



Yerba Buena 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 Reports for FY 2010-2011, 2011-2012, 2012-2013, and 2013-2014

- 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.



Parcel Map



YBCBD Formation

YBCBD	Type	Assessment Budget*	Year Established	Expires
	Property-Based	\$ \$2,509,521	2008	June 30, 2015

**budget identified in management plan*



YBCBD Operations

- **Staff**
 - Executive Director – Cathy Maupin; Director of Neighborhood Partnerships – Andrew Robinson; Events and Administration Manager - Kim Mercado
- **Service Areas**
 - **Street Operations, Beautification and Order (SOBO)**
 - This program includes street maintenance, beautification, and safety services.
 - Contracts with MJM Management Group to staff a “Clean Team” and Community Guides.
 - Hires 10 SFD 10B Officers.
 - **District Identity and Street Improvements (DISI)**
 - This service marketing, public relations and street enhancements in the Yerba Buena area. This program area also offers small grants twice a year for public art, greening/streetscape, public safety, youth engagement and mini-grants for resident projects.
 - **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 YBCBD:

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

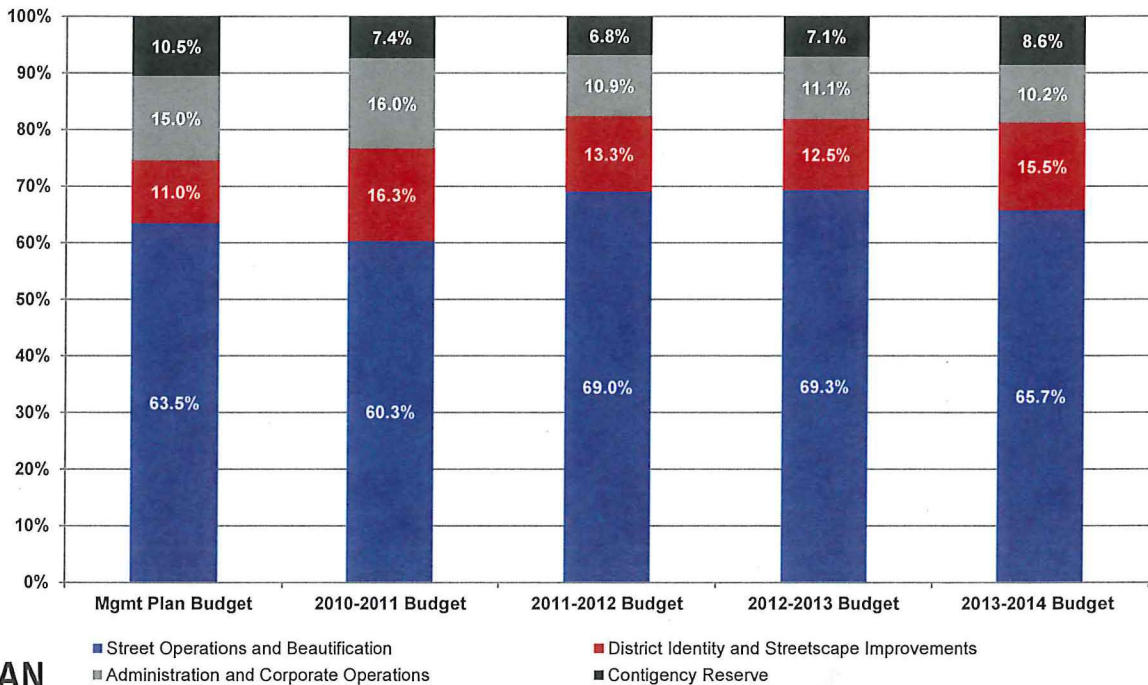
Benchmark 2 – Whether five percent (5%) of YBCBD's actuals came from sources other than assessment revenue.

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.

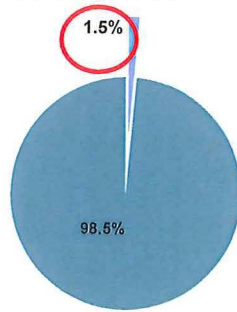


Management Plan vs. Annual Budgets

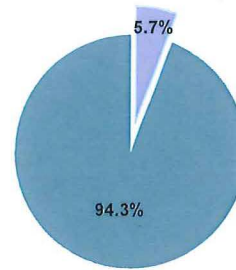


Assessment Revenue & Other Income

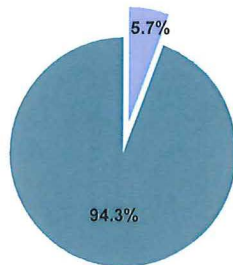
FY 2010 -2011



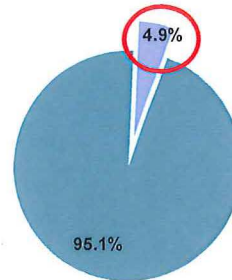
FY 2011 - 2012



FY 2012 - 2013



FY 2013 - 2014



■ Non-Assessment Revenue

■ Special Benefit Assessments

Budget vs Actuals

Service Category	FY 2010-2011 Variance % Points	FY 2011-2012 Variance % Points	FY 2012-2013 Variance % Points	FY 2013- 2014 Variance % Points
Sidewalk Operations & Beautification	+1.5	+3.7	-2	+2.5
District Identity and Street Improvements	+0.3	-0.2	+6	+1.5
Administrative Expenses	+5.6%	+3.3	+2	+4.6



Carryover

FY 2010-11 Carryover Disbursement	\$2,287,873 *	To be used in FY 2011-2012	To be used in Future Years	FY 2011-12 Carryover Disbursement	\$2,460,680*	To be used in FY 2012-2013	To be used in Future Years
Designated Projects				Designated Projects			
Administration	-	-	-	Administration	\$120,187	-	\$120,187
SOBO	\$158,5209	\$563,116	\$102,2093	SOBO	\$1,397,795	\$516,659	\$881,136
DISI	\$278,201	\$213,648	\$64,553	DISI	\$226,605	\$72,500	\$154,105**
General Fund	\$424,463	-	\$424,463	General Fund	\$716,093	-	\$716,093
Total Designated Amount	\$2,287,873	\$776,764	\$1,511,109	Total Designated Amount	\$2,460,680	\$589,159	\$1,871,521

FY 2012-13 Carryover Disbursement	\$2,688,027 *	To be used in FY 2013-2014	To be used in Future Years	FY 2013-14 Carryover Disbursement	\$2,772,610 *	To be used in FY 2014-2015	To be used in Future Years
Designated Projects				Designated Projects			
Administration	\$284,980	\$8,600	\$276,380	Administration	\$366,917	\$104,449	\$262,468
SOBO	\$1,358,442	\$523,780	\$834,662	SOBO	\$1,256,560	\$524,220	\$732,340
DISI	\$83,424	\$55,985	\$27,439	DISI	-	-	-
General Fund	\$961,181	\$50,000	\$911,181	General Fund	\$1,149,133	\$170,712	\$978,421
Total Designated Amount	\$2,688,027	\$638,365	\$2,049,662	Total Designated Amount	\$2,772,610	\$799,381	\$1,973,229



Recommendations for YBCBD

- YBCBD should work diligently to meet their annual 5% general benefit requirement
- YBCBD should identify how much of carryover funds are assessment dollars as these monies will need be allocated and spent down by December 2015. OEWD will work closely with YBCBD to map out a spending plan.

Conclusion

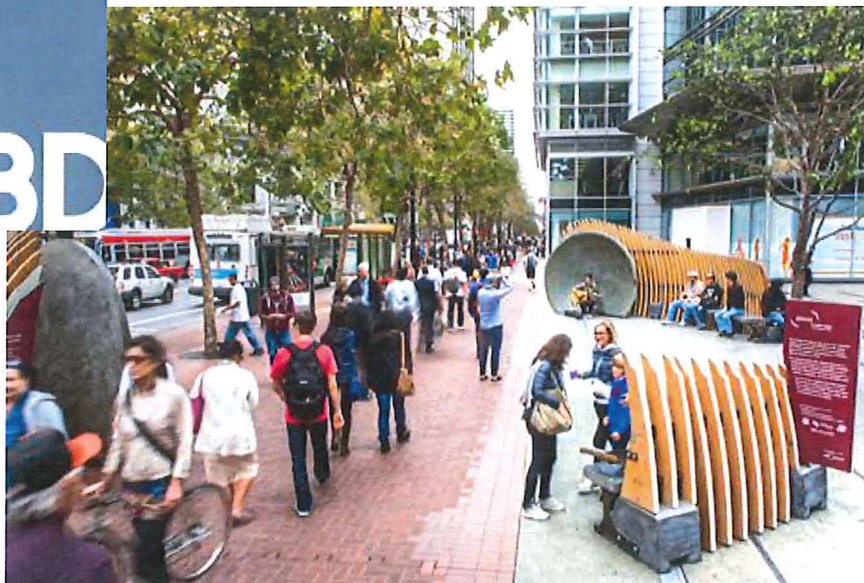
Yerba Buena CBD has performed well in implementing the service plan in the district:

- Marketed and produced neighborhood events - Yerba Buena Neighborhood Fair, Yerba Buena Family Day, and Yerba Buena Night.
- 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.
- Maintained an active board of directors and several sub committees



YERBA BUENA
COMMUNITY
BENEFIT
DISTRICT

YBCBD



Yerba Buena Neighborhood



PRESENTATION TO THE SAN FRANCISCO BOARD OF SUPERVISORS' GOVERNMENT AUDIT & OVERSIGHT COMMITTEE

Active YBCBD Committees

- Executive
- Services
- Streets & Public Space
- Marketing
- Finance
- Renewal
- Community Benefit Fund
- Audit
- Nominating



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Partner Organizations/Affiliations

- MJM Management
- CMG Landscape Architecture
- Lowercase Productions
- Tomorrow Partners
- Profile Strategies
- San Francisco Police Department
- Moscone Expansion SAG
- Better Market Street CAC
- Southern Station Community Police Advisory Board
- Central SOMA Eco-District Task Force
- San Francisco Arts Commission Moscone Art Panel



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Grants

- Community Challenge Grant (2)
 - Parkmobiles
 - Yerba Buena Benches
- OEWD
 - Intercept Survey



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Services Highlights

Clean Team



- 36,258 Extra Sweep Requests
- 8,698 Graffiti Tags Removed
- 2,426 Illegal Dumping Incidents
- 1,863 Extra Steam Cleaning Requests

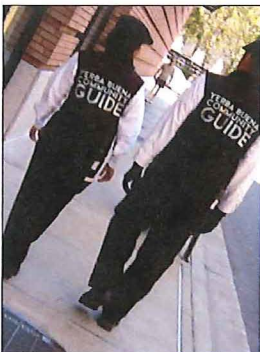


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Services Highlights

The YCBCD Community Guides and 10B Bike-Patrol Officer responded to:

- 51,393 Visitors/Merchants
- 13,261 Sleeper/Campers
- 6,349 Aggressive Panhandlers



Community Guides



10B Police Officer



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Services Highlights

- Released the “YBCBD Assist” App
- Unveiled a Neighborhood Clean and Safe Campaign



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Services Highlights

YBCBD Performance Walk Scores

Red lines indicate locations of performance walks



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Streets & Public Space Highlights

YERBA BUENA STREET LIFE PLAN
A COMMUNITY DESIGN INITIATIVE: 10 YEARS OF PROJECTS



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Streets & Public Space Highlights



City's 1st Parkmobiles



Community Design for Annie Street Plaza



Designed/Fabricated Custom Bike Racks



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Streets & Public Space Highlights



Sponsored Student Design Competition

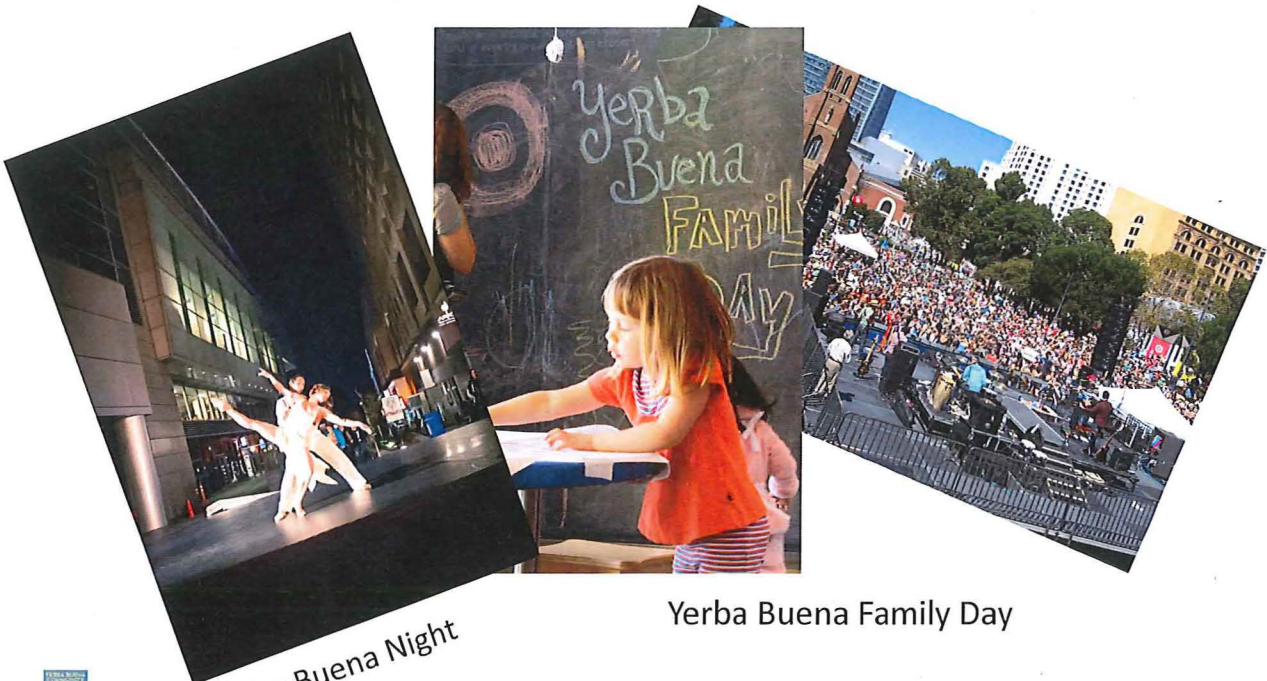


Living Innovation Zone



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Marketing and Branding Highlights



Yerba Buena Night

Yerba Buena Family Day



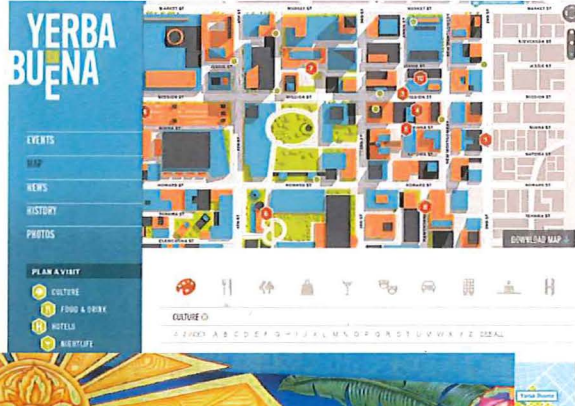
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Marketing and Branding Highlights

Neighborhood-Branded Banners



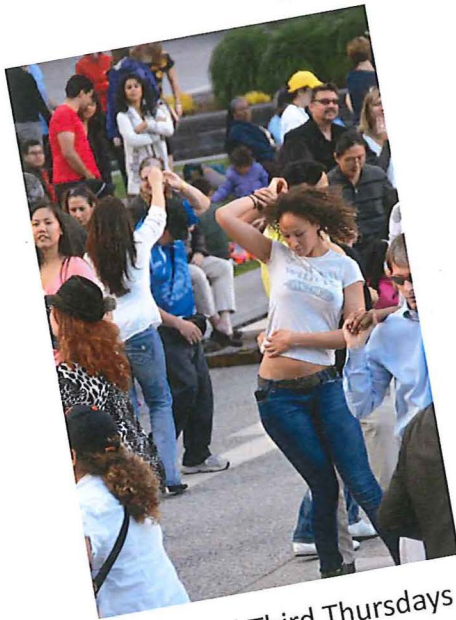
Created Neighborhood Website



Established Community Benefit Fund

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Marketing and Branding Highlights



Launched Third Thursdays



Arts and Dialogue



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Challenges

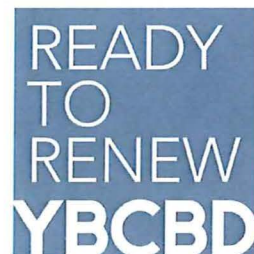
- Balancing the Needs of a Diverse Set of Constituents and Usages
- Traffic – Pedestrian, Bike, and Vehicular – Increases Demand for Services
- Addressing Challenging Street Behaviors
- The Future of the Yerba Buena Gardens



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Opportunities

- The Renewal of the YBCBD
- Maintaining an Amazing Yerba Buena Gardens
- Developing Public Art
- Leveraging Development to Include Neighborhood Amenities



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Projects + Visions

- Secure the “Yes” Vote
- Big Belly Trash Cans
- More Bike Racks and Benches
- Responding to Dog Needs
- Implementation of Public Art Plan
- 5th Anniversary of Yerba Buena Night
- Update Street Banners
- Mobile Map



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Thank You

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