



## Come Meet Your Neighbors at the Civic Center CBD Community Meeting and Mixer

The board of directors of the Civic Center Community Benefit District would like to invite you to our first Community Meeting and Mixer on **March 1, 2012**.

We will host our mixer from 5:30 to 7:30pm at 25 Van Ness Avenue. We will offer light refreshments and the event is free and open to all.

At the mixer, you can meet some of the people who live and work in the area and learn more about what the CBD is doing to improve the Civic Center neighborhood.

Members of the Civic Center CBD board of directors will be in attendance, and you will also get a chance to meet some of the CBD's new community ambassadors.

For a list of the current board members and to learn ways to get involved, please see the back page.

If you have any questions about the mixer or the CBD, please contact the Civic Center CBD at 415-626-1819, or send an email to [info@sfciviccentercbd.org](mailto:info@sfciviccentercbd.org). ◀

## Civic Center Community Benefit District Formed

**T**he Civic Center Community Benefit District (CBD) is a special assessment district conceived and organized by a group of concerned Civic Center property owners, arts organizations, government entities, and other stakeholders.

The goal of the Civic Center CBD is to improve coordination and communication around the management, image, safety, beautification and cleanliness of the greater Civic Center area for the benefit of patrons, residents, employees, merchants, property owners and other visitors within the district.

You may have one or more of the following questions:

- Q. What is a Community Benefit District?**
- Q. Who runs this Community Benefit District?**
- Q. What services do you provide? When? Where?**

To answer those questions, please continue reading inside. More information can also be found on our website:

[www.sfciviccentercbd.org](http://www.sfciviccentercbd.org)

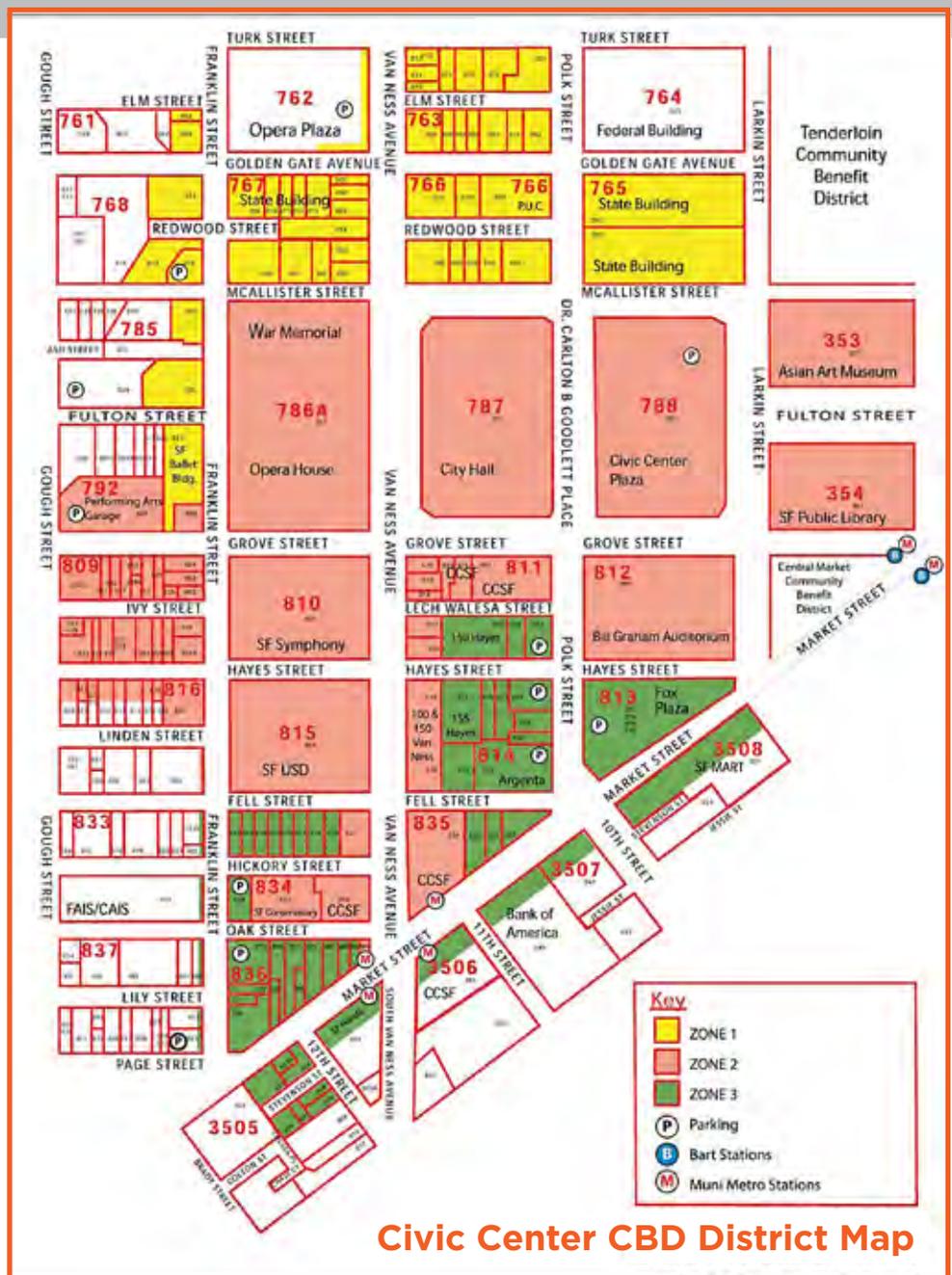
# What is a Community Benefit District (CBD)?

A Community Benefit District (CBD) provides essential services such as safety, cleaning and maintenance, and activation to supplement and complement those provided by local government. Many cities in California, as well as throughout the country, have developed CBDs.

The San Francisco Board of Supervisors approved the formation of the Civic Center CBD on January 4, 2011.

The Civic Center Community Benefit District, Inc., a non-profit organization formed July 1, 2011, implements the services, represents the owners and the institutions, and will meet the following objectives:

- Create and manage programs that best respond to the top priorities of the Civic Center CBD stakeholders
- Maximize coordination with the City and County of San Francisco and the San Francisco Board of Supervisors to avoid duplication of services and leverage resources
- Deliver services through



a cost-effective, non-bureaucratic and easy to assess, organizational structure

- Provide for accountability to those who pay assessments.

The Civic Center CBD Board of Directors will oversee the management and operations for the Civic Center CBD Inc. Property owners who are assessed within the CBD will elect future members of the CBD Board of Directors.

To ensure that the CBD has broad representation and accountability, the Board of Directors is comprised of stakeholders within the district, a mix of large and small property owners, businesses, district art organizations, governmental, commercial and residential property owners and tenants.

All board and committee meetings are posted on our website and open to the public. ◀

# Services Provided by the Civic Center CBD

## Civic Center District Boundaries

The Civic Center CBD consists of approximately 35 whole or partial blocks surrounding City Hall/Civic Center Plaza/Market Street and generally bounded on the north by Turk Street, on the east by a varying boundary along Hyde, Larkin and Ninth streets, on the south by and including the south side of Market Street, on the west by the west side Franklin Street. It also includes both sides of Grove, Ivy, and Hayes streets westward to Gough Street. (Please see Civic Center CBD map at left.) Within the district, there are three zones with differing levels of services based on their unique needs.

## Community Service Ambassadors

The team of Community Service Ambassadors (CSAs) are a key element of the CBD. The CSAs are goodwill ambassadors who assist the public in navigating the district with a welcoming and informed presence. Their function is to assist the public with information and direct them to destinations within the area, made possible by training on local geography, area venues and businesses, transportation systems, and other useful information.

They also play a vital role in promoting the Civic Center area as safe and friendly. They are easily visible and identifiable by their orange and gray uniforms that are unique to this district.

Their presence is a deterrent to misdemeanor crime, and they have a communication system to enable them to report unsafe conditions or observations of criminal activity immediately through the CBD dispatch to the San Francisco Police Department (SFPD).

**Schedule: Tuesday-Saturday,  
7:30am to 7:30pm**

## Nighttime Ambassador Schedule

Four uniformed CSAs will work for 200 evenings per year in shifts from 6:30pm -11:30pm. Actual number of nights may be expanded as deemed necessary by the district by staggering hours of service. The CSAs walk throughout Zone 2, the central area of the District near arts venues, to enhance the pedestrian experience before and after evening performances, events and meetings

**Schedule: Select nights, 6:30pm to 11:30pm**

## Cleaning and Maintenance

The service provides for uniformed maintenance workers to perform daily cleaning and respond to maintenance calls to remove graffiti, wash down the sidewalk or pick up an accumulation of debris on the sidewalk. They are aided by calls by the CBD staff to the Department of Public Works (DPW) to coordinate delivery of the maintenance services that the City provides.

**Schedule:**

**Monday-Friday, 6:00am to 2:30pm**

**Saturday and Sunday, 8:00am to 4:30pm**

## Beautification Programs

Future programs could include such things as streetscape improvements, including wayfinding signage and other public right of way and capital enhancements to the district.

## District Advocacy

The purpose of advocacy is to promote the Civic Center neighborhood as a beautiful, clean, safe, and vibrant district. The larger purpose is to increase the area's perception as a friendly, clean, and exciting place for attending performances, dining, shopping, and investing in business opportunities and properties. ◀

**For services, please call the CCCBD Dispatch: 415.781.4700  
or send email to [dispatch@sfciviccentercbd.org](mailto:dispatch@sfciviccentercbd.org)**

## Civic Center

Community Benefit District

234 Van Ness Avenue, Suite 1  
San Francisco, CA 94102

# Civic Center

## Community Benefit District

### Interim Board of Directors

**David Harrison, Chair**

Patson Companies

**Bill Whitfield, Vice Chair**

Shorenstein Realty Services

**John Updike, Treasurer**

San Francisco Real Estate

**Jennifer Norris, Secretary**

San Francisco War Memorial &  
Performing Arts Center

**Jerry Bernstein**

Lighthouse for the Blind

**Anthony Boas**

San Francisco Honda

**Alexander Brose**

San Francisco Conservatory of Music

**Mary Conde**

Another Planet Entertainment

**Jim Haas**

Neighborhood Advocate

**Nan Keeton**

San Francisco Symphony

**Lev Kushner**

San Francisco Recreation and Park

**Roberto Lombardi**

San Francisco Public Library

**James McCrea**

State of California

**Janan New**

San Francisco Apartment Association

## Get Involved with the Civic Center CBD

There are many ways for people to get involved with the Civic Center CBD. One way is to attend a meeting and/or serve on a committee.

Committee and board meeting notices, agendas and minutes can be found on our website:

[www.sfciviccentercbd.org](http://www.sfciviccentercbd.org)

• **Executive Committee**

This committee is comprised of the four corporate officers (Chair, Vice Chair, Treasurer, Secretary), and creates agendas for the board meetings.

• **Finance Committee**

Chaired by the Treasurer, this committee reviews financial reports, budgets and expenditures.

• **Services Committee**

Tasked with developing the request for proposal for the services contracts and also the review, vetting and implementation of the contracts for cleaning and safety programs.

• **Capital Improvements & Planning Committee**

This committee meets to discuss improvements to the district, including any potential signage, marketing programs and development.

• **Board of Directors**

The board meets monthly on the fourth Thursday at 2:00pm and discusses all issues related to the management of the CBD, finances, and recommendations for new service programs.

## Contact Us

**For Dispatch and Services:**

**Call 415.781.4700**

[dispatch@sfciviccentercbd.org](mailto:dispatch@sfciviccentercbd.org)

**For General Inquiries:**

**Civic Center Community Benefit District**

234 Van Ness Avenue, Suite 1  
San Francisco CA 94102

Phone: 415.626.1819

Fax: 415.626.4029

[www.sfciviccentercbd.org](http://www.sfciviccentercbd.org)

**Donald W. Savoie,**

Executive Director

[savoie@sfciviccentercbd.org](mailto:savoie@sfciviccentercbd.org)