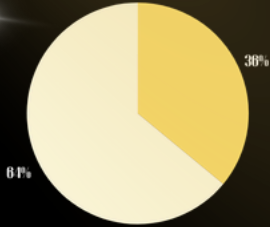


# LIGHT THE LOWER FILLMORE

## THE PROBLEM: DIM STREETS, DIMMING COMMUNITY



- Residents, especially women, report feeling unsafe.
- Local shops close early due to low nighttime foot traffic.
- Lighting affects both safety and economic vitality.

Fact: A 2019 LSE & UChicago study found improved lighting reduced nighttime crime by 36%.

**6%** Residents under age 18      **59%** Female-Identifying Demographic

Vulnerable stakeholders that can benefit from increased street safety in the neighborhood (Census Tract 161.01)

## EVIDENCE OF IMPACT:



Business interviews: Poor lighting lowers sales and shortens hours.

- Before the COVID-19 pandemic, most establishments in San Francisco typically closed between 9 p.m. and 10 p.m. on weekdays, with some staying open until 11 p.m.
- Locals and visitors report streets much quieter by 10 p.m. now than in prior years.

On-site observations: Dark corners and under-lit blocks discourage activity.

Community input: Residents want safer, more inviting streets.

## Alternative Solutions and SWOT Analysis

1. Adopt-a-Light: Local businesses sponsor brighter LED poles to expand coverage.	<b>Strengths</b>	<b>Weaknesses</b>
	Proven to increase safety and visibility	Requires city permits and public funding
	<b>Opportunities</b>	<b>Threats</b>
	Allows partnerships with local businesses and community groups	Budget limitations could slow expansion
2. Community Watch: Volunteer patrols and safety partners coordinate with SFPD.	<b>Strengths</b>	<b>Weaknesses</b>
	Builds neighborhood trust and collaboration	Depends on consistent volunteer participation
	<b>Opportunities</b>	<b>Threats</b>
	Strengthens long-term community ties	Difficult to sustain without a formal structure
3. Shine Together Fillmore: String lights along trees and sidewalks to enhance joy, beauty, and safety.	<b>Strengths</b>	<b>Weaknesses</b>
	Enhances neighborhood joy, beauty, and atmosphere	Dependent on securing continued funding
	<b>Opportunities</b>	<b>Threats</b>
	Can be expanded to multiple commercial corridors and community spaces	Funding limitations could restrict scale and duration

## PROPOSED SOLUTION: SHINE TOGETHER FILLMORE

### Implementation

- Phase 1 (Months 1-2):
  - Outreach to businesses, apply for grants, design lighting plan
- Phase 2 (Months 3-4):
  - Pilot installation + community lighting launch event
- Phase 3 (Month 5+):
  - Evaluate safety perception, expand lighting, maintain sponsorship

### Projected Outcomes

- Safer streets: Increased visibility & reduced crime risk
- Stronger economy: Extended business hours & foot traffic
- Connected community: Pride, identity, and restored community

### Funding and Resources

Item	Unit Cost / Rate	Qty.	Estimated Cost
String Light Installation	\$10-\$25 per linear foot	2,000 ft	\$20,000-\$50,000
Additional Costs (permits, scheduling, electrical)	+15-25% of total	-	\$10,000-\$30,000
<b>Total Estimated Budget</b>	-	-	<b>\$30,000-\$80,000</b>

### Potential Funding Sources

- Community Challenge Grants Program: up to \$150,000 for neighborhood improvement projects
- Avenue Greenlight: up to \$50,000 for commercial corridor revitalization
- Civic Joy Fund: Investing in neighborhood revitalization in SF