

## **Welcome to the South Beach | Rincon Hill | Mission Bay Neighborhood Association!**

Our three neighborhoods—all established as redevelopment projects—are among the newest and fastest growing neighborhoods in San Francisco. Those of us who live here are proud to call this home, and embrace the advantages—and challenges—of living in a dense urban core. We're thrilled that you too are interested in your community and that you've joined our group! We're here to keep you in the loop of local affairs, and help you get as involved as you'd like.

In the late 90's-early 2000's, a small group began working together on a Block Party and were also involved with the Rincon Point-South Beach Citizens Advisory Committee. The area was evolving with the addition of the ballpark, the tech boom, and new condos and apartments, and we saw the need for a collective presence. We also wanted to get to know our neighbors and grow a sense of community! So, we formed the Neighborhood Association in March of 2008 to do just that.

Now, more than a decade later, we've cultivated good working relationships across the many departments that comprise our city government, and we're known to offer a venue where respectful discourse prevails when City staff and private enterprise joins us to vet new ideas and emerging programs. Unlike some neighborhood groups that coalesce around specific development projects—either in opposition or support—our mission is to channel unbiased information and non-partisan announcements to our neighbors, and encourage everyone to engage according to their own perspectives. We also advocate on infrastructure issues that affect our quality of life: transportation, public safety, resilience, and public realm planning that fosters safe conditions for walking, biking, gathering and community-building.

The Neighborhood Association—as a conduit for the range of perspectives of our neighbors—now has strong standing at City Hall. We are included in a broad array of citizen advisory groups and are a point of contact for development sponsors, new businesses, and non-profits. We're engaged for the long haul: it can take years to see success on, say, safer streets, but we're persistent!

While our association boundaries are expansive (spanning from the Embarcadero to 4<sup>th</sup> Street, Folsom to the southern boundary of Mission Bay), we have also cultivated close associations with neighborhood associations for communities just south of us—Dogpatch, Potrero, India Basin, Bayview. We're linked in a common ecosystem, sharing the 3<sup>rd</sup> and 4<sup>th</sup> Street arteries and the central-southern bay-front shoreline, and facing common congestion and development pressures while working to preserve and cultivate the heart of each of our neighborhoods. As a coalition, we've worked for more comprehensive planning for our eastern portion of the city so that our various neighborhood needs are equitably balanced.

Visit our website ([sbrmbna.com](http://sbrmbna.com)) for more detail on many of our historical initiatives, plus useful links to agencies and projects that affect us. If you're not yet on our SBRMB NA Yahoo Group, send a note to [southbeachrinconmissionbayneighassn-subscribe@yahoogroups.com](mailto:southbeachrinconmissionbayneighassn-subscribe@yahoogroups.com) asking to subscribe; it's our main channel for sharing information, including meeting notices and agendas.

Again, welcome to our community,  
Alice Rogers  
SB|R|MB NA President