

APPROVED AS TO FORM AND LEGALITY


CITY ATTORNEY'S OFFICE

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

RESOLUTION: 1) APPROVING THE ANNUAL REPORT OF THE ROCKRIDGE BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD; 2) DECLARING THE INTENTION TO LEVY AND COLLECT AN ANNUAL ASSESSMENT FOR FISCAL YEAR 2026-2027 FOR THE ROCKRIDGE BUSINESS IMPROVEMENT DISTRICT, INCLUDING A THREE (3) PERCENT INCREASE IN THE ANNUAL ASSESSMENT; AND 3) SCHEDULING A PUBLIC HEARING FOR DECEMBER 2, 2025

WHEREAS, the State of California allows for the formation of business assessment districts under California Streets 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 new security, beautification, 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 District was established by the City Council on November 28, 2000, pursuant to Ordinance No. 12301 C.M.S (as amended by Ordinance No. 13261 on October 21, 2014); and

WHEREAS, California Streets and Highways Code Sections 36533 and 36534 require that before the next annual assessment for the District is levied, the City Council must: (1) approve the District's annual report, and (2) approve a Resolution of Intention that declares the City of Oakland's intention to collect the assessments and schedules a public hearing to be held about the levy of the proposed assessment; and

WHEREAS, pursuant to said law, the Rockridge Business Improvement District Advisory Board has prepared and filed with the City Clerk, the Annual Assessment Report (Report) (attached hereto as **Exhibit A**), which contains the required particulars including a detailed description of the improvements and activities to be provided for fiscal year (FY) 2026-2027, 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 FY 2026-2027; and

WHEREAS, the FY 2025-2026 Annual Report for the District includes a determination and recommendation by the Advisory Board for a 3% increase in the annual assessment rates beginning in FY 2026-2027 for the District, which is within the allowable maximum annual assessment increase set forth in the approved Plan; and

WHEREAS, if the District's proposed assessments for FY 2026-2027 are approved and levied, they will be held (until disbursed) in a special trust fund established by the Finance Department on behalf of the District in Miscellaneous Trusts Fund (7999), Economic Development Organization (85411), Pass Thru Assessments Account (24224), DP850 Administrative Project (1000019), Rockridge BID Program (RBID); now, therefore, be it

RESOLVED: that the Council of the City of Oakland does hereby find that the above recitals are true and correct; and be it

FURTHER RESOLVED: that the Council of the City of Oakland does hereby approve the FY 2025-2026 Report for the District; and be it

FURTHER RESOLVED: That the City Council does find and state its intention as follows:

1. Pursuant to California Streets and Highways Code Section 36534, the City Council declares its intention to levy and collect the assessments for FY 2026-2027 as provided for in the Report and pursuant to the assessment formula as provided for in the Plan, which includes a 3% increase in the FY 2026-2027 annual assessment rate as recommended by the Advisory Board, if the requested assessments are approved by the City Council after the Public Hearing scheduled by this Resolution of Intention.
2. The location and 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.
3. The types of the improvements and activities proposed to be funded by the levy of FY 2026-2027 assessments on businesses in the area are those described in the Plan and the Report on file with the City Clerk. No substantial changes in the improvements or activities for the District are proposed to be made.
4. 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 Report on file with the City Clerk. For the FY 2026-2027 assessment, a sub-classification of businesses that earn annual gross receipts of \$25,000 or less is proposed to be created with a reduced fee for that assessment year of \$60 (instead of the \$120 fee). Such sub-classification is proposed to be temporarily created to reduce the number and expense of processing hardship partial fee waiver requests, and the reduced fee amount would not apply to future assessment years unless renewed in the annual assessment resolution for such future years; and be it

FURTHER RESOLVED: That a Public Hearing is hereby set for December 2, 2025, or as soon thereafter as the matter may be heard, to hear all public comments, protests, and to take final action as to the levying of the proposed assessments for the District for FY 2026-2027. Details regarding time, location and how to participate in the Public Hearing can be found at

www.oakland.legistar.com, or by emailing the Oakland City Clerk's Office at cityclerk@oaklandca.gov or by calling 510-238-3226; and be it

FURTHER RESOLVED: That pursuant to California Streets and Highways Code section 36534(b), the City Clerk is directed to give notice of the Public Hearing by causing the Resolution of Intention to be published once in a newspaper of general circulation in the City of Oakland not less than seven days before the Public Hearing; and be it

FURTHER RESOLVED: That at the Public Hearing the testimony of all interested persons for or against the proposed assessments will be heard, and written and oral protests may be made in the form and manner provided by Sections 36524 and 36525 of the California Streets and Highways Code as follows:

1. A protest may be made orally or in writing by any interested person. Any protest pertaining to the regularity or sufficiency of the proceedings shall be in writing and shall clearly set forth the irregularity or defect to which the objection is made.
2. Every written protest shall be filed with the Clerk at or before the time fixed for the public hearing. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing.
3. Each written protest shall contain a description of the business in which the person subscribing the protest is interested sufficient to identify the business and, if a person subscribing is not shown on the official records of the City of Oakland as the owner of the business, the protest shall contain or be accompanied by written evidence that the person subscribing is the owner of the business.
4. A written protest which does not comply with the requirements stated above shall not be counted in determining a majority protest.

5. If written protests are received from the owners of businesses in the District who will pay 50 percent or more of the assessments proposed to be levied, and protests are not withdrawn so as to reduce the protests to less than that 50 percent, the proposed assessment shall not be levied.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - BROWN, FIFE, GALLO, HOUSTON, RAMACHANDRAN, UNGER, WANG AND
PRESIDENT JENKINS

NOES –

ABSENT –

ABSTENTION –

ATTEST: _____

ASHA REED

City Clerk and Clerk of the Council of the
City of Oakland, California

3444641v1/PS

Wednesday, September 3, 2025



BID Annual Reporting

The Business Development Division of the City of Oakland's Economic and Workforce Development Department requests that your Business Improvement District (BID) submit an Annual Report detailing completed activities for the previous calendar year (CY24: January 1, 2024 - December 31, 2024) and planned activities for the current calendar year (CY25). This report will summarize your BID's programs and impacts for CY24, ensure transparency regarding funding sources and expenditures, provide updates on your Board and management team, and contribute to aggregated data on BID activities and impacts across Oakland. Your submission, including details on past accomplishments and future plans, will help the City evaluate and support the collective efforts of Oakland's BIDs.

BID Name

Rockridge District Association

Contact Person and Information regarding Annual Reporting

This will not be shared publicly, but rather needed for City of Oakland staff, in case of follow up questions or incomplete submissions

Name of person filling out the Annual Report Monte McClain

Email

[REDACTED]

Phone Number

[REDACTED]

General Information & District Composition

Are you a Property-based BID or Business-based BID?

Business-Based BID

Number of Full Time Equivalent (FTE) paid staff members employed by your BID? (Including in-house and contracted) Please do not double-count staff members in multiple of the following categories.

	Number of FTE
General/Admin staff	.1
Cleaning Ambassadors/workers	.33
Public Safety Officers/Security Ambassadors	.33
Hospitality/Business Outreach Ambassadors	.33
Other Seasonal/Part-time staff	2
Volunteers (not counting your board members)	0

Notes about staffing numbers

We have two principal employees.

1. Chris Jackson who oversees security and streetscape issues. He counts himself as a safety ambassador and merchant/business owner ambassador. this also includes my interaction with the public.
2. Jody Colley works part-time/contract with our BID to provide marketing and administrative assistance.
3. We have a part-time accountant.

How many businesses in your BID? 480

Approximately how many residents in your BID? 8019

Approximately how many occupied storefronts in your district? 240

Approximately how many vacant storefronts in your district? 3

Cleaning

Does your BID provide any supplemental cleaning services? (If you are unsure which services qualify as supplemental cleaning, check "yes" to view the list.)

Yes

Is there a workforce development component to the hiring and/or training of your cleaning staff? (either in-house or with a partner organization)

No

What types of work are done by your cleaning staff?

Sidewalk sweeping and clearing gutters

Power Washing

Graffiti removal - public property

Gum, sticker and Flyer Removal

Street furniture and trashcan maintenance and sanitization

Landscaping services and plant watering

Event-related Waste/recycling/compost sorting/collection

Illegal dumping removal

Cleaning Outputs & Operations

Yearly Cleaning outputs for Calendar Year 2024 by your BID: (total per year, NOT per week or month)

	Number per year
Number of incidents of graffiti removed	75
Number of bags of trash collected	654
Pounds of trash collected (if you measure trash in pounds not bags)	0
Number of Incidents of illegal dumping removed	25
Number of 311 requests made	175
Number of hours of pressure washing	0
Number of stickers/posters removed	80

Which usernames, emails do you make 311 requests from? (please specify as many as you can)

chris@rockridgedistrict.org

Number of days per week cleaning services are provided (1-7 days/wk)

7

Number of hours per week of cleaning services provided? (e.g. 40 hours, 120 hours, etc)

30

Safety Services

Does your BID provide any supplemental safety services? (If you are unsure which services qualify as supplemental safety, check "yes" to view the list.)

Yes

Is there a workforce development component to the hiring and/or training of your safety staff? (either in-house or with a partner organization)

No

What types of work are done by your safety staff?

Street patrol/ambassadors

Coordination with OPD

Hotline for visitors, merchants, residents to call to request immediate assistance

Safety Outputs & Operations

Yearly Safety outputs for Calendar Year 2024 by your BID: (total per year, NOT per week or month)

	Number
Number of annual non-patrol hours dedicated by BID administrative staff and safety ambassadors/patrol to public safety program in 2024	595
Number of annual patrol hours dedicated by public safety officers/ safety ambassadors hired by the BID to public safety program in 2024	595
Number of merchant checks	600
Number of 911 calls made by the BID	5
Number of non-emergency calls made by the BID	500
Total number of security cameras the BID is responsible for maintaining as of Dec. 31,2024	0
Number of new cameras installed in new locations in 2024	0
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies in 2024	15
Number of incidents for which camera footage was provided to OPD/merchants/insurance companies prior to January 1, 2024 (if known)	0

Do you provide Safety patrol services throughout the year or just during the holidays/as needed?

Throughout the year

Estimated number of security cameras to be installed by or in coordination with the BID in the District in 2025

15

Does your BID provide any supplemental streetscape/beautification services? (If you are unsure which services qualify as supplemental streetscape/beautification, check "yes" to view the list.)

Yes

- What types of streetscape/beautification work are done by your BID? (including contracted and in house work)
- Install/maintain planters and/or hanging baskets
 - Maintain tree wells
 - Install / mantain banners on street/light poles
 - Install/maintain public plazas
 - Install/maintain public art pieces
 - 2 murals

Streetscape/Beautification Outputs & Operations

Streetscape/Beautification outputs for Calendar Year 2024 by your BID:

	Number
Total number of planters and/or hanging baskets the BID is responsible for maintaining as of Dec. 31, 2024	2
Number of new planters and/or hanging baskets installed in new locations in 2024	0
Total number of tree wells the BID is responsible for maintaining as of Dec. 31, 2024	168
Number of new tree wells installed in new locations in 2024	0
Total number of banners on street/light poles the BID is responsible for maintaining as of Dec. 31, 2024	64
Number of new banners installed in 2024	0
Total number of pedestrian-oriented lighting elements (including stand-alone light poles and lights on private buildings that illuminate the public right of way) the BID is responsible for maintaining as of Dec. 31, 2024	64
Number of new pedestrian-oriented lighting elements installed in new locations in 2024	0
Total number of Big Belly trash cans the BID is responsible for maintaining as of Dec. 31, 2024	0
Number of new Big Belly trash cans installed in new locations in 2024	0

	Number
Total number of public plazas the BID is responsible for maintaining as of Dec. 31, 2024	2
Number of new public plazas added in 2024	0
Total number of public art pieces the BID is responsible for maintaining as of Dec. 31, 2024	2
Number of new public art pieces installed in 2024	2

Does your BID provide any supplemental Marketing, Events and Communications services?(If you are unsure which services qualify as supplemental marketing, events and communications services, check "yes" to view the list.)

Yes

What types of marketing and communications work are done by your BID? (including contracted and in house work)

Print news advertising (e.g. EBX, East Bay times, etc.)

Digital advertising (e.g. Oaklandside, Google, etc.)

Social media advertising (e.g. promoted posts and/or Facebook, Instagram ad campaigns, partnering with influencers, etc.)

Social media posts (non-promoted)

Physical advertising (billboards, bus shelters, BART stations, etc.)

Flyers & posters

Email newsletters

WhatsApp groups

What types of Events and District Promotions work are done by your BID? (including contracted and in house work)

Produce BID events

Maintain Event calendar on BID website

Produce District Guides/maps (including digital or printed)

What types of social media platforms does your BID actively use?

Facebook

Instagram

WhatsApp

Next Door

For each of the following platforms you actively use, how many subscribers/followers do you have?

	Number of subscribers/followers as of Dec 31, 2024	Number of posts/emails sent in 2024	Total Reach/opens in 2024	Total engagement/clicks in 2024
Email Distribution List	2110	76	60359	2468
Facebook	921	256	56811	779
Instagram	3600	323	70479	2122
Twitter	0			
Tiktok	0			
WhatsApp	58			
YouTube	0			

What is the average email open rate in 2024 as a percentage? 52.6

Events and District Promotions Outputs & Operations

Events and District Promotions outputs for Calendar Year 2024 by your BID:

	Number
Number of events produced by the BID	10
Number of non-BID events in the District sponsored by BID or in-kind support provided by BID	4
Amount (\$\$) of Event sponsorship provided in 2024	1000
Number of attendees to events produced by or sponsored/supported by the BID (best estimate):	15000

Business Support

Does your BID provide any supplemental Business Support services? (If you are unsure which services qualify as supplemental Business Support services, check "yes" to view the list.)

Yes

- What kinds of initiatives did your BID implement to support existing businesses in your district
- Social Events (e.g. networking events, meet & greets, sector meet-ups)
- Workshops & Trainings (e.g. financial management, marketing, accounting)

Business Support Outputs & Operations

Business Support outputs for Calendar Year 2024 by your BID:

	Number
Number of merchant contacts	985
Number of business support events coordinated by or supported by the BID for your businesses in 2024	6
Annual total number of your business attendees at business support events coordinated by or supported by the BID	180

BID 2024 Accomplishments & Plans for 2025

Please list out the BID's top accomplishments from 2024, as well as note-worthy new projects, services and plans for 2025. This is your chance to brag about your BID's impact! List at least three, and up to ten for each year.

Top Accomplishments or New programs/activities accomplished in 2024 (List at least three, and up to ten)

Accomplishment/New activity description
● With enthusiastic new board members, the RBID reinstituted quarterly merchant mixers which are well attended including by new merchants to the district who were personally contacted and invited to participate.
● The RBID participated in Oakland Fashion Week produced by Visit Oakland with over 30 businesses in the district offering special activations and all fashion businesses offering discounts on the last day of the event.
● The RBID created a district WhatsApp group to enable the merchant community to communicate together on topics such as upcoming events/promotions, buy/sell/trade/borrow of inventory, tips and recommendations, safety/security issues, and other announcements.
● The RBID continued to produce its signature annual Rock-N-Stroll and Halloween Parade events, drawing tens of thousands of locals and visitors to the district for family-friendly festivities. These events provide a significant increase in foot traffic and day-of sales for businesses in the area.
● The RBID invested in a local social media influencer to create several video reels per month spotlighting district businesses.

New programs/activities planned for 2025 calendar year that the BID didn't do in 2024 (List at least three, and up to ten)

New program/activity description
● Due to enthusiastic board members, the RBID is increasing its in-person outreach to business owners in the district in effort to get feedback, increase awareness of the resources available to them, and to encourage participation in district initiatives and community engagement.
● The RBID is organizing community clean-up days supported by volunteers from the community.

New program/activity description
● The RBID is launching a new website with added features such as an event calendar spotting lighting the many merchant-led and district events; several blogs with a majority of the content provided by the business community; intentional focus on our largest, but least visible business sector (mental health industry); and an overall more vibrant and engaging site design.
● The RBID is launching a new e-gift card called the Rockridge Card, which is only redeemable at businesses located within the district boundaries.
● The RBID is kicking off a new annual event during a Saturday of Small Business Week named the Rockridge Sidewalk Sale with over 50 businesses as well as local residents participating.
● The RBID has been actively involved in supporting the success of a new monthly event, The Wardrobe Project Flea, which happens in the BART parking lot and features over 100 curated vintage and maker pop ups and draws thousands from around the Bay.
● The RBID is writing monthly features in the Rockridge News to inform area residents of the various positive happenings in the district's commercial corridor.

BID Financials

2024 Budget versus Actuals

Provide a line-item detailed budget versus actuals document of your BID expenses and revenues from the 2024 (already completed) calendar year, organized into the expense/revenue categories and percentages that were in approved in your management plan.

Upload your BID's 2024 line-item detailed budget versus actuals document here:

Rockridge BID 2024 Budget v Actuals.pdf

Please provide the Surplus or Deficit amount from the previous calendar year of 2024 that was carried over into 2025. If there is a surplus, please describe your plans for how it will be spent (e.g. Operational reserves, etc)

We are carrying over the surplus of 11,222 as operational reserve.

2025 Budget

Provide a line-item detailed budget of projected expenses and revenues for the current calendar year, organized into the expense/revenue categories and percentages that were in approved in your management plan. The budget you provide should be approved by your Board of Directors upon time of submission. If not, please note the budget as draft and alert City staff to determine next steps.

2026 Budget

Provide a line-item detailed budget of projected expenses and revenues for the current calendar year, organized into the expense/revenue categories and percentages that were in approved in your

management plan. The budget you provide should be approved by your Board of Directors upon time of submission. If not, please note the budget as draft and alert City staff to determine next steps.

Upload your BID's 2026 line-item detailed budget document here, as approved by your BID's Board of Directors:

Rockridge BID 2026 Draft.pdf

For the 2026 Calendar Year, please provide the estimated amounts and sources of any contributions to be made from sources other than BID assessments to be levied. Eg. donations, grant funding, etc.

Estimated Amount (\$)	Source of Contribution
2027	Event Sponsorships

Will the BID be requesting an annual assessment rate increase for the upcoming calendar year of 2026?

Yes

What is the proposed assessment increase for Calendar Year 2026?

3

Please provide the date of the board meeting when this assessment was approved, and describe how this decision was communicated to the BID members:

We approved the increase in assessment by 3% at the RDA Board Meeting of 8.21.25. We have not yet communicated this proposed increase to our BID Membership.

What is the projected total assessment amount to be billed in this upcoming calendar year of 2026?

206000

Will the BID be proposing changes to the boundaries of the district, the basis and method of levying the assessment, and/or any changes in the classification of businesses for this upcoming calendar year of 2026?

No changes proposed

Board of Directors Roster 2024/2025 (list all directors that served anytime during 2024 or 2025

Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
Monte McClain	Community Member/ Rep	College Avenue Presbyterian Church	President	Current
Christine Garofoli	Community Member/ Rep	Consultant	VP	Current
Robin Pennell	Business Owner/Rep	Jarvis Architects	Treasurer	Current

Name	Affiliation Type	Name of Affiliated Business/ Org	Title	Status
Louise Rothman-Riemer	Business Owner/Rep	Schultz Collins	Director	Current
Sean Wilson	Business Owner/Rep	Wilson Associates	Director	Current
Brad Johnson	Business Owner/Rep	East Bay Books	Director	Current
Veronica Bhonsle	Business Owner/Rep	Vero for Hair	Director	Current
Katy Winter	Property Owner/Rep	Vita Oakland	Director	Current
Devan Gregori	Business Owner/Rep	Devan Gregori	Director	Current
Anthony Mack	Business Owner/Rep	Veranda	Director	Current

Budget 2024 Rockridge BID Budget v Actuals		Budget		Actuals		Management Plan	
Income		160,00					
	BID Revenue	160,000		189,859			
	Adittional Revenue	10,000					
Total Income		170,000		189,859			
Expenses							
	Bank service charges	1,500.00					
	Marketing & Promotion Committee Advertising & Graphics	6,000.00					
	Adve rtising/Promotional	250					
	Events	1,500.00					
	Marketing & Materials	1,000.00					
	Rock n Stroll	16,000.00					
	Web Design & Communication	19,000.00					
Total Marketing & Promotion Committee		45,250.00		45,250.00	39,972.00	25%	27%
	Organization Committee Accounting & Legal	3,960.00					
	Administrative	6,000.00					
	Insurance	3,579 .00					
	Office Expense	350					
	Postage, Copy & Printing Professional Administration	600					
	Insurance-Prof Admin	400.00					
	Payroll Service Fees-Prof Admin	1,300.00					
	Payroll Tax Expense	5,000.00					
	Wages-Prof Admin	19,000.00					
	Workers Comp-Prof Admin	1600					
	Total Professional Administration	38,210.00					
Total Organization Committee				38,210.00	38,210	25%	23%
	Streetscape & Security Committe Beautification-Streetscape Mi	40,000					
	Security Salary Related Expenses	40,000					0
Total Streetscape & Security Committe		80,000		40,000	80,000	50%	47.60%
	Uncategorized Expense	5,000		5,000	3%	108	1%
Total Miscellaneous		0					
Total Expenses		-\$168,469.00		128460		158,290.00	
NET OPERATING INCOME		170,000			3%	189,859	
NET INCOME		\$1,531.00				9,808	

Budget 2026 Rockridge BID**Income**

BID Revenue	206,000
Adittional Revenue	2,000
Total Income	208,000

Expenses

Bank service charges	1,500.00	
Marketing & Promotion Committee	6,000.00	
Adve rtising/Promotional	0	
Events	5,000.00	
Marketing & Materials	10,000.00	
Merchant Mingles	1,200.00	
Rock n Stroll	8,000.00	
Web Design & Communication	33,700.00	
Total Marketing & Promotion Committee	65,400.00	30%
Organization Committee Accounting	5,000.00	
Administrative	6,000.00	
Insurance	5000	
Office Expense	350	
Postage, Copy & Printing Profession:	600	
Insurance-Prof Admin	400.00	
Payroll Service Fees-Prof Admin	1,300.00	
Payroll Tax Expense	1,000.00	
Wages-Prof Admin	24,000.00	
Workers Comp-Prof Admin	2600	
Total Organization Committee	46,250.00	21%
Streetscape & Security Committe B€	47,000	
Wages-Prof Admin	50,102	
Payroll Tax Expense	4,000	
Total Streetscape & Security Committe	101,102	47%
Uncategorized Expense	0	
Total Miscellaneous	0	2%
Total Expenses	\$212,752.00	
OPERATING INCOME	208,000	
NET INCOME		100%