



**Downtown Hayward
Presentation on the Concept of a Downtown
Community Benefit District (CBD)
CBD Steering Committee Meeting
Wednesday, October 2nd, 8:00 a.m., City Hall**

AGENDA

1. **Introductions**
2. **Business Improvement District law vs. CBD ordinance:**
 - a. **business vs. property assessments;**
 - b. **special vs. general benefit, proposition 218;**
 - c. **no exemptions**
 - d. **“weighted property owners” including City and BART;**
 - e. **Set boundaries and benefit zones**
 - f. **Timeline**
3. **Sample budgets for special benefits budgets for Downtown San Leandro and Willow Glen in San Jose**
4. **Overview of CBD process, what is a CBD? Go to www.newcityamerica.com, click on “What is a San Francisco CBD”?**
5. **Timeline**
6. **Questions and answers**

**Marco Li Mandri
New City America
New City Public Spaces
888 356-2726
marco@newcityamerica.com**



2

**Table 3 - A
First Year Downtown San Leandro CBD Special Benefit Service Budget
(Amended and approved by the City Council)**

<u>Program or Service</u>	<u>% of Budget</u>	<u>Est. Cost of Benefit</u>
Sidewalk Operations, Beautification & Order	65%	\$ 234,175
District Identity & Streetscape Improvements	14%	\$ 50,000
Enhanced Residential Improvements	0%	\$ 0
Program Management, Corporate Operations	17%	\$ 60,750
Contingency	4%	\$ 15,387
Total First Year Budget	100%	\$ 359,053

The following categories of special benefit services shall only be provided to parcels within the District.

1 - Sidewalk Operations , Beautification, and Order (SOBO): \$ 234,175 65%

Examples of these special benefit services are allocated per benefit zone with Benefit Zone 1 parcels receiving a higher frequency of services relative to the Benefit Zone 2 parcels. All of these services will not replace or reduce current city services but will rather enhance services above their current general benefit level. Costs may include, but are not limited to:

- Private security services
- Regular sidewalk and gutter sweeping
- Special event management, security and clean up
- Respond to complaints of aggressive panhandling
- Timely graffiti removal, within 24 hours as necessary
- Tree and vegetation planting and maintenance
- Special events maintenance and security
- Quarterly sidewalk steam cleaning

2 - District Identity/Visitor Attraction: \$ 50,000 14%

Examples of these special benefit services and costs include, but are not limited to:

- *Business attraction and expansion*
- *Web site development and updating*
- *Brochures*
- *Tourist related activities*

4

Service Plan Operating Budget The service plan budget has been developed to provide the services identified as the highest priorities to the property owners in the Willow Glen CBID area. The operating budget for the first year of the Willow Glen CBID is estimated to be \$ 196,738.00. A breakdown of this budget is included in the table below.

Under this plan, **35%** of the special benefit assessments would be derived from linear frontage, **22%** will be derived from building square feet, **43%** would be derived from lot size. Since there are no single family residential unit parcels within the district whose current land use is not of a commercial nature, there are no contributions from this segment of the assessment methodology into the first year budget.

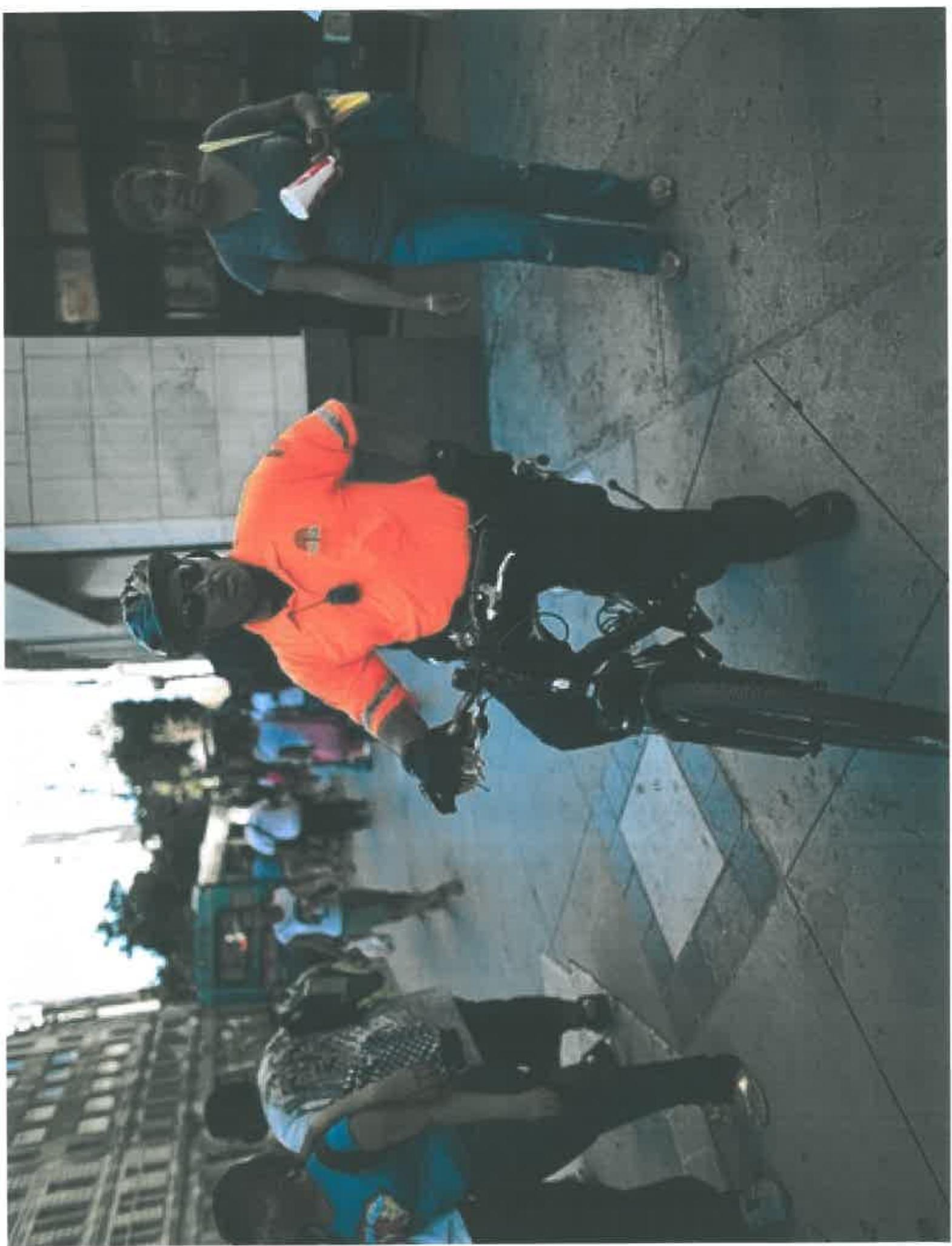
TABLE C - 1

PERCENTAGE OF BUDGET AND ANNUAL COSTS ALLOCATED TO TYPES OF SERVICES

<i>CBID Services in the Willow Glen CBID</i>	<i>% of 1st year budget</i>	<i>Annual first year costs</i>
Sidewalk Operations Beautification and Order (SOBOP) <i>(Cleaning and Safety, beautification programs, parking)</i>	62%	\$ 122,000.00
District Identity and Streetscape Improvements (DISI)	11%	\$ 22,000.00
Administrative, (Personnel)	22%	\$ 43,000.00
Contingency/Reserve <i>(surplus funds in this category, at the conclusion of the fiscal year may be transferred to other service categories upon a vote of the Management Corporation)</i> Repayment of District formation costs; <i>(during the first year of operation, up to \$10,000 in formation costs shall be repaid to the businesses or organizations which funded the formation efforts of the district, for actual expenditures for the cost of preparing this plan and the engineer's report consistent with the San Jose Public Works and Improvement Code, Chapter 14.31, Section 14.31.080).</i>	5%	\$ 9,738.00
Total	100%	\$ 196,738.00









LEGEND

- Zone 1
- Zone 2
- Residential