

GREEN BENEFIT  
DISTRICT



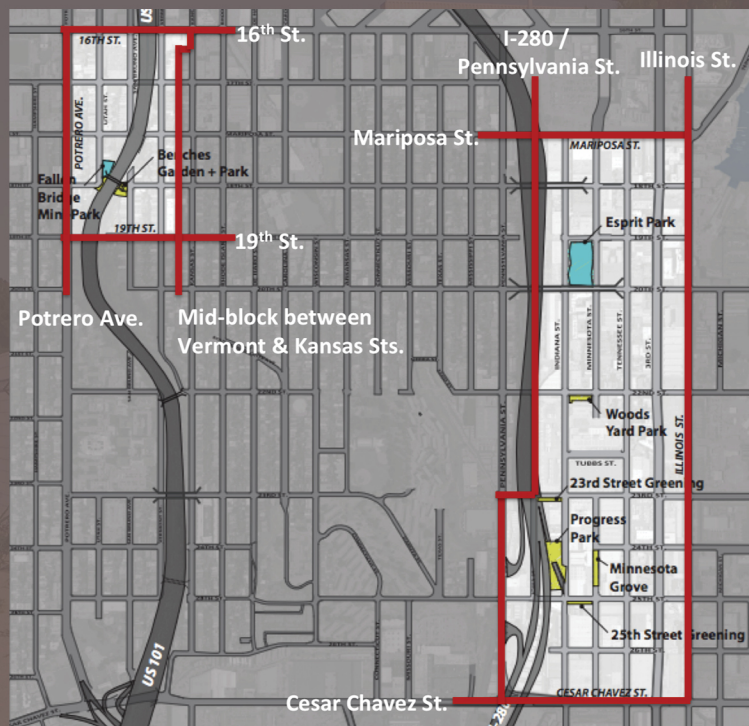
DOGPATCH &  
NW POTRERO HILL

# 15/16 ANNUAL REPORT

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







# WE ARE YOUR GBD



The GBD was created by Dogpatch and Potrero Hill neighbors to better focus the power and resources of City government through a local lens - the awareness and insights of neighborhood residents and business owners. There are currently 14 benefit districts across San Francisco, mostly in commercial districts like Union Square and Fisherman's Wharf. The Dogpatch & NW Potrero Hill Green Benefit District is the first to focus primarily on parks, greening and public realm improvements in a residential neighborhood. Neighborhoods all over San Francisco, and far beyond, are looking to this first GBD as a model for how to create, improve, and sustain the kind of communities we want to live in.

The GBD augments baseline City services like sidewalk cleaning, graffiti abatement and trash removal. We maintain, improve and expand community-created public green spaces and aid in maintenance of and improvements to Esprit Park (the district's sole Recreation & Parks Department-owned public park). The GBD adds street trees and sidewalk gardens. We advocate for pedestrian and bicycle route improvements and are taking a prominent role in negotiations with UCSF and other large private developers. We encourage and support neighborhood volunteerism to further enhance our public realm. The GBD helps insure that the needs of our district are being considered, addressed and funded.

**Area:** Approx 200 Acres / 70 blocks in 2 zones in Dogpatch & NW Potrero Hill

**Assessment Base:** 1402 Properties, 1150 owners. Initial assessments received January, 2016

**Chartered:** by the BOS in August, 2015

**Board of Directors:** First 13-member Board of Directors officially empaneled December, 2015 (6 Dogpatch Property Owners, 2 NW Potrero Hill Property Owners, 1 Dogpatch Tenant, 1 NW Potrero Hill Tenant, 3 Greenspace Advocates)

**Fiscal Year:** July 1, 2015 to June 30, 2016

FY 15/16 being the GBD's first year of operation, there were no changes in the boundaries or benefit zones.





## GBD Activities and Accomplishments

# 2015/16

### **Maintenance:**

- Issued RFPs for landscape and general maintenance contractors.
- Contracted with two local District 10 businesses to clean and maintain our parks and greenspaces and to clean sidewalks and remove graffiti and debris throughout the district.
- Provided initial landscape maintenance for GBD parks - pruning, mulching, planting, weed removal, graffiti removal, Picked up trash; removed graffiti; reported bulky items to 311

### **Capital:**

- Created the Jumpstarts program to identify, fund and execute park and sidewalk garden improvements for 8 district greenspaces including path and drainage repairs, lighting installation, and a major path reconstruction project at Esprit Park.

### **Accountability, Outreach & Advocacy**

- Built political and financial support for a Green Benefit District.
- Conducted a neighborhood survey and identified supportive areas in the district
- Defined likely GBD boundaries and identified properties within those boundaries
- Created a website
- Developed and approved a Management Plan
- Created the Green Vision Plan
- Managed the petition and ballot phases in the founding of the GBD
- Created an interim board of directors
- Wrote and approved bylaws
- Held first board of directors election

### **Operations**

- Had Articles of Incorporation approved
- Applied to the IRS for an EIN and was approved as a 501(c)(3)
- Determined an assessment method
- Applied for a received City vendor status
- Executed a Management Agreement with the City
- Hired legal consultants
- Conducted the search for and hired an Executive Director





# THE GBD PROVIDES:

## Cleaner sidewalks and public areas

Our crews are out 5 days a week, picking up litter and debris, removing graffiti and reporting unsafe and unsightly conditions.

## Care, upgrades and expansion of our unique, neighbor-created greenspaces

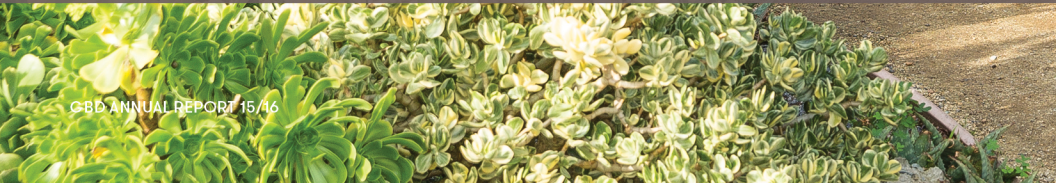
We've repaired pathways and retaining walls, added new plants and pruned trees. We've converted weed-and trash-strewn areas to public amenities. We've supported neighbor-led efforts to green alleys and verges and add sidewalk seating.

## Advocacy that emphasizes district needs to City departments and elected officials.

Neighborhoods in every compass direction are changing and new developments are popping up everywhere. Dogpatch and Potrero Hill are in the crosshairs of multiple City planning efforts. The GBD is working to make sure that our neighborhoods get their fair share of impact fees and other funding and that those funds are directed to projects our community supports.

# GBD Priorities For 2016/17

- **Greening and pedestrian safety upgrades to 22nd Street**, in partnership with Public Works.
- **Planning for upgrades to Woods Yard and the 22nd Street Caltrain station entrance.**
- **Protection & expansion of Minnesota Grove and the addition of sidewalks, lighting and crosswalks**, with the support of the Minnesota Street Arts Project and area residents and businesses.
- **Support for the next design phases of the Loop Project** which will convert 101 freeway verges around 17th Street into usable greenspaces.
- **Upgrades to parks throughout the district**, including Benches and Fallen Bridge on either side of 101 near 18th.
- **Development of a street tree planting and maintenance program.**
- **Upgrading our website** to improve communication between GBD stakeholders and community members and the GBD and its services.
- **Studying the probable impacts of sea level rise and climate change** on our district – subject to both drought and flooding – and looking for ways we can plan for and help mitigate the negative impacts.
- **Advocating on behalf of the Dogpatch and Potrero Hill** with UCSF, Pier70, the Planning Department, the Mayor's Office of Economic & Workforce Development, the Municipal Transportation Agency, the Recreation and Parks Department, Public Works, Caltrain, Caltrans, our elected officials and private sector businesses and individuals, making sure that district green spaces and public amenities are a priority in City planning and funding.
- **Leveraging GBD resources** to take advantage of impact fees, grant programs, City initiatives and other revenue sources to fund district priorities.





# GBD Board of Directors

# 2015-16

The GBD received its first assessments in late January of 2016, the month after its first board of directors was elected and empaneled. This first fiscal year ended five months later, in June. Much of this partial first year was spent in foundation work –establishing governing parameters, gaining legal tax status as a nonprofit, determining the conditions and needs of the district greenspaces. But, in the midst of these transitions, the board also found time to identify and execute 7 capital and maintenance projects and hire landscaping and general maintenance contractors and an executive director.

The 15 Directors that make up the GBD Board are elected by the district property owners whose assessments support the GBD and its programs. The Directors develop and manage GBD priorities and projects, direct and oversee organizational and project finances and interact with stakeholders and the district community at large. The GBD is a volunteer-driven organization so, in addition to monthly board meetings, Directors typically serve on one or more working groups to help support the goals and activities of the organization.



**Jean Bogiages**  
As a longtime neighborhood park supporter and retired software engineer, I support the GBD goals of transparency and community engagement in order to enable neighborhood green governance resulting in positive environmental change. I have worked to reclaim Caltrans right-of-way parcels for public use and to incorporate sound environmental practices in urban public open space projects.

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**Michele Davis**  
On behalf of UCSF, I have worked with neighbors to beautify and green Dogpatch. From various volunteer gardening projects to working with residents and leaders to identify how UCSF can actively participate in meaningful public realm improvements elevating neighborhood quality of life and improving safety, UCSF is a committed neighbor.

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**Janet Carpinelli**  
I am a Dogpatch resident committed to GBD's fair and fiscally responsible use of our tax dollars and an advocate for local CA native plant habitat. I helped facilitate transfer of Esprit Park to the City. As Green Trust SF chair, I led creation of the 22nd Street Greening Master Plan, sidewalk gardens for 22 Dogpatch homes and Scott School and the Minnesota /22nd St. bulb-out.

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**Susan Eslick**  
I am a 20-year property and business owner in Dogpatch and former president and vice president of the Dogpatch Neighborhood Association. I served on the GBD formation committee for three years and have served as the GBD's first Treasurer. The initial year of the GBD found us forming and legalizing a 501c3 and following the guideline of our Management Plan. Now that the GBD is up and running I'm looking forward to the creation and enhancement of more green spaces.

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**Jesse Herzog**  
I am a 6th generation San Franciscan dedicated to positive renewal and beautification of City's green infrastructure with 10+ years' experience working with San Francisco on building public green spaces. I serve on the executive committee and services committee of the GBD and am currently overseeing construction of new 10,000 sq ft publicly accessible open space in Dogpatch.

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**Lisa Jacobs**  
I am a native San Franciscan, a Northwest Potrero Hill tenant and a self-employed writer with communications, advocacy, and governance expertise to contribute to the GBD Board. As a dog owner and public park enthusiast, I support community involvement in city planning and development, especially for new green initiatives and parks.

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**Adam Mendelson**

The GBD is a wonderful opportunity for neighborhood involvement in civil society – an organization mandated to identity, maintain, and protect green spaces. We worked directly with neighbors, City agencies, and nonprofits to make a meaningful difference in green infrastructure. The GBD represents the very notion of “think global, act local.”

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**James Naylor**

I am a Bay Area native working in real estate management, currently with the American Industrial Center, one of the City’s key PDR centers. I joined the GBD representing property owners to protect existing greenspace in the Dogpatch and to increase the number of parks and recreation areas for its inhabitants. I will continue to push hard for beautification of the Dogpatch as the area grows and develops.

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**Phillip Pierce**

As a director with Friends of the Urban Forest, I organized 100’s of greening projects in SF including street tree plantings, schoolyard greening and work inside our parks. At the GBD it was exciting to work with neighbors to creatively improve the green spaces and incorporate new/unique ideas.

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**Robert Broucayet**

I have a had a long career gardening, landscaping and teaching landscaping in SF. I joined the GBD to bring what I hope is a sensible viewpoint to landscaping and maintenance in the GBD. My goal is to make our area a model for others.

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**Alison Sullivan**

I’m a resident and property owner in the neighborhood since 2012. Working on the Dogpatch Playground and serving on the GBD BOD for the last year, I’m already invested. I want to keep improving the “felt sense” that GBD’s greening and beautifying have brought to Dogpatch & Northwest Potrero Hill.

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**Kat Sawyer**

As a green space advocate for the GBD, it is my goal to support the development of projects that enhance the livability of the city and its vibrant neighborhoods. With more than a decade of experience implementing community-driven greening projects in San Francisco in the nonprofit realm, my aim is to strengthen the connection between natural spaces and the urban environment.

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**Michael Yarne**

I am a principal at Build, a local company, with over 15 years of experience in entitlements, project management and public-private partnerships. Prior to Build, I served as advisor in the Mayor’s Office and was an attorney at Farella, Braun + Martell. I have served on many non-profit boards, including City CarShare and the Bicycle Coalition. My passion for service began in the Peace Corps.

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**Julie Christensen**  
Executive Director**VOLUNTEER HOURS  
2015/2016****# OF  
VOLUNTEERS****# OF HOURS**Board & Committee  
Meetings

18

380

Maintnance & Capital  
Administration

13

256

Administration

5

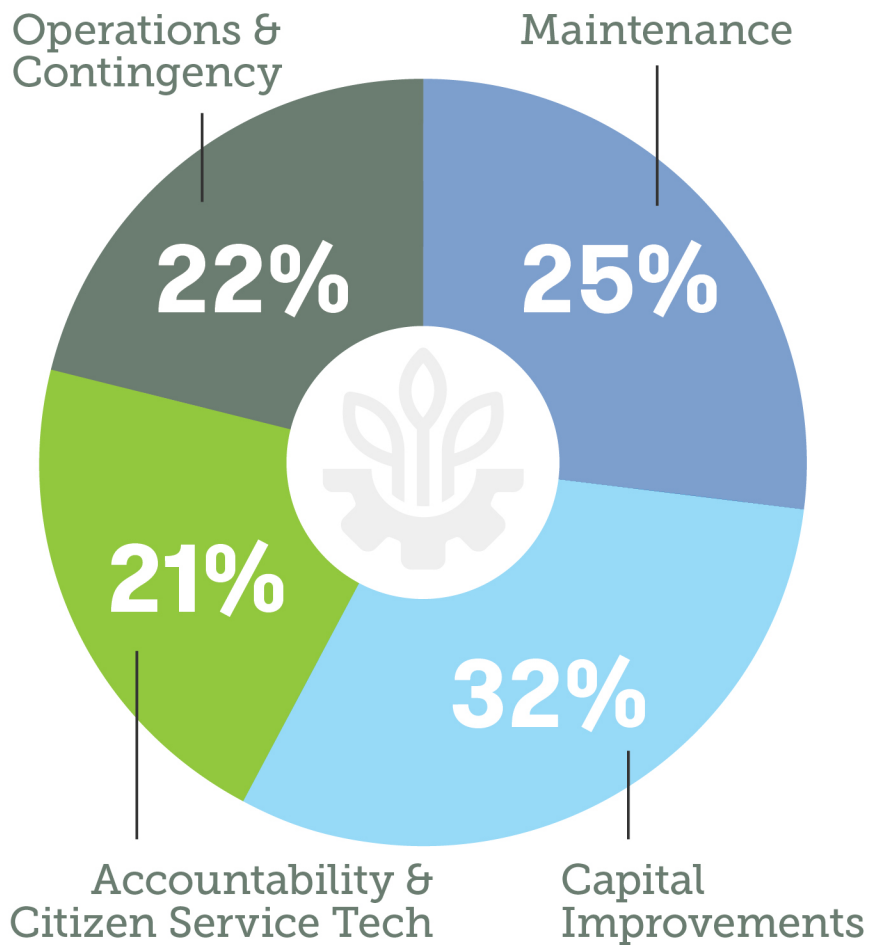
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**TOTAL**

661



The GBD operates on a July 1 to June 30 fiscal year synchronized with City fiscal schedules. The GBD Board was empaneled in December, 2015; initial funding was received in January, 2016 and the organization began operations in spring of 2016. This first financial report covers a partial year of operations. The 2016-17 financial report, due in fall of 2017, will cover the GBD's first full year of operations.



## GBD 2015/16 Financial Summary

### REVENUE

Assessments (net)	\$457,345
Other & Donations	\$22,500
In Kind Donations	\$21,665
<b>TOTAL REVENUE</b>	<b>\$501,510</b>

### EXPENSES

	DOGPATCH		NW POTRERO HILL		TOTAL
Maintenance	\$31,910	19%	\$19,936	45%	\$51,846
Capital Improvements	\$56,231	35%	\$10,515	23%	\$66,746
Accountability & Citizen Service Tech	\$35,197	22%	\$7,444	16%	\$42,641
Operations & Contingency	\$38,351	24%	\$7,239	16%	\$43,590
<b>TOTAL EXPENSES</b>	<b>\$161,689</b>	<b>78%</b>	<b>\$45,134</b>	<b>22%</b>	<b>\$206,823</b>

### NET ASSETS

	DOGPATCH		NW POTRERO HILL		TOTAL
Maintenance	\$79,335		\$14,394		\$93,729
Capital Improvements	\$80,601		\$10,869		\$91,470
Accountability & Citizen Service Tech	\$57,070		\$9,856		\$66,926
Ops & Cont	\$36,061		\$6,501		\$42,562
<b>TOTAL NET ASSETS</b>	<b>\$253,067</b>		<b>\$41,620</b>		<b>\$294,687</b>



## The GBD assessment is easy for property owners to calculate.

[Building sq. footage] x [assessment rate for parcel use]  
= Annual GBD Assessment

LAND USE	RATE PER LOT OR BLDG SQ FT
Commercial/Residential (standard rate)	\$0.0951
Industrial (50% standard rate)	\$0.0475
Greenspace parcels (25% standard rate)	\$0.0238
Non-accessible parcels (0 rate)	\$0.000
Vacant/parking lots (standard rate)	\$0.0951

## GBD 2016/17 Budget

### REVENUE

15/16 Carryover	\$294,687
16/17 Assessments	\$544,600
Other & Donations	\$58,500
<b>TOTAL REVENUE</b>	<b>\$897,787</b>

### EXPENSES

	DOGPATCH		NW POTRERO HILL		TOTAL
Maintenance	\$163,500	31%	\$29,800	36%	\$193,300
Capital Improvements	\$170,600	33%	\$18,800	22%	\$189,400
Accountability, Transparency & Citizen Service	\$107,000	21%	\$18,200	22%	\$125,200
Operations & Contingency	\$78,200	15%	\$17,000	20%	\$95,200
<b>TOTAL EXPENSES</b>	<b>\$519,300</b>	<b>86%</b>	<b>\$83,800</b>	<b>14%</b>	<b>\$603,100</b>

### NET ASSETS Carryover for 17/18

**\$294,687**







## Get involved! Find us at [GreenBenefit.org](https://GreenBenefit.org)

- Contact us with needs and suggestions
- Submit requests for new projects or maintenance ideas
- Attend a monthly board meeting
- Run for a Board seat
- Vote in the next board election
- Join us for a volunteer day
- Follow us on Facebook and Twitter