



SANITATION AND STREETS COMMISSION
CITY AND COUNTY OF SAN FRANCISCO

London N. Breed, Mayor

Correspondence Log

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Date Received	From	Subject
1-11-2024	Mayor London Breed	Press Release - Mayor London Breed Swears In Community Advocate and Chef Azalina Eusope to the San Francisco Sanitation and Streets Commission
2-6-2024	Mayor London Breed	Press Release – San Francisco Highlights Street Cleaning and Public Safety Initiatives in Chinatown to Ensure Safe Luna New Year Celebrations



FOR IMMEDIATE RELEASE:

Thursday, January 11, 2024

Contact: Mayor's Press Office, mayorspressoffice@sfgov.org

***** PRESS RELEASE *****

**MAYOR LONDON BREED SWEARS IN COMMUNITY
ADVOCATE AND CHEF AZALINA EUSOPE TO THE SAN
FRANCISCO SANITATION AND STREETS COMMISSION**

*Award Winning Chef has been sworn in by Mayor Breed to the five-member
Sanitation and Streets Commission*

San Francisco, CA — Today, Mayor London N. Breed swore in award winning chef and longtime community advocate Azalina Eusope to the City's five-member Sanitation and Streets Commission at a ceremony held at City Hall.

The Sanitation and Streets Commission is an oversight body for the Department of Public Works (DPW). Originally created by Proposition B on the November 2020 ballot, the Commission sets policy directives for DPW regarding sanitation standards and protocols, establishing minimum standards of cleanliness for the public right of way and setting baselines for services to be administered.

Commissioner Eusope is an active participant in improving the Tenderloin neighborhood and is actively working with City government and other groups like the Tenderloin Community Benefit District and the Boys and Girls Club, to improve the living experience for everyone in the neighborhood. In the past, she has partnered with a local nonprofit to make discounted dinners available to neighborhood families.

"I'm excited to swear in Azalina to serve on the Sanitation and Streets Commission," said Mayor Breed. "She is a strong voice from the small business community and respected community advocate. I am excited to see what Azalina will do for the Tenderloin, for our AAPI community, and for our city more broadly."

Azalina is also the Chef and owner behind Azalina's, a restaurant in the Tenderloin that offers a reservation-only, four-course tasting menu, specializing in Malaysian food. She was recently named the Chef of the Year for 2023 by Eater San Francisco.

"As a long-time San Francisco resident and merchant, I deeply understand the importance of clean streets and neighborhoods to both City residents, families and businesses," Azalina Eusope said. "I am honored to have Mayor Breed's trust, and I look forward to being part of the solution in addressing the challenges faced by the Tenderloin and the San Francisco as a whole and working toward equitable outcomes on these challenges."



Originally from Malaysia, Chef Azalina is a fifth-generation street food vendor who moved to San Francisco over 25 years ago after many years of working as a pastry chef throughout Asia. The only thing that could comfort her in the early days settling in and learning English was the food she grew up eating, so the pastry-trained chef cooked for herself, family and friends often. Over time, word got out about her home-cooked meals, and her hobby eventually turned into a business in 2010 and ultimately her eponymous restaurant in the Tenderloin.

“The entire Public Works’ team and I look forward to hearing Commissioner Eusope's ideas and insights – seasoned by her experience as a small business owner in San Francisco and her work in the community – about how we can do better to serve the Tenderloin and all our neighborhoods in the City,” said Public Works Director Carla Short. “She is the right pick for the right time during the San Francisco rebound.”

"Azalina Eusope's contributions to the community not only demonstrate the multicultural dynamism that defines San Francisco, but also its adaptive and entrepreneurial spirit," said Kate Robinson, Executive Director of the Tenderloin Community Benefit District (TLCBD). "As a sworn city commissioner, Azalina will give an equitable voice through her lived experience as an immigrant, woman, and small business owner, knowing firsthand that the success of our neighborhoods depends upon the sustainability of our vibrant streets."

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FOR IMMEDIATE RELEASE

Tuesday, February 6, 2024

Contact: Mayor's Press Office, mayorspressoffice@sfgov.org

*****PRESS RELEASE*****

**SAN FRANCISCO HIGHLIGHTS STREET CLEANING AND
PUBLIC SAFETY INITIATIVES IN CHINATOWN TO ENSURE
SAFE LUNAR NEW YEAR CELEBRATIONS**

The City also launched special holiday programming to support local merchants in the neighborhood

San Francisco, CA – Today, City and community leaders gathered in Chinatown to highlight efforts to ensure Lunar New Year in San Francisco is clean, safe, and vibrant for residents, visitors, and small businesses. In Portsmouth Square, Mayor London N. Breed joined City Administrator Carmen Chu, Board of Supervisors President Aaron Peskin, District Attorney Brooke Jenkins, City Attorney David Chiu, Assessor Recorder Joaquin Torres, and Police Chief Bill Scott.

Throughout Chinatown, Public Works has deployed additional cleaning crews and the San Francisco Police Department (SFPD) has ramped up patrols in the area in preparation for the City to welcome residents and visitors who will take part in upcoming Lunar New Year celebrations.

San Francisco's historic Chinatown is the oldest Chinatown in North America and the largest of its kind outside of Asia. The neighborhood's shops and restaurants are packed with locals and visitors leading up to and during the New Year festivities, which culminate with the world-famous Chinese New Year Parade on February 24.

"The Year of the Dragon symbolizes energy, drive, and confidence — traits that showcase the City's commitment to making sure that our beloved Chinatown is safe, clean, and welcoming during this important holiday season," said **Mayor London Breed**. "The City and our community partners make sure that Chinatown shines all year long, but we're breathing extra fire during the holiday season to ring in the Year of the Dragon with a celebratory bang."

"Lunar New Year is an important time to come together, celebrate our rich heritage and usher in good luck and fortune for the year ahead, and there's no better place in the country to do so than San Francisco Chinatown," said **City Administrator Carmen Chu**. "Our City's preparations--enhanced street cleanings, increased foot patrols, small business and festival support, free parking at Portsmouth Square, and more—help enliven our neighborhoods. I want to thank Mayor London Breed, department leadership, and our hardworking City staff and community leaders for their work to support Chinatown and other neighborhoods across the City during this very auspicious season."



Public Safety Efforts Ramp Up for Lunar New Year Season

Since February 1, SFPD has dedicated extra patrol units in Chinatown to ensure the neighborhood and festivities are safe and welcoming for residents and visitors to enjoy. The Department also increased the number of beat officers with additional overtime units on patrol. Community ambassadors, who are retired officers, will also be assigned to Chinatown, with more staffing on weekends. SFPD officers will also plan to distribute flyers on blessing scams as part of their public outreach efforts.

“As we welcome in the Year of the Dragon, the San Francisco Police Department will be out in force to ensure everyone has a fun and safe New Year,” said **Police Chief Bill Scott**. “The Lunar New Year is an opportunity to showcase San Francisco as a world-class City. The SFPD is adding resources to Chinatown, including officers and community ambassadors, to ensure a joyous celebration for everyone.”

SFPD’s public safety strategy for Lunar New Year includes the deployment of plainclothes teams who will focus on auto break-ins and organized retail theft to deter and arrest would-be criminals. The Department will increase the number of officers and resources to ensure the annual parade is safe and fun for everyone. Safety tips and additional information from SFPD are available at [this link](#).

The SFPD continues to work in close collaboration with the District Attorney’s Office to ensure people breaking the law and causing harm in communities are held accountable.

“All City agencies are working tirelessly to ensure a safe and joyous celebration to usher in the Year of the Dragon,” said **District Attorney Brooke Jenkins**. “My office will continue to work in partnership with the San Francisco Police Department and other law enforcement agencies to ensure that those who would seek to take advantage and victimize residents and visitors at this time of celebration are held accountable and face consequences.”

Ensuring Chinatown is Clean and Welcoming for Lunar New Year Celebrations

Public Works crews have been on the ground for the department’s annual Chinese New Year deep-cleaning and beautification operation to highlight Chinatown’s historic beauty, including power washing the Dragon Gate at Bush and Grant streets, steam cleaning sidewalks, and alleyways, sweeping up litter and wiping out graffiti.

Additionally, workers are repainting the decorative dragon lamp posts along Grant Avenue and the Broadway Tunnel, an important portal into the neighborhood, will undergo its annual cleaning.

“It’s traditional before the New Year to do a deep cleaning to get rid of any bad luck before starting fresh,” said **Public Works Director Carla Short**. “The Public Works team takes tremendous pride in helping keep the custom alive and ensure that Chinatown remains one of the most vibrant and dynamic neighborhoods, not only in San Francisco but the world.”



“In Chinese culture, three days before the Lunar New Year Day is ‘Cleaning Day,’ where people focus on sweeping away the problems of the past year and making room for new beginnings,” said **Board of Supervisors President Aaron Peskin**. “I’m proud to have sponsored a \$25 million supplemental appropriation last year to help Public Works get their own fresh start post-pandemic, which included staffing up a new intensive cleaning crew for Chinatown. Thank you to Public Works Director Carla Short and the whole Public Works team for putting in extra hours to help Chinatown shine in advance of the Lunar New Year festivities.”

Public Works’ annual New Year’s deep-cleaning and enhanced beautification efforts in Chinatown began last week and will continue throughout the month.

Supporting Chinatown Merchants and Small Businesses

The City’s Office of Economic and Workforce Development (OEWD), in partnership with [Be Chinatown](#), a community organization that supports merchants and residents, organized a special program that allows neighborhood merchants to expand their merchandise displays onto the sidewalk during the bustling Chinese New Year season. To further its impact on the Chinatown economy, Mayor Breed, with Board President Aaron Peskin and Supervisor Chan, passed legislation that waived permit fees for participating and qualified merchants. Ambassadors from the Office of Civic Engagement and Immigrant Affairs will also be walking up and down Stockton Street to assist merchants.

“The Year of the Dragon is a prospering year, and we invite residents and guests to celebrate the Lunar New Year by supporting the local businesses that represent the unique experiences and culture of San Francisco,” said **Sarah Dennis Phillips, Executive Director of the Office of Economic and Workforce Development**. “This Lunar New Year also ushers in small business legislation which will both strengthen existing businesses and invite new businesses. When we shop and dine at our local businesses we are investing in our community. Together, let us embrace the Dragon’s spirit, uplift our neighborhoods, and welcome a year of prosperity and joy.”

OEWD and the Office of Small Business are promoting Lunar New Year events through their Shop Dine SF shop local campaign. Visit sf.gov/lunar-new-year for more and follow @ShopDineSF on social media channels.

SFMTA to Provide More Transit Options for Lunar New Year holiday season

To facilitate a safe and welcoming celebration to visitors, the San Francisco Municipal Transportation Agency (SFMTA) will offer free Muni rides on the day of the Lunar New Year Parade, excluding Cable cars. The SFMTA encourages the public to utilize Muni as the designated driver during the festivities.

The Portsmouth Square Garage in Chinatown offers two-hour free parking during February to benefit those who drive into the area to shop, dine, and join events.



“We’re excited to celebrate the Lunar New Year with free services to help people safely experience one of the City’s greatest cultural traditions,” said **SFMTA Director of Transportation Jeffrey Tumlin**. “We are thankful for our City leaders for supporting these offers and proud to say that our support of Chinatown and Lunar New Year in San Francisco is strong as ever heading into the Year of the Dragon.”

The Transit Ambassador Program, through the Community Youth Center, will also be extended during this time to welcome visitors to Chinatown, help them find their way around, and assist with neighborhood needs.

"San Francisco has the oldest and largest Chinatown in North America, and I'm grateful to our police officers, public work crews, and City partners who are ensuring it is safe, clean and joyful as we usher in the Year of the Dragon," said **City Attorney David Chiu**. "We look forward to hosting visitors from near and far -- to eat, drink, shop and enjoy the largest Lunar New Year festivities outside of Asia."

“Celebrations of Lunar New Year in San Francisco are renowned worldwide and unparalleled in the United States,” said **Assessor-Recorder Joaquín Torres**. “Together, with the community partners, we’re focused on beginning the auspicious Year of the Dragon with the power and good fortune it represents and ensuring our city is safe, clean and vibrant. I’m excited for San Francisco to come together, as residents and visitors, to embrace the strength of our diversity and welcome the Lunar New Year of 2024.”

“The Chinese Chamber of Commerce expresses our pride in continuing to play a pivotal role in ensuring the Chinese New Year Parade and all the festivities during Lunar New Year are fun and safe,” said **Wade Lai, President of the Chinese Chamber of Commerce**. “My gratitude extends to Mayor Breed, our elected leaders, and various City departments for their diligent efforts in providing resources and support to our goal in making sure our Chinatown remains the best in the nation.”

“Everyone at BeChinatown is excited to partner with Mayor Breed, Supervisor Peskin and OEWD on launching a novel program to support participating merchants on Stockton Street and throughout Chinatown,” said **Lily Lo, Founder of BeChinatown**. “As we collectively prepare ourselves for the arrival of the Year of the Dragon, this partnership represents our commitment to introducing a variety of new and exciting events to entice residents and visitors to this beloved neighborhood.”

“Nothing brings greater joy to our leaders than witnessing the bustling streets and alleys in Chinatown with visitors and residents shopping, dining and having fun in Chinatown,” said **Kelvin Tse, Presiding President of the Chinese Consolidated Benevolent Association**. “Through our partnerships with our City leaders and community-based organizations, the Year of the Wood Dragon will bring good luck, vibrancy and prosperity to the City of San Francisco and our community.”