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To the SOMA West Community:

We are grateful for the opportunity to reflect and share all that we've been able to accomplish in the last year.

Now that the first two quarters of 2021-2022 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 are about to embark on a pilot season of the SOMA West Farmers Market. We are fortunate to have engaged, talented board members who are dedicated community members and 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 what the future brings for SOMA West.

Christian Martin
Christian Martin
Executive Director
SOMA West Community Benefit District
SOMA West Community Benefit provides the following service with an in-house team of full-time employees with full benefits, as well as contractors on an as-needed basis.

- Cleaning & Maintenance
- SOMA West Night Crew
- Outreach
- Public Realm and Streetscape Improvements
- Neighborhood Identity and Marketing
- Advocacy
SOMA West CBD ambassadors' hard work is driven by real-time data collected through multiple channels, including 311 and daily walk-through of our district’s ten cleaning zones. As a district of our size, this data-driven approach allows us to track tasks and provide services to the far reaches of our district more efficiently. Cleaning and maintenance services include sidewalk and gutter sweeping, sticker and handbill removal, pressure washing, graffiti removal, trash and bulk removal, greening and maintenance, and more.
CLEANING & MAINTENANCE OPERATIONS

- Micro neighborhood approach (10 zones)
- 21 ambassadors
- 6 trucks
- 1 Street Vacuum
- 1 Dump Truck
- 1 Pressure Washer
- Landscaper contractor
- Jia (location-based field management software for ambassadors)
- Performance incentives and Hazard pay
- Employee support and professional development opportunities
- Employee wellness program including once a month group meetings, gatherings, and trainings
Beginning in March 2021, we have operated a small but mighty Night Crew Ambassador Program. 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 have been advocating 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.
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.
CLEANING & MAINTENANCE STATS

825,173

POUNDS OF GARBAGE REMOVED*

*Not including bulk items
### Operations Data by the Numbers

<table>
<thead>
<tr>
<th>Task Type</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lbs of garbage removed</td>
<td>825,173</td>
</tr>
<tr>
<td>Cleaning tasks</td>
<td>328,935</td>
</tr>
<tr>
<td>Sweeping tasks</td>
<td>101,447</td>
</tr>
<tr>
<td>Hazardous tasks</td>
<td>64,318</td>
</tr>
<tr>
<td>Trash bags collected</td>
<td>82,443</td>
</tr>
<tr>
<td>Landscaping tasks</td>
<td>16,985</td>
</tr>
<tr>
<td>Graffiti removal tasks</td>
<td>18,198</td>
</tr>
<tr>
<td>Bulk item tasks</td>
<td>11,150</td>
</tr>
<tr>
<td>Miscellaneous tasks</td>
<td>3,386</td>
</tr>
</tbody>
</table>
OPERATIONS TASK BREAKDOWN

- Sweeping: 34.1%
- Hazardous: 21.6%
- Trash Bags: 27.7%
- Landscaping: 6.1%
- Graffiti: 6.1%
- Bulk Removal: 3.7%
Joshua Hubert, Glimmer, Clementina & 8th 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.

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.
**Planters** We rolled out and maintain over 150 planters throughout the district, bringing more green into our neighborhood. This is an ongoing program that will continue and expand.
Ringold Alley Maintenance

Ringold Alley Maintenance was completed in Spring of 2022 in partnership with the SF Leather and LGBTQ Cultural District. Ringold Alley is a historic location for the Leather community in SOMA. Leather pride colored paving, bronze boot prints, stone plinths, and more were all implemented in 2012 and have been in serious need of maintenance. SOMA West CBD funded the maintenance work and the celebration for the completion of the work.
**STREETSCAPES & PUBLIC REALM**

**Velia de Iulis Mural, Folsom and 7th Street**

Commissioned San Francisco-born artist Velia De Iulis to paint California Native flowers on a wall that has a long record of being regularly tagged with graffiti.
Hot Off the Press Mural by 1AM Projects
Sponsored mural by acclaimed neighborhood mural artists 1AM in collaboration with The Box SF and SF parks Alliance as part of the Moss Metamorphosis Project.
COMMUNITY EVENTS

Ringold Revival Event

Ringold Revival Block Party to celebrate the completion of maintenance with history tour with renowned historian Gayle Rubin, a caricature artist, boot blacking, and an artist boot auction to benefit the Leather Cultural District.
COMMUNITY EVENTS

Moss Metamorphosis Community Block Party
In celebration of installation of lights, planting, and murals that have recently been completed as part of the SF Parks Alliance's Moss Metamorphosis, we hosted a gathering of neighbors and community members to enjoy the enhanced streetscape on Moss.
SOMA West Farmers Market Planning
Planning for the SOMA West Farmers Market Pilot ongoing. Location analysis, stakeholder and community engagement, vendor outreach, marketing and communications, and permitting all in preparation for a July 16th 2022 launch. The pilot program will run from July 16th - October 29th, 2022 at Eagle Plaza.
COMMUNITY EVENTS

SOMA Sings

Event with SOMA Pilipinas where Russ Street was closed to traffic for SOMA Sings, a holiday event centered around music with the TNT Traysikel Karaoke machine and the Holly Jolly Trolley, a cable car decked out with holiday decorations and holiday carolers, in collaboration with SFOEWD.

SOMA Arts Gala

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 their annual fundraising gala.
COMMUNITY EVENTS

Sockgiving
With the Support of the Sisters of Perpetual Indulgence and SF Cat Club, donations of socks, beanies, and sanitary items were donated for SOMA West CBD's outreach efforts.

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 takes place at Eagle Plaza on Saturdays after the Farmers Market in partnership with the SF Leather and LGBTQ Cultural District and Folsom Street
Cleanup days on Russ and Moss Streets

Partnered with SOMA Pilipinas, SF Parks Alliance, partnered twice to host a neighborhood cleaning around Russ and Moss Streets.

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.

Moss Street Block Party

In partnership with SOMA Pilipinas and Parks Alliance, a community block party with live music, performing arts, food vendors, and play structures for families, July 2021.
ADVOCACY

ADVOCACY ACTIVITIES BY SOMA WEST STAFF AND BOARD

- International Downtown Association
- Federal Policy Committee Policy Priorities:
  - Homelessness
  - Economic Development and Placemaking
  - Housing
  - Public Safety
- California Downtown Association
- Our legislative voice in Sacramento
- San Francisco CBD Alliance
- City Hall policy reform
- SF Rail yards Project Community Advisory Committee
- SOMA Community Advisory Committee
- District Six Representation for the San Francisco Public Space Advisory Committee (CBD Board Member)
- SOMArts Board
- Friends of Eagle Plaza Board
- WalkSF
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!
New Website

Development of a new website with Geocentric, who specialize in building beautiful websites for districts and corridors. We selected Geocentric because of their emphasis on celebrating the uniqueness of a place: highlighting small businesses, community organizations, and local events. We aim to be a hub of information for SOMA residents and businesses, a space to learn about the neighborhood and support local businesses. The website was completed in spring of 2021.
SOMASAPIENS Film Series

SOMA Sapiens is a series of ongoing short films by Grant Thompson in partnership with SOMA West Community Benefit District that offers a snapshot of people’s lives in the South of Market neighborhood in San Francisco. We aim to celebrate and uplift the stories of the individuals that make this diverse neighborhood into a vibrant community.
FINANCIAL STATEMENTS

BENCHMARK 1: Whether the variance between the budget amounts for each service category was within 50 percentage points from the budget identified in the Management Plan

<table>
<thead>
<tr>
<th>Service Category/Budget Line</th>
<th>Total</th>
<th>General Benefit</th>
<th>Assessment</th>
<th>% of Total Rev per Budget</th>
<th>% of Total Rev per Plan</th>
<th>Variance (Budget % Planned)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clean, Safe &amp; Beautiful</td>
<td>3,830,090</td>
<td>$1,937,516</td>
<td></td>
<td>7.8%</td>
<td>8.8%</td>
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</tr>
<tr>
<td>Marketing and Advocacy</td>
<td>108,641</td>
<td>$20,174</td>
<td>7%</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Administration</td>
<td>300,063</td>
<td>$300,063</td>
<td>10%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contingency, Revenue, City/State</td>
<td>108,641</td>
<td>$20,174</td>
<td>7%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3,830,090</td>
<td>$1,937,516</td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>3,830,090</td>
<td>$1,937,516</td>
<td>100%</td>
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</tr>
</tbody>
</table>

BENCHMARK 2: General Benefit Requirement

<table>
<thead>
<tr>
<th>Revenue Sources</th>
<th>FY 2021-2022 Actuals</th>
<th>% of Actuals</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment Revenue</td>
<td>$3,990,037</td>
<td>99.37%</td>
<td>Various</td>
</tr>
<tr>
<td>Total Assessment (Special Benefit) Revenue</td>
<td>3,990,037</td>
<td></td>
<td>Various</td>
</tr>
<tr>
<td>Contributions and Sponsorships</td>
<td>24,788</td>
<td>0.62%</td>
<td>Various</td>
</tr>
<tr>
<td>Grants</td>
<td>-</td>
<td>0.00%</td>
<td>Various</td>
</tr>
<tr>
<td>In-kind Donations</td>
<td>-</td>
<td>0.00%</td>
<td></td>
</tr>
<tr>
<td>Interest Earned</td>
<td>508</td>
<td>0.01%</td>
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<tr>
<td>Earned Revenue</td>
<td>-</td>
<td>0.00%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>-</td>
<td>0.00%</td>
<td></td>
</tr>
<tr>
<td>Total Non-Assessment (General Benefit) Revenue</td>
<td>25,296</td>
<td>0.63%</td>
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<tr>
<td>Total</td>
<td>$4,015,333</td>
<td>100.00%</td>
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</tbody>
</table>
Financial Statements

Benchmark 3: Whether the variance between the budget amount and actual expenses within a fiscal year was within 10 percent points.

Benchmark 4: Whether CBD is indicating the amount of funds to be carried forward into the next fiscal year and designating projects to be spent in current fiscal year.
CONTRACTORS & STAFF

**District Works**
Landscaping Services

**Big Belly**
Installation of XX smart trashcans

**Cube 84**
CRM & District Management

**Geocentric**
Website service provider

**Jia Technologies**
Field Management Software

**RLM**
Power Washing Services

**Reynaldo E. Arellano, CPA, PFS, CGMA**
Accounting Services

SOMA WEST CBD STAFF

**Christian Martin**
Executive Director

**Matt Allen**
Director of Operations

**Erica Waltemade**
Director of Placemaking and Communications

**Hanif Hakeem**
Director of Homeless Outreach

**Rayshaun Hudson**
Operations Manager

**Pandora Noir**
Administrative Assistant

**Kimberley Hartwig-Schulman**
Office Manager
SOMA WEST CBD
BOARD MEMBERS

James Spinello  Alex Ludlum
President      Vice President

Ryan Dick     Brendan Tobin
Secretary     Treasurer

Adam Mesnick,  Deli Board (Small Business Owner)
Barry Synoground, DNA Lounge (Small Business)
Beth Stokes,  Episcopal Community Services (Non-Profit Housing Organization)
Brandon McGanty, (Property Owner & Resident)
Brian Pepin,  (Property Owner)
Carla Laurel,  West Bay Filipino Center (Community Organization)
DeeDee Crosset,  San Francisco Institute of Esthetics and Cosmetology (Education)
Eric Lopez,  (Property Owner & Resident)
Harold Hoogasian,  Hoogasian Flowers (Small Business)
Henry Karnilowicz,  (Small Business Owner and Resident)
Jason Cinq-Mars,  LGBTQ+Leather District (Cultural Organization)
Maria Jenson,  SOMArts (Cultural Organization)
Randy Maupin,  Cat Club (Small Business Owner and Resident)
Tim Figueras,  (Resident)
Kevin Bixler,  (Property Owner & Resident)
Lisa Creed,  (Property Owner & Resident)
Stuart Collins,  (Property Owner & Resident)
Tova Lobatz,  (Cultural Organization)
Laura Kudritzki,  (Small Business Owner)
Jesse Tepll,  (Resident)
Patrick Eggan,  (Resident)

Committees
Executive
Safety & Services
Nominations
Finance & Governance
Neighborhood Identity

SOMA West Community Benefit District Mid-Year Report 2022