



2023

**ANNUAL REPORT
TO CITY COUNCIL**

***“DOWNTOWNS ARE TOO
BIG TO FAIL.”***

Brent Toderian

Toderian Urbanworks

2022

A YEAR OF IMPLEMENTATION

DOWNTOWN SAN LEANDRO COMMUNITY BENEFIT DISTRICT

- Established in 2013, requires renewal in 2028.
- Administered by San Leandro Improvement Association (SLIA), a 501c3 not-for-profit organization.
- SLIA Board comprised primarily by property owners or their designees, and 1/3 or fewer "At-Large" members.



2022

A YEAR OF IMPLEMENTATION

SAN LEANDRO IMPROVEMENT ASSOCIATION CURRENT BOARD OF DIRECTORS

Angele Sweet, President

Owner, Friend+Sweet Landscape Design

Matt Holmes, Vice-President

Principal, Retail West, LLC

Betty Shon, Secretary

Real Estate Svcs Manager,
Westlake Realty Group

Long V. Nguyen, Treasurer

Founder/Managing Partner,
VN Village Center

Emily Griego, Immediate-Past President

CEO, San Leandro Chamber of Commerce

Pete Ballew*

City Council Member, City of San Leandro

Xouhoa Bowen

City Council Member, City of San Leandro

Katie Bowman

Economic Dev. Manager,
City of San Leandro

Deborah Cox

Former City Council Member, City of San
Leandro

Jennifer Delgadillo

Manager, Fieldwork Brewing Co. San
Leandro

Kevin Dilling

Owner, Santos Robinson Mortuary

Virginia Harrington

Public Sector Manager, Waste Management

Robert Jones

Owner, Robert Jones & Associates

Tobias Liebermann

Principal Property Dev. Officer, BART

Kevin Norman

Associate Principal,
DES Architects + Engineers

Justin Osler

Co-Managing Principal, The Martin Group

Kimberly Pace

CEO, Boys & Girls Club of San Leandro

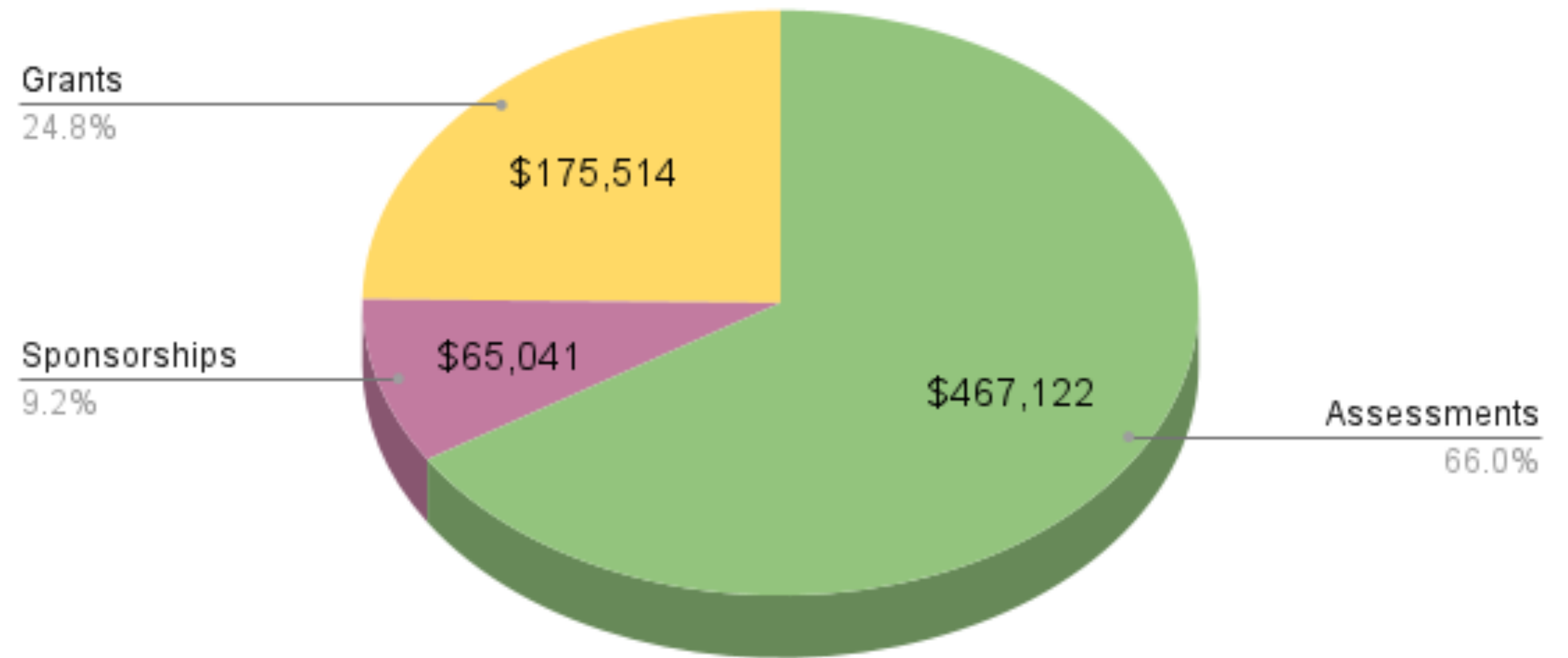
*Alternate

2022

A YEAR OF IMPLEMENTATION

- Assessment revenue is the primary source of District revenue.
- All property owners in the District are assessed, including public and non-profit agencies, with the exception of single family residences.
- Assessments are calculated using the physical measurements of the property not by property value.
- Annual increases are currently capped at 3%, which is challenging when the annual CPI is 5+%.

FY 2022 Revenue

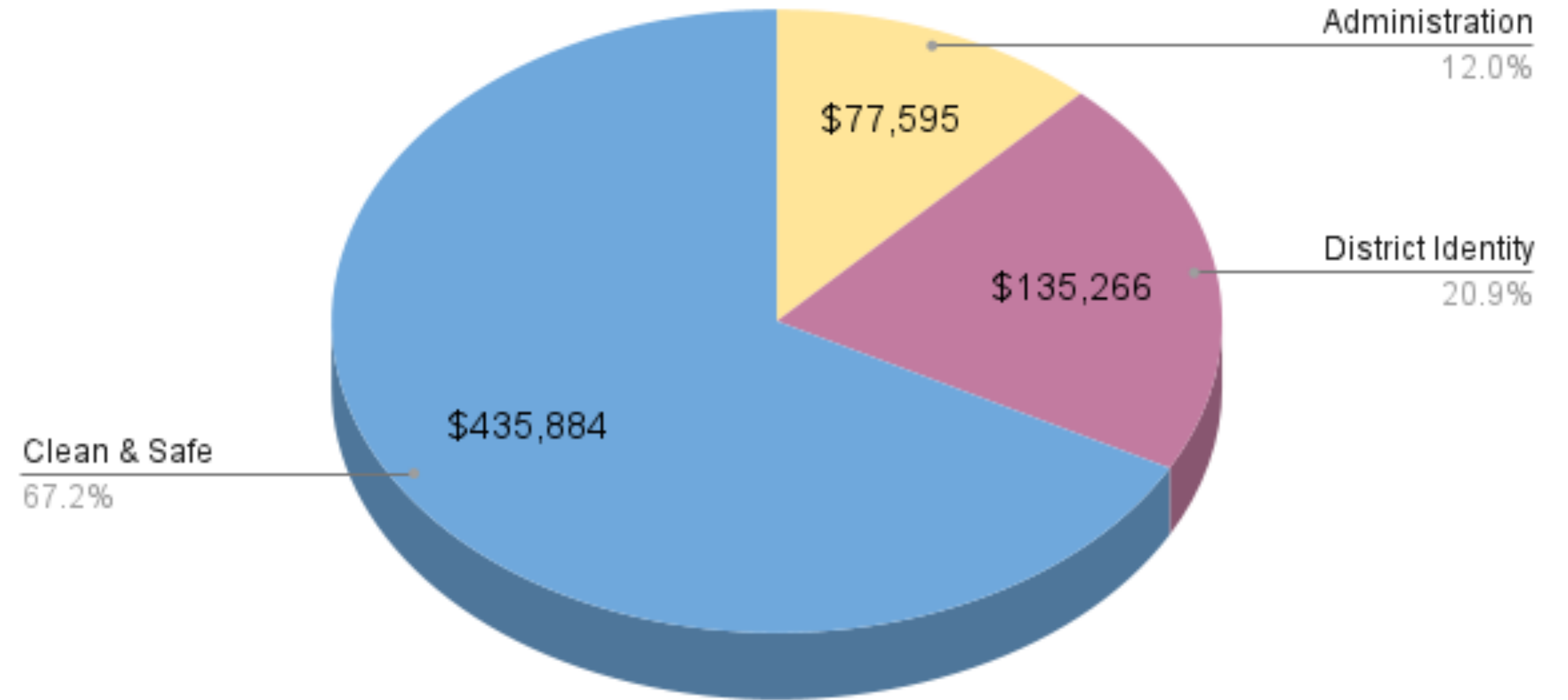


2022

A YEAR OF IMPLEMENTATION

- **Administration** includes rent, communications, CPA, staff, etc.
- **District Identity** includes social media, branding, special events, staff, etc.
- **Clean & Safe** is primarily the Ambassador Services Program, planter maintenance, rent, staff etc.

FY 2022 Expenses



2022

A YEAR OF IMPLEMENTATION



2022

A YEAR OF IMPLEMENTATION

AMBASSADOR SERVICES OUTREACH CAMPAIGN

SAN DOWNTOWN LEANDRO
COMMUNITY BENEFIT DISTRICT

Our Ambassadors Are Here To Help!

Litter, Debris, and Graffiti Removal
De-Escalation of Non-Emergency Situations
Wellness Checks on Unsheltered Neighbors

Call Our Help Line
(415) 404-8463

www.downtownsanleandro.com

Window/Big Belly Clings

SAN DOWNTOWN LEANDRO
COMMUNITY BENEFIT DISTRICT

Safety Ambassador Services

We are here to help!

- De-escalation of non-emergency situations
- Report suspicious behavior or violence
- Report a public nuisance
- Public drinking or smoking
- Sleeping on sidewalks, et
- Wellness checks on unsheltered neighbors
- Safety escort to vehicle

Help Line (415) 404-8463
Daily 12:30 p.m. to approximately 9 p.m.
Ambassador@downtownsanleandro.com
www.DowntownSanLeandro.com

Cleaning Ambassador Services

We are here to help!

- Sidewalk sweeping, litter, and debris removal
- Power washing food spills and stains on sidewalks and public plazas
- Graffiti, sticker, and handbill removal
- Feces and urine removal from sidewalks and building frontage
- Assistance relocating unsheltered sleepers from businesses

Help Line (415) 404-8463
Daily from 7 a.m. - 3:30 p.m.
Ambassador@downtownsanleandro.com
www.DowntownSanLeandro.com

SAN DOWNTOWN LEANDRO
COMMUNITY BENEFIT DISTRICT

We are here to help!
Call Our Help Line **(415) 404-8463**

The Ambassador Services Help Line is available daily from 7 a.m. until approximately 9 p.m.
If someone is in immediate danger or there is a crime in progress, call 911.

Service Cards & Magnets

SAN DOWNTOWN LEANDRO
COMMUNITY BENEFIT DISTRICT

Your Ambassador Team Was Here

We:

- Pressure washed
- Removed graffiti
- Removed illegal dumping
- Removed bio-hazard
- Relocated sleeper/panhandler
- Other _____

The Ambassador Services Help Line is available daily from 7 a.m. until approximately 9 p.m. Please contact us at 415-404-8463 should you need further assistance.

We love feedback, help us improve:
Ambassador@downtownsanleandro.com

www.DowntownSanLeandro.com

Service Post-Its

2022

A YEAR OF IMPLEMENTATION

AMBASSADOR SERVICES OUTREACH CAMPAIGN



WE CAN HELP WITH

- REPORTING SUSPICIOUS VEHICLES AND INDIVIDUALS
- REPORTING SAFETY HAZARDS
- DE-ESCALATION OF NON-EMERGENCY SITUATIONS
- ADDRESSING PUBLIC NUISANCES SUCH AS PUBLIC DRINKING AND SMOKING
- WELLNESS CHECKS AND DISTRIBUTION OF DONATED FOOD TO UNSHELTERED NEIGHBORS

CALL US AT (415) 404-8463



OUR DOWNTOWN SAFETY
AMBASSADORS ARE

HERE TO HELP



**WE'RE HERE
WE CARE**

CALL US AT (415) 404-8463

FOR WELLNESS CHECKS AND
DISTRIBUTION OF DONATED FOOD TO
OUR UNSHELTERED NEIGHBORS



"Hello, Last night I was rear ended in the intersection of Estudillo and E. 14th St. My back tire was punctured and inoperable. Out of nowhere came Ty and Umani. They were so helpful and kind. They changed my tire. They made sure I got home safe. (I live close to the site of the accident) The Safety Ambassadors are such an asset for our city, especially because of people like Ty and Umani. Thank you! - Vicky B."

2022

A YEAR OF IMPLEMENTATION

Safety Ambassador

Program Highlights

- **95% success rate at de-escalating incidences without SLPD support**
- **Delivering volunteer lunches to most vulnerable in the district**
- **Began promoting safety escort service this month**
- **Proactively reporting hazards to the City**
- **Supporting special events**
- **Hand-delivering communications to businesses (i.e. grant opportunity fliers)**
- **Wellness checks and calling for EMS when needed**

2022 Safety Stats



373
Agressive
Panhandling



835
Ordinance
Violations



1295 Welfare
Checks



1685 Meals
Distributed



9978
Business
Contacts



350
De-escalations



950 Graffiti
& Stickers



962 Carts
Returned



1052
Hospitality
Contacts



33
EMS/PD



2022

A YEAR OF IMPLEMENTATION



2022 Cleaning Stats



268 Business
Contacts



1116 Welfare
Checks



168
De-escalations



96 Meals
Distributed



36 EMS/PD



662 Hot Spot
Spills



1180
Carts
Returned



10619
Elements



508
Hospitality
Contacts



653
Leaf Bags



3291
Trash Bags



1577
Graffiti
& Stickers



1219
Biological



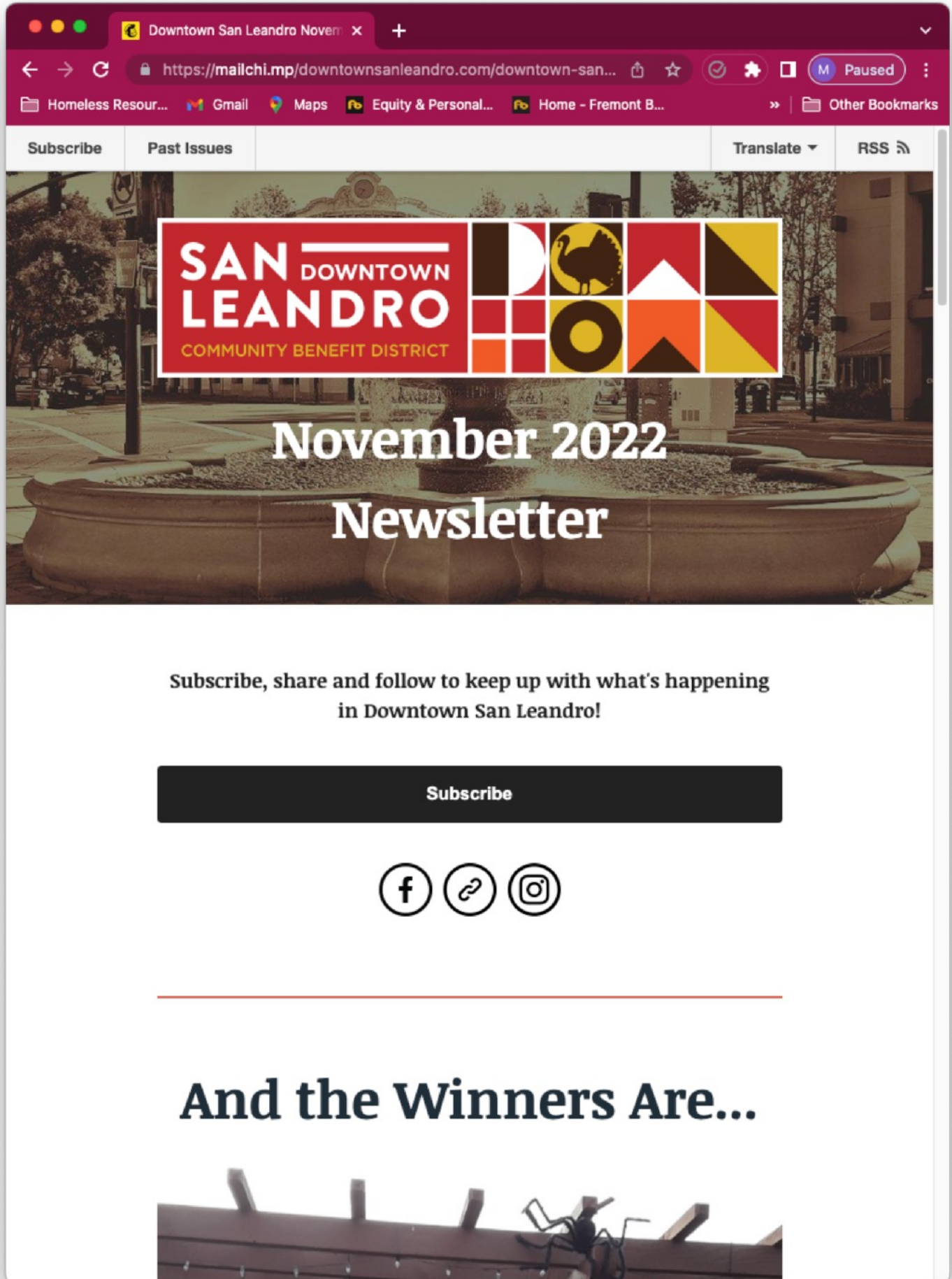
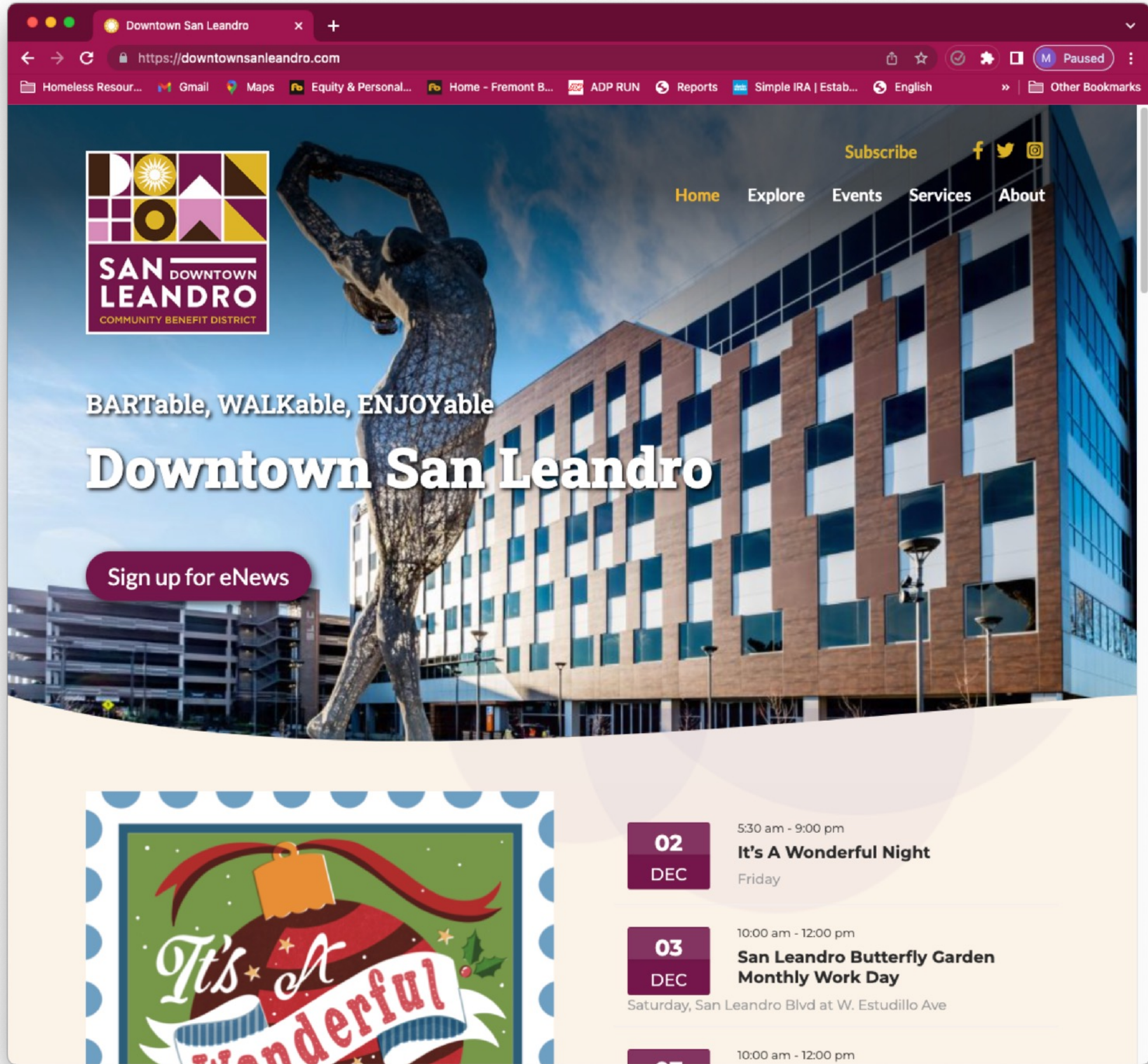
239 hrs
Pressurewashing



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WEBSITE REDESIGN & E-NEWSLETTER



2022

A YEAR OF IMPLEMENTATION

COMMUNITY EVENTS RETURNED TO DOWNTOWN!



SAN LEANDRO DOWNTOWN

FREE

DOWNTOWN FAMILY EARTH DAY FESTIVAL

Saturday, April 23
10 am - 12 pm
Casa Peralta, 384 W. Estudillo Ave.

EARTH DAY

THIS SATURDAY!

TOY SWAP

Especially for kids 10 and under!
Bring a Toy, Take a Toy • Make your own bird feeder
Eco-Story Time • Seed Planting • Tote-Decorating and more!



FREE!

(re)DISCOVER DOWNTOWN SAN LEANDRO

MAKERS MARKET • LIVE MUSIC
SCAVENGER HUNT • LOCAL FOOD
TEEN & KID ZONE

DowntownSanLeandro.com

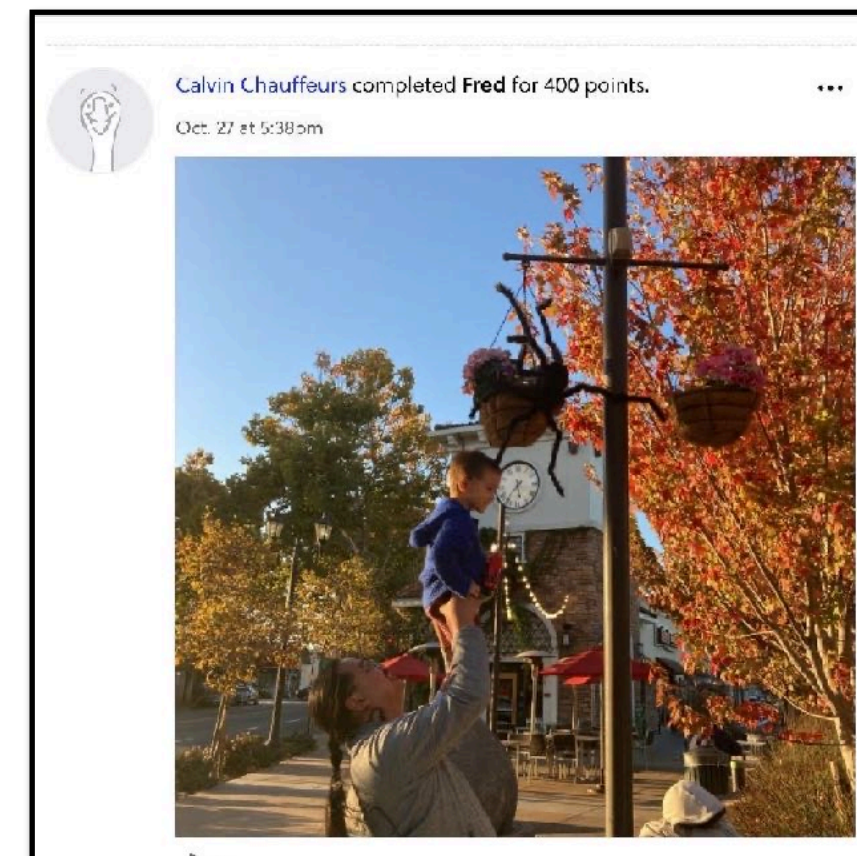
SEPT 17TH | **11AM - 5PM**

W JUANA AVE @ E 14TH ST, SAN LEANDRO

PRESENTED BY

SAN LEANDRO DOWNTOWN | **GATE 510** | **GHIRARDELLI CHOCOLATE**

CENTRO CALLAN | **WATER SOURCE FORUM** | **Rotary Club of San Leandro** | **sled**



25th Anniversary | **FREE Community Event!**

San Leandro Downtown Association

Presents

It's A Wonderful Night

Friday, December 2nd
5:30 PM - 9 PM

Downtown San Leandro
E. 14th @ W. Juana Ave.

Tree Lighting at 6:30 in Estudillo Plaza
Light Show • Holiday Market
Music & Holiday Entertainment
Photo ops with Santa!

Sponsored By

Rotary Club of San Leandro

@dwtmsanleandro | DowntownSanLeandro.com/holiday

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A YEAR OF IMPLEMENTATION



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2023

LOOKING AHEAD

**SLIA BOARD ADOPTED STRATEGIC PRIORITIES
2023-24**

**IMPROVE OWNER
AND TENANT
ENGAGEMENT
WITH
DOWNTOWN
BENEFIT DISTRICT**

**ENGAGE CITY,
OWNERS AND
TENANTS WITH
INCREASED
SECURITY
EFFORTS**

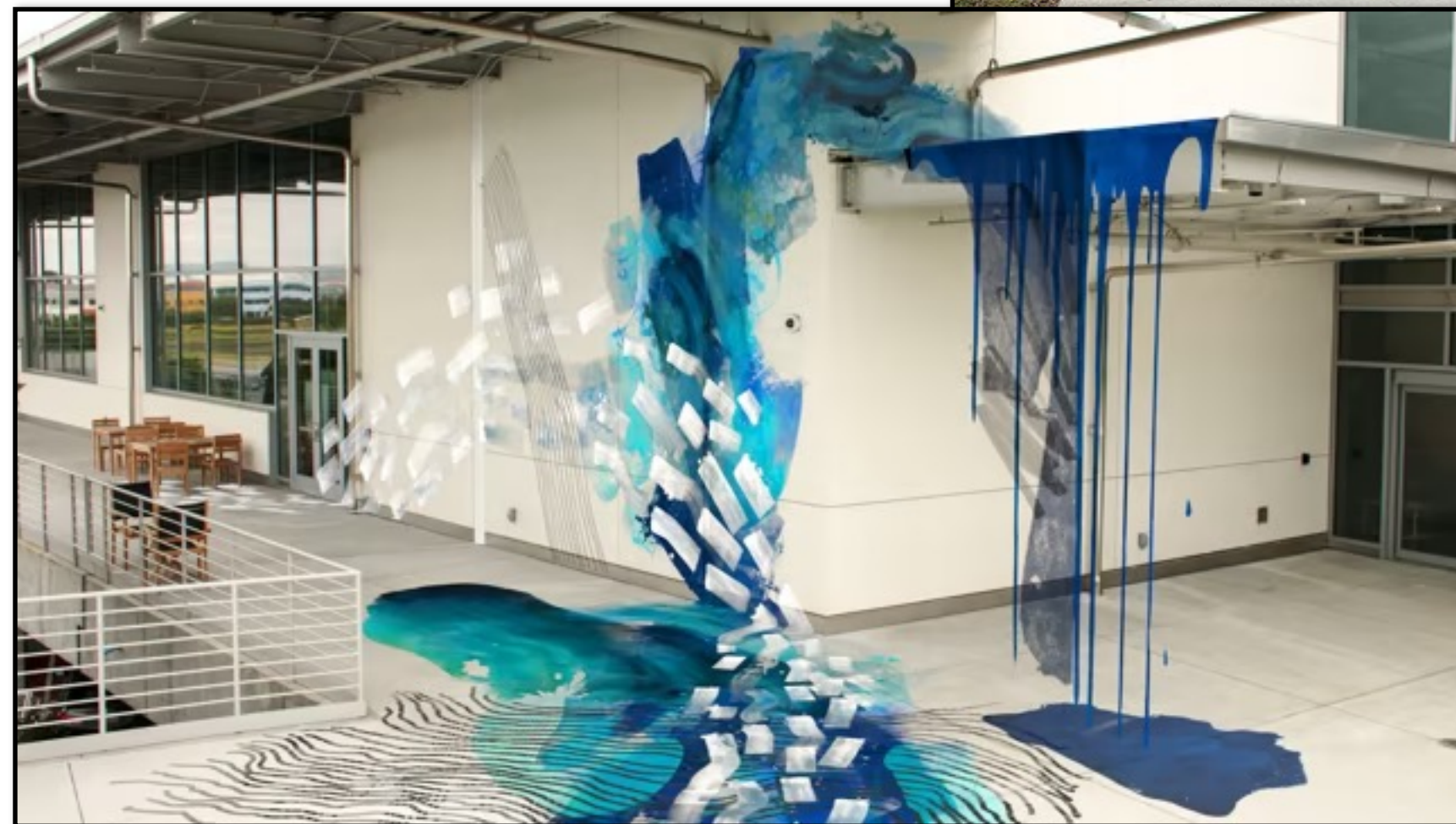
**INCREASE
COMMUNITY
ENGAGEMENT
THROUGH
SOCIAL MEDIA &
EVENTS**

**PARTNER WITH
CITY TO IDENTIFY
NEEDED CODES &
ENFORCE
EXISTING CODES**

2023

LOOKING AHEAD

FILTERS & AUGMENTED REALITY



2023

LOOKING AHEAD

2023 EVENTS FOR DOWNTOWN



SAN LEANDRO
FAMILY EARTH DAY
FESTIVAL

APRIL 15

384 W. ESTUDILLO AVE, SAN LEANDRO
11 AM - 2 PM



The poster features a central graphic of a globe with a wind turbine blade cutting through it. The text is in green and white, and the date 'APRIL 15' is in large white letters on a green background.



SAN LEANDRO

CHERRY
FESTIVAL

June 3rd, 2023

10 am | Cherry Parade
11 am - 6pm | Cherry Festival

The poster has a teal background with a dark red border. It features a detailed illustration of a cherry branch with green leaves and red cherries. The text is in a bold, serif font.



San Leandro
Craftbeer & Music
Festival

16 SEPTEMBER 2023
DOWNTOWN SAN LEANDRO

The poster has a yellow and orange sunburst background. It features illustrations of two brass instruments (trumpets) at the top and a wooden barrel at the bottom. The text is in a mix of green and black fonts.



It's a Wonderful Night!

DECEMBER 1ST

San Leandro Downtown Association
SAN LEANDRO
COMMUNITY BENEFIT DISTRICT

The poster has a blue background with a pattern of colorful pinwheels and stars. It features a small illustration of an elf in a red suit. The text is in white and orange.



ARIAT 80,000 Sq Ft Lease



Ike's 2023



Fieldwork Brewery 8/30/22



IHOP Late Q1 2023?



Centro Callan Q4 2024



Dave's Hot Chicken 11/17/22