

SoMa West

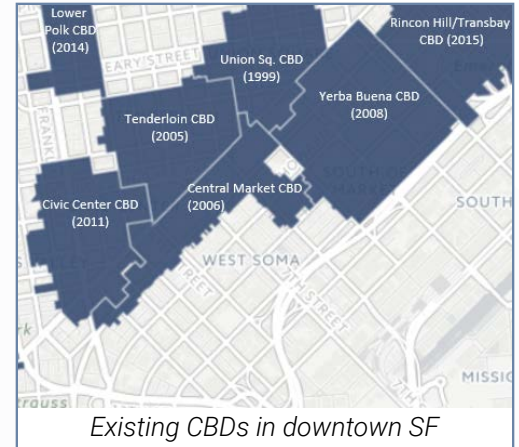
COMMUNITY BENEFIT DISTRICT
An Introduction

Dear Property Owners:

Petitioning to establish the SoMa West Community Benefit District (SoMa West CBD)

Over the last year, the SoMa West CBD steering committee, neighborhood groups, and concerned citizens throughout the western part of SoMa have been discussing our neighborhood's challenges at community meetings with local merchants, property owners, residents, workers, and community leaders. Together, we have developed a plan to form the SoMa West CBD in order to improve our neighborhood's safety, cleanliness, health, economic vitality, and aesthetics.

Community Benefit Districts (CBDs) are the driving force behind the revitalization of many San Francisco neighborhoods, helping to reduce crime, increase public and pedestrian safety, support small businesses, and improve an area's quality of life. CBDs provide property owners, renters, and workers enhanced services (above and beyond City Services) and empowers property owners with a unified voice to work in conjunction with local government. As you can see in the map to the right, several CBDs have formed in downtown San Francisco over the past dozen years. These CBDs have been successful in improving cleanliness and safety within their boundaries. Unfortunately those in SoMa West, the lack of CBD services has become a visible disadvantage.



Existing CBDs in downtown SF

PROPOSED PROGRAMS and SERVICES for SoMa West CBD

Over 80% of entire budget will support CLEANLINESS & SAFETY improvements

Enhanced Cleanliness and Beautification Programs

- Sidewalk & Gutter Sweeping • Sidewalk Pressure Washing • Graffiti Removal • Trash Removal • Landscaping Programs • Public Art Programs

Enhanced Safety Programs

- Bicycle Patrols • Vehicle Patrols • Foot Patrols • Pedestrian & Bicycle Safety measures

Neighborhood Marketing and Advocacy

- Destination Marketing • Branding • Events • Advocacy • Community Grants • Outreach

We invite you to review the materials in this Flyer. Should you want to Learn More, please join us at one of our public Info Sessions (dates and times on back). More detailed info is also available on our website such as our Summary or Full Management and Engineers Report.

You can also share your thoughts through a quick survey on our website at somawestcbd.org

CONTACT US as a Property Owner for Your Petition(s)

After reviewing the materials, we ask you to Support SoMa West CBD by signing the Petition for Your specific property(s) (check YES, signing and returning). Gathering signed petitions is an initial requirement for forming this CBD.

Please sign the petition and help us to spread the word.

If you have any questions, please feel free to call Aaron Aulenta at 562-773-5832 or Katie Gibson at 562-260-4015.

Thank you for considering and supporting the SoMa West CBD

Finally a Solution for the western part of SoMa and How YOU will Benefit

Let's create a community benefit district

Western SoMa neighborhood groups are combining efforts and passions to improve our neighborhood's safety, health, economic vitality, and aesthetics. Together, we are working to form a Community Benefit District called SoMa West CBD. Our committee is made up of local merchants, landowners, developers, community leaders and residents in close collaboration with the City's Office of Economic & Workforce Development, our Supervisor, the Police and other departments.

Our Neighborhood

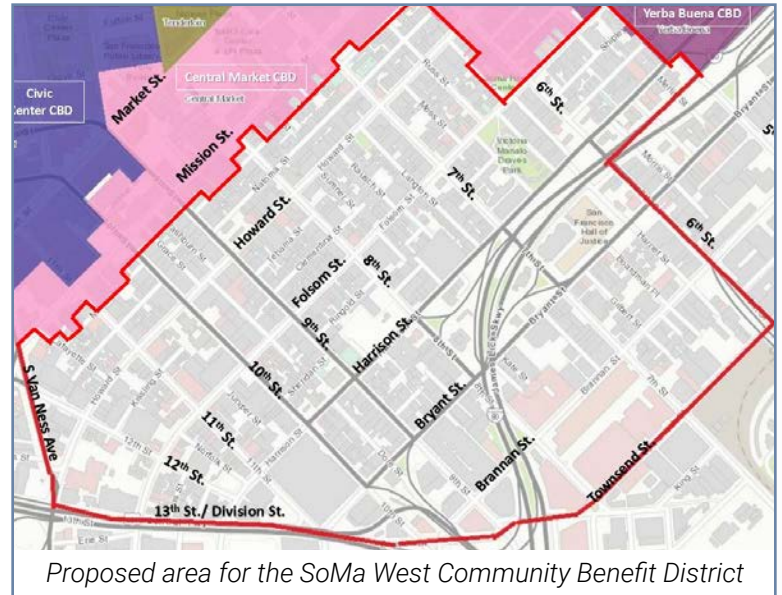
SoMa West represents one of the most multicultural and multidisciplinary neighborhoods in San Francisco.

From its formation in 1847, our neighborhood was created to accommodate city pioneers, workers, manufacturing, and utilities.

Since then, we have also become home to a variety of community activists and civil rights advocates, community celebrations, artist groups and studios, technology leaders, entertainment and nightlife.

Our location, space, and accessibility make our neighborhood increasingly important to the San Francisco Bay Area.

Improvements to our neighborhood will prove fundamental to sustaining our neighborhood's well-being.



Our Mission

- **Advance** the quality of life and community cohesion for residents, businesses, workers, and visitors in the SoMa West neighborhood.
- **Foster** a safer and more secure community.
- **Enhance** environmental quality and beauty.
- **Reinforce** the viability of our economic base while embracing the community that makes SoMa West so unique. As a unified body, SoMa West CBD can.
- **Strengthen** and advocate for the community both in the present and for our future as a unified body.

What is a Community Benefit District ?

Community Benefit Districts (CBDs) are public-private partnerships formed by property owners in a specific geographic area to improve quality of life, build community, and promote economic activity.

CBDs provide supplemental services such as safety patrols, sidewalk cleaning, park maintenance, retail and restaurant recruitment, resident and business advocacy, and other services to improve the basic level of services provided by the City (to supplement city services, NOT replace city services). These services are funded by property owners who pay an annual assessment based on the size of one's land, building or home, and other determining factors.

Forming a CBD requires that property owners formulate an annual budget and a management plan, which will be implemented by a nonprofit organization. This organization will be governed by a board of district property owners, businesses, renters, and other stakeholders. We decide what services we want to address and how we allocate our resources, while having a significant voice with the City.

How does the CBD benefit me ?

By having a vibrant, clean and safe neighborhood—the goal of the CBD—property owners, residents, businesses and workers will all benefit.

Additionally, we will promote a sense of community and encourage businesses and shops to make this an incredible place to live, work, shop, and visit.



YES, there is proof CBDs can make a difference

AN OUTSIDE STUDY FOUND THE FOLLOWING POSITIVE FINDINGS

- On average, CBD-maintained streets were found to be cleaner than similar commercial streets located in the same Supervisorial District.
- CBDs have experienced declining crime prevalence similar to current citywide trends.
- During the 07/09 recession, CBDs retained more value in their properties, saw less reductions in shopping and business, and maintained lower commercial vacancy rates.
- CBDs have raised significant revenues from non-assessment sources like grants and donations.
- CBDs leverage significant community leadership to support their work from the City and others.
- The more services a CBD provides is correlated with a higher level of improvement.

Frequently Asked Questions (FAQs)

WHAT SERVICES WILL THE SOMA WEST CBD PROVIDE?

The SoMa West CBD steering committee will survey property owners, businesses, and residents to identify what additional services that will be part of the SoMa West CBD Management Plan, a document that outlines the services provided, overall budget, and priorities of the district. For this reason, your input is vital to our success—please visit our website to take our quick online survey.

WHY SUPPORT A CBD IF I ALREADY PAY TAXES?

Supporting the SoMa West CBD enables the district to receive services above and beyond what the City can provide, which is what you see right now. The assessments collected go entirely to the CBD for our specific area and can support enhancements such as safety, cleaning, maintenance, beautification and business support. The SoMa West board of property and business owners and residents make the budget decisions, which ensures direct accountability for the enhanced services. Recurrent issues such as graffiti, vandalism, dumping, homeless encampments, and crime incur meaningful operating expenses for individual owners; these and other expenses are more efficiently addressed by the centralized neighborhood body of a CBD. In addition, studies show that CBDs have a positive effect on property values, sales and occupancies.

Finally, a CBD provides local property owners with a unified political voice to interface with City government. Many CBDs become sounding boards for new proposed legislation, and can disseminate information to its membership. CBDs also allow landowners to collectively demand specific policies and improvements from the City's departments, budgets and officials.

WILL THE CITY REDUCE EXISTING SERVICES?

NO! The City of San Francisco has established and documented the base level of pre-existing City services and has articulated its intention to continue to deliver and/or pay for those services if SoMa West CBD is formed. The CBD will not replace any pre-existing general City services. Additionally, there are community events that the City would not provide but the CBD can such as Farmer's markets, movie nights in community spaces, events for children and more. We welcome all ideas.

Attend an info session to Learn More

Please invite anyone you know in the area to attend an info session to learn more about Community Benefit District.

10/24	Wednesday	6-7:30 pm	Panoramic 1321 Mission St.	www.panoramiclivingsf.com
11/14	Wednesday	6-7:30 pm	Panoramic 1321 Mission St.	www.panoramiclivingsf.com
12/12	Wednesday	6-7:30 pm	Panoramic 1321 Mission St.	www.panoramiclivingsf.com

More info sessions to come – check out our website at somawestcbd.org

How can you help ?

We are entering our Petitioning phase and will need help connecting with Property Owners to sign our Petition to move us Forward. Invite any property owner you know to attend one of our info sessions to Learn more and sign our Petition.

We are looking for help to connect with property owners (small or large) through HOA's, neighborhood watch groups, heads of blocks, friends and acquaintances, etc. Reach out and let us know.

info@swcbd.org or **415-496-5787**

Express Your Opinions and Suggestions – quick and easy

Everyone has a voice to be heard within our proposed area in the western part of SoMa. Each and Every person within your home, business or organization can each take our quick SURVEY online at

somawestcbd.org

Thank you for taking the time to review this Solution to make our neighborhood so much better



Take our quick SURVEY online at - somawestcbd.org

Help us move FORWARD - Contact us to Sign Your Petition