

Ocean Avenue Association  
Executive Director's Report  
January 18 to March 14, 2013

Spring Spruce Up Tree Planting Saturday March 16 OAA will have its first corridor improvement and beautification project with the planting/replanting of 25 trees on Ocean and some close-in side streets. We are partnering with Friends of the Urban Forest (FUF). All board members are encouraged to come, introduce yourself and help as long as you are able. The staging area is the empty lot at the SE corner of Brighton and Ocean. Nine am is start time.

Business Watch Public Safety Meeting March 22, Ingleside Library Community Room, 2:30pm; Joanna Lei of JoJo's Restaurant is helping to bring out the merchants to this event. Taraval Station's Captain Curtis Lum will be attending as well as SF Safe staff to explain Business Safe.

Grant Applications After discussing the possibilities for the Community Challenge Grant with the Street Life Committee last month, I met with Beth Rubenstein of Out of Site. We agreed that without a grant the proposed parklet at Ashton and Ocean would not happen. Beth agreed to take the lead in preparing an application, due at the end of this month. OAA itself is not a 501(c)3 and cannot apply for a challenge grant without using a fiscal sponsor. There was support at the Street Life Committee to seek funds for a sidewalk landscaping project as well but Beth and I decided that Ocean Avenue should only apply for one challenge grant.

The Mayor's Office of Economic and Workforce Development (OEWD) announced a small Request for Proposals to award \$175,000 to applicants to make improvements on one or more of 25 neighborhood corridors; \$20,000 max to any corridor. I contacted FUF when I saw that sidewalk landscaping was one of the options listed. FUF had not heard, and they asked OAA to partner with them on this application. FUF prepared the proposal and I identified possible locations and got 5 small businesses to sign letters of endorsement.

SF Small Business Development Center, a non-profit organization that I worked with in dealing with the impacts of the August fire, asked OAA to partner with them in applying for an OEWD grant to serve small businesses. They identified 5 corridors to work in including Ocean Avenue. The goal of this grant is to identify small business needs that could include facade improvements and new awnings or signage. Funding for facade improvements would be documented and costed out for a future grant funding. There is a big demand for more of these facade related services on Ocean Avenue.

Ocean Avenue Pedestrian Bridge Report Raymond Lui of DPW reported that the bridge is structurally adequate. It does lack adequate lighting to see from a distance what is going on. Mr. Lui said DPW would paint the bridge and deal with the graffiti. Also he said he would get the pruning done to make it safer. Finally, he said a CEQA process would be necessary to demolish the bridge. He would ask the department if that co and the demolition could be funded.