

# *Downtown* SAN LEANDRO

San Leandro Improvement Association (SLIA)

2021  
Presentation to  
San Leandro City  
Council

# 2020-21 Board of Directors

## EXECUTIVE OFFICERS

**Emily Griego, Chair**  
*San Leandro Chamber of Commerce*

**Kimberly Pace, Vice Chair**  
*Boys & Girls Club of San Leandro*

**Long Van Nguyen, Treasurer**  
*VN Village Center*

**Katie Bowman, Secretary**  
*City of San Leandro*

## STAFF

**Morgan Mack-Rose**  
*Executive Director*

## DIRECTORS

**Councilmember Deborah Cox**  
*City of San Leandro*

**Nicole Franklin**  
*BART*

**Emilio Garcia**  
*440 Creates*

**Shannon Hackley**  
*Shannon-Leigh Assoc.*

**Matt Holmes**  
*Retail West, Inc.*

**David Irmer**  
*Creekside Plaza Partners*

**Robert Jones**  
*Robert Jones & Assoc.*

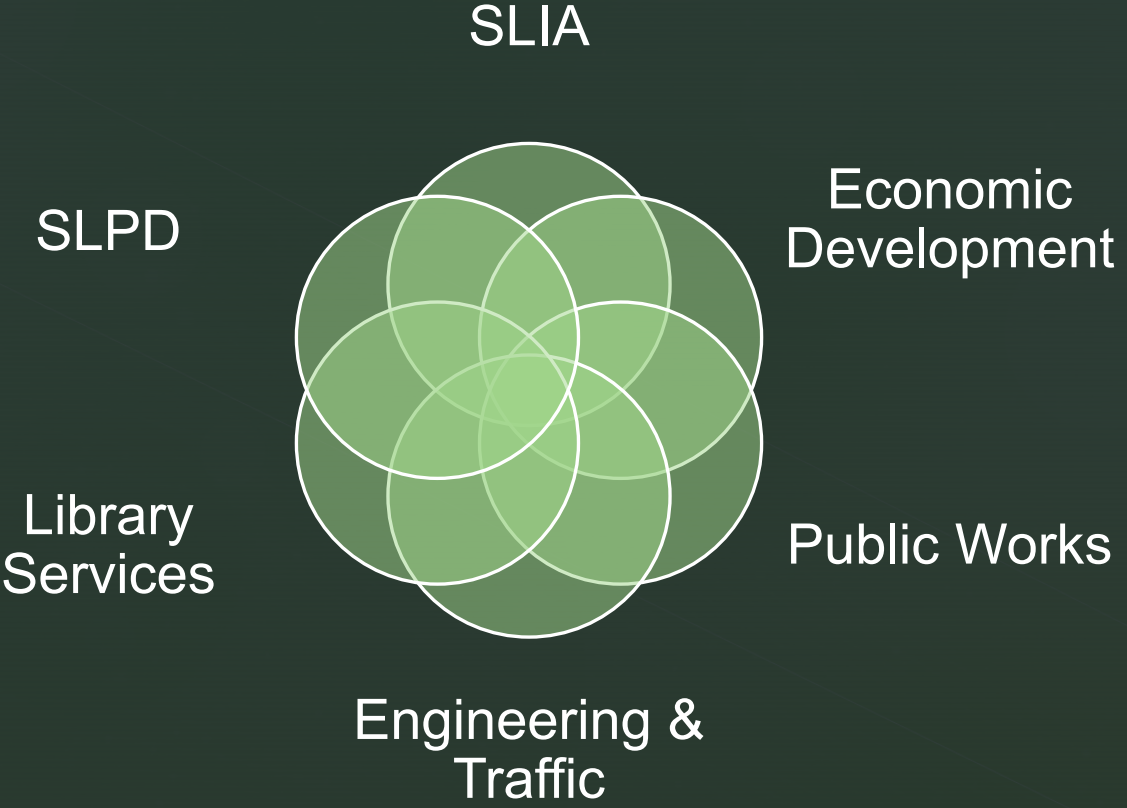
**Ted Van Nguyen**  
*VN Village Center*

**Betty Shon**  
*Westlake Properties*

**Angele Sweet**  
*Friends + Sweet Landscape Design*

**Councilmember Pete Ballew**  
*City of San Leandro (alternate)*

# Public/Private Partnership

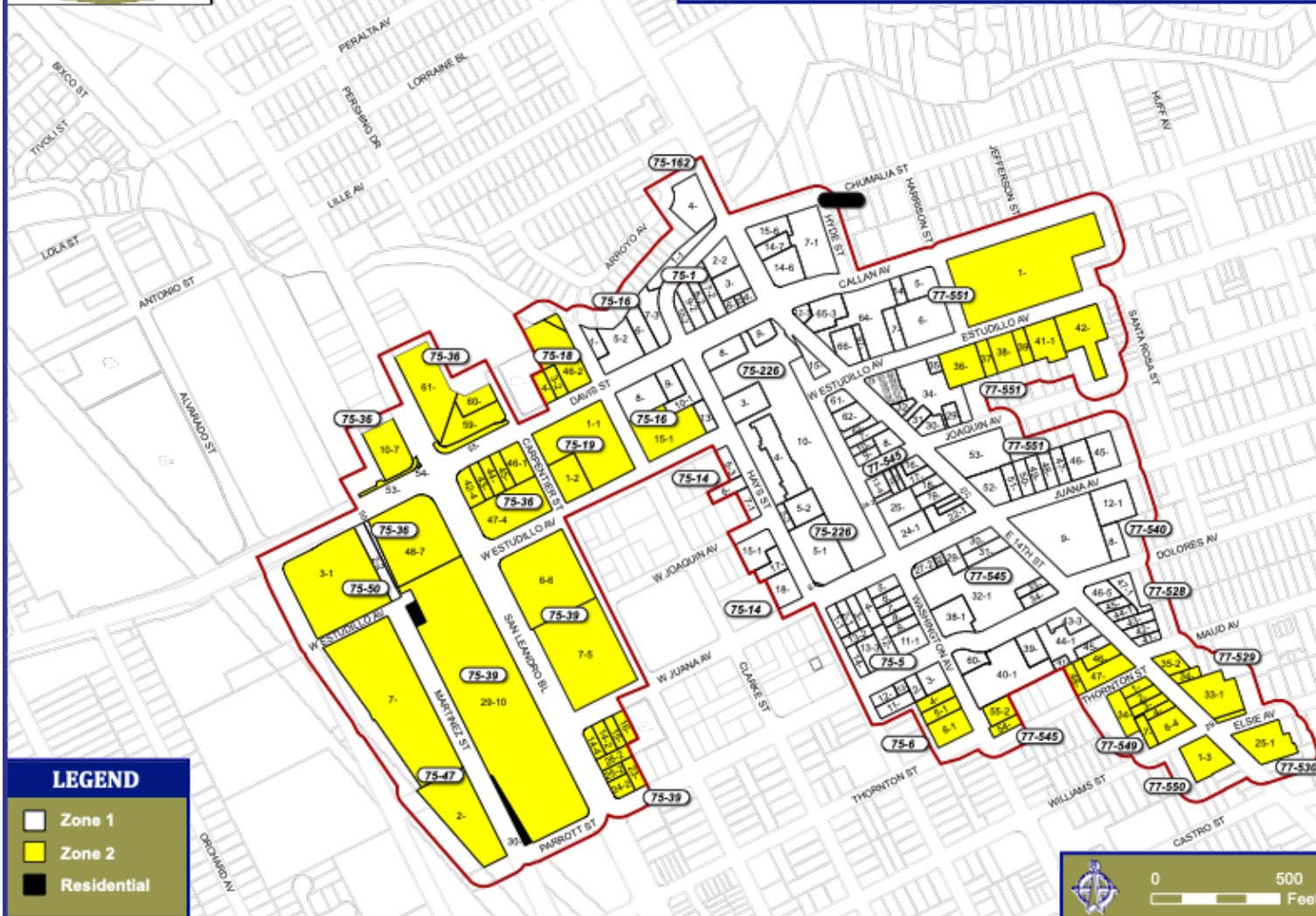




# BENEFIT DISTRICTS 101

## Their legal basis and purpose.

- City of San Leandro Community Benefit District Ordinance Title 2, Chapter 2-20 (under Property and Business Improvement District Law of 1994).
- To provide ENHANCED services (above and beyond City's GENERAL services) in a specific area.
- Enhancements can include additional cleaning, security, district marketing, etc.
- Requires petition by 30% of weighted property owners (representing 30% of the total assessments to be collected).
- District terms can vary from 5 – 20 years.
- Managed by a non-profit, governed by Management and Disbursement Agreement with City of San Leandro.



**San Leandro Improvement  
Association (CBD)**  
Established in 2013  
Sunsets in 2028

**Includes**

- Private
- Public (e.g., BART, City of SL)
- Non-Profit (e.g., Churches)

**Excludes**

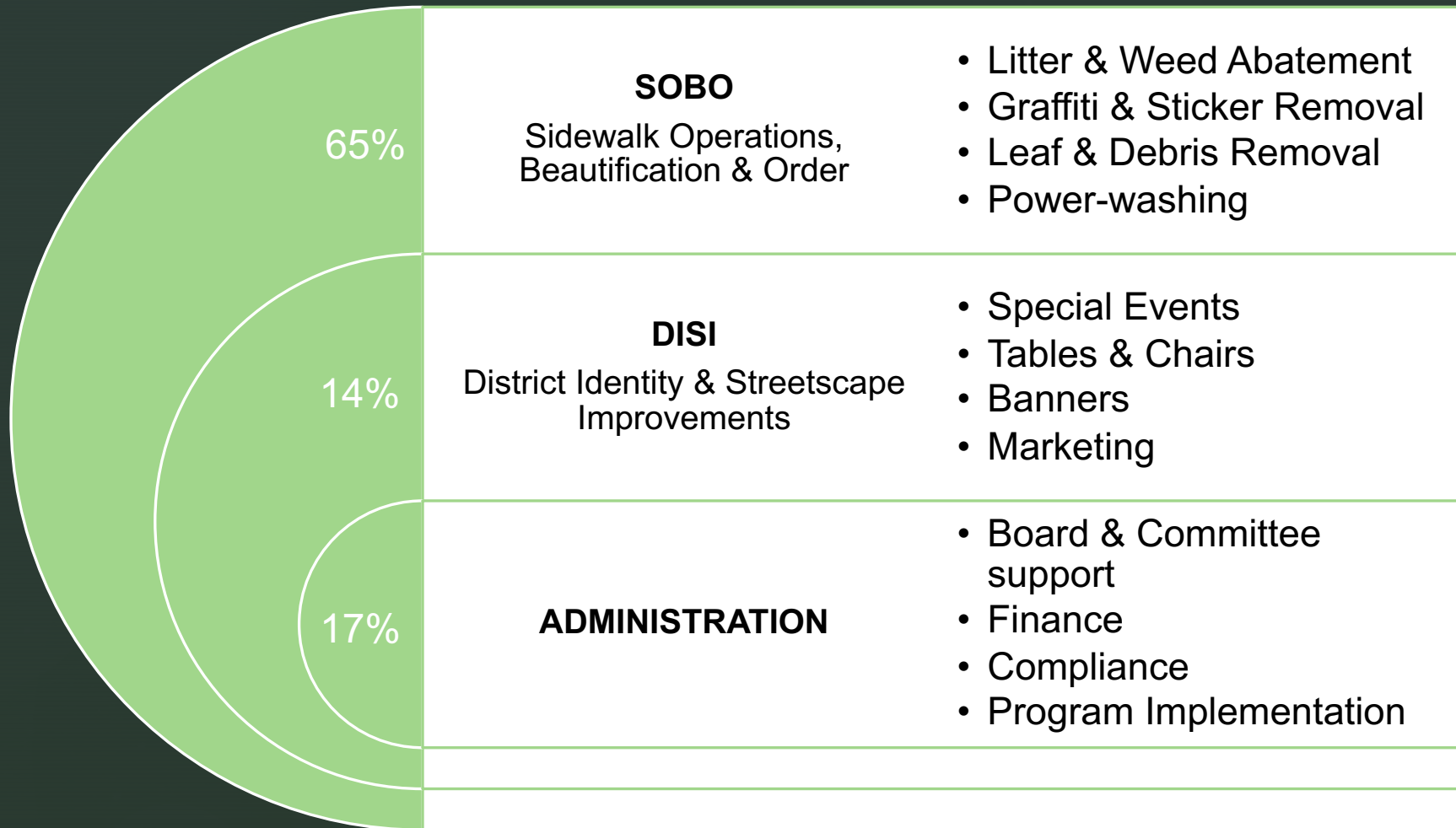
- Residential

Properties are assessed based on size NOT value:

- Linear frontage
- Lot size/footprint of the parcel
- Building square footage (excluding tenant only parking structures)
- Future residential condos constructed on public rights of way (currently none)



2019 FY Revenue  
\$434,866



+4% assumed delinquency rate.



Downtown  
SAN LEANDRO

*At Your Service!*

The Downtown San Leandro “Clean Team Ambassadors” are now at your service! Funding for the Ambassadors is provided by property owners in the Downtown San Leandro Community Benefit District.

The Ambassadors are here to provide enhanced public right-of-way services that go above and beyond City maintenance services. Clean Team Ambassadors are on the streets seven days a week to ensure the downtown is clean and welcoming for visitors and employees.

**To report an issue in the public right-of-way,  
call our Clean Team Ambassador Hotline:**

**(415) 404-8463**



### *Our Services*

- Graffiti/Sticker Removal
- Power Wash Spills/Stains
- Weed Control
- Litter/Leaf Removal

### *City Services*

For downed tree limbs, illegal dumping, sidewalk damage, or abandoned and illegally parked vehicles, please visit [www.my-sl.city](http://www.my-sl.city) or download the “My San Leandro” app in the App Store (Apple) or Google Play (Android).

For non-emergency police services, call **(510) 577-2740**  
For emergency services, call **9-1-1**

Downtown  
SAN LEANDRO  
Hours of Operation  
Mon – Sun, 7:00am – 3:30pm

@DWTNSanLeandro







**Weed and leaf abatement.**



**Litter and  
biohazard  
removal.**



**Graffiti  
removal and  
Infrastructure  
cleaning.**



**36 planters  
maintained  
and watered.**





DOWNTOWN SAN LEANDRO

**Show your hometown holiday spirit.**

Purchase a customized 6" ornament for the Downtown Plaza tree.

<https://sanleandroholidaytree.eventbrite.com>

**The Garcias 2020**

Downtown SAN LEANDRO

**20 nutcrackers  
and online  
tree lighting.**

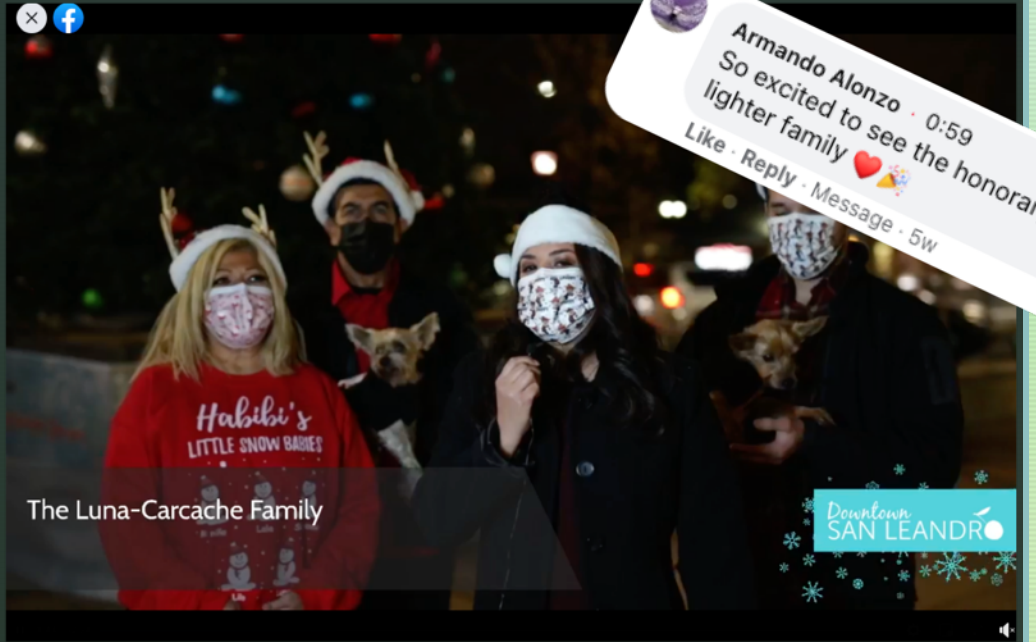


Debbie Rahal Miller · 17:06  
Thank you for the hard work the tree looks amazing!!

Like · Reply · Message · 5w



2



Armando Alonzo · 0:59  
So excited to see the honorary tree lighter family ❤️🎄

Like · Reply · Message · 5w

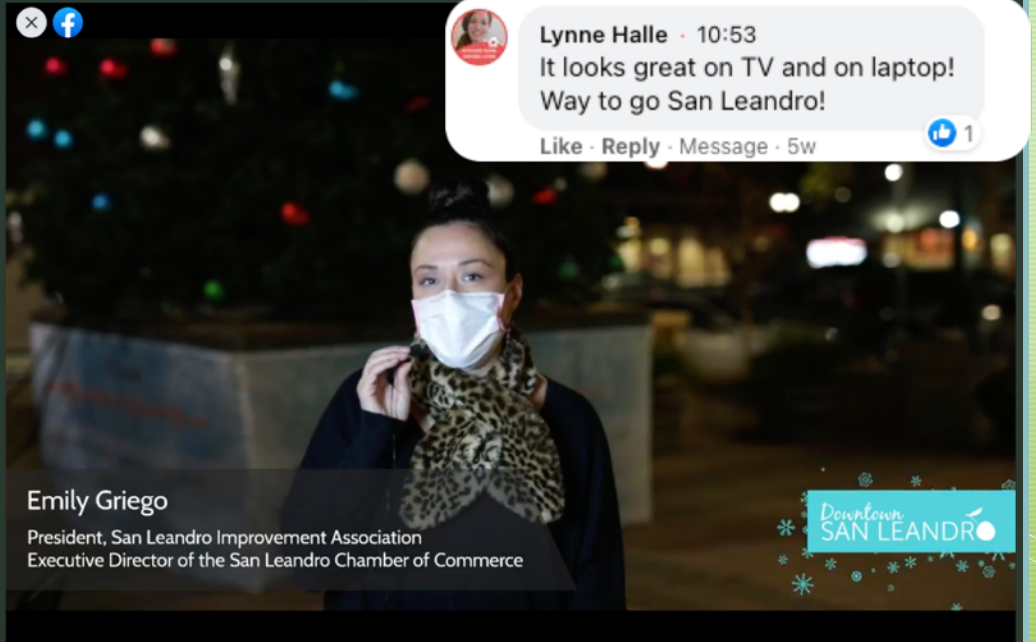


Judy Kress · 6:49  
Appreciate everyone who's masking to protect others! Thanks for the holiday event.

Like · Reply · Message · 5w



1



Lynne Halle · 10:53  
It looks great on TV and on laptop! Way to go San Leandro!

Like · Reply · Message · 5w



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Enjoy an evening around Truth is Beauty with food trucks, local brews, live music and good company.

# Truth THURSDAYS

IN DOWNTOWN SAN LEANDRO

**MAY 23**

**FIRST RESPONDERS' APPRECIATION EVENT**  
 Brought to you by Kaiser Permanente, join us at the first Truth Thursday of the season as we show our appreciation for our San Leandro and Alameda County First Responders!

**JUN 27**

**"MADE IN SAN LEANDRO"**  
 Brought to you by Gate 510, this Truth Thursdays event is all about showing off what San Leandro businesses are making right here in our home City!

**JUL 25**

**ARTS & CULTURE**  
 Brought to you by Ghirardelli Chocolate Co., come join us at the San Leandro Tech Campus for a family-friendly event filled with arts & crafts tables, local artists, and more!

**AUG 22**

**FINAL TRUTH THURSDAY OF THE YEAR**  
 Join us as we send off the Truth Thursdays Summer series with a special performance by a soon-to-be-announced local band!

**5:00pm-8:30pm**  
**San Leandro Tech Campus**  
 1600 Alvarado Street  
 San Leandro, California

On-Site Parking Garage : Enter via Parrot St. & San Leandro Blvd.

**Free Entry**

Presented by

Downtown SAN LEANDRO, WESTLAKE URBAN, OSISOFT, KAISER PERMANENTE, GHIRARDELLI, GATE 510

DowntownSanLeandro.com // 510.281.0703  
 #DWTNSanLeandro #TruthThursdays #MySanLeandro



Looking forward to resuming Truth Thursdays and other pop-up events post-pandemic!



Safety Ambassadors provide a variety of services, including:

- On-demand safety escorts to vehicles (i.e., from restaurants or BART stations)
- Reminders of quality-of-life municipal codes such as no smoking or alcohol in public spaces
- Wellness checks and referrals to unsheltered people
- Hospitality assistance for visitors
- Ongoing contact with merchants
- Reporting and information sharing with appropriate city departments

Two ambassadors on duty 12 pm – 8pm, seven days a week is less than \$200,000 annually\*.

\*If administered through existing Block by Block contract.