

Presented in Committee - September 19, 2018

# Ocean Avenue Community Benefit District



# Legislative Overview

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

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



# Review Process

## This resolution covers Annual Report for FY 16-17

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



# OAACBD Formation

OAACBD	Type	Assessment Budget*	Year Established	Expires
	Property-Based	\$ 239,578	2010	June 30, 2025

*\*budget identified in management plan*



# OACBD Operations

- **Staff**

- Executive Director – Daniel Weaver

- **Service Areas**

- **Safety and Community Service Ambassadors (CSAs)**

- This program supports both uniformed Ambassadors and activates the sidewalks and open space.
  - Contracts with MJM Management Group to staff a team of Community Safety Ambassadors

- **Cleaning Program**

- This program area is allocated for cleaning and on-call graffiti removal.
  - Provides a uniformed maintenance worker to respond to maintenance calls to remove graffiti, wash down the sidewalk or pick up an accumulation of debris on the sidewalk 20 hours/week. S

- **Beautification**

- This program area includes streetscape improvements such as way finding signage and sidewalk lighting and capital enhancements.

- **Activation of Public Space (Zone 2)**

- This service area implements programs that support Civic Center Plaza's night time activation.



# BENCHMARKS

## OEWD's staff reviewed the following budget related benchmarks for Ocean Ave CBD:

**Benchmark 1 – Whether the variance between the budget amounts for each service category was within 10 percentage points from the management plan.**

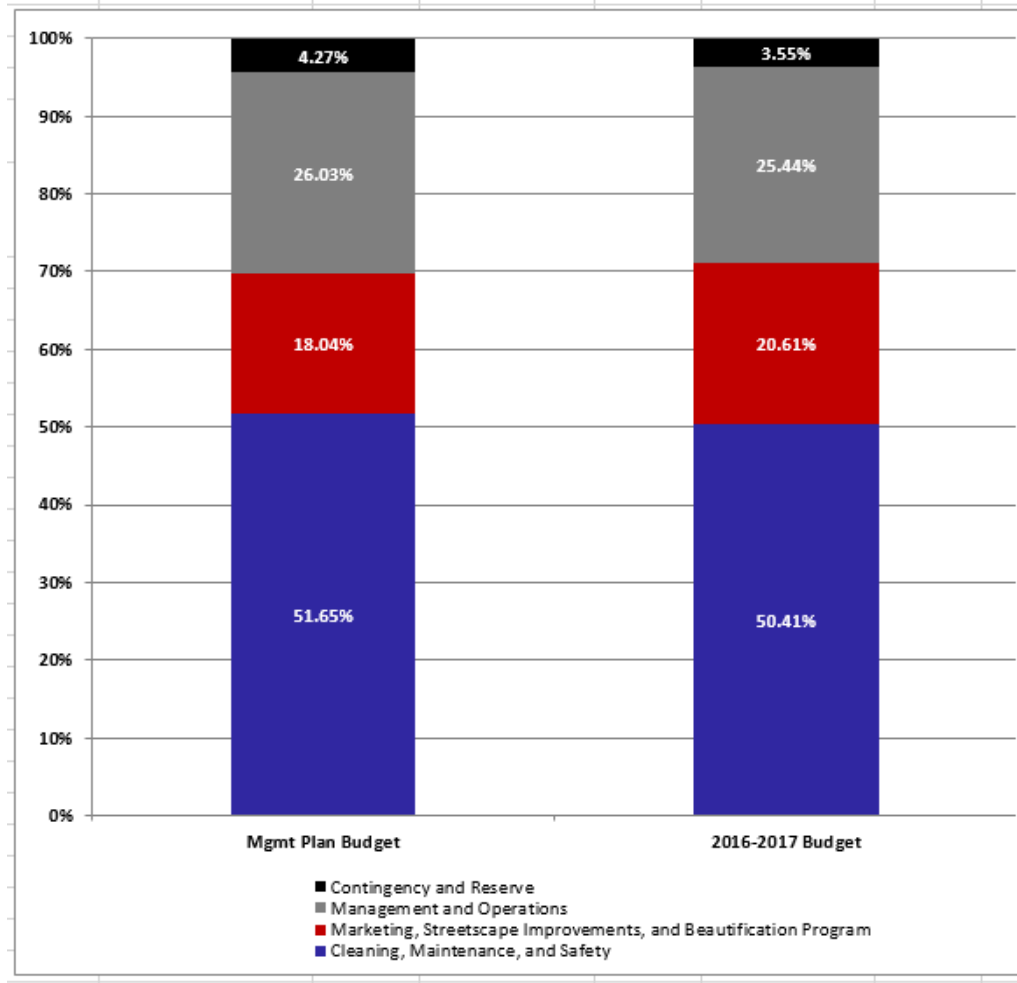
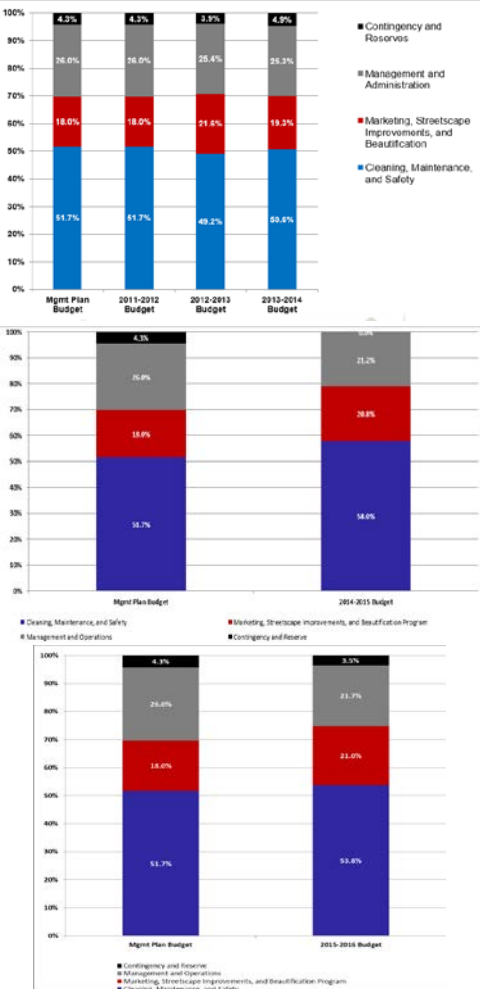
**Benchmark 2 – Whether one percent (1%) of Ocean Ave CBD's actuals came from sources other than assessment revenue.**

**Benchmark 3 - Whether the variance between the budget amounts for each service category was within 10 percentage points from the actuals.**

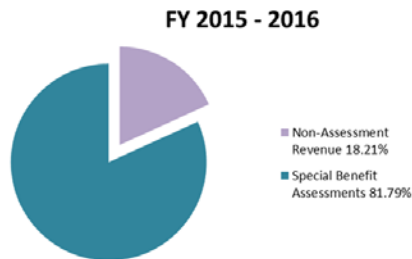
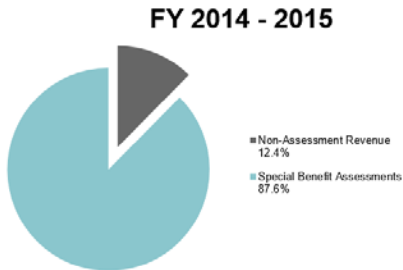
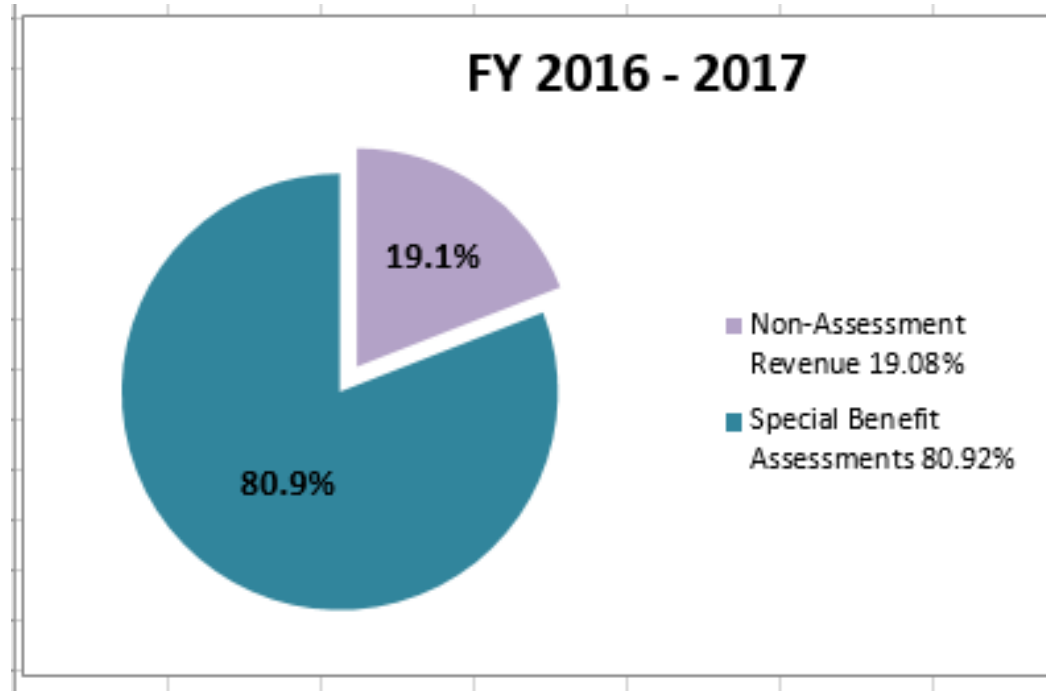
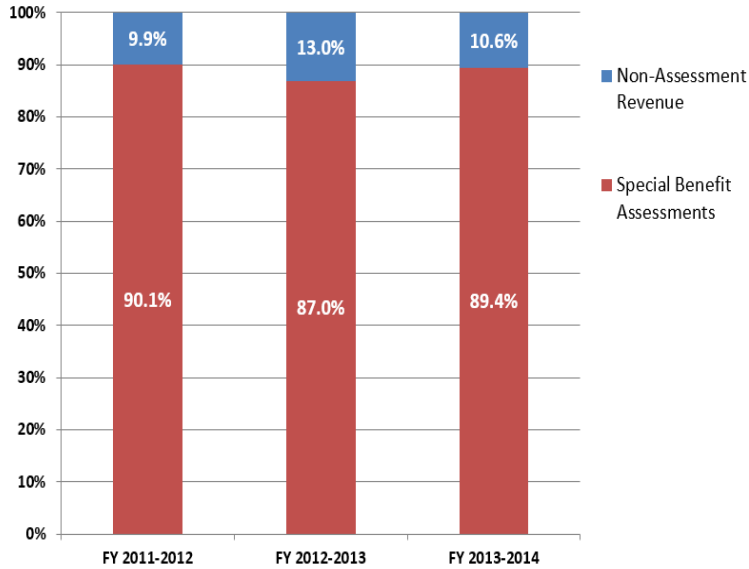
**Benchmark 4 - Whether CBD is indicating the amount of funds carried over from the current fiscal year and designating projects to be spent in the upcoming fiscal year.**



# Management Plan vs. Annual Budgets



# Assessment Revenue & Other Income





# Budget vs Actuals

Service Category	FY 2013-2014 Variance % Points	FY 2014-2015 Variance % Points	FY 2015-2016 Variance % Points	FY 2016-2017 Variance % Points
Cleaning, Maintenance, and Safety	+3.7%	+8.1%	+3.70%	+2.28%
Marketing, Streetscape Improvements, and Beautification	-11.7%	-12.3%	-4.74%	-0.02%
Management and Operations	+12.8%	+4.21%	+3.14%	+1.28%
Contingency/Reserve	--	16%	-2.11%	-3.55%



# Carryover

FY 2016-17 Carryover Disbursement	
Designated Projects for 2016-2017	
Cleaning, Maintenance, and Safety	\$107,263.62
Marketing, Streetscape Improvements, and Beautification	\$41,713.63
Management and Operations	\$43,699.99
Contingency and Reserves	\$5,959.09
<b>Total Designated Amount</b>	<b>\$198,636.34</b>



# Conclusion

Ocean Ave CBD has performed well in implementing the service plan in the district:

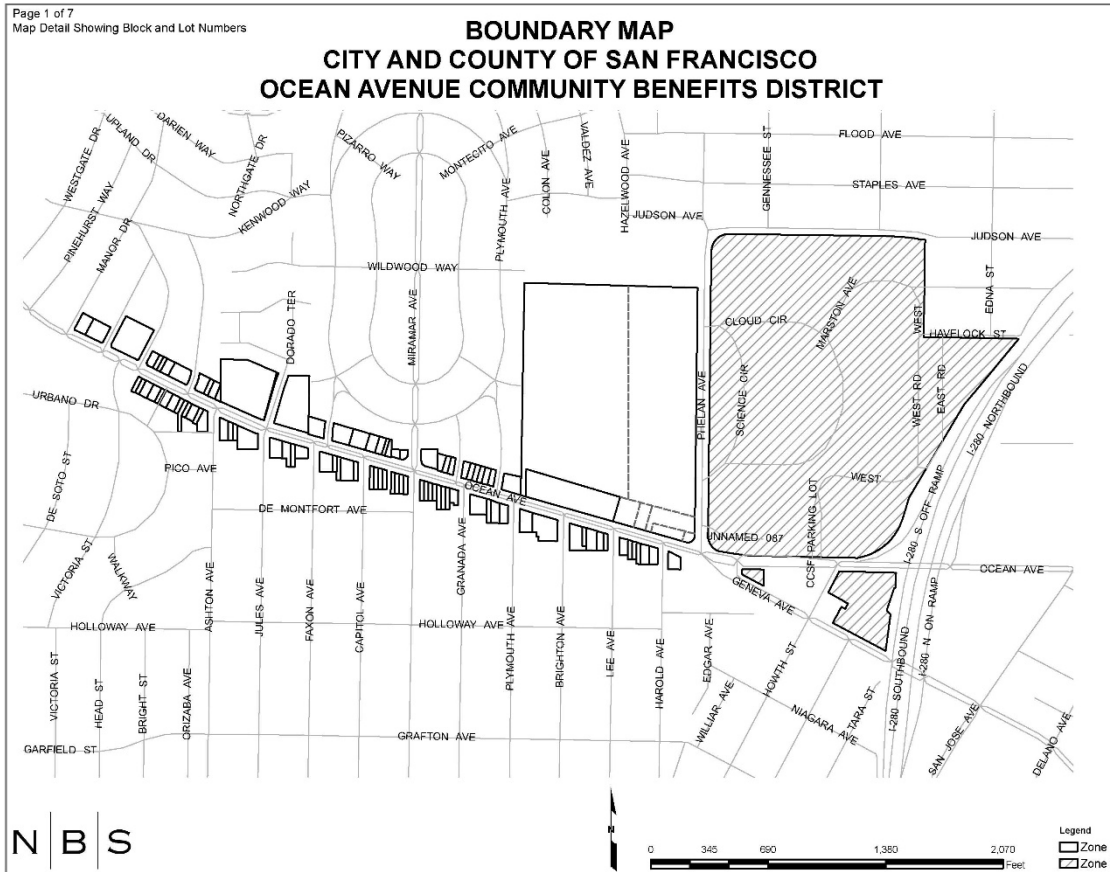
- **Implemented all OEWD recommendations from FY 15-16 Annual Report**
- **Successfully sponsored and implemented neighborhood events and programs, including Second Sundays and the Ocean Avenue Banner Project**
- **Increased their opportunities in partnering with community stakeholders and numerous municipal agencies for small business technical assistance, business attraction, and façade improvement.**
- **Maintained an active board of directors and several sub committees**



# Ocean Avenue Association



# Area Map of the CBD



# Active Committees

- Street Life Committee: Focused on the activation of the CBD retail district through public art, entertainment and design. Chaired by Alexander Mullaney.
- Business Committee: Concerned with business growth and retention. Chaired by Janene Summerland.

# Partner Organizations

- Western Neighborhoods Project
- Livable City
- OMI Cultural Participation Project
- OMI Neighbors in Action
- Westwood Park Association
- Ingleside Terraces Homes Association

# Partner Organizations (Government)

- Office of Economic and Workforce Development
- San Francisco Public Works
- San Francisco Planning Department
- Bay Area Rapid Transit District
- Ingleside Branch Library
- City College of San Francisco



# Grants (2016-2017)

In FY 2016-2017, OAA secured \$73,510 in non-assessment grant funding from a variety of public agencies. This augments our assessment revenue of \$321,231 and enables us to conduct projects connected to our goals of marketing, maintenance and beautification.

# Events + Highlights- Cleaning, Maintenance and Safety

- Cleanscapes provides street maintenance service six days per week including sidewalk and gutter trash pickup, pressure-washing and graffiti removal where needed
- Arborist Now maintains trees on and near Ocean Avenue, including 65 Washingtonia Palms

# Events + Highlights- Beautification

- OAA's large-scale landscaping project to beautify two SFPW-owned triangles of land at Ocean-Geneva was completed in June of 2017
- OAA maintains sidewalk gardens on Ocean Avenue and on perpendicular side streets
- OAA's projects utilize neighborhood volunteers for planting and garden maintenance

# Events + Highlights- Marketing

- OAA organized Second Sundays—a music and events series held in small businesses and community spaces—through June 2017.
- OAA staff began planning for public events at Unity Plaza to begin in 2018.



OpenSF history  
presentation in the  
lobby of the El Rey  
Theater—June 11, 2017

# Challenges

- High rents and design-challenged business spaces leading to long-term vacancies.
- Regulatory hurdles, such as the Accessible Business Entryway program, pose a challenge to business and property owners.
- Property owners under-invest in their storefronts, giving some facades a shopworn appearance.

# Opportunities

- There is high interest in the neighborhood for public art, events and entertainment. OAA is working to program free public events and install a variety of new public art works on the corridor.
- New businesses establishing on Ocean Avenue brings the potential for business owners to participate in advocating for the Ocean Avenue community.

# Projects + Visions

- Provide free public programs at Unity Plaza and partner with groups to host events
- Pursue maintenance agreement for Balboa Park BART station area
- Successfully raise funds for a new sculpture at Ocean and Phelan avenues
- Develop and promote projects in the OAA's Fifteen Year Plan for the CBD corridor



# Thank You

