

FY 23/24

ANNUAL REPORT



Prepared by:

**Fisherman's Wharf
Community Benefit District**

Table of Contents

Marketing & Advertising	3
Events	6
Public Realm Projects	7
PR Metrics & Communications Initiatives	8
Advocacy & APEC Efforts	10
Grants	12
Services	13
Assessments & Financials	14
Surveillance Technology Report	15

MARKETING & ADVERTISING

AUGMENTED REALITY

In December of 2023, the FWCBD team launched an **augmented reality experience that merged social media and digital art**. When users scan a QR code placed in front of the iconic Crab Wheel, Snapchat opens, and a crab jumps from the Wheel, lands on the ground, and dances to music.

For the holidays, the design included a Santa hat on the crab. This effort created an interactive experience to engage both visitors and locals.

WEBSITE ADVERTISING

The FWCBD has successfully leveraged the Google Ads Grant, a program that offers nonprofit organizations free advertising credits up to **\$120,000 a year**, to increase visibility and engagement. With a **click-through rate (CTR) of 12.77%**, FWCBD is clearly benefiting from its digital marketing efforts, significantly outpacing the average CTR for nonprofits.

This high engagement rate is a testament to the effectiveness of our targeted campaigns, which promote local businesses, events, and initiatives in Fisherman's Wharf.

SOCIAL MEDIA ADS

In the 23/24 fiscal year, a total of **\$2,488.42 was spent** on Meta ads (includes Facebook, Instagram, and Messenger). **38 ads** were created that promoted FWCBD events, drove traffic to the CBD website, and promoted local businesses.

These ads received a total of **606,976 impressions**, reached a total of **265,304 accounts**, and **13,675 link clicks**, **1,572 event responses** to Pier Party at the Wharf, and **25,577 post engagements**.

SF FUNCHEAP

The FWCBD worked with FunCheapSF to promote Pier Party at the Wharf, the weekly event series in 2023 and 2024, reaching their audience of **over 560k users across email, website, social media** through newsletters, social media, and sponsored top listings.

MARKETING & ADVERTISING

RADIO/SPOTIFY

To promote Pier Party at the Wharf, the FWCBD contracted iHeart Radio to deliver digital ads on their **podcasts, streaming app, and on iHeart radio stations** in 2023 and 2024. Additionally, the FWCBD utilized Spotify ads to promote the events, budgeting a total of **\$500.00 from May - June 2024**.

The FWCBD also worked with FunCheapSF to promote the event series in 2023 and 2024, reaching their audience of **over 560k users across email, website, social media**.

PRINT ADVERTISING

As tourism continues to recover post-pandemic, partners, hotels, and visitors have increasingly expressed interest for a paper map of San Francisco that international tourists can use on their trips. In response, Certified Folder produced a San Francisco and Bay Area Traveler Info Guide that included attractions across the city.

In order to draw more visitors to Fisherman's Wharf, the CBD placed an ad on the main map for a total of \$1,450 in November 2023.

There were approximately **150,000 printed maps** that were distributed across Bay Area hotels, tourist attractions, airports, and visitor centers.

The ad directed visitors to the Fisherman's Wharf website and featured the SkyStar Wheel, which had recently opened to the public in November 2023.



MARKETING METRICS

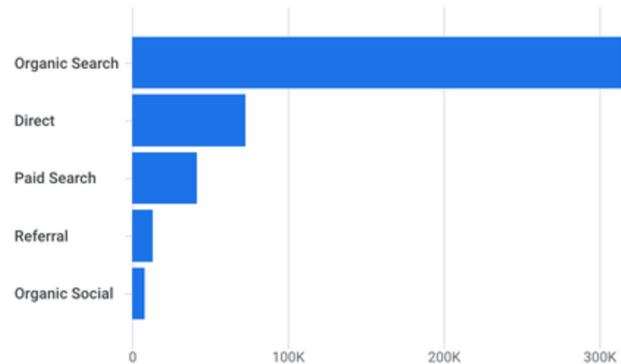
WEBSITE ANALYTICS

In the 23/24 fiscal year, the fishermanswharf.org website had 448,026 individual users. These users made up a total of 1,298,202 views across all pages.

Users increased by 3.64% compared to the previous year.

Total views went down slightly compared to the previous year. However, total sessions went up by 5.98%, engaged sessions increased by 23.45%, and engagement time went from an average of 55.13 seconds to 58 seconds (5.82%).

Active users by Session primary channel group (Default Channel Group)



APP ANALYTICS

The FWCBD saw an increase in users on the Wharf SF app, with 28,096 users (1%). This included an average session duration of 3m 18s, 30,586 sessions, 251,809 pageviews, and 4,815 app downloads.

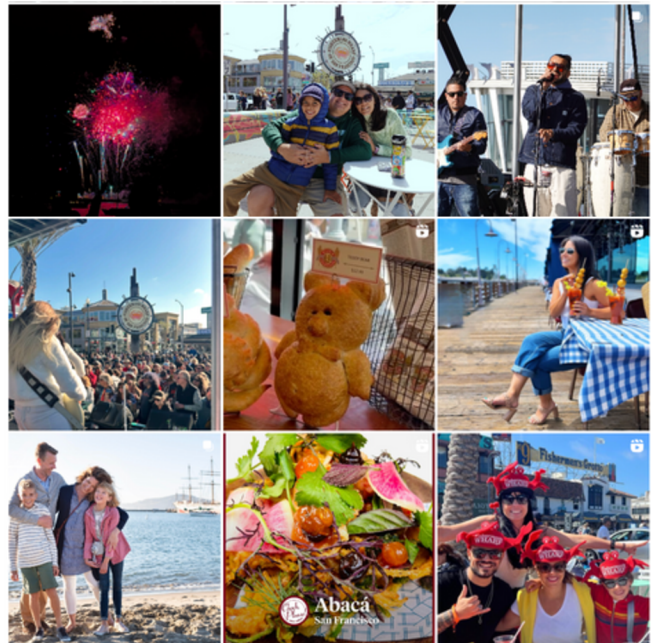
SOCIAL MEDIA ANALYTICS

f @visitfishermanswharf

On Facebook, the Fisherman's Wharf account **reached 3.9 Million (80.1%) accounts**, received **76k page views (108%)**, and **increased followers by 1,192 users** from 54,929 to 56,121.

@fishermanswharf

On Instagram, Fisherman's Wharf **reached 317,181 (251.9%) accounts**, received **24,616 engagements**, and **increased followers by 1,947 users** from 10,939 to 12,886.





EVENTS

PIER PARTY AT THE WHARF

As a part of the Port of San Francisco grant, the FWCBD hosted a vibrant and successful concert series, bringing 22 free live performances to the heart of San Francisco's iconic waterfront. These concerts attracted a total of 26,100 domestic visitors. The series featured an eclectic mix of artists, spanning a variety of genres to cater to the diverse tastes of both locals and tourists. From jazz and blues to rock and Latin music, the performances created an inclusive and welcoming atmosphere, enhancing the cultural vibrancy of the district and providing an accessible experience for all attendees. For the 2024 season, the FWCBD elevated the concert series with a larger stage, bigger bands, and an expanded budget—all aimed at offering a richer, more immersive experience for concertgoers.

TROLLEY DANCES

The FWCBD hosted the 20th Annual San Francisco Trolley Dances, which brought 3,500 visitors to Fisherman's Wharf to see two site-specific dance performances, including along the docks of the Inner Lagoon and the Crab Wheel Plaza. The performances included a piece by Loco Bloco, a community-based dance company specializing in Afro-Latinx traditional dance, and by Epiphany Dance Company, who choreographed a piece based on the Wharf's rich maritime history.

COMMUNITY MIXER

In January 2024, the Fisherman's Wharf Community Benefit District (FWCBD) hosted a highly successful community mixer at the Hard Rock Cafe, drawing over 80 stakeholders. This event provided a valuable opportunity for networking, collaboration, and fostering stronger community connections.

PUBLIC REALM IMPROVEMENTS



MURAL PROJECTS

As part of the Port of San Francisco grant, the FWCBD commissioned two murals by Bay-Area artist, Joey Rose. One added color to the previously gray concrete barriers surrounding the Crab Wheel Plaza, and the other paid homage to the Wharf's crab fishermen.



FLOWER BASKETS

The FWCBD enhanced the district's light poles along Jefferson Street with artificial flower baskets. This initiative aimed to beautify the streetscape while being cost-effective and sustainable, as it reduced the need for maintenance and water usage compared to real flowers.

LITTLE EMBARCADERO

In February 2024, the FWCBD began collaborating with the Port of San Francisco to revitalize the Little Embarcadero area, a project aimed at enhancing the public space and improving the overall experience for both locals and visitors. After gathering valuable community feedback (particularly from the adjacent businesses) the FWCBD enlisted the help of Street Plans, an urban design firm with expertise in transforming urban spaces. With their guidance, the FWCBD worked closely with the Port of San Francisco to re-allocate \$400,000 of existing funding for Port projects and secure additional funding to cover the remaining costs. This collaborative effort aims to create a more vibrant, welcoming environment in the Little Embarcadero area, benefiting the local community and supporting the district's ongoing revitalization goals.

PR METRICS

JULY 1, 2023 - JUNE 30, 2024

RECORD-BREAKING MEDIA REACH & VALUE

Fisherman's Wharf captured unprecedented media attention this year, achieving a staggering 4.35 billion potential viewer and listener impressions across all media channels – representing a 57% surge from the previous year. This exponential growth in reach translated into an estimated media value of \$48.6 million, a remarkable 161% increase year-over-year.

KEY PERFORMANCE HIGHLIGHTS

Reach & Value

- 4.35B: Total audience reach across print, online, radio, and television
- \$48.6M: Estimated media exposure value
- 161%: Year-over-year increase in media value
- 57%: Year-over-year growth in audience reach

Coverage Analysis

- 3,172: Total media mentions
- 2,431: Positive/neutral mentions (77%)
- 726: Negative mentions (23%)

Strategic Growth Drivers

Two major factors propelled this year's exceptional media performance:

- APEC Summit Coverage: The international event spotlighted Fisherman's Wharf as an iconic San Francisco destination
- SkyStar Wheel Launch: The new attraction generated significant buzz and media interest

Year-over-Year Performance

- While raw mention count decreased by 17%, the quality and reach of coverage improved dramatically:
- Media value: 161%
- Audience reach: 57%
- Positive/neutral sentiment: 77% of all coverage

EDITORIAL COVERAGE

JULY 1, 2023 - JUNE 30, 2024

- The FWCBD released a press statement on July 6, 2023, unveiling the launch of Pier Party at the Wharf. The press release was strategically targeted towards the California circuit, reaching a vast array of Bay Area news outlets and being picked up by over 190 news organizations, including KTVU and KRON 4. This initiative successfully engaged a local TV audience exceeding 40,000 viewers, with a combined online and print readership of 60 million.
- Noteworthy outcomes stemming from our pitching endeavors encompassed various published stories. Notably, Urban Design Critic John King featured a piece in the Chronicle discussing the Port grant and Pier Party. The Chronicle also acknowledged Pier Party during a round-up celebrating hip-hop's 50th anniversary on Aug. 11, where performances by the Fresh Crew and Dj QBert were highlighted. Pier Party concert series was also featured via FunCheap SF with links to each concert.
- Additionally, Easter SF highlighted Pier Party in an article titled "There's a New Weekly Oyster Party Starting This Week Down at Fisherman's Wharf."
- The relocation of the SkyStar Ferris wheel to Fisherman's Wharf attracted significant media coverage, resulting in 31 instances of print and TV exposure. During an interview with The San Francisco Standard, Randall Scott conveyed an expectation of doubling the number of Ferris wheel riders at its new location.
- Addressing the City's shortage of more than 600 officers, Randall Scott discussed the proposed Patrol Specials program in an interview with ABC 7. This program aims to bolster public safety through heightened police visibility, fostering a sense of security for tourists.

BLOG PROGRAM

JULY 1, 2023 - JUNE 30, 2024

- **5 blog posts** were published for the 'What's Up Wharf' program.
- To generate anticipation for MerryTime at the Wharf, the FWCBD released three blog posts showcasing 6 Wharf retailers, 7 attractions, 3 restaurants, 3 lighting activations, and a new AR experience.
- Collectively, the 5 blog posts featured 23 restaurants, shops, attractions and events, effectively promoting the neighborhood:

"Stories from the Second Story with Big Bus" – 257 Views

"A Cool Transformation on the Horizon" – 537 Views

"Enjoy a Tree-mendous Holiday" – 346 Views

"Sleigh All Day: Special Offers" – 431 Views

"Unwrap Holiday Shopping Offers at the Wharf" – 96 Views

ADVOCACY PROGRAM

JULY 1, 2023 - JUNE 30, 2024

San Francisco, facing a 600+ officer shortage, considers reviving a Gold Rush-era Patrol Specials program for Fisherman's Wharf. While the city currently has just one foot patrol officer compared to 450 Patrol Specials in 1977, advocate Randall Scott proposes a dedicated unit for the Wharf.

The FWCBD supports this plan as it would allow regular police to focus on serious crime while Patrol Specials provide visible security and tourist assistance, aiming to boost visitor confidence and deter opportunistic crime.

APEC EFFORTS

JULY 1, 2023 - JUNE 30, 2024

Ahead of APEC, the CBD and OEWD collaborated on an sf.gov neighborhood page. This page played a significant role in the Shop Dine SF campaign and highlighted 12 essential places for a "Perfect Day" in Fisherman's Wharf.

Ambassadors in Fisherman's Wharf amped up cleaning efforts during the week of APEC to accommodate international dignitaries. The ambassador team increased hours and staff to expand the clean team. This resulted in a 53% increase in pounds of trash collected by the Block by Block ambassadors compared to the previous month's metrics.

The FWCBD assisted with community engagement and rollout of the relocation of the SkyStar Wheel to the Wharf. This drove substantial visibility for the district resulting in 34 media mentions and hundreds of social media posts. The FWCBD collaborated with the SkyStar team and the Port of San Francisco with a ribbon cutting ceremony, featuring Mayor London Breed and Supervisor Aaron Peskin.



1. **Aquatic Park Pier** is a great spot to kick off a day of exploring at Fisherman's Wharf because it offers the best views of the Golden Gate Bridge, Alcatraz Island, Ghirardelli Square, Coit Tower, and the San Francisco Bay.



2. Nestled between two buildings on Beach Street, **Umbrella Alley** is one of the coolest alleyways in San Francisco – it's where you'll find murals with fun installations, and brightly colored balloons and umbrellas suspended throughout the entire enclosure.



3. The famous San Francisco chocolatier has dedicated an entire plaza square to the love of chocolate. With its mix of fun visitor-centric shops and stylish restaurants, memories are waiting to be made around every corner. You can walk **Ghirardelli Square** while enjoying the waterfront views, do some wine tasting, and even visit a cheese school.



4. **Palette Tea House** introduces a refreshed perspective on Cantonese cuisine and a marriage of both authentic and modern culinary techniques. From the team of Koi Palace and Dragon Beaus, the restaurant features vibrant, authentic dim sum, live seafood, a Pacific-inspired cocktail list, and a casual atmosphere located at the heart of Ghirardelli Square.



5. Be fully immersed in San Francisco culture and catch a **cable car ride** at our favorite turnaround station on Beach and Hyde Street or be adventurous and catch one in action along the route. It is the world's last manually operated cable car system and the cable cars have been kept in the same condition that they were 100 years ago.



6. In 1965, brothers Al and Zoe Scopa purchased a tiny coffee shop with only six stools on Pier 41. Over time, they transformed the once-obscure local spot into **Scopa's** one of the country's most popular independent restaurants, serving more than 300,000 locals and visitors annually.



7. A day at Fisherman's Wharf would not be complete without visiting the **Fisherman's Wharf sign**. Located at the corner of Jefferson and Taylor streets, it was first installed in 1968 and features a giant iconic crab emblazoned on a ship's helm.



8. Part museum, part arcade, and all fun, **Musée Mécanique** will take you on a journey from turn-of-the-century music boxes to modern video arcade games.



9. Plan your A-list experience at **Madame Tussauds**. The world's greatest wax museum with no ropes or barriers holding you back from meeting your favorite stars!



10. **Fog Harbor Fish House**, one of San Francisco's best restaurants, stands as an iconic dining destination in the City. Delight in the experience of savoring 100% sustainable seafood while taking in breathtaking vistas of the San Francisco Bay and the iconic Golden Gate Bridge.



11. **Hard Rock Cafe's** awe-inspiring assortment of memorabilia showcases iconic Bay Area music legends, including the likes of Grateful Dead, Faith No More, Jefferson Airplane, Journey, Santana, Sly and the Family Stone, and Vince Guaraldi, among many others. These are just a handful of the homegrown bands that achieved tremendous success.



12. Cap off your Perfect Day with an Irish Coffee at **The Buena Vista Café**, an iconic San Francisco establishment. As you step into this famous café, you are greeted by friendly staff in a beautiful wooden bar.

GRANTS

PORT OF SAN FRANCISCO

In June of 2023, the FWCBD was granted \$2,188,445.56 from the Port of San Francisco for programming over FY 23/24 and FY 24/25. This grant was allocated to the FWCBD to provide services outside of the CBD boundaries, on Port-owned and managed property.

Funding was allocated for stewardship assistance, beautification, outdoor events and activations, marketing, business attraction, and admin/staffing.

In February 2024, the FWCBD began working on the Little Embarcadero activation plan. To fund this, the CBD reallocated \$400,000 of its initial budget and was approved for an

additional investment from the Port of San Francisco for \$1,032,200 in June 2023. This additional funding was budgeted for additional staffing and stewardship ambassadors, design services, programming, materials, and marketing for the Little Embarcadero area.

AVENUE GREENLIGHT

In June 2023, the FWCBD was selected as a \$50,000 grantee by Avenue Greenlight to fund the district's wayfinding plan, aimed at replacing the outdated signage throughout the area with modern, vibrant blade signs. Currently in the permitting process, the project is expected to be completed during the FY 24/25, significantly improving navigation and the overall visitor experience in Fisherman's Wharf.

OEWD

The FWCBD was awarded a grant by OEWD for district strategic planning. In February and March 2024, the FWCBD contracted Urban Place Consulting to conduct a board retreat and develop an organizational strategic plan.



SERVICES

BLOCK BY BLOCK AMBASSADORS

The FWCBD's partnership with Block by Block provides a dedicated team of ambassadors who work tirelessly to keep Fisherman's Wharf clean and welcoming seven days a week. These ambassadors perform a range of essential tasks, including sweeping the streets, power washing public areas, removing graffiti and stickers, and collecting trash from sidewalks and public spaces. Their consistent efforts help maintain the district's cleanliness and appeal, ensuring that both locals and visitors can enjoy a pristine environment. The team plays a crucial role in supporting the district's overall aesthetic and providing a positive experience for everyone who visits the Fisherman's Wharf area.

FY23/24 ANALYTICS

TASK	# COMPLETED
ATLV Block Faces	2,538
Biohazards Removed	1,217
Business Contacts	5,917
Car Break-In Advisory/Clean Up	1,899
Graffiti Removal	7,573
Hospitality Assistance	15,132
Needles/Syringes Removed	156
Pan & Broom Block Faces	17,739
Power Washing/Stain Removal	297
Quality of Life	6,969
Request for Fire/Police/EMS	38
Street Furniture Cleaned	8,265
Trash (lbs)	144,166



FINANCIAL STATEMENT

JULY 1, 2023 - JUNE 30, 2024

	ACTUAL	BUDGET	Variance	% of Budget
REVENUE				
Assessments	\$1,333,500	\$ 1,333,500	\$ -	100%
Affiliate Program Dues	24,825	45,000	(20,175)	55%
Grant - Port of SF	1,275,000	1,293,086	(18,086)	99%
Grant - Other	66,348	-	66,348	100%
Donation - In-Kind	142,952	-	142,952	100%
Sponsorship	-	5,000	(5,000)	0%
Interest/Other	10,305	10,000	305	103%
TOTAL REVENUE	\$2,852,929	\$2,686,586	\$ 166,343	106%
EXPENSE				
ASSESSMENT-Landside				
Clean and Safe Program	\$ 670,477	\$ 750,532	\$ (80,055)	89%
Marketing and Event Program	310,765	345,659	(34,894)	90%
Administration	254,497	262,829	(8,332)	97%
Contingency and Reserves	-	-	-	0%
Total Assessments	\$1,235,739	\$1,359,020	\$ (123,281)	91%
NON-ASSESSMENT				
Clean and Safe Program	\$ 440,760	\$ 393,760	\$ 47,000	112%
Marketing and Event Program	692,087	829,326	(137,239)	83%
Administration	163,901	130,000	33,901	126%
Marketing and Event Program (In-Kind Donation)	120,952	-	120,952	100%
Administration (In-Kind Donation)	22,000	-	22,000	100%
Total Non-Assessments	\$1,439,700	\$ 1,353,086	\$ 86,614	106%
TOTAL EXPENSES	\$2,675,439	\$2,712,106	\$ (36,667)	99%
REVENUE OVER EXPENSES	\$ 177,490	\$ (25,520)	\$ 203,010	114%

JULY 1, 2024 - JUNE 30, 2025 BUDGET

	Assessment Budget	Non-Assessment Budget	PORT Grant Budget	Total Budget
REVENUE				
Assessments-Landside	\$ 1,400,175	\$ -	\$ -	\$ 1,400,175
Grant - Port of SF	-	-	1,945,646	1,945,646
Sponsorship & Other	6,000	15,000	-	21,000
In-Kind Donation	-	140,000	-	140,000
TOTAL REVENUE	\$ 1,406,175	\$ 155,000	\$ 1,945,646	\$ 3,506,821
EXPENSE				
Clean and Safe Program	\$ 629,474	\$ -	\$ 1,004,760	\$ 1,634,234
Marketing and Event Program	418,343	-	419,496	837,838
District Identity & Streetscap/Beautification	15,000	-	296,390	311,390
Administration	288,726	15,000	225,000	528,726
Contingency and Reserves	54,633	-	-	54,633
In-Kind Donation	-	140,000	-	140,000
TOTAL EXPENSES	\$ 1,406,175	\$ 155,000	\$ 1,945,646	\$ 3,506,821
REVENUE OVER EXPENSES	\$ -	\$ -	\$ -	\$ -

FWCBD VIDEO SURVEILLANCE TECHNOLOGY PROGRAM

I. Technologies in Place:

Avigilon H3, H4 and H5 Cameras and ACC 7 Software

II. Brief Description of Technologies:

Cameras are currently installed around the public spaces (sidewalks, parking lots, etc.) within the FWCBD boundaries. These cameras overlook the public spaces. In the future, additional cameras may be added to other public spaces in the district.

Cameras are not used to specifically protect private properties within the district and are not located around areas where the public might have an expectation of privacy (e.g., public restrooms). The FWCBD will not use covert cameras or “dummy” or fake cameras. The FWCBD also does not record any sounds or voices.

The system is not continuously monitored. However, a desktop has been set up at the FWCBD office which is accessible by staff and by at 2801 Leavenworth St., Suite B-16, San Francisco, CA 94133.

The general public (visitors) and the FWCBD members should be aware that a security officer is not watching the cameras. They should not expect that they are under continuous surveillance when they are within the range of a camera. For example, if a visitor or an FWCBD member has a crime committed against them, they should not expect someone to automatically come to their rescue because they are in front of a camera - they should call 911 for emergencies and/or the SFPD immediately for assistance.

The general public and the FWCBD members should also be aware that the video surveillance system has cameras that only cover a fraction of the public space within the FWCBD and even when camera coverage exists, it may not provide the level of detail necessary to identify suspicious activity or identify criminals.

The system is managed by the FWCBD and its contractor, Applied Video Solutions, Inc. (AVS).

III. Purpose of the Video Surveillance Technology Program:

The primary purpose of the FWCBD Video Surveillance Technology Program is to help make the district safer for visitors, residents, and employees by providing surveillance of key public space areas. The system provides a platform for after-the-fact investigation of crimes committed within the public space or when the perpetrator has fled into the public space.

FWCBD VIDEO SURVEILLANCE TECHNOLOGY PROGRAM

IV. Usage Policies and Procedures:

The FWCBD Board of Directors reserves the right to modify or change these policies at any time.

The usage policies and procedures of the FWCBD Video Surveillance Technology Program are to help deter crime, assist in protecting the safety and property of persons and businesses within the district, and apprehend persons who have committed criminal activities. The use of video surveillance and monitoring for other purposes inconsistent with those identified in this policy is prohibited.

Video surveillance and monitoring for the purposes identified in this policy will be conducted in a professional, ethical, and legal manner.

Video surveillance and monitoring for the purposes identified in this policy will be conducted in a manner that does not violate reasonable expectations of privacy as defined by law.

To maintain an informed public community and to further this policy's goals of reducing criminal activity in the district, video footage may be released from time to time, including to appropriate public safety agencies, at the discretion of the FWCBD to ensure that this policy's goals are continuously being met.

System users will operate the system in a manner that relies on suspicious behavior or reports of specific incidents or threats, and not individual characteristics, including race, gender, ethnicity, sexual orientation, or disability.

Staff and contractors will not seek out or continuously view private offices, living areas, private spaces, or places of public accommodation not otherwise visible without technological assistance.

System users will not seek out or continuously view people being intimate in public areas.

FWCBD VIDEO SURVEILLANCE TECHNOLOGY PROGRAM

Process for Requests for Video Surveillance, Video Footage Review, and Copies of Records

All recorded and archived video images, clips, or footage are subject to all the same policies set forth under Section IV.

All video surveillance cameras are being recorded continuously by a digital video recording system (Avigilon Network Video Recorder). Recorded video is used exclusively for the investigation of security, safety-related, and code violation incidents and not for other purposes. The FWCBD and AVS are responsible for the management of the video surveillance system and have exclusive control of the release of the video recordings produced by this system.

Recorded videos will be made directly available to the general public only to the extent required by law. The FWCBD will also comply with all provisions in its contract with the City and County of San Francisco related to FWCBD records. In the event of a crime or security incident in the area where video surveillance coverage may be available, individuals should report the crime to the SFPD. The SFPD can then request the appropriate video from the FWCBD office. If relevant video is available, a video clip of the incident may be produced and made available to the SFPD (or other law enforcement agencies) and the affected party in accordance with the policies set forth herein.

All requests for video recordings shall be coordinated by the FWCBD office and/or AVS, and the correct form submitted to the FWCBD located at 505 Beach Street, Ste 110, San Francisco, CA, 94133 (as outlined below).

The FWCBD and AVS will cooperate fully with all court orders or subpoenas for video recordings provided the video evidence is still retrievable at the time of request.

Video recordings will be provided in response to requests reasonably describing the desired recordings in accordance with the process provided under Section IV. AVS will assist and support FWCBD with requests for large amounts of video recordings (more than 2 hours) or other complex requests by the terms and procedures of this usage policy. All other requests will be processed by FWCBD staff accordingly.

FWCBD VIDEO SURVEILLANCE TECHNOLOGY PROGRAM

All requests for real-time video surveillance, review of recorded video footage, and/or copies of recorded video footage will generally be evaluated in accordance with the following policies:

Action Item	Public Records Act Request	Request by Law Enforcement Agencies
Request to Observe Real-Time Video Surveillance	Restricted and not subject to requirements set forth by the California Public Records Act.	Will be evaluated on a case-by-case basis.
Request to View Stored Recorded Video Footage and/or for Copies of Recorded Video Footage	Will be evaluated subject to requirements set forth by the California Public Records Act.	Will be evaluated on a case-by-case basis.

Like other requests by the public, media requests for video records will be evaluated on a case-by-case basis and subject to the requirements of the Public Records Act. The requester will generally receive a response within 10 calendar days. The FWCBD may withhold the requested video records if the public's interest in disclosure is outweighed by the public's interest in non-disclosure, including certain instances when releasing the video records would compromise a police investigation.

Recorded video is generally stored for a period of 30 days. On the 31st day, recorded video footage is generally deleted, erased, or destroyed unless a copy has been made in accordance with a request related to a security or safety incident. Any video associated with a specific security incident or event is generally converted into a permanent video clip and stored for one year. Video clips that could become evidence in a civil or criminal proceeding may be retained until the conclusion of legal proceedings.

This FWCBD policy does not guarantee the provision of records upon request.

All internal and external requests for footage review and copies of records are to be documented using the FWCBD Request for Video Retrieval Form, attached as Exhibit B. The form is also to be used to document the progress of the video retrieval process and is designed to help measure and improve system performance and operating procedures.

FWCBD VIDEO SURVEILLANCE TECHNOLOGY PROGRAM

The form should be submitted to the FWCBD located at 505 Beach Street, Ste 110, San Francisco, CA, 94133 during normal business hours, from 9:00 a.m. – 5:00 p.m. Monday-Friday or may be sent in by email to info@fwcbd.com. The FWCBD or its designees will typically provide the video or respond to the request within 10 calendar days.

FWCBD staff or its designees will provide assistance to persons making Public Records Act requests as required by law and may fill in and submit the form if the person does not wish to do so. Although preferable, the form does not need to be fully completed in order to initiate the request. FWCBD shall respond to all requests for footage review and copies of records in the timeframes required by applicable laws and regulations.

All video footage review is to be carried out by and/or under the direct supervision of authorized system user(s).

All copies of video records are to be made by the authorized system user(s) only.

Copies of all video records and images provided are to be retained by FWCBD (or its designees) on-premises for a period of 180 days. FWCBD (or its designees) may retain a copy of any video record or image provided to a third party beyond 180 days or until all legal proceedings are concluded.

Copies of all request forms may be retained by FWCBD or their designees.

The FWCBD reserves the right to assess fees for requests for recorded video footage, including personnel costs for conducting a search for recorded video footage and/or images, and the actual costs of CDs, DVDs, or other media devices.

Procedures and Processes

System Users

System Users are defined as those individuals and groups of individuals who have been authorized to have direct or remote access to live and/or archived video footage captured by FWCBD cameras. Attached as Exhibit A is a User Rights Groups chart, identifying the four main user groups and each group's access rights within the system.

All System Users are to have their own unique log in name and password. All credentials are to be kept securely on file by FWCBD or its designees.

System Administrators

System Administrators possess full administrative rights in the system permitting the performance of any system function including all authorized System User functions. System Administrators have access to system settings and can add, modify, and delete System Users. System Administrator passwords are to be kept separately from the System Users credentials.

Individuals Authorized to Request Technical Support

All individuals who are authorized to request technical support assistance (all System Users) must attend user training and follow standard service request protocol per terms of support.

Real-Time Video Viewing and Monitoring

All System Users are to use their own personal username/password when accessing video surveillance systems and it is their responsibility to protect their username/password and not to share it with other individuals.

EXHIBIT A

User Rights Groups

Group	Group Rights	User Description
Group A	Live Video Access	Applied Video Solutions designees as system administrators FWCBD Staff
	Archive Video Access	
	Video and Still Export	
	PTZ Control	
	Camera setup, naming, and image control	
Group B	Live Video On-Site Access	FWCBD Staff
	Remote Access to Live Video	
	Archive Video Access On-Site Only	
	Video Export On-Site Only	
	PTZ Control Only	
Group C	Live Video Access	FWCBD Executive Staff
	Remote Access to Live Video	Law enforcement agencies on a case-by-case basis for a specified amount of time.
Group D	Remote Mobile Access	Determined on case-by-case basis and limited to the individuals listed in other groups with approval of Executive Director of the FWCBD.
Group E	Live Video On-Site Access	Designee of property owner where cameras are located. Camera access is restricted to their property(s) only.
	Live Video Remote Access	
	Recorded Video Access	Designee of tenant (where applicable) where cameras are located.

EXHIBIT B

FWCBD Request for Video Retrieval Form	
REQUESTOR PROVIDED INFORMATION	
Requestor Name	
Company/Organization	
Daytime Phone Number	
Date and Time of Video Requested	
Location and/or Cameras Requested	
CASE/FILE # (if applicable)	
Footage Retrieval Method (Flash drive issued, other, etc.)	
Print Name	
Requestor signature verifying information provided above is correct	
FWCBD STAFF USE ONLY	
Camera(s) Exported (#'s)	
Export Start Date/Time ACTUAL	
Export End Date/Time ACTUAL	
Name of Authorized System User	
Video export procedure successful (Y/N)	
Time expended on THIS search/export:	
Copy of video footage archived	
Date Submitted	
Date Retrieved	
Printed name of person retrieving video	
Signature of person retrieving video	
Quick Notes:	