



**Greater Downtown San Rafael
Community Benefit District (CBD) Steering Committee
Meeting Number 1- City Hall
Monday, Sept. 30th, 2024, 4:00 p.m.**

AGENDA:

- 1. Introductions, Stacey Laumann, Micah Hinkle/City, Marco Li Mandri, New City America**
- 2. The effort to investigate the creation of a new Community Benefit District for Downtown San Rafael**
- 3. What is the purpose of the new Downtown San Rafael CBD Survey, to be sent out in early October**
- 4. What is a “Special Benefits District” – a community controlled financing mechanism for Downtown property and business owners**
- 5. Possible special benefit services funded by the Downtown San Rafael CBD**
 - a. Marketing and promotion, social media, advertising, events creating demand
 - b. Security and maintenance of order, homeless intervention
 - c. Beautification and cleanliness
 - d. Parking management
 - e. Administration
 - f. Implemented through “sub-districts” with downtown as the umbrella
- 6. Investigative Phase of proposal:**
 - a. Investigation to determine level of support, types of services, annual costs and management, 5 months beginning in September
 - b. Survey of property owners, (see attached)
 - c. Purpose of Survey is to ascertain conceptual support for the District,
- 7. Questions**
- 8. Next Meeting:_____**

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**Sample Costs from the recently approved
Downtown Sausalito and Downtown Santa Barbara
Property Assessment District**

Year 1 SAUSALITO PROPOSED BUDGET (ASSESSMENT REVENUES/SPECIAL BENEFIT COSTS)		
Special Benefit Category	Annual Revenue	Percentage of the Budget
Demand Creation	\$132,000	55%
Infrastructure Improvements	\$66,000	27.5%
Administration/Management	\$30,000	12.5%
Contingency/Reserve	\$13,059	5%
Totals	\$241,059	100%

The proposed “bundles” of special benefit services are listed below. All services listed below are special benefits and supplemental to current City services.

DISTRICT IDENTITY - DEMAND CREATION:

Examples of this category of special benefit services and costs may include, but are not limited to:

- Web site development and updating
- Social media, public relations firm
- District-wide decorative lighting
- Holiday and seasonal decorations
- Special Events
- Branding of the District and benefitting properties
- Banner advertising programs
- Public art displays
- Business attraction to the Downtown
- Beautification programs, including installation of hanging plants throughout the district
- Funding wayfinding signage to direct people to Downtown
- Parking and transportation management during event periods

CIVIL SIDEWALKS:

Examples of this category of special benefit services and costs may include, but are not limited to:

- Tree planting and maintenance
- Planting of, and maintenance of hanging plants and ornamental landscaping
- Seeking grants for and installation of new trash receptacles in the district
- Maintenance and beautification of District sidewalks
- Maintenance of existing and new public spaces
- Public space design and improvements
- Beautification programs

Method of Financing:

The financing of the DS PBID is based upon the levy of special assessments on real properties that receive special benefits from the improvements and activities based upon which Benefit Zone they are located within. There will be five factors used in the determination of proportional costs to the parcels in the District. These five factors are:

1. Linear frontage (excluding alleys)
2. Lot size or the footprint of the parcel
3. Building square footage
4. Current & future residential condominiums that may be constructed within the District
5. Location within one of the two Benefit Zones that comprise the District

DOWNTOWN SAUSALITO ASSESSMENT RATES (YEAR 1)			
Benefit Zone	Building Square Footage Annual Cost	Lot Square Footage Annual Cost	Linear Frontage Annual Cost
1	\$0.22	\$0.14	\$6.00
2	\$0.10	\$0.26	\$9.30

Proposed First Year Downtown Santa Barbara District CBID Budget

Category of Services	Percentage of budget	1 st Year Allocation (rounded)
Civil Sidewalks/Safety and Cleanliness	66%	\$1,450,000
District Identity and Placemaking	14%	\$308,000
Administration	15%	\$330,000
Contingency/Reserve	5%	\$114,753
Total 1 st year Budget	100%	\$2,202,753

Costs:

The costs per parcel are based upon the five factors listed above. The Benefit Zones are determined by the anticipated special benefits that a parcel will receive based upon its proximity to the core of the district along State Street, as well as the frequency of special benefit services that that parcel will be receiving. All assessments must be proportional to the special benefits received.

First Year Downtown Santa Barbara Annual Costs Per Benefit Zone

Property Variable	Benefit Zone 1	Benefit Zone 2
Building Square Footage	\$0.22	\$0.16
Lot size	\$0.18	\$0.13
Linear Frontage	\$6.00	\$4.50
Residential Condos Unit Sq. Ft.	\$0.22	\$0.22

Date (on NCA and City letterhead)

Insert QR Code

To: Downtown San Rafael Property Owners

SUBJECT: Survey of Potential Services for a “Downtown Community Benefit District”
(SRCBD) for Downtown San Rafael

Please respond by Friday, November 8th, 2024

Dear Downtown San Rafael Property Owner/Property Manager:

Recently, the City of San Rafael, based upon their Economic Development Report for the City, issued a Request for Proposal solicitation and approved a contract with New City America to work with Downtown businesses and property owners to investigate and assist in the investigation and formation of a new Downtown Benefit District (SRCBD) for the Greater Downtown San Rafael area. New City America has formed 98 similar districts throughout the state and nation over the past 25 years, recently completing one in Downtown Sausalito.

Through the enclosed initial survey, we are seeking feedback from Downtown San Rafael property owners/managers or authorized representatives on the primary issues affecting Downtown and gauge the level of support for this proposed Downtown Community Benefit District. The proposed SRCBD would fund improvements and services over and above those currently provided by the City of San Rafael. With the results submitted from these returned surveys, we are hoping to better understand the type of *special benefit services* and improvements that you believe are most important to improve Downtown. Special benefit services are those services provided in Downtown that would be over and above what the City of San Rafael is currently providing.

Any special benefit assessments paid by property owners will solely fund improvements and services within the proposed boundaries for Downtown San Rafael. The SRCBD assessments cannot, by law, be used outside of the new district boundaries nor will they fund or replace existing City-funded services.

For a long time, the real issue that business and property owners have discussed needing include the need for a cleaner, safer and orderly Downtown for owners, visitors, residents and the general public as well as improving the image of Downtown and attract customers and visitors from a 20 miles radius. We hope that this survey demonstrates what the priority special benefit services may include.

Please take time to complete the survey and submit no later than Friday, November 8th, 2024. The survey is short and easy and there are multiple ways to take it.

- Go to www.newcityamerica.com and click on “New Districts/Surveys” then click on the downtown *San Rafael Survey Monkey* link.
- Complete the attached two-page form and:
 - fax it to (619) 239-7105
 - use the QR Code on the first page and scan and send it back to us;
 - Scan the printed copy and e-mail it to monica@newcityamerica.com
 - Or mail the survey in the enclosed self-addressed stamped envelope to:
New City America, 2011 W. California Street, San Diego, CA 92110

The survey is an important and necessary first step in the investigation process as it enables us to set the proposed boundaries of the Greater Downtown district and prioritize the special benefits desired by the property owners. Based on the results of the survey, a determination regarding the feasibility of the SRCBD formation will be made by the San Rafael SRCBD Task Force working under Downtown San Rafael.

In the future, the survey will also help us develop an initial benefit service plan and cost estimates. **It is important to remember that this is a property owner-driven initiative; in other words, you and the other property owners decide what services and improvements you value and if you are willing to pay for them once an agreed upon plan has been scoped and priced.**

Currently, it is not possible to provide specific information regarding the eventual cost of any assessment. Any proposed assessments will be based on the planned services and improvements, their type and frequency, and take into consideration the linear frontage of your parcel, the parcel area, and building square footage.

Specific costs will be determined based on special benefit services deemed appropriate by Downtown property owners. Special benefit services and costs would be researched and vetted with efforts to find collaborative and reasonable agreement amongst the majority of property owners.

The survey results will be summarized and used for the SRCBD process, and the results will be sent out to everyone later this calendar year. Please contact our consultant, Marco Li Mandri at (888) 356-2726 or by e-mail to Marco at marco@newcityamerica.com should you have any additional questions regarding the survey or the creation of the proposed Downtown Benefit District for downtown San Rafael.

Sincerely,

**SURVEY OF DOWNTOWN SAN RAFAEL PROPERTY OWNERS
PURSUANT TO THE INVESTIGATION AND FORMATION OF A
DOWNTOWN SAN RAFAEL DOWNTOWN BENEFIT DISTRICT**

Please respond by Friday, November 8th, 2024

You may also complete this survey online at www.newcityamerica.com or via QR Code
(click on "New Districts/Surveys" and select the downtown San Rafael Survey Monkey link)

PLEASE CIRCLE THE ANSWER THAT BEST REFLECTS YOUR OPINION

GENERAL QUESTIONS

1. How long have you owned your property in Downtown San Rafael?

a. Less than 2 years	d. 25 - 49 years
b. 3 - 9 years	e. 50 or more years
c. 10 - 24 years	

2. Do you believe that the image of downtown San Rafael as portrayed in the media over the past few years has had any impact on your property values?

a. Yes, positive	b. Yes, negative	c. Not at all	d. No opinion
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SECURITY AND SAFETY

3. In terms of security and safety, do you feel that Downtown San Rafael is.....?

a. Safe & orderly	b. Relatively safe, may suffer	c. Unsafe
from unsafe image		

4. Would you support *property owner funded* special benefit safety ambassadors for Downtown San Rafael?

a. Yes	b. No	c. No Opinion
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5. Would you support *property owner funded* special benefit Homeless outreach services to supplement current programs for homelessness, panhandling, and loitering issues within Downtown San Rafael?

a. Yes	b. No	c. No Opinion
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6. Would you support property owner funded installation of cameras to monitor criminal activity, including street light cameras and/or vehicle monitoring cameras for downtown?

a. Yes b. No c. No opinion

CLEANLINESS AND BEAUTIFICATION

7. Would you support *property owner funded* enhanced sidewalk and gutter sweeping services and enhanced cleaning/graffiti removal as well as more frequent pressure washing of Downtown San Rafael sidewalks, over and above what the City currently provides?

a. Yes b. No c. No Opinion

8. Would you support *property owner funded* planting, trimming and maintenance of trees, flowers and shrubs throughout the Downtown San Rafael to beautify the community?

a. Yes b. No c. No Opinion

ECONOMIC DEVELOPMENT AND MARKETING

9. Would you support *property owner funded* marketing, promotions, social media and branding programs or campaigns to bring new business and attract new tenants, visitors, residents and customers to Downtown San Rafael?

a. Yes b. No c. No Opinion

10. Would you support *property owner funded* placemaking creation and maintenance (ex. lightening, seating/benches, flower pots, etc.), over and above current City services to improve the identity and bring positive attention to Downtown San Rafael?

a. Yes b. No c. No Opinion

11. Are there other services or improvements not listed above that you would support with *property owner funding*?
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Property Owner Name: _____

Authorized Representative's Name: _____

Property Site Address(es): _____

(Please fill out address and property type for multiple properties on additional sheets)

Property Type: (Please Check) Retail _____ Office _____ Restaurant/Bar: _____

Hotel _____ Residential _____ Mixed Use _____

Gross Building Square Footage: _____ Parcel Size: _____

Mailing Address: _____

Phone: _____ E-Mail: _____

Please return the completed survey to the enclosed by Friday, November 8th, 2024

in the self-addressed envelope, or you may fax it to (619) 239-7105 or scan and e-mail it to

monica@newcityamerica.com fill it out online at <https://newcityamerica.com/new-districts/>

THANK YOU FOR TAKING THE TIME TO COMPLETE THIS SURVEY

WE WILL CIRCULATE THE RESULTS FROM THE RESPONDENTS BY THE END OF 2024



