

NOTICE OF PUBLIC HEARING AND ASSESSMENT BALLOT PROCEEDING

TO:

FROM:

SUBJECT: Notice of Public Hearing and Assessment Ballot Proceeding to consider renewal and expansion of the property-based special assessment district, to be known as the “Dogpatch & NW Potrero Hill Green Benefit District”

The purpose of this notice is to provide you with information about an assessment ballot proceeding and public hearing being conducted by the Board of Supervisors, and its effect on real property that you own. This notice is being sent to you in accordance with Resolution No. ____-____, passed by the Board of Supervisors (a copy of which is enclosed), California Government Code Section 53753, and California Constitution Article XIII D Section 4(c).

Please be advised of the following:

- The Board of Supervisors will hold a public hearing on the proposed assessment at 3:00 p.m. on July 22, 2025 or as soon thereafter as the matter may be heard, in the Board’s Legislative Chambers, Second Floor, City Hall, 1 Dr. Carlton B. Goodlett Place, San Francisco, California, 94102. At this hearing, the Board will hear testimony regarding the proposed assessment. The reason for the assessment is to fund the property-based business improvement district (green benefit district) to be known as the “Dogpatch & NW Potrero Hill Green Benefit District”. The annual assessments would last for 15 years (July 1, 2025 – June 30, 2040) the services, activities, and improvements will be implemented through December 31, 2040. The boundaries of Dogpatch & NW Potrero Hill Green Benefit District described in the Resolution passed by the Board of Supervisors can be found at www.sfpublishworks.org/get_involved/GBD.
- The Dogpatch & NW Potrero Hill Green Benefit District will fund the following services, activities and improvements:
 - Maintenance
 - Capital Improvements
 - Accountability, Transparency, & Citizen Services
 - Operations & Contingency/Reserves

- Examples of services, activities, and improvements to be funded under the budget category “Maintenance” include care for new and existing street trees, the maintenance and repair of irrigation systems, graffiti abatement patrol officers to patrol graffiti hotspots, responses to requests for the removal of trash and debris, pruning of shrubs, weed removal and fertilization, and the setting aside for the first year only assessment funds to improve the maintenance of specific spaces.
- Examples of services, activities, and improvements to be funded under the budget category “Capital Improvements” include but is not limited to (1) improvements to existing public realm areas, such as providing new playground equipment, new trash and recycling receptacles, new park benches, and new irrigation systems; (2) the development of new public realm areas, such as new parks, parklets, and plazas, planting new trees and related bulb-outs, installing street furniture, and constructing traffic-calming round-about, green spaces, at wide street intersections; and (3) developing green infrastructure, such as providing new recycled water collection and distribution systems, new storm water capture systems, new rainwater/storm water cisterns, and the installation of energy generation and distribution systems.
- Examples of services, activities, and improvements to be funded under the budget category “Accountability, Transparency, & Citizen Services” includes, but is not limited to: (1) management of District affairs, such as the finances and contracts for services, management of the relationship with the City, and management of volunteer staff for the District; (2) performing marketing and communications for the District, including, without limitations, the management of public relations and media relations; (3) development of public communication and accountability, including, without limitation, designing and updating the District's website, designing and updating the District's smart phone application, and the development of an outreach campaign to the City and the media to ensure understanding of the purpose, work, and accomplishments of the District; and (4) strategic planning, including, without limitation, updates to the District's "Green Vision Plan,” to convey the values, mission, goals and accomplishments of the District.
- Examples of services, activities, and improvements to be funded under the budget category “Operations & Contingency/Reserves” includes, but is not limited to, the acquisition of insurance for operations and services, providing for the expense of audit or financial reviews, and providing for potential cost overruns for maintenance and improvement services up to 10%.

The proposed fiscal year 2025-2026 assessment for your parcel is _____.

The duration of the assessment district is 15 years. The authority to levy assessments on your property would be fifteen (15) years (July 1, 2025 – June 30, 2040) with services to be implemented January 1, 2026, through December 31, 2040. The Dogpatch & NW Potrero Hill

Green Benefit District assessment will appear as a separate line item on the property tax bill. The final assessment would be collected on your property tax bill for fiscal year 2039-2040. The City will directly bill any Assessor's Parcels which do not regularly receive a property tax bill from the City. The amount of the annual assessment for years 2 through 15 would be subject to annual adjustment by an amount not to exceed the change in the Consumer Price Index for All Urban Consumers in the San Francisco-Oakland-San Jose Consolidated Metropolitan Statistical Area, or 7%, whichever is less. The amount of your assessment could also be reduced in a subsequent fiscal year if the amount collected during the prior fiscal year exceeded the costs incurred of providing authorized services in the district. In such a case, your assessment for the subsequent year would be reduced by the share of the excess funds collected that is allocable to your property.

The maximum amount chargeable to the entire assessment district would be a maximum of \$900,190 in the first year. The maximum amount assessed to the entire assessment district over the life of the district (assuming an annual CPI adjustment of 7% in years 2 through 15) would be a maximum of \$22,620,893, based on current development status as of FY 2025/26. The maximum amount assessed to the entire assessment district for each of the fifteen fiscal years is set forth in the following table.

**TOTAL MAXIMUM AMOUNT OF ASSESSMENTS ON ALL PARCELS INCLUDED IN THE
PROPOSED DISTRICT FOR EACH FISCAL YEAR, ASSUMING AN ANNUAL CPI
INCREASE OF 7% IN YEARS 2 THROUGH 15 ONLY.**

Year	Fiscal Year	Total Budget
1	2025/26	\$900,190
2	2026/27	\$963,203
3	2027/28	\$1,030,628
4	2028/29	\$1,102,771
5	2029/30	\$1,179,965
6	2030-31	\$1,262,563
7	2031/32	\$1,350,942
8	2032-33	\$1,445,508
9	2033/34	\$1,546,694
10	2034/35	\$1,654,963
11	2035/36	\$1,770,810
12	2036/37	\$1,894,767
13	2037/38	\$2,027,400
14	2038/39	\$2,169,318
15	2039/40	\$2,321,171

In accordance with Section 67.7-1 of the San Francisco Administrative Code, persons who are unable to attend the hearing on this matter may submit written comments to the City prior to the time the hearing begins. These comments will be made a part of the official public record in this matter, and shall be brought to the attention of the Board of Supervisors. Written comments should be addressed to Angela Calvillo, Clerk of the Board, San Francisco Board of Supervisors, Room 244, City Hall, 1 Dr. Carlton B. Goodlett Place, San Francisco, California, 94102.

ASSESSMENT BALLOT PROCEDURES

Enclosed with this notice, you will find an assessment ballot. Please follow the directions on the assessment ballot to express your view on the proposed assessment. The following is a summary of the procedures governing the return and tabulation of ballots. More detailed information concerning the ballot procedures is set forth in the “Procedures for the Completion, Return and Tabulation of Ballots,” which is also available on the City’s website at www.sfelections.org.

1. You may mail or deliver your ballot to the Director of Elections at the Post Office Box location shown on the ballot, or submit the ballot in person at the Department of Elections, located at City Hall Room 48.
2. Ballots may be sent or delivered to the Director of Elections at any time, but **MUST** be received by the Director of Elections not later than the conclusion of the public input portion of the public hearing on July 22, 2025 in the Board’s Legislative Chambers, Second Floor, City Hall, 1 Dr. Carlton B. Goodlett Place, San Francisco, California, 94102, scheduled to commence at 3 p.m. or as soon thereafter as the matter may be heard. Depending on the nature and extent of public testimony, the public input portion of the hearing may not be concluded on that date, but may instead be continued to a later date. At any time prior to the conclusion of the public input portion of the hearing, you may withdraw your ballot and submit a new or changed ballot in place of the ballot previously submitted. If the public input portion of the hearing is continued to a later date, the deadline for submission of ballots will likewise be extended until the close of public input on that date.
3. The Director of Elections will pick up mailed ballots at 12 o'clock noon from the designated Department of Elections Post Office box on the date scheduled for the public hearing. To ensure that mailed ballots are received by the Director of Elections prior to the conclusion of the public input portion of the hearing, mailed ballots must be received by the Director of Elections by 12 o'clock noon on July 22, 2025. Mailed ballots received after 12 o'clock noon on the date scheduled for the public hearing will only be counted if the public input portion of the hearing is continued to a later date and the ballots are received by the Director of Elections prior to the conclusion of the public input portion of the hearing.

4. Only ballots with original signatures - not photocopies of signatures - will be accepted.
5. The Director of Elections will not accept or tabulate a ballot:
 - which is a photocopy without an original signature;
 - which is unsigned;
 - which lacks an identifiable “yes” or “no” vote; or
 - which appears to have been tampered with based upon its appearance or method of delivery.
6. The assessment ballot shall be treated as a disclosable public record during and after the tabulation of the assessment ballots.
7. At the conclusion of the public input portion of the public hearing, the Director of Elections will tabulate the ballots, including those received during the public input portion of the public hearing. If the number of ballots received at the hearing is such that it is not feasible to accurately tabulate the ballots that day, the Board of Supervisors may continue the meeting to a later date for the purpose of obtaining the final tabulation.
8. The Board of Supervisors will not impose the assessment if there is a majority protest. A majority protest exists if, upon the conclusion of the hearing, ballots submitted in opposition to the assessment exceed the ballots submitted in favor of the assessment. Ballots shall be weighted according to the proposed financial obligation of the affected property.

Should you have any questions, please call or write to: Alice Law, Department of Elections, Room 48, City Hall, 1 Dr. Carlton B. Goodlett Place, San Francisco, California, 94102.
Telephone: (415) 554-7768.