



Presented in Committee - April 4, 2018

# Castro/Upper Market Community Benefit District

# Legislative Overview

**Community Benefit Districts (CBDs) /  
Business Improvement Districts (BIDs) are  
governed by:**

- **State law**
  - “1994 Act”
- **Local law**
  - “Article 15”



# Review Process

## **This resolution covers Annual Report for FY 2016-2017**

- OEWD ensures that all CBDs/BIDs are meeting their management plans.
- OEWD staff conducts an annual review of Annual Reports and CPA Financial Reviews.
- OEWD provides the Board Supervisors with a summary memo.



# Castro/Upper Market CBD Formation

CUMCBD	Type	Assessment Budget*	Year Established	Expired
	Property-Based	\$ 413,500	2005	June 30, 2020

*\*budget identified in management plan*



# Castro/Upper Market CBD Operations

## Staff

- Executive Director – Andrea Aiello

## Service Areas

### – Public Rights of Way and Sidewalk Operations (PROWSO)

- This program includes street maintenance, beautification, and safety services.
  - “Clean Team” and Community Guides are funded through this program.
  - Hires a Patrol Special officer who patrols the neighborhood seven nights week.

### – District Identity and Street Improvements (DISI)

- This service area includes marketing, public relations and street enhancements in the Central Market district.

### – Administration and Corporate Operations

- Admin and operations includes oversight of service contract, implementation of major projects, staffing the Board of Directors and Committees, and general day to day operations.

# BENCHMARKS

**OEWD's staff reviewed the following budget related benchmarks for Castro/Upper Market CBD:**

**Benchmark 1 – Whether the variance between the budget amounts for each service category was within 10 percentage points from the management plan.**

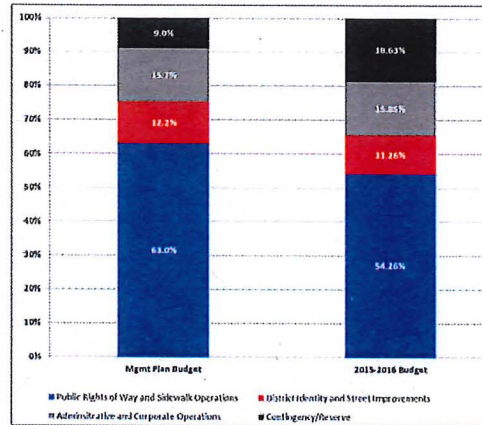
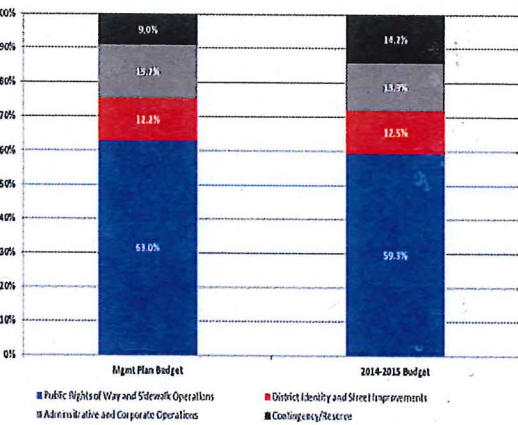
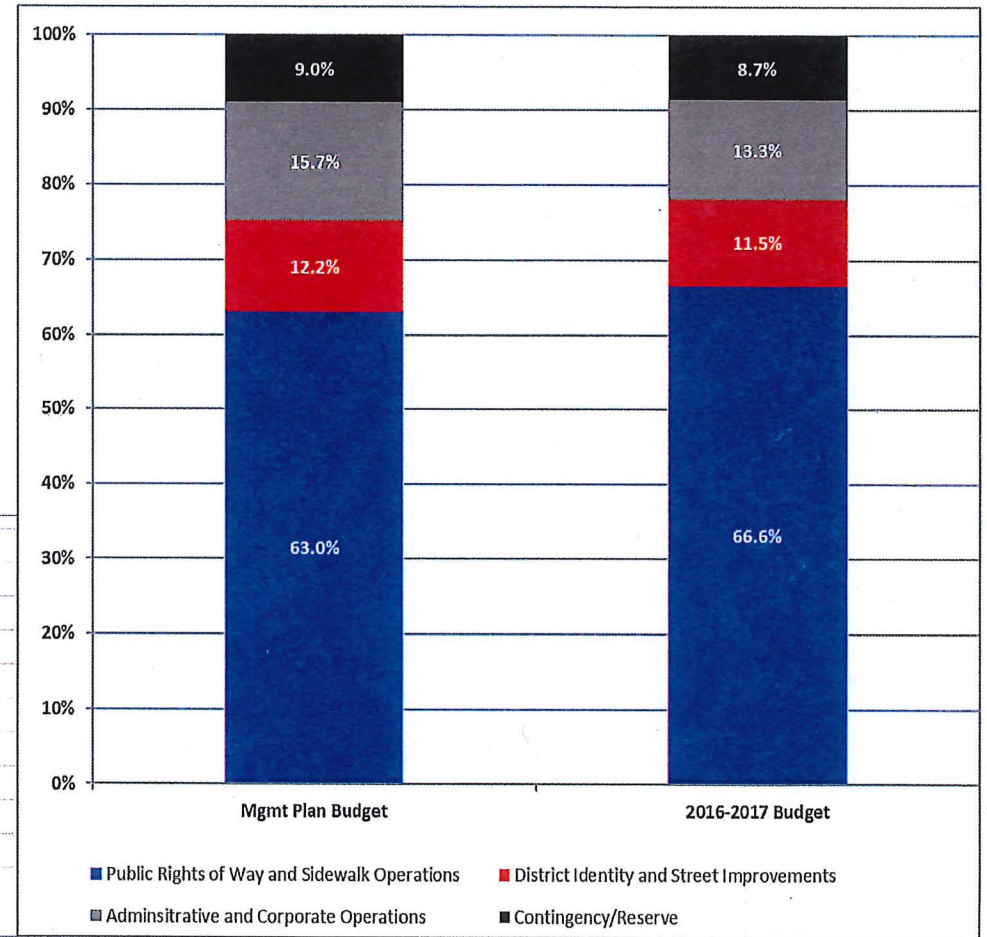
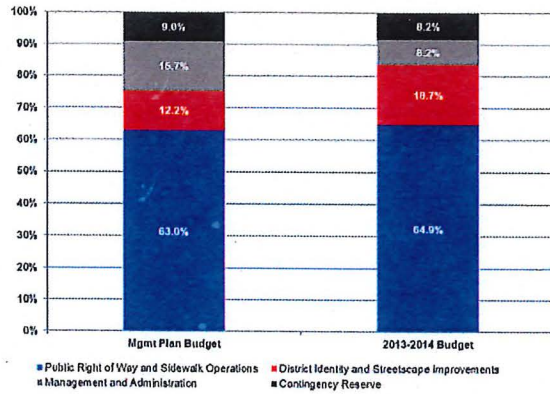
**Benchmark 2 – Whether five percent (5%) of Castro/Upper Market CBD's actuals came from sources other than assessment revenue.**

**Benchmark 3 - Whether the variance between the budget amounts for each service category was within 10 percentage points from the actuals.**

**Benchmark 4 - Whether CBD is indicating the amount of funds carried over from the current fiscal year and designating projects to be spent in the upcoming fiscal year.**

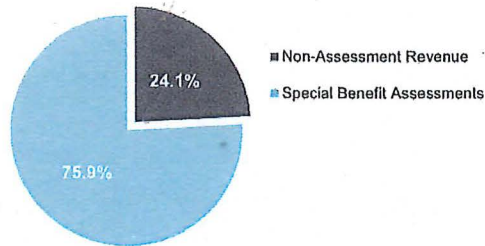


# Management Plan vs. Annual Budgets

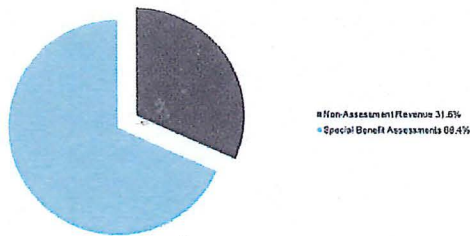


# Assessment Revenue & Other Income

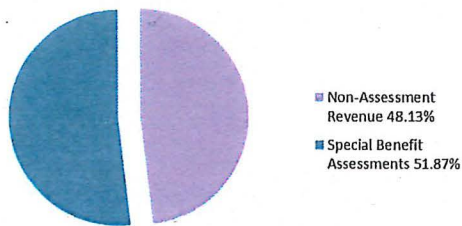
FY 2013 - 2014



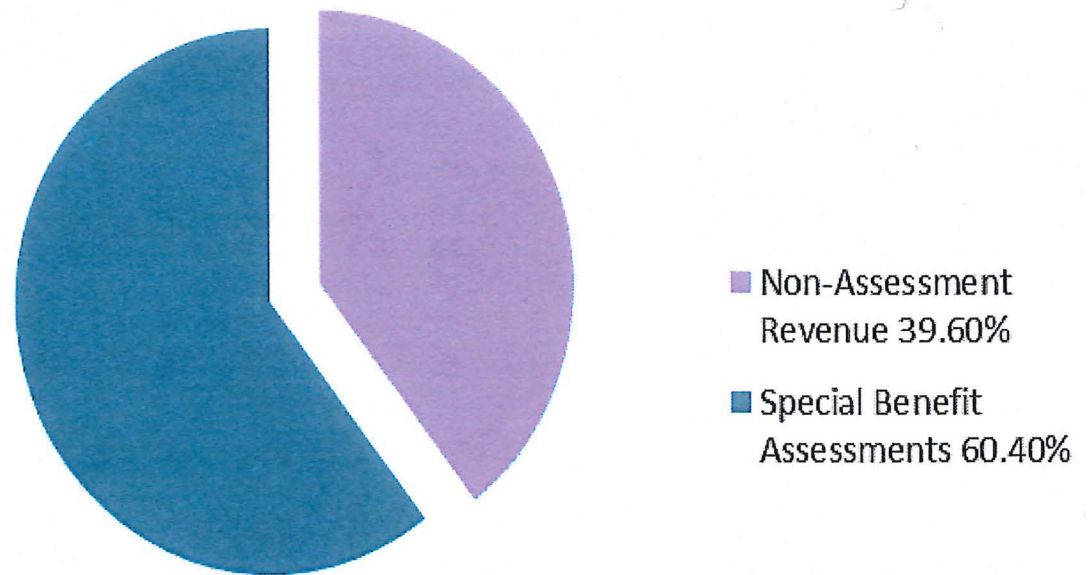
FY 2014 - 2015



FY 2015 - 2016



FY 2016 - 2017





# Budget vs Actuals

Service Category	FY 2013-2014 Variance Percentage Points	FY 2014-2015 Variance Percentage Points	FY 2015-2016 Variance Percentage Points	FY 2016-2017 Variance Percentage Points
Public Rights of Way and Sidewalk Operations	-19.4	-.6%	+4.75%	-.91%
District Identity and Street Improvements	+21.5	+6.9%	+5.30%	+4.44%
Administrative Expenses	+6.0	+3.03%	-5.07%	+3.30%
Contingency/Reserve	-8.2%	-9.38%	-4.99%	+1.17%

# Carryover

Designated Projects	FY 2016-2017
<b>General Benefit Projects</b>	
<b>Designated by the board for</b>	
Jane Warner Plaza	\$167,235
Castro Cares	\$182,316
Castro Cares Donations	\$36,520
Retail Strategy	\$6,829
<b>Total General Benefit Projects</b>	<b>\$392,900</b>
<b>Special Assessment Projects</b>	
<b>Restricted for</b>	
District Identity and Streetscape Improvements	\$39,913.00
Public Rights of Way and Sidewalk Operations	\$182,833
Administrative and Corporate Operations	\$69,055.00
Contingency and Reserve	\$57,254.00
<b>Total Special Assessment Projects</b>	<b>349,055.00</b>
<b>Total Temporarily restricted net assets</b>	<b>\$741,955</b>



# Findings/Recommendations for Castro/Upper Market CBD

- Castro/Upper Market CBD met all benchmarks and requirements
- The CBD, in collaboration with OEWD, continues to implement successful programs like Castro Cares and Jane Warner Plaza activation
- The CBD is set to sunset on June 30, 2020
- OEWD recommends that the CBD begin planning for renewal campaign
- OEWD will continue to provide technical assistance to the CBD to guide them through renewal



# Conclusion

Castro/Upper Market CBD has performed well in implementing the service plan in the district:

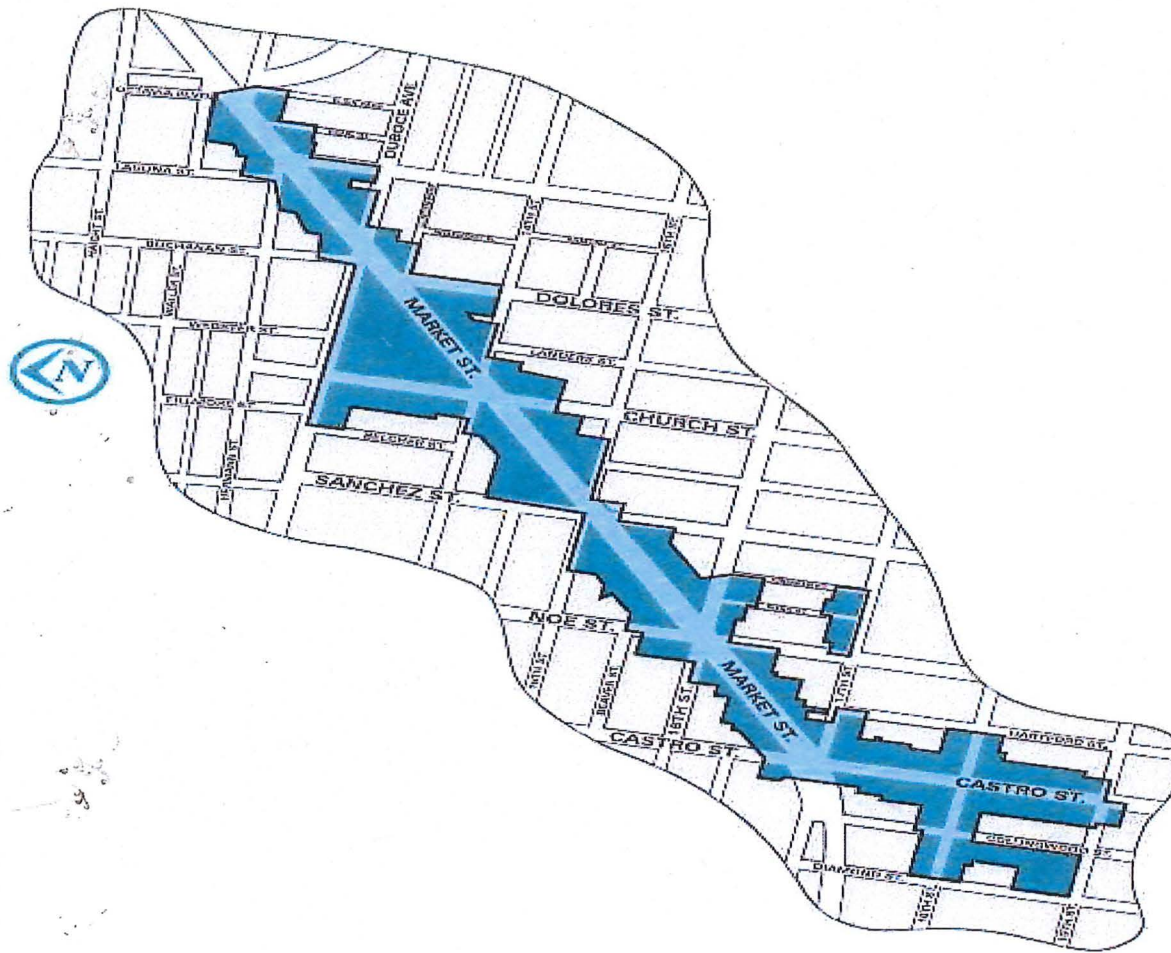
- CBD has continued to successfully market and produce events like *Live! In the Castro*.
- Increased their opportunities in partnering with community stakeholders and numerous municipal agencies for the implementation of Castro Cares.
- Maintained an active board of directors and robust subcommittees



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CASTRO / UPPER MARKET  
COMMUNITY BENEFIT DISTRICT

# Area Map of the CBD



# Active Committees

- ◆ Executive Committee
- ◆ Finance Committee
- ◆ District Identity & Streetscape Committee
- ◆ Services Committee
- ◆ Land Use Committee
- ◆ Retail Strategy Committee
- ◆ Castro Cares Leadership Team

# Partner Organizations

- ◆ Castro Merchants
- ◆ Castro/Eureka Valley Neighborhood Association (EVNA)
- ◆ Duboce Triangle Neighborhood Association (DTNA)
- ◆ Most Holy Redeemer Catholic Church
- ◆ ST. Francis Lutheran Church
- ◆ Recology
- ◆ DPW
- ◆ SFPD
- ◆ SFMTA



# Grants FY 2016-17

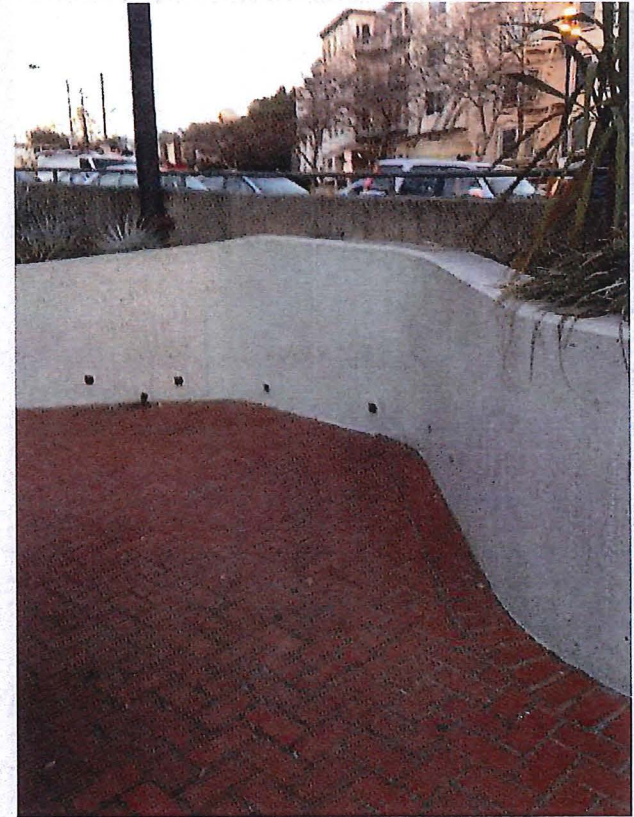
- ◆ OEWD Castro Cares
- ◆ OEWD Retail Strategy
- ◆ OEWD Jane Warner Plaza Improvement

# Events + Highlights

## Cleaning FY 16-17

- ◆ **Daily Sweeping** - Clean Team sweeps every parcel daily – 109,625 pounds of trash
- ◆ 1,430 instances of hazardous waste clean up (human feces)
- ◆ **Daily Graffiti Removal** – Graffiti abatement daily– 15,763 instances (tags, stickers, posters)
- ◆ **Quarterly Steam Cleaning** – Steam cleans quarterly/spot cleans on request.
- ◆ **Cleaning Dispatch #** - Call for urgent issues.

# Keeping the District Clean



# Cleaning The District Daily Dumped Toters



# Clean Sidewalks Post CBD Clean



# Events & Highlights

## Safety

Collaborates with businesses to fund S.F. Patrol Special Police. Hours of patrol are:

- ◆ Sunday – Wednesday 4:00 p.m. – 1:00 a.m.
- ◆ Thursday – Saturday 4:00 p.m. – 3:00 a.m.

Reported **4292** incidents in FY 16-17

- ◆ 1178 Obstructing Sidewalk
- ◆ 603 MPC Violation
- ◆ 430 Shoplifting
- ◆ 419 Loitering Near ATM
- ◆ 403 illegal vendors

# SF Patrol Special Police



Community Benefit District Logo

# Events + Highlights

## District Identity/Streetscape

- ◆ **Grants & Donations Raised Additional \$356,911 for District**
- ◆ **Live! In The Castro** - 50 Free outdoor events attracting 50 – 150 each event
- ◆ **Castro Ambassadors** - volunteers welcome 5,000 visitors to the Castro every season. Information is available in seven languages.
- ◆ **Plaza Management** – cleans, power washes, manages tables & chairs daily 11 a.m. – 6:30 p.m. in Jane Warner Plaza daily
- ◆ **Land Use**- comments on conditional use applications and pedestrian safety issues
- ◆ **Retail Strategy** – Broker Open House: Castro is Open for Business



# Live! In The Castro



# Live! In The Castro



Community Benefit District Logo

# Castro Ambassadors



# Challenges

- ◆ Not enough SFPD Foot Patrols: residents & businesses feel vulnerable
- ◆ Dumping of Recology totes on a daily basis creates a huge problem for CBD clean team.
  - Program to store bins inside is expensive for merchants
  - Disposal of cardboard is an unsolved problem
- ◆ Commercial Vacancies: double the city avg.
  - One property owner in heart of Castro owns several storefronts which have been empty for over 15 years.
  - Foot traffic is inconsistent
  - Retail is weak
- ◆ Mentally Ill & Substance Abusers Living on Street

# Cleaning The District Daily Challenge – Dumped Toters



# Opportunities

- ◆ Castro Cares funds additional, dedicated case management and law enforcement. More law enforcement needed.
- ◆ Castro & Upper Market Retail Strategy
  - ◆ Broker Relationships
  - ◆ Working on Delays
- ◆ Collaborating with MTA and community organizations to improve dangerous intersections.

# Projects + Visions

- ◆ Public art on Market St.
  - The Seed in Jane Warner Plaza
- ◆ Increase foot traffic on Market St.
- ◆ Improve pedestrian, bicycle, and vehicle safety on upper Market St.
- ◆ Increase homeless services & law enforcement in the district, through a continuation of Castro Cares or an increase in City services.

# Projects + Visions

- ◆ Jane Warner Plaza a thriving plaza. Continue successful collaboration with the City to make Jane Warner Plaza a success, continue funding Plaza Steward program & Live! In The Castro.
- ◆ Decrease in commercial vacancy rate. Relationships with brokers, “coming soon” promotion.



Thank You

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