



**Commission on the Environment**  
Regular Meeting  
September 30, 2014

Antonio Diaz, Organizational Director  
People Organizing To Demand Environmental & Economic Rights (PODER)

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**THE PROBLEM**

Decades of unjust urban planning, development and land use decision-making has created place-based environmental, economic, and social inequities. In San Francisco's poor & working class neighborhoods, this has resulted in concentrated pollution, lack of affordable housing, few options for open green space, low-road employment, and political marginalization.

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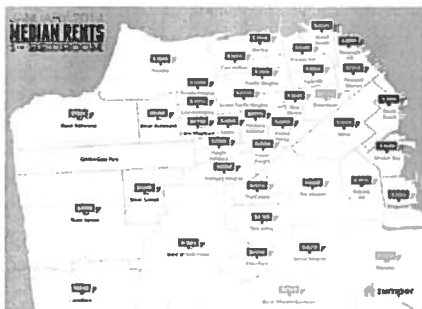
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**Skyrocketing Rents**



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## Ellis Act Evictions, 2009 - 2013

Neighborhood	Ellis Act Eviction Notices	% Increase/Decrease Value: FY 2009-11	% Increase/Decrease Pct: Nov 2009-2011
Inner Mission	71	+21.4%	+29.3%
Hayden Hill/Polk Gulch	46	+15.8%	+17.4%
Castro/Telegraph Valley	43	+20.1%	+38.8%
Clayton Richmond	41	+15.8%	+13.3%
Inner Richmond	38	+14.2%	+21.3%
North Beach	27	+14.2%	+28.3%
Height Asbury/Morsewood Addition	19	+18.2%	19.1%
Total Top Seven Neighborhoods	303	+17.8%	+25.3%
Citywide Total	476	+15.9%	+21.8%
% Total in Top Seven neighborhoods	64.1%		

Sources: San Francisco Rent Board, Assessor-Recorder's Office, and Zillow.com

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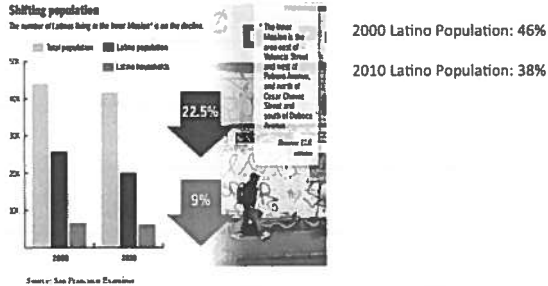
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## Shifting Population in the Mission




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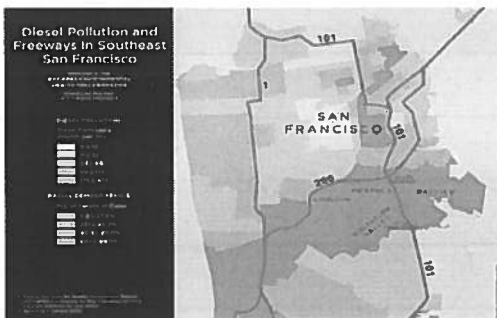
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## Environmental Health Impacts




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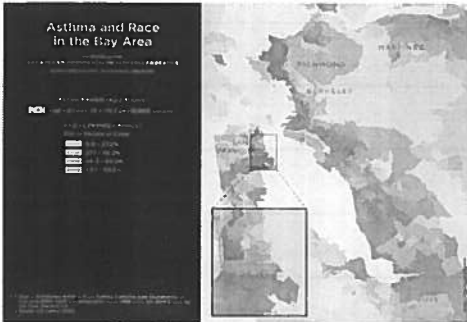
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## Environmental Health Impacts



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## Climate Vulnerability Score



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### THE SOLUTION

In San Francisco's Mission District, a Latino immigrant and working class community, PODER organizes for equitable land use policies, healthy development and environmental justice.

- Take land out of the speculative market and into the stewardship of the people
- Mitigate environmental health impacts
- Identify & retain key publicly-owned sites
- Preserve the commons
- Strengthen public processes & democracy
- Assure cultural competency & language access
- Prioritize resources for affordable housing, open space, sustainable jobs, community centers, etc.



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**PUEBLOTE (*pueblo + lote*) Campaign**

Public Lands in the People's Hands



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**PUEBLOTE**

Door-to-door, neighbor-to-neighbor engagement



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**PUEBLOTE**

People Powered Planning



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**PUEBLOTE**

Grassroots Advocacy



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**Getting Results**



Future Park & Affordable Housing  
@ 17<sup>th</sup> & Folsom



Future Urban Farm @ Crocker Amazon Park



Future Affordable Housing at 1950 Mission

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**Building a Social Solidarity Economy**

Community of Practice – Collective Action & Reciprocity



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## Building a Social Solidarity Economy

### PUTTING THE PIECES TOGETHER

People Powered Solutions For Neighborhood Jobs & the Local Economy

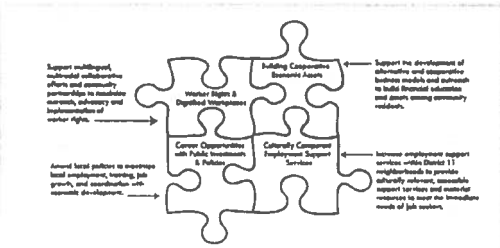


Public Investments for Workers & Community

Supporting the local economy and creating jobs through public investments in the community.

www.1111

## Building a Social Solidarity Economy



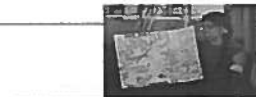
## Getting Results – Maya Luna, Las Cocineras & Bicis del Pueblo

### Maya Luna: A Year For A Neighborhood

Community development, economic and social justice are interconnected. The community development work of the City of Chicago is focused on creating opportunities for all Chicagoans to thrive. The City is committed to supporting the growth and development of the community through public investments in the community.

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# Creating Alliances to build to Scale



**CALIFORNIA  
ENVIRONMENTAL  
JUSTICE ALLIANCE**

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*"If I were the Mayor, we would be discoverer of talents in our neighborhoods. Our communities may be economically poor, but we are rich with talents that are too often underutilized. Our city should harness our community's talents to create an equitable local economy." – Avelina Marquez*



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**¡Gracias!**

**¡PODER!**



(415) 431-4210  
[www.poderf.org](http://www.poderf.org)

PODER!'s mission is to organize with Latino immigrant families and youth to put into practice people powered solutions that are locally based, community led and environmentally just. We nurture everyday people's leadership, regenerate culture, and build community power.

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