



# Community Benefit District Annual Reports

FY 2021-2022

- Noe Valley CBD
- Castro CBD
- Discover Polk CBD



# Legislative Overview

Community Benefit Districts (CBDs) / Business Improvement Districts (BIDs) are governed by:

- State law
  - “1994 Act”
- Local law
  - “Article 15”

# Review Process

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

## Basic Information

CBD Name	Type	Management Plan Assessment Budget	FY21-22 Assessment Roll Submission	Year(s) Formed and Renewed	Expires
<b>Noe Valley CBD</b>	Property-based	\$255,000	\$248,541.48	2005, 2020	2035
<b>Castro CBD</b>	Property-based	\$819,403.41	\$819,039.92	2005, 2020	2035
<b>Discover Polk CBD</b>	Property-based	\$622,784.00	\$635,983.00	2018	2029

# Benchmarks

OEWD's staff reviewed the following budget related benchmarks for each CBD/BID:

- **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 the CBD met its non-assessment revenue source requirement.
- **Benchmark 3** - Whether the variance between the budget amounts for each service category was within 10 percentage points from the fiscal 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.

## Noe Valley - Benchmarks

Benchmark	Question	Was This Met in FY2022?
<b>Benchmark 1</b>	Variance between management plan budget and fiscal year budget is $X < 10\%$ ?	Yes
<b>Benchmark 2</b>	Non-assessment revenue is $X \geq 5\%$	Yes
<b>Benchmark 3</b>	Variance between fiscal year budget and fiscal year actuals is $X < 10\%$	Yes
<b>Benchmark 4</b>	Were carryforward funds indicated from current fiscal year to the next fiscal and were projects designated to be spent on?	No

# Noe Valley- Findings and Recommendations (Part 1 of 2)

## *Missed Benchmarks (Benchmark 1)*

- Noe Valley CBD missed Benchmark 4 which requires the CBD to detail its carryforward amount and its planned spenddown plan. The CBD's financial statements does indicate the amount of money it has in reserves, but does not provide a spenddown plan. State code specifically calls for both parameters to be in the annual report.
  - **Recommendation:** OEWD will review guidelines with the CBD and remind them of their obligation to include this in their annual report. OEWD will also review the carryforward amount with the executive director and understand the CBD's spenddown plan. Should this oversight occur again, OEWD may make additional recommendations or take additional action.

# Noe Valley- Findings and Recommendations (Part 2 of 2)

- **Service Delivery:** The Noe Valley Management Plan calls for 65% of the budget to be spent on Public Rights of Way and Sidewalk Operations, including sidewalk cleaning, sweeping litter, debris and refuse; sidewalk pressure washing; graffiti removal; and greenscape management covering watering and weeding tree wells, providing gardens, benches, planter boxes, hanging flower baskets and parklets.
  - The CBD was awarded \$115,000 in grants from OEWD and Supervisor Mandelman to activate Noe Valley Town Square. Although events in the Noe Valley Town Square were largely suspended due to the pandemic, the CBD continues to activate the public space and see people utilizing the space.
- **Connected Worker App:** The CBD is not part of the Connected Worker App, also known as Integrated 311. Based on the size and scope of the CBD's services this makes operational sense for them.
- **Surveillance Technology:** The CBD does not employ surveillance technology and is in compliance with OEWD's memo regarding this technology.
- **Compliance:** There were no reported violations to OEWD of the Brown Act or CA Public Records Act

## Castro - Benchmarks

Benchmark	Question	Was This Met in FY2022?
<b>Benchmark 1</b>	Variance between management plan budget and fiscal year budget is $X < 10\%$ ?	Yes
<b>Benchmark 2</b>	Non-assessment revenue is $X \geq 5.41\%$	Yes
<b>Benchmark 3</b>	Variance between fiscal year budget and fiscal year actuals is $X < 10\%$	Yes
<b>Benchmark 4</b>	Were carryforward funds indicated from current fiscal year to the next fiscal and were projects designated to be spent on?	Yes

# Castro CBD - Findings and Recommendations

- **Service Delivery:** The CBD has a strong focus on cleanliness. 73% of their assessment dollars went to providing cleaning services within their service area.
  - The Castro CBD is also responsible for implementing various programs apart from special assessment funding, including Castro Cares and addressing storefront vacancies within its service zone. Castro Cares deploys community ambassadors seven days a week to provide outreach and referral to the most vulnerable. It also helps merchants resolve street level challenges, provides hospitality and wayfinding services, and helps deter negative street behavior.
- **Connected Worker App:** Castro CBD is not part of the Connected Worker App. Based on the size and scope of the CBD's cleaning program it may make sense for them to engage in conversations about joining this pilot.
- **Surveillance Technology:** The CBD does not employ surveillance technology.
- **Compliance:** There were no reported violations to OEWD of the Brown Act or CA Public Records Act.

# Discover Polk - Benchmarks

Benchmark	Question	Was This Met in FY2022?
<b>Benchmark 1</b>	Variance between management plan budget and fiscal year budget is $X < 10\%$ ?	Yes
<b>Benchmark 2</b>	Non-assessment revenue is $X \geq 3.36\%$	Yes
<b>Benchmark 3</b>	Variance between fiscal year budget and fiscal year actuals is $X < 10\%$	No
<b>Benchmark 4</b>	Were carryforward funds indicated from current fiscal year to the next fiscal and were projects designated to be spent on?	Yes

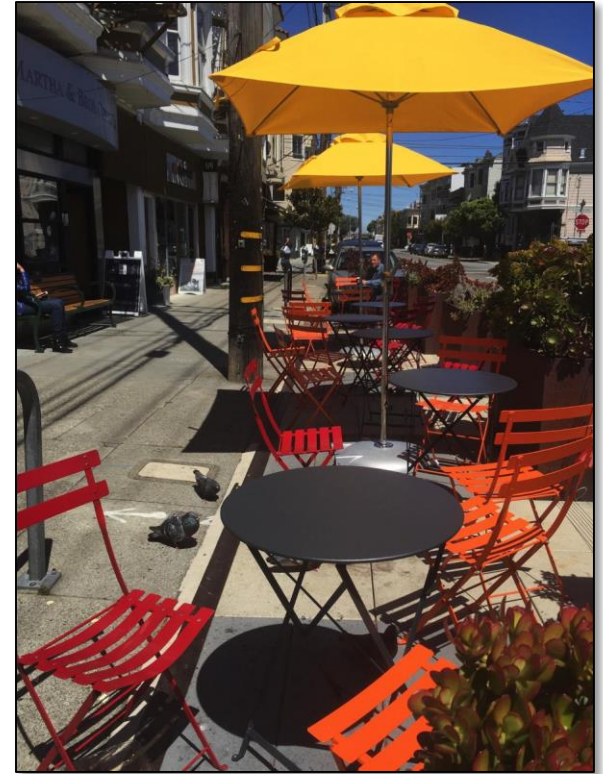
# Discover Polk- Findings and Recommendations (Part 1 of 2)

## *Missed Benchmarks (Benchmark 3)*

- Discover Polk CBD missed Benchmark 3 by overbudgeting by 3.17% above the allowable 10 percentage points for the District Coordinator, Administration & Reserve operations.
- OEWD reviewed the CBD's management plan and engineer's report approved on August 2, 2018 (File #180621). According to the Management Plan, District Coordinator and Administration services are apportioned to all by lot size and the parcels, so the parcels continued to receive special benefit.
- **It is in OEWD's opinion that these actions did not adversely impact special benefits conferred on parcels within the CBD.**

# Discover Polk- Findings and Recommendations (Part 2 of 2)

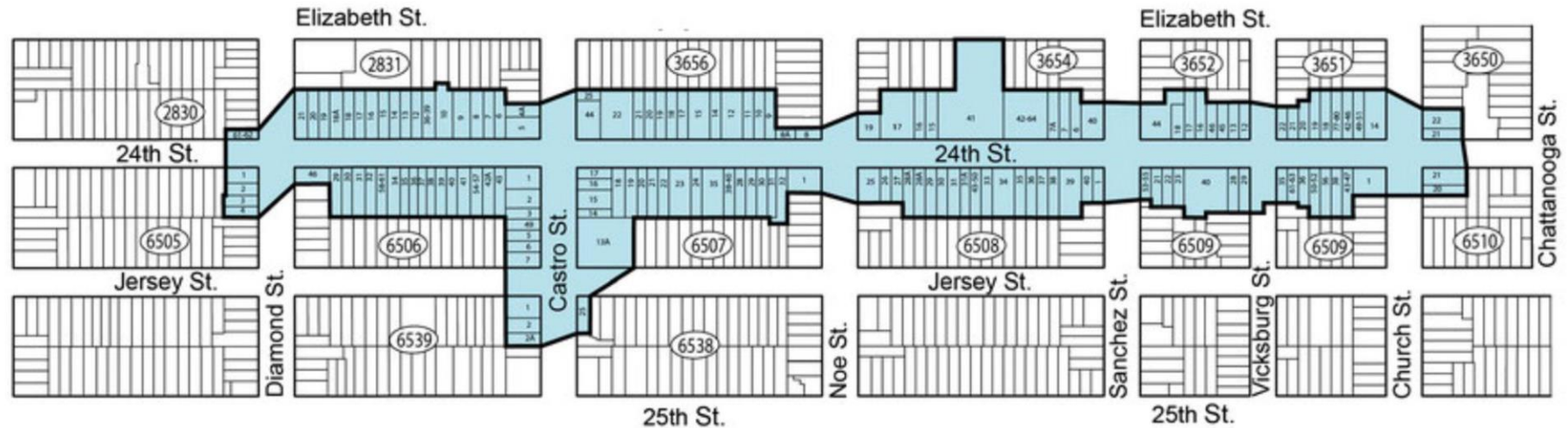
- **Service Delivery:** During this review period, the DPCBD focused on recovery efforts for the district following the pandemic. The CBD devoted their time and resources toward streetscape improvements and small-scale outdoor community events, as well as supporting property owners, merchants, and residents to address the impacts of the lockdown.
  - DPCBD has excelled at partnering with community stakeholders and numerous municipal agencies for the activation and improvement of public spaces.
  - DPCBD launched a district-wide music festival “Pickin’ on the Polk” that was free to the public and took place on the Easter Weekend inside several local businesses and along a small street closure in the district. The CBD plans to make this an annual event moving forward within the district and continue to find ways to activate the corridor.
- **Compliance:** There were no reported violations to OEWD of the Brown Act or CA Public Records Act



Noe Valley Association  
A Community Benefit District  
[noevalleyassociation.org](http://noevalleyassociation.org)

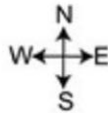
The Noe Valley Association - we clean, green and improve public space in the 24th Street commercial corridor.

# Noe Valley CBD Area Map



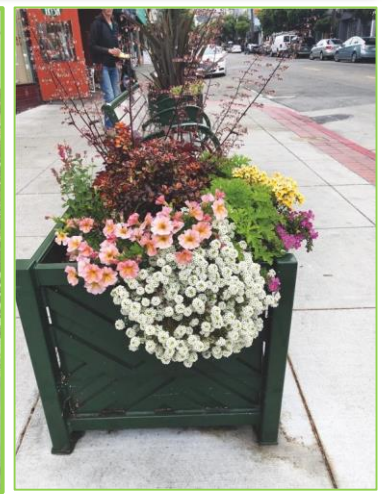
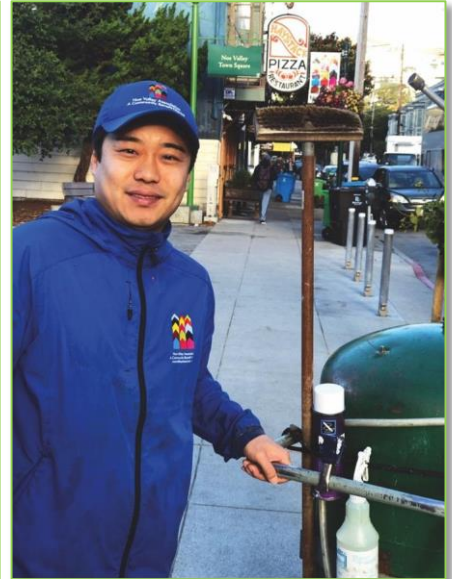
## LEGEND

- CBD Boundary
- Lot Boundary
- Block Number
- Lot Number



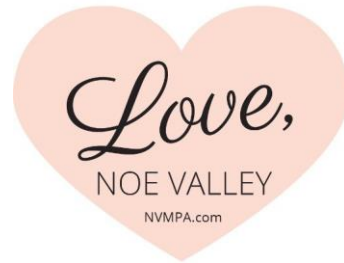
# Noe Valley Association – Clean & Green

The NVA provides two full-time street porters and a part-time gardener.



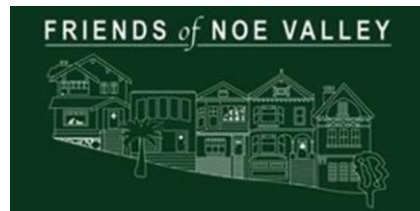
Noe Valley Association  
A Community Benefit District  
[noevalleyassociation.org](http://noevalleyassociation.org)

# NVA Partner Organizations



Noe Valley Merchants & Professionals Association

<http://www.noevalleymerchants.com>

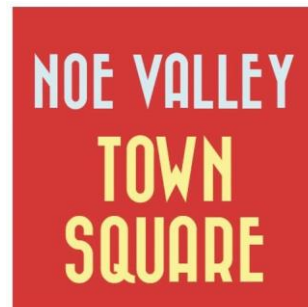


Friends of Noe Valley

<http://friendsofnoevalley.com>



Noe Valley Association  
A Community Benefit District  
[noevalleyassociation.org](http://noevalleyassociation.org)



Noe Valley Town Square

<http://noevalleytownsquare.com>

Grants

NVA as Fiscal Agent for the  
Noe Valley Town Square



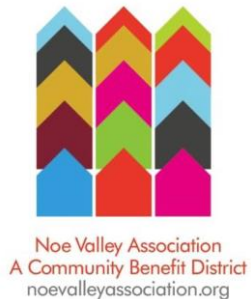
# Day to Day Operations FYE 2022



Removal of **199** bulky trash items, furniture, mattresses, tree limbs, etc.



Removal of **536** graffiti marks, stickers, etc.



**9** monthly sidewalk steam cleanings, March – November



# Day to Day Operations FYE 2022



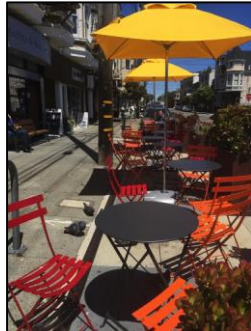
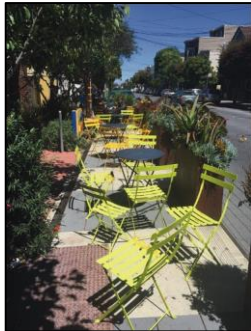
**200** tree wells weeded and watered  
by NVA gardener



**27** Planters/sidewalk gardens replanted,  
watered and maintained



Noe Valley Association  
A Community Benefit District  
[noevalleyassociation.org](http://noevalleyassociation.org)

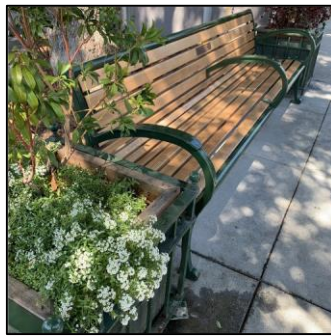


**84** Chairs and tables maintained in  
both public parklets on 24th Street  
**2** Public parklets maintained year-round  
with flowers/plants

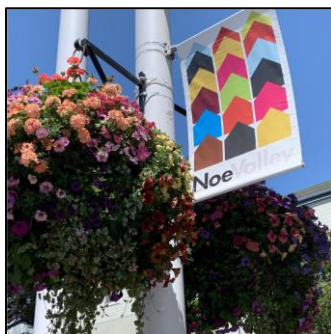
# Day to Day Operations FYE 2022



**4** Bigbelly garbage receptacles installed and maintained



Maintenance of **26** community benches and **20** bike racks



**23** flower baskets hung every six months



Thank You.

[www.noevalleyassociation.org](http://www.noevalleyassociation.org)



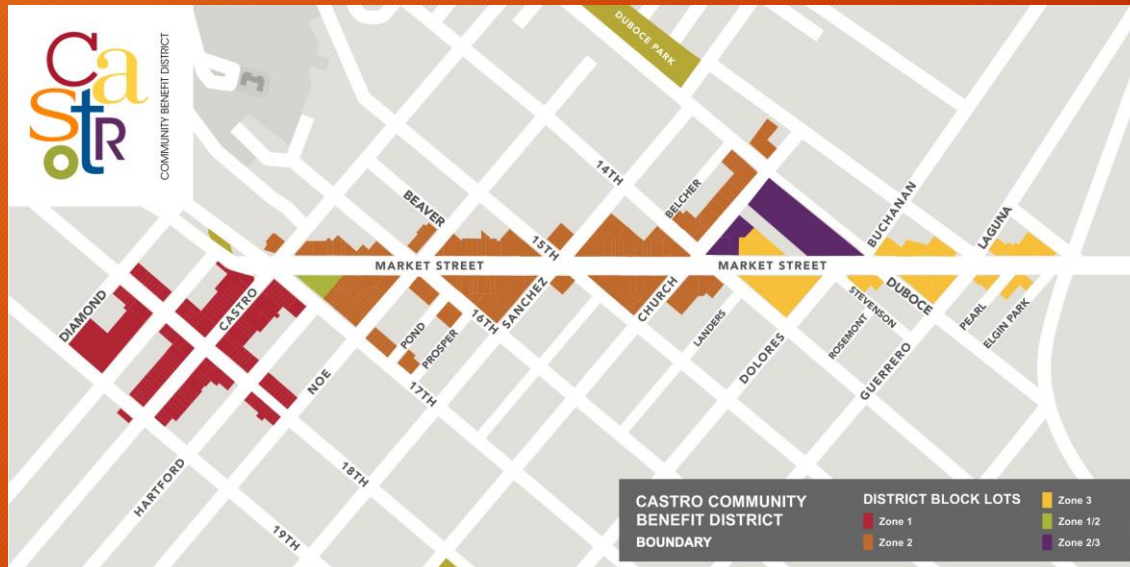
Noe Valley Association  
A Community Benefit District  
[noevalleyassociation.org](http://noevalleyassociation.org)

# Castro Community Benefit District July 2021 - June 2022

San Francisco Board of Supervisors Government & Oversight  
Committee



# DISTRICT MAP



# Priorities For The Castro CBD

- Removing Trash/Litter/Hazardous Waste and Hazardous Materials from Sidewalks and Curb Line
- Steam Cleaning Sidewalks
- Graffiti Removal
- Removing Overflow from City Trashcans
- Homeless Outreach & Collaboration with City Services
- Beautification
- Commercial Vacancy Reduction
- Advocacy

# Cleaning Services



# CLEANING UP IN FY 2021-22

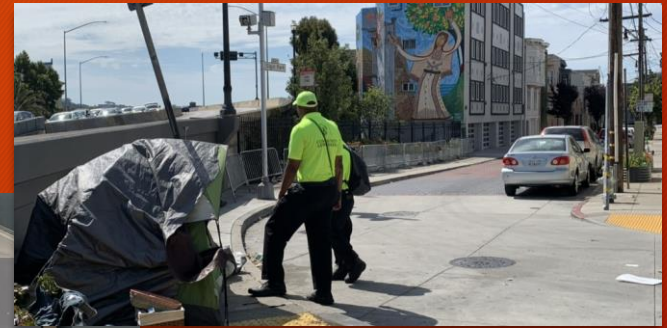
TRASH	109,260 pounds of trash removed
GRAFFITI	9,353 incidences of graffiti abated
NEEDLES	3,267 dirty/hazardous needles collected
CARDBOARD	21,232 yards of flattened cardboard
HUMAN FECES	11,845 incidences human feces removed

# Homeless Outreach

## Quick Local Response and Relationship Building

- Positive Presence Felt Throughout Neighborhood:  
Assisted F-Line Operator
- 6 Months in 2022
  - Engaged with unhoused 904 times
  - 602 Wellness Checks
  - Administered Narcan 7 times

# Community Ambassadors At Work



# BEAUTIFICATION



# BEAUTIFICATION



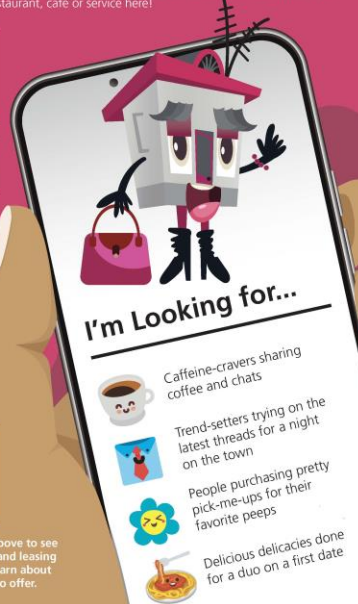
# I'M AVAILABLE CAMPAIGN

## I'm Available

Want to be a part of the Castro? With high walkability, easy public transit access, a magnet for the LGBTQ community and their allies locally and internationally, the Castro is one of the hottest districts in SF to open a new business. Find a home for your new store, restaurant, cafe or service here!



Use the QR code above to see a list of vacancies and leasing information and learn about all the Castro has to offer.

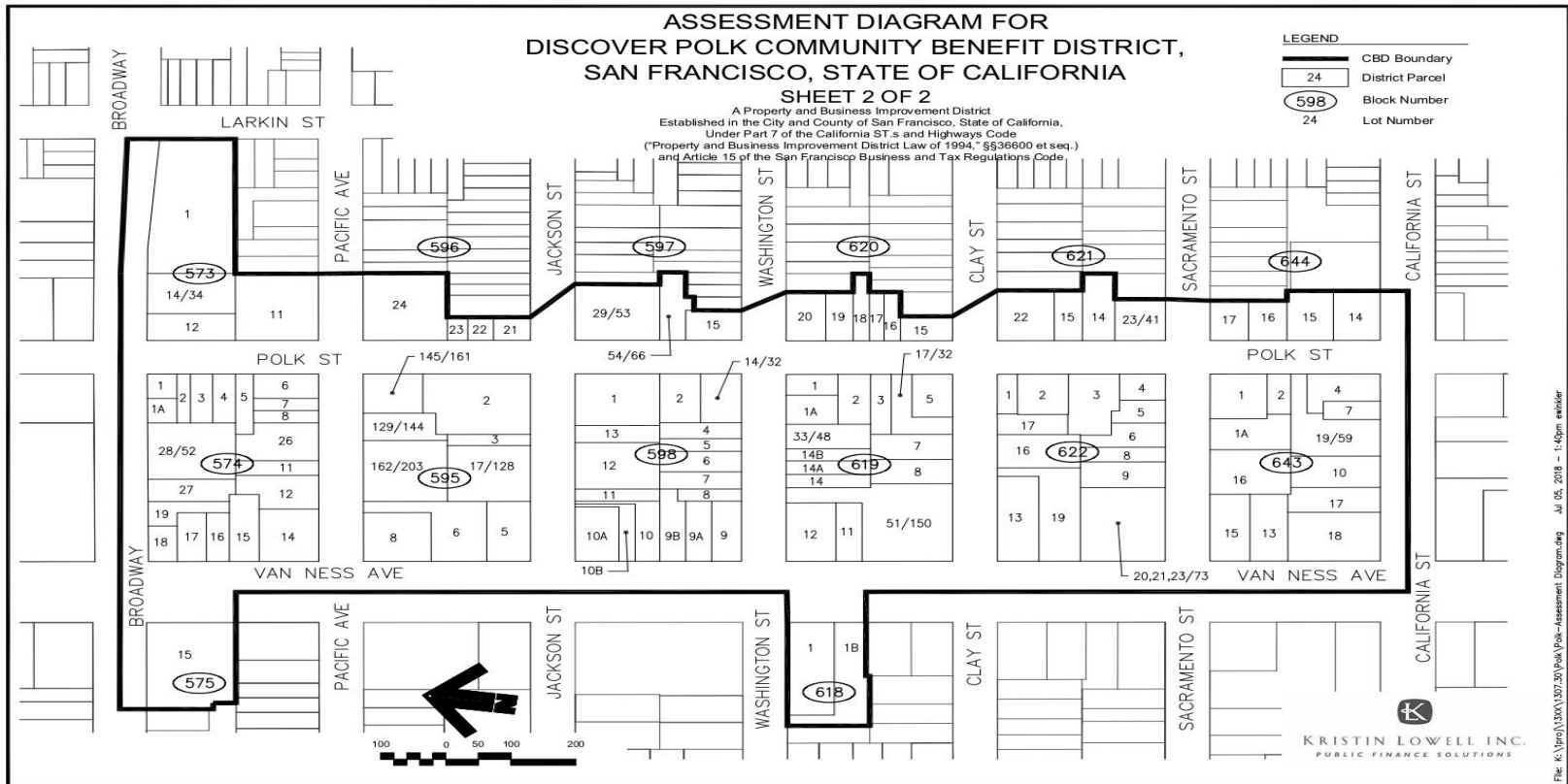


THANK YOU!

## Annual Report Highlights – FY 21/22



# District Map - 535 total parcels



# Executive Summary

- During FY21-22 Discover Polk CBD focused its resources on two well-defined objectives, helping the community weather the impacts of the COVID-lockdown and adapting to the new realities of the “post-acute” phase of the pandemic.
  - From July 1<sup>st</sup> to approximately December 31<sup>st</sup> , DPCBD devoted its time and resources toward streetscape improvements and small-scale, outdoor community events, as well as supporting property owners, merchants, and residents to address the impacts of lockdown.
  - From approximately January 31<sup>st</sup> to June 30<sup>th</sup> 2022, DPCBD saw a return to more “normal” behaviors and community activity. On the positive side, this meant the return of visitors to our streets, customers, and in person gatherings – most notably the launch of our yearly district-wide music festival, Pickin’ on the Polk. On the negative, Covid-related street cleanliness and public safety issues persisted.

## Neighborhood Cleanliness

- FY21-22 continued to see higher levels homelessness activity. As customer and residents returned to the streets, however, the overall cleanliness of the streets saw noticeable improvement.
- The StreetPlus team consistently accomplished their cleaning, graffiti abatement, and steam cleaning/power washing goals.
- Three of our five big belly trash cans were destroyed by an arsonist, but DPCBD swiftly replaced them with new cans.


Month	Animal Feces	Graffiti removed	Needles (# needles removed)	Sidewalk Sweeping	Pressure Washing- block faces cleaned
21-Jul	77	49	10	826	0
21-Aug	13	18	14	135	0
21-Sep	94	57	35	1906	28
21-Oct	27	31	14	574	86
21-Nov	77	77	11	722	64
21-Dec	110	24	17	1117	69
22-Jan	139	247	13	1404	47
22-Feb	157	13	7	969	38
22-Mar	106	10	2	687	50
22-Apr	142	27	14	1051	27
22-May	43	46	0	329	46
22-Jun	100	42	7	936	42
Total	1085	641	144	10656	497



## Statement of Operations (Actual vs. Budget)

for the fiscal year ended June 30, 2022

	Actual	Budget	Variance Positive/(Negative)
<b>REVENUE AND SUPPORT</b>			
Assessments	635,983	696,640	(60,657)
Fundraising/In-Kind	69,355	33,295	36,060
Interest Income	0	0	0
<b>TOTAL REVENUE AND SUPPORT</b>	<b>705,338</b>	<b>729,935</b>	<b>(24,597)</b>
<b>EXPENSES</b>			
Clean & Safe Program	426,313	497,462	71,149
Beautification & Placemaking	125,709	224,276	98,567
Marketing, Business Support, Etc	137,526	63,953	(73,574)
Administration & Reserve	59,472	68,756	9,284
<b>TOTAL EXPENSES</b>	<b>749,020</b>	<b>854,446</b>	<b>105,426</b>
Change in Net Assets	-43,682	-124,511	80,829
Prior Year Net Assets (Carryover)	806,367	806,367	0
<b>TOTAL NET ASSETS</b>	<b>762,685</b>	<b>681,856</b>	<b>80,829</b>



## Statement of Financial Position

As of 06/30/2022

### ASSETS

Cash and Cash Equivalents	755,042
Assessment and Other Receivables	36,909
Prepaid Expenses	4,200
Equipment, net	6,879
<b>TOTAL ASSETS</b>	<b>803,030</b>

### LIABILITIES & NET ASSETS

#### LIABILITIES

Accounts Payable	40,344
<b>TOTAL LIABILITIES</b>	<b>40,344</b>

#### NET ASSETS

Without Donor Restrictions	762,685
With Donor Restrictions	
<b>TOTAL NET ASSETS (CARRYOVER)</b>	<b>762,685</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>803,030</b>

## **Financial Notes**

### Budget Vs Management Variance

- Revenues and expenses followed very closely to plan for the fiscal year. Assessment revenues were lower than expected due to the COVID crisis but were offset by lower-than-expected expenses and higher than expected fundraising efforts.

### Expense

- Overall expenses for the fiscal year are under budget by \$105,426.

### Clean & Safe

- Clean & Safe expenses are significantly under the budget by \$71,149 due to understaffing issues at StreetPlus mostly related to the COVID crisis.

### Beautification & Placemaking

- Beautification & Placemaking expenses are \$98,567 lower than budgeted. The Discover Polk CBD Board of Directors made a conscientious decision to reserve Beautification & Placemaking expenses until FY22/23 to mitigate any budget deficits that might arise, specifically on collection assessments, due to Covid.

### Marketing & Business Support

- Marketing & Business Support expenses are \$73,574 over the budgeted plan due to expenses incurred around our first annual Pickin' on the Polk music festival.

#### Admin & Reserve

- Admin & Reserve expenses are \$9,284 under the budgeted plan due to hiring of a social media management service later in the fiscal year than anticipated.

#### Carryover Status

- DPCBD has a carryover of \$762,685.

#### Other Notable Items

- DPCBD continued to proceed with fiscal caution throughout the COVID crisis due to uncertainty on the impact of the pandemic on assessment revenues. Thankfully, the crisis did not impact assessment revenues significantly. The Board of Directors and Executive Management team plan to allocate more of the reserve funds toward meeting the district's objectives in FY2022-2023.

# Conclusion

2021/2022 was another year of cautious fiscal management as the impacts of the pandemic dragged on further than had been expected. We were extremely fortunate that our assessments came in at (or very near to) budget. We managed to stay within budget while keeping ample reserves due to COVID related risks. As the City recovers more fully from the pandemic, Discover Polk CBD will actively spend down its reserves – prudently - to increase the vibrancy, safety, and cleanliness of the neighborhood.