



OCEAN AVENUE
ASSOCIATION

Third Annual Report
July 1, 2013 – June 30, 2014

OCEAN AVENUE ASSOCIATION (OAA)
SERVICES PLAN WITH ANNUAL REPORT FY 2013-2014

Narrative of Work Performed FY 2013-14

This is the third Annual Report submitted by the Ocean Avenue Association, manager of the Ocean Avenue Community Benefits District. The community benefits district was formed in December 2010. Its first full fiscal year was for the period from July 1, 2010, through June 30, 2011. Although the OAA received assessment revenue for this first fiscal year, it did not commence active operations until July 2011, and did not submit an annual report for its first fiscal year because it provided no services.

Public Rights of Way, Sidewalk Operations and Public Safety

Cleaning and Public Realm Management services includes 2 CleanScapes staff members 5 days a week, 1 staff member on Saturdays and a bi-weekly walk through with Supervisor. The services they perform include:

- Sweeping sidewalks and Muni-boarding islands
- Graffiti removal within 24 hours of notification
- Regularly scheduled steam cleaning sidewalks and Muni-boarding islands
- Spot pressure washing as needed
- Topping off city trash cans
- Weeding tree wells
- Watering newly planted trees
- Painting city poles
- Removal of illegally posted notices on poles and other street furniture
- Wiping down street furniture
- Reporting to 311 and monitoring removal of items illegally deposited on the public right-of-way.

The OAA continued working with San Francisco SAFE to address public safety issues impacting businesses within the district and continued to develop and maintain the contact information for the Ocean Avenue Business Watch. The Executive Director reports incidents and other information to the Ingleside/Taraval Police Districts or 911. OAA worked with the Ingleside police district and DPW to deal with the Ocean Avenue pedestrian bridge public safety issues.

An Invest In Neighborhoods grant of \$15,000 received in May of 2014 included a graffiti abatement program in partnership with RapidRenu to repair and prevent etched or scratched graffiti on glass. OAA received a \$100,000 SF Shines allocation for facade improvements to Ocean Avenue small businesses in FY 2013-14, and a \$30,000 CDBG allocation to cover part of the salary of the Executive Director. Working with Friends of the Urban Forest, OAA received a \$10,000 grant to create 1,200 sq ft of sidewalk gardens in the CBD corridor.

District Identity and Streetscape Improvements

- Continued working to expand and improve the OAA website.
- Developed a draft Fifteen Year Plan for Improvements of the Ocean Avenue corridor and

sought support for this community planning effort through the Streets Repaving Bond Issue allocation for Ocean Avenue and the Metropolitan Transportation Commission/Department of City Planning Priority Development Area grant to plan street improvements on Ocean from Geneva/Phelan to San Jose Avenue.

- Hosted 3 streetscape corridor community planning workshops and one walking survey of the Ocean Avenue commercial corridor for the corridor planning program.
- Partnered with Youth Art Exchange to develop a mobile parklet for Ocean Avenue, designed and built by high school students.
- Worked with San Francisco State University students to develop a historic preservation plan evaluating the historic value of all commercial buildings in the CBD.
- Worked with volunteers from the Lick-Wilmerding Women's Varsity Basketball Team and other volunteers to hang holiday decorations on the Ocean Avenue palm trees.
- Installed 1,200 sq ft of sidewalk gardens in the corridor with Friends of the Urban Forest in October using a \$10,000 grant from the City's Invest in Neighborhoods program.
- The Street Life + Business Committee meets monthly to discuss and plan streetscape improvements and marketing events in the district. The Street Life has taken on business development as part of its work this year.
- OAA is committed to economic vitality; the board supports growing our existing small businesses and attracting new businesses to the district. OAA encourages proposed new businesses to present on their plans, including a proposed Japanese Bistro, a Target Express store, Happy Vape, iPlayBow, and others.

Administrative and Corporate Operations

- Ensure functioning of CBD and compliance with City contract and management plan.
- Work on organizational development issues including long-term goals for the CBD.
- Apply for grants to bring additional resources to the CBD.
- Ensure compliance with the California Brown Act in noticing and conducting our meetings.
- Continue to recruit a variety of board members representing Ocean Avenue businesses, residents and property owners.
- Collaborate with residential and other community organizations to address issues in the community and raise awareness about the improvements on Ocean Avenue.
- Monitor contracts and services. Assist contractors in problem solving as is necessary.
- Develop a website, neighborhood newspaper, and online social media branding campaign.
- Increase and improve upon communication between CBD Board and property owners.
- Publish CBD Mid-Year Report and Annual Report.
- Continue as active participants of the San Francisco CBD/BID Consortium.
- Support all committees of the Board of Directors including Street Life and Public Safety.
- Work with the City on quality of life issues.
- Apply for grants to continue and expand improvements of the CBD corridor.

Fundraising

- *Total funds raised through outside dollars, in-kind services and volunteer services since the last report:*
- In-kind donations include storage and meeting space from Lick Wilmerding High School at 31 Howth Street = \$1,000

- Total of 6 hrs of volunteer service provided by 20 volunteers on 2013 at a value of \$14/hr. = \$2,240.
- Grants and services to the CBD and to businesses for facade improvements, listed above in this report = \$155,000

Services Plan for FY 2013-14

Public Rights of Way and Sidewalk Operations

- CleanScapesSF will continue to provide cleaning and graffiti removal services for the OAA. Services provided include two CleanScapes workers covering the district five days a week and one worker on Saturday. The services they perform include:
 - Sweeping sidewalks and public plazas and maintaining an inviting environment in the district.
 - Graffiti removal within 24 hours of notification.
 - Regularly scheduled pressure washing of sidewalks and Muni-boarding islands.
 - Spot pressure washing.
 - Topping off city trash cans.
 - Weeding tree wells.
 - Painting city poles and other street furniture.
 - Reporting and monitoring pick-up large items deposited on the sidewalk as trash.

Public Safety Services

- The OAA will continue to organize Ocean Avenue Business Safe, working with SF SAFE and continue to work with the San Francisco Police Department.
- OAA will address other security/safety issues that may arise.

District Identity and Streetscape Improvements

- OAA Board will develop its fifteen year improvement plan, working with DPW.
- Continue to work with DPW on the installation of pedestal news racks throughout the district to replace the existing news racks.
- Maintain the existing 80 OAA banners throughout the district, remove the existing frayed banners when necessary.
- Encourage, help to fund and participate in marketing efforts to develop district identity such as the Ocean Avenue Festival in September, tree and garden plantings, and so forth.

Administrative and Corporate Operations

- Ensure functioning of CBD and compliance with City contract and management plan.
- Work on organizational development issues including long term goals for the CBD. Work on fundraising activities that bring additional outside resources to the CBD.
- Ensure compliance with the California Brown Act.
- Monitor contracts and services. Assist contractors in problem solving as is necessary.
- Continue to update website.
- Increase and improve upon communication between CBD Board and property owners.
- Publish CBD Annual Report.

- Continue as active member of CBD/BID Consortium.
- Support all working committees of the Board of Directors including: Street Life + Business, Ocean Avenue Business Safe, and Board Development.
- Work with the City on quality of life issues.

Description of Changes to the District Boundaries, Parcels or Assessment Calculations

- The assessment was raised 2.4% for FY 2013-14 to account for cost of living increases calculated by the City, and applied for the first time by OAA.
- The proposed annual budget, including a cost estimate of providing the improvements and activities for 2014/15 Fiscal Year, is shown on the following pages.
- There are no proposed changes in the boundaries of the improvement district or in any benefit zones or classification of property or businesses within the district.
- The method and basis of levying the assessment in sufficient detail to allow each real property or business owner to estimate the amount of the assessment to be levied against his or her property for that fiscal year is presented below.
- The amount of surplus or deficit revenues to be carried over from a previous fiscal year is \$106,032.25 from unpaid assessments for years i-iv.
- The amount of any contributions made other than assessments levied for 2013-14 are CDBG Grant funds, \$30,000.00; a \$15,000 Invest In Neighborhoods grant; from Friends of the Urban Forest and Invest in Neighborhoods, \$10,000.00 for sidewalk gardens totalling 1200 sq. ft.; and \$100,000.00 in SF Shines allocations for Ocean Avenue small businesses.

Assessment Calculations

Zone 1 Fiscal Year 2014/15 Assessment Calculation Rates

Zone 1 – Assessment Category Description	2010/11 Original Rate	2014 Escalated Rate
Linear Street Foot for Commercial Property Use, Residential Property Use, Public Property Use, and Phelan Loop Parcel	\$26.28 per linear street foot	\$27.55 per linear street foot
Linear Street Foot for Non-Profit Service Organization Property Use, and Religious Institutional Property Use	\$21.00 per linear street foot	\$22.01 per linear street foot
Building Square Foot for Commercial Property Use	\$0.1110 per building square foot	\$0.1163 per building square foot
Lot Square Foot for Commercial Property Use	\$0.0276 per lot square foot	\$0.0288 per lot square foot
Lot Square Foot for Phelan Loop Corner Landscaped Parcel	\$1.31 per lot square foot	\$1.37 per lot square foot
Lot Square Foot for Phelan Parcels Fronting and Accessed off of the Phelan Plaza	\$0.0574 per lot square foot	\$0.0601 per lot square foot

Zone 1 Annual Assessment Calculation:

Linear Street Frontage Assessment = Assigned Linear Street Frontage x Linear Street Frontage Assessment Rate

Building Square = Commercial Property Use Building x Building Square Footage

$$\text{Footage Assessment} = \frac{\text{Square Footage}}{\text{Commercial Property Use Lot Square Footage}} \times \text{Assessment Rate}$$

Zone 1 Assessor's Parcel Annual Assessment:

$$\text{Assessor's Parcel Annual Assessment} = \text{Linear Street Frontage Assessment} + \text{Building Square Footage Assessment} + \text{Lot Square Footage Assessment}$$

Zone 1 Phelan Loop Parcel Annual Assessment:

$$\text{Phelan Loop Parcel Annual Assessment} = \text{Assigned Linear Street Frontage} \times \text{Linear Street Frontage Assessment Rate} + \text{Assigned Lot Square Footage} \times \text{Lot Square Footage Assessment Rate}$$

Zone 2 Fiscal Year 2012-2013 Assessment Calculation Rates

Zone 2- Assessment Category Description	2010/11 Original Rate	2014 Escalated Rate
Linear Street Foot for Educational Institutional Property Use and Public Property Use	\$13.90 per Linear Street Foot	\$14.57 per Linear Street Foot

Zone 2 Annual Assessment Calculation:

$$\text{Linear Street Frontage Assessment} = \text{Linear Street Frontage} \times \text{Linear Street Frontage Assessment Rate}$$

Zone 2 Assessor's Parcel Annual Assessment:

$$\text{Assessor's Parcel Annual Assessment} = \text{Linear Street Frontage Assessment}$$

Maximum Annual Assessments

The Zone 1 Fiscal Year 2012/13 maximum annual assessment rates are as follows:

- Per Linear Street Foot (Commercial Property Use, Residential Property Use, Public Property Use, and Phelan Loop Parcel): \$27.55
- Per Linear Street Foot for (Non-Profit Service Organization Property Use, and Religious and Institutional Property Use): \$22.01
- Per Commercial Property Use Building Square Foot: \$0.1163
- Per Commercial Property Use Lot Square Foot: \$0.0288
- Per Phelan Loop Parcel Lot Square Foot: \$1.37

The Zone 2 Fiscal Year 2011/12 maximum annual assessment rate is as follows:

- Per Linear Street Foot (Educational Institutional Property Use and Public Property Use): \$14.57

Ocean Avenue Association
Budget for FY July 1, 2014 - June 30, 2015
(Year 5)

Year V Budget
Rev #1
7-1-14

INCOME	BUDGET	ACTUAL <small>(as of 7/31/14)</small>	VARIANCE
Assessment Revenue			
Current Year Assessment	259,286.00	0.00	-259,286.00
Prior Year(s) Assessment	106,032.25	0.00	-106,032.25
Prior Year(s) Assessment Refund	0.00	0.00	0.00
Prior Year(s) Assessment Bad Debt	0.00	0.00	0.00
Subtotal Assessment Revenue	365,318.25	0.00	-365,318.25
Other Revenue			
Donations	2,593.00	0.00	-2,593.00
Fees (Fiscal Sponsorship, Other, CDGB 7/2014)	3,000.00	0.00	-3,000.00
Fees (IIN 7/2014)	750.00	0.00	-750.00
Reimbursements (FUF 7/2014)	240.51	0.00	-240.51
Fundraisers	0.00	0.00	0.00
Prior Year(s) Other Revenue (May/June 2014 CDBG)	2,692.00	0.00	-2,692.00
Subtotal Other Revenue	9,275.51	0.00	-9,275.51
Grants			
Grants-Government (CDBG 7/2014)	27,000.00	0.00	-27,000.00
Grants-Government (IIN 7/2014)	14,250.00	0.00	-14,250.00
Grants-Corporate	0.00	0.00	0.00
Grants-Foundations	0.00	0.00	0.00
Subtotal Grants	41,250.00	0.00	-41,250.00
Operating Reserve			
Carryover Net Income from FY 12-13	207,308.15	207,308.15	0.00
Carryover Other Income from FY 12-13	0.00	0.00	0.00
Subtotal Operating Reserve	207,308.15	207,308.15	0.00
Total Income	623,151.91	207,308.15	-415,843.76

Ocean Avenue Association
Budget for FY July 1, 2014 - June 30, 2015
(Year 5)

Year V Budget
Rev #1
7-1-14

EXPENSES	BUDGET	ACTUAL (as of 7/31/14)	VARIANCE	MDP BUDGET RATIO
Management & Operations (M&O)				
Executive Director Salary (37.2%)	26,672.00	0.00	26,672.00	
Executive Director Bonus for FY 2013-2014	2,500.00	0.00	2,500.00	
Payroll Taxes (7.65%)	5,675.00	0.00	5,675.00	
IRA OAA Contribution	2,150.00	0.00	2,150.00	
Payroll Processing Fees	1,120.00	0.00	1,120.00	
<i>Subtotal of M&O Payroll</i>	<u>38,117.00</u>	<u>0.00</u>	<u>38,117.00</u>	
Accounting Fees	5,000.00	0.00	5,000.00	
Bookkeeping Fees	3,000.00	0.00	3,000.00	
Legal Fees (Gin)	1,500.00	0.00	1,500.00	
Banking Fees	50.00	0.00	50.00	
Office Supplies & Equipment	2,000.00	0.00	2,000.00	
Printing, Copying, Postage & Mailing Services	500.00	0.00	500.00	
Telephone, Telecom, Meeting Expense, Other	600.00	0.00	600.00	
Licenses, Permits, Filing Fees	500.00	0.00	500.00	
Insurance - Liability, D&O	5,000.00	0.00	5,000.00	
Workers Compensation Insurance	850.00	0.00	850.00	
Parklet Insurance	825.00	0.00	825.00	
Dues and Subscriptions	500.00	0.00	500.00	
Annual Report Expenses	1,200.00	0.00	1,200.00	
Assessment Roll Updating	1,250.00	0.00	1,250.00	
Statewide CBD Support Expenses	500.00	0.00	500.00	
<i>Subtotal of M&O Non Payroll</i>	<u>23,275.00</u>	<u>0.00</u>	<u>23,275.00</u>	
Subtotal M&O	61,392.00	0.00	61,392.00	20.5%
Cleaning, Maintenance, & Safety				
Sanitation and Graffiti Removal	119,000.00	0.00	119,000.00	
Landscape and Maintenance	34,000.00	0.00	34,000.00	
Safety and Security	1,000.00	0.00	1,000.00	
Supplies and Materials	1,000.00	0.00	1,000.00	
Executive Director Salary (18.6%)	13,336.00	0.00	13,336.00	
Subtotal Cleaning & Maintenance	168,336.00	0.00	168,336.00	56.1%
Marketing & Beautification				
Website Designer	1,000.00	0.00	1,000.00	
Webhosting	1,000.00	0.00	1,000.00	
Photography	1,000.00	0.00	1,000.00	
Beautification-General	2,500.00	0.00	2,500.00	
Beautification-Sidewalk Garden	750.00	0.00	750.00	
Holiday Decorations	1,500.00	0.00	1,500.00	
Banners	3,400.00	0.00	3,400.00	
Printing and Copying	500.00	0.00	500.00	
Limited Live Performance Permits (5)	2,670.00	0.00	2,670.00	
Advertising	5,000.00	0.00	5,000.00	
Marketing - Beer Festival	600.00	0.00	600.00	
Marketing - Ocean Ave Parklet	5,000.00	0.00	5,000.00	
Marketing - Unity Plaza Opening	1,500.00	0.00	1,500.00	
Refreshments- Meetings and Volunteers	500.00	0.00	500.00	
Special Events - Ocean Ave Festival	6,000.00	0.00	6,000.00	
Streetscape Improvements - Phelan Garden	810.00	0.00	810.00	
Executive Director Salary (37.2%)	26,672.00	0.00	26,672.00	
Subtotal Marketing & Beautification	60,402.00	0.00	60,402.00	20.1%
Contingency & Reserves				
Contingency and Reserves	10,000.00	0.00	10,000.00	
Bank Deficit Analysis	0.00	0.00	0.00	
Subtotal Contingency & Reserves	10,000.00	0.00	10,000.00	3.3%
Supplemental Non-OAA Expenses				
Other Staff Salary (Neil Ballard)	13,500.00	0.00	13,500.00	
Other Staff Salary (Luis Licea)	13,500.00	0.00	13,500.00	
Executive Director Salary (7%, Non-Assessment)	5,000.00	0.00	5,000.00	
<i>Subtotal of Non-Assessment Payroll</i>	<u>32,000.00</u>	<u>0.00</u>	<u>32,000.00</u>	
IIN Grant 7/2014	14,250.00	0.00	14,250.00	
Other Grants TBA	0.00	0.00	0.00	
<i>Subtotal of Grant Expenses</i>	<u>14,250.00</u>	<u>0.00</u>	<u>14,250.00</u>	
Fiscal Sponsorship Pass-Through Exp. (CDBG)	0.00	0.00	0.00	
<i>Subtotal of Fiscal Sponsorship</i>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	
Subtotal Supplemental Non-OAA Expenses	46,250.00	0.00	46,250.00	
Total OAA Expenses	300,130.00	0.00	300,130.00	100.0%
Net OAA Income*	323,021.91	207,308.15	115,713.76	
Net Income/Cash Balance**	276,771.91	207,308.15	69,463.76	

* Total Income less Total OAA Expenses

** Total Income less Total OAA Expenses plus Subtotal Supplemental Non-OAA Expenses. Bank balance on 6/30/14 is \$209,213.15, with outstanding checks of \$1905, for a Net Bank Balance of \$207,308.15.