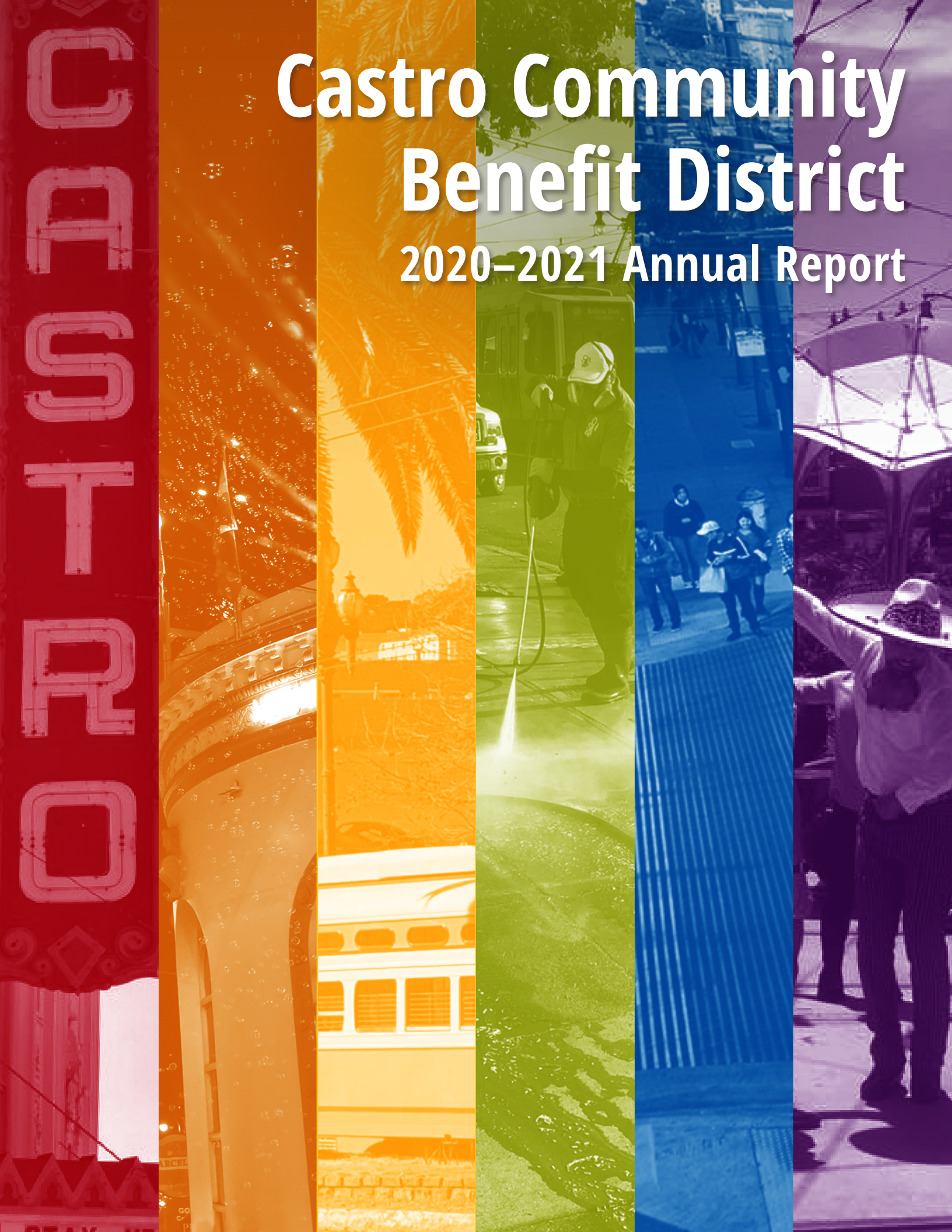


# Castro Community Benefit District

## 2020–2021 Annual Report



# Castro CBD Meets the Neighborhood Challenges

Dear Community Member,

This past year has been a significant and important year for the Castro Community Benefit District. Most importantly, thanks to the Castro Community Benefit District property owners, the Castro Community Benefit District was approved for another fifteen years! Thank you all so very much!

With this renewal, we are doubling down on our cleaning efforts. Our cleaning ambassadors in their blue T-shirts and bright green jackets sweep litter and clean up trash seven days a week from 7am–7pm, and we have increased our steam cleaning. This past year (July 2020–June 2021) we responded to 9,687 hot spot/scrub requests in addition to our standard block face steam cleaning; compared to 6,046 hot spot/scrub requests the year before.



**This year, the challenges are greater, and we are meeting these challenges.**



You can help us by using the Castro CBD Dispatch phone number to let us know where the hot spots are. Keep this number in your phone and share it with your tenants: 415-471-7536.

To keep your assessment fees down, your assessment dollars do not pay for public safety services. Instead, the Castro CBD has applied for and received city grant dollars to support our Public Safety Initiative. The Castro CBD launched its Public Safety Initiative in February 2021 and funds public safety patrols on Friday and Saturday nights and during the day Sunday – Saturday. These patrols are a visible presence in the district, deter crime and are trained to observe and report crime or other questionable situations and to refer those in need to city services.

We are here to help you take care of the neighborhood and supplement city services. Reach out to us to learn more or with questions. You can contact our executive director Andrea Aiello at [andrea@castrocdb.org](mailto:andrea@castrocdb.org)

Sincerely,

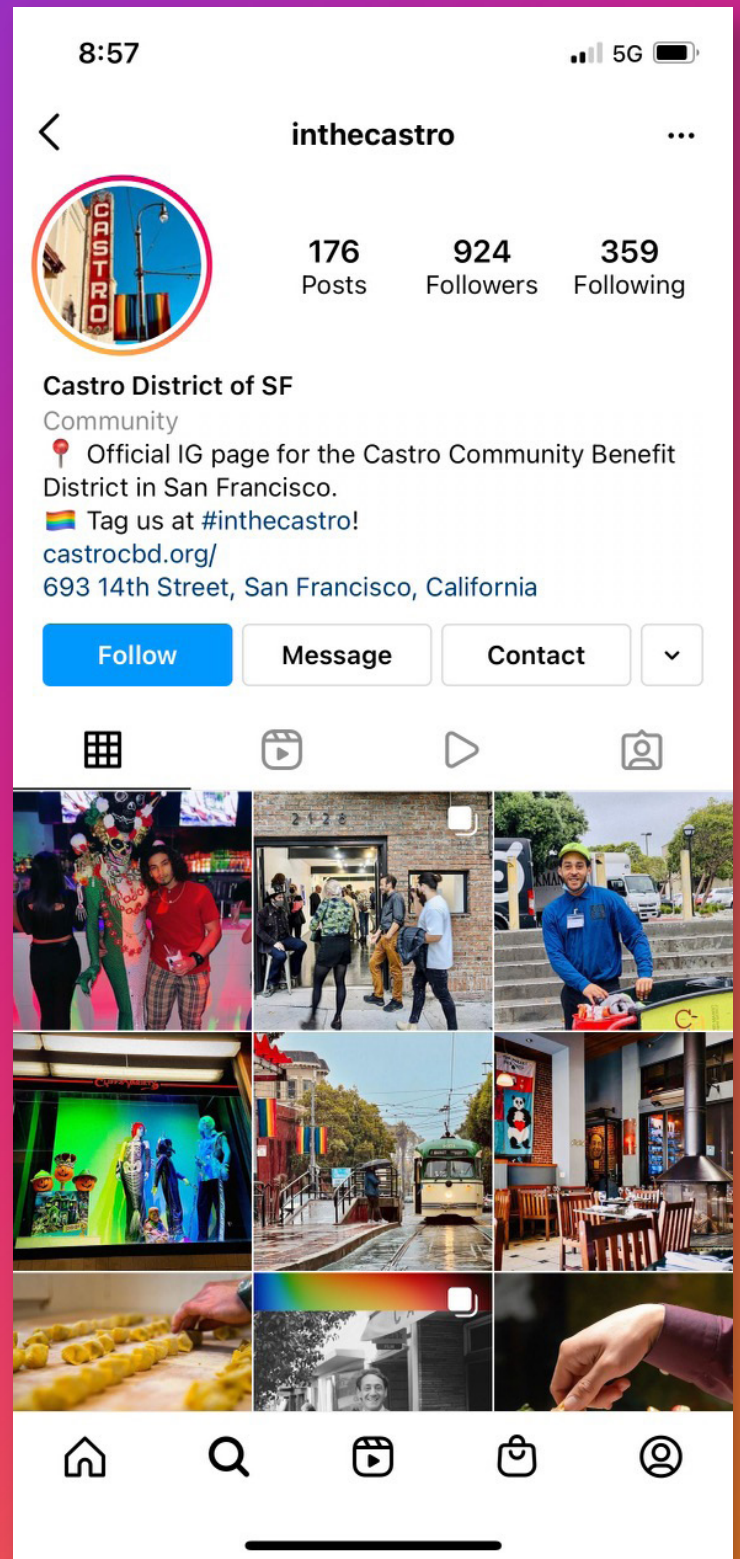
A handwritten signature in white ink on a blue background.

**Justine Shoemaker**  
President, Board of Directors  
Castro Community Benefit District

# We're On Instagram!

Follow us @inthecastro

We're getting social! With the help of our amazing new social media coordinator Josh Decolongon, the Castro CBD is highlighting the beautiful culture, people, and style of our unique and special district in our hometown of San Francisco. Come check us out and give us a follow!



## Dispatch

Help us keep the district clean!



CALL THE CASTRO CBD DISPATCH NUMBER:

**415-471-7536**

*Pro tip: Save this number in your phone under "CBD Dispatch" for quick reference!*

# Castro Cares

**Through Public Safety and Homeless Support, these are the ways that Castro Cares.**

## Public Safety Initiative

Between January and May of 2019, the Castro CBD worked closely with Supervisor Mandelman's office to bring additional public safety services to the district. Through his support and city funding, the Castro CBD submitted a grant application, under our Castro Cares program, for a unique Public Safety Initiative. Through meetings with merchants and residents, the Castro CBD, together with the Castro Cares Leadership Team, developed its Public Safety Initiative which brought together the S.F. Patrol Special Police (private officers who are armed and entrenched in the Castro community, having

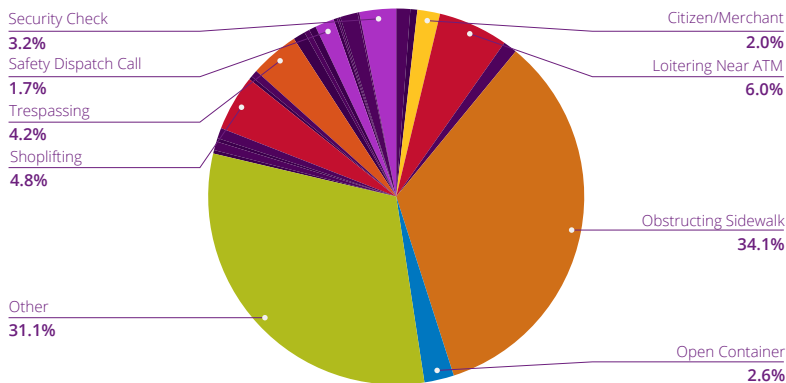
worked the Castro beat for over 40 years), with unarmed safety/community ambassadors to walk the district observe and report crime, outreach to those unhoused on the street and generally provide an added presence of extra eyes and ears on the street all to help deter crime and promote a feeling of safety.

As we rolled out this new program in February 2020, little did we know, a month later, we would be hit by a pandemic and a shelter in place order. Once we opened back up, these supplemental public safety services became even more important. Business was taking place outside, in the public realm, businesses and customers had to feel the Castro was safe and welcoming. It has been important for merchants, residents and visitors to see our patrols out walking the district.

Patrol Special often are the first on the scene and if needed call for city back-up in the form of the Street Crisis Response Team, SF Fire or SFPD. The Patrol Specials address complex issues on our sidewalks from people who are suffering from confusion, serious mental illness, substance use, injured, suffering from other medical issues or a combination of these issues.

### TOTAL INCIDENTS

Feb – June '21



The pie charts show that the largest incidents are "Other" and "Obstructing the Sidewalk". We have created two new metrics—"Homeless Engagement" and "Security Check"—to address the large "Other" category.

Future reports should reflect the work performed more accurately.

**The public safety/community ambassadors and the SF Patrol Special Police are a uniformed presence on the street, patrolling the entire district and also available via dispatch.**

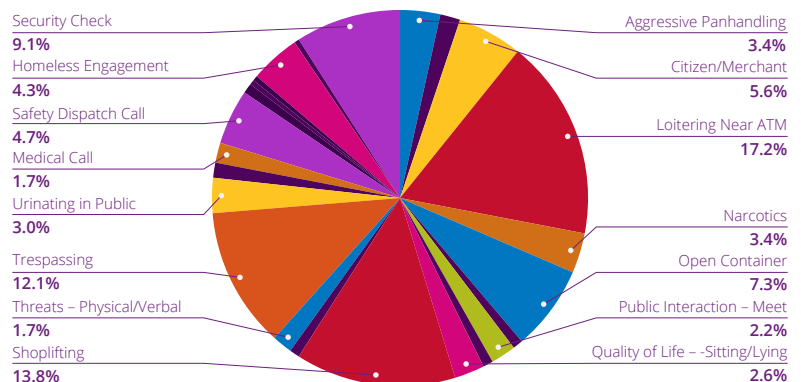
**These services can be reached by calling 415-471-7536, and are available:**

- Friday & Saturday nights 9pm–9am
- Sundays & Mondays 9am–5pm
- Tuesday–Saturday 7am–3pm

### TOTAL INCIDENTS\*

\*Filtering out "Other" & "Obstructing Sidewalk"

Feb – June '21





### Safety First

Officer Cody Clements and Castro Coffee owner Ken Khoury.

**However, data alone does not capture the true value of our safety patrols. The CBD/ Castro Cares Safety Patrols are intervening in negative street behavior and preventing escalation:**

- *An individual was agitated and began throwing pamphlets around from a table at the Farmer's Market. **Our safety ambassador approached the individual, spoke with him, he calmed down**, was asked to leave, and he complied.*
- *Another Farmer's Market incident was de-escalated by our ambassador: a man with his elderly mother were waiting at the Farmer's Market for a vendor to open. The individual became impatient, began yelling and then got verbally abusive to the vendor. The ambassador overheard the commotion and approached the individual. The minute the aggressive individual saw the ambassador with their radio and uniform he calmed down and began to explain himself. **The ambassador was able to de-escalate the situation and the individual walked away.***
- **Ambassadors also collaborate closely with SFPD.** *In this incident the ambassador was walking by the Bank of the West and noticed a person sleeping inside the ATM locked lobby. The ambassador called the police, the police arrived and got the individual up and out.*
- *On a Saturday evening shift, Patrol Special Police received a dispatch call about an intoxicated person in Harvey Milk Plaza. **Patrol Special responded, assessed the individual was in need of medical care, and called the ambulance.** The ambulance did transport the individual to Davies Hospital.*

## Homeless Support Services

To address the needs of those unhoused on the street, the Castro CBD Castro Cares program contracts with the Downtown Streets Team to fund a team of unhoused or previously unhoused individuals that cleans and beautifies the district Monday - Friday and receives case management and job readiness training. In addition to the beautification work, they conduct street outreach and more recently they've had a team of nursing students out with the outreach workers. Nursing students assess people on the street for medical issues and make referrals to services. Through the case management services our Downtown Streets Team members are making progress on their path towards recovery. One individual has decided to go back to school and has enrolled at CCSF and another has found permanent supportive housing!



### Supporting the Whole Community

Members of the CBD Castro Cares Program Supporting the unhoused.

# Cleaning Through the Pandemic

A few highlights of some of the work we've accomplished this past year:



## TRASH

*in pounds*

91,435

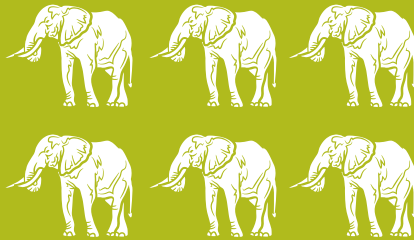
## ILLEGAL DUMPING

*311 calls*

7,323



That's more  
than SIX  
elephants!



The fiscal year (July 2020 to June 2021) certainly brought a lot of challenges to all of us. Here at the Castro CBD, we tried to rise above it all, always striving to keep the Castro, Upper Church & Upper Market district clean and welcoming. As outdoor sidewalk seating, weight lifting and even retail sprung up on the sidewalk, we worked diligently to keep the sidewalks clean, discreetly sweeping the sidewalk so as not to disturb outside diners, weightlifters and shoppers.

We're excited that more and more of you are using our clean & safe dispatch number to report bad spills, or negative behavior on the sidewalk. Keep calling/texting us! 415-471-7536.

## POWER WASHING

*block faces*

742

## SCRUB REQUESTS

5,766



## HUMAN WASTE

10,970

## CARDBOARD

*yards collected*

25,676



## NEEDLES COLLECTED

4,652



## GRAFFITI

10,224

# Assessments

The Castro CBD is partially funded through an annual assessment on the property in the district. The assessment rates for the district from July 1, 2020–December 31, 2020 can be found at:

<https://castrocbd.org/information-for-property-owners/>

The Castro CBD's renewal began in January 2021. This renewal brought changes to the assessment fees. Beginning January 2021, the Castro CBD assessment fees changed as follows:

## Assessments

Annual assessments are based upon an allocation of program costs and a calculation of assessable footage. Four property assessment variables: **linear frontage**, **parcel square footage**, **building square footage**, and **land use type** are used in the calculation.

## Benefit Zones

In addition to parcel characteristics and land use types, location also plays a role in determining special benefit. Three distinct areas within the proposed boundary of the District have been identified that will experience the Improvements to differing degrees and therefore will receive different levels of special benefit.

## Assessment Increases

Assessment rates may increase by up to 5% per year or by the change in the Consumer Price Index for All Urban Consumers (CPI-U) for the San Francisco-Oakland-Hayward area for February, whichever is less. The determination of annual adjustments in assessments rates will be subject to the approval of the Castro CBD Owners' Association..

LAND USE TYPE	ZONE 1		
	Rate per Front ft	Rate per Bldg sq ft	Rate per Lot sq ft
Non-Residential Property	\$30.23588	\$0.09060	\$0.15079
Residential Property (5+ Units)	\$20.15725	\$0.06040	\$0.10053
Residential Property (1-4 Units)	\$15.11794	\$0.04530	\$0.07540
Non-Profit Property	\$10.07863	\$0.03020	\$0.05026

LAND USE TYPE	ZONE 2		
	Rate per Front ft	Rate per Bldg sq ft	Rate per Lot sq ft
Non-Residential Property	\$20.15725	\$0.06040	\$0.10053
Residential Property (5+ Units)	\$13.43817	\$0.04027	\$0.06702
Residential Property (1-4 Units)	\$10.07863	\$0.03020	\$0.05026
Non-Profit Property	\$6.71908	\$0.02013	\$0.03351

LAND USE TYPE	ZONE 3		
	Rate per Front ft	Rate per Bldg sq ft	Rate per Lot sq ft
Non-Residential Property	\$13.43817	\$0.04027	\$0.06702
Residential Property (5+ Units)	\$8.95878	\$0.02685	\$0.04468
Residential Property (1-4 Units)	\$6.71908	\$0.02013	\$0.03351
Non-Profit Property	\$4.47939	\$0.01342	\$0.02234

Each assessed property is listed on the CBD website at:  
<http://castrocbd.org/information-for-property-owners/>

*This information is provided to the Castro CBD from the S.F. Assessor's office. It is the responsibility of property owners to ensure the information provided to the CBD is correct. To correct information, property owners must contact the S. F. Assessor's office at 415-554-5596 or at <https://sfassessor.org/>*

*The Castro CBD's Management Plan can be found on the CBD's website at:  
<http://castrocbd.org/cbd-management-plan/>*

# Who We Are

## Board of Directors

Justine Shoemaker, President  
Alan Lau, Vice President  
Crispin Hollings, Treasurer  
Jim Laufenberg, Secretary  
Daniel Bergerac, Board Member  
Angel Davis, Board Member  
Michael 'Misha' Langley, Board Member  
Helen McClure, Board Member  
Desmond Morgan, Board Member  
Pat Sahagun, Board Member

## Staff

Andrea Aiello, Executive Director  
Anh Han, Accountant  
Josh Decolongon, Social Media Coordinator

## Castro Cares Leadership Team

Castro Community Benefit District  
Castro Community On Patrol  
Castro Merchants  
Duboce Triangle Neighborhood Association  
Eureka Valley Neighborhood Association  
Hartford Street Neighbors  
Most Holy Redeemer Catholic Church  
St. Francis Lutheran Church

*All Castro CBD meetings are open to the public.*

*Meeting times and location are listed on the CBD's website at:  
<http://castrocdb.org/upcoming-meetings/>*



# Financials

## Statement of Activities

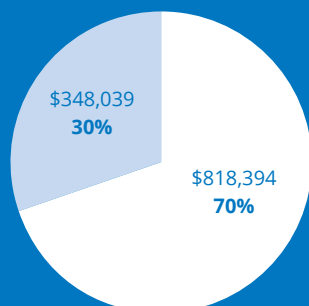
(Year Ended June 30, 2021)

SUPPORT & REVENUES	
Assessment Revenue	\$ 818,394
Government Grants	\$ 296,248
Contributions	\$ 11,709
Forgiveness PPP Loan	\$ 37,497
Affiliate member dues	\$ 2,558
Interest Income	\$ 27
<b>TOTAL SUPPORT &amp; REVENUES</b>	<b>\$ 1,166,433</b>
EXPENSES	
Program Services	\$ 1,005,458
General & Administrative	\$ 115,283
<b>TOTAL EXPENSES</b>	<b>\$ 1,120,741</b>
NET ASSETS	
CHANGE IN NET ASSETS	\$ 45,692
NET ASSETS, beginning of year	\$ 446,646
NET ASSETS, end of year	\$ 492,338

*Your Assessment Dollars  
Multiply through the CBD's  
Fundraising Efforts!*

Support & Revenues  
Assessment & Other Income Sources

Assessment Non-Assessment\*



\*Non-Assessment income includes all other sources of income, including but not limited to: grants, contributions, etc.

## July 2021–June 2022 Budget

INCOME	
Assessments	\$ 818,600
Grant - Castro Cares Grant	\$ 215,000
Grant - Castro Cares Public Safety Ambassador	\$ 195,000
Grant - Castro Cares Shared Spaces	\$ 33,245
Grant - Jane Warner Plaza	\$ 100,000
Retail Strategy	\$ 53,880
Donations - Castro Cares	\$ 10,875
<b>TOTAL INCOME</b>	<b>\$ 1,426,600</b>

EXPENSES	
ASSESSMENTS	
Cleaning Services	\$ 590,000
Landscaping	\$ 2,500
Marketing	\$ 9,000
Administration and Contingency	\$ 210,533
<b>Total Assessments</b>	<b>\$ 812,033</b>

GRANTS	
Grant - Castro Cares	\$ 215,000
Grant - Castro Cares Public Safety Ambassador	\$ 195,000
Grant - Castro Cares Shared Spaces	\$ 33,245
Grant - Jane Warner Plaza	\$ 100,000
Retail Strategy	\$ 53,880
<b>Total Grants</b>	<b>\$ 597,125</b>

DONATIONS, SPONSORSHIPS & OTHER	
Donations - Castro Cares	\$ 14,765
Donations - Retail Strategy Donations	\$ 11,618
<b>Total Donations, Sponsorships &amp; Other</b>	<b>\$ 26,383</b>

<b>TOTAL EXPENSE</b>	<b>\$ 1,435,541</b>
<b>REVENUE OVER EXPENSES</b>	<b>\$ (8,941)</b>

FUTURE YEAR CARRY OVER	
Assessments	\$ 404,059
Grant - Castro Cares	\$ 107,500
Grant - Castro Cares Public Safety Ambassador	\$ 97,500
Grant - Castro Cares Shared Spaces	\$ 16,623
Grant - Jane Warner Plaza	\$ 50,000
Donations, Sponsorships & Other	\$ 22,992
<b>FUTURE YEAR CARRYOVER</b>	<b>\$ 698,674</b>

**Cheering loud and flying high** The squad from San Francisco Cheer amaze and energize the community with their gravity-defying acts at the 2021 Castro Street Fair.







**Castro Community Benefit District**

693 14th St., San Francisco CA 94114 • 415-500-1181

**facebook.com/castrocbd**

**@inthecastro**

email: **info@castrocbd.org**