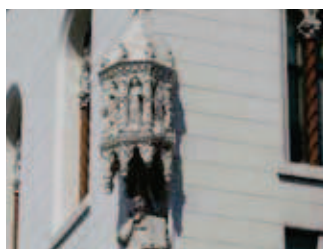




# CIVIC CENTER CAMPUS CHRONICLE

May/June 2012



A Real Estate Division Property Management newsletter created specifically for City employees

## DEAR TENANTS:

Welcome to the latest edition of the Civic Center Campus Chronicle.

Spring is here and summer is fast approaching. The City is bustling with Giants' games, Bay to Breakers, the Black and White Ball, the US Open Golf Tournament, the America's Cup World Series sailing regattas, and the 75th Anniversary of the Golden Gate Bridge.

This issue is filled with information on upcoming City-wide events, 'green' tips, and ideas on how to start getting in shape. I'm also pleased we're providing information about our Civic Center CBD, as I am honored to serve on their Board of Directors.

I encourage comments and feedback regarding this publication or any building issue of concern that you might have.

Enjoy!

**John Updike**

ACTING DIRECTOR OF REAL ESTATE  
CITY AND COUNTY OF SAN FRANCISCO



Donald W. Savoie is the executive director of the Civic Center CBD.

## Civic Center Community Benefit District Formed

By Donald W. Savoie



After many years of planning and countless volunteer hours, a group of concerned Civic Center property owners, arts organizations, government entities, and other stakeholders worked with the City and County of San Francisco to establish the Civic Center Community Benefit District (CBD) in 2011.

The goal of the Civic Center CBD is to improve coordination and communication around the management, image, safety, beautification and cleanliness of the greater Civic Center area for the benefit of patrons, residents, employees, merchants, property owners and other visitors within the district.

Many cities in California, as well as throughout the country, have developed CBDs. A CBD provides essential services such as safety, cleaning and maintenance, and activation to supplement and complement those provided by local government. San Francisco has several CBDs or business improvement district (BIDs) that have been operating for years in neighborhoods such as Union Square, Yerba Buena, Fisherman's Wharf, Central Market, Tenderloin, Castro/Upper Market and Noe Valley.

The Civic Center Community Benefit District, Inc., a 501-c-3 non-profit organization formed July 1, 2011, implements the services, represents the owners and the institutions, and meets the following objectives:

- Create and manage programs that best respond to the top priorities of the Civic Center CBD stakeholders
- Maximize coordination with the City and County of San Francisco and the San Francisco Board of Supervisors to avoid duplication of services and leverage resources
- Deliver services through a cost-effective, and easy to assess, organizational structure
- Provide for accountability to those who pay assessments.

The Civic Center CBD Board of Directors oversee the management and operations for the Civic Center CBD Inc. To ensure that the CBD has broad representation and accountability, the Board of Directors is comprised of stakeholders within the district, a mix of large and small property owners, businesses, district art organizations, governmental, commercial and residential property owners and tenants. All board and committee meetings are posted on our website and open to the public.

The Civic Center CBD project area consists of approximately 35 whole or partial blocks surrounding City Hall/ Civic Center Plaza/Market Street and generally bounded on the north by Turk Street, on the east by a varying boundary along Hyde, Larkin and Ninth streets, on the south by and including the south side of Market Street, on the west by the west side of Franklin Street. It also includes both sides of Grove, Ivy, and Hayes streets westward to Gough Street.

The Civic Center CBD has in place a Management Plan approved by the City to provide services in the Civic Center area. They include community ambassadors and clean teams and the CBD has been providing service to the area since February 1, 2012.

The team of Community Service Ambassadors (CSAs) are a key element of the CBD. The CSAs are goodwill ambassadors who assist the public in navigating the district with a welcoming and informed presence. Their

*Continued...*

**We Welcome your Feedback!**

City employees can send "Civic Center Campus Chronicle" questions and suggestions to  
[Lori.Mazzola@sfgov.org](mailto:Lori.Mazzola@sfgov.org) 415-554-5702

function is to assist the public with information and direct them to destinations within the area, made possible by training on local geography, area venues and businesses, transportation systems, and other useful information. They also play a vital role in promoting the Civic Center area as safe and friendly. They are easily visible and identifiable by their orange and gray uniforms that are unique to this district. Their presence is a deterrent to misdemeanor crime, and they have a communication system to enable them to report unsafe conditions or observations of criminal activity immediately through the CBD dispatch to the San Francisco Police Department (SFPD).

There are four CSAs that work during the days Tuesday through Saturday. There are also four CSAs that work for 200 evenings per year, based on what events and performances are occurring in the neighborhood. The CSAs walk throughout the central area of the District near arts venues to enhance the pedestrian experience before and after evening performances, events and meetings

The Civic Center CBD has a daily clean team to perform cleaning mostly along the Market Street area and surrounding side streets and alleys. They

also respond to maintenance calls to remove graffiti, wash down the sidewalk or pick up an accumulation of debris on the sidewalk. The team is assisted by calls received by the CBD dispatch staff and work with the Department of Public Works (DPW) to coordinate delivery of the maintenance services that the City provides.

The Civic Center CBD board and staff also works with various partners to project the Civic Center neighborhood as a beautiful, clean, safe, and vibrant district. The larger purpose is to increase the area's perception as a friendly, clean, and exciting place for attending performances, dining, shopping, and investing in business opportunities and properties.

Future Civic Center CBD programs could include such things as streetscape improvements, including wayfinding signage and other public right of way and capital enhancements to the district.

For more information about the Civic Center CBD, please visit [www.sfciviccenter.org](http://www.sfciviccenter.org). To request services, please call the CCCBD Dispatch number at 415. 781.4700 or send email to [dispatch@sfciviccenter.org](mailto:dispatch@sfciviccenter.org).



## GOLDEN GATE BRIDGE 75TH ANNIVERSARY



### It's the 75th year of the Golden Gate Bridge and it's time to celebrate!

A variety of activities throughout the San Francisco Bay Area are scheduled to commemorate this special occasion. The Golden Gate Festival is the center point of the Bridge's year-long 75th anniversary program. With the theme of "Bridging Us All," the free community event seeks to honor this amazing landmark in a way that reflects the ingenuity, inclusiveness and creativity of the entire San Francisco Bay Area. The festival will offer thousands of people the opportunity to reflect on the beauty of the Bridge, learn about its history, and be inspired through performances and exhibits.

The 75th anniversary public celebration will be a spectacular event on May 27, 2012, spanning the waterfront from Fort Point to Pier 39. Major program venues include Crissy Field and the Marina Green; additional activities and events will be held at the Presidio, Fort Mason Center, Ghirardelli Square, San Francisco Maritime National Historical Park, Fisherman's Wharf, and Pier 39. While the Bridge will be open to auto traffic only and there will be no Bridge walk, there will be numerous vantage points and ways for the public to share in the Festival experience.

The Golden Gate Festival will feature activities including history and educational presentations, a display of cars from 1937 to the present, an historic watercraft parade, music and dance stages, art installations, films, and displays by corporate and media partners. The weekend celebration will conclude with a spectacular 75th anniversary fireworks display and grand finale.

Please visit [www.goldengatebridge75.org](http://www.goldengatebridge75.org) for details and information.

### Fun Facts

- Each tower contains 21,500 tons of steel, weighs 44,000 tons and supports a 61,500-ton load from the main cables.
- Original plans called for tearing down Fort Point to make way for the south anchorage.
- Chief Engineer Joseph Strauss, who called the fort a perfect model of the mason's art, redesigned the anchorage and built an arch over the fort.
- There are approximately 1.2 million rivets in the two towers of the Golden Gate Bridge.
- The Bridge towers are 746 feet above water.

The Olympic Club, Lakeside, will host the 112th U.S. Open Championship, scheduled from June 11th through June 17th. First conducted in 1895, the Open is second only to the U.S. Amateur – by one day – as the oldest golf championship in the country. Throughout its history, the U.S. Open has been the most coveted of all national titles and is arguably golf's toughest test. Among the names on the trophy are Walter Hagen, Bob Jones, Ben Hogan, Arnold Palmer, Jack Nicklaus, Tom Watson and Tiger Woods. Over the years, their play in this championship has thrilled and inspired fans, while providing a continuing chronicle of the game's historic moments.

The 2012 Open will be the fifth US Open held at the Olympic Club. The most recent Open at the Olympic Club was in 1998, won by Lee Janzen. Other Open winners at Olympic were Jack Fleck in 1955, Billy Casper in 1966 and Scott Simpson in 1987. Overall, the Olympic Club has been host to eight previous USGA championships, including the 2004 U.S. Junior Amateur, won by Sihwan Kim.

Designed by Sam Whiting, The Olympic Club's Lake Course was opened in 1927. The U.S. Open is one of 13 national championships conducted annually by the USGA, 10 of which are strictly for amateurs. The U.S. Open's official website, [www.usopen.com](http://www.usopen.com), provides real-time scoring, exclusive live video and authoritative coverage of the national championship.

## SCHEDULE OF EVENTS

### Pre-Championship Merchandise Opening at the Main Merchandise Pavilion

Thursday, June 7, through Sunday, June 10 (10 a.m. to 6 p.m.). No ticket is necessary to enter the Main Merchandise Pavilion during this pre-championship opening. The golf course will be closed to the public. Please follow signs for free parking.



### Practice Rounds

Players will have the option of starting practice rounds at the first or ninth tee. Players electing to play a full round generally begin between 7 a.m. and 3 p.m. It is typical for players to be on the golf course or practice areas until at least 7 p.m.

Monday, June 11 (Gates open 6 a.m. to 7 p.m.)

Tuesday, June 12 (Gates open 6 a.m. to 7 p.m.)

Wednesday, June 13 (Gates open 6 a.m. to 7 p.m.)

### Championship Rounds 1 and 2

Play is scheduled to begin at 7 a.m. from both the first and ninth tees. The last groupings each day will begin play at approximately 3 p.m.

Thursday, June 14 (first round) (Gates open 6 a.m. to 7 p.m.)

Friday, June 15 (second round) (Gates open 6 a.m. to 7 p.m.)

### Championship Rounds 3 and 4

The first starting time will be determined by the number of players who make the cut at the conclusion of the second round (60 players with the lowest scores, including ties). Generally, the first grouping begins play from the first tee between 8-9 a.m.; the last grouping for both days will start from the first tee at approximately 3 p.m.

Saturday, June 16 (third round)  
(Gates open 6 a.m. to 7 p.m.)

Sunday, June 17 (fourth round)  
(Gates open 6 a.m. to 7 p.m.)



### Playoff

If there is a tie for the lead at the end of 72 holes, an 18-hole playoff will be held on Monday, June 18. The playoff will begin at approximately 9 a.m. and finish at approximately 1 p.m. Gates will wopen at 7 a.m.

# DAD

# DON'T FORGET!!

Father's Day is Sunday, June 17, 2012



# SEEN AND HEARD



*Erik Ward*  
Office of Economic and Workforce  
Development  
50 Van Ness

**What is your favorite restaurant in San Francisco?**

Brenda's on Polk Street. The shrimp and grits are amazing!

**What is your best "green" tip?**

Get a small compost can with biobags for your kitchen. It doesn't smell and you'll be amazed how little actual garbage you'll throw away!

**What's your favorite outdoor activity to do in SF?**

You can't beat Zeitgeist on a warm Sunday...



*Phimy Truong*  
San Francisco Youth Commission  
City Hall, Room 345

**What is your favorite lunch spot near City Hall?**

Nabila's Health Foods market on Hayes and Octavia. Good food to grab on the go, great employees, and always superb music playing in the background, (with mix cds for sale by the cashier!).

**What is your favorite app?**

I have the WunderList app on my Android. It's the perfect task oriented-personal organizer app for my multi-tasking lifestyle.

**What is your favorite "tourist" activity to do in the City?**

Night tour of Alcatraz



*Mario Yedidia*  
Director, San Francisco Youth  
Commission  
City Hall, Room 345

**What is your favorite place in San Francisco to play pickup basketball?**

Mission Playground (currently being renovated) or Dolores Park

**What is your best "green" tip?**

Bike-to-work most days. The City Hall Bike Room is awesome!

**What is your favorite lunch spot near City Hall?**

Lers Ros Thai, 730 Larkin

# MARIN DAY SCHOOL TEACHES PREPAREDNESS



Did you know that tucked away in a quiet corner of City Hall is the Marin Day Schools/Bright Horizons City Hall Campus? The MDS/BH campus serves children from 12 months to 5 years. The City Hall Campus was opened in 1999 as part of the renovation of City Hall. The Center is open Monday through Friday from 7:30 am – 6:00 pm. San Francisco

City and County employees receive enrollment priority, but community members are also welcome. For more information about the Center, please contact the center director, Kathleen Mangan at 415-554-7560 or [kmangan@marindayschools.org](mailto:kmangan@marindayschools.org).

In a continuing effort to teach the children what to do in an emergency, the children recently participated in an Earthquake Drill. Instructions were given over a loud speaker to move away from the windows and take cover under the tables. The drill went very smoothly as the children hurried to get a "good" spot under the tables. One child even made up a song while under the table and was heard singing, "Earthquake drill, earthquake drill... we all go under the table for the earthquake drill." Later she asked what a drill was! The children continued to talk about earthquakes for a few days afterwards. Special thanks to Sergeant Erdmann of the Sheriff's Department and Nick Majeski, Emergency Response Manager for GSA, for helping to facilitate the drill.



# • GREEN SCENE •

If you are like me, every time you hear the word upcycling, you think to yourself, "what is the difference between "recycling" and "upcycling?" Isn't reusing material all just recycling anyway?

We all know the basis of recycling as a practice that takes an item and targets it for reuse, returning it back to the cycle of daily contribution to society rather than discarding it to trash. So what about Upcycling?

Dictionary.com offers these definitions:

- **Recycle:** to treat or process (used or waste materials) so as to make suitable for reuse: *recycling paper to save trees*
- **Upcycle:** to process (used or waste material) so as to produce something that is often better than the original: *I upcycled a stained tablecloth into curtains.*

Upcycling is taking waste materials or products in their current state and turning them into something new. How this differs from recycling is that recycling takes these products, breaks them down, and then creates a new product from the broken-down materials. Upcycling takes the old product and gives it more value through the new product.



## Recycling vs. Upcycling What is the difference?

Upcycling is described by some as reusing a material without degrading the quality and composition of the material for its next use. When plastic bottles are recycled, for instance, most often they cannot be turned back into containers associated with anything that can be ingested due to the risk of things seeping into the plastic. As a result, these usually become carpets, or toys, or winter fleeces: things that will eventually also become trash.

Basically, upcycling is refashioning something, while making it new again. When you upcycle you reuse something for new and greater purpose! The goal of upcycling is to prevent wasting potentially useful materials by making use of existing ones.

While all of this talk of reuse can be confusing, the differentiating factor is that when you recycle, the item eventually will make its way to the trash; when you upcycle, that item will go on to be reused as an improved product that will not end up in our landfills.

We do a lot more upcycling than we think. When you use an old shoebox as a storage container, you are practicing a very simple form of upcycling. Upcycling can be done at home. Be creative! Before you toss something away, try to think of some ways you can upcycle it.

## SHAPE UP:



### SUMMER SHAPE UP

**Tips to help you slim down and shape up for the warm weather season.**

Summer is rapidly approaching, and with it comes swimsuit season. This time of year tends to stir everyone into frenzy with the hot topic of how to lose weight and tone up. Here are some of the best tips for getting into shape:

1. **You cannot lose weight with diet alone.** Exercise is a vital component to any long-term weight loss plan. The only way to get weight off and keep it off is to make exercise a part of your lifestyle. Focus on caloric intake vs. caloric expenditure to reach your weight loss goals. If you're consuming more calories than your body is burning, you'll end up storing the excess calories as body fat. Instead of starving yourself, begin an exercise plan to burn off these excess calories and create a caloric deficit.
2. **Avoid crash diets.** Forcing your body into starvation or consuming only one type of food can be dangerous to your health since these types of diets can deprive your body of the essential nutrients it needs. Instead, follow a food plan that consists of balanced portions of proteins (lean meats, fish, eggs, nuts, low-fat dairy), slow digesting carbohydrates (apples, berries, sweet potatoes, broccoli, brown rice), and healthy fats (olive oil, avocados, salmon).
3. **Take up strength training.** Strength training is a proven weight loss method with numerous additional benefits. Strength training can boost your metabolism, helping you burn more calories throughout the day than with just diet and cardio alone. Strength

training can also increase your bone mineral density, boost your energy levels, and help you sleep better. Focus on a strength training routine that incorporates each of the major muscle groups.

4. **Hire a personal trainer.** Oftentimes, people spend countless hours in the gym with little to show for it, and they cannot understand why they aren't making any progress. Personal trainers can get you on the right track to achieving your fitness goals by designing safe and effective workouts exclusively tailored to your needs that will have you working smarter, not harder. Personal trainers not only offer knowledge but also the support, motivation, and accountability to help you succeed in your new healthy lifestyle.
5. **Don't get discouraged!** The biggest reason people give up on their fitness goals is because they get frustrated. While it's perfectly natural to wish for results right away, remember: you didn't put the weight on overnight, so don't expect it to come off overnight. Plus, when you're constantly stressed, your body produces more cortisol, a stress hormone that can actually trigger body fat storage! Busy schedules can divert your attention away from your fitness goals, but as long as you don't let that one cheat meal turn into a weeklong bender or that one missed workout turn into a two-week hiatus, you can easily get back on track!



# SCREEN PRINTING INVADES THE GROUND FLOOR OF CITY HALL! STRETCH & EXPOSE



The San Francisco Arts Commission Galleries Art at City Hall program presents *Stretch & Expose*, which will be dedicated to celebrating the rich history of screen printing and the artistic minds that chose to manipulate this media to embody and expose their vision. This unique exhibition, a compilation of non-commercial screen printing from Bay Area artists, will run from June 14 to August 27, 2012. The SFAC Galleries will host an opening reception, open to the public, on Thursday, June 14th, from 5:00pm to 7:00pm.

Curated by SFAC Galleries Director Meg Shiffler and artist Bert Bergen, *Stretch & Expose* will feature the artists Erin Allen, Gina M Contreras, Angus Haller, Nif Hodgson, Alex Kopps, Jonathan Runcio, Mark Taylor, Jim Winters, Chelsea Wong, and Nyssa Zinn.

Screen printing is, in essence, a stencil method. A fine mesh fabric (formerly composed of silk strands, now more often of polyester, nylon or steel) is stretched taught across a frame to allow the ink to only pass through the open spaces the artist has designated. Today, screen printing by hand is generally considered obsolete for large scale industrial printing runs. However, it continues to be embraced by a variety of artists for its ability to make economical duplicates, democratic accessibility, capacity to produce infinitesimal effects, myriad of experimental possibilities and physicality of process.

Exhibition Location: Ground floor of San Francisco City Hall

**Viewing Hours:** Monday – Friday  
8am to 8pm, free