



Yerba Buena Community Benefit District FY 2018-2019 Annual Report





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 the Annual Report for FY 2018-19

- 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.



YBCBD Formation

YBCBD	Type	Initial Assessment Budget*	FY 2018-2019 Assessment Budget	Year Established	Expires
	Property-Based	\$ 2,991,722.82	\$ 3,055,480.38	2015	December 31, 2030

**budget identified in management plan*



YBCBD Operations

- **Staff**

- Executive Director – Cathy Maupin

- **Service Areas**

- **Cleaning and Streetscape Improvement**

- This program aims to ensure maximum possible cleanliness of sidewalks, curbs, fixtures, landscaping, and building throughout the CBD.

- **Safety and Security**

- This service area works with stakeholders on a variety of strategies and initiatives to prevent crime and increase pedestrian safety within the CBD.

- **Branding, Activation, and Marketing**

- This program promotes YBCBD's properties and businesses through specially targeted programs and initiatives; additionally, it supports the creation and production of special events.

- **Management and 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 YBCBD:

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 (5.08%) of YBCBD'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.



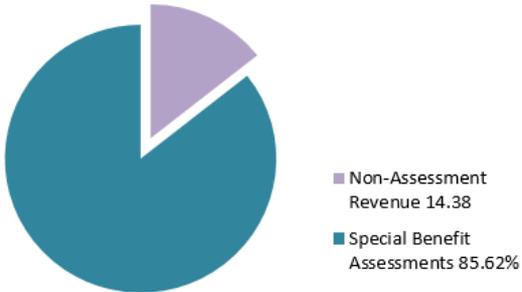
Management Plan vs. Annual Budgets

Service Category	FY 2015-2016 Variance % Points	FY 2016-2017 Variance % Points	FY 2017-2018 Variance % Points	FY 2018-2019 Variance % Points
Cleaning and Streetscape Improvements	-0.64%	-0.04%	-0.75%	-3.87%
Safety and Security	+0.83%	+4.46%	+4.70%	+5.65%
Branding, Activation, and Marketing	+1.60%	-1.77%	-1.19%	+0.15%
Management and Operations	-1.79%	-2.63%	-2.76%	-1.93%

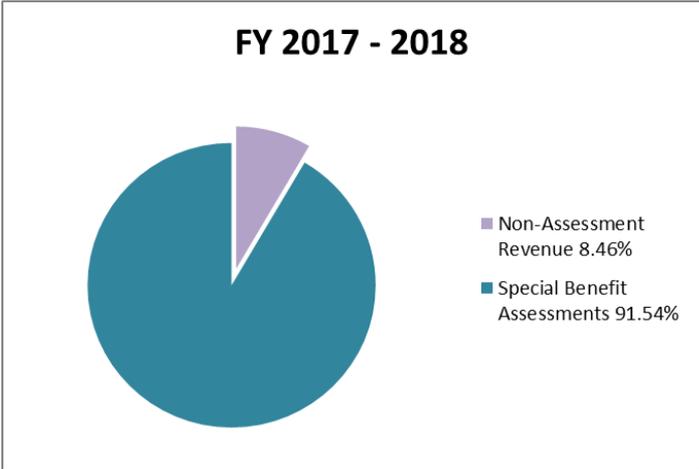


Assessment Revenue & Other Income

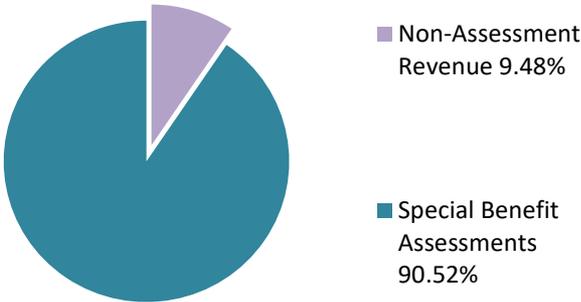
FY 2015 - 2016



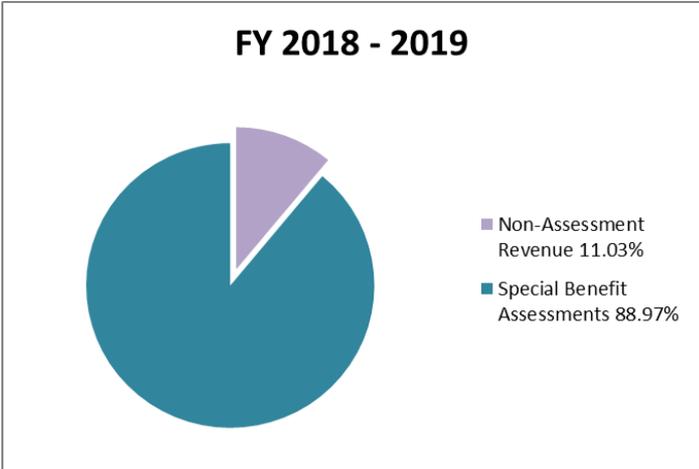
FY 2017 - 2018



FY 2016 -2017



FY 2018 - 2019



Budget vs Actuals

Service Category	FY 2015-2016 Variance % Points	FY 2016-2017 Variance % Points	FY 2017-2018 Variance % Points	FY 2018-2019 Variance % Points
Cleaning and Streetscape Improvements	-6.75%	-7.10%	-10.74%	-4.96%
Safety and Security	+1.32%	+8.65%	+5.49%	+3.04%
Branding, Activation, and Marketing	+0.22%	+0.46%	+2.81%	+1.27%
Management and Operations	+5.21%	-2.02%	+2.45%	+0.58%



Carryover

FY 2018-2019 Carryover Disbursement	
DESIGNATED PROJECTS	
Cleaning and Streetscape Improvements	\$610,910.00
Safety and Security	\$388,644.00
Branding, Activation, and Marketing	\$137,072.00
Management and Operations	\$122,059.00
Donor Restricted	\$292,013.00
TOTAL DESIGNATED AMOUNT	\$1,550,698.00



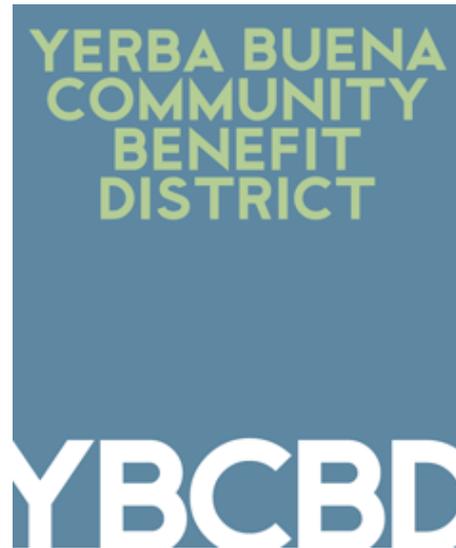
Conclusion

Yerba Buena CBD has met all requirements placed on it through State code and the CBD's Management Agreement with the City

Yerba Buena CBD has performed well in implementing the service plan in the district:

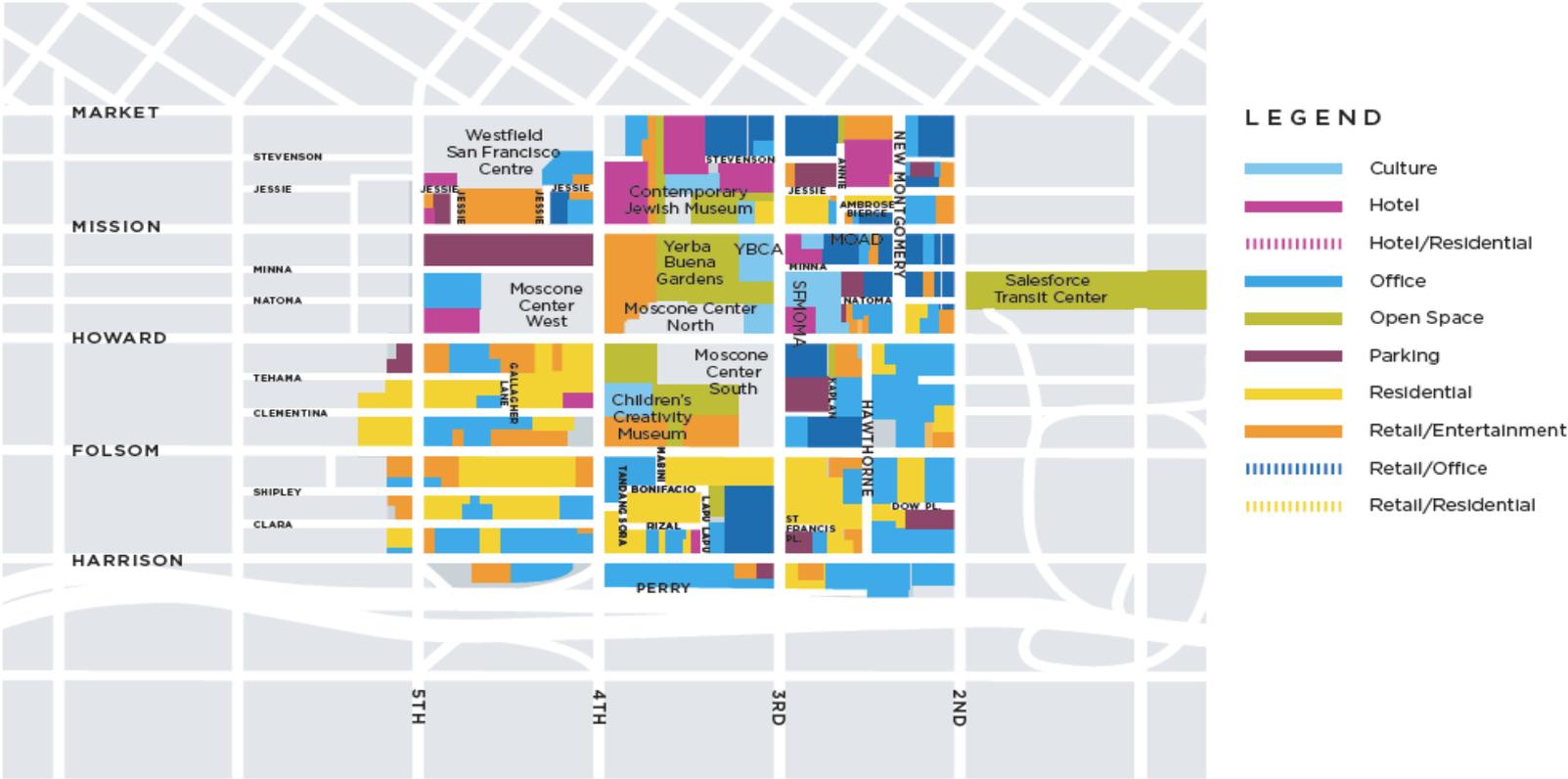
- **Continually supports public art, community engagement, streetscape improvements, and public safety enhancements**
- **Increased their opportunities in partnering with community stakeholders and numerous municipal agencies for the implementation of the Yerba Buena Street Life Plan and Community Benefit Fund**
- **Began new marketing campaign to raise awareness of Yerba Buena's places and culture**
- **Maintained an active board of directors and several sub committees**





Presentation to the San Francisco Board of Supervisors
Government Audit and Oversight Committee
November 19, 2020

What is the Yerba Buena District?



What does the YBCBD do?

YBCBD Mission Statement:

Advance the **quality of life** for residents and visitors in the Yerba Buena Neighborhood and San Francisco on an ongoing basis by fostering a **safer and more secure community**, enhancing **environmental quality and beauty**, and reinforcing the **viability of our economic base**.

1. Cleaning

Clean Team
Bigbelly Program
Cigarette Receptacles



3. Streetscape

Public Art
Pedestrian Safety
Community Spaces



5. Community Benefit Grants

Public Art
Community Building
Streetscape Improvements
Safety Enhancements



2. Safety

Community Guides
SFPD Bike Patrol
Social Services Specialist



4. Marketing

Events
Marketing Campaigns
Social Media



CLEANING

Cleaning Highlights:

390,000 pounds of trash collected and disposed

2,749 graffiti tags, stickers, and flyers removed

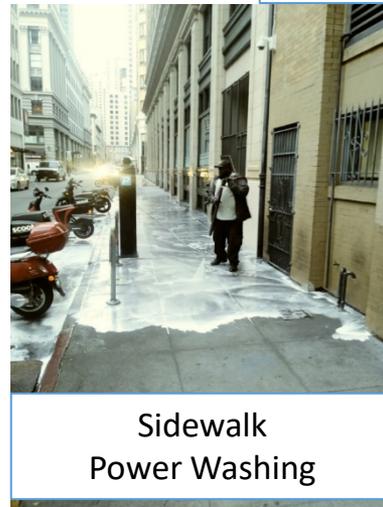
17,000 syringes disposed of properly



Illegal Dumping and Litter Collection & Disposal



Needle Removal



Sidewalk Power Washing



Graffiti Abatement



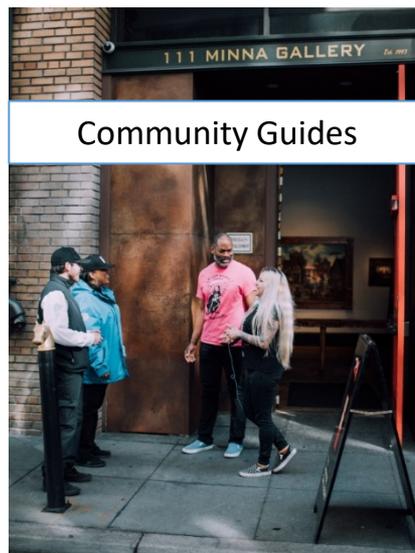
SAFETY

Community Guides, Social Services Specialist, SFPD Bike Patrol Officer

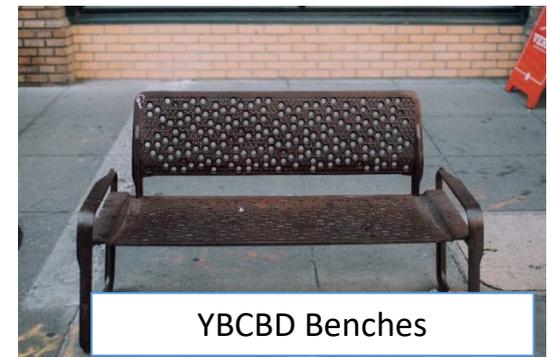
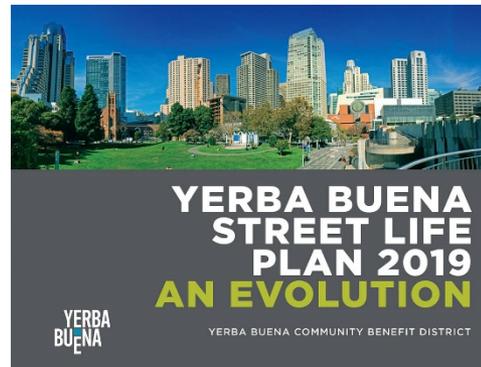
Safety Highlights:

620 connections to support services through the aid of Social Service Specialist

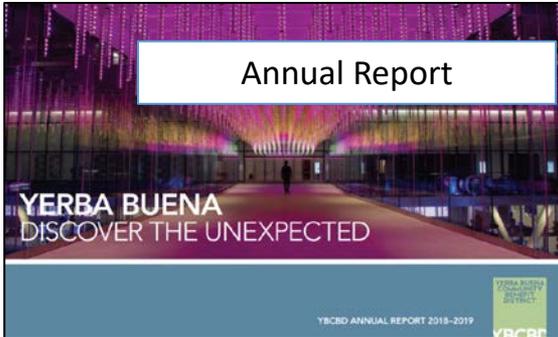
12,150 quality of life issues addressed by Community Guides and SFPD Bicycle Patrol



STREETSCAPE IMPROVEMENTS



MARKETING



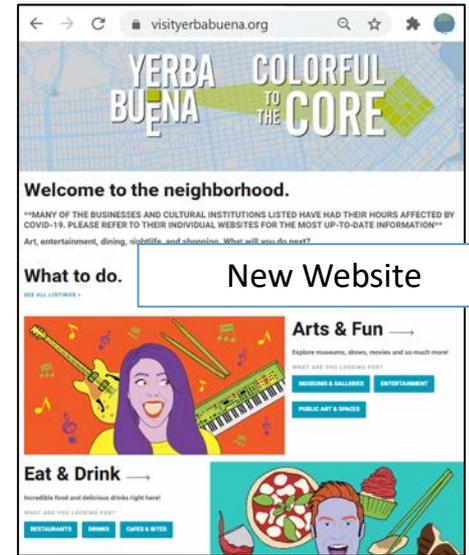
Annual Report



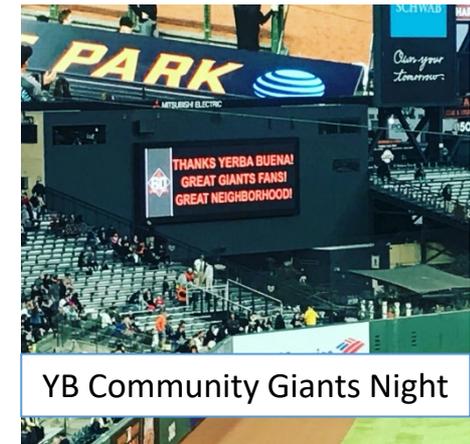
SFMTA Bus Advertisements



8th Annual Yerba Buena Night



New Website



YB Community Giants Night

COMMUNITY BENEFIT FUND

\$154,750 awarded in grants



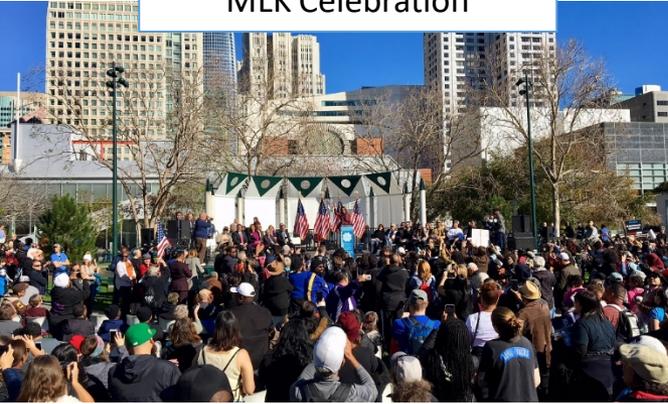
MLK Celebration



Parol Lantern Festival



Halloween Hoopla

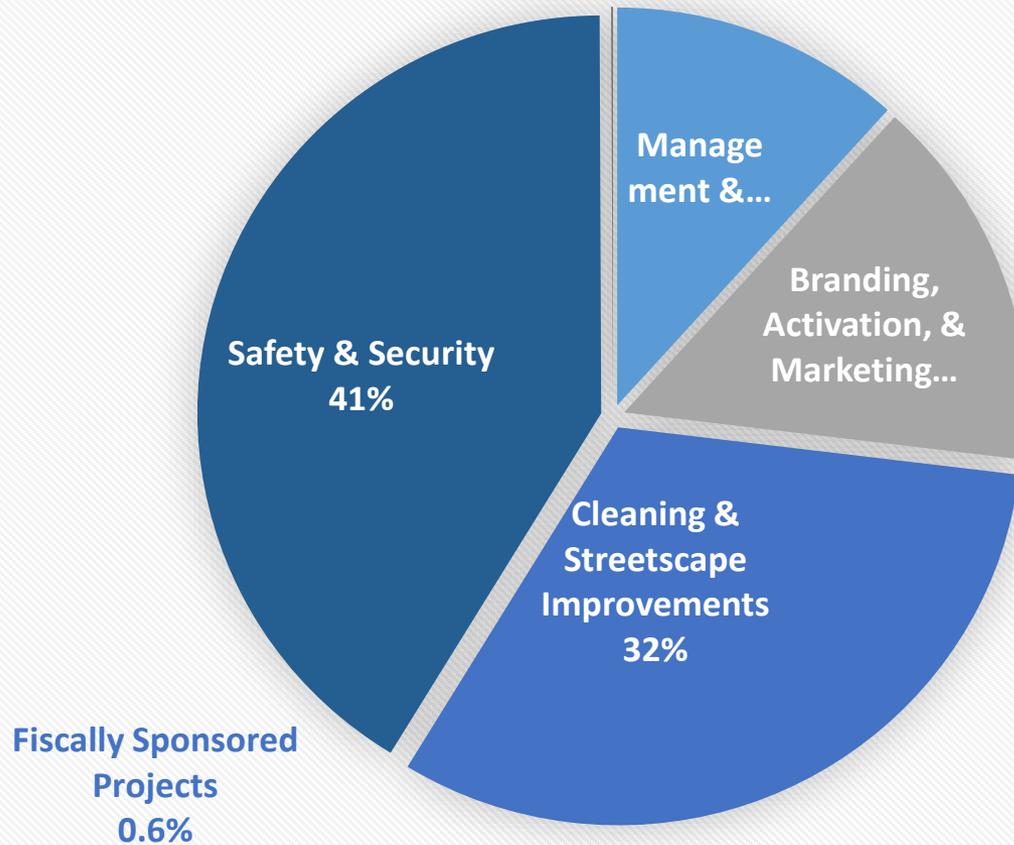


YB Gardens Festival



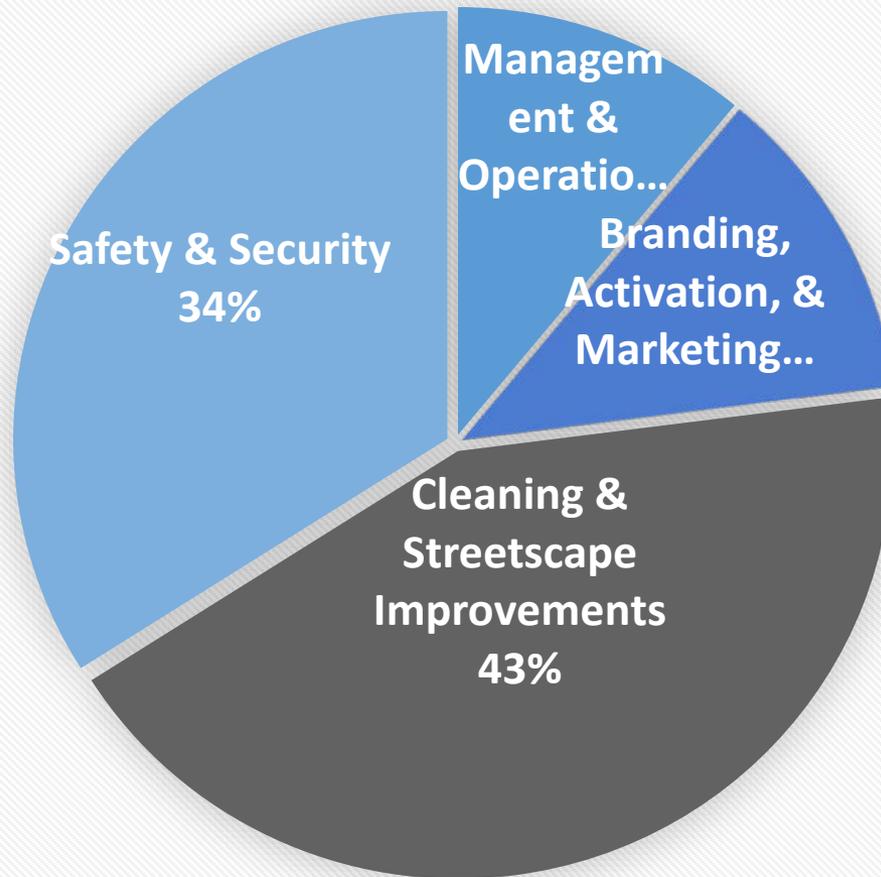


FY18-19 ACTUALS





FY19-20 BUDGET



Love Our City YBCBD Team

