



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 establishment of the property-based special assessment district, to be known as the "Top of Broadway 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 23rd, 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 property-based business improvement district (community benefit district) to be known as the "Top of Broadway Community Benefit District". The annual assessments would last for 8 years (July 1, 2013 – June 30, 2021) the services, activities, and improvements will be implemented through December 31, 2021. The boundaries of Top of Broadway Community Benefit District are described in the enclosed Resolution passed by the Board of Supervisors.
- The Top of Broadway Community Benefit District will fund the following services, activities, and improvements:
 - 1) District Identity
 - 2) Sidewalk Operations, Beautification, and Order
 - 3) Administration, Organization, and Corporate Operations



- Examples of services, activities, and improvements to be funded under the budget category “District Identity” includes: promotion of CBD businesses and activities, website development, special events, and decorative signage or markers.
- Examples of services, activities, and improvements to be funded under the budget category “Sidewalk Operations and Beautification” include: a part-time employee to sweep sidewalk, remove graffiti within 24 hours, and remove excessive trash. Additionally, contractual services to conduct periodic steam cleaning and tree trimming will be funded
- Examples of services, activities, and improvements to be funded under the budget category “Administration, Organization, and Corporate Operations” includes: a part-time staff person to oversee the special benefit services, activities, and improvements in the CBD, specifically within District Identity and Sidewalk Operations and Beautification. Additionally, expenses related to the day to day operations of the organization (ie. insurance, supplies, etc.)
- The proposed fiscal year 2013-2014 assessment for your parcel is «Voter_Proportional». The duration of the assessment district is 8 ½ years, the authority to levy assessments on your property would be eight (8) years (July 1, 2013 – June 30, 2021) with services to be implemented January 1, 2014 through December 31, 2021. The Top of Broadway Community Benefit District 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 2020-2021. 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 8 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 a maximum of \$105,501.64 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 8*) would be a maximum of \$938,156.04. The maximum amount assessed to the entire assessment district for each of the eight 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 8 ONLY

Year	Fiscal Year	Maximum Annual Assessment
1	FY 2013-14	\$ 105,501.64
2	FY 2014-15	\$ 108,666.69
3	FY 2015-16	\$ 111,926.69
4	FY 2016-17	\$ 115,284.49
5	FY 2017-18	\$ 118,743.03
6	FY 2018-19	\$ 122,305.32
7	FY 2019-20	\$ 125,974.48
8	FY 2020-21	\$ 129,753.71

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

- The first year annual assessment rate for each parcel is calculated at
 - **Building square footage: \$0.32153 per square foot** (First floor usable commercial building square footage only, all other building uses including residential entryways on the first floor and second floor and above uses are excluded from the building square footage component of the assessment formula)
 - **Parcel/lot square footage: \$0.17953106 per square foot**
 - **Linear Frontage: \$9.4517 per linear foot** (Sidewalk frontage, all sides along public rights-of-way)
- 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 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.