



# Greater Rincon Hill Community Benefit District; dba The East Cut 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 2017-2018

- 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.



# ECCBD Formation

ECCBD	Type	Initial Assessment Budget*	FY 17-18 Assessment Roll Submission	Year Established	Expires
	Property-Based	\$2,428,821.00	\$3,305,025.78	2015	December 31, 2030

*\*budget identified in management plan*



# ECCBD Operations

- **Staff**
  - Executive Director – Andrew Robinson
- **Service Areas**
  - **Public Safety**
    - This program utilizes Community Guides to monitor street conditions, provide crime deterrence and evaluate quality of life issues
  - **Cleaning and Maintenance**
    - This service area includes a dispatch service available to CBD residents and property owners to address specific cleaning and safety issues
  - **Parks and Greenspace**
    - This service area will maintain all greenspaces, parks, rain gardens, sidewalk landscaping, parklets, and street trees within the District’s boundaries.
  - **Communication and Development**
    - This program promotes ECCBD’s properties and businesses through specially targeted programs and initiatives; additionally, it supports the creation and production of special events.
  - **Management**
    - This service area includes at least three full-time staff to provide oversight of service contract, implement major projects, will staff the Board of Directors and Committees, and execute general day to day operations
  - **Operations**
    - This service area will account for annual operational costs such as rent, utilities, insurance accounting, audit, and legal fees



# BENCHMARKS

**OEWD's staff reviewed the following budget related benchmarks for GRHCBD:**

**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 (1.40%) of GRHCBD's actuals for Public Safety, one and forty hundredths percent (1.40%) for Cleaning and Maintenance, six and seventy-nine hundredths percent (6.79%) of actuals for Parks and Greenspace 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.**



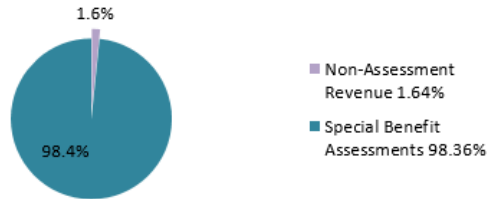
# Management Plan vs. Annual Budgets

Service Category	FY 2016-2017 Variance % Points	FY 2017-2018 Variance % Points
Public Safety	+3.95%	-5.94%
Cleaning and Maintenance	+5.59%	+6.98%
Parks and Greenspace	-7.36%	-23.78%
Communication and Development	+1.05%	+4.42%
Management	-0.18%	+3.96%
Operations	-3.06%	+1.87%

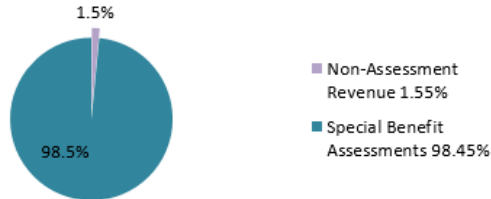


# Assessment Revenue & Other Income

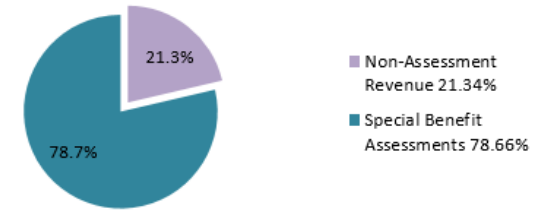
**FY 2016 -2017 Public Safety Service Category**



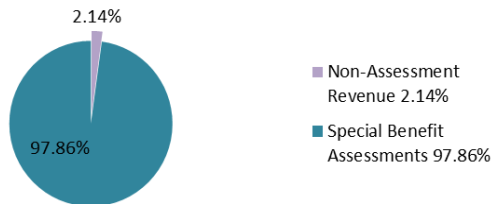
**FY 2016 -2017 Cleaning and Maintenance Service Category**



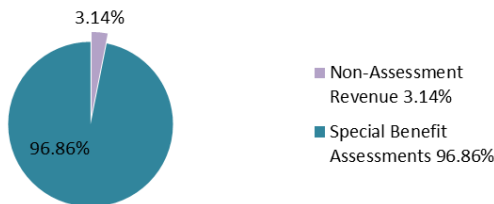
**FY 2016 -2017 Parks and Greenspace Service Category**



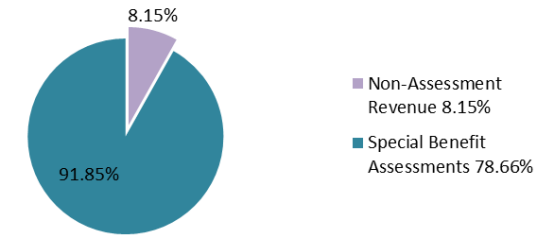
**FY 2017-2018 Public Safety Service Category**



**FY 2017-2018 Cleaning and Maintenance Service Category**



**FY 2017-2018 Parks and Greenspace Service Category**





# Budget vs Actuals

Service Category	FY 2016-2017 Variance % Points	FY 2017-2018 Variance % Points
Public Safety	+3.95%	+1.83%
Cleaning and Maintenance	+5.59%	-1.83%
Parks and Greenspace	-7.36%	+3.16%
Communication and Development	+1.05%	-2.93%
Management	-0.18%	+0.51%
Operations	-3.06%	-0.75%



# Carryover

Designated Projects	FY 2017-2018
Public Safety	\$725,827.20
Cleaning and Maintenance	\$410,425.96
Parks and Greenspace	\$880,150.72
Communication and Development	\$125,657.12
Management	\$20,833.63
Operations	\$68,623.37
<b>Total Designated Amount</b>	<b>\$2,231,518.00</b>



# Findings and Recommendations for The East Cut CBD

East Cut CBD has met 3 of 4 benchmarks placed on it through State code and the CBD's Management Agreement with the City:

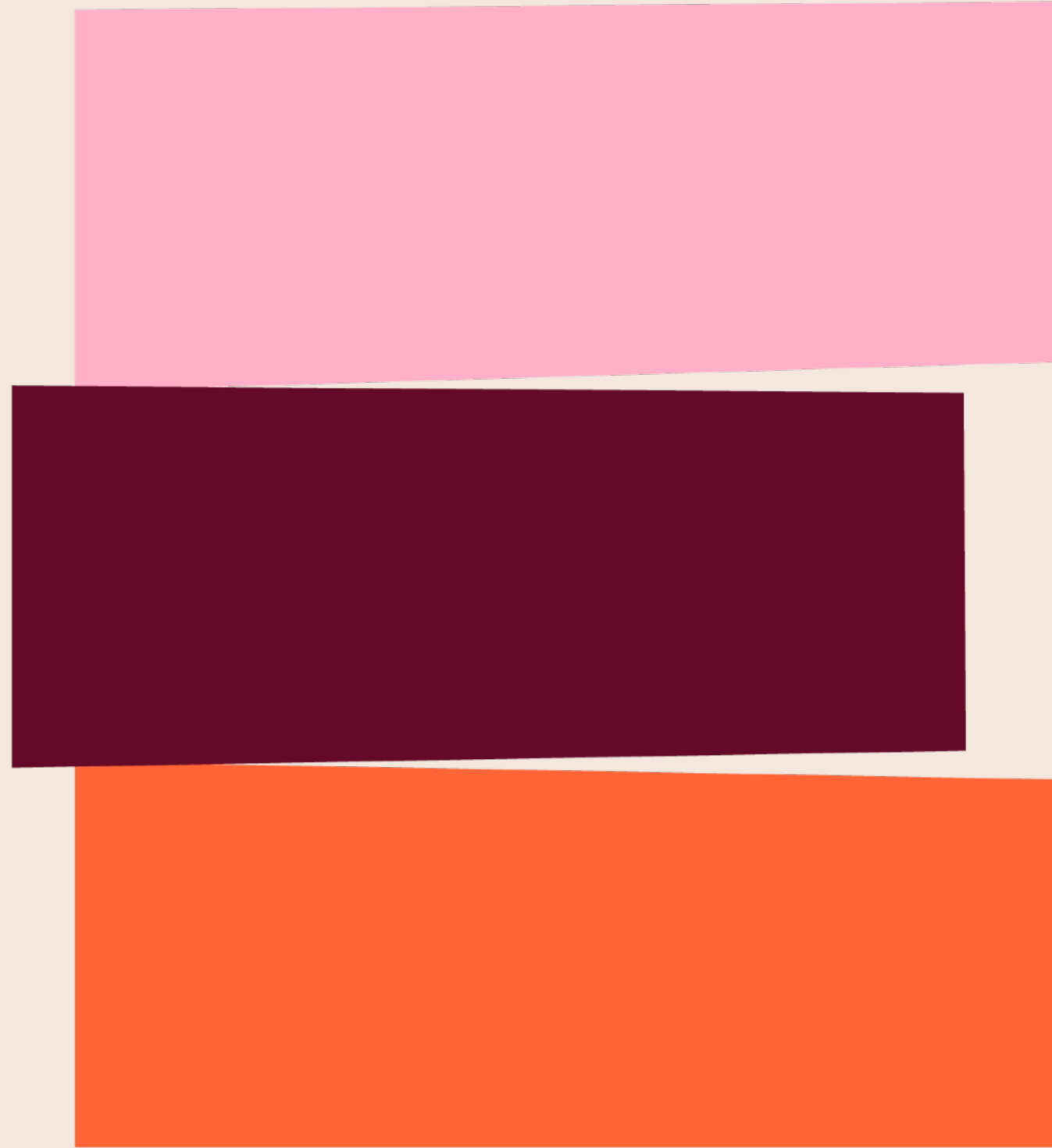
- The CBD did not meet Benchmark 1, specifically for the Parks and Greenspace (Salesforce Park) service category as the CBD assessed for approximately half of the Management Plan Budget amount for FY17-18. This was due to a delay in the completion of Salesforce Park, which, when fully constructed and operational, would have had a service budget allocation of approximately \$2,560,911.00.
- This particular CBD's management plan allocates general benefit in relation to special assessment dollars being used on a given service area. As a result, each service category has a different general benefit. This is because the CBD will maintain and service various parks within the District, including the new City Park. As parks and public realm have a large impact on general benefit, this was determined to be the most equitable way to accurately portray general benefit
- The CBD implemented a new initiative to partner with the Downtown Streets Team in the area
- The CBD partnered with the City to trim and maintain over 1,000 trees
- Maintained an active board of directors and several sub committees



# Conclusion

- **The CBD performed well in implementing its service place**
- **In its third (3<sup>rd</sup>) year of operations the CBD has increased opportunities to partner with community stakeholders and municipal agencies**
- **The CBD maintains an active board and several sub-committees**
- **OEWD believes East Cut CBD will continue to successfully carry out its mission and service plans**





# THE EAST CUT



FINANCIAL DISTRICT

EMBARCADERO

MARKET STREET

MISSION STREET

MINNA ST.

NOYOMA ST.

HOWARD STREET

TEHAMA ST.

CLEMENTINA ST.

FOLSOM STREET

YERBA BUENA

HARRISON STREET

GUY PLACE

LANSING ST.

MAIN STREET

BEALE STREET

FREMONT STREET

SPEAR STREET

BAY BRIDGE

SOUTH BEACH

# Public Space Stewardship



# 24 HOURS SERVICES

## Patrol

4:00pm - 7:00am

## Cleaning & Ambassadors

6:00am - 8:00pm

## Dispatch Service

24 Hours

Telephone: 415-543-8223

Email: [dispatch@theeastcut.org](mailto:dispatch@theeastcut.org)

THE EAST CUT  
COMMUNITY  
BENEFIT  
DISTRICT

dispatch@  
theeastcut.org

415 543 8223



[theeastcut.org](http://theeastcut.org)



1,730 public calls for clean and safe service

1,979 graffiti tags removed

1,959 needles collected

132,175 pounds of garbage removed

3,254 trash cans topped off



Before

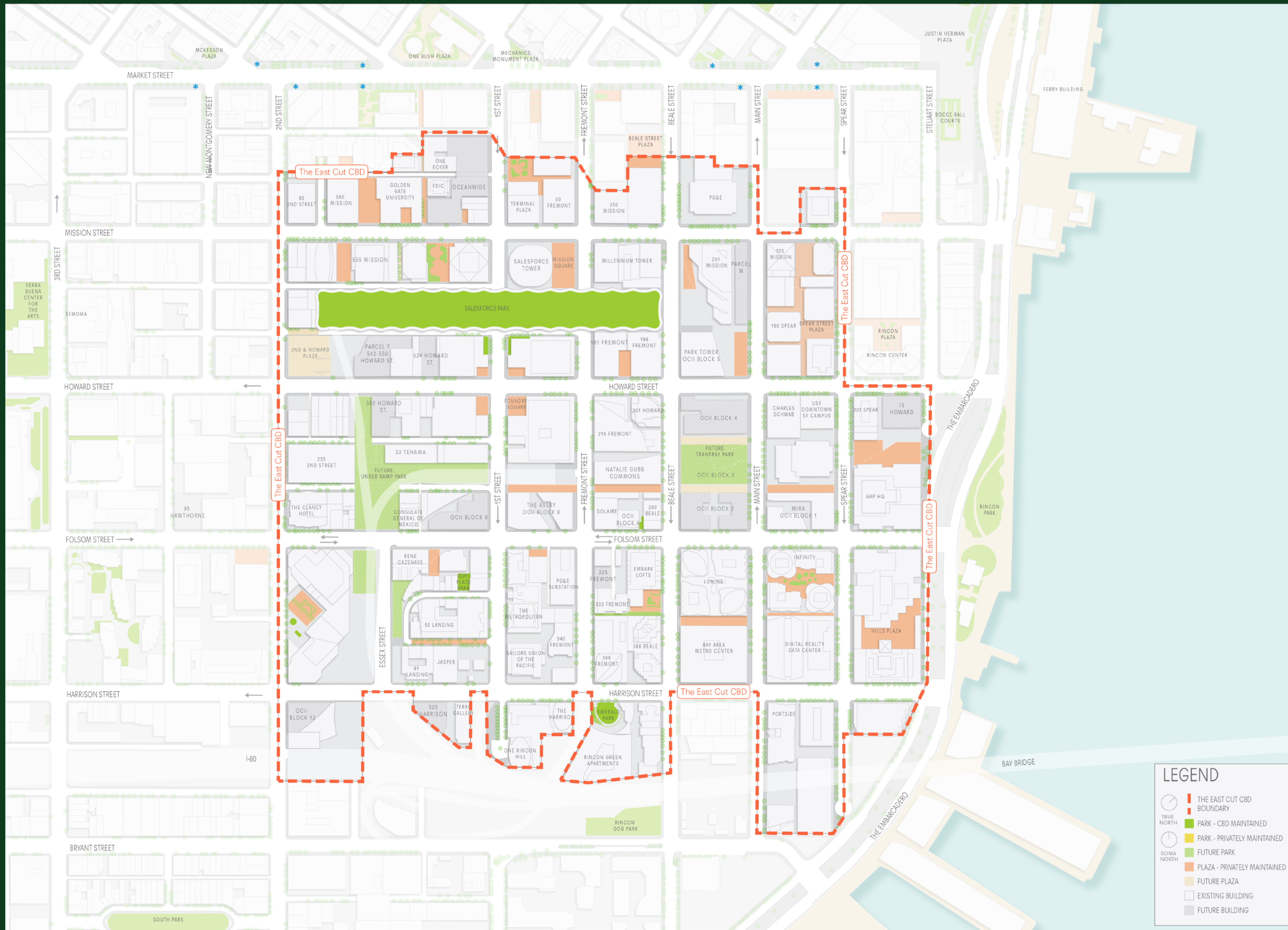


After



# Neighborhood Parks & Open Spaces

The East Cut CBD will maintain 5 parks and open spaces (current and upcoming)



### LEGEND

- THE EAST CUT CBD BOUNDARY
- TRUE NORTH
- SOMA NORTH
- PARK - CBD MAINTAINED
- PARK - PRIVATELY MAINTAINED
- FUTURE PARK
- PLAZA - PRIVATELY MAINTAINED
- FUTURE PLAZA
- EXISTING BUILDING
- FUTURE BUILDING

# Emerald Park



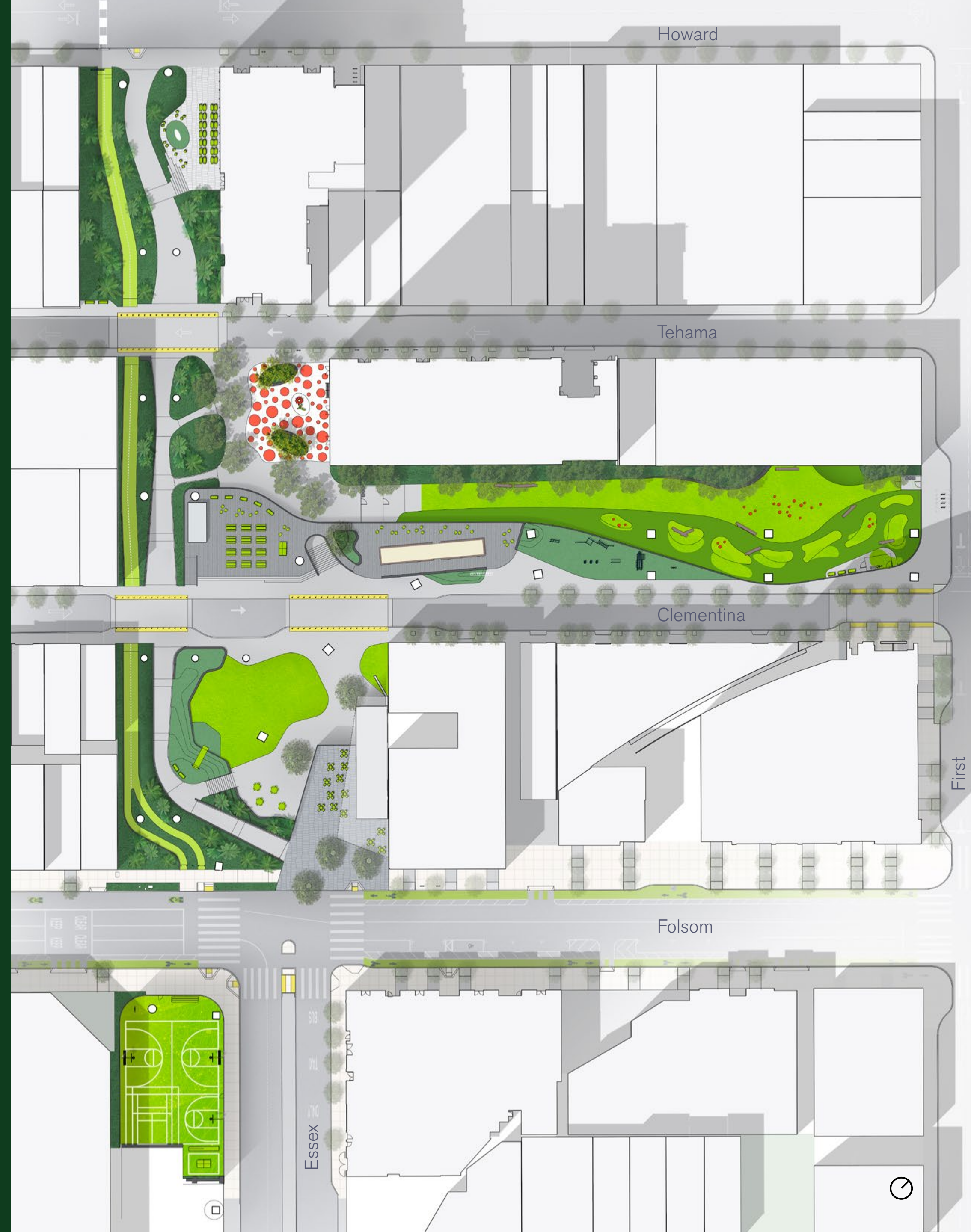
# Salesforce Park



# Guy Place Park

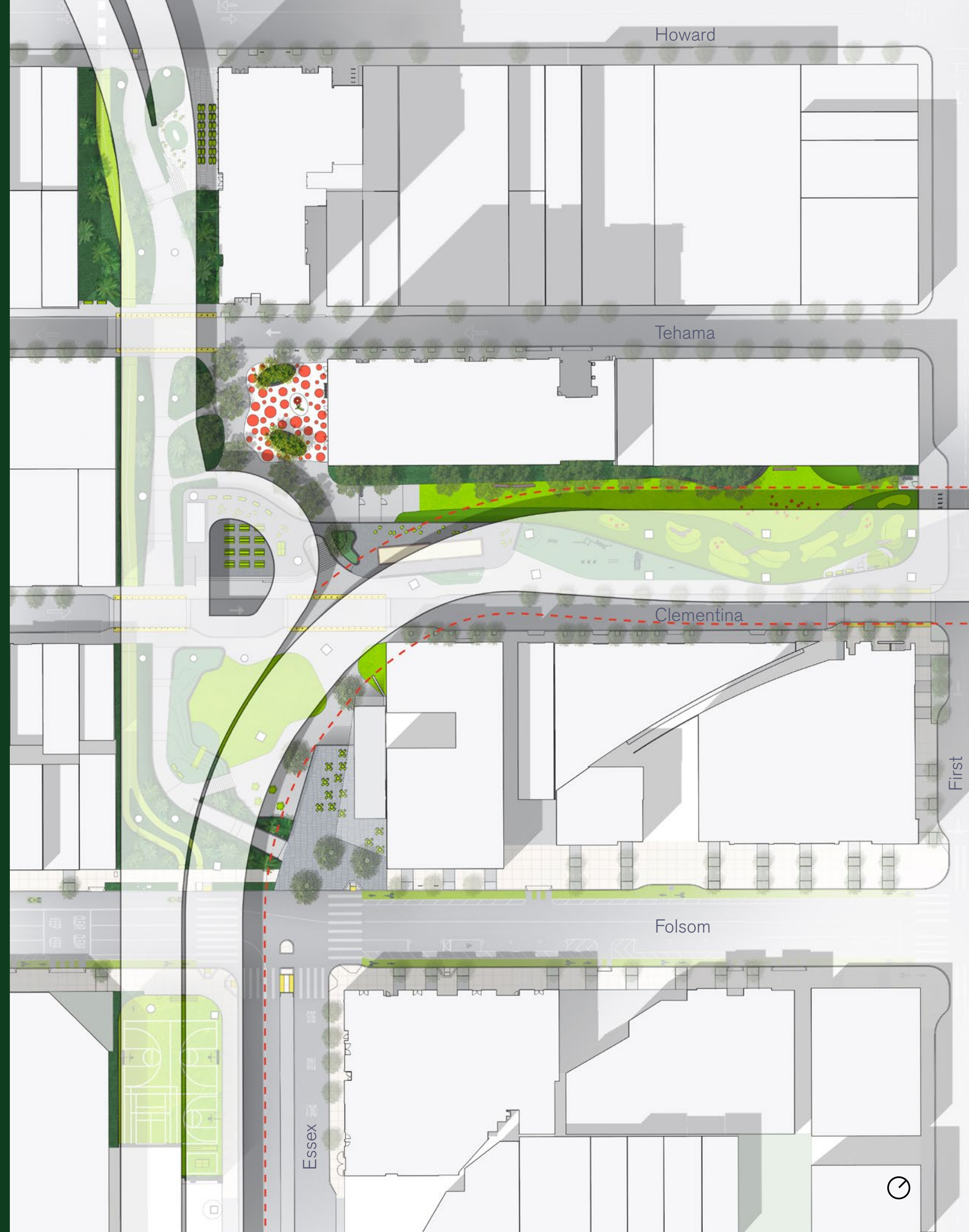


# Under Ramp Park





# Under Ramp Park



# Community Building

# Vacant Retail Activations





# Civic Engagement



# Parks and POPOS Activations



# Community Planning

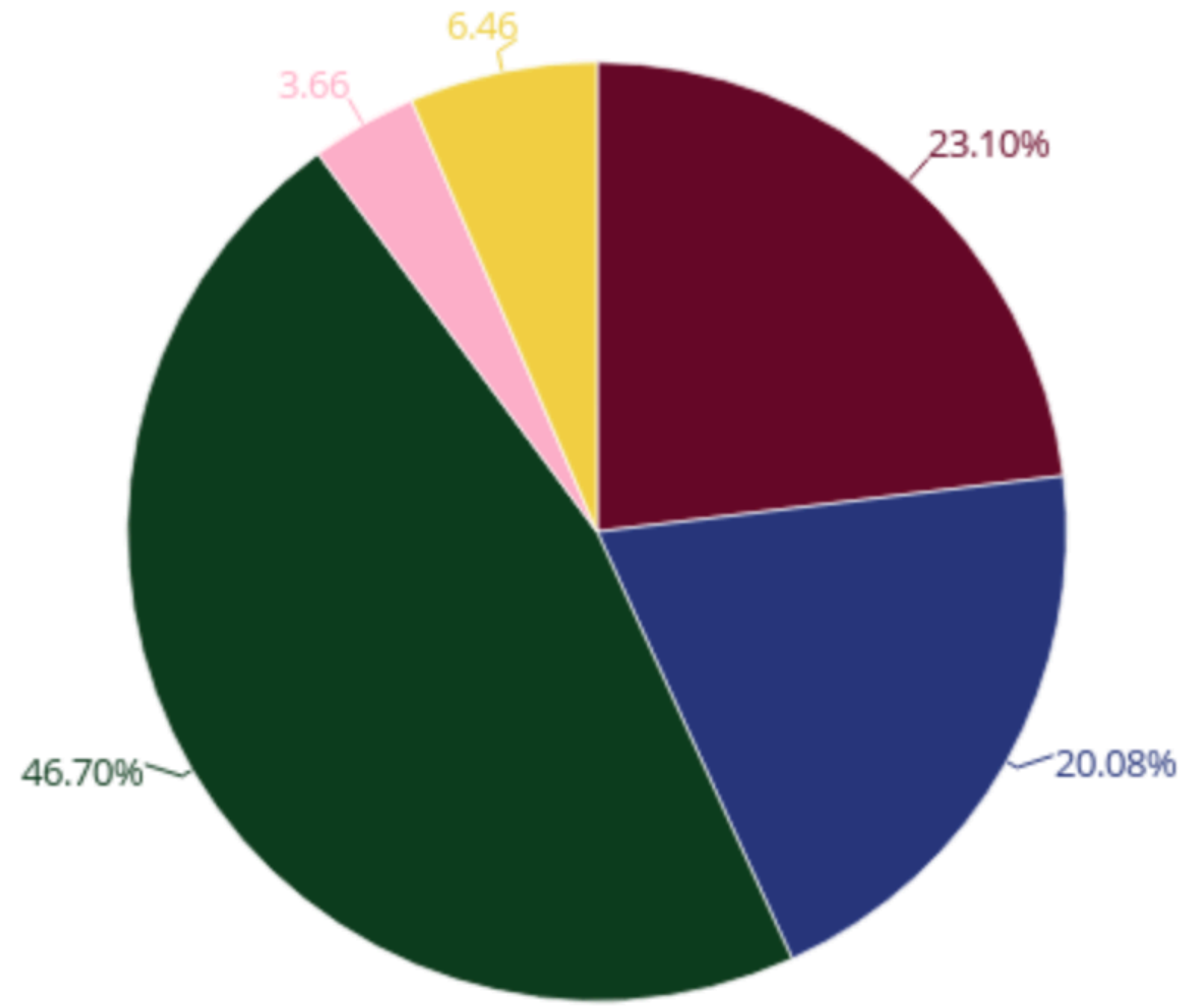








# FY2017-2018 Budget



- Public Safety
- Cleaning & Maintenance
- Parks & Greenspace
- Communication & Development
- Management & Operations

Thank You!