

Castro/Upper Market Community Benefit District Feasibility Analysis for Reauthorization

The Castro/Upper Market Community Benefit District (Castro CBD) board of directors is excited as we embark upon our renewal/reauthorization process. Renewal provides the opportunity for the CBD board, the property owners, merchants and community members to:

- reconsider the CBD's boundaries, are there blocks that the CBD should expand to?
- adjust the services provided and the management plan to better meet the needs of the changing Castro/Upper Market and the changing city
- explore the role of the Castro CBD in the district.

The first step in the process is a feasibility analysis to develop an early and initial understanding of the need and the interest of the property owners in the services provided by a community benefit district. The feasibility analysis involved mailing a survey (in a self-addressed stamped envelope) to the property owner for every parcel in the district. The survey was also mailed to the property owner for each of the parcels in the possible expansion blocks.

Feasibility Analysis

Surveys were mailed to the property owner for each of the 286 parcels in the Castro CBD footprint. 63 completed surveys were returned for a response rate of 22%. The expanded properties had a lower response rate with 223 parcels and 25 responses for a response rate of 11%. The survey sample is attached.

Five questions focused on services delivered by the CBD and asked the property owner to rank each service on a scale of 1-5 with 5 being Very Important to Continue in the renewed CBD. A sixth question asked to understand the level of support for renewal and the seventh question asked for the term for the CBD. Not every respondent answered every question. The following percentages depicts the percentage that either a 4 or a 5 value for that service/strategy was selected, indicating this service was valued as very important.

Analysis of the survey show a strong desire to continue Cleaning services and Public Safety services. There was a strong desire for public safety services, yet the CBD currently doesn't provide very robust security services. The strong desire for public safety might indicate that property owners are interested in supporting additional public safety services through the CBD. This should be explored further through focus groups. The next highest desired services for the CBD to provide were Economic Vitality related services and Quality of Life services both with an 83% rating for current property owners.

The property owners who responded in the expanded footprint (who currently do not receive CBD services) also rated Cleaning, Public Safety and Quality of Life as very important.

Beautification was lower for both groups; however, beautification is closely connected with Economic Vitality and in public space management literature, these strategies fall under Economic Development strategies.

Current Property Owners

- 1) Sidewalk/Neighborhood Cleaning: 94.9%
- 2) Public Safety: 91.4%
- 3) Beautification: 42.8%
- 4) Economic Vitality: 83%
- 5) Improving Quality of Life: 83%
- 6) Support renewing CBD: 87.5%
- 7) Term for new CBD: 54.2% voted for a 10-year term, 38.9% voted for a 15-year term

Expanded Property Owners

- 1) Sidewalk/Neighborhood Cleaning: 87.5%
- 2) Public Safety: 79%
- 3) Beautification: 31.8%
- 4) Economic Vitality: 45.8%
- 5) Improving Quality of Life: 79.1%
- 6) Support renewing CBD: only 5 answered this question, 1- yes, 2 -no, 1 – not sure, 1-cost too much
- 7) Term for new CBD: 45% voted for a new 10-year term, 9% voted for a new 15-year term

About the Castro/Upper Market Community Benefit District & Reauthorization

The Castro CBD was established in December 2005 and first rolled out services in January 2006. The CBD was established with a 15-year term. To continue providing services, the Castro CBD must undergo reauthorization/renewal as outlined in our agreement with the City and County of San Francisco and our property owners. Renewal requires approval (through a mail-in ballot) of the property owners in the district. The Castro CBD is primarily funded through an assessment fee on each parcel that falls within the CBD's footprint (a list of the parcels can be found here). The Castro CBD also works hard to raise additional funds through grants and donations.

The mission of the Castro CBD is to 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 district identity, and honors its diverse history.

The services provided by the Castro CBD include:

- Daily sweeping of the sidewalks and gutters of each parcel, at least once a day
- Steam cleaning of each parcel's sidewalk quarterly
- Monitoring city trash cans and removing overflowing trash
- Graffiti removal on public and private property including sidewalk graffiti within 48 hours of notification
- Dispatch number to call with urgent cleaning needs (415-471-7536)
- Public safety services: SF Patrol Special Police on patrol in evenings
- Economic vitality strategies and activities bring people into the district including live entertainment, managed public seating, greening, public art, vacancy reduction strategies
- Advocacy for the district with city hall, city departments and other entities



Castro/Upper Market Community Benefit District Renewal Survey – 2018

Property Owner Survey

The Castro/Upper Market Community Benefit District is up for renewal in December 2020. If the CBD is not renewed, the services provided by the CBD will end on 12/31/2020. This survey is a **mandatory component** of the Castro CBD's renewal process. It is critically important for **you** to please take 5 minutes to complete this survey and return it to the CBD office, in the enclosed self-addressed stamped envelope, by **October 26, 2018**.

Overview

Established in 2005 with a 15-year term, the Castro/Upper Market Community Benefit District (Castro CBD) is up for reauthorization in 2020. Reauthorization/renewal is roughly an 18-month process and begins with **this** survey of property owners to assess your level of interest and areas of interest. This survey leads to an analysis of the services to be provided, what services and how often to which properties and the assessment rate to be charged. The final steps include a mail-in ballot vote by the property owners, approval by the board of supervisors and ultimately the Mayor's signature. Approval ensures the Castro/Upper Market Community Benefit District will continue to meet and exceed the critical services you have relied on for 13 years, for another 10 – 15 year term. This process includes exploring the possibility of further expanding our district boundaries to include more properties, increasing current service levels and /or adding new services, and implementing new "benefit zones" to better meet the specific needs of the district.

We Need Your Feedback

The first step in the renewal process is a survey of the property owners, merchants and residents. Castro/Upper Market Community Benefit District (Castro CBD) provides services to keep the Castro/Upper Market a clean, safe, attractive, and vibrant district for visitors, property owners, merchants, and residents.

These questions are about the services provided by the Castro/Upper Market Community Benefit District in the district's footprint.

Your response to this survey is critical.

If you have any questions, please contact the Castro CBD, call Andrea Aiello at 415-500-1181 or email: andrea@castrocbd.org

This survey takes approximately 5 minutes to complete.

All completed surveys are eligible for entry into a \$100 Visa gift card drawing, so please include your contact information in Section 1 below.

Individual surveys are **KEPT CONFIDENTIAL** and are used only by the Castro CBD staff for internal purposes. All survey responses will be kept anonymous.

We're excited about the prospect for a successful renewal that considers the comprehensive needs of the district.

Survey contact information:

Primary contact: Andrea Aiello – Castro CBD Executive Director
Office #: 415-500-1181
Email: andrea@castrocbd.org

SECTION 1: Identification (KEPT CONFIDENTIAL)

Block & Lot #:

Site address:

Your name:

Title/Position:

Mailing address:

Email address:

What is the best way to keep you informed about the Castro CBD's renewal campaign?

- Phone: _____
- Email: _____
- Mail: best address: _____
- Monthly e-newsletter : email address: _____
- Other _____

SECTION 2: Core Services For Renewal

The Castro CBD provides the following core services for its members as outlined in our management plan. Please read each description and in your experience as a Castro CBD member, rank each Castro CBD service according to their importance to you.

1. Sidewalk/Neighborhood Cleaning

The Castro/Upper Market Community Benefit District provides a broad range of cleaning services to every parcel in the district daily such as:

- daily sweeping of the sidewalks & curb line,
- graffiti/sticker/illegal poster removal
- steam cleaning to every parcel in the district, at a minimum quarterly
- cleaning dispatch phone # to call with urgent cleaning issues: 415-471-7536
- spot steam cleaning

How important is continuing this service to you?

Not important _____ Very important
1 2 3 4 5

- Not familiar enough with this service to answer

2. Public Safety

The CBD hires additional public safety police officers in the district to primarily enforce quality of life laws such as:

- sit-lie violations
- trespassing violations (sleeping in doorways)
- aggressive panhandling

(See appendix for more detailed information about the Castro CBD’s public safety program.)

How important is continuing these public safety services to you?

Not important _____ Very important
1 2 3 4 5

- Not familiar enough with this service to answer

3. Beautification

The Castro/Upper Market CBD beautifies and increases the vitality of the district through a variety of strategies such as:

- live entertainment in Jane Warner Plaza
 - managing public seating in Jane Warner Plaza
 - installed very popular rainbow crosswalks at Castro & 18th Street
- (See appendix for more detailed information about the Castro CBD's Streetscape and Public Realm Improvement work.)

How important is continuing these services to you?

Not important _____ Very important
1 2 3 4 5

- Not familiar enough with this service to answer

4. Economic Vitality/Commercial Vacancy Reduction

The Castro/Upper Market CBD partners with brokers, merchants, resident associations and property owners to research challenges/solutions and implement strategies to enhance the commercial district and decrease commercial vacancies.

(See appendix for more detailed information about the Castro CBD's economic vitality strategies.)

How important is continuing an effort on retail strategy and commercial vacancy reduction important to you?

Not important _____ Very important
1 2 3 4 5

- Not familiar enough with this service to answer

5. Improving Quality of Life

Castro Cares is funded through a city grant and donations from residents, merchants and property owners in the district. Castro Cares provides:

- Intensive homeless outreach connecting people to city services, a bus ride home, or even a job
- Additional public safety police patrols enforcing existing laws and calling emergency care when necessary

How important is continuing this effort to you?

Not important _____ Very important
1 2 3 4 5

- Not familiar enough with this service to answer



Castro/Upper Market Community Benefit District Renewal Survey – 2018

Property Owner Survey

The Castro/Upper Market Community Benefit District (Castro CBD) is considering expanding its boundaries to include your property. For a yet to be determined assessment fee, the Castro/Upper Market Community Benefit District will provide a variety of services for you and your property. This survey will help us assess if you are interested in the services the Castro CBD provides which can include sidewalk & gutter sweeping, sidewalk steam cleaning, graffiti removal, added security services, and a variety of beautification strategies for the Castro & Upper Market. This survey is a **mandatory component** of the Castro CBD's expansion and renewal process, and very important especially if you are at all interested in receiving Castro CBD services.

Completing this survey does not commit you to anything, we just need to hear from you. It is critically important for **you** to please take 5 minutes to complete this survey and return it to the CBD office, in the enclosed self-addressed stamped envelope, by October 26, 2018.

Overview

Established in 2005 with a 15-year term, the Castro/Upper Market Community Benefit District (Castro CBD, www.castrocbd.org) is up for reauthorization in 2020.

Reauthorization/renewal is roughly an 18-month process. The first step is **this** survey of property owners. The next step will be additional information mailed to you with the array of services you would receive and the cost to you. The final steps include a mail-in ballot vote by the property owners, approval by the board of supervisors and ultimately the Mayor's signature. Approval ensures the Castro/Upper Market Community Benefit District will continue to meet and exceed the critical services property owners have relied on for 13 years, for another 10 – 15 year term. This process includes **exploring** the possibility of further expanding our district boundaries to include more properties, increasing current service levels and /or adding new services, and implementing new "benefit zones" to better meet the specific needs of the district.

We are happy to answer any questions, please call 415-500-1181 or email: andrea@castrocbd.org

We Need Your Feedback

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These questions are about the services provided by the Castro/Upper Market Community Benefit District.

Your response to this survey is critical.

This survey takes approximately 5 minutes to complete.

All completed surveys are eligible for entry into a \$100 Visa gift card drawing, so please include your contact information in Section 1 below.

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We're excited about the prospect for a successful renewal that considers the comprehensive needs of the district.

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Office #: 415-500-1181
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SECTION 1: Identification (KEPT CONFIDENTIAL)

Block & Lot # MERGE:

Site addresses: MERGE

Your name:

Title/Position:

Mailing address:

Email address:

What is the best way to keep you informed about the Castro CBD's renewal campaign?

- Phone: _____

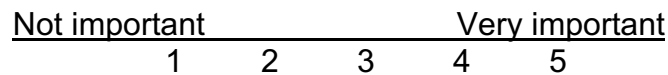
3. Beautification

The Castro/Upper Market CBD beautifies and increases the vitality of the district through a variety of strategies such as:

- live entertainment in the district
- managing public seating in the district
- installed popular rainbow crosswalks at Castro & 18th Street
- collaborating with all stakeholders to increase vitality of district

(See appendix for more detailed information about the Castro CBD’s Streetscape and Public Realm Improvement work.)

How important would providing these services be to you?

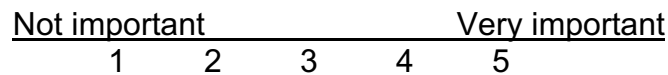


4. Economic Vitality/Commercial Vacancy Reduction

The Castro/Upper Market CBD partners with brokers, merchants, resident associations and property owners to research challenges/solutions and implement strategies to enhance the commercial district and decrease commercial vacancies, such as:

(See appendix for more detailed information about the Castro CBD’s economic vitality strategies.)

How important would providing retail strategy and commercial vacancy reduction strategies be to you?

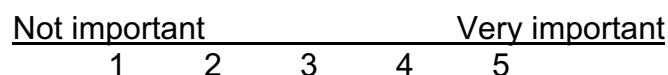


5. Improving Quality of Life

Castro Cares (www.castrocares.org) is funded through a city grant and donations from residents, merchants and property owners in the district. Castro Cares provides:

- Intensive homeless outreach connecting people to city services, a bus ride home, or even help finding a job
- Additional public safety police patrols enforcing existing laws and calling emergency care when necessary

How important would providing these services be to you?



SECTION 3: Assessing Support

1. In general, do you support expanding the Castro/Upper Market CBD to include your property?

How important is expanding the Castro/Upper Market CBD to include your property to you?

Not important Very important
1 2 3 4 5

2. What term (number of years) do you think the Castro/Upper Market CBD should be renewed for?
- 10 years _____
 - 15 years _____
 - I don't support renewing the Castro/Upper Market CBD _____

THANK YOU!

Your time and feedback on this survey is very important. It will guide our strategic planning work as we seek a successful renewal process.

Castro/Upper Market Community Benefit District Renewal Survey Appendix

San Francisco Patrol Special Police

The S.F. Patrol Special Police are a private police service that has been in the city charter as a private police force since the mid 1800's. **Patrol Specials look like an SFPD officer**, wearing a uniform very similar to the SFPD, are authorized users of the two-way police radio, report to the SF Police Commission and are legally bound to the SFPD. The Castro businesses have been contracting with the Patrol Specials to supplement the SFPD for approximately 40 years. The Castro CBD has continued that tradition and contracts with SF Patrol Special Police Officers for services. days a week, 365 days a year, from the late afternoon to early morning hours. The Castro/Upper Market CBD collaborates with other businesses in the Castro/Upper Market to fund 1 Patrol Special Officer in the Castro for 9 evening/early morning hours Sunday – Wednesday and 11 evening/early a.m. hours Thursday – Saturday. This officer is spread across the Castro/Upper Market and responds to calls from their late night business clients and also patrols select areas for the Castro CBD. Additionally, the CBD funds a Patrol Special Officer, for 32 hours a week, on Friday and Saturday nights and during the day on Sunday. These 32 extra hours/week are funded through donations and a city grant through the Castro Cares program, these additional services are not funded through assessment dollars.

Streetscape and Public Real Improvement Projects

Jane Warner Plaza is a bright spot of color sitting at 17th, Castro and Market Streets, at the F-Line turnaround, with its cheery tables and chairs of every color in the rainbow and colorful landscaping, the Jane Warner Plaza is a popular spot for residents and tourists alike. In the evening the Plaza is lit with the LED light art sculpture The Seed. Generally during the afternoon or early evening you will find people sitting in the Jane Warner Plaza enjoying a sandwich, talking with friends or just taking a break and people watching. On weekend afternoons the plaza is alive with live entertainment, bringing an average of 30-80 people to listen and participate in the events. The Castro CBD manages and activates this popular plaza through grant funding.

The Castro CBD also works directly with the SF Planning Department, SF Public Works and SF Municipal Transportation Agency to advocate and leverage public and private funds for additional public realm enhancements into city led large public realm improvement projects. For instance, in 2007, the Castro CBD worked with SFMTA to ensure that additional lighting on Church and Duboce streets was installed as part of the Church St. Rail Improvement Project. The rainbow crosswalks at Castro & 18th St. were installed by the Castro CBD as part of the Castro Street Sidewalk Widening

Project. Such efforts enhance the public realm, bring additional visitors to the neighborhood and help maintain the district's identity.

Economic Vitality & Retail Strategy Projects

Some examples of this work is the Castro & Upper Market Retail Strategy which has led to:

- a clearer consensus on favorable new businesses in the district,
- broker tours,
- understanding of the strength of the nighttime Castro and the importance for retailers to take advantage of this nighttime activity, and
- improved communication between the brokers and the Castro/Upper Market CBD.

Other recommendations from the study include install wayfinding signage, public art and strategies to make the district more walkable.

The Retail Strategy effort currently includes planning and implementing a shop local campaign.