

**CASTRO/UPPER MARKET
COMMUNITY BENEFIT DISTRICT**

**MID-YEAR REPORT
JULY 1, 2018- December 31, 2018**



Services Implemented

Public Rights of Way and Sidewalk Operations

- **Cleaning, dispatch and graffiti removal services were provided every day** to every parcel in the district. Graffiti was removed within 24 – 48 hours of notification. Hours of operation are: Sunday – Thursday 5:30 a.m. – 7:30 p.m., Friday and Saturday 5:30 a.m. – 9:30 p.m. (Cleaning shifts covered by assessment dollars: daily 5:30 a.m. – 1:30 p.m., cleaning shifts covered by grants: Sunday - Thursday 11:00 a.m. – 7:30 p.m. Friday and Saturday 11:00 a.m. – 9:30 p.m.)

Services included:

- Daily sweeping of the entire district, (i.e. every parcel - list of parcels attached as Attachments 1 and 2) including every parcel and gutters,
- Harvey Milk Plaza (upstairs/sidewalk level, sidewalk level planter beds)
- Jane Warner Plaza litter removal and planter beds, water plants
- Topping off of City trash cans, and collection of street garbage, including animal/human feces, removing illegal fliers, stickers from bus stops, city signage, lamp posts.
- Daily removal of graffiti within the district (including on private property 9ft. or lower) within 24 hours of notification (except instances which require steam cleaning).
- Monthly steam cleaning of sidewalks and plazas within the district for each parcel. This is above the scope of work in the Management Plan. The Management Plan requires steam cleaning on a quarterly basis and sweeping 3 times/week. Sweeping 3 times/week and quarterly steam cleaning does not meet the need anywhere in the district, therefore the CBD has responded to the need and is steam cleaning as close as possible to every parcel monthly and sweeps every parcel at least once a day.
- Spot power washing as needed on an urgent call basis, including sidewalk graffiti.
- Report debris dumped to 311 and tracking how those calls are resolved.
- Additional sweeping and power washing hot spots
- Weeding around tree wells and keeping tree wells free of trash.
- Operation of a central dispatch number available to all to report issues within the district boundaries.
- Unlocking gate in front of the 2 MTA parking lots on Castro St. and on 18th St. by 6:50 a.m. daily.
- Reporting any hazardous situations in the district to dispatch service, dispatch reports problem to 311.
- Developing relationships with SFPD and DPW on street cleaning related issues and soliciting assistance from SFPD and DPW when needed.
- **Big Belly Trash Cans** were installed in the district at 5 distinct locations. The trash cans were funded through a city grant. One can was vandalized and replaced by Big Belly.

Cleaning & Graffiti Abatement Data

Pounds of Trash Collected	55,731
Dirty Needles Biohazard	670
Graffiti Abatement	1,110
Removal Illegal Postings	172
Steam Cleaning # of Block Faces	174
Hot Spot Power washing	1,261
Overflowing Trashcans	100
Weed Abasement (# tree wells/other weeded)	268

Public Safety Services

- **Contract with S.F. Patrol Special Police** to specifically patrol the Harvey Milk and Jane Warner plazas and the public restrooms on Market St. by Safeway and the Castro Chevron, the bikeway behind Safeway (the wiggle). SF Patrol Special also does drive by and some foot patrols nightly. The hours are: 4:00 pm–1:00 am Sunday – Wednesday and 4:00 pm– :00 am Thursday – Saturday.

Public Safety Data (As reported by the SF Patrol Special Police)

The chart below identifies the number of instances/warnings reported

Aggressive Panhandling	164
Assaults	63
Bike riding/skateboarding on sidewalk	1
Burglary	2
Illegal Vendor	233
Loitering near ATM	219
Narcotics	0
Obstructing sidewalk (blocking sidewalk)	655
Open Container (alcohol in public)	139
Property Damage	20
Public Intoxication	163
Shoplifting	220
Theft	29
Threats: Physical &/or verbal	10
Trespassing	344
Urinating in public	14
Warrant	18
Other	41
Total Incidents	2,335
Merchant Interactions	1,975

Comments provided by the officers on their shifts can be found online at:

<http://tinyurl.com/y552xdf9>

- Castro Cares** a community-based collaborative to improve the quality of life for those who are at risk, living on the street in the Castro/Upper Market and those who are housed, and/or who work and play in the district. Through Castro Cares the CBD funds 20 hours/week of a street outreach worker, 32 hours/week of SF Patrol Special Police foot patrols, and 16 hours/week of a CBD cleaning ambassador. Held fundraiser for Castro Cares. In June 2018, Castro Cares Leadership Team decided to research alternatives to SF HOT to providing street outreach. The summer was spent researching homeless programs and street outreach programs. The decision was made to develop a contract with the SF AIDS Foundation, through their Castro based program Strut, to provide street outreach to at risk individuals on the street. The street outreach worker began working in November, developing the program which includes interviewing merchants, the Mission Station beat officers and captain, SF Patrol Special Police, Castro Community On Patrol and other community leaders. A survey was also developed to assess the needs of people on the street. This survey has proved to be a great tool in reaching out to those at risk and starting conversations and developing relationships. At the early stages of the program the outreach worker has been meeting people at Most Holy Redeemer's Wednesday Suppers. The outreach worker has also been developing collaborative relationships with SF HOT, Homeless Youth Alliance, SF LGBT Center and Larkin Street.

An e-newsletter is sent out bi-monthly to about 270 people with a 43.5% open rate.

Castro Cares Public Safety Data (As reported by the SF Patrol Special Police)

The chart below identifies the number of instances/warnings reported

Aggressive Panhandling	25
Assaults	5
Bike riding/skateboarding on sidewalk	6
Burglary	0
Illegal Vendor	5
Loitering near ATM	21
Narcotics	1
Obstructing sidewalk (blocking sidewalk)	117
Open Container (alcohol in public)	9
Property Damage	2
Public Intoxication	12
Shoplifting	15
Theft	10
Threats: Physical &/or verbal	16
Trespassing (MPC 25 violation)	76
Urinating in public	11
Warrant	0
Other	39

Total Incidents	370
Merchant Interactions	90

The Patrol Special's comments during their patrols can be found online here:

<http://tinyurl.com/yyuuolv8>

District Identity and Streetscape Improvements

- **Public Realm:** Coordinating with SFMTA on the Upper Market Pedestrian and Bike Safety Project and advocating for public realm improvements as part of this project. The CBD is particularly advocating around landscaping and street furniture improvements as part of the MTA project.
- **Shop Local:** Through funding provided by OEWD, producing a WELCOME HOME tote bag to be delivered to all “new move-ins” in the EVNA and DTNA area. The message of the Welcome Home bag is Shop Local. The tote will be filled with information about the district, how to get involved in your local neighborhood association, discount coupons for local merchants, important numbers to call. EVNA and DTNA members will distribute the tote quarterly.
- **Live! In the Castro:** Hosted 47 live performances in the Jane Warner Plaza. *Live!* events attract between 50-150 people to the Castro. Performances include a variety of performers from popular Bay Area performers The Klipptones, Jason Brock & Dee Spencer to the local dance troupe Man Dance.
- **Maintenance of Public Plaza – Jane Warner Plaza:** Maintenance of seating (tables and chairs), cleaning plaza, ensuring Jane Warner Plaza continues to be a welcoming space for people to sit and enjoy, meet friends, people watch, enjoy and outdoor lunch or coffee.
- **Landscaping Maintenance:** Castro CBD continues to maintain Harvey Milk Plaza and Jane Warner Plaza with landscaping improvements and maintenance.
- **Castro Ambassadors** continues for its ninth year. Castro Ambassadors are volunteers trained to greet and welcome tourists and visitors into the neighborhood. Ambassadors have developed Castro specific handouts, directions and maps, in 6 languages other than English, and use these to assist tourists. Ambassadors helped 3,527 visitors during the summer of 2018. Visitors were from all over the globe from Scotland and France to Malaysia, Tahiti and Costa Rica.
- **Outreach at the Castro St. Fair:** Castro CBD had a booth at the fair to provide the opportunity for residents, property owners and others to learn about the CBD and meet the CBD staff and board members.
- **Friends of Harvey Milk Plaza:** The Friends of Harvey Milk Plaza (FHMP) is a public private partnership to reimagine and rebuild Harvey Milk Plaza and the Castro MUNI station to achieve the following:
 - Honor Harvey Milk: a public plaza that truly honors Harvey Milk in a way that is commensurate with this man's role in San Francisco and the LGBTQ movement worldwide and will inspire generations of visitors about Harvey's messages of hope and social justice;
 - Accessible Transit Center & Public Space: a well functioning and accessible public space and transit center;

- San Francisco Destination: a true San Francisco destination, one that will attract tourists to and support the Castro's small businesses.
- Sustain the LGBTQ culture and community in the Castro: this landmark public realm memorial will act to continue the LGBTQ culture in the Castro and continue the role that the Castro plays as the global LGBTQ mecca.

To assist and support this unique public/private partnership and this project which has the potential to sustain the districts LGBTQ identity and support the small businesses in the Castro/Upper Market, the Castro CBD is the fiscal agent for FHMP.

- **Monthly e-newsletter and Social Media Updates:** Monthly mail chimp newsletter sent to about 800 subscribers with an overall 37.3 open rate.
- **Land Use:** Deliberation and recommendations to the SF Planning Commission on conditional use/change of use authorizations and new development.

Administrative and Corporate Operations

- Ensure functioning of CBD and compliance with City contract and management plan.
- Produced FY16-17 Annual report and raised \$15,300. (Developed annual report as a fundraising tool soliciting sponsorships and raised \$15,300 to support the work of the CBD.)
- Ensure compliance with the California Brown Act and California Public Records Act.
- Monitor contracts and services. Assist contractors in problem solving as is necessary.
- Continue as active member of CBD/BID Consortium.
- Support all working committees of the Board of Directors including: Streetscape, Services, Land Use, Renewal, Castro Cares, Retail Strategy, Executive, and Finance.
- Ensure finances are accurate; work with accountant/bookkeeper to prepare financials and keep books updated, pay bills, work with CPA on annual review.
- Respond to communication from property owners, merchants, residents and others regarding issues directly and/or indirectly related to the services provided by the CBD.
- Review financial and personnel policies to ensure they are kept current.
- Meet with members of the city to advocate for CBD
- Participate in monthly D8 HSOC meeting and in monthly SB 1045 meeting
- Released RFP for renewal consultant, selected consultant and entered into contract
- Wrote grant for city funds to support renewal process, was awarded grant
- Brought on two new board members
- Participate in Castro Leadership Group (representing DTNA, EVNA, NAG, Castro Merchants, Castro CBD)