

South Beach / Rincon / Mission Bay Neighborhood Association Meeting

Monday July 13, 2026

MINUTES

6:00PM–7:00PM

HYBRID MEETING

ATTENDEES	4 Officers, 1 Presenter, 30 residents (Zoom + In-Person)
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NEXT MEETING: MONDAY 8/10, 6 PM – SOUTH BEACH RESILIENCY PROJECT

TOPIC	A Presentation on SF New Deal's Vibrancy Index
• Welcome and Introductions (Alice Rogers) • A Presentation on SF New Deal's Vibrancy Index Jenais Zarlin, Co-Founder and Chief Impact Officer of SF New Deal, presented an overview of the "Vibrancy Index," a new tool for understanding and measuring neighborhood vibrancy. SF New Deal's focus is on small businesses and supporting their success and neighborhood vibrancy. They partner with city government and other community-based organizations. They have metrics to measure small business success, but increasing neighborhood vibrancy—and, to SF New Deal, resiliency—is a very challenging thing to measure. The Vibrancy Index was created to define and create possible ways to measure 'vibrancy.' For their prototype of the index, they focused their work on Powell Street and Maiden Lane in Union Square where "Vacant to Vibrant" was happening. They began by surveying 'what drives vibrancy?' And in developing the index, they focused on four metric categories: Public Space, Public Life, Identity, and Economic Vitality. To collect the data, they surveyed people on the street and online, as well as place and people observation, and talked with local businesses. Jenais shared with the group the data they found in Union Square. This project will be expanding to 5 neighborhoods in the coming year including—if we can field a volunteer team to support it--Mission Bay. They will be looking to local residents to help determine the survey questions and metric weightings, and to define a zone of study – ideally a stretch of two blocks that are a mix of busy and struggling businesses. The plan for the neighborhood engagement of surveying and data collection, once the zone of study is defined, spans over 8 weeks. To be clear, at the conclusion of this project, SF New Deal will present the data findings only. It will be up to Mission Bay entities to drive the decisions for developing some type of proactive strategy in response to the findings. Alice Rogers asked for any interested people to contact her first. She will then help set up a subsequent meeting. The NA will not be leading this effort but rather act as a point person in the interim. Followed by Q&A. To view the presenter's PowerPoint Slide Deck: Here Zoom recording of tonight's meeting: Here Passcode: &Sc89@qR Our next meeting is scheduled for Monday August 10th. Topic: Port of SF's South Beach Resiliency Project	