

# THE PORTOLA PROGRESS

## PNSC Awarded \$16,000 from the Community Challenge Grant

The Portola Neighborhood Steering Committee has been awarded \$16,000 from the Community Challenge Grant to pay for steam cleaning and further sidewalk maintenance along San Bruno Avenue. The Community Challenge Grant Program (CCG), formerly known as the Neighborhood Beautification Fund, provides matching grants to local residents, businesses, non-profits and other community



groups to make physical improvements to their neighborhoods. The CCG focuses on projects that directly

engage residents and businesses in working together to create green spaces, gathering places, public art, and other neighborhood amenities. This program has enabled the PNSC and its community members to take the lead in conducting small-scale improvements in our own community. This is the first time the PNSC has been awarded a CCG and we were awarded the full amount requested.

## DPW Launches New Sidewalk Inspection and Repair Program

(from DPW public release)

The Department of Public Works has launched a proactive Sidewalk Inspection and Repair Program that will make it easier and less expensive for property owners to comply with city and state codes (State Highway Code 5611/Public Works Code Sec. 706) that require them to keep their sidewalks free of defects. The program focuses on improving pedestrian safety and quality of life in neighborhoods by coordinating large-scale sidewalk improvements. The program will result in ongoing repairs of all city sidewalks over a 25-year cycle and will help expand the level of regular repairs, due to increased communication inspections and funding. Sidewalk damage that is the responsibility of city agencies or private utilities will also be repaired through the program.

### THE PROCESS

- A DPW sidewalk inspector will survey

sidewalks based on pedestrian usage.

- A property owner will receive a notice if the sidewalk fronting their property is damaged and it is determined that they are responsible for repair.
- Owners can immediately make the repairs, or will be given the opportunity to take part in a competitively-bid sidewalk contract administered through DPW.
- Property owners who qualify under economic hardship may apply for deferred payment up to \$4000 of related repairs.

### WHAT YOU CAN DO

- Assess the sidewalk fronting your property
- Contact a reputable cement contractor if you believe it is damaged and wish to make immediate repairs. OR
- DPW will have a licensed contractor make the repairs and bill you.



## Portola Neighborhood Steering Committee

### Special Points of Interest:

The PNSC meets the 4th Wednesday of every other month and meetings are open to all community members. The next meetings will occur on:

March 28th

May 23rd

July 25th

Please come join us at the next meeting!

### Inside this issue:

|                         |      |
|-------------------------|------|
| Counterfeit Alert       | p.2  |
| DPW Visits PNSC Meeting | p.2  |
| Graffiti Vandalism Tips | p.3  |
| Free Merchandising Help | p.3  |
| Rec Connect Spring      | p.3  |
| Merchant Spotlight      | p.4  |
| SFOP Community Action   | p.5  |
| Portola Parents Group   | p.5  |
| Family Connections News | p.5  |
| 中文文章                    | p.6  |
| NEMS Mural              | p. 8 |



## Working with Urban Solutions to Fill Vacancies, pt. 2



**Glenda Gutierrez,**  
Leasing Specialist,  
415.553.4433 ext. 24

In our last newsletter, we talked about our collaboration with Urban Solutions to fill the top three vacancies on San Bruno Avenue as a part of the Neighborhood Marketplace Initiative funded by the Mayor's Office of Economic and Workforce Development and in collaboration with the Local Initiatives Support Corporation. In this newsletter, we would like to introduce Glenda Gutierrez, a leasing specialist from Urban Solutions. She is currently working with two property owners on 2 properties on San Bruno Avenue. Glenda Gutierrez is a native

San Franciscan. She received her BS from the University of California at Berkeley and a Masters in Business Administration from Golden Gate University. Glenda has been working in the real estate market for ten years, leasing residential, commercial and mixed use properties in the Bay Area and is also fluent in Spanish. If you are interested in leasing a space on San Bruno Avenue, please contact Glenda.

## Please Help Care for Trees and Lilies

As we walk down San Bruno Avenue, we see a lot of beautiful trees and lilies. However, we also see a lot of missing lilies or lilies that have been clipped as well as trash in the tree basins. Please help us keep the tree basins from looking like an eyesore by not throwing trash into the basins. Also, please do not clip or remove the lilies! Fortnight lilies do not need to be clipped; in fact, clipping them will harm them. Thank you for doing your part to keep San Bruno Avenue beautiful.

## Correction

The name of the author of San Francisco's Portola (Images across America series) was misspelled in the last newsletter. The correct spelling of her name is Rayna Garibaldi.

## MERCHANT NEWS

### Keep an Eye Out for Counterfeit Money

Merchants in San Francisco have been recently receiving counterfeit \$50 bills. The merchants learned afterwards that the \$50 bills were originally \$5 bills that had been washed and reprinted into fake \$50 bills with the new bill colorings. Because the bills are washed out \$5 bills, conventional counterfeit detection markers will not detect that they are phony. Merchants should be on alert for customers who buy a small item and pay for it with a large bill.

Another way you can check for counterfeits is by holding the bill up to the light and looking for the distinguishing marks in each bill. Each denomination has a security stripe embedded in the paper of the bill. You can also look for the watermark "ghost" to the

right of the president's head. Bleached \$5s still will have Lincoln's face instead of Jackson's, Grant's or Franklin's. Some ultraviolet light products can be purchased to aid merchants in detecting counterfeits quickly.

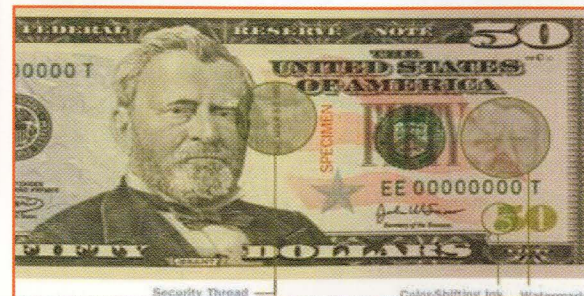
**What to do if you think you see a counterfeit bill being passed?**  
(Source: U.S. Department of Treasury, [www.treas.gov](http://www.treas.gov))

- Do not put yourself in danger.
- Do not return the bill to the passer.
- Observe the passer's description — and any companions' descriptions — and write down their vehicle license plate numbers if you can.
- Contact your local police department or call your local U.S. Secret Service Office.

- Write your initials and date in the white border area of the suspected counterfeit note.
- Do not handle the counterfeit note. Place it inside a protective cover, a plastic bag, or envelope to protect it.
- Give the note or coin to a properly identified police officer or a Secret Service Special Agent, or mail it to your nearest U.S. Secret Service field office.



A security stripe is embedded in the paper of each denomination and can be seen by holding the bill up to the light or using an ultraviolet light to find the stripe.



## Volunteer for PNSC

If you are interested in volunteering for the PNSC, please contact Ling or Johnasies. We are always looking for more volunteers to help write articles for the newsletter, volunteer at the annual festival, or start up new projects to improve San Bruno Avenue Corridor.

## DPW at Jan 28th PNSC Community Wide Meeting

The Department of Public Works (DPW) was invited to the January 28th PNSC meeting to give an update on the Community Corridors Partnership program. The Corridors Program began on October 1, 2006 as a pilot project to maintain 100 commercial blocks in San Francisco and San Bruno Avenue between Silver and Wayland are a part of this program. The first phase of this program, which is to provide San Bruno Avenue with 2 full time street sweepers has been in full swing since October. The street sweepers are out on San Bruno Avenue 5 days a week Thursday through Monday from 10am-7pm. However, the second phase, which is a comprehensive graffiti abatement program which will allow the city to deploy contractors to paint over graffiti on businesses, has had a few setbacks.

Deputy Director Mohammed Nuru, along with 5 other members of the DPW team, came to the PNSC community wide meeting on January 28th and informed the group that DPW is currently in the process of hiring contractors for the graffiti abatement phase of the program. DPW also handed out Street and Sidewalk Maintenance resource guides and talked about the new sidewalk repair requirements being rolled out.

If you are a property owner or merchant on San Bruno Avenue and are interested in participating in the free graffiti abatement program offered by DPW, please contact Ling Liang at (415) 574-9170 or [ling.pnsc@gmail.com](mailto:ling.pnsc@gmail.com) for a property release form. If you are interested in a free Street and Sidewalk Maintenance guide, please contact Ling as well.

## Tips for Combating Graffiti Vandalism

(adapted from DPW manual)

1. Remove graffiti right away- within 24-48 hours. Experience shows that if you do this repeatedly, graffiti vandals eventually go away. Graffiti vandals love property owners who don't maintain their properties, since it is all about being "seen."
2. Use only matching paint to paint out graffiti. Keep a can of matching paint and graffiti remover on your premises.
3. Whenever possible, photograph graffiti before removing it.
4. Help the police make more arrests by filing a police report. Online you can go to [www.sfdpw.com](http://www.sfdpw.com), click on "Online report" then click blue "vandalism/graffiti" text link. Your case will be reviewed and a SFPD case number emailed to you. Email the case number and photos to [sfpd\\_graffiti\\_unit@pac-bell.net](mailto:sfpd_graffiti_unit@pac-bell.net). You can go to the Taraval Police station and file a report or call 553-0123 to request a police officer to come to your residence and take a vandalism report.
5. Report graffiti anywhere in the city. Call 28-CLEAN or email [28clean@sfdpw.org](mailto:28clean@sfdpw.org). DPW will remove any racist or obscene graffiti ASAP.
6. Reduce graffiti vandals' access to your property. Blank walls are an open invitation to graffiti vandals. Make it more difficult by restricting access with thorny shrubs, plants, or vines. If your property has a rooftop that is easily accessed from the street, make sure to limit access to it to deny vandals an easy opportunity to tag those spaces.
7. Add or upgrade lighting around your property, particularly in dark alcoves and recessed areas. Bright lighting activated by motion sensors is a very effective deterrent



A security camera like this can be used to capture vandals in the act and even deter them.



Graffiti is a tough problem to tackle, but a little due diligence can have a deterring effect for would be perpetrators.

to criminal behavior in general.

8. Install a surveillance camera. A motion sensitive camera can take a picture of suspects when it detects movement (great to use on rooftops). Inaccessible but clearly visible security cameras keep vandals away. Posting warning signs that such a system is in operation is also helpful.
9. Organize a neighborhood watch group. This helps the police keep tabs on criminal activity in your neighborhood.
10. Become a graffiti watch volunteer. If you join DPW's Graffiti Watch Program you will receive free training and supplies to remove graffiti from public fixtures in your neighborhood. Just contact 28-CLEAN for more information.

## Free Visual Merchandising Help Available!

The Portola Neighborhood Steering Committee, in partnership with Urban Solutions and SFSU, is offering merchants on the San Bruno Avenue commercial corridor free visual merchandising help. Three



students from a design class at SFSU will work with one merchant/business a month to help them create more pleasing window displays and decorations. It could be as simple as cleaning up the space to moving furniture around to creating a brand new concept for the storefront based on what merchants want. Merchants will get the visual design help and cleaning help for free, but will need to pay for whatever costs are incurred — such as paint, signs, furniture, artwork, etc. Please contact Ling Liang at (415) 574-9170 or [ling.pnsc@gmail.com](mailto:ling.pnsc@gmail.com) if you are a merchant on San Bruno Avenue and are interested in getting free help.

Thank you to Palega Rec Connect for helping sponsor this edition of the newsletter!



"Here Comes Spring!"

Brought to you by Palega Rec Connect

If you haven't already done so, check out the new programs Palega Rec Connect is offering. And get in while they are free and spaces are still available!

For the adults: tai chi, yoga, ESL, Mandarin Language, Ballroom Dancing

For the kids: Martial Arts, Afterschool with Homework Lab, Web Design and Breakology.

**NEW** for the Spring season: Arts & Kids, Kinstart, Martial Arts on Wednesdays, Family Movement and samba music with James Henry (these will be on rotating Sundays).

Contact info: Scott Vu, 415.306.4743, [tvu@ymcasf.org](mailto:tvu@ymcasf.org) or Larry McNesby, 415.508.1674

Individuals, businesses, Non-profits, community groups...

**Sponsor an edition of the Portola Progress!**

The PNSC printing budget is limited and we need help to pay for the printing of future newsletters. As a result, we are offering sponsorship spaces in our newsletter, with pricing as stated below. We are also accepting individual donations. We will devote a large area recognizing all sponsors and donors in each newsletter to thank them for their contribution. To donate or sponsor the printing of future editions of the newsletter, please e-mail or call Ling Liang.

| Sponsorship for:   | Inside Pages |          |          |
|--------------------|--------------|----------|----------|
|                    | 1 space      | 2 spaces | 3 spaces |
| Biz/Local Merchant | \$75         | \$145    | \$205    |
| Non-Profit Org.    | \$60         | \$120    | \$175    |
| Business Coupon    | \$75         | \$145    | \$205    |



## Merchant Spotlights: Lessons on Building Community

The PNSC wants to explore ways to build community in Portola, and this is the first in a series to ask local merchants to give us their thoughts. As one merchant said, "Historically, when there have been problems along San Bruno Avenue, such as burglaries, merchants want to work together. We've learned though, that it's harder to come together for positive things."

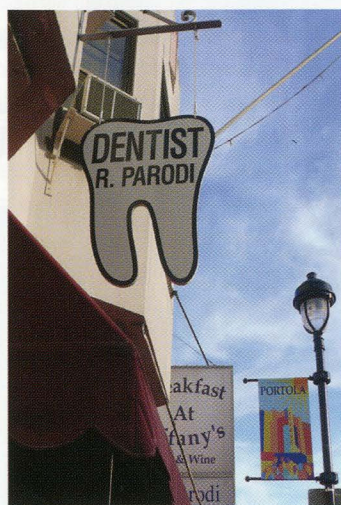
### Dr. Parodi, Dentist and Property Owner

This dentist has the same exuberance for his work today as he had almost forty years ago. "I would jump up the stairs to the office two at a time and vacuum the halls and staircase before my first patient arrived. Now I take the steps one by one and we have a janitorial service, but I plan to work as long as I'm able."

Dr. Richard Parodi, the only child of Italian immigrants, grew up in this neighborhood. His father, who was a contractor and then a real estate broker, is still well remembered for helping people purchase homes. After dental school at the University of the Pacific, Dr. Parodi served two years in the U.S. Navy as a dentist and then opened his own practice on November 2nd, 1968, the same day he asked the love of his life to marry him.

Dr. Parodi, who hopes he is thought of as someone who is an honest businessman and "gives fair service for fair value" feels his largest contribution to the Portola neighborhood has been to offer dental services for local residents and workers in the area, whom he feels are largely "honest and hardworking."

But he has also given to the community by employing local residents, serving as chair of the Portola Merchants' Association from 1986-1990, providing pro bono dental care at the Sisters of the Good Shepherd Home on Cambridge Street, and reaching out to



new business owners. Anyone who has met Dr. Parodi's contented staff knows he is an exemplary boss. They support local businesses and have never used San Bruno Avenue as a parking lot but have parked well up in the neighborhood to ease the parking problem around the Avenue for customers.

As the Portola has changed, Dr. Parodi has made efforts to attract new Asian patients by hiring two front desk staff who spoke Cantonese and by hiring a Chinese firm to design flyers and one of his brochures. Although these efforts haven't yielded any patients of Asian descent, Dr. Parodi understands that when it comes to dental care, patients probably feel most comfortable seeing a dentist who speaks their native tongue.

"I think the beautification of San Bruno Avenue is a good thing, but the trees are not necessarily going to bring people from other neighborhoods to shop here. It would be nice to have a stronger merchants' association, but business owners are working. Much as they'd like, they don't have time to get to know each other."

Despite this, Dr. Parodi would like to help out in the community as much as he can. When asked what makes a good business neighbor, Dr. Parodi stated that the merchant community

should all belong to the same Neighborhood Watch, keep a phone tree list updated, work with the police department, publish a regular newsletter, and keep each other informed of new businesses opening and any that are closing.

### Tom Ly, Sugar Bowl Bakery

Tom Ly, a Chinese immigrant from Vietnam, saw property for sale on San Bruno Avenue in 1991 and decided to open the third Sugar Bowl Bakery shop. Since 1984, he and his four younger brothers have expanded their business into the Ly Brothers Corporation, also have stores in Daly City and Berkeley, wholesale to large stores like Safeway and Costco, and are nationally known for their "Brownie Bites" and their signature "Petite Palmiers".

Despite success, Mr. Ly remembers "everyone telling my family that we wouldn't make it [on San Bruno Avenue]." One of his four children, Thuyen, remembers "how scary it was to come home at night after school. The street was so deserted." Now, she can't had a long-standing relationship with easily think of any other business she'd like to see on the Avenue and absolutely loves the annual street fairs.

Over the years, Mr. and Mrs. Ly have put in long days that, in the past,

started at 2 a.m. and their hard work has paid off. The restaurant consistently earns a 100 score from the Health Department. Mr. Ly believes that what makes San Bruno Avenue a thriving business corridor is the ethnic diversity of residents, the many schools, and the quality products offered. Like most restaurant owners, he believes that the other restaurants on the Avenue help his business. "People don't always want to eat at the same place."

Mr. Ly has always been very generous to the Portola community, regularly donating to E.R. Taylor Elementary School and Family Connections over the years. (Nowadays, the Sugar Bowl requires a formal letter from those requesting donations.) When money was being raised to pay Mike, our street sweeper, Mr. Ly contributed. However, Mr. Ly feels his greatest contribution to the community is that he patronizes his fellow merchants. He banks at Bank of the West and Bank of America and has Timmie Mark, who manages the Botany Shop Florist. In keeping with his culture, Mr. Ly belongs to a Chinese Association and whenever there is a wedding, a celebration, or a funeral,



Sugar Bowl Bakery

(by Lia Smith, Portola Community Resident)



From the top, left to right is Tom, Andrew and Paul. Bottom from left to right is Sam and Binh

he orders floral arrangements from the Botany Shop Florist. So far, Timmie Mark has done the flowers for the weddings of three of Mr. Ly's children. When his older daughter married, she held her wedding banquet at Imperial Gardens. When he had a chance to move his family out of the apartment above the shop, he bought

a house in Portola. His daughter bought in Excelsior to be close to her parents.

Like Dr. Parodi, Mr. Ly loves trees and is a gardener himself, but he worries that if the street trees are uncared for, they will become a nuisance. Too often, he sees people using the tree basins as garbage bins. "We pick up a lot of garbage."

Mr. Ly is also very generous with his customers, allowing them to bring their bicycles inside his shop. He leaves his cardboard on the front sidewalk for local, entrepreneurial recyclers to pick up and when asked by a local woman if she could pick up his cans and bottles for recycling, said yes. "We used to do the recycling ourselves, but this way is better for everyone. I want to help her earn money for her family so they can improve their living standards."

The Lys see many positive things about Portola and feel that when Home Depot opens on Bayshore, business along San Bruno Avenue will pick up even more.

## Portola Parents Group

(by Birgit Cory and Cybil Silberman)

Our neighborhood is clearly not lacking in activities for our children, but it has been difficult to find other parents with whom to connect and to find information on what's happening. Why? Some families are new to the area and are unfamiliar with the Portola. All families have busy schedules. Or parents are simply unaware of all the programs and activities that are available at little or no cost.

For such reasons, Portola Parents has been formed. We'd like to connect Portola families to one another, to information on parenting, and to activities in the neighborhood. A Yahoo! Group has been created with the intention of forming a community bulletin board. It is a platform for (See Portola Parents, p. 8)

## SFOP Community Action Coming Up

(by Jane Lee, SFOP Community Organizer)

Palega Park is the heart of our neighborhood and a valuable community resource. Let's do our part to make it a safe, welcoming, and enriching environment for all Portola families and neighbors. The San Francisco Organizing Project (SFOP) St. Elizabeth's Local Organizing Committee invites you to a Community Action on Tuesday, April 24, at 7:00pm at Cantwell Hall (on the corner of Goettingen and Wayland). Join us in ensuring that all members of our diverse Portola community has access to this vital neighborhood resource and are being offered quality recreational and educational services in a safe environment. Please contact Jane, SFOP Organizer, for more information: 415.821.5000 or jane@sfop.org

## Does Your Store Need a Facelift?

If so, learn more about SAN FRANCISCO SHINES, the Mayor's façade improvement program. Small business owners are eligible to receive matching grant funding for improvement projects that include repairing or replacing doors, windows, awnings, exterior lighting, signage, landscape, painting, detailing, painting and cleaning the storefront.

SAN FRANCISCO SHINES is brought to you by the Mayor's Office of Community Development and the Mayor's Office of Economic and Workforce Development in partnership with Wells Fargo as a part of the Neighborhood Marketplace Initiative. For an application or more information, call Ling Liang at (415) 574-9170.

## IN THE COMMUNITY

## The Cat in the Hat Helps Kids GROW

(by Family Connections Staff)

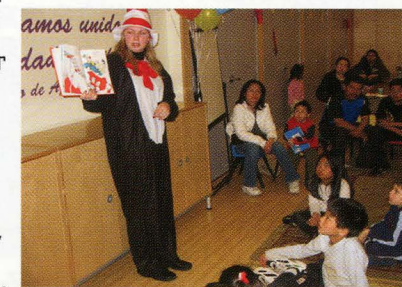
On March 2nd, Family Connections celebrated Dr. Seuss' birthday in conjunction with the National Education Association's Read Across America Day. Students and their parents/caregivers from all programs at Family Connections were invited to wish Dr. Seuss a Happy Birthday at this yearly literacy event. Staff members joined in the fun by dressing in Dr. Seuss character costumes. This program was a part of Jumpstart's Early Literacy Initiative. Older students are taken through the writing process of brainstorming, writing and illustrating their own book.

be set up throughout the center to support families and their reading efforts. D.E.A.R. Day at Family Connections fosters positive reading behaviors for children and helps in the literacy support system for parents.

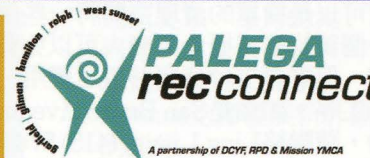
These Early Literacy Initiatives are components within Family Connections GROW (Good Reading Opens Worlds) program. Since its inception,

GROW has been extremely successful, as demonstrated in Family Connection's 2005/06 evaluation results: 87% of the 100

children participating demonstrated an increased desire and confidence in their literacy skills; 76% of children in GROW have demonstrated an increase in literacy skills.



Thank you to Palega Rec Connect for helping sponsor this edition of the newsletter!





## 對付塗鴉破壞

1. 在24-48小時內清除塗鴉。經驗指出如你重複地這樣做，塗鴉破壞最後會消失。塗鴉破壞者喜歡不維修他們物業的業主，因為他們的作品可讓「人見到」。

2. 只用配合顏色的油漆油蓋塗鴉。在你的地方留下一桶油漆備用。

3. 任何時候在清除塗鴉之前先拍下照片。

4. 報警，幫助警察逮捕更多塗鴉者。你可以上網www.sfdpw.com，按「網上報警」，然後按藍色的「破壞/塗鴉」(vandalism/graffiti)的連接。警察局將評審你的案件並用電郵發給你一個報案號碼。將報案號碼和照片發給sfpd\_graffiti\_unit@pac+bell.net。你

亦可以到警局報警，或打電話553-0123要求警員前往你的居所錄案。

5. 舉報市內任何地方的塗鴉。請致電28-CLEAN或發電郵至28clean@sfdpw.org。工務局將會儘快清除任何種族主義或淫穢的塗鴉。

6. 減少塗鴉破壞者破壞你的物業之可能。空白的牆是最吸引他們的。如牆邊種有有刺的灌木，植物，或蔓藤均使進入更為困難。如果你的物業的天台容易從街道進入，確保設有限制設施，以防破壞者容易進入這些空間。

7. 增加或加強物業周圍的照明，特別是凹入和隱蔽的地方。使用有活動即自動開啟之感應照明，一般對制止犯罪行為非常有效。

8. 安裝監察攝影機。一個有活動即啟動的攝影機可以在感應到活動時拍下嫌疑者之照片(用於天台極有用)。無法接觸到但容易看到的攝影機亦可使破壞者卻步。貼有此系統正運作之警告標誌亦有助。

9. 組織社區監視小組。這樣可幫助警察紀錄你區內的犯罪活動。

10. 成為一名監察塗鴉的志願者。如你加入工務局的監視塗鴉計劃，你會取得訓練和用品，清除你區內公共設備的塗鴉。請致電28-CLEAN查詢詳情。

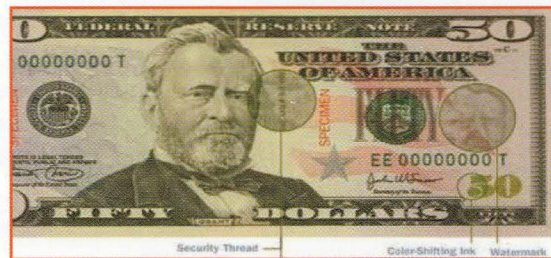
## 留心偽幣

三藩市的商人最近收到偽造的五十元紙幣。這些商人後來發現這些五十元的鈔票，原來是五元的紙幣，經過洗抹和重新著色重印成偽造的五十元紙幣。因為這些紙幣是用五元的鈔票洗抹，因而一般用的檢查偽幣器無法發現它們是偽造的。當顧客購買小量物品而用大額鈔票付款時，商人應留意。

另一個你可以檢查幣的方法，是持起鈔票向著光線找每張紙幣的保安線。每張面額均有一條保安帶嵌在其中。你亦可以留意總統像右面的「鬼影」像。經漂白的五元紙幣仍然會有林肯的像，而不是傑克遜，格蘭，或富蘭克林的像。商人可以購買一些紫外線產品，來迅速檢查紙幣是否偽造。

如果你看到有偽幣你應做什麼？  
(來源：美國財政部，www.treas.gov)

- 不要讓自己處身於危險中。
- 不要將紙幣交回使用者。
- 如可能，用一些藉口拖延使用者。
- 留意使用者的特徵——以及任何陪伴者的特徵——和如果可能的話，記下他們的車牌號碼。
- 聯絡本地警方，或打電話給美國情報局辦事處。
- 在懷疑是偽幣的空白地方寫上你的名字縮寫和日期。
- 不要處理偽幣。放入有保護性的覆蓋夾，膠袋，或信封內。
- 將偽造的紙幣或硬幣交給一名適當識別其身份的警察或情報人員，或寄到就近的美國情報局辦事處。



## PNSC取得\$16,000社區挑戰津貼

社區挑戰津貼 (Community Challenge Grant) 發出\$16,000津貼給PNSC，用於蒸氣清潔San Bruno Avenue的街道和行人道。社區挑戰津貼計劃 (CCG)，前稱社區美化計劃，為本地的住戶，商業，非牟利和其他社區團體改善本區提供配合的資助。CCG集中於像直接鼓勵居民和商業合作創造綠化空間，聚集點，公共藝術，和其他社區舒適項目。此計劃使PNSC及社區成員能領導在本區進行小規模的改善。



## 加強視覺效果推銷商業之免費協助！

PNSC和Urban Solutions及三藩市州立大學合作，為San Bruno Avenue商業區的商店提供免費推銷商業視覺效果的協助。三名來自州立大學設計班的學生，每個月將與一名商人/商業合作，設計更吸引人的櫥窗和裝飾。

它可以是簡單的清理空間將一些傢俱重新佈置，按商人的意願創造一個新的櫥窗概念。商人可以免費得到這些視覺設計的協助和清理，但需要支付任何召致之費用——例如油漆，標誌牌，傢俱，美工等。如你是San Bruno Avenue的商人又有興趣取得此免費協助，請聯絡Ling Liang, (415) 574-9170。

## 商人聚光燈：建設社區之教訓 (Lia Smith)



以來，他和他的四個兄弟已擴展他們的商業成為Ly Brothers Corporation，同時在大利市和柏克萊市設有商店，為大的商店例如Safeway與Costco等批發，他們在全國以「Brownie Bites」和他們著名的「Petite Palmiers」知名；他們的產品在世界各地均有出售。

雖然如此成功，Ly先生記得「每個人告訴我們的家庭，〔在San Bruno Avenue〕做生意不可能成功。」他的四個孩子之一的Thuyen記得「晚上下課後回家如何令人害怕。街道冷清清的。」現在，她很難想得出有什麼她想在此街看到的其它沒有的商業，而她絕對喜歡此街一年一度的街會。

多年來，Ly氏夫婦每天工作長時間，由早上二時開始工作，他們的辛勞取得成果。餐館一直得到衛生局一百分的評分。據Ly先生說，真正吸引顧客光顧的是他們的出色的越南湯，而他認為San Bruno Avenue之成為一個繁

榮的商業區，是因為此處居民的族裔多元化，有很多學校，和很多產品出售。像大部份餐館的東主一樣，他認為此街其他的餐館對其商業有幫助。「人們不是經常只在同一個地方吃餐。」他說當人們想吃便宜的午餐時，他們可以到Sugar Bowl，然後「在Hawaiian Barbeque試試其他不同風味或任何選擇。」如果他們想吃得

Ly一直對Portola社區慷慨支持，多年來經常捐助E.R. Taylor小學和Family Connections。(今天，Sugar Bowl需要募捐者發出一封正式的募捐信)。當我們籌款支付街道清潔工Mike的費用時，Ly先生有捐款。但是，Ly先生認為他對社區的最大貢獻是光顧他同區的商店。他在Bank of the West和Bank of America開有帳戶，和Botany Shop Florist的Timmie Mark有長期的關係。Ly先生保持他的

文化，參加一個華人的團體，任何時候有婚禮，喜慶，或喪事時，他都光顧Botany Shop Florist花店。直至現在為止，Timmie Mark曾為Ly的三個子女的婚禮安排花卉。在他的大女兒結婚時，他們在Imperial Gardens設宴，招待三百多名親友。當他有機會將家庭從店上面的住家搬出時，他在Portola買房子。他的女兒在Excelsior買房子，以接近父母。「我有看Portola的房子，但坦白說，對我們來說是太貴了。」像Dr. Parodi一樣，Ly先生愛護樹木，自己也好園藝，但他擔心如街上的樹木無人打理，便會變得令人討厭。很多時候，他看到人們將樹基當做垃圾桶。「我們拾起不少垃圾。」

Ly對顧客很慷慨，讓他們把自行車帶入店內。他將紙皮盒放在店的外面，讓本地的回收者拿走；當一名本區的婦女問她是否可以把他瓶罐拿去回收時，他說可以。「我們以前自己做回收，但這樣對每個人都好。我們的工作少了一點。我又可以幫助她賺錢，改善家庭的生活。」

Ly認為Portola區有很多很好的事情，認為當Home Depot在Bayshore開幕以後，San Bruno Avenue會更多生意。



## 你的商店是否需要美容？

如果要，請認識更多有關SAN FRANCISCO SHINES計劃，那是市長的臨街改善計劃。小型商業的東主可符合取得改善項目包括修理或更換大門，窗口，篷帳，戶外燈光，標誌牌，綠化，油漆，細節，和清理店前項目資料的資格。

SAN FRANCISCO SHINES由市長社區發展辦事處和市長經濟及工作力發展辦事處與富國銀行合作，是Neighborhood Marketplace Initiative計劃部份之一。申請或查詢詳情，請致電Ling Liang, (415) 574-9170。

## 贊助通訊

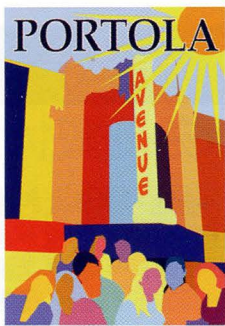
PNSC的印刷經費有限，我們需要協助支付未來通訊的費用。因此，我們在通訊中撥出空間供刊登廣告用，價格如下。我們同時接受個別捐款。我們將在每期撥出篇幅感謝所有贊助者和捐助者。捐助或贊助未來通訊，請發電郵給Ling Liang, ling.pnsc@gmail.com，或致電 (415) 574-9170。

| 贊助：       | 內頁<br>一欄 (名片大小) | 二欄    | 三欄    |
|-----------|-----------------|-------|-------|
| 商業 / 本區商人 | \$75            | \$145 | \$205 |
| 非牟利機構     | \$60            | \$120 | \$175 |
| 商業折扣券     | \$75            | \$145 | \$205 |

## 需要義工

如有興趣義務協助PNSC，請聯絡Ling或Johnasies。我們經常在找更多義工幫助撰寫通訊文章，每月的大掃除，在周年節日，或幫助在San Bruno Avenue走廊發展新計劃的工作。





## Portola Neighborhood Steering Committee

4702 Mission St., Suite A  
San Francisco, CA 94112

2565 San Bruno Ave  
San Francisco, CA 94134

### Phone

Johnasies 415-504-5675  
Ling 415-574-9170

### Fax

415-585-0170

### E-mail

johnasies.pnsc@gmail.com  
ling.pnsc@gmail.com

The PNSC is a partnership between Community Alliance for Portola and Silver Terrace, Family Connections, St. Elizabeth's Local Organizing Committee of San Francisco Organizing Project, Rec Connect, San Bruno Avenue Merchants Association and a variety of local residents, merchants, and property owners. This volunteer collaborative meets regularly to provide vision, oversight, and coordination of ongoing 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.

[www.portola-pnsc.org](http://www.portola-pnsc.org)

To join the PNSC listserve, sign up at: <http://groups.yahoo.com/group/PortolaSteeringGroup/>

## New Mural Cuts Down Graffiti on North East Medical Services' Portola Site

In a unique collaboration of a non-profit health organization, education, and art, North East Medical Services (NEMS), the Small Middle School for Equity, and artists Rene Yung and Amanda Eicher collaborated on a mural project at the site of NEMS' future clinic at 2574 San Bruno Ave. in the Portola District. A community celebration was held on December 13, 2006 to celebrate the completion of the mural and the efforts of everyone involved.

The existing building will be replaced by a new state of the art clinic

in 2007, and in the interim, at the recommendation of the Portola Steering Committee, NEMS asked designer and community development artist Rene Yung to design a mural for the walls of the vacant building to deter tagging. Ms. Yung worked with Mr. Guenza's 7th grade homeroom class at the Small School for Equity to develop the mural, together with her assistant Amanda Eicher. Through class discussions facilitated by the artists, students talked about their own identities, their communities and heroes, as well as

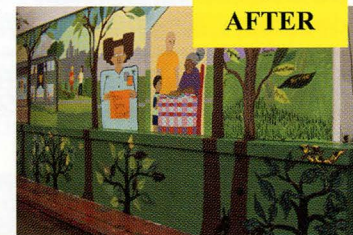
assets and problems they saw in their communities. They then explored ideas of making positive change to help their community grow, and developed sketches which were adapted for the mural.

Since the mural has been in place, graffiti has been cut down significantly. If you are interested in having a mural painted on your building on the San Bruno Avenue commercial corridor as a way to deter tagging, please contact Ling Liang.

**BEFORE**



**AFTER**



## Portola Parents Group (from p.5)

parents to find out about age-specific playgroups, activities and general news in the community. Parents with children of all ages can send messages and ask advice on anything from teething, sleep issues nutrition and developmental concerns. It is a safe place for neighbors to meet one another and share personal insights in child rearing.

To join the Yahoo! Group, simply type in the following address <http://groups.yahoo.com/group/portolaparents/promote>. There are a few questions that you will be asked, and then you'll

have access to a message board, calendar, photo board and many other features. If you have questions or concerns about joining the group, you are welcome to email [cybonan@gmail.com](mailto:cybonan@gmail.com). The Portola Parents group also has organized a few other activities. We meet weekly at Palega on Mondays at 4pm for informal toddler soccer. Fridays at 10:30am, we meet at the Louis Sutter Playground in McLaren Park, either for a walk with the tots or newborns, or just playing at the playground watching the ducks. Something for all ages.

## PNSC Board and Staff

### Board:

Bill Carlin, CAPS  
Irene Crescio, St. Elizabeth's LOC of SFOP  
Barbara Fenech, San Bruno Property Owner  
Maryann Fleming, Family Connections  
Terezinha Jusino, San Bruno Avenue Merchant  
Scott Vu, Rec Connect

### Staff:

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