



# Noe Valley Association

Community Benefit District

## Annual Report 2021 – 2022



**The NVA Clean Team! Billy, Joe, Jesus and Saito**

**Join Us! Annual NVA Property Owner Meeting**  
**Thursday, September 29**  
**5:30 PM – 6:30 PM**  
**1330 Castro Street, San Francisco**  
**Beverages/Appetizers outside in the back garden**

**RSVP by 9/27: [info@noevalleyassociation.org](mailto:info@noevalleyassociation.org)**

**Agenda**  
Welcome and Introductions  
Treasurer's Report  
Annual Report  
Announcements:  
Board Members  
Public Comment



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 Continued as an Essential Service During COVID-19**

The 2021-2022 fiscal year fluxuated between shutdowns and openings, hope and uncertainty, with reality being somewhere in between. While the pandemic has tested our fortitude, it also has validated our commitment to Noe Valley. Throughout it all, the NVA adapted as needed in support of its commercial district.

Despite the multiple challenges, the NVA remained committed to keeping the district as clean and green with pandemic protections in place. Our street porters removed hundreds of graffiti tags, thousands of pounds of trash, and swept and steam cleaned all the sidewalks. Our local skilled and caring gardener made sure all plants and ground installations were thriving.

The NVA continues to partner with the Noe Valley Merchants and Professionals Association, the Noe Valley Town Square and City of SF Departments to advance the neighborhood's wellbeing. Thank you to our Board of Directors, committees, staff, exceptional street porters, and to all who participate in making a difference in in our neighborhood.

## **Services and Programs**

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

Curb Appeal's Manager Billy Dinnell oversees the NVA district street porters. Text/call (415) 802-4461 for public area cleaning, graffiti, trash, maintenance and other non-emergency services. Monday - Saturday 7AM - 3PM, Sundays 7AM - 11AM. Please include a photo or description + location details.

### **Clean and Green**

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 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.

The NVA has a part-time local gardener who maintains the health and vitality of open sidewalk gardens, planter boxes, flower baskets, and other neighborhood streetscape improvements. The City of SF Bureau of Urban Forestry now manages the trimming and replacement of street trees city wide. The NVA manages the tree wells and low-hanging branches - those hanging within eight feet of the sidewalk.

### **Promotion of District**

Through marketing and branding, the NVA supports Noe Valley's economic base by creating a unique sense of space, enhancing the 24th Street shopping experience, and promoting the neighborhood as an inviting destination for shopping and dining. To attract even more customers to 24th Street, NVA is the fiscal agent for the Noe Valley Town Square and works with a special events program manager to activate the space. Noe Valley Town Square events have been active since 2017. 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 of directors comprised of Noe Valley property owners and merchants. The board oversees the 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 a million dollars. This is the result of demonstrating that the NVA is a well-managed non-profit institution that responsibly maintains investments in community improvements.

## Accomplishments

### Cleaning, Greening & Improving Noe Valley's Commercial Corridor

With the gradual re-opening of the city since the beginning of the pandemic, the NVA district has experienced major increases in graffiti, stickers and fliers. Calls to 311 for removal of large bulky items left by tenants and merchants also saw an increase over last year.

#### Clean & Green

**9** Sidewalk steam cleanings monthly, March – November

**536** Removal of defacing graffiti, stickers and improper signage - five times more than last year

**365** 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

**200** Trees watered and weeded by NVA gardener

**4** Bigbelly garbage receptacles maintained and paid for by a grant from the Mayor's Fix-It budget

**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

**2** parklets maintained year-round with flowers/plants, including related required DPW reports

Maintenance of **26** community benches, **20** 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

\$115,000 in special grants from SF OEWD and Supervisor Rafael Mandelman was awarded 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.

### Noe Valley Town Square



NOE VALLEY  
TOWN  
SQUARE

A hearty shout out to the Mayor's Office of Economic and Workforce Development and D8 Supervisor Rafael Mandelman for continuing grant support of activation of the Noe Valley Town Square. The family and community events at the Square attract visitors to shop and dine in Noe Valley.

[www.noevalleytownsquare.com](http://www.noevalleytownsquare.com)





**The Noe Valley Association  
Board of Directors**

Bob Roddick  
President

Meagan Wakefield  
Vice President

Eric Alexanderson  
Treasurer

Mark Campana

Lamisse Droubi

Al Goodwin

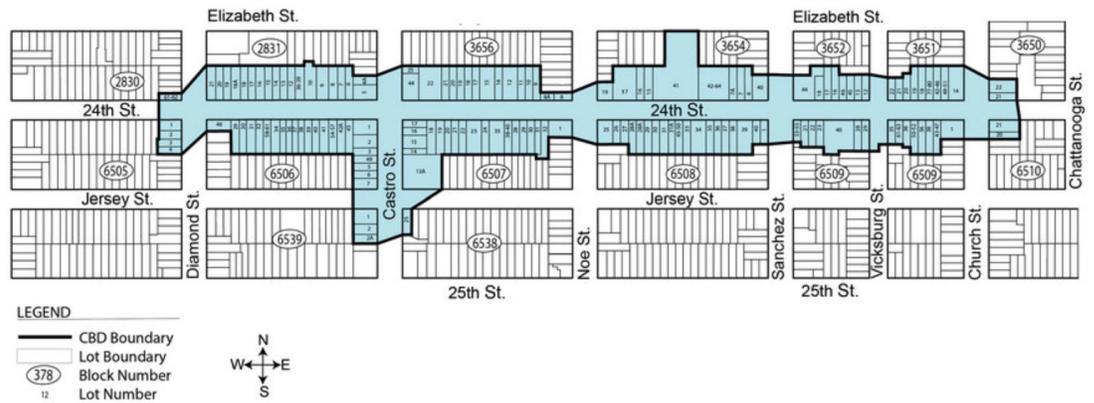
Renzo Lujan

Daniel Roddick

Debra Niemann  
Secretary  
NVA Executive Director

# Noe Valley CBD Area Map

(starting January 1, 2021)



## 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 San Francisco Board of Supervisors.

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 2021-2022 NVA property assessments as well as the NVA renewal assessment methodology and management plans, please visit [www.noevalleyassociation.org](http://www.noevalleyassociation.org).

As a reminder: Public Works is responsible for street maintenance (curb to curb) and street trees; property owners are responsible for sidewalk maintenance in front of their properties. For more information on property owners' sidewalk maintenance responsibilities please refer to/visit; California SHC 5610, The San Francisco Controller's Office, San Francisco Better Streets. More information is posted to the NVA website on the NVA CBD trees page.

## Assessment Increase 2022-2023

The NVA Board of Directors, comprised primarily of property owners like yourself has not raised assessment fees since 2016. We have been fiscally prudent regarding all NVA CBD expenditures.

Importantly, the NVA has been successful in winning grants for capital improvements including benches, open sidewalks, and bike racks. All efforts to provide a welcoming space and inviting programming at the Noe Valley Town Square have been received by merchants and the local community.

The NVA has also been successful in retaining a dedicated staff of street porters and steam cleaners: some have been with the district as long as five years. The 5% increase in assessments unanimously approved by the NVA Board of Directors, effective FYE2023, will largely fund a long overdue pay increase for the four street porters who service the district. The NVA competes for competent workers just like any business; a pay increase was essential after four years.

If you have any questions about the assessment increase, please contact the the NVA's Executive Director, Debra Niemann at [debranemo@gmail.com](mailto:debranemo@gmail.com) or 415-519-0093.

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## Financial Statement as of June 30, 2022

The financials for FYE22 below reflects the mandated reporting format of the current NVA CBD management plan. 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 FYE22. The NVA engages Accounting Results, Inc. for bookkeeping services. For the annual account review, the NVA hired Maze & Associates for the 2021-22 fiscal year. The figures shown here are unaudited. The review and final report will be posted to the NVA website when it is complete, or may be 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 2022 Budget July 2021 - June 2022

Service Category	Assessment \$	Non-Assessment \$	Total \$ Amount	% Total Assessment	% Total Budget
Clean and Green	\$162,000.00	\$3,000	\$165,000	65.59%	64.64%
Promotion of District	\$15,000	\$5,250	\$ 20,250	6.07%	7.93%
Administration	\$60,000.00		\$ 60,000	24.29%	23.51%
Contingency & Reserve	\$10,000.00		\$ 10,000	4.05%	3.92%
TOTAL	\$247,000	\$8,250	\$255,250	100%	100%

### NVA FYE 2022 Actuals July 2021 - June 2022

Service Category	Assessment \$	Non-Assessment \$	Total \$ Amount	% Total Assessment	% Total Actuals
Clean and Green	\$158,495.99	\$ 3,240	\$161,735.99	65.65%	64.12%
Promotion of District	\$12,936.75	\$ 7,560	\$ 20,496.75	5.36%	8.13%
Administration	\$ 59,987.53		\$ 59,987.53	24.85%	23.78%
Contingency & Reserve	\$ 10,000		\$ 10,000	4.14%	3.96%
TOTAL	241,420.27	\$ 10,800	\$252,220.27	100%	100%

**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](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.