



OCEAN AVENUE COMMUNITY BENEFIT DISTRICT

# ANNUAL REPORT Fiscal Year 2021-2022 OCEAN AVENUE ASSOCIATION

1728 Ocean Avenue PMB 154 - San Francisco, CA 94112



Some of Ocean Avenue's New Businesses in FY 21/22

## Part I. The Year in Review

A change in management comes with a period of transition to get all the gears in place. So, at the beginning of Fiscal Year 2021-2022 (FY 21/22), the Ocean Avenue Association (OAA) reviewed and updated different contracts, closed old grants, and checked on what was needed for other open grants with the guidance of government agencies.

The next step was making sure Ocean Avenue was clean and graffiti free. Cleanscapes, our main contractor in charge of sweeping, power washing and graffiti cover-up handled critical areas such as overflowing trash cans, areas with dead leaves and/or dirt. Graffiti was approached aggressively by alerting the staff promptly as soon as it was noticed and ensuring removal. This included small tags anywhere, destructive tags on a mural, or buildings covered entirely overnight. These efforts resulted in making Ocean Avenue a lot more welcoming.

We looked at the location of trash cans and noticed many absent for blocks, including blocks with presence of food/drink establishments. After months of work with the Dept. of Public Works (DPW), we were able to add five trash cans at critical locations.

Improving safety: from 2016 and 2018, there were three traffic fatalities on Ocean Avenue in addition to other accidents. Biking on Ocean Avenue or pedestrians crossing Ocean at Granada for example can be dreadful. When City Hall voted to reduce the vehicle speed limit from 25 to 20 MPH, OAA started an awareness campaign before the official street signs were up. Our "Respect New 20 MPH on Ocean Avenue" prints were posted on windows of businesses, and our posters appeared on social media with politicians and law enforcement officers. Volunteers from Lick-Wilmerding High School also enjoyed a day of making lots of noise to make drivers aware of the new speed limit. OAA's message was clear: *while police enforcement has not been around lately, do we really need the presence of patrol & punishment to understand that cars need to slow down on this busy business corridor?*

In terms of marketing, we developed and participated in a series of events to bring neighbors to Ocean Avenue - please see the list in Part 3.d. Our email, social media and direct mail campaigns were used aggressively to bring neighbors to the Avenue and sponsor Ocean Avenue businesses.

During FY 21/22, we witnessed many new businesses moving in (see Part 3.c.) and a reduction of available inventory. Yes, Ocean Avenue is coming back after a cruel pandemic, and is gearing toward a new solid year ready for the next step in growth with the building of 1,100 units at the Balboa Reservoir and other units coming later at the 1601-1633 Ocean Avenue and at the new El Rey Theatre. Then, with the renewal and expansion of our Community Benefit District, Ocean Avenue will increase its strength for additional government funding to be even more proficient.

Ocean Avenue's future is very promising!



## Part 2. Budget - Description & Goals

### A. Assessment Methodology

The FY 21/22 assessment budget was \$345,014. There are no proposed changes in the boundaries of the benefit district, or in any benefit zones, or classification of property or businesses within the district. The method and basis of levying the assessment to allow each real property or business owner to estimate the amount of the assessment to be levied against his or her property for this fiscal year is presented below. The income amount from grants received for FY 21/22 is \$123,789.

| <b>Zone 1</b>  | <b>FY 21/22<br/>\$ / Unit</b> | <b>Unit</b>        |
|--|-------------------------------|--------------------|
| Commercial, Residential, Public Uses, and Phelan Loop Parcel   | \$33.24                       | Linear Street Foot |
| Non-Profit Service Organization & Religious Institutional Uses | \$26.56                       | Linear Street Foot |
| Commercial Property Use  | 0.1404                        | Building Sq. Foot  |
| Commercial Property Use  | 0.0349                        | Lot Square Foot    |
| Phelan Loop Corner Landscaped Parcel                           | 1.66                          | Lot Square Foot    |
| Phelan Parcels Fronting and Accessed off of Unity Plaza        | 0.0726                        | Lot Square Foot    |
| <b>Zone 2</b>  |                               |                    |
| Educational Institutional Property Use and Public Property Use | \$17.58                       | Linear Street Foot |

NOTES: i. The current assessment methodology for commercial property consists of three components:

1. Linear Street Frontage X Rate per Linear Street Foot, plus
2. Lot Square Footage X Rate per Lot Square Foot, plus
3. Building Square Footage X Rate per Building Square Foot.

ii. The rates for FY 21/22 increased by 1.6%.

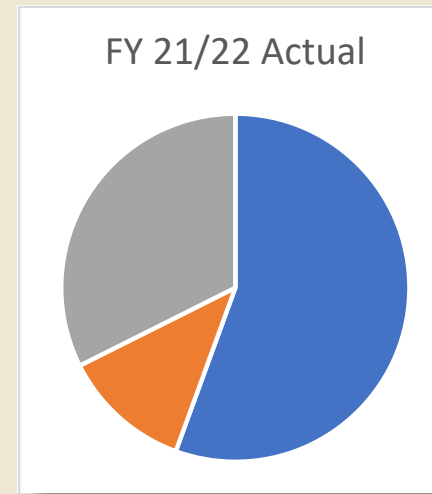
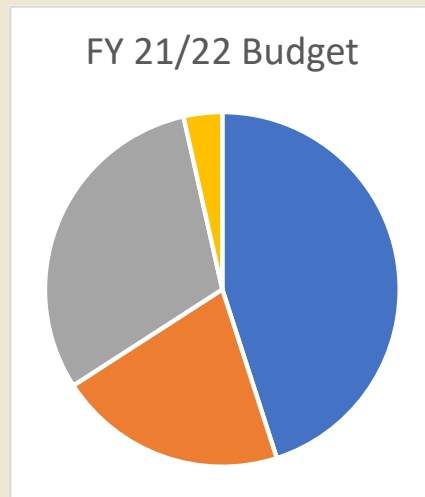
### B. Budget Analysis

- o Original Management Plan September 2010 - Budget

| <b>Service Category</b>  | <b>\$ Amount</b> | <b>Percentage</b> |
|--|------------------|-------------------|
| Cleaning, Maintenance, and Safety Program                      | \$125,000        | 51.65%            |
| Marketing, Streetscape Improvements and Beautification Program | \$43,658         | 18.04%            |
| Management and Operations                                      | \$63,000         | 26.03%            |
| Contingency and Reserves                                       | \$10,340         | 4.28%             |
| <b>Total Budget</b>  | <b>\$241,998</b> | <b>100%</b>       |

○ Fiscal Year 21/22 Budget

| Budget Description<br>(Management Plan)<br>From Assessment Sources    | Goal % of Total<br>Budget | FY 21/22<br>Budget | FY 2021/22<br>% of Budget | FY 21/22<br>Actuals | 2021/22<br>Actual % of<br>total |
|---|---------------------------|--------------------|---------------------------|---------------------|---------------------------------|
| Cleaning, Maintenance, and<br>Safety Program                          | 52%                       | \$192,155          | 45.03%                    | \$190,882           | 55.56%                          |
| Marketing, Streetscape<br>Improvements, and<br>Beautification Program | 18%                       | \$88,945           | 20.85%                    | \$41,380            | 12.05%                          |
| Management and<br>Operations  | 26%                       | \$130,560          | 30.60%                    | \$111,255           | 32.39%                          |
| Contingency and Reserves  | 4%                        | \$15,000           | 3.52%                     | -                   | -                               |
| <b>Total Budget</b>   | <b>100%</b>               | <b>\$426,660</b>   | <b>100%</b>               | <b>\$343,517</b>    | <b>100%</b>                     |



| Annual Revenue  | % of Total Annual<br>Rev. (Mgmt. Plan) | FY 21/22<br>Rev. Budget | % of<br>Budget | 21/22 Rev.<br>Actual | % of<br>Actual |
|---|--|-------------------------|----------------|----------------------|----------------|
| Assessment Revenue  | 99%                                    | \$385,581               | 65.62%         | \$350,143            | 73.58%         |
| Other Revenue (grants, donations,<br>and fees for service contracts and<br>in-kind donations) | 1%                                     | \$201,988               | 34.38%         | \$125,717            | 26.42%         |
| <b>Total 2020/21 Annual Revenue</b>   | <b>100%</b>                            | <b>\$587,569</b>        | <b>100%</b>    | <b>\$475,860</b>     | <b>100%</b>    |

| Other Revenue Non-Assessments     | Services Category      | FY 21/22 Budget  | FY 21/22 Funded  |
|-----------------------------------|------------------------|------------------|------------------|
| Grant CDBG                        | Mngnt. & Operations    | \$40,000         | \$33,333         |
| Historic Preservation Grant 20-21 | Mktg. & Beautification | \$4,460          | \$4,690          |
| OEWD/RFP212                       | Mngnt. & Operations    | \$150,000        | \$80,416         |
| SFAC Ocean Avenue Mural Fund      | Mktg. & Beautification | \$3,850          | \$3,850          |
| SF Shines Grant 21-22             | Mktg. & Beautification | \$1,500          | \$1,500          |
| Other misc. revenue               | Mktg. & Beautification | \$2,178          | \$1,928          |
| <b>Total non-Assessment</b>       |                        | <b>\$201,988</b> | <b>\$125,717</b> |

o Comparing Totals FY 21/22 Budget

| Service Category   | Assessment \$    | % of Budget from Assessment | Non-Assessment \$ | % of Budget from Non-Assessment | Total Amount \$  | % of Total Budget |
|--|------------------|-----------------------------|-------------------|---------------------------------|------------------|-------------------|
| Cleaning, Maintenance & Safety Program                       | \$192,155        | 45.03%                      | -                 | -                               | \$192,155        | 30.57%            |
| Marketing, Streetscape Improvements & Beautification Program | \$88,945         | 20.85%                      | \$11,988          | 5.94%                           | \$100,933        | 16.05%            |
| Management & Operations                                      | \$130,560        | 30.60%                      | \$190,000         | 94.06%                          | \$320,560        | 50.99%            |
| Contingency & Reserves                                       | \$15,000         | 3.52%                       | -                 | -                               | \$15,000         | 2.39%             |
| <b>Total Budget</b>  | <b>\$426,660</b> | <b>100%</b>                 | <b>\$201,988</b>  | <b>100%</b>                     | <b>\$628,648</b> | <b>100%</b>       |

o Comparing Totals FY 21/22 Actual

| Service Category   | Assessment \$    | % of Budget from Assessment | Non-Assessment \$ | % of Budget from Non-Assessment | Total Amount \$  | % of Total Budget |
|--|------------------|-----------------------------|-------------------|---------------------------------|------------------|-------------------|
| Cleaning, Maintenance & Safety Program                       | \$190,882        | 55.56%                      | -                 | -                               | \$190,882        | 40.68%            |
| Marketing, Streetscape Improvements & Beautification Program | \$41,380         | 12.05%                      | \$11,968          | 9.52%                           | \$53,348         | 11.37%            |
| Management & Operations                                      | \$111,255        | 32.39%                      | \$113,749         | 90.48%                          | \$225,004        | 47.95%            |
| Contingency & Reserves                                       | -                | -                           | -                 | -                               | -                | -                 |
| <b>Total Budget</b>  | <b>\$343,517</b> | <b>100%</b>                 | <b>\$125,717</b>  | <b>100%</b>                     | <b>\$469,234</b> | <b>100%</b>       |

Here are benchmarks that the Ocean Avenue Association has met:

1. Benchmark 1 - The variance between the budget amounts for each service category is within 10 percentage points from the management plan.
2. Benchmark 2 - OAA met its non-assessment revenue source requirement.
3. Benchmark 3 - The variance between the budget amounts for each service category is within 10 percentage points from the actuals.
4. Benchmark 4 - OAA is indicating the amount of funds carried over from the current fiscal year and designating projects to be spent in the upcoming fiscal year.

## Part 3. Fulfilling Our Mission

### A. Cleaning, Maintenance and Safety

#### Cleaning-Graffiti Data:

Trash Collected: 25,000 lbs.

Graffiti cleaned-up: 1,300 occurrences

Blocks power washed: 200

#311 Calls (big items removal): 340

Palm Trees Cleaned: 50

Other Trees Thinning: +/- 40

Feces cleaning: 600

Needles: not enough data.



- CLEANING: A clean Ocean Avenue is essential...
  - We noticed an increase in trash along Ocean Avenue. This could have been due to the return of students to local schools, the removal of some trash cans by the Dept of Public Works and the more frequent appearance of unhoused individuals. Therefore, more time and effort were spent to guide the OAA cleaning crew around the most affected areas.
  - In September 2021, OAA cleaning contract with Cleanscapes was entirely reviewed, updated and signed. While keeping the cost fixed, we obtained additional services, such as an increase in frequency of the steam cleaning of sidewalks from twice annually to quarterly.
  - Neighbors on the west and the east side of Ocean Avenue volunteered to cleaning up their block adjacent to Ocean Avenue. We connected them with the Adopt-A-Street program for the DPW who supplied them with a selection of tools and paint.
- GRAFFITI: Removing graffiti has to be quick...
  - Graffiti vandals have been around for a long time and sadly their actions are costing lots of time for our cleaning crew.
  - As soon as we noticed graffiti, the cleaning crew was dispatched to remove it; e.g., we heard of the old CVS and Target stores covered with graffiti at noon on a Friday and we were able to have it cleaned up for the weekend.
  - Usually, murals are off territory for graffiti destruction. Unfortunately, our murals were also attacked by vandals. We worked with the original artists to restore their masterpieces.

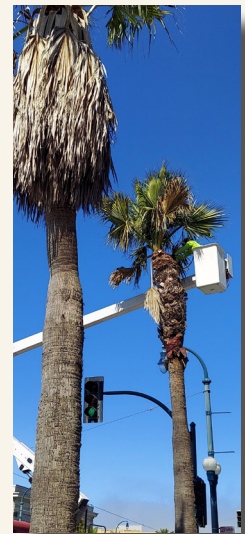


- The vacant building at 1601 Ocean was found on a Friday morning covered entirely by graffiti from left to right. The crew moved immediately to entirely clean the building by the end of the day.
- The CCSF sign on Ocean Avenue was tagged overnight; the graffiti was removed by 8 a.m. on the same day.



- MAINTENANCE: Keeping the plants and trees healthy...

- OAA maintenance crew handles planting new shrubs & trimming overgrown ones, removal of weeds & trash from green areas, repairing watering systems, etc.
- Tree maintenance has been the responsibility of the Dept of Public Works since 2017. The plan to handle all City trees was affected with the COVID-19 pandemic due to the lack of staff. On the Avenue, we could not wait indefinitely:
  - OAA handled the thinning of small trees to better resist rain & wind load.
  - OAA hired Arborists Now to clean up dead palms on palm trees.
  - OAA worked for at least 8 months with DPW to replace the trees lost in storms to be told in mid-June that they no longer will handle it due to new laws in the books. For FY 22/23, OAA is scheduled to replace fallen trees and upgrade the planting areas.



- SAFETY: Improve safety through awareness...

- Since 2016, Ocean Avenue has seen a few casualties in addition to other accidents. Governor Newsom signed the AB43 in October 2021, providing authorization for local authorities to reduce the speed limit by 5 mph by ordinance. Soon after, San Francisco adopted the reduction by 5 MPH along Ocean Avenue.
- OAA promptly started a public campaign to promote the new 20 MPH speed limit by passing window signs to businesses, stickers to kids, and posing at events with posters promoting the new speed limit of 20 MPH. OAA also organized a volunteer day with students from Lick-Wilmerding High School at the corner of Ocean & Granada to make noise bearing signs to ask drivers to respect the new speed limit. In April 2022, official 20 MPH signs went up prominently throughout the Ocean Avenue business area. The new speed limit will help improve safety.
- All intersections on the Ocean Avenue business corridor have a traffic light signal except at Granada. OAA collected about 400 signatures asking our district supervisor to install a STOP sign on Ocean at Granada Avenue.



## B. Marketing, Streetscape Improvement and Beautification

- MARKETING: Know our businesses & strategize...
  - Who are the businesses: OAA developed a database of all businesses, and produced the Ocean Avenue Business Directory that can be found at multiple locations on Ocean Avenue, including the Ingleside Public Library, and has been distributed at all events where OAA participated. A digital copy is also at OAACBD.org. A 5,000 Business Directory direct mail campaign in surrounding neighborhoods is scheduled for August 2022. A survey will be conducted to measure the efficiency of this campaign.



- Email Marketing: OAA has increased its email list by 38% during the FY 21/22. Emails with Community Updates are sent out 2 to 3 times monthly for announcements happening on Ocean Avenue or in the neighborhood, and with information important for neighbors or business owners.
- Social Media Marketing: OAA is active on Facebook, Twitter, and Instagram. Posting happened 2 to 3 times weekly. In FY 21/22, we showed a 300% increase in Instagram followers telling us that a young audience is very involved on Ocean Avenue. Social media will definitely be enhanced in FY 22/23.
- Since August 2021, at each monthly Board Meeting, we report all results of social media followers. Online tools showed an average increase of 40% in Email/Facebook/Twitter/Instagram for FY 21/22. This is a way to measure our online growth. FY 22/23 will continue the work started to bring more neighbors to Ocean Avenue.

| FY21-22   | 21-Jul | 21-Aug | 21-Sep | 21-Oct | 21-Nov | 21-Dec | 22-Jan | 22-Feb | 22-Mar | 22-Apr | 22-May | 22-Jun | Increase |
|-----------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|----------|
| Emails    | 683    | 771    | 795    | 799    | 785    | 872    | 847    | 864    | 879    | 890    | 938    | 944    | 38%      |
| Facebook  | 737    | 764    | 770    | 769    | 766    | 770    | 764    | 766    | 765    | 764    | 762    | 767    | 4%       |
| Twitter   | 169    | 173    | 175    | 179    | 184    | 185    | 186    | 186    | 195    | 195    | 195    | 200    | 18%      |
| Instagram | 127    | 167    | 231    | 289    | 321    | 350    | 368    | 386    | 457    | 470    | 488    | 500    | 293%     |
| Totals    | 1716   | 1875   | 1971   | 2036   | 2056   | 2177   | 2165   | 2202   | 2296   | 2319   | 2383   | 2411   | 40%      |



• STREETScape IMPROVEMENT and BEAUTIFICATION: Improving the appearances...

- 1601-1633 Ocean Avenue: This block has been an issue for the past 8+ years. In 2019, environmental hazards were detected in the soil and the air within some of the buildings. The OAA was particularly concerned: this location is central on Ocean Avenue and include two Legacy businesses. The property owner TJ Development wishes to sell these properties to Global Premier Development, but the sale cannot proceed until the environmental conditions are remediated. TJ Development has not proceeded with the clean-up resulting in a stand-still. We hope the City Supervisor's office and the California Department of Toxic Substances Control (DTSC) working together will resolve this status soon. Sadly, Chase Bank moved out from 1649 Ocean Avenue due to unsafe environmental conditions.
- Mural on NEMS building (1441 Ocean): Thanks to a grant from Paint the Void, a free temporary artwork was painted by artist Andrea Perreira on the front of this property in January 2022. This mural was the artist's representation of today's pharmacy, as it will soon be one.
- Holiday Decorations: Bows were installed on all palm trees of the district at the end of November 2021 giving a cheerful Holiday welcome to the visitors. To increase the exposure of the decorations and bring additional traffic to the Avenue, OAA developed a Photo Contest using the bow as the focus. The winner won a \$100 Gift Certificate from Whole Foods Market.
- Unity Plaza: OAA worked with the property owner SFMTA to regularly steam clean the plaza. OAA also worked with their team to keep up the landscape around the plaza. SFMTA is now maintaining the plaza and the planting area around in much better shape. Community clean-ups work well, but regular thorough maintenance is needed for this great plaza.
- Palm Trees: DPW is in charge of keeping all trees on San Francisco streets in good order. However, it may take years to have some trees cleaned up. Therefore, the OAA Board approved the clearing of the dead palms on the palm trees along Ocean Avenue.



- Trash Cans: Four trash cans were added at critical locations. A fifth one is scheduled for installation in July and it will be one of the new prototypes of DPW. Trash cans help keep Ocean Avenue clean.
- Shared Spaces: The Shared Spaces program started during the Pandemic is going through changes. Businesses with parklets were invited to a town hall meeting to hear the new City requirements. We should see some changes in FY 22/23.

## C. Business Assistance

The OAA staff is dedicated to assisting all businesses and property owners on Ocean Avenue. On their weekly visits, they listen to the needs of each business and search for answers to any problem that arise. They also spend time in welcoming new businesses as soon as a location remodel starts and when their doors first open for business. This FY 21/22 has been particularly busy as many issues came up and the OAA staff needed to navigate through the different City Departments to obtain solutions.



A1 Bakery staff with E.D Pierre Smit

- Vandalism Relief Grant:

Ocean Avenue businesses have endured a series of window breaking and robberies. OAA has diligently encouraged businesses to apply for the Vandalism Relief Grant. An instruction pamphlet was designed in English/Chinese to help affected businesses. Many filed for this grant in FY 21/22 for a total of about \$26,000. After the August 2021 arrest of an individual who was responsible for a string of vandalism targeting Asian owned businesses, the window breaking stopped. Then, starting in April 2022, once again many merchants have been vandalized and new funds from the Vandalism Relief Grant have been requested with the assistance of OAA.



- ADA Requirements:

OAA is working with the Office of Small Business to resolve some ADA issues with retail stores needing to update their entrance and qualify for grants. This work will continue in FY 22/23.

- Rent Relief Pilot Program:

This pilot was developed by OEWD. We worked with one merchant that was qualified for this program and in serious need; we are still waiting for results.

- Quarterly vacancy report:

In March 2022, the vacancy report showed a 25% vacancy. By June 2022, this report showed a reduction to about 12%. Ocean Avenue is a very desirable area for retailers.

- We welcomed the following new businesses that signed leases in FY 21/22:

|  |  |
|--|--|
| 1019 Ocean Ave.: 1019 Smoke, LLC (opening in FY 22/23) | 1616 Ocean Ave.: Fruit Barn                          |
| 1025 Ocean Ave.: Mack's Dry Cleaners                   | 1649a Ocean Ave.: The Plant Lady                     |
| 1039 Ocean Ave.: Golden Ocean Quickly                  | 1712 Ocean Ave.: Westwood Produce                    |
| 1423 Ocean Ave.: AD Unique Bath & Kitchen (FY 22/23)   | 1727 Ocean Ave.: A1 Bakery                           |
| 1441 Ocean Ave.: North East Medical Services (NEMS)    | 1735 Ocean Ave.: Sam House Ginseng (FY 22/23)        |
| 1490 Ocean Ave.: Sweet Cupz                            | 1963 Ocean Ave.: The Pawber Shop                     |
| 1500 Ocean Ave.: Ocean Seafood Market (FY 22/23)       | 1967 Ocean Ave.: Pilate Studio (opening in FY 22/23) |
| 1507 Ocean Ave.: Ingleside Art Gallery                 | 2040 Ocean Ave.: Muscle Maker Grill                  |

Please welcome these new businesses and say hello to the proprietors! (See front page)

- Workshop, readings, conferences, etc. are part of OAA work of communicating information to the businesses and the community. FY 21/22 presentations were:
  - o "Go Puff" store expansion at 1830 Ocean (old Target), but later canceled.
  - o "Public Life Study" Final Report by Tom Radulovich.
  - o "Brown Act Training" by Deputy City Attorney Manu Pradhan.
  - o "Shared Spaces": New regulations were brought to upgrade parklets.
  - o "Transportation 2050" by Andrea Buff and Michael Rhodes, SFMTA.
  - o "Waymo Cars in our Neighborhood" by Arielle Fleisher & Cassis Schafer.
  - o Presentations by SFPD with Captain Eric Vintero, SFPD Taraval Station, Christina O'Bannon and Drewkai Butler, officers for Ocean Avenue.
  - o "Walk San Francisco" with Aly Geller and Brian Haagsman: shared an overview of planned improvements to safety on and around Ocean Avenue, and how community members can share their voices.
  - o "Improve Business Safety" by SF SAFE (in English and Chinese).

#### D. Activities & Events to Bring People to Ocean Avenue

FY 21/22 events on, or by Ocean Avenue to promote our business corridor were:

- o "National Night Out": a community-building that promotes police-community partnerships; OAA distributed popcorn at the M. & L. Ward Recreation Center with the Taraval Police Station, and shaved ice at the Ingleside Police Station. (August 2021)
- o "Ocean After Hour": a business owners & neighbors gathering (Jul, Aug & Sept 21); past Executive Director Dan Weaver was presented with a Mayor's Proclamation.
- o "Open The Gate": Ingleside Library Gateway Grand Opening in September 2021.
- o "MuSix September": featured musicians on Ocean Avenue between Miramar and Faxon. Sponsors included Whole Foods Market (4 Gift Certificates), Ocean Paws/The Plant Lady.
- o "Gotta Love Ocean Avenue" Art Show: organized by community member Kate Favetti, OAA sponsored this well attended event in October 2021.
- o "Phil Ting Bike Fair" at Aptos Park in October 2021: Folks signed a petition to improve safety on the Avenue.
- o "Halloween Block Party" on Faxon Avenue (October 2021)
- o "MuSix November": with music group Charged Particles at That's Amore SF. Sponsor: Ocean Cyclery.

- o "Sleigh This Holiday": an Arts & Craft Fair on Unity Plaza brought neighbors and kids on Dec 2021.
- o "Shop & Dine in the 49": in collaboration with the SF Chamber of Commerce, folks enjoyed carolers on a cable car, hot cocoa and tote bags with store coupons. (Dec 2021)
- o "Lunar New Year": a cooperation between CYC and OAA with over 1,000 participants enjoyed entertainments, vendors, food from local restaurants and speeches, on Unity Plaza and in the parking lot of the City College of San Francisco. (February 2022)
- o "Easter Egg Hunt": organized by OMI-CPP & Ocean Incubators at the M. & L. Ward Recreation Ctr, OAA gave away egg-custard tarts from A1 Bakery (1727 Ocean). (April 2022)
- o "STEM Frenzy": Sciences, Technology, Engineering and Mathematics for youngsters; OAA's tables had brain & math challenges for different ages. Parents were asked to sign a petition with ways to improve safety on Ocean Avenue. (April 2022)
- o "Juneteenth 2022": OAA acts as a "funding agent" for this African American organizations event. (June 2022)
- o "Make Music San Francisco": San Francisco celebrated the summer solstice with music. Our local event happened at That's Amore SF, 1901 Ocean Ave. with local musician Francisco Rosales (June 2022)



## E. Working With the Community

- o Community Cleanup of Unity Plaza on National Public Lands Day - with community volunteers, Whole Foods Market employees, OAA Board Directors & staff (Sept 2021). 25 bags of weeds and trash were collected.
- o 20 dedicated students from Lick-Wilmerding volunteered to clean-up the walkway known as 699 Ocean Avenue and collected 40 bags of trash and weeds.
- o A group of 15 students from Lick-Wilmerding volunteered to make noise on Ocean & Granada Avenues to make drivers aware of the new 20 MPH speed limit.
- o OAA sponsored the SF Turkey Drive who collects turkeys to feed the poor and homeless coming to St. Anthony's Dining Room to get fed.
- o US Again Bins: Clothes recycling bins on Miramar at Ocean a few years ago became a dumping site and these bins were removed. In December 2021, it reappeared at the same site. With the assistance of neighbors, business owners, the Westwood Park Association, the Supervisor's office and OAA, these bins were removed once more in February 2022 to the satisfaction of everyone.

## F. Working With City Departments

- o Ingleside Public Library has graciously accommodated the OAA for meetings in their community room, events in their garden, and for the inauguration of the new Gateway.
- o DPW: Thanks to our work with the Dept of Public Works, 4 additional trash cans were added along Ocean Avenue in FY 21/22, and one of the new prototype models is coming in July 22.
- o DPW: We connected 3 teams of neighbors with this Dept. under the Adopt-A-Street program so they can care for their block adjacent to Ocean Avenue.
- o DPW: With the assistance of DPW, a group of about 20 volunteers from Lick-Wilmerding H.S. where supplied tools necessary to clean up the alley known as 699 Ocean Avenue.

- o MTA: Since working with the Municipal Transportation Agency (MTA) on the steam cleaning of Unity Plaza, the plaza is clean and the greenery around it well maintained and welcoming.
- o OEWD: All members of the Office of Economic Dev development (OEWD) are always available with the most updated & useful information and suggestions, and just a phone call away.
- o 311: daily call to 311 for service on the Avenue

## **Part 4. Growth Through Grants**

### **A. Strategic Plan**

From the FY 20/21 Strategic Plan, the following accomplishments were made:

- o Board Member Handbook
- o Personnel Policies and Procedures
- o Financial Policies

More remains to be done in FY 22/23. The Strategic Plan is detailed on the OAA website.

### **B. Renewal & Expansion of the OAA**

The work of OAA consists of keeping Ocean Avenue clean and graffiti-free, with a beautification program, a planting areas maintenance program, and a business marketing program in place. The OAA started in 2010 with an initial term of 15 years. Renewal for another 15-year term is slated for 2025. The OAA already started the process of renewal and intends to expand the geographic footprint of the OAA. The expansion will be from the Balboa BART station on San Jose Avenue to 19<sup>th</sup> Avenue. (See map on page-16)

The process for the renewal of OAA started with the signing of the contract with the consulting firm NBS in July 2021. The Renewal & Expansion working group met with new stakeholders including a Lakeside Village group, Mayor's Office of Housing and Community Development, Municipal Transportation Authority, Parks & Rec, and BART. Performed in FY 21/22 were:

- Step 1: a survey was sent to present stakeholders and first results were received;
- Step 2: the coverage area of the new CBD was defined;
- Step 3: the level of services and frequency was determined for each area;
- Step 4: the new budget to fulfill these services was calculated;
- Step 5: based on the necessary budget, the methodology of the assessment cost for each property owner based on the type of property was defined.

In the next fiscal year, the cost of assessment per property will be communicated to each property owner. OAA will need the districts 7 & 11 Supervisors' approval to proceed or update. There will be a series of community engagements. Finally, it will go to the property owners for a vote targeted for Spring 2023 with the start of the new term set for 2024.

### **C. Board Training**

For the Renewal & Expansion Grant, new funding was added for a training program to strengthen the OAA Board and management of OAA. Training is set for FY 22/23.

### **D. Closing Older Grants**

After a lengthy pandemic, the following older grants needed to be completed, then closed.

- o Public Live Study & Activation by Livable City
- o Historic Preservation Grant (Architecture + History)
- o Ingleside Library Gateway - See under Ingleside Community Fund (See Page 14)

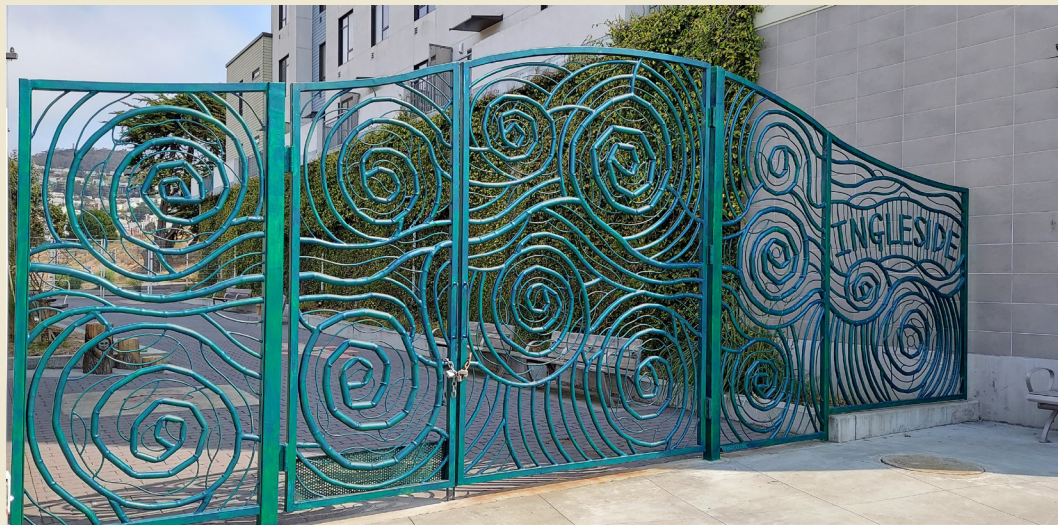
- o Ocean Avenue Mural Fund by the San Francisco Art Commission
- o SF Shines Grant FY 20/21
- o CDBG Small Business Grant FY 20/21

## **Part 5. Surveillance Technology**

The Ocean Avenue Association does not have any surveillance technology in place at this time.

## **Part 6. Ingleside Community Fund (ICF)**

- Ingleside Public Library Gateway: started over 4 years ago, this project was developed by past E.D. Daniel Weaver, and managed by Neil Ballard. This impressive new Gate was designed and built by artist Eric Powell, and was inaugurated in Sept 2021. It is now the prominent art piece on Ocean Ave. (1298 Ocean Ave.)
- ICF was formed with a 501(c)(3) tax-exempt status to be able to fund the Ingleside Library Gateway. The grant is now completed. Meanwhile OAA also became a 501(c)(3).
- The merging of ICF with OAA was approved by both Boards of Directors and by the Secretary of State of California in June 2022, ending the existence of ICF.



## **Part 7. Board of Directors & Staff Updates**

The Board of Directors elected in July 2021 changed during the year for multiple reasons.

The Bylaws of the organization were updated and approved in March 2022 (available on OAA website).

The Board of Directors now stands at 13 members. We welcomed Vivian Liang (NEMS), Larry Dorsey (KMAC), Raymond Hou (Ingleside Community Center), Linda Shore & Joycelin Craig (ASP).

At the end of FY 21/22, the same Officers and Directors were re-elected for FY 22/23.

### **The OAA Officers:**

Shirley Lima, Chair  
 Vivian Liang, Vice-Chair  
 Henry Kevane, Treasurer  
 Howard Chung, Secretary

### **The OAA Directors:**

|              |                 |                            |
|--------------|-----------------|----------------------------|
| Walee Gon    | Raymond Hou     | Linda Shore/Joycelin Craig |
| Dan Casias   | Maurice Rivers  | Tacha Santana              |
| Larry Dorsey | Alberto Vasquez | Christy Godinez-Jackson    |

Started during the COVID-19 pandemic, all Board meetings will continue to be via Zoom till further notice.

Staff Updates: Jordan Mar resigned in May 2022. Rosendo Betancourt will become OAA Small Business & Marketing Manager in July 2022 ([RosendoB@oaacbd.org](mailto:RosendoB@oaacbd.org)). Executive Director Pierre Smit resigned as of August 27, 2022. A new E.D. will be hired soon.

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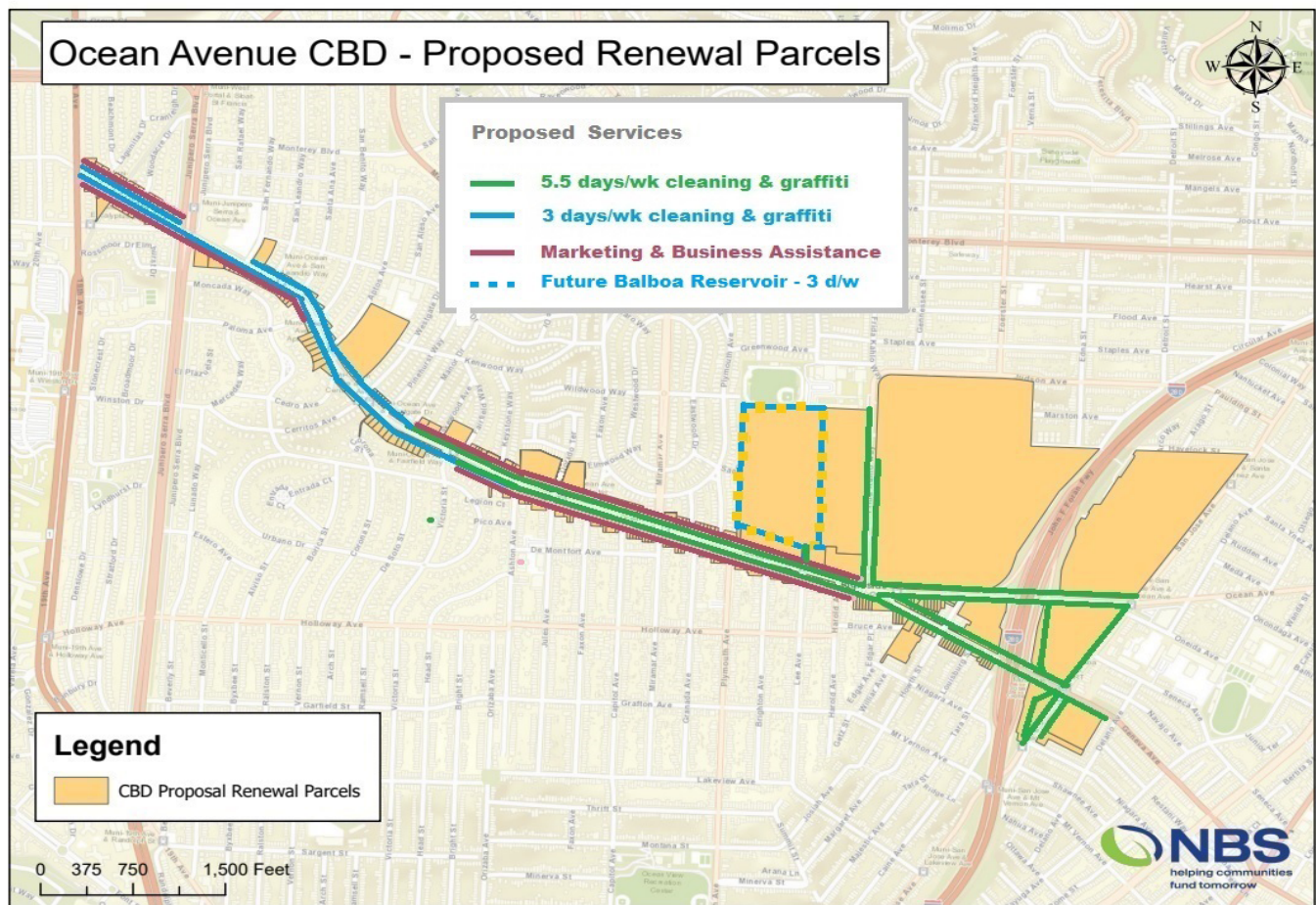
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The Ocean Avenue Community Benefits District consists of a 12-block retail business corridor in the southern part of San Francisco.

Ocean Avenue is the center of a quiet residential area easily accessible by BART, MUNI, 280 Freeway, Junipero Serra or 19th Avenue. It is an alley to educational institutions such as San Francisco City College, San Francisco State University, many High Schools, Middle Schools and Elementary Schools.

Ocean Avenue is located steps away from many very different neighborhoods, and it is a place of unity for businesses serving folks of all backgrounds.



Ocean Avenue Association - 1728 Ocean Avenue PMB 154 - San Francisco CA 94112 [OceanAvenueAssociation.org](http://OceanAvenueAssociation.org)  
[info.oacbd@gmail.org](mailto:info.oacbd@gmail.org) - 650-273-6223