

**Annual Report**  
2014-2015

**History. Culture. Government.**

**It all happens in Civic Center.**

**The oldest new neighborhood in the City.**

**Current Multi-unit Housing, Projects in Process, and Proposed Housing**

Left column, from top:  
1554 Market, 150 Van Ness,  
100 Van Ness

Middle column, from top:  
77 Van Ness, Fox Plaza,  
The Argenta, 101 Polk

Right column, from top:  
One Oak, NEMA, Honda site,  
Van Ness and Grove

## Overview

The Civic Center Community Benefit District (CBD) started its fourth year of operations with several safety and cleaning programs solidly in place as the neighborhood continues to transform. This report summarizes those activities.

## Neighborhood in Transition

The Civic Center CBD's board members and executive director continue to work in partnership with private developers and City Departments as the Civic Center neighborhood experiences historic growth and changes over the next five years. Some of those changes will include:

- Ⓞ New residential buildings housing thousands;
- Ⓞ New state-of-the art playgrounds in Civic Center Plaza;
- Ⓞ San Francisco School District to build new School for the Arts on Van Ness;
- Ⓞ Van Ness Bus Rapid Transit to transform the boulevard;
- Ⓞ Civic Center Public Realm Plan to steer growth and renovation of public spaces.

## Election of New Officers

Following a nomination and election process outlined in the Management Plan, the board elected officers who assumed their duties on July 1, 2014. They are:

**Chair - Bill Whitfield**  
Shorenstein Realty Services

**Vice Chair - Tim Vrabel**  
The Emerald Fund

**Treasurer - John Updike**  
San Francisco Real Estate

**Secretary - Jennifer Norris**  
San Francisco War Memorial

In July 2015, we added Ruth Nott, from the San Francisco Opera, as a fifth member to the executive committee as a second vice chair.

## Civic Center CBD Committees

- Ⓞ Executive - Bill Whitfield, Chair
- Ⓞ Finance - John Updike, Chair
- Ⓞ Capital Improvements & Planning - Jim Haas, Chair
- Ⓞ External Affairs - Sam Smith, Chair
- Ⓞ Services - Mary Conde and Tim Vrabel, Co-Chairs

## Board Succession Planning

The board created a nominating committee to look at the current roster of the board and who will be retiring at the end of June 2016. We are looking at expanding the board's reach in both the arts community and the residential community.

## CBD Financial Report and Contingency Fund

The fiscal year began on July 1, 2014. At the end of June 30, 2015, the CBD had a carry-over from its first three years of assessments. This carryover is used as a contingency fund to ensure that the CBD has cash flow and can operate until it receives its assessments in January 2015.

Our year-end figures indicate that we have currently, before the audit, a carry-over into FY 2016, of \$340,064.52. The staff of the Mayor's Office of Economic and Workforce Development has requested that we "spend down" our surplus funds in an organized approach over the next few years, which is why we have a negative Net Income.

## Contracts with Third Parties

### Services Contract

The Civic Center CBD is in the fourth, and last year, of its initial contract with MJM Management Group (MJMMG) to provide cleaning and safety services. The original contract was for two-years, with two (2) one-year options to extend, which the CBD chose to do.

We expanded the contract in August 2012 to allow for seven-day safety services. During the 2014-2015 year, we added support for a 10b officer position in partnership with the Central Market CBD. In summer 2015, we tested a pilot program with a greeter that worked near the elevators of the Civic Center Garage.

We have put together a sub-committee and an open call RFQ to begin the process of creating a new services contract to begin February 1, 2016.

### Accountants

The CCCBD entered into an agreement with PKF Accountants to provide accounting, auditing and tax preparation services for the 2014-2015 year. They have conducted all our previous audits.

### 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.

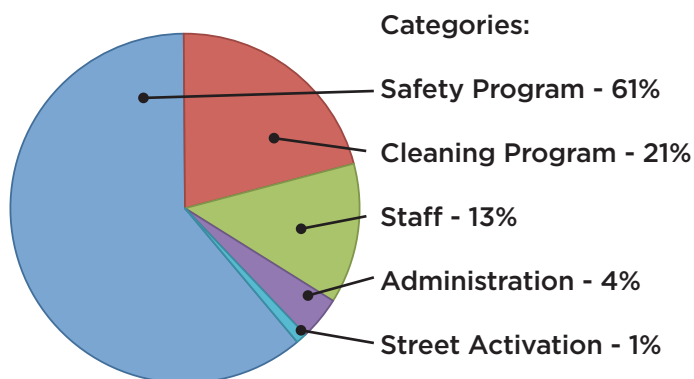
The annual operating budget for the year July 1, 2014 to June 30, 2015 was \$740,271.86, which is based on the total of the assessed properties in the district. The proposed service plan budget was developed based on the priorities that the stakeholders expressed through the surveys and Steering Committee meetings. All improvements and activities are allowed under the 1994 California Property and Business Improvement Act. These numbers are preliminary and the CCCBD will have the financial reports audited by PKF Accountants.

## Statement of Profit and Loss July 1, 2014 through June 30, 2015

Income Categories	Actual
Assessments	\$527,691.72
Donations/Grants - EpicenterSF	\$9,000.00
Interest	\$271.88
Misc. Income	\$679.70
<b>INCOME TOTALS:</b>	<b>\$538,643.30</b>

Expense Categories	Actual
Staff - Salary, Taxes, Insurance	\$87,601.83
<b>Administration</b>	
Rent	\$9,000.00
Insurance	\$3,546.00
Equipment	\$1,917.79
Legal & Accounting	\$5,711.00
Postage	\$204.62
Printing	\$684.47
Supplies	\$1,679.12
Telephone, Telecommunications	\$867.97
Advertising	\$2,383.26
Memberships, Subscriptions	\$774.00
Other	\$1,415.30
Subtotal: Administration	<b>\$28,183.53</b>
<b>Safety Program</b>	
Ambassadors	\$309,870.20
Night Ambassadors	\$88,533.06
<b>Cleaning &amp; Graffiti Removal</b>	<b>\$132,286.06</b>
Subtotal: Safety and Cleaning	<b>\$530,689.32</b>
<b>Street Activation</b>	<b>\$6,625.00</b>
<b>Accounting Adjustment</b>	<b>\$1,000.00</b>
<b>EXPENSE TOTALS:</b>	<b>654,099.67</b>
<b>NET INCOME (Covered w/Contingency)*</b>	<b>(\$115,456.37)</b>

## CBD Expense Categories by Percentage



## CBD Assets/Liabilities on June 30, 2015

### Current Assets

Checking Account.....	\$10,974.07
Savings Account .....	\$327,849.85

### Fixed Assets

Furniture, fixtures and equipment, net .....	\$1,900.60
Other Assets & Deposits.....	\$(750.00)

**Total assets ..... \$340,064.52**

### Liabilities and Equity

Unrestricted Net Assets.....	\$455,520.89
Net Income .....	-\$115,456.37
<b>Total Equity.....</b>	<b>\$340,064.52</b>
<b>Total Liabilities and Equity .....</b>	<b>\$340,064.52</b>

\* These figures indicate that we have currently, before the audit, a carry-over into FY 2016, of \$340,064.52. The staff of the Mayor's Office of Economic and Workforce Development has requested that we "spend down" our surplus funds in an organized approach over the next few years, which is why we have a negative Net Income.



## Enhanced Safety Services Implemented

### Increase in Construction Brings Increase in Assessments Revenue

The CBD's board members and executive director continued to provide, in conjunction with our provider, MJMMG, the daily safety and cleaning services that have been popular since our inception:

- Ⓞ 7-day-a-week cleaning and graffiti abatement;
- Ⓞ Daytime community ambassadors, and;
- Ⓞ Nighttime ambassadors that welcome arts patrons and new residents.

Due to increased assessments revenue generated by new construction, the CBD was able to add services this past year that proved to be beneficial as well.

### SF Police 10b Program

The Civic Center CBD partnered with the Central-Market CBD to employ an off-duty police officer to work in our districts part-time through the SFPD's 10b program.

The officers work with the CCCBD Ambassadors and the CMCBD Community Guides to primarily address quality of life issues within the neighborhood and within the purview of SFPD, such as issuing citations for drinking, trespassing, permit violations, littering, and pedestrian safety infractions.

### Civic Center Greeter

In June 2015, the CBD started an experiment to see if we could impact safety, both real and perceived, by adding one nighttime ambassador dedicated to the entrance and elevator area of the Civic Center Parking Garage.

Over the past year, the arts organizations have received complaints from patrons saying they feel unsafe when they walk back to their cars at night because of aggressive panhandling and the lack of other people in the area. The group feels that this is affecting people's willingness to park in the garage and it impacts traffic flow parking and congestion on busy nights as people circle the blocks looking for parking. After two months, the CBD will evaluate the program.

## Beautification and Activation

The CBD's board members and executive director built upon the past successes of the holiday concerts to establish new ways to activate.

### Holiday Concerts and Activation

The CBD presented again its holiday musical event, "Holiday Fanfare," on the weekends in December 2014. Spearheaded by the External Affairs Committee, "Holiday Lights and Fanfare" was a series of performances meant to activate neighborhood streets and bring holiday cheer to the residents and the thousands of visitors and arts patrons.

Performances featured the San Francisco Conservatory of Music Brass Quintet at various outdoor locations and times on the weekends in December. Each performance was meant to highlight cultural assets in the neighborhood, from the historic War Memorial Opera House, to the new SFJazz Center.

### Summer Concert Series

The CBD is partnering with People in Plazas, MJMMG, and the Recreation and Parks Dept. to present a new summer concert series, for Civic Center Plaza. The lunchtime concerts will be every Wednesday from noon to 1:00 pm. starting in July 2015 and continuing through to the end of October.

## Advocacy and Community Outreach

### Board of Directors Present Civic Star Awards

The Civic Center CBD held its 2015 Annual Meeting on June 25, 2015, at 100 Van Ness Avenue. As part of the meeting, the CBD board presented the second annual "Civic Star Awards."

Civic Star Award recipients are distinguished members in our community identified by the CCCBD Community Ambassadors for their contributions to improving the image, safety, beautification, and cleanliness of our neighborhood. (continued)

As representatives of the residents, merchants, employees, property owners and visitors to our area, the CBD board thanked them for their outstanding citizenship this year.

The 2015 recipients of the Civic Star Awards received a crystal trophy and the appreciation of the community:

- 🕒 **Every Day Connect**
- 🕒 **Steven Kwong, property manager**

## Coalition Impacts Parking, Transit and Pedestrian Safety

A group of interested parties organized by SFMTA and the Civic Center Community Benefit District has been meeting quarterly in an effort to improve the patron experience in the around the SF Performing Arts Center, as it relates to parking and traffic. We have conducted site surveys and consulted with representatives with knowledge about parking, taxi, traffic, garages, arts organizations, evening ambassadors and city administrators.

On most evenings, those without a performance at Bill Graham Civic Auditorium, the Civic Center Garage has many available parking spaces and the Performing Arts Garage has few if any spaces. This causes traffic jams, pedestrian hazards and frustration for all even those merely trying to drive past the performing arts buildings on Franklin.

## Better Market Street Project

The Better Market Street Project is an initiative between city agencies and community partners to improve and enhance one of the oldest streets in San Francisco. The Better Market Street Project is an opportunity for the City to collect and analyze comments on how to improve and reinvigorate this public realm. The Civic Center CBD is represented on the Citizens Advisory Council by board member Jim Haas and executive director Donald Savoie.

## Van Ness Avenue Bus Rapid Transit (BRT)

The Van Ness Avenue Bus Rapid Transit (BRT) is a signature project of the SFCTA's Prop K transportation sales tax program. The project calls for dedicated bus lanes separated from traffic from Lombard to Mission streets which will be used by Muni's 49 and 47 lines and Golden Gate Transit. The dedicated lanes will flank center landscaped

medians along Van Ness Avenue. All door boarding, elimination of most left turns, transit signal priority, and traffic signal optimization will help reduce bus travel time on the corridor by as much as 33 percent.

## Partnering with Community Stakeholders

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

- 🕒 **Supervisor Jane Kim and staff**
- 🕒 **Supervisor London Breed and staff**
- 🕒 **Mayor's Office of Economic and Workforce Development**
- 🕒 **Central Market Partnership**
- 🕒 **CBD/BID Consortium of San Francisco**
- 🕒 **San Francisco Ballet**
- 🕒 **San Francisco Opera**
- 🕒 **San Francisco Symphony**
- 🕒 **San Francisco Conservatory of Music**
- 🕒 **Hayes Valley Neighborhood Association**
- 🕒 **Recreation and Parks Staff**
- 🕒 **San Francisco Police Department**
- 🕒 **San Francisco Travel**

## Website - [sfciviccenter.org](http://sfciviccenter.org)

The CCCBD continues to update and expand its website, [sfciviccenter.org](http://sfciviccenter.org), with information about the CBD, resources, demographics, an enhanced calendar, and deeper integration with social media.

## Social Media

We have been successful in promoting the CBD, its programs and services through direct contact via Facebook, Twitter and Instagram. We also automatically post news on sites that propel our articles to the top of search engines, such as Google+, LinkedIn, and Tumblr.

 [www.facebook.com/sfciviccenter](http://www.facebook.com/sfciviccenter)

 [www.twitter.com/civiccenter](http://www.twitter.com/civiccenter)

 [www.instagram.com/sfciviccenter](http://www.instagram.com/sfciviccenter)

 [plus.google.com/+SFCivicCenterorg](http://plus.google.com/+SFCivicCenterorg)

 [www.linkedin.com/company/civic-center-community-benefit-district](http://www.linkedin.com/company/civic-center-community-benefit-district)

 <http://sfciviccenter.tumblr.com/>

# Service Accomplishments and Results



Month	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Totals	Monthly Average
<b>Safety &amp; Security Services</b>														
Emergency Services														
Ambulance	3	0	5	5	0	0	0	0	3	4	0	2	22	2
Fire	0	0	0	0	0	0	1	1	0	0	0	0	2	0
Police	35	42	51	51	10	11	22	22	22	35	48	45	394	33
Quality of Life Crimes														
Aggressive Panhandling	21	37	52	73	39	19	41	20	62	140	88	47	639	53
Sleeping/Camping/Trespassing	227	270	428	452	418	702	659	421	731	591	595	959	6,453	538
Drunk and Disorderly	28	19	91	41	26	40	54	71	76	93	68	28	635	53
Illegal Vendors	16	7	114	13	5	12	7	14	19	20	20	15	262	22
Suspicion of Drug Deal	19	8	5	8	5	1	20	1	2	4	14	115	202	17
Quality of Life Issues														
Mentally Disturbed	11	17	55	8	4	9	17	28	7	22	4	8	190	16
Indecent Exposure	33	15	1	0	0	0	1	1	4	3	1	1	60	5
Social Services Referrals (HOT TEAM)	5	6	13	11	4	8	12	17	4	9	2	5	96	8
(MAP)	2	3	15	10	0	0	4	5	4	10	10	10	73	6
(MAP)	0	0	7	0	0	0	0	0	0	0	0	0	7	1
General Neighborhood Issues														
Demonstration	1	3	5	3	10	6	1	1	2	7	10	2	51	4
Noise Complaint	0	1	4	5	0	0	7	0	0	0	10	7	34	3
Safety Hazard	7	10	15	1	2	4	14	5	3	3	0	25	89	7
Construction	4	5	5	9	12	6	3	7	2	5	7	7	72	6
<b>Total Safety &amp; Security Services</b>	<b>412</b>	<b>339</b>	<b>866</b>	<b>690</b>	<b>535</b>	<b>818</b>	<b>863</b>	<b>614</b>	<b>941</b>	<b>946</b>	<b>877</b>	<b>1,276</b>	<b>9,177</b>	<b>765</b>
<b>Visitor/Merchant Services</b>														
Meet & Greet with Merchants/Residents	428	455	611	540	59	168	302	103	541	631	405	275	4,518	377
(Calls) Assist Merchants	12	11	125	218	15	46	51	100	102	95	59	65	899	75
Directions	40	48	348	99	68	102	73	44	235	303	134	119	1,613	134
<b>Total Visitor/Merchant Services</b>	<b>480</b>	<b>514</b>	<b>1,084</b>	<b>857</b>	<b>142</b>	<b>316</b>	<b>426</b>	<b>247</b>	<b>878</b>	<b>1,029</b>	<b>598</b>	<b>459</b>	<b>7,030</b>	<b>586</b>
<b>Cleaning/Maintenance Services</b>														
Litter and Trash Removal														
Overflowing Trashcan Topped	4	7	10	11	2	4	8	2	3	2	5	10	68	6
Shopping Cart Removal	2	3	2	2	20	17	13	33	5	4	5	5	111	9
Illegal Dumping Reported/Dispatched/Clean-Up	16	31	84	331	82	126	22	133	205	274	197	276	1,777	148
Graffiti Issues														
Removed Sticker/Flyer	5	23	41	41	24	54	59	57	57	23	17	16	417	35
Graffiti Sighting/Removal	141	126	355	236	256	216	185	200	254	150	140	165	2,424	202
Request for CBD Services														
Painting Request Completed	25	28	35	42	0	0	51	200	254	150	140	165	1,090	91
Scrub Request Completed	109	154	30	572	123	145	189	499	919	1,200	824	1,287	6,051	504
Steam Cleaning Request Comp.	2	5	3	4	0	0	4	5	5	0	5	3	36	3
Sweep Request Completed	166	193	214	182	148	211	229	246	248	578	204	401	3,020	252
<b>Total Cleaning/Maint. Services</b>	<b>470</b>	<b>325</b>	<b>774</b>	<b>1,421</b>	<b>655</b>	<b>773</b>	<b>760</b>	<b>1,375</b>	<b>1,950</b>	<b>2,381</b>	<b>1,537</b>	<b>2,328</b>	<b>14,749</b>	<b>1,229</b>
<b>Overall Totals</b>	<b>1,362</b>	<b>1,178</b>	<b>2,724</b>	<b>2,968</b>	<b>1,332</b>	<b>1,907</b>	<b>2,049</b>	<b>2,236</b>	<b>3,769</b>	<b>4,356</b>	<b>3,012</b>	<b>4,063</b>	<b>30,956</b>	<b>2,580</b>
<b>Non-Classified Activities</b>														
Cardboard	44	29	32	183	65	75	46	106	129	268	187	288	1,452	121
311	164	105	118	93	7	34	57	55	53	48	17	15	766	64
Shoplifting	0	0	0	0	0	0	3	0	0	1	5	5	14	1
Needles Sighting/Removal	25	17	83	101	58	115	169	75	321	191	203	255	1,613	134
Non-emergency	22	14	11	97	5	6	55	22	22	46	25	20	345	29
Other	4	0	0	25	4	8	23	0	0	0	0	0	64	5
Trash Liners	0	0	0	6	0	0	1	0	0	0	0	5	12	1
<b>Total Non-Classified Activities</b>	<b>259</b>	<b>165</b>	<b>244</b>	<b>505</b>	<b>139</b>	<b>238</b>	<b>354</b>	<b>258</b>	<b>525</b>	<b>554</b>	<b>437</b>	<b>588</b>	<b>4,266</b>	<b>356</b>
<b>GRAND TOTALS</b>	<b>1,621</b>	<b>1,343</b>	<b>2,968</b>	<b>3,473</b>	<b>1,471</b>	<b>2,145</b>	<b>2,403</b>	<b>2,494</b>	<b>4,294</b>	<b>4,910</b>	<b>3,449</b>	<b>4,651</b>	<b>35,222</b>	<b>2,935</b>

Data compiled by MJMMG



**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)

# 2014-2015 Board of Directors

**Chair**

**Bill Whitfield**  
Shorenstein Realty Services

**Treasurer**

**John Updike**  
San Francisco Real Estate

**Sarah Ballard**  
Dept. of Recreation and Parks

**Anthony Boas**  
San Francisco Honda

**Mary Conde**  
Another Planet Entertainment

**Jim Haas**  
Resident/Neighborhood Advocate

**Roberto Lombardi**  
San Francisco Public Library

**Janan New**  
San Francisco Apartment Assoc.

**Past Chair**

**David Harrison**  
Patson Companies

**Vice Chair**

**Tim Vrabel**  
The Emerald Fund

**Secretary**

**Jennifer Norris**  
San Francisco War Memorial

**Katie Nicely**  
San Francisco Symphony

**Ruth Nott**  
San Francisco Opera

**Sam Smith**  
San Francisco Conservatory of Music

**Annette Turner**  
Judicial Council of California

**Patricia Unterman**  
Hayes Street Grill

**Ex-Officio**

**Donald W. Savoie**  
CBD Executive Director

## CBD Dispatch for Services

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

Learn more about Civic Center CBD programs and services at:

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

## Civic Center CBD Committees

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- Ⓞ Services - Mary Conde and Tim Vrabel, Co-Chairs

## Special Thanks!

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

**MJMMG**

- Ⓞ Services provider for the Civic Center CBD

**AAA Flag and Banner**

- Ⓞ Production and installation of street poll banners

**Mucho**

- Ⓞ 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