

Crossing the Ocean: BID Policy in the Republic of South Africa

- The Emergence of the BID in South Africa
- Johannesburg's BIDs
- Provincial Enabling Legislation
- Cape Town's BIDs
- Green Point BID
- Central CID
- Performance Evaluation
- Closing Remarks

The Emergence of the BID in South Africa (City Improvement Districts)

Which actors were instrumental in the policy transfer process?

- Inner City Strategic Workshop in November 1991
- In 1992, Central Johannesburg Partnership (CJP) was established
- Key issues were security, informal trading, and sanitation
- In 1993, CJP Director visits New York, Philadelphia, and Baltimore
- Voluntary Pilot BID (no legislation existed) for crime, grime, etc.
- In 1996, the CJP, IDA and ATCM planned a tour (US and UK)
- CJP asked to assist with CID legislation (complete-1997, passed-1999)

Q: "I imagine you relied on other models?"

A: "Heavily on the models from the states."

-Interview with Neil Fraser in January 2003

The Emergence of the BID in South Africa (City Improvement Districts)

Which actors transferred BID policy to Pretoria? To Cape Town?

- In 1998, Partnerships for Urban Renewal (PUR) was established
- PUR worked with property owners in Rosebank, Midrand, and Sandton
- In 1999, Cape Town Partnership (CTP) formed
- CTP researched Denver, New York, Washington, D.C., and Seattle
- CTP modeled BIDs after Coventry CCP, United Kingdom

Johannesburg's BIDs

- Today, there are 11 formal BIDs within the Johannesburg area

BID Name	City
Durbanville	Durbanville
Central	Johannesburg
Northern Improvement District	Johannesburg
Rosebank Management District	Johannesburg
Sandton Business Improvement District	Johannesburg
Sandton City Management District	Johannesburg
South Western Improvement District	Johannesburg
Arcadia	Pretoria
Church Street	Pretoria
Midrand	Pretoria
Sunnyside	Pretoria

Johannesburg's BIDs

- There are more than 10 “pending” BIDs the Johannesburg area

BID Name	City
Braamfontein	Johannesburg
Constitution Hill	Johannesburg
Fashion	Johannesburg
Illovo	Johannesburg
Newtowne	Johannesburg
Retail	Johannesburg
Sloan	Johannesburg
Sports	Johannesburg
Brooklyn	Pretoria
Hatfield	Pretoria

Provincial Enabling Legislation

Reasons for the bill

- Sustainable city/town centres are important for the development of South Africa
- Many centres of our cities/towns are caught in a state of degeneration
- Although this is cause for concern for all of our citizens, and is accordingly being addressed at national, provincial and local government level, it is of particular concern for the property owners and residents in city and town centres
- The legislation establishes a mechanism where property owners will be encouraged to participate in the processes of sustainable development
- It recognises the unique needs and challenges facing different geographic areas and allows for individualised targeting of those needs

Cape Town's BIDs

- 9 BIDs within the Cape Town Metropolitan Area
- Cape Town relies on municipal by-law instead of provincial act

BID Name	Est.	R per/yr
Fish Hoek	Sep-00	150,000
Wynberg	Oct-00	900,000
Central	Nov-00	15,900,000
Claremont	Nov-00	2,800,000
Green Point	Jul-01	1,360,000
Parow	Aug-01	1,000,000
Muizenberg	Nov-01	440,000
Oranje-Kloof	Feb-02	1,320,000
Sea Point	Jul-02	1,360,000

- The combined annual budget is more than R 25 million (*or \$3 million*)

Cape Town's BIDs

- 14 BIDs pending within the Cape Town Metropolitan Area

Pending BIDs
Airport
Beaconvale
Blackhealth Industrial
Camps Bay
Epping I and II
Kenilworth
Lower Gardens
Observatory
Paarden Eiland
Richwood Village
Somerset West
Upper City Bowl
Welgemoed Residential
Wynberg Village

- The potential combined annual budget could double? *(to \$6 million)*

Cape Town's Green Point BID

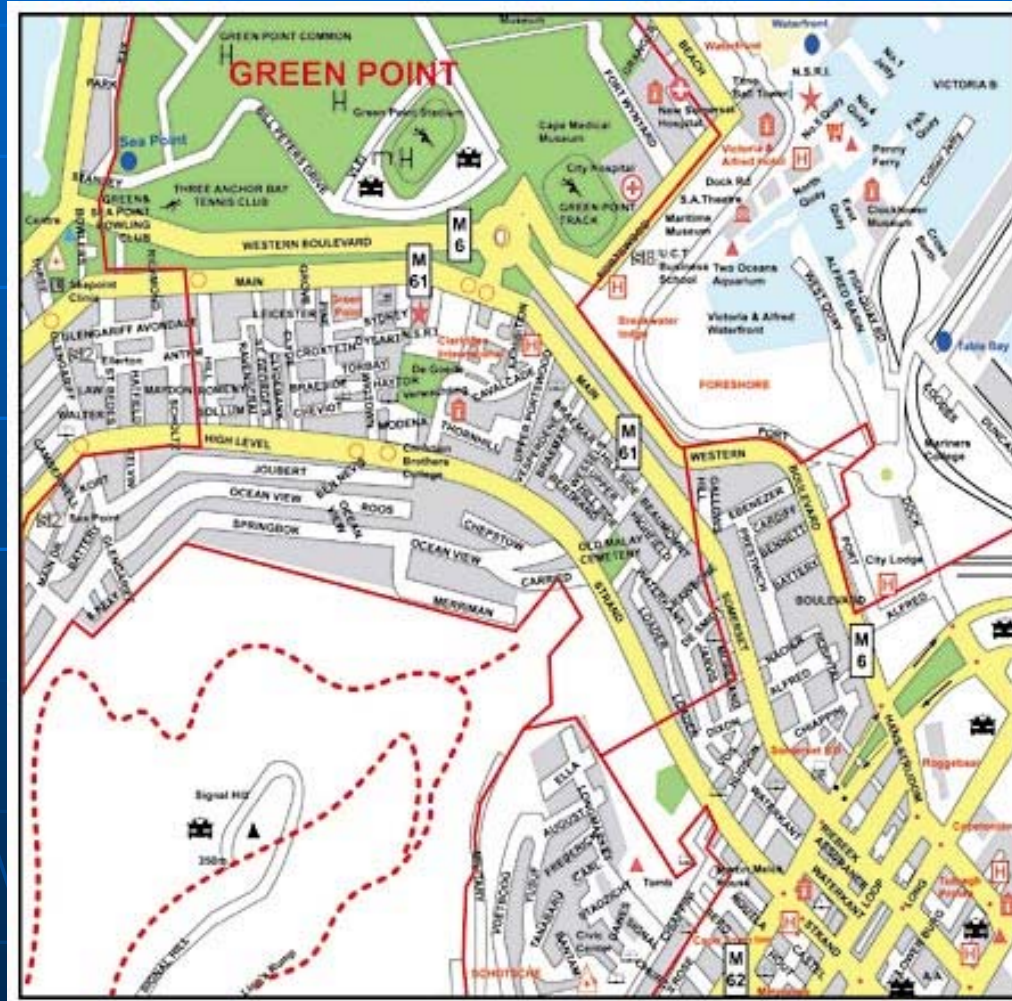
- Annual budget of R1,400,000
- Established in 2001 (City of Cape Town's second BID)
- Focus on security, sanitation and marketing
- 13% levy on rates
- Services the Green Point business district...

Green Point BID - 2003

and De Waterkant residential area...

Green Point BID - 2003

and looking to expand!



Green Point BID - 2003

Supplemental Sanitation Services = “Cleansing Program”

- 6 Minizu staff
- Sweep streets, remove waste and posters, tend to landscape
- 8:00 am to 4:30 pm; 6 Days/Week
- 1,100 to 1,200 bags/day

Green Point BID - 2003

Supplemental Sanitation Services = “Cleansing Program”

- Perception is that Council funded cleaners are ineffective
- BID manager monitors service level agreements with local government
- Minizu contracts with homeless shelter
- Staff are sensitive to people living on the streets

Green Point BID - 2003

Supplemental Security Services

- Two year model (started Feb. 2002)
- To deter burglary, robbery, theft from vehicle
- SAP tour in tandem with BID security
- BID pays SAP salary (four teams)
- Security is armed
- Security cannot arrest suspects

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Central City Improvement District

- Annual budget of R15,900,000
- Established in 2000 (City of Cape Town's first BID)
- Focus on security, sanitation and marketing



Central City Improvement District

Workforce of more than 1.3 million
World-renowned tourist destination

Influx of immigrants
Inadequate public resources

Central CID

Parking shortage in CBD

Problems with informal parking attendants

City appoints CTP to manage parking

Pilot program begins Dec. 2001

50 uniformed and trained parking marshals

System of cash cards to register meter time

Central CID

- 80 Community Patrol Officers (SAP Reservists)
- 18 Foot Patrol (Private Security)
- 10 Mounted Patrol (Private Security)
- 6 Vehicular Patrol (Private Security)

50% of all crime is committed by juveniles
(under 18 cannot be incarcerated or placed in a detention facility)

Central CID

72 surveillance cameras

17 sanitation staff

2001 – crime dropped 40%
2002 – crime dropped 20%

Performance Evaluation (Cape Town CIDs)

By-law mandates CID/Council service level agreements

SANITATION (“CLEANSING”)

- *Domestic/Commercial/Industrial refuse removal*
- *Street Cleaning including servicing/provision of bins, removal of graffiti*

SECURITY (“PROTECTION SERVICES”)

- *Combating of street crime*
- *Illegal parking, trading, and dumping*

PUBLIC INFRASTRUCTURE MAINTENANCE

- *Water, sewerage, electricity*
- *Roads, pavements, traffic lights, street lights, signage, etc.*
- *Safety inspections*

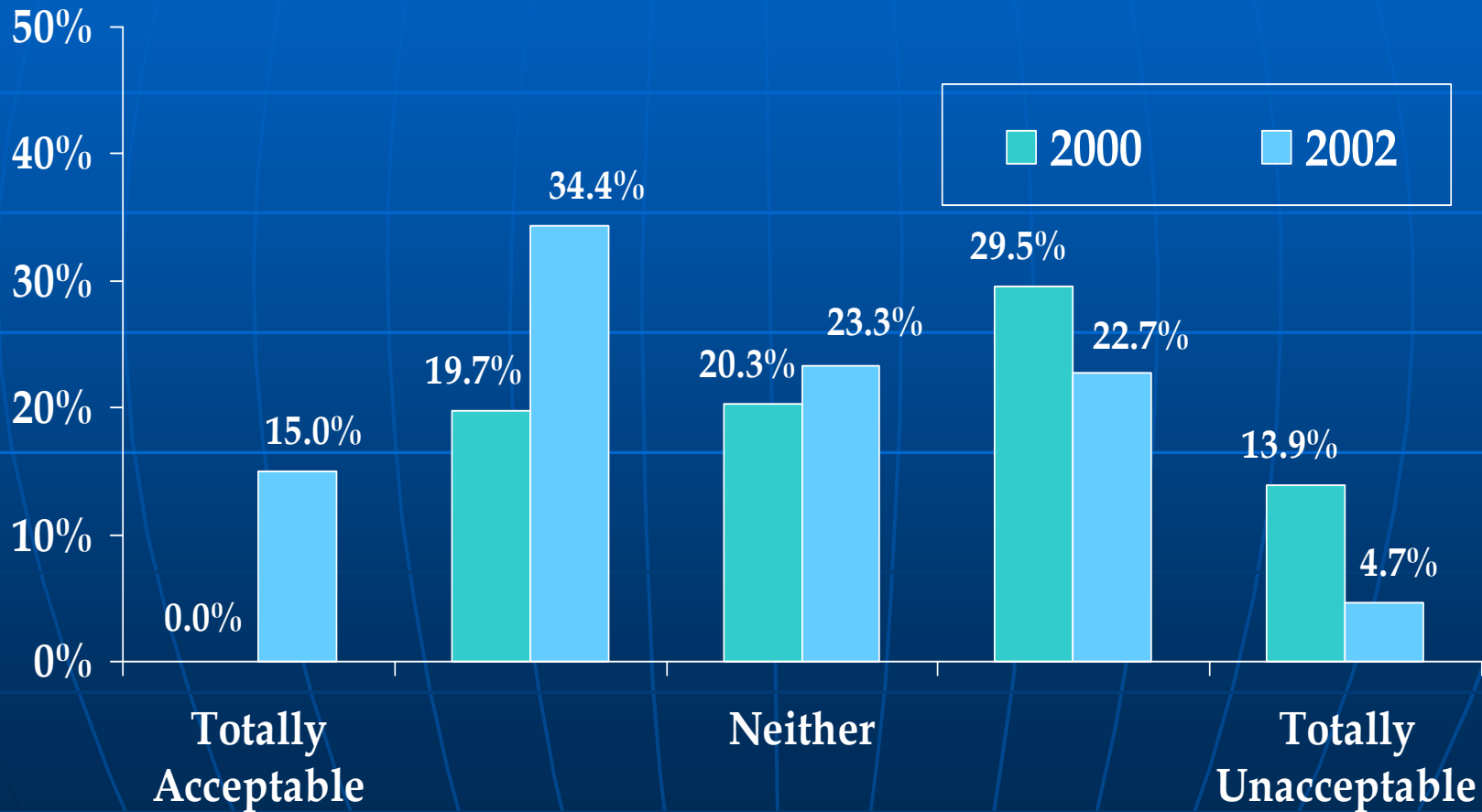
What is the response time? What is the frequency?

Annual Report to Council (Center CID)

	2000	2002
Total Survey Sample	413	542
■ Random intercept		
• public	295	427
■ Targeted sample		
• business	118	115

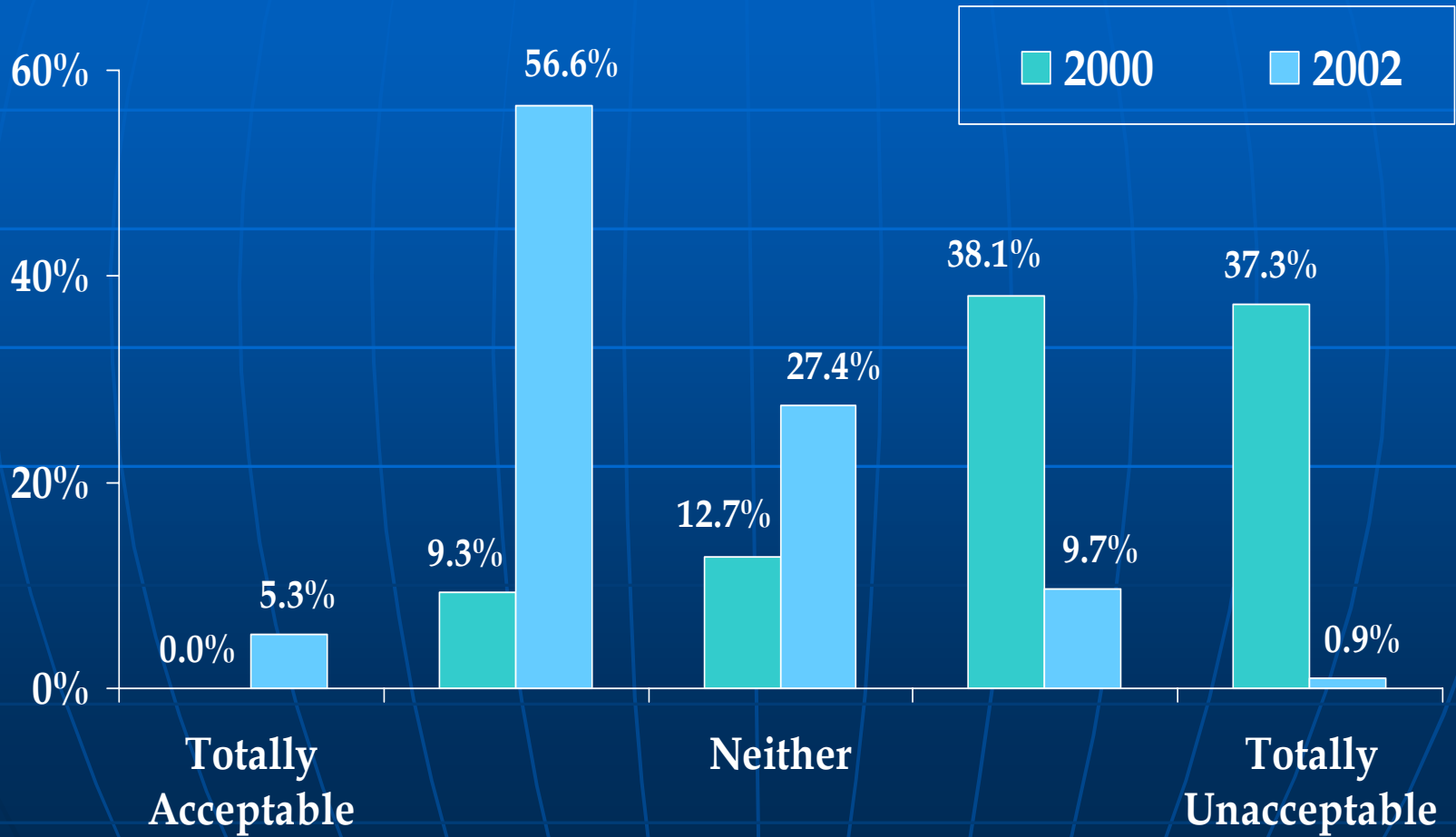
Rating Security by Sector

General public



Rating Security by Sector

Business

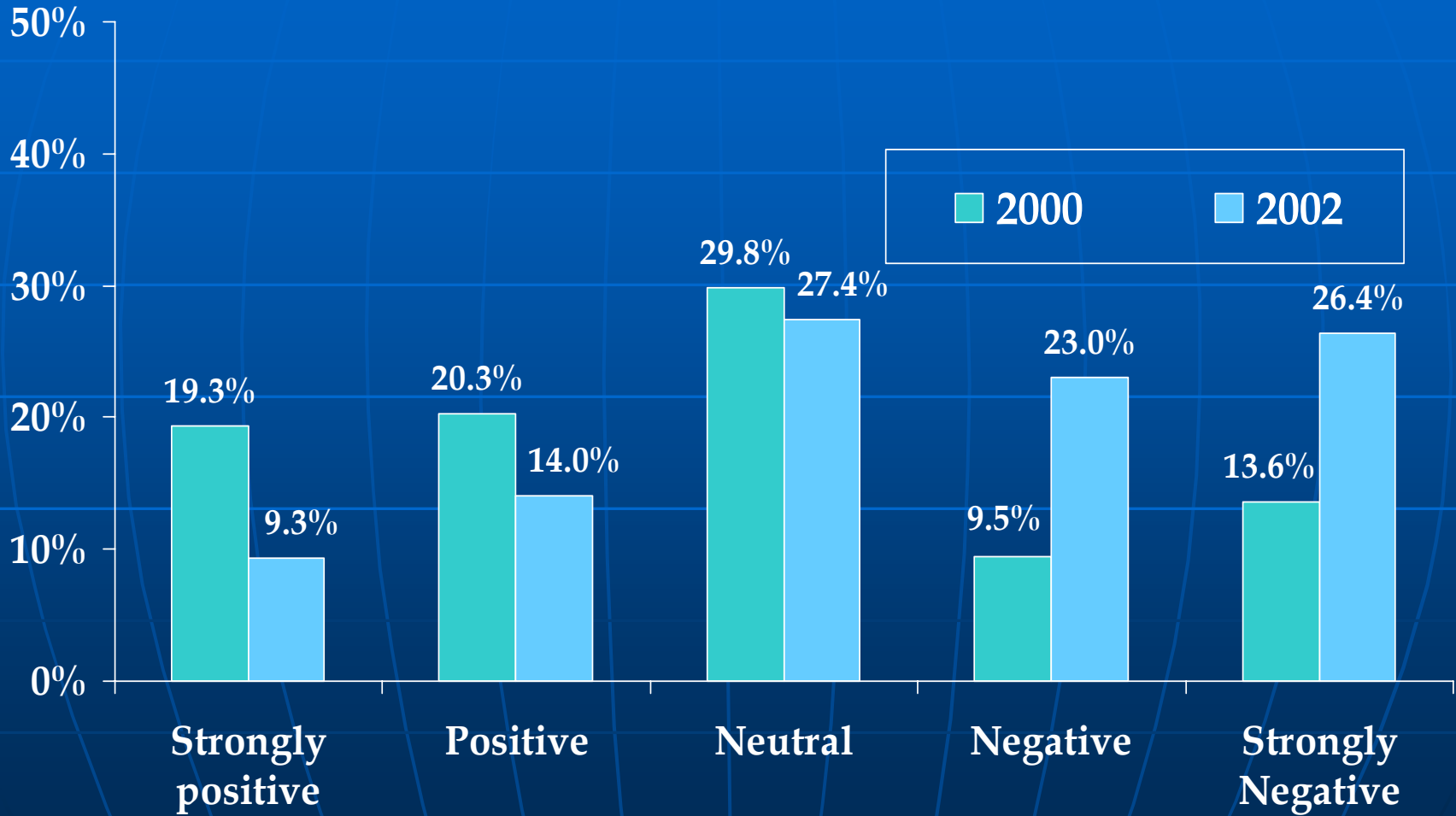


Feelings of Danger

■ Street Children	71.6%
■ Vagrants / Homeless	68.6%
■ Loiterers	60.8%
■ Drug Dealers	41.2%
■ Informal Parking Attendants	33.6%

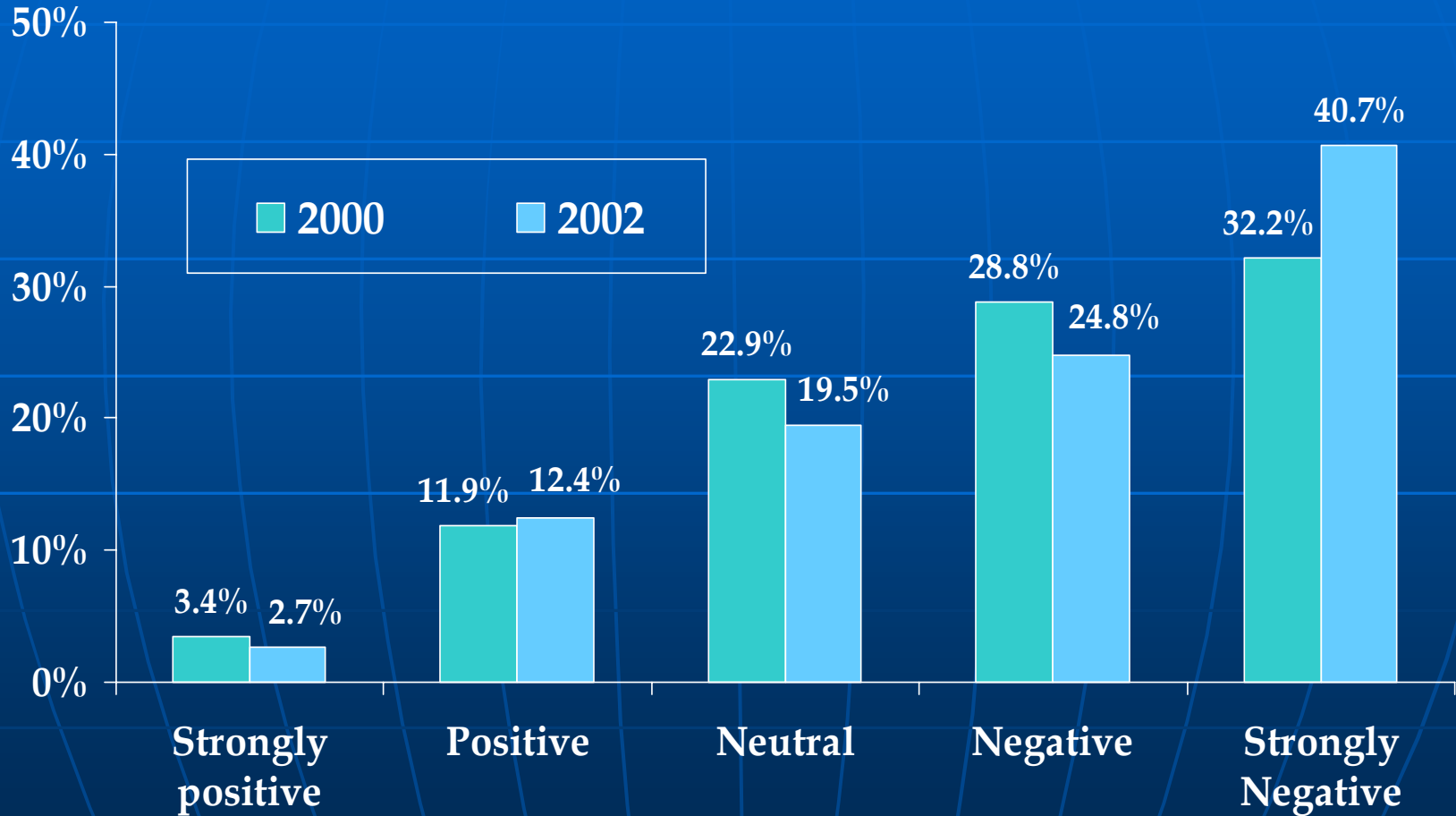
Attitude to Hawking by Sector

General public



Attitude to Hawking by Sector

Business



Closing Remarks

South African Policy

- Positive vote (25% of property owners for plan, 51% for approval)
- Services must supplement those provided by local government
- Allows inclusion of residential properties
- Shorter term limits (3 years)

South African Practices

- Emphasis on Safe and Clean (rather than clean and safe)
- Much higher concentration of security staff per block
- Reliance on surveillance cameras
- Start up monies from local government
- Informal parking, illegal traders, and homeless children
- More sophisticated system for service level agreements
- Organizations forming at rapid pace
- Increasingly popular on urban fringe and suburban areas
- Coordinated by partnership concerned with wide scale development