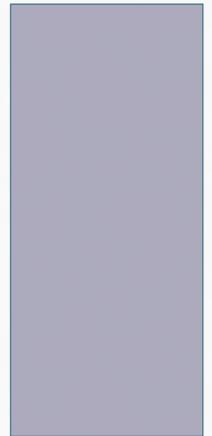


# DOWNTOWN SAN LEANDRO COMMUNITY BENEFIT DISTRICT

CITY COUNCIL MEETING – MAY 20, 2013



# OVERVIEW

- Advantages of a Community Benefit District
- Process to Date
- Outreach Efforts
- District Boundaries and Enhanced Services to be Provided
- Petition Results
- Resolution of Intent
- Timeline
- City-owned Properties
- Recommendation

# COUNCIL GOALS

- Place the City on a firm foundation for long-term **fiscal sustainability**
- Undertake programs and advance projects promoting **sustainable economic development**
- Provide quality public safety services and **work in partnership with the community to keep San Leandro safe**
- Maintain and enhance the City's **infrastructure**
- Support and implement programs and activities that enhance the **quality of life and promote a sense of community and civic pride**

# BENEFITS OF A CBD

- Unifying method for all stakeholders to work towards a common goal of a vibrant business area
- Supports local businesses through recruitment, retention and promotion of the area
- Funds enhanced services, such as maintenance, landscaping and decorations, safety and security and public space activation

# PROCESS

- ✓ Property Owner Survey- to determine conceptual support and input on the type of services desired
- ✓ Property Owner Steering Committee- to provide guidance and direction on initiative and identify district boundaries
- ✓ CBD Enabling Ordinance - to allow the creation of a Community Benefit District
- ✓ Management District Plan - outlines services to be provided, budget for services and assessment methodology
- Petition -30% by weight triggers balloting  
Balloting – 50% plus one by weight to form district

# OUTREACH EFFORTS

- Eleven public meetings have been held to date:
  - Downtown Association
    - July 27, 2012
  - Downtown Steering Committee
    - August 8, September 13, October 18,
    - January 10, January 24, February 7, February 28 and April 4, 2013
  - City Council meeting
    - November 19, 2012
    - April 1, 2013
- Meetings were also held between New City America, City staff and numerous property owners.
- CBD information, including the Management Plan is posted on the City's website.



# ENHANCED CBD SERVICES

## FY 2013-14 Budget

Sidewalk Operations, Beautification & Security(61%)	\$234,175
District Identify & Streetscape Improvements (13%)	50,000
Residential Condos Enhanced Benefits (6%)	24,368
Administration & Corporate Operations (16%)	60,750
Contingency (4%)	<u>15,387</u>
Total	\$384,680

# PETITION RESULTS, BY WEIGHT

## MAY 20, 2013 5 PM

Petitions in support of CBD	35.54%
Petitions opposed to CBD	11.21%
Properties that did not return a petition	53.25%

# RESOLUTION OF INTENT

- Declares Council's intention to establish the Downtown CBD for a period of 15 years and to levy and collect assessments
- Approves the Management Plan and describes the special benefits to be provided
- Approves the assessment amount and a CPI increase annually, not-to-exceed 3%
- Notices a public hearing on July 15, 2013 at 7pm. At the meeting City Clerk shall open and tabulate all ballots and announce the results

# TIMELINE

May 20 <sup>th</sup>	Council adopt ROI and authorize City Manager to sign ballots for City-owned properties
May 24 <sup>th</sup>	Ballots mailed to property owners
July 5 <sup>th</sup>	City Clerk Notices Public Hearing
July 15 <sup>th</sup>	City Council public hearing, ballots counted
Early August	Assessments forwarded to County Auditor
July – Dec.	Formation of the CBD Management Corporation
December	Revenue distributed to the City and forwarded to the new CBD Management Corp

# CITY OWNED PROPERTIES

- The City owns 19 properties in the district - main library, parking garage, surface parking lots, Casa Peralta and History Museum
- The City's required contribution to the CBD in FY 2013-14 would be \$41,190, or 10.7% of the total assessment
- In FY 2012-13 the City included \$45k in the budget for continuation of reduced maintenance services, sidewalk steam cleaning and support for the Downtown Association on an interim basis
- Staff recommends that the \$41k contribution to the CBD replace the \$45k budgeted for these limited services

# RECOMMENDATION

City Council take two actions:

1. Adopt the Resolution of Intent to Establish the Downtown Community Benefit District and to Levy and Collect Assessments
2. Pass a motion authorizing the City Manager to sign the City-owned property ballots in support of the Downtown San Leandro Community Benefit District