



Services of the San Francisco Public Utilities Commission



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ADOPTED MINUTES
SOUTHEAST COMMUNITY FACILITY COMMISSION
Community Programs Advisory Committee
October 16, 2023
12:00 noon to 2:00 p.m.

1. Call to Order and Land Acknowledgement: 12:12 p.m.

2. Roll Call:

Present: Posey, Tran, ONeal, Wade-Thompson
Excused: Mezie, Summers

3. General Public Comment: None.

4. Adoption of Minutes – September 11, 2023.

Moved: ONeal Second: Wade-Thompson
Ayes: Posey, Tran, ONeal, Wade-Thompson

Public Comment: None

5. Smart Money Coaching (Discussion) (Yee & Algeré)

(Andrea Yee, Financial Capability Program Manager, Office of Financial Empowerment, SF Office of the Treasurer & Tax Collector & Aqil Algeré, Smart Money Coaching Manager)

Ms. Yee introduced the mission and programs of the Office of Financial Empowerment as follows: Kindergarten to College/ Financial Counseling/ Bank On/ Pilot Programs

Ms. Yee reported Smart Money Coaching provides free, one-on-one financial guidance that is available to anyone living, working, or receiving services in San Francisco. The program began when a family experiencing homelessness won a below-market-rate unit in the City’s housing lottery, only to have their housing application denied because of an insufficient credit rating. The current program partners with the San Francisco Public Library, the Department of Homelessness and Supportive Housing, the Mayor’s Office of housing and Community Development, San Francisco International Airport, Juvenile Probation Department, and San Francisco Recreation and Parks through the India Basin Waterfront Project Equity Development Plan.

Ms. Yee advised the Commission that outreach efforts in the community were needed to increase more traffic to the program because the partnership with SF Recreation and Parks designated funds specifically to support smart money coaching in the Bayview neighborhood. The financial coaching provider for District 10 is Balance and they focus on four foundational areas. They help individuals open safe affordable bank accounts, build savings or an emergency fund, reduce or manage their debt, and establish or build their credit score. The appointment can be by phone, video, or in-person and last up to an hour.

London N. Breed
Mayor

Emily Pharr
Executive Director

Susan Murphy
Chair

Dr. Gina Fromer
Vice-Chair

Karen Chung
Commissioner

Chika Mezie
Commissioner

Damien Posey
Commissioner

Amerika Sanchez
Commissioner

Marlene Tran
Commissioner



After conducting a financial assessment, providing a credit report, creating a budget, identifying challenges, and defining goals, an action plan is created. Subsequent appointments will support financial goals, provide motivation, reassess the financial situation, and provide guidance for issues that may arise.

Mr. Algeré introduced his coaching approach as client-directed, non-judgmental, supportive, and empowering. It was noted that Smart Money Coaches speak English, Spanish, and can access translation services as needed. All Smart Money Coaches are certified by the National Association of Certified Credit Counselors.

Ms. Yee reported clients can sign up for appointments by calling 877-256-0073 or access the website at www.sfgov.org/ofc/coaching.

Since July 1 Smart Money Coaching has provided services to the Southeast Community Center community as follows:

14 individuals have been served with 32 sessions scheduled and 23 sessions completed. Outreach activities have included connecting with community CBO's, tabling at local events, and engaging with patrons at SECC.

In closing examples were provided showing individuals who were able to successfully maintain bank accounts and acquire savings.

Questions and Comments from Commissioners and Community Committee Members:

Commissioners asked about an age requirement, and they also suggested the training should start at an earlier age and possibly be a part of a school curriculum. There was a suggestion from Commissioners to connect with APAC (African American Parent Advisory Council) and CYC. A Community Committee member asked if there was support for youth preparing for college.

- Ms. Yee responded the typical age group is 18 and over. She noted they have partnered with 100% Prep to provide services to youth preparing for college, and they are also providing the most up to date information regarding student loan options.

Ms. Emily Wade-Thompson Community Committee Member invited the presenters to attend the BSU Summit on Friday, October 27th from 9 a.m. to 3 p.m. to provide information to the Seniors. She also suggested creating a Memorandum of Understanding with the School District which would allow them to provide services at a school site and give parents greater access.

Commissioner Posey asked if Smart Money Coaching was utilizing space at the Southeast Center?

- Ms. Yee advised they are working with staff however most of the appointments were online and there are not enough in person appointments to warrant use of a designated area on a consistent basis.

Executive Director Pharr thanked the representatives from Smart Money Coaching for the presentation and said she would like to see the program provided to younger students. She also suggested working with staff to develop a workshop series to be held at the Center.

Public Comment: None.

6. SECC Outdoor Activation Design:(Berry)

Larry Berry, SECC Deputy Director

Deputy Director Berry provided an update of the Southeast Community Center Marketplace outdoor activation design.

On September 26 Community feedback was gathered to determine the best temporary use of the 15,700 square feet of space that will eventually be the home of an education building. Since it will take a while for it to be developed there is a plan to utilize the area for other community opportunities such as:

Space for markets and other local activations/ outdoor space for local community groups/ activation to support health and wellness/ features that support environmental education/ space for community gatherings.

Staff has partnered with the Department of Public Works Landscape Architectural Team to receive community input to inform the design of the interim space. A survey area was provided on the 2nd floor lobby where community members were able to vote and express what they would like to see in the space. It was determined the community is still passionate about having an educational building onsite and they want to ensure that any ideas brought in will have a possibility of living on in the Center when the educational building is complete. There will be a second community meeting in January to allow the community to weigh in on designs based on the previous community feedback and then time will be spent focusing on what an operational partnership structure will look like for the future internal use space.

Questions and Comments from Commissioners and Community Committee Members: Commissioner Posey said he sent youth to the session, and they were excited to know their opinions mattered.

Commissioner Tran asked if there was a plan to plant tall trees that could provide shade in the future?

- Staff responded a number of different features are being evaluated and environmental education and environmental justice are an important feature of the project, so we are partnering with our environmental justice team to be a part of the designing, planning, and implementation.

Public Comment:

Community Member Ms. Lydia Vincent-White commented regarding the current grass surrounding the Center. She said “I love the inside of the facility, but the grasses that have been planted look like weeds and make the grounds look shabby and unkept. I’d be interested to know if this is my sole opinion, or if others agree, and if many people agree, can new grass be planted? I’ve seen some beautiful grasses in other parts of the city. The following pictures are from the internet, but when I come across something in SF that depicts what I’m referencing, I’ll take a picture and send it to you. I may be strong and wrong with this next statement, but whenever I come onto the grounds of 1550, I have the thought that if the facility were in a more affluent part of the city, the grounds would not look like they do.”

7. Director’s Report: (Pharr)

Emily Pharr, SECC Executive Director

The Executive announced the Center was almost a year old and she thanked the Commissioners for their support. She reported the Center is hosting 50 – 100 events per month. She advised policies and procedures were being reevaluated and a report from the reservation system would be available soon. She provided an update on security issues and advised the individual in question was under a restraining order.

The Director reported an auto accident at the end of last month had compromised the sidewalk but there were no injuries to individuals. She also reported the planning for the 24-25 and 25-26 budgets were in process and three proposals will be submitted. There will be one for the event series, another for the access program, and the last will address converting the 9922 positions into permanent positions. A follow-up will be provided when more information is available.

Director Pharr said there have been questions regarding the onsite parking. She reported there are electric charging stations to facilitate 12 cars. There have been individuals who are using the space to charge their vehicles, but they are not using the Center for services. Since they are parking their vehicles and leaving the vicinity, we will look at ways to mitigate the situation, and we will find a solution that works best for the Center.

In closing the Director reported staff is working with the San Francisco General Hospital Foundation and SFPUC Real Estate as well as the City Attorney's office to develop an appropriate contract to receive the heart. There will be a walkthrough with the Arts Department to determine the best placement for the heart. There have been suggestions to place it on the other side of the Alex Pitcher Pavilion near the amphitheater, however the Arts Commission will have the final say. Director Pharr noted that if all goes as planned the dedication will be planned for Valentine's Day. She thanked the Community Committee Members for their participation and said the Commission is open to accept new members on each Committee and any interested individuals should be referred to the Commission.

Questions and Comments from Commissioners and Community Committee Members:

Commissioners asked if the revenue being generated by the Center was helping with the expenses at the Center.

- The Executive Director advised all revenues go into the general fund of the Wastewater Enterprise. However, there are ongoing discussion regarding how to return some of the funds to the Center.

Commissioners asked if individuals could receive a pass to charge their cars?

- The Executive Director responded there was no charge to use the electric charging system however the initial concept was that individuals using the charging stations would be engaged in services at the Center. She noted there will now be a conversation regarding the option of a fee for individuals that come and just leave their cars. There may also be a time allotment.

Community Committee Member Emily Wade-Thompson asked if there was signage indicating rules.

- Director Pharr noted there is adequate signage to indicate the parking is for individuals using the Center.

Public Comment:

Ms. Lydia Vincent-White suggested capturing the license plate numbers and providing a warning notice.

- Director Pharr noted the security team monitors the parking lot and are aware if someone is parked for an exorbitant length of time.

8. New Committee Business:

Ms. Emily Wade-Thompson requested a presentation regarding the Kindergarten to College plan which allows students to save for college. And she requested information about the incentives.

Questions and Comments from Commissioners and Community Committee Members:

Community Committee Member Tandia ONeal asked if the program was for public schools only.

- Ms. Wade Thompson responded yes.

Public Comment: None.

9. Announcements:

Black Student Union Summit
Section 8 Housing Application Opening

10. Adjournment:

The meeting adjourned at 1:14 p.m.

The next meeting of the Community Programs Advisory Committee is scheduled for November 13, 2023.

Assigned Commissioners: Damien Posey/ Chika Mezie/ Marlene Tran

Community Members: Joy Ceniza/ Tandia O'Neal/ Emily Wade-Thompson/ Kathryn Summers