend in the Castro have for the past several years passed a tipping point. Pink Saturday is no longer about a celebration of and connection to a common community and cause. Pink Saturday has gone the way of the Bay to Breakers and Halloween in the Castro and devolved into city size free gawk-fest that's open till late night for people who just want to party and “see what they can make happen.” It’s no longer a spontaneous event with local roots. It's out of control, way too big for our streets, and has arrived at feeling more of a powder keg waiting to erupt, than a fun community event celebrating our pride as one.

Some want Pink Saturday outright cancelled, but I think it just has to change, not go away - agreed, those who live here don’t deserve the abusive and often violent assault the event has become in recent years. The sentiment is that it has to be managed better or next year is a no go. Such a large crowd means staffed gates, security and patrols, enough facilities and systems inside the event to handle the numbers, and an aggressive clean up crew. Limiting hours to daytime only, or restricting alcohol to bars only would make a huge difference, too. The best idea is to shrink the gated area to Castro Street just south of the Market intersection so MUNI riders are automatically absorbed into the crowd, and put up check points at 19th, Collingwood and Hartford Streets and have paid admission requirement for entry: wear a piece of clothing that’s pink and it’s $5, no pink and it’s $20...let’s see who’s sympathetic to the cause enough to do that.

A Different Approach for SF’s Different Real Estate Market:

Instead of another realtor picture, here’s evidence of a new approach:

Fig. 1: Raffi the Dog
real estate dog
extraordinaire

Fig. 2: His Owner
Kevin K. Ho, esq.
realtor & lawyer
top producer

Go Fetch Real Estate Success Today.
(Raffi will help).
www.kevinho.co
415.875.7408
EVNA's social committee hosted the first member's mixer in May, to say thanks to our members for their support, and to get a chance to shake hands, share a few stories and laughs, and enjoy some great food and beverages. All told, about 50 members and their guests joined in the fun afternoon, hosted in the backyards of Rob and Suzanne, Ethan and Liz, and their neighbors on Hartford.

The committee and board members gave of their time and talents to set up, make homemade beer, potato and greek salads, educate guests on EVNA's mission and outreach, and flip a few burgers and turn some hot dogs on the grill. Special thanks to David Siffring, James and Ariana Kadafer for their help on the committee. We're looking forward to meeting you at the next one!

Please keep in mind that we'll have volunteer opportunities coming up in August for our next event, a clean up the ‘hood event being planned now.

Also, we'll be looking for 20+ volunteers to help with the Castro Street Fair (on behalf of EVNA). Stay tuned for details, or email me mark.mchale@evna.org if you'd like to get involved!

THANK YOU to these local businesses for their generous contributions to the event:

- ★Castro Village Wine Co.
- ☿Cliff's Hardware
- ★Hot Cookie
- ☿Mollie Stones
- ★Vanguard Properties
- ☿Whole Foods

Clockwise from top: Rob Cox, Mixer Host grills up some burgers. A group of new and existing EVNA members smile for the camera! EVNA Board and Committee Members celebrate a success. Mark McHale, Loïc Olichon and David Siffring having a great time. Board Member Aaron Seivertson and member Shelah Barr.

Dante’s Table

www.dantestable.com
544 Castro St.
(415) 529-2797

Italian Restaurant, Cocktail Bar and Pizza Place located in the heart of the Castro District
The Vote on Hamburger Mary’s
Rob Cox, EVNA Secretary

It was the first time that the membership of the Eureka Valley Neighborhood Association had voted on-line, and the process worked just as it was designed.

In the past, membership votes were taken in person at the EVNA Public Meetings. Given the broad expanse of territory that EVNA covers and the large numbers in its membership, it was never really as inclusive a process as could be hoped for. People’s lives are busy and it is not always easy to give up a few hours in the middle of the week to attend the public meetings. We did the best we could.

In this process, however, the goal was to get as many paying members of EVNA into the discussion and voicing their support for, or opposition to this contentious topic.

On the website for EVNA, I have outlined the results of the membership vote to support Hamburger Mary’s (a formula retail by definition) request to occupy the space at 531 Castro Street (the former Patio Café.) In this article, I would also like to give a brief explanation of how EVNA managed that process.

Over the past six or so years, EVNA has made a concerted effort to strengthen the Board of Directors, its committees and broaden its membership. Those efforts have largely been successful.

Success, however, brought challenges. Now that our general membership has expanded (getting close to 300 members) how could we properly include those voices in issues and topics that faced our community?

The solution was to use the EVNA website and create an on-line poll to make it easy for members to participate. This was groundbreaking for EVNA.

With the help of ex-officio Board member Steve Clark-Hall, EVNA built an on-line program to tally votes. Members were directed to a web page and could read a general background article about the issue and both pro and con arguments.

The voting ran from midnight June 1st through midnight June 10th. At that time the results were downloaded and cross-referenced against the master membership list to verify that there was no gaming of the vote. The tallying was done by Alan Beach-Nelson, President of EVNA, myself and also looked at by Steve Clark-Hall.

There were 17 votes determined to be invalid, for reasons such as double votes or non-member votes (12 in support and 5 opposed). EVNA had 252 voting members at the time of the election, now 276. The member participation rate was a remarkable 60%! Results were announced shortly after that on the EVNA website, http://evna.org/hamburger-marys. EVNA intends to use this process again when appropriate. Prior to a vote, debate and Q&A will be conducted at the Public meetings held every other month on the odd number months (January, March, May, etc.)

We thank you all for your participation in this process and encourage you to attend meetings. We look forward to you adding your voice to the discussions facing the Castro/Eureka Valley Neighborhood. We’ll see you at the next meeting on July 23rd!
Why You Should Support Home Sharing

By Peter Kwan, Founder and Organizer of Home Sharers of San Francisco

The website Airbnb has been one of the most successful start-up companies in San Francisco in recent years. Most of us know it as a great place to find vacation rentals all around the world. Adventurous travelers love it because it offers a unique non-hotel experience of living with a local, in a wide array of accommodations, from tree houses to castles, from igloos to boats and everything in between. Others like it simply because it offers more economical accommodation options for the frugal traveler who may need nothing more than a comfy couch to crash on for a night or two.

Many see this as a new phenomenon. In truth, folks have been renting out their spare rooms to boarders ever since people started living in homes. Like many other things, the internet has simply made traditional economies more efficient, more widespread and a lot more fun.

For homeowners, internet companies like Airbnb have also revolutionized an age-old practice. Hosts and Guests can now learn a lot more about each other through reviews, ratings and identity verification before agreeing to stay with each other. These websites typically also handle all the financial processing, the bookkeeping, the calendar management, the communication facility as well as paying for professionally photographed pictures of listings. It has also made it a lot easier and fun for homeowners to become hosts.

The benefits of home sharing to hosts spread far beyond the financial. Through Home Sharers of San Francisco, I’ve had the joy of meeting so many wonderful hosts, the overwhelming majority of whom are ordinary folks who started hosting to make ends meet, but discovered their love of opening up their homes and introducing their neighborhoods to travelers from all around the world. Many tell me their sense of joy and satisfaction from the act of hospitality is as much if not more important than the extra income itself.

At a meeting not too long ago, an Asian lady told me her hosting story. She lives close to a famous research hospital in San Francisco. She started hosting a few years ago “just for fun” and found it was easier and fun for homeowners to become hosts. The result in a city like San Francisco is that increasingly, our neighbors, relatives and friends are turning to home sharing as paying for professionally photographed pictures of listings. It has also made it a lot easier and fun for homeowners to become hosts.

The result in a city like San Francisco is that increasingly, our neighbors, relatives and friends are turning to home sharing as a way to convert an unused asset like a spare bedroom, into extra income to pay for the ever increasing cost of housing. A recent survey of Airbnb hosts showed that 80% said hosting extra income to pay for the ever increasing cost of housing. A way to convert an unused asset like a spare bedroom, into extra income to pay for the ever increasing cost of housing. A recent survey of Airbnb hosts showed that 80% said hosting extra income to pay for the ever increasing cost of housing.

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Some San Franciscans argue that short-term hotel room rentals of their residences provide additional income that they need to live in the city; however they don’t address the problems that short-term rentals can cause in their building, their neighborhood, their city. Nor do they explain why they won’t rent out their available rooms to people looking for longer-term rentals, which also provides them with additional income and helps solve the housing shortage in the city.

Turning houses into hotels and apartments into hotel rooms also isn’t fair to neighbors and tenants. Steady streams of strangers disrupt the quiet enjoyment and sense of community and safety of homes we’re all entitled to. By short-term renting an apartment without landlord approval, a tenant also invalidates the insurance coverage of the entire building.

It’s not fair to workers in legal hotels that are regulated and pay taxes.
A Call to Conserve Water

We didn’t get enough rain or snow this winter – plain and simple. The San Francisco Public Utilities Commission (SFPUC) is officially asking all customers to voluntarily reduce water use by 10%.

Conservation is easy: turn off the faucet while brushing teeth or soaping hands; shorten shower time; install water-efficient showerheads and faucet aerators; replace older toilets and clothes washers with new water-efficient models; and, fix leaks. Please visit http://sfwater.org/conservation for more information. The SFPUC offers an array of conservation assistance including free water-saving devices, free Water-Wise evaluations for homes, apartment buildings and businesses and rebates for water-efficient toilets and clothes washers.

In an effort to make water conservation convenient and accessible, the San Francisco Public Utilities Commission recently launched an online application called “My Account” that allows customers to track water use and save money.

My Account is an online application that allows water and sewer customers of the SFPUC to view their bills, payments, and water consumption usage. The portal provides monthly and daily consumption data to assist customers in monitoring their water use, water and sewer bill costs. Voluntary water conservation will help San Francisco reach its goal of water usage reduction by 10%.

Everyone needs to do their part to help us stretch our limited Hetch Hetchy Water Supplies. Conserve today and save for tomorrow.

Handy Resources for Home Call 311 for:
Report Litter and Graffiti, St. Cleaning, Abandoned Vehicles, St. Signs Missing/ Damaged, Pot Hole Repair

Mission Station: 558-5400

Homeless issues: Community Awareness & Treatment Service (CATS) non-emergency: 734-4233

Parking and Traffic Issues:
SFMTA Parking Enforcement: 553-1200 SFMTA Parking Tickets: 701-3000

Dist. 8 Supervisor Scott Wiener: 554-6968, Scott.Wiener@sfgov.org

Pink Petals

By Rob Cox, EVNA secretary

There is pink confetti scattered about on the grass in the yard almost the same color as the petals on the Bougainvillea.

They hang on the sage and rest in the wisteria.

They are small rectangles of pink quiet from the Saturday Celebration.

They are fairy flakes fallen from grown fairies and Marys mingling with the rose bush and hiding under the hydrangea.

They are pink paper petals of silly and serious settled onto the leaves of the maple tree and drift on the morning breeze into the bird bath bowl.

They are nestled under the camellia into the cala’s and nasturtium.

They are petals of joy and laughter and celebration, evidence of expression, ebullient and youth and age and life and death.

An expression of pink.

Pink confetti the same color as the petals on the Bougainvillea scattered about on the grass in the yard.

Every gallon you save helps all of us!
Our community organization has collected over 15,000 signatures to qualify an initiative in November 2014 that sets up an independent enforcement mechanism to regulate short-term hotel room rentals to tourists should the city decide to allow this activity in the city sometime in the future. We will seek legislation to implement these provisions in the interim. The initiative would require anyone renting their residence as a short-term hotel room rental to obtain a license from the city and certify:

- They are in compliance with building and zoning codes
- They will collect and pay the City's hotel tax
- They have permission from their landlord or HOA
- They have proper commercial insurance

The initiative requires Airbnb and other travel agents to verify that a residential unit is registered with the City, before posting it online. By placing the responsibility on the travel websites to only list residential units that are registered and legal, we have the best chance of insuring enforcement of our city codes.

It provides fines for violations by either people offering tourist rentals or the travel agencies.

It grants enforcement authority to the City Treasurer (not the Mayor or his departments) and creates a complaint process that empowers citizens to help enforce the law.

Finally, it discourages the legalization of short-term rentals on a citywide basis. Our belief is that any legalization needs a vigorous public policy debate and then, input from the different neighborhoods in the city, as to where short-term hotel room rentals will be allowed and with what restrictions.

**Update from Oponent:**
Supervisor Chiu's request that the Planning Commission delay consideration of his ill-conceived legislation regarding short-term rentals of residences to tourists suggested to our campaign that there might still be an opportunity to address legislatively the significant problems these short-term tourist rentals cause, rather than through an initiative.

Our campaign will meet with both Supervisors and the Mayor to seek comprehensive and enforceable legislation, which would include local registration of all affected units, and address the loss of permanent housing, speculation resulting in steeply rising housing prices, evictions and neighborhood disruptions caused both directly and as a result of the unregulated short-term rentals of thousands of residences. It is long past time for the City to rein in the proliferation of these illegal rentals to tourists.

Accordingly, we have decided to delay filing the more than 15,700 signatures collected for our measure over the past four weeks. We have until November to file them with the Department of Elections to qualify our proposed ordinance for the November 2015 election.

We are grateful to those who gave so generously to bring us to this point, and we are counting on their continued support as we move this issue forward.

**San Franciscans for Neighborhoods, Affordable Housing, and Jobs**
8- 7th Ave, San Francisco CA 94118
415-733-3001; www.respectsf.com

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**Neighbors’ Faves!**
Neighbors share their favorite places in the ‘hood!

**The Cove on Castro, 434 Castro St.**
(across the street from the Castro Theatre)
From benedicts to brisket, the Cove is serving something to satisfy whatever food craving you may have. The Cobb salad is one of my favorites. The Cove has been in business for more than 40 years – many of these years are documented on the three video screens. The food is excellent, the staff friendly and witty. Owners Solange and Maurice make great efforts to take care of long-time and new customers, as well as visitors to the neighborhood. Solange truly is a gracious hostess.

**Daddy’s Barbershop, 4102 19th St (@ Castro)**
Daddy’s specializes in traditional men’s haircuts – from high n tights to flattops and from shaves to beards. Proprietors Arlen and Jeff opened Daddy’s four and a half years ago and recently expanded in to the adjacent store front. You can book an appointment on line or walk in for a last minute trim. There is a whole crew of guys on staff to take care of your needs. Don’t need a haircut? It’s also a great place to stop by to get a treat for Fido or to catch up on neighborhood news.

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**I’m QUEER but I’ll get your deal STRAIGHT!**

Katharine Holland
www.KatharineHolland.com DRE#01336487 415-378-2697
Home Share Proponent continued from page 8

Opponents of home sharing wish to stereotype hosts as running hotels and causing the housing crisis in the City. In my experience, that is far from the truth. With rising housing costs, members of Home Sharers tell me instead that hosting has made housing affordable, not less. Many have told me they could not continue to afford living in San Francisco without that assistance. Laws already exist that not only outlaws but criminalizes the conversion of apartment buildings from long term rental units to short term ones. I know of no cases where this has occurred, and support any City action to prosecute those who do so. Many who rent out their entire home short term, do so when they are out of town for work or when they are on vacation. Those units would not otherwise be available for long-term rental and thus their occasional short-term rental activity has no effect at all on housing supply. 47% of Airbnb hosts are middle class and 33% are low-income. Hosting doesn’t make us into Hilton Hotels.

Home sharing also brings substantial economic benefit to small and neighborhood businesses, often in areas otherwise off the tourist beaten track. Airbnb alone supported $115.5 million in spending to local businesses in San Francisco from April 2013 to March 2014, $50.6 million of which was spent by guests in the neighborhood in which they stayed.

In the Castro area alone, the 284 hosts in that neighborhood brought in $3.6 million in spending by their guests.

In the coming months, you will hear a lot of invective against home sharing in the context of legislation offering legalization within tough conditions and subject to strict regulations. In considering whether to support that legislation, I hope you will consider the factual benefits of home sharing to individuals and to local businesses.

Home Sharers of San Francisco is a non-profit, a grass root, self-help and mutual support group of vacation rental hosts, with almost 1,000 members.

1 From Airbnb: Helping the SF Economy and Local Businesses, at page 6, quoting as source an Airbnb survey of 344 hosts who hosted in San Francisco June 2011 - May 2012.
2 Id. at page 29.
3 Id. at page 5.
4 Id. at page 12, citing as source Airbnb booking data April 2013 - March 2014.
In 2013, EVNA conducted an online survey to get neighbors’ feedback on their top priorities. We received 259 responses. The survey was developed by our Planning and Land Use Committee (PLUC). While the PLUC lead the effort, the information gathered is being used by our various committees and the board. The PLUC has also provided some follow-up information that will be useful to our members and the community in understanding what issues EVNA is addressing.

**Survey Respondents**

Although a large majority of respondents are neighborhood residents, 78% of them were not EVNA members when they took the survey. So, there are a lot of neighbors who care about Eureka Valley issues enough to make the effort to fill out a survey, but who aren’t EVNA members. EVNA needs to find ways to reach these neighbors, and give them ways to get involved!

**Important Issues**

The survey featured a list of issues that respondents marked as “important.” Participants checked all that applied with 1,659 responses given, an average of 6 topics per participant - see chart. We’ve grouped these together under broader categories with count and percentage of total noted:

- Quality of Life issues - 332/20%
- Transportation - 319/19.2%
- Safety - 312/18.8%
- Beautification - 310/18.7%
- Planning and Land Use - 263/15.9%
- Supporting Businesses - 123/7.4%

**Formula Retail**

Because it is currently a hot topic in our neighborhood, the survey also featured a question specifically about formula retail. The results indicate that:

- 71% want some sort of control or limit to formula retail
- 34% of respondents want formula retail evaluated on a case by case basis
- 22% want some other sort of limits on formula retail based on square feet or % in a given area
- 16% want some other type of limit
- 11% prefer there to be no limits at all
- 15% want an outright ban

Write-in responses indicate that many are concerned about empty storefronts in our neighborhood. One write-in response seemed to reflect the thinking of many:

“The main issues are related but difficult to address it seems - the related combo of panhandling, homelessness, clean streets and nice public spaces to use on a sunny day. It is frustrating and sad to walk down Market past empty store fronts with people sleeping or that smell like a bathroom. And not feeling welcome to sit and relax in the main plaza.”

**Affordable Housing**

An issue that we neglected to list on the survey, but that came up in write-in responses, is affordable housing. Neighbors are increasingly concerned about the availability of affordable housing. Despite a surge of new multi-unit development on Market Street, Eureka Valley (like the rest of San Francisco) is facing an affordable housing shortage.

*Priority Survey continued next page*
EVNA’s Relevant Activity

Consistent with the survey results, EVNA’s leadership has been actively working on the priority issues:

CASTRO CARES: EVNA is part of a broad coalition committee working to address Quality of Life issues through a program called “Castro Cares” that is designed to provide a long-term, sustainable solution to these problems that involves a balance of both compassionate help via 41 hours weekly of Homeless Outreach Team engagement, and a deterrent via added police presence and quality of life enforcement for 50 hours weekly. Members of the coalition are Castro Merchants, Castro Community on Patrol, The Castro/Upper Market Community Benefit District, Holy Redeemer Catholic Church, Castro/Eureka Valley Neighborhood Association, and Hartford Street Neighbors. As the program develops we are eager to have broader community participation. The program received a major boost via $100,000 in funding secured by Supervisor Scott Wiener. As details are finalized, EVNA will provide more on this program in September.

CASTRO/UPPER MARKET RETAIL STRATEGY PROJECT: EVNA along with Castro/Upper Market Community Benefit District, Duboce Triangle Neighborhood Association and Castro Merchants formed a coalition to develop a comprehensive “Retail Strategy” for the Upper Market corridor. The coalition’s primary focus is to address the existing vacancy rate and develop a proactive plan to fill added new ground floor retail in a thoughtful manner. Our intention is to provide guidance on developing an appropriate retail mix that enables our commercial corridor to thrive, while preserving its unique character and as a tourist destination, while ensuring the livability for its residents. To undertake this project over $87,000 has been raised - thanks in large part to Dennis Richards and Andrea Aiello. The coalition has expanded with related professionals to reflect the important economic impact of this study.

SUPPORTING LOCAL BUSINESSES: During the Castro Streetscape Improvement Project, EVNA has played a very active role in encouraging our members and the community at large to shop in the Castro through email blasts, newsletter articles and discounted advertising space to the CBD.

SIDEWALKS, STREETSCAPE AND PEDESTRIAN SAFETY: Board Member Mark McHale is leading EVNA’s work with WALK SF to address Pedestrian Safety and to conduct trainings. Additionally, a PLUC sub-committee met with City representatives to provide EVNA’s feedback on the Castro Street Redesign project. Currently, the project is well underway, with the goal of providing a safer, more pleasant pedestrian experience on Castro Street.

EVNA Social Committee: Foster greater engagement, EVNA formed the Social Committee. Chair by Mark McHale, the committee organizes an event each quarter - two based on service to the community via sidewalk weeding, volunteering at Castro Street Fair, etc. and two focused on membership socializing on an localized/intimate scale, such as the May Mixer, a Family and Kids Fair, etc.

Improving the Bi-monthly Public Meeting: We’ve been working over the past two years to develop a Public Meeting format that is engaging, informative and relevant. As part of the effort, we’ve added a community forum to each meeting so that the public and members can share news, issues and concerns. We will also be introducing a Human Interest component to the meetings to make them less “weighty” by providing a chance for artists, photographers, local chef’s and others to share with the community.

PLANNING AND LAND USE COMMITTEE (PLUC) ACTIVITIES:

Outreach and Leadership: We continue to promote constructive dialog between neighbors and project sponsors. Our monthly meetings provide a forum for reviewing and providing feedback on projects in Eureka Valley.

Priority Survey continues on page 15
BY ROY MCKENZIE, JULY 10

The Department of Public Works let us know that the contractor has obtained a Night Noise Authorization Permit for nighttime construction. The permit stipulates that there will be no work allowed with high impact tools after 10:00 PM in addition to any avoidable noise such as shouting or leaving trucks idling if not being used.

The first phase of the Castro Streetscape Improvement Project wrapped up just before Pride two weeks ago with wider sidewalks and bulb-out intersection crossings at 18th and Castro. Construction crews cleaned up their equipment to make room for Pride revelers and are now ready to return to work on the second phase of the sidewalk project on Monday, July 14th.

The upcoming construction schedule includes demolition of the remaining existing sidewalk to the building face (this work will be done at night, yikes!), adjusting utility boxes for PG&E, Comcast, and AT&T, grading adjustments, final pouring of the new sidewalk, and the installation of the Rainbow Honor Walk plaques.

Below is contractor's current construction schedule for this upcoming phase:

- **July 14 – July 24**: East side of 400 Block of Castro (between 18th & Market)
- **July 17 – August 1**: East side of 500 Block of Castro (between 18th & 19th)
- **July 28 – August 8**: West side of 500 Block of Castro (between 18th & 19th)
- **July 30 – August 13**: West side of 400 Block of Castro (between 18th & Market)

After this phase of work is complete, remaining work will include the installation of new street lights and pedestrian scale lights, rewiring of overhead Muni wires, street tree planting, etching of historic facts, installation of bike racks, leaning rails, repaving of the roadway and installation of rainbow crosswalks at the 18th Street intersection. Work at Jane Warner Plaza and Market Street intersection will also follow this phase.

The Castro Community Benefit District, who has been releasing updates related to street construction throughout the project, notes that the project is still on track to be “substantially complete” by the Castro Street Fair in early October.

**HOME INVASION AT CASTRO AND 19TH AT&T, grading adjustments, final pouring of the new sidewalk, and the installation of the Rainbow Honor Walk plaques.**

**SISTER ATTACKED ON PINK SATURDAY.**

**By Roy McKenzie, July 1**

Police need the community’s help in identifying the attacker(s) of one of the Sisters of Perpetual Indulgence and her husband during Pink Saturday festivities in the Castro near 18th and Castro Street.

The Sisters of Perpetual Indulgence are the main hosts of Pink Saturday festivities and widely push their “Stop The Violence” campaign year round to help curb violence against LGBTQ people and offer safe places for victims of violence to seek refuge and support. It is unfortunate that one of the do-good Sisters and her husband would be a victim of violence themselves.

According to a Castro Community on Patrol alert, the Sister and her husband were physically and verbally assaulted by a group of up to seven people at the intersection of Castro & 18th Streets. Both received injuries and were very shaken by the incident, but fortunately neither required hospitalization.

The unnamed Sister allowed a photo of her from Saturday to be released on the Stop the Violence campaign Facebook Page (attached above) to help jog the memory of people who may have witnessed the incident. If you witnessed this incident, or if you have photographs or video of the incident, please contact Mission Police Station:

**MISSION POLICE STATION:**

630 Valencia St., San Francisco, CA 94110
415/558-5400
Non-emergency: 415/553-0123
TIP LINE: 415/552-4558
Email: SFPDMissionStation@sfgov.org
Meet Your Real Estate Dream Team.

There’s Power in Numbers
A team approach wins the day in today’s hypercompetitive real estate market.

• Homeowners right here in the neighborhood who know your housing market.
• Experienced investment property owners, with insight for you on landlord and tenant relationships.
• Buyer, seller and/or investor; We are your guide to this complex real estate market.

Contact us and we can provide you with a more detailed report, including property specifics.

Eureka Valley Real Estate Report

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<th>Period</th>
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Historic preservation: Preservation has long been a focus of the PLUC. Given the increase in development in Eureka Valley, the PLUC continues to act as a resource for neighbors negotiating the planning process. Although we already have planning information available on the EVNA website, these resources can be difficult to find. We are redesigning our page to make it easier to find and access it.

Additionally, the PLUC recently received a $59,000 grant from the Historic Preservation Fund Committee to produce a historic context statement for Eureka Valley. A historic context statement is a report that provides information on how geography, history and culture have shaped a neighborhood’s built environment. We are thrilled to have received funding for this project, and excited to learn more about our neighborhood’s history.

Affordable Housing: EVNA held a special meeting to evaluate Supervisor Wiener’s proposed in-law legislation, the goal of which is to provide more affordable housing in our neighborhood. Supervisor Wiener attended a PLUC meeting to present the legislation and answer questions. Additionally, EVNA conducted an online survey to gauge neighborhood feeling about the legislation. Finally, in March 2014, EVNA sent a letter of support for the legislation to the Board of Supervisors’ Land Use and Economic Development Committee.
Join us at Castro/EVNA’s Bimonthly Public Meeting, July 23, featuring: Home Sharing Programs in San Francisco - an in-depth discussion; Formula Retail Guidelines - update on proposed changes; and the results of our Neighborhood Priority Survey results will be presented.

HOT TOPICS

• Please Be Sure to Shop in the Castro during construction! Due to the Castro Improvement Project, many businesses are experiencing as much as a 50% reduction in business. While there is sure to be an uptick in business after completion, our local businesses - especially restaurants - need our patronage NOW so that they will be here to enjoy the fruits of the project.

• EVNA Membership Vote: To ratify Board recommended mid-term slate. See page 2 of this edition. Vote will occur at the July 23, 2014 Public Meeting. Votes may also be cast via email to Rob.Cox@EVNA.org.

• 376 Castro Update (the current RC Gas Station): For two years EVNA worked with a coalition of groups including Castro/Upper Market CBD, and DTNA on the proposed project at 376 Castro - a proposed six-story, 21 unit condo building. Our efforts resulted in an improved design, added community benefits and a much-needed Visitor’s Center and meeting room. The Planning Commission approved the project pending final design agreement. The project has now stalled with the property owner and the project sponsor in a legal disagreement. It appears to be on hold until a January 2015 court date. Stay-tuned!

• City CarShare Moving into the Hills! SFMTA is introducing an on-street carshare parking pilot program by designating two parking spots in residential areas, predominately away from commercial corridors, and it would seem in the more hilly locations. This is all part of their stated effort to reduce: 1) The Bay Area’s collective driving costs by $1 billion dollars by 2020; 2) Traffic by removing 20,000 cars off area roads by 2020; and 3) The environmental impact of our cars by converting half of our fleet to electric or alternative fuel by 2015.

• Castro Street Fair - Call for Volunteers! Castro Street Fair, Sunday, October 5 - EVNA is again a beneficiary of the Castro Street Fair. This is one of our largest sources of funding and helps us keep our memberships fees low. Last year our volunteers earned a rate of nearly $30 per hour for EVNA! If you are interested in volunteering for two hours or more, please contact Social Committee Chair, Mark McHale, Mark.McHale@EVNA.org

Call for Nominations!

Want to become more involved in EVNA? Would you like to play a leadership role in evaluating and forming EVNA’s positions? Now is your chance! Run to be on EVNA’s Board.

Nominate yourself, nominate a friend who would make a great addition. Deadline for nominations is August 15, 2014 in order to be eligible for the November, 2014 election cycle. Email President@EVNA.org for details.

IT’S HARD WORK BEING BEAUTIFUL

SHOP THE CASTRO!

Business is down during construction, the CASTRO needs YOUR Support!