

# Parkmerced

November 20, 2009

**Dear Resident,**

Our sincerest thanks go out to all of you who attended the Parkmerced **Town Hall** meeting on November 4<sup>th</sup>, 2009. We greatly appreciate that you took time out of your busy schedules to share your concerns with Stellar Management. We have provided below a summary of the subjects discussed at the meeting for the benefit of all residents, including those who were unable to attend.

We hope the forthright and open nature of the meeting and the active participation of Robert Rosania (CEO of Stellar Management and Principal Owner of Parkmerced), as well as several other Stellar executive team members, showed the genuineness of our commitment to you. We asked to hear the good and the bad, and all were heard at the Town Hall. Honest discussions were had on everything from the landscaping to the responsiveness of the Call Center, and all concerns were discussed and noted down for action.

Attendees were asked to share ideas on things that can be **improved** at Parkmerced. Several comments, and our responses, are summarized below:

- **Office staff knowledge and professionalism**
  - *We will review our current staffing model and training procedures to ensure you are provided the highest level of customer service.*
- **Communication between office staff, maintenance, Courtesy Patrol and residents**
  - *We will review our communication tools and ensure notices are more accurate and changes to policies are shared with ample notice.*
  - *We encourage all residents to use the **Resident Portal** as a source for up-to-date community information. For those residents with limited access to computers, we have installed a Resident Portal Kiosk in the newly-designed Resident Services office.*
  - *We have re-vamped our New Resident Move-In procedures, including the creation of a new Transition Department to handle all move-ins and move-outs. New Residents are walked through a very detailed process of reviewing the policies and procedures of Parkmerced **before** moving in.*
- **Vandalism in the neighborhood**
  - *As you all know, we have consistently made improvements to the common areas of the community since Parkmerced was purchased by Stellar in 2005. We know these improvements are welcomed by residents, and are disheartened to see the extensive damage done to the new lobbies, hallways, television screens and camera systems. We will revise our Courtesy Patrol systems to better monitor these areas and ask for your continued assistance with notifying us of any vandalism.*
- **General neighborly courtesy, such as adhering to quiet hours**
  - *Neighborly courtesy is an essential factor of apartment-home life, and one that is the responsibility of all of you. We can provide you with a nice community in which to live and rules to follow that will benefit all, but the only way these efforts will work is if all residents show respect for their home and their neighbors.*
  - *We will re-communicate rules such as Quiet Hours and Pet Policies to ensure all residents are aware of their responsibilities.*
- **Frequency of fire alarms in towers**
  - *The fire alarms were retrofitted in 2007 according to SF Fire Department regulations. We **cannot** reduce sensitivity or loudness of the alarms. The solution to the frequent alarms is in **YOUR** hands – if you burn food in your kitchen or smoke in your apartment, use your*

**windows** as ventilation, not the front door. This is the most common cause of “false” alarms.

- **AUM Billing – How is my bill calculated, and why do some residents not pay for utilities?**
  - *Utility bills for trash, sewer and water have been charged uniformly to all new residents since 2007. These utilities were first billed by Conservice, and later by AUM in 2008. Residents with leases that originated prior to 2007 may or may not pay for these utilities. AUM does not bill for electricity or gas, which are billed separately by PG&E.*
  - *AUM bills are included on the same monthly statement as your monthly Parkmerced rent. The invoice arrives in an envelope sent by AUM billing services, and payments should be made payable to Parkmerced.*
  - *Apartment homes in Parkmerced are **not** sub-metered for water, sewer or trash, therefore your monthly AUM utility bills are calculated by the square footage of your home and the number of people on the lease. The same calculation is used for all residents. You only pay for **your** portion of these utilities; you **do not** pay for the common areas **or** for any other apartment homes. This is the standard method of utility billing for all apartment communities which do not have sub-meters.*
  - *All residents may be subject to gas and electricity PG&E “pass-throughs” for common areas as approved annually by the SF Rent Board. These appear on your monthly rent invoice as “PG&E Pass-through”.*
- **Interior maintenance of apartment homes**
  - *If you have paint that is peeling on your walls, please call (415) 405-4690 and ask for an inspection. Re-painting will be provided to those homes that qualify. Re-painting is not provided for normal wear-and-tear, but can be done by our contractors at an affordable rate if you so desire.*

These are some of the major concerns that were raised at the Town Hall, and we appreciated how important these issues are to your quality of life. Residents who attended the Town Hall were forthright not only with their concerns for improving life at Parkmerced, but also with their positive experiences. **Open spaces, green meadows and the many improvements that have been made since Stellar purchased the property** were among the top favorites, as well as the courteousness and professionalism of the Call Center staff.

We will be launching another **Resident Survey** in December, and hope that **all of you** will participate. Those who participated last year have reaped the benefits of progress based on your responses – likewise, your responses this year will shape the development of your community in 2010.

Again, our sincerest thanks go to those who attended and submitted their feedback via email. You shared that you **care** about your community. We acknowledge that there are still many things to accomplish, but we are committed to making Parkmerced the best place to live in San Francisco. *Stellar Management recently won the prestigious award of SF Apartment Association’s Property Management Company of the Year for apartment communities over 500 homes, an honor we are proud and humbled to receive.* We’ve worked diligently on providing excellent service since assuming management in February, and we will continue to do so.

We know that you will always have more feedback to share, and we encourage you to do so by sending your comments to [feedback@parkmerced.com](mailto:feedback@parkmerced.com) or dropping off your comments in writing at the Parkmerced Resident Services office. We wish you a wonderful holiday season!

Best regards,

Stellar Management and the Parkmerced Team



*Please join us for our Resident Holiday Event on **Saturday, December 19<sup>th</sup>**! Enjoy a **REAL Snow Park** complete with cookie decorating, an assortment of hot beverages and desserts! Located at the corner of Arballo and Serrano. Look for your invitation in the mail soon!*