

# YERBA BUENA

## AT WORK FOR YOU

YBCBD ANNUAL REPORT  
2015-2016

YERBA BUENA  
COMMUNITY  
BENEFIT  
DISTRICT

YBCBD





# YBCBD: AT WORK FOR YOU

Dear Neighbors,

It was a transformative year that showcased the cultural, business and residential roots of our dynamic neighborhood. We experienced the exciting re-opening of SFMOMA. Construction began on the Moscone Expansion Project and the Mexican Museum. New places debuted to shop, dine and live. Today, more families live in Yerba Buena than ever before. All of this growth makes the Yerba Buena Community Benefit District's services more important than ever to keep our vibrant neighborhood cleaner, safer and more inviting.

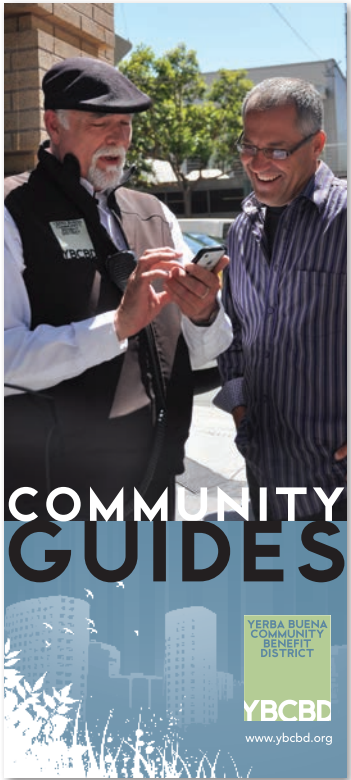
Implementing YBCBD's services to improve the quality of life here requires a relentless commitment by our dedicated staff, volunteer board of directors and committee members, and neighbors living and working in Yerba Buena. We're proud that last year 84 percent of the property owner ballots cast voted in favor of renewing the YBCBD for a 15-year term. The tally is the largest level of support for any Community Benefit District renewal in City history. Thank you for your support and involvement.

In this past fiscal year, and because of community input, we added more clean and safe services. Since early 2016, more Clean Team members and Community Guides are on duty. A new YBCBD Social Services Specialist also started connecting the street population to available services.



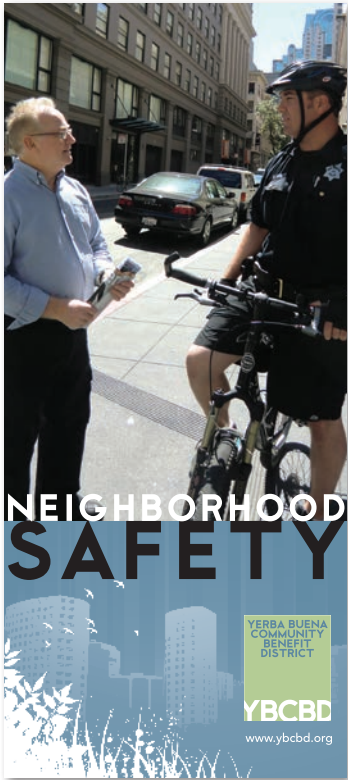
**CLEAN  
TEAM**

YERBA BUENA  
COMMUNITY  
BENEFIT  
DISTRICT  
**YBCBD**  
www.ycbcd.org



**COMMUNITY  
GUIDES**

YERBA BUENA  
COMMUNITY  
BENEFIT  
DISTRICT  
**YBCBD**  
www.ycbcd.org



**NEIGHBORHOOD  
SAFETY**

YERBA BUENA  
COMMUNITY  
BENEFIT  
DISTRICT  
**YBCBD**  
www.ycbcd.org



**WELCOME TO  
YERBA BUENA**

YERBA BUENA  
COMMUNITY  
BENEFIT  
DISTRICT  
**YBCBD**  
www.ycbcd.org

Our primary focus remains on our core clean and safe services, which supplement many city services, to maintain and improve Yerba Buena. Last year, our Clean Team addressed 11,000 sweep and scrub requests, removed 8,200 graffiti tags, flyers and stickers, and worked 365 days a year on beautifying our neighborhood. YBCBD's Community Guides and San Francisco Police Department bike patrol officer dedicated to Yerba Buena addressed 650 aggressive panhandling incidences and provided information and assistance to 13,400 visitors and merchants.

We're proud that our Community Benefit Fund is supporting public art, community engagement, streetscape improvements, and public safety enhancements. Our temporary Annie Street Plaza pilot project received San Francisco Beautiful's 2015 Place-Making Award. Sites Unseen, part of our Yerba Buena Public Art Plan, secured two artists for installments in alley locations in 2016. More than 10,000 attended the fifth annual Yerba Buena Night.

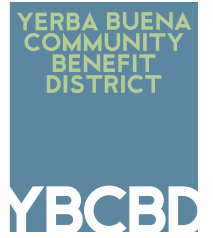
In the next year, our teams will work tirelessly every day to make our district cleaner and safer. We plan to refresh our award winning Yerba Buena Street Life Plan and continue working on high priority projects. We will promote the neighborhood's identity in support of business and cultural institutions, provide grants to nonprofits dedicated to raising the bar in Yerba Buena, and work to add more public art to the district.

The YBCBD's commitment to always elevate our pioneering, original and eclectic neighborhood is constant. Thank you for supporting the work we do for you and with you to improve the quality of life in Yerba Buena.



Sincerely,

Lance Burwell  
Chair, YBCBD Board of Directors





CUSTOM MADE BIKE RACKS



COMMUNITY BENEFIT FUND GRANTEE



MOSCONE GARAGE MURAL

## MISSION

“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.”

The YBCBD strives to achieve its mission by working as partners in the community. We were formed in 2008 and renewed in 2015 for a 15-year period by district property owners and the San Francisco Board of Supervisors to provide services and programs covering the area of Second to Fifth and Market to Perry streets. Today, Yerba Buena is a thriving hub of cultural charisma, entrepreneurship, and diversity. The area bustles with more than 400 shopping, dining and entertainment venues, world-class museums, convention space, hotels, and educational institutions. Technology companies, retailers and culinary artists incubate the next big thing. Senior housing blends with live/work lofts, family homes and condominiums.

## SERVICES AND PROGRAMS

**CLEAN TEAM.** Our team sweeps and steam-cleans sidewalks, removes graffiti, picks up litter, and responds to immediate neighborhood cleaning needs every day 6 a.m.-9:30 p.m.

**SFPD PATROL AND SAFETY.** On top of existing police services, the YBCBD funds an SFPD bike patrol officer to keep us safer – 10 hours a day, 7 days a week. We are also developing pedestrian safety and traffic enforcement initiatives to make it safer for everyone to traverse the neighborhood.

**COMMUNITY GUIDES.** Our Guides help everyone in the district and are our eyes on the street— directing visitors to local businesses, contacting our dispatcher to have areas cleaned and report safety issues, and helping those in need — every day 6 a.m.-midnight.

**SOCIAL SERVICES SPECIALIST.** This new specialist connects people living on district streets to available services as part of a one-year pilot program.

**MARKETING & EVENTS.** We promote Yerba Buena with websites, events, social media, street banners, and more to keep our economic engine humming.

**COMMUNITY BENEFIT FUND.** We give grants to neighborhood nonprofits that support family programs, public art projects and cultural exhibits, and public safety.

**STREETScape IMPROVEMENTS.** We fund streetscape programs – large and small — to improve our public spaces with artful bike racks, seating, alley and crosswalk designs, public art plans, and more.

**YOU CAN HELP!** Anyone can report neighborhood cleanliness and non-emergency issues to YBCBD’s dispatcher by calling (415) 543-9223, texting (415) 559-1362, and emailing [dispatch@ybcdb.org](mailto:dispatch@ybcdb.org), using our free mobile app, YBCBD Assist, or on our website, [www.YBCBD.org](http://www.YBCBD.org).



# 2015-2016 HIGHLIGHTS

## AT WORK FOR YOU...

**YBCBD CLEAN TEAM.** They responded to more than 11,200 requests for sidewalk sweeping, steam cleaning and spot cleaning; removed more than 8,200 graffiti tags, stickers and flyers; addressed more than 1,000 overflowing trashcans and 1,400 instances of illegal dumping; and picked up more than 200,000 pounds of trash from district streets.

**YERBA BUENA COMMUNITY GUIDES.** They conducted more than 13,000 meet and greets merchants and residents and assisted visitors, merchants, and residents with directions, neighborhood advice, cleanliness and safety issues, and more.

**SFPD BIKE PATROL OFFICER.** They worked 10-hour shifts daily to address quality of life issues and provide a reassuring presence in the district.

**NEW SOCIAL SERVICES SPECIALIST.** Our new specialist connects people living on district streets to available services as part of a one-year pilot program.

**TEAMWORK.** Our team worked together to address more than 16,000 quality of life issues including aggressive panhandling, trespassing/loitering, sleeper/camper issues, violations of the City's Sit-Lie ordinance, and assisting people in need.

**ADVOCACY.** We serve on advisory panels to promote the district's interests, such as: the SFPD Southern Station Community Police Advisory Board; The Yerba Buena Gardens Conservancy; Moscone Expansion Strategic Advisory Group; Better Market Street Citizen's Advisory Counsel; and Yerba Buena Culture Cabinet.

## AND WORKING WITH YOU...

**“YES” TO RENEWAL!** Yerba Buena property owners and the San Francisco Board of Supervisors voted in July 2015 to renew the YBCBD for 15 years. In fact, more than 84 percent of the property owner ballots cast supported the renewal. The tally is believed to be the largest level of support for any Community Benefit District renewal in San Francisco.

**WAYS TO REQUEST SERVICES.** Everyone in the neighborhood can get involved in keeping the Yerba Buena clean and safe, including the ability to report and track service requests and neighborhood issues online, using mobile phones and other tools. More than 56,000 service requests were received through these systems during the last fiscal year.

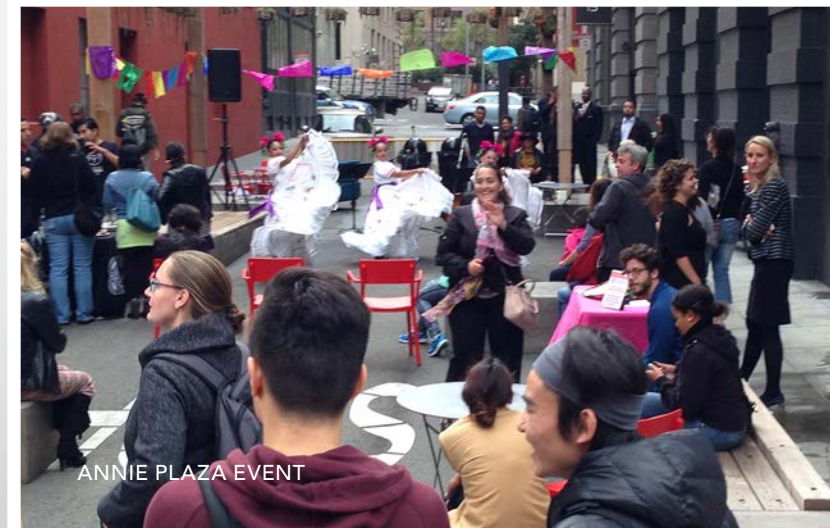
**IMPROVING STREETSAPES.** We continued to implement our Yerba Buena Street Life Plan with projects determined by the community, both large and small, to improve our pedestrian experience, alleys, streets, and open spaces. Our temporary Annie Street Plaza pilot project along Mission Street received San Francisco Beautiful’s 2015 Place-Making Award. Two major public art pieces will be installed as part of Sites Unseen, a public art project with a focus on art in Yerba Buena alleys. High-visibility graphic art crosswalks will highlight our district’s creative heartbeat at six locations in FY17. More bike racks, applying a unique design, were fabricated and installed.

**COMMUNITY BENEFIT FUND.** Each year, we provide grants to nonprofits and residences in the neighborhood that support our mission. In early 2016, we supported exhibits, programs and events, such as: the Children’s Creativity Museum free Creativity Day; Renaissance Entrepreneurship Center for training and services of district residents; TODCO to install an outdoor mural at Coleman House, an affordable housing residence; Filipino-American Development Foundation for its Parol Lantern Festival and Parade; and, Museum of African Diaspora to support a Martin Luther King, Jr. Day Celebration in 2017.

**NEIGHBORHOOD MARKETING AND BRANDING.** We populate a visitor website with great neighborhood information, produce a monthly newsletter, promote an events calendar, reach out on social media, and distribute information about businesses and attractions. We promote the district as a cultural destination, and hold events that are oriented to arts and culture to bring people together. More than 10,000 people attended the fifth annual Yerba Buena Night to celebrate our cultural heartbeat.



YBCBD ASSIST MOBILE APP



ANNIE PLAZA EVENT



CAROUSEL & THE METREON



ALICE STREET COMMUNITY GARDENS SCULPTURE



YERBA BUENA GARDENS TERRACE

Moscone expansion



CHILDREN'S PLAYGROUND



SHIPLEY STREET



MOSCONE EXPANSION



2016 YCBCD BOARD OF DIRECTORS

## BUDGET + BALANCE SHEET

### JULY 2015–JUNE 2016 ACTUALS

INCOME	ACTUALS	BUDGET	OVER/(UNDER BUDGET)
Assessments	\$3,067,189.00	\$2,991,722.82	\$75,466.18
Fundraising/In-Kind	\$489,054.00	\$160,113.27	\$328,940.73
Interest Income	\$26,116.00	\$500.00	\$25,616.00
<b>TOTAL INCOME</b>	<b>\$3,582,359.00</b>	<b>\$3,152,336.09</b>	<b>\$430,022.91</b>
EXPENSES	ACTUALS	BUDGET	OVER/(UNDER BUDGET)
Management & Operations	\$421,971.00	\$354,406.49	\$67,564.51
Cleaning & Streetscape Improvements	\$853,164.00	\$1,261,747.65	\$(408,583.65)
Safety & Security	\$888,922.00	\$1,051,102.15	\$(162,180.15)
Branding, Activation & Marketing	\$400,201.00	\$485,079.80	\$(84,878.80)
Fiscally Sponsored Projects	\$159,479.00	-	\$159,479.00
<b>TOTAL EXPENSES</b>	<b>\$2,723,737.00</b>	<b>\$3,152,336.09</b>	<b>\$(428,599.09)</b>
<b>NET INCOME/(CARRYOVER USED)</b>	<b>\$858,622.00</b>	<b>-</b>	<b>\$858,622.00</b>

### JULY 2015–JUNE 2016 BALANCE SHEET

ASSETS	
Cash in Bank	\$3,640,096.00
Accounts Receivable, Net	\$69,466.00
Other	\$142,667.00
<b>TOTAL ASSETS</b>	<b>\$3,852,229.00</b>
LIABILITIES	
Accounts Payable	\$257,112.00
Other Liabilities	\$12,415.00
<b>TOTAL LIABILITIES</b>	<b>\$269,527.00</b>
<b>TOTAL NET ASSETS (CARRYOVER)</b>	<b>\$3,582,702.00</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$3,852,229.00</b>



## JULY 2016–JUNE 2017 BUDGET

### INCOME

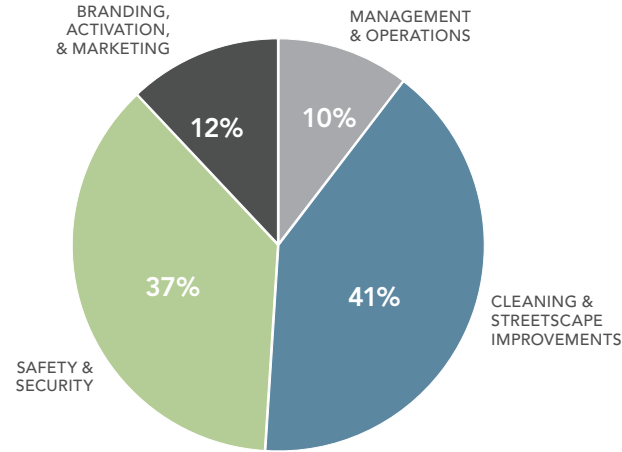
Assessments	\$2,960,505
Fundraising/In-Kind	\$255,153
Interest Income	\$500
Carryover Used	\$795,352
<b>TOTAL INCOME</b>	<b>\$4,011,510</b>

### EXPENSES

Management & Operations	\$417,084
Cleaning & Streetscape Improvements	\$1,629,487
Safety & Security	\$1,482,870
Branding, Activation, & Marketing	\$482,071
<b>TOTAL EXPENSES</b>	<b>\$4,011,510</b>

## PROJECTED CARRYOVER DISBURSEMENT

CARRYOVER	AS OF 6.30.16	BUDGETED FOR FY17	BUDGETED FOR FUTURE YEARS
Management & Operations	\$745,893.00	\$56,958.28	\$688,934.72
Cleaning & Streetscape Improvements	\$1,394,514.00	\$549,170.24	\$845,343.76
Safety & Security	\$929,277.00	\$122,515.12	\$806,761.88
Branding, Activation, & Marketing	\$167,476.00	\$66,708.54	\$100,767.46
Fiscally Sponsored Projects	\$345,542.00	-	\$345,542.00
<b>TOTAL</b>	<b>\$3,582,702.00</b>	<b>\$795,352.18</b>	<b>\$2,787,349.82</b>



FY2016-2017 BUDGET

## AREA MAP OF THE YERBA BUENA COMMUNITY BENEFIT DISTRICT

Yerba Buena bustles with world-class museums, shopping, dining, convention space, hotels, and educational institutions. Senior housing blends with live/work lofts and condominiums.

New district boundaries shown here were approved as part of the YBCBD renewal, but generally remain the same as before. The district includes parcels from Second to Fifth streets and Market to Harrison streets. Specific changes to YBCBD's boundaries are in the District Management Plan at [www.YBCBD.org](http://www.YBCBD.org).



# ASSESSMENT METHODOLOGY AND CALCULATION

The YCBCD is funded through an annual assessment from district property owners. A new methodology for annual assessments was approved as part of the district renewal. The calculation for each property assessment is based on a formula that weighs the benefit of the YCBCD's services for all types of properties in the district.

The formula assigns values to Land Use, Benefit Zone, Linear Street Frontage and Building Square Footage to determine benefit points for each parcel. The parcel benefit point total is then multiplied by \$9.38 based on the FY16-17 YCBCD Budget to calculate the assessment.

For example, a commercial property (Land Use, 4) in Benefit Zone 1 (Zone Factor, 1.5) that has 50 feet of linear frontage (Linear Frontage, 50) and 5,000 building square footage (Building Factor, 2) would calculate their assessment as follows:

**[(Linear Frontage + Building Factor) x Zone Factor] x Land Use = Total # of Benefit Points**

**[(50 + 2) x 1.5] x 4 = 300 Benefit Points**

**300 x \$9.38 = \$2,814.00 Total Assessment**

As a result, properties like hotels, office buildings, museums, and retailers with substantial street frontage, higher volumes of pedestrian traffic, and more overall building square footage have different assessments than residential units because they benefit more from the YCBCD's services. Details of the annual assessment calculation are in the District Management Plan at [www.YCBCD.org](http://www.YCBCD.org).



## PHOTO CREDITS

Terilyn Stevenson Photography

Stash Maleski/ICU Art  
(Mural Photo, page 6)

## YCBCD BOARD OF DIRECTORS

### BOARD CHAIR

**Lance Burwell**, St. Regis Hotel & Residences

### BOARD VICE CHAIR:

**Candace Sue**, SFMTA

### SECRETARY/TREASURER:

**Dheeraj Kakar**, Resident\*\*

## BOARD MEMBERS

**Laurel Arvanitidis**, Resident

**Catherine Bartels/Alan Svensen**, Bloomingdale's

**Michelle Delaney**, 111 Minna Gallery

**John Elberling**, TODCO

**Lynn Farzaroli**, Tourism Improvement District

**Kristin Gonsar**, Millennium Partners

**Helen Han**, Boston Properties

**Peter Hartman**, Resident

**Ryan Jackson**, Resident\*\*

**Brian Jess**, Target\*

**Summerlea Kashar**, Cartoon Art Museum

**Jon Kimball**, The Palace Hotel

**Kerry King**, Contemporary Jewish Museum

**Lisa Kirvin**, Renaissance Entrepreneurship Center

**Lawrence Li**, SPUR\*\*

**Deborah Lunn**, Related Properties\*

**Muriel Maffre**, Museum of Performance + Design\*\*

**Frank Miskus**, Brookfield Office Properties

**John Noguchi**, The Moscone Center

**Misty Rasche**, B Restaurant & Bar

**Gail Ringer**, Kilroy Realty

**Scott Rowitz**, YBCA

**Dan Soine**, University of the Pacific/

Dugoni School of Dentistry

**Christopher Sullivan**, San Francisco Marriott Marquis

**Steven Vargas**, InterContinental Hotel

**Brennan Zerbe**, Hearst Corporation\*\*

\*Officer/Director term ended January 2016

\*\*Officer/Director term started January 2016

## YCBCD COMMITTEES

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

## YCBCD STAFF

**Cathy Maupin**, Executive Director

**Andrew Robinson**, Associate Director (departed February 2016)

**Reuel Daniels**, Director of Neighborhood Partnerships (joined November 2015)

**Richard Ciccicone**, Events & Administrative Manager

The YCBCD would like to thank the individuals and organizations below for their financial contributions and in-kind support. Their generosity allowed us to exceed our fundraising goals and improve the district.

## YCBCD COMMUNITY SUPPORT

111 Minna Street Gallery, California Historical Society, Children's Creativity Museum, Contemporary Jewish Museum, Flat Iron Wines, Hearst Corporation, Impark, Kilroy Realty Corporation, MJM Management Group, Cathy Maupin, Moscone Center, Novela, Palace Hotel, Red Door Coffee, San Francisco Examiner, San Francisco Marriott Marquis, San Francisco Travel Association, SFMTA, SF Weekly, SPUR, St. Regis Hotel, Westfield San Francisco Centre, Yerba Buena Center for the Arts, Yerba Buena Gardens Festival

## SITES UNSEEN

The Baum Foundation, Bently Foundation, Helen Wurtele Castelein Fund of The Minneapolis Foundation, Tony and Mary Conrad, David and Carla Crane Philanthropic Fund, DrumStick Fund, Drusie Davis Fund, Susan Dunleavy, Marc Ebbin, EMIKA Fund, Linda Jo Fitz, Diane Irene Foug, Lisa and Douglas Goldman Fund, Joy Design, Libra Foundation, Victoria Miller, Kenneth Rainin Foundation, Susan Swig Donor Advised Fund, Traina Interactive, VIA Art Fund, Phyllis C. Wattis Foundation, Zlot Buell & Associates

## THE YERBA BUENA GARDENS CONSERVANCY

South of Market Child Care, Yerba Buena Center for the Arts, Yerba Buena Community Benefit District, Yerba Buena Gardens Festival



## YERBA BUENA COMMUNITY BENEFIT DISTRICT

# YBCBD

5 Third Street, Suite 914  
San Francisco, CA 94103  
T 415.644.0728  
F 415.644.0751  
E [info@ybcbd.org](mailto:info@ybcbd.org)  
W [www.ybcbd.org](http://www.ybcbd.org)

### IMPORTANT NUMBERS AND LETTERS

YBCBD DISPATCH: There are five ways to report cleanliness and non-emergency safety issues to our dispatcher.

**PHONE:** 415-543-9223

**EMAIL:** [dispatch@ybcbd.org](mailto:dispatch@ybcbd.org)

**TEXT:** 415-559-1362

**ONLINE:** [www.YBCBD.org](http://www.YBCBD.org)

**MOBILE APP:** YBCBD Assist for iPhones and Androids

Contact us for non-emergency services, public area cleaning and maintenance issues, and social services outreach.

**EMERGENCY SERVICES:** Call 9-1-1.

Learn more about YBCBD programs and services at [www.ybcbd.org](http://www.ybcbd.org) and about neighborhood offerings and happenings at [www.visityerbabuena.org](http://www.visityerbabuena.org).