



Ocean Avenue Association

A San Francisco Community Benefit District

1728 Ocean Avenue PMB 154

San Francisco, CA 94112

Mid-Year Report July 1 – December 31, 2018

The Ocean Avenue Association is pleased to share this mid-year report outlining accomplishments, financial status, and other information for the first six months of the 2018-19 fiscal year.

Summary of Accomplishments

Management & Operations

The OAA continues to have a board of directors with 10 members. Five represent property owners, three represent businesses, and two represent community members. Board members serve two-year terms; each year, half of the board members are up for reelection. Board officers are up for reelection every year.

The OAA board meets January to August and October to November on the third Wednesday of each month, as needed. The OAA annual meeting is in September. OAA has a Street Life Committee and a Business Committee. Both meet on the second Wednesday, as needed.

OAA has one full-time employee, an executive director, and two half-time employees. One of the half-time employees focuses on assisting small businesses and promoting the retail corridor of Ocean Avenue.

OAA seeks to work with and support other neighborhood organizations in the Ingleside neighborhood of San Francisco. OAA also works with other San Francisco Community Benefit Districts by meeting with them on a regular basis.

OAA issues an annual report after the end of each fiscal year on June 30, and a mid-year report after December 31. OAA's finances are reviewed by accountants annually utilizing State and City criteria for CBDs.

Neighborhood Cleanliness

As an urban area, most of the public space along Ocean Avenue is paved. However, increasingly on the corridor, OAA has been able to transform smaller sidewalk public areas into gardens featuring various plants and trees, and in open space areas around Ocean and Geneva

larger landscape areas have been constructed and maintained. In the past six months we have been able to fund additional maintenance work for the gardens. The work includes watering plants, pruning and supporting trees and plants, trash removal and weeding. Currently, two gardening crews maintain the entirety of the corridor from Victoria Street to the green space at the intersection of Ocean and Geneva avenues.

OAA contracts with CleanScapes SF, a division of Recology, to provide street and sidewalk cleaning and maintenance. OAA and CleanScapes SF staff perform biweekly walkthroughs of the corridor to identify problem areas, such as graffiti, overfilled trash cans, abandoned bulky items such as mattresses and furniture, and dirty sidewalks. CleanScapes SF staff perform regular steam cleaning of the sidewalk, and they coordinate pickup of trash or abandoned items by reporting to 311.

To report to OAA sidewalk, gutter, landscaping or graffiti problems call the OAA at (650) 273-6223 or email info.oacbd@gmail.com.

Statistical Summary of Cleaning Services – July 1, 2018 to December 31, 2018

- 311 requests for large/bulky items — 600
- Human/animal waste pickups — 1050
- Trash collected and removed (lbs) — 32,500
- Graffiti, stickers and posters removed — 800
- Instances of steam cleaning — 1200
- Sharps/needles removed — 10

Public Art

Auto 280, a longtime auto shop at Plymouth and Ocean, received a grant from SF Shines to get a front facade repainting and a new mural to replace a damaged one. “Ocean Avenue North and South” was painted by Amos Goldbaum in the Fall of 2018 at 1315 Ocean. This mural joins a large mural commissioned by OAA on the Geneva Avenue retaining wall by 1AM SF. OAA is seeking ideas and locations for additional murals and artwork. This art is funded by public grants.

Pedestrian Safety

In recent years, there have been multiple pedestrians killed by car collisions on Ocean Avenue, particularly at Miramar Avenue and Victoria Street. OAA is seeking ideas about how to make our corridor safer for pedestrians and bicyclists. OAA won a District 7 Participatory Budgeting award in 2018 to add a flashing yellow light at the Granada and Ocean intersection crosswalk. Granada is the only intersection in the Ocean Avenue commercial corridor without a traffic signal.

Public Safety

For most of 2018 Ocean Avenue had two beat officers, Mark Pineda and Keyon Watson. In December, Officer Pineda was transferred to other duties. OAA is working to add a second officer as we had for the past few years.

Ocean Avenue Legacy Businesses

In the Fall of 2018 OAA helped Ocean Cyclery and Randy's Place owners to apply for Legacy Business status. In December the applications were submitted. We have found that recognizing our legacy businesses is a great way to market the Ocean Avenue commercial district businesses. We anticipate adding these two businesses in the Spring and continuing to help other small businesses in the CBD.

Branding, Activation & Marketing

On September 15, 2018 OAA co-sponsored a successful pub crawl focusing on the historic features of our 3 participating bars: Randy's Place, Ocean Ale House and The Ave. OAA also continued to host Ocean Avenue Arts Bazaar events at Unity Plaza.

Communications

OAA provides an Ocean Avenue email newsletter to communicate meetings and events happening in the neighborhood, To join, go to www.oceanavenueassociation.org, We also promote events in the Ingleside Excelsior Light, and we use social media for promotions. OAA also plans to continue improvements to its website in this fiscal year.

Ingleside Community Fund

OAA established Ingleside Community Fund, a 501(c)(3) public charity to allow donors a tax deduction for contributions and to be able to apply for grants that require public charity status. We are also trying to change the Ocean Avenue Association into a 501(c)(3) to make things simpler.

Non Performing Commercial Units (As of Jan. 30, 2019)

Address	Use	Former Use	Owner
387 Ashton Avenue	Commercial	Dogleg Golf Shop	Panessi Partners LLC
1271 Capitol Avenue	Office	N/A	TJ Development Inc.
551 Faxon Avenue	Commercial	L and K Healthcare	Lan Fong Huey 2007 Trust
1019 Ocean Avenue	Commercial	Bay Circle Printing	Ocean Investment Company
1125 Ocean Avenue	Commercial	Pizza Joint & Grill	1125 Ocean LLC

1423 Ocean Avenue	Commercial	Mckee And Company Electric	North East Medical Services
1445 Ocean Avenue	Commercial	Office	Hedda Kornfield Family LP
1601 Ocean Avenue	Commercial	Youg Ji Trading Company	TJ Development Inc.
1623 Ocean Avenue	Commercial	New Fung Tai Framing & Gallery	TJ Development Inc.
1627 Ocean Avenue	Commercial	Chy's Bayfitted Clothing	TJ Development Inc.
1641 Ocean Avenue	Commercial	Bank of America	Lan Fong Huey 2007 Trust
1725 Ocean Avenue	Commercial	New Leaf Media	Gary W Christopherson
1760 Ocean Avenue	Commercial	CVS	Siu Yee Keung & Mee Jing
1920A Ocean Avenue	Commercial	Zozi's Loft	Gunther Surviving Spouses Trust
1941 Ocean Avenue	Commercial	Ocean Taqueria	Jeffrey & Sophie Lau
1943 Ocean Avenue	Commercial	EBikes SF	Jeffrey & Sophie Lau
1945 Ocean Avenue	Commercial	SKYD Express	Jeffrey & Sophie Lau
1970 Ocean Avenue	N/A	A Place to Meet Jesus	Optimal Partners GP
2020 Ocean Avenue A1	Commercial	Gogetta Cutz	Stephen T K Kwan

Mid-Year Financial Statement

OAA is within budgeted spending targets for all categories. Spending for grant-funded projects and Marketing & Beautification expenses is currently low, but increased spending is projected as staff works toward completion of projects such as events, public art improvements and a comprehensive Public Life Study of Ocean Avenue.

Income	Actuals	Budget
Assessment	\$214,225.00	\$349,607.00
Grants	\$2,759.00	\$131,000.00
Other	\$13,937.00	\$31,437.00
Operating Reserve	\$225,189.00	\$225,189.00
Total Income	\$456,110.00	\$737,233.00
Expenses	Actuals	Budget
Personnel	\$97,852.00	\$155,925.00
Management & Operations	\$32,669.00	\$65,165.00
Cleaning, Maintenance & Safety	\$75,949.00	\$173,500.00
Marketing & Beautification	\$4,427.00	\$36,050.00
Contingency & Reserves	\$0	\$15,000.00
Grant-Funded Projects	\$25,000.00	\$124,550.00
Total Expenses	\$235,897.00	\$570,190.00
Net Income	\$220,213.00	\$167,043.00