



Yerba Buena Community Benefit District – Mid-Year Report

July-December 2016

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Executive Summary

We are pleased to submit this mid-year report outlining our accomplishments and financial status for the first six months of the 2016-2017 fiscal year.

We celebrated our eight-year anniversary in January 2017 at our Annual Meeting. We are proud of the accomplishments outlined in this report and our overall progress since our inception in 2009. Our Board of Directors continues to demonstrate outstanding leadership and commitment to the organization. They participate in six standing committees (Executive, Community Benefit Fund, Finance, Marketing, Services, and Streets & Public Space) and two ad hoc committees (Audit and Nominating). The Nominating Committee recently completed its work of bringing one resident onto the YBCBD Board of Directors along with new officers and committee chairs. Five (5) institutions and one resident were re-elected for a second 3-year term. We also continue to increase non-board participation on committees and working groups, involving more than 15 community members on various committees and working groups.

For the first six months of the year we unveiled our first piece of public art – a mural by San Francisco artist Barry McGee – on the Moscone Garage; designed new uniforms and added more members to the Clean Team and Community Guides; welcomed our Social Services Specialist to focus his full-time efforts to connect people living on district streets to available services; completed another successful audit; partnered with the Office of Community Investment and Infrastructure and Millennium Partners to ensure safe circulation around the 706 Mission construction project; and took on a leadership role with The Yerba Buena Gardens Conservancy – a new nonprofit that will oversee and manage Yerba Buena Gardens. We also wrapped up a community planning process focused on the future of Annie Street Plaza. Unfortunately due to changing neighborhood conditions, the temporary plaza was removed in August 2016. We are, however, deep in conversation with adjacent property owners to design and improve the public plaza at Annie and Market streets.

While much has been accomplished over the first eight years of our existence – including securing renewal in 2015 for 15 years - and we're excited about what comes next, much remains to be done. We look forward to working in partnership with the City of San Francisco to improve the quality of life for those who live, work, and visit Yerba Buena.

Status and Progress of Programs

Highlights of our accomplishments for the first six months of the 2016-2017 fiscal year are outlined below.

Management & Operations

- Board & Staff
 - Elected 1 new board member in January 2017; renewed terms of 6 current board members, and elected new officers and committee chairs.
 - Board elections occurred at the YBCBD Annual Meeting on January 17, 2017. All property owners received invitations to the Annual Meeting and public turnout was strong. Jeff Kositsky, Director of the Department of Homelessness and Supportive Housing spoke on the challenge of homelessness and ways to impact positive solutions.
 - Continued to stay abreast of new developments in the neighborhood and their overall impact. We are actively involved in leadership positions with The Yerba Buena Gardens Conservancy (a new nonprofit being formed to oversee and manage Yerba Buena Gardens), Moscone Expansion Art Panel, Southern Station Community Police Advisory Board, and Better Market Street, just to name a few.
 - Produced the eighth YBCBD Annual Report with the theme of “At Work For You” and mailed it to all property owners in the district.
- Finance and Fund Development
 - Completed the seventh 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 & Streetscape Improvements

- Neighborhood Cleanliness
 - YBCBD Clean Team continues to work 365 days a year to address graffiti, sweeping and steam cleaning sidewalks, cleaning and weeding tree wells, painting poles, mail boxes and fire plugs, monitoring public trash receptacles and reporting large items to the City for removal.
 - Continued implementation of quarterly performance measures for neighborhood cleanliness with scores consistently in the 95% +/- range.
 - Continue performance walks with the Services Committee to explore problem areas and measure cleanliness.
 - Redesigned the monthly cleaning reports for the website. Continued to post monthly cleaning reports, photos, and steam cleaning/sweeping schedules on the YBCBD website.
- Streetscape Improvements
 - Continued implementation of the Yerba Buena Street Life Plan, a 10-year plan to improve the streets and public space in Yerba Buena.
 - Completed a community planning process for the future of Annie Street Plaza.
 - Selected an artist and began fabrication on 60 additional bike racks for distribution in the neighborhood in early 2017. Once installed, the total number of custom-designed bike racks installed in the district will be 210.
 - In partnership with Sites Unseen, unveiled our first piece of public art, a mural on the Moscone Garage by San Francisco artist Barry McGee.

- Selected an artist to design graphic crosswalks and began negotiations with the City.

Safety & Security

▪ Neighborhood Safety

- Continued partnership with the San Francisco Police Department to designate 10 hours per day of officer time to the neighborhood to address quality of life issues.
- YBCBD Community Guides continue to work 365 days a year to connect those who need help with services, report areas that need to be cleaned, provide directions and information about the neighborhood, and serve as an additional set of eyes for the community to report safety issues.
- Coordinated the hiring of a 10B officer for a 6-month pilot program focused on circulation and traffic enforcement in the vicinity of the 706 Mission Street Project. Also commissioned a traffic study in partnership with Millennium Partners and the 706 Mission Street Project to evaluate the closure and impact of the Jessie Square Garage Mission Street exit on the surrounding neighborhood.
- Hosted a meeting with the Southern Station Police Captain and the community to discuss safety concerns.

▪ Neighborhood Support

- Coordinated numerous constituent meetings to discuss YBCBD services and address specific concerns.

Branding, Activation & Marketing

▪ Communications

- Produced and distributed four (4) quarterly newsletters, mailed to property owners and delivered to apartment buildings in the neighborhood.
- Redesigned and produced twelve monthly e-newsletters of both YBCBD and neighborhood events and activities to 650 subscribers.
- Produced the eighth YBCBD Annual Report with the theme, *Yerba Buena: At Work For You*. The report was mailed to all property owners in the district and posted online.
- In partnership with SFMTA, created bus ads to promote Yerba Buena Night.
- Developed and released a brief video explaining YBCBD services and posted it on the YBCBD website, www.ycbcd.org.
- Continued to receive media recognition for the Yerba Buena Street Life Plan.

▪ Neighborhood Identity and Branding

- Continued to update and market the neighborhood website, www.visityerbabuena.org.
- Began work on a redesign of the YBCBD website, www.ycbcd.org.

▪ Neighborhood Events and Connections

- Due to rain, Yerba Buena Night was cancelled.
- Began work on the development of a series neighborhood walking tours - to be offered as a group tour and self-led through a digital platform.

▪ Community Benefit Fund

- As a result of a successful renewal effort, reinstated the Community Benefit Fund.

- Grant guidelines and applications were distributed to area nonprofits in July 2016 and posted on both the YCBCD and neighborhood websites.
- Funding continues to be targeted for public art projects, greening/streetscape improvements, community engagement, and public safety enhancements.
- So far this fiscal year a total of \$75,000 has been awarded to seven (7) nonprofit organizations working to improve the neighborhood. Total granted since the inception of the Fund is \$990,000 to 35 nonprofit organizations with more than 275,000 people impacted.

Other Accomplishments

- Active participation and/or leadership positions with the:
 - The Yerba Buena Gardens Conservancy
 - Better Market Street Citizen’s Advisory Council
 - Moscone Bridge Art Panel
 - Moscone Expansion Strategic Advisory Group
 - San Francisco CBD Consortium
 - Southern Station Community Police Advisory Board
 - Yerba Buena Culture Cabinet
 - Yerba Buena Neighborhood Consortium

Statistical Summary of Services Provided – July 1, 2016 to December 31, 2016

- Cleaning Calls for Service – 10,984
- Public Safety Calls for Service – 9,726
- Pounds of Trash Removed – 147,295
- Graffiti Removed – 3,319
- Linear Frontage Steam Cleaned – 1,135,120
- Commercial Vacancies as of December 31, 2016 – XXX

Summary Financial Data

We do not expect any significant deviations from our approved FY17 annual budget.

	Actuals thru 12.31.16	Year-To-Date Budget
REVENUE		
Assessments	\$ 2,960,505.00	\$ 2,960,505.00
Fundraising	\$ 229,126.00	\$ 127,830.00
Interest Income	\$ 286.00	\$ 252.00
Carryover from Previous Years	\$.00	\$ 397,676.00
TOTAL REVENUE	\$ 3,340,293.00	\$ 3,486,263.00
EXPENSE		
Management & Operations	\$ 171,791.00	\$ 229,600.00
Cleaning & Streetscape Improvements	\$ 478,045.00	\$ 793,179.00

	Actuals thru 12.31.16	Year-To-Date Budget
Safety & Security	\$ 634,376.00	\$ 765,432.00
Branding, Activation & Marketing	\$ 188,482.00	\$ 263,671.00
TOTAL EXPENSE	\$ 1,472,694.00	\$ 2,051,882.00
NET GAIN/(LOSS)	\$ 1,867,599.00	\$ 1,434,381.00

Financial Notes

Revenue

- Overall we’re on track to hit or exceed our budgeted numbers.
- The fundraising line is inflated due to fiscally-sponsored projects of the YBCBD and will be adjusted by year-end and because of a contract to provide additional services.

Expense

- Management & Operations
 - Expenses are running slightly lower than projected in large part because we have a vacant staff position. We’ve also experienced slightly reduced legal fees this year. We anticipate being on budget by the end of the fiscal year.
- Cleaning & Streetscape Improvements
 - Expenses are slightly behind primarily due to the delay in the implementation of a few of the YBCBD streetscape projects. For example, funds were allocated to create a permanent Annie Street Plaza, however as the result of community feedback the Plaza was removed. We anticipate spending about \$200,000 less this fiscal year on streetscape projects than budgeted. Cleaning expenditures are on track.
- Safety & Security
 - Costs related to our 10B program are running as expected. However, due to the late release of the Central SoMa Plan Draft EIR, we’ve been delayed in the development and implementation of a pedestrian safety program. We expect to kick off this effort in the second half of FY17 and anticipate being on budget by the end of the fiscal year.
- Branding, Activation & Marketing
 - Expenses are behind budget primarily due to the cancelation of our large annual neighborhood event, Yerba Buena Night, due to rain. Our Marketing Committee is considering other options and we anticipate being on budget by the end of the fiscal year.

Carryover Status

- We began Fiscal Year 2017 with a carryover balance of \$3.5 million.
- As part of our budgeting process each year, we develop 5-year budget projections in order to anticipate costs and to monitor carryover.
- Our current 5-year budget projections reflect a gradual spending of carryover funds, reducing the amount to \$800,000 by the end of FY22.
- Our Finance Committee tries to maintain a minimum balance of 6-months operating expense as carryover – an amount of \$2 million for FY17.

Description and Status of Each Contract to Provide Programs/Services

MJM Management Group, Inc.

- In December 2015 we signed a five-year agreement with MJM Management Group, Inc. MJM is responsible for providing cleaning and community guide services throughout the district. The new contract adds staff to the Clean Team and Community Guide services. We have also added a Social Services Specialist to focus on better meeting the needs of our street populations. Services are provided 365 days a year from 6:00am to midnight. The YBCBD continues to meet monthly with MJM to discuss how to continually improve services.

San Francisco Police Department

- The YBCBD contracted with the San Francisco Police Department to engage 10B police officers as of July 1, 2009. We currently contract for 10 hours a day, 365 days a year. Police officers are on bicycle to better cover the entire neighborhood and work in conjunction with MJM and the Community Guides. YBCBD representatives meet monthly with SFPD to discuss issues and how to improve services.
- In July 2016, our contract with SFPD expanded to provide additional officers focused on circulation and traffic enforcement in the area around the 706 Mission Street Project. This expanded service is funded from external sources and is expected to continue until construction is complete.

CMG Landscape Architecture

- The YBCBD contracted with CMG Landscape Architecture in October 2010 to lead the development of a 5-10 year plan to improve the streets and public space in the neighborhood. We continue our partnership with CMG by annually negotiating a new contract with CMG for the implementation of projects from the plan.

Profile Strategies

- We have worked with Profile Strategies since 2009 on public relations and marketing efforts. They serve as our media expert and contact, are instrumental in developing mailings to property owners, and are engaged in provide public relations services for the Renewal effort.

Preview of 2017

Management & Operations

- Board
 - Conduct board officer, committee chair, and new director orientation including training on The Brown Act.
- Finance and Fund Development
 - Prepare mid-year forecast for FY17.
 - Prepare the FY18 budget.
 - Prepare 5-year budget projections.
 - Continue to seek funding for organizational initiatives.
 - Meet our non-assessment revenue requirement.

- Complete another audit and secure an unmodified opinion.
- Other
 - Hire a 4th staff person.
 - Continue active participation and/or leadership roles in the San Francisco CBD Consortium, Moscone Expansion Strategic Advisory Group, Moscone Expansion Art Panel, Better Market Street Citizen’s Advisory Council, Southern Station Community Police Advisory Board, Yerba Buena Culture Cabinet, and The Yerba Buena Gardens Conservancy.

Cleaning & Streetscape Improvements

- In partnership with Sites Unseen, install a second piece of public art in the district.
- Install high-visibility graphic crosswalks at six (6) neighborhood intersections.
- Fabricate another round of custom-designed Yerba Buena Bike Racks.
- Continue collaborations with adjacent property owners in the redesign of the public plaza at Annie and Market streets.
- Explore designing custom trash cans for the district and replace fixtures as needed.
- Install five (5) Yerba Buena Benches along Second Street as part of DPW’s Second Street Redevelopment Project.
- Continue quarterly measurements of neighborhood cleanliness.
- Continue posting reports and cleaning schedules on the YBCBD website.

Safety & Security

- Conduct community meetings to develop new initiatives to improve the safety of pedestrians, cyclists, and drivers in the neighborhood.
- Explore engaging an additional Social Services Specialist through a possible partnership with the City.
- Continue tracking reports through the five (5) ways to access services.

Branding, Activation & Marketing

- Plan and present the seventh annual Yerba Buena Night 2017 – Saturday, October 14, 2017 – and increase financial support for the event.
- Revise and update the YBCBD and neighborhood websites.
- Conduct a design competition for a new neighborhood t-shirt design.
- Continue to grow a greater presence on social media.
- Continue to conduct site visits and monitoring of all Community Benefit Fund grantees.
- Launch a series of neighborhood walking tours.
- Explore hosting a second district-wide annual event.