

Presented in Committee - May 16, 2018

# Noe Valley Community Benefit District



# Legislative Overview

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

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

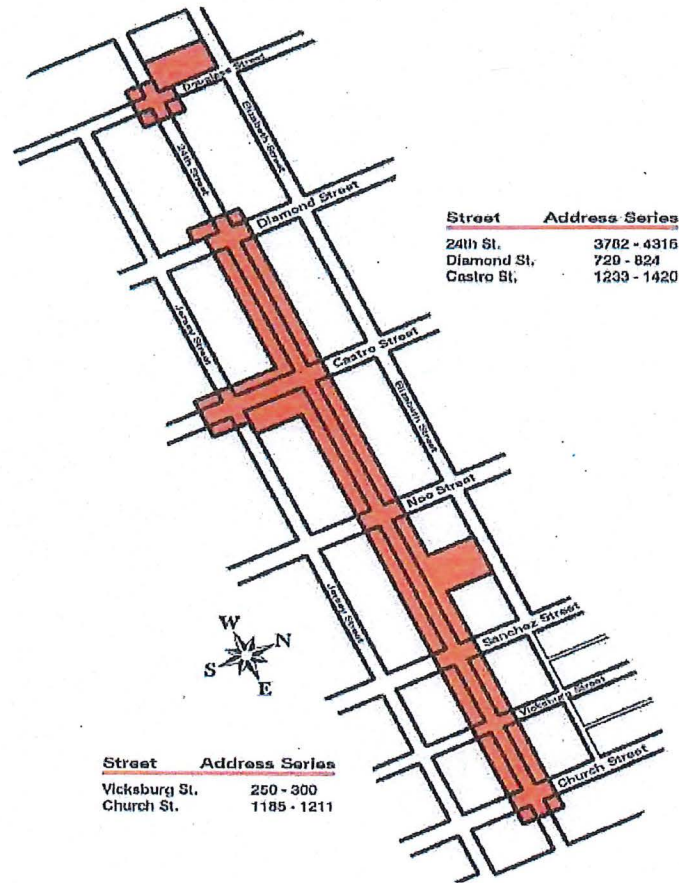
# Review Process

## This resolution covers the 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.

# Parcel Map

Noe Valley Association- A Community Benefits District  
Address Range Map



# NVCBD Formation

NVCBD	Type	Assessment Budget*	Year Established	Expires
	Property-Based	\$ 230,138	2005	June 30, 2020

*\*budget identified in management plan*

# NVCBD Operations

- **Staff**

- Executive Director – Debra Niemann

- **Service Areas**

- **Public Rights of Way and Sidewalk Operations (PROWSO)**

- This program includes street maintenance, beautification, and safety services.
  - Contracts with Curb Appeal to provide sidewalk cleaning and beautification services.
  - During the holiday seasons , NVA hires San Francisco Patrol Special

- **District Identity and Street Improvements (DISI)**

- This program area is allocated for public space development.
  - Promote the district through a strategic marketing materials.
  - Sponsor special events in the district such as farmer's markets and street festivals.

- **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 NVCBD:**

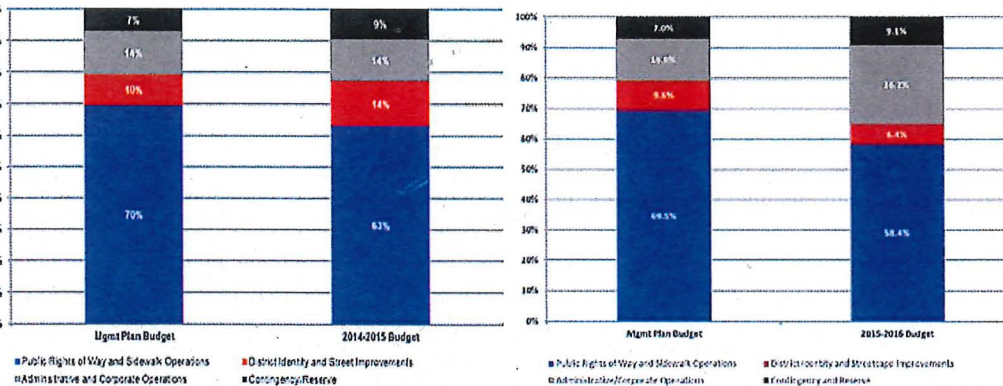
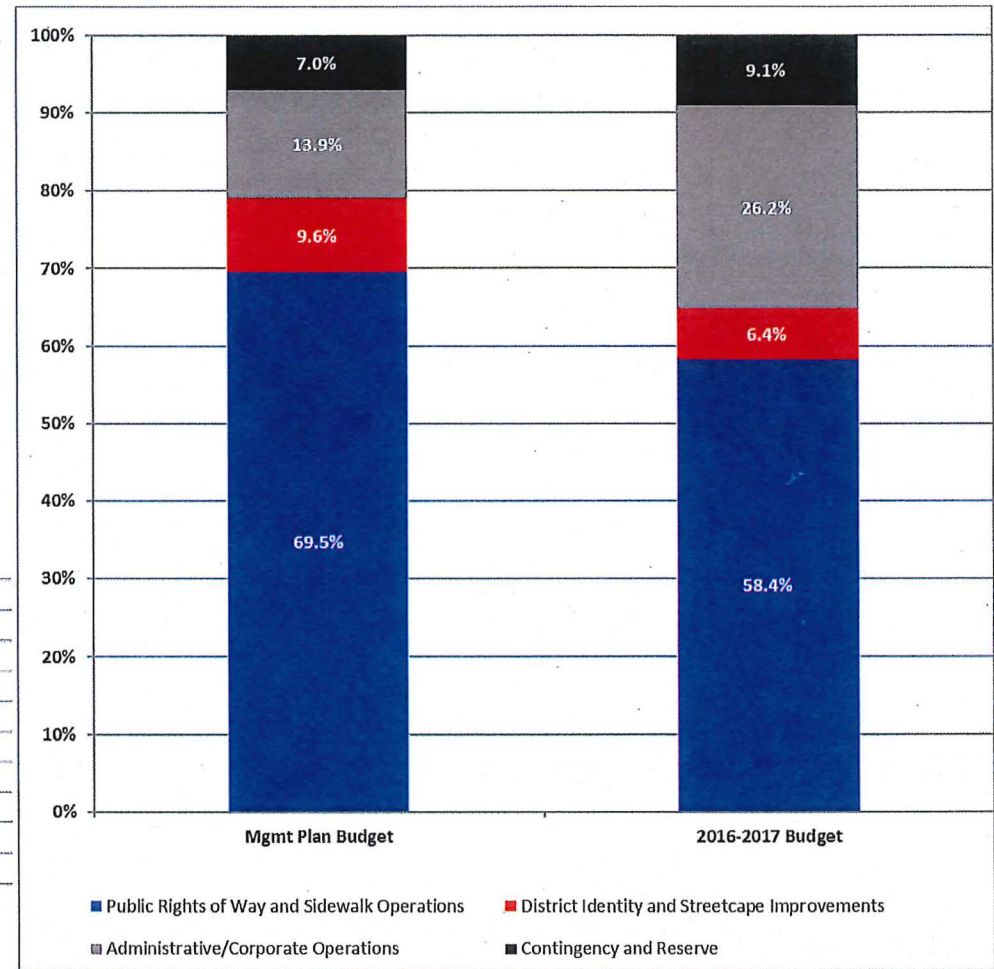
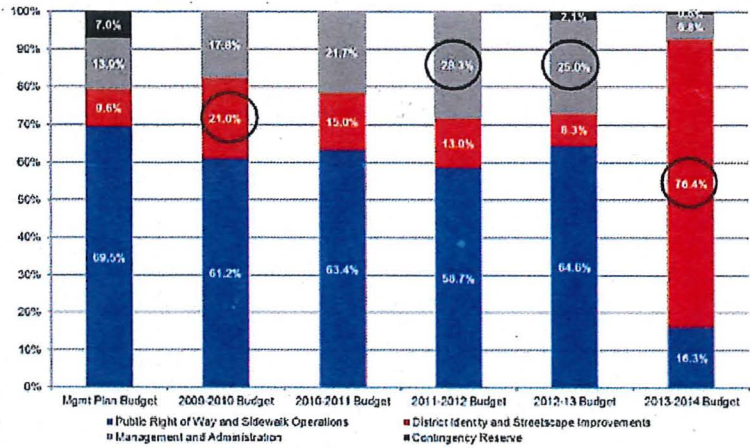
**Benchmark 1 – Whether the variance between the budget amounts for each service category was within 10 percentage points from the management plan.**

**Benchmark 2 – Whether five percent (5%) of NVCBD'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.**

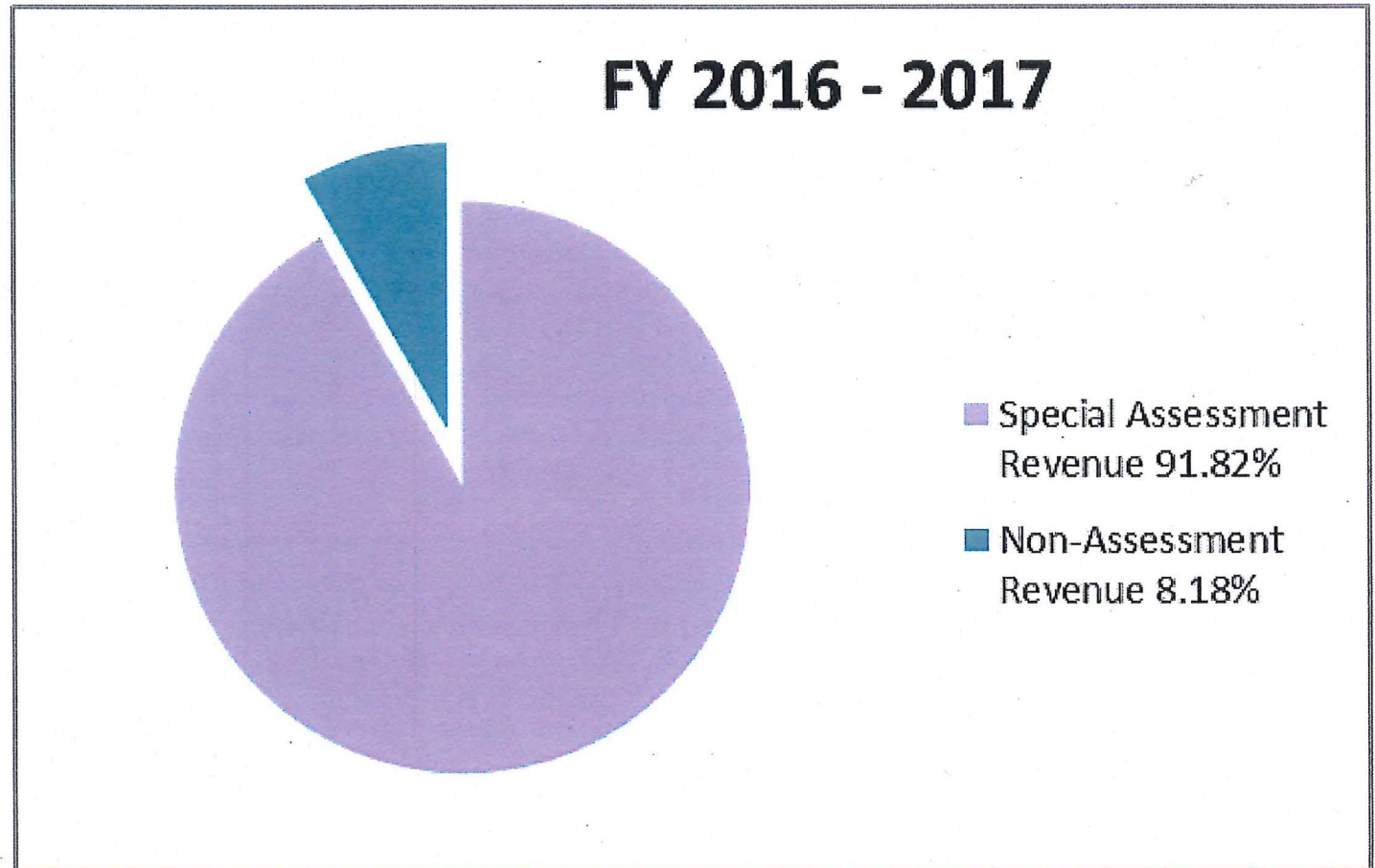
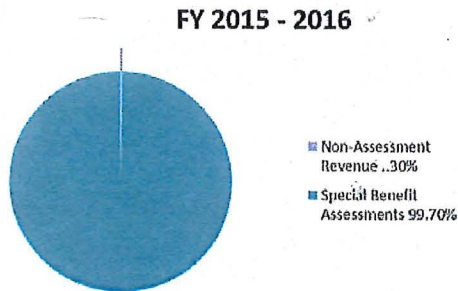
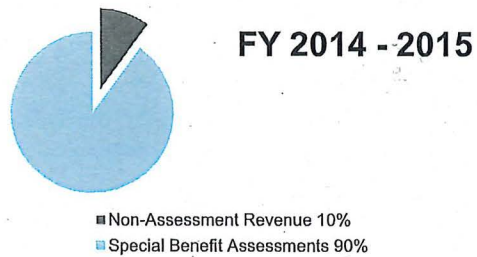
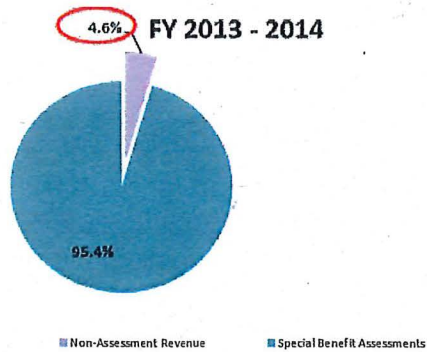
**Benchmark 4 - Whether CBD is indicating the amount of funds carried over from the current fiscal year and designating projects to be spent in the upcoming fiscal year.**

# Management Plan vs. Annual Budgets





# Assessment Revenue & Other Income



# Budget vs Actuals

Service Category	FY 2013-14 Variance % Points	FY 2014-15 Variance % Points	FY 2015-16 Variance % Points	FY 2016-17 Variance % Points
Public Rights of Way and Sidewalk Operations	+48.1	-1%	+6.42%	-5.88%
District Identity and Street Improvements	-70.4	0%	+8.1%	+9.21%
Administrative Expenses	+22.4	+4%	+1.38%	+5.73%
Contingency/ Reserve	-0.5%	-2%	-8.61%	-9.05%

# Carryover

Designated Projects	FY 2016-17
PROWSO	\$151,227.75
DISI	\$20,793
ADMIN	\$30,254.25
CONTINGENCY and RESERVE	\$15,246.75
<b>Total Designated Amount</b>	<b>\$217,500</b>

# Findings/Recommendations and Conclusion

In completing the review of the NVCBD's annual reports and financials, OEWD sets forth the following recommendations:

- CBD will sunset in 2020, OEWD is working with CBD to prepare for their renewal campaign
- CBD did not meet Benchmark 1 and has historically not met it due to structural weakness in management plan. OEWD anticipates that upon CBD renewal, the district will be able to fully meet this requirement by updating their management plan appropriately
- CBD improved in meeting benchmark 2 and were able to raise 8% more in non-assessment revenue compared to the previous fiscal year

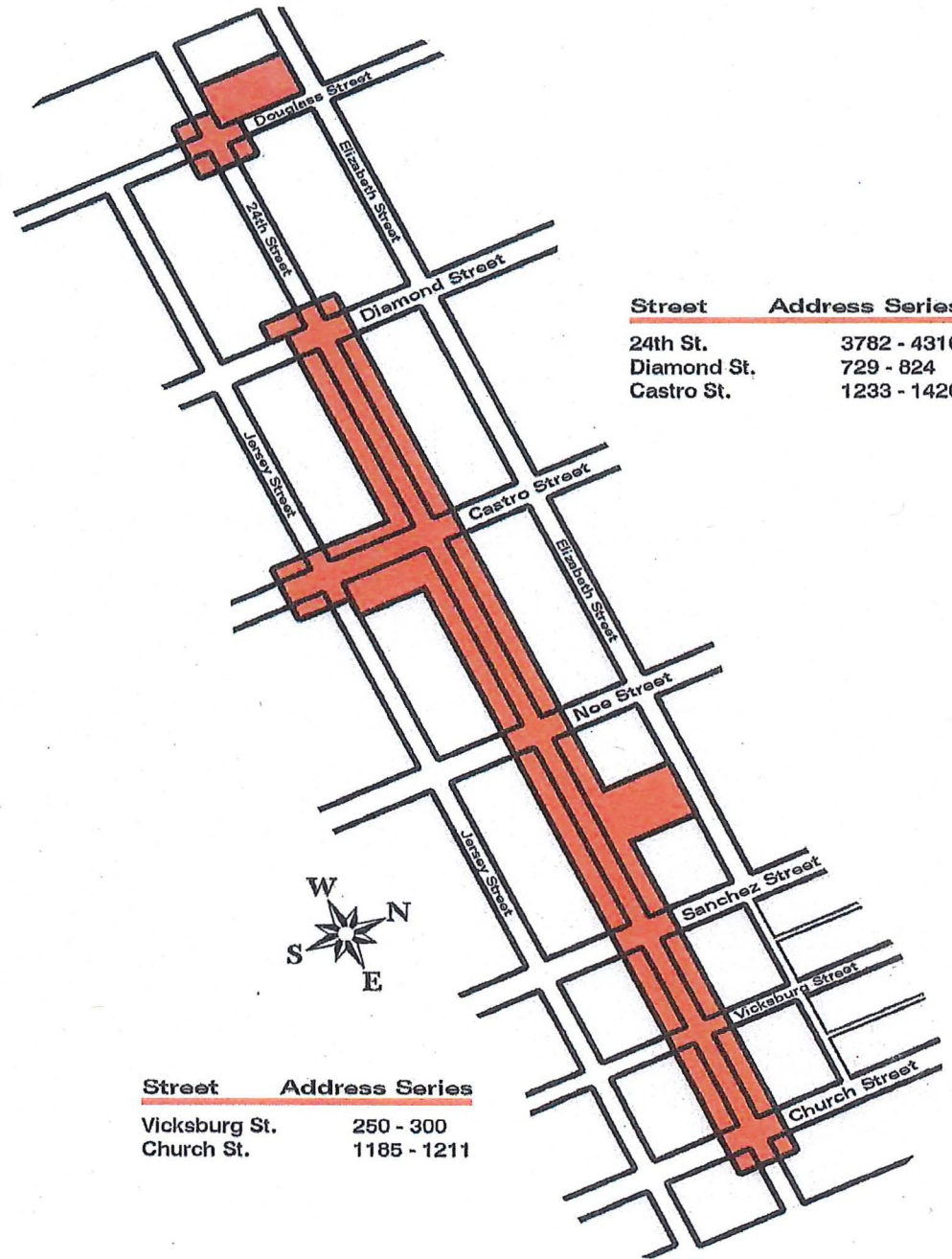
Although the CBD did not meet one benchmark, it has overall performed well in implementing its service plan. Board is active. CBD has successfully sponsored various events, including the activation of Noe Valley Town Square. OEWD will continually work with the CBD to ensure it meets benchmarks.



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**Noe Valley Association- A Community Benefits District  
Address Range Map**

**Noe Valley CBD  
Area Map**



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# NVA Active Committees

## Green Committee - Streetscape Improvements

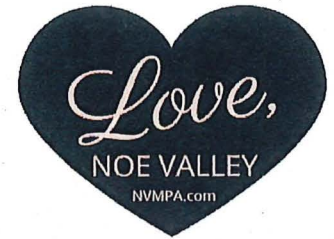


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# NVA Active Committees

Community Event Marketing

in partnership with the Noe Valley Merchants & Professionals Association



[www.noevalleysummerfest.com](http://www.noevalleysummerfest.com)



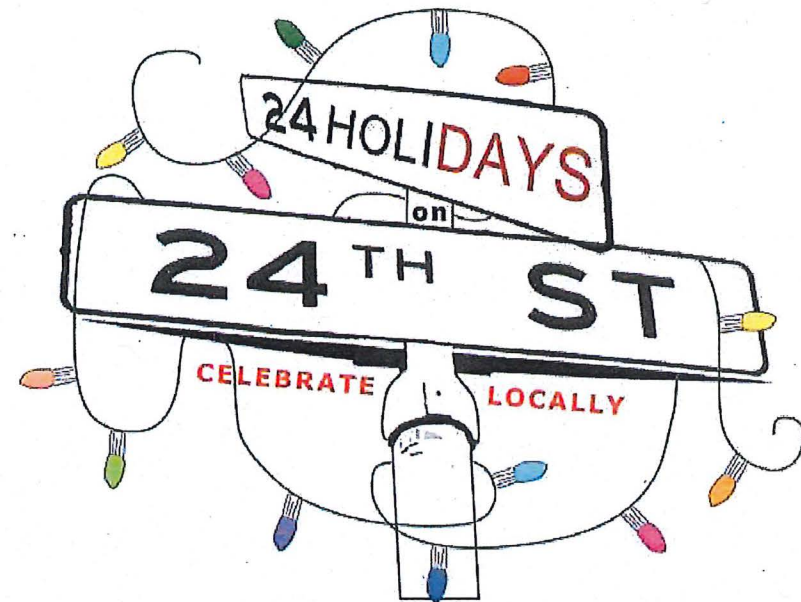
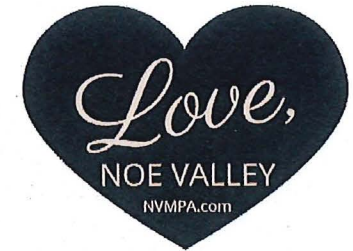
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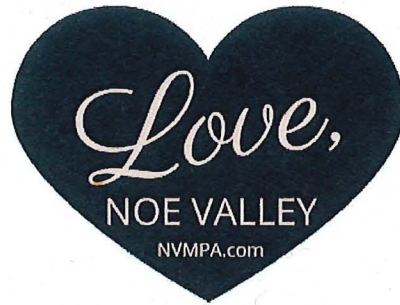


[www.24on24th.com](http://www.24on24th.com)



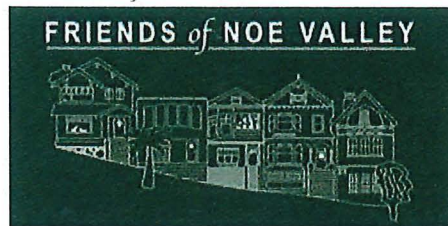
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# NVA Partner Organizations



Noe Valley Merchants &  
Professionals Association

<http://www.noevalleymerchants.com>

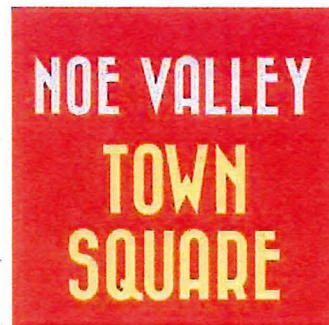


Friends of Noe Valley

<http://friendsofnoevalley.com>



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Noe Valley Town Square

<http://noevalleytownsquare.com>

# Grants

2016

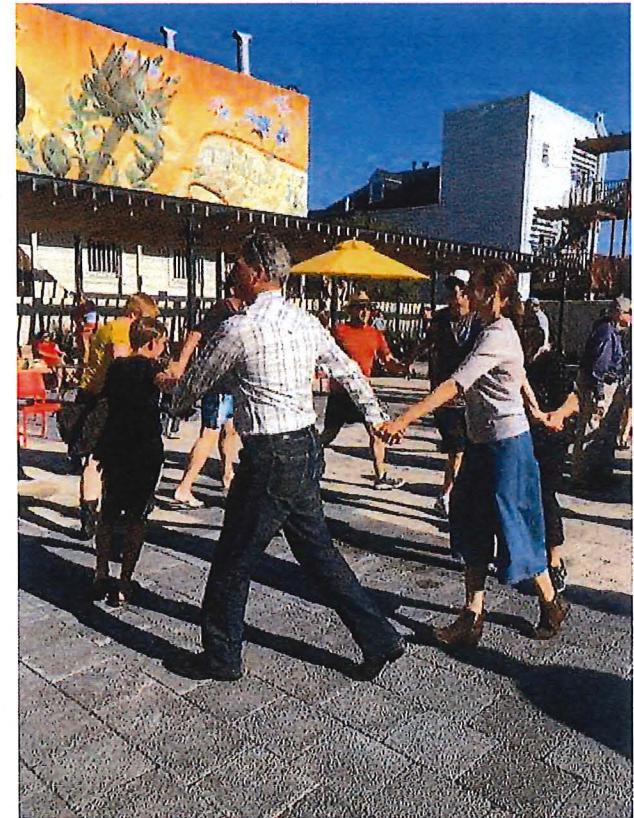
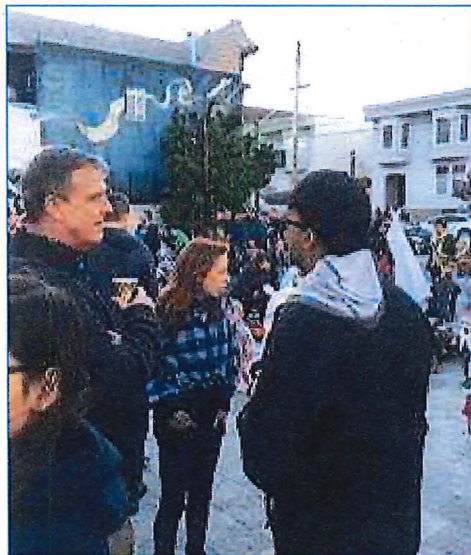
- OEWD grant of \$21,000 for new public seating benches and tables and chairs at two parklets

2017 - present

- Fiscal agent for activating the Noe Valley Town Square



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# Annual NVA Easter Egg Hunt



**Easter Egg Hunt**  
Saturday  
March 31st  
10am - noon  
Douglass Park  
(Douglass St. @ Clipper)

Refreshments      Free Egg Hunt for the Kids      Live Music

An annual Noe Valley Association community event      details: [www.noevalleyassociation.org/easter-egg-hunt/](http://www.noevalleyassociation.org/easter-egg-hunt/)

Many thanks to our generous sponsors!



The Roddick Family Trust



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The annual NVA egg hunt takes place the Saturday before Easter Sunday. This is a free event open to the community and supported by local businesses.

# Day to Day Operations

## Current examples:

- Annual removal of 198 bulky trash items
- Annual removal of 322 graffiti marks, stickers
- 10 annual power washings of sidewalks
- 24 flower baskets hung every six months
- 17 garbage cans painted annually
- 16 Planter boxes replanted every six months
- 6 large sidewalk garden areas maintained monthly
- 244 trees on annual trimming schedule, with tree wells filled with decomposed granite or bark on an as-needed basis
- NVA employs two full-time street porters
- 11 Core Volunteers for events



# Challenges

Working with SF Recreation & Parks Department to activate the Noe Valley Town Square.



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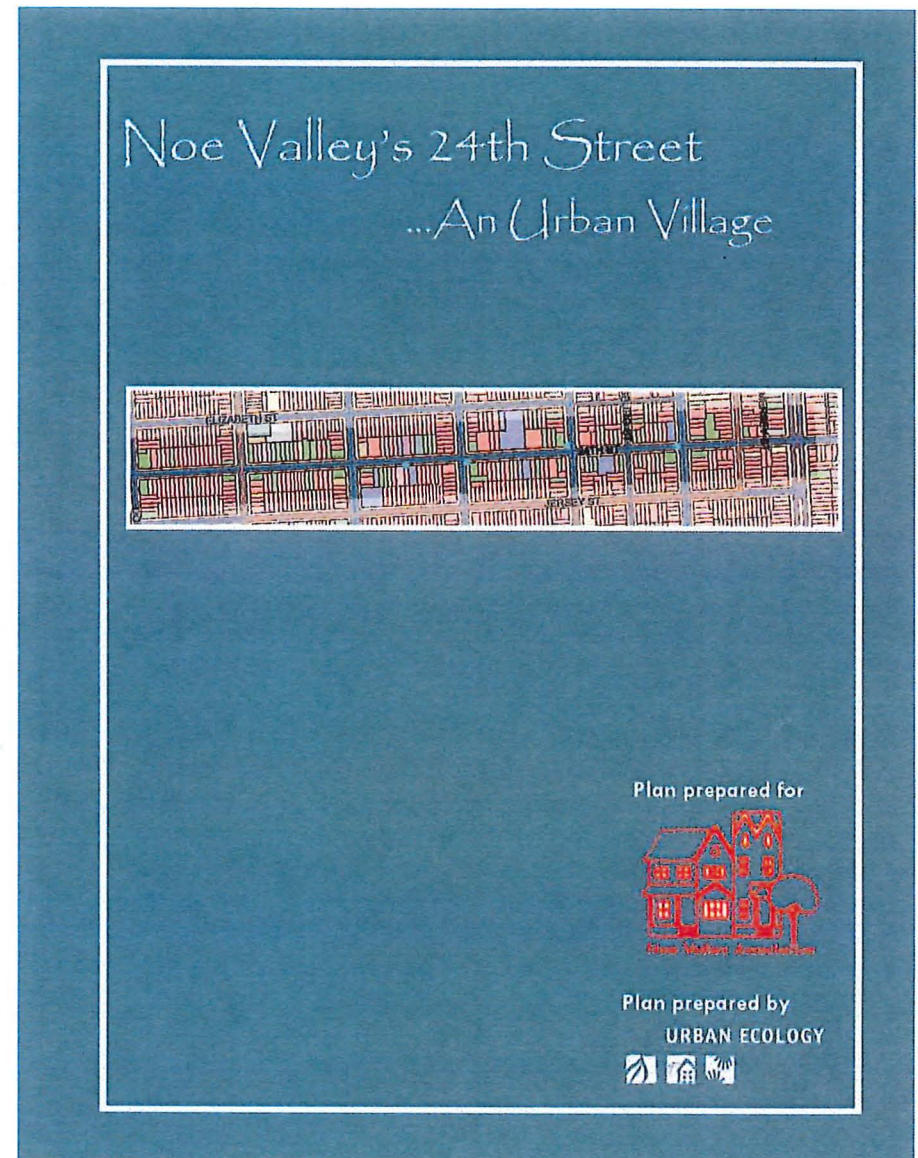


# Opportunities

Time to conduct a new long term plan for the district based on community input similar to original created in 2006.



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# Projects + Visions

- Murals on large blank walls
- Improve greening of NVTs
- Countdown signals



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# Projects + Visions = Advocacy

Based on OEWD  
Research of Retail  
Environment; Work  
with community and  
NV Merchants to  
modify the planning  
code for 24<sup>th</sup> Street



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# Projects + Visions = Advocacy

Continue to act as fiscal agent for Town Square to ensure success and utilization of new public space.



Thank You.



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