

**Excelsior & Outer Mission Neighborhood Strategy**  
 Working Group Meeting  
 Notes

**Date:** Wednesday October 4, 2017

**Facilitator:** Rachael Tanner, Citywide Division, Planning Department

**Presenter:** Christopher Corgas, Senior Program Manager, Office of Economic and Workforce Development (OEWD)

**Notes taken by:** Rachael Tanner, Citywide Division, Planning Department

**Attendees**

<b>Sign In Sheet - EOMWG</b>	<b>10-04-17</b>
Aaron Goodman	yes
Anton Jaber	yes
Barbara Fugate	yes
Charlie Sciammas	yes
Danielle Bennett	yes
David Latterman	yes
Jason Serafino-Agar	yes
Katherine Taylor	yes
Mel Flores	yes
Roberto Guerrero	yes
Sean Ingram	yes
Ulysses Rivas Canjura	yes
Andrea Ferucci	yes
<b>City Staff</b>	
Rachael Tanner, Planning	yes
Cindy Heavens, MOHCD	yes
Suha Sandoval, D11 Aide	yes
Nick Smith	yes
Kelli Rudnick	yes
Susan Exline	yes
Aaron Yen	yes
<b>Members of the Public</b>	

Christine Cordaro	
Theodore Randolph	
Renee Anderson	
Nicole Sumner	
Rick Alvarez	
Natalie Gomez	
Linda D'Avirro	
William Hanke	
Rita Gellini	
Karla Deleon	
Joelle Kenealey	

### **Funding Sources for Public Realm & Other Improvements**

- **Presentation on Community Benefits District**
  - Chris Corgas, Senior Program Manager at the Office of Economic and Workforce Development (OEWD) presented on Community Benefit Districts. He followed a slide presentation (available separately).
  - The presentation discussed (1) what a community benefit district is, (2) how one is formed, and (3) how it operates
  
- **Discussion of Community Benefits Districts (CBD), Green Benefits District, and Impact Fees**
  - The discussion portion focused on questions regarding Community Benefit Districts
  - Some of the questions and points raised include:
    - How are smaller property owners heard?
      - Owners of smaller property have a voice throughout the entire CBD formation process.
      - The petition phase of the CBD formation requires a written petition of property owners who will pay more than 30% of the proposed assessments is required to continue to the balloting phase. Since this petition is 30% of the value of the entire assessment area, smaller property owners can make a difference in supporting or abstaining from the petition.
      - Small property owners are important at every stage.
    - Who would need to agree for a CBD to be formed here?
      - Part of the answer depends on where the boundaries are. Some of the largest property owners in the Excelsior & Outer Mission Neighborhood Commercial District include the Jewish Home, Tapatio; Safeway; Mission Childcare Consortium.
    - How much is the assessment?
      - The actual assessment amount depends on what services the steering committee of the CBD wants and is determined by an engineer's report that assures each property owner is putting in a share that is equal to the services they are receiving.
    - Absentee Landlords, do they pay in?
      - Every property owner in the boundaries of the CBD pays into the assessment. Sometimes, CBDs may offer a discounted rate to non-profits if they are not receiving the same benefits from the CBD as others. An important part of CBDs is that each property

pays for no more and for no less than the services that they receive. So if a property isn't receiving certain economic benefits from the CBD, then they would not need to pay for those.

- Can the costs of the assessment passed on to tenants?
  - The ability to pass costs of the assessment on to the tenant depends on the lease terms on the property.
- How does a community benefits district relate to economic development?
  - Some of the main activities that CBDs undertake include Placemaking, events, identity for the area. For example, the Noe Valley Town Square is a great example of place making and events in a neighborhood-centered commercial district.
- What is a cultural district?
  - Cultural districts are a much more fluid and less defined program that operates at the local level. It is not legislated in the same way CBDs are. Cultural districts include Calle 24, which is very place-based, to SOMA Pilipinas which is focused on events and cultural activities.
- What would be the next steps to form a CBD here?
  - Next steps would include getting support from the district supervisor, as at the end of the day the Board of Supervisors needs to approve the vote and formation of the CBD.
    - It would not be common for Supervisor to oppose formation, but starting with the Supervisor ensures the support is there.
  - Get in contact with property owners. This can be done by (1) finding their contact info, for example on reverse white pages, or (2) outreach to the Supervisor's office
    - Reach out and beginning discussing the idea and building support
- What happened with the previous attempt to form a CBD in the Excelsior & Outer Mission?
  - This was in the early 2000s, maybe 10 or so years ago.
  - The CBD formation was led by a property owner who was not local.
  - Opposition formed locally and was very active; flyering and actively opposing
  - With the leader of the pro-CBD campaign so far away, it was hard to compete with negative campaign.
- Is there a cheat sheet regarding the benefits of a CBD?
  - There are annual report/audits from each CBD; they are required. This is some of the best evidence to demonstrate the impact of a CBD.
- What is the role of supportive nearby homeowners?
  - Nearby property owners, like residents who don't own property directly on the corridor, can use word-of-mouth, talk with the businesses they frequent, and be supportive of the effort, or even volunteer. The most persuasive supporters, though, are other property owners talking to property owners.
- Can the boundaries of the CBD grow over time?
  - While changing the boundaries of an established CBD can be difficult, a new CBD could form; let's say in another section of Mission Street. While this would be a new CBD, both the old and new could be under the same management and appear seamless.
- Tell us more about the Ocean Avenue CBD.
  - The Ocean Avenue CBD formed in 2010.
  - The CBD has a strong emphasis on cleaning.
  - They also host events, like the 2<sup>nd</sup> Sunday Fest
  - Also responsible for murals at Phelan and Ocean
- Comments – Some of the general comments captured were:
  - A very important part of getting property owners on board is how much this will cost. Knowing that specifically is really necessary

- The engineer’s report is needed for that; and can be ascertained after the very first phase. The first phase ends with at least 25% of property owners returning a survey indicating that they would be favorable to a CBD.
    - I have done research about CBDs, lots of research; we have even called other CBDs and think they are a really great idea. Just how to move it forward in our neighborhood.
    - Opportunities are coming to this neighborhood right now; let’s take advantage of it and let’s form the CBD now so that we are prepared for the new investments coming in.
  - Moving Forward
    - The Working Group really has very little impact on the formation of a CBD. A CBD requires a vote of property owners, not a vote of residents or even business owners. The Working Group has a few property owners, but really just a handful.
      - Still, the voice of this group being in favor of moving forward could be one more step towards building momentum and the cooperation necessary to bring one about.
- **Remarks from Supervisor Safai**
  - Some people have expressed a desire to slow the process down and allow more time. I am ok with that and have expressed that to the Planning Department and Office of Economic and Workforce Development.
  - One of the reasons I wanted to have an accelerated process is because many of these ideas and concepts have been discussed before. We are building off of previous work and not starting from scratch.
  - Still, we want to make sure the process is thorough and solid so that we can begin to achieve some of the goals we have outlined and we can work towards consensus.
  - I am already moving forward on some items.
    - For example, there is a cap on the number of medical cannabis dispensaries in District 11; capped at 3 so no more can open.
    - Interim controls as well.
- **Introductions**
  - Each person present said name and affiliations if any (resident, property owner, working group member, etc).
- **Review Notes from 9-21-17 meeting**
  - Please review notes and send any corrections or additions via email, or voice them now.
- **Deliverable and Schedule**
  - Deliverable
    - Referred to slides page 4 – 10
    - The Sunset Blueprint and Mission Action Plan 2020 can serve as examples of what we want to achieve as a group.
    - The Sunset Blueprint was very easy to read. It has several categories. In each area it outlined goals to be achieved. For example: “Pedestrian Safety: Provide safe connections for pedestrians throughout the Sunset District.”
    - Then it listed several strategies below the goal.
    - Some strategies were very specific, such as include pedestrian safety amenities in every street or intersection improvement project.
    - Whereas other strategies indicated a body of work that would need to be completed. For example “working with city agencies to provide clear, safe, and identifiable entrances to Golden Gate Park.” This strategy doesn’t specify the entrances, but states that is one strategy for increasing pedestrian safety that needs more work an analysis.

- Similarly, the Excelsior & Outer Mission Neighborhood Strategy may not spell out to the exact street corner every desired improvement, but some of our strategies may indicate a deeper level of planning is required. That allows city agencies to respond and begin organizing resources for that body of work.
- We also want to borrow from the Mission Action Plan and include budget as well as who is responsible for each strategy; we also have to have timelines and prioritization of the strategies.
- Timeline, Slide 11
  - We could try to finish this year. We could think it more realistic, with the holidays, to extend until February.
  - Are working group members in favor of extending? Or trying to work through this year?
    - We have a lot of consensus. Look at the document where we voted; this shows we agree on a lot. We're almost there!
    - I'm ready to be done; let's get to work.
    - I feel like more time is great; I'm new to this stuff and taking a lot in.
    - I found tonight really helpful, taking time to understand a CBD; it took time, but it was worth it to take the time.
    - Maybe we can start seeing a draft of the final report and that will help us see that we do have consensus on items and are farther along than we think.
  - We don't have a clear consensus on timing.
  - Let's focus on
    - (1) Building as much consensus as possible by responding to the google form and voting on the items we have before us.
    - (2) We can get together next month and just confirm all of the items we do have consensus on and get those going while we continue to work on the outstanding issues.

Request for the following to be added to the minutes:

I want to note that it was mentions the importance of local hiring and jobs connected to the CBD

That it helps create local employment / for youth seniors and disabled and homeless

Clean crews, landscape and maintenance issues , graffiti etc

Possible intern paid positions with training on graffiti abatement / installation and care of planters and benches and community improvements such as art, tile mosaic repair and or services such as sidewalk cleaning, debris removal and simpler task and community services based within the CBD (like task rabbit occupations but for retail establishments ) for example a store owner needs materials or supplies and can get someone to get it for them vs driving and the person gets a fare/benefit in how they take a free transit ride or two and get them the item etc...

Maybe there's. Cost/Eco benefit to not having people drive but use a locally based service center for quick tasks and or services for smaller businesses like the local delivery options grocers and butchers used to use?

May be an interesting public service and option..

The homeless issue also needs to be added to the CBD agenda and how or where services are provided and if housing (short or long term) will be included in the housing options due to displacement and gentrification concerns citywide....

Churches and other social services groups in our district may see more need and should be supported by larger tax and business district improvements philanthropy wise...