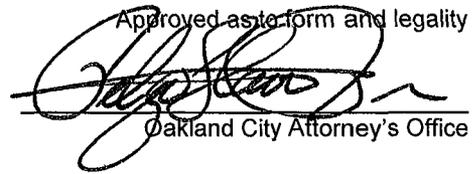


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OFFICE OF THE CITY CLERK
OAKLAND


Oakland City Attorney's Office

2016 DEC -1 PM 1:41

OAKLAND CITY COUNCIL

RESOLUTION No. 86540 C.M.S.

RESOLUTION CONFIRMING THE ANNUAL REPORT OF THE ROCKRIDGE BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD AND LEVYING THE ANNUAL ASSESSMENT FOR THE ROCKRIDGE BUSINESS IMPROVEMENT DISTRICT FOR FISCAL YEAR 2017-2018

WHEREAS, the State of California allows for the formation of business assessment districts under Street and Highways Code Section 36500 *et seq.*; and

WHEREAS, the business license holders in the Rockridge business district petitioned to form the Rockridge Business Improvement District ("District") under said legislation to undertake the Management Plan for the District ("Plan") which is on file with the City Clerk; and

WHEREAS, the Plan provides for special benefit services such as enhanced security, beautification, sidewalk sweeping, and economic development and marketing activities with the intent of creating a positive atmosphere in the District area (as more specifically identified in the Plan); and

WHEREAS, the Rockridge Business Improvement District was established by the City Council on November 28, 2000 pursuant to Ordinance No. 12301 C.M.S, as amended.; and

WHEREAS, pursuant to Streets and Highways Code Section 36533, the Rockridge Business Improvement District Advisory Board has prepared and filed with the City Clerk, the Annual Assessment Report (attached **Exhibit A**) ("Report"), which contains the required particulars including a detailed description of the improvements and activities to be provided for the 2017-2018 fiscal year, the boundaries of the area and any benefit zones within the area, and the proposed assessments to be levied upon the businesses within the area for the 2017-2018 fiscal year; and

WHEREAS, the City Council desires to confirm the Report, and levy the annual assessment for the Rockridge Business Improvement District for fiscal year 2017-2018; and

WHEREAS, on November 29, 2016, the City Council Adopted a Resolution of Intention to levy the fiscal year 2017-2018 assessment, approve the district's annual report, and schedule a related public hearing for December 13, 2016, as required by Government Code section 36534; now therefore be it

RESOLVED: that the Council of the City of Oakland does hereby find and determine as follows:

1. The Rockridge Business Improvement District was established in the Rockridge area of the City of Oakland, California as a parking and business improvement area pursuant to Street and Highways Code section 36500 *et seq.* with the boundaries as specified in the Plan on file with the City Clerk.
2. Pursuant to Streets and Highways Code Section 36535, a Public Hearing was held on December 13, 2016, to hear all public comments, protests, and take final action as to the levying of the proposed assessments for the District for the fiscal year 2017-2018. The City Council finds that there was no majority protest as defined in the Street and Highways Code Section 36500 *et seq.*
3. The Annual Assessment Report for the District is approved and confirmed.
4. The City Council approves and adopts the assessments as provided for in the Plan and the Annual Report of the Advisory Board and does hereby levy and direct the collection of the assessments for the 2017-2018 fiscal year as provided for in the Annual Assessment Report in accordance with the assessment formula as provided for in the Plan and Annual Assessment Report.
5. The proposed method and basis of calculating the assessments to be levied against each business in the District are those specified in the Plan and Annual Assessment Report on file with the City Clerk. For the fiscal year 2017-2018 assessment a temporary sub-classification of businesses that earn annual gross receipts of \$25,000 or less is hereby created with a reduced fee of \$60 (instead of the \$120 fee). This temporary sub-classification and reduced fee applies to fiscal year 2017-2018 only and will not apply to future assessment years unless renewed in the annual assessment resolution for such future years.
6. The time and manner of collecting assessments shall be at the same time and in the same manner as for the annual business tax billings and may provide for the same penalties for delinquent payment. The City may use the same process and procedures for the collection of delinquent assessments as it uses to collect delinquent business tax billings or such other processes and procedures as are convenient to complete such collection and may reimburse itself out of the proceeds collected for the costs of such collection. The assessments shall be coordinated with the City of Oakland's annual business tax billing cycle, and shall be included along with the annual business tax notifications, or in a supplemental

notice following thereafter if, for any reason, they are not ready or cannot be included along with the business tax notices. Supplemental notices shall be permissible for new businesses or for correction or supplementation of prior notices.

7. The boundaries of the District shall remain the same as specified in the Plan on file with the City Clerk and there are no changes to the boundaries or benefit zones.
8. The types of the improvements and activities proposed to be funded by the levy of assessments on businesses in the area are those described in the Plan and the Annual Assessment Report on file with the City Clerk. There are no substantial changes in the improvements or activities for the District.
9. Until disbursed, BID assessments will be held in a special trust fund established by the City on behalf of the Rockridge Business Improvement District in: Miscellaneous Trusts Fund (7999), Economic Development Organization (-85411), Pass Thru Assessments Account (24224), Undetermined Project (0000000), Rockridge Business Improvement District Program (RBID).
10. The City Administrator is hereby authorized to enter into annual contracts and related amendments for the security, marketing, maintenance, or other activities and improvements for the District, or to conduct or contract for such services and improvements as provided for in the State of California Streets and Highways Code Section 36500 *et seq.*

IN COUNCIL, OAKLAND, CALIFORNIA, DEC 13 2016, 20

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, CAMPBELL WASHINGTON, GALLO, GUILLEN, KALB, KAPLAN, REID, and PRESIDENT GIBSON MCELHANEY - 8

NOES- 0

ABSENT- 0

ABSTENTION- 0

ATTEST: 
LATONDA SIMMONS
City Clerk and Clerk of the Council
of the City of Oakland, California

Exhibit A

(To the Resolution to Levy the FY 2017-2018 Rockridge BID Assessment)

**Rockridge Business Improvement District
Annual Report To The City Of Oakland
Relating to the Fiscal Year 2017-2018**

Pursuant to California Streets and Highways Code Part 6
Parking and Business Improvement Area Law of 1989
Chapter 3, Section 36533

I. Proposed changes in the boundaries of the parking and business improvement area or in any benefit zone within the area.
There are no proposed changes to the boundaries of the Rockridge Business Improvement District

II. Improvements and activities to be provided for in fiscal year 2017-2018

Please see attached Accomplishments for this year to date. We plan to continue on the same course.

III. Estimate of the cost of providing the improvements and activities for fiscal year 2017-2018

See attached budget.

IV. Method and basis of levying the assessment.

The fee structure for assessments will remain as previously approved, including the change in classifications of businesses by temporarily creating a sub-classification for businesses that earn annual gross receipts of \$25,000 or less. Businesses which fall into this sub-classification would pay an annual assessment fee of \$60.00. This is not a property based district, therefore property owners are not assessed.

V. The amount of any surplus or deficit revenues to be carried over from the previous fiscal year.

Our fiscal year ends on 2/28. The first disbursement of assessments occurs on 4/30. Funds have been kept to cover recurring expenses for March and April.

VI. The amount of any contributions to be made from sources other than assessments levied.

The Rockridge Business Improvement District will seek sponsorship funds for our promotional and beautification efforts.

VII. Annual Renewal Notice.

Starting in 2014 the notice has to be sent every five years.

The notice will be sent again in 2018 as the last notice was sent in 2013. Section 12 of the amended Ordinance 12301 C.M.S. now states:

The Governing Council (Advisory Board) of the Rockridge BID shall annually 45 days before the anniversary of the establishment of Rockridge Business Improvement District Ordinance give the assessees of the District written notice of their rights to seek disestablishment of the district and the process therefore. Commencing with the year 2014, said notice shall no longer be required annually, but shall be given once every five years, with the next notice to be sent 45 days before the District's formation anniversary in the year 2018. In their annual report to Council, the Advisory Board shall report that they have provided this notice.

Please contact Henry C. Levy, Treasurer of the Rockridge Business Improvement District, should you have any questions regarding this report.

September 30, 2016

RDA, a Rockridge Business Improvement District
Proposed Budget
March 2017 to February 2018

Income

Gross BID Revenue	\$158,400
Capital Projects Carryforward	<u>\$50,000</u>
Total Income	\$208,400

Expense

Organization	\$77,000
City of Oakland- Collection Cost	\$2,400
City of Oakland- Noticing	\$1,100
Marketing & Promotion	\$37,900
Streetscape & Security	\$40,000
Capital Projects	<u>\$50,000</u>
Total Expense	\$208,400



RDA, a Rockridge Business Improvement District
Accomplishments 2016

1. RDA has contracted with a specialist in public relations to help with advertising our district
2. RDA has worked with Peralta services on improved street cleanliness
3. RDA has planted 8 new street trees within the district boundary
4. RDA is working with Goldstone property management to bring pop up holiday stores to 4 vacant storefronts
5. RDA is working closely with OPD CRO Officer Hutzol to help with the homeless and mentally disabled population which directly impacts our district
6. RDA has been working closely with the city of Oakland and have been able to create several new parking spaces within the district helping to ease some of the parking congestion we experience and creating more revenue for the city of Oakland
7. RDA has continued to fund our grant project for closed circuit television to help abate crime and assist OPD
8. RDA has requested that Dan Kalb investigate the collection of delinquent BID fees that are unpaid by members thus increasing our budget allowing further improvements to our district
9. RDA will continue with our annual Rockridge in the Snow event to promote "shop local" as part of this our plans are to create a merchant stroll
10. RDA is working closely with our production team and have reworked our street fair Out and About to a more musically diverse event increasing the number of venues and eliminating the need for elaborate stages
11. RDA has been working very closely with our 2 newly assigned walking officer's to help reduce crime and nuisance issues within the district
12. RDA assisted in the move of one of our businesses to a nearby location with a greatly reduced rent allowing them to thrive and remain in the district
13. RDA is actively working with the city of Oakland and ABC to assist one of our new businesses to open as scheduled
14. RDA has worked with the Rockridge Community Planning Council to assist Fremont Bank in their effort to come to not only Rockridge but Oakland, which is a 1st
15. RDA continues to work with property owners to fill any vacancies
16. RDA is working with the Rockridge Community Planning Council and the Rockridge Neighborhood Crime Prevention Council in eliminating nuisance bus shelter
17. RDA is working with the city of Oakland and PG&E to electrify our holiday decorations, this is an ongoing process
18. RDA is continuing to bring workshops to our members such as website training and CPR classes

Rockridge District Association, a Rockridge Business Improvement District

785 7th St □ Oakland □ CA 94607
□ Phone 510-604-3125□
chris@rockridgedistrict.com □ www.rockridgedistrict.com

**Rockridge District Association a RBID
Board 2016-2017**

	Board Member Name:	OY	Business:	Business Address:	Phone:(510)	Email Address:
1	Henry Levy	2003	Hank Levy Group, CPA	5940 College	652-1000	hank@hlgcpa.com
2	Joyce Gardner	2006	FIT	5707 College	923-0784	fitclothing@att.net
3	Louise Rothman-Riemer	1999	DHR Investment Counsel	5435 College Ste 200	596-2580	louise@dhrconsult.com
4	Susan Bernosky	2006	Strahan Ins Svcs Inc	5940 College	450-9050	susan@susanbernosky.com
5	Veronica Bhonsle	2005	VERO	6052 College	985-0406	vbhonsle@aol.com
6	Maggie Klein	2013	Oliveto	5655 College	547-5356	maggie@oliveto.com
7	Laurie Field	2013	Lauren G Field	5332 College Ste100	658-2525	laurenfield@gmail.com
8	Robin Pennell	2013	Jarvis Architects	5278 College	654-6755	rpennell@jarvisarchitects.com
9	Kevin Faughan	2016	Caldecott Properties	5251 Broadway	594-2400	kfaughan@gmail.com
10	Phillip Roselle	2016	My Emergency Guy	6019 College	621-3059	philliproselle@gmail.com