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**Yerba Buena Community Benefit District Unveils “Be A Superhero” Campaign and New Technologies to Improve Neighborhood Cleanliness and Safety**  
*Mayor Ed Lee and Supervisor Jane Kim Encourage Community Involvement in the New Program*

**San Francisco, Calif., April 15, 2014** — San Francisco Mayor Ed Lee, Supervisor Jane Kim and members of the [Yerba Buena Community Benefit District](#) (YBCBD) today encouraged citizens to “Be a Superhero” and participate in a new campaign to improve the cleanliness and safety of the popular Yerba Buena neighborhood.

“We can all be superheroes in our City by doing our part to keep our City clean, green, safe and vibrant,” said Mayor Lee. “This beautiful and diverse neighborhood improves because of the dedicated people who live, work and visit here and I encourage everyone to use the new YBCBD tools to help make Yerba Buena even cleaner and safer.”

The campaign uses advertisements to remind people to help with cleanup efforts and provides a variety of ways to report and track service requests through the YBCBD Dispatch office. The colorful ads are reminiscent of comic book art and depict citizens taking action to improve Yerba Buena, including a Graffiti Guardian reporting graffiti, a Direct Depositor tossing a coffee cup into the garbage and a Doo-Doo Do-Goeder cleaning up after a pet. Subsequent ads will feature characters focused on pedestrian and bicycle safety.

“Community engagement is key to improving our neighborhoods,” said Supervisor Jane Kim. “Yerba Buena’s community is particularly engaged and represents a diverse range of local gems, from our world-class museums and educational institutions to hotels, entertainment venues and cultural and family attractions. There are countless superheroes contributing on a daily basis to the cleanliness, safety and overall public activation of Yerba Buena and this campaign is about giving them a direct plug-in to YBCBD.”

YBCBD also became the first community benefit district in the City to offer a mobile app and web-based program called YBCBD Assist to report and track district service requests. There are also texting, phone or email options to request services. The nonprofit YBCBD’s Clean Team, Community Guides or San Francisco Police Department bike patrol officer dedicated to the district respond when citizens contact YBCBD Dispatch for clean and safe services.

District clean and safe services that can be requested include: Graffiti abatement; sidewalk and gutter sweeping; sidewalk steam cleaning; noise complaints; trespassing; littering; aggressive panhandling; and other quality of life issues. YBCBD stressed that emergency calls should still be made to 911 and for other City services to call 311.

“The goal of the campaign and of the new tools is to encourage everyone in the neighborhood to get involved by doing their part and to report quality of life issues to the YBCBD to address,” said Lawrence Li, YBCBD board chair. “This campaign and the new tools reflect the YBCBD’s mission to improve the quality of life for residents and visitors in the Yerba Buena neighborhood.”

New ways to request and track services include visiting [www.YBCBD.org](http://www.YBCBD.org) to use the web-based program called Yerba Buena Assist; downloading the YBCBD Assist app for your iPhone or Android; and texting 415-559-1632. Previous access to services is still available by dialing 415-543-9223 or emailing [Dispatch@YBCBD.org](mailto:Dispatch@YBCBD.org).

The services are specifically for the YBCBD, which encompasses Second to Fifth and Market to Harrison streets and features more than 400 shopping, dining and entertainment venues, world-class museums, convention space, hotels, and educational institutions. YBCBD began implementing programs in 2009, such as a Community Guides program, bike patrol officer program, graffiti removal, street and sidewalk cleaning, neighborhood marketing and other improvement efforts. Learn more at [www.YBCBD.org](http://www.YBCBD.org).

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