Rebuild Potrero: A New Approach to Community Building

June, 2014
Agenda

• Rebuild Potrero Context
  ▪ Current Conditions
  ▪ Hope SF
  ▪ Rebuild Potrero Master Plan
  ▪ Rebuild Potrero Timeline

• Trauma Informed Community Building (TICB)
  ▪ What is Community Building?
  ▪ What is Trauma?
  ▪ Traditional Community Building
  ▪ Trauma Challenges to Traditional Community Building
  ▪ TICB Outcomes
  ▪ TICB Guiding Principles
  ▪ TICB Strategies
Potrero Terrace & Annex: SF Public Housing
Potrero Terrace and Annex: Now
Rebuild Potrero: Future
A Tale of Two Cities

- **North Side:**
  - Median Income: $131,500
  - Poverty Rate: 5.4%
  - Thriving 18th and 20th Street Retail
  - High School Graduation Rate: 86%
  - Street Grid Connects to Downtown

- **South Side:**
  - Median Income: $14,000
  - Poverty Rate: 64% in PTA
  - Food Desert
  - HS Graduation /GED Rate: 56%/67%
  - Geographically and Socially Isolated
  - Violent Crimes: 5 times City average
  - Health disparities in all areas of chronic health diseases
Rebuild Potrero: Current Conditions

- Violence and Lack of Safety = Stress
- Coping with Stress and Violence
  - High rates of anxiety, stress, and PTSD
  - Isolation—mistrust and depression
  - High risk behaviors
  - Substance use
  - Needs and stress eclipse capacity to engage in nurturing family activities
- Lack of Community Connections
  - Mistrust and Lack of Social Cohesion
  - Culture of apathy and depression
  - Programs & services are uncoordinated, low quality and temporary
Rebuild Potrero: A HOPE SF Project

• HOPE SF:
  ▪ PEOPLE
  ▪ HOUSING
  ▪ COMMUNITY

PEOPLE
Improve Outcomes for Existing Residents

HOUSING
Build Quality Housing and Infrastructure

NEIGHBORHOOD
Create Thriving, Sustainable Mixed-income Neighborhoods
Rebuild Potrero: A HOPE SF Project

1. Ensure no loss of public housing, minimize displacement of existing residents
2. Create economically integrated communities
3. Maximize creation of new affordable housing
4. Involve residents at all levels
5. Provide economic opportunities
6. Integrate development with existing neighborhood plans
7. Create environmentally sustainable, accessible communities
8. Build a strong sense of community
**Rebuild Potrero: Master Plan**

**Master Plan Design Goals:**

- Replace Public Housing with Mixed Income, Mixed Use neighborhood
- Reconnect Infrastructure to San Francisco Street Grid
- Create New Neighborhood Center on 24th Street
- Add density with mix of building types and heights (walk-ups, mid-rises)
- Create community and open spaces throughout the development
- Add Neighborhood Retail Space

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Rebuild Potrero: Master Plan

A Vision for the Future:

- Create a safe secure community.
- Create a healthy green sustainable community.
- Provide well-designed and well-managed housing.
- Provide well-designed community services and usable open space.
- Preserve Potrero’s positive attributes: place and views.
- Build a strong community.
Rebuild Potrero: Timeline

- BRIDGE selected in 2008
- Community Vision & Design Process (2008-'10)
- Final Master Plan (2010)
- EIR and Land Use Approval Process (2010-'14)
- MTA & SFCTA transportation grants (2013-'14)
- Choice Neighborhood Planning Grant (2012)
- Program and Service Delivery Plan (2013-'14)
- Community Building Initiative (2009-Ongoing)
What is Community Building?
What is Community Building?

The active participation of residents in the process of strengthening community networks, programs and institutions.¹

Unlike traditional programs and services, which direct interventions to the individual, community building is an engagement process for building social capital and the community’s investment in its own future.²

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Traditional Community Building Strategies

- Build social networks
- Engage residents in planning and vision setting
- Leverage community capacity to solve collective problems
- Collaborate with systems and organizations to improve social and community outcomes
Community Building in Potrero

Goal: To increase the capacity of residents to improve their quality of life and effect positive change in their community
What is Trauma?
Trauma is a set of normal human responses to stressful and threatening experiences.¹

Trauma in Potrero

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• Lack of Community Connections
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What Challenges Does Trauma Pose to Community Building?
Trauma Challenges to Community Building

Traditional Community Building Strategies

- Build social networks
- Engage residents in planning and vision setting
- Leverage community capacity to solve collective problems
- Collaborate with systems and organizations to improve social and community outcomes

Trauma Challenges to Traditional Community Building

- Lack of trust and social cohesion
- Lack of stability, reliability and consistency
- Disempowerment and lack of a sense of community ownership
- High level of personal needs
- Depth and breadth of community needs
Traditional Community Building

- Housing Development
- Programs & Services
- Community Building
Traditional Community Building

TRAUMA
- Violence
- Crime
- Poverty
- Isolation
- Poor Education

Community Building

Housing Development

Programs & Services
Trauma Informed Community Building

TRAUMA
- Violence
- Crime
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Housing Development

Programs & Services

Trauma Informed Community Building
What is a trauma informed approach?

“Trauma-informed organizations, programs, and services are based on an understanding of the vulnerabilities or triggers of trauma survivors that traditional service delivery approaches may exacerbate, so that these services and programs can be more supportive and avoid re-traumatization.” - SAMSHA

Key elements:

(1) realizing the prevalence of trauma;
(2) recognizing how trauma affects all individuals involved with the program, organization, or system, including its own workforce; and
(3) responding by putting this knowledge into practice.
Trauma Informed Community Building

**TICB**
- De-escalates chaos and stress
- Fosters resiliency
- Strengthens social connections
- Recognizes trauma

**OUTCOMES**
- Foundation and support for effective delivery of programs and services
- Creates conditions for long-term community and individual change
TICB: Guiding Principles

✓ Do no harm: By being aware of past and current trauma we can avoid re-traumatizing individuals and the community.

✓ Acceptance: We accept people’s circumstances and the community conditions, and set expectations accordingly.

✓ Community Empowerment: Self-determination encourages community investment and empowerment.

✓ Reflective process: The change process is intentional and responds to new developments and knowledge.
Trauma Informed Community Building
Trauma Informed Community Building

TICB PRINCIPLES

- Create positive personal experiences
- Provide opportunities for multiple interactions & consistency
- Ensure incentives and sense of personal reward
- Encourage self-efficacy through choice, goal setting and tracking
Trauma Informed Community Building

TICB PRINCIPLES

- Model healthy behaviors
- Support peer to peer activities and interactions
- Cultivate shared positive experiences
- Allow for personal sharing and mutual support

Interpersonal

Individual

TICB STRATEGIES
Trauma Informed Community Building

TICB PRINCIPLES

- Expand incrementally, building from success
- Require sustainability and quality in community efforts
- Provide visible activities that reflect community change
- Cultivate community leadership through support and skill building

Community

Interpersonal

Individual
Trauma Informed Community Building

TICB PRINCIPLES

Systems
Community
Interpersonal
Individual

TICB STRATEGIES

- Reflect community voices and priorities to stakeholders
- Build partnerships for long-term investments
- Advance long term community vision and strategy
TICB: Activity Examples

- **Potrero Garden Program**
  - Two community gardens
  - Garden Workdays (2/week)
  - Barrel Gardens (throughout the year)
  - Garden Classes (2/month)
  - Kids Garden Workshop (1/month)

- **Potrero Healthy Living Program**
  - Walking Club (3/week)
  - Meditation (2/week)
  - Healthy Living Cooking (1/month)
  - Sober Living Group (1/week)
  - Zumba (2/week)

- **The Healthy Generations Project**
  - Daily Walking School Buses
  - Parent/Child Dinner and Reading Group (1/week)
  - Parent/Child Dinner and Play Group (1/week)

- **Semi Monthly Community Building Group**
- **Community Wide Events**
- **Leadership Academies and Opportunities**