

THANK YOU ...to our many friends and our Board of Directors

- Bob Roddick, President  
Business & Property Owner
- David Eiland, Vice-President  
Business Owner & Chairperson,  
Streetscape Committee
- Debra Niemann  
Secretary, Community Representative
- Eric Alexanderson, Treasurer  
Property Owner, Cleaning Committee Member
- Mark Campana  
Property Owner, Events Committee
- B.J. Droubi  
Business & Property Owner,  
Streetscape Committee
- Al Goodwin  
Property Owner
- Isabelle Salvadori  
Community Representative,  
Streetscape Committee
- Meagan Brown  
Business Owner, Events Committee
- Adam Taylor, SF Legislative Aide
- Andres Power, SF Legislative Aide
- Carla Short, SF Bureau of Urban Forestry
- Country Gardens, LLC
- Curb Appeal
- Friends of Noe Valley
- Lisa Pagan, SF OEWD
- Mohammed Nuru, SF DPW
- Nick Demopoulos, Sterling Bank
- Nick Elsner, SF DPW
- Noe Valley Farmers' Market
- Noe Valley Merchants & Professionals Association
- Officer Lorriane Lombardo
- Scott Wiener, District 8 Supervisor
- SF CBD Consortium Board
- Sylvia Buettner, Graphics, Technical Support & Admin

**BUDGET July 1, 2011 – June 30, 2012**

**REVENUE**

Assessments	\$239,186
Interest	716
Grants, Fees/Donations	16,441
<b>TOTAL REVENUE</b>	<b>\$256,343</b>

**DISBURSEMENTS**

Sidewalk operations & beautification	\$163,761
Streetscape Improvements	30,244
Administration	64,240
<b>TOTAL DISBURSEMENTS</b>	<b>\$258,241</b>
Cash Accounts as of June 2012:	\$170,757

**BUDGET July 1, 2012 – June 30, 2013**

**REVENUE**

Assessments	\$230,000
Grants, Fees/Donations	12,000
Interest	700
<b>TOTAL REVENUE</b>	<b>\$242,700</b>

**DISBURSEMENTS**

Sidewalk operations & beautification	\$155,000
Streetscape Improvements	20,000
Administration	60,000
Contingency Fund	5,000
<b>TOTAL DISBURSEMENTS</b>	<b>\$240,000</b>

**Assessment Methodology**

The Noe Valley Association Community Benefit District is funded through an annual assessment from businesses and property owners in the district. The CBD assesses each property according to each property's variables as follows: \$0.164 per square foot of lot size + \$8.83 per linear foot of lot frontage + \$0.170 per square foot of non-exempted building square footage. As provided by the Property and Business Improvement District Law of 1994, the CBD's assessment shall appear as a separate line item called special assessment on the annual property bill prepared by the City and County of San Francisco. For more information on Noe Valley Association CBD assessments, visit [www.noevalleyassociation.org](http://www.noevalleyassociation.org).

# Noe Valley Association Annual Report 2011 – 2012



Noe Valley Association  
A Community Benefit District



**The Noe Valley Association welcomes your questions & feedback.**  
**Noe Valley Association • 1330 Castro Street • SF • CA • 94114**  
 Questions? Email [info@noevalleyassociation.org](mailto:info@noevalleyassociation.org) or call Debra Niemann at 415-519-0093.  
 Visit our website for updates about our neighborhood: [www.noevalleyassociation.org](http://www.noevalleyassociation.org)  
 The Noe Valley Association is a registered 501(c)(3) organization.  
 All contributions are tax-deductible to the extent allowed by law.

The Noe Valley Association was established in August 2005 as a fifteen-year Community Benefit District (CBD), which receives an annual special assessment from the 209 properties in the district. The first assessments were received by the NVA in January 2006. The NVA consists of roughly six city blocks, including the side streets of corner buildings, on 24th Street between Church & Douglass Streets.



## Public Rights of Way and Sidewalk Operations

Daily sidewalk/gutter sweeping & spot cleaning continues **seven** days a week. **Nine** monthly sidewalk steamcleanings April –November. **Removed 187** pieces of bulky and illegal trash (boxes, furniture, yard debris, bags of garbage, etc.) from sidewalks and gutters, worked with **28CLEAN** and reported consistent trash abusers. **Removed 192** graffiti marks and improper signage. Washed the sidewalk daily to remove dog feces and spilled litter from food, drink and other liquids. **Replaced 24** city garbage can liners to prevent leakage. **Repainted all** trash cans and MTA guardrails on Church Street. **Contracted with Arborist Now** to analyze existing trees and recommend maintenance program to improve health and well-being of trees. Removed dead trees and sucker branches, and weeded all tree wells. **Added decomposed granite** to existing tree wells to reduce the pile-up of dog feces and create a smooth path for sweeping. Chief Gardener Mara waters, weeds, & replants as needed in the **21** planter boxes & open sidewalks where the NVA maintains flowers and plants.

## District Identity and Streetscape Improvements

A new logo for the NVA, prominently displayed on banners hanging on **six** street poles along 24th Street, identifies the neighborhood and brands its image both to community and visitors. **Work continues with the MTA** to optimize and preserve parking at Castro and 24th Streets, including a request to remove the bus pull-in zones at Noe and 24th Streets in favor of pole stops. This would result in **eight** new parking spaces on 24th Street. The NVA protested MTA's idea to remove three parking spaces on Castro and worked with the NVMPA to ensure no reduction in available parking. The NVA installed **two** new planter boxes on 24th Street and created a new iron fence for the planting area in front of Whole Foods Market. **24** flower baskets continue to brighten the neighborhood and are replaced every six months. **The NVA replants flowers and plants at the two** parklets and prepares required parklet cleaning reports to the Department of Public Health. **The NVA continues to revitalize the public space at the Noe Valley Ministry parking lot, home of the Noe Valley Farmers' Market.** Upkeep and updating of **two** public bulletin boards in the City parking lot on 24th Street. One is designated for the CBD to inform the public about its activities. **The NVA was paid as fiscal sponsor for the seventh** annual Noe Valley Harvest Festival, a neighborhood Celebration in October 2011. **Produced the fifth** annual Easter Egg Hunt at Douglass Park, attended by over **300** Noe Valley families in April 2012.

**Co-produced SummerFEST in June with the Noe Valley Merchants and Professionals Association (NVMPA).** **The community enjoyed hayrides, a petting zoo, jumpy tents, local musicians, entertainment for children and free specialty food samples from Whole Foods Market.** The north side of Noe at 24th Street was partly closed to host the popular petting zoo and jumpy tents. Back for its **second** year! **24 HoliDAYS** on 24th Street in December 2011 with live reindeer in a parklet, musicians playing on the streets and merchants hosting events, a wine walk and Santa Claus visits. Food, **good cheer** and merriment abounded. **Installed holiday decorations and hung white lights on 53** established trees through an agreement with the NVMPA.

## Administrative/Corporate Operations

Keeps the NVA running day-to-day, manages all projects outlined above and oversees finances and insurance requirements for a **501(c)(3)**. **Advocates for 24th Street with all departments of City of SF government.** Presented work to the Board of Supervisors and Government Oversight Committee. **Held Board meetings every quarter and committee meetings as needed.** Attended the CBD Council meetings every other month and presented a collective voice to the City on matters relating to CBD contributions towards improving the pedestrian experience on city streets. Managed insurance requirements, finances and reporting to City and State offices. Published mid-year and annual reports; distributed the annual report to all CBD property owners. Updated and maintained the NVA website: [www.noevalleyassociation.org](http://www.noevalleyassociation.org).

### Services Plan 2012-2013

**Public Rights of Way** – Continue daily cleaning and monthly steam washing, maintenance of trees and planted areas, including flower baskets, planter boxes and open sidewalk areas. Create new diagonal parking on Castro between Clipper and Jersey and create new parking on 24th Street by eliminating the pull-in bus stops at Noe and 24th Streets.

**Streetscape** – The NVA has installed numerous streetscape improvements. In the next fiscal year the NVA plans to write a grant and hold a contest for local artists for a new design on the seven utility boxes in the district.

**District Identity** – The NVA is working with SF Travel to promote Noe Valley to tourists. Working with the NVMPA, we hope to soon have a new brochure at the SF Travel booth at Hallidie Plaza. The new NVA logo was used on the SF Travel website to promote SF neighborhoods.

**Marketing** – Continue to promote the neighborhood and local merchants through the creation of special events in collaboration with NVMPA: the annual Spring Easter Egg Hunt, the Noe Valley Garden Tour, SummerFEST, the Noe Valley Harvest Festival and 24HoliDAYS on 24th Street.