

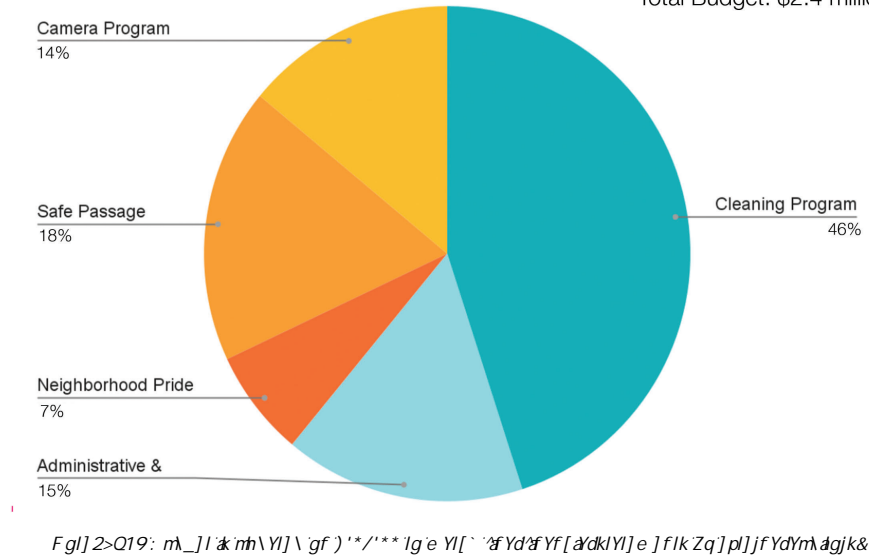


YEAR END REPORT  
 July 2018- June 2019

PRESENTED TO:  
 City and County of San Francisco Board of Supervisors  
 North of Market/Tenderloin Community Benefits District Corporation Board of Directors  
 San Francisco Office of Economic and Workforce Development

## Fiscal Year 2018-19 Budget

Assessment Total: \$1.1 million  
Total Budget: \$2.4 million



The Tenderloin Community Benefit District (TLCBD) staff and Board work diligently to implement the objectives of the organization’s mandated management plan and to provide supplemental cleaning, safety and beautification services to the special benefits district in the Tenderloin. Fiscal Year 2018-2019 has proven a momentous one for the TLCBD, with a vote by the property owners to renew the assessment for another 15 years, with expanded services starting in January 2020.

In 2005, Tenderloin stakeholders joined together to create the Tenderloin Community Benefit District (TLCBD). For 14 years TLCBD has worked to turn the annual investment by the property owners into much needed supplemental services and programs that benefit everyone in the community. On June 25, 2019, the City’s Department of Elections counted the ballots cast to decide on whether to renew and expand that assessment: the vote was 83% in favor!

TLCBD is beyond grateful to the property owners and the community-at-large for the incredible outpouring of support throughout the entire assessment renewal process, including the testimony calling out the importance of TLCBD’s work during public comment at the Board of Supervisors.

As Fiscal Year 2018-2019 concludes, TLCBD is stronger than ever with a renewed vision to:

*Lead the evolution of the Tenderloin into a vibrant community for ALL.*

## **SUMMARY OF PROGRAMS, EVENTS & ACTIVITIES**

### **LEADERSHIP & OPERATIONAL STRATEGY**

- Held third annual Board retreat in February 2019 to build on the Core Purpose and Strategic Framework developed at previous Board retreats and to introduce a new initiative called Tenderloin Thrives as well as Core Values for the organization.
- Embraced four Core Values of Connection, Respect, Responsibility and Courage.
  - Connection: We are rooted in our Love for the Tenderloin. We honor, celebrate, and champion its history, culture, and people. We strive always to represent a collective voice for its diverse communities. The greatest expression of our work is to foster connection among our neighbors.
  - Respect: We approach our work with uncompromising respect for ALL with a lens of empathy and compassion. Our programs, advocacy, and partnerships seek equitable outcomes within and for the neighborhood.
  - Responsibility: We have a deep responsibility to the community. Our organization represents an investment on behalf of Tenderloin property owners for the benefit of everyone. This is our foundation and the most critical element of our decision-making and programs. We work to be transparent, accessible, and accountable.
  - Courage: We hold courage as an inspiration, aspiration, and action. It underscores our choice to lead and work together. We are humbled and driven by daily acts of hope, determination, and beauty displayed in the Tenderloin.
  - How we define ALL: The Tenderloin welcomes people of all ages, races, religions, genders, sexual orientations, experiences, and circumstances. When we say “neighbors,” we are referring to ALL our neighbors including people experiencing homelessness. We believe ALL our neighbors deserve pathways and opportunities to thrive.
- Expanded staff to ensure better daily operations: hired a new part-time Administrative Coordinator, grew part-time Communications Coordinator into a full-time position and the part-time Safe Passage Coordinator into a new full-time Safe Passage Program Manager.
- Drafted an updated TLCBD Financial Policy and Procedures Handbook.
- Completed leadership transition to new full-time Executive Director, using a grant from OEWD’s Non-Profit Resiliency Fund.
- Hired Urban Place Consulting Group to draft a new proposed Management Plan and a supporting Engineer’s Report that included both an expanded boundary for the district and an increased assessment to support increased and improved supplemental services.
- Formed a Steering Committee, chaired by former Board member David Seward, to lead the assessment renewal process and determine the priority for improvements and activities that an expanded TLCBD would deliver.

## CLEAN PROGRAM

- Ongoing \$837,000 Block By Bock and \$145,000 Downtown Streets Teams cleaning contracts to provide daily supplemental sidewalk and gutter sweeping including needle pickup, regular graffiti abatement, hot spot human and animal waste sanitizing, hot spot illegal dumping response and monthly pressure washing of every sidewalk in the District. Operations are seven days a week, 361 days a year from 7AM to 3:40PM.
- Raised over \$250,000 from both public and private sources to supplement the almost \$825,000 in assessment spent on the Clean Program
- Rolled out the Micro-Neighborhood Cleaning Program, bringing a dedicated TLCBD Clean Team Member to each of six, smaller “micro-neighborhoods” within the larger District.
- Added a third pickup truck with a pressure washer to increase the ability to respond to hot spot issues in the neighborhood and to provide additional daily services at key locations.
- Installed five Bigbelly trash cans in partnership with OEWD and the Mayor’s Fix-It Office to pilot the enclosed, tamper-proof, solar-powered trash cans. The Bigbellies were wrapped with TLCBD branding promoting the message that “around here, we tend to our sidewalks” and including the Hot-Line Number.
- Supported community events including a regular cleaning event by the Lower Hyde Street Association, the annual District 6 Community Clean Team Event that kicked off in Boeddeker Park in August 2018 and the Mayor’s city-wide “Love Our City” Giants Sweep event that kicked off in Macaulay Park in September 2018.
- Partnered with Public Works to support a volunteer tree planting effort that brought 40 new trees in the Tenderloin as part of the Global Climate Action Summit in September 2018.
- Led the Tenderloin contingent of the June 2019 “Love Our City” Clean Up Day which brought volunteers from the hospitality and tourism industry to do litter pick-up, plant flowers at the Downtown Senior Center, paint in Veterans Alley, and plant 13 trees.



## **SAFE PROGRAM**

- Safe Passage Corner Captains were a 'visible safety presence' along the Safe Passage route during their morning and afternoon shifts throughout the school year, and provided over 200,000 safe street crossings for children & youth.
- Safe Passage continued to grow and expand:
  - The number of Safe Passage Corner Captains grew to 28 paid volunteers.
  - The role of the part-time hourly Coordinator position was transformed into a full-time Manager position and a new hire brought on to better oversee operations.
- Safe Streets for Seniors assisted seniors and people with disabilities with over 119,000 safe street crossings during the year.
- The Safe Streets for Seniors brought a Tenderloin senior pedestrian safety event with over 200 attending to Boeddeker Park, in conjunction with Curry and Downtown Senior Centers
- Safe Streets for Seniors collaborated with San Francisco Senior Center in providing weekly Senior Walking Groups and Fall Prevention Exercise Classes to neighborhood seniors
- As part of Safe Passage's role in the Safe Routes to School program, a crew of Corner Captains was recruited, trained, and put into service in the SoMa neighborhood.
- While some funding for Safe Programs is from the assessment, the program continued to enjoy support from a number of funders including the Office of Economic & Workforce Development (OEWD), the Department of Children, Youth and Families (DCYF), the Municipal Transportation Agency (MTA) and the Saint Francis Memorial Foundation.
- "Safety Code," a data platform built in-house by a Safe Passage Corner Captain, was rolled out for use in collecting data from daily shifts towards improving program performance.
- At Turk Hyde Mini-Park, every weekday afternoon through the end of December 2018, Safe Passage staff provided stewardship and supported activation by neighborhood groups and residents. Recreation and Park Department began a long-planned renovation of the
- The highlight of the year was the celebration of the Safe Passage Ten Year Anniversary, in October 2018. The event, held in the Tenderloin, brought together a large crowd of neighborhood residents, CBOs, and city officials to celebrate this important program, and to raise over \$30,000 towards its continued success.
- Received a commendation from Supervisor Jane Kim at a November 2018 meeting of the Board of Supervisors, recognizing the work over the last 10 years and honoring the Tenderloin residents who are the heart and soul of the program.
- Corner Captains supported a Halloween Trick or Treating Route through the neighborhood.
- Received Commission on the Environment's Environmental Service Award in July 2018.
- Supported the Tenderloin's annual National Night Out event sponsored by the Tenderloin Police Station in July 2018. Hundreds of neighborhood families, community and city partners came together to kick off another new school year.

## **NEIGHBORHOOD PRIDE PROGRAM**

- Continued twice-a-month "Tenderloin Talk" digital newsletter.
- Continued quarterly "Tenderloin Talk LIVE" community discussions.
- Advanced TLCBD's TL Thrives initiative, the organization's commitment to addressing the community trauma and harms associated with the open-air drug trade in the Tenderloin by:
  1. Driving community dialogue to inform strategy and to clarify language and goals,
  2. Cultivating a community-led response through block-based groups, and
  3. Advocating for the creation of a Citywide task force.
- Dedicated staff to help support and build the capacity of five existing Block Groups to engage with neighbors on sidewalks to build relationships and community-based solutions.
- Developed a rating system to assess capacity levels of Block Groups to guide level and type of support from TLCBD.
- Took on lead role in "Four Corner Friday" events, a neighborhood-wide activation during the afternoon on the first Fridays of the month.
- Supported the Safer Inside Demonstration Project at Glide in August 2018 as part of ongoing advocacy to bring a safe injection site to the Tenderloin.
- Recognized as 2019 Comeback Neighborhood of the Year by the Neighborhood Empowerment Network.

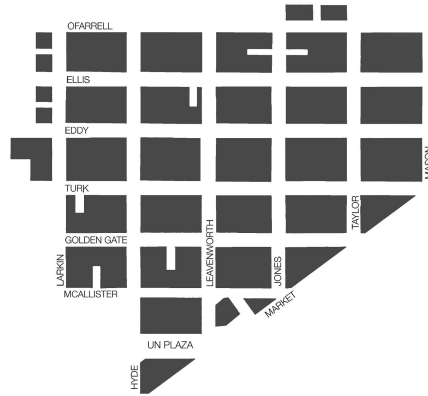
## **CAMERA PROGRAM**

- The Tenderloin Camera Network fulfilled 352 requests for after-incident video footage to support the justice system - including the Police, District Attorney and Public Defender, plus victims of crime, and safety incidents - in the prosecution and defense of criminal suspects in the neighborhood
- Continued the rapid expansion of the Tenderloin Camera Network using a new \$750,000 grant from the Silicon Valley Community Foundation.
- As of the end of the Fiscal Year, the Tenderloin Camera Network included:
  - 10 installation sites
  - 53 multi-sensor cameras
  - 123 total camera views



*“There’s still work to do. Despite our successes, the District faces unacceptable levels of crime, traffic safety, and wellness disparity. TLCBD is leading a block-based approach to address health and safety in the Tenderloin.”*

- Simon Bertrang, TLCBD Executive Director



### **TLCBD BOARD OF DIRECTORS (FY19)**

Pratibha Tekkey (President) | Tenderloin Housing Clinic  
Ross Stackhouse (Vice-President) | Tidewater Capital  
Lowell Caulder, (Treasurer) | Studio Dental  
Frank Manchen, (Secretary) | Hilton Hotel  
Toby Shorts | Curry Senior Center  
Satish Patel | BMS Hotels  
Susie McKinnon | Cova Hotel  
James Neal | Property Owner  
Charles Deffarges | SF Bicycle Coalition  
Paula Fleisher | UCSF  
Christian Agulles | PAE Consulting Engineers  
Rene Colorado, Jr. | Les Ros, Lapats, Esan Thai  
Curtis Bradford | Resident  
Christy Shirilla | Resident  
Peter Stevens | Resident

### **TLCBD STAFF (FY19)**

Simon Bertrang, Executive Director  
Fernando Pujals, Director of Communications & Clean Engagement  
Shayna Yasuhara, Communications Coordinator  
Kate Robinson, Director of Safe Programs & Neighborhood Pride  
Greg Moore, Safe Passage Senior Program Manager  
JaLil Turner, Safe Passage Program Manager  
Lorraine Lewis, Director of Business Planning & Administration  
Phoet Tak, Project Manager