Resolution approving the addition of the commemorative street name “United Playaz Way” to the 1000 Block of Howard Street in recognition of 25 years of incredible, lifesaving violence prevention and youth development work of United Playaz in the South of Market.

WHEREAS, United Playaz (UP) is a multicultural and intergenerational violence prevention and youth development organization located in the South of Market (SOMA) that has been serving San Francisco’s youth since 1994; and

WHEREAS, UP moved to SOMA in 2005 and became one of the first community based organizations to purchase a property in SOMA; and

WHEREAS, UP has grown significantly over the last 25 years, starting with a budget of $100,000 to the current $3,000,000 budget, and going from one employee to nineteen employees with 1/2 of current program staff consisting of former program participants; and

WHEREAS, UP has been a consistent partner and supporter of Bessie Carmichael, a pre-K-8 school located in SOMA, helping to acquire resources such as an additional assistant principal, more social workers, and more funding for key programs; and

WHEREAS, UP’s programs provide youth with adult support, academic enrichment, and leadership skills to prevent them from entering or re-entering the justice system by reframing their perceptions, attitudes and beliefs about the future and emphasizing the positive effect they can have on their community, helping them to gain the knowledge and empowerment needed to tackle daily exposure to social and cultural pressures; and
WHEREAS, UP has a presence at 7 high schools in San Francisco, providing in-school violence prevention and support and helping youth develop leadership skills through participation in violence prevention programming; and

WHEREAS, UP’s after-school programs provide a safe haven for elementary and middle school youth, providing them with access to homework help, life skills workshops, field trips throughout the year, and other recreational activities; and

WHEREAS, UP provides year-round individual case management services to youth geared towards disrupting cycles of destructive behavior, improving the overall health of youth participants by increasing their knowledge and access to ancillary services through a well-established network of partners and referrals; and

WHEREAS, UP provides workforce training, academic assistance with the General Educational Development test (GED) and High School Equivalency exam (HSE), as well as college enrollment services and referrals to vocational training and other employment programs, to ensure that program participants become self-sufficient adults; and

WHEREAS, UP provides support to citywide crisis response teams, as well as street level outreach to prevent and reduce violent activities with staff members on call 24 hours a day; and

WHEREAS, UP has held an annual gun buyback day for the last ten years, taking 265 guns off the street in December of 2021 alone; now, therefore, be it

RESOLVED, That there shall be an honorary naming of "United Playaz Way" in recognition of the valued contributions to the South of Market and the Youth of San Francisco; and be it
FURTHER RESOLVED, That the Board of Supervisors requests the Municipal Transportation Agency ("SFMTA") erect street signs indicating both the honorary and the 12 existing names of the street, either on a single sign or on separate signs, with the honorary name "United Playaz Way" in smaller letters, and the existing name "Howard Street" in larger letters above or beneath the honorary name; and, be it

FURTHER RESOLVED, That the Board of Supervisors of the City and County of San Francisco urges the SFMTA to expedite the installation of the approved new sign; and, be it

FURTHER RESOLVED, That the street renaming is commemorative in nature and not subject to procedural hearings or noticing pursuant to Streets and Highway Code, Section 970.5, or San Francisco Transportation Code, Section 2.2; and, be it

FURTHER RESOLVED, That the Department of Public Works is directed to add the 22 honorary street name to its official list of Commemorative Street Names in accordance with Public Works Code, Section 789 et seq.
Resolution approving the addition of the commemorative street name "United Playaz Way" to the 1000 Block of Howard Street in recognition of 25 years of incredible, life-saving violence prevention and youth development work of United Playaz in the South of Market.

July 11, 2022 Land Use and Transportation Committee - RECOMMENDED

July 19, 2022 Board of Supervisors - ADOPTED
Ayes: 11 - Chan, Dorsey, Mandelman, Mar, Melgar, Peskin, Preston, Ronen, Safai, Stefani and Walton

I hereby certify that the foregoing Resolution was ADOPTED on 7/19/2022 by the Board of Supervisors of the City and County of San Francisco.

Angela Calvillo
Clerk of the Board

London N. Breed
Mayor

7/28/22
Date Approved