



MAKING  
**YERBA  
BUENA**

CLEANER, SAFER, BETTER

YBCBD ANNUAL REPORT  
2016-2017

YERBA BUENA  
COMMUNITY  
BENEFIT  
DISTRICT

**YBCBD**



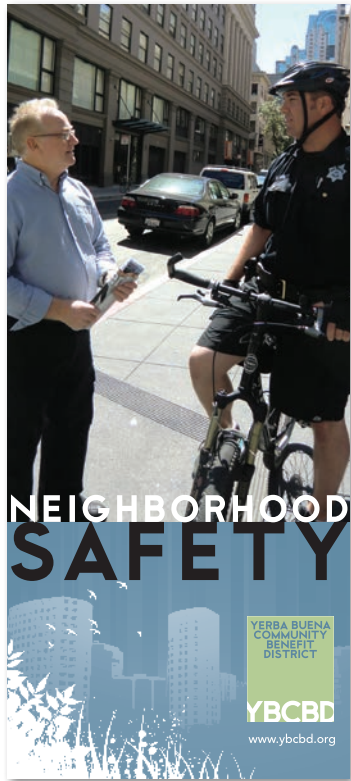
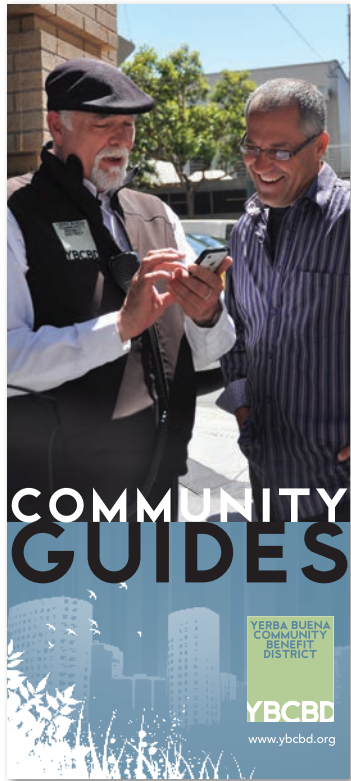
# YBCBD: CLEANER, SAFER, BETTER

Dear Neighbors,

Yerba Buena never stands still. The district is soaring with renown cultural institutions, businesses and public spaces — supported by a devoted and growing residential base. Our neighborhood transformation is in full flight with construction underway of the Moscone Expansion Project, Mexican Museum, Central Subway and new residences. However, as density and population increase, so do urban challenges. The YBCBD exists to address these challenges to help make our neighborhood cleaner, safer and more inviting.

The YBCBD makes a difference in the district because of the incredible participation of our dedicated staff, volunteer board of directors and committee members, our neighbors living and working in Yerba Buena, and so many others. We are truly grateful for your support.

The YBCBD's core focus remains providing clean and safe services. Our yearlong tally of services shows that our Clean Team addressed more than 7,200 sweep and scrub requests, removed 10,500 graffiti tags, flyers and stickers, and worked daily to beautify our neighborhood. Our Community Guides and San Francisco Police Department bike patrol officer dedicated to Yerba Buena addressed nearly 1,300 aggressive panhandling incidences and provided information and assistance to nearly 8,000 visitors and merchants. Our social service specialist is hard at work addressing the needs of our street population. Thank you to all those who contribute to improving Yerba Buena, supporting the work we do for you and with you to improve the quality of life in Yerba Buena.



Based on neighborhood input, we continue to add to our core services. We are funding additional hours for our San Francisco Police Department bike patrol officer, adding members to our Clean Team and Community Guides, and hiring a second social service specialist. Nine new Bigbelly “smart” refuse receptacles dot the district to help reduce litter.

In addition to our clean and safe services, the YBCBD is implementing exciting streetscape improvements, public safety enhancements, and neighborhood marketing and community engagement programs. Our Community Benefit Fund grants since 2008 exceed \$1 million to support neighborhood family programs, cultural exhibits, public safety and other improvements. We celebrate our cultural backbone by supporting public art projects like the large-scale neon text-based Love Over Rules installation by Hank Willis Thomas at Annie Street. We also present Yerba Buena Night, a free showcase of music, art, dance and performance, and promote the district through experiential street theater with our free monthly neighborhood walking tour.

More events, public art and improvements are planned for the coming year. We will update our award-winning streetscape improvement plan, implement plans to redesign the northern section of Annie Street, and install graphic art crosswalks, benches and bike racks. We’re also holding our first awards ceremony honoring community excellence in Yerba Buena.

While we’re doing more than ever to improve Yerba Buena, we know that our work to improve quality of life in the neighborhood is never-ending. With your continued support, guidance and participation, Yerba Buena will remain one of the city’s great neighborhoods.



Sincerely,

Candace Sue  
Chair, YBCBD Board of Directors





## OUR MISSION

“Advance the quality of life for residents and visitors in the Yerba Buena Neighborhood and San Francisco on an ongoing basis by fostering a safer and more secure community, enhancing environmental quality and beauty, and reinforcing the viability of our economic base.”

Yerba Buena is a thriving hub of cultural charisma, entrepreneurship, and diversity. The area bustles with more than 400 shopping, dining and entertainment venues, world-class museums, convention space, hotels, and educational institutions. Technology companies, retailers, and culinary artists incubate the next big thing. Senior housing blends with live/work lofts, family homes, and condominiums.

The YCBCD achieves its mission by working as partners with the community. We were formed in 2008 and renewed in 2015 for a 15-year period by district property owners and the San Francisco Board of Supervisors. Our services and programs supplement city services and cover the area of Second to Fifth and Market to Perry streets.

## SERVICES AND PROGRAMS

**CLEAN TEAM.** Our team sweeps and steam-cleans sidewalks, removes graffiti, picks up litter, and responds to immediate neighborhood cleaning needs every day 6 a.m.-9:30 p.m.

**SFPD PATROL AND SAFETY.** On top of existing police services, the YCBCD funds an SFPD bike patrol officer to keep us safer – 10 hours a day, 7 days a week. In 2018, an additional two hours a day will be added to patrols. We are also developing pedestrian safety and traffic enforcement initiatives to make it safer for everyone to traverse the neighborhood.

**COMMUNITY GUIDES.** Our Guides help everyone in the district and are our eyes on the street— directing visitors to local businesses, contacting our dispatcher to have areas cleaned and reporting safety issues, and helping those in need — every day 6 a.m.-midnight.

**SOCIAL SERVICES SPECIALIST.** Our specialist connects people living on district streets to available services. An additional specialist will be added in 2018.

**MARKETING & EVENTS.** We promote Yerba Buena with websites, events, social media, street banners, and more to keep our economic engine humming.

**COMMUNITY BENEFIT FUND.** We give grants to neighborhood nonprofits that support family programs, public art projects and cultural exhibits, and public safety.

**STREETScape IMPROVEMENTS.** We fund streetscape projects – large and small — to improve our public spaces with artful bike racks, seating, alley and crosswalk designs, public art, and more.

**YOU CAN HELP!** Anyone can report neighborhood cleanliness and non-emergency issues to YCBCD’s dispatcher by calling (415) 543-9223, texting (415) 559-1362, emailing [dispatch@ybcdb.org](mailto:dispatch@ybcdb.org), using our free mobile app, YCBCD Assist, or on our website, [www.YCBCD.org](http://www.YCBCD.org).



UNVEILING OF THE NEW BIGBELLY UNITS

# 2016-2017 HIGHLIGHTS

## MAKING YERBA BUENA CLEANER AND SAFER...

**YBCBD CLEAN TEAM AND COMMUNITY GUIDES.** Our Clean Team responded to more than 7,300 requests for sidewalk sweeping, steam cleaning and spot cleaning; removed more than 10,500 graffiti tags, stickers and flyers; addressed more than 1,100 overflowing trashcans and 1,100 instances of illegal dumping; and picked up more than 300,000 pounds of trash from district streets. Our Guides conducted nearly 8,000 meet and greets with merchants and residents and assisted visitors, merchants, and residents with directions, neighborhood advice, cleanliness and safety issues, and more.

**SFPD BIKE PATROL OFFICER.** They worked 10-hour shifts daily to address quality of life issues and provide a reassuring presence in the district.

**SOCIAL SERVICES SPECIALIST.** Our specialist connects people living on district streets to available services. Our approach to helping those in need is on our website at [www.ycbcd.org/reports](http://www.ycbcd.org/reports)

**TEAMWORK.** Our team worked together to address more than 12,500 quality of life issues including aggressive panhandling, trespassing/loitering, sleeper/camper issues, violations of the City's Sit-Lie ordinance, and assisting people in need.

**ADVOCACY.** We serve on advisory panels to promote the district's interests, such as: the SFPD Southern Station Community Police Advisory Board; The Yerba Buena Gardens Conservancy; Moscone Expansion Strategic Advisory Group; Better Market Street Citizen's Advisory Counsel; and Yerba Buena Culture Cabinet.

## ....AND BETTER

**MORE SERVICES.** In 2018, our SFPD bike patrol officer will be working 12-hour shifts each day. We'll be adding members to our cleaning team and Community Guides, and hiring a second social service specialist.

**WAYS TO REQUEST SERVICES.** Everyone in the neighborhood can get involved in keeping the Yerba Buena clean and safe, including the ability to report and track service requests and neighborhood issues online or on your phone. Nearly 56,500 service requests were received through these systems over the past year.

**IMPROVING STREETSAPES.** We continued to implement public projects determined by the community, both large and small, to improve our pedestrian experience, alleys, streets, and open spaces. Work is underway to redesign the plaza at Market and north Annie streets. Two major public art pieces were installed last year. High-visibility graphic art crosswalks will highlight our district's creative heartbeat at two locations. And to date, the YCBCD has installed 210 bike racks with a unique design.

**COMMUNITY BENEFIT FUND.** Each year, we provide grants to nonprofits and residences in the neighborhood that support our mission. Grants support public art, community engagement, streetscape improvements, and public safety enhancements. Since 2008, we've granted more than \$1 million to neighborhood organizations.

**NEIGHBORHOOD MARKETING AND BRANDING.** We promote the district as a cultural destination, and hold events oriented to arts and culture to bring people together. We launched a monthly Hidden San Francisco Walking Tour this year. Our annual Yerba Buena Night celebrates our cultural heartbeat. We redesigned YCBCD.org to make it more user and mobile friendly. We populate a visitor website with neighborhood information, produce a monthly newsletter, promote an events calendar, post on social media, and hand out maps with information about businesses and attractions.



YCBCD ASSIST MOBILE APP



HIDDEN SAN FRANCISCO WALKING TOUR



THE NEW MOSCONE CENTER



LIVE ART ACTIVATION



CINCO DE MAYO CELEBRATION.



CALVIN KU OF CIRCUS BELLA



THE PALACE HOTEL



2017 BOARD OF DIRECTORS

## BUDGET + BALANCE SHEET

### JULY 2016–JUNE 2017 ACTUALS

INCOME	ACTUALS	BUDGET	OVER/(UNDER BUDGET)
Assessments	\$3,075,683.00	\$2,960,505.00	\$115,178.00
Fundraising/In-Kind	\$321,141.00	\$255,153.27	\$65,987.73
Interest Income	\$1,065.00	\$500.00	\$565.00
<b>TOTAL INCOME</b>	<b>\$3,397,889.00</b>	<b>\$3,216,158.27</b>	<b>\$181,730.73</b>

EXPENSES	ACTUALS	BUDGET	OVER/(UNDER BUDGET)
Management & Operations	\$230,329.00	\$417,083.50	\$(186,754.50)
Cleaning & Streetscape Improvements	\$921,557.00	\$1,629,486.76	\$(707,929.76)
Safety & Security	\$1,254,222.00	\$1,482,869.57	\$(228,647.57)
Branding, Activation & Marketing	\$343,058.00	\$482,070.61	\$(139,012.61)
Fiscally Sponsored Projects	\$73,235.00	-	\$73,235.00
Contingency	-	-	-
<b>TOTAL EXPENSES</b>	<b>\$2,822,401.00</b>	<b>\$4,011,510.44</b>	<b>\$(1,189,109.44)</b>
<b>NET INCOME/(CARRYOVER USED)</b>	<b>\$575,488.00</b>	<b>\$(795,352.17)</b>	<b>\$1,370,840.17</b>

### JULY 2016–JUNE 2017 BALANCE SHEET

ASSETS	
Cash in Bank	\$4,145,172.00
Accounts Receivable, Net	\$40,267.00
Other	\$318,257.00
<b>TOTAL ASSETS</b>	<b>\$4,503,696.00</b>

LIABILITIES	
Accounts Payable	\$328,890.00
Other Liabilities	\$16,616.00
<b>TOTAL LIABILITIES</b>	<b>\$345,506.00</b>
<b>TOTAL NET ASSETS (CARRYOVER)</b>	<b>\$4,158,190.00</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$4,503,696.00</b>



## JULY 2017–JUNE 2018 BUDGET

### INCOME

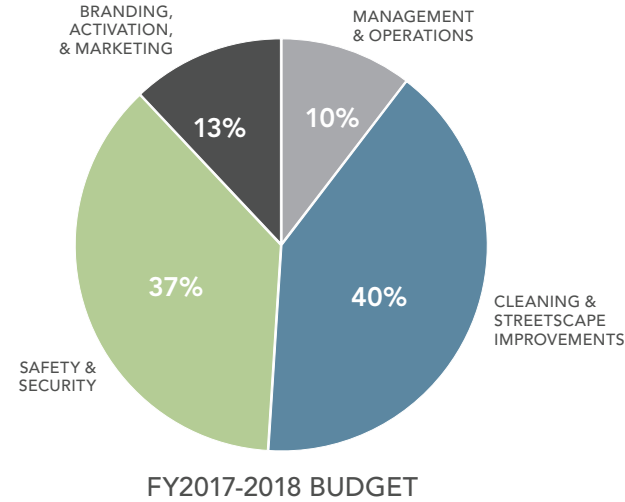
Assessments	\$3,004,913
Fundraising/In-Kind	\$173,300
Interest Income	\$1,000
Carryover Used	\$774,890
<b>TOTAL INCOME</b>	<b>\$3,954,103</b>

### EXPENSES

Management & Operations	\$406,392
Cleaning & Streetscape Improvements	\$1,578,061
Safety & Security	\$1,471,376
Branding, Activation, & Marketing	\$498,274
<b>TOTAL EXPENSES</b>	<b>\$3,954,103</b>

## PROJECTED CARRYOVER DISBURSEMENT

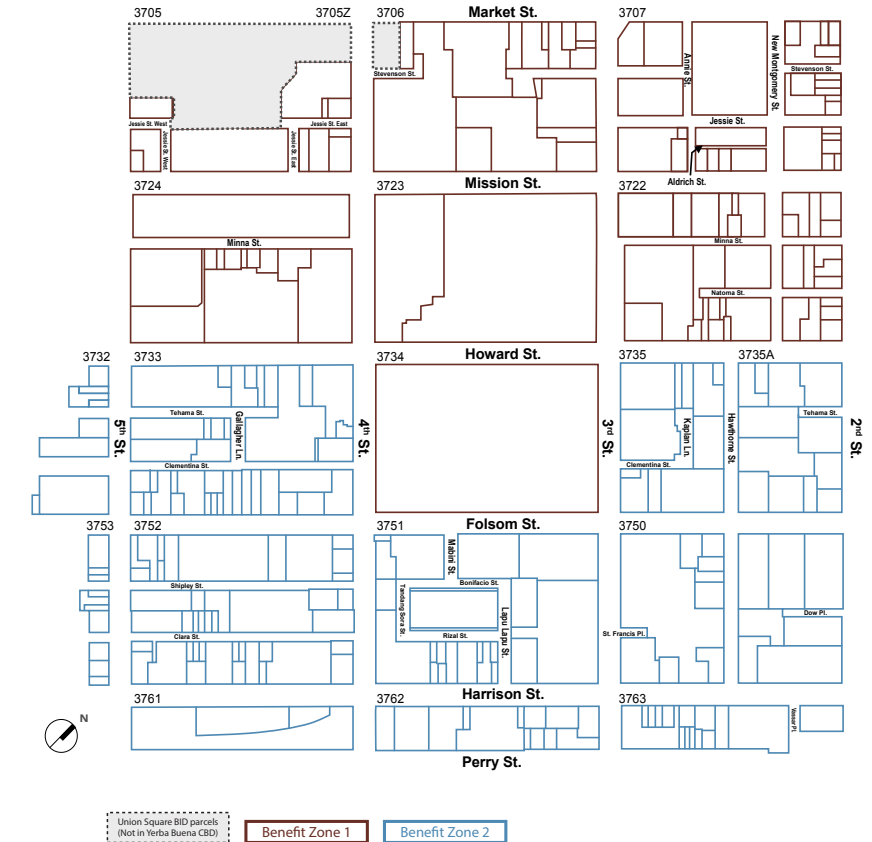
CARRYOVER	AS OF 6.30.17	BUDGETED FOR FY18	BUDGETED FOR FUTURE YEARS
Management & Operations	\$1,037,993.00	\$44,295.00	\$993,698.00
Cleaning & Streetscape Improvements	\$1,546,612.00	\$439,168.00	\$1,107,444.00
Safety & Security	\$860,970.00	\$253,825.00	\$607,145.00
Branding, Activation, & Marketing	\$234,258.00	\$37,602.00	\$196,656.00
Fiscally Sponsored Projects	\$179,971.00	-	\$179,971.00
Capital Assets	\$298,386.00	-	\$298,386.00
<b>TOTAL</b>	<b>\$4,158,190.00</b>	<b>\$774,890.00</b>	<b>\$3,383,300.00</b>



## AREA MAP OF THE YERBA BUENA COMMUNITY BENEFIT DISTRICT

Yerba Buena bustles with world-class museums, shopping, dining, convention space, hotels, and educational institutions. Senior housing blends with live/work lofts and condominiums.

New district boundaries shown here were approved as part of the YBCBD renewal, but generally remain the same as before. The district includes parcels from Second to Fifth streets and Market to Perry streets. Specific changes to YBCBD's boundaries are in the District Management Plan at [www.YBCBD.org](http://www.YBCBD.org).



# ASSESSMENT METHODOLOGY AND CALCULATION

The YCBCD is funded through an annual assessment from district property owners. A new methodology for annual assessments was approved as part of the district renewal. The calculation for each property assessment is based on a formula that weighs the benefit of the YCBCD's services for all types of properties in the district.

The formula assigns values to Land Use, Benefit Zone, Linear Street Frontage, and Building Square Footage to determine benefit points for each parcel. The parcel benefit point total is then multiplied by \$9.38 based on the FY16-17 YCBCD Budget to calculate the assessment.

For example, a commercial property (Land Use, 4) in Benefit Zone 1 (Zone Factor, 1.5) that has 50 feet of linear frontage (Linear Frontage, 50) and 5,000 building square footage (Building Factor, 2) would calculate their assessment as follows:

**[(Linear Frontage + Building Factor) x Zone Factor] x Land Use = Total # of Benefit Points**

**[(50 + 2) x 1.5] x 4 = 300 Benefit Points**

**300 x \$9.38 = \$2,814.00 Total Assessment**

As a result, properties like hotels, office buildings, museums, and retailers with substantial street frontage, higher volumes of pedestrian traffic, and more overall building square footage have different assessments than residential units because they benefit more from the YCBCD's services. Details of the annual assessment calculation are in the District Management Plan at [www.YCBCD.org](http://www.YCBCD.org).



## PHOTO CREDITS

Front Cover: David Tau  
Inside Front Cover: Terilyn Steverson Photography  
Page 6: Richard Ciccarone  
Page 8: Terilyn Steverson Photography  
Page 12-13: Palace Hotel (Paula Poortinga)  
Keith Herring Sculpture (Stuart Locklear Photography)  
Cinco de Mayo Dancers (Richard Ciccarone)  
Circus Clown (David Tau)  
Painter (Richard Ciccarone)  
Page 14: Terilyn Steverson Photography  
Page 18: Paula Poortinga  
Back Cover: Terilyn Steverson Photography

## YCBCD BOARD OF DIRECTORS

BOARD CHAIR  
**Candace Sue**, SFMTA\*\*

BOARD VICE CHAIR  
**Scott Rowitz**, YBCA\*\*

SECRETARY/TREASURER  
**Dheeraj Kakar**, Resident (departed June 2017)  
**John Noguchi**, The Moscone Center (term started June 2017)

## BOARD MEMBERS

**Laurel Arvanitidis**, Resident  
**Catherine Bartels**, Bloomingdale's  
**Lance Burwell/James Gordon**, St. Regis Hotel & Residences  
**Michelle Delaney**, 111 Minna Gallery  
**John Elberling**, TODCO  
**Lynn Farzaroli/Patricia Aleman**, Tourism Improvement District  
**Kristin Gonsar**, Millennium Partners  
**Helen Han**, Boston Properties

## COMMUNITY SUPPORT

The YCBCD would like to thank the individuals and organizations below for their financial contributions and in-kind support. Their generosity allowed us to exceed our fundraising goals and improve the district.

111 Minna Street Gallery, Rimma Boshernitsan, California Historical Society, Contemporary Jewish Museum, David and Carla Crane Philanthropic Fund, Drusie Davis Fund, Hearst Corporation, Impark, Kilroy Realty Corporation, Jamie Lunder, MJM Management Group, Cathy Maupin, Meridee Moore and Kevin King, Millennium Partners, The Moscone Center, Novela, Palace Hotel, Kenneth Rainin Foundation, Red Door Coffee, San Francisco Examiner, San Francisco Marriott Marquis, San Francisco Travel Association, SFMTA, SF Weekly, SPUR, St. Regis Hotel, VIA Art Fund, Yerba Buena Center for the Arts, Yerba Buena Gardens Festival

**Peter Hartman**, Resident  
**Ryan Jackson**, Resident\*  
**Summerlea Kashar**, Cartoon Art Museum\*  
**Jon Kimball**, The Palace Hotel  
**Kerry King**, The Contemporary Jewish Museum  
**Lisa Kirvin**, Renaissance Entrepreneurship Center  
**Lawrence Li**, SPUR  
**Muriel Maffre**, Museum of Performance + Design  
**Frank Miskus**, Brookfield Office Properties  
**Misty Rasche**, B Restaurant & Bar  
**Richard Rendon**, VA Community-Based Outpatient Clinic\*\*  
**Gail Ringer**, Kilroy Realty  
**Wilfred Selvaraj**, Resident\*\*  
**Dan Soine**, University of the Pacific/Dugoni School of Dentistry  
**Christopher Sullivan**, San Francisco Marriott Marquis  
**Steven Vargas**, InterContinental Hotel  
**Brennan Zerbe**, Hearst Corporation

\*Officer/Director term ended January 2017  
\*\*Officer/Director term started January 2017

## YCBCD COMMITTEES

Audit, Community Benefit Fund, Executive, Finance, Marketing, Nominating, Services, Streets & Public Space

## YCBCD STAFF

**Cathy Maupin**, Executive Director  
**Neal Patel**, Associate Director (joined September 2017)  
**Reuel Daniels**, Director of Neighborhood Partnerships (departed May 2017)  
**Richard Ciccarone**, Events & Administrative Manager



YERBA BUENA  
COMMUNITY  
BENEFIT  
DISTRICT

**YBCBD**

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E [info@ybcbd.org](mailto:info@ybcbd.org)  
W [www.ybcbd.org](http://www.ybcbd.org)

#### IMPORTANT NUMBERS AND LETTERS

YBCBD DISPATCH: There are five ways to report cleanliness and non-emergency safety issues to our dispatcher.

**PHONE:** 415-543-9223

**EMAIL:** [dispatch@ybcbd.org](mailto:dispatch@ybcbd.org)

**TEXT:** 415-559-1362

**ONLINE:** [www.YBCBD.org](http://www.YBCBD.org)

**MOBILE APP:** YBCBD Assist for iPhones and Androids

Contact us for non-emergency services, public area cleaning and maintenance issues, and social services outreach.

**EMERGENCY SERVICES:** Call 9-1-1.

Learn more about YBCBD programs and services at [www.ybcbd.org](http://www.ybcbd.org) and about neighborhood offerings and happenings at [www.visityerbabuena.org](http://www.visityerbabuena.org).