



NOTICE OF PUBLIC HEARING AND ASSESSMENT BALLOT PROCEEDING

TO: «Name»
 Assessor's Parcel No. «BlockLot»
 «Situs»
 «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 establishment of the property-based special assessment district, to be known as the "West Portal 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. 340-11, 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 September 27, 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 establish the property-based business improvement district (community benefit district) to be known as the "West Portal Community Benefit District". The annual assessments would last for) 13 years, the services will be implemented through .December 31, 2024
- The proposed West Portal Community Benefit District contains approximately 84 identified parcels, located on approximately 3 linear blocks or 8 partial blocks in the West Portal neighborhood commercial district area.. The District includes all parcels that front West Portal Avenue between Ulloa Street and 15th Avenue. It also includes the parcels on both sides of Ulloa between West Portal Avenue and Claremont Boulevard.

Reference should be made to the detailed maps and the lists of parcels identified by Assessor Parcel Number that are contained in the Management District Plan, in order to determine which specific parcels are included in the West Portal Community Benefit District.

- The West Portal Community Benefit District will fund the following services:
1) Maintenance & Streetscape Improvements



Examples of services and improvements to be funded under the budget category “Maintenance & Streetscape Improvements” include programs that provide a cleaner and more aesthetically appealing environment for business, employees and pedestrians. Cleaning Services will include sidewalk sweeping and litter removal, power washing and scrubbing of sidewalks, removal of illegal signs/posters/stickers, and graffiti removal. In addition to the enhanced maintenance services, the CBD will undertake efforts to beautify the public right of way streetscape with seasonal banners, flower baskets, tree installations or other such beautification efforts.

2) Economic Development

Examples of services and improvements to be funded under the budget category “Economic Development” business retention and attraction programs, market research, district promotions, marketing materials, current property and vacancy data.

3) Advocacy and Administration

Examples of services to be funded under the budget category “Advocacy and Administration” include staffing for program management and advocacy work for the West Portal business district. Day to day administrative expenses including but not limited to bookkeeping, annual reports, and insurance.

- The proposed fiscal year 2011-2012 assessment for your parcel is \$_____. The duration of the assessment district is 13 years, the authority to levy assessments on your property would be thirteen (13) years, with services to be implemented January 1, 2012 through December 31, 2024. The West Portal 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 2023-2024. 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 10 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 \$198,000 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 13*) would be \$3,092,321. The maximum amount assessed to the entire assessment district for each of the thirteen 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 10 ONLY

Fiscal Year Assessment	Maximum Total Assessment, Adjusted with Maximum Annual CPI Increase of 3%
2011-2012	\$198,000
2012-2013	\$203,940
2013-2014	\$210,058
2014-2015	\$216,360
2015-2016	\$222,851
2016-2017	\$229,536
2017-2018	\$236,422
2018-2019	\$243,515
2019-2020	\$250,820
2020-2021	\$258,345
2021-2022	\$266,095
2022-2023	\$274,078
2023-2024	\$282,301
Total Maximum Assessments	\$3,092,321

- The first year annual assessment rate for each parcel is calculated at

Category	Annual Assmt Rate
Linear Street Frontage	\$29.94020
Building Square Footage	\$0.074515

- 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.



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 September 27, 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 September 27, 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.