



# LOWER POLK COMMUNITY BENEFIT DISTRICT

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## 2018-2019 Annual Report

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## Executive Summary

We are pleased to submit this annual report regarding our organizational accomplishments and financial status for the 2018-2019 Fiscal Year. The members of our local, diverse, and active Board of Directors continue to collectively demonstrate outstanding leadership and commitment to our unique and vibrant District. As a new CBD, our organization has been extremely busy. Some of our initiatives have included, but are not limited to:

### ❖ **Launching:**

- the award-winning Lower Polk Tenant Landlord Clinic;
- the reimagined and open Fern Alley;

### ❖ **Serving:**

- on the City's Graffiti Advisory Board;
- on Lower Polk Neighbors;

### ❖ **Moving**

- our operation off Microsoft Office and to Google Workspace for additional internet security;
- our web properties from GoDaddy to Amazon Web Services for additional internet security;

### ❖ **Creating:**

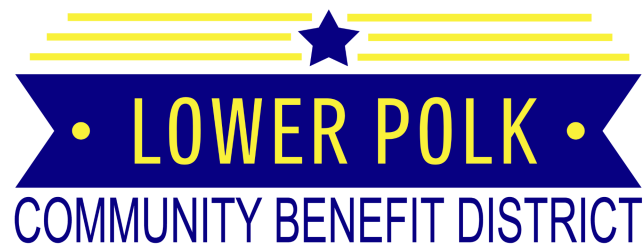
- a new Lowerpolkcbd.org web presence;
- a web presence for the Lower Polk Tenant Landlord Clinic;

### ❖ **Continuing:**

- on the improvement of the Bonayo.org mapping app to help our workers respond to citizen concerns;
- to help in the formation of San Francisco CBD Consortium;
- to secure additional Big Belly trash cans and to have them wrapped with designs from local artists;
- to advocate for 24 hour Pit Stop funding;

### ❖ **Working:**

- with Redding Elementary School to assist in fundraising for a language specialist;
- with Discover Polk CBD for part of the year to assist them in their startup and provide initial



cleaning and safety services under contract;

- with Supervisor Haney on 311 issues which affected portions of our own District;
- with Civic Edge to create local business map and brochures;
- with Civic Edge to implement street banners in Lower Polk Street;
- to continue improving and documenting internal policies and procedures;

While much has been accomplished over these first few years of our existence – including the above – much remains to be done. We look forward to working in partnership with the City of San Francisco and our constituents to improve the quality of life for all of those who live, work, and visit the Lower Polk.

## Status and Progress of Programs

Some additional highlights of our accomplishments for the 2018-2019 fiscal year are outlined below.

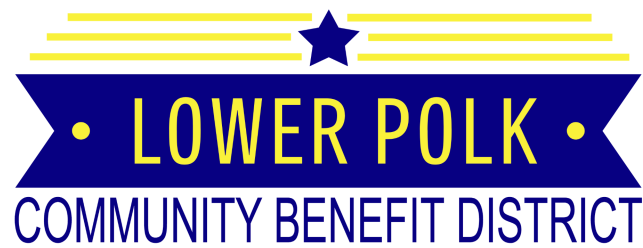
## Management & Operations

### Board & Staff

- ❖ Elected new board members and renewed the terms of current board members, and elected new officers and committee chairs.
- ❖ Continued to stay abreast of new developments in the Lower Polk District and their overall impact on quality of life, and other issues.
- ❖ Continued to be involved in leadership positions with many community and City organizations, including Lower Polk Neighbors and the Mayor's Graffiti Advisory Board, just to name a few.

### Finance and Fund Development

- ❖ Completed our organizational annual audit and received an unmodified opinion.
- ❖ Conducted a review of organizational investments.
- ❖ Conducted a review of organizational insurance.
- ❖ Prepared five-year budget projections.



## Cleaning and Maintenance

- ❖ The LPCBD Ambassador Clean Team continued to work 365 days a year to address and remediate District cleanliness issues. Therefore we:
  - continued to sweep and steam clean District sidewalks;
  - continued to clean and weed tree wells;
  - continued to monitor public trash receptacles and continued reporting large items to the City for removal;
  - continued adding and training additional members to the LPCBD Clean Team;
  - continued to implement performance measures and goals for neighborhood cleanliness;
  - continued to analyze service trends over time to better understand the geographic distribution of neighborhood issues and design solutions to improve neighborhood safety and cleanliness; and
  - continued to track live community service requests through our mobile app, Bonayo.org so as to focus extra attention on areas that require extra attention.

## Corridor Safety

### Neighborhood Safety

Neighborhood safety is a key priority of the LPCBD. Our residents, merchants, visitors, property owners, and other constituents should always feel safe to enjoy our District. Therefore we:

- ❖ worked with our SFPD to address quality of life issues;
- ❖ utilized our highly trained Social Service Outreach Ambassador to help connect people experiencing homelessness with the appropriate service providers;
- ❖ continued to work with the Department of Homelessness and Supportive Housing to align their efforts with those of our Social Service Outreach Ambassador;
- ❖ Utilized ambassador staff to report areas that need to be cleaned, provide directions and information about the neighborhood, and to generally serve as an additional set of eyes for the community to report safety issues; and
- ❖ participated in multiple neighborhood safety and security groups to discuss and take action on issues, trends, etc., with a special focus on our Lower Polk alleyways.



## Neighborhood Support

Closely related to neighborhood safety is neighborhood support. Not only do we address homelessness on an “as needed” outreach basis, we also work proactively with the City to address policy issues which may impact those who are unhoused or at risk of becoming unhoused.

Therefore, we:

- ❖ collaborated with the Department of Public Health and Department of Homelessness to address homelessness and the street population in the neighborhood;
- ❖ attended numerous neighborhood association meetings and coordinated additional constituent meetings to discuss LPCBD outreach services, address specific concerns, and create action plans; and
- ❖ with support and funding from the City of San Francisco, continued to operate the award-winning Lower Polk Tenant Landlord Clinic, which helps landlords, small merchants, and tenants resolve issues that may lead to tenant or merchant displacement.

## Marketing, Streetscape Improvements, and Beautification

### Marketing / Advocacy / Newsletters

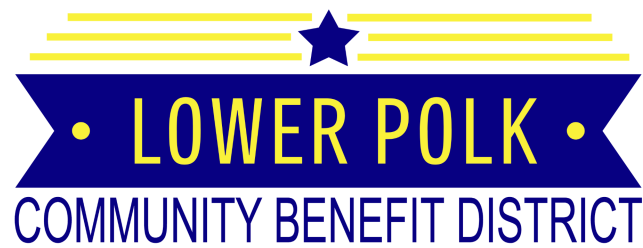
- ❖ Continued to update and market the District website at [www.lowerpolkcbd.org](http://www.lowerpolkcbd.org).
- ❖ Continued to send out email newsletters to over 500 subscribers.
- ❖ Continued to use Facebook and Twitter to keep constituents informed of special events in the Lower Polk and to seek feedback on our service delivery models.

### Festivals, Art Walks, and other special events

- ❖ Sponsored and organized the Annual Lower Polk Wine Walk.
- ❖ Continued to sponsor the popular Lower Polk Art Walk.
- ❖ Continued to activate the newly revamped Fern Alley with Sidewalk Cinema and other events, including Halloween featuring Juanita More.
- ❖ Built the new website for all Lower Polk alleys. This website includes information about upcoming events and activations.
- ❖ Assisted Redwood Elementary with Groundplay activation in Frank Norris Alley.

### Streetscape Improvements

- ❖ Continued to maintain 9 Bigbelly SMART waste receptacles and finalized a plan to add



additional Bigbelly SMART waste receptacles to the neighborhood by the end of the fiscal year.

- ❖ Wrapped those Big Bellys with designs from multiple local artists.
- ❖ Completed the streetscape improvement of Fern Alley in conjunction with the City.
- ❖ Continued on streetscape improvement plans for Austin Alley.

### Banners and Other Accomplishments

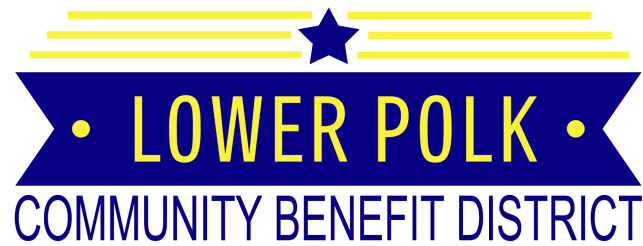
- ❖ Worked with Civic Edge to place multiple Lower Polk construction mitigation (“Lower Polk is Open”) banners on Polk street and nearby high traffic intersections.
- ❖ Worked with Civic Edge to create neighborhood business maps and directory that was given to neighborhood visitors and merchants.
- ❖ Maintained leadership positions with Lower Polk Neighbors.
- ❖ Maintained leadership position with the Graffiti Advisory Board.
- ❖ Maintained leadership position with the San Francisco CBD Consortium .
- ❖ Participated with Vision Zero Coalition.

## Metrics

We are proud to present metrics that help illustrate the impact of our Cleaning and Maintenance services.

- ❖ “Bags picked up” is the number of large, filled trash bags that we pick up.
- ❖ “Weight of trash picked up” is the weight of that trash, in pounds.
- ❖ “Other paper picked up” is the number of large cardboard boxes we recovered.
- ❖ “Needles picked up” refers to the number of hypodermic needles we have picked up.
- ❖ “Graffiti remediations” is the number of instances of graffiti that has been removed or painted over.

Item	Average Per Month	Total
Bags Picked Up (count)	528.75	6345
Weight of Trash Picked Up	12043	165419
Other Paper Picked Up (count)	240	2880



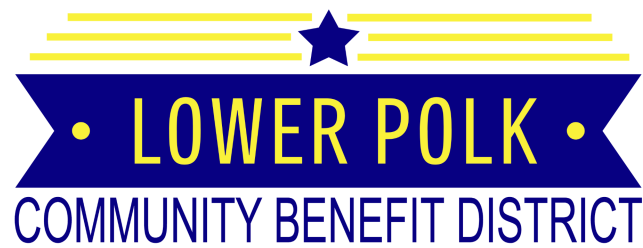
Needles Picked Up (count)	1239.6	14875.2
Graffiti Remediations (count)	155	1860

## Summary Financial Data

Our Management Plan (<https://bit.ly/3kH5a4O>) generally calls for the following budget breakdown:

1. Cleaning, Maintenance, and Safety Program - 57%
2. Marketing, Streetscape Improvements, and Beautification Program - 11%
3. Management and Operations - 28%
4. Contingency and Reserves - 4%

Our FY18-19 budget expenditures deviated from the above in that we were able to leverage aggressive fundraising and fiscal discipline to decrease our effective internal management costs by more than 50 percent, as a percentage of budget. Yet we were able to simultaneously increase our rendered District services by nearly one-half million dollars. This powerful combination allowed us to render a substantially higher level of services to our District, while at the same time staying well within our assessment budget.



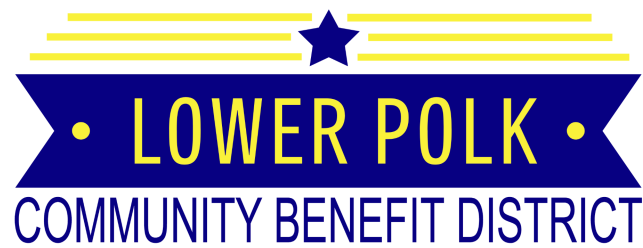
## Financial Data\*

### Statement of Operations

for the fiscal year ended June 30, 2019

	Actual
<b>REVENUE AND SUPPORT</b>	
Assessments	879,223
Fundraising/In-Kind	596,094
Interest Income	94
Loss on Assets Disposal	(639)
Other	281
<b>TOTAL REVENUE AND SUPPORT</b>	<b>1,475,053</b>
<b>EXPENSES</b>	
Cleaning, Maintenance, and Safety	889,560
Marketing, Streetscape, and Beautification	585,581
Management and Operations	303,429
<b>TOTAL EXPENSES</b>	<b>1,778,570</b>
Change in Net Assets	(303,517)
Prior Year Net Assets (Carryover)	1,014,722
<b>TOTAL NET ASSETS</b>	<b>711,205</b>





## Statement of Financial Position

As of 06/30/2019

### ASSETS

Cash and Cash Equivalents	500,560
Assessment and Other Receivables	103,954
Prepaid Expenses	73,350
Equipment, net	382,517
<b>TOTAL ASSETS</b>	<b>1,060,381</b>

### LIABILITIES & NET ASSETS

#### LIABILITIES

Accounts Payable	21,397
Accrued Liabilities	226,894
Advances and Unearned Revenue	100,885
<b>TOTAL LIABILITIES</b>	<b>349,176</b>

#### NET ASSETS

Without Donor Restrictions	696,828
With Donor Restrictions	14,377
<b>TOTAL NET ASSETS (CARRYOVER)</b>	<b>711,205</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>1,060,381</b>



## Budget

FY2019-20

### REVENUE AND SUPPORT

Assessments	876,710
Fundraising/In-Kind	750,295
Interest Income	0
<b>TOTAL REVENUE AND SUPPORT</b>	<b>1,627,005</b>

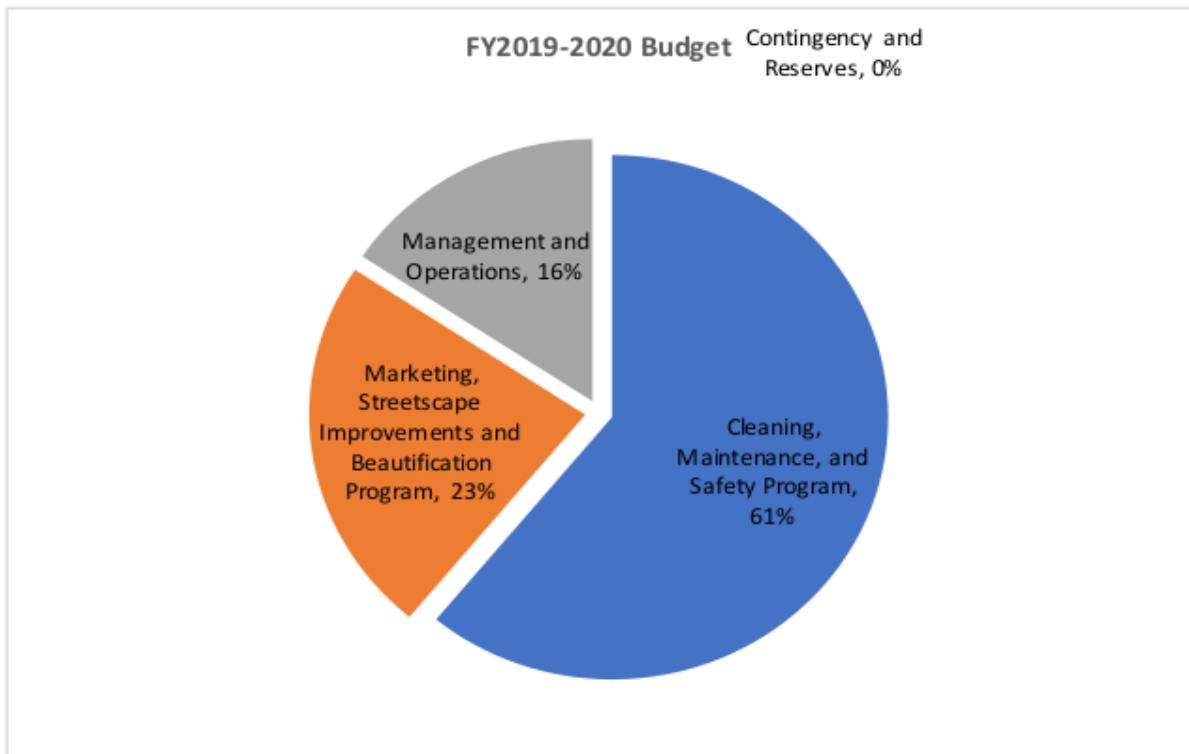
### EXPENSES

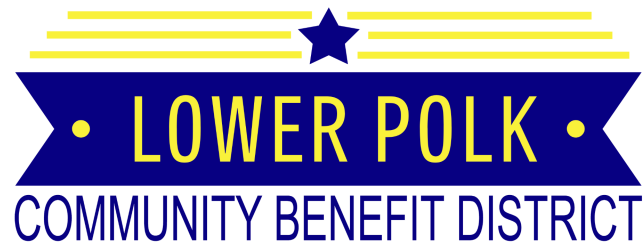
Cleaning, Maintenance, and Safety Program	1,109,932
Marketing, Streetscape Improvements and Beautification Proj	424,630
Management and Operations	285,447
Contingency and Reserves	0
<b>TOTAL EXPENSES</b>	<b>1,820,009</b>

<b>DEFICIT</b>	<b>(193,004)</b>
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\*Financial data from the audited financial statements is available upon request.

• LOWER POLK •  
COMMUNITY BENEFIT DISTRICT





## Manner of Calculating Assessments

Each property owner pays a share of the cost of the LPCBD, based on a simple formula.

That formula is explained in detail in Section 6-1 of our Engineer's Report, which is located at: <https://bit.ly/2VOEiSw>

That formula is also summarized on pages 20 to 23 of our Management Plan, which is located at: <https://bit.ly/3kH5a4O>

In general, each parcel within the District is:

1. Assigned a **linear factor** that is equal to the parcel's linear street frontage that receives ongoing District cleaning and public safety improvements.
2. Assigned a **lot factor** is calculated for each parcel based upon the assigned lot square footage for the parcel divided by 2,500.
3. Assigned a **building factor** that is calculated for each parcel based upon the assigned building square footage for the parcel divided by 2,500.

Each parcel is also assigned **benefit points**, based on the use of the building:

1. Non-Residential Property = 18 points
2. Residential Property = 2.25 points
3. Non-Profit / Public Property = 2.65 points

Each parcel's assessment is then calculated using this formula:

**(Linear Factor + Lot Factor + Building Factor) x Benefit Points**

The payment for this assessment is collected twice yearly, through the property tax bill. The CBD assessment, including the collection and enforcement of any delinquent assessment and imposition of interest and penalties per City and County of San Francisco Business and Tax Regulations Code Article 6, and related law as it may be amended from time to time, is collected and enforced by the Treasurer and Tax Collector of the City. The Treasurer and Tax Collector then transfers the assessment payments to the CBD for the improvements, services, and activities as described both in this Annual Report, and in our Management Plan, which is linked above.