The world of San Francisco politics can be a wild place. The mayor and Board of Supervisors consider hundreds of legislative proposals every year. The Planning and Building Inspection departments regularly issue new codes and regulations. They have the power to propose new taxes, increase the fees you pay, restrict your ability to change and upgrade your building, and regulate how you manage your employees.

That's why you need an experienced guide to help you avoid the pitfalls and keep your properties on the right path. BOMA is your guide to the jungle of San Francisco politics.

BOMA is your last line of defense against bad laws. BOMA's Political Action Committee (BOMA-SF-PAC) campaigns for candidates and issues that promote economic vitality and the health of our industry — and against those that would harm it.

BOMA is your partner in recruitment, training and communication. BOMA relationships, expert-taught seminars, and other programs and publications allow our members to hire and retain top talent, build rewarding careers and stay in touch with the ideas, events and trends that matter.

BOMA is your representative at the bargaining table. BOMA's savvy negotiators advise and represent our industry in contract talks with unionized building service workers, energy providers and the trash collection and recycling industry.

BOMA is your multi-purpose tool. From government relations and lobbying, to networking, recruiting and professional development, negotiation, advice and counsel, BOMA is your best resource to succeed in San Francisco's commercial real estate market.

Please read on. Inside, you'll find out how other San Francisco commercial property owners, investors, developers, managers and suppliers have protected and enhanced the value of their investments by joining BOMA and participating in BOMA's Political Action Committee.

Sincerely,

Marc Intermapaggio, CAE
Executive Vice President, BOMA San Francisco

New Green Building rules: Turning burdensome mandates into smart policy

BOMA San Francisco has been ahead of the curve on environmental sustainability. Since the 1980s, we’ve spearheaded recycling and energy-conservation education, incentives and implementation. So, when the city started writing new “green” construction and taxation measures that failed to recognize market realities and threatened to put our members at a competitive disadvantage, BOMA staff ensured our industry’s needs were understood — and the legislative outcome in 2008 was the proof.

A new “carbon tax” on businesses was pulled from the ballot. New green construction regulations were amended to be phased in over time, to include reasonable size thresholds for tenant improvements and were brought in line with national standards formulated by the U.S. Green Building Council to create even playing fields.

“...BOMA San Francisco stepped in to effectively represent property-owner interests.”

— Steve Colvin, RPA, SMA, CPM, Senior Vice President, Boston Properties LP

CASE STUDY

New Green Building rules: Turning burdensome mandates into smart policy
CASE STUDY

Proposition L: The Real Estate Transfer Tax Hike

When San Francisco supervisors placed a measure on the ballot to double the real estate transfer tax – the levy building owners pay when they sell their property – BO M A swung into action. Early polling showed the poorly conceived measure would pass easily and “progressive” officials and organizations lined up to endorse it. But in just six weeks, BO M A-SF-PAC raised nearly $750,000, hired political consultants and waged a multimedia campaign to defeat the initiative, featuring television ads, targeted mailers and street signs. Prop L failed by a 55-to-45 percent margin, saving local investors more than $500 million over six years.

O ne of our industry’s biggest challenges is finding and training new talent, and further developing their skill sets. At BO M A, we are part of a global network and we are constantly canvassing it to help members attract the best employees. Through these relationships, BO M A staff stays abreast of industry needs and best practices to ensure our members have all the resources at their disposal to find greater efficiencies, build asset value, and develop satisfying and rewarding careers.

BO M A IS YOUR LAST LINE OF DEFENSE AGAINST BAD POLICY.

The legislative landscape is changing. More and more proposals affecting building owners and asset managers — new taxes, fees and land-use restrictions — are going to the ballot. BO M A is prepared. BO M A’s Political Action Committee (BO M A-SF-PAC) is the largest and most-effective PAC organized to protect the interests of the commercial real estate industry. Each election cycle, BO M A analyzes local ballot initiatives and interviews local candidates. When necessary, BO M A is prepared to bring its own policy initiatives to voters directly. BO M A staff understands how to comply with complex rules governing PACs and political campaigns to keep members out of harm’s way. Most importantly, we raise the money to wage effective campaigns and we win.

“BO M A knows its way around City Hall and advocates effectively. If I owned a building, I’d join.” — Mayor Willie Brown

BO M A IS YOUR PARTNER IN RECRUITMENT, TRAINING & COMMUNICATION.

OFFERINGS

Career Center. BO M A is our industry’s premiere career development resource – with utilities for both jobseekers and employers. Our online recruitment, job-finding and other career-support aids are available at http://www.bomasf.org.

Seminars. Whether designed for entry-level employees or continuing education for industry pros, our classroom courses and hands-on training programs are developed and taught by industry leaders from across the country and adapted to local market needs and opportunities.

Tours. BO M A member buildings exemplify best operating practices across all categories and are open to our membership for group visits so the innovation and managerial excellence at work at these properties can be seen up close and shared.

Luncheons. Held at The City Club and other venues, these midday sessions offer opportunities for learning and, along with other BO M A get-togethers, chances to make lasting connections and socialize with industry peers.

Bulletins. Our e-mail and published reports keep BO M A members in the know – and range from traditional newsletters to our emergency list-serve, which we use to pass on the latest from police, fire and emergency personnel about road, bridge and transit closings and delays, and other breaking news.

“I’ve successfully used the recruitment and training tools developed by BO M A San Francisco to address our industry-wide challenge: the lack of qualified new people entering our business.” — Tim Ballas, CPM, CCIM, Managing Director, CB Richard Ellis, Asset Services Group
Building owners, asset managers and service companies must provide top-flight service for tenants, and they want the best for their workers. But they also face skyrocketing energy prices and spiraling health care costs.

Keeping labor peace while protecting your bottom line can be stressful and difficult. BOMA has long represented our industry in negotiations with the two main property services unions, the Service Employees International Union and the International Union of Operating Engineers. We also are a trove of useful information on hiring, personnel management, and employment law in the commercial real estate field.

But helping our members control labor costs isn’t the only way BOMA contributes to building operational efficiency and asset value. Locally, statewide and at the national level, BOMA vigilantly looks for ways to leverage our association’s buying power in dealings with energy and refuse companies, with other critical suppliers and with government regulators.

As energy costs increase, utility customer groups vie against one another for the best rates and market position. Agricultural and residential users historically have fared the best. But that began to change in 2007. In negotiations with Pacific Gas & Electric, BOMA obtained significant rate reductions that translated into $23 million in savings on the bundled cost of electricity for BOMA members, and an estimated $43 million in savings to all commercial customers in the PG&E service area over three years.

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— Stanley Roualdes, CPM, Executive Vice President, Shorenstein Company, L.P.

BO M A IS A MULTI-PURPOSE TOOL FOR BUILDING OWNERS & MANAGERS.

From government relations and lobbying, to recruiting, professional education and communication, to negotiation, advice and counsel, BOMA is the resource you need to succeed in San Francisco’s commercial real estate market.

BOMA San Francisco members own, operate and service more than 73 million square feet of local office properties. Below is a partial list of Principal Members who represent approximately $1 billion in annual purchasing power for the operation and maintenance of their buildings.

BO M A IS YOUR PARTNER AT THE NEGOTIATING TABLE.

CASE STUDY

The battle for electricity-rate fairness

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Moreover, for the first time since 1992, commercial property owners will be able to ‘sub-meter’ tenants for their actual energy consumption, which will allow owners to actively engage tenants in identifying and reducing their energy usage.

“We’re pleased to support the battle for electricity rate fairness,” said BOMA San Francisco Executive Vice President Stanley Roualdes. “Working together with our members, we’re advocating for fair rates that reflect the costs of serving commercial property owners.”

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