



Presented in Committee - October 18, 2017

Lower Polk Community Benefit District



Legislative Overview

**Community Benefit Districts (CBDs) /
Business Improvement Districts (BIDs) are
governed by:**

- **State law**
 - “1994 Act”
- **Local law**
 - “Article 15”



Review Process

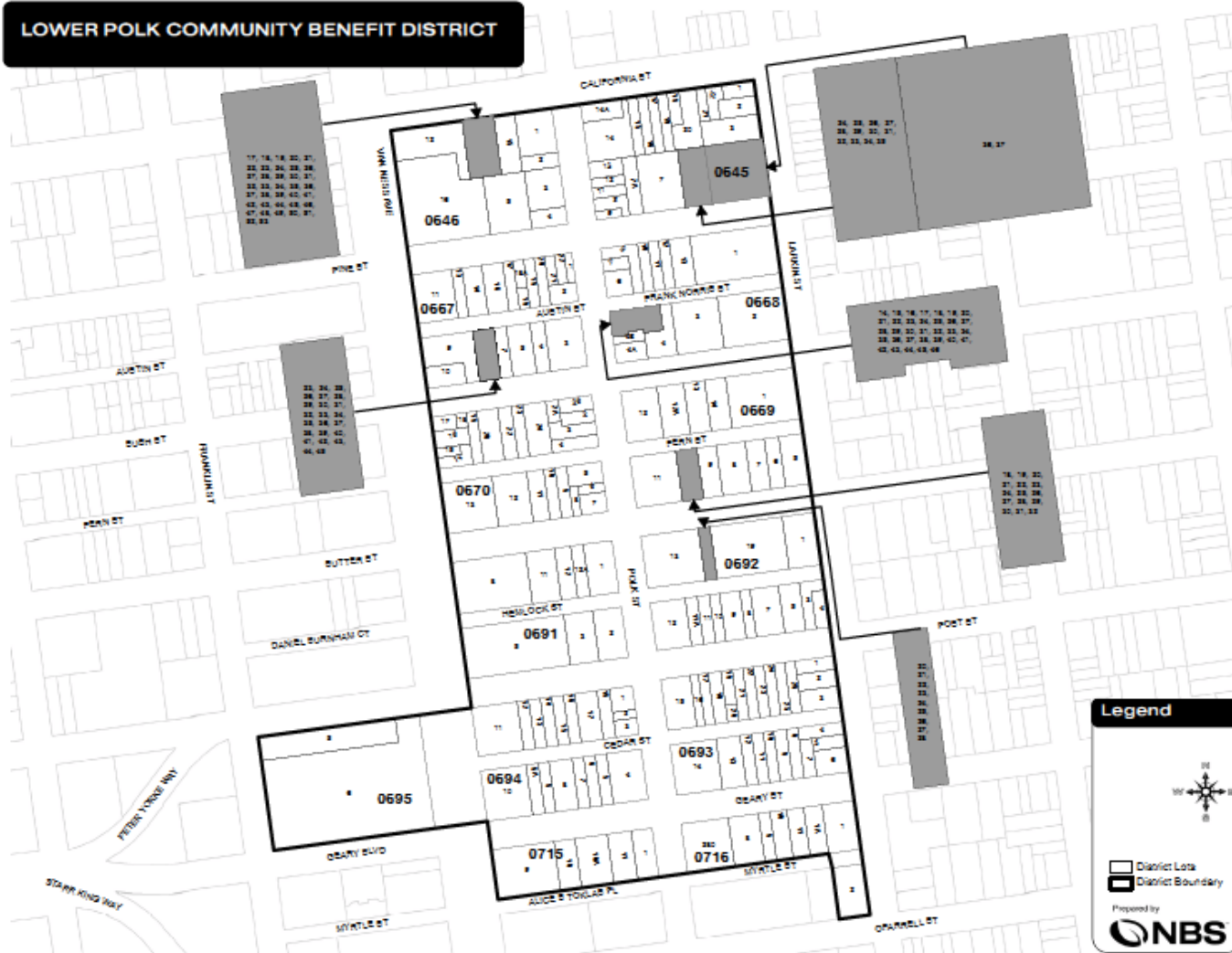
This resolution covers the Annual Report for FY 2015-2016

- OEWD ensures that all CBDs/BIDs are meeting their management plans.
- OEWD staff conducts an annual review of the Annual Report and CPA Financial Review.
- OEWD provides the Board Supervisors with a summary memo.



Parcel Map

LOWER POLK COMMUNITY BENEFIT DISTRICT



LPCBD Formation

ToBCBD	Type	Assessment Budget*	Year Established	Expires
	Property-Based	\$ 846,049.54	2014	June 30, 2029

**budget identified in management plan*



Lower Polk Operations

- **Staff**

- Executive Director – Christian Martin

- **Service Areas**

- **Cleaning, Maintenance, and Safety Program**

- This program includes regular sidewalk sweeping, alley cleaning, refuse removal, steam cleaning, pressure washing, graffiti removal, greenspace maintenance, and a variety of safety efforts.

- **Marketing, Streetscape Improvements, and Beautification Program**

- This service area includes marketing the district, recruitment of new businesses, business retention, public space programming, and to create an overall neighborhood identity,

- **Management and Operations**

- Management and operations includes oversight of service contract, implementation of major projects, staffing the Board of Directors and Committees, and general day to day operations.



BENCHMARKS

OEWD's staff reviewed the following budget related benchmarks for LPCBD:

Benchmark 1 – Whether the variance between the budget amounts for each service category was within 10 percentage points from the management plan.

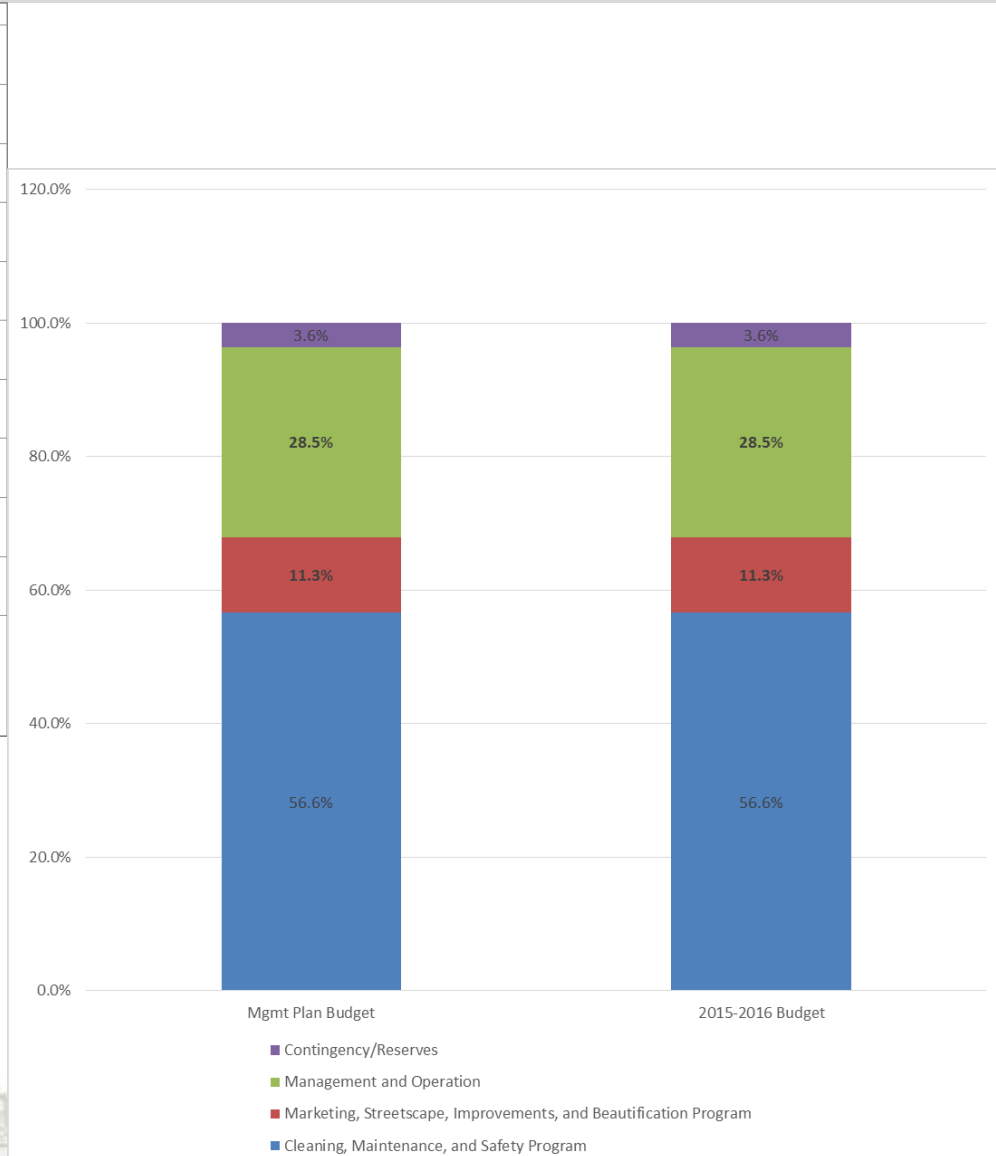
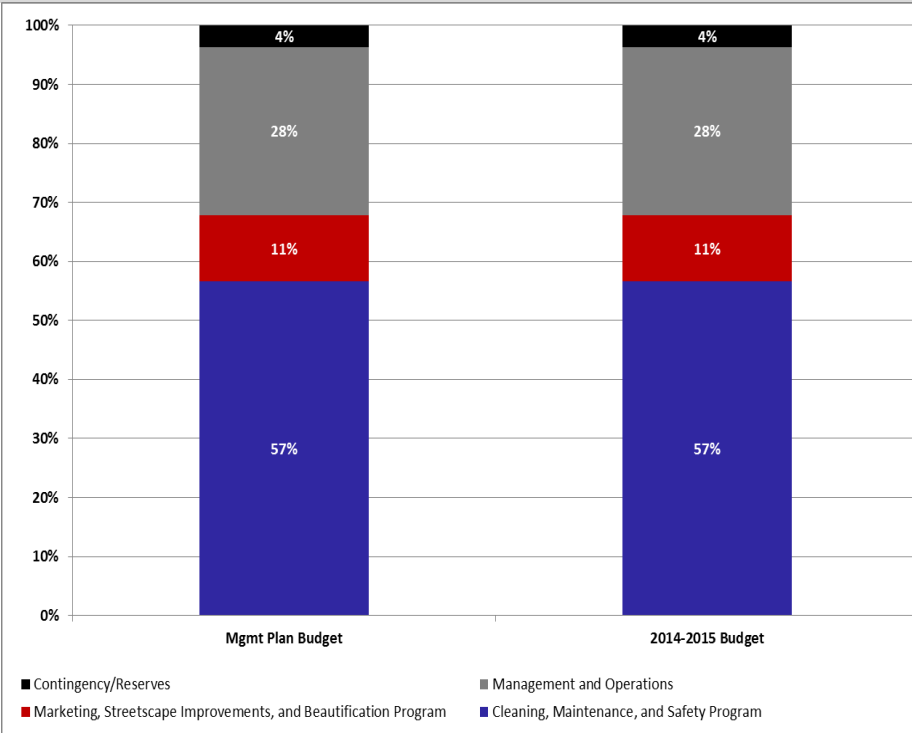
Benchmark 2 – Whether five and fifty-five hundredths percent (5.55%) of LPCBD's actuals came from sources other than assessment revenue.

Benchmark 3 - Whether the variance between the budget amounts for each service category was within 10 percentage points from the actuals.

Benchmark 4 - Whether CBD is indicating the amount of funds carried over from the current fiscal year and designating projects to be spent in the upcoming fiscal year.

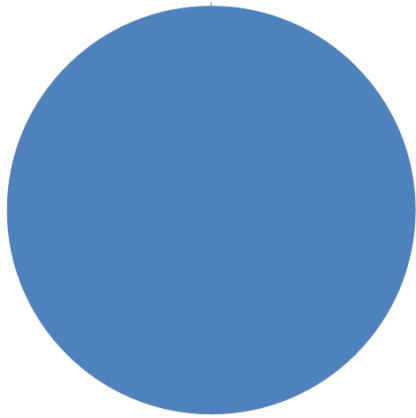


Management Plan vs. Annual Budgets



Assessment Revenue & Other Income

FY 2014 - 2015



Since LPCBD did not receive assessment revenue in FY 14-15 they met this benchmark.

FY 2015 -2016



- Non-Assessment Revenue 41.40%
- Special Benefit Assessments 58.60%



Budget vs Actuals

Service Category	FY 2014-2015 Variance % Points	FY 2015-2016 Variance % Points
Cleaning, Maintenance, and Safety Program	-57%	+.98%
Marketing, Streetscape Improvements, and Beautification Program	-11%	-7.69%
Management and Operations	+72%	+5.94%
Contingency/Reserves	-4%	+.77%



Carryover

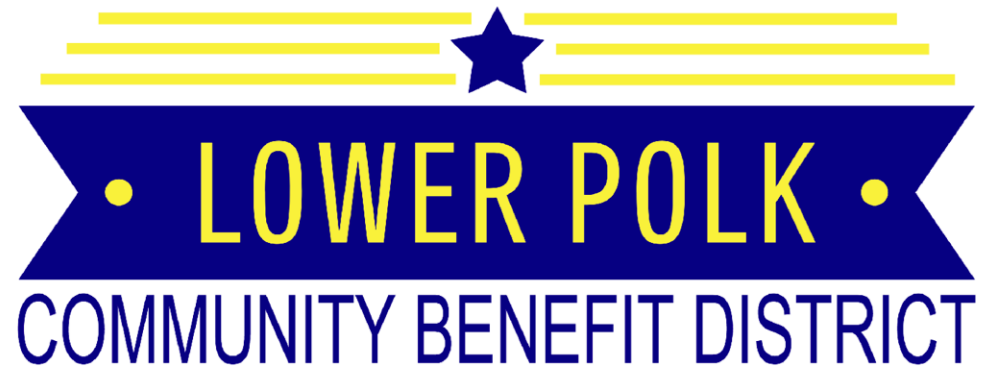
Designated Projects	FY 2015-2016
Cleaning, Maintenance, and Safety Program	\$772,955.04
Marketing, Streetscape Improvements, and Beautification Program	\$201,282.52
Management and Operations	\$328,201.16
Contingency/Reserves	\$21,232.39
Total Designated Amount	\$1,323,671.11



Findings/Conclusion for LPCBD

- **LPCBD has met all benchmarks**
- **LPCBD is a leader in proactive measures to address community needs**
- **LPCBD continues to successfully sponsor and implement neighborhood programs**
- **LPCBD was successful in the implementation of services**
- **Maintained an active board of directors and committee members.**





**Fiscal Year 2015-2016 Annual Report
October 18, 2017**

Programs

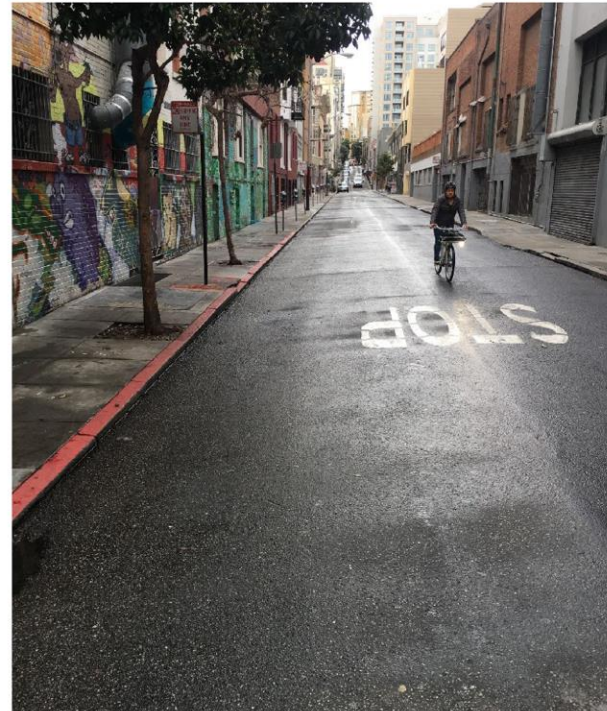


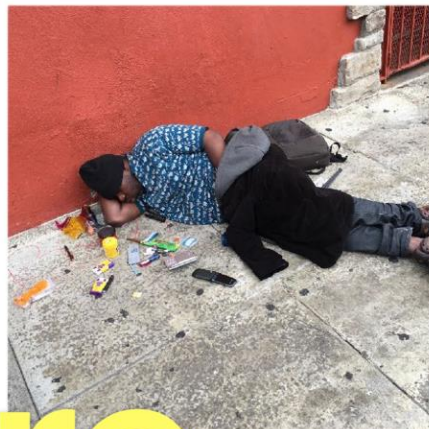
Cleaning and Maintenance, Restroom Services, Beautification, Homeless Outreach



Cleaning, Maintenance, and Street Operations Overview

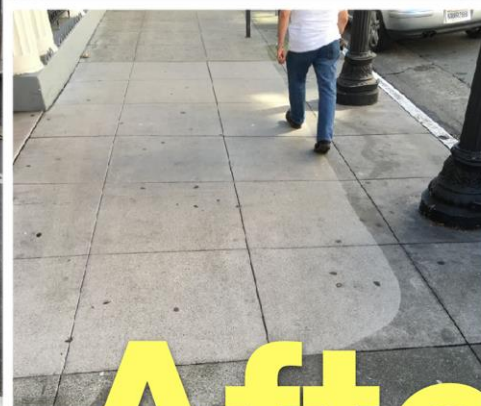
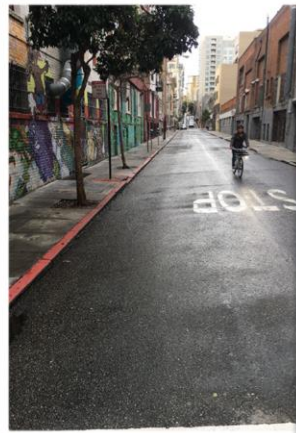
- Maintenance and hospitality ambassador program established
- 7 days per week services
- 6am-6pm coverage
- 300 instances of graffiti removed
- Approximately 28,500 pounds of trash removed from LPCBD public rights of way
- 705 instances of steam cleaning throughout LPCBD
- Hundreds of needles removed
- Entire district steam cleaned



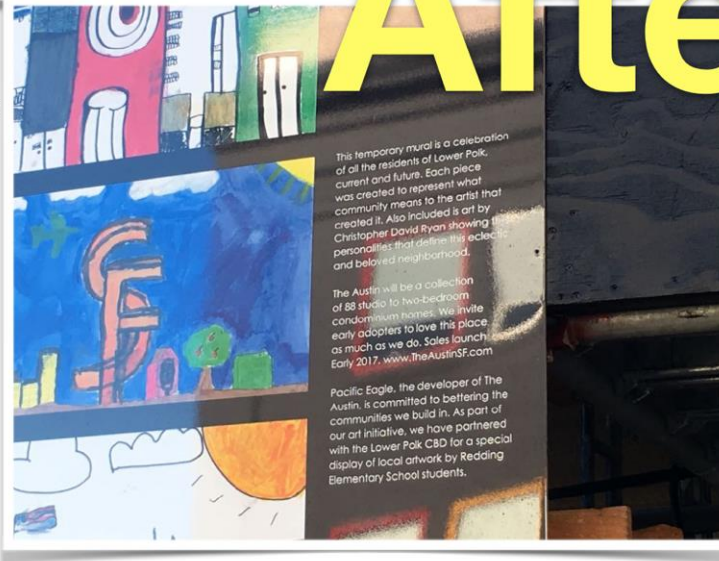


Before

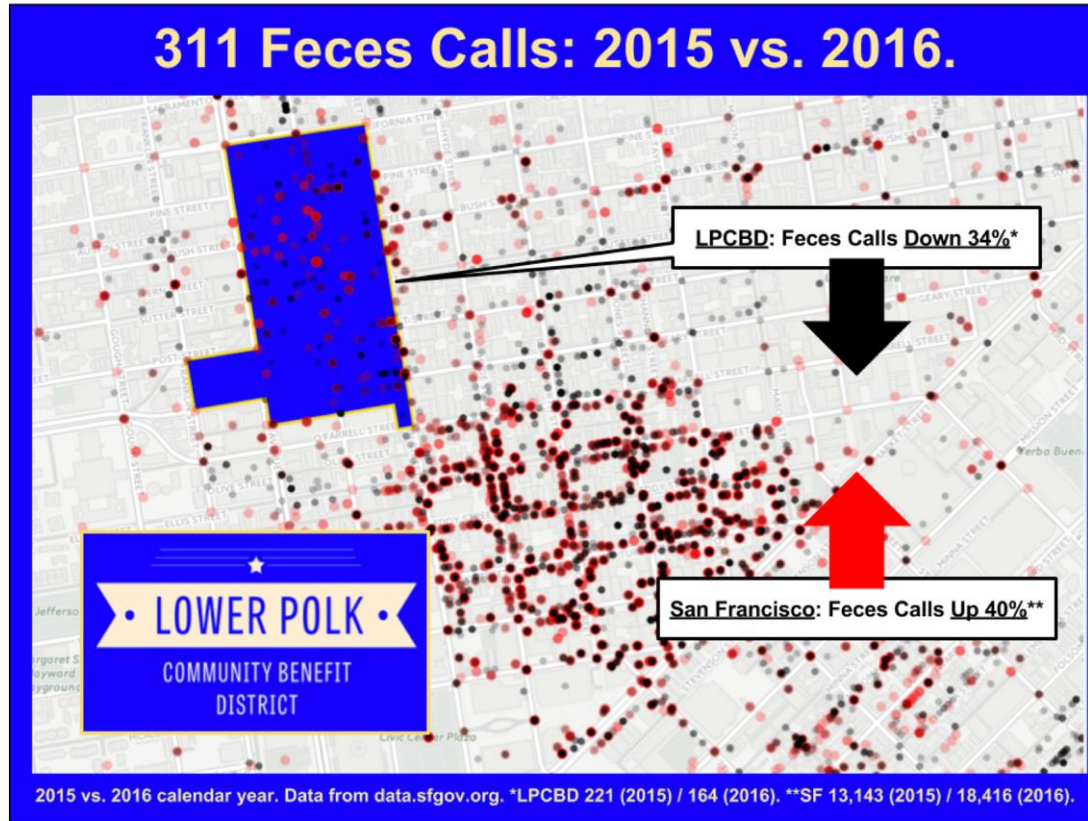




After!

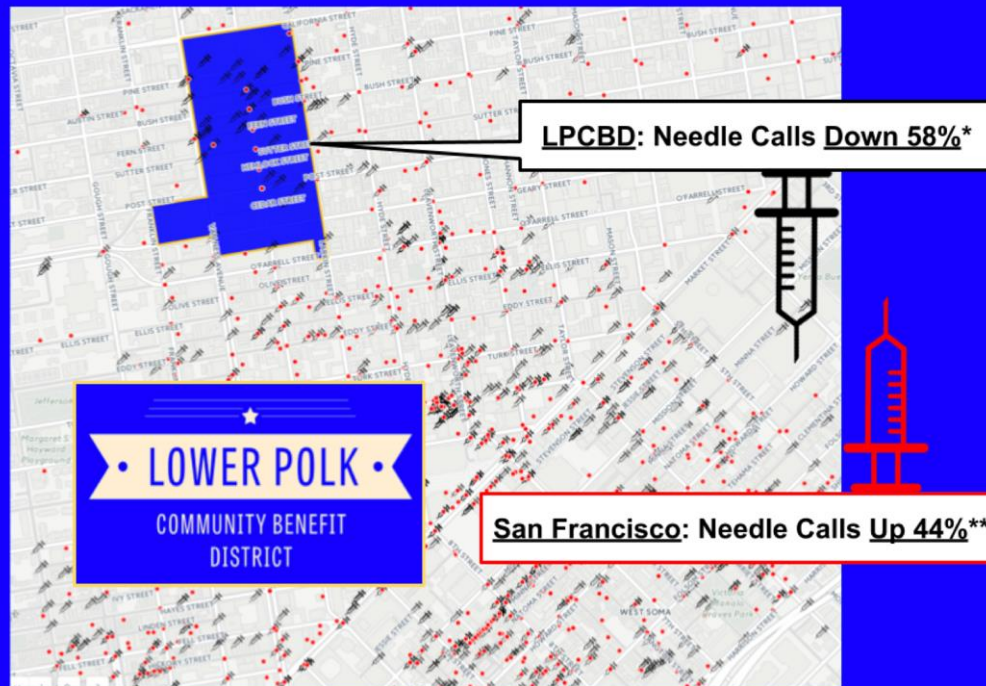


Feces Calls To 311 Down 34%



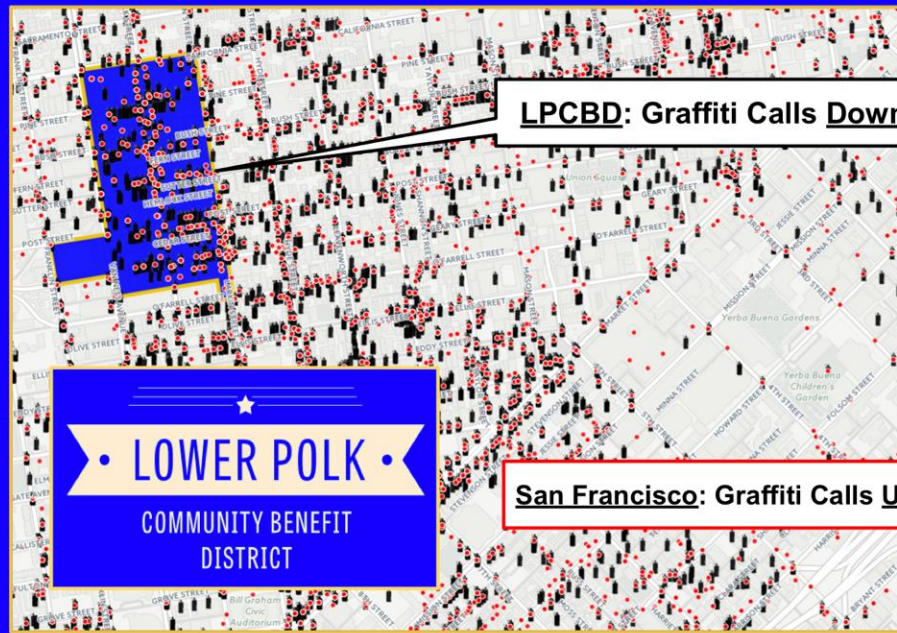
Needle Calls To 311 Down 58%

311 Needle Calls: 2015 vs. 2016.



Graffiti Calls To 311 Down 36%

311 Graffiti Calls: 2015 vs. 2016.



LPCBD: Graffiti Calls Down 36%*

★
• LOWER POLK •
COMMUNITY BENEFIT
DISTRICT

San Francisco: Graffiti Calls Up 24%**

2015 vs. 2016 calendar year. Data from data.sfgov.org. *LPCBD 845 (2015) / 623 (2016). **SF 59,513 (2015) / 74,335 (2016).
Legend: "black spray cans" represent 2015 calls, "red dots" represent 2016 calls.

CBD Homeless Outreach

- The LPCBD Outreach Staff
- activities:
 - Ambassadors conducted daily outreach sessions to homeless within our boundaries
 - Responded to dozens of calls from merchants requesting support
 - Made several referrals to other service providers such as Lava Mae for Showers, Glide, ST. Anthony's, and St Martin De Pores for meals.
 - Called the Hot Team for support (80+)times.
 - CBD staff called 911 for support when necessary
 - 24 hour restroom services (2 locations)
 - Encampment removal efforts



Lower Polk Restroom Services

- Sponsor of daytime staffing of JC Decaux restroom near MaCaulay Park
- Relief Center Established:
 - 24 hour portable bathroom program established
- Sponsored Porta-Pots for special events; SantaCon, St. Patrick's Day
- Getting people in the habit of using the restroom/changing behavior in alleys



Beautification & Activation

- Holiday decorations installed on Polk Street
- Plant and tree installations on Polk Street
- Decorative lights installed for aesthetic and security enhancements
- Cedar Alley activation event sponsor
- 10 Dog waste stations installed in LPCBD
- Public Ashtrays/cigarette disposal stations
- Donated \$50,000 to DPW for Fern Alley beautification



District Identity

- New Logo and branding established and displayed on all vehicles and equipment
- Branded ambassador and homeless outreach staff uniforms
- Produced and sponsored special marketing events such as; Wine Walks, Art Walks,
- Staffed booth at Pride Parade distributing district information
- Produced print brochure and shopping guide



Organizational Infrastructure

- Administration, Organization and Corporate Operations
- Hired a full time executive director who began work late November 2015.
- Hired office manager, 2 social service outreach workers, 8 cleaning ambassadors through maintenance contractor Streetplus Inc.
- Established administrative procedures and protocols for employees and contractors
- Hired Massoni CPA to manage financial accounting
- Secured office/storage space for cleaning and maintenance operations
- Human Services Agency's ITIP Program registered participant-amplifying our workforce
- Assisted Middle Polk as fiscal sponsor for CBD formation efforts.
- Joined SFMTA Business Advisory Committee for Van Ness BRT Construction information
- Paychex Payroll and retirement services
- Health care established for all employees
- OSHA regulations and protocols created



Community Partners

- CPMC Sutter Health
- Pacific Eagle
- Redding Elementary School
- La Voz Latina
- Lower Polk Neighbors
- Local Bars and clubs
- Volunteers



Policy and Planning

- MTA committee
- Macaulay Park planning
- Next Door Shelter Coordination
- LPN Alley Vision Plan
- Architecture Panel
- Middle Polk CBD fiscal sponsorship



Community Service

- Holiday events and gifts for needy kids
- Summer cookout for the homeless
- Regular Macaulay Park activations in conjunction with La Voz Latina



Events 2017

- Lower Polk/TL Art Walk Rebranding
- Install Murals
- Wine Walks (Summer and Valentines Day)
- Alley Activations
- Strategic Partnerships and Sponsorships





Thank You!

Public Comment Welcome