

Annual  
Report  
2012-2013

**History. Culture.  
Government.  
It all happens  
in Civic Center.**

# History. Culture. Government. It all happens in Civic Center.



The San Francisco Civic Center neighborhood is the center of government and culture in San Francisco and is visited by thousands of people every day:

- **Patrons of the arts and cultural institutions;**
- **Tourists and visitors from around the world;**
- **Members of the public participating in local, state and federal government;**
- **Employees of those institutions and other office workers, and,**
- **Increasingly, residents as more residential housing continues to be constructed and approved.**

The Civic Center itself is a Historic District, the most extensive and complete Beaux Arts ensemble in North America and the most magnificent complex of buildings in San Francisco. Events that have transpired in Civic Center Plaza and on the steps of City Hall have a rich history of political action and community involvement.

The Civic Center serves as the ceremonial and functional center of San Francisco's City Government as well as a regional center for state and federal governmental agencies and a major center for employment. Its role as the premiere regional performing arts district for the entire San Francisco Bay Area merits a high level of management and coordination.

Civic Center Plaza itself is a site of both planned and unplanned activities that need to be coordinated with the institutions around it. The district's growing residential population has special needs that must be coordinated with the other needs of the district.

The Civic Center Community Benefit District (CCCBD) started its second year of operations on July 1, 2012, with a goal to build on our strengths from the first year, improve and evaluate existing programs, and embark in new programming areas set out in the management plan. This report summarizes those activities.

## Administration and Governance

### Board Election and Strategic Planning Session

Following a nomination and election process outlined in the Management Plan, the newly elected board of directors and officers assumed their duties on July 1, 2012.

The board embarked on a half-day strategic plan session in late July 2012. The goal of the strategic planning session was to educate and update newly elected members, evaluate goals and committee structures, and develop short-term and long-term goals for each committee and initiative.

During the planning session, the board decided to revamp the

committee structure into the following categories:

- **Executive Committee**
- **Finance Committee**
- **Services Committee**
- **Capital Improvements and Planning Committee**
- **External Affairs Committee**
- **Safety Committee**

### Financial Audit

The CCCBD entered into an agreement with PKF Accountants to provide accounting, auditing and tax preparation services. The audit process included an evaluation of all income and expenses, all missing parcel assessments and all expenditures. The audit was submitted to the Mayor's Office of Economic and Workforce Development in August.

### CCCBD Contracts with Third Parties

#### Services Contract

The CCCBD is in the second year of its contract with MJM Management to provide cleaning and safety services. The CCCBD started services on February 1, 2012. We expanded the contract in August 2012 to allow for seven-day safety services.

#### Accountants

The CCCBD entered into an agreement with PKF Accountants to provide accounting, auditing and tax preparation services for the 2012-2013 year.

#### Office Space for CCCBD

The CBD is in the space it has occupied since December 1, 2012, at 234 Van Ness Avenue, Suite 1, San Francisco, CA 94102.

# Administration and Governance

The annual operating budget for the year July 1, 2012 to June 30, 2013 was \$721,610.82. The proposed service plan budget was developed based on the priorities that the stakeholders expressed through the surveys and Steering Committee meetings. All improvements and activities are allowed under the 1994 California Property and Business Improvement Act. The CCCBD will have the financial reports audited by PKF Accountants.

Income Categories	2012-2013 Budget	Actual	Variance
Assessments	\$714,466.82	\$708,899.26	\$(5,567.56)
Donations/Grants	\$7,144.00	\$4,254.23	\$(2,889.77)
Interest	\$0.00	\$297.59	\$297.59
Other/Contingency/Carry-Over	\$0.00	\$0.00	\$0.00
<b>TOTALS:</b>	<b>\$721,610.82</b>	<b>\$713,451.08</b>	<b>\$(8,159.74)</b>

Expense Categories	2012-2013 Budget	Actual	Variance
<b>Staff</b> Salary, Taxes, workers compensation, benefits,	\$94,466.82	\$78,821.10	\$(15,645.72)
<b>Administration</b>			
Rent		\$9,750.00	
Office Expenses		\$4,306.06	
Insurance		\$5,399.00	
Equipment		\$5,061.64	
Legal & Accounting		\$6,552.52	
Printing		\$1,275.91	
Other		\$2,171.77	
Subtotal: Administration	\$50,000.00	\$32,345.13	\$(17,654.87)
<b>Safety Program</b>			
Ambassadors	\$300,000.00	\$295,075.30	\$(4,924.70)
Night Ambassadors	\$90,000.00	\$84,306.00	\$(5,694.00)
<b>Cleaning Program and On-Call Graffiti Removal</b>			
	\$130,000.00	\$125,970.00	\$(4,030.00)
<b>Beautification</b>			
	\$25,000.00	\$5,000.00	\$(20,000.00)
<b>Activation of Public Places</b>			
	\$25,000.00	\$5,000.00	\$(20,000.00)
<b>Non assessment funds</b>			
	\$7,144.00	\$0.00	\$(7,144.00)
<b>EXPENSE TOTALS:</b>	<b>\$721,610.82</b>	<b>\$628,689.30</b>	<b>\$(92,921.52)</b>

## Statement of Financial Position as of June 30, 2013

### Current Assets

Cash .....\$436,166.03  
 Prepaid Expenses ..... \$(750)  
 Furniture, fixtures and equipment, net ..... \$1,990

**Total assets .....\$437,406.63**

### Liabilities and Equity

Unrestricted net assets ..... \$342,644.86  
 Net Income ..... \$94,761.77

**Total liabilities and equity.....\$437,406.63**

In August 2012, the CCCBD board voted to expand its daytime ambassador services to seven days a week. Previously, the schedule for daytime services was Tuesday through Saturdays. The board voted to increase the contact with MJM Management.

The number of requests coming into the CBD Dispatch Center for cleaning, graffiti and removal of illegally dumped items has increased as the public has become more aware of the CBD and its services.

## Community Service

### Ambassadors

The team of Community Service Ambassadors (CSAs) assist the public with information and direct them to destinations within the area, made possible by training on local geography, area venues and businesses, transportation systems, and other useful information. The CSAs are goodwill ambassadors who assist the public in navigating the district with a welcoming and informed presence.

The ambassadors have also developed close ties with the many social services that are available in the City such as Project Homeless Connect, the HOT Team, sobering centers, shelters, and places to obtain meals and clothing. Everyday, the ambassadors make referrals to these agencies.

### Nighttime Ambassadors

The nighttime ambassadors have been very popular with the patrons of the many Civic Center area events. They assist people with directions to the transit stations, parking lots and other needs.

The contract with MJM Management provides for 200 service nights a year, as per the Management Plan. CCCBD staff created the schedule in order to evenly spread the nights throughout each quarter. For example, there were fewer activities in August, than in December during the holidays.

## Cleaning Teams and Graffiti

### Abatement

The Clean Teams work seven days a week and respond to maintenance calls to remove graffiti, wash down the sidewalk or pick up an accumulation of debris on the sidewalk. They are aided by calls by the

CBD staff to the Department of Public Works (DPW) to coordinate delivery of the services that the City of San Francisco provides. They also carry special containers for the collection of discarded needles and other hazardous items, such as pet waste.

## Beautification and Activation Programs

### SOMA Community Garden

The SOMA Community Garden project is a collaboration between the CCCBD and the property owners on 12th Street to revitalize the area through a community green-space that weaves nature, beauty, and communal activities. The proposed project will encompass the dead-end of Stevenson Street at 12th, and create a community garden for the area.

The CCCBD Board of Directors has endorsed this project and has instructed staff to work with the property owners as a nonprofit partner in order to initiate the process to beautify and activate the area. The CBD's goal is to beautify and activate an area of the district that uses up a great deal of the safety and cleaning services.

### Civic Center Lighting Study

The Safety Committee conducted a lighting survey to determine lighting levels in different blocks of the district, as it pertains to pedestrian safety and people's perceptions. While street lighting in the area is fairly uniform, trees and other factors, such as the amount of lighting on exteriors of buildings, can affect the amount of light at the pedestrian level.

## Community Lighting Grant Program

As a way to incentivize property owners to increase outdoor lighting on their properties, the Safety Committee created the Community Lighting Grants Program. Property owners in the Civic Center Community Benefit District (CCCBD) area may apply for a grant of up to \$1,000 to pay for the addition of outdoor lighting.

The goal is to increase pedestrian level lighting in the Civic Center to create a warmer and more inviting pedestrian experience, and enhance safety. The lighting can be for any side of the property if it fronts on a publicly accessible alley or street.

# Service Accomplishments and Results

Month	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Totals	Monthly Average
<b>Safety &amp; Security Services</b>														
<b>Emergency Services</b>														
Ambulance	5	0	1	2	2	0	1	2	8	0	1	2	24	2
Fire	1	5	1	1	3	0	0	1	0	0	2	0	14	1
Police	19	2	7	8	3	1	2	4	5	2	5	2	60	5
<b>Quality of Life Crimes</b>														
Aggressive Panhandling	23	28	31	48	31	41	32	35	28	40	53	49	439	37
Sleeping/Camping/Trespassing	392	518	908	964	1,059	1,136	845	741	782	816	847	667	9,675	806
Drunk and Disorderly	184	175	167	305	128	112	133	114	100	62	116	48	1,644	137
Illegal Vendors	3	3	9	15	4	2	3	8	5	8	9	12	81	7
Suspicion of Drug Deal	14	8	16	12	13	3	15	19	18	20	21	17	176	15
<b>Quality of Life Issues</b>														
Mentally Disturbed	10	28	24	18	22	15	19	21	32	19	39	22	269	22
Indecent Exposure	3	1	3	2	0	0	1	3	8	12	10	10	53	4
Social Services Referrals	9	14	4	13	16	20	5	22	20	8	14	10	155	13
(HOT TEAM)	1	1	2	0	0	0	0	2	0	0	0	0	6	1
(MAP)	8	2	1	3	1	2	2	4	0	0	0	0	23	2
<b>General Neighborhood Issues</b>														
Demonstration	4	1	1	2	2	0	3	2	12	9	11	3	50	4
Noise Complaint	3	0	0	3	0	0	0	1	2	2	16	9	36	3
Safety Hazard	77	18	8	31	1	21	36	78	40	49	60	44	463	39
Construction	2	5	4	6	1	2	0	0	1	8	2	7	38	3
<b>Total Safety &amp; Security Services</b>	<b>758</b>	<b>809</b>	<b>1,187</b>	<b>1,433</b>	<b>1,286</b>	<b>1,355</b>	<b>1,097</b>	<b>1,057</b>	<b>1,061</b>	<b>1,055</b>	<b>1,206</b>	<b>902</b>	<b>10,043</b>	<b>1,101</b>
<b>Visitor/Merchant Services</b>														
Meet & Greet with Merchants/Residents	78	95	133	212	167	100	115	168	450	650	616	631	3,415	285
Assist Merchants	78	49	20	30	73	83	65	147	78	79	61	104	867	72
Directions	130	204	176	180	134	86	73	59	50	69	59	49	1,269	106
<b>Total Visitor/Merchant Services</b>	<b>286</b>	<b>348</b>	<b>329</b>	<b>422</b>	<b>374</b>	<b>269</b>	<b>253</b>	<b>374</b>	<b>578</b>	<b>798</b>	<b>736</b>	<b>784</b>	<b>3,233</b>	<b>463</b>
<b>Cleaning/Maintenance Services</b>														
<b>Litter and Trash Removal</b>														
Overflowing Trashcan Topped	7	3	7	6	5	8	2	1	1	1	3	5	49	4
Shopping Cart Removal	15	28	24	21	12	5	5	3	7	2	3	3	128	11
Illegal Dumping Reported/Dispatched/Clean-Up	243	46	22	337	22	9	18	121	14	3	9	2	846	71
<b>Graffiti Issues</b>														
Removed Sticker/Flyer	33	46	17	52	75	34	14	21	12	20	71	10	405	34
Graffiti Sighting/Removal	155	312	106	84	88	88	107	106	94	35	44	50	1,269	106
<b>Request for CBD Services</b>														
Painting Request Completed	0	1	0	0	1	1	2	8	0	0	1	1	15	1
Scrub Request Completed	124	232	240	283	270	324	286	255	237	221	187	126	2,785	232
Steam Cleaning Request Comp.	0	0	0	0	0	0	0	0	0	19	0	19	38	3
Sweep Request Completed	203	184	163	231	505	445	452	269	350	391	307	335	3,835	320
<b>Total Cleaning/Maintenance Services</b>	<b>780</b>	<b>852</b>	<b>579</b>	<b>1,014</b>	<b>978</b>	<b>914</b>	<b>886</b>	<b>784</b>	<b>715</b>	<b>692</b>	<b>625</b>	<b>551</b>	<b>7,502</b>	<b>781</b>
<b>Overall Totals</b>	<b>1,824</b>	<b>2,009</b>	<b>2,095</b>	<b>2,869</b>	<b>2,638</b>	<b>2,538</b>	<b>2,236</b>	<b>2,215</b>	<b>2,354</b>	<b>2,545</b>	<b>2,567</b>	<b>2,237</b>	<b>20,778</b>	<b>2,344</b>
<b>Non-Classified Activities</b>														
Cardboard	16	1	3	11	70	87	81	64	76	70	45	28	552	46
311	31	48	29	26	28	17	34	17	14	10	24	10	288	24
Shoplifting	3	0	1	3	2	3	0	0	1	2	2	3	20	2
Needles Sighting/Removal	68	47	69	56	24	38	12	28	28	79	40	51	540	45
Non-emergency	31	2	7	7	26	38	14	33	8	26	15	7	214	18
Other	1	4	6	7	72	54	50	41	35	48	60	38	416	35
Trash Liners	0	1	0	0	0	0	0	1	0	0	1	0	3	0
<b>Total Non-Classified Activities</b>	<b>150</b>	<b>103</b>	<b>115</b>	<b>110</b>	<b>222</b>	<b>237</b>	<b>191</b>	<b>184</b>	<b>162</b>	<b>235</b>	<b>187</b>	<b>137</b>	<b>1,474</b>	<b>169</b>
<b>GRAND TOTALS</b>	<b>1,974</b>	<b>2,112</b>	<b>2,210</b>	<b>2,979</b>	<b>2,860</b>	<b>2,775</b>	<b>2,427</b>	<b>2,399</b>	<b>2,516</b>	<b>2,780</b>	<b>2,754</b>	<b>2,374</b>	<b>22,252</b>	<b>2,513</b>

The CCCBD's executive director and various board members have met regularly with various members of the community—property owners, residents, merchants, community organizations—as well as city departments, and regional organizations.

## Annual Outreach Community Meeting

The CBD combined its Annual Meeting with a Community Mixer and Reception for Supervisor London Breed on March 11, 2013. The staff of the Warm Memorial donated the Green Room and the event was attended by close to 100 people.

As part of the evening, the CBD released its mid-year report, provided light refreshments and held a get-to-know-you Q&A session with Supervisor Breed. The CBD also provided free community tables to local organizations such as the Hayes Valley Neighborhood Association, the Please Touch Community Garden, and the EpicenterSF Arts Calendar.

## CBD Safety Survey

This CBD Safety Committee created and distributed an online safety survey. We asked property owners, business owners, employees, residents and visitors to tell us about their safety concerns and priorities. The results helped identify hot spots and problem issues, such as lighting.

## Public Safety Advocacy

In addition to working with the local police stations, the CBD staff and committees have been working with several initiatives with the District Attorney's Office.

These initiatives include the illegal recycling scavenging and collection activity that happens in the Civic Center area every evening. It also includes working with the neighborhood district attorney with troubling hotspots in the Civic Center.

## Parking Inventory for Employees and Patrons

In consultation with representatives of the major arts groups in the area, the CBD initiated meetings with the SFMTA regarding parking conditions in the Civic Center.

These meetings resulted in guarantees of improvements to both the Performing Arts Garage and the Civic Center parking garage. The CBD also alerted the MTA to the fact that a lot of the small surface parking lots in the area are disappearing due to development.

## Civic Center BART Station Safety

The External Affairs Committee, working with interested parties from all major arts and cultural groups in the area, held two meetings with representatives from BART to discuss the Civic Center Station. Patrons of the arts groups have indicated that they feel uncomfortable and unsafe using the Civic Center BART station and also walking to and from the station on Grove Street.

The first meeting involved over 40 people including representatives from BART, the City departments of real estate and public works, CBDs in Central Market, Civic Center and Tenderloin/North of Market area, as well as representatives from all the major arts groups.

## Development Proposals

Through its Capital Improvements and Planning Committee, the CBD has met with various property development companies seeking our approval and support for their projects. Some of these projects include the redevelopment of 100 Van Ness Ave., the SFJAZZ entertainment license, and a new development at 101 Polk St. Advocacy efforts have included testimony at planning commission meetings and other public venues, as well as writing endorsement letters.

## Business Outreach

CBD staff met with potential or new business owners who are coming into the Civic Center area. Our ambassador teams met with building security and business owners and informed them about the CBD and its services.

## Stakeholders

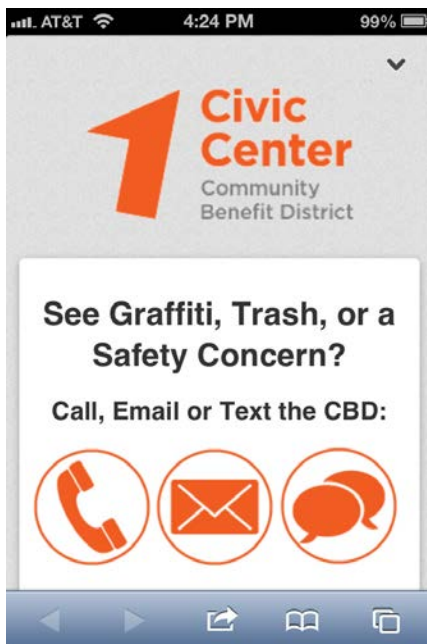
In addition to the various committees, CCCBD staff and board members also worked with important stakeholders:

- Supervisor Jane Kim and staff
- Supervisor London Breed and staff
- Mayor's Office of Economic and Workforce Development
- Central Market Partnership
- Community Justice Center
- CBD/BID Consortium of San Francisco
- Hayes Valley Neighborhood Association
- Market/Van Ness Neighborhood Association
- Recreation and Parks Staff
- San Francisco Police Department
- Office of the District Attorney

## CCCBD Website

The CCCBD continues to update and refine its website, [sfciviccenter.org](http://sfciviccenter.org), with information about the CBD, its meeting times, agendas, notices and minutes. Visitors can see the daily schedule of services, report incidents, and learn more about the CBD. We have also created and expanded our site to highlight new programming enacted over the past year, such as the lighting grants program.

## CCCBD Mobile App



The CCCBD updated a mobile version of its website so that people can access CCCBD information, its services, and events on a mobile device such as an iPhone. It also allows people, from the main screen, to send a service request or address concerns via text message or email to the CCCBD Dispatch Center. One can also take pictures and attach them to the messages.

## Social Media

The CCCBD has expanded its Facebook page and Twitter feed to enhance communication

streams with the public. The CBD was selected by the Twitter community partners program to be the recipient of free marketing assistance to help develop a Twitter audience.

[facebook.com/sfciviccenter](https://facebook.com/sfciviccenter)  
[twitter.com/civiccenter](https://twitter.com/civiccenter)

## CCCBD E-Newsletter

The CCCBD established an electronic version of its newsletter that is emailed twice a month. Each issue highlights upcoming CBD and community meetings, and announces major news. We also highlight a topic that might be of interest. Anyone may subscribe through our website or Facebook page.

## CCCBD Brochures

The CCCBD brochure was updated with new service hours and social media information. It has been mailed to all property owners and given out to merchants and security personnel at properties throughout the neighborhood.

## CBD Calling Cards

The calling cards were updated to include a QR code (Quick Response Code) that mobile users can scan to go directly to the CCCBD mobile app.

## Partnerships

### EpicenterSF Arts Calendar

Epicenter-SF is a community calendar and directory website for San Francisco's Central Market, Civic Center and Tenderloin neighborhoods. The site project is brought to the community through the collaboration of three neighborhood benefit districts – Central Market, Civic Center,

and North of Market-Tenderloin, and the San Francisco Arts Commission and the Mayor's Office of Economic and Workforce Development.

## Central Market Partnership

In January 2010, the Office of Economic & Workforce Development launched this public-private initiative to revitalize San Francisco's Central Market district which includes Market Street between 5th Street and Van Ness Avenue and surrounding areas including parts of the Tenderloin and South of Market.

## San Francisco Travel Partnership Program

The SF Travel Community Partnership Grant Program provides training, information and resources to the CBD to promote the district and our services. The CBD's executive director, Donald Savoie, also serves on SF Travel's Community Engagement Council, which is tasked with ensuring that SF Travel's neighborhood outreach efforts are aligned with the mission of the organization and to identify and take advantage of opportunities to expand the benefits of tourism to San Francisco's diverse neighborhoods.

## CBD Consortium

The purpose of the CBD Consortium is to:

- **Serve as a collective voice for the interests of CBD/BID/TIDs in San Francisco and their constituents**
- **Serve as a professional development mechanism for CBD/BID/TIDs in San Francisco**
- **Encourage collaboration and coordination among CBD/BID/TIDs**



## Civic Center Community Benefit District

234 Van Ness Avenue, Suite 1  
San Francisco, CA 94102

Phone: (415) 626-1819  
Fax: (415) 626-4029  
[info@sfciviccenter.org](mailto:info@sfciviccenter.org)

## 2012-2013 Board of Directors

Chair  
**Bill Whitfield**  
Shorenstein Realty Services

Treasurer  
**John Updike**  
San Francisco Real Estate

**Jerry Bernstein**  
Lighthouse for the Blind

**Mary Conde**  
Another Planet Entertainment

**Jim Haas**  
Neighborhood Advocate

**Darius Kayhan**  
Dept. of Public Works

**Nan Keeton**  
San Francisco Symphony

**Roberto Lombardi**  
San Francisco Public Library

Vice Chair  
**Anthony Boas**  
San Francisco Honda

Secretary  
**Jennifer Norris**  
San Francisco War Memorial

**James McCrea**  
State of California

**Janan New**  
San Francisco Apartment  
Association

**Sam Smith**  
San Francisco Conservatory of  
Music

**Patricia Unterman**  
Hayes Street Grill

**Tim Vrabel**  
Emerald Fund

## CBD Dispatch for Services

For non-emergency cleaning and ambassador services, please call (415) 781-4700, or email [dispatch@sfciviccenter.org](mailto:dispatch@sfciviccenter.org)

### Emergency services:

Call 9-1-1.

Learn more about Civic Center CBD programs and services at:

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

## Civic Center CBD Committees

Standing: Executive, Finance, Capital Improvements and Planning, External Affairs, Services, Safety

## Civic Center CBD Staff

**Donald W. Savoie**  
Executive Director

## Special Thanks!

The Civic Center CBD would like to thank the following for their support of the CBD and its programs:

**MJM Management**  
Services provider for the Civic Center CBD

**Emerald Fund and Transwestern**  
Staff space for ambassadors and clean team

**Dowling | Duncan**  
Design and identity work for the Civic Center CBD

**West Coast Property Management**  
Discounted office space for the CBD office

**San Francisco Ballet**  
Photo for CCCBD street pole banners

**Joel Puliatti**  
Photos of the San Francisco War Memorial and Performing Arts Center