



NOTICE OF PUBLIC HEARING
AND ASSESSMENT BALLOT PROCEEDING

TO: «Name»
 Assessor's Parcel No. «BlockLot»
 «Situs»
 «No»

FROM: John Armtz, Director
 Department of Elections
 City and County of San Francisco

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 "Yerba Buena Community 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 28th, 2015 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 (community benefit district) known as the "Yerba Buena Community Benefit District". The annual assessments would last for 15 years (July 1, 2015-June 30, 2030), the services will be implemented through December 31, 2030. The boundaries of the Yerba Buena Community Benefits District are described in the enclosed Resolution passed by the Board of Supervisors.
- The Yerba Buena Community Benefit District will fund the following services, improvements and activities:
 - 1) Cleaning and Streetscape Improvement
 - 2) Safety and Security
 - 3) Branding, Activation, and Marketing
 - 4) Management and Operations
- Examples of services, improvements, and activities to be funded under the budget category "Cleaning and Streetscape Improvement" includes: regular sidewalk and gutter sweeping, scheduled steam cleanings, power washing, refuse removal, graffiti removal, and streetscape



improvements. Streetscape improvements are based upon, but not limited by, the Yerba Buena Street Life Plan, a roadmap for enhancing public spaces in the neighborhood. The District will also distribute small annual grants (through its Community Benefit Fund) to community organizations providing services in the District that support the District's mission.

- Examples of services, improvements, and activities to be funded under the budget category "Safety and Security" include: working with residents, merchants, the San Francisco Police Department (SFPD) and community on a variety of safety programs and strategies to prevent crime and increase pedestrian safety throughout the District. The District will provide Community Guides to assist visitors, connect those in need with social services, and report cleaning and safety issues. The District will also distribute small annual grants (through its Community Benefit Fund) to community organizations providing services in the District that support the District's mission.
- Examples of services, improvements and activities to be funded under the budget category "Branding, Activation, and Marketing" includes: programs to promote properties and businesses in the District and the creation and production of special events that draw visitors into the District as a means of additional exposure. The District will program special events and conduct marketing activities in various parts of the District. The District marketing and promotion services will make sure new visitors, employees, patrons, and residents know about area attractions and will help them enjoy their experience in the District. The District plans to include other marketing initiatives as appropriate, and as budget resources allow.
- Examples of services, improvements and activities to be funded under the budget category "Management and Operations" includes: a dedicated staff who will serve as a focal point persons and advocate for the District and the management of office expenses including accounting, rent, utilities, office supplies, insurance, legal, and other professional services related to District activities
- The proposed fiscal year 2015-2016 assessment for your parcel is «Voter_Proportional». The duration of the assessment district is 15 ½ years, the authority to levy assessments on your property would be fifteen and a half (15 ½) years, with services to be implemented January 1, 2016 through December 31, 2030. The Yerba Buena CBD 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 2029-2030. 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 total annual assessments to be levied and collected for years two through fifteen (fiscal years 2016-2017 through 2029-2030) may be increased from one year to the next by a percentage that does not exceed either the change in the Consumer Price Index for All Urban Consumers in the San Francisco-Oakland-San Jose Consolidated Metropolitan Statistical Area (the "CPI"), or three percent (3%), whichever is less. In addition, to account for new assessments from potential future development in the District, the assessment for each of years two through 15 of the District may be increased by not more that 5% of the prior year's assessment, including any CPI adjustment for the prior year, for a total maximum increase of 8%.



- 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 \$ 2,991,722.82 in the first year. The maximum amount assessed to the entire assessment district over the life of the district, assuming the maximum annual CPI adjustment of 3% in years 2 through 15, would be \$55,642,795.04. The maximum amount assessed to the entire assessment district over the life of the district, assuming the maximum annual estimated development and CPI adjustment of 8% in years 2 through 15, would be \$68,347,918.38. 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, IN YEARS 2 THROUGH 15

YEAR	FISCAL YEAR	TOTAL MAXIMUM ANNUAL ASSESSMENT REVENUE BASED ON CURRENT DEVELOPMENT STATUS(1)	TOTAL MAXIMUM ANNUAL ASSESSMENT REVENUE WITH ESTIMATED FUTURE DEVELOPMENT(2)
1	2015/16	\$2,991,722.82	\$2,991,722.82
2	2016/17	\$3,081,474.50	\$3,235,548.23
3	2017/18	\$3,173,918.74	\$3,499,245.41
4	2018/19	\$3,269,136.30	\$3,784,433.91
5	2019/20	\$3,367,210.39	\$4,092,865.27
6	2020/21	\$3,468,226.70	\$4,426,433.79
7	2021/22	\$3,572,273.50	\$4,559,226.80
8	2022/23	\$3,679,441.70	\$4,696,003.61
9	2023/24	\$3,789,824.96	\$4,836,883.72



10	2024/25	\$3,903,519.70	\$4,981,990.23
11	2025/26	\$4,020,625.30	\$5,131,449.93
12	2026/27	\$4,141,244.05	\$5,285,393.43
13	2027/28	\$4,265,481.38	\$5,443,955.24
14	2028/29	\$4,393,445.82	\$5,607,273.89
15	2029/30	\$4,525,249.19	\$5,775,492.11
Total		\$55,642,795.04	\$68,347,918.38

(1) BASED UPON NO FUTURE DEVELOPMENT AND A MAXIMUM ANNUAL ASSESSMENT INCREASE OF 3%.

(2) BASED UPON A 5% ESTIMATED INCREASE IN SPECIAL BENEFIT POINTS THROUGH 2020/21 AS A RESULT OF FUTURE DEVELOPMENT AND A MAXIMUM ANNUAL ASSESSMENT INCREASE OF 3%

Comment [A1]: CLARIFY WITH ROBERT BRYAN

- **The first year annual assessment rate for each parcel is calculated by**

Step 1. Calculate Linear Factor

> Linear Frontage = Linear Factor

Step 2. Calculate Lot Factor

> Building Square Footage ÷ 2500 = Building Factor

Step 4. Add All Parcel Factors

> Linear Factor + Building Factor = Total Parcel Factors

Step 5. Determine Benefit Zone Factor

Benefit Zone 1 1.50

Benefit Zone 2 1.00

Step 6. Determine Property Land Use Benefit Point Rate

Non-Residential Property – Hotels, 4.00

Retail, Office

Non-Residential Property – 3.50

Convention Center, Museum, Cultural

Residential Property 3.40

Non-Profit/Public Property 0.90

Undeveloped Property 0.65

Step 6. Calculate Total Special Benefit Point



> Total Parcel Factors x Benefit Zone Factor x Land Use Benefit Point Rate = Total Special Benefit Points

Step 7. Calculate Assessment

> Total Special Benefit Points x Assessment Rate (\$9.38) = Total Annual Assessment
(*\$9.38 Standardized Rate for District)

- 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 enclosed "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 28, 2015 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 28, 2015. 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: Mr. Cuong Quach, Department of Elections, Room 48, City Hall, 1 Dr. Carlton B. Goodlett Place, San Francisco, California, 94102. Telephone: (415) 554-4342.