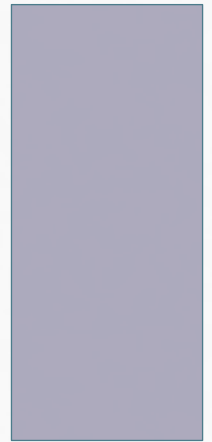


DOWNTOWN SAN LEANDRO COMMUNITY BENEFIT DISTRICT

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

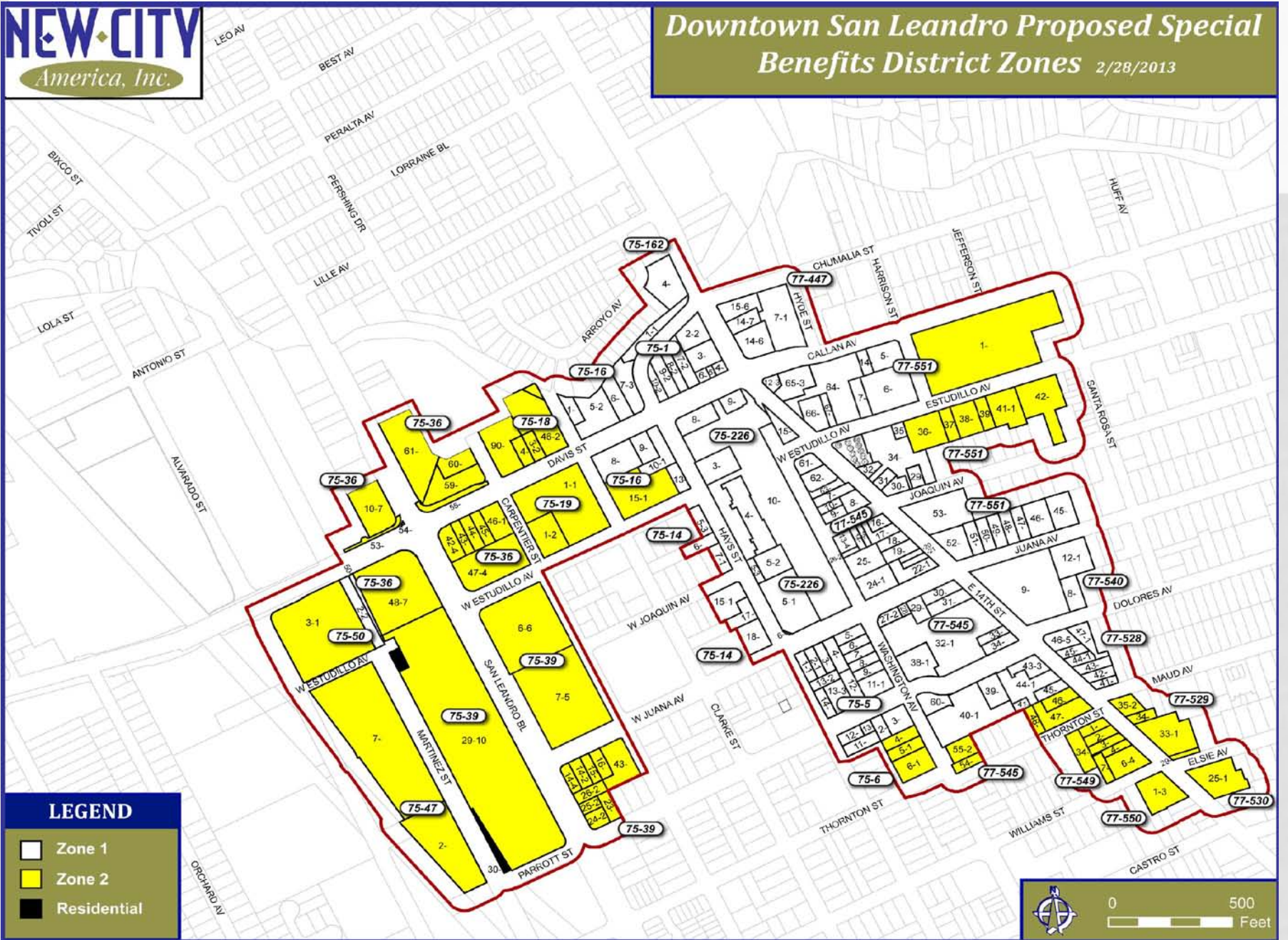
- Unifying method for all stakeholders to work towards a common goal of a vibrant business area
- Supports local businesses through recruitment, retention and promotion of the area
- Funds enhanced services, such as maintenance, landscaping and decorations, safety and security and public space activation

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.



LEGEND

- Zone 1
- Zone 2
- Residential



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 th	Council adopt ROI and authorize City Manager to sign ballots for City-owned properties
May 24 th	Ballots mailed to property owners
July 5 th	City Clerk Notices Public Hearing
July 15 th	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