

Central Market expansion leads throng of CBDs in the works citywide

More neighborhoods form benefit districts

BY TOM CARTER & JONATHAN NEWMAN

DEFLATING the down economy's belt-tightening, the movement that pays to make sidewalks clean and safe and promote neighborhood business is spreading through downtown with the proposed expansion of the Central Market Community Benefit District leading a parade of wannabes.

The advisers say that one benefit district's improved streets positively affect the next one, and that creating one CBD stimulates the creation of another.

Central Market CBD, which runs along Market Street from Fifth to Ninth, seeks to expand southward to Howard Street, tripling its budget. A Rincon-Transbay CBD is in the works for a 30-block district between the Embarcadero and Second Street. And a third interested area wants a district to run along both sides of the Embarcadero from the Bay Bridge to Pier 31.

There are also aspiring districts in Lower Polk Street, Potrero Hill and on Broadway, according to the Office of Economic and Workforce Development that oversees their creation.

Meanwhile, downtown hotels are well along in forming a district to expand Moscone Center. Two CBDs in the Excelsior are in the works, and there's talk of possible districts, too, in SoMa along the bay, south and west. "But it's just talk," says Jim Chappell, an MJM Management consultant who has advised on a half dozen CBD creations, including the current Central Market expansion.

"I'm always working on three to five in any given year," says Lisa Pagan, OEWD project manager. "So this seems average." But, after counting seven neighborhoods on the wannabe list, she admits, "It's quite a few." As much as OEWD encourages the efforts and offers technical help, though, Pagan doesn't consider a CBD undertaking is serious until it has a steering committee rolling it forward, and some on the list aren't there yet.

The interest shows "belief" in the effectiveness of community benefit districts, Pagan says. That's buoyed by developments downtown — lots of construction, the influx of new companies with thousands of employees, the mayor's push to revitalize Market Street from the Ferry Building to Octavia and general optimism for the city's future.

The latest flurry of activity appears to be the most since 2005 when five CBDs were created: Tenderloin, Fisherman's Wharf, Noe Valley, Castro and the one block at 2500 Mission St.

The areas want cleaning, greening, neighborhood promotion and beautification so avidly they vote to assess themselves to pay for a range of services. The word "tax" is assiduously avoided with use of the term "assessment," though, whatever you call it, it's

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NO CURE



PHOTO BY MARK DONEZA

Carlos Saenz gets his blood pressure taken by Sister Kathleen Laverty in a routine check at St. Anthony's health clinic, where he learned nearly five years ago that he has diabetes.

DIABETES CENTRAL

Disease is like an epidemic in the Tenderloin

BY TOM CARTER

DIABETES, the sneaky, nasty disease that can wreck you a dozen ways before killing you off, quietly stalks the Tenderloin like a starved rat. You may not be aware you've got the disease for years before exhibiting symptoms so obvious — such as unquenchable thirst — that you're finally

driven to seek answers.

As the city's poorest neighborhood, the TL becomes its most vulnerable for diabetes. Legions of poor seniors, low-income families and the hapless homeless are stuck in bad dietary habits, unaware that simple exercise — even before getting needed medications — can be the beginning of a better and longer life in their new lifelong challenge. There's no cure for diabetes. But management controls it.

Nationally, 26 million people have diabetes with an estimated 7 million undiagnosed, figures that are rising. One in 10 adults over age 20 has diabetes and more than 1 in 4 seniors 65 and over have it. Those figures, too, are going up. Equally disturbing, half of the nation's seniors are prediabetic, meaning they're at the edge of a blood sugar count that, once crossed, basically determines their fate.

Whatever scary ratios exist nationally, the Tenderloin is worse, experts say. Health Matters, a Website of a coalition of health foundations, nonprofit hospitals and organizations headed by the Department of Public Health, says the TL has a rate of diabetes five times the city average.

"Diabetes is a huge problem," says Dr. Ana Valdes, who heads St. Anthony's Medical Clinic on Golden Gate Avenue. The clinic's diabetes program keeps growing. This year, 250 diagnosed diabetics got help, compared with last year's 200 regulars, a 25% jump she expects to continue annually.

"Junk food that causes obesity drives it," Valdes says. "Two liters of soda is cheaper than bubbly water."

Nurse Karen Hill, who heads Glide Health Services, is part of the growing effort to rein in the unchecked diabetes spread among the poor. She agrees the problem is immense.

"We have quite a lot of it — 268 diabetics registered at the clinic," Hill says. "Four years



PHOTO BY MARK DONEZA

A diabetic injects insulin sometimes many times a day, a formidable challenge, especially for the homeless.

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GOOD NEWS

for...



PHOTO BY RYAN THAYER

Planting the roof garden at TNDC's Curran House.

TNDC RESIDENTS The low-cost housing giant recently expanded its community gardening project for 372 low-income and formerly homeless residents in three TNDC apartment buildings: Curran House, 145 Taylor St., Yosemite Apartments, 480 Eddy St., and senior housing at 990 Polk St. The greening brings a cornucopia of new vegetables and herbs as part of TNDC's healthy eating and education drive for its tenants. The Curran House rooftop garden, which had 25 3-foot-oblong pots, got a dozen 6-foot-by-2-foot planters. Yosemite Apartments' backyard garden got six 4-foot-by-12-foot raised beds. And 990 Polk got a huge addition on its eighth-floor balcony: four 9-foot-by-10-foot planters and a 5-foot-by-25-foot planter. Ryan Thayer, who oversees the projects, said the second-floor balcony might get enough vegetable planters to triple the building's output, if the residents support the idea. The garden project began in 2010 when TNDC transformed a vacant city-owned lot at McAllister and Larkin streets into the Tenderloin People's Garden. More than a ton of food has been harvested and distributed to 400 people.

BOEDDEKER BUFFS The twice-delayed renovation of Boeddeker Park is to begin Nov. 13. Officials from Rec and Park and the Trust for Public Land, partners in the design, will begin a groundbreaking and party in the park, 1-to-4 p.m. The Board of Supervisors approved the park's \$5,360,000 reconfiguration cost Oct. 18. Administrative costs over several years raised the price tag to \$6 million. The new park will feature a glassy new clubhouse, a walkway circling a large lawn, an athletic court and children's playground with a garden and exercise area in the northern part. The redo is expected to take 14-16 months, not counting rain delays, with the park opening in summer 2014. Trust Project Manager, Alejandra Chiesa told the Friends of Boeddeker Park meeting in October. Boeddeker officially closed Nov. 2. But Rec and Park's Steve Cismowski said the clubhouse will be open to serve as a polling place election day, Nov. 6. The 2-4 p.m. groundbreaking party will feature music from park regular Mel and the Mellotones — and free food. The Trust will have a booth with a park map and Rec and Park will give away Boeddeker's plants. "If it rains," Cismowski said, "we'll have this under tents." Friends of Boeddeker Park will continue to meet monthly, but in the police station Community Room, Chair Betty Traynor said. As a volunteer and advocate for Boeddeker Park — vital in the renovation scheme — Traynor, a finalist in the 2012 Cox Conserves Heroes Awards, won \$2,500 for the park's playground development.

MARKET ST. BLIGHT CityPlace looked doomed last year, mired in bankruptcy. Now along comes Cypress Equities, a Dallas real estate developer, which bought the rights to the project, including the city's approval to build 167 underground parking spaces at Stevenson Street off Fifth, with revised plans for a six-level, 250,000-square-foot retail mall on Market between Fifth and Sixth streets. Cypress hopes to attract major retailers — J.C. Penney is rumored to be interested — having been assured by Mayor Lee that the city's current 90,000-square-foot limit per single retail establishment can be tweaked. Construction is to start this year with an anticipated spring 2015 opening under the name Market Street Place. The Extra's offices across Market will offer a bird's-eye-view of the razing of the boarded-up 935-65 Market St. buildings and the rise of a five-story glass-front shopping mecca. Info: marketstreetplace.com.

Artist who Burning Man got sent to jail for 2 years jumps in front of BART train

BY MARK HEDIN

SAN FRANCISCO playwright Paul Addis, perhaps best known for igniting the iconic Burning Man sculpture five days before it was due for immolation at the 2007 festival in the Nevada desert, has died after a final chaotic and contradictory action in a lifetime full of them. He was in his early 40s — 40 or 42 — when he jumped in front of a westbound BART train at Embarcadero Station Saturday evening, Oct. 27.

Although Burning Man and its parent organization, Black Rock City LLC, has become a multimillion-dollar business based on its embrace of alternative culture, it fully engaged with the justice system in seeing that Addis paid for his stunt. He was convicted of felony arson charges in Pershing County, Nev., sentenced to up to four years behind bars and ordered to pay \$25,000 in restitution, Burning Man communications manager Andie Grace blogged in June 2008. Addis served two years of his sentence before being paroled in 2010.

Although Addis had informed at least one member of Burning Man's inner circle of his plans to burn the iconic structure during the lunar eclipse that occurred on the Tuesday night of that year's weeklong festival, no one lifted a finger to intervene.

The organization's determination to punish Addis for his actions, particularly given the general knowledge that he had been medically diagnosed with psychiatric issues, was met with considerable debate within the "Burner" community, where some saw his actions as self-aggrandizing and dangerous, while others viewed it as a statement that had been widely suggested but never attempted to protest the mainstreaming — "Disneyfication," as Addis commented in a video still circulating on YouTube — of an event that had strayed far from its anarchistic roots.

Prior to his conviction, Addis was cagey about his role in the prank, saying, "It's virtually impossible to know what's the truth and not the truth these days no matter where it's being disseminated." Burning Man representatives said their hands were tied. Addis' case required them to fully cooperate with local authorities who have jurisdiction over their annual gathering. At press time, Black Rock City LLC is suing Pershing County over increased permit fees.

While on bail in the Burning Man case, Addis was arrested for allegedly plotting to burn down San Francisco's Grace Cathedral, atop Nob Hill, when he was found with a backpack full of fireworks after having told a friend the cathedral "wasn't going to be there anymore." He eventually pleaded guilty to a misdemeanor about six



PHOTO BY PERSHING COUNTY SHERIFF'S OFFICE

Paul Addis at his booking for arson and destruction of property charges in 2007.

months later, and was ordered to undergo counseling and stay away from the Episcopal church, which a friend, Amacker Bullwinkle, told the San Francisco Appeal was, ironically, among Addis' favorite places. His death came on the fifth anniversary of that arrest.

Addis had been trained in the legal profession — he told the Chronicle in 2007 he'd been an intellectual-property lawyer but retired in 2000 — and turned to the stage. Among his productions was the one-man show in which he portrayed the late writer Hunter S. Thompson, "Gonzo, A Brutal Chrysalis." Plans to take the production to stages in the Pacific Northwest following its premiere at the SoMa Climate Theater in 2007 were scuttled when he ran afoul of the law following his Burning Man stunt just before Labor Day.

After the parole board unanimously voted in 2009 to release him from custody, he produced another solo show, "Dystopian Veneer," in the Mission District's Dark Room, which lampooned the changing face of contemporary San Francisco.

On the Web, people who knew him remembered Addis as a stand-up guy who, though troubled and at times misunderstood, was unfailingly kind and supportive of his friends.

At press time, memorial services for Addis were still in the planning stages, but friends were gathering to honor him at the Mission District's Day of the Dead celebration Nov. 2.

In April 2011, taking advantage of the city's payroll tax exemption for businesses moving into the neighborhood, Black Rock City LLC leased 19,000 square feet of space at 995 Market St. for its new headquarters site. ■

CENTRAL CITY

EXTRA!

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Ray Jason, pioneering street juggler

Ray Jason had been juggling in San Francisco for seven years when Oral History staffer Lenny Limjoco interviewed and photographed him in April 1978. Born in 1946 in Chester, Pa., just outside Philadelphia, Jason went to college in North Carolina, served in the Navy in Vietnam, and moved to San Francisco in 1967, just as the city was exploding with political and social changes, including the Summer of Love and anti-Vietnam War demonstrations. When he moved here, he practiced juggling for weeks, then hit the streets with both feet, making this his performing home base for decades and traveling the world in between. An avid sailor, he published "Tales of a Sea Gypsy" in 2001. Online postings two years ago put Jason in Key West, Fla., living on a sloop, juggling at Mallory Square and driving a cab, but the same year he also reportedly docked his sloop at the Errol Flynn Marina in Jamaica.

How would you describe your job and how you got started?

I'm a professional juggler — our city's first street juggler — and I started a whole new sort of trade for people. Since then, there've been quite a few others, some of 'em pretty good, some of 'em not so good. I was a relatively liberal-minded person in college, and word was traveling around that San Francisco was THE place to be. I heard people were more creative out here, that there was more freedom in terms of personal expression and that it was an absolutely beautiful city. So I hitchhiked out here and observed for myself that it was definitely better than where I was.

When I got here, there were no jugglers performing on the streets, and now I know of at least seven other acts working on the streets here. Proving that I could make a living as a juggler demonstrated to others that they could do it, too.

I learned to juggle when I was 13 or 14 but it was nothing more than a hobby then. It took a while to develop my skills. I wasn't too extraordinary when I started here, but I gradually got better and kept my standard of living low. Today, I make a tolerable amount of money and can live in modest comfort. If you want to make good money as a performer, you need something like Hollywood, New York or Las Vegas, but you're sure not going to make it in the streets. I perform in New York but I'd never move there. This city is starting to have some problems, too, but it's still really magical. I mean, just the fact that I can survive as a juggler for seven years certainly indicates what an extraordinary place this is.

Can you relate some of your experiences as a street artist?

Getting started, I lived in a lot of places in the city, in my truck for quite a while and in poorer sections of North Beach and the Tenderloin. When you're a juggler, you take what you can get. I play a lot of street fairs with no problems, but I've been arrested on Union Street three times — for blocking the sidewalk, which I never did but the audiences did, and begging and being a public nuisance, all ridiculous charges. The D.A. threw 'em out and got angry at the police because it just meant that I got lots of press and would have bigger crowds next time.

Another problem is that you always have injuries if you're juggling hatchets, machetes and torches (Jason later added bowling balls). I lopped off the tip of a finger on occasion and burned myself a lot.



PHOTO BY LENNY LIMJOCO

Ray Jason, delighting his audience, juggles fire while riding a unicycle in front of a crowd on Union Street in 1978.

Neighborhood ORAL HISTORY PROJECT

I've had some interesting experiences juggling here. One night somebody ripped off my hat, which was full of money from three shows — it had a good pot in it. I picked up one of the hatchets I'd been juggling and chased the guy down the street. When he saw the hatchet, he dropped the hat and ran for it. Then, when I got back, the audience thought it had been part of the show. They thought it was terrific.

You seem to be a fixture on Union Street. Do you like it here?

I think there was a big change right before I got here, turning from a neighborhood with a lot of mom-and-pop stores to one that specializes in bars, restaurants, boutiques and antique shops. What I don't like on Union Street now is the heavy macho naked element. Not my style. It doesn't appeal to me. And I don't mingle with the crowd — when I finish working, I usually go to Coffee Cantata (now Betelnut restaurant) and just relax and have a glass of milk.

But there are things about it I like — the most beautiful women in the world are around here all the time, and it's a beautiful shopping street with great pizza places, places to have dessert late at night, little places like the Peanuts to get an inexpensive meal. The last two years have been rough, though. Two of the best places went down the tube: the Drinking Gourd, the old sort of folk music place (where the idea for the Jefferson Airplane was hatched by Paul Kantner and Marty Balin) and Hardcastles, this fantastic imported coffee place on Fillmore off Union. It didn't have any pretensions at all. You'd find UPS drivers talking to poets and housewives talking to painters and grocers, a real cross-section of humanity. Its landlord doubled the rent so it closed. And there's Minerva's Owl, the great bookstore that I hear is moving out, too.

I think Union Street would be much better if you lessen the influence of the automobile and increase the influence

of humans and even plants. The city should close off the street and make it a boulevard, plant trees and flower boxes in the middle, put little shuttle trams going up and down the street, nothing but foot traffic and maybe bicycles and unicycles allowed. Right now there are 4,000 people coming to Union Street on Friday nights in 2,000 cars. Hey, aha, I just thought of this: You could run a shuttle bus to Union Street from Marina Jr. High's school yard, which has got to be good for at least 1,000 cars. That's an original idea for the city's pipes — put

that in and smoke it.

What are your immediate plans for your career?

Not much change. I'm pretty much into just performing right now. I handle it all myself, no agent. People see me one place or another, they come up and I give them a card and then they get in touch with me. Good old-fashioned personal communication. Juggling brings me a lot of happiness. It seems to bring others a lot of happiness, so I'll stay with it. ■



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	Bayanihan:
1 person - \$30,275 per year (maximum income) \$854 per month (minimum income)	2 person - \$34,580 per year (maximum income) \$854 per month (minimum income) Rent: \$545.00 Deposit \$545.00

For more information or to pick up an application for The Knox and Bayanihan House, please stop by the lobby of the TODCO Marketing Office located at 241 - 6th Street in San Francisco.

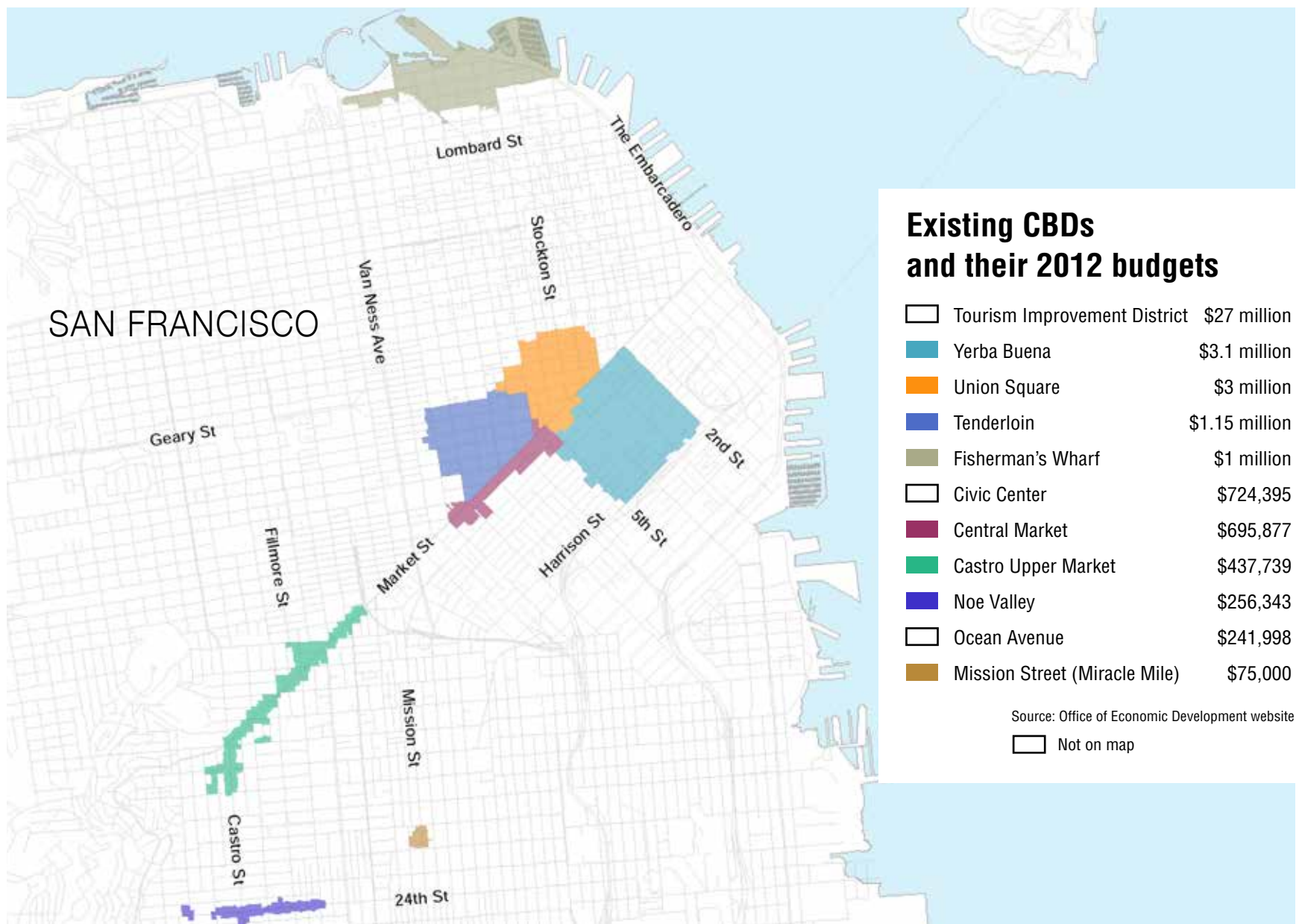
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Explosion of CBDs – 7 in works citywide



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a charge added to each property tax bill that is mailed annually by the assessor, who turns over the funds to the CBD.

When faced with squeezed city budgets and antitax forces, "You have to find ways to have a city," Chappell says, and a CBD is proving to be just the ticket. Taxes are created by politicians and may not be earmarked, he says. But property owners create CBDs to pay for specific services in their designated district.

They know what they need to help their businesses grow. And the pooling of resources brings more bang for the buck.

It takes a year, sometimes two, to create a CBD. They are enabled by state legislation as property-based business improvement districts, but San Francisco established its own formation process in 2004 and called them CBDs. A few insist on calling themselves business improvement districts because with fewer benefits their goals are more narrowly focused, generally merchants desiring just sanitation and security, like the Union Square '99 BID.

CBD lifespans vary from five to 15 years, then they need to renew — or not. The Central Market's seven-year life ends May 31. It is trying to reinvent itself as a neighborhood effort, not just a Market Street cleanup. After creating the necessary steering committee in April, the effort is now in the ballot stage, with property owners due to vote twice to expand.

In the existing CBD, there are no residential properties. The envisioned expansion quadruples the territory, increases the number of parcels more than six times and triples the current budget.

Property owners outside of the Central Market district, said Executive Director Daniel Hurtado, asked to join to reap benefits that include the CBD's often-praised security afforded by roving community guides. The new area would extend from Fifth to past 11th

Street to Lafayette Street and south to Howard, reaching Folsom Street on a half block between Fifth and Sixth. It would include residential property.

The CBD needs to know who's for and against. The largely positive response to the 22-question survey mailed in August and September to 1,452 property owners in the existing (219) and expansion (1,233) areas was encouraging, Chappell told the steering committee in October. The 15% re-

sponse beat the typical 4% return rate, he added.

A wall map at Central Market's September meeting plotted positive and negative responses to the planned expansion, and showed tallies from committee members trying to contact the top 25 property owners in the existing CBD and expansion areas. It was inconclusive but showed a cluster of yes votes at the SoMa Grand on Mission near Seventh where committee

member Jane Weil owns a condo and personally promoted the survey. But a block away, at the Grant Building at 1095 Market St., she had no luck.

"They didn't return my calls," Weil said. "They've been silent." Other committee efforts later to reach the Grant Building owner, Australian software multimillionaire Peter Johnson, also failed.

Another property owner proved hard to reach.



Howard Street sidewalk trash could be cleared under an expanded Central Market CBD.

PHOTO BY JONATHAN NEWMAN

"Who is ARES Realty?" Chappell asked at the meeting. "It owns nine properties."

No one knew.

But a month later the committee had found that ARES was firmly against the expanded district. Its properties are from 10th to 11th streets between Minna and Natoma.

The Central Market CBD hosted open houses Oct. 16 and 25 at the posh International Art Museum at 1025 Market St., hoping to inform, or sway, any property owners who showed up. But only one did.

Of the handful of people who stopped by on the 16th, not one owned property in the area. The 6-8 p.m. window, set before the second presidential debate was announced, presented an obvious conflict. The Oct. 25 open house vied with the Giants' second home game in the World Series. The CBD staff must have felt snake-bit.

But one property owner did show, Mary Zatman, who owns a small house on Sumner Street between Seventh and Eighth, a few feet south of the Howard Street expansion border. A friend had emailed her about the open house and she was curious. She wanted to know how the CBD would affect the area. She told Chappell she felt safe in her "edgy" neighborhood but sees too much trash and graffiti on Howard. She left with the idea the CBD could improve conditions and, if her house was included, her assessment would be small.

Sometime this month the committee will halt the outreach and a consultant, Tim Seufert, will use the survey results to map the district, calculate commercial and residential assessments and, with Chappell, create a management plan, to be approved by the steering committee. That "petition" package then is mailed to property owners to vote on.

If owners representing 30% of the total that the CBD would assess — plus \$1 — vote for it, then District 6 Supervisor Jane Kim prepares a resolution authorizing an election to be held to create the district. Next, a vote of 50%, plus \$1 of total CBD assessments — from only the owners voting — creates the district, which then needs just Board of Supervisors approval to become official.

So forming a CBD is not like electing an official — all parcels in the proposed benefits district are not equal. It is not one parcel one vote. Property size and square footage are more important than simple ownership.

Thus, as Chappell has said, the process that started so democratically, can end up with a half dozen big property owners' votes wagging the dog.

The city has 11 CBDs, counting the Tourism Improvement District. The city's first, Union Square Business Interest District in 1999, expanded three years ago under CBD guidelines and became the Greater Union Square BID. Chappell was on the original board of directors when he was SPUR's executive director.

The nuts-and-bolts question by property owners at benefit district orientations is, How are property values affected? Condos in CBDs appreciate faster than those in the same neighborhood but outside the district boundaries. So do office buildings.

Merchants say business is better and crime drops in a CBD. When Chappell and his colleague Rob Edwards met in August with the Rincon-Transbay group, Chappell's three-page handout cited proof. A 2009 study of San Francisco and Bay Area CBDs by OEWD said they showed "quantitative improvements in property values and crime rates." And CBD studies in Philadelphia, Los Angeles and New York showed similar success.

The prime reason to form a Rincon-Transbay CBD is the city's plan to spend \$15 million in the neighborhood on capital improvements such as parks and wider sidewalks — but only if the

Biggest CBD established to drive tourism

BY TOM CARTER

THE MOST UNUSUAL CBD — biggest budget, grandest management plan and no boundaries — is the Tourism Improvement District established in 2008 with \$27 million in assessments from 249 tourist hotels to drum up business more vigorously than the then-Convention and Visitors Bureau could.

This widely scattered colony of hotels — the only citywide district — awarded a large chunk of its assessments to Moscone Convention Center renovation, completed in May. The rest went to San Francisco Travel, the reincarnation of the Visitors Bureau — in a nod to the city's need for broader branding — to attract more conventions, trade shows and special events, which generated \$1.8 billion in spending last year, a portion of the total \$8.5 billion tourism generated citywide.

Hotels east of Van Ness Avenue are assessed 1.5% of gross room receipts; those west of Van Ness pay 1%. The CBD assessment, like any tax or fee, is tax-deductible as a business expense. Thus, joining the TID is a smart investment, and some say could become the model for resuscitation of other industries, including culinary, real estate, technology and entertainment, among others. But there can be drawbacks for some. The Hotel Metropolis at the corner of Mason and Turk streets is in both the TID and the North of Market/Tenderloin CBD. It pays a basic assessment to the latter and a room revenue assessment to the former yearly.

"Sometimes our guests look at their bill and complain about the amount of fees, taxes and assessments added on. They resist paying for improvements to the city they're only visiting," said Nick Dalisay, area manager of sales for Haiyi Hotels, owner of Metropolis.

Now, the TID is creating the Moscone Expansion District to increase the Convention Center's size

amenities can be maintained privately. The district would run contiguous to the Yerba Buena CBD on Second Street and, to the east, a large stretch of the Embarcadero, roughly 30 blocks in all. Its formation is on a timeline similar to the Central Market expansion, planned to be operational in the spring.

Rincon-Transbay won't go far enough south to include the Warriors' proposed new arena at Piers 30-32. But, already in the planning stage, is a CBD that would spread along the waterfront north from the Bay Bridge to Pier 31, including both sides of the Embarcadero. It would bump up against the Fisherman's Wharf CBD.

Some CBDs have failed. West Portal couldn't get one off the ground in September 2011 in a narrow loss of 51% to 49% yes.

Even Union Square was a no-go at first. "The next year we tried again and made it smaller and the formula easier to understand, and it passed," said Chappell, a BID board member at the time.

The 5-year-old Fillmore CBD failed to renew itself in December when The Fillmore Center and Safeway led a 64% no vote, ending months of infighting and dashing a \$350,000 budget fed by 300 property owners. More recently, the Excelsior Action Group studied CBD feasibility but hasn't move forward with the legal part, according to Pagan.

"Every CBD is different, and it's not a given that they'll go on," says Cathy Maupin, executive director of the 4-year-old Yerba Buena CBD, neighboring the Central Market CBD on Fifth Street. Her CBD's blocks surround Yer-



PHOTO BY JONATHAN NEWMAN

Luis Morales is manager of Hotel Metropolis, in the TID and Tenderloin CBD.

by 1.5 million gross square feet in stages over 25 years. The city, as a partner, will chuck in \$8.2 million each year and the hotels \$21 million through an assessment plan similar to the TID's. The map of the new MED will be the same as the existing TID — "the boundaries of the entire city," according to Jon Ballesteros, vice president on public policy for San Francisco Travel. MED has garnered the necessary 30% approval in the petition phase and is finalizing a management plan for submission to the Board of Supervisors this month with a request that the election phase begin.

"One-third of the money from

TID assessments went to badly needed renovations at Moscone Center," Ballesteros said. "There was deferred maintenance, everything from bathrooms to new technology wiring, crying to be done." That was completed. Other assessment monies went to marketing the improved center as a convention site and fashioning San Francisco as a destination brand. "Tourism is responsible for 71,400 jobs in the city," he noted.

MED is to be managed by the S.F. Tourism Improvement District Management Corp., which runs the TID. The directing board of TID will also lead MED. The Moscone district is expected to start in July. ■

ba Buena Center. Unlike the eight-member board of directors in the city's poorest neighborhood, the Tenderloin, the YBC board has 26 members and will add two more by January.

The CBD's extensive committee system — every director has to be on one — enables the full board to meet just five times annually to decide important matters. As successful as the CBD seems to be, Maupin keeps testing "the temperature" of neighborhood people, the latest a 15-minute survey. Depending on responses, "we may do some tweaking," she says. But renewal talk hasn't come up. The Yerba Buena CBD is good through December 2015.

Across Market, the Tenderloin's CBD has one of the longest tenured; it doesn't expire until 2020.

"We didn't want property owners who say no," says Executive Director Dina Hilliard, "and we didn't include them. The Clift didn't want to be in ours and we left them out. But then they got into the Union Square expansion." Now, the Clift pays additionally into the hotels' CBD, Hilliard says.

If Central Market expands, the CBD would have residential properties for the first time, plus different levels of service based on land use. For example, a condo on Tehama Street wouldn't get the same sidewalk cleaning and frequency of community guide patrols as a commercial building on Market Street. And assessments using the typical formula of linear front footage, lot size and building square footage will be lowered for nonprofits, government buildings and condos. As for some

apartment buildings, landlords pass the assessment through to their tenants.

Seufert and Chappell estimate assessments for small condos at \$40 a year, \$180 for large ones. The average commercial building will be about \$3,000, large ones \$15,000 or more; the average nonprofit about \$1,100. Overall, assessments will be about 10% lower than for the current Central Market CBD, they said, and a \$1.6 million budget is expected. (The lowest a condo pays in the Tenderloin is \$31.98 at 631 O'Farrell St. The highest assessment is the Hilton's \$65,000.)

During Central Market's petition drive's final phase in November, the lines to be drawn likely will include 12 federal properties in the expanded CBD, which don't have to pay assessments, Chappell said. But, according to committee member Weil, a federal representative who attended a meeting said the feds have discretionary funds for such assessments. Seufert cautioned that the CBD must create budget flexibility to guard against payments that don't happen.

A knottier problem arose when someone suggested that in 2013, when Market Street is repaved and traffic rerouted, why should owners there continue to pay at the top level of assessment.

The answer is there is no opt-out. A CBD can change service levels, but "not the budget" without a district vote. "Nobody wants that, but it could be a reality," Seufert said. ■

TL's rate of diabetes 5 times city average

▶ CONTINUED FROM PAGE 1

ago we added our diabetes program. Many are dually diagnosed and have depression, PTSD, psychosis. And it's very costly."

Diabetes occurs when a high amount of sugar in the bloodstream can't get into cells so it can become an energy source. The body can't process the sugar because it doesn't produce enough insulin — which delivers the sugar, or glucose, into the cells — or use the insulin efficiently.

Having too much sugar in the bloodstream isn't good. It starts tearing up organs. High blood sugar can cause vision loss, kidney failure, leg, foot and toe amputations. Among the saddest cases of diabetic complications for celebrities was singer Ella Fitzgerald whose legs were amputated below the knee.

There are two kinds of diabetes, Type I, which can be inherited and shows up early in life, and Type II, called adult onset and accounts for about 95% of all diagnosed cases. The older you get, the more vulnerable to Type II. You may have diabetes in your family. You may be overweight and inactive and eating poorly. Those are major contributing factors.

Once diagnosed, keeping the sugar level in your blood down isn't easy. Besides sugary stuff, carbohydrates like bread and potatoes, which turn to sugar pretty fast, are danger foods. You can eat them moderately but you have to keep track — or carbo count — to not drive your blood sugar up.

Diabetics keep track with a glucose meter. Insert a plastic test strip, put a drop of blood on it from a pinprick and a number appears on the meter's tiny screen. Normal: 90 to 120. Slightly lower and you actually need a little more sugar (or glucose tablets) or you'll get woozy. If high, a quick walk around the block or drinking lots of water will bring it down. A lot of insulin does, too.

So diabetics control diabetes with shots of insulin, or with pills. Or, in the case of Dr. Dreame, fortitude.

Geof Godard, 63, is Dr. Dreame since he got his diabetes under control. He's an actor who plays quirky characters in a white coat when he gets the chance, his unusual hobby as a retired security guard.

He and his wife had lost everything in Manhattan when they came West in 1999 having lived here in 1973-74. They were homeless, living in shelters until he got a security guard job.

Five years ago, a St. Anthony clinic doctor diagnosed him with diabetes from his blood test and asked how he felt about that.

"I didn't know how to take it," Godard recalled recently in the clinic. "Both my grandfathers had it."

But the diagnosis changed his life.

Godard stopped working and began shedding excess weight gained from eating "crazy" for years. He dropped 60 pounds, which he has kept off. He drastically changed his diet. He avoids public transportation, walks 30-60 minutes a day, loves the test of a hill crest.

"Before, I'd see food and eat it," he says. "Now I resist. It's rare I would ever eat ice cream. I made up my mind."

He drinks only water, coffee, sometimes diet soda, eats veggies, lentils and fish, at times a small amount of lean meat. He's critical of chicken, growing passionate when he says it's filled with unnatural things. He laments the lack of a supermarket in the neighborhood.

Godard doesn't take readings on the glucometer they gave him. "I'm very bad about that — I don't like poking myself," he admits. "I take Effexor for depression — I can't think without it — and a multivitamin, no diabetes medication. I think I can handle things."

When he visits the clinic every few



Passionate about his health now, Geof Godard, left, re-created himself as a diabetic in control and as an actor, Dr. Dreame.

Hakima Fannane, below, was hungry a lot, sometimes shaky and depressed before being diagnosed 14 years ago "by accident" in Morocco. Coming to the United States in 2001, she found St. Anthony's clinic through a friend and, challenged by diet and depression, has been on a pill regimen.

PHOTOS BY TOM CARTER



weeks the doctors and nurses agree: They like his results.

Woody Carson, 61, is also in control, though he goes to the UCSF clinic on Parnassus. At 26, he was constantly thirsty, drinking gallons of water daily, peeing all the time and losing weight. Plus his teeth were loose and his gums bleeding. His dentist couldn't figure it out.

"He sent me to a doctor and I got a blood test," Carson says, sitting at a chess board in a cafe at Eddy and Fillmore. "They called me into the emergency room that night and told me I had diabetes. They put me on insulin."

Ever since, Carson has been shooting up three or four times daily, sometimes more, depending on "when I need a sugar correction." That means not just before meals — because food drives the sugar count up — but anytime his count goes high.

"A 300 reading, I'll do five or six units of insulin to bring it down. You can eat a piece of cake. You can eat any-

thing. You just have to adjust. Eat things in moderation, though."

Carson is on kidney dialysis three times a week. Hypertension got him into trouble, not diabetes, he says. But it's hard to say. More than two-thirds of adults with diabetes had hypertension or used blood pressure medications in 2005-08, according to medical studies. He is waiting for a kidney replacement. Until then, he is staying on top of things and says that in 25 years he has never passed out from a low count.

"You have to listen to people who know what they're doing and follow what they say," he cautions.

Carson thinks he handles diabetes pretty well.

Doctors and nurses praise diabetic patients who take responsibility for their health. One-on-one counseling is effective to get the idea across, they say. A bigger challenge is educating groups and the greater community outside.

At the Curry Senior Center on Turk Street, seniors have always been able to

talk one-on-one with a doctor about diabetes. But in September the clinic added group discussions so folks can better understand the disease and enhance their education. But few attended and not everyone was willing to talk. "It's a private matter and they don't want to expose what they're doing wrong," says Dave Knego, Curry's executive director.

"We're trying to socialize medicine so people are comfortable talking about their own health. We have a senior to talk about self care in a regular conversation — your health in a non-threatening way. We give a lot of reinforcement. We want to make it fun."

Curry also has a six-week class for diabetics geared to learning self-management.

Pharmacists from UCSF come to Glide twice a week to talk to diabetes patients and, under a \$2,500 UCSF grant, so do the school's grad students, emphasizing self-management in Glide's Empowerment program. Classes are offered on healthy choices, how to cook, vascular problems, stress management, exercise and quitting smoking, all having a bearing on diabetes.

"We address all these issues," Karen Hill says. "Some can manage, some can't. And diabetes is different if you're housed."

The homeless diabetic on the street faces monumental challenges. Just trying to keep track of diabetic paraphernalia — pills, insulin, syringes, the blood meter and supplies — requires a clear head and efficiency. But where to sleep, inject, store your stuff that others want to steal thinking it's dope, having a cut on the foot that doesn't heal, smoking and drinking, soup kitchens loaded with carbs, mom-and-pop stores trumpeting sugary snacks, are conditions that couldn't be tougher. "Social determinants of health," medics call them.

And often a homeless person arrives at a clinic with an array of health problems.

To find undiagnosed diabetics, Hill hired a social worker to meet everyone without health insurance who comes into the St. Francis Memorial Hospital emergency room Wednesday evenings. In a recent three-month period, the worker saw 87 patients, 14 were found to be diabetic, whom she counseled about their blood sugar. Their names were sent to the city's other providers to aid future health care.

But even employed people with insurance can go years without knowing they are diabetic, and feeling pretty good, too.

Carlos Saenz, 53, was a stone mason and had Kaiser Permanente coverage for 25 years until he could no longer afford it.

"Four and a half years ago I came here," Saenz said one day in the St. Francis clinic. "And it was discovered I had diabetes." He had a blood sugar reading of 400 that game-changing day, astonished that Kaiser hadn't found his condition. Now he's adept at testing,



Eric Davis, homeless and couch surfing, was diagnosed 15 years ago after taking a physical exam for a job and the results "blew me away." He has "maxed out" on pills and is on insulin, feeling "awesome" from doing 100 push-ups daily.

keeping a log, taking insulin, and talks easily about it. He attributes his attitude to the staff at the well-run clinic that makes him feel good about himself.

The diabetes clinic has a growing array of programs — from "at risk" to parent and walking groups, to yoga and high-tech services available during routine visits. The typical visit includes laboratory and medication updates,

blood sugar, blood pressure, temperature and weight checks, a turn at the retinopathy machine that shows the diabetic a picture of his or her eye and any damage, a one-to-one "tele-pharmacy" visit with a pharmacist via Skype, finishing with a printout of the patient's record and what he or she needs.

A month diabetics share

NOVEMBER is American Diabetes month and the St. Anthony Health Clinic is holding its sixth annual Diabetes Day open house Nov. 14, 2:30-5 p.m. featuring free diabetes screening, flu shots, body-mass checks to determine patients at-risk, music and prizes. Last year 300 attended.

The American Diabetes Association is also posting a feature on Facebook called "The True Picture of A Day in the Life of Diabetes," a plea for diabetics to share their thoughts about the disease along with a picture. For every picture clicked on in the mosaic that's created, CVS/pharmacy kicks in \$1 to the association.

One woman wrote that her father died of a diabetic seizure and that the family takes a long annual walk together in his memory. Another praised her 11-year-old, steadfast-

ly positive son who has had Type I since age 6, sometimes giving himself six insulin shots a day. One other reminded that cats and dogs can have diabetes, too.

This is Sare Wise's comment from the Website:

"This is not every day but it is these days that get me down and that I have to work through. I've had T1D for almost 28 years and I have yet to get used to the bruises that accompany the pokes. Most days I don't think about it but it is a very SILENT chronic disease. We put on a happy face for others when at times we are so tired and worn out and yet the happy face we put on for others always helps us get through and brings us joy. WE ARE STRONG SURVIVORS and will continue to be!"

— Tom Carter

Patients can expect these conveniences of modern medicine and sometimes a little more. The day Saenz was there, Lien Gnoc Tran, a Chinese American, was doing the routine, her blood sugar running a bit high at 331, and being advised to drink water to get it down. She moved through the checks accompanied by Victor Duong, interpreting for her when needed. Tran's surprise came at the tele-pharmacy screen when the pharmacist spoke her native Cantonese.

Among the clinic's education programs is the Big Blue Test that dramatically demonstrates the power of exercise. In June, St. Anthony Medical Clinic was awarded \$10,000 from the Diabetes Hands Association, recognizing the test St. Anthony's administered a year ago with "uninsured and under-insured diabetics in the Tenderloin." Participants test their blood sugar, then

exercise — in this case they danced for 14 minutes — then retest. Blood sugar numbers dropped an average of 20%.

Valdes is joined by others when she

says the greatest need is to change the community through education about the good and bad social determinants and how to make the switches.

"It may take years, sadly," she says. "The Tenderloin has many pressing issues."

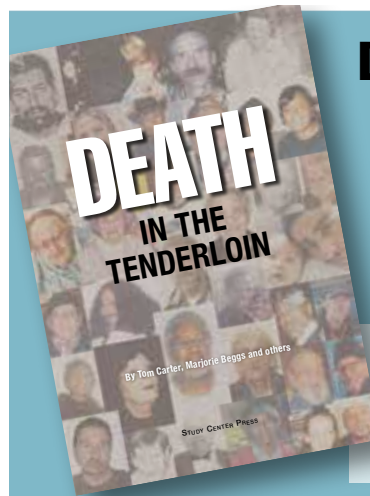
But there are baby steps being made through the clinics, the eat-healthy gardens growing in public spaces and on SRO roofs, the rising consciousness about exercise, the expansion of the farmers' market, the continuing demand for a supermarket, to mention a few.

"Our patients are more informed now," Hill says, "and fewer are unchecked diabetics. But we're seeing younger patients now that are obese. They come here for the problem and find, 'By the way, you're diabetic.' Someone in the family had it."

A problem: Glide doesn't have night classes and some of the young diabetics work day jobs.

"And for poor people, and the overwhelming conditions facing the poor and homeless, they're surrounded by cheap, empty food," Hill says, "and they aren't that sophisticated about health care."

Not yet. ■




DEATH IN THE TENDERLOIN

Get a feel for life on the edge in San Francisco's poorest neighborhood from 99 stories of people who died there, and learn about Causes of Death, Murder in the Tenderloin and a definitive profile of Rev. Glenda Hope, The Closer.

To purchase this groundbreaking book, email: Leonor@studycenter.org

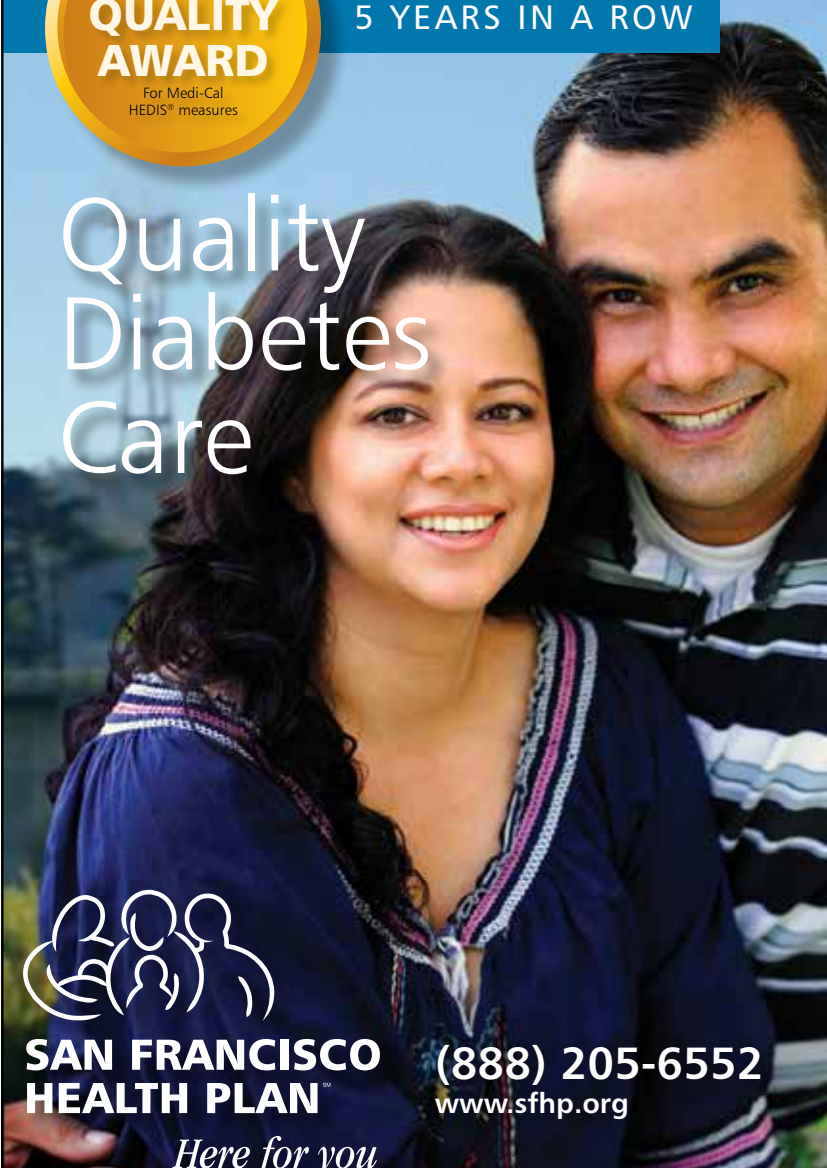
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Here for you

City and County of San Francisco November 2012 Monthly

Department of the Environment

Don't Forget to Bring Your Own Bag!

San Francisco's expanded checkout bag ordinance is in effect and all retailers are now required to charge \$.10 for each checkout bag they give out. Single-use plastic bags are no longer permitted. Save some money by bringing your own bag when you shop. To find out more about the ordinance and how to get a FREE reusable bag, please visit SFEnvironment.org/checkoutbag

Airport Commission

The Airport Commission has commenced two Request for Proposal (RFP) processes. The first RFP is for the Airport Security Checkpoint Mail Service Lease. The proposed minimum financial offer is \$5,000 with a term of three years with two one-year options, at Airport's sole discretion. Annual Rent shall be the higher of the Minimum Annual Guarantee or 10% of gross revenues. The proposal due date is January 9, 2013. The Informational Conference is on October 30, 2012 at 10:00 a.m. at San Francisco International Airport, SFO Business Center, 575 N. McDonnell Road, 2nd Floor, Accounting Conference Room. For additional information call Ron Gonzales at Airport's Revenue Development and Management Dept., (650) 821-4500.

The second RFP process is for the Cellular Phone Rental Kiosk Lease. The proposed minimum financial offer is \$60,000 with a term of seven years. Annual Rent shall be the higher of the Minimum Annual Guarantee or 12% of gross revenues. The proposal due date is January 17, 2013.

The Informational Conference is on November 08, 2012 at 10:00 a.m. at San Francisco International Airport, SFO Business Center, 575 N. McDonnell Road, 2nd Floor, Accounting Conference Room. For additional information call Sam El Gord at Airport's Revenue Development and Management Dept., (650) 821-4500. Please see <http://www.flysfo.com/web/page/about/b2b/conces/> for additional information on both RFP's.

Alert SF

Alert SF is a free system that allows users to sign up to receive text and/or email alerts from the Department of Emergency Management (DEM) during an emergency in San Francisco. Topics include: major traffic disruptions, watches and warnings for tsunamis and flooding, post-disaster information, and other alerts. To sign up, go to: <https://www.alertsf.org/>.

2012 BOARD of SUPERVISORS Regularly Scheduled Board Meetings

OPEN TO THE PUBLIC – Come see your San Francisco government in action. Tuesdays, 2:00pm, City Hall Chamber, Room 250.

November 6, 20
December 4, 11

INFORMATION ABOUT BOARD of SUPERVISORS COMMITTEES

All meetings are held at City Hall in the Chamber (Room 250) or Room 263. Please check the website for further details, including agendas and minutes: <http://www.sfbos.org/index.aspx?page=193>

The City and County of San Francisco encourage public outreach. Articles are translated into several languages to provide better public access. The newspaper makes every effort to translate the articles of general interest correctly. No liability is assumed by the City and County of San Francisco or the newspapers for errors and omissions.

CNS#2397180

COMMUNITY CALENDAR

SPECIAL EVENTS

Muni at 100, Nov. 7, Main Library, 100 Larkin St., 7:30 p.m., Latino/Hispanic Meeting Room B. Transit historian Grant Ute gives a talk and shows images from Muni's last 100 years, a treat for streetcar fans. Info: sflib1.sfppl.org/record=b2463994-S1

Boeddeker Park groundbreaking, Nov. 13, 1-2 p.m., party 2-4 p.m., Eddy and Jones. Free community event with music and refreshments to celebrate the start of rebuilding the park and clubhouse. Sponsored by the Trust for Public Land, San Francisco Recreation and Park Department and Friends of Boeddeker Park. Please RSVP to Joy Gutierrez-Pilare, joy.pilare@tpl.org or 800-5269.

17th Annual HIREvent, Nov. 14, noon-4 p.m., Hotel Whitcomb, 1231 Market St. Free job fair sponsored by ABC7-KGO and Job Journal. Shop for jobs, make contacts with recruiters from private and public organizations. Info: JobJournal.com or 843-5627.

Holiday Party, Dec. 4, 6-8 p.m., Swig Bar, 561 Geary St. Awards ceremony, refreshments, door prizes and special guests. Sponsored by the Alliance for a Better District 6, Central City Democrats and North of Market Business Association. Info: 820-1560.

ARTS EVENTS

EXIT Theatre, showing in November: *Closer*, Nov. 8-17 (8 performances), EXIT Stage Left, 156 Eddy St., nominated for a 1999 Tony Award, presented by The Rabbit Hole; *Le Père Noël Est Une Ordure*, Nov. 11-18 (6 performances), EXIT Theatre, 156 Eddy St., a cult classic performed in French with no subtitles, presented by Le theatre du coin; *Diva or Die Burlesque*, Nov. 16 and Dec. 21, EXIT Cafe, 156 Eddy St. Info: theEXIT.org. Tix: brownpapertickets.com.

Movies at the Main, free feature films at the Main Library, Koret Auditorium, noon-2 p.m.: Nov. 8: *Pieces of April*; Nov. 15, *Home for the Holidays*; Nov. 29: *Hannah and Her Sisters*.

Concerts at the Cadillac, 380 Eddy St., 12:30-1:30 p.m.: San Francisco Recovery Theatre, *Porgy and Bess* excerpts, Nov. 9; the Jeffrey Chin Trio, jazz and more, piano, drums and bass, Dec. 14.

Art for the House, annual Urban Art Silent Auction and Sale, Fri., Nov. 16, 6-10 p.m., Firehouse 8, 1648 Pacific Ave. (between Polk & Van Ness). Features unique and affordable original pieces by artists from Hospitality House's Community Arts Program, the Coalition on Homelessness and Roaddawg. Event is free and open to the public. Info: hospitalityhouse.org.

Music at the Main, free concerts and classes in the Koret Auditorium. Nov. 17, afternoon koto (Japanese zither) concert, 3-4:40 p.m.; Nov. 18, noon-2:30 p.m., "Introduction to Western Music: From Mozart to Wagner."

COMMUNITY: REGULAR SCHEDULE HOUSING

Tenant Associations Coalition of San Francisco, 1st Wednesday of each month, noon, 201 Turk St., Community Room. Contact Michael Nulty, 339-8327. Resident unity, leadership training.



PHOTO BY RL JOHNSON

If-N-Whendy performs in and co-produces *Diva or Die Burlesque* at EXIT Theatre.

HEALTH AND MENTAL HEALTH

CBHS Consumer Council, 3rd Monday of month, 5-7 p.m., 1380 Howard St., room 537, 255-3695. Consumer advisers from self-help groups and mental health consumer advocates. Public welcome.

Healthcare Action Team, 2nd Wednesday of month, 1010 Mission St., Bayanihan Community Center, 11 a.m.-12:30 p.m. Focus on increasing supportive home services, expanded eligibility for home care, improved discharge planning. Light lunch. Call James Chionsini, 703-0188 x304.

Mental Health Board, 2nd Wednesday of the month, 6:30-8:30 p.m., City Hall, room 278. CBHS advisory committee, open to the public. Call: 255-3474.

SAFETY

SoMa Police Community Relations Forum, 4th Monday of each month, 6-7:30 p.m. Location varies. To receive monthly email info: 538-8100 x202.

Tenderloin Police Station Community Meeting, last Tuesday of month, 6 p.m., police station Community Room, 301 Eddy St. Call Susa Black, 345-7300. Neighborhood safety.

NEIGHBORHOOD IMPROVEMENT

Alliance for a Better District 6, 2nd Tuesday of each month, 6 p.m., 230 Eddy St. Contact Michael

Nulty, 820-1560 or sf_district6@yahoo.com, a districtwide improvement association.

Nulty, 820-1560 or sf_district6@yahoo.com, a districtwide improvement association.

Central Market Community Benefit District, board meets 2nd Tuesday of month, Hotel Whitcomb, 1231 Market St., 3 p.m. Information: 882-3088, <http://central-market.org>.

Friends of Boeddeker Park, 2nd Wednesday this month, 3 p.m., Police Station Community Room, 301 Eddy St. Plan park events, activities and improve-

ments. Contact Betty Traynor, 931-1126.

Gene Friend Recreation Center Advisory Board, 3rd Thursday of month, 5 p.m. Works to protect SoMa resources for all residents. Gene Friend Rec Center, 270 Sixth St. Info: Tim Figueras, 554-9532.

North of Market/Tenderloin Community Benefit District. Full board meets 3rd Monday at 4 p.m.. Call 292-4812 for location or check nom-tlcbd.org.

SoMa Community Stabilization Fund Advisory Committee, 3rd Thursday of month, 5:30 p.m., 1 South Van Ness, 2nd floor. Info: Claudine del Rosario, 701-5580.

Tenderloin Futures Collaborative, 3rd Wednesday of the month, 11 a.m.-noon, Tenderloin Police Community Room, 301 Eddy. Presentations on issues of interest to neighborhood residents, nonprofits and businesses. Information: 928-6209.

Tenderloin Neighborhood Association, 2nd Friday of month, 842 Geary St., 5 p.m. Nonprofit focuses on health and wellness activities to promote neighborly interactions. Info: tenderloinneighborhood@yahoo.com.

SENIORS AND DISABLED

Mayor's Disability Council, 3rd Friday of month, 1-3 p.m., City Hall, room 400. Call: 554-6789. Open to the public.

Senior Action Network, general meeting, 2nd Thursday of month, 9 a.m.-noon, Universal Unitarian Church, 1187 Franklin St. Monthly programs, 965 Mission St. #700: Senior Housing Action Committee, 3rd Wednesday, 1:30 p.m.

Call for health program and Senior University: 546-1333 and www.sfsan.org.

DISTRICT 6 SUPERVISOR

Jane Kim, chair of Rules Committee, member of Budget & Finance Committee and chair of Transbay Joint Forces Authority.

Legislative aides: April Veneracion, Sunny Angulo and Matthias Mormino.

Jane.Kim@sfgov.org 554-7970

Twitter offers to help in the 'hood

BY MARK HEDIN

Twitter, the big dog in the corporate revitalization of the mid-Market corridor, is sending staffers into the communities surrounding its new offices at 1355 Market St. to do some neighborly helping out Friday, Nov. 16.

Twitter's first "Friday for Good" program offered to deploy some of its 800 or so San Francisco employees for a few hours that day into the neighborhood to help with a variety of tasks suggested by nonprofits and filtered through the city's Department of Children, Youth and Their Families, which Twitter enlisted to organize the program.

Nonprofits responded so enthusiastically to Twitter's invitation, the DCYF's Bryant Tan reported Nov. 1, that two-thirds of those who met the Oct. 24 deadline to apply were turned away.

The response, he said, may inspire the Internet giant to offer the program again.

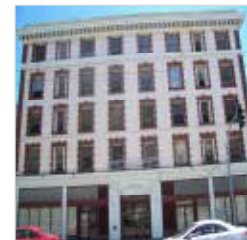
Among the services Twitter suggested it might provide were tutorials in computer coding; conducting mock interviews and providing insight into the tech-hiring process; general volunteer efforts such as planting gardens or painting; and helping clients to use Twitter itself to market their goods or services.

The most popular aspect of the program, Tan said, was the offer of assistance in using Twitter as a marketing tool.

Twitter moved into its rooftop offices across the street from Fox Plaza in January. Its move was made easier by a payroll tax exemption granted by City Hall.



THE HOTEL ISABEL
1095 Mission Street, San Francisco, CA 94103



With newly renovated rooms and supportive staff, TODCO is excited to announce The Hotel Isabel's open waitlist.

The Hotel Isabel is a Homeless Project Based-Section 8 building located at 1095 Mission Street in San Francisco, California designed to house qualified homeless individuals referred by local agencies.

All units have been newly renovated and consist of a single-bed and closet, shared bathrooms, 2-burner stove, microwave, sink and refrigerator. Site amenities include a community kitchen, lounge area, laundry facilities, 24/7 staff and surveillance team.

If you are interested in applying for housing at The Hotel Isabel or for additional information, please visit the Marketing Office located at 241 6th Street, San Francisco, CA 94103 at The Knox building to pick-up an application.

Applications will be accepted beginning October 1, 2012 through November 30, 2012; or the first 125 qualified applicants.

To qualify, you must meet the following criteria:

- Obtain a Certificate of Homelessness through any homeless shelter, designated agency or Coalition of Homelessness SF
- Rent and Deposit is 30% of your income
- No Minimum Income
- One (1) Person income cannot exceed \$34,600 annually

