

# MID-YEAR REPORT JULY-DECEMBER 2022



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# INTRODUCTION

Greetings, SOMA West Community Benefit District Stakeholders! We are grateful for the opportunity to reflect on the last two quarters. As usual, those last six months of the year pass all too quickly.

Now that the first two quarters of 2022-2023 are behind us, we have much to be proud of as an organization and a community. While South of Market and the downtown neighbors continue to bear the brunt of the City's most significant challenges, we are continually taken aback by the Western SOMA community's strength, tenacity, and resilience.

This year, we continued to increase our cleaning and maintenance operations, and we piloted the first season of the SOMA West Farmers Market. We are fortunate to have recruited a new crop of board members who are all impressive, dedicated community members who will continue to strengthen our organization with their expertise and knowledge in various fields.

We thank everyone sincerely for their support as we continue to build on the momentum and look forward to a brighter and healthier 2023!

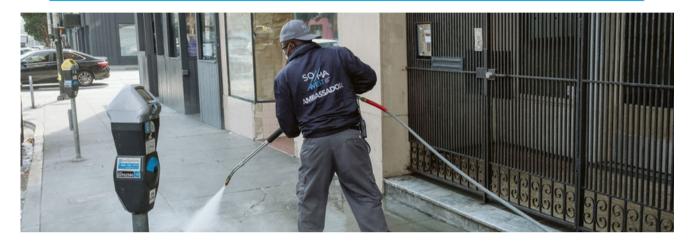
**Christian Martin** 

**Executive Director** 

Christian Martin

**SOMA West Community Benefit District** 

# CHALLENGES & ACCOMMPLISHMENTS



San Francisco is currently facing some of the greatest challenges in its long and storied history. Homelessness, mental health, and substance abuse crises, continued exceedingly unaffordable costs of living, and the lingering impacts from the pandemic, as well as commercial vacancy and recent tech layoffs, are all challenges we have felt as a City, with SOMA and the downtown neighborhoods right in the nucleus. Additionally, the New Year's Eve storm hit our neighborhood hard, causing widespread flooding, fallen trees, and forcing businesses to close, causing the neighborhood further pain. The neighborhood's history as a coastal wetland was briefly restored.

Despite these challenges, our organization continues to operate with determination to improve the quality of life throughout the district for everyone through cleaning, maintenance, events, and placemaking.

We have maintained an in-house operations team of over twenty staff members who have become familiar, friendly, and integral in the neighborhood. We continue to be proud of our low employee turnover rate.

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# PROGRAMS & SERVICE UPDATES

# **CLEANING & MAINTENANCE**

Our hardworking team of ambassadors continues to operate with speed and efficiency. Operational updates we have recently made:

- Went from one full-time graffiti cleaner to two
- Brought on a landscaping team who do weeding, watering, and plant replacement weekly
- Invested in a new Street Vacuum, which cleans gutters exponentially faster than a pan and broom, multiplying our efforts
- We have hired a mental health specialist to work with our team to help give them tools for some of the harsh conditions of working on the streets



SOMA West's Street Vacuum

Our operation is data-driven and transparent. Using advanced geolocation software, we can see where and what our team is accomplishing at all times, allowing us to respond to service requests and 311 calls quickly and efficiently over the 107 blocks of SOMA West.

# **SOMA West CBD Night Crew**

Since March 2021, we have operated a small but mighty night crew. The Night Crew program's key priority is maintaining a welcoming and vibrant neighborhood by directly interacting with neighborhood stakeholders and providing our cleaning and maintenance services in the evening. Since its launch, the Night Crew has been successful and popular, especially with businesses that have worked with the night shift to help their customers and employees feel safer with their presence. Our 'eyes on the street' approach have helped deter crime, including arson and vehicular break-ins.

While our small team of night ambassadors does a lot, we plan to expand this group to improve the overall feeling of safety in the neighborhood. Growing this team is our organization's and neighbors' priority for 2023 and beyond.



SWCBD Night Crew members David and Woodrow in their new uniforms

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# **Outreach**

We are incredibly proud of our outreach efforts in the district, primarily through the leadership of Outreach Director Hanif Hakeem. Hanif walks and bikes the streets of SOMA West each day - connecting people to services, handing out food, water, sanitary items, and warm accessories, including ponchos on those rainy days we have been experiencing- all while building relationships and trust with the local community of individuals experiencing homelessness. Quantifying our team's work under his leadership is challenging, but his impact is felt throughout the neighborhood.

We continue to partner with City Departments to help address these issues, including Healthy Streets Operation Center (HSOC unit), the S.F. HOT team, the Encampment Resolution Team, Health-Right 360, Food Runners S.F. AIDS foundation, DPW, and SFPD.

As a bright spot this year, we receive hundreds of donations of ponchos, new socks, gloves, beanies, snacks, and sanitary items to support our unhoused neighbors.



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# **EVENTS**



**SOMA West Farmers Market:** SOMA West CBD launched the SOMA West Famers Market at Eagle Plaza from July 26th to October 29th, 2022. The market was a close effort between the CBD board and staff, the Friends of Eagle Plaza, the Eagle Bar, HQ at 1532 Harrison, and the SF Leather & LGBTQ Cultural District.





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# **EVENTS (CONT.)**



#### **SOMArts**

SOMA West CBD has sponsored events from our neighbors at SOMArts, supporting their endeavors to bring more people into the South of Market neighborhood through dynamic, exciting program highlighting diverse local artists. Most recently we sponsored Hey Chica! an all-female comedy variety show at SOMArts.



#### **Heron Arts**

SOMA West CBD sponsored an event at Heron Arts featuring a dance performance choreographed for one of the artworks. We look forward to partnering with them in the coming year!



**SOMA Second Saturdays**: a monthly leather and kink craft fair that takaes place at Eagle Plaza on Saturdays after the Farmers Market in partnership with the SF Leather and LGBTQ Cultural District and Folsom Street

# **EVENTS (CONT.)**



#### **Russ Cleanup Day**

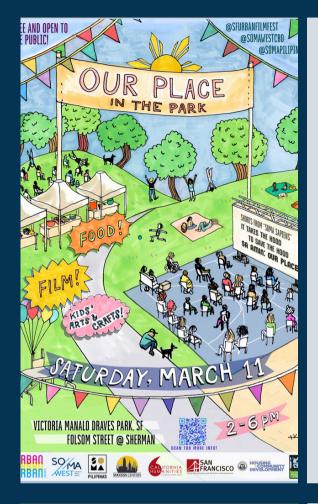
SOMA Pilipinas, SF Parks Alliance, partnered for a second time in 2022 to host a neighborhood cleaning around Russ Street. Stay tuned for more Russ Street activations in partnership with SOMA Pilipinas!



#### **Sunday Streets Folsom**

SOMA West CBD participated in the Sunday Streets SOMA - handing out flyers and surveys for the neighborhood, as well as meeting neighbors. SOMA West CBD also sponsored local food businesses to participate in Sunday Streets by covering the cost of Health Department Permitting.

## **EVENTS ON THE HORIZON**



#### Our Place in the Park:

Film Festival event at VMD Park in partnership with the SF Urban Film Fest and SOMA Pilipinas: open to the public festive ritual that gathers intergenerational families, artists and activists for a community celebration. Investment in the positive activation of public space is a proven method to support economic activity, strengthen existing communities, build bridges between diverse groups, and build empathy and connection at a larger neighborhood and city-wide level. TBD 2023.



## **Cece Carpio Mural Celebration**

Completed in the fall of 2022, Cece Carpio's mural features familiar and popular modes of public transportation-Jeepneys and Muni buses, and intergenerational Filipinos of the diaspora navigating both worlds of the Philippines and San Francisco. We are partnering with SOMA Pilipinas for an afternoon of snacks, music, and photos to celebrate the latest mural in the Filipino Cultural Heritage District!

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# **MARKETING & COMMUNICATIONS**

#### District 360

SOMA West CBD took a big step in organizing our operations by getting the entire district's property data onto District360, a software built on the Salesforce platform. District360 brings all of our property, business, and stakeholder information into one system giving our team a 360-degree view of all operations in SOMA West.

#### **Monthly Newsletter**

We are continuing to produce a monthly newsletter that highlights our internal operations, City resources and announcements, neighborhood new, events, and more!

SOMA West Community Benefit District February 2023 Monthly Newsletter

#### SWCBD Updates



#### SWCBD Employee of the Month January 2023

2007's first employee of the month is no stranger to the title - this is his third time earning the distinction - title the title - those those What is significant this amount is stand his team members more tasked in the title. Indie a SCMA meighborhood flatae-widely loved by colleagues and the community. This month, his willingtess to perform in different rates to help the team stood out. No job is too hig as small the 10 - he's always willing to stee up.

#### January 2023 Operations Report

Dig into the numbers of our cleaning and maintenance operation show. January 2023 Mee the report hereo-

89,775
Total pounds of garbage removed





#### SOMA West CBD & SF Urban Film Fest Presents: Our Place in the Park: Seturday, 3.11.23, 3-6pm @ VMD Park!

Join up at the state is transfer transfer for a festive risual that gathers interpresentational flamilies, actions, and activities for a community seleboration. The mini-fair will feature this correspond to Amini-Cour Place, directed by types Buts and this training it faires the Hood to flavor the Hood, directed by Harvey Magsaysay Landa, and films from SCRM Suplems, a series by thank. Those good in partnessing with SCRM Neet cite that offers a comprised of people's lives in the Saudio of Market neighborhood, in addition to the Films, the event will feature bod, revolutionate. By local performers, resource and at twender boods, and Tito Barnary's Pop-Pay Pupper Market Stacks, where bids, can make their own puppers and short films.

This even is produced in collaboration with SF triban Film Fest, SOMA West Citt, [people, power, media], SOME Pilipinas Cultural Healtage District, Ruitinate Labs, and generalisty supported by the SOMA Community Collaborative, the California Humanities, and the City of tan Francisco office of Economic and Workforce Development.

Learn more about the event and register been!

Neighborhood News

# **ART & PLACEMAKING**

#### **Hot off the Press Mural**

We partnered with SF Parks Alliance, The Box SF, and 1AM Projects to complete this epic mural on the side of the Box SF entitled "Hot off the Press," which pays homage to the building's historical past as a printing press, as well as the neighborhood's history of printing and publishing.





#### **Hanging Baskets**

We piloted a hanging flower basket program that we plan on continuing and expanding. We selected the 11th Street nightlife corridor and Eagle Plaza and the feedback was overwhelmingly positive. The bright bursts of color were welcomed by neighbors in all of SOMA's diverse communities.



# **ART & PLACEMAKING (CONT.)**

Joshua Hubert, Glimmer, Clementina & 8th We partnered with Bay Area lighting artist Josh Hubert to install an LED artwork between two buildings at 8th and Clementina. Glimmer features are programmable with infinite patterns and daytime optical effects. Glimmer is not just a cutting-edge sculpture but the first in multiple light-art sculptures to be brought to the SOMA West neighborhood, making it an attractive destination to benefit the local community and businesses alike. The goal of Glimmer is to bring art to the area and create a beautiful illumination to improve the safety of our community.



# **ART & PLACEMAKING (CONT.)**

**Sherman Street Tree Lighting:** (coming soon) We have been working with the leadership at Bessie Carmichael School and SFUSD to get more lights installed around the school, particularly on Sherman Street. We are working to wrap the upper canopy of six large ficus trees to increase pedestrian safety and provide a pleasant ambiance for the street in the evening, TBD.





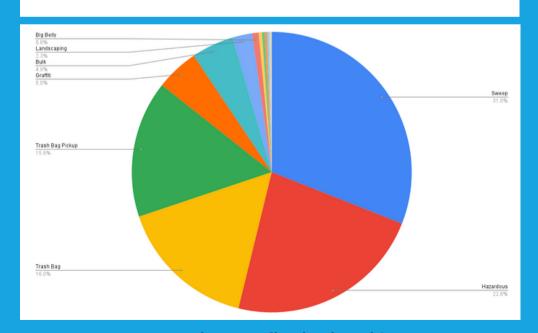


# MAINTENANCE DATA

# 121,370

## **TOTAL CLEANING TASKS COMPLETED**

37,606	S Sweeping Tasks	30.1%
19,149	Trash Pickup Tasks	15.8%
27,724	1 Hazardous Tasks	22.8%
6,008	Graffiti Tasks	5%
3,653	Bulk Removal Tasks	3%
3,158	Landscaping Tasks	3%
1,170	Other Tasks	1%



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Maintenance Data

# **6-MONTH COVERAGE MAP**



# **CLEANING & MAINTENANCE STATS**

# 486,475

POUNDS OF GARBAGE



The mid-year trash haul represents an average of +27% annual increase over July -





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Maintenance Data

# FINANCIAL STATEMENTS

#### SWCBD Mid Year Report FY22

	Actuals thru 12.31.21	Year-To-Date Budget
REVENUE		
Assessments	\$ 1,992,656	\$ 1,984,914
Contributions	22,491	109,107
Grants	-	-
Interest	184	150
TOTAL REVENUE	\$ 2,015,331	\$ 2,094,172
EXPENSE		
Clean, Safe, Beautiful	\$ 1,351,562	\$ 1,535,596
Marketing & Advocacy	209,622	\$ 103,918
Admin	175,191	\$ 199,393
Fundraising	14,218	\$ 17,722
TOTAL EXPENSE	\$ 1,750,592	\$ 1,856,629
NET GAIN/(LOSS)	\$ 264,739	\$ 237,542

FY22 Budget Summary	Budget	%
REVENUE		
Assessments	\$ 3,969,828	95%
Contributions	\$ 218,515	5%
Grants	\$ -	0%
TOTAL REVENUE	\$ 4,188,343	100%
EXPENSE		
Clean, Safe, Beautiful	\$ 3,071,192	73%
Marketing & Advocacy	\$ 207,836	5%
Admin	\$ 398,786	10%
Fundraising	\$ 35,444	1%
TOTAL EXPENSE	\$ 3,713,258	89%
NET GAIN/(LOSS)	\$ 475,085	11%

