

**Civic Center
Community Benefit District
Management District Plan Summary**

**For
A Property-Based
Community Benefit District
In the City and County of San Francisco**

March 2019

**Prepared By
Urban Place Consulting Group, Inc.**

The full Civic Center CBD Management Plan and Engineer's Report can be found at
<http://www.sfciviccenter.org>

Prepared pursuant to the State of California Property and Business Improvement District Law of 1994 as amended and augmented by Article 15 of the San Francisco Business and Tax Regulations Code and Article XIID of the California Constitution to create a property-based business improvement district

Management District Plan Summary

The name of the property-based Community Benefit District is the Civic Center Community Benefit District ("Civic Center CBD"). The Civic Center CBD is being renewed and expanded pursuant to the California Constitution and the Property and Business Improvement District Law of 1994, as amended and augmented by Article 15 of the San Francisco Business and Tax Regulations Code.

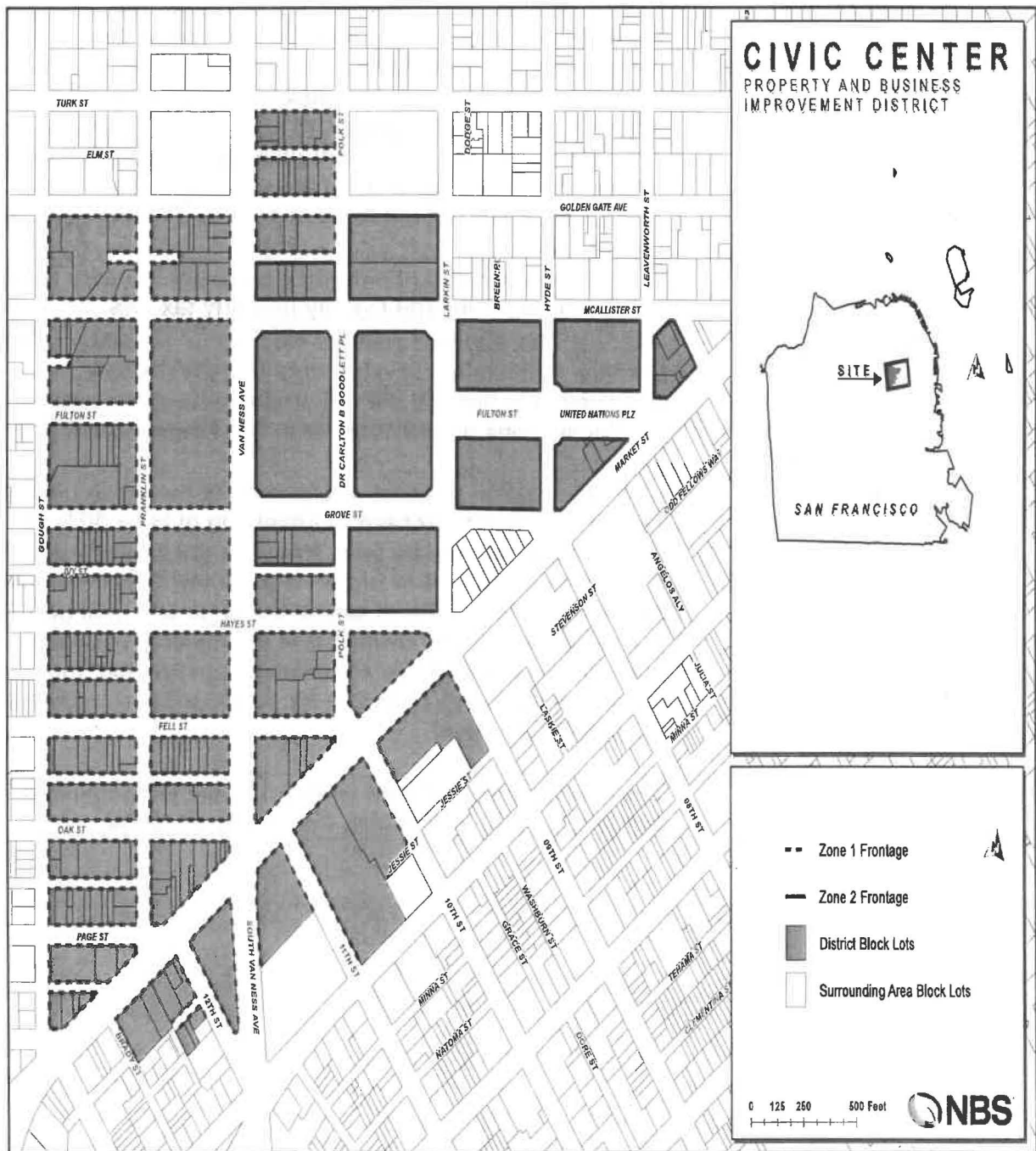
Developed by the Civic Center Renewal Steering Committee, the Civic Center CBD Management District Plan describes how the renewed and expanded Civic Center CBD will improve and convey special benefits to assessed parcels located within the Civic Center CBD area. The Civic Center CBD will provide activities consisting of Clean/Safe/Activation/Beautification, Marketing/Communication, and Administration. Each of these programs is designed to meet the goals of the Civic Center CBD; to improve the safety of each individual assessed parcel within the Civic Center CBD, to increase building occupancy and lease rates, to encourage new business development, and attract ancillary businesses and services for assessed parcels within the Civic Center CBD.

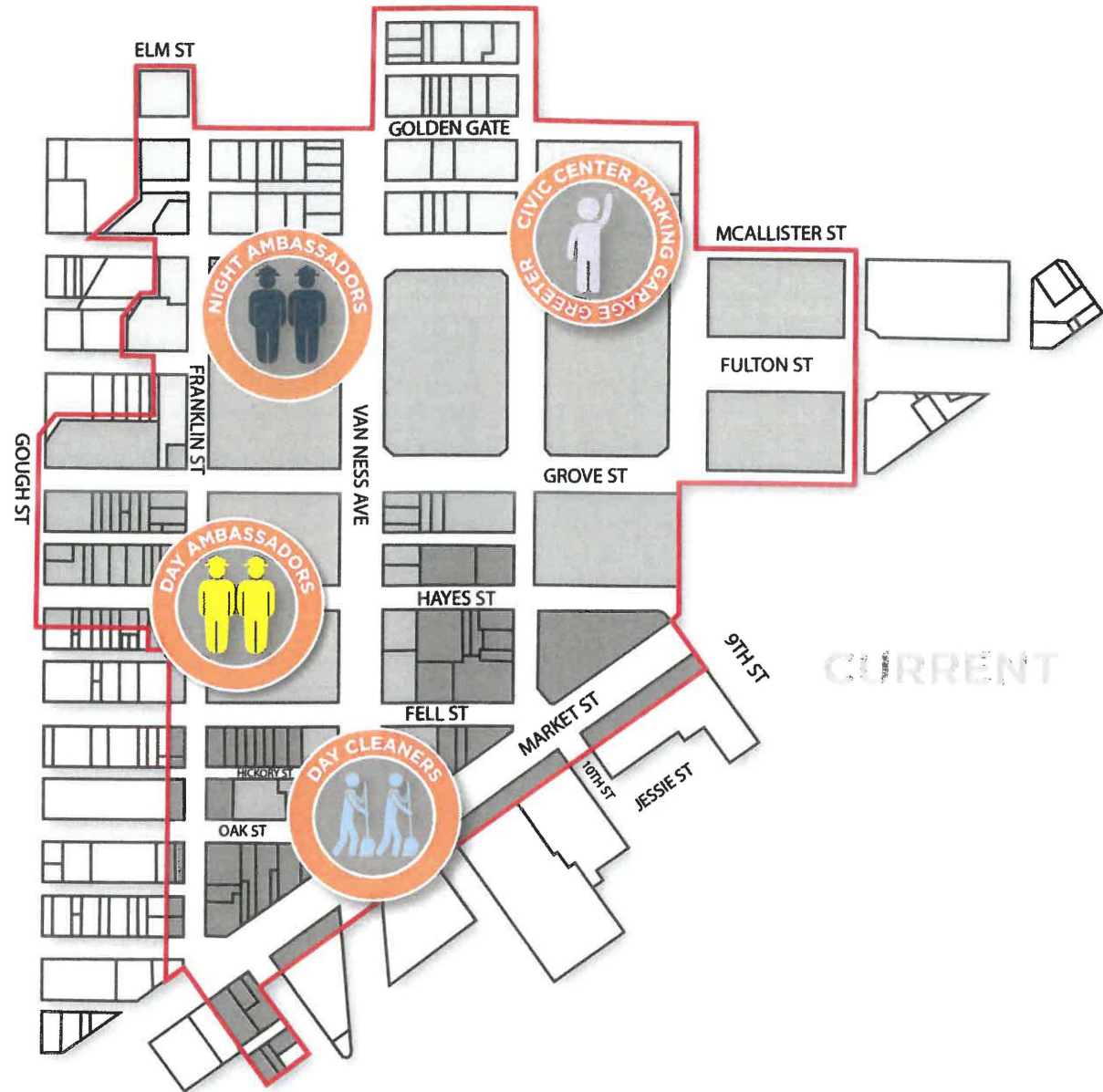
Location	The District will be located in the Civic Center area of the City. The Civic Center CBD consists of approximately 43 whole or partial blocks and approximately 773 parcels. The District will generally be bounded by Golden Gate Avenue and Turk Street to the North, Market Street to the South, 7 th Street to the East, and Gough Street to the West.
Boundary	See map, page 6.
Improvements, Activities, Services	<p>The Civic Center CBD will finance activities and improvements that will be provided directly to the assessed parcels, to improve the District's environment in the following ways:</p> <p><u>Clean, Safe, Activation</u></p> <p>Clean Program to implement programs that may consist of, but are not limited to, the following:</p> <ul style="list-style-type: none">- Sidewalk & gutter sweeping- Sidewalk pressure washing- Graffiti & handbill removal- Trash Cans- Trash removal <p>A Civic Center CBD Safe Program to implement programs that may consist of, but are not limited to, the following:</p> <ul style="list-style-type: none">- Stewards & Ambassadors- Garage Greeter Program- Security Camera Program- Public Space Activation- Improved District Amenities

	<p>An Activation Program to increase the use and feeling of safety in the District that may consist of, but not limited to the following:</p> <ul style="list-style-type: none">- Market Vending Programs- Art Programs- Performance Programs- Games- Food Vending Program <p><u>Marketing/Communication</u></p> <p>Programs may consist of, but are not limited to, the following:</p> <ul style="list-style-type: none">- Destination Marketing- Branding- Events- Media Relations- Website- Social Media- District Stakeholder Outreach <p><u>Administration/Contingency</u></p> <p>Administrative staff oversees the Civic Center CBD's services, which are delivered seven days a week.</p> <p>An operating reserve is budgeted as a contingency for any payment of delinquencies, uncollectible assessments, Community Benefit District establishment and/or renewal efforts, and/or unforeseen budget adjustments.</p>																					
Budget	<table><tr><th>EXPENDITURES</th><th>TOTAL BUDGET</th><th>% of Budget</th></tr><tr><td>Clean/Safe/Activation</td><td>\$2,583,768.00</td><td>75.91%</td></tr><tr><td>Marketing/Communication</td><td>\$250,000.00</td><td>7.34%</td></tr><tr><td>Administration/Contingency</td><td>\$570,000.00</td><td>16.75%</td></tr><tr><td>Total Expenditures</td><td>\$3,403,768.00</td><td>100.00%</td></tr><tr><th>REVENUES</th><td></td><td></td></tr><tr><td>Assessment Revenues</td><td>\$3,240,387.14</td><td>95.20%</td></tr></table>	EXPENDITURES	TOTAL BUDGET	% of Budget	Clean/Safe/Activation	\$2,583,768.00	75.91%	Marketing/Communication	\$250,000.00	7.34%	Administration/Contingency	\$570,000.00	16.75%	Total Expenditures	\$3,403,768.00	100.00%	REVENUES			Assessment Revenues	\$3,240,387.14	95.20%
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	Other Revenues (1)	\$163,380.86	4.80%																																
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Method of Financing	Levy of assessments upon real property that specially benefit from improvements and activities.																																		
Assessments	<p>Annual assessments are based on program costs allocated among the parcels based on assessable footage. Three property assessment variables, lot square footage, building square footage, and linear front footage, will be used in the calculation. Additionally, three land use considerations are also factored in as assessment variables, commercial/office/cultural, residential, and educational/philanthropic/religious/charitable. Estimated annual maximum assessment rates for the first year of the district follow:</p> <p>Zone 1</p> <table border="1"> <thead> <tr> <th>Land Use Type (1)</th><th>Rate per Front ft</th><th>Rate per Bldg sq ft</th><th>Rate per Lot sq ft</th></tr> </thead> <tbody> <tr> <td>Commercial, Office, Cultural</td><td>\$15.24399</td><td>\$0.05217</td><td>\$0.21773</td></tr> <tr> <td>Residential</td><td>\$15.24399</td><td>\$0.05217</td><td>\$0.21773</td></tr> <tr> <td>Educational, Philanthropic, Religious, Charitable</td><td>\$10.16266</td><td>\$0.03478</td><td>\$0.14515</td></tr> </tbody> </table> <p>Zone 2</p> <table border="1"> <thead> <tr> <th>Land Use Type (1)</th><th>Rate per Front ft</th><th>Rate per Bldg sq ft</th><th>Rate per Lot sq ft</th></tr> </thead> <tbody> <tr> <td>Commercial, Office, Cultural</td><td>\$36.12826</td><td>\$0.12364</td><td>\$0.51601</td></tr> <tr> <td>Residential</td><td>\$36.12826</td><td>\$0.12364</td><td>\$0.51601</td></tr> <tr> <td>Educational, Philanthropic, Religious, Charitable</td><td>\$24.08550</td><td>\$0.08243</td><td>\$0.34401</td></tr> </tbody> </table>			Land Use Type (1)	Rate per Front ft	Rate per Bldg sq ft	Rate per Lot sq ft	Commercial, Office, Cultural	\$15.24399	\$0.05217	\$0.21773	Residential	\$15.24399	\$0.05217	\$0.21773	Educational, Philanthropic, Religious, Charitable	\$10.16266	\$0.03478	\$0.14515	Land Use Type (1)	Rate per Front ft	Rate per Bldg sq ft	Rate per Lot sq ft	Commercial, Office, Cultural	\$36.12826	\$0.12364	\$0.51601	Residential	\$36.12826	\$0.12364	\$0.51601	Educational, Philanthropic, Religious, Charitable	\$24.08550	\$0.08243	\$0.34401
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Benefit Zones	In addition to parcel characteristics and land use types, location also plays a role in determining special benefit. Two distinct areas within the proposed boundary of the District have been identified that will experience the																																		

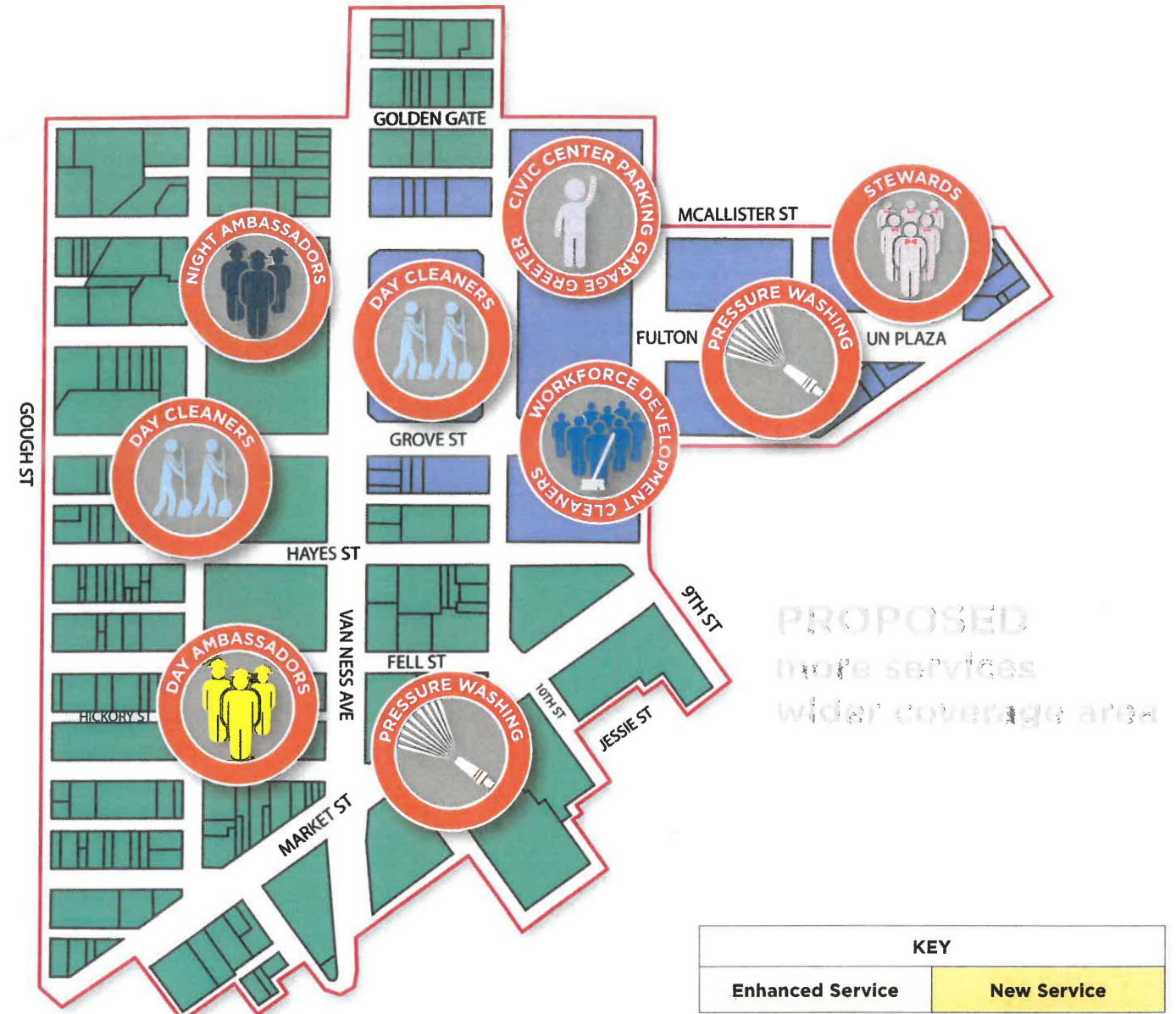
	Improvements to differing degrees and therefore will receive different levels of special benefit.
Annual Assessment Increase	Annual assessment increases are not to exceed 5%. Total assessment revenue may also change based on development in the District. The determination of annual adjustments in assessment rates will be subject to the approval of the Civic Center CBD Owners' Association.
City Services	The City and County of San Francisco has established and documented the base level of pre-existing City services. The Civic Center will not replace any pre-existing general City services.
Collection	District assessments appear as a separate line item on the San Francisco City and County property tax bills.
District Governance	The City may contract with the existing Civic Center CBD Owners' Association or another non-profit Owners' Association to provide the day-to-day operations and carry out the services as provided for in this Management District Plan.
District Formation	District formation requires submission of favorable petitions signed by property owners representing at least 30% of total assessments to be paid. Petitions are submitted to the San Francisco Board of Supervisors. If the 30% threshold is met, the City will conduct further hearings and mail ballots to all District property owners and the majority of ballots returned, as weighted by assessments to be paid, must be in favor of the District in order for the Board of Supervisors to consider approval.
Duration	The Civic Center CBD will have a 15-year life beginning January 1, 2020 and ending December 31, 2034.





CURRENT

Renewal Service Comparison



PROPOSED
more services
wider coverage area

KEY	
Enhanced Service	New Service

	CURRENT TOTAL ANNUAL HOURS	CURRENT STAFFING/SCHEDULE		
		Zone 1	Zone 2	Zone 3
Cleaners	When requested (Zones 1 and 2) 4,160 hrs. (Zone 3)	Zone 3 Cleaners service Zone 1 & 2 when requested		1-2 Cleaners daily 6am-2:30pm
Workforce Development Cleaners		NONE		
Pressure Washing	Not defined in total hours	NONE		Each Zone 3 parcel twice/quarter
Day Ambassadors	10,088 hrs. (shared between all Zones)	2 Day Ambassadors 6am-4pm Mon. 4 Day Ambassadors 6am-7:30pm Tue.-Fri. 2 Day Ambassadors 9:30 am-6:30pm Sat. 2 Day Ambassadors 12:00pm-5m Sun.		
Stewards		NONE		
Night Ambassadors	4,000 hrs. (Zone 2- 200 nights/year)	NONE	4 Night Ambassadors 6pm-11pm 200 nights	NONE
Garage Greeter	1,300 hrs. (fixed post)	N/A	1 Elevator Greeter Tue.-Sat. 6pm-11pm	N/A

	PROPOSED ANNUAL HOURS Zone 1	PROPOSED STAFFING/SCHEDULE Zone 1	PROPOSED ANNUAL HOURS Zone 2	
			PROPOSED STAFFING/SCHEDULE Zone 2	PROPOSED STAFFING/SCHEDULE Zone 2
Cleaners	11,648 hrs.	4 Cleaners daily 6am-6pm	5,824 hrs.	2 Cleaners daily 6am-6pm
Workforce Development Cleaners		NONE	10,400 hrs.	8-10 cleaners 5 days/week
Pressure Washing	2,080 hrs.	40hr/week Each parcel 1-3 times/month	2,080 hrs.	40hr/week Each parcel 2-3 times/week
Day Ambassadors	11,648 hrs.	4 Day Ambassadors daily 6am-6pm	(see Stewards below)	
Stewards		NONE	12,480 hrs	4 Fixed Post + 2 Roving daily 7am-7pm
Night Ambassadors	5,200 hrs.	4 Night Ambassadors Tue.-Sat. 6pm-11pm	Zone 1 Night Ambassadors cover access to BART/Muni/Parking	
Garage Greeter		N/A	1,300 hrs. (fixed post)	1 Elevator Greeter Tue.-Sat. 6pm-11pm