

CITY OF OAKLAND

COUNCIL AGENDA REPORT

2006 OCT 19 PM 3:08

TO: Office of the City Administrator
ATTN: Deborah Edgerly
FROM: Community and Economic Development Agency
DATE: October 31, 2006
RE: **A Public Hearing And The Adoption Of A 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 2007/08**

SUMMARY

A resolution to confirm the annual report of the Rockridge Business Improvement District advisory board and to levy the annual assessment for fiscal year 2007/08 for the Rockridge Business Improvement District (BID) has been prepared pursuant to Streets and Highways Code Section 36500 et seq. and the City of Oakland's Neighborhood Business Improvement District Program.

City Council must adopt the resolution to authorize the district to collect assessments for the upcoming fiscal year. Assessment funds will be used to pay for economic development and beautification activities outlined in the district management plan on file with the Office of the City Clerk.

A public hearing and majority protest procedure must precede City Council's consideration of the above resolution. A majority protest exists if owners of affected businesses which will pay fifty percent (50%) or more of the proposed assessments to be levied submit qualifying written protests on or before the public hearing date of October 31, 2006, for this matter.

If no majority protest exists, then City Council may adopt the above resolution. If, however, a majority protest exists, then City Council cannot adopt the resolution to levy FY 2007/08 assessments for the Rockridge BID and no further proceedings to levy the proposed assessment shall be taken for a period of one year.

In or around Spring 2007, City Council will also be asked to consider a separate agenda item concerning the repayment of a \$25,500 NBID program loan awarded to initially establish the Rockridge BID. Discussion of this item, including analysis of the related fiscal impact, will be submitted in a separate staff report and resolution.

FISCAL IMPACTS

No fiscal impact is anticipated to the City. The Rockridge BID is a self-funded, self-administered entity.

Item _____
City Council
October 31, 2006

If the levy is approved, the Revenue Division of the Finance and Management Agency (FMA) will collect the assessment along with annual business taxes and will remit the amount collected (minus the City's costs of collection) to designated BID administrators.

Until disbursed, BID assessments will be held in a special trust fund established by the FMA on behalf of the Rockridge BID in Miscellaneous Trusts Fund (7999), Neighborhood Commercial Revitalization & Service Delivery System Organization (88569), Pass Thru Assessments Account (24224), Undetermined Project (0000000).

BACKGROUND

On November 9, 1999, the City Council approved Resolution #75323 C.M.S. which initiated a City of Oakland Neighborhood Business Improvement District (NBID) Program. This program is authorized by Section 36500 of the California Streets and Highway Code which allows for the establishment of local business improvement districts throughout the state.

Under the NBID Program the Rockridge business district applied for and received a seed grant of \$7,500 (January 1, 2000) and a subsequent NBID Program loan of \$25,500 (August 1, 2000). The seed grant was used to explore the preliminary feasibility of establishing a BID and the loan was used to complete the BID formation process. In or around Spring 2007, City Council will be asked to consider the repayment terms of the above loan. Information for this item, including analysis of the related fiscal impact, will be submitted in a separate staff report and resolution.

On December 12, 2000, Ordinance No. 12301 C.M.S. was passed by City Council to establish the Rockridge BID. Resolution No. 80215 C.M.S. was adopted on October 17, 2006, which stated City Council's intent to levy a FY 2007/08 assessment for the district and approve the district's annual report, and scheduled a related public hearing for October 31, 2006.

The Rockridge BID encompasses approximately 441 businesses located in and around the Rockridge commercial area. With an estimated annual budget of approximately \$166,800, it provides a private funding source for enhanced safety and security, beautified physical appearance, organized economic development and marketing activities within the district according to a City-approved district management plan.

The BID model for economic development is also being used in the Fruitvale (established 2001 and renewed 2006), Montclair (established 2001), Lakeshore/Lake Park (established 2002), Temescal (established 2004), and Laurel (established 2005) districts and in other commercial neighborhoods throughout the country.

BIDs seek to create both a stable cash flow and to incorporate all of the members of a business community into a productive and proactive entity representing the interests of that community.

Revenues generated by BIDs are applied to a variety of local improvements and services beyond those already provided by existing municipal services. Examples of BID-funded services include, but are not limited to, enhanced maintenance services, security, marketing and promotions, special events, parking and transportation services, economic development activities, capital improvements, and human services. These types of enhanced services lead to increased property, sales and business tax revenues as well as increased job opportunities and the improved economic development of commercial neighborhoods.

KEY ISSUES AND IMPACTS

There is no anticipated adverse impact associated with the authorization to levy FY 2007/08 assessments for Rockridge BID.

In terms of positive impacts, authorizing the continued collection of assessments for the district will provide the Rockridge BID an ongoing private funding source for enhanced safety and security, beautified physical appearance, and organized economic development and marketing activities within the district. This model for economic development has been successfully used in other commercial neighborhoods throughout the country. Accordingly, reauthorization of assessments for the Rockridge BID will enable the district to continue serving as an effective self-help model for other Oakland business districts.

PROGRAM DESCRIPTION

If the City Council approves the FY 2007/08 levy for the Rockridge BID, assessments will be collected in accordance with the district management plan on file with the Office of the City Clerk and the district's annual report being confirmed with the attached resolution. Key aspects of this document include, but are not limited to, additional security; sidewalk and street cleanup; landscaping and maintenance; special events; and a business district newsletter.

The annual report indicates no changes in the boundaries of the business improvement district or in any benefit zones in the area. There is also no change in the original method and basis of levying the assessment. However, a new subcategory is proposed to be temporarily added to the current business classifications. This adjustment is in response to feedback from business license holders earning annual gross receipts of \$25,000 or less. The proposed temporarily reduced assessment for these businesses will now be \$60 for the 2006/2007 assessment year. Originally, these businesses were assessed at \$120 per year, but were eligible to apply for a reduced assessment (e.g. \$60) by submitting a hardship waiver request. Consequently, each year district administrators devoted a substantial amount of time to processing multiple waiver applications from low earning businesses. Therefore, to eliminate the administrative costs of processing the waivers and to better respond to the stated needs of affected district businesses, the new subcategory is proposed to be temporarily created to cover these repetitive requests for hardship waivers and reduce the district's overhead operating costs and alleviate the necessity for these businesses to submit and pursue such waiver requests. The subcategory will only be applied in future years if requested and approved in the future annual reports and assessment resolutions.

SUSTAINABLE OPPORTUNITIES

Economic: The proposed levy will fund activities which are intended to support the eventual increase of property, sales, and business tax revenues as well as increased job opportunities and economic development of the Rockridge commercial district.

Environmental: The proposed levy will enable the Rockridge BID to continue its efforts to strengthen and beautify the physical image of the existing neighborhood commercial area through the use of enhanced sidewalk and street cleaning and maintenance. Attractive new banners, directional signage and holiday decorations will also uplift and unify the district's appearance.

Social Equity: BIDs incorporate all members of a business community into a productive and proactive entity representing the interests of that community. Administration of the cash flow generated by the district itself contributes to local merchant self-empowerment and provides enhanced services for the overall physical and economic betterment of the district.

DISABILITY AND SENIOR ACCESS

The reauthorization of assessments for the BID has no direct implications for disability and senior access. However, the BID's efforts toward revitalization may encourage businesses to continue to abide by applicable state, federal and local codes and legislation regarding disability and senior access. Improved public safety and security provided by the BID could also serve to make the area safer and more accessible to all visitors, including senior citizens and disabled persons.

RECOMMENDATION(S) AND RATIONALE

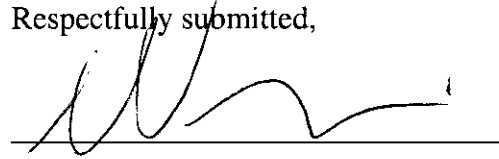
Staff recommends that the City Council adopt the resolution confirming the annual report of the Rockridge BID advisory board and levying the annual assessment for the Rockridge BID for fiscal year 2007/08.

Adoption of the attached resolution will support the continuance of the Rockridge BID and its planned activities which have been approved by City Council. Such business improvement districts represent a proactive effort on the part of neighborhood business owners to improve the conditions and image of their area and to assist in the economic revitalization and physical maintenance of their respective commercial corridors.

ACTION REQUESTED OF THE CITY COUNCIL

The action requested of the City Council is to adopt the resolution confirming the annual report of the Rockridge BID advisory board and levying the annual assessment for the Rockridge BID for fiscal year 2007/08.

Respectfully submitted,

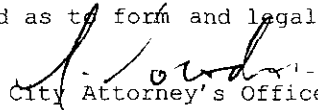


Daniel Vanderprien
Director of Redevelopment,
Economic Development, and Housing

Prepared by:
Maria Rocha, Urban Economic Analyst III
Neighborhood Commercial Revitalization

APPROVED AND FORWARDED TO THE
CITY COUNCIL


OFFICE OF THE CITY ADMINISTRATOR



2006 OCT 19 PM 3:09 OAKLAND CITY COUNCIL

RESOLUTION NO. _____ 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 2007/08

WHEREAS, the State of California allows for the formation of business assessment districts under Street and Highways Code Section 36500 et seq.[Senate Bill 1424]; and

WHEREAS, the City Council approved a Neighborhood Business Improvement District ("NBID") Program pursuant to Oakland City Council Resolution No. 75323, dated November 9, 1999, to provide technical and financial assistance to stakeholder groups of business owners in the City to assist in the formation of such districts; 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 services such as enhanced security, crime prevention, beautification, sidewalk sweeping, 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 Plan was prepared in accord with the provisions of the law overseeing the formation of the District as referenced above, and has been filed with the City; and

WHEREAS, pursuant to the requirements of the law the Rockridge Business Improvement District was established by the City Council on December 12, 2000 pursuant to Ordinance Number 12301; and

WHEREAS, the Annual Report (attached Exhibit A) has been prepared by the Rockridge Business Improvement District Advisory Board and filed with the City Clerk, and the City Council desires to confirm the Report, and levy the annual assessment for the

Rockridge Business Improvement District for fiscal year 2007/08;
and

WHEREAS, Until disbursed, BID assessments will be held in a special trust fund established by the Finance and Management Agency on behalf of the Rockridge Business Improvement District in Miscellaneous Trusts Fund (7999), Neighborhood Commercial Revitalization & Service Delivery System Organization (88569), Pass Thru Assessments Account (24224), Undetermined Project (0000000); 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. A Public Hearing was held on October 31, 2006 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 2007/08. 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 2007/08 fiscal year as provided for in the Annual Report in accordance with the assessment formula as provided for in the Plan and Annual Report.
5. The proposed method and basis of levying the assessments to be levied against each business in the District have not been changed and are those specified in the Plan and Annual Report on file with the City Clerk. For the fiscal year 2007/08 assessment a sub-classification of businesses that earn annual gross receipts of \$25,000 or less is created with a temporarily reduced fee for that assessment year of \$60. Such sub-classification is temporarily created to reduce the number and expense of processing hardship partial fee waiver requests, and the reduced fee amount shall 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 specified above in this Resolution and more specifically as described in the Plan and the Annual Report on file with the City Clerk. There are no substantial changes in the improvements or activities for the District.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 20__

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, BRUNNER, CHANG, KERHIGHAN, NADEL, QUAN, REID, and PRESIDENT DE LA FUENTE

NOES-

ABSENT-

ABSTENTION-

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

EXHIBIT A
(to the resolution confirming the Rockridge BID annual report and levying the FY
07/08 assessment)

ROCKRIDGE BUSINESS IMPROVEMENT DISTRICT
ANNUAL REPORT TO THE NEIGHBORHOOD COMMERCIAL
REVITALIZATION PROGRAM/CEDA FOR FISCAL YEAR
2007-2008

Section 36533

(b)(1)

There are no proposed changes to the boundaries of the Rockridge Business Improvement District (RDA).

(b)(2)

Please see the attached budget, which will outline the improvements and activities to be funded and provided in the upcoming fiscal year through February 28, 2008.

(b)(3)

Please see attached budget.

(b)(4)

The fee structure for assessments will remain as previously approved, including the change in classification of businesses by creating a subcategory for businesses that earn annual gross receipts of \$25,000 or less. Businesses which fall into this subcategory would pay an annual assessment fee of \$60.00.

(b)(5)

A cash basis net has been carried forward into the 2007-08 budget. We project this surplus to be \$25,000. This carryover was the result of non-invoiced expenses (paid in 2005), and the lack of regular staff position (in 2004).

(b)(6)

The Rockridge District Association will seek funds from corporations for sponsorship of the annual street festival and holiday promotional activities.

Annual Renewal Notice:

"Per Council adoption of the Rockridge ordinance in November 2000, the Governing Council (Advisory Board) of the Rockridge BID shall annually 45 days before the anniversary of the establishment of the Rockridge Business Improvement Management District Ordinance give the assessees of the District written notice of their rights to disestablish the district and the process therefore, and shall report that they have done so each year in the annual report to the Council." The notice will be given as required by the ordinance.

Please contact Sara Wilson, President of the RDA Board of Directors, should you have any questions regarding this report.

August 30, 2006

**Rockridge District Association
Proposed Budget Overview
March 1, 2007-February 28, 2008**

INCOME

BID Revenues	140,000	
Prior year carryforward	25,000	
Miscellaneous Income	<u>1,800</u>	
		166,800

EXPENSES

Organization Committee

Insurance	3,500	
Tax Preparation	1,500	
Professional Administration	50,000	
City of Oakland Loan	2,550	
City of Oakland Collection Costs	4,000	
Meeting Expense	750	
Postage/Printing/Newsletter	2,500	
Telecommunications	500	
Misc.	<u>100</u>	
		65,400

DISI Committee(District Identity and Streetscape Improvements)

Web/Advertising	5,000	
Events/Promotions	12,000	
Streetscape	5,000	
Marketing/Materials	6,000	
Misc.	100	
		28,100

SOBO Committee (Sidewalk,Operations,Beautification,Order)

Beautification/Décor	4,000	
Security/Public Safety	6,000	
Maintenance/Street Cleaning	40,000	
Misc.	<u>100</u>	
		50,100

Land Use

Landscape, Public Space Design	1,000	
Misc.	100	
		1,100

Contingency 15% (for use in any program area)	22100	22100
		166,800