

Portola Neighborhood Steering Committee

Special points of interest:

- > The PNSC meets the 4th Wednesday of every other month from 6:30-8pm. These meetings are open to all community members. Our next community wide meetings will be held on:
- > January 24
- > March 28
- > May 23
- > July 25

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PNSC works with DPW for Clean Streets

As of October 1 of this year, the Department of Public Works has begun work with corridor managers to maintain 100 blocks of commercial streets

DPW dealing with graffiti on a trashcan. (<http://www.ci.sf.ca.us/site/>)



throughout San Francisco. This program is called the Community Corridors Partnership. The blocks between Silver and

Paul along San Bruno Ave are a part of this program, which has two parts. The first part includes street ambassadors who are responsible for sweeping the sidewalks in addition to documenting and reporting on graffiti on buildings and city structures. The other part of the program will include a comprehensive graffiti abatement program, which will allow the city to deploy contractors to paint over and deal with graffiti on businesses that are targeted along the strip. DPW sent letters out to merchants and property owners encouraging them to take advantage of the opportunity to get free assistance in dealing with graffiti on their buildings. The con-

tractors will be keeping paint on hand for all the businesses that choose to participate so that they can easily return for additional graffiti on the same buildings. San Bruno Avenue's ambassador, Gilbert Cedeno is out between 10am-7pm Thursday through Monday. We encourage all merchants to meet with the street ambassador to aid in documenting graffiti hotspots along the strip so that DPW gets a more thorough understanding for dealing with our graffiti issues. The Community Corridors Partnership pilot program will continue through June of next year.

Urban Solutions offers Solution for Unfilled Vacancies

As part of the Neighborhood Marketplace Initiative (NMI), the PNSC has been working to fill vacancies and work with merchants who have run down facades along San Bruno Ave. The PNSC is working with Urban Solutions, a not-for-profit economic development corporation which will be assisting with business attraction, advertising for property owners, tracking and responding to inquiries, and

showing spaces to prospective tenants. They provide these services free to property owners and essentially act like a broker at not cost to property owners. Oftentimes vacancies can go unfilled because some property owners don't want to spend the time and money to showcase their vacant spaces, which is where Urban Solutions can be very helpful. They can also be helpful in assisting mer-

chants and property owners to clean up building facades to make these spaces look more inviting to customers. Some of the vacancies the PNSC hopes to fill are 2562 and 2726 San Bruno and the former deli and liquor building on the corner of Paul and San Bruno. Some of the types of businesses that community members would like to see are a coffee shop or Japanese

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A maple tree and fortnight irises planted on San Bruno.



Walking down San Bruno Avenue, you probably noticed the strip is just a little bit greener these days. The PNSC worked to raise money for the Tree Stewardship Program that they worked on in conjunction with the city. The program made it possible to plant trees along the street between Silver and Mansell. In addition to the trees, the city also planted fortnight irises at the base of each tree. The PNSC raised about \$2300 from the community. The planted trees are a combination of Queen palms, Cherry Blossoms, and

Maples. The PNSC wants to remind everyone to respect the trees that were planted on the strip. A lot of time and energy was put into this project.

Part of the program included the bright and colorful banners that you see along the strip to denote the pride that we have in our district. The PNSC wants to thank everyone who helped us out for their support in making the streetscape much more pleasant. The additional money raised will be for other beautification efforts along San Bruno Avenue.



One of the many banners added to enhance the streetscape

Holiday Decorations on San Bruno

On December 2nd, PNSC volunteers took a couple of hours out of their day to candy stripe parking meters, tying bows onto tress and lampposts, to help make the street look a bit more festive this year. It's been a while since holiday decorations have been put up along San Bruno Avenue, and while there were only a modest number of

decorations put up this year, the group hopes to make the street look much more festive next holiday season. The PNSC wants to thank all the volunteers who came out



to help and decorate the strip!

Book about the Portola

Local author Reyna Garabaldi has written a book about the Portola Neighborhood that will be released at the end of February 2007. The paperback is a part of the Images of America Series and will historically look at the changes that have occurred in the neighborhood. So far, the book can be pre-ordered through Barnes and Noble, Books A Million, and Walmart, and is listed at a price of \$19.99.

Rec Connect

Seasons Greetings Portola,

We've been under the radar for much of the Fall season for good reasons. We started off with a small number of programs, namely an enhanced afterschool program with Homework Lab (providing professional tutors), Martial Arts, and Breakology (breakdance program), just to make sure we get it right. And we have!

So now, with experience and

confidence, we want to introduce an expanded array of programs that have come as a result of the input you have given during the research phase. All those surveys, focus groups and other various meetings have paid off. Programs we are introducing this Winter season are tai chi, yoga, ESL, Mandarin language, Ballroom Dance, Web Design, Helping Families (parenting classes and family support groups) and a Teen Drop-In

Resource Center. Consider it our "Coming Out" party, so we hope to see you soon!

Get involved in our community and contact Palega Rec Connect. Your community is only as good as you imagine it and then make it to be.

Scott Vu, Palega Rec Connect Program Director

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Vacancies

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restaurant. The PNSC looks forward to working with Urban Solutions over the next year. More information about Urban Solutions can be found at www.urbansolutionsf.org.

PNSC Community Action Plan Updates

Twice a year, the PNSC updates and prioritizes its action plan to outline key areas that the organization will focus on for the next six months. The PNSC encourages anyone interested in making San Bruno Avenue a more vibrant place to attend our bi-monthly community meetings to help prioritize and work actions that would benefit our neighborhood. The PNSC has a goal of bringing as many voices to the table in order to bring about positive, sustainable and

equitable change to the community's commercial corridor.

Some of the items that the group will be focusing on are:

1. Implementing a street-scape and neighborhood beautification plan, including raising funds.
2. Recruit diverse new businesses to the community
3. Raise money for steam-cleaning the sidewalks
4. Developing a promotional campaign for San Bruno Avenue (e.g. creating business directories, and organizing community events year-round)
5. Finding additional money for facade improvements
6. Getting more merchants involved in events.

Sterling Bank Grand Opening



On August 19, neighbors in the Portola came out to support the grand opening of Sterling Bank. Sterling Bank employees gave out tote bags and balloons,

grilled hamburgers and hot dogs, and helped the Portola Neighborhood Steering Committee to promote the Portola Festival. The opening ceremony opened up with a lion dance performance and ribbon cutting by Supervisor Fiona Ma, Assessor Phil Ting, and Amy Cohen from the Mayor's Office right



after. The Portola welcomes Sterling Bank to the neighborhood!



North East Medical Services New Mural and Floorplan

North East Medical Services (NEMS) has spent the last half-year working with the community, several agencies, and perspective and current patients to gather information on services that the community feels it would like to have. If possible, NEMS will take the comments into consideration to see how much it can offer.

NEMS has put together a floor

plan which it will make available on its website around December 18, 2006 and can be available for questions by email to Bonnie.Ko@nems.org.

At the same time, at the Steering Committee's suggestion, NEMS has worked with the 7th grade class at the Small Middle School for Equity to put together a beautiful mural in the front of our building, in hopes of

detering graffiti. The mural will be preserved during the construction period of the building and used afterwards at several institutions.

A Celebration Event was held Wednesday, December 13, 2006 from 11:00a.m. - 12:00p.m. at NEMS' building, 2574 San Bruno Avenue to commemorate this event.

PNSC Board and Staff

Bill Carlin, Community Alliance for Portola and Silver Terrace
Irene Cresio, St. Elizabeth's Local Organizing Committee of San Francisco Organizing Project
Barbara Fenech, San Bruno Property Owner
Maryann Fleming, Family Connections
Terezinha Jusino, San Bruno Avenue Merchants Association
Scott Vu, Rec Connect

Staff:

Ling Liang, PNSC Program Manager
Johnasies McGraw, PNSC Program Coordinator



Ling Liang,

Program Manager



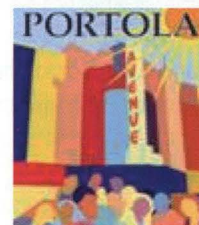
Johnasies McGraw,
Program Coordinator

We will soon be on the web

www.portola-pnsc.org

The PNSC is a partnership between Community Alliance for Portola and Silver Terrace, Family Connections, St. Elizebeth's Local Organizing Committee of San Francisco Organizing Project, Rec Connect, San Bruno Avenue Merchants Association and a variety of local residents and merchants. This volunteer collaborative meets regularly to provide vision, oversight, and coordination of ongoing and future improvement efforts on San Bruno Avenue. The PNSC additionally acts as a primary point of contact for city agencies, volunteers, and other groups looking to engage in commercial corridor revitalization efforts.

Portola Neighborhood
Steering Committee



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4th Annual Portola Festival A Hit

The Portola held its 4th annual Festival on October 1, 2006. San Bruno Avenue from Bacon to Silliman was closed to traffic that day from 10am to 5pm. Even though the weather did not cooperate, thousands of families from all over the neighborhood came out to support the event. The children's area was a great hit with a petting zoo, pony rides, a climbing wall, jumpers, and an assortment of other amusement park type rides.

As requested by community members, this year's entertainment schedule included a lot more local acts such as the ER Taylor Choral Group, the San Francisco School Band, and

Manuel's Karate. Fans really gathered around when the lion dancers performed and officially opened the ceremony. A special thank you to Supervisor Maxwell's office for raising the money needed for the Portola Festival year after year.

The PNSC sold T-shirts for the festival which showcased the new banner designs that now dot the strip. These T-shirts are still available for \$10 in either white or black if you would like one. Just contact Ling Liang at 415-574-9170 or ling.pnsc@gmail.com.

