

Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.

-- Jane Jacobs

SoMa West

Community Benefit District

Extensive Community Outreach

"Coming together is a beginning. Keeping together is progress.
Working together is success."

-- Henry Ford

- Multiple Feasibility Surveys To Property Owners
- Public Workshops...35 sessions
 - Property Owners
 - Business Owners
 - Residents
- Web Site
- Facebook
- 35 Steering Committee Meetings
 - Open to public began in June 2017

Extensive Community Outreach

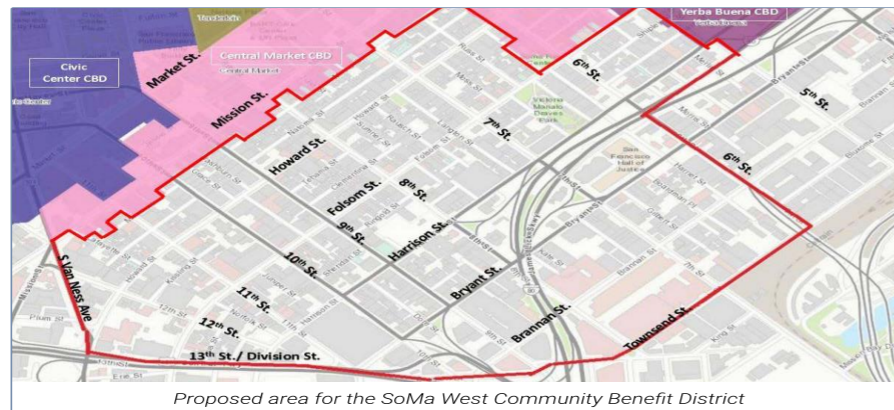
- SOMA Sunday Streets
- SOMA Pilipinas Night Market
- Grants
 - SOMA Community Action Grants from Mayor's Office of Housing and Community Development
 - SOMA Community Stabilization Fund

Extensive Community Outreach

SoMa West COMMUNITY BENEFIT DISTRICT *An Introduction*

Western SoMa neighborhood groups are combining efforts and passions to improve our neighborhood's safety, health, economic vitality, and aesthetics.

Together, we are working to form a Community Benefit District called **SoMa West CBD**.



Proposed area for the SoMa West Community Benefit District

Our Neighborhood

SoMa West represents one of the most multicultural and multidisciplinary neighborhoods in San Francisco. From its formation in 1847, our neighborhood was created to accommodate city pioneers, workers, manufacturing, and utilities.

Since then, we have also become home to a variety of community activists and civil rights advocates, community celebrations, artist groups and studios, technology leaders, entertainment and nightlife.

Our location, space, and accessibility make our neighborhood increasingly important to the San Francisco Bay Area.

Improvements to our neighborhood will prove fundamental to sustaining our neighborhood's well-being.

Our Mission

- **Advance** the quality of life and community cohesion for residents, businesses, workers, and visitors in the SoMa West neighborhood.
- **Foster** a safer and more secure community.
- **Enhance** environmental quality and beauty.
- **Reinforce** the viability of our economic base while embracing the community that makes SoMa West so unique. As a unified body, SoMa West CBD can.
- **Strengthen** and advocate for the community both in the present and for our future as a unified body.

What is a Community Benefit District ?

Community Benefit Districts (CBDs) are public-private partnerships formed by property owners in a specific geographic area to improve quality of life, build community, and promote economic activity.

CBDs provide supplemental services such as safety patrols, sidewalk cleaning, park maintenance, retail and restaurant recruitment, resident and business advocacy, and other services to improve the basic level of services provided by the City (to supplement city services, NOT replace city services).

These services are funded by property owners who pay an annual assessment based on the size of one's land, building or home, and other determining factors.

Forming a CBD requires that property owners formulate an annual budget and a management plan, which will be implemented by a nonprofit organization. This organization will be governed by a board of district property owners, businesses, renters, and other stakeholders. We decide what services we want to address and how we allocate our resources, while having a significant voice with the City.

How does the CBD benefit me ?

By having a vibrant, clean and safe neighborhood—the goal of the CBD—property owners, residents, businesses and workers will all benefit.

Additionally, we will promote a sense of community and encourage businesses and shops to make this an incredible place to live, work, shop, and visit.

Want to get more involved ?

Reach out and contact us directly. We are looking for individuals and community groups to play important roles in shaping our SoMa West CBD in the Steering Committee.

We are also looking for individuals to help us reach out to the neighborhood as Outreach Members. So if you know anyone who wants to volunteer have them contact us at

info@swcbd.org or 415-496-5787

Want to Learn More ?

This is the beginning of our multiple-year planning process to form **SoMa West CBD**. Our goals are to listen, educate, and solicit neighborhood input, keeping the community clearly informed of each step throughout the process.

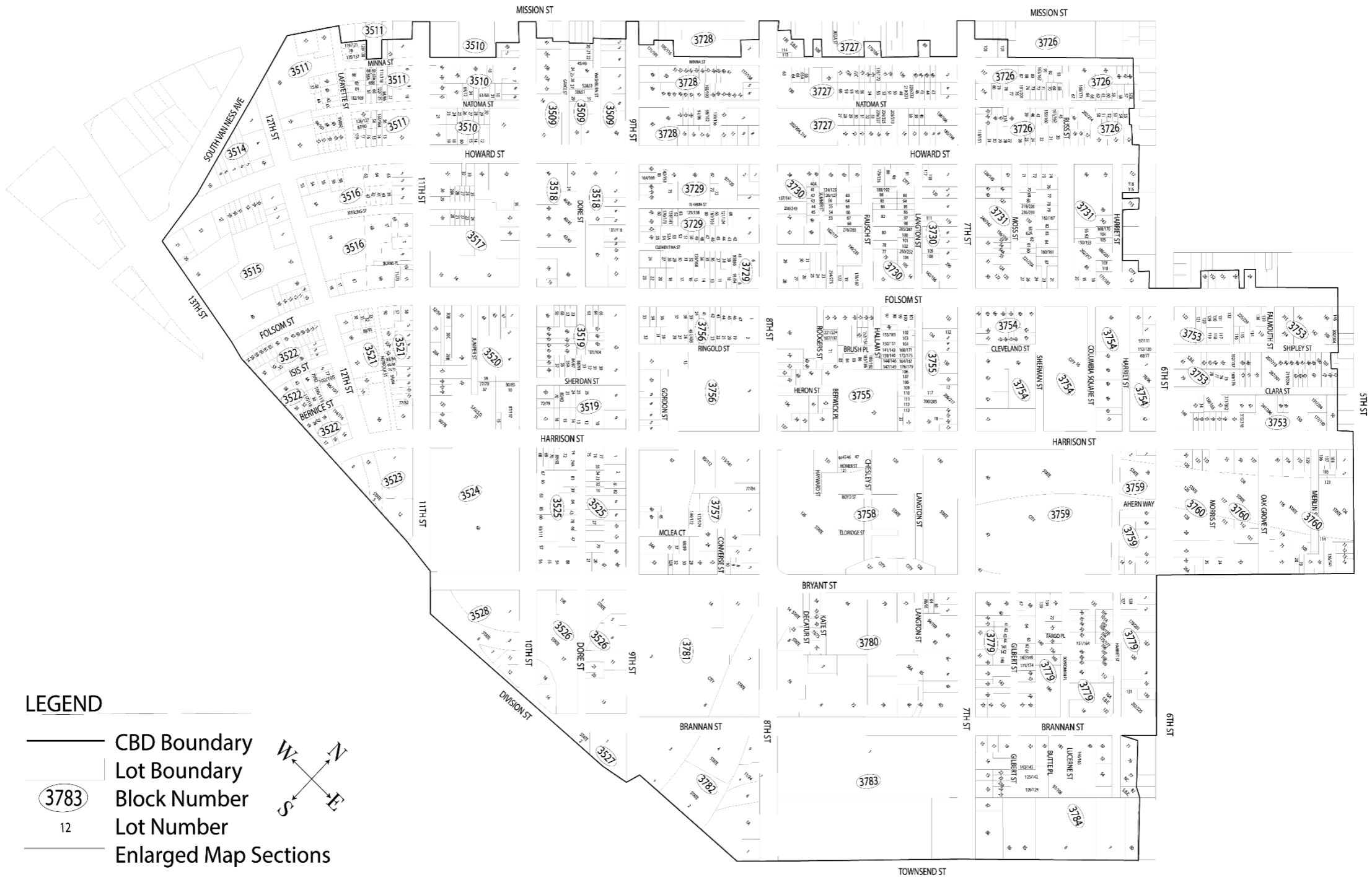
Join us to learn more at one of the following meetings

Below is a list of our 8 Public Meetings dates and times with locations. We chose various times, dates, places, and location types to hopefully offer something for everyone.

Please come as you are and follow the signs "SOMA West CBD an Introduction" when you arrive.

8/1 Tuesday 6-7:30 pm Presidio Knolls School 250 10th St. www.presidioknolls.org	8/8 Tuesday 6-7:30 pm Presidio Knolls School 250 10th St. www.presidioknolls.org	8/15 Tuesday 6-7:30 pm Deli Board 1058 Folsom St. www.deliboardsf.com	8/16 Wednesday 12-1:30 pm Airbnb HQ 888 Brannan St. www.airbnb.com
8/21 Monday 6-7:30 pm Lizland Studio/Gallery 739 Clementina St. www.lizland.com	8/24 Thursday 12-1:30 pm Lizland Studio/Gallery 739 Clementina St. www.lizland.com	8/30 Wednesday 6-7:30 pm Airbnb HQ 888 Brannan St. www.airbnb.com	9/7 Thursday 6-7:30 pm Deli Board 1058 Folsom St. www.deliboardsf.com

Proposed SoMa West Boundaries



Improvements, Activities, Services

Clean, Safe, Beautiful \$3,129,103 79%

- Foot, Bicycle, Vehicle Patrols
- Security Camera Program
- Pedestrian & Bicycle Safety Program
- Sidewalk & Gutter Sweeping/Pressure Washing
- Graffiti Removal
- Trash Removal
- Landscape Programs
- Public Space Activation and Art Programs

Improvements, Activities, Services

Marketing & Advocacy

\$300,00 7.5%

- Destination Marketing
- District Branding
- Community Events
- Social Media/Website
- Stakeholder Communications
- Community Grants
- District Advocacy

Improvements, Activities, Services

Administration	\$359,000	9%
Contingency Reserve	\$177,812	4.5%
Total Budget	\$3,965,915	

Assessment Methodology

Two Property Assessment Variables

- | | | |
|------------------------------|---------------|-----------|
| ▪ Parcel/Land Square Footage | 50% of budget | \$0.19006 |
| ▪ Building Square Footage | 50% of budget | \$0.13015 |

Thank You

