

# Mission Bay Community Realm Plan (Needs Assessment)

Mission Bay Citizens Advisory Committee Meeting

*May 13, 2021*



# Mission Bay Needs Assessment Goals

WHEREAS, These 41,100 **workers and residents** need and deserve a Complete Mission Bay Neighborhood that fully addresses all their everyday **practical necessities, their personal and community services, and their quality of life**; and,

WHEREAS, In particular, the **affordability of Neighborhood retail, personal services, and commercial amenities** is of great significance to many Mission Bay residents and workers; and,

WHEREAS, The full **cultural and social diversity of the residents and workers** of Mission Bay must be fully **respected, embraced, and embodied** within all aspects of its everyday life; and,

WHEREAS, Now is the appropriate time for a **full and complete assessment of cultural and social diversity outcomes** of the Mission Bay Project that will **identify community character, interaction, and engagement circumstances** that need to be proactively addressed; and,

WHEREAS, Now is the appropriate time for a full and complete assessment of the Mission Bay Project outcomes and status **from the perspective of its residents and workers** that will identify essential **Neighborhood elements, programs, and services that may be missing or insufficient** and need to be provided; and,

WHEREAS, Building **socially successful and vibrant new communities requires much more than ‘bricks and mortar and lawns,’** and while Mission Bay’s construction is now nearing completion the real work to make it a San Francisco neighborhood has just begun

**Key takeaways: Resident + worker opinions should be heard**

**Understand how the MB population interacts with one another**

**Ensure respect for and amongst all community members**

# Employee Survey – Retail Corridors

## Objectives:

- 1) To understand the types of businesses that are interested in locating in Mission Bay
- 2) To gauge the satisfaction of “small business” employees as it pertains to working in Mission Bay

# Business Owner / Manager

*Draft, for discussion purposes*

<u>Question</u>	<u>Category</u>
How long has your business been operating in Mission Bay?	Tenure
Do you expect to renew your lease when it is up?	Tenure
How would you describe your typical customer? Do they live in Mission Bay?	Population served
How many employees do you have?	Description of Business
Why did you pick your location?	Population served
What is the biggest challenge you face at this location?	MB neighborhood infrastructure / amenities

# Employees

*Draft, for discussion purposes*

<u>Question</u>	<u>Category</u>
How long have you worked at this location?	Tenure
From what region do you commute?	Travel patterns
How long is your commute?	Travel patterns
How do you get to work? Drive, BART, Muni, Caltrain, ferry, bike, walk	Travel patterns
What would you improve about your commute / rate your commute?	Travel patterns
Do you typically purchase meals in Mission Bay during the workday?	Purchasing patterns / neighborhood amenities

# Employees

*Draft, for discussion purposes*

## Question

## Category

Do you shop, run errands or go to medical appointments in Mission Bay?

Purchasing patterns /  
neighborhood  
amenities

Do you utilize childcare in Mission Bay or in surrounding neighborhoods? If so, where? If not, do you utilize childcare near your home?

Neighborhood  
amenities

Do you socialize after work in the Mission Bay neighborhood?

MB neighborhood  
infrastructure /  
amenities

Do you frequent Mission Bay parks during, before or after work?

MB neighborhood  
infrastructure /  
amenities

What would you like to see change in the neighborhood that would make it a better place to work?

MB neighborhood  
infrastructure /  
amenities

# Employees

*Draft, for discussion purposes*

**Question**

**Category**

What do you like most about working in Mission Bay?

Employee satisfaction

What do you like least about working in Mission Bay?

Employee satisfaction

# Questions & Comments