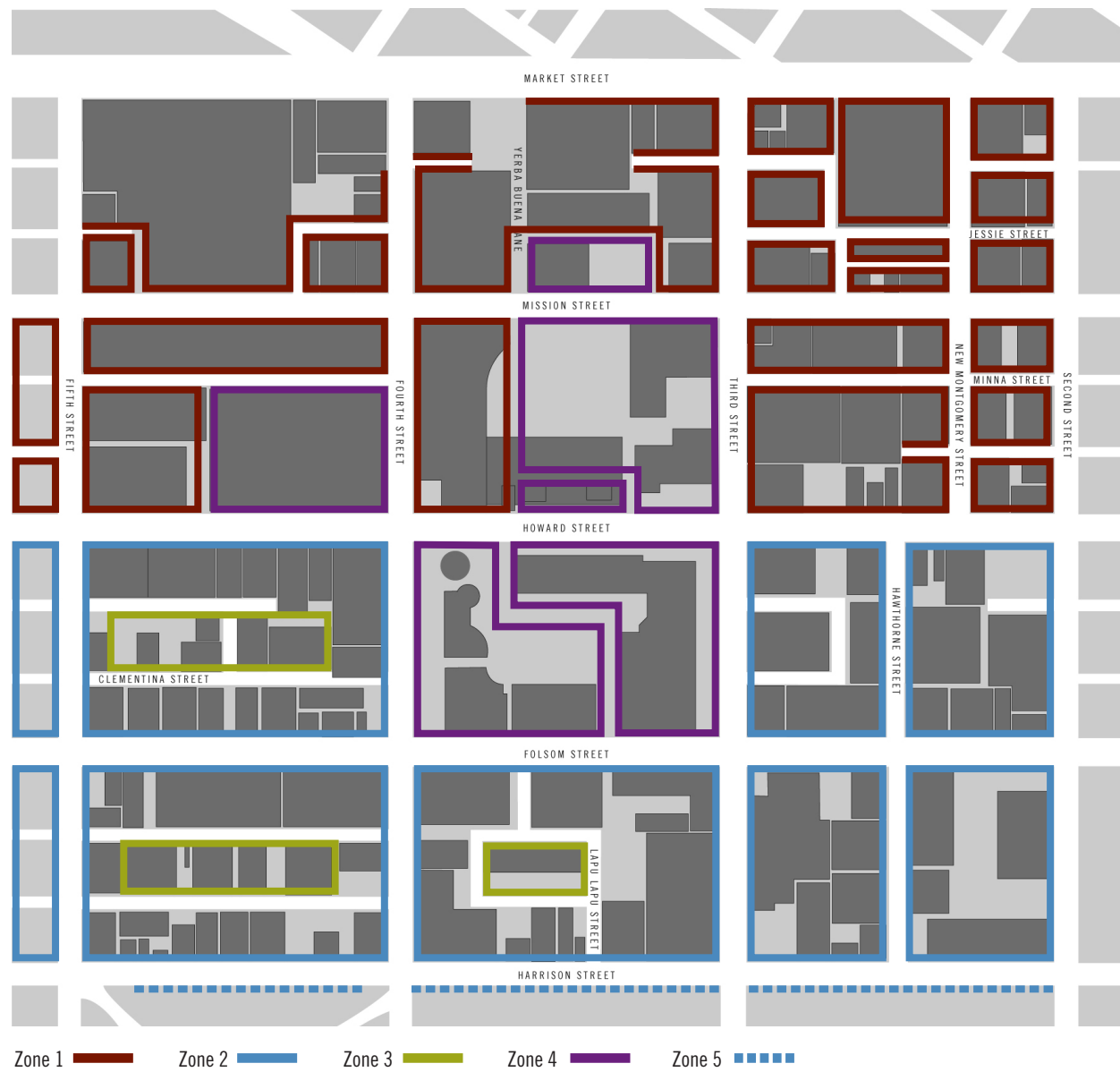


community benefit district boundaries



next steps

February-March—attend a CBD Overview meeting to learn more about the proposed district

April—petitions distributed; first vote for CBD

April-June—ballots mailed; outcome determines formation of CBD

July-August—Board of Supervisors hearing to ratify CBD

January 2009—CBD services begin

For more information call 415/541-0312,
email info@yerbabuena.org,
or visit www.yerbabuena.org/CBD.

yerbabuena

community benefit district



cbd formation process at a glance

More than 100 property and business owners and residents have been involved in the process to create a Yerba Buena Community Benefit District. Steps in the process include:

- 01 CBD Steering Committee Formed**
26 property owners formed a Steering Committee in January 2007 to explore creating a CBD. The Steering Committee identified challenges facing our neighborhood and thoughtful and appropriate solutions that became the CBD's proposed service plan.
- 02 District Structure Proposed**
After reaching out to the diverse constituencies in the Yerba Buena Neighborhood for feedback, and looking at best practices from other CBDs in San Francisco, the Steering Committee adopted a district boundary, service plan, governance structure, and assessment methodology.

- 03 Community Forums**
Since 2007, property owners and community members were invited to attend 17 community meetings to discuss the proposed CBD. An additional 8 meetings will occur throughout the end of February and March. Feedback from all meetings has been incorporated in the proposed plan.

- 04 Property Owner Votes**
Property owners will vote on the proposed district twice. The first vote, a petition, will arrive in early April. If at least 30% of the properties in the district sign and return the petition, the CBD moves to the next step. The second vote, a ballot, will be administered by the City and County of San Francisco; a majority of affirmative votes will result in the creation of the CBD. Once the affirmative votes are counted, the Board of Supervisors will hold a hearing to ratify the CBD.

- 05 District Implementation**
Once the CBD is passed, a 501(c)3 non-profit will be created to collect and disperse the assessments and ensure the service plan is implemented. A Board of Directors recruited from within the district will provide overall governance for the CBD.

yerba buena community benefit district steering committee

California Historical Society

David Crosson

City College of San Francisco, Downtown Campus

Steven Glick

City and County of San Francisco

John Noguchi*

The Contemporary Jewish Museum

Kate Patterson/Stacey Silver

Fifth and Mission/Yerba Buena Garage

John Brown

Forest City Development

Natalie Berg/Andrew Bryant

Four Seasons Hotel

Daniel Ho/Doug Housley

Four Seasons Residences

Saul Feldman

Marriott Hotel

Dan Kelleher/Greg Lattin*

Metreon

Chuck Martinez**

Millennium Partners

Sean Jeffries*

The Moscone Center

Dick Shaff

Museum Parc Homeowners

Peter Hartmann

The Paramount

Jesse Leite**

SFCVB

Dan Goldes

SFMOMA

Joe Brennan

SF Redevelopment Agency

Cathy Pickering*/**

South of Market Child Care Center

Noushin Mofakham

SPUR

Jim Chappell/Diane Filippi

St. Patrick's Church

Rev. Eduardo Dura

St. Regis Hotel

Toni Knorr

St. Regis Residences

Nicole Gorman

TODCO

John Elberling**

W Hotel

Mike Nettles

Westfield San Francisco Centre

Heather Almond*

*Executive Committee Members, ** Budget Committee Members

dear neighbor

For more than a year, we have worked together to identify challenges facing our community and creative, appropriate, and thoughtful solutions to strengthen the Yerba Buena Neighborhood and San Francisco. We believe that creating a Community Benefit District (CBD) is critical to the ongoing success of this area. The Yerba Buena Community Benefit District will advance the quality of life for residents and visitors in the Yerba Buena Neighborhood and San Francisco on an continuing basis by fostering a safer and more secure community, enhancing environmental quality and beauty, and reinforcing the viability of our economic base.

A Community Benefit District is a specific geographic area, like our neighborhood, where property owners raise funds through private property or business assessments to pay for services that enhance, but do not replace, existing municipal services to the area. In our community, these funds would be used to increase safety, security, and pedestrian safety; improve the cleanliness of our sidewalks and streets; institute a district-wide greening plan that includes tree planting and hanging flower baskets; and ensure that our neighborhood's reputation better matches its reality through concerted marketing and branding activities.

Our planning process has been guided by a series of core values:

- The Yerba Buena Gardens is the centerpiece of the Neighborhood and a significant contributor to the quality of life in our community;
- Diversity is valued in all forms and all are welcome in the Yerba Buena Neighborhood;
- Arts and culture create critical connection points for our community and city; and
- Stable and vibrant businesses and an engaged community are key to ensuring the success of the Yerba Buena Neighborhood.

Nationwide there are approximately 2,000 of these districts; of those, 400 are in California and 8 are in San Francisco. Creating a Community Benefit District in our neighborhood is a critical component to ensuring that the Yerba Buena Neighborhood is an ideal place to live, work, study, and visit.

We hope you will join us in our commitment to the Yerba Buena Neighborhood by supporting the Community Benefit District. For more information, please contact 415/541-0312 or visit www.yerbabuena.org/CBD.

Sincerely,

Yerba Buena CBD Steering Committee

**For more information call 415/541-0312,
email info@yerbabuena.org,
or visit www.yerbabuena.org/CBD.**

annual operating budget summary

Safety/Security/Ped. Safety **\$652,973**

Cleaning/Greening **\$880,947**

Marketing/Branding **\$216,817**

Community Benefit Fund **\$120,000**

Admin/Contingency **\$577,743**

GRAND TOTAL **\$2,448,480**

assessment methodology

Zone No.	per linear ft./yr	per bldg sq.ft./yr
Zone 1 (red)	\$15.59	\$.078
Zone 2 (blue)	\$10.40	\$.0510
Zone 3 (green)	\$5.18	\$.024
Zone 4 (purple)	\$38.40	—
Zone 5 (blue dots)	\$10.40	—
Condo	—	\$.22

direct services

Safety/Security/Pedestrian Safety

Hire dedicated police officer and highly trained Ambassadors/Community Guides

Cleaning/Greening

Implement sidewalk maintenance (steam cleaning, powerwashing, gum and graffiti removal) and greening (tree planting, hanging flower baskets) programs

Marketing/Branding

Create a formal name/identity for the area; implement small and large scale district-wide events and marketing activities to bring community together and visitors to area

Community Benefit Fund

Distribute small annual grants to organizations/entities providing services or programs in the district that support the goals of the CBD

frequently asked questions

1. What is the Yerba Buena Community Benefit District?

Stretching from 2nd to 5th and Market to Harrison Streets (see map on back page) the Yerba Buena Community Benefit District (CBD) will raise \$2,448,480 annually from property owners to spend on services to strengthen the community. Services include hiring staff to increase safety, provide street-level concierge services, and clean the sidewalks and streets. Additional funds will be spent to market and brand the area and give grants to organizations or entities providing services or programs in the district that support the goals of the CBD.

2. What will the CBD do?

The CBD has 3 priorities – improve safety, security and pedestrian safety; increase cleanliness while expanding district-wide greening activities; and ensure the reputation of the area better matches its reality through concerted marketing and branding activities. Following best practices established through other CBDs in San Francisco, an Ambassador or Community Guide program will be implemented, deploying highly trained, street-level concierge staff throughout the district to orient people to the area, provide directions and information about special events, and connect people in need of supportive or social services with appropriate assistance. Additional teams of trained staff will provide daily cleaning services, including steam-cleaning and power-washing sidewalks, removing gum and graffiti, and providing general clean-up and maintenance for the area. A dedicated police officer will be hired to patrol the district, focusing on critical crime hot spots. And, a series of district-wide activities and special events will be implemented to brand and market the community.

3. Will the City reduce services if we pass the CBD?

Absolutely not. A service baseline agreement will be entered into with all city agencies that currently provide services in the Yerba Buena Neighborhood; the CBD will hold those agencies accountable for continuing to provide services.

4. How much will it cost?

The assessment for each property is based on service frequency, location, and use. Properties will generally be assessed on linear frontage and building square footage. Assessment levels, or benefit zones, are determined by location in the district (see map on back page).

5. Do other CBDs exist in San Francisco?

San Francisco currently has 8 Community Benefit Districts, including Union Square to our north and Central Market to our west with an additional 5 districts in the planning process. Approximately 400 districts exist in California.

6. How will the CBD be managed?

A non-profit organization will be created to manage the CBD. A Board of Directors, made up of key stakeholders in the community, will govern the organization, ensuring that funds are collected and spent according to the district's service plan. The Yerba Buena CBD will last for 7 years. At the end of that period, property owners may choose to renew the CBD.