

# YERBA BUENA ALWAYS ORIGINAL.

YBCBD ANNUAL REPORT  
2013-2014

YERBA BUENA  
COMMUNITY  
BENEFIT  
DISTRICT

YBCBD



pause  
on market street

San Francisco is home to some of the most beautiful public spaces, and everyone has the right to enjoy them. But everyone has the physical ability to enjoy them. The Yerba Buena Center for the Arts (YBCA) is committed to making its public spaces more accessible to everyone. The Yerba Buena Center for the Arts (YBCA) is committed to making its public spaces more accessible to everyone. The Yerba Buena Center for the Arts (YBCA) is committed to making its public spaces more accessible to everyone.

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RIBBON-CUTTING FOR THE NATION'S FIRST LIVING INNOVATION ZONE

# ALWAYS ORIGINAL.

Dear Neighbors,

The foundation of our neighborhood is built upon a spirit of creativity, innovation and openness that drives people to live, work and visit Yerba Buena.

Originality defines our district. At one time, creative and committed thinkers transformed the area's main feature, a large parking lot, into Yerba Buena Gardens and Moscone Center. Our world-renown museums and cultural institutions cultivate new ideas. Technology companies, retailers and culinary artists incubate the next big thing. Today, Yerba Buena is a hub of cultural charisma, entrepreneurship, and diversity.

The neighborhood's authenticity is undeniable. New ideas from the YBCBD — which emanate from our impressive volunteer Board, committees and staff, residents, merchants and many other dedicated community members — contribute to achieving our mission to improve the quality of life here. Thank you all for contributing to the area's continual improvement.

During the last fiscal year, the organization unveiled several original programs and projects. The YBCBD became the first community benefit district in the City to offer a mobile app and web-based program called YBCBD Assist to report and track district clean and safe service requests. With the City and Exploratorium, we unveiled the nation's first Living Innovation Zone, an interactive welcome mat to



**BE A SUPERHERO.**  
**Report Graffiti!**

**CALL** 415.543.9223  
**TEXT** 415.559.1632  
**CLICK** YBCBD.ORG  
**YERBA BUENA**

To report graffiti or other issues in the neighborhood, contact the YBCBD Dispatch.

A comic book style illustration of a woman with long brown hair, blue eyes, and red lips, wearing a yellow jacket. She is holding a grey smartphone to her ear. A small circular logo with a paintbrush and the words 'Graffiti Reporting' is on her jacket. Below the illustration are four colored boxes: green for 'CALL', blue for 'TEXT', blue for 'CLICK', and orange for 'YERBA BUENA'. Below these boxes is a line of text and a QR code.

**YBCBD Assist**

YERBA BUENA  
COMMUNITY  
BENEFIT  
DISTRICT

**YBCBD**

YBCBD Assist app interface on two smartphones. The app screen shows the YBCBD logo and several icons for reporting issues, including a paintbrush, a magnifying glass, a person icon, and a speech bubble. The background is a teal color.

draw people into the district. We introduced artful cast iron public seating with a dramatic mosaic design and an innovative portable bicycle corral. Annie Street Plaza will debut in 2014 as a pedestrian-only street with seating and event space.

The YBCBD also recognizes the importance of our core clean and safe services to improving Yerba Buena. Statistics from the last year tell a compelling story of what we accomplished together. Our Clean Team addressed 7,500 sweep requests, removed 3,500 graffiti tags graffiti tags, flyers and stickers, and worked 365 days a year on beautifying our neighborhood. The YBCBD's Community Guides and San Francisco Police Department Bike Patrol officer dedicated to Yerba Buena addressed 1,700 panhandling incidences, and provided information and assistance to more than 10,600 visitors and merchants. Nine thousand attended Yerba Buena Night. Thirteen grants were provided to local organizations for quality of life enhancements.

Since the YBCBD was formed in 2008 by neighbors who banded together to improve the district, our list of accomplishments has become a source of pride. In early 2015, Yerba Buena property owners will again be asked to renew funding for services provided through the YBCBD. As the neighborhood grows and evolves rapidly, there is an even greater need for YBCBD's services and community participation. By renewing the YBCBD, we will continue our work together to foster new ideas and to ensure that our incredible neighborhood gets better and better.



Sincerely,

A handwritten signature in black ink, appearing to read 'Lawrence Li'.

Lawrence Li  
Chair, YBCBD Board of Directors





YOUR CLEAN TEAM AND SFPD BIKE PATROL OFFICER AT WORK

# MISSION

The YCBCD is proud to partner with you to elevate the quality of life in the neighborhood to even greater heights. When district property owners and the Board of Supervisors approved the YCBCD in 2008 for a seven-year period, new services and programs began covering Second to Fifth and Market to Harrison streets.

**Our 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.”

# SERVICES + PROGRAMS

**CLEAN TEAM.** Every day our Clean Team puts a sparkle on the neighborhood by sweeping and steam-cleaning sidewalks, removing graffiti, picking up litter, and responding to immediate neighborhood cleaning needs.

**SFPD PATROL.** In addition to existing police services, the YCBCD funds an SFPD bike patrol officer to keep us safer; 10 hours a day, 7 days a week. .

**COMMUNITY GUIDES.** The Guides help everyone in the district and are our eyes on the street. They direct visitors to local businesses, contact our dispatcher to have areas cleaned and report safety issues, and help the homeless connect to services.

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

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

**STREETSCAPE IMPROVEMENTS.** Streetscape programs – large and small — are improving our public spaces with artful bike racks, seating, alley designs, public art plans, and more.



YERBA BUENA – OUR NEIGHBORHOOD





# ACCOMPLISHMENTS

2013-2014: WHAT WE'VE ACCOMPLISHED TOGETHER

## CLEANER & SAFER: ALWAYS A PRIORITY

**YBCBD CLEAN TEAM.** Responded to more than 7,500 requests for sidewalk sweeping, steam cleaning and spot cleaning; removed more than 3,500 graffiti tags, stickers and flyers; and addressed more than 675 overflowing trashcans.

**YERBA BUENA COMMUNITY GUIDES.** Provided information and assistance to more than 10,600 residents, visitors and merchants, and addressed more than 1,700 incidents of aggressive panhandling, working with our dedicated SFPD bike patrol officer.

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

**NEW CLEAN & SAFE CAMPAIGN.** Launched a superhero-themed campaign to encourage everyone to get involved in keeping the neighborhood clean and safe. Also developed new ways to report and track service requests and neighborhood issues online, via text, and on mobile phones.

## MAKING YERBA BUENA BETTER

**YERBA BUENA STREET LIFE PLAN.** Continued to implement the plan of 30+ projects, both large and small, to improve our pedestrian experience, alleys, streets and open spaces, such as the district's beautiful cast-iron bike racks and benches, and new portable bike corral. Developed designs for a pedestrian plaza at Annie Alley with the Friends of Annie Alley, neighboring businesses and the City.

**CENTRAL SOMA PLAN.** Worked with the City to incorporate many of our Street Life Plan projects into the Central SoMa Plan reducing implementation time and costs.

**PEDESTRIAN SAFETY.** Advocated with the City for safer crosswalks and sidewalks.

**YERBA BUENA ART PLAN.** Approved a public art plan to inspire more public art and guide that process, including a focus on neighborhood alleys and adding an iconic art piece at Moscone Center.

## SUPPORTING CULTURAL ORGANIZATIONS, BUSINESSES & MERCHANTS

**MARKETING THE NEIGHBORHOOD.** Produced a visitor website, promoted an events calendar, identified the district with street pole banners, and handed out maps with information about businesses and attractions.

**COME ONE, COME ALL.** Promoted the district as a cultural destination, and held events oriented to arts and culture to bring people together. Installed the City's first Living Innovation Zone in partnership with the Exploratorium and the City to serve as welcoming attraction to Yerba Buena.

**BUILDING A SENSE OF PLACE.** Attracted more than 9,000 attendees to the third annual Yerba Buena Night. Hosted Yerba Buena Family Day drawing 19,000.

## BUILDING COMMUNITY: WE'RE A STRONG VOICE FOR YOU

**CENTRAL SUBWAY STOP.** Reached an agreement with SFMTA to name the Central Subway stop at 4th and Folsom Streets the "Yerba Buena/Moscone Station."

**ADVOCATING FOR YOU.** Requested public realm improvements on the Moscone Expansion Project, advised developers on neighborhood needs, and advocated for Yerba Buena Gardens to ensure that it continues as a neighborhood centerpiece.

**COMMUNITY BENEFIT FUND.** Provided grants that last year supported 13 exhibits and programs, such the Yerba Buena Lane farmer's market, Halloween Hoopla family event and a Museum of the African Diaspora exhibit.



YERBA BUENA FAMILY DAY 2013 (TOP LEFT, RIGHT)  
YERBA BUENA NIGHT 2013 (BOTTOM LEFT)



WORKING TOGETHER TO KEEP OUR  
NEIGHBORHOOD CLEAN AND SAFE



YERBA BUENA ORIGINALS





THE YBCBD BOARD OF DIRECTORS AT THE 2014 ANNUAL MEETING

# BUDGET + BALANCE SHEET

## JULY 2013–JUNE 2014 ACTUALS

INCOME	ACTUALS	BUDGET	OVER/(UNDER) BUDGET
Assessments	\$2,391,586	\$2,387,107	\$4,479
Fundraising/In-Kind	\$138,967	\$125,476	\$13,491
Interest Income	\$418	\$1,000	(\$582)
Carryover	-	\$638,345	(\$638,345)
<b>TOTAL INCOME</b>	<b>\$2,530,971</b>	<b>\$3,151,928</b>	<b>(\$620,957)</b>
EXPENSES	ACTUALS	BUDGET	OVER/(UNDER) BUDGET
Administration	\$334,765	\$321,355	\$13,410
SOBO	\$1,656,832	\$2,071,172	(\$414,340)
DISI	\$438,396	\$489,177	(\$50,781)
Contingency	-	\$270,224	(\$270,224)
<b>TOTAL EXPENSES</b>	<b>\$2,429,993</b>	<b>\$3,151,928</b>	<b>(\$721,935)</b>
<b>NET INCOME</b>	<b>\$100,978</b>	<b>—</b>	<b>—</b>

## JULY 2013–JUNE 2014 BALANCE SHEET

ASSETS	
Cash In Bank	\$2,595,032
Accounts Receivable, Net	\$250,469
Other	\$104,014
<b>TOTAL ASSETS</b>	<b>\$2,949,515</b>
LIABILITIES	
Accounts Payable	\$112,807
Other Liabilities	\$48,099
<b>TOTAL LIABILITIES</b>	<b>\$160,906</b>
<b>TOTAL NET ASSETS (CARRYOVER)</b>	<b>\$2,788,609</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$2,949,515</b>

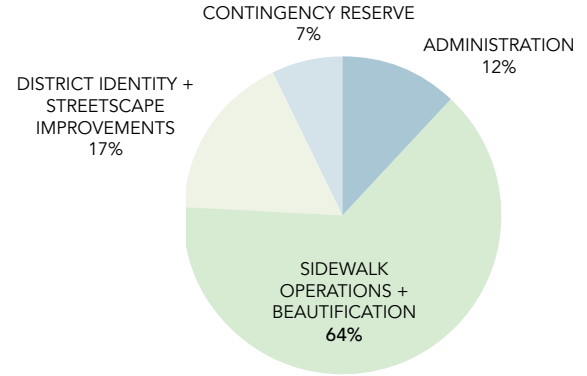
## JULY 2014–JUNE 2015 BUDGET

### INCOME

Assessments	\$2,391,586
Fundraising/In-Kind	\$125,476
Interest Income	\$500
Release from Restriction	\$799,381
<b>TOTAL INCOME</b>	<b>\$3,316,943</b>

### EXPENSES

Administration	\$413,225
Sidewalk Operations & Beautification	\$2,111,052
District Identity & Streetscape Improvement	\$572,442
Contingency/Reserve	\$220,224
<b>TOTAL EXPENSES</b>	<b>\$3,316,943</b>



FY 2014–2015 BUDGET

## PROJECTED CARRYOVER DISBURSEMENT

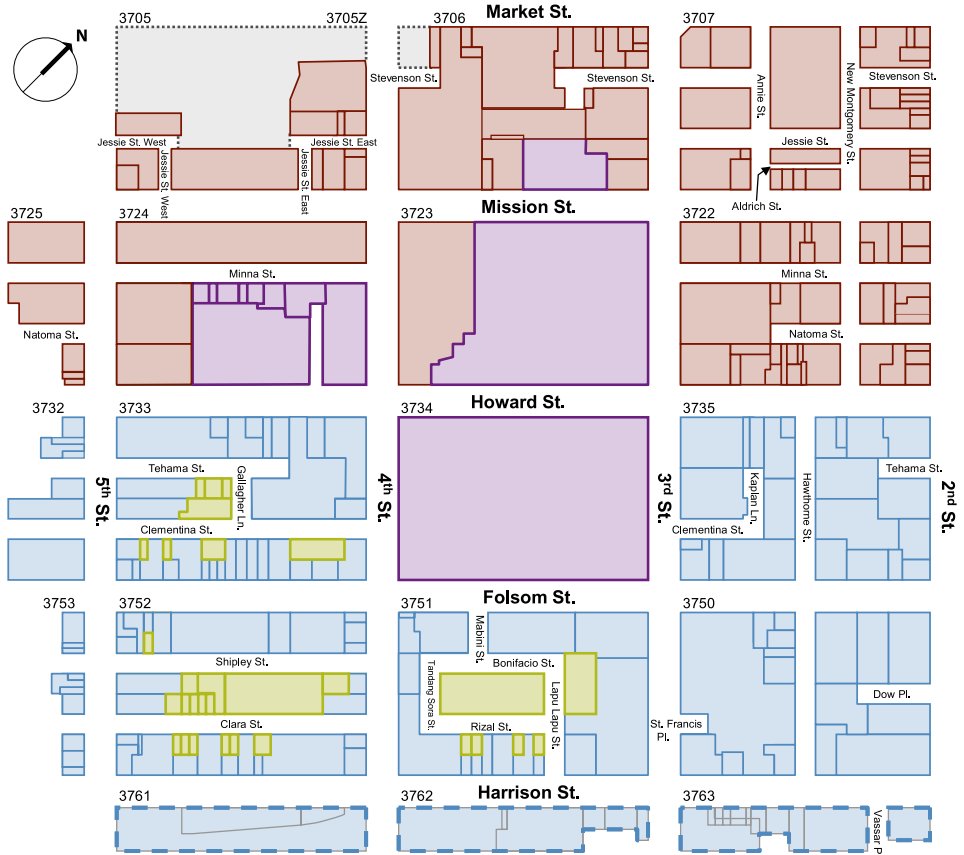
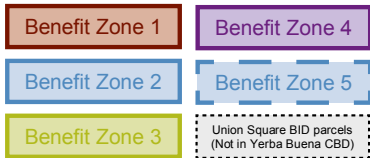
CARRYOVER	AS OF 6.30.14	TO BE USED IN FY 2015	TO BE USED IN FUTURE YEARS
Administration	\$366,917	\$104,449	\$262,468
Sidewalk Operations & Beautification	\$1,256,560	\$524,220	\$732,340
District Identity & Streetscape Improvement	-	-	-
Contingency/Reserve	\$1,149,133	\$170,712	\$978,421
<b>TOTAL CARRYOVER DISBURSEMENT</b>	<b>\$2,772,610</b>	<b>\$799,381</b>	<b>\$1,973,229</b>



# 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 luxury condominiums.

It is the most dynamic neighborhood in the City—a celebration of San Francisco’s eclectic backbone stretching from Second to Fifth and Market to Harrison Streets.



## ASSESSMENT METHODOLOGY

YCBCD is funded through an annual assessment from business and property owners. Annual assessments are based on one or more of the following four property factors:

- Linear frontage (sidewalk frontage)
- Gross building square footage
- Location in a particular benefit zone
- Property usage

There are five benefit zones in the YCBCD. The creation of the benefit zones was based upon the level of special services desired by property owners by use, the type of special services needed in the zone, and the intensity of use in the public right of way in the specific zone.

## ASSESSMENT CALCULATION

The annual assessment is calculated by multiplying the gross square footage of the property by the square footage fee for a property's zone and use (condominium or commercial). If the property has linear frontage an additional fee is calculated by taking the total linear frontage of the property and multiplying by the frontage fee for the property's zone.

For example, a commercial property in Zone 1 of 1,000 gross square feet and with 10 feet of linear frontage would calculate their assessment as follows:

Zone 1 Commercial property fee ( $\$0.076$ ) x 1,000 FT<sup>2</sup> = \$76.00

Zone 1 Frontage fee ( $\$15.30$ ) x 10 linear feet = \$153.00

Add the two together to get the total assessment of \$229.00.

	CONDO FEE / FT <sup>2</sup>	COMMERCIAL PROP. FEE / FT <sup>2</sup>	FRONTAGE FEE / LINEAR FT.
Zone 1	\$0.215	\$0.076	\$15.30
Zone 2	\$0.215	\$0.045	\$10.30
Zone 3	\$0.215	\$0.022	\$5.20
Zone 4	—	—	\$38.40
Zone 5	—	—	\$10.30

## YBCBD BOARD OF DIRECTORS

### BOARD CHAIR:

**Lawrence Li**, SPUR

### BOARD VICE-CHAIR:

**John Noguchi**, Moscone Center

### SECRETARY/TREASURER:

**Scott Rowitz**, Yerba Buena Center for the Arts

## BOARD MEMBERS

**Kevin Best**, B Restaurant & Bar

**Lance Burwell**, St. Regis Residences

**Angela Carrier**, California Historical Society\*

**Carolyn Diamond**, Market Street Association\*

**John Elberling**, Resident\*\*

**Lynn Farzaroli**, Tourism Improvement District\*\*

**Saul Feldman**, Resident\*

**Matt Field**, TMG Partners\*

**Regina Flanagan**, Resident

**Kristin Gonsar**, Millennium Partners

**Helen Han**, Boston Properties\*\*

**Peter Hartman**, Resident\*\*

**Brian Jess**, Target

**Dheeraj Kakar**, Resident

**Summerlea Kashar**, Cartoon Art Museum\*\*

**Lisa Wood Kirvin**, Renaissance Entrepreneurship Entrepreneurship Center\*\*

**Paul Lamb**, Rocket Postcards\*

**Vincent Latigue**, InterContinental Hotel

**Jesse Leite**, Related Properties

**Michael Nobleza**, Children's Creativity Museum

**Carol Perry**, San Francisco Travel Association\*

**Rebeka Rodriguez**, Intersection for the Arts

**Shelly Schembre**, Westfield San Francisco Centre

**Spencer Sechler**, City Park

**Dan Soine**, Dugoni School of

Dentistry

**Candace Sue**, SFMTA

**Christopher Sullivan**, San Francisco Marriott Marquis\*\*

**Alan Svensen**, Bloomingdale's\*\*

**Katie Tamony**, SFMOMA

**David Weinstein**, Kilroy Realty\*\*

\*Board term ended January 2014

\*\*Board term started January 2014

## YBCBD COMMITTEES

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

## YBCBD STAFF

**Cathy Maupin**, Executive Director

**Andrew Robinson**, Director of Neighborhood Partnerships

**Kim Mercado**, Events & Administrative Manager

**Tom Kolbeck**, Administrative Assistant

## COMMUNITY SUPPORT

The YBCBD 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.

Bliss Spa, Boston Properties, Café Madeleine, California Historical Society, Cathy Maupin, Children's Creativity Museum, City Park, Clear Channel, Contemporary Jewish Museum, Regina Flanagan, Hearst Corporation, Intercontinental Hotel, Lautze & Lautze, METREON, MJM Management Group, Moscone Center, Novela, Osha Thai, Recology, Rick Smith, San Francisco Bay Guardian, San Francisco Chronicle, San Francisco Examiner, San Francisco Marriott Marquis, San Francisco Travel Association, SF Weekly, SPUR, Elisa Stephens, supperclub, Target, St. Regis Hotel San Francisco, Westfield San Francisco Centre, Yerba Buena Center for the Arts, Yerba Buena Gardens Festival, Zero Zero.



YERBA BUENA  
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YBCBD

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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

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:** 415-559-1632

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

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

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).