

CASTRO COMMUNITY BENEFIT DISTRICT RENEWAL MANAGEMENT PLAN SUMMARY

1. MANAGEMENT PLAN SUMMARY

The name of the property-based Community Benefit District is the Castro Community Benefit District (“Castro CBD”). The Castro 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 Castro CBD Renewal Steering Committee, the Castro CBD Management District Plan describes how the renewed and expanded Castro CBD will improve and convey special benefits to assessed parcels located within the Castro CBD area. The Castro CBD will provide activities consisting of Cleaning Services, Landscaping, Marketing, and Administration and Contingency. Each of these programs is designed to meet the goal of the Castro CBD; creating a more inviting and thriving neighborhood.

The full Castro CBD Management District Plan and Engineer’s Report can be found online at <http://castrocdb.org/renewal/> or by request by emailing andrea@castrocdb.org, or calling (415) 500-1181.

Mission Statement	To provide services that improve the quality of life in the neighborhood, emphasizing clean, safe, beautiful streets. It also promotes the area’s economic vitality, fosters the Castro’s unique identity, and honors its diverse history.
Location	<p>The Castro CBD consists of approximately 70 full or partial blocks and 586 parcels. It will generally be comprised of properties along:</p> <ul style="list-style-type: none">● Market Street from Castro Street in the southwest to Octavia Street/McCoppin Street in the northeast;● Collingwood Street from 18th Street in the north to 19th Street in the south;● Castro Street from Market Street in the north to 19th Street in the south;● 18th Street from Diamond Street in the west to Noe Street in the east;● 17th Street from Castro Street in the west to Prosper Street in the east;● 16th Street from Noe Street in the west to Sanchez Street in the east;● 15th Street from Sanchez Street in the west to Church Street in the east;● 14th Street from Belcher Street in the west to Dolores Street in the east;

	<ul style="list-style-type: none"> • Duboce Street from Buchanan Street in the west to Guerrero Street in the east; • Noe Street from Beaver Street in the north to 17th Street in the south; • Church Street from Duboce Street in the north to 15^h Street in the south; and, a handful of other properties
Boundary	See map on page 6.
Improvements, Activities, Services	<p><u>Cleaning Services</u></p> <p>Cleaning services, including sidewalk sweeping, power washing and graffiti removal will be provided along the frontages of property within the Castro CBD.</p> <p>Zone 1 will receive a minimum of sweeping the sidewalks twice a day and power washing sidewalks twice a month, graffiti removal, access to the cleaning dispatch number.</p> <p>Zone 2 will receive a minimum of sweeping the sidewalks once a day and power washing once a month, graffiti removal, access to the cleaning dispatch number.</p> <p>Zone 3 will a receive minimum of sweeping once per day and power washing once every two months, graffiti removal, access to the cleaning dispatch number.</p> <p>Other cleaning services that may be provided include:</p> <ul style="list-style-type: none"> • Enhanced trash emptying in the public right-of-way • Special events cleaning and maintenance services. <p><u>Landscaping</u></p> <p>The Castro CBD will fund the maintenance of landscaping within public plazas which will be done as needed and as approved by the Board of Directors. As funding allows, new plantings, and sidewalk planters might be considered.</p> <p><u>Marketing</u></p> <p>The Castro CBD will fund marketing and communications services to improve the Castro CBD's image and visibility, communicate with Castro CBD stakeholders, and to communicate activities taking place within the Castro CBD. Work may include, but is not limited to, the following:</p> <ul style="list-style-type: none"> • Data Collection • Castro CBD Stakeholder and Neighborhood Outreach • Website & Social Media

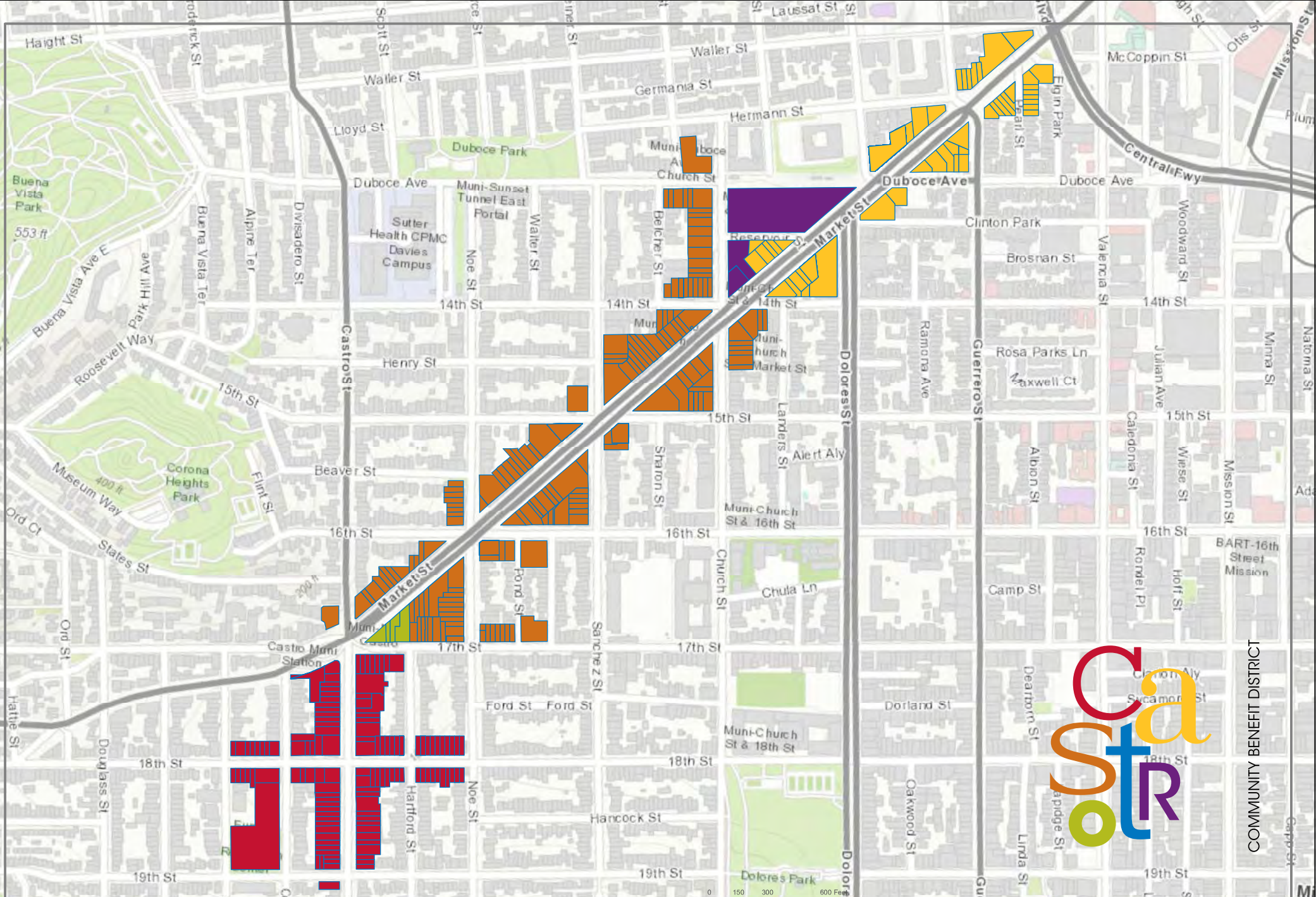
	<ul style="list-style-type: none"> • Service Presentations • General Benefit Fundraising • Branding • Media Relations • Destination Marketing <p><u>Administration and Contingency</u></p> <p>Administration includes daily oversight and operation of the Castro CBD, adherence to the Management District Plan, and compliance with audit/reporting requirements. Administration also includes fundraising, building and managing relationships with the neighborhood association/groups, city agencies/departments and elected officials. The Castro CBD, representing the owners, and working closely with the merchants, routinely advocates for the interests of the community regarding city services and funding. Because of these relationships and advocacy work, the Castro/Upper Market has often been chosen to host city funded pilot projects, which benefit the neighborhood. This type of work will continue in the new, renewed Castro CBD.</p> <p>The assessments will also fund a contingency reserve that may be used to cover possible unforeseen future expenses and help to smooth out cash flows, which are affected by the timing of property owner payments.</p>	
Budget		
	Budget Items	FY 2020/21 Estimated Budget
	Cleaning Services	\$582,425.60
	Landscaping	\$2,500.00
	Marketing	\$9,000.00
	Administration and Contingency	\$272,349.37
	Total Estimated Costs (2020/21)	\$866,274.97
	Description	Amount
	Assessment Revenue	\$819,403.41
Method Financing	Contributions for General Benefit Portion (5.41%) ¹	\$46,871.56
	Total Estimated Costs (2020/21)	\$866,274.97
	Levy of assessments upon real property that benefit from improvements and activities.	

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A minimum of 5.41% of the estimated total budget must be funded from sources other than assessments. Refer to the Engineer's Report, attached to this Management District Plan, for a detailed analysis of General Benefits.

Assessments	Annual assessments are based upon an allocation of program costs and a calculation of assessable footage. Four property assessment variables, linear frontage, parcel square footage, and building square footage, and land use type will be used in the calculation. Estimated annual maximum assessment rates for the first year of the district follow:																								
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Benefit Zones	In addition to parcel characteristics and land use types, location also plays a role in determining special benefit. Three 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.																								
Assessment Increase	Assessment rates may increase by up to 5% per year or by the change in the Consumer Price Index for All Urban Consumers (CPI-U) for the San Francisco-Oakland-Hayward area for February, whichever is less. The																								

	determination of annual adjustments in assessments rates will be subject to the approval of the Castro 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 Castro CBD 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 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 more than 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 District will have a 15-year life. Assessments would be collected for the first 15 years beginning July 1, 2020 and ending on June 30, 2035. Expenditures of those collected assessments can continue up to 6 months after the end of the assessment collection period (December 31, 2035), at which point the District would then be terminated, if not renewed.



CASTRO/UPPER MARKET COMMUNITY BENEFIT DISTRICT PROPOSED BOUNDARIES

DISTRICT BLOCK LOTS

- Zone 1
- Zone 2
- Zone 3
- Zone 1/2
- Zone 2/3

