



**It's time to renew!**

**Let's keep Noe Valley green & growing.**

- 1. Sign & return your YES petition by October 20.**
- 2. Vote "YES" on the upcoming ballot.**

**What is the NVA Renewal Process?**

**January-August 2019: Develop an updated NVA management plan**

- A Steering Committee comprised of NVA board and community members leads the renewal process.
- Steering Committee approves new Management Plan including revised district boundaries (see map in enclosed management plan summary) and retaining current NVA service plans, assessment methodology, budgets and priorities.
- City Attorney approves Management Plan and Engineer's Report

**September-October 2019**

**First Vote – The Petition Phase**

- Petitions are mailed to property owners, who decide whether to pursue NVA renewal.
- Owners sign and return their petitions to indicate their vote.

**December 2019 – February 2020**

**Second Vote – Ballot Phase & Board of Supervisors Approval**

- San Francisco Board of Supervisors authorizes a vote on the NVA renewal
- Board of Elections mails ballots to property owners to vote on the renewal
- SF Board of Supervisors votes on the renewal



**Noe Valley Association**  
Community Benefit District

**What we do.**

**Noe Valley Association Community Benefit District Results.**



**Please renew.**

**Imagine 24th Street without it.**



**The Noe Valley Association welcomes your questions & feedback.**

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

**[www.noevalleyassociation.org](http://www.noevalleyassociation.org)**

Please direct any questions to [info@noevalleyassociation.org](mailto: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.

**Sign and return the enclosed petition. Vote Yes!**



**All services disappear in 2020 unless you renew. We go beyond what the City can provide.**

**Why is renewal a big deal? Your property value is enhanced through the NVA.**

**NVA accomplishments in its first 14 years.**

**All for an average of \$3.10 per day.**

**7,000**  
linear feet of sidewalk cleaned  
**7 days a week**

**3,514**  
bulky trash items removed from the streets

**188**  
flower baskets, sidewalk gardens, trees & more

**4,856**  
removed graffiti, stickers, flyers, dog waste

**148**  
public furnishings: benches, tables & chairs, bike racks

**\$1million**  
in City grant funding for community improvements

**364**  
days a year street cleaning

**12**  
high-visibility crosswalks at three intersections

**What we do. Services and Programs.**

**On-call Service Dispatch – text/call: (415) 574-5015**  
for public area cleaning, maintenance and other non-emergency services.  
Monday - Saturday 7AM - 3PM, Sundays 7AM - 11AM.  
(Text a photo or description + location details.)

**Clean Team 7 Days a Week**  
NVA street porters sweep and weed sidewalks and gutters, remove graffiti, stickers and posters, empty overfilled trashcans, refresh paint on public poles, trashcans and fire hydrants, call 311 to remove bulky items on the sidewalk, help shoppers with directions and answer questions.

**Greenscape/Streetscape Management**  
NVA's Streetscape Committee oversees gardens, benches, planter boxes, flower baskets, parklets and more. NVA's part-time gardener maintains all trees and plantings.

**Marketing and Branding**  
To enhance visitors' 24th Street experience, NVA creates a uniquely appealing sense of place, then conducts and sponsors special events that attract even more customers to shop and dine. NVA promotes events via websites and social media, and partners with Noe Valley Merchants and Professionals Association to support its economic goals.

**Lobbying & Liaison Services**  
To attract new businesses and investment in 24th Street and increase its appeal as a destination, NVA's executive director lobbies City departments for grants and services way beyond the limited scope the City provides.

Did you know?  
The City is not responsible for cleaning and repairing sidewalks in San Francisco. This is a property owner's responsibility; and why Community Benefit Districts like ours are so important.  
Your assessments, leveraged with grants, fund District programs and services including cleaning, maintenance, hospitality, communications, advocacy, city liaisons, and District oversight that would not otherwise exist.

**Advocacy. We work with you and the City to improve Noe Valley.**

To attract new businesses and investment in 24th Street and increase its appeal as a destination, NVA's executive director lobbies City departments for grants and services beyond the basics.

In three community meetings in 2006, NVA helped develop the long-term street improvement plan: *24th Street, An Urban Village*. Due to this well-crafted plan, strong community support and the ability to maintain all capital improvements, NVA was awarded every city grant applied for.

NVA was awarded 11 grants for major capital improvements identified in the long-term street improvement plan. These included parklets, trees, flower baskets, planter stands, open sidewalk gardens, benches, bus bulb-outs, high-visibility crosswalks and more.

Advocated for new news racks to replace all old rusty stands in the district in 2006, working with the SF Newsrack Committee. Currently advocating for removal of empty news racks.

Initiated and created site plans for SFMTA funding of a new community public area in front of parking lot, replacing two long, cold cement benches with comfortable wooden seating, plants and community bulletin boards.

Won an annual \$100,000 grant to activate the new Noe Valley Town Square, cultivate public programs and attract more customers to 24th Street.

**Advocacy = Grants = Results**

**SF OEWD:**  
Capital Improvements

**SFDPW:**  
Public Spaces & Furnishings

**SF Water Department:**  
Infrastructure Improvements

**SF Planning: Long-term Community Plan**  
Two Parklets

**Bureau of Urban Forestry:**  
Tree Planting & Maintenance

**SFMTA:**  
Renewed Public Space

**SFR&P: Noe Valley Town Square Public Programs**

**NVA starts where City services end.**