

Presented in Committee - September 19, 2018

Ocean Avenue 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 16-17

- 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.



OAACBD Formation

OAACBD	Type	Assessment Budget*	Year Established	Expires
	Property-Based	\$ 239,578	2010	June 30, 2025

**budget identified in management plan*



OACBD Operations

- **Staff**

- Executive Director – Daniel Weaver

- **Service Areas**

- **Safety and Community Service Ambassadors (CSAs)**

- This program supports both uniformed Ambassadors and activates the sidewalks and open space.
 - Contracts with MJM Management Group to staff a team of Community Safety Ambassadors

- **Cleaning Program**

- This program area is allocated for cleaning and on-call graffiti removal.
 - Provides a uniformed maintenance worker to respond to maintenance calls to remove graffiti, wash down the sidewalk or pick up an accumulation of debris on the sidewalk 20 hours/week. S

- **Beautification**

- This program area includes streetscape improvements such as way finding signage and sidewalk lighting and capital enhancements.

- **Activation of Public Space (Zone 2)**

- This service area implements programs that support Civic Center Plaza's night time activation.



BENCHMARKS

OEWD's staff reviewed the following budget related benchmarks for Ocean Ave CBD:

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

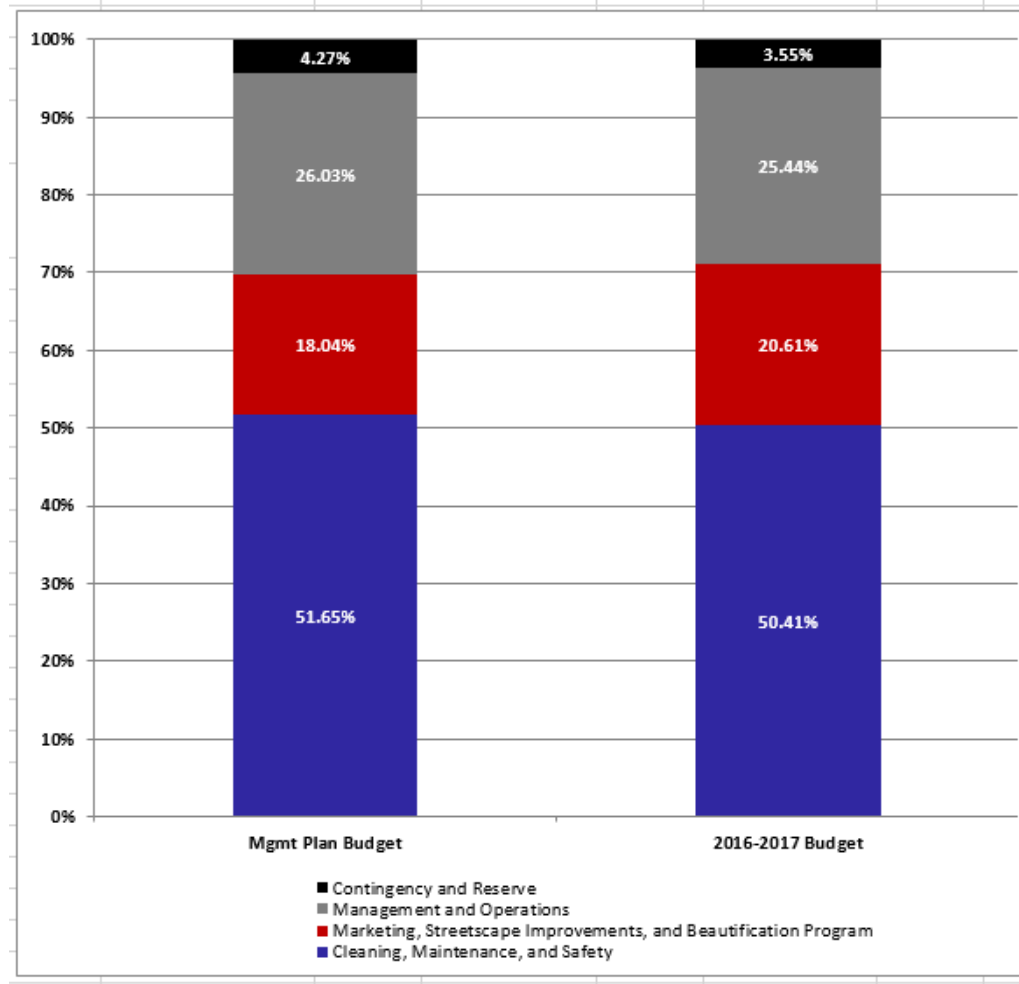
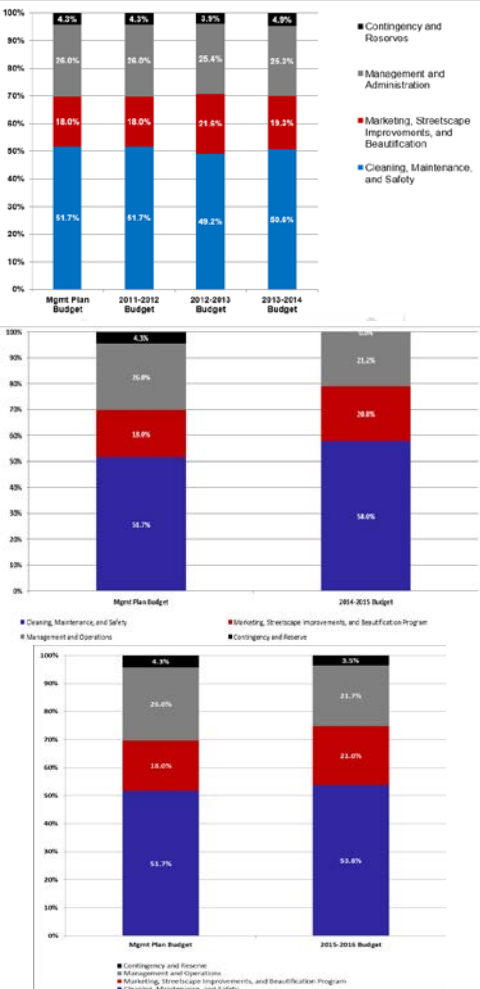
Benchmark 2 – Whether one percent (1%) of Ocean Ave CBD's actuals came from sources other than assessment revenue.

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

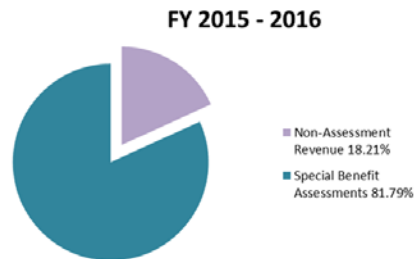
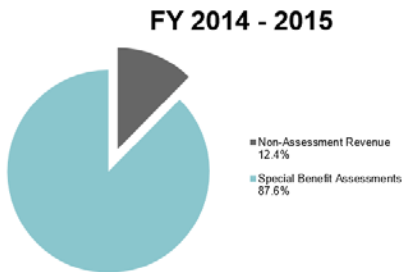
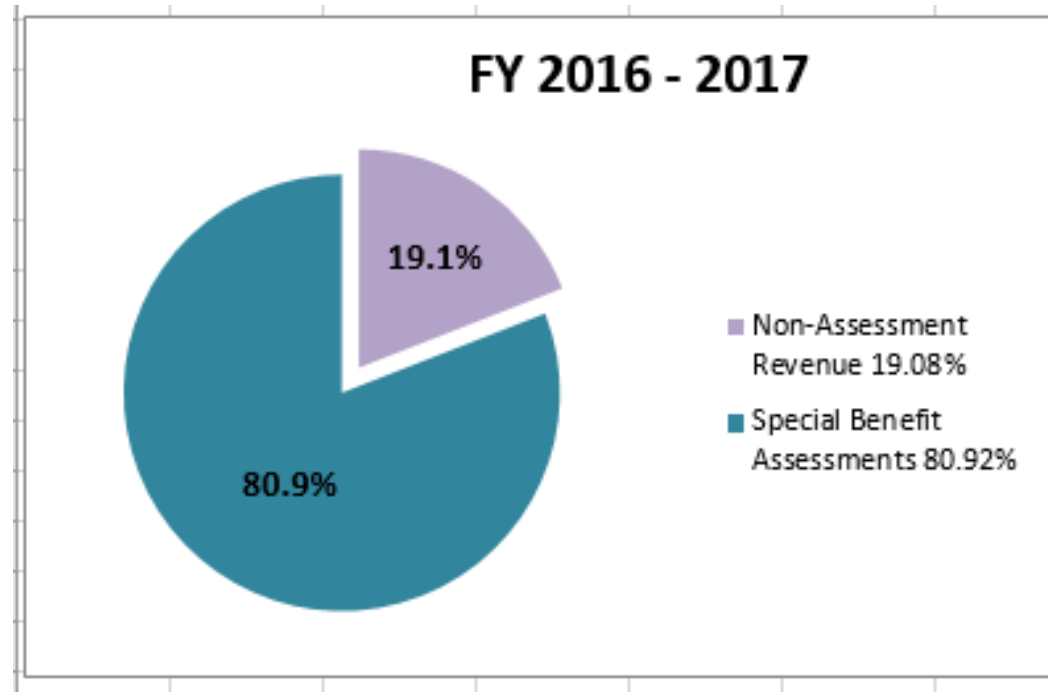
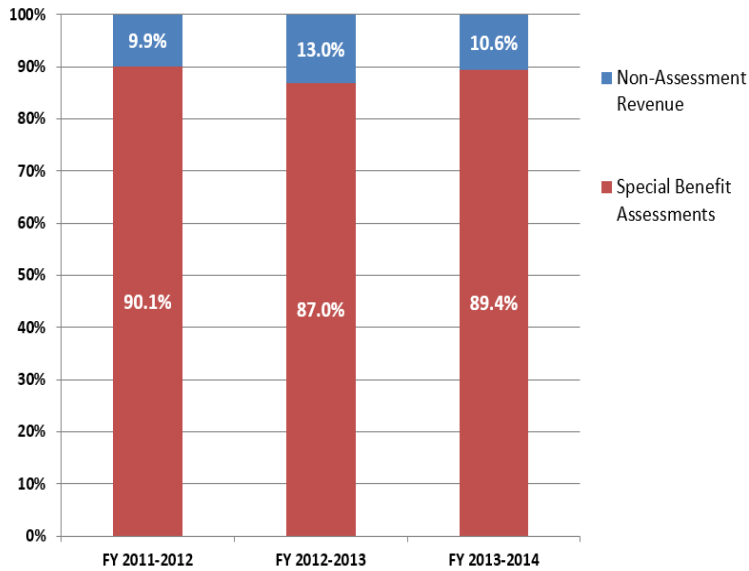
Benchmark 4 - Whether CBD is indicating the amount of funds carried over from the current fiscal year and designating projects to be spent in the upcoming fiscal year.



Management Plan vs. Annual Budgets



Assessment Revenue & Other Income



Budget vs Actuals

Service Category	FY 2013-2014 Variance % Points	FY 2014-2015 Variance % Points	FY 2015-2016 Variance % Points	FY 2016-2017 Variance % Points
Cleaning, Maintenance, and Safety	+3.7%	+8.1%	+3.70%	+2.28%
Marketing, Streetscape Improvements, and Beautification	-11.7%	-12.3%	-4.74%	-0.02%
Management and Operations	+12.8%	+4.21%	+3.14%	+1.28%
Contingency/Reserve	--	16%	-2.11%	-3.55%



Carryover

FY 2016-17 Carryover Disbursement	
Designated Projects for 2016-2017	
Cleaning, Maintenance, and Safety	\$107,263.62
Marketing, Streetscape Improvements, and Beautification	\$41,713.63
Management and Operations	\$43,699.99
Contingency and Reserves	\$5,959.09
Total Designated Amount	\$198,636.34



Conclusion

Ocean Ave CBD has performed well in implementing the service plan in the district:

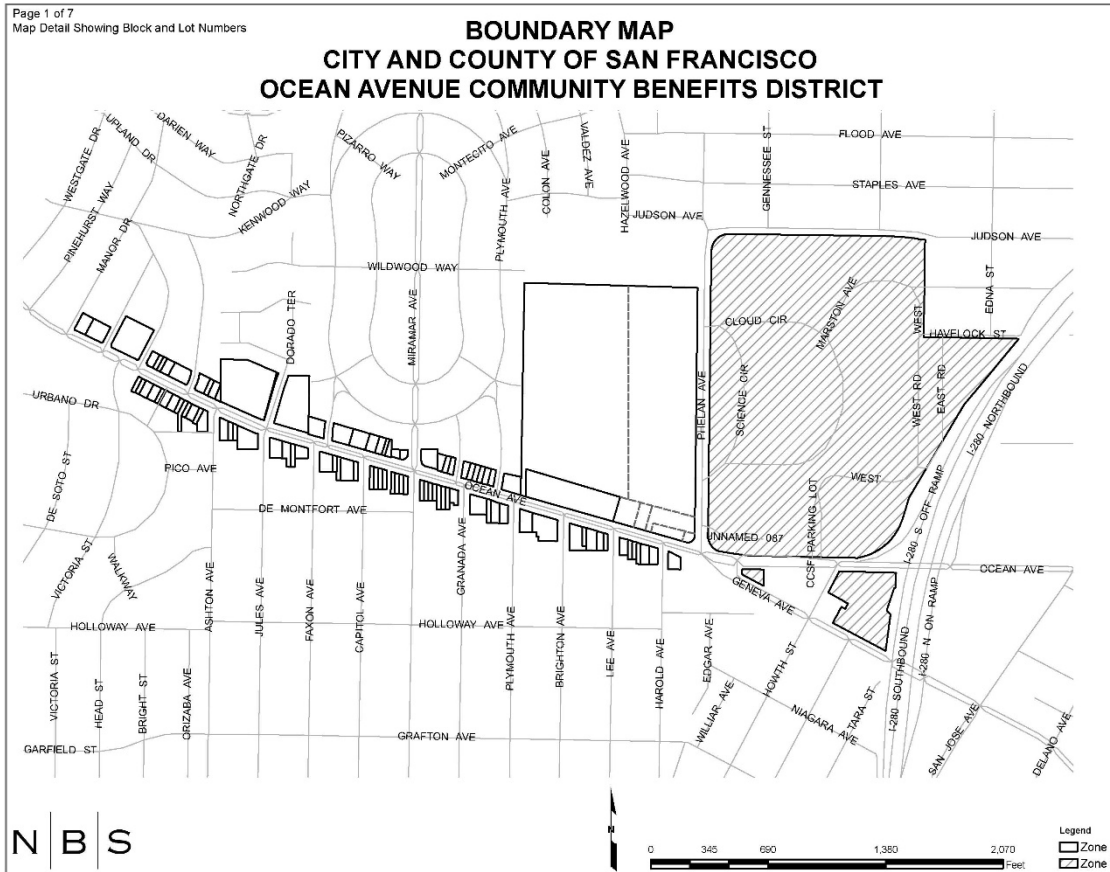
- **Implemented all OEWD recommendations from FY 15-16 Annual Report**
- **Successfully sponsored and implemented neighborhood events and programs, including Second Sundays and the Ocean Avenue Banner Project**
- **Increased their opportunities in partnering with community stakeholders and numerous municipal agencies for small business technical assistance, business attraction, and façade improvement.**
- **Maintained an active board of directors and several sub committees**



Ocean Avenue Association



Area Map of the CBD



Active Committees

- Street Life Committee: Focused on the activation of the CBD retail district through public art, entertainment and design. Chaired by Alexander Mullaney.
- Business Committee: Concerned with business growth and retention. Chaired by Janene Summerland.

Partner Organizations

- Western Neighborhoods Project
- Livable City
- OMI Cultural Participation Project
- OMI Neighbors in Action
- Westwood Park Association
- Ingleside Terraces Homes Association

Partner Organizations (Government)

- Office of Economic and Workforce Development
- San Francisco Public Works
- San Francisco Planning Department
- Bay Area Rapid Transit District
- Ingleside Branch Library
- City College of San Francisco

Grants (2016-2017)

In FY 2016-2017, OAA secured \$73,510 in non-assessment grant funding from a variety of public agencies. This augments our assessment revenue of \$321,231 and enables us to conduct projects connected to our goals of marketing, maintenance and beautification.

Events + Highlights- Cleaning, Maintenance and Safety

- Cleanscapes provides street maintenance service six days per week including sidewalk and gutter trash pickup, pressure-washing and graffiti removal where needed
- Arborist Now maintains trees on and near Ocean Avenue, including 65 Washingtonia Palms

Events + Highlights- Beautification

- OAA's large-scale landscaping project to beautify two SFPW-owned triangles of land at Ocean-Geneva was completed in June of 2017
- OAA maintains sidewalk gardens on Ocean Avenue and on perpendicular side streets
- OAA's projects utilize neighborhood volunteers for planting and garden maintenance

Events + Highlights- Marketing

- OAA organized Second Sundays—a music and events series held in small businesses and community spaces—through June 2017.
- OAA staff began planning for public events at Unity Plaza to begin in 2018.



OpenSF history
presentation in the
lobby of the El Rey
Theater—June 11, 2017

Challenges

- High rents and design-challenged business spaces leading to long-term vacancies.
- Regulatory hurdles, such as the Accessible Business Entryway program, pose a challenge to business and property owners.
- Property owners under-invest in their storefronts, giving some facades a shopworn appearance.

Opportunities

- There is high interest in the neighborhood for public art, events and entertainment. OAA is working to program free public events and install a variety of new public art works on the corridor.
- New businesses establishing on Ocean Avenue brings the potential for business owners to participate in advocating for the Ocean Avenue community.

Projects + Visions

- Provide free public programs at Unity Plaza and partner with groups to host events
- Pursue maintenance agreement for Balboa Park BART station area
- Successfully raise funds for a new sculpture at Ocean and Phelan avenues
- Develop and promote projects in the OAA's Fifteen Year Plan for the CBD corridor

Thank You

