



Annual Report 2011-2012

The Civic Center Community Benefit District (CBD) is a special assessment district conceived and organized by a group of concerned Civic Center property owners, arts organizations, government entities, and other stakeholders. The goal of the CBD is to improve coordination and communication around the management, image, safety, beautification and cleanliness of the greater Civic Center area for the benefit of patrons, residents, employees, merchants, property owners and other visitors within the district.

History. Culture. Government. It all happens in Civic Center.

The San Francisco Civic Center neighborhood is the center of government and culture in San Francisco and is visited by thousands of people every day – by patrons of the arts and cultural institutions, by members of the public participating in local, state and federal government, by employees of those institutions, by other office workers and increasingly, residents, and by tourists and visitors from around the world.

The Civic Center itself is an Historic District, the most extensive and complete Beaux Arts ensemble in North America and the most magnificent complex of buildings in San Francisco. Events that have transpired in Civic Center Plaza and on the steps of City Hall have a rich history of political action and community involvement.

The Civic Center serves as the ceremonial and functional center of San Francisco’s City Government as well as a regional center for state and federal governmental agencies and a major center for employment. Its role as the premiere regional performing arts district for the entire San Francisco Bay Area merits a high level of management and coordination. Civic Center Plaza itself is a site of both planned and unplanned activities that need to be coordinated with the institutions around it. The district’s growing residential population has special needs that must be coordinated with the other needs of the district.



Civic Center Neighborhood Map

1. War Memorial, Herbst Theatre,
 2. War Memorial Opera House
 3. Louise M. Davies Symphony Hall
 4. Bill Graham Civic Auditorium
 5. San Francisco Conservatory of Music
 6. New Conservatory Theatre Center
 7. SF Jazz (under construction)
 8. Kanbar Performing Arts Center
 9. Orpheum Theatre
 10. San Francisco Arts Comm. Galleries
 11. Asian Art Museum
 12. Heart of the City Farmer’s Market
 13. Civic Center Plaza
 14. San Francisco City Hall
 15. San Francisco Public Library
 16. San Francisco Unified School District
 17. Department of Public Health
 18. San Francisco Public Utilities Comm.
 19. Superior Court of California, San Francisco
 20. Community Justice Center
 21. Earl Warren State Building, Supreme Court of CA
 22. Hiram W. Johnson State Building
 23. Edmund G. Brown State Office Building
 24. Phillip Burton Federal Building
- B. BART System
M. Muni Metro
P. Parking Garages and Lots

Overview

The Civic Center Community Benefit District (CCCBD) has established itself in the community and had implemented the objectives set out in the management plan. This report will summarize the activities.

Administration

Legal Status

The Civic Center Community Benefit District, Inc. adopted its bylaws and submitted its articles of incorporation in June 2011. An interim board of directors was appointed to carry out the tasks of the corporation.

Federal Non-Profit Status

The CCCBD received its non-profit status determination letter as a 501-c-3 corporation from the Internal Revenue Service on September 19, 2011; with Federal Tax ID number 45-2800348.

State of California

The CCCBD is registered with the State of California Secretary of State's Office as a domestic nonprofit corporation C3385872.

City and County of San Francisco

The CCCBD is registered as a business with the City and County of San Francisco, Office of the Treasurer and Tax Collector. Certificate number 461887.

Civic Center Community Benefit District Interim Board

The interim board has managed the activities of the CCCBD since July 1, 2011. The board has adhered to the rules and regulations of the Ralph M. Brown Act in posting notices and agendas of all committee and board meetings, and providing for public comment at all meetings.

Election of Permanent Board

At the board meeting on December 15, 2011, the interim board passed a motion to create a nominating committee.

The nominating committee met, interviewed interested candidates and presented a slate for election.

Official ballots were mailed to the 203 property owners that are part of the district with a deadline to return ballots to the CCCBD office by Friday, April 27, 2012. Ballots were received by representatives of 52 parcels that represent 65 percent of the assessed properties in the District.

The new board for installed on June 28, 2012 and assumed their duties on July 1, 2012.

Standing and Ad-Hoc Committees Formed

The interim board created the following committees:

- Executive Committee, comprised of the four corporate officers (Chair, Vice Chair, Treasurer, Secretary), which creates agendas for the board meetings.
- Finance Committee, chaired by the Treasurer, to review financial reports, budgets and expenditures.
- Services Committee, initially tasked with developing the request for proposal for the services contracts and also the review, vetting and implementation of the contracts.
- Capital Improvements Committee, to discuss improvements to the district.
- Ad-Hoc - Hiring Committee, tasked with the search process for the CCCBD's first executive director.
- Ad-Hoc - Nominating Committee, tasked with the election process.

Hiring of Executive Director

After a search and interview process, the Hiring Committee made a recommendation to the board to hire Donald Savoie, as it's executive director. He started on November 21, 2011.

Fiscal Management

The CCCBD's treasurer, John Updike, established a checking account with Bank of America, at the branch in the district at 1525 Market Street, San Francisco. We are also using Bank of America's online payroll service for all payroll and reports.

CCCBD Contracts with Third Parties

Services Contract

The CCCBD Services Committee issued a request for proposal for services based on the Management Plan on October 28, 2011. The completed proposals were due back by end of day November 10, 2011.

The CCCBD received three proposals in total, one from Block by Block, one from MJM Management Group, and the third from Service Group, Inc. (SGI).

After discussion, the committee recommended to the board of directors that CCCBD enter into negotiations with MJM Management to provide the services. The contract was finalized and the CCCBD started services on February 1, 2012.

Attorney

The CCCBD hired attorney Michael Futterman to assist the CCCBD in its contract negotiation with MJM Management.

Accountants

The CCCBD entered into an agreement with PKF to provide accounting, auditing and tax preparation services.

Office Space for CCCBD

The CCCBD negotiated an office lease for the CCCBD's office at 234 Van Ness Avenue, Suite 1, San Francisco, CA 94102.

The lease commenced December 1, 2011. The rent paid is lowered, due to a \$3,600 in-kind donation from the property owner.

Services Provided by the CCCBD

The Civic Center Community Benefit District (CCCBD) started community services on February 1, 2012. These services were the culmination of many years of planning to create the CCCBD, and the many community members who volunteered countless hours to achieve this goal. For the daily schedule of services, please visit our website: www.sfcivic-center.org and click on “Services.”

Community Service Ambassadors



Bayardo and Elester, two of the CCCBD daytime ambassadors

The team of Community Service Ambassadors (CSAs) assist the public with information and direct them to destinations within the area, made possible by training on local geography, area venues and businesses, transportation systems, and other useful information. The CSAs are goodwill ambassadors who assist the public in navigating the district with a welcoming and informed presence.

They also play a vital role in promoting the Civic Center area as safe and friendly. They are easily visible and identifiable by their orange and gray uniforms. Their presence are a deterrent to misdemeanor crime, and they have a communication system to enable them to report conditions or observations of criminal activity immediately through the CBD dispatch to the San Francisco Police Department.

In 2011-2012, the ambassadors worked Tuesday through Saturday, 7:30 am to 7:30 pm.



CCCBD nighttime ambassadors assist tourists in the Civic Center

Nighttime Ambassador Schedule

CSAs work on select evenings in shifts from 6:30pm - 11:30pm. The CSAs walk throughout Zone 2, the central area of the District near the arts venues, to enhance the pedestrian experience before and after evening performances, events and meetings.

Cleaning Teams and Graffiti Abatement



CCCBD Clean Team staff perform a scrub request on Market Street

The Clean Teams work seven days a week and respond to maintenance calls to remove graffiti, wash down the sidewalk or pick up an accumulation of debris on the sidewalk. They are aided by calls by the CBD staff to the Department of Public Works (DPW) to coordinate delivery of the services that the City of San Francisco provides.

Beautification Programs

The CCCBD was fortunate to have district banners donated during the 2011-2012 year to promote the Civic Center CBD and the neighborhood.

The CCCBD has also begun beautification efforts in 2011-2012, which are expected to be realized in 2012-2013 and beyond, including:

- Street Art Project, A Forest for the Trees
- Partnership with Please Touch Community Garden
- Civic Center Plaza Sustainability Project
- Wayfinding Signage



CCCBD Banner artwork

Service Accomplishments and Results

Month	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Totals	Monthly Average
Safety & Security Services							
Emergency Services							
Ambulance	2	1	4	2	7	16	3
Fire	0	0	0	0	0	0	0
Police	1	1	3	2	15	22	4
Quality of Life Crimes							
Aggressive Panhandling	80	26	13	33	30	182	36
Sleeping/Camping/Trespassing	246	159	190	247	226	1,068	214
Drunk and Disorderly	67	65	66	147	135	480	96
Illegal Vendors	11	10	5	5	9	40	8
Suspicion of Drug Deal	1	3	5	16	9	34	7
Quality of Life Issues							
Mentally Disturbed	8	8	7	8	16	47	9
Indecent Exposure	2	1	0	4	10	17	3
Social Services Referrals	14	1	8	3	2	28	6
(HOT TEAM)	0	0	1	0	0	1	0
(MAP)	1	8	7	2	10	28	6
General Neighborhood Issues							
Demonstration	5	0	5	3	4	17	3
Noise Complaint	0	0	0	2	0	2	0
Safety Hazard	1	1	1	2	3	8	2
Construction	0	2	2	4	2	10	2
Total Safety & Security Services	439	286	317	480	478	2,000	400
Visitor/Merchant Services							
Meet & Greet with Merchants/Residents	41	12	41	79	67	240	48
Assist Merchants	28	29	47	31	64	199	40
Directions	30	11	83	188	167	479	96
Total Visitor/Merchant Services	99	52	171	298	298	918	184
Cleaning/Maintenance Services							
Litter and Trash Removal							
Overflowing Trashcan Topped Off	2	2	3	4	10	21	4
Shopping Cart Removal	1	1	5	6	26	39	8
Illegal Dumping Reported/Dispatched/Clean-Up	22	22	35	26	26	131	26
Graffiti Issues							
Removed Sticker/Flyer	21	21	11	16	24	93	19
Graffiti Sighting/Removal	67	67	56	33	69	292	58
Request for CBD Services							
Painting Request Completed	24	24	65	1	10	124	25
Scrub Request Completed	89	89	77	6	49	310	62
Steam Cleaning Request Completed	1	0	2	1	1	5	1
Sweep Request Completed	85	60	52	49	83	329	66
Total Cleaning/Maintenance Services	312	286	306	142	298	1,046	209
Overall Totals	850	624	794	920	1,074	3,188	638
Non-Classified Activities							
Cardboard	4	1	5	7	6	23	5
311	12	13	26	10	45	106	21
Shoplifting	0	0	0	0	1	1	0
Needles Sighting/Removal	5	1	12	137	70	225	45
Non-emergency	20	16	27	17	26	106	21
Other	0	0	0	0	0	0	0
Trash Liners	1	1	8	7	0	17	3
Total Non-Classified Activities	42	32	78	178	148	478	96
GRAND TOTALS	892	656	872	1,098	1,222	3,666	733

Staff Outreach and Advocacy

The CCCBD's executive director and various board members meet regularly with various members of the community - property owners, residents, merchants, community organizations - as well as city departments, and regional organizations:

- Supervisor Jane Kim and staff
- Supervisor Christina Olague and staff
- Central Market Partnership
- Community Justice Center Advisory Board
- CBD/BID Consortium of San Francisco
- Hayes Valley Neighborhood Association
- Epicenter Group (Central Market, Tenderloin and Civic Center CBDs)
- Office of Economic and Workforce Development
- Recreation and Parks Staff
- San Francisco Police Department
- Community Housing Partnership and Mercy Housing

CCCBD Website

The CCCBD created an updated website, [sfciviccenter.org](http://www.sfciviccenter.org), with information about the CBD, its meeting times, agendas, notices and minutes. Visitors can see the daily schedule of services, report incidents, and learn more and get involved with the CBD. A calendar of area events, information on transit, parking and visiting the Civic Center, as well as the history and information on arts groups, can also be found on the website.



www.sfciviccenter.org

Social Media

The CCCBD has also established a Facebook page and Twitter feed to start communication streams with the public.

www.facebook.com/sfciviccenter
www.twitter.com/sfciviccenter1



CCCBD Newsletter

The first CCCBD newsletter is scheduled to go out in mid-February and describe the district services to the property owners and the public and give them info on accessing them.

The CCCBD also established an electronic version that is emailed to the master list twice a month. Each issue highlights upcoming CBD and community meetings, and also announces major news, such as the expansion of daytime services in July 2012. Anyone can subscribe through our website or Facebook page.



CCCBD Brochures and Calling Cards

A CCCBD brochure and was designed and produced highlighting the CBD, its formation, the area covered and the services offered. It has been mailed to all property owners and given out to merchants and security personnel at properties throughout the neighborhood. Also, calling cards with the CBD Dispatch information is handed out regularly in the area.

Community Meeting

The board of directors held a Community Meeting and Mixer on March 1, 2012, from 5:30 to 7:30pm at 25 Van Ness Avenue.

At the mixer, over 70 people attended to meet some of the people who live and work in the area and learn more about what the CBD was doing to improve the Civic Center neighborhood.

CCCBD staff and ambassadors were also on-hand to answer questions and promote the new services available in the neighborhood.

Annual Meeting



As required in the bylaws, he CCCBD held its Annual Meeting on June 28, 2012, where the newly elected board was installed and assumed their duties.

The board also elected officers for the new year. The following officers were elected to a one-year term for 2012-2013:

Chair
Bill Whitfield
Shorenstein Realty Services

Vice Chair
Anthony Boas
San Francisco Honda

Treasurer
John Updike
San Francisco Real Estate

Secretary
Jennifer Norris
San Francisco War Memorial

Assessment Methodology

The Civic Center CBD has three zones with differing levels of services:

Zone 1. This is the area generally from the north side of McAllister Street to the south side of Golden Gate between Larkin and Polk and from the south side of Turk from Polk to Van Ness. The Eastern boundary is from Larkin Street in the east where it adjoins the Tenderloin Community Benefit District, to the properties on the west side of Franklin Street, extending south to include parcel 792-031 “the Ballet building” midway in the block between Fulton and Grove streets and extending to the North to Elm Street.

Zone 2. This zone generally includes the Civic Center Plaza, the Asian Art Museum, the Main Library, Bill Graham Auditorium, Symphony Hall, the Opera House, the War Memorial Building, the Performing Arts Garage, and properties along Grove, Ivy, and Hayes streets west to Gough Street, and properties on both sides of Van Ness Avenue extending south to Market Street.

Zone 3. This zone includes the areas along Polk Street south of Lech Walesa Street, Fox Plaza, Fell, Hickory, and Oak streets west to Franklin Street, and both sides of Market Street from Ninth Street to Franklin Street.



Assessment Method

The special benefits of the Civic Center CBD will be assessed to parcels based on a combination of a parcel’s linear front footage (that is served by and within the boundaries of the CBD) and building square footage. The entire CBD budget is split 50/50, so that 50% is assessed proportionately based on a parcel’s linear footage with the remaining 50% assessed proportionately based on a parcel’s improved building square footage, modified by a building size classification multiplier.

Building Size Classification

Some benefits, such as sidewalk sweeping, are directly proportional to linear frontage. Thus every parcel is assessed based on its linear frontage. Other benefits, such as the Community Service Ambassadors, are related to the number of people using a building, the number of trips generated by those people. This relationship is not linear, but rather is expressed in a “Building Size Classification Multiplier.” The table shows the classification of building square footage and the translation to the Building Size Classification Multiplier. Within each benefit zone, a parcel’s assessment is the combination

Building Size Classification and Multipliers

Building Size Class.	Parcel Land Use	Building Square Footage	BSC Multiplier
1	Residential	All Sizes	0.50
2	Non-Residential	Less than 10,000	1.00
3	Non-Residential	10,000-19,999	1.50
4	Non-Residential	20,000-49,999	3.00
5	Non-Residential	50,000-99,999	6.00
6	Non-Residential	100,000-299,999	20.00
7	Non-Residential	300,000-499,999	40.00
8	Non-Residential	500,000 & Greater	60.00

For Zone 1 parcels, the calculation is as follows:

Linear Street Frontage X \$7.05	+	Building Size Class. Multiplier	x	\$178.86	=	Total first year annual assessment
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For Zone 2 parcels, the calculation is as follows:

Linear Street Frontage X \$10.09	+	Building Size Class. Multiplier	x	\$283.59	=	Total first year annual assessment
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For Zone 3 parcels, the calculation is as follows:

Linear Street Frontage X \$13.46	+	Building Size Class. Multiplier	x	\$308.31	=	Total first year annual assessment
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Budgets and Balance Sheet

The annual operating budget for the year July 1, 2011 to June 30, 2012 is \$ 691,964. The proposed service plan budget was developed based on the priorities that the stakeholders expressed through the surveys and Steering Committee meetings. All improvements and activities are allowed under the 1994 California Property and Business Improvement Act. The CCCBD will have the financial reports audited by PKF Accountants.

Income Categories	2011-2012 Budget	Actual	Variance	2012-2013 Budget
Assessments	\$685,044.00	\$600,301.67	\$(84,742.33)	\$699,272.00
Donations/Grants	\$6,920.00	\$27,633.64	\$20,713.64	\$7,000.00
Interest	\$0.00	\$46.11	\$46.11	\$400.00
Other/Contingency/Carry-Over	\$0.00	\$20.00	\$20.00	\$322,388.75
TOTALS:	\$691,964.00	\$628,001.42	\$(63,962.58)	\$1,029,060.75

Expense Categories	2011-2012 Budget	Actual	Variance	2012-2013 Budget
Staff				
Salary, Taxes, workers compensation, benefits,	\$90,702.00	\$41,663.18	\$(49,038.82)	\$91,000.00
Administration				
Rent		\$6,287.50		\$10,000.00
Office Expenses		\$4,730.44		\$7,500.00
Insurance		\$3,387.04		\$4,000.00
Equipment		\$1,990.00		\$2,000.00
Legal & Accounting		\$8,437.35		\$8,000.00
Printing		\$2,247.04		\$6,000.00
Other		\$3,850.00		\$4,000.00
Subtotal: Administration	\$50,000.00	\$30,929.37	\$(19,070.63)	\$41,500.00
Safety Program				
Ambassadors	\$268,104.00	\$140,215.12	\$(127,888.88)	\$285,000.00
Night Ambassadors	\$89,391.00	\$40,320.00	\$(49,071.00)	\$100,000.00
Cleaning Program and On-Call Graffiti Removal	\$139,890.00	\$52,485.00	\$(87,405.00)	\$145,000.00
Beautification	\$22,876.00	\$0.00	\$(22,876.00)	\$25,000.00
Activation of Public Places Zone 2 Only	\$24,081.00	\$0.00	\$(24,081.00)	\$25,000.00
Non assessment funds	\$6,920.00	\$0.00	\$(6,920.00)	\$7,000.00
EXPENSE TOTALS:	\$691,964.00	\$305,612.67	\$(386,351.33)	\$719,500.00

Statement of Financial Position as of June 30, 2012

Current Assets

Cash \$348,724
 Prepaid Expenses \$0
 Furniture, fixtures and equipment, net \$1,990

Total assets \$350,714

Liabilities and Net Assets

Current liabilities \$0
 Accounts payable \$0

Total Liabilities.....\$0

Total liabilities and net assets \$350,714



Civic Center Community Benefit District

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Phone: (415) 626-1819
Fax: (415) 626-4029

2011-2012 Board of Directors

Chair
David Harrison
Patson Companies

Vice Chair
Bill Whitfield
Shorenstein Realty Services

Treasurer
John Updike
San Francisco Real Estate

Secretary
Jennifer Norris
San Francisco War Memorial

Jerry Bernstein
Lighthouse for the Blind

Nan Keeton
San Francisco Symphony

Anthony Boas
San Francisco Honda

Lev Kushner
Recreation and Parks Department

Alexander Brose
San Francisco Conservatory of Music

Roberto Lombardi
San Francisco Public Library

Mary Conde
Another Planet Entertainment

James McCrea
State of California

Jim Haas
Neighborhood Advocate

Janan New
San Francisco Apartment Association

Civic Center CBD Committees

Standing: Executive, Finance, Capital Improvements and Planning, Marketing/PR, Services
Ad-Hoc: Hiring, Nominating

Civic Center CBD Staff

Donald W. Savoie
Executive Director

CBD Dispatch for Services

For non-emergency cleaning and ambassador services, please call (415) 781-4700, or email dispatch@sfciviccenter.org

Emergency services:

Call 9-1-1.

Learn more about Civic Center CBD programs and services at:

www.sfciviccenter.org

Special Thanks!

The Civic Center CBD would like to thank the following for their support of the CBD and its programs:

MJM Management
Services provider for the Civic Center CBD

Emerald Fund and Transwestern
Staff space for ambassadors and clean team.

Dowling | Duncan
Design and identity work for the Civic Center CBD.

West Coast Property Management
Discounted office space for the CBD office.