



## **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 renewal and expansion of the property-based special assessment district, known as the "Central Market 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. \_\_\_\_-\_\_\_\_, 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 23<sup>rd</sup>, 2013 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 fund the renewed and expanded property-based business improvement district (community benefit district) known as the "Central Market Community Benefit District". The annual assessments would last for 15 years (July 1, 2013-June 30, 2028), the services will be implemented through December 31, 2028. The boundaries of the Central Market Community Benefits District are described in the enclosed Resolution passed by the Board of Supervisors.
- The Central Market Community Benefit District will fund the following services, improvements and activities:
  - 1) Safety
  - 2) Cleaning/Maintenance
  - 3) Economic Development
  - 4) Management
- Examples of services, improvements, and activities to be funded under the budget category "Safety" includes: deployment of community guides program, contracting with 10B Officer Program and/or Patrol Special Police, strengthening of partnerships with community based



organization, including SF SAFE and the Alliance for a Better District 6, and a variety of safety services efforts.

- Examples of services, improvements, and activities to be funded under the budget category “Cleaning/Maintenance” include: sidewalk sweeping monitoring public trash receptacle overflow and trash removal, weeding of tree bases, sidewalk cracks and landscape planter, reporting of bulky items for removal by the Department of Public Works, spot cleaning, graffiti abatement, and quarterly steam cleaning.
- Examples of services, improvements and activities to be funded under the budget category “Economic Development” include: business attraction, business retention, business expansion, and technical assistance for property owners and business owners.
- Examples of services, improvements and activities to be funded under the budget category “Management” includes: the orchestration of the array of services proposed to be funded by the assessments; advocacy of the CBD’s needs to various City departments and agencies and help to mitigate potential negative impacts of permitted events, street closings, protest etc. on businesses and properties; and oversight of day to day organizational operations.
- The proposed fiscal year 2013-2014 assessment for your parcel is «Voter\_Proportional». The duration of the assessment district is 15 ½ years, the authority to levy assessments on your property would be fifteen and a half (15 ½) years, with services to be implemented January 1, 2014 through December 31, 2028. The Central Market 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 2027-2028. 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 15 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 a maximum of 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 maximum amount chargeable to the entire assessment district would be \$ 1,180,337.63 in the first year. The maximum 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 15*) would be \$21,952,997.94. The maximum amount assessed to the entire assessment district for each of the fifteen 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 15 ONLY**

<b>Year</b>	<b>Fiscal Year</b>	<b>Total Maximum Annual Assessment Revenue</b>
1	2013/2014	\$1,180,337.63
2	2014/2015	\$1,215,747.76
3	2015/2016	\$1,252,220.19
4	2016/2017	\$1,289,786.80
5	2017/2018	\$1,328,480.40
6	2018/2019	\$1,368,334.81
7	2019/2020	\$1,409,384.86
8	2020/2021	\$1,451,666.40
9	2021/2022	\$1,495,216.40
10	2022/2023	\$1,540,072.89
11	2023/2024	\$1,586,275.07
12	2024/2025	\$1,633,863.33
13	2025/2026	\$1,682,879.23
14	2026/2027	\$1,733,365.60
15	2027/2028	\$1,785,366.57
<b>Total Maximum Assessment Revenue</b>		<b>\$21,952,997.94</b>

(1) The total maximum amount assessed to property owners within the Central Market CBD each Fiscal Year.

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

<b>PARCEL LAND USE CLASSIFICATION</b>	<b>BENEFIT POINT ASSIGNMENT</b>	
	<b>Cleaning &amp; Public Safety</b>	<b>Marketing &amp; Economic Activity</b>
Non-Residential/Non-Residential Condominium Property	2.00	1.00
Non-Profit/Public/Institution Property	0.75	0.00
Residential/Residential Condominium Property	0.75	0.00
Parking Lot/Vacant Property	0.75	0.50



**PARCEL FACTORS**

Linear Factor	Parcel's Assigned Linear Street Frontage
Lot Factor	Parcel's Assigned Lot Square Footage / Lot Size Divider*
Building Factor	Parcel's Assigned Building Square Footage / Building Size Divider**

\*Lot Size Divider = 2,500    \*\*Building Size Divider = 2,500

<b>CLEANING &amp; PUBLIC SAFETY</b>	<b>MARKETING &amp; ECONOMIC ACTIVITY</b>
\$21.53	\$43.21

**CLEANING AND PUBLIC SAFETY EXAMPLE**

<b>PARCEL CLEANING AND PUBLIC SAFETY BENEFIT POINT CALCULATION:</b>			
(Total Cleaning and Public Safety Benefit Points) X (Linear Factor + Lot Factor + Building Factor)			
		Linear Factor (in feet)	<b>50</b>
		Lot Factor	15,000 sq. ft. / 2,500 = <b>6</b>
		Building Factor	5,000 sq. ft. / 2,500 = <b>2</b>
<b>Total Parcel Factors</b>	=	Linear + Lot + Building Factors	50 + 6 + 2 = <b>58</b>
<b>Land Use Points</b>	=	Based on Land Use Classification	<b>2.00</b>
<b>Total Benefit Points</b>	=	Land Use Points x Sum of Parcel Factors	2.00 x 58 = <b>116</b>

<b>PPARCEL CLEANING AND PUBLIC SAFETY ANNUAL BENEFIT ASSESSMENT CALCULATION:</b>	
(Rate Per Benefit Point) x (Total Cleaning and Public Safety Benefit Points)	
<b>Example (Non-residential)</b>	<b>\$21.53 x 116 = \$2,497.48</b>



**MARKETING AND ECONOMIC ACTIVITY**

**PARCEL MARKETING AND ECONOMIC ACTIVITY BENEFIT POINT CALCULATION:**  
 (Total Marketing and Economic Activity Benefit Points) x (Lot Factor + Building Factor)

	Lot Factor	15,000 sq. ft. / 2,500 = <b>6</b>
	Building Factor	5,000 sq. ft. / 2,500 = <b>2</b>
<b>Total Parcel Factors</b>	= Lot + Building Factors	<b>6 + 2 = 8</b>
<b>Land Use Points</b>	= Based on Land Use Classification	<b>1.00</b>
<b>Total Benefit Points</b>	= Land Use Points x Sum of Parcel Factors	<b>1.00 x 8 = 8</b>

**PARCEL MARKETING AND ECONOMIC ACTIVITY ANNUAL BENEFIT ASSESSMENT CALCULATION:**  
 (Rate Per Benefit Point) x (Total Cleaning and Public Safety Benefit Points)

**Example (Non-residential)** **\$43.21 x 8 = \$345.68**

**PARCEL'S TOTAL ANNUAL ASSESSMENT**

(Cleaning and Public Safety Annual Benefit Assessment) + (Marketing and Economic Activity Annual Benefit Assessment)

**Example (Non-residential)** **\$2,497.48 + \$345.68 = \$2,843.16**

- 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](http://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 23, 2013 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 23, 2013. 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.