CASTRO/EUREKA VALLEY
NEIGHBORHOOD ASSOCIATION NEWSLETTER

Eureka!
The neighborhood association for the Castro, Upper Market and all of Eureka Valley since 1878.
Distributed to over 3,500 residents and businesses in central Castro/Eureka Valley

CASTRO/EVNA’s
PUBLIC MEETING
SEPTEMBER 28, 7-9 PM
Harvey Milk Civil Rights Academy
Auditorium
19th and Collingwood

AGENDA
7:00-7:10 INTRODUCTIONS
7:10-7:20 PLANNING AND LAND USE COMMITTEE UPDATE
7:20-7:30 SFPUC UPDATE REGARDING CLEANPOWERSF ELECTRIC SERVICE COMING TO DISTRICT 8
7:30-8:30 HOMELESSNESS IN THE CASTRO PANEL DISCUSSION WITH: JESS MONTEJANO, LEGISLATIVE AIDE TO SAN FRANCISCO SUPERVISOR MARK FARRELL, ANDREA AIELLO, EXECUTIVE DIRECTOR OF THE CASTRO COMMUNITY BENEFITS DISTRICT AND MICHAEL STOLL, EXECUTIVE DIRECTOR OF SAN FRANCISCO PUBLIC PRESS.

BECOME MORE INVOLVED IN YOUR NEIGHBORHOOD
JOIN THE EVNA BOARD OR PLANNING AND LAND USE COMMITTEE

Do you want to be more involved in your neighborhood? The Eureka Valley Neighborhood Association (EVNA) is looking for new members for both the Planning and Land Use Committee and the Board of Directors!

The EVNA Board of Directors (the Board) focuses on operation and general goals of EVNA including:

- Protect and enhance the character of the neighborhood, its historic resources and significant topographic features and open space
- Ensure that growth, development, and public access are compatible with and meet the needs of residents and the business community
- Protect and improve public health and safety
- Encourage friendly association among neighbors and businesses
- Provide an educational forum and community outreach to community partners

The Board meets the second Tuesday of every month from 6:30 to 8:00 pm at the Chase Bank at the corner of 15th and Market Streets. We are looking for people interested in promoting the EVNA mission to “provide a public forum for the people who live, work, and play in the greater Eureka Valley area to discuss common issues and concerns and help develop solutions to improve the our neighborhood.”

The EVNA Planning & Land Use Committee (PLUC) is looking for people knowledgeable in land use issues and the intricacies of the planning process and those who have a serious interest in learning. The committee discusses residential and commercial projects within Eureka Valley in all stages of the permitting process. It focuses on ensuring that these projects are compatible with and meet the needs of our residential and business communities. The committee meets the first Wednesday of every month from 7:00 to 8:30 at the Chase Bank at the corner of 15th, Sanchez and Market Streets. In addition to discussing plans and permits, the committee delves into issues such as affordable housing, historic preservation, protection of green spaces and more.

If you’re interested in either of these important volunteer opportunities, contact EVNA at president@evna.com, or come to a meeting as noted above, or come to the next EVNA general membership meeting on Wednesday, September 28th, 7:00pm at Harvey Milk School at 4235 19th Street in San Francisco.
Castro residents and business owners knew that we only had Fix-It Team director Sandra Zuniga’s undivided attention for a limited amount of time, before the program departed the Castro/Upper Market corridor for the Inner Sunset.

But what we don’t know is whether or not Zuniga and her team “fixed it.” Is the neighborhood’s quality of life better than it was on June 15th, when the team hosted its first community meeting?

Unless you’re walking past fresh paint—which there seems to be plenty of these days—it’s too early to tell.

Here’s the list of completed Fix-It initiatives in the Castro/Upper Market, according to Zuniga and her team:

1. Closed out the backlog of 311 requests.
2. Cleaned up the area around Harvey Milk Library.
3. Assigned five manual street cleaning personnel to the neighborhood seven days a week to clean and call in 311 requests.
4. Increased the number of times Recology empties public trash cans from two times per day to three.
5. Ground down Pond Street tree stumps.
6. Pruned pepper tree on Pond and 16th Street.
7. Pruned all trees on Prosper Street side of library.
8. Repainted 11 crosswalks and four street markings.
9. Cleaned, replaced, or fixed 53 signs throughout the neighborhood.
11. Cleared 16 corners for daylighting (pedestrian safety)
12. Repainted 10 bus zones.
13. Repainted 41 fire hydrants.

Overall, Zuniga says she was pleased with the level of neighborhood engagement in the Castro. From community meetings to neighborhood walks to local clean up days, “residents have been thoughtful, caring, and solution-focused,” she said.

Andrea Aiello, executive director of the Castro CBD, said that many of the neighbors who were vocal with Zuniga were from the Pond/Prosper and Ford areas. “I think that really shaped where she was focusing,” said Aiello, “because that’s who showed up to talk about their concerns.”

“The list that [Zuniga] provided is great, and if it helps get neighbors engaged, that’s very positive,” Aiello said. “But ultimately, people are really afraid of those who are experiencing mental illness and drug addiction and living unhoused on our streets. Fix-It is not fixing that.”

Zuniga admitted that her team’s biggest challenge was “our ongoing efforts to outreach and service people living on the streets.” She says it will “take time” to get people on the streets connected to the city services they need. In July, Castro Cares and the Homeless Outreach Team engaged with 98 people on the street, with 11 refusing services.

Even though Fix-It has started working with other

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Become involved in your neighborhood!

We are always looking to expand our Board of Directors with committed, active members of the community.

If you’d like to learn more, email President@EVNA.org.
PRESIDENT’S COLUMN  
By Crispin Hollings

As part of the EVNA’s mission to provide a public forum in Eureka Valley to discuss issues and concerns and help develop solutions to improve our neighborhood, EVNA is sponsoring a panel discussion on homelessness in the Castro. The panel will be made up of a diverse group of speakers including Jeff Montejano, Legislative Aide to San Francisco Supervisor Mark Farrell, Andrea Aiello, Executive Director of the Castro Community Benefits District and Michael Stoll, Executive Director of San Francisco Public Press. The panel discussion will take place at the next EVNA General Membership meeting on Wednesday, September 28th, 2016 at 7:00 pm at Harvey Milk Civil Rights Academy on the corner of 19th and Collingwood Streets.

As stated in the June 26, 2016 front page editorial of the San Francisco Chronicle, homelessness persists on the streets of San Francisco through boom times and downturns. It frustrates and polarizes San Francisco like nothing else. There are those who see it as a social-services challenge, those who reduce it to a law-enforcement matter, and a few who think the problem would simply go away if only there were more affordable housing in the city. The level and pervasiveness of homelessness in San Francisco is a disgrace. It is simply not acceptable to allow people to sleep in doorways, parks and freeway underpasses without attention to the underlying issues that prevent them from attaining shelter and stability in their lives. Its reduction should be a top priority for the City.

But as was also illustrated in the Chronicle’s June 26, 2016 edition, homelessness has remained despite years of effort to end it. Homelessness has been alternately an incubator and a destroyer of political will, as elected representatives eventually discover that their pledges to address it become their undoing when it doesn’t go away. In this month’s President’s Column, as a prelude to the EVNA-sponsored September 28, 2016 panel discussion on homelessness, we are reprinting letters from former San Francisco Mayors regarding their attempts to address homelessness and their current reflections on those efforts. We are reprinting these letters to highlight both the amount of effort and the lack of resolution over the past almost three decades.

Part of EVNA’s mission is to provide a public forum to discuss issues of concern to the neighborhood. So I encourage you to attend our panel discussion on homelessness, in our neighborhood and in the City, on Wednesday, September 28th, 2016 at 7:00 pm at Harvey Milk Civil Rights Academy on the corner of 19th and Collingwood Streets.

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City Hall Update
By Supervisor Scott Wiener

Protecting and Preserving LGBT Nightlife

As one who has frequented many of our LGBT nightlife venues for years (though not as often as I used to in my younger days), I know that these bars and clubs in many ways serve as the heart of the LGBT community. It worries me when we hear of situations like the Stud potentially closing, though I’m heartened by the community efforts to save it, and I thank those community members for stepping up to save the Stud. But we need to do more to preserve LGBT nightlife as a City. These spaces are sacred to our community.

I recently held a hearing at the Board of Supervisors on what we can do to protect and preserve these essential businesses, and especially how we can move forward the LGBT Cultural District, which has languished for a number of years. At the hearing we heard from members of the nightlife community about the desire to partner with the City on these important efforts and, just as importantly, we heard from our City Departments that there are programs in place to support these businesses so that they can identify problems and solutions before it’s too late. After the hearing, I announced that I would be introducing legislation to create an LGBT Nightlife Working Group to bridge the gap between the community and City departments so we have more support for our community. We also are charting out a path forward for the LGBT Cultural District, which will help to provide tools and protections for areas of SOMA so that even as our City grows, we don’t lose the identity that has made our community such an intrinsic part of the fabric of San Francisco.

Legislation to Ban Spending in States with LGBT Hate Laws Moves Forward

I previously wrote in this column about my legislation to fight back against anti-LGBT hate laws that ban statutes to protect LGBT people, require transgender people to use public bathrooms corresponding with the gender on their birth certificates, and allow businesses to deny services or goods to LGBT people. While we might not be able to change these laws from here in California, we can say that we as a City should not spend money to send public employees to or contract with companies located in these states. My legislation to do just that is moving through the Board of Supervisors, and I hope that the Board passes the legislation and that other jurisdictions join us in making this strong statement.

Creating Greener Roofs for a Healthier Environment

In April of this year, the Board of Supervisors passed my legislation to require solar power on all new buildings of 10 or fewer stories in San Francisco. This groundbreaking legislation made San Francisco the first major city in the country with such a requirement. I was proud to work with the Department of the Environment and solar power advocates to pass that legislation, and now we are working on a new facet to make our City greener: green roof legislation.

I recently introduced a second piece of legislation to build off the success of the solar ordinance – by allowing green roofs, also known as living roofs, as an alternative to the solar requirement. This means that instead of installing solar, a project can include a green roof, or some combination of solar and green roof. Green roofs have amazing benefits for our City, including reducing stormwater runoff, improving the water quality of any runoff, making buildings more energy efficient, reducing noise, improving air quality, and promoting biodiversity.

Green roofs are a great tool for bringing us a healthier environment, and I’m proud that San Francisco can once again lead the way for the rest of the nation in pushing smart urban strategies to make our City more sustainable.

Scott Wiener represents District 8, including the Castro, on the San Francisco Board of Supervisors.
In the meantime, to give you some historical perspective, we are republishing letters from former San Francisco Mayors regarding homelessness in San Francisco.


When I became mayor in 1988, existing government policy for homelessness consisted of the “American disaster model” employed in natural disasters like floods and tornadoes. Cities opened armories and served coffee and doughnuts in what was expected to be temporary relief. Afterward, the homeless “victims” would resume their lives.

My administration recognized that the homelessness created by disasters like drug abuse, mental illness, domestic violence, alcoholism, runaway children, unemployment or low wages required a different approach than homelessness created by floods and hurricanes.

In 1989, San Francisco homeless advocates, religious leaders, nonprofit and social service staff gathered to invent a first-of-a-kind plan. That plan, “Beyond Shelter,” is a solution but not a fast solution — there are no fast solutions. Sadly, we, the politicians and the public, have lacked the conviction and commitment to realize success in solving homelessness.

“Beyond Shelter” was developed to deal with the aftershocks of national political and economic decisions that put hundreds of homeless people on city streets.

The Reagan administration had cut the U.S. Department of Housing and Urban Development’s budget from $32 billion to $8 billion for affordable housing — as well as minimum financial assistance such as Supplemental Security Income. The combined effect was terrible.

Then, just as “Beyond Shelter” got under way, the Loma Prieta earthquake hit on Oct. 17, 1989, and the city faced a new homeless crisis.

Devastation in the Marina neighborhood suddenly forced residents from their homes. Emergency shelter and services were quickly put in place by national agencies. Not as much attention was paid to more than a thousand formerly homeless people living in the South of Market single-room-occupancy hotels made homeless again. The Red Cross and Federal Emergency Management Agency offered immediate housing aid to homeowners and renters, but denied the same housing aid to those who had been living on public assistance in SRO hotels.

I demanded, received and shared with other badly damaged cities, donated earthquake funds totaling more than $30 million, which was surreptitiously taken from the city by the Red Cross and deposited in its Washington, D.C. accounts.

“Beyond Shelter” was inaugurated with San Francisco’s share with the opening of two centers totaling 480 beds. These facilities initially were modeled after the magnificent Delancey Street Foundation, a successful program that never compromises with the highest standards of quality and design.

The homeless in the Civic Center encampment, which I had allowed to exist in the months between the earthquake and the opening of the centers nine months later, were peacefully moved to the multiservice centers with priority for placement in the new “Beyond Shelter” programs.

At the multiservice centers, social service and health professionals would evaluate each new arrival to determine what services he or she needed to recover a productive life. Compassion and aggressiveness were balanced in a case management system designed to help homeless people recover by, first, housing them and then linking them with appropriate services.

“Beyond Shelter” had three levels of service:

- **Assessment**
  - MultiService Centers (think today’s Navigation Centers) accepted individuals and families — with pets — for a diagnostic stay to identify the conditions responsible for their homeless “disaster.”

President’s column continues next page
A part of this was the McMillan Emergency Drop-in Center, where individuals could crash — with no questions asked or be brought there in “Mobile Assistance Patrol” vans, always on standby for that purpose.

- Transition
  Once they were diagnosed, the homeless entered the appropriate transitional housing with supportive services matching their evaluation. Some might need a short stay — others a longer one.

- Permanent housing
  Permanent housing — the ultimate goal of the program.

“Beyond Shelter” had two essential assets:
- A Community Housing Partnership to develop, maintain and employ homeless people in their housing. Today, this agency houses and supports more than 1,000 formerly homeless people. Jeff Kositsky, former director of Community Housing Partnership, was just named as the leader of the new San Francisco Department of Homelessness and Supportive Housing.
- A “modified payment” program to stabilize existing SRO housing by guaranteeing rent payments to landlords in exchange for rent discounts. This helped secure the existing housing stock as well as complement the longer-term commitment to nonprofit housing development.

The final, and more controversial, element called for severely troubled homeless individuals who acted out in socially unacceptable or uncivilized ways to be sent by court order to a “rehabilitation farm” for treatment.

By 1991, we had added 444 beds in transitional housing, and awarded funding to construct 645 more for a total of 1,500 new places.

So why didn’t this state-of-the-art plan work?

The monumental human tragedy that is homelessness cannot be solved by constantly changing plans at election day. Elected officials must be willing to assume immediate political risks in order to achieve a long-term solution. Further, the public must accept responsibility for its fair share of the solution.

NIMBYism threatened any effort to locate a necessary component of a homeless plan anywhere except the Tenderloin. People want the issue to be solved, but not at their inconvenience. But it can be done — just look at the magnificent Delancey Street facilities located in Pacific Heights and now along the high-end waterfront.

The media has the responsibility to do more than the occasional special feature. Recently, homelessness came into the news because of the tent crisis on Division Street. This teachable moment must be continued regularly to inform the community about honest, workable solutions.
Neighbors' Faves!
Neighbors share their favorite places in the ‘hood!

This issue’s Faves come from
EVNA Board Member
Alan Beach-Nelson (Castro St.)

L’Ardoise
151 Noe Street
Feel like you are in a Parisian Bistro! A charming place for a couple’s night out. Mostly French staff guide you to an excellently prepared and beautifully presented meal. This is my husband’s and my go to place when we need a romantic night out. An excellent wine selection too.

Beso
4058 18th Street
An amazing romantic Spanish bistro right in our own gayborhood! The food is top-notch with a wide assortment of Catalonian tapas dishes will delight your taste buds – especially good are Paella, carne de la plancha, plantains, and the mushroom croquettes are to die for. Another wonderful date night choice but also perfect for a gathering of friends.

Lisa’s Hair Design
421 Castro Street
My husband and I have been going to Lisa for 20 years. She does a fabulous job providing an excellent haircut every time quickly, efficiently and all at a very reasonable price. Always ready with a smile, she’ll sometimes squeeze you in if she can. An amazing haircut at amazing prices. Lisa is sweet, personable and a great listener.

Castro Nails
431 Castro Street
I love this place! The mid-day week special is awesome - $35 for a mani and pedi, but somehow I always end up splurging for the Castro mani and pedi – an hour of pure relaxation and bliss, with great massage. The staff is great and Susan knows how to treat special needs, e.g. for diabetes.

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SFMTA Parking Tickets: 701-3000

DISTRICT 8 SUPERVISOR SCOTT WIENER: 554-6968, Scott.Wiener@sfgov.org
No plan will succeed until we demonstrate that we have the commitment to do all that is necessary to make an effective plan work for the most unpopular group of needy Americans.

The cost estimates to build out “Beyond Shelter” were about $125 million in today’s dollars for a target population of 6,000. It certainly fit within the current budget spending of $245 million.

Nevertheless, we knew that San Francisco needed the buy-in of the Bay Area cities. In May 1990, mayors from San Jose, Oakland, Berkeley, Richmond and San Francisco signed a joint action plan and encouraged every city around the bay to join the effort.

**Mayor Frank Jordan** (1992 – 1996)

San Francisco has a proud reputation as a compassionate, caring, tolerant city — a place of new beginnings with opportunities for a second chance in life. Unfortunately, with all our good intentions and different strategies, we are still unable to resolve the problem of homelessness. Every mayor has devoted public resources and tax dollars, but homelessness continues to be a complex social issue with highly charged political ramifications.

If there were simple solutions, then our city’s elected officials — with the assistance of human-services organizations such as the Salvation Army, St. Anthony’s Outreach, Glide Memorial Church, Hamilton House, the Tenderloin Neighborhood Development Corp., A Woman’s Place and Swords to Plowshares (to name a few) — would have resolved homelessness. As it is, every major U.S. city is struggling with the issue.

The reasons for homelessness are many: families are out of work; veterans return home with post-traumatic stress disorder or drug or alcohol dependency; a state adopts a policy whereby the state psychiatric hospitals closed and patients released to cities ill-equipped to provide them necessary services. Adding to the mix is the high cost of living and diminishing number of blue-collar jobs in San Francisco. Unfortunately, periodic economic downturns and a variety of complicated medical conditions provide a never-ending supply of new people to take the place of those who have been helped.

At the same time, San Francisco’s taxpayers citizens and business owners are entitled to and expect a reasonable level of public safety and quality of life. As a city, we must extend a helping hand while encouraging civil behavior in public places.

I suggest we need, with a coordinated effort and resources from the state and federal governments:

**Community support for the police,** allowing realistic enforcement of quality-of-life laws.

Courts working in concert with law enforcement, health care and social-service workers. Too often, cases are dismissed, and the revolving door continues. Rather than penalties, impose mandatory treatment.

**Sufficient housing and care facilities.** Laura’s Law, which requires treatment of mentally ill people when they are a danger to themselves and others.

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President’s column continues page 13
YOUR GUIDE TO Castro Walking Tours: Part I
Have family visiting for the weekend? Tired of pretending like you know everything there is to know about queer history? Don’t want to sacrifice your endless mimosa brunch for showing the in-laws around the neighborhood?
Whatever your reason (read: excuse), why not let these experts show your friends and loved ones around the neighborhood while you do something else. Or better yet, why not join them?
We’ve rounded up some of the neighborhood’s most notable walking tours.

Cruisin’ the Castro Walking Tours
- Duration: 120 minutes
- Cost: $25
- Average Group Size: less than 10

Owner and operator Kathy Amendola has been leading her award-winning Castro tours for 11 years. “It’s the most comprehensive historical LGBT tour available,” said Amendola. “I focus on 15 different historical LGBT sites in the neighborhood that emphasize how San Francisco and the Castro community play crucial roles in LGBT cultural and civil rights in America, past, present and future.”

Even though Amendola’s tours cover the exact same route every time, she described the experience as personalized. “People talk, and we exchange ideas and thoughts and questions,” Amendola said. “It’s a very empowering experience.” It’s best to make reservations for a Cruisin’ the Castro walking tour online; however, Amendola can easily be reached by phone.

Cruisin’ the Castro Walking Tours claims to be the most comprehensive LGBT historical tour in the neighborhood.

“There are many choices of tours in the Castro,” the tour guide said, “and there’s different strokes for different folks. Being a professional tour guide and a local resident, my tours are really the most comprehensive.”

Amendola identifies as a community activist, and as a founding board member, she has been involved with the Rainbow Honor Walk for the past eight years. “I’m so involved in the community,” she said, “and I know a lot of our zany neighbors. It makes for a really, really wonderful tour experience.”

Detour
- Duration: 90+ minutes
- Cost: The Detour iOS and Android apps are free to download. The Castro tour is $4.99.
- Average Group Size: 1

Looking to ditch the tour group? There’s an app for that.

Detour is a GPS audio app that offers tours around San Francisco. It gives urban explorers the chance to walk in the shoes of someone who knows our history and Castro arguably the best: Cleve Jones. Jones will serve as your tour narrator, and he will infuse his own story into telling you about the Castro’s history.

According to Heather Schuster, head of content for Detour, activist Jones will “tell you where to walk, where to pause and observe, and will even wait for you to cross the street.” “Detour is smart. It knows your location, so you don’t need to walk around with your face in a screen and you can sync audio with friends to take the tour together,” she said.

Detour’s “experiential, cinematic” tours are relevant for both travelers looking

Hoodies continues next page
to experience the Castro and local residents looking to learn more about their neighborhood’s culture and history.

The nice thing about the app is that you can do the tour when you want and at your own pace. “Better yet,” Schuster said, “you don’t have to be bogged down by the schedule and crowd of a group tour.”

**Wild SF Walking Tours**
- Duration: 90 minutes
- Cost: $20 adult; $16 student/resident
- Average Group Size: 15

Some people, however, enjoy interacting with tour guides and groups. Meet DW. She took a Wild SF Walking Tour when she arrived to the Castro from Melbourne. According to her, she loved the experience so much that ten months ago, she decided to become a tour guide. “I’m quite the anomaly given that I’m from Australia and giving tours here,” said DW, “but I came here to be queer and to be an activist.”

Wild SF’s Castro walking tours start at 10:30am. According to DW, the social justice-focused tour covers what LGBTQIAAP+ means, how the Castro became a hub of queer activism, and what issues the community currently faces.

Wild SF’s Castro tour is typically paired with its Mission tour, which is in the afternoon. The tour group spins it as “a whole day of radical San Francisco.” Tour reservationsshould be made ahead of time online or, if it’s last minute, over the phone. According to DW, tours attract a mix of tourists and locals of all sexual orientations.

“It’s really important that we remember our history, and we share these stories,” said DW. “It’s about creating space for difficult conversation and having fun at the same time. That’s what Wild SF’s Castro tours do.”

**Your Guide To Castro Walking Tours: Part II**
Many of the neighborhood’s walking tours meet under the rainbow flag at Harvey Milk Plaza.

If you didn’t see your go-to Castro walking tour in last week’s roundup, we present you with part two. Sure, one of these may be a bar crawl—but hey, if you’re walking, it still counts as a tour.

**Free Tours by Foot San Francisco**
- Duration: Approx. 105 minutes
- Cost: Free (donations encouraged)
- Average group size: 10

One of the newest walking tour options in the Castro is Free Tours by Foot. Instead of having set prices, the pick-your-price tour, which was launched in April, allows walkers to give the guide however much they feel the tour was worth to them at the end. Interested walkers can reserve spots online for free.

Ideal for those on a budget, Free Tours by Foot appeals to a diverse range of visitors and locals. “Our tours are aimed at people who who want to learn more about the Castro as told through the stories of the people living here,” said Britt McEachern, Free Tours by Foot’s manager and guide.

According to McEachern, Free Tours by Foot’s guides don’t regurgitate dates and names. “You can go to Wikipedia for that information,” said McEachern. “If you join our tour, we’ll tell you how great the Castro is, but we won’t shy away from showing you the warts, too.”

Because the majority of tour participants don’t come from the queer community, “they didn’t grow up striving for basic rights,” said McEachern. “So, we remind people of the amazing accomplishments of a group of people living in the Castro that people take for granted.”

**San Francisco City Guides**
- Duration: 90-120 minutes
- Cost: Free (donations encouraged)
- Average group size: 12-15

San Francisco City Guides launched its free tours in the Castro 12 years ago. DPual Brown, a volunteer guide in the Castro, and two other Castro guides spent hours creating the framework for the unscripted neighborhood walking tours.

Today, that core team of experienced, passionate local guides continues to stay up to date on the “ever-changing” neighborhood. “All volunteers take part in hundreds of hours of training, lectures, mentoring and continuing education programming,” said Brown. “We are serious about sharing the fun of discovering the Castro.”

City Guides offers tours around San Francisco. City Guides is actually a larger nonprofit in San Francisco that is celebrating its 38th anniversary this year. It has over 275 active volunteer guides, serves more than 56,000 walkers per year, and offers over 60 different tours in the city each week.

According to Brown, City Guides is able to provide tours free to the public because of the dedication of volunteers and sponsors. “All of our volunteer guides lead tours out of the love of sharing San Francisco’s history with everyone,” said Brown. “80 percent of City Guides’ funding comes directly from our walkers’ donations at the end of tours.”

**Wild SF Bar Crawl**
- Duration: 120+ minutes
- Cost: $10 (includes a free glass of wine)
- Average group size: 10

Day tours of the neighborhood are one thing, but some people want to explore the Castro after dark. If the neighborhood’s bar scene seems
San Francisco has been the envy of boiling hot California all summer, now it’s time for us to have a little sunshine and warmth. Day one of September is a bit disappointing, but summer really is around the corner and we will be able to send all those tourists up to Twin Peaks for a great view of this glorious city. Make sure you also enjoy the city, come out to our Live! In The Castro performances.

RAINBOW CROSSWALKS
The long awaited replacement of the rainbow crosswalks at 18th & Castro will take place the week of September 19th. During the community planning process for the Castro St. Improvement Project, decorative crosswalks were one of the beautification strategies ranked high by the community. However, the city was not able to include them in the overall budget. Learning this, the Castro CBD board of directors voted to pay for these decorative crosswalks. The CBD led a community design selection process and vertically striped rainbow crosswalks were overwhelmingly selected. In 2014, the rainbow crosswalks were installed and were immediately a success. Everyday people can be seen taking pictures of the crosswalks and sharing them on social media.

However, there was an outstanding issue that hadn’t been resolved during the sidewalk widening project - the ponding that occurs at 18th & Castro. The best plan was to coordinate the replacing of the rainbow crosswalks and fixing the ponding issue. A miracle happened and the timing is being coordinated! The work will take place between September 12th-September 21st.

The regrading/paving work to fix the ponding at 18th & Castro will start overnight on Monday September 12th and continue during the day through Wednesday the 14th. The new rainbow crosswalks will take two (2) days to install, with installation beginning on Monday the 19th and scheduled to end on Tuesday the 20th.

Another outstanding issue from the sidewalk widening project was the faulty pavement at Jane Warner Plaza. New pavement was installed at Jane Warner Plaza between September 19th - 21st.

CLEAN TEAM
The Castro CBD Clean Team works hard to keep the Castro/Upper Market clean. Our crew is out sweeping the sidewalks from 5:30 a.m. - 6:00 p.m. seven (7) days a week. In June we swept up 5800 pounds of trash, painted out 118 graffiti tags and power washed 52 hot spots. Read our June Report.

Call the CBD cleaning dispatch # 415-471-7536 to report an urgent cleaning issue in the CBD footprint.

BEAUTIFICATION GRANT
We’re applying for a grant to artistically paint the utility boxes in the district. If we get funded we’ll be putting out a Request For Qualifications (RFQ) to artists. If your interested in being on the list to receive the RFQ, email: info@castrocbd.org

GET INVOLVED!
Are you interested in making your neighborhood better? Get involved! There are many opportunities in the Castro to volunteer, including with the Castro CBD. If you’re interested in working with the CBD, email: info@castrocbd.org

Check out http://ourtownsf.org/ for more ideas on where to volunteer.

CASTRO STREET FAIR
Castro Street Fair is coming up quickly, Sunday October 2nd. We’re planning a really fun and interesting booth. Stop by the Castro CBD booth to say hi!

IN SEARCH OF PERFORMERS
The CBD seeks artists and performers to join us in bringing Jane Warner Plaza to life. If you are a musician, dancer, performance artist or community group, we want to hear from you! We are interested in exploring all types of activities, music, dance, lectures, community outreach, interactive art. Email the CBD at kristin@castrocbd.org

CASTRO CARES
Castro Cares: A unique, community collaborative effort addressing quality of life issues with compassion and added enforcement.

Castro Cares is bringing additional, dedicated homeless outreach workers and additional dedicated police patrols to the Castro & Upper Market.
President’s column from page 9

The legal means to have people in need of alcohol, drug or mental health services to accept them.

It will take courage, commitment and creative elected officials to successfully navigate the difficult road ahead. We must all stay positive and hopeful.

Remember: “It is better to light a candle than to curse the darkness.”

**Homeless Approaches**

What I tried:
The Matrix program was an effort to address the escalation in the number of homeless persons on our streets. The goal was to assist in providing shelter and psychiatric or substance-abuse treatment to homeless individuals, provided that they would agree.

What worked:
Matrix was delivered through teams, each with a police officer, a public health worker and a social worker. The social worker would attempt to sign up homeless individuals for food stamps and a $345 monthly general assistance check. Monthly rent was paid directly to landlords of single-room occupancy hotels. This eliminated the problem of homeless people with drug/alcohol or mental health issues having cash to spend on their addiction or having other street people take advantage of them.

The police officer would enforce laws against public inebriation, obstructing the sidewalks, trespassing, aggressive panhandling, public defecation or camping, and sleeping in neighborhood parks. We found we can’t be tolerant of inappropriate behavior or it will only get worse.

To put Matrix into practice, the Mayor’s Office initiated and voters approved ballot measures involving quality-of-life issues and procedural changes in general-assistance funding. For example, panhandling was not allowed in the immediate area of automatic bank teller machines so customers withdrawing funds would not feel intimidated.

**What didn’t work:**
Housing the homeless proved insurmountable: The city was unable to provide large-scale funding for long-term, low-income housing to keep homeless individuals permanently off the streets. This is a much bigger problem for local governments to solve without a dedicated stream of funding from the state and federal governments.

The program name was a problem: “Matrix” came across to some as a semi-militaristic title — too strong! More citizen acceptance possibly would have occurred with a more sensitive title. In succeeding years, the city launched a program very similar in practice but whose name, “Care Not Cash,” conveyed a softer tone. Semantics can help — or hinder — a program as it begins to unfold.

**Mayor Willie Brown**

The 1995 contest for mayor had a major issue: homelessness. Everyone was asking “Does the Jordan administration’s ‘Matrix’ program work?” My answer was a loud and forceful “no.” After all, this was a political campaign. My answer tracked with what the public opinion survey showed.

I, of course, in the pursuit of votes and with the true belief that the problem was solvable, campaigned on the promise that I could solve it — ASAP. I called for a summit on homelessness shortly after taking the oath of office. Then, a series of meetings with city staff, neighborhood representatives, small-business owners and homeless advocates led me to the conclusion that the summit was not needed.

This is what I learned:
The homeless population was more complicated than my campaign rhetoric had acknowledged. This population was composed of military veterans, victims of drug addiction, persons with mental challenges, people with serious health issues, persons suffering from poverty, and families displaced by multiple uncontrollable circumstances. We addressed all of these populations as best as we could, given the legal limitations.

Governments — national, state, county or city — did not have the power legally to address homelessness. When you can’t force people to accept shelter or medication — even for their own benefit — it renders you helpless.

My only option was to manage — not end — the problem. This included:
- Contracting with nonprofit care organizations, partnering with faith-based groups, supporting community and neighborhood food and health care programs and, of course, operating city homeless shelter and drop-in facilities — all subject to only voluntary use by homeless people.
- Washing down the downtown streets, at hours recommended by city staff.
- Dismantling and removing campsites (a staple of our program). Also effective was hiring an ex-homeless person to be the homeless program troubleshooter.

Each of these steps was designed to legally control the issue. In my judgment, they worked but we did not wipe out homelessness. I said — to my regret to this day — homelessness cannot be solved.

My conclusion was — and is — that to solve homelessness requires massive change of many laws, rules and regulations which, without careful control, could impact the general population’s cherished freedoms.

See President’s column on page 14
Mayor Gavin Newsom
(2004 – 2011)

There’s nothing like seeing yourself burned in effigy. My life-size self was set ablaze at 18th and Castro streets, the response of some who opposed my new strategy on homelessness. It was the reaction of people who preferred the status quo. But we forged ahead and developed a 10-year plan to tackle chronic homelessness by reorienting the system of care away from managing the problem and toward solving it. We aimed to break the cycle of dependency and move people into stable living situations.

We began by focusing on supportive housing. During my tenure, we moved people off the street — a 40 percent decrease in street homelessness. We helped move 12,391 people into permanent housing or back with family, aided by the completion of supportive-housing units and permanent supportive-housing units for homeless seniors. We laid the foundations for 2,827 more supportive-housing units, and added 67 units of homeless senior housing.

Underpinning the plan — and the fuel for my burning effigy — was “Care Not Cash,” a strategy that changed the dynamic of San Francisco’s failed approach to homelessness. To suppress homelessness, you have to repeal the policies that support it. “Care Not Cash” emphasized supportive housing and social services instead of cash-handout dependency. It reduced the number of active welfare cases by 83 percent. We redirected more than $14 million to place once cash-dependent homeless San Franciscans into housing.

We brought to scale Project Homeless Connect, a model that has been recognized and replicated globally, and served more than 33,000 homeless clients, delivering services such as dental care and eye exams through a volunteer army. The program addressed the basics: poor dental hygiene, the need for prescription eyeglasses and access to ID, which so often we found to be obstacles to employment, housing and government assistance.

Homeless Outreach Teams targeted hotspots like Golden Gate Park; we established veterans’ programs, women’s programs, senior programs and respite programs. All were designed to expand our reach and access to services. And we opened the Community Justice Center to address quality-of-life violations by redirecting people out the revolving door of the criminal justice system and into life-changing rehabilitation programs.

Ultimately, for all the energy invested and progress made on homelessness in San Francisco during my time as mayor, it was painfully clear that the city couldn’t do it on its own. It’s a myth that any city can end homelessness alone.

Like the other seemingly intractable challenges San Francisco faces, traffic and housing, holistic solutions to homelessness require coordination and support from the region and the state. Without that, one city’s policies will simply temporarily shift its problems to a neighbor.

Now is the time to take meaningful action, because we have bold, smart leaders at the state and regional level who understand what it takes.

In San Jose’s Sam Liccardo and Oakland’s Libby Schaaf, San Francisco has neighboring mayors who understand the power of regional solutions to take on tough challenges. At the state level, state Sen. Holly Mitchell, D-Los Angeles, has a bill (SB1380) to create a state Interagency Council on Homelessness, which will allow California’s experts on homeless services to coordinate and trade our best ideas around the state.

If there were easy answers, then homelessness would have been solved years ago. But we must never be complacent about something this fundamental to a city’s humanity. We should take advantage of this unique moment to work for state and regional solutions that will help San Francisco and California.
CASTRO CARES DEPENDS ON YOUR DONATIONS. KEEP ADDITIONAL, DEDICATED LAW ENFORCEMENT AND HOMELESS OUTREACH SERVICES IN THE CASTRO/_UPPER MARKET. BY DONATING TODAY.

DEDICATED FOOT PATROLS MAKE A DIFFERENCE!

- Castro Cares foot patrol stopped a car break-in and arrested the perpetrator.
- Castro Cares officers routinely intervene in shoplifting, aggressive street behavior, public intoxication & violations of sit/lie
- Officers on Castro Cares foot patrol increase the safety of the Wiggle by regularly moving people camping on this popular bikeway.
- 2,340 Incidences were reported by Castro Cares uniformed officers in year one, including homeless encampments, assaults, shoplifting, trespassing and public intoxication.

CASTRO CARES IN ACTION:

This Castro Cares funded officer arrested a suspect in the Bank of the West burglary on August 23rd. The bank manager called the police when he opened up the bank on the morning of the 24th. The Castro Cares funded officer heard the call over the radio and went directly there. The bank manager recognized a man who looked like the burglar from the video, the suspect was stopped and arrested. Thanks to Castro Cares!

HOMELESS OUTREACH WORKERS AND CASE MANAGERS MAKE A DIFFERENCE!

- Housing & Medical Care secured for an individual with cancer who was living on the street.

- Care packages delivered to at risk persons on the street. Care packages are used as an incentive in outreach efforts. (Care packages donated by Apothecarium SF)
- 2,114 At-Risk people reached by Castro Cares homeless outreach. 62% (1,320) positively engaged with outreach worker and took first step towards stabilization.

The HOT Team tirelessly works to help at-risk individuals living on the street.

CASTRO CARES is supported by city grants and donations from neighbors and merchants. To help support Castro Cares visit http://www.castrocares.org/donations/

 Volunteer with EVNA at the Castro Street Fair!

Great news! EVNA has been designated as a beneficiary of the Castro Street Fair happening on Sunday October 2. As in the past, we earn a portion of the proceeds from the fair based on the number of volunteer hours we provide. Last year we raised $1,700 AND had a lot of fun meeting new people and helping out at this fun, local event.

We would love for you and your friends to donate time in the name of EVNA. The shifts vary in their start and end times, and we’re sure you can find one to suit your schedule and talents.

Contact info@EVNA.org to sign up!

Castro Cares from page 12

Castro Cares HOT crew is out in the Castro five days a week reaching out to at-risk individuals

2 for 1 Happy Hour daily

BEAUX New Venue 2344 Market

Canela

#Canelasf #TasteSpain
Every Wednesday evening, DW leads a Castro bar crawl that showcases aspects of the Castro’s history while navigating its nightlife. “We’re always looking for different ways to provide opportunities for travelers and locals to get together,” she said. “With so many different bars to choose from, I love to give people insider tips, drink specials, and some context to the area that they’re partying in.”

The crawl begins at Knobs, where participants receive a complimentary glass of wine. According to DW, the group then decides what they want to do—a drag show, karaoke, dancing. She takes care of the rest.

“It’s hard to go out alone,” said DW, “but on these crawls, you have people who are like-minded and fun. What better way to go out in a new city?”

Fix It continued

neighborhoods, Zuniga said she still visits the Castro almost daily (and sometimes at night) to follow up on concerns, address ongoing maintenance, and monitor long-term fixes, such as improvements to the exterior of the library.

Here’s a list of Fix-It initiatives still on Zuniga’s radar:

• Install new light on PG&E pole at 16th and Pond streets.
• Install signage on blank wall facing library parking lot by the library.
• Replace burnt-out light in the Walgreen’s parking lot.
• Prune Walgreen’s parking lot trees

Work with residents to help address concerns about “who to call when.”

Carolyn Thomas, who’s lived on Ford Street for over 20 years, has been active in the Fix-It process. Though she had nothing but positive things to say about Zuniga’s responsiveness, she called on the mayor to do more. “Simply adding more police and more homeless advocates won’t address the issues,” she said.

“Many of us have tried to make changes in this neighborhood for years, without any visible evidence that things can be better,” Thomas said. “Granted, this Fix-It team was a long time coming, and clearly it is not all that is needed, but it’s more progress than we’ve seen before.”

Only time will tell if Fix-It’s aesthetic enhancements and cleared backlog of maintenance requests will lead to more far-reaching quality-of-life improvements.

For Fix-It’s director, it’s too soon to say whether or not the initiative has been a success in the Castro. “It’s not all or nothing,” said Zuniga. “Progress has been made and relationships have been established, but we still have work to do.”