



NOTICE OF PUBLIC HEARING AND ASSESSMENT BALLOT PROCEEDING

TO:

Assessor's Parcel No.

FROM:

John Arntz, Director
Department of Elections
City and County of San Francisco

SUBJECT:

Notice of Public Hearing and Assessment Ballot Proceeding to consider the renewal of the property-based special assessment district Fillmore Jazz Community Benefit District, to be expanded and renamed the "Fillmore Community Benefit District".

The purpose of this notice is to provide you with information about an assessment ballot proceeding and public hearing being conducted by the Board of Supervisors, and its effect on real property that you own. This notice is being sent to you in accordance with Resolution No. 225-11, passed by the Board of Supervisors (a copy of which is enclosed), California Government Code Section 53753, and California Constitution Article XIID Section 4(c).

Please be advised of the following:

- The Board of Supervisors will hold a public hearing on the proposed assessment at 3:00 p.m. on July 26, 2011 or as soon thereafter as the matter may be heard, in the Board's Legislative Chambers, Second Floor, City Hall, 1 Dr. Carlton B. Goodlett Place, San Francisco, California, 94102. At this hearing, the Board will hear testimony regarding the proposed assessment. The reason for the assessment is to renew the property-based business improvement district Fillmore Jazz Community Benefit District, to be expanded and renamed the "Fillmore Community Benefit District". The annual assessments would last for 7 years, the services will be implemented through June 30, 2018.
- In accordance with Section 67.7-1 of the San Francisco Administrative Code, persons who are unable to attend the hearing on this matter may submit written comments to the City prior to the time the hearing begins. These comments will be made a part of the official public record in this matter, and shall be brought to the attention of the Board of Supervisors. Written comments should be addressed to Angela Calvillo, Clerk of the Board, San Francisco Board of Supervisors, Room 244, City Hall, 1 Dr. Carlton B. Goodlett Place, San Francisco, California, 94102.

BOUNDARIES

- The proposed Fillmore Community Benefit District contains approximately 226 identified parcels. The original Fillmore CBD area extended from Steiner to Webster and Geary to Golden Gate; in addition the half block from Geary to Post and Fillmore to Avery Street was also included. The expanded Fillmore Community Benefit District would extend these boundaries to include the West side of Steiner between Geary and Ellis (the sidewalk



adjoining Kimbell Park), The West side of Fillmore between Golden Gate and McAllister, and will include miscellaneous in-holding parcels that were left out of the existing CBD.

SERVICES, IMPROVEMENTS, ACTIVITIES

- The proposed property-related services, improvements or activities for the District include Cleaning and Maintenance, Beautification, Marketing, Advocacy, and Public Safety. Within the Fillmore CBD there are three service levels which reflect different frequencies for the cleaning and maintenance program.
- **Cleaning and Maintenance Program:** The Cleaning and Maintenance program utilizes uniformed maintenance workers on a daily or other regular basis to provide services that include: area sidewalk sweeping; area curb cleaning; refuse and trash removal (building edges to gutter); removal of litter from tree basins and grates; remove and disinfect bodily wastes as required; remove debris from plants, trees and greenery; remove leaves in the entire coverage area; remove trash found around and flowing out of City refuse cans; cleaning of trash cans, surrounding areas, newsracks, light poles etc.; remove unauthorized and expired postings; spot clean spills with hose or mop; report City maintenance issues to the City's 311 Customer Service Center; and report crime / safety issues to SFPD. Other services are performed periodically, including: area sidewalk steam cleaning; and weeding of tree basins and sidewalk cracks. In addition, there is on-call graffiti removal within 24 hours.
- **Beautification:** The Fillmore CBD has previously installed decorative street tree lighting, which needs refurbishment. It has also advocated for resources and provided direct investment via grants raised towards much needed capital streetscape enhancements, plantings, trees, pedestrian lights, banners and other improvements. Within the annual budgeted assessment funds such things as wayfinding signage, additional greening, redoing tree wells, hanging flower baskets at key intersections, public art, seasonal decorations, and other enhancements, will be considered, in addition to promoting the locations of cultural facilities, eating and drinking establishments and other area amenities.
- **Marketing:** The reauthorized CBD will continue the marketing and district promotional programs that began under the initial CBD's five year term. The plan includes print and web based promotion and advertising and news article placements in neighborhood, city-wide and tourist publications. In addition, the CBD will continue to maintain a Facebook site and a Twitter site. Other promotional activities sponsoring local businesses and special events such as coupon books, web based small business information, and district wide special events with local businesses and organizational promotion will continue and be enhanced. The District will continue to monitor results, and adjust accordingly, as outlined in the marketing plan.
- **Advocacy.** The purpose of advocacy is to promote the Fillmore neighborhood as a beautiful, clean, safe, and vibrant music and entertainment filled residential and small business district. This goes well beyond marketing programs that create image and visibility. The larger purpose is to advocate for services and resources that increase the area's perception as a friendly, clean, and exciting place for attending performances, dining, shopping, and investing in business opportunities and properties. It is intended to support patronage growth, business growth and wellbeing for residents, workers and visitors. The Executive Director of the CBD will have a key role in participating in community meetings, coordinating information between City agencies and Fillmore stakeholders related to events and issues affecting the neighborhood, speaking at hearings, and raising additional resources



and investment for the district from decision makers and funders. The Executive Director will coordinate a process for regular exchange of information among Fillmore stakeholders.

- **Public Safety.** A new element not previously provided, will be the creation of Fillmore Community Benefit District Ambassadors. Some of the cleaners will be cross-trained as Ambassadors, to be eyes and ears on the street. They will be trained in observation and reporting protocols and receive cellular telephones to interface with the SFPD and other City Agencies. Their role is one of deterrence not enforcement.

ASSESSMENT CALCULATION

- The proposed fiscal year 2011-2012 assessment for your parcel is \$_____. The duration of the assessment district is 7 years, the authority to levy assessments on your property would be ten (7) years, with services to be implemented July 2011 through June 2018. The Civic Center CBD assessment will appear as a separate line item on the property tax bill. The final assessment would be collected on your property tax bill for fiscal year 2017-2018. The City will directly bill any Assessor's Parcels which do not regularly receive a property tax bill from the City.
- The amount of the annual assessment for years 2 through 7 would be subject to annual adjustment by an amount not to exceed the change in the Consumer Price Index for All Urban Consumers in the San Francisco-Oakland-San Jose Consolidated Metropolitan Statistical Area, or 3%, whichever is less. The amount of your assessment could also be reduced in a subsequent fiscal year if the amount collected during the prior fiscal year exceeded the costs incurred of providing authorized services in the district. In such a case, your assessment for the subsequent year would be reduced by the share of the excess funds collected that is allocable to your property.
- The total amount chargeable to the entire assessment district would be \$366,159 in the first year. The total amount assessed to the entire assessment district over the life of the district (*assuming the maximum annual CPI adjustment of 3% in years 2 through 7*) would be \$2,805,680. The maximum amount assessed to the entire assessment district for each of the ten fiscal years is set forth in the following table.



TOTAL MAXIMUM AMOUNT OF ASSESSMENTS ON ALL PARCELS INCLUDED IN THE PROPOSED DISTRICT FOR EACH FISCAL YEAR, ASSUMING MAXIMUM ANNUAL CPI INCREASE OF 3% IN YEARS 2 THROUGH 7 ONLY

Fiscal Year	Total Maximum Annual Assessment Revenue (1)
2011/12	\$366,159
2012/13	377,144
2013/14	388,458
2014/15	400,112
2015/16	412,115
2016/17	424,479
2017/18	437,213
Total Maximum Assessment Revenue	\$2,805,680

The total maximum amount assessed to property owners within the Fillmore CBD each Fiscal Year.

- The first year annual assessment rate for each parcel is calculated as follows:

There are 3 service levels in the Fillmore CBD. The creation of the service levels is based upon the level and types of services that will be provided in each level.

1. Determine your property Service Level (1, 2 or 3)
2. Adjust Linear Street Frontage

Adjusted Linear Street Frontage Calculation

Actual Linear Footage of property within CBD	X	Classification multiplier (Land Use Benefit Factor): Non-Residential= 2.00 Or Residential=1.00 Or Non-Profit/Public=0.50	X	Service Level Factor Level 1 = 1.25 Or Level 2 = 1.0 Level 3 = .50	=	Adjusted Linear Street Frontage Calculation
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3. Calculate Cleaning and Maintenance Assessment

Adjusted Linear Street Frontage Calculation	X	Assessment rate or \$13.51	=	Cleaning and Maintenance Assessment
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4. Calculate Marketing Program Assessment

Building Size Classification Multiplier	X	Assessment rate \$101.38	=	Marketing Program Assessment
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Building Size Classification Table

<u>Building Classification</u> <u>n</u>	<u>Building Square Footage</u>	<u>Building Size Classification Multiplier</u>
N/A	Non-Profit / Public	0.00
1	Residential property (with one dwelling unit) and Building Square Footage less than 5,000	0.50
2	Non-Residential Property with less than 5,000 Building Square Footage	1.00
3	Non-Residential Property with 5,000 - 9,999 Building Square Footage	3.00
4	Non-Residential Property with 10,000 - 49,999 Building Square Footage	10.00
5	Non-Residential Property with 50,000 – 99,999 Building Square Footage	25.00
6	Non-Residential Property with Greater than 100,000 Building Square Footage	50.00

5. Calculate Annual Assessment

Cleaning and Maintenance Assessment	+	Marketing Program Assessment	=	Annual Assessment
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ASSESSMENT BALLOT PROCEDURES

Enclosed with this notice, you will find an assessment ballot. Please follow the directions on the assessment ballot to express your view on the proposed assessment. The following is a summary of the procedures governing the return and tabulation of ballots. More detailed information concerning the ballot procedures is set forth in the enclosed “Procedures for the Completion, Return and Tabulation of Ballots,” which is also available on the City’s website at www.sfelections.org.

1. You may mail or deliver your ballot to the Director of Elections at the Post Office Box location shown on the ballot, or submit the ballot in person at the Department of Elections, located at City Hall Room 48.
2. Ballots may be sent or delivered to the Director of Elections at any time, but **MUST** be received by the Director of Elections not later than the conclusion of the public input portion



of the public hearing on July 26, 2011 in the Board's Legislative Chambers, Second Floor, City Hall, 1 Dr. Carlton B. Goodlett Place, San Francisco, California, 94102, scheduled to commence at 3 p.m. or as soon thereafter as the matter may be heard. Depending on the nature and extent of public testimony, the public input portion of the hearing may not be concluded on that date, but may instead be continued to a later date. At any time prior to the conclusion of the public input portion of the hearing, you may withdraw your ballot and submit a new or changed ballot in place of the ballot previously submitted. If the public input portion of the hearing is continued to a later date, the deadline for submission of ballots will likewise be extended until the close of public input on that date.

3. The Director of Elections will pick up mailed ballots at 12 o'clock noon from the designated Department of Elections Post Office box on the date scheduled for the public hearing. To ensure that mailed ballots are received by the Director of Elections prior to the conclusion of the public input portion of the hearing, mailed ballots must be received by the Director of Elections by 12 o'clock noon on July 26, 2011. Mailed ballots received after 12 o'clock noon on the date scheduled for the public hearing will only be counted if the public input portion of the hearing is continued to a later date and the ballots are received by the Director of Elections prior to the conclusion of the public input portion of the hearing.
4. Only ballots with original signatures - not photocopies of signatures - will be accepted.
5. The Director of Elections will not accept or tabulate a ballot:
 - which is a photocopy without an original signature;
 - which is unsigned;
 - which lacks an identifiable "yes" or "no" vote; or
 - which appears to have been tampered with based upon its appearance or method of delivery.
6. The assessment ballot shall be treated as a disclosable public record during and after the tabulation of the assessment ballots.
7. At the conclusion of the public input portion of the public hearing, the Director of Elections will tabulate the ballots, including those received during the public input portion of the public hearing. If the number of ballots received at the hearing is such that it is not feasible to accurately tabulate the ballots that day, the Board of Supervisors may continue the meeting to a later date for the purpose of obtaining the final tabulation.
8. The Board of Supervisors will not impose the assessment if there is a majority protest. A majority protest exists if, upon the conclusion of the hearing, ballots submitted in opposition to the assessment exceed the ballots submitted in favor of the assessment. Ballots shall be weighted according to the proposed financial obligation of the affected property.

Should you have any questions, please call or write to: Mr. Cuong Quach, Department of Elections, Room 48, City Hall, 1 Dr. Carlton B. Goodlett Place, San Francisco, California, 94102. Telephone: (415) 554-4342.