



Noe Valley 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

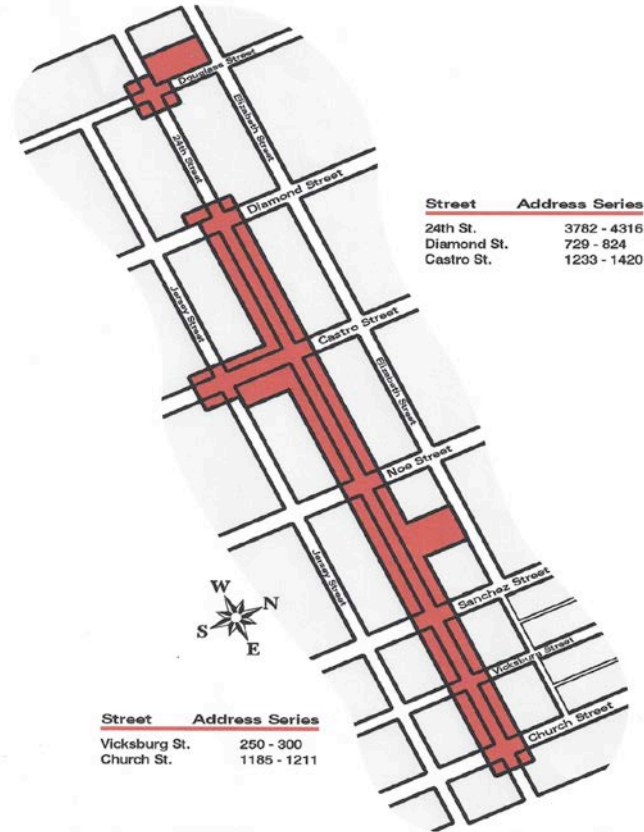
This resolution covers the Annual Report for FY 2017-2018

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



Parcel Map

Noe Valley Association- A Community Benefits District
Address Range Map



NVCBD Formation

NVCBD	Type	Assessment Budget*	Year Established	Expires
	Property-Based	\$ 230,138	2005	June 30, 2020

**budget identified in management plan*



NVCBD Operations

- **Staff**

- Executive Director – Debra Niemann

- **Service Areas**

- **Public Rights of Way and Sidewalk Operations (PROWSO)**

- This program includes street maintenance, beautification, and safety services.
 - Contracts with Curb Appeal to provide sidewalk cleaning and beautification services.
 - During the holiday seasons, NVA hires San Francisco Patrol Special

- **District Identity and Street Improvements (DISI)**

- This program area is allocated for public space development.
 - Promote the district through a strategic marketing materials.
 - Sponsor special events in the district such as farmer's markets and street festivals.

- **Administration and Corporate Operations**

- Admin 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 NVCBD:

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

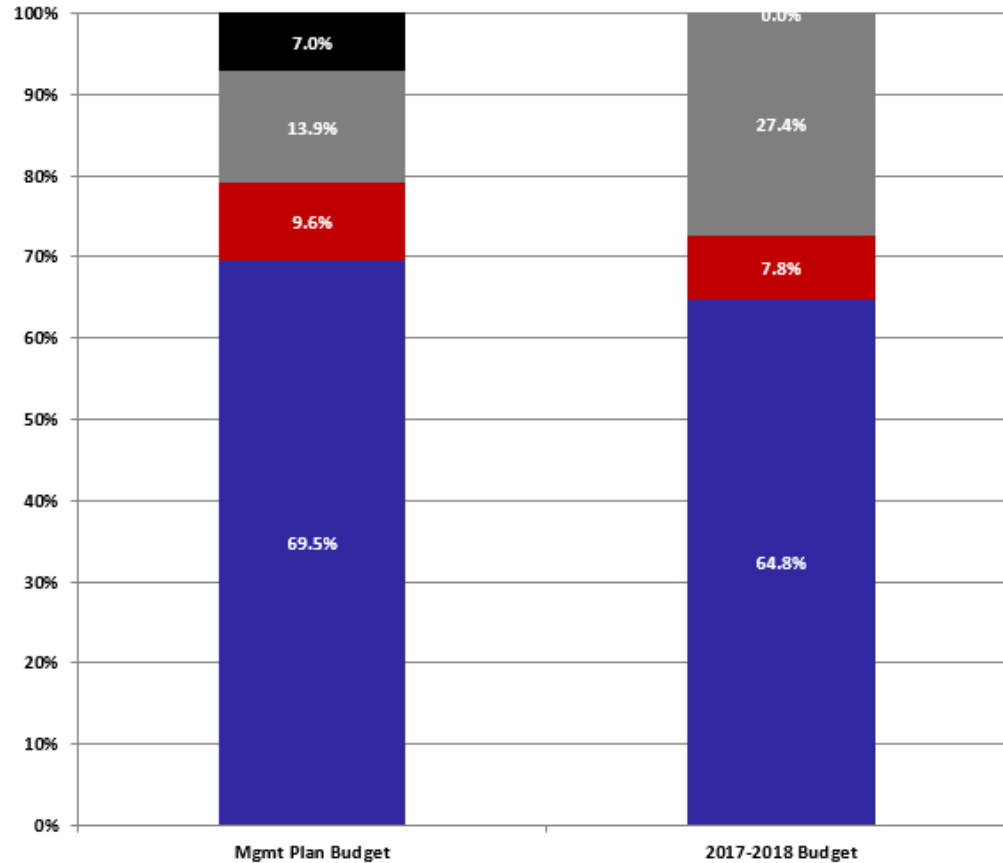
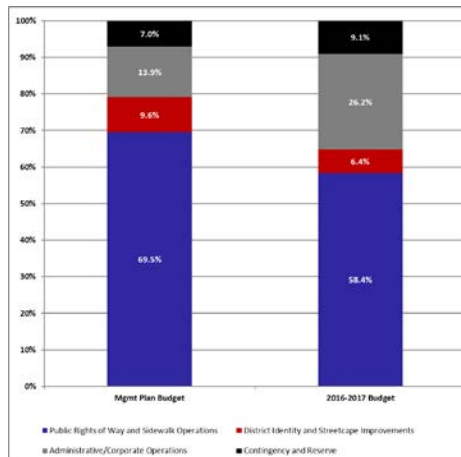
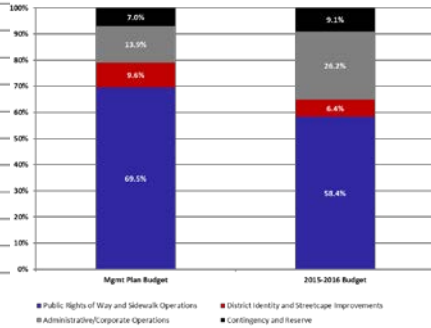
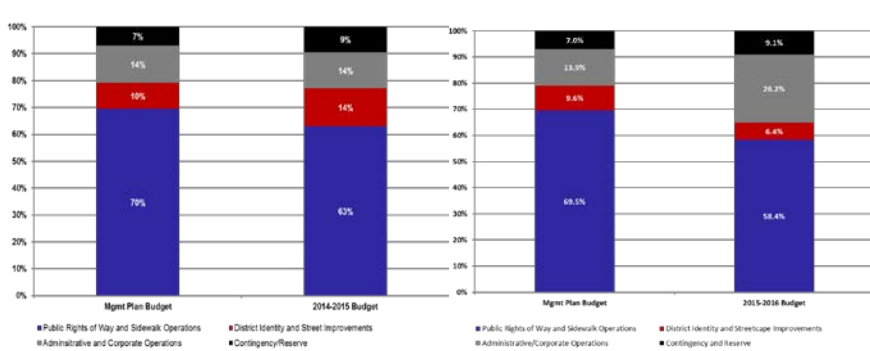
Benchmark 2 – Whether five percent (5%) of NVCBD's actuals came from sources other than assessment revenue.

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



- Public Rights of Way and Sidewalk Operations
- District Identity and Streetcape Improvements
- Administrative/Corporate Operations
- Contingency and Reserve

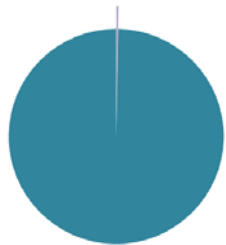


Assessment Revenue & Other Income



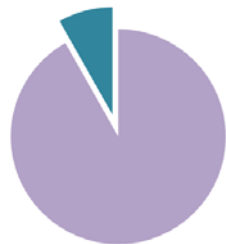
FY 2014 - 2015

- Non-Assessment Revenue 10%
- Special Benefit Assessments 90%



FY 2015 - 2016

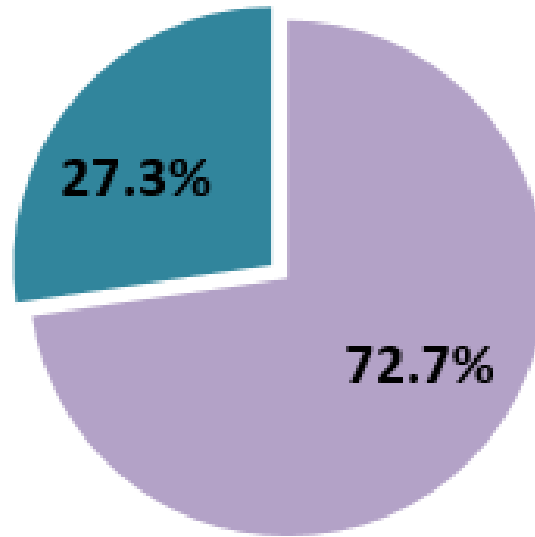
- Non-Assessment Revenue 0.30%
- Special Benefit Assessments 99.70%



FY 2016 - 2017

- Special Assessment Revenue 91.82%
- Non-Assessment Revenue 8.18%

FY 2017 - 2018



- Special Assessment Revenue 72.67%
- Non-Assessment Revenue 27.33%



Budget vs Actuals

Service Category	FY 2014-15 Variance % Points	FY 2015-16 Variance % Points	FY 2016-17 Variance % Points	FY 2017-18 Variance % Points
Public Rights of Way and Sidewalk Operations	-1%	+6.42%	-5.88%	-5.96%
District Identity and Street Improvements	0%	+0.81%	+9.21%	+0.05%
Administrative Expenses	+4%	+1.38%	+5.73%	0.51%
Contingency/ Reserve	-2%	-8.61%	-9.05%	+6.42%



Carryover

Designated Projects	FY 2017-18
6 Month Operating Reserve for Programs	\$120,000.000
Noe Valley CBD REnewal	\$25,000.00
Contingency	\$17,500.00
Total Designated Amount	\$162,500.00



Findings/Recommendations and Conclusion

In completing the review of the NVCBD's annual reports and financials, OEWD sets forth the following recommendations:

- CBD will sunset in 2020 and has begun their renewal campaign
- CBD did not meet Benchmark 1 and has historically not met it due to structural weakness in management plan.
- In order to correct this, the CBD needs to decrease the percentage budgeted for Administrative and Corporate Operations by at least 3.52% and increase the percentage budgeted for Contingency by the amount deducted from the Administrative and Corporate Operations service area
- OEWD anticipates that upon CBD renewal, the district will be able to fully meet this requirement by updating their management plan appropriately
- CBD improved in meeting benchmark 2 and were able to raise 19% more in non-assessment revenue compared to the previous fiscal year

Although the CBD did not meet one benchmark, it has overall performed well in implementing its service plan. Board is active. CBD has successfully sponsored various events, including the activation of Noe Valley Town Square. OEWD will continually work with the CBD to ensure it meets benchmarks.

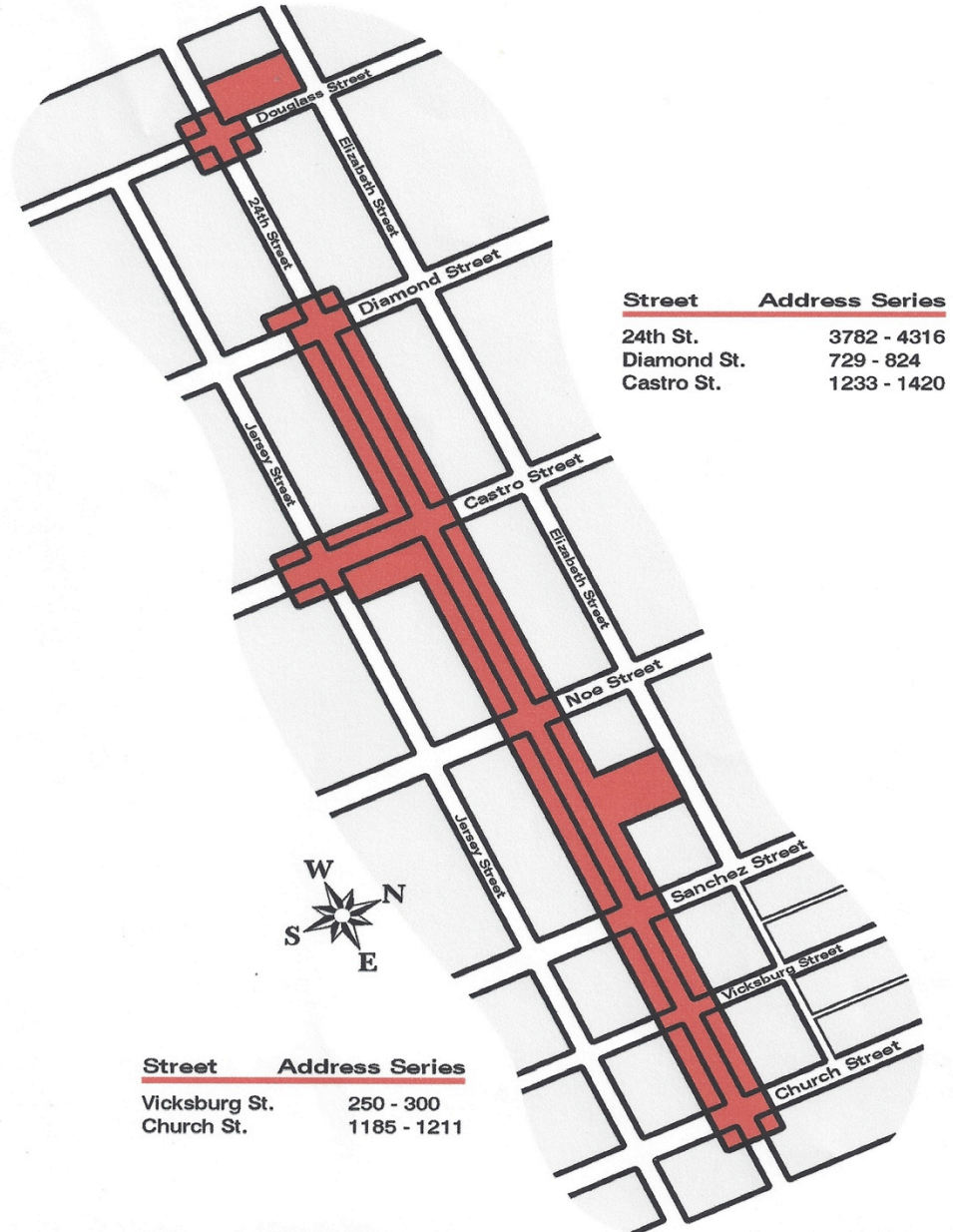




Noe Valley Association
A Community Benefit District
noevalleyassociation.org

**Noe Valley Association- A Community Benefits District
Address Range Map**

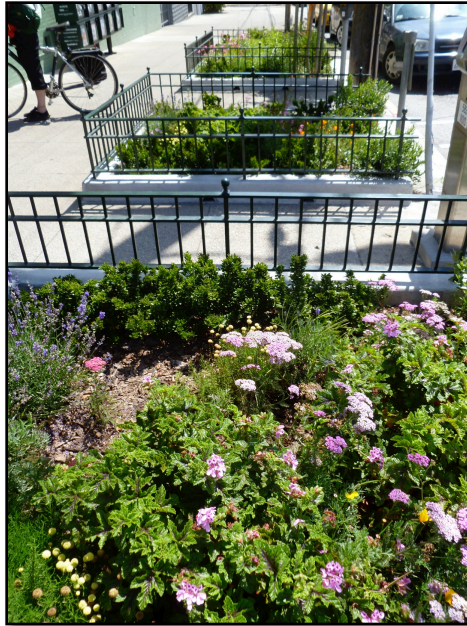
Noe Valley CBD Area Map



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NVA Active Committees

Green Committee - Streetscape Improvements



NVA Active Committees

Community Event Marketing

in partnership with the Noe Valley Merchants & Professionals Association

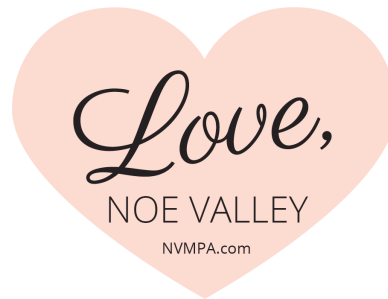


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NVA Active Committees

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live reindeer & Santa December 12



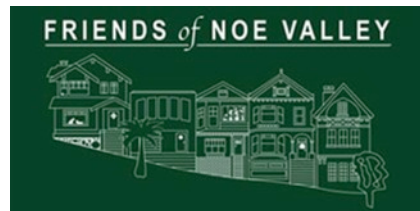
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NVA Partner Organizations



Noe Valley Merchants & Professionals Association

<http://www.noevalleymerchants.com>

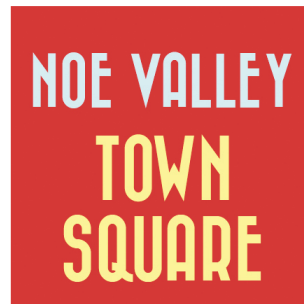


Friends of Noe Valley

<http://friendsofnoevalley.com>



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Noe Valley Town Square

<http://noevalleytownsquare.com>

Grants

2017/18

- D8 Supervisor grant of \$25,000 for activation OEWD grant
- OEWD grant for NVTs with NVA to continue to act as fiscal agent for Noe Valley Town Square to ensure success and utilization of new public space.



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Annual NVA Easter Egg Hunt



Easter Egg Hunt
Saturday
March 31st
10am - noon
Douglass Park
(Douglass St. @ Clipper)

Refreshments Free Egg Hunt for the Kids Live Music

An annual Noe Valley Association community event



details: www.noevalleyassociation.org/easter-egg-hunt/

Many thanks to our generous sponsors!



The Roddick
Family Trust



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The annual NVA egg hunt takes place the Saturday before Easter Sunday. This is a free event open to the community and supported by local businesses.

Day to Day Operations

Current examples:

- Annual removal of 258 bulky trash items
- Annual removal of 176 graffiti marks, stickers
- 10 annual power washings of sidewalks
- 24 flower baskets hung every six months
- 16 Planter boxes replanted every six months
- 6 large sidewalk garden areas maintained monthly
- 232 trees on annual trimming schedule, with tree wells filled with decomposed granite or bark on an as-needed basis
- NVA employs two full-time street porters and a part-time gardener.



Challenges

Renewing the district in 2019 for another 15 years



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Opportunities

Install a bathroom at the NV Town Square as well as additional planters and seating, umbrellas to make the space inviting



Projects + Visions

- Murals on large blank walls – of private property
- Countdown signals



Projects + Visions = Advocacy

Based on OEWD
Research of Retail
Environment; Work
with community and
NV Merchants to
modify the planning
code for 24th Street



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Projects + Visions = Advocacy



Thank You.



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