



NOTICE OF PUBLIC HEARING AND ASSESSMENT BALLOT PROCEEDING

TO: «Name»
 Assessor's Parcel No. «BlockLot»
 «Situs»
 «No»

FROM: John Arntz, Director
 Department of Elections
 City and County of San Francisco

SUBJECT: Notice of Public Hearing and Assessment Ballot Proceeding to consider establishment of the property-based special assessment district, to be known as the "Downtown Community Benefit District"

The purpose of this notice is to provide you with information about an assessment ballot proceeding and public hearing being conducted by the Board of Supervisors, and its effect on real property that you own. This notice is being sent to you in accordance with Resolution No. ____-____, passed by the Board of Supervisors (a copy of which is enclosed), California Government Code Section 53753, and California Constitution Article XIID Section 4(c).

Please be advised of the following:

- The Board of Supervisors will hold a public hearing on the proposed assessment at 3:00 p.m. on July 16th, 2019 or as soon thereafter as the matter may be heard, in the Board's Legislative Chambers, Second Floor, City Hall, 1 Dr. Carlton B. Goodlett Place, San Francisco, California, 94102. At this hearing, the Board will hear testimony regarding the proposed assessment. The reason for the assessment is to fund the property-based business improvement district (community benefit district) to be known as the "Downtown Community Benefit District". The annual assessments would last for 15 years (July 1, 2019 – June 30, 2034) the services, activities, and improvements will be implemented through December 31, 2034. The boundaries of Downtown Community Benefit District are described in the enclosed Resolution passed by the Board of Supervisors.
- The Downtown Community Benefit District will fund the following services, activities, and improvements:
 - 1) Civil Sidewalks/Mobility Management
 - 2) District Identity and Streetscape Improvements
 - 3) Program Management
 - 4) Contingency/City and County Fees/Reserve
- Examples of services, activities, and improvements to be funded under the budget category "Civil Sidewalks/Mobility Management" include: sidewalk and gutter sweeping, sidewalk steam cleaning, removing trash overflow, graffiti removal, tree and



vegetation maintenance, public space maintenance and set up, addressing quality of life issues through implementing a “Live Well, Live Safe” program, advocating to increase resources to improve traffic management at major intersections, facilitating cross traffic from the Financial District and Jackson Square to the freeways, possible community vale program, and updated commercial and other special parking zones and curb cuts.

- Examples of services, activities, and improvements to be funded under the budget category “District Identity and Streetscape Improvements” include: branding of the Financial District, Jackson Square and the Downtown CBD parcels on the south side of Market Street, funding website development and updates, funding App development, management and coordination of special events, hiring a social media company, hiring a public relations firm, installation of holiday and seasonal decorations, creating unique banner programs to tie the district together, funding and planning public art displays, funding logo development, funding public space design and improvements, creating programs that fund business attraction workshops and fairs.
- Examples of services, activities, and improvements to be funded under the budget category “Program Management” include: staff and administrative costs, advocacy for improved traffic management with SFMTA, playing for Directors and Officers as well as General Liability Insurance, office related expenses, rent expenses, financial reporting and accounting expenses, legal work related costs, relations with other CBDs and the City.
- Examples of services, activities, and improvements to be funded under the budget category “Contingency/City and County Fees/Reserve include: delinquencies, City and County Fees, and reserves.
- The proposed fiscal year 2019-2020 assessment for your parcel is «Voter_Proportional». The duration of the assessment district is 15 ½ years, the authority to levy assessments on your property would be fifteen (15) years (July 1, 2019 – June 30, 2034) with services to be implemented January 1, 2020 through December 31, 2034. The Downtown Community Benefit District assessment will appear as a separate line item on the property tax bill. The final assessment would be collected on your property tax bill for fiscal year 2033-2034. The City will directly bill any Assessor’s Parcels which do not regularly receive a property tax bill from the City. The amount of the annual assessment for years 2 through 15 would be subject to annual adjustment by an amount not to 5%. The amount of your assessment could also be reduced in a subsequent fiscal year if the amount collected during the prior fiscal year exceeded the costs incurred of providing authorized services in the district. In such a case, your assessment for the subsequent year would be reduced by the share of the excess funds collected that is allocable to your property.

The maximum amount chargeable to the entire assessment district would be a maximum of \$3,873,491.14 in the first year. The maximum amount assessed to the entire assessment district over the life of the district (*assuming the maximum annual adjustment of 5% in years 2 through 15*) would be a maximum of \$7,669,247.51. The maximum amount assessed to the entire assessment district for each of the fifteen fiscal years is set forth in the following table.



**TOTAL MAXIMUM AMOUNT OF ASSESSMENTS ON ALL PARCELS INCLUDED IN
THE PROPOSED DISTRICT FOR EACH FISCAL YEAR, ASSUMING MAXIMUM
ANNUAL CPI INCREASE OF 5% IN YEARS 2 THROUGH 15 ONLY**

YEAR	FISCAL YEAR	MAXIMUM ANNUAL ASSESSMENT
1	FY 2019-2020	\$3,873,491.14
2	FY 2020-2021	\$4,067,165.70
3	FY 2021-2022	\$4,270,523.98
4	FY 2022-2023	\$4,484,050.18
5	FY 2023-2024	\$4,708,252.69
6	FY 2024-2025	\$4,943,665.32
7	FY 2025-2026	\$5,190,848.59
8	FY 2026-2027	\$5,450,391.02
9	FY 2027-2028	\$5,722,910.57
10	FY 2028-2029	\$6,009,056.10
11	FY 2029-2030	\$6,309,508.90
12	FY 2030-2031	\$6,624,984.35
13	FY 2031-2032	\$6,956,233.57
14	FY 2032-2033	\$7,304,04.25
15	FY 2033-2034	\$7,669,247.51

(1) The total maximum amount assessed to property owners within the Downtown CBD each Fiscal Year.

The first year annual assessment rate for each parcel is calculated at:



- **Building Square Footage (Zone 1):** \$0.10 per square foot for all commercial/non-profit/institutional/apartment buildings/city owned buildings and residential/time share parcels
- **Lot Square Footage (Zone 2):** \$0.08 per square foot for empty lots or undeveloped parcels

In accordance with Section 67.7-1 of the San Francisco Administrative Code, persons who are unable to attend the hearing on this matter may submit written comments to the City prior to the time the hearing begins. These comments will be made a part of the official public record in this matter, and shall be brought to the attention of the Board of Supervisors. Written comments should be addressed to Angela Calvillo, Clerk of the Board, San Francisco Board of Supervisors, Room 244, City Hall, 1 Dr. Carlton B. Goodlett Place, San Francisco, California, 94102.

ASSESSMENT BALLOT PROCEDURES

Enclosed with this notice, you will find an assessment ballot. Please follow the directions on the assessment ballot to express your view on the proposed assessment. The following is a summary of the procedures governing the return and tabulation of ballots. More detailed information concerning the ballot procedures is set forth in the enclosed "Procedures for the Completion, Return and Tabulation of Ballots," which is also available on the City's website at www.sfelections.org.

1. You may mail or deliver your ballot to the Director of Elections at the Post Office Box location shown on the ballot, or submit the ballot in person at the Department of Elections, located at City Hall Room 48.
2. Ballots may be sent or delivered to the Director of Elections at any time, but **MUST** be received by the Director of Elections not later than the conclusion of the public input portion of the public hearing on July 16, 2019 in the Board's Legislative Chambers, Second Floor, City Hall, 1 Dr. Carlton B. Goodlett Place, San Francisco, California, 94102, scheduled to commence at 3 p.m. or as soon thereafter as the matter may be heard. Depending on the nature and extent of public testimony, the public input portion of the hearing may not be concluded on that date, but may instead be continued to a later date. At any time prior to the conclusion of the public input portion of the hearing, you may withdraw your ballot and submit a new or changed ballot in place of the ballot previously submitted. If the public input portion of the hearing is continued to a later date, the deadline for submission of ballots will likewise be extended until the close of public input on that date.
3. The Director of Elections will pick up mailed ballots at 12 o'clock noon from the designated Department of Elections Post Office box on the date scheduled for the public hearing. To ensure that mailed ballots are received by the Director of Elections prior to the conclusion of the public input portion of the hearing, mailed ballots must be received by the Director of Elections by 12 o'clock noon on July 16, 2019. Mailed ballots



received after 12 o'clock noon on the date scheduled for the public hearing will only be counted if the public input portion of the hearing is continued to a later date and the ballots are received by the Director of Elections prior to the conclusion of the public input portion of the hearing.

4. Only ballots with original signatures - not photocopies of signatures - will be accepted.
5. The Director of Elections will not accept or tabulate a ballot:
 - which is a photocopy without an original signature;
 - which is unsigned;
 - which lacks an identifiable “yes” or “no” vote; or
 - which appears to have been tampered with based upon its appearance or method of delivery.
6. The assessment ballot shall be treated as a disclosable public record during and after the tabulation of the assessment ballots.
7. At the conclusion of the public input portion of the public hearing, the Director of Elections will tabulate the ballots, including those received during the public input portion of the public hearing. If the number of ballots received at the hearing is such that it is not feasible to accurately tabulate the ballots that day, the Board of Supervisors may continue the meeting to a later date for the purpose of obtaining the final tabulation.
8. The Board of Supervisors will not impose the assessment if there is a majority protest. A majority protest exists if, upon the conclusion of the hearing, ballots submitted in opposition to the assessment exceed the ballots submitted in favor of the assessment. Ballots shall be weighted according to the proposed financial obligation of the affected property.

Should you have any questions, please call or write to: Mr. Cuong Quach, Department of Elections, Room 48, City Hall, 1 Dr. Carlton B. Goodlett Place, San Francisco, California, 94102. Telephone: (415) 554-4342.