



Ocean Avenue Community Benefit District FY 2018-2019 Annual Report



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 18-19

- 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*	FY 2018-19 Assessment Roll Submission	Year Established	Expires
	Property-Based	\$ 239,578	\$ 320,436	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.

- **Administration and Corporate Operations**

- Admin and operations includes oversight of service contract, implementation of major projects, staffing the Board of Directors and Committees, and general day to day operations.



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.

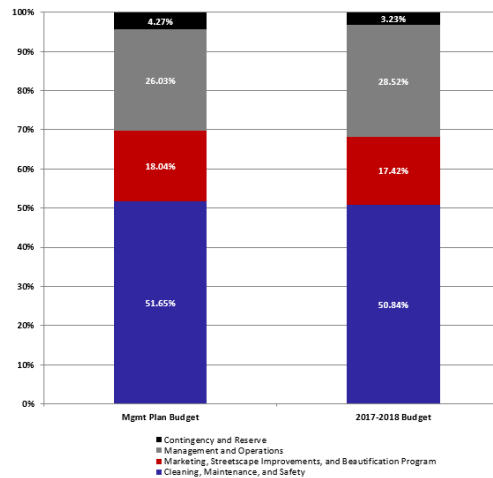
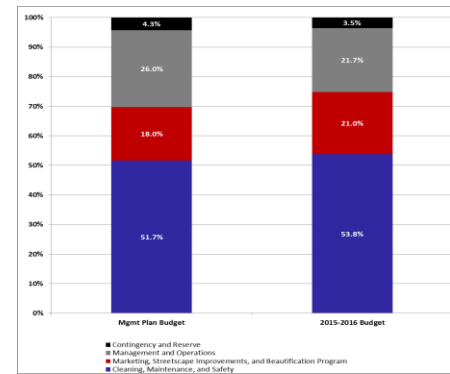
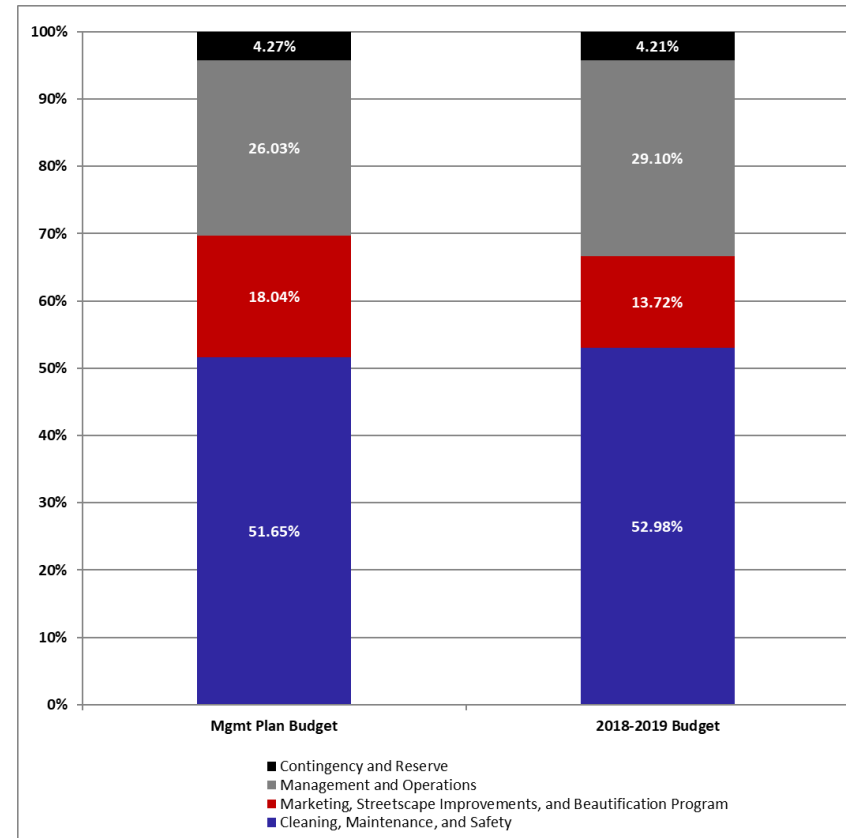
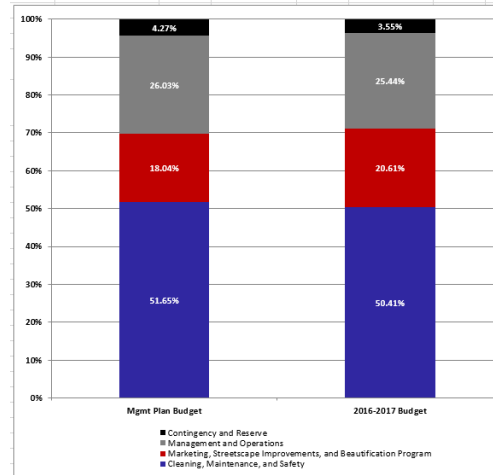
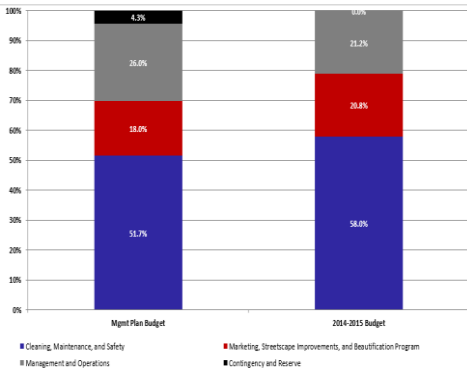
Benchmark 2 – Whether one percent (1%) of Ocean Ave CBD's actuals came from sources other than assessment revenue.

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.

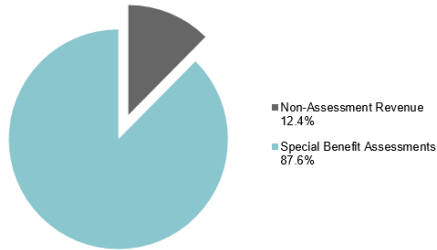


Management Plan vs. Annual Budgets

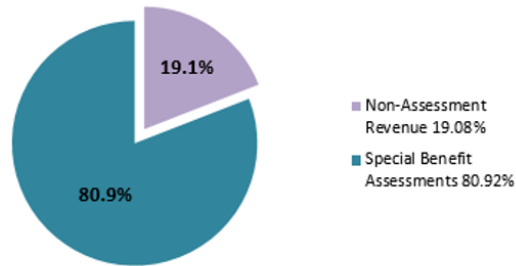


Assessment Revenue & Other Income

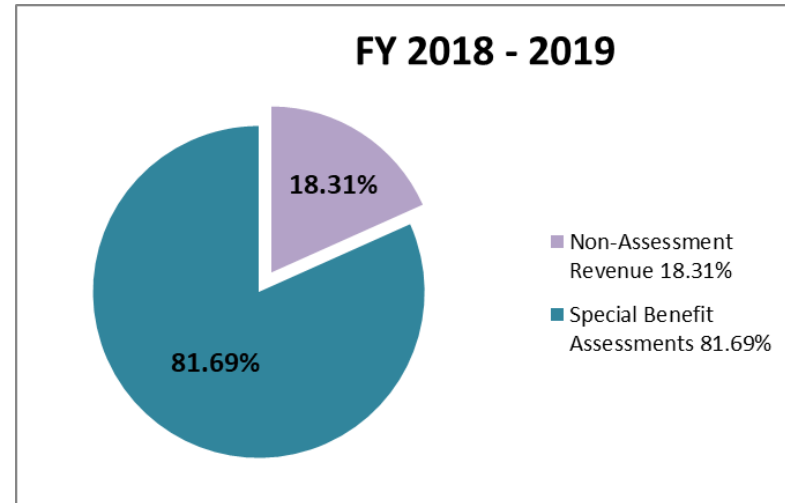
FY 2014 - 2015



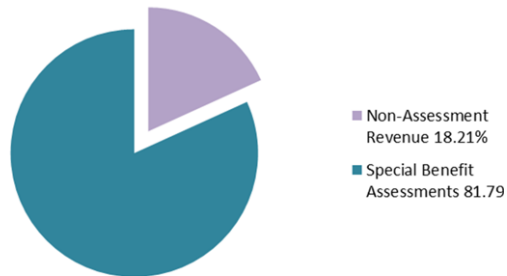
FY 2016 - 2017



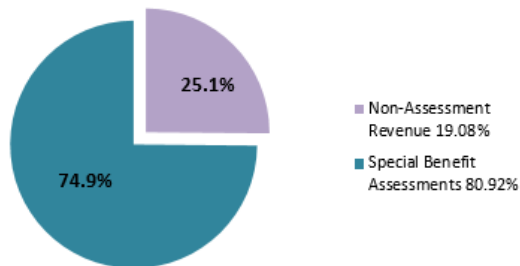
FY 2018 - 2019



FY 2015 - 2016



FY 2017 - 2018



Budget vs Actuals

Service Category	FY 2015-2016 Variance % Points	FY 2016-2017 Variance % Points	FY 2017-2018 Variance % Points	FY 2018-2019 Variance % Points
Cleaning, Maintenance, and Safety	+3.70%	+2.28%	+6.18%	-0.09%
Marketing, Streetscape Improvements, and Beautification	-4.74%	-0.02%	+1.13%	+2.59%
Management and Operations	+3.14%	+1.28%	-4.08%	+1.70%
Contingency/Reserve	-2.11%	-3.55%	-3.23%	-4.21%



Carryover

FY 2018-2019 Carryover Disbursement	
Designated Projects for 2019-2020	
Cleaning, Maintenance, and Safety	\$ 60,174.00
Marketing, Streetscape Improvements, and Beautification	\$ 20,828.00
Management and Operations	\$ 30,085.00
Contingency and Reserves	\$ 4,628.00
Total Designated Amount	\$ 115,715.00



Findings, Recommendations, and Conclusion

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

- Implemented OEWD recommendations from FY 17-18 Annual Report
- Partnered with District 7 Supervisor Norman Yee to host the first annual Ocean Avenue Lunar New Year Celebration
- OEWD believes the CBD could benefit from an in-depth review to evaluate the overall effectiveness of the organization to ensure it is operating at its highest possible capacity and conduct robust stakeholder outreach to determine the direction of the organization should it be renewed. OEWD believes the organization should develop a strategic plan that will look at short term, mid-term, and long term needs of the district and focus on: 1) ensuring the management structure of the district is effective and what management structure would be the most effective including relating to board/staff relationships, 2) gauging the overall effectiveness of core CBD programs and provide recommendations on how they could be improved, 3) 8 improving the CBD's overall effectiveness and respect in the broader Ocean Avenue community, 4) identify strategies to ensure the long-term financial stability of the organization, especially related to non-assessment resource sources
- The CBD is seeking an early renewal (set to expire in 2025)
 - OEWD recommends that the CBD that the CBD fully explore expansion areas down, including up to Ocean Avenue's intersection with Junipero Serra Boulevard. The Ocean Avenue corridor is incredibly diverse, including many Cantonese speaking businesses. Although the CBD should be commended for increased efforts to provide outreach to monolingual communities, it should continue to build on this especially in respect to a renewal and expansion campaign
- OEWD recommends recommendations from the strategic plan and review be specifically implemented in future management plan for a renewed and expanded district
- The CBD maintained an active board of directors and several sub committees
- OEWD believes the Ocean Avenue CBD is a well-run organization that will continue to carry out its mission.



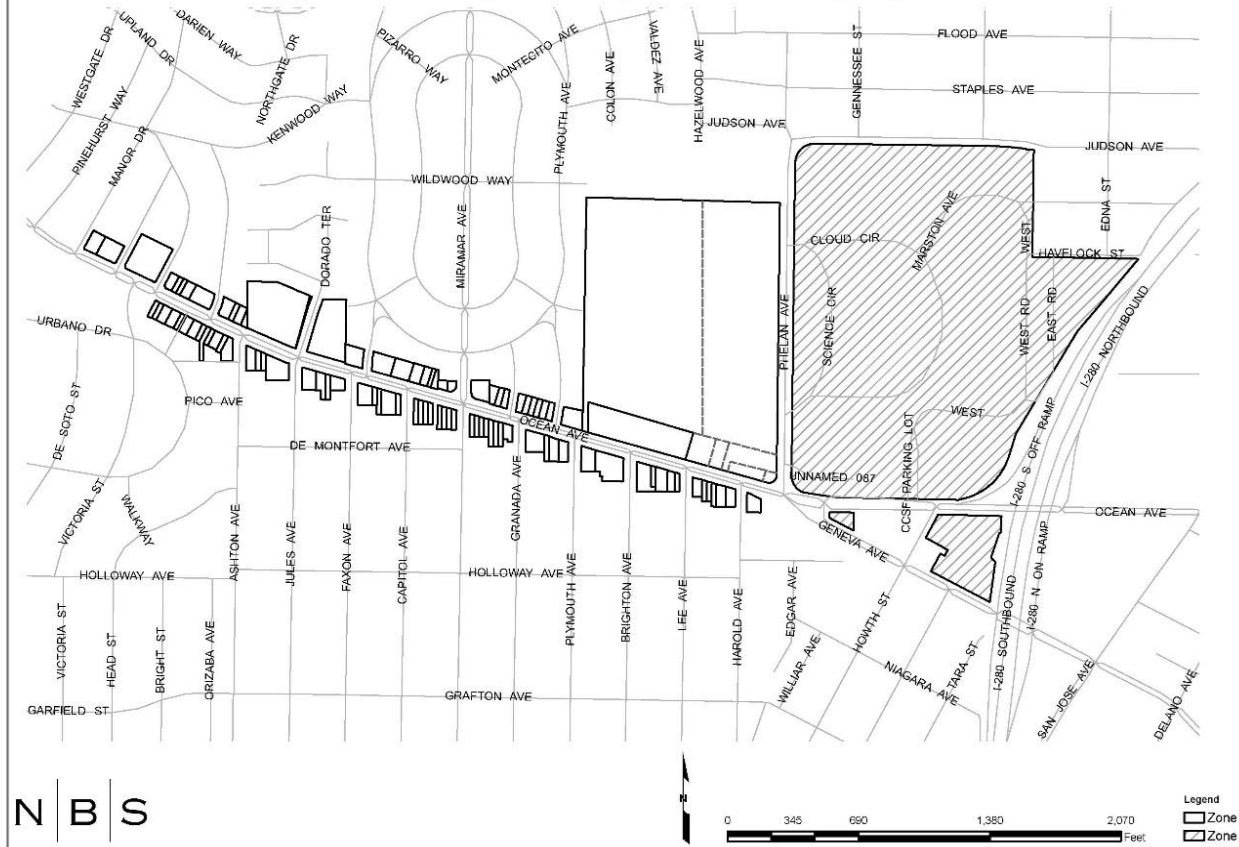
Ocean Avenue Association



Area Map of the CBD

Page 1 of 7
Map Detail Showing Block and Lot Numbers

BOUNDARY MAP CITY AND COUNTY OF SAN FRANCISCO OCEAN AVENUE COMMUNITY BENEFITS DISTRICT



Active Committees

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

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 (2018-2020)

OAA provides additional services to our assessment payers as well as the surrounding community with grant funded projects. To support our small businesses we employ a coordinator funded by a CDBG grant. To understand the corridor's assets and difficulties we are completing a public life study this year. To plan a possible CBD expansion we have received an organizational support grant. To improve small businesses facades we have applied for and received SF Shines grants.

Grants (2018-2020) continued

To improve the corridor we have received grants to design and build the Ingleside Library Gateway sculpture. From the District 7 Participatory Budget program we were awarded funds to improve Unity Plaza's lighting a mural grant and crosswalk improvements. For the past two years we have received grant funding to co-sponsor with Supervisor Norman Yee Lunar New Years events. Grants enable us to conduct projects connected to our goals of cleaning, maintenance, promotion and beautification.

Events + Highlights- Cleaning, Maintenance and Safety

- Cleanscapes provides street/sidewalk 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 maintains sidewalk gardens on Ocean Avenue and on perpendicular side streets visible from Ocean.
- OAA's projects utilize neighborhood volunteers for planting and garden maintenance
- OAA maintains the Ocean-Geneva Green Spaces, which OAA established in 2017.

Events + Highlights- Marketing

- OAA organized Second Sundays—a music and events series held in small businesses and community spaces—through December 2017.
- Beginning in January 2018, OAA staff organized events in Unity Plaza, establishing a monthly pop-up arts and crafts market with live music.



Lick-Wilmerding High School and Youth Art Exchange held their annual Block Party at Unity Plaza in April 2018, in partnership with OAA. Young artists and musicians performed and displayed their work during an afternoon of fun on Ocean Avenue.

Challenges

- High rents and design-challenged business spaces lead to long-term vacancies.
- Property owners and business owners underinvest in their storefronts, giving some facades a shopworn appearance.
- Prospective development projects are positioned to displace longtime businesses and replace historic ground floor retail spaces on Ocean Avenue.

Opportunities

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

Projects + Visions

- Promote public programs at Unity Plaza
- Pursue maintenance agreement for Balboa Park BART station area and other transit yards and public lands adjacent
- Successfully raise funds for a new sculptural gateway at Ingleside Library
- Develop and promote projects in the OAA's Fifteen Year Plan for the CBD corridor that focus on the SFMTA transit station area around the Balboa Park BART Station

Thank You

