



Ocean Avenue Association  
1728 Ocean Ave PMB 154  
San Francisco, CA 94112

September 1, 2017

Dear Ocean Avenue CBD Property and Business Owners,

The Ocean Avenue Association's 6th Annual Report is attached.

OAA is pleased to report that in the 2016-2017 Fiscal Year we brought to the organization and the community \$154,468 in grants to augment the \$302,504 in assessment income.

The OAA's Annual Meeting and social event will be held on **Wednesday, September 20th at 5:30 to 7:00 p.m.** at the Fog Lifter Cafe, Ashton at Ocean Avenues. At the meeting, we will provide information about the ways OAA serves Ocean Avenue commercial corridor, and we will hear comments and suggestions from community members to provide feedback to our organization.

OAA can provide help for small businesses in accessing city programs:

- Funding available for business façade improvements
- Lease negotiations expertise
- Assistance for qualified small businesses to apply for the Legacy Business Program
- ADA accessibility services for small businesses
- OAA, in conjunction with the Office of Economic and Workforce Development, connects businesses to **a variety of free assistance programs, detailed on the backside of this letter.**

We hope to see you at our annual meeting on the 20th at the Fog Lifter.

Daniel J Weaver, Executive Director  
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[www.oceanavenueassociation.org](http://www.oceanavenueassociation.org)

## **Does Your Business Need Assistance? Free Services Are Available!**

The OAA is proud to support the businesses of Ocean Avenue by offering free services to help your business grow and flourish in today's competitive market. Take a look at the list below to see if any of the services we offer are right for your business.

### **We offer FREE support in the following areas**

- Interpretation and translation in languages including English, Spanish and Chinese.
- Classes on starting and growing your business- topics include finances, sales, legal issues, human resources, and more
- Personalized consulting to grow your business, including financial management, bookkeeping, marketing, sales, technology, web design,
- Access to investment funds
- Zero-fee, zero-interest loans to rebuild or establish credit
- Legal help
- Lease negotiations assistance
- ADA Compliance
- Zoning and land use information

Do not hesitate to contact us, as all services are available on a first-come-first-served basis. To get started, please contact:

**Luis Licea**  
Small Business Program Manager  
Ocean Avenue Association  
415.691.5117  
luis.oacbd@gmail.com

# Ocean Avenue Association

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*Ocean Avenue Association led a beautification project at the publicly-owned triangles of land at Ocean and Geneva avenues. The newly-landscaped area includes native plants, boulders and a unique log retaining wall.*

Sixth Annual Report  
July 1, 2016 – June 30, 2017

**OCEAN AVENUE ASSOCIATION (OAA)**  
**SERVICES PLAN WITH ANNUAL REPORT FY 2016-2017**

**Narrative of Work Performed FY 2016-2017**

This is the 6th Annual Report submitted by the Ocean Avenue Association, manager of the Ocean Avenue Community Benefits District. The community benefits district was formed in December 2010. Its first full fiscal year was for the period from July 1, 2010, through June 30, 2011. Although the OAA received assessment revenue for this first fiscal year, it did not commence active operations until July 2011, and did not submit an annual report for its first fiscal year because it provided no services.

**Public Rights of Way, Sidewalk Operations and Public Safety**

Cleaning and Public Realm Management services are provided by two CleanScapes staff members five days a week, one staff member on Saturdays and a bi-weekly walk through with the CleanScapes Supervisor. The services performed include:

- Sweeping sidewalks and Muni boarding islands
- Graffiti removal within 24 hours of notification
- Regularly scheduled steam cleaning of sidewalks and Muni boarding islands
- Spot pressure washing as needed
- Topping off city trash cans
- Weeding tree wells and sidewalks
- Watering newly planted trees and landscaping
- Painting city poles
- Removal of illegally posted notices on poles and other street furniture
- Wiping down street furniture
- Reporting to 311 and monitoring removal or removing items illegally deposited on the public right of way

The OAA worked with the SF Shines program to improve the storefront appearance of small businesses on Ocean Avenue.

We also worked with RapidRenu in the first half of this fiscal year to remove glass graffiti at a number of Ocean Avenue businesses, using grant funding from the Office of Economic and Workforce Development's Invest In Neighborhoods program.

**District Identity and Streetscape Improvements**

- Continued to work with San Francisco Public Works and the Planning Department on streetscape improvements.
- In the retail district from Manor/Victoria to Phelan/Geneva, OAA worked with Public Works to maintain the newly landscaped areas.
- For the area East of Geneva Avenue, two City-owned triangular areas were landscaped and modified for sitting by passers-by. A large mural was also painted at this area to make it more attractive to pedestrians and drivers.
- Continued to maintain and update the OAA website by making it more accessible to mobile phone users.
- Maintained the Ocean Avenue mobile parklet currently positioned outside the Ingleside Branch Library.
- Worked with a core group of neighborhood-based volunteers and Lick-Wilmerding High School students to hang holiday decorations on the Ocean Avenue palm trees.

- Continued the Second Sundays district promotion and entertainment program whereby participating businesses have offered live music and other entertainment on a monthly basis. At the end of the year OAA began a series of events at Unity Plaza to activate the area.
- The Street Life Committee meets monthly to discuss and plan streetscape improvements and marketing events in the district, as well as planning Second Sundays events.
- The Business Committee continues to meet to discuss ways to support small businesses and fill retail vacancies on the Ocean Avenue corridor.

### **Administrative and Corporate Operations**

- Ensure functioning of CBD and compliance with City contract and management plan.
- Work on organizational development issues including long-term goals for the CBD.
- Apply for grants to bring additional resources to the CBD.
- Ensure compliance with California's Brown Act in noticing and conducting our meetings.
- Continue to recruit a variety of board members representing Ocean Avenue property owners, businesses and community members.
- Communicate with residential and other community organizations to address issues in the community and raise awareness about Ocean Avenue.
- Monitor contracts and services. Assist contractors and developers and new businesses in problem solving as necessary.
- Continue our Second Sundays promotion and marketing program via print and internet communications as well as social media.
- Increase and improve upon communication between CBD Board and property owners.
- Publish Mid Year and Annual Reports.
- Continue as active participants of the San Francisco CBD/BID Consortium.
- Support all committees of the Board of Directors including the Public Safety, Street Life and Business Committees.
- Work with the City on quality of life issues.
- Apply for grants to continue and expand improvements of the CBD corridor.

### **Fundraising**

Total funds raised through outside dollars, in kind services and volunteer services since the last report:

- In kind donations of meeting space from Lick Wilmerding High School at 31 Howth Street = \$750.
- Holiday decorations: total of 6 hours of volunteer service provided by 15 volunteers in 2016 at a value of \$28.46/hour and 30 Lick volunteers for 3 hours. Total is \$5,123.
- Grants and services to the CBD, including \$15,000 for Second Sundays activation and \$20,500 Ocean Avenue Banners from Invest in Neighborhoods, \$37,968 for historic preservation district evaluation from Historic Preservation Fund Committee, \$25,000 for Unity Plaza programming from the District 7 Participatory Budgeting process/IIN, a \$20,000 grant for a public art project on the corridor from IIN, \$30,000 in Community Development Block Grant funding for small business support services, \$6,000 for OAA capacity building from IIN and continued SF Shines funding for business facade improvements awarded in the previous FY. Total new grants: \$154,468. (OAA also has an unspent \$40,500 grant for public art from the Mayor's Office of Housing.)



## **Services Plan for FY 2017-18**

### **Public Rights of Way and Sidewalk Operations**

CleanScapesSF will continue to provide cleaning and graffiti removal services for the OAA. Services provided include two CleanScapes workers covering the district five days a week and one worker on Saturday. The services they perform include:

- Sweeping sidewalks and public plazas and maintaining an inviting environment in the district.
- Graffiti removal within 24 hours of notification.
- Regularly scheduled pressure washing of sidewalks and Muni boarding islands.
- Spot pressure washing.
- Topping off city trashcans.
- Weeding tree wells.
- Painting city poles and other street furniture.
- Reporting and monitoring pickup large items deposited on the sidewalk as trash.
- Watering and maintaining district sidewalk landscaped areas.

### **Public Safety Services**

- The OAA will continue to organize Ocean Avenue Business Safe, working with SF SAFE and continue to work with the San Francisco Police Department.
- OAA will address other security/safety issues that may arise.

### **District Identity and Streetscape Improvements**

- OAA Board will continue to develop its fifteen-year corridor improvement plan, working with Public Works, San Francisco City College and San Francisco Planning as appropriate.
- Continue to work with Public Works on the installation of pedestal news racks throughout the district to replace the existing private news racks.
- Replace existing OAA banners on street light poles along Ocean Avenue.
- Encourage, help to fund and participate in marketing and promotion efforts to develop district identity such as Second Sundays, tree and garden volunteer planting and maintenance events, and so forth.

### **Administrative and Corporate Operations**

- Ensure functioning of CBD and compliance with City contracts and the Management Plan.
- Work on organizational development issues including long term goals for the CBD. Work on fundraising activities that bring additional outside resources to the CBD.
- Ensure compliance with the California Brown Act.
- Monitor contracts and services. Assist contractors in problem solving as necessary.
- Continue to update website.
- Increase and improve upon communication between CBD Board and property owners.
- Publish CBD Annual Report.
- Continue as active member of CBD/BID Consortium.
- Support all working committees of the Board of Directors including: Street Life, Business, Public Safety committees, and Board Development.
- Work with the City on quality of life issues.

## **Description of Changes to the District Boundaries, Parcels or Assessment Calculations**

- The assessment was raised 3.0% for FY 2017-18 by the OAA board to account for cost of living increases allowed by the City, and applied by OAA.
- The proposed annual budget, including a cost estimate of providing the improvements and activities for 2016/17 Fiscal Year, is shown on the following pages.
- There are no proposed changes in the boundaries of the improvement district or in any benefit zones or classification of property or businesses within the district.
- The method and basis of levying the assessment in sufficient detail to allow each real property or business owner to estimate the amount of the assessment to be levied against his or her property for that fiscal year is presented below.
- The amount of surplus or deficit revenues to be carried over from a previous fiscal year is \$122,448.54 from unpaid assessments for years I-VI.
- The amount of any contributions made other than assessments are discussed in the above section entitled "Fundraising."

## **Assessment Calculations**

### Zone 1 Fiscal Year 2017/18 Assessment Calculation Rates

<b>Zone 1 – Assessment Category Description</b>	<b>2010/11 Original Rate</b>	<b>2017/18 Escalated Rate</b>
Linear Street Foot for Commercial Property Use, Residential Property Use, Public Property Use, and Phelan Loop Parcel	\$26.28 per linear street foot	\$29.97 per linear street foot
Linear Street Foot for Non-Profit Service Organization Property Use, and Religious Institutional Property Use	\$21.00 per linear street foot	\$23.95 per linear street foot
Building Square Foot for Commercial Property Use	\$0.1110 per building square foot	\$0.1266 per building square foot
Lot Square Foot for Commercial Property Use	\$0.0276 per lot square foot	\$0.0315 per lot square foot
Lot Square Foot for Phelan Loop Corner Landscaped Parcel	\$1.31 per lot square foot	\$1.49 per lot square foot
Lot Square Foot for Phelan Parcels Fronting and Accessed off of the Phelan Plaza	\$0.0574 per lot square foot	\$0.0655 per lot square foot

### **Zone 1 Annual Assessment Calculation:**

Linear Street Frontage Assessment	=	Assigned Linear Street Frontage	x	Linear Street Frontage Assessment Rate
Building Square Footage Assessment	=	Commercial Property Use Building Square Footage	x	Building Square Footage Assessment Rate
Lot Square Foot Assessment	=	Commercial Property Use Lot Square Footage	x	Lot Square Footage Assessment Rate

### **Zone 1 Assessor's Parcel Annual Assessment:**

Assessor's Parcel Annual Assessment	=	Linear Street Frontage Assessment	+	Building Square Footage Assessment	+	Lot Square Footage Assessment
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**Zone 1 Phelan Loop Parcel Annual Assessment:**

Phelan Loop Parcel Annual Assessment	=	Assigned Linear Street Frontage	x	Linear Street Frontage Assessment Rate	+	Assigned Lot Square Footage	x	Lot Square Footage Assessment Rate
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**Zone 2 Fiscal Year 2015-2016 Assessment Calculation Rates**

<b>Zone 2- Assessment Category Description</b>	<b>2010/11 Original Rate</b>	<b>2015 Escalated Rate</b>
Linear Street Foot for Educational Institutional Property Use and Public Property Use	\$13.90 per Linear Street Foot	\$15.85 per Linear Street Foot

**Zone 2 Annual Assessment Calculation:**

Linear Street Frontage Assessment	=	Linear Street Frontage	x	Linear Street Frontage Assessment Rate
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**Zone 2 Assessor's Parcel Annual Assessment:**

Assessor's Parcel Annual Assessment	=	Linear Street Frontage Assessment
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**Year VIII Budget, Rev 1 (7/1/17)**

Item	Amount
<b>INCOME</b>	
<b>Assessment Revenue</b>	
Assessment Revenue (current year)	\$ 311,579
Assessment Revenue (prior year[s])	\$ 74,969
Prior Year(s) Assessment Refund	\$ -
Prior Year(s) Assessment Bad Debt	\$ -
<b>Subtotal Assessment Revenue</b>	<b>\$ 386,548</b>
<b>Other Revenue- Current Year</b>	
Other Revenue (current year)	\$ -
<b>Subtotal Other Revenue</b>	<b>\$ -</b>
<b>Grants- Current Year</b>	
Staff Payroll (CDBG)	\$ 30,000
Historic Preservation Grant (16-18)	\$ 24,704
IIN Grant (Banners 16-18)	\$ 20,102
IIN Grant (Gateway Sculpture 16-18)	\$ 20,000
IIN Grant (Second Sundays 16-18)	\$ 15,000
Participatory Budgeting (Unity Plaza 2017)	\$ 25,000
<b>Grants- Prior Year(s)</b>	
MOH Public Art Grant (SFPW Triangles)	\$ 44,550
Park Merced Library Programming Grant	\$ 1,861
<b>Subtotal Grants</b>	<b>\$ 181,218</b>
<b>Operating Reserve</b>	
Carryover Net Income from FY 16-17	\$ 198,636
<b>Subtotal Operating Reserve</b>	<b>\$ 198,636</b>
<b>Total Income</b>	<b>\$ 766,402</b>

Item	Amount	Cleaning, Maintenance, & Safety	Marketing & Beautification	Management & Operations	Contingency & Reserves	Non-Assessment
<b>EXPENSES</b>						
<b>Personnel*</b>						
<b>Full Time</b>						
Salary (Executive Director)	\$ 77,221	\$ 23,166	\$ 23,166	\$ 30,889		
Payroll Tax	\$ 5,907	\$ 1,772	\$ 1,772	\$ 2,363		
IRA Contribution	\$ 3,342	\$ 1,003	\$ 1,003	\$ 1,337		
<b>Part Time</b>						
Salary-Assessment (Small Business Program Manager)	\$ 15,114	\$ 4,534	\$ 4,534	\$ 6,046		
Salary-CDBG (Small Business Program Manager)	\$ 13,000					\$ 13,000
IRA Contribution-Assessment (Small Business Program Mgr)	\$ 1,220	\$ 366	\$ 366	\$ 488		
IRA Contribution-CDBG (Small Business Program Mgr)	\$ 1,000					\$ 1,000
Payroll Tax (Small Business Program Mgr)	\$ 2,151	\$ 430	\$ 645	\$ 1,075		
Salary-Assessment (Associate Director)	\$ 15,114	\$ 4,534	\$ 4,534	\$ 6,046		
Salary-CDBG (Associate Director)	\$ 13,000					\$ 13,000
IRA Contribution (Associate Director)	\$ 1,220	\$ 366	\$ 366	\$ 488		
IRA Contribution-CDBG (Associate Director)	\$ 1,000					\$ 1,000
Payroll Tax (Associate Director)	\$ 2,151	\$ 430	\$ 645	\$ 1,075		
<b>Subtotal Personnel (Assessment)</b>	<b>\$ 123,441</b>	<b>\$ 36,602</b>	<b>\$ 37,032</b>	<b>\$ 49,806</b>		
<b>Subtotal Personnel (Non-Assessment)</b>	<b>\$ 28,000</b>					<b>\$ 28,000</b>
<b>Personnel Ratios</b>	<b>100%</b>	<b>24%</b>	<b>24%</b>	<b>33%</b>		<b>18%</b>
<b>Cleaning, Maintenance and Safety</b>						
Landscape & Maintenance (Arborist Now)	\$ 31,000	\$ 31,000				
Safety and Security	\$ 2,800	\$ 2,800				
Sanitation and Graffiti Removal (Cleanscapes)	\$ 120,000	\$ 120,000				
Supplies and Materials	\$ 1,500	\$ 1,500				
<b>Subtotal Cleaning, Maintenance &amp; Safety</b>	<b>\$ 155,300</b>	<b>\$ 155,300</b>				
<b>Marketing and Beautification</b>						
Advertising	\$ 5,000		\$ 5,000			
Beautification- Tree Planting and Landscaping	\$ 7,500		\$ 7,500			
Holiday Decorations	\$ 1,000		\$ 1,000			
Marketing - Events	\$ 4,000		\$ 4,000			
Ocean Avenue Mural Maintenance	\$ 2,500		\$ 2,500			
Professional Services	\$ 8,000		\$ 8,000			
Refreshments- Meetings and Volunteers	\$ 250		\$ 250			
Live Entertainment/Events	\$ 2,000		\$ 2,000			
Watering/gardening (plants and trees)	\$ 5,000		\$ 5,000			
Webhosting	\$ 175		\$ 175			
<b>Subtotal Marketing &amp; Beautification</b>	<b>\$ 35,425</b>		<b>\$ 35,425</b>			
<b>Management and Operations</b>						
501(c)(3) Application	\$ 1,000			\$ 1,000		
Accounting Fees	\$ 6,550			\$ 6,550		
Annual Report and Meeting Expenses	\$ 1,500			\$ 1,500		
Assessment Roll Updating	\$ 2,000			\$ 2,000		
Banking Fees	\$ 100			\$ 100		
Bookkeeping Fees	\$ 6,000			\$ 6,000		
Dues, Subscriptions, Workshops	\$ 3,000			\$ 3,000		
Insurance - Liability, D&O	\$ 5,700			\$ 5,700		
Insurance - Parklet	\$ 825			\$ 825		
Legal Fees	\$ 10,000			\$ 10,000		
Licenses, Permits, Filing Fees	\$ 250			\$ 250		
Office Space Rental	\$ 15,000			\$ 15,000		
Office Supplies & Equipment	\$ 2,500			\$ 2,500		
Payroll Processing Fees	\$ 1,240			\$ 1,240		
Printing, Copying, Postage & Mailing Services	\$ 1,000			\$ 1,000		
Telephone, Telecom, Meeting Expense, Other	\$ 2,500			\$ 2,500		
Workers Compensation Insurance	\$ 1,500			\$ 1,500		
<b>Subtotal Management and Operations</b>	<b>\$ 60,665</b>			<b>\$ 60,665</b>		
<b>Contingency &amp; Reserves</b>						
Contingency & Reserves - General	\$ 12,500				\$ 12,500	
<b>Subtotal Contingency &amp; Reserves</b>	<b>\$ 12,500</b>				<b>\$ 12,500</b>	
<b>Subtotal Non-Personnel Assessment Expenses</b>	<b>\$ 263,890</b>	<b>\$ 155,300</b>	<b>\$ 35,425</b>	<b>\$ 60,665</b>	<b>\$ 12,500</b>	
<b>Total Assessment Expenses</b>	<b>\$ 387,331</b>	<b>\$ 191,902</b>	<b>\$ 72,457</b>	<b>\$ 110,471</b>	<b>\$ 12,500</b>	

Item	Amount	Cleaning, Maintenance, & Safety	Marketing & Beautification	Management & Operations	Contingency & Reserves	Non-Assessment
<b>Non-Assessment Expenses</b>						
Accounting Fees (CDBG)	\$ 2,000					\$ 2,000
Historic Preservation Grant (16-18)	\$ 24,704					\$ 24,704
IIN Grant (Banners 16-18)	\$ 20,102					\$ 20,102
IIN Grant (Gateway Sculpture 16-18)	\$ 20,000					\$ 20,000
IIN Grant (Second Sundays 16-18)	\$ 15,000					\$ 15,000
MOH Public Art Grant (SFPW Triangles)	\$ 44,550					\$ 44,550
Park Merced Library Programming Grant	\$ 1,861					\$ 1,861
Participatory Budgeting (Unity Plaza 2017)	\$ 25,000					\$ 25,000
<b>Subtotal Non-Assessment Expenses</b>	<b>\$ 153,218</b>					<b>\$ 153,218</b>
<b>Total Non-Assessment Expenses (Including Payroll)</b>	<b>\$ 181,218</b>					<b>\$ 181,218</b>
<b>Total OAA Expenses</b>	<b>\$ 568,548</b>					
<b>Net Income/Cash Balance**</b>	<b>\$ 197,853</b>					
<b>Year VIII Budgeted Ratios</b>	<b>100%</b>	<b>50%</b>	<b>19%</b>	<b>29%</b>	<b>3%</b>	
<b>Year VII Final Ratios (Will update 6/30/17)</b>	<b>100%</b>	<b>51%</b>	<b>21%</b>	<b>26%</b>	<b>3%</b>	
<b>MDP Targets- 2010</b>	<b>100%</b>	<b>52%</b>	<b>18%</b>	<b>26%</b>	<b>4%</b>	

\*Personnel expenses have increased by 3% from FY16-17 budget to account for cost of living increase

\*\* Total Income less Total OAA Expenses. [Bank balance on 7/1/17 is \$198,636.34]

#### Grants Overview

OAA has secured \$181,218 in grant money to spend during the 2017-2018 fiscal year. This represents 46% of OAA's total assessment income (\$384,262). For every assessment dollar received, OAA staff has secured 46 cents in grant money. The following is a summary of grants awarded to date:

1. The Community Development Block Grant (CDBG) totals \$26,000 and contributes to staff wages for the Small Business Program Manager and Associate Director positions. OAA also receives \$4,000 in fees from CDBG, \$2,000 of which is for accounting support and \$2,000 for employee retirement accounts. CDBG is a three-year grant awarded for 2016-2019.
2. The Historic Preservation Grant from the Historic Preservation Funding Committee has \$24,704 remaining and will be spent by the fall of 2017 when OAA's historic preservation consultants finish their survey and report.
3. OAA currently has three active Invest In Neighborhoods grants from the Office of Economic and Workforce Development—Ocean Avenue Banners for \$20,102, Gateway Sculpture for \$20,000, and Second Sundays for \$15,000. These grants expire in June 2018.
4. District 7 Supervisor Norman Yee's Participatory Budgeting process awarded OAA \$25,000 to program events in Unity Plaza.
5. OAA has two prior-year grants—\$44,550 from the Mayor's Office of Housing and Community Development for the Ocean Avenue Gateway Sculpture, and \$1,861 from Park Merced (secured by Supervisor Yee) for Ingleside Library Movie Nights.