



Noe Valley Association

Community Benefit District

Annual Report 2020 – 2021



**Join Us! Annual NVA Property
Owner Meeting**
Wednesday, September 22
5:30 PM – 7:00 PM
Beverages/Appetizers outside
RSVP: info@noevalleyassociation.org



The mission of the Noe Valley Association (NVA) is to improve the quality of life for property owners, merchants and residents in the Noe Valley neighborhood. NVA's efforts towards cleaning, greening and improving the public space and sidewalks in the commercial corridor reinforces the viability of the community's economic base.

NVA Deemed an Essential Service During COVID-19

Amid society's new reality with COVID-19, our incredible team of service providers worked to keep Noe Valley clean and bring some joy, by also keeping it green. The NVA has continued to clean and green the district since a shelter-in-place order started on March 16, 2020. We are proud to announce that despite the unprecedented challenges, we have continued all services without interruption. Our dedicated street porters did not miss a day of work.

Outdoor spaces such as the Noe Valley Town Square and the 27 benches the NVA installed in the commercial corridor were heavily used. While many of the merchants were closed, people still flocked to 24th Street to get fresh air and talk to their neighbors. Social distancing was adhered to as people brought out folding chairs to converse with people on benches. This behavior change resulted in more street trash, so we pivoted and refocused on ways to best support our district. We adjusted our operations and implemented plans that allowed our organization to continue to provide essential services within the context of the pandemic. The City of SF Office of Economic and Workforce Development provided all the PPE required. Our administrative operations and all Board and Committee meetings continued at full pace and were conducted virtually.

NVA's attentive, consistent efforts help keep Noe Valley's neighborhood shopping area clean, attractive, healthy, comfortable and inviting. Following are some of the benefits the NVA provides.

Services and Programs

On-call Service Dispatch – text/call: 415-802-4461

For public area cleaning, maintenance and other non-emergency services. Monday - Saturday 7AM - 3PM, Sundays 7AM - 11AM. Please text a photo or description + location details.

Clean

NVA street porters work seven days a week to sweep and weed sidewalks and gutters, remove graffiti and fliers, empty overfilled public trash receptacles, call 311 for removal of large bulky items left on the sidewalk, and remove human and animal feces. Billy and his team pressure wash all district sidewalks nine times a year starting at 6:30 am until 11 am when they stop due to store openings and pedestrian traffic.

Green

The NVA's Green Committee oversees open sidewalk gardens, benches, planter boxes, flower baskets, parklets and other neighborhood streetscape improvements seven days a week. The NVA's part-time gardener maintains the health and vitality of all plantings. The City of SF Bureau of Urban Forestry manages the trimming and replacement of street trees citywide. The NVA maintains the tree wells and trims low-hanging branches hanging within eight feet of the sidewalk.

Promotion of District

The NVA acts as fiscal agent for the Noe Valley Town Square. Due to the pandemic, Noe Valley Town Square event programming was suspended. Events are being planned to resume in Fall 2021 in collaboration with the SF Recreation and Parks Department, in order to again provide lively and unique events to support the recovery of our vibrant neighborhood. The NVA will apply for additional grant funding to support Town Square programs. The NVA receives a 12 percent Noe Valley Town Square fiscal agent fee which is applied to grant and financial administration.

Administration

The NVA is administered by a non-profit management corporation governed by a board comprised of Noe Valley property owners, merchants, and a community member. The board oversees NVA's part-time Executive Director who monitors contracts, finances, and insurance requirements; publishes City of San Francisco mid-year and annual reports; supports NVA board committees, attends San Francisco Board of Supervisors hearings, and manages the NVA website, email communications and all community inquiries. Most critically, the Executive Director applies for City grants, an essential task as all major capital improvements to the district have been funded by grants. To date, the NVA has been awarded City grants totaling over \$1.2 million. This is the result of demonstrating that the NVA is a well-managed non-profit institution that will responsibly maintain investments in street improvements.

Accomplishments

Cleaning, Greening & Improving Noe Valley's Commercial Corridor

It has been another unusual year due to the COVID-19 pandemic, with an upsurge in removing bulky items. Our street porters made increased calls to 311, due to an escalation of people moving out of the City. There was a slight increase in graffiti and improper signage and fliers and an expected reduction in visitor assistance.

Clean & Green	9 Sidewalk steam cleanings monthly, March – November
	92 Removal of defacing graffiti, stickers and improper signage
	186 calls to 311 for pick-up of furniture, mattresses, tree limbs and other large items and pick-up of paint and other illegally dumped toxic materials
	201 Trees watered and weeded by NVA gardener
	4 Bigbelly garbage receptacles installed and maintained
	199 removed bulky trash items, yard debris, clothing, paint cans, etc.; emptied overflowing trash cans, returns of abandoned shopping carts
	27 Planters/sidewalk gardens replanted, watered and maintained
	84 Chairs and tables maintained in both public parklets on 24th Street
	23 Hanging flower baskets watered and renewed 1 new street pole installed with additional flower basket
	2 parklets maintained year-round with flowers/plants, including related required DPW reports
Maintenance of 27 community benches, 36 bike racks, 10 news racks and 24 trash receptacles throughout the district, as well as the 7 umbrellas in both parklets and in the Noe Valley Town Square	
Promotion of District	8 NVA identity banners created and maintained
	NVA website published and maintained
Admin	A \$35,000 special grant from SF OEWD was awarded for a fourth year to continue to activate the Noe Valley Town Square (NVTS). The NVA is fiscal agent for all NVTS events, bringing city residents and the local community to 24th Street to shop and enjoy events.

New Bigbellys in Noe Valley

The NVA was awarded a two-year Fix-It Grant from the SF Mayor's Office which allowed for the installation of four Bigbelly units in January 2021 and their maintenance for two years. Bigbellys are another tool the NVA uses to keep our sidewalks clean. Bigbellys do not leak, and the trash inside cannot be rummaged through or removed. Bigbellys are solar powered and include software which indicates when they need to be emptied, resulting in more efficient and effective response by the City.



Noe Valley CBD Area Map

(starting January 1, 2021)



The Noe Valley Association Community Benefit District was renewed in January 2020 for a fifteen-year period beginning January 1, 2021. The NVA receives an annual special assessment from the 219 properties in the district. An updated map of the district was approved as part of the CBD renewal process.

Assessment Methodology

The Noe Valley Association Community Benefit District is funded through an annual assessment paid by property owners and businesses in the district. The assessment methodology was updated effective January 1, 2021 when the CBD was renewed – as voted on by the CBD property owners and approved by the SF Board of Supervisors. Because the CBD operates on a fiscal year basis from July to June, the methodology changed half way through the fiscal year. The original management plan assessment methodology was in force June to December of 2020; the new methodology was in force January through June of 2021. This change is reflected in the financial statements.

State law and city policy dictate that the assessment formula take into account three factors in calculating the assessment for each lot: the square footage of the lot, the linear feet of frontage on the street, and the square footage of the developed building space. The assessed amount for each of these factors has changed to comply with changes in state law. Annual assessments are based on program costs allocated among the parcels based on assessable footage.

Because commercial parcels receive special benefits from all of the CBD activities, their annual assessment rates for the first year of the District renewal term are as follows:

- Lot Square Foot Assessment Rate: \$0.2025
- Building Square Foot Assessment Rate: \$0.1388
- Front Footage Assessment Rate: \$14.7723

By contrast, non-profits and residential parcels do not specially benefit from Promotion of District activities, so those types of entities pay a reduced rate that does not reflect the cost of these activities:

- Non-Profit/Residential Lot Square Foot Assessment Rate: \$0.1487
- Non-Profit/Residential Building Square Foot Assessment Rate: \$0.1177
- Non-Profit/Residential Front Footage Assessment Rate: \$10.4161

Expenditures may require an annual adjustment up or down to continue the intended level of programs and services. In no case shall these annual assessment increases exceed that year's increase in the San Francisco, Oakland, and San Jose area Consumer Price Index (CPI) or 5%, whichever is less. Total assessment revenue may also increase based on development in the District. The determination of annual adjustments in assessment rates will be subject to the approval of the Noe Valley CBD Owners' Association (the NVA Board of Directors).

As provided by the Property and Business Improvement Law of 1994, the CBD's assessment shall appear as a separate line item called Special Assessment on the annual property bill prepared by the City and County of San Francisco. For a complete listing of 2020-2021 NVA property assessments as well as the NVA renewal assessment methodology and management plans, please visit www.noevalleyassociation.org.

Financial Statement as of June 30, 2021

The financials for FYE21 is split into two halves, each covering six months. The reporting reflects the mandated reporting format of the former management plan that expired on December 31, 2020 as well as the current management plan which started January 1, 2021. \$70,732 in "carry over" funds from between the management plans were the result of projects which were delayed due to COVID-19 and had to be completed in 2021. The NVA does not have security cameras and does not operate a surveillance security system. The NVA did not receive any private contributions over \$1,000 during FYE21. The NVA engages Accounting Results, Inc. for bookkeeping services. For the annual account review, the NVA hired Maze and Associates for the 2020-21 fiscal year. The figures shown here are unaudited. The review and final report will be available in October and posted on the NVA website, or provided by request to the NVA Executive Director.

NVA Current Management Plan Budget

Service Category	Dollar Amount	Percentage			
Clean and Green	\$165,000.00	64.71%			
Promotion of District	\$20,000.00	7.84%			
Administration	\$60,000.00	23.53%	Assessment Revenue	\$246,750.00	96.76%
Contingency & Reserve	\$10,000.00	3.92%	Non-Assessment Revenue	\$8,250.00	3.24%
TOTAL	\$255,000.00	100.00%	TOTAL	\$255,000.00	100.00%

NVA FYE 2021 Budget January - June 2021

Service Category	Assessment \$	Non-Assessment \$	Total \$ Amount	% Total Assessment	% Total Non-Assessment
Clean and Green	\$82,500	\$12,649.00	\$95,149.00	0.647058824	100.00%
Promotion of District	\$10,000		\$10,000.00	0.078431373	0.00%
Administration	\$30,000		\$30,000.00	0.235294118	0.00%
Contingency & Reserve	\$5,000		\$5,000	0.039215686	0.00%
TOTAL	\$127,500	\$12,649.00	\$140,149.00	100%	100%

NVA FYE 2021 Budget July - December 2020

Service Category	Assessment \$	Non-Assessment \$	Total \$ Amount	% Total Assessment	% Total Non-Assessment
Sidewalk Operations	\$85,000	\$4,200.00	\$89,200.00	0.622709665	94.40%
District Identity and Streetscape Improvements	\$10,250		\$10,250.00	0.07509146	0.00%
Administrative/Corporate operations	\$36,000	\$249.00	\$36,249.00	0.263735858	5.60%
Contingency & Reserve	\$5,250		\$5,250.21	0.038463018	0.00%
TOTAL	\$136,500	\$4,449.00	\$140,949.21	100%	100%

NVA FYE 2021 Actuals January - June 2021

Service Category	Assessment \$	Non-Assessment \$	Total \$ Amount	% Total Assessment	% Total Non-Assessment	% Total
Clean and Green	\$81,338.00	\$12,678.00	\$94,016.00	66%	1	0.69153819
Promotion of District	\$5,933.00	\$-	\$5,933.00	5%	0	0.043640402
Administration	\$31,003.00	\$-	\$31,003.00	25%	0	0.228043721
Contingency & Reserve	\$5,000.00	\$-	\$5,000.00	4%	0	0.036777686
TOTAL	\$123,274.00	\$12,678.00	\$135,952.00	100%	100%	100%

NVA FYE 2021 Actuals July - December 2020

Service Category	Assessment \$	Non-Assessment \$	Total \$	% Total Assessment	% Total Non-Assessment	% Total
Sidewalk Operations	\$75,991.00	\$4,200.00	\$80,191.00	51%	0.931470393	0.51830762
District Identity and Streetscape Improvements	\$9,057.00	\$60.00	\$9,117.00	6%	0.01330672	0.058926944
Administrative/Corporate operations	\$39,734.00	\$249.00	\$39,983.00	26%	0.055222888	0.258426676
Contingency & Reserve	\$25,426.00	\$-	\$25,426.00	17%	0	0.16433876
TOTAL	\$150,208.00	\$4,509.00	\$154,717.00	100%	100%	100%



Acknowledgements

“None of us is as smart as all of us”

– **Kenneth H. Blanchard**

This could not be truer in acknowledging the following individuals who make the Noe Valley Association the award-winning CBD that it is, as viewed by the powers that be in the City of San Francisco.

City Staff

The NVA would like to give a BIG shout out to District 8 Supervisor Rafael Mandelman and his staff, specifically legislative aides Jacob Bintliff and Tom Termperrano, for their continued support of the Noe Valley Town Square. Rafael and his staff also advise the NVA on important matters which affect San Francisco CBDs and help us fight the good fight.

The NVA gets its mojo from the Office of Economic and Workforce Development Senior Manager Chris Corgas, who is a patient and wise guide and oversees our grants and the myriad required processes of City government. Chris is judicious and a big supporter of all things for “Noe Land”. Thank you, Chris!

NVTS Staff

The Noe Valley Association is fiscal sponsor for the Noe Valley Town Square (www.noevalleytownsquare.com). Leslie Crawford is a long-time resident of Noe Valley and the producer of events and programs at the Square. She is tireless in her enthusiasm for bringing creative programming, capital improvements and community dinners to the Square. Richard Hildreth, also a long-time Noe Valley resident, works with Leslie on the operations for events. He brings technical expertise, and a joy in selecting and showing movies and organizing Sunday afternoon concerts for the Noe Valley community.

NVA Staff

Sylvia Vientulis is one of those amazing right brain/left brain people who, together with Fred our bookkeeper, ensures the accuracy of all fiscal records as required for grant reporting and City records. Sylvia also created and manages the NVA and NVTS websites, develops graphics for NVA and Town Square events, created the annual report you are reading and the striking graphics on the Bigbelly receptacles.

The Noe Valley Association welcomes your questions & feedback.

Noe Valley Association • 1330 Castro Street • SF • CA • 94114

Please direct any questions to info@noevalleyassociation.org or call Debra Niemann at 415-519-0093.

The Noe Valley Association is a registered 501(c)(3) organization. All contributions are tax-deductible to the extent allowed by law.