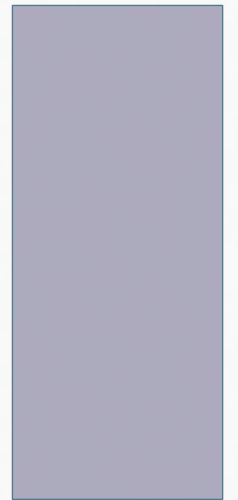


DOWNTOWN SAN LEANDRO  
COMMUNITY BENEFIT DISTRICT –  
RESOLUTION OF FORMATION

CITY COUNCIL JULY 15, 2013



# OVERVIEW

- Benefits and process to date
- District Boundaries and services to be provided
- Timeline
- Public Hearing Process
- Questions
- Ballot Results
- Recommendation

# ALIGNMENT WITH COUNCIL GOALS

- Fiscal Sustainability
- Economic Development
- Quality of life

# BENEFITS OF A CBD

- Unifying method for all stakeholders to work towards a common goal of a vibrant business area
- Support businesses
- Fund programs, such as maintenance, landscaping and decorations, safety and security and public space activation
- Market & promote area

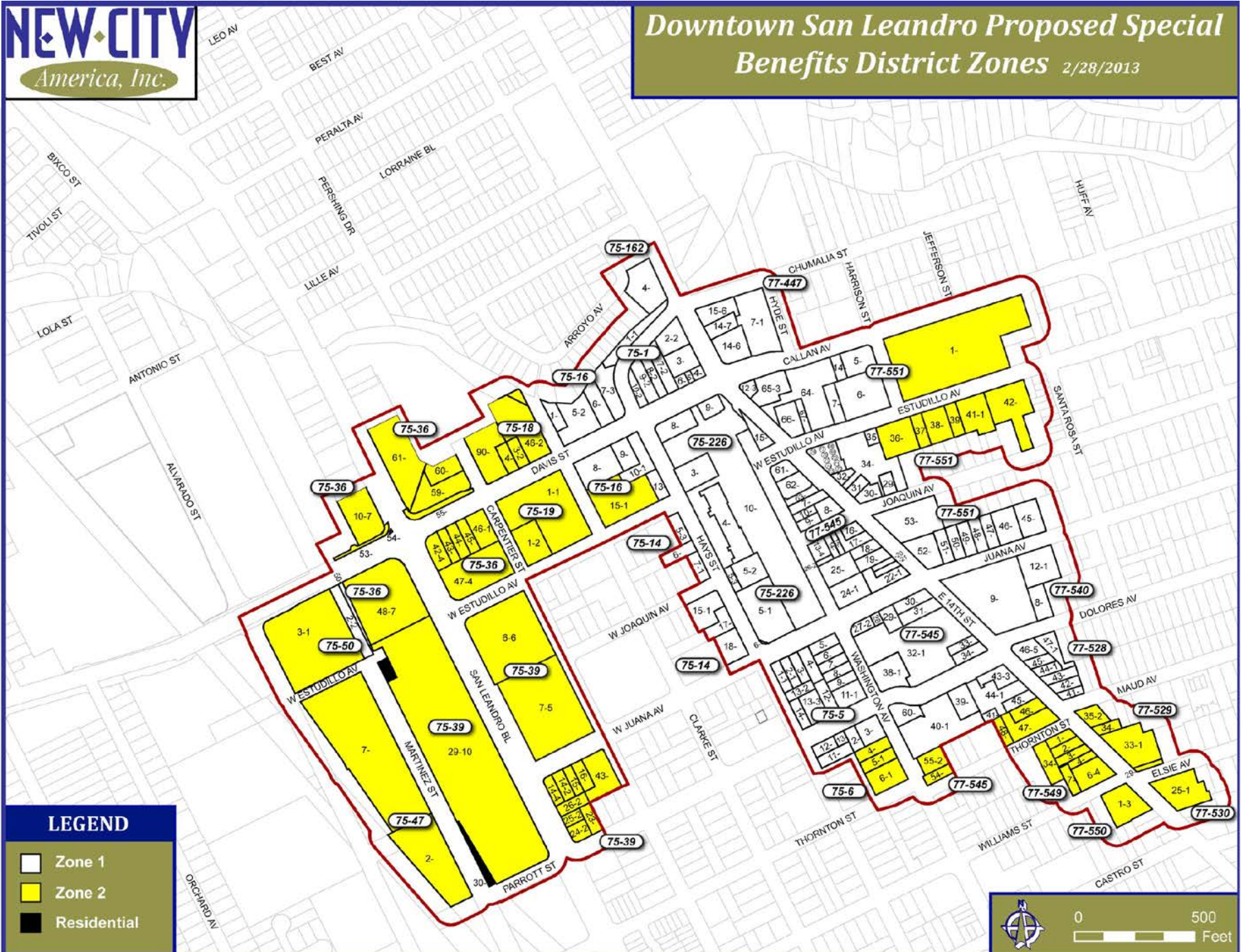
# PROCESS TO DATE

- 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

# DISTRICT BOUNDARIES



*Downtown San Leandro Proposed Special Benefits District Zones 2/28/2013*



## LEGEND

- Zone 1
- Zone 2
- Residential



# ENHANCED SERVICES TO BE PROVIDED BY THE PROPOSED CBD

## FY 2013-14 Budget

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

# TIMELINE - 2013

- July 15<sup>th</sup> City Council public hearing, ballots counted  
If 50% of the weighted assessments are supportive of a CBD, Council adoption of the Resolution of Formation
- Early August Assessments forwarded to County Auditor
- July – Dec. Formation of the CBD Management Corporation and determination of delivery of services
- December Revenue distributed to the City and forwarded to the new CBD Management Corp
- January 2014 Enhanced services begin



# PUBLIC HEARING PROCESS

- Open the Public Hearing and take public comments
- Close public hearing - no more ballots, changes or withdrawals accepted
- Council Discussion/Questions
- Continue item
- City Clerk to count ballots in Sister Cities Gallery following ballot tabulation procedures
- Re-commence item
- City Clerk to report ballot results
- Council action

# QUESTIONS

# BALLOT RESULTS

- The total number of ballots cast was 98 (141 parcels) representing \$190,132.16 of the weighted assessment
- The ballots with a vote of “Yes” to approve the assessment amounted to a total weighted assessment of \$122,019.42.
- The ballots with a vote of “No” to disapprove the assessment amounted to a total weighted assessment of \$68,112.75
- The vote by weighted assessment for establishment of the Downtown Community Benefit District is 64.18% in support, and 35.82% not in support

# BALLOT RESULTS (AMENDED)

- The total number of ballots cast was 62 (103 parcels) representing \$179,901.96 of the weighted assessment
- The ballots with a vote of “Yes” to approve the assessment amounted to a total weighted assessment of \$120,926.62.
- The ballots with a vote of “No” to disapprove the assessment amounted to a total weighted assessment of \$58,975.35
- The vote by weighted assessment for establishment of the Downtown Community Benefit District is 67.22% in support, and 32.78% not in support

# RECOMMENDATION

If the ballots in support of the Community Benefit District represent more than 50% of the weighted assessments, adopt the Resolution of Formation to levy the assessments on the benefitting parcels in order to fund enhanced maintenance, security and marketing services in Downtown San Leandro