

GREEN BENEFIT  
DISTRICT



NW DOGPATCH HILL  
POTRERO

# 2017/18 ANNUAL REPORT

[GreenBenefit.org](http://GreenBenefit.org)



GreenBenefit.org

A LETTER FROM THE  
EXECUTIVE DIRECTOR  
JULIE CHRISTENSEN



“Before and After” seems a fitting theme for the Green Benefit District’s 3rd annual report.

The district itself is in a period of transition: our sleepy, out-of-the-way, semi-industrial, historical hamlet encircled by enormous transformations taking place in Mission Bay and the eastern waterfront. New faces are popping up inside the neighborhood from new residential developments, with more to come.

The GBD has responded to these changes with some of our own making – converting the “Before” of our marginal and neglected urban spaces to “Afters” of greener, user-friendly, habitat-supporting and community-building public gardens and gathering spots. Take a look inside for some of our favorite projects from 2017/18.

Our organization has also undergone its own “Before” and “After” transition: after a couple years of establishment and foundation building we are ready to take the training wheels off and pick up some speed. We have an excellent board of bright, committed, experienced individuals. We are enjoying strong support from City and State agencies. Development impact fees, grant funding and donor contributions are augmenting stakeholder assessments and expanding GBD capabilities.

All in all, we hope one of the significant “Before and After” transformations you have noticed is the condition of Dogpatch and NW Potrero Hill before and after the formation of the GBD. Our staff, board, contractors and governmental allies have worked hard this year to make our district more livable and more resilient. Please let us know how we are doing. We are looking forward to working with you on a new set of projects as we begin our fourth year.

Cheers,



I'm honored to serve as President of the Board for the GBD. The GBD has completed some tremendous projects this year, as highlighted in the before and after theme of this report. However, I'm most honored (and pleased!) to serve in the company of such fantastic Board Members.

Between full board meetings, subcommittee meetings, and any number of tasks in-between, our volunteer board members have put great thought and time into greening and beautifying our charming little corner of the City. Comprised of small business owners, educators, greening professionals, residents new and old of the neighborhood, the one thing that unites this merry band of volunteers is their passion for making our neighborhood better, and spending oodles of their personal time doing so!

So thank you Board, and thank you community for your trust and support. If you have any questions, comments, or just want to join in the fun, please don't hesitate to reach out to me!

Verdantly,

2017/18  
GBD Board of Directors

More information about the Directors and the annual election process online at [GreenBenefit.org](http://GreenBenefit.org)

**President**

**Jesse Herzog**  
Dogpatch  
Commercial Property  
Owner



**Vice President**  
**Jean Bogiages**

NW Potrero Hill  
Residential Property  
Owner



**Treasurer**

**Susan Eslick**  
Dogpatch  
Residential Property  
Owner



**Secretary**

**Kate Eppler**  
NW Potrero Hill  
Tenant



**Janet Carpinelli**  
Dogpatch  
Residential Property  
Owner



**Kristel Craven**  
Dogpatch  
Tenant



**Keith Goldstein**  
Dogpatch  
Tenant



**Alex Goretsky**  
Dogpatch  
Residential Property Owner  
(also Commercial Tenant)



**Bruce Huie**  
Dogpatch  
Residential Property Owner



**James Naylor**  
Dogpatch  
Commercial Property Owner



**Phil Pierce**  
Greenspace Advocate



**Kat Sawyer**  
Greenspace Advocate



**Alison Sullivan**  
Dogpatch  
Residential Property Owner



**Loren Swanson**  
NW Potrero Hill  
Residential Property Owner



**Jason Kelley Johnson**  
Dogpatch Tenant  
(also Residential Property  
Owner)

3 **A LETTER FROM THE  
PRESIDENT  
JESSE HERZOG**



BEFORE  
AND  
AFTER

# BENCHES PARK RENOVATION



before

Benches and Fallen Bridge Parks were created from Caltrans right of ways on either side of the 18th Street bridge over 101. Benches Park was originally transformed from weedy lots in the 1970s by neighbors and the California Youth Conservation Corps. In 2018, the GBD executed the first major renovation of this surprisingly verdant and vital neighborhood gathering spot in over 40 years. The project was executed with the help of Caltrans, Friends of the Urban Forest, park stewards Joe Treinen and Loren Swanson, and many neighborhood volunteers, plus a financial boost from a Community Challenge Grant.

Enlarged the park's public plaza, creating more space for exercise and gatherings

Improved safety by adding lighting and reducing sight obstructions

Added sidewalk gardens, trees and planters

Removed chain link fencing and opened the garden

Replaced hardscape with permeable paving and created sidewalk gardens for zero net gain in hardscape

Restored the park's signature benches

Benches Park has found renewed life as a respite for those making the trek over the hill and a beloved gathering spot for nearby neighbors.



before



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before



ANNUAL REPORT 17/18

# TENNESSEE @ 23RD



before

Tennessee Street, between 23rd and 24th in South Dogpatch, lies at the nexus of some of the most drastic changes in the district - with the new Abaca housing development and Angel Alley to the north and the Minnesota Street Project, with its galleries and artists' studios, to the south and west. It is also one of the district's most problematic streets, prone to camping, dumping, fires and graffiti. In October of 2017, the GBD made some changes to the neglected block.

Created a half block long temporary sidewalk, creating a clear pedestrian path that makes the area safer and encourages foot traffic.

Worked with the SFMTA to alter parking patterns and restrictions, adding 12 parking spaces and discouraging camping and long-term car storage through time-limited parking.

Partnered with Friends of the Urban Forest to add 28 street trees on the block

Encouraged adjacent property owners to repair and paint their buildings.

In the months since the makeover the campers, dumping, graffiti, fires and discarded needles are gone.



# 03

## MINNESOTA GROVE NORTH EXTENSION



before

Minnesota Grove lies along the path of an old railroad spur on the Minnesota Street public right of way, the odd route a vestige of the neighborhood's bustling industrial past. Lovingly tended by park steward David Hall and other neighborhood volunteers, it has become a treasured neighborhood gem. But access to the park has been awkward, with only midblock entrances off the street and a driveway. In 2018, the GBD expanded the park's northern connections and amenities.

Extended the Grove's main path, connecting the garden to 24th Street.

Created rock walls along the new area to retain and protect the planted areas and create more casual seating.

Replanted the park's north end.

The north extension is the first phase of the GBD's effort to create a complete pedestrian path of travel through the Grove connecting all the way from 24th to 25th Streets.



before



# 04

## PROGRESS DOG RUN

before



The GBD-managed Progress Dog Run (on a State freeway verge) is the only sanctioned off-leash dog run in the district. In 2017, the GBD made safety, health and aesthetic improvements to this important neighborhood resource.

Added a second sally port entrance for greater safety and convenience.

Altered grade and drainage to send pooling water to planted areas.

Repaired leaks and altered the water delivery system at the site to discourage abuse and conserve water, cutting water usage by 30%.

Added a hedge along the border planter.



before





## PENNSYLVANIA AVENUE

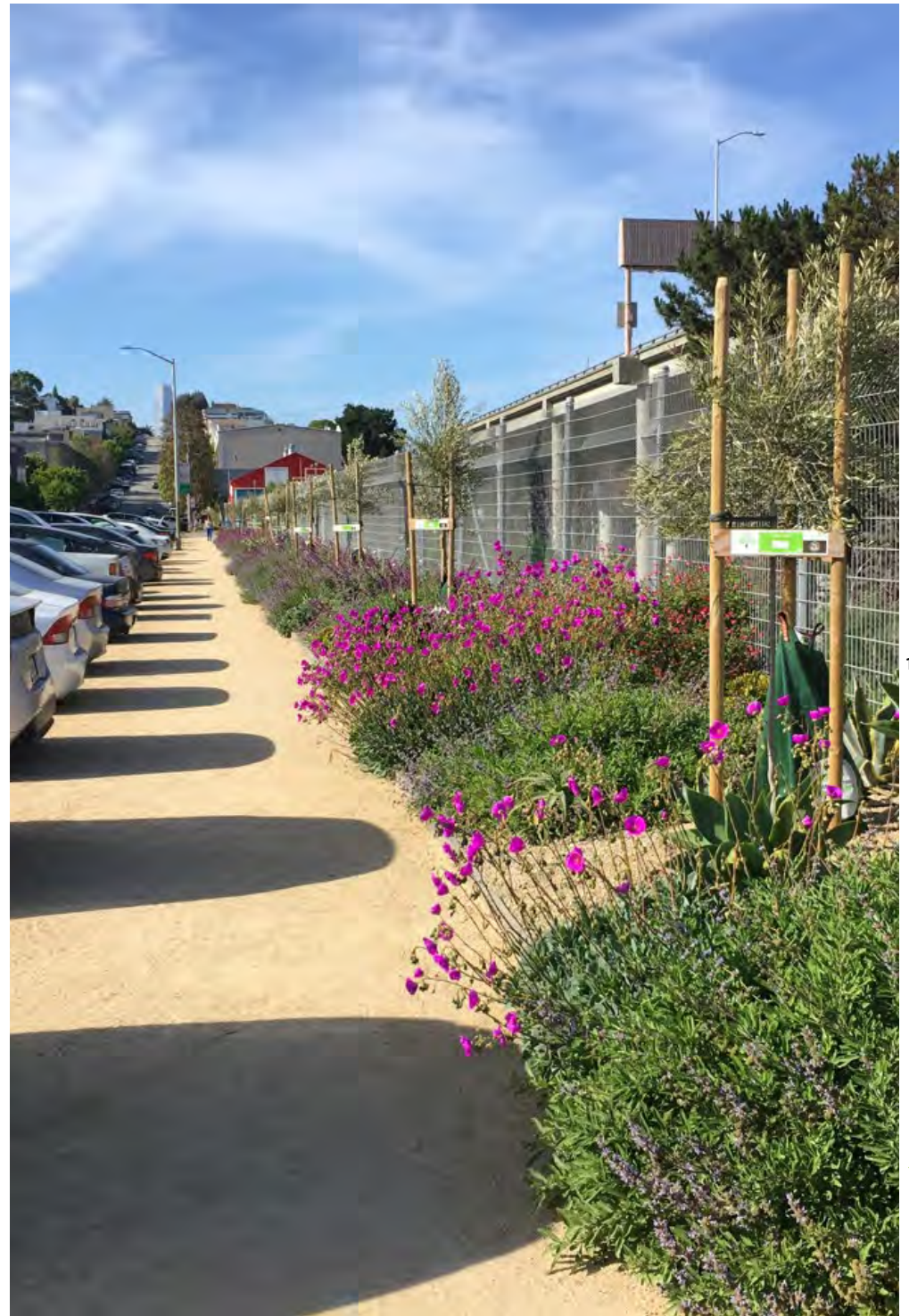


before

The makeover of the 320-foot long pedestrian path and garden along Pennsylvania near 23rd St, a project the GBD began with help from The Golden State Warriors in 2016, received a Phase 2 boost in 2017 through a partnership with Friends of the Urban Forest that added trees to the expanding plantings.

Planted 10 new olive trees.

The garden, which is irrigated only in the driest couple months each year, has really thrived. The camping and dumping that plagued the area has completely ceased. Commuters, Food Bank volunteers and neighbors have a safe path of travel down this stretch of Pennsylvania.



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# STREET TREES & SIDEWALK GARDENS

The GBD partnered with Friends of the Urban Forest and neighborhood volunteers on two major street greening projects this year.



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Added 76 new street trees

Created 1563 Square feet of sidewalk gardens

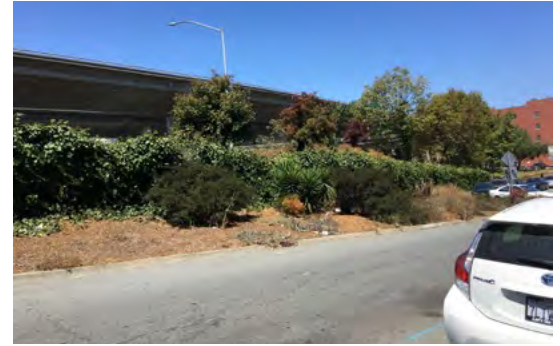
Converted more than 3,000 sq. ft of pavement to permeable sidewalk gardens and tree wells

18

# 07

## 25TH AND INDIANA

before



before



# SIDEWALK & GENERAL CLEANING



**Aim to Please**  
Kermit, Leo, Andre, Ray

Leo Stewart and his crew at Aim To Please do daily sidewalk cleaning in the district, including specially targeted problem areas, and augment parks and greenspace maintenance with trash pickup and graffiti abatement. In 2017/18 a two-person team was out in the district Monday through Friday. Aim To Please originally came on board with the GBD in 2016.

# LANDSCAPE



**Juan Lainez, Inc**  
Juan, Angel, Marvin, Peter, Rigoberto

Lainez, Inc provides weekly maintenance for the twelve GBD-maintained district greenspaces. Juan Lainez & his crew also do additional contracting work for the GBD, including the new Tennessee Street installation, the new Progress Park dog run gate and the northern extension of the Minnesota Grove path. In 2017/18, Lainez Inc had a four-person team in the district 2 days each week. This was Lainez, Inc's first year providing regular landscape maintenance and improvements for the GBD.

TRASH  
REMOVED



17,843 lbs

COMPOST  
REMOVED



22,223 lbs

# GBD PERFORMANCE METRICS

214  
GRAFFITI  
SITES  
ABATED



311  
REPORTS  
FILED  
200



VOLUNTEER  
HOURS  
2,382



CONSTITUENT  
REQUESTS



14

479  
NEEDLES  
COLLECTED



# GBD Partners

These are a few of our favorite friends

The GBD is aided by so many people in the course of each year that a short list is inherently neglectful. But we did want to highlight some of the GBD's pivotal partnerships in 2017/18 and acknowledge the breadth and value of help we receive, the boosts that allow us reach farther and accomplish more.

## City Partners

Public Works



**Jonathan Goldberg**  
Green Benefit District Program Manager

**Jonathan** was involved with the formation of the GBD and later joined Public Works as Program Manager for Green Benefit Districts. As our primary City contact and liaison, Jonathan is an invaluable source of assistance and advice. In so many ways the GBD would not be where or what it is without Jonathan's help and guidance.

Public Works



**Kelli Rudnick**  
Project Manager (second from right)

**Fiona Cundy**  
Landscape Architect (far left)

**Kelli** and **Fiona** were key to the 22nd Street Green Connections street makeover project. (They are shown here with their colleagues Stephen Pereira Schork and Olivia Barradas from the 22nd St team.) They are also involved in projects throughout the district, most recently planning for the extension of Minnesota Grove and for pedestrian and roadway improvements to Minnesota Street in south Dogpatch. Kelli and Fiona's guidance and advocacy have helped attract City resources and funding to a number of district projects championed by the GBD. (Photo by Nicole Woo, Public Works)

San Francisco Municipal Transportation Agency



**Hank Wilson**  
Manager of Parking Policy,  
Sustainable Streets Division

**Kathie Studwell**  
Program Manager for Residential Parking Policy,  
Parking & Curb Management

**Hank** and **Kathie** are best known in the district for their 2-year-long efforts to update the Dogpatch area parking plan. But the pair has also been pivotal partners in major GBD initiatives, including the makeover of Tennessee at 23rd (which added 12 parking spaces, discouraged camping and allowed for 200' feet of new temporary sidewalk) and planned parking and pedestrian path improvements to Minnesota Street in south Dogpatch. Hank and Kathie's contributions have been essential to bringing neighborhood visions to life.

## Volunteer Park Stewards



**Joe Treinen**  
Benches Park

**David Hall**  
Minnesota Grove

The GBD relies on the help of numerous volunteers. Two of the hardest working and most valued volunteers are park stewards **Joe Treinen** and **David Hall**. Joe began working on Benches when he moved to Potrero Hill in the early 1980s. David Hall began tending Minnesota Grove 14 years ago when he moved in across the street. Both have landscaping degrees and a combined 50 years in professional horticulture work. The GBD serves as an extension of their efforts and to help realize their visions for these wonderful parks.

## Grantors



### Community Challenge Grant Program

The Community Challenge Grant program, founded in 1991 by a San Francisco voter initiative, has enabled hundreds of community organizations to create and improve neighborhood greenspaces. The GBD applied in the 2017 grant cycle for funding assistance for the Benches renovation and the Progress Park fitness project. The resulting CCG grants added nearly \$80,000 to augment assessment funding.

## Nonprofit Partners



### Friends of the Urban Forest

FUF has planted more than 60,000 trees in San Francisco since its founding in 1981, almost half of our City's street tree canopy. FUF has been a great partner to the GBD. Our organizations have worked together to add 76 street trees in the district and, through new tree basins and sidewalk gardens, we've removed over 3,000 square feet of concrete, converting it to permeable greenspace.

## Donors



The GBD benefits greatly from district businesses, private contributors and other donors. In 2017/18 the **Potrero Power Plant**, **AGI** (developer of the Abaca apartments) and the **R Group** stepped up to help fund the GBD's makeover of Tennessee between 23rd and 24th. The project added 200 feet of missing pedestrian path, 28 new street trees, and 12 parking spaces. The philanthropy and community spirit of donors like these expand the GBD's ability to execute capital projects that improve our district.

# GBD Finances

The Dogpatch and Northwest Potrero Hill Green Benefit District was formed in 2015 by a 76% majority vote of district property owners, whose assessments form the base of the GBD's funding. The Management Plan adopted in that vote regulates GBD finances. Public Works and the San Francisco Board of Supervisors provide oversight and an independent audit review is conducted each year.

The GBD's Management Plan specifies that assessment funds be divided into 4 categories - Maintenance, Capital Projects, Accountability & Outreach (which includes communications, outreach, reports, meetings, events and advocacy) and Operations. Assessment funds should be allocated within 10% of the guidelines specified by the property owner-approved Management Plan.

The GBD operates on the same fiscal year as City government - from July 1 to June 30. The initial assessment revenue for a fiscal year beginning July 1 is not received until the following January. This requires the GBD to roll over 50% of its annual operating budget (for July through December) from each prior year.

The District has 2 zones, Dogpatch and NW Potrero Hill. Assessments are expended proportionally in the zone where they are collected. For FY17/18, 85% of collected funds came from Dogpatch and 15% from NW Potrero Hill. Because of anticipated variations in the needs of the 2 zones, the percentage of funds specified for each of the 4 spending categories varies from Dogpatch to NW Potrero Hill.

More detailed financial information is online at [GreenBenefit.org](http://GreenBenefit.org)

## General Benefit

The general benefit is the amount of non-assessment funds that must be raised each fiscal year.

**2017/18 GENERAL BENEFIT REQUIREMENT \$41,365**

### Cash Grants & Donations

Donations	\$32,800
Grants	\$78,250
<b>Total Grants &amp; Donations</b>	<b>\$111,050</b>

### In-Kind & Volunteer

2,382 Volunteer hours @ \$15	\$35,730
In-Kind contributions	\$11,520
<b>Total In-Kind &amp; Volunteer</b>	<b>\$47,250</b>

**TOTAL NON-ASSESSMENT FUNDS \$158,300**

## Statement of Financial Position

June 30, 2018

### ASSETS

<b>CURRENT ASSETS</b>	
Cash and cash equivalents	\$365,032
Accounts receivable	125,356
<b>Total current assets</b>	<b>490,388</b>
<b>OTHER ASSETS</b>	
Prepays and deposits	1,432
<b>Total other assets</b>	<b>1,432</b>
<b>Total assets</b>	<b>\$491,820</b>

### LIABILITIES AND NET ASSETS

<b>CURRENT LIABILITIES</b>	
Accounts Payable	\$9,117
<b>Total liabilities</b>	<b>\$9,117</b>
<b>NET ASSETS</b>	
Unrestricted Board-designated	\$483,703
<b>Total net assets</b>	<b>\$483,703</b>
<b>Total liabilities and net assets</b>	<b>\$492,820</b>

## Assessment Rates

To calculate an annual assessment:

1. Determine the primary parcel use.
2. Find the assessment rate per sq. ft. according to parcel use.
3. For commercial, industrial, and residential uses, multiply building square footage by the assessment rate. For parking lots, vacant lots, and open space, multiply lot square footage by the assessment rate.

Commercial, Residential, Parking Lot, Vacant	100%	\$ 0.095
Industrial	50%	\$ 0.048
Park, Greenspace	25%	\$ 0.024
Inaccessible	0%	\$ 0.000

**Statement of Activities**  
July 1, 2017 - June 30, 2018

<b>DOGPATCH</b>			
	Budget	Actual	Variance
<b>REVENUE</b>			
Assessment Revenue	\$498,601	\$520,400	\$(21,799)
Donations	28,700	-	28,700
Grants	40,750	38,350	2,400
Other Revenue	277	-	277
In-Kind	10,025	-	10,025
<b>TOTAL REVENUE</b>	<b>\$578,353</b>	<b>\$558,750</b>	<b>\$19,603</b>
<b>EXPENSES</b>			
Maintenance	\$156,659	\$171,500	\$(14,841)
Capital	148,515	285,800	(137,285)
Accountability	137,128	147,000	(9,872)
Operations	79,978	85,750	(5,772)
In-Kind	10,025	-	10,025
<b>TOTAL EXPENSES</b>	<b>\$532,305</b>	<b>\$690,050</b>	<b>\$(157,745)</b>
REVENUE OVER EXPENSES	\$46,048	\$(131,300)	\$177,348
PRIOR YEAR CARRYOVER	\$415,706	\$407,500	\$8,206
<b>TOTAL CARRYOVER</b>	<b>\$461,754</b>	<b>\$276,200</b>	<b>\$185,554</b>

**Statement of Activities**  
July 1, 2017 - June 30, 2018

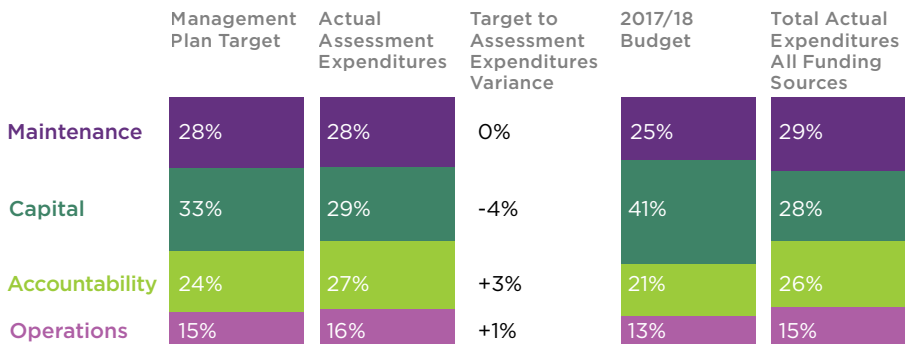
<b>NW POTRERO HILL</b>			
	Budget	Actual	Variance
<b>REVENUE</b>			
Assessment Revenue	\$88,640	\$88,800	\$(160)
Donations	4,100	-	4,100
Grants	37,500	34,750	2,750
Other Revenue	39	-	39
In-Kind	1,495	-	1,495
<b>TOTAL REVENUE</b>	<b>\$131,774</b>	<b>\$123,550</b>	<b>\$8,224</b>
<b>EXPENSES</b>			
Maintenance	\$31,115	\$31,800	\$(685)
Capital	93,262	46,500	46,762
Accountability	20,157	20,700	(543)
Operations	11,938	12,550	(612)
In-Kind	1,495	-	1,495
<b>TOTAL EXPENSES</b>	<b>\$157,967</b>	<b>\$111,550</b>	<b>\$46,417</b>
REVENUE OVER EXPENSES	\$(26,193)	\$12,000	\$(38,193)
PRIOR YEAR CARRYOVER	\$47,142	\$45,600	\$1,542
<b>TOTAL CARRYOVER</b>	<b>\$20,949</b>	<b>\$57,600</b>	<b>\$(36,651)</b>

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**Dogpatch** budget variations were due to a decrease in capital spending. The Progress Park Fitness project experienced permitting and construction delays that shifted some of that project budget into 2018/19. Coordination with City departments and projects delayed the Minnesota Grove southern expansion and the 22nd St Multitodal Hub, shifting portions of those budgets to 2018/19.

**Management Plan Target** – The Management Plan specifies how GBD assessment funds (but not grants or donations) should be spent.

**Assessment Fund Expenditures** – How assessment funds were expended.



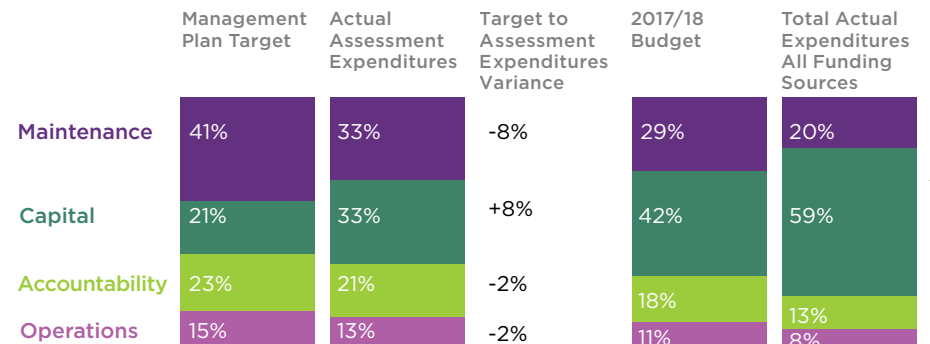
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**NW Potrero Hill** variations in the budget for were due to an increase in capital spending. Phase 2 of the Benches Park renovation, scheduled for 2018/19 and beyond, was accelerated due to partnership opportunities and cost savings achieved by compressing the construction phases. Overall capital expenditures versus other spending is expected to average out to target levels over 2 years.

**Target to Assessment Expenditures Variance** – Should be less than ±10%.

**2017/18 Budget** – Projected use of funds for this fiscal year.

**Total Actual Expenditures** – All expenditures including assessments, grants, donations, etc.



**Statement of Activities**  
**July 1, 2017 - June 30, 2018**

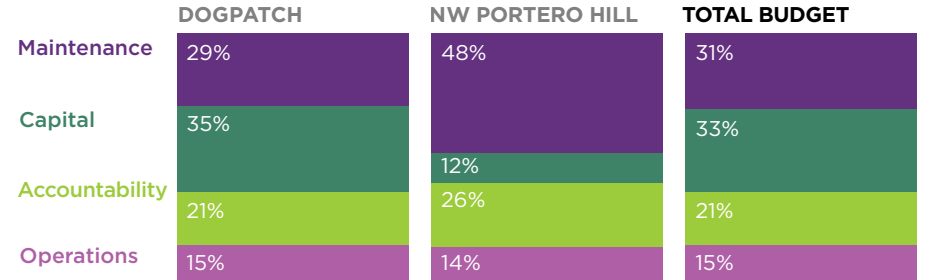
<b>GBD TOTAL</b>			
	<b>Budget</b>	<b>Actual</b>	<b>Variance</b>
<b>REVENUE</b>			
Assessment Revenue	\$587,241	\$609,200	\$(21,959)
Donations	32,800	-	32,800
Grants	78,250	73,100	5,150
Other Revenue	316	-	316
In-Kind	11,520	-	11,520
<b>TOTAL REVENUE</b>	<b>\$710,127</b>	<b>\$682,300</b>	<b>\$27,827</b>
<b>EXPENSES</b>			
Maintenance	\$187,774	\$203,300	\$(15,526)
Capital	241,777	332,300	(90,523)
Accountability	157,285	167,700	(10,415)
Operations	91,916	98,300	(6,384)
In-Kind	11,520	-	11,520
<b>TOTAL EXPENSES</b>	<b>\$690,272</b>	<b>\$801,600</b>	<b>\$(111,328)</b>
REVENUE OVER EXPENSES	\$19,855	\$(119,300)	\$139,155
PRIOR YEAR CARRYOVER	\$462,848	\$453,100	\$9,748
<b>TOTAL CARRYOVER</b>	<b>\$482,703</b>	<b>\$333,800</b>	<b>\$148,903</b>

**2018/19 Budget**  
**July 1, 2018 - June 30, 2019**

	<b>DOGPATCH</b>	<b>NW POTRERO HILL</b>	<b>TOTAL</b>
<b>REVENUE</b>			
Net Assessment Revenue	\$510,600	\$80,200	\$590,800
General Benefit	26,100	3,100	\$29,200
Other Revenue	-	-	-
<b>TOTAL REVENUE</b>	<b>\$536,700</b>	<b>\$83,300</b>	<b>\$620,000</b>
<b>EXPENSES</b>			
Maintenance	\$188,600	\$41,300	\$229,900
Capital Improvement	230,300	10,700	241,000
Accountability	132,800	22,500	155,300
Operations	89,300	13,300	102,600
<b>TOTAL EXPENSES</b>	<b>\$641,000</b>	<b>\$87,800</b>	<b>\$728,800</b>
Revenue over expenses	\$(104,300)	\$(4,500)	\$(108,800)
Prior year carryover-Assessment	\$367,274	\$42,547	409,821
Prior year carryover-Donations	\$29,043	\$4,139	33,182
Prior year carryover-Grant	\$40,750	-	\$40,750
<b>TOTAL CARRYOVER</b>	<b>\$332,767</b>	<b>\$42,186</b>	<b>\$374,953</b>

	<b>Management Plan Target</b>	<b>Actual Assessment Expenditures</b>	<b>Target to Assessment Expenditures Variance</b>	<b>2017/18 Budget</b>	<b>Total Actual Expenditures All Funding Sources</b>
<b>Maintenance</b>	30%	27%	-3%	25%	27%
<b>Capital</b>	31%	34%	+3%	42%	35%
<b>Accountability</b>	24%	25%	+1%	21%	23%
<b>Operations</b>	15%	14%	-1%	12%	15%

**Projected 2018/19 Expenditures**





Dogpatch & NW Potrero Hill  
Green Benefit District  
1459 18th Street #369  
San Francisco, CA 94107



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## Note the Date!

Monthly Board Meetings  
See [GreenBenefit.org](http://GreenBenefit.org) for location & details

February 13, 2019  
Submission deadline for board candidates

## Save the Date

Annual Stakeholders & Friends Party  
Thursday, March 7

[GreenBenefit.org](http://GreenBenefit.org)

Photography by James Bueti, Scott R. Kline and others  
Graphic Design by TransitStudio