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Board Cover Memorandum

To Board of Education

From Mike Hutchinson, Board Member

Meeting Date June 23, 2021

Subject The Fruitvale Business Improvement District

Ask of the Board Authorize the Superintendent to sign and submit the Ballot in favor of renewing and expanding the Fruitvale Business Improvement District

Background Cities in California are permitted to form Business Improvement Districts (“BIDs”), also referred to as Community Benefit Districts (“CBDs”). A BID is a geographically defined area in which the relevant city levies an assessment on all properties with the area. (A BID is not a “special district”—i.e., it is not a separate legal entity or political subdivision that have its own governing board.) Such assessments are then intended to provide special benefits the property in the area. The special benefit must be over and above the general benefits conferred on real property located in the district or to the public at large.

In Oakland, the first step necessary to form or renew a BID is the petition process whereby at least 30% (weighted based on assessment amount) of the property owners in the proposed geographical area sign a petition indicating support for the BID. If the 30% threshold is reached, the City Council will consider adopting a “Resolution of Intention.” If that Resolution passes, the City will conduct an election by which it mails out ballots to all of the affected property owners. If a majority of the (weighted) ballots returned support the formation/renewal of the BID, then it is formed/renewed and the City starts collecting the assessment from all property owners (regardless of if and how they voted on the petition and the ballot) in the geographically defined area.

The City of Oakland currently has 10 BIDs/CBDs, of which Fruitvale Business Improvement District (“Fruitvale BID”) is one. (For a complete list of BIDs/CBDs, please see <https://www.oaklandchamber.com/business-improvement-districts>.)

The Fruitvale BID was initially created 10 years ago. However, for reasons that are not clear, OUSD did not previously pay any assessment. The proposed renewal and expansion of the Fruitvale BID includes two parcels within the defined geographic area of the proposed Fruitvale BID. These two parcels constitute the International

Community School/Think College Now site as well as Urban Promise Academy. The total annual assessment would be \$19,013.73 (or 2.66% of the total assessment collected), with the possibility of annual increases of up to 3%. The BID would be in existence for another 10 years.

The Fruitvale BID would provide the following special benefits (descriptions and language primarily stem from the Fruitvale BID Management District Plan):

- **Maintenance Program** (e.g., cleaning services, including sidewalk sweeping and power washing; graffiti abatement and removal of illegal posters/tags; enhanced trash emptying in the public right-of-way; special events cleaning and maintenance services)
- **Promotion Program** (e.g., marketing; promotion; event services to improve the BID's image and visibility, data collection; BID stakeholder and neighborhood outreach; website; social media; branding; media relations; destination marketing; online business directory; service presentations; events)
- **Administration and Contingency** (e.g., Daily oversight and operation; adherence to the Management District Plan; compliance with audit/reporting requirements)

Additional details, including additional financial and governance information, can be found in the attached Management District Plan.

| | |
|----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Discussion | The Board previously authorized the Superintendent to sign the petition. This item would authorize the Superintendent to sign and submit the Ballot. |
| Fiscal Impact | The total annual assessment would be \$19,013.73, with the possibility of annual increases of up to 3%. The BID would be in existence for 10 years. |
| Attachment(s) | <ul style="list-style-type: none">● City of Oakland Fruitvale Community Benefit Business Improvement District 2021 Property Owner Ballot● Management Plan |

CITY OF OAKLAND
FRUITVALE COMMUNITY BENEFIT BUSINESS IMPROVEMENT DISTRICT 2021
PROPERTY OWNER BALLOT

This ballot is for the property owners of the parcel(s) identified below by Assessment Parcel Numbers (APN), which parcel(s) is/are located within the proposed Fruitvale Community Benefit Business Improvement District (the "BID") in the City of Oakland.

A copy of the Resolution of intention to form the District is enclosed with this Ballot. The District Plan and Engineer's Report are available: <https://oakland.legistar.com/LegislationDetail.aspx?ID=4959118&GUID=306F6E31-0F90-44FF-AD41-B3CCF4E560DD>. Please advise the City of Oakland as soon as possible at (510) 328-3569, if the owner and/or assessment information set forth below is incorrect.

This ballot may be used to express either support for, or opposition to, the proposed BID assessment. To be counted, this ballot must be completed, signed, and dated below by an owner of the identified parcel(s) or by an authorized representative of the owner. **The ballot must be returned to the City Clerk of Oakland either by mail or in person to: Office of the City Clerk, Oakland City Hall, 1 Frank H. Ogawa Plaza, First Floor, Oakland, CA, 94612, Attn: Fruitvale Business Improvement District.** If a majority (as weighted by assessment amount) of ballots received oppose the BID assessment, the BID will not be established, and the BID assessment will not be levied.

Mail Delivery: If by mail, fold and insert the ballot in the enclosed pre-addressed envelope, seal the envelope, add postage, and deposit in the U.S. mail.

Personal Delivery: If in person, fold and insert the ballot in the enclosed pre-addressed envelope, seal the envelope provided, and deliver to the City Clerk's office (address shown above) or deliver to the City Clerk at the public hearing on the BID.

The assessment shall not be imposed if the ballots submitted in opposition to the assessment exceed the ballots submitted in favor of the assessment, with the ballots weighted according to the proportional financial obligation of the affected property.

IN ORDER TO BE COUNTED, THIS BALLOT MUST BE RECEIVED BY THE CITY CLERK PRIOR TO THE CLOSE OF THE PUBLIC INPUT PORTION OF THE PUBLIC HEARING ON THE FRUITVALE BUSINESS IMPROVEMENT DISTRICT, WHICH IS SCHEDULED FOR JULY 20, 2021, AT 1:00 PM IN THE CITY COUNCIL CHAMBERS, OAKLAND CITY HALL, 1 FRANK OGAWA PLAZA, OAKLAND, CALIFORNIA 94612. To cast this ballot, check the appropriate box below (either yes or no), sign the ballot at the bottom, and return either this entire page or the portion below this line.

PROPERTY OWNER BALLOT

Please mark in the box below to cast your vote:

- YES**, I am in favor of the formation of the BID and the proposed maximum assessment on the parcel(s) identified on this ballot.
- NO**, I oppose the formation of the BID and the proposed maximum assessment on the parcel(s) identified on this ballot.

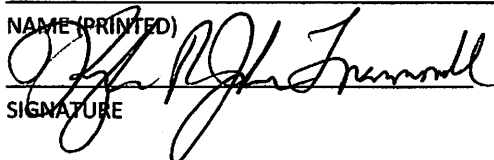
| Owner | APN | Maximum Assessment |
|---------------------------------|------------------|--------------------|
| OAKLAND UNIFIED SCHOOL DISTRICT | 025 -0700-001-03 | \$16,030.80 |
| | 025 -0724-011-01 | 2,934.95 |

| | |
|------------------------------------------------------------------------------------------|-------------|
| Total Fruitvale Business Improvement District Maximum Assessment Amount (Votes Eligible) | \$18,965.75 |
|------------------------------------------------------------------------------------------|-------------|

The total actual assessment proposed to be levied on the parcels shown in the table above for FY 2021/22 is \$16,966.02

Dr. Kyla Johnson-Trammell

NAME (PRINTED)



SIGNATURE

June 28, 2021

DATE

FRUITVALE BUSINESS IMPROVEMENT DISTRICT

Management District Plan

February 2021

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1. EXECUTIVE SUMMARY

In 2011, property owners in the Fruitvale neighborhood the City of Oakland City Council approved the renewal of the Fruitvale Business Improvement District (the “BID”) for a ten-year period. Since then the BID has been providing services, above and beyond the City’s baseline level of service, to improve the everyday experience within the boundary of the BID by making the area cleaner and more inviting. In 2021, the BID’s property owners will be asked to renew their commitment and to continue funding the core services provided by the BID. The BID is also expanding to include a few additional blocks and parcels. The Unity Council is asking these new property owners to join the BID, commit to funding the services provided by the BID for their property and help make the Fruitvale commercial corridor a vibrant and welcoming neighborhood.

The full management plan details the process of continuing the services provided by the current Unity Council. The management plan also provides detail on the formula used in developing individual assessments and the services that will be provided to individual properties and the BID as a whole.

1.1 Goals for the Future

The Unity Council looks forward to the renewed BID and creating a more inviting and thriving neighborhood. One of the biggest challenges and most visible issues is maintaining cleanliness in the public realm.

1.2 Annual Total Budget and Assessments

The total proposed annual budget for Fiscal Year 2021/22 is \$743,497. Assessment revenue of \$713,770 will provide 96% of the annual operating budget. The BID is mandated by law to raise the remaining portion of the annual budget through outside fundraising. These dollars are known as General Benefit dollars. The minimum amount of General Benefit dollars the renewed BID is mandated to raise annually is 4% of the annual budget or \$29,728. This is a minimum. The BID has a strong history in being able to fundraise outside dollars through advocacy, grant writing, sponsorships, and donations. The Unity Council is committed to continuing strong fundraising initiatives.

1.3 Services to be Provided in the Renewed BID

Maintenance: approximately 60% of the budget will go towards cleaning services for your property including daily sweeping of your sidewalk, regular power washing of sidewalks, graffiti abatement, and enhanced trash services.

Promotion: the BID will provide marketing, promotion, and event services to improve the BID’s image and visibility, foster connection with community members, communicate with BID stakeholders, and promote activities taking place within the BID.

The Unity Council is committed to building a vibrant and welcoming commercial district for all. This will be achieved through ensuring the BID is a well-run organization, manages the assessment dollars to their maximum potential, and fundraises and advocates for additional services to meet the increasing challenges in the BID.

1.4 Boundaries

The proposed BID is located within the City of Oakland’s Fruitvale neighborhood. More specifically, the proposed BID boundaries include property as described below:

- Property fronting Fruitvale Avenue from San Leandro Street north to Foothill Boulevard;
- Property fronting International Boulevard from 27th Avenue east to 42nd Avenue;
- Property fronting Foothill Boulevard from Rutherford Street east to High Street;
- Property fronting East 12th Street from 33rd Avenue east to 35th Street.

A boundary map is provided in Section 11.1 of this report, which shows the specific properties to be included in the BID.

1.5 Management District Plan Overview

The Management District Plan is the result of the work of property owners and merchants in the BID. The Management District Plan includes a boundary map, annual budget, assessment methodology, and district management guidelines.

2. DISTRICT AT A GLANCE

Property owners established an assessment district in the Fruitvale area for FY 2011/12 with a 10-year term. Based on the success of the prior district, property owners have shown support to renew and expand the BID, with adjustments to the assessment methodology and boundaries.

2.1 Services and Activities

The services and activities described in this Management District Plan include the provision of the Improvements, as further described in Section 4, herein.

2.2 Annual Total Budget and Assessments

The total proposed annual budget for Fiscal Year 2021/22 is \$743,497. Anticipated assessment revenue of \$713,770 will provide 96% of the annual operating budget. The remaining portion of the annual budget will be generated from sources other than assessments, such as City-contributions, fundraising, grants, donations, or other revenues.

Any surplus monies from the prior assessment district, as of December 31, 2021, to be carried over can only be used to benefit those properties within the prior assessment district. If this is not practical, such surplus monies will be refunded to property owners in the prior assessment district in proportion to how they were assessed in the prior assessment district.

The assessment calculation for each property utilizes a combination of land use, street front footage, building square footage, and lot square footage. Section 6 of this Management District Plan provides a more detailed procedure of the annual assessment calculation.

2.3 Term

If established, assessments would be collected for 10 years (July 1, 2021, through June 30, 2031). Expenditure of those collected assessments can continue for up to six months after the end of the assessment collection period (December 31, 2031), at which point the BID would sunset if not renewed.

3. BACKGROUND

Cities can establish special assessment districts to provide a constant funding source for various improvements, maintenance, and activities that benefit properties within a defined geographical area. The improvements, maintenance, and activities can include providing enhanced cleaning and maintenance services and providing for marketing activities to promote and revitalize an area, and other programs found to benefit an area. The ongoing revenue stream for the improvements, maintenance, and activities comes from the annual assessments funded by properties within the special assessment district. The process by which special assessment districts are formed is outlined below.

3.1 What is a Business Improvement District?

A Business Improvement District is a special assessment district that provides for the levy and collection of assessments on properties within a geographically defined area. Assessment revenue collected from the benefitting properties pays the costs associated with the improvements, maintenance, and activities provided to the Business Improvement District area. In Oakland, the legislation that allows for the establishment of a Business Improvement District is by Title 4, Chapter 4.48 of the City's Municipal Code (the "Code").

A Business Improvement District established under the Code may be administered, by the City Administrator's designation, by an owners' non-profit management corporation. The owners' non-profit management corporation administers or implements the activities and improvements specified in the management district plan. The City Council-appointed advisory board shall make a recommendation to the City Council on the expenditure of revenues derived from the levy of assessments, on the classification of properties applicable, and on the method and basis of levying the assessments. The advisory board shall also cause to be prepared a report of each fiscal year for which assessments are to be levied and collected, The annual report shall contain, but is not limited to, any proposed changes in the Business Improvement District boundaries or any benefit zones within the district; the improvement and activities to be provided for that fiscal year; an estimate of the cost of providing the improvements and the activities for that fiscal year; the method and basis of levying the assessment; the amount of any surplus or deficit revenues to be carried over from a previous fiscal year; and the amount of any contributions to be made from sources other than assessments levied pursuant to this part. In Oakland, the City Council must authorize the formation and establishment of the Business Improvement District and the City will enter into a written agreement with the owners' non-profit management corporation and provide for the levy and collection of the annual assessments.

3.2 Establishing a Business Improvement District

The Code provides the legal framework for establishing this Business Improvement District. As part of the formation proceedings, proponents prepare a Management District Plan in accordance with Section 4.48.06 of the Code. The Management District Plan must contain, but is not limited to, the following required elements:

- A map of the district in sufficient detail to locate each parcel of property within the district;
- The name of the proposed district;

- A description of the boundaries of the district, including the boundaries of any benefit zones, proposed for the establishment or extension of the district in a manner sufficient to identify the lands included. Under no circumstances shall the boundaries of a proposed district overlap with the boundaries of another existing district created pursuant to this part. Nothing in this part prohibits the boundaries of a district created pursuant to this part to overlap with other assessment districts established pursuant to other provisions of law including, but not limited to, the Parking and Business Improvement Area Law of 1989;
- The improvements and activities proposed for each year of operation of the district and the maximum cost thereof;
- The total annual amount proposed to be expended for improvements, maintenance and operations;
- The proposed source or sources of financing including the proposed method and basis of levying the assessment in sufficient detail to allow each property owner to calculate the amount of the assessment to be levied against his or her property;
- The time and manner of collecting the assessments;
- Any proposed rules and regulations to be applicable to the district.

3.3 Business Improvement District Name Designation

The name designation of this proposed Business Improvement District is the “Fruitvale Business Improvement District” (the “BID”)

3.4 Timeline for Implementation and Completion of the BID

The BID assessments will be effective beginning July 1, 2021, and ending June 30, 2031. BID operations will begin January 1, 2022, and end December 31, 2031.

4. IMPROVEMENTS

The proposed BID will fund the following services and activities (the “Improvements”):

- Maintenance Program
- Promotion Program
- Administration and Contingency

The Improvements to be funded are those currently desired by BID stakeholders and believed to be of benefit to BID properties. Every effort will be made to provide the Improvements according to the estimates provided. Below is a description of the anticipated Improvements for the first year of the BID.

4.1 Maintenance Program

Cleaning services, including sidewalk sweeping and power washing, will be provided along the frontages of property within the BID.

Properties in the BID will receive sidewalk sweeping a minimum of once per day Monday through Saturday, power washing of sidewalks twice per year with spot cleaning (as needed and directed by the BID Program Manager), and weed removal Monday through Friday, with access to the cleaning dispatch number.

Properties in the BID will also receive graffiti abatement and removal of illegal posters/tags Monday through Friday.

Other cleaning services that may be provided include:

- Enhanced trash emptying in the public right-of-way.
- Special events cleaning and maintenance services.

Assistance to Property Owners & Tenants

The BID will fund property-centric owner and tenant assistance utilizing technology for efficient communication and fulfillment. An online Salesforce-backed report and request system for spot cleaning and other Peralta Service Corporation (PSC) service issues is currently in use. In 2021, access to crowdsourced street level data from anywhere with Fruitvale Streetwyze, a GIS backed platform, and a system to track and distribute information on rental vacancies will be available to owners and tenants of the BID.

4.2 Promotion Program

The BID will provide marketing, promotion, and event services to improve the BID’s image and visibility, foster connection with community members, communicate with BID stakeholders, and promote activities taking place within the BID. Work may include, but is not limited to, the following:

- Data Collection
- BID Stakeholder and Neighborhood Outreach
- Website & Social Media

- Branding (Ongoing digital marketing of individual BID businesses via our social media channels)
- Media Relations (Connect members of the press to local businesses)
- Destination Marketing
- Business Directory (now online)
- Service Presentations
- General Benefit Fundraising
- Events:
 - Annual Dia de los Muertos Festival
 - Annual Holiday Posada & Holiday Market
 - Summer Night Markets
 - Indigenous Red Market
 - Fruitvale Farmers' Market
 - Fruitvale Restaurant Week
- Beautification projects
- Volunteer coordination

Fundraising for the BID, building and managing relationships with the neighborhood association/groups, City agencies/departments and elected officials establishes a community network and supports advocacy work. The Fruitvale has often been chosen to host city funded pilot projects, which benefit the neighborhood. This type of work will continue in the new, renewed BID.

Assistance to Merchants

The BID will fund the service of assisting merchants for business retention in support for a thriving economy. This includes a monthly Merchant Meeting, Small Business Helpline staffed full time 40 hours per week, Information HUB maintaining a bi-monthly newsletter and social media channels, Financial Resource Navigation and application assistance for grants and loans and facilitating connections to lenders, COVID –19 Safety and Sanitation Guidance and distributing City sponsored PPE, host a Business Owner Upskill Series, and facilitate merchant-specific webinars.

4.3 Administration and Contingency

Administration includes daily oversight and operation of the BID, adherence to the Management District Plan, and compliance with audit/reporting requirements. The BID, representing property owners and working closely with merchants, routinely advocates for the interests of the community regarding public safety, City services and funding.

The assessments will also fund a contingency reserve that may be used to cover possible unforeseen future expenses and help to smooth out cash flows, which are affected by the timing of property owner payments. This category can also be used to support renewal expenses.

5. ANNUAL AMOUNT TO BE COLLECTED AND EXPENDED

The following table is a summary of the estimated annual costs to fund the Improvements for the first operating year of the BID (January 1, 2022 through December 31, 2022):

| Description | 2021/22 Budget |
|-----------------------------------|---------------------|
| Maintenance Program | \$531,536.44 |
| Promotion Program | 93,146.93 |
| Administration Costs | 118,814.01 |
| Total 2022 Operating Costs | \$743,497.38 |

The 2022 operating budget will be funded as follows:

| Description of Revenue Source | 2021/22 Revenue Amount |
|------------------------------------------------|------------------------|
| Assessment Revenue | \$713,769.61 |
| Contributions for General Benefit ¹ | 29,727.77 |
| Total 2022 Anticipated Revenue | \$743,497.38 |

Each year, beginning with FY 2022/23, the BID may increase maximum assessment rates by up to 3% per year. In no event shall the maximum assessment rates decrease. The assessment shall be levied at rates necessary to generate sufficient revenue to meet the estimated costs to fund the Improvements, as long as the actual assessment rates do not exceed the maximum assessment rates for that fiscal year.

¹ Comprised of additional funds generated from sources other than assessments..

Based upon a maximum possible annual assessment increase of 3%, beginning July 1, 2022, the total annual maximum assessment revenue each year for each of the 10 years is described in the following table:

| Year | Fiscal Year | Total Maximum Annual Assessment Revenue ² |
|------|--------------|------------------------------------------------------|
| 1 | 2021/2022 | \$713,769.61 |
| 2 | 2022/2023 | 735,182.69 |
| 3 | 2023/2024 | 757,238.18 |
| 4 | 2024/2025 | 779,955.32 |
| 5 | 2025/2026 | 803,353.98 |
| 6 | 2026/2027 | 827,454.60 |
| 7 | 2027/2028 | 852,278.24 |
| 8 | 2028/2029 | 877,846.58 |
| 9 | 2029/2030 | 904,181.98 |
| 10 | 2030/2031 | 931,307.44 |
| | Total | \$8,182,568.62 |

² Based upon assigned Special Benefit Points for FY 2021/2022. Property characteristics may change from year-to-year, which can affect the calculation of Special Benefit Points in future years. If the total Special Benefit Points increase in future years due to development, land use classification changes, etc., the maximum assessment revenue may increase accordingly.

6. METHOD OF ASSESSMENT

As described in the Introduction, once special benefits are identified, those special benefits must then be assigned based on the estimated proportionate special benefit derived by each parcel. This section describes the assignment of special benefit to each parcel.

6.1 Parcel Characteristics

The following parcel characteristics are used to determine each parcel's proportionate special benefit:

- Land Use
- Linear Frontage
- Lot Square Footage
- Building Square Footage

As part of the special benefit analysis of various property characteristics were analyzed including street frontage, lot size, building size, and land use. Given that the special benefits derived from the BID services and activities are improved aesthetics and increased economic activity, it was determined linear street frontage, lot square footage, building square footage, and land use are the most appropriate property characteristics. Each parcel's linear street frontage, lot square footage, building square footage, and land use were used as the primary assessment variables for the assignment of parcel factors.

Land Use Factor

Properties in the BID are assigned a land use category, as further outlined below, and may be reassigned if a property's land use changes in subsequent years.

Commercial Property consists of parcels owned or leased by a profit-making entity (including property leased by a profit-making entity on a property owned by a public entity) and primarily used for commercial purposes including, but not limited to, retail, offices, restaurants, hotels/motels, medical/dental offices, and undeveloped property zoned for commercial use.

Residential (5+ Units) Property consists of high-density apartment buildings with five or more units used exclusively for residential rental purposes.

Residential (< 5 Units) Property consists of low-density residential buildings with less than five units.

Public/Non-Profit Property consists of parcels owned or used as follows:

- parcels owned by a state, regional, or city government entity and used for public purposes including, but not limited to, police/fire stations, parks, schools, and government office buildings.
- parcels owned by, or leased to, a public utility.
- parcels owned or primarily operated by non-profit entities, including churches, etc. The Unity Council will make the determination of a parcel's non-profit status on an annual basis.

Land Use Factor for Each Property Land Use

The assignment of benefit points is based on the fact that each of the BID programs provide certain benefits, as detailed above and as shown in the following table:

| | | Programs | |
|----------|-----------|--------------------------|------------------------|
| | | Maintenance ³ | Promotion ⁴ |
| Benefits | Aesthetic | | Economic |
| | Economic | | |

The Maintenance Program will provide improved aesthetic and increased economic benefits; and the Promotion Program will provide increased economic benefits.

Maintenance Program: Aesthetic and Economic Benefits

All assessable land uses receive an improved aesthetic benefit from the Maintenance Program and are assigned one (1.00) Aesthetic Benefit Point. Commercial Property and Residential (5+ Units) Property each benefit economically from the Maintenance Program; therefore, these two property types will be assigned (1.00) Economic Benefit Point.

The total Maintenance Program Land Use Factor assignment for each property land use is shown in the following table:

| Property Land Use | Aesthetic Benefit Points | Economic Benefit Points | Total Maintenance Land Use Factor |
|---------------------------------|--------------------------|-------------------------|-----------------------------------|
| Commercial Property | 1.00 | 1.00 | 2.00 |
| Residential (5+ Units) Property | 1.00 | 1.00 | 2.00 |
| Residential (<5 Units) Property | 1.00 | 0.00 | 1.00 |
| Public/Non-Profit Property | 1.00 | 0.00 | 1.00 |

Promotion Program: Economic Benefits

Commercial Property and Residential (5+ Units) Property each benefit economically from the Promotion Program; therefore, these two property types will be assigned (1.00) Economic Benefit Points.

The total Promotion Program Land Use Factor assignment for each property land use is shown in the following table:

| Property Land Use | Economic Benefit Points | Total Promotion Land Use Factor |
|---------------------------------|-------------------------|---------------------------------|
| Commercial Property | 1.00 | 1.00 |
| Residential (5+ Units) Property | 1.00 | 1.00 |
| Residential (<5 Units) Property | 0.00 | 0.00 |
| Public/Non-Profit Property | 0.00 | 0.00 |

³ The assessable costs for the Maintenance Program will be apportioned to all property within the BID.

⁴ The assessable costs for the Promotion Program will only be apportioned to Commercial Property and Residential (5+ Units) Property.

By taking other parcel factors into account, a more complete picture of the proportional special benefits received by each parcel within the BID is presented. Therefore, frontage factors, lot factors, and building factors were calculated and assigned for each parcel in the BID, according to the formulas below.

Frontage Factor: Maintenance Program

Given the linear nature of the services provided under the Maintenance Program, each parcel within the BID was assigned a frontage factor based upon its linear street frontage. To create a factor to account for the many variations in street frontages throughout the BID, the average frontage for properties within the BID was considered. Utilizing the average street frontage of 126 feet, a frontage factor was calculated for each parcel based upon the actual linear street footage for the parcel divided by 126. This quotient will then be multiplied by three to give the frontage factor a higher weight since most of the improvements under the Maintenance Program will be provided in a linear fashion. For example, the maintenance services will be performed along a property's frontage. In addition, all pedestrian traffic must travel along the frontage of a property (often the entire frontage) but may only experience a small portion of the lot square footage. Accordingly, a greater weight is allocated to the frontage factor:

$$\text{Parcel's Frontage Ft} / \text{BID's Average Frontage Ft (126 Frontage Ft)} \times 3 = \text{Parcel's Frontage Factor}$$

Lot Factor: Maintenance Program

A lot factor was calculated for each parcel to account for the varying lot sizes throughout the BID. To create a factor to account for the many variations in the lot sizes, the average lot size for properties in the BID was considered. Utilizing the average lot square footage for parcels within the BID of 11,610, a lot factor was calculated for each parcel, based upon the actual lot square footage for the parcel divided by 11,610:

$$\text{Parcel's Lot Sq Ft} / \text{BID's Average Lot Sq Ft (11,610 Sq Ft)} = \text{Parcel's Maintenance Lot Factor}$$

Lot Factor: Promotion Program

A lot factor was calculated for each Commercial Property and Residential (5+ Units) Property to account for the varying lot sizes throughout the BID. To create a factor to account for the many variations in the lot sizes, the average lot size for Commercial Property and Residential (5+ Units) Property in the BID was considered. Utilizing the average lot square footage for these property types within the BID of 8,884, a lot factor was calculated for each parcel, based upon the actual lot square footage for the parcel divided by 8,884:

$$\text{Parcel's Lot Sq Ft} / \text{Commercial Property and Residential (5+ Units) Property Average Lot Sq Ft (8,884 Sq Ft)} = \text{Parcel's Promotion Lot Factor}$$

Building Factor: Promotion Program

A building factor was calculated for each Commercial Property and Residential (5+ Units) Property to account for the varying building sizes throughout the BID. To create a factor to account for the many variations in the building sizes, the average building size for Commercial Property and Residential (5+ Units) Property in the BID was considered. Utilizing the average building square footage for these property types within the BID of 6,193, a building factor was calculated for each parcel, based upon the actual building square footage for the parcel divided by 6,193:

$$\text{Parcel's Building Sq Ft} / \frac{\text{Commercial Property and Residential (5+ Units) Property Average Building Sq Ft (6,193 Sq Ft)}}{6,193} = \text{Parcel's Building Factor}$$

6.2 Special Benefit Points Calculation

Maintenance Special Benefit Points

The formula below shows the total Maintenance Special Benefit Points calculation for each parcel within the BID:

$$\text{Parcel's Total Maintenance Special Benefit Points} = \frac{\text{Parcel's Frontage Factor} + \text{Parcel's Maintenance Lot Factor}}{\text{Parcel's Maintenance Lot Factor}} \times \text{Parcel's Maintenance Land Use Factor}$$

The Maintenance Special Benefit Points were computed for each parcel in the proposed BID and summed. Based on the most current data available at the time of writing this report, the sum of the Maintenance Special Benefit Points for the entire BID is 2,154.87. This total was used to determine the 2021/22 Assessment per Maintenance Special Benefit Point shown in Section 9.

Promotion Special Benefit Points

The formula below shows the total Promotion Special Benefit Points calculation for each parcel within the BID:

$$\text{Parcel's Total Promotion Special Benefit Points} = \frac{\text{Parcel's Promotion Lot Factor} + \text{Parcel's Building Factor}}{\text{Parcel's Building Factor}} \times \text{Parcel's Promotion Land Use Factor}$$

The Promotion Special Benefit Points were computed for each parcel in the proposed BID and summed. Based on the most current data available at the time of writing this report, the sum of the Promotion Special Benefit Points for the entire BID is 450.00. This total was used to determine the 2021/22 Assessment per Promotion Special Benefit Point shown in Section 9.

6.3 Special Considerations: Publicly Owned Parcels

Any publicly owned parcels that benefit from the services and activities cannot be exempt from the assessment. The special benefits accruing to these types of parcels must be determined using the same kind of formulas and benefit point assignment as applied to privately owned parcels. This requirement

is clearly conveyed in Proposition 218, which states in part, “... *Parcels within a district that are owned or used by any agency, the State of California or the United States shall not be exempt from assessment unless the agency can demonstrate by clear and convincing evidence that those publicly owned parcels in fact receive no special benefit.*” Publicly owned parcels have been categorized and assigned special benefit points using the same methodology as privately owned parcels, as previously described.

7. SEPARATION AND QUANTIFICATION OF GENERAL BENEFITS

As described in the Introduction, only special benefits are assessable and in order to assess only special benefits, the general benefits resulting from the Improvements must be separated and quantified. This section describes the process used to separate and quantify the general benefits.

7.1 Summary

As detailed below, it is estimated the Improvements under the Maintenance Program will confer 4.72% general benefit, and the Improvements under the Promotion Program will confer 5.00% general benefit.

7.2 Detailed Analysis

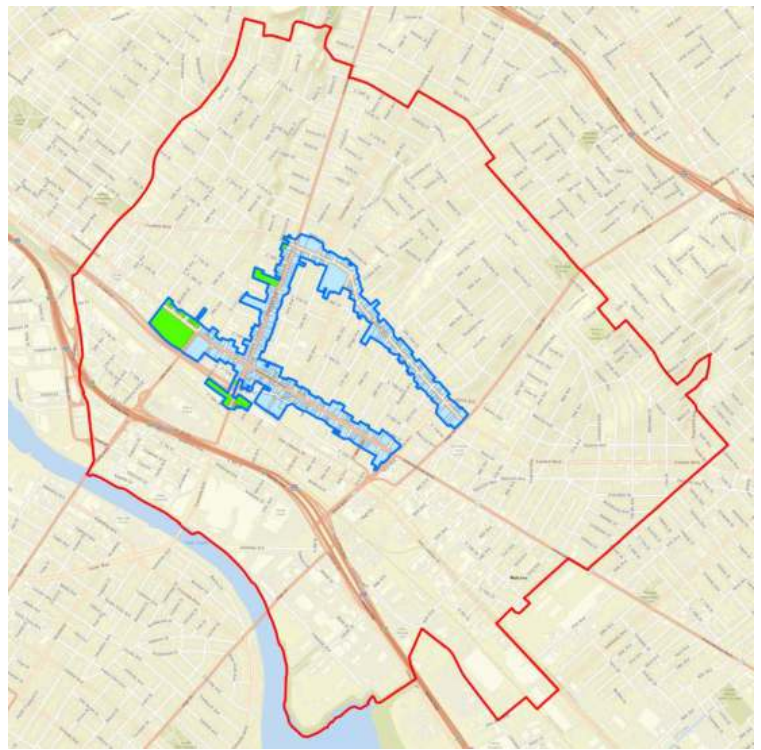
The subsections below provide the detailed analysis of the approach to quantifying general benefits.

7.2.1 MAINTENANCE PROGRAM

As a result of the BID improvements, maintenance, and activities, there will be a level of general benefit to pedestrians and others who do not live in or intend to access property within the BID. There will be pedestrian traffic generated from property outside of the BID that will utilize the maintained sidewalks to pass through the BID and access property located outside of the BID boundaries. In addition to accessing property located outside of the BID, there will also be a level of pedestrian activity that will utilize the maintained sidewalks for leisure and fitness activities. Pedestrians will incorporate the maintained and safe sidewalks into their leisure and fitness routines, thus making the BID sidewalks serve as a pass-through portion of their overall route traveled. The benefit provided to property and pedestrians, because of the maintained sidewalks serving as a pass-through corridor, needs to be quantified.

People walk for a variety of reasons, whether the reason is to commute to work, run errands, shop, leisure activities, fitness, or some other purpose. To enhance the overall walking experience, pedestrians will seek out and utilize sidewalk facilities that provide a safe place to walk as well as an environment that provides a certain amount of visual interest. In 2015, the Alameda County Transportation Commission (ACTC) published its Comprehensive Circulation Study (CCS) for Downtown Oakland and Access to/from West Alameda (ACTC, 2015), which included detail about how people travel in Downtown Oakland. The study showed that approximately 18% of trips occur by walking.

The BID lies essentially in the middle of the 94601 Zip Code boundary, easily accessible to this population. Applying the ACTC study data of 18% of trips, where the typical travel mode of transportation was walking, to the population of the 94601 Zip Code, approximately 9,705 people within proximity of the BID utilize walking as their typical mode of transportation. The table below provides the estimated number of persons within the 94601 Zip Code that would utilize walking as the typical mode of transportation:



| Area | Population ⁵ | Population w/Walking as Typical Mode of Transportation ⁶ |
|----------------|-------------------------|---------------------------------------------------------------------|
| Zip Code 94601 | 53,916 | 9,705 |

To further identify the non-BID population within close proximity of the BID, the population residing within the BID needs to be quantified and excluded from the total walking population figure of 9,705. According to statistics compiled by the American Community Survey, Esri, and the Bureau of Labor Statistics, the average persons per household within the 94601 Zip Code is 3.35. Based on this average household size and the 653 residential units within the BID, it's estimated that 2,188 people reside within the BID boundaries. Applying the ACTC's study walking travel mode percentage of 18% to the BID population, 394 people within the BID boundaries use walking as their primary mode of transportation. Therefore, the adjusted total surrounding neighborhood area population, located outside of the BID boundaries, that uses walking as the primary mode of transportation is 9,311 people.

| Area | Population | Population w/Walking as Typical Mode of Transportation ⁷ |
|------------------------------|---------------|---------------------------------------------------------------------|
| Zip Code 94601 | 53,916 | 9,705 |
| Less BID Boundary Population | (2,188) | (394) |
| Non-BID Totals: | 51,728 | 9,311 |

⁵ Per the American Community Survey, Esri, and the Bureau of Labor Statistics

⁶ Population multiplied by 18%.

⁷ Population multiplied by 18%.

However, in order to obtain a better picture of the overall level of general benefit provided by the BID improvements, maintenance, and activities, the pedestrian traffic that utilizes walking as the typical mode of transportation that will seek out and use sidewalks within the BID’s boundaries to access property outside of the BID’s boundaries must be considered.

The Summary of Travel Trends, 2009 National Household Travel Survey (NHTS) prepared by the U.S. Department of Transportation Federal Highway Administration (FHWA, 2011) analyzed the number of person trips by various modes of transportations such as private vehicle, transit, walking, or some other means of transportation. According to the Urban Area data extracted from the 2009 NHTS database, of the annual 31,966 (in millions) total person trips made using walking as the primary mode of transportation (FHWA, 2011), 27.31% of the trips were identified as social, recreational, and other activities not provided within the boundaries of the BID.

| Trip Purpose | Number of Walking Trips (in millions) |
|----------------------|---------------------------------------|
| Transporting Someone | 2.35% |
| Social/Recreational | 23.47% |
| Don't Know/Other | 1.49% |
| Total | 27.31% |

Applying this percentage of non-BID related activity to the non-BID surrounding population of 9,311 that utilizes walking as the typical mode of transportation, 2,543 people use the maintained BID improvements to engage in general benefit activity.

| Description | Population |
|----------------------------------------------------------------------------|------------|
| Non-BID population utilizing walking as the typical mode of transportation | 9,311 |
| % of NHTS study trips representing activities outside of the BID | 27.31% |
| Non-BID population engaging in general benefit activities | 2,543 |

The number of persons engaging in general benefit activities represents 4.72% of the total area population of 53,916, previously identified above, and is therefore considered to be general benefit.

| | |
|--------------------------------------------|--------------|
| Maintenance Program General Benefit | 4.72% |
|--------------------------------------------|--------------|

Therefore, the general benefit provided by the Maintenance Program is 4.72%, and the special benefit from the Maintenance Program is 95.28%. This means that only 95.28% of the budgeted costs of the Maintenance Program may be assessed to property owners within the BID.

7.2.2 PROMOTION PROGRAM

Although the Promotion Program is designed to specifically highlight the BID, and market businesses/high density residential buildings and special events within it, one can imagine a degree of spillover benefits accruing to non-BID businesses that operate near the boundaries of the BID. As expressed by the Appellate Court in *Beutz v. County of Riverside* (2010), “... courts of this state have long recognized that virtually all public improvement projects provide general benefits.”

Promotional efforts of the BID will invariably draw shoppers and diners to the BID, who are also likely to explore the broader area and patronize businesses outside the boundary of the BID. In lieu of a detailed study showing what effects the marketing efforts of the BID have on nearby businesses not within the BID, we liberally estimate the general benefit resulting from the Promotion Program to be 5.00%. Therefore, the special benefit is estimated to be 95.00%. This means that only 95.00% of the budgeted costs of the Promotion Program may be assessed to property owners within the BID.

| | |
|------------------------------------------|--------------|
| Promotion Program General Benefit | 5.00% |
|------------------------------------------|--------------|

8. BALANCE TO BE ASSESSED

8.5 Maintenance Program Budget

The general benefit, which is the percentage of the total Maintenance Program budget—excluding allocated Administration costs—that must be funded through sources other than assessments, is 4.72% of the total Maintenance Program budget. The special benefit, which is the percentage of the Maintenance Program budget that may be funded by assessments, is 95.28%.

| Description | Budget |
|-------------------------------------------------------|---------------------|
| Total Maintenance Program Costs | \$531,536.44 |
| Administration Costs ⁸ | 101,097.58 |
| Less: General Benefit Contribution | (25,070.43) |
| Total Maintenance Program Costs to be Assessed | \$607,563.59 |

8.6 Promotion Program Budget

The general benefit, which is the percentage of the total Promotion Program budget—excluding allocated Management costs—that must be funded through sources other than assessments, is 5.00% of the total Promotion Program budget. The special benefit, which is the percentage of the Promotion Program budget that may be funded by assessments, is 95.00%.

| Description | Budget |
|-----------------------------------------------------|---------------------|
| Total Promotion Program Costs | \$93,146.93 |
| Administration Costs ⁹ | 17,716.43 |
| Less: General Benefit Contribution | (4,657.34) |
| Total Promotion Program Costs to be Assessed | \$106,206.02 |

⁸ Allocated based on the proportion of the total budget attributable to the Maintenance Program.

⁹ Allocated based on the proportion of the total budget attributable to the Promotion Program.

9. ASSESSMENT RATE DEVELOPMENT

9.1 Assessment per Special Benefit Point

9.1.1 MAINTENANCE PROGRAM ASSESSMENT

The assessment per Maintenance Special Benefit Point is calculated by dividing the total Maintenance Program costs to be assessed by the total Maintenance Special Benefit Points assigned to the parcels within the BID. The following formula provides the assessment per Maintenance Special Benefit Point calculation:

$$\begin{aligned} &\text{Total Maintenance Program Costs to be Assessed / Total Maintenance Special Benefit Points} = \\ &\qquad\qquad\qquad \text{Assessment Rate per Maintenance Special Benefit Point} \\ &\qquad\qquad\qquad \mathbf{\$607,563.59 / 2,154.87 = \$281.95} \end{aligned}$$

The Maintenance Special Benefit Points have been calculated in relation to the total Maintenance Program costs to be assessed. No assessment will be imposed on any parcel that exceeds the reasonable cost of the proportional special benefit conferred on the parcel.

9.1.2 PROMOTION PROGRAM ASSESSMENT

The assessment per Promotion Special Benefit Point is calculated by dividing the total Promotion Program costs to be assessed by the total Promotion Special Benefit Points assigned to the parcels within the BID. The following formula provides the assessment per Promotion Special Benefit Point calculation:

$$\begin{aligned} &\text{Total Promotion Program Costs to be Assessed / Total Promotion Special Benefit Points} = \\ &\qquad\qquad\qquad \text{Assessment Rate per Promotion Special Benefit Point} \\ &\qquad\qquad\qquad \mathbf{\$106,206.02 / 450.00 = \$236.01} \end{aligned}$$

The Promotion Special Benefit Points have been calculated in relation to the total Promotion Program costs to be assessed. No assessment will be imposed on any parcel that exceeds the reasonable cost of the proportional special benefit conferred on the parcel.

9.2 Method of Assessment Spread

The method of assessment is based upon a formula that assigns the proportional special benefit to each parcel. The formula below provide a summary of the assessment calculation:

$$\begin{aligned} \text{Parcel's 2021/22 Maximum} & & \text{Parcel's Maintenance Special Benefit Points} \times \$281.95 \\ \text{Allowable Assessment} & = & & + \\ & & \text{Parcel's Promotion Special Benefit Points} \times \$236.01 \end{aligned}$$

9.3 Assessment Rates per Parcel Characteristic

The following table shows the equivalent assessment rates per frontage foot, lot square foot, and building square foot for each property land use category in the BID. These rates are based on the Balance to be Assessed shown in Section 8 of this report. The total assessment for each property in the BID is the sum of the frontage, lot, and building assessments:

| Property Land Use | Rate per Frontage Foot | | Rate per Lot Square Foot | | Rate per Building Square Foot |
|---------------------------------|------------------------|---|--------------------------|---|-------------------------------|
| Commercial Property | \$13.38656 | + | \$0.07514 | + | \$0.03811 |
| Residential (5+ Units) Property | 13.38656 | + | 0.07514 | + | 0.03811 |
| Residential (<5 Units) Property | 6.69328 | + | 0.02428 | + | 0.00000 |
| Public/Non-Profit Property | 6.69328 | + | 0.02428 | + | 0.00000 |

9.4 Method of Collection

The assessments will be collected annually on the County Treasurer & Tax Collector’s (the “Treasurer”) secured property tax roll. The assessments will be subject to the Treasurer’s assigned due dates and late penalties. However, the City may choose to collect the assessments in an alternate manner (including directly billing the property owner) as may be deemed appropriate or necessary by the City.

9.5 Data for Annual Assessment Calculations

Each year, as part of the assessment calculation procedures, the Unity Council shall determine the land use type for each parcel based on the County Assessor's use code or other appropriate supplementary information. The parcel characteristics of lot square footage and building square footage shall similarly be based on the County Assessor's secured rolled data for the applicable year and may be supplemented with other reliable data sources. The frontage of each parcel shall be determined by reference to County Assessor's parcel maps or, if necessary, to GIS data.

Assessment amounts may change over time in accordance with changes to parcel characteristics including land use type and building square footage.

9.6 Appeals

If a property owner believes the data used to calculate their assessment is inaccurate or that the identified land use type is incorrect, the property owner may submit, in writing, a request for review to the Unity Council. The property owner shall provide documentation needed to support the request for review. The Unity Council shall review the request and provide a response to the property owner. The property owner must be current in the payment of all assessments when filing the request for review and must remain current during the review process. The property owner should continue to pay all amounts owed according to the County's due dates.

If the review results in changes to any parcel characteristics used to compute the assessment, the Unity Council shall recalculate the assessment. When recalculating the assessments, the assessment rates actually applied in such fiscal year shall be used. Only the assessment for the parcel or parcels subject to review shall be recalculated.

If the recalculated assessment is less than the amount submitted to the County on the secured property tax roll, the difference shall be credited back to the property owner. This credit shall be limited to the current fiscal year and the prior fiscal year, if applicable. The “fiscal year” shall follow the County’s fiscal year for property taxes, from July 1 to June 30. The applicable fiscal year shall be determined by the date the request for review is submitted to the Unity Council.

For example, if a request for review is submitted to the BID during Fiscal Year 2022/23, the Fiscal Year 2022/23 and 2021/22 assessments will be reviewed. The property owner credit shall be limited to any difference calculated for Fiscal Year 2022/23 (the current fiscal year) and Fiscal Year 2021/22 (the prior fiscal year).

The credit may be provided in the form of a check to the property owner, an adjustment to the current year’s property tax roll (if possible), or a credit to the succeeding year’s assessment thereby reducing the amount placed on the secured property tax roll for such year.

If the recalculated assessment is greater than the amount submitted to the County on the secured property tax roll, the Unity Council shall apply the recalculated assessment to the succeeding year’s property tax roll and no adjustments shall be made to the prior or current fiscal years’ assessments.

If a property owner is dissatisfied with the Unity Council’s decision on their appeal, the property owner may appeal the matter further to the City, who shall make a conclusive determination and whose decision shall be final.

9.7 Assessor’s Parcel Listing

Section 11.2 of this Management District Plan provides a listing of all of the Assessor’s Parcels within the BID, including Site Address, Land Use Classification, Street Front Footage, Building Square Footage, Lot Square Footage, Special Benefit Points, and Fiscal Year 2021/22 Assessments.

10. BID MANAGEMENT

10.1 The Unity Council

The Unity Council will serve as the “designated non-profit organization” as outlined in Section 4.48.160 and will administer the BID through an agreement with the City.

10.2 Advisory Board

Prior to adopting a resolution establishing the BID, the City Council of the City of Oakland shall appoint an advisory board, as outlined in Section 4.48.190 of the Code. The advisory board will be distinct from the Unity Council and shall make a recommendation to the City Council of the City of Oakland on the expenditure of revenues derived from the levy of assessments, on the classification of properties applicable, and on the method and basis of levying the assessments.

The Unity Council will recommend members to serve on the advisory board. Advisory board membership will be designed to equitably represent all stakeholders and areas of the BID, with specific provisions that at least one member of the advisory board shall be a business licensee within the BID who is not also a property owner within the BID. Stakeholders shall develop an equitable board of directors structure, which represents residential parcel owners, as well as commercial property owners of various sizes.

Each year, the advisory board shall prepare a report for each fiscal year, except the first year, for which assessments are levied and collected to pay the costs of the improvements, services, and activities described in the report. Each annual report must be filed with the City Clerk per Section 4.48.200 of the Code; each report shall contain or provide, but not be limited to the following:

- Any proposed changes in the boundaries of the BID or in any benefit zones within the district;
- The improvements and activities to be provided for that fiscal year;
- An estimate of the cost of providing the improvements and the activities for that fiscal year;
- The method and basis of levying the assessment in sufficient detail to allow each real property owner to estimate the amount of the assessment to be levied against his or her property for that fiscal year;
- The amount of any surplus or deficit revenues to be carried over from a previous fiscal year;
- The amount of any contributions to be made from sources other than assessments levied pursuant to the Code.

The City Council of the City of Oakland may approve the annual report as filed, or may modify any particulars contained in the report, and then approve it as modified. Given the potential resulting impact to an assessment levy, any changes to the improvements, services, and/or activities require City Council approval. Any modification to the annual report shall be made pursuant to Section 4.48.140 of the Code, except that any proposed increase in the amount of the levy above levels previously noticed and approved must be approved as provided in Sections 4.48.070 through 4.48.140 of the Code. However,

the City Council cannot approve a change in the basis and method of levying assessments that would impair an authorized or executed contract to be paid from the revenues derived from the levy of assessments.

10.3 Public Access

The advisory board and the Unity Council are both required to comply with specified state open meeting and public records laws, the Ralph M. Brown Act (the “Brown Act”), commencing with Section 54950 of the Government Code, and the California Public Records Act, commencing with Section 6250 of the Government Code. Ralph M. Brown Act compliance is required when BID business is heard, discussed, or deliberated, and the California Public Records Act compliance is required for all documents relating to BID business.

10.4 Rules and Regulations

Pursuant to the Code, the Unity Council may establish rules and regulations that uniquely apply to the BID. A few initial rules and regulations should be employed in the administration of the BID:

- Following the formation of the BID, the advisory board should consider developing policies that will aim to maximize service quality, efficiency, and cost effectiveness.
- Any stakeholder who serves on the advisory board shall recuse themselves from any vote in which a potential conflict of interest is apparent. Such potential conflicts include, but are not limited to: prioritizing capital improvement projects which result in special benefit to specific property owners, prioritization of services to benefit a particular owner or group of owners, hiring or selecting the relatives of advisory board members.
- As previously noted, meetings of the advisory board shall be open to all stakeholders paying into the BID and are subject to the Brown Act. Regular financial reports shall be submitted to advisory board members and made available upon request by the membership. Sub-committee meetings of the advisory board shall be open and encourage participation among various stakeholders, business owners, and community members. The advisory board shall retain the right to enter into executive session for reasons including, but not limited to: legal matters, personnel issues, etc.
- The Unity Council will create a number of policies which will help the advisory board to effectively manage the BID. Such policies may include, but not be limited to: a decision-making policy, use of banner policy, special event underwriters policy, use of logo policy, and an economic hardship policy.

10.5 Dissolution

The BID, when there is no indebtedness, outstanding and unpaid, incurred to accomplish any of the purposes of the BID, may be disestablished by resolution by the City Council of the City of Oakland in either of the following circumstance:

1. If the City Council finds there has been misappropriation of funds, malfeasance, or a violation of law in connection with the management of the BID, it shall notice a hearing on disestablishment.

2. During the operation of the BID, there shall be a 30-day period each year in which assessed property owners may request disestablishment of the BID. The first such period shall begin one year after the date of establishment of the BID and shall continue for a 30-day period. The next such 30-day period shall begin two years after the date of the establishment of the BID. Each successive year of operation of the BID shall have such a 30-day period. Upon the written petition of the owners of real property in the area who pay more than 30 percent of the assessments levied, the City Council shall notice a hearing on disestablishment. The City Council shall notice a hearing on disestablishment.

The City Council shall adopt a resolution of intention to disestablish the BID prior to the public hearing. The resolution shall state the reason for the disestablishment, shall state the time and place of the public hearing, and shall contain a proposal to dispose of any assets acquired with the revenues of the assessments levied within the BID. The public hearing shall be held not less than 30-days or more than 60-days after the adoption of the resolution of intention.

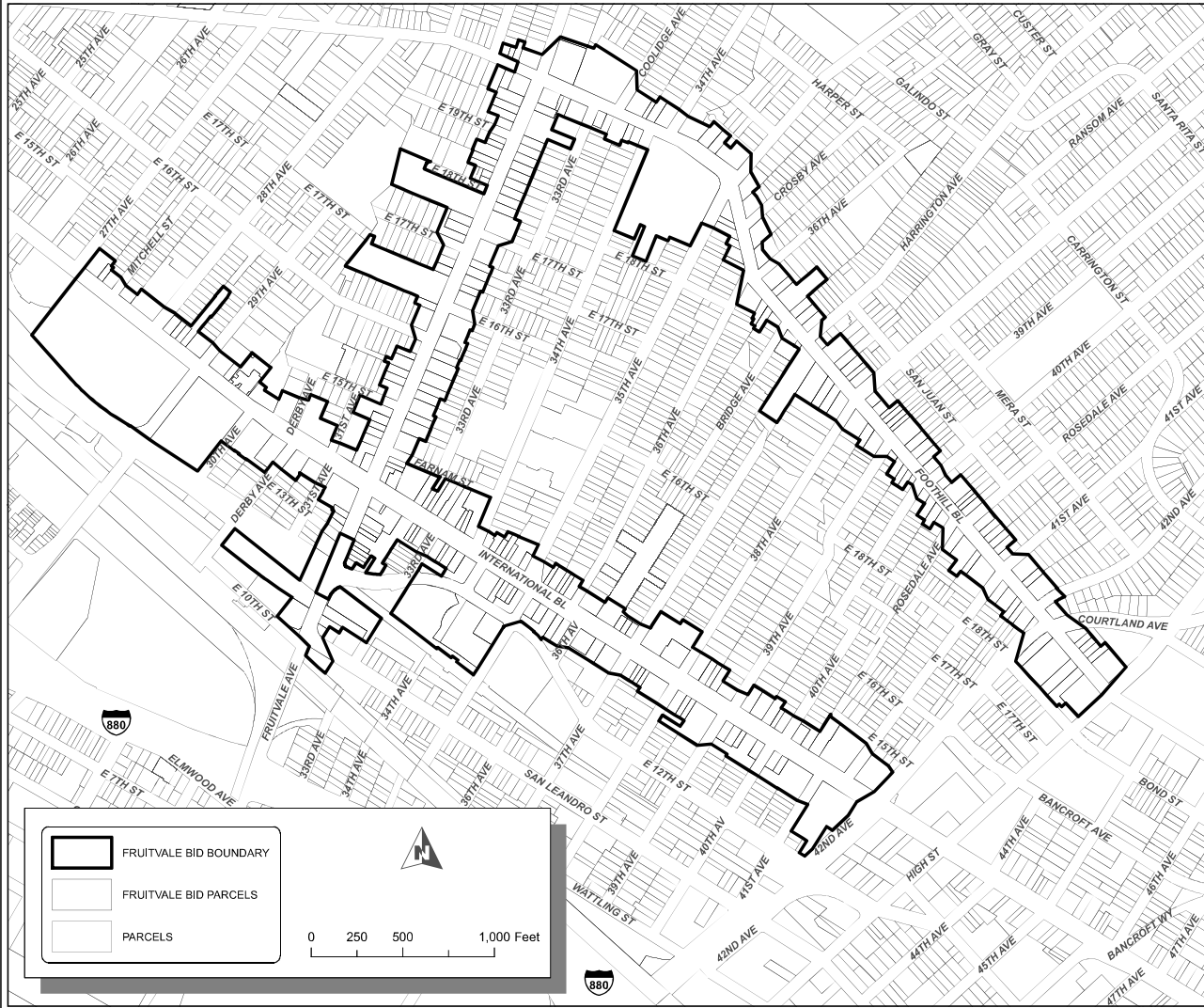
Upon the disestablishment of the BID, any remaining revenues derived from the levy of assessments, or any revenues derived from the sale of assets acquired with the revenues, shall be refunded to the owners of the property then located and operating within the BID in which assessments were levied by applying the same method and basis that was used to calculate the assessments levied in the fiscal year in which the district was disestablished. If the disestablishment occurs before an assessment is levied for the fiscal year, the method and basis that was used to calculate the assessment levied in the immediate prior fiscal year shall be used to calculate the amount of refund.

11. APPENDICES

11.1 Boundary Map

PROPOSED BOUNDARIES OF FRUITVALE BUSINESS IMPROVEMENT DISTRICT

CITY OF OAKLAND
COUNTY OF ALAMEDA
STATE OF CALIFORNIA



FILED IN THE OFFICE OF THE CITY CLERK THIS ____ DAY OF _____, 20__.

CITY CLERK
CITY OF OAKLAND
COUNTY OF ALAMEDA

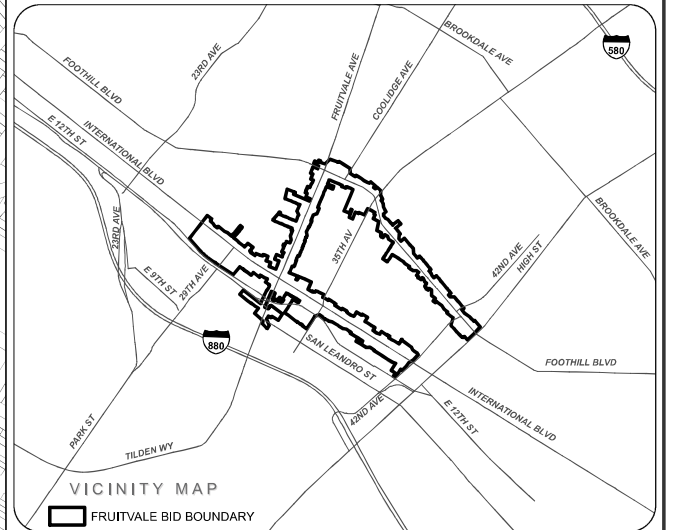
I HEREBY CERTIFY THAT THE WITHIN MAP SHOWING PROPOSED BOUNDARIES OF FRUITVALE BUSINESS IMPROVEMENT DISTRICT, CITY OF OAKLAND, COUNTY OF ALAMEDA, STATE OF CALIFORNIA, WAS APPROVED BY THE CITY COUNCIL OF THE CITY OF OAKLAND AT A REGULAR MEETING THEREOF, HELD ON THE ____ DAY OF _____, 20__, BY ITS RESOLUTION NO. _____.

CITY CLERK
CITY OF OAKLAND
COUNTY OF ALAMEDA

FILED THIS ____ DAY OF _____, 20__, AT THE HOUR OF ____ O'CLOCK __M, IN BOOK _____ OF MAPS OF ASSESSMENT AND COMMUNITY FACILITIES DISTRICTS AT PAGE _____ IN THE OFFICE OF THE COUNTY RECORDER IN THE COUNTY OF ALAMEDA, STATE OF CALIFORNIA.

COUNTY RECORDER
COUNTY OF ALAMEDA

FOR PARTICULARS OF THE LINES AND DIMENSIONS OF ASSESSOR PARCELS, REFERENCE IS MADE TO THE MAPS OF THE ASSESSOR, COUNTY OF ALAMEDA, STATE OF CALIFORNIA.



Source: Alameda County GIS
Geographic Coordinate Reference: GCS North American 1983
Projection: NAD 1983 StatePlane California III FIPS 0403 Feet



11.2 Assessor's Parcel Listing

**Fruitvale Business Improvement District
Fiscal Year 2021/22 Maximum Assessments**

| APN | Address | Land Use Type | Street Frontage | Lot Area | Bldg Area | Frontage Factor (Maintenance) | Lot Factor (Maintenance) | Maintenance Special Benefit Points | Maintenance Assessment | Lot Factor (Promotion) | Building Factor (Promotion) | Promotion Special Benefit Points | Promotion Assessment | Total 2021/22 Maximum Assessment |
|-----------------|-------------------------|-------------------------|------------------|------------------|------------------|----------------------------------|-----------------------------|---------------------------------------|---------------------------|---------------------------|--------------------------------|-------------------------------------|-------------------------|----------------------------------------|
| 033-2196-005-00 | 3431 INTERNATIONAL BLVD | Commercial | 32.00 | 3,200 | 3,997 | 0.76 | 0.28 | 2.07 | 583.79 | 0.36 | 0.65 | 1.01 | 237.35 | 821.14 |
| 033-2196-006-00 | 3445 INTERNATIONAL BLVD | Commercial | 25.00 | 2,500 | 3,818 | 0.59 | 0.22 | 1.62 | 456.09 | 0.28 | 0.62 | 0.90 | 211.93 | 668.01 |
| 033-2196-007-01 | 1243 35TH AVE | Commercial | 294.33 | 9,004 | 5,461 | 6.99 | 0.78 | 15.53 | 4,377.38 | 1.01 | 0.88 | 1.90 | 447.34 | 4,824.72 |
| 033-2196-021-05 | 3407 INTERNATIONAL BLVD | Residential (5+ Units) | 316.13 | 13,772 | 23,976 | 7.50 | 1.19 | 17.38 | 4,900.78 | 1.55 | 3.87 | 5.42 | 1,279.64 | 6,180.42 |
| 033-2196-024-00 | 3451 E 12TH ST | Public/Non-Profit | 246.99 | 16,245 | 38,780 | 5.86 | 1.40 | 7.26 | 2,047.67 | - | - | - | - | 2,047.67 |
| 033-2196-025-00 | 3401 E 12TH ST | Public/Non-Profit | 276.24 | 51,984 | 60,531 | 6.56 | 4.48 | 11.04 | 3,111.35 | - | - | - | - | 3,111.35 |
| 033-2197-001-00 | 3501 INTERNATIONAL BLVD | Commercial | 152.00 | 5,198 | 9,152 | 3.61 | 0.45 | 8.11 | 2,287.22 | 0.59 | 1.48 | 2.06 | 486.89 | 2,774.11 |
| 033-2197-002-00 | 3509 INTERNATIONAL BLVD | Commercial | 50.00 | 4,995 | 5,000 | 1.19 | 0.43 | 3.23 | 911.93 | 0.56 | 0.81 | 1.37 | 323.26 | 1,235.19 |
| 033-2197-004-00 | 3529 INTERNATIONAL BLVD | Commercial | 42.50 | 6,366 | 6,648 | 1.01 | 0.55 | 3.11 | 878.12 | 0.72 | 1.07 | 1.79 | 422.49 | 1,300.61 |
| 033-2197-005-00 | 3545 INTERNATIONAL BLVD | Commercial | 197.64 | 7,187 | 7,150 | 4.69 | 0.62 | 10.62 | 2,994.78 | 0.81 | 1.15 | 1.96 | 463.43 | 3,458.22 |
| 033-2197-015-03 | 1242 35TH AVE | Commercial | 248.59 | 13,292 | - | 5.90 | 1.14 | 14.09 | 3,973.34 | 1.50 | - | 1.50 | 353.14 | 4,326.48 |
| 035-2351-005-02 | 4280 FOOTHILL BLVD | Commercial | 274.56 | 18,518 | 2,030 | 6.52 | 1.59 | 16.23 | 4,574.81 | 2.08 | 0.33 | 2.41 | 569.34 | 5,144.15 |
| 035-2351-009-00 | 4246 FOOTHILL BLVD | Residential (< 5 Units) | 33.50 | 4,680 | 1,086 | 0.80 | 0.40 | 1.20 | 337.88 | - | - | - | - | 337.88 |
| 035-2351-010-00 | 4240 FOOTHILL BLVD | Residential (< 5 Units) | 35.00 | 3,500 | - | 0.83 | 0.30 | 1.13 | 319.26 | - | - | - | - | 319.26 |
| 035-2351-011-00 | 4236 FOOTHILL BLVD | Residential (< 5 Units) | 35.00 | 3,500 | 1,034 | 0.83 | 0.30 | 1.13 | 319.26 | - | - | - | - | 319.26 |
| 035-2351-012-00 | 4230 FOOTHILL BLVD | Residential (< 5 Units) | 35.00 | 3,500 | 1,110 | 0.83 | 0.30 | 1.13 | 319.26 | - | - | - | - | 319.26 |
| 035-2351-013-00 | 1918 COURTLAND AVE | Commercial | 188.59 | 5,500 | 2,410 | 4.48 | 0.47 | 9.90 | 2,791.70 | 0.62 | 0.39 | 1.01 | 237.97 | 3,029.67 |
| 035-2352-001-02 | 4201 FOOTHILL BLVD | Public/Non-Profit | 37.52 | 11,927 | - | 0.89 | 1.03 | 1.92 | 540.77 | - | - | - | - | 540.77 |
| 035-2352-002-04 | 4215 FOOTHILL BLVD | Public/Non-Profit | 300.00 | 35,100 | 17,776 | 7.12 | 3.02 | 10.14 | 2,860.37 | - | - | - | - | 2,860.37 |
| 035-2352-005-02 | 4233 FOOTHILL BLVD | Residential (< 5 Units) | 120.00 | 13,800 | 2,120 | 2.85 | 1.19 | 4.04 | 1,138.32 | - | - | - | - | 1,138.32 |
| 035-2352-006-03 | 4237 FOOTHILL BLVD | Residential (5+ Units) | 130.00 | 13,600 | 8,790 | 3.09 | 1.17 | 8.51 | 2,400.79 | 1.53 | 1.42 | 2.95 | 696.31 | 3,097.10 |
| 035-2352-008-01 | 4265 FOOTHILL BLVD | Commercial | 322.80 | 26,310 | 524 | 7.66 | 2.27 | 19.86 | 5,599.03 | 2.96 | 0.08 | 3.05 | 718.96 | 6,317.99 |
| | | | 41,197.42 | 3,784,955 | 1,955,780 | 978.00 | 326.00 | 2,154.87 | \$607,563.59 | 225.00 | 225.00 | 450.00 | \$106,206.02 | \$713,769.61 |

11.3 Engineer's Report

FRUITVALE BUSINESS IMPROVEMENT DISTRICT

Engineer's Report

February 2021

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1. ENGINEER'S LETTER

Pursuant to Chapter 4.48 of the City of Oakland (the "City") Municipal Code (the "Code"), it is proposed that the Fruitvale Business Improvement District (the "BID") be established. If established, assessments would be collected for up to 10 years (July 1, 2021 – June 30, 2031). Expenditure of those collected assessments can continue for up to six months after the end of the assessment collection period (December 31, 2031), at which point the BID would then be terminated, if not renewed.

This Engineer's Report presents the plans and specifications describing the improvements, maintenance, and activities, an estimate of the costs of the improvements, maintenance, and activities for the BID for the 2021/22 Fiscal Year. The Engineer's Report also includes a proposed boundary map showing the area and properties to be assessed, and an assessment of the estimated costs of the improvements, maintenance, and activities, assessing the net amount upon all assessable lots and/or parcels within the BID in proportion to the special benefit received.

The following assessment is authorized in order to pay the estimated costs of the BID improvements, maintenance and activities to be paid by the assessable real property within the boundaries of the BID in proportion to the special benefit received. The estimated budget for the first operating year of the BID is as follows:

| Description | FY 2021/22 Budget |
|-----------------------------------------|---------------------|
| Maintenance Program | \$531,536.44 |
| Promotion Program | 93,146.93 |
| Administration Costs | 118,814.01 |
| Total FY 2021/22 Operating Costs | \$743,497.38 |

The estimated operating budget will be funded as follows:

| Description of Revenue Source | FY 2021/22 Revenue Amount |
|------------------------------------------------|---------------------------|
| Assessment Revenue | \$713,769.61 |
| Contributions for General Benefit ¹ | 29,727.77 |
| Total FY 2021/22 Anticipated Revenue | \$743,497.38 |

The assessment methodology adheres to local and state laws. In making the assessments contained herein pursuant to the Code, Article XIID of the Constitution of the State of California and the Proposition 218 Omnibus Implementation Act, commencing with Section 53750 of the Government Code (collectively referred to as the "Assessment Law"):

1. I identified all parcels which will have a special benefit conferred upon them from the installation, implementation and maintenance of the improvements, maintenance, and activities described in Section 3.2 to this Engineer's Report (the "Specially Benefited Parcels").

¹ Comprised of additional funds generated from sources other than assessments. Refer to Section 5 of this Report for an explanation of General Benefit.

For particulars as to the identification of said parcels, reference is made to the Proposed Boundary Map, a copy of which is included as an appendix to this Engineer's Report.

2. I have assessed the costs and expenses to install, implement and maintain the improvements, maintenance, and activities upon the Specially Benefited Parcels. In making such assessment:
 - a. The proportionate special benefit derived by each Specially Benefited Parcel from the installation, implementation and maintenance of the improvements, maintenance, and activities was determined in relationship to the entirety of the costs;
 - b. No assessment has been imposed on any Specially Benefited Parcel which exceeds the reasonable cost of the proportional special benefit conferred on such parcel from the installation, implementation and maintenance of improvements, maintenance, and activities; and
 - c. Any general benefits from the installation, implementation and maintenance of improvements, maintenance, and activities have been quantified and separated from the special benefits and only special benefits have been assessed.

I, the undersigned, respectfully submit the enclosed Engineer's Report and, to the best of my knowledge, information and belief, the Engineer's Report, Assessments, and the Proposed Boundary Map herein have been prepared and computed in accordance with the Assessment Law.

By: John G. Egan 2/4/2021
John G. Egan
Assessment Engineer
R.C.E. 14853



2. INTRODUCTION

2.1 Background of BID

In 2011, property owners in the Fruitvale neighborhood the City of Oakland City Council approved the renewal of the Fruitvale Business Improvement District for a ten-year period. Since then the BID has been providing services, above and beyond the City's baseline level of service, to improve the everyday experience within the boundary of the BID by making the area cleaner and more inviting. In 2021, the BID's property owners will be asked to renew their commitment and to continue funding the core services provided by the BID. The BID is also expanding to include a few additional blocks and parcels. The Unity Council is asking these new property owners to join the BID, commit to funding the services provided by the BID for their property and help make the Fruitvale commercial corridor a vibrant and welcoming neighborhood.

2.2 Reason for the Assessment

Approval of the assessment covered by this Engineer's Report will generate the annual assessment revenue necessary to provide for the provision of the Maintenance Program and the Promotion Program more fully described in Section 3.2. The BID improvements, maintenance, and activities include all necessary services, operations and administration required to keep the BID improvements in an operational and satisfactory condition, as well as provide for the ongoing maintenance and activities. The implementation and operations of the BID improvements, maintenance, and activities shall also include material, equipment, capital improvements, and administrative costs associated with the annual administration and operation of the BID.

2.3 Process for Establishing the Assessment

The City cannot form the BID and establish assessments without complying with the procedures specified in California Constitution Article XIID (part of Proposition 218). In November 1996, the voters in the State of California passed Proposition 218 which added Article XIID to the California Constitution imposing, among other requirements, the necessity to conduct an assessment ballot procedure to enable the owners of each property on which assessments are proposed to be imposed, the opportunity to express their support for, or opposition to, the proposed assessment. The basic steps of the assessment ballot procedure are outlined below.

The City must prepare a Notice of Public Hearing (the "Notice"), which describes, along with other mandated information, the reason for the proposed assessments and provide a date, time and location of a public hearing to be held on the matter. The City must also prepare an assessment ballot, which clearly gives the property owner the ability to sign and execute their assessment ballot either in favor of, or in opposition to, the proposed assessment. The Notice and assessment ballot are mailed to each affected property owner within the BID a minimum of 45 days prior to the public hearing date as shown in the Notice. The Unity Council may also hold community meetings with the property owners to discuss the issues facing the BID and to answer property owner questions directly.

After the Notice and assessment ballot are mailed, property owners are given until the close of the public hearing, as stated in the Notice, to return their signed and executed assessment ballot. During the public

hearing, property owners are given the opportunity to address the City Council and ask questions or voice their concerns. After the public hearing, the returned assessment ballots received prior to the close of the public hearing are tabulated, weighted by the proposed assessment amount on each property and the results are announced by the City Council.

Article XIID provides that if, as a result of the assessment ballot proceeding, a majority protest is found to exist, the City Council shall not have the authority to enact the assessments as proposed. A majority protest exists if the assessments represented by weighted ballots submitted in opposition exceed those weighted ballots submitted in favor of the assessment. All returned ballots are tabulated and weighted according to the financial obligation of each particular parcel, in relation to the total proposed assessments. If there is no majority protest as described above, the City Council may approve the BID formation and levy the assessments.

3. PLANS AND SPECIFICATIONS

The BID will provide for the ongoing provision of a Maintenance Program and a Promotion Program, and management activities all located within the boundaries of the BID.

3.1 Description of the Boundaries of the District

The proposed BID is located within the City of Oakland’s Fruitvale neighborhood. More specifically, the proposed BID boundaries include property as described below:

- Property fronting Fruitvale Avenue from San Leandro Street north to Foothill Boulevard;
- Property fronting International Boulevard from 27th Avenue east to 42nd Avenue;
- Property fronting Foothill Boulevard from Rutherford Street east to High Street;
- Property fronting East 12th Street from 33rd Avenue east to 35th Street.

An appendix to this Engineer’s Report provides a Proposed Boundary Map that shows the BID’s boundaries.

3.2 Improvements

The proposed BID will fund the following services and activities (the “Improvements”):

- Maintenance Program
- Promotion Program
- Administration and Contingency

The Improvements to be funded are those currently desired by BID stakeholders and believed to be of benefit to BID properties. Every effort will be made to provide the Improvements according to the estimates provided. Below is a description of the anticipated Improvements for the first year of the BID.

3.2.1 MAINTENANCE PROGRAM

Cleaning services, including sidewalk sweeping and power washing, will be provided along the frontages of property within the BID.

Properties in the BID will receive sidewalk sweeping a minimum of once per day Monday through Saturday, power washing of sidewalks twice per year with spot cleaning (as needed and directed by the BID Program Manager), and weed removal Monday through Friday, with access to the cleaning dispatch number.

Properties in the BID will also receive graffiti abatement and removal of illegal posters/tags Monday through Friday.

Other cleaning services that may be provided include:

- Enhanced trash emptying in the public right-of-way.
- Special events cleaning and maintenance services.

Assistance to Property Owners & Tenants

The BID will fund property-centric owner and tenant assistance utilizing technology for efficient communication and fulfillment. An online Salesforce-backed report and request system for spot cleaning and other Peralta Service Corporation (PSC) service issues is currently in use. In 2021, access to crowdsourced street level data from anywhere with Fruitvale Streetwyze, a GIS backed platform, and a system to track and distribute information on rental vacancies will be available to owners and tenants of the BID.

3.2.2 PROMOTION PROGRAM

The BID will provide marketing, promotion, and event services to improve the BID's image and visibility, foster connection with community members, communicate with BID stakeholders, and promote activities taking place within the BID. Work may include, but is not limited to, the following:

- Data Collection
- BID Stakeholder and Neighborhood Outreach
- Website & Social Media
- Branding (Ongoing digital marketing of individual BID businesses via our social media channels)
- Media Relations (Connect members of the press to local businesses)
- Destination Marketing
- Business Directory (now online)
- Service Presentations
- General Benefit Fundraising
- Events:
 - Annual Dia de los Muertos Festival
 - Annual Holiday Posada & Holiday Market
 - Summer Night Markets
 - Indigenous Red Market
 - Fruitvale Farmers' Market
 - Fruitvale Restaurant Week
- Beautification projects
- Volunteer coordination

Fundraising for the BID, building and managing relationships with the neighborhood association/groups, City agencies/departments and elected officials establishes a community network and supports advocacy work. The Fruitvale has often been chosen to host city funded pilot projects, which benefit the neighborhood. This type of work will continue in the new, renewed BID.

Assistance to Merchants

The BID will fund the service of assisting merchants for business retention in support for a thriving economy. This includes a monthly Merchant Meeting, Small Business Helpline staffed full time 40 hours per week, Information HUB maintaining a bi-monthly newsletter and social media channels, Financial Resource Navigation and application assistance for grants and loans and facilitating connections to lenders, COVID –19 Safety and Sanitation Guidance and distributing City sponsored PPE, host a Business Owner Upskill Series, and facilitate merchant-specific webinars.

3.2.3 ADMINISTRATION AND CONTINGENCY

Administration includes daily oversight and operation of the BID, adherence to the Management District Plan, and compliance with audit/reporting requirements. The BID, representing property owners and working closely with merchants, routinely advocates for the interests of the community regarding public safety, City services and funding.

The assessments will also fund a contingency reserve that may be used to cover possible unforeseen future expenses and help to smooth out cash flows, which are affected by the timing of property owner payments. This category can also be used to support renewal expenses.

4. ESTIMATE OF COSTS

The following table is a summary of the estimated annual costs to fund the Improvements for the first operating year of the BID (January 1, 2022 through December 31, 2022):

| Description | 2021/22 Budget |
|-----------------------------------|---------------------|
| Maintenance Program | \$531,536.44 |
| Promotion Program | 93,146.93 |
| Administration Costs | 118,814.01 |
| Total 2022 Operating Costs | \$743,497.38 |

The 2022 operating budget will be funded as follows:

| Description of Revenue Source | 2021/22 Revenue Amount |
|------------------------------------------------|------------------------|
| Assessment Revenue | \$713,769.61 |
| Contributions for General Benefit ² | 29,727.77 |
| Total 2022 Anticipated Revenue | \$743,497.38 |

Each year, beginning with FY 2022/23, the BID may increase maximum assessment rates by up to 3% per year. In no event shall the maximum assessment rates decrease. The assessment shall be levied at rates necessary to generate sufficient revenue to meet the estimated costs to fund the Improvements, as long as the actual assessment rates do not exceed the maximum assessment rates for that fiscal year.

² Comprised of additional funds generated from sources other than assessments..

5. SPECIAL AND GENERAL BENEFIT

5.1 Introduction

Pursuant to Proposition 218, all parcels that receive a special benefit conferred upon them as a result of the public improvements shall be identified, and the proportionate special benefit derived by each identified parcel shall be determined in relationship to the entire costs of the project.

Proposition 218 limits the amount of any assessment to the proportional special benefit conferred on the property. Proposition 218 and case law also provide that publicly owned properties within an assessment district must be assessed unless there is clear and convincing evidence that those properties receive no special benefit from the assessment. Examples of parcels which might be exempted from the assessment would be the areas of public streets, public avenues, public lanes, public roads, public drives, public courts, public alleys, public easements and rights-of-ways, public greenbelts and public parkways.

Furthermore, Proposition 218 requires that the general benefits are separated from special benefits, so that only the special benefits may be assessed.

5.2 Identification of Benefit

The ongoing provision of the BID services and activities will provide benefits to both those properties within the boundary of the BID and to the public-at-large. The benefit conferred to property within the BID can be grouped into two primary benefit categories: improved aesthetics and increased economic activity. The two BID benefit categories are further expanded upon in each section below. This report does not consider any general enhancement of property value.

Improved Aesthetics

Aesthetics is a primary component of livability, which encompasses several qualities and characteristics that are unique to a specific area, and applies to both businesses and places of residence. The Victoria Transport Policy Institute (2011) expands on the concept of livability and the various benefits associated with that designation:

“The livability of an area increases property desirability and business activity. Livability is largely affected by conditions in the public realm, places where people naturally interact with each other and their community, including streets, parks, transportation terminals and other public facilities. Livability also refers to the environmental and social quality of an area as perceived by employees, customers and visitors. This includes local environmental conditions, the quality of social interactions, opportunities for recreation and entertainment, aesthetics, and existence of unique cultural and environmental resources.”

The BID services and activities increase the aesthetics, appearance, and desirability for properties within the proposed boundaries of the BID.

Maintenance Program

The sidewalk services, graffiti abatement, and trash services will enhance the overall image and desirability of the properties within the BID.

Uniformly-provided services and activities will create cohesion throughout the BID. This cohesion will enhance the retail and residential experience as well as encourage maximum use property. A uniform maintenance program will allow for consistent and reliable maintenance throughout the BID boundaries.

Upgraded sidewalk amenities and other services and activities will enhance the appearance, desirability and “livability” of the property within the BID.

According to the Victoria Transport Policy Institute (2011), streetscapes have a significant effect on how people view and interact with their community. With streetscapes that are clean and inviting, people are more likely to walk, which can help reduce automobile traffic, improve public health, stimulate local economic activity and attract residents and visitors to the community.

Maintained sidewalks will enhance the community identity of the BID, which will lead to a stronger and healthier business environment. The overall appeal of the BID is enhanced when services and activities are provided. Conversely, appeal decreases when sidewalks are not well-maintained or destroyed by the elements or vandalism.

Increased Economic Activity

The BID services and activities assist in the prosperity of business property. Well-maintained areas within the BID will encourage an increase in the overall business activity within the BID.

Maintenance Program

Year-round maintenance will increase customer visitation, attract additional investment in the area, and will spur economic activity. The BID services and activities not only add economic value to property, but the services and activities make the property appear more stable and prosperous.

Promotion Program

The Promotion Program aims to increase economic activity of commercial/apartment property within the BID. The Unity Council will implement a comprehensive marketing plan that will seek to promote BID properties and businesses, as well as attract, retain, and expand the retail and business climate throughout the BID.

The Unity Council will market the BID to potential businesses in an effort to reduce vacancies, provide a good mix of businesses, and strengthen the BID.

These activities will encourage new commercial/apartment development, as well as encourage existing property to renovate and/or expand to the highest and best use of the property. This marketing effort will reduce vacancy rates and increase lease rates and utilization of property within the BID.

5.3 Separation of General Benefit

Proposition 218 requires that once a local agency, which proposes to impose assessments on property, has identified those parcels that will have special benefits conferred upon them and upon which an

assessment will be imposed, the local agency must next “separate the general benefits from the special benefits conferred,” because only special benefits are assessable.

General benefit is an overall and similar benefit to the public-at-large resulting from the provision of BID services and activities to be funded by the assessments levied. The assessment-funded services and activities will be provided within the BID boundaries only. There will be no provision of assessment-funded services and activities outside of the BID boundaries.

The BID services and activities will provide aesthetic and economic benefits to the property within the BID. However, it is recognized that the BID services and activities will also provide some benefit to properties and businesses within proximity to the BID, as well as individuals passing through the BID. Pedestrians passing through the BID will receive some aesthetic benefits, and property on the periphery of the BID boundary will receive some economic benefits.

5.4 Quantification of General Benefit

In order for property within the BID to be assessed only for special benefits, the general benefit provided by the ongoing services and activities needs to be quantified. The amount of general benefit that is provided from the BID services and activities cannot be funded via property owner assessments within the BID.

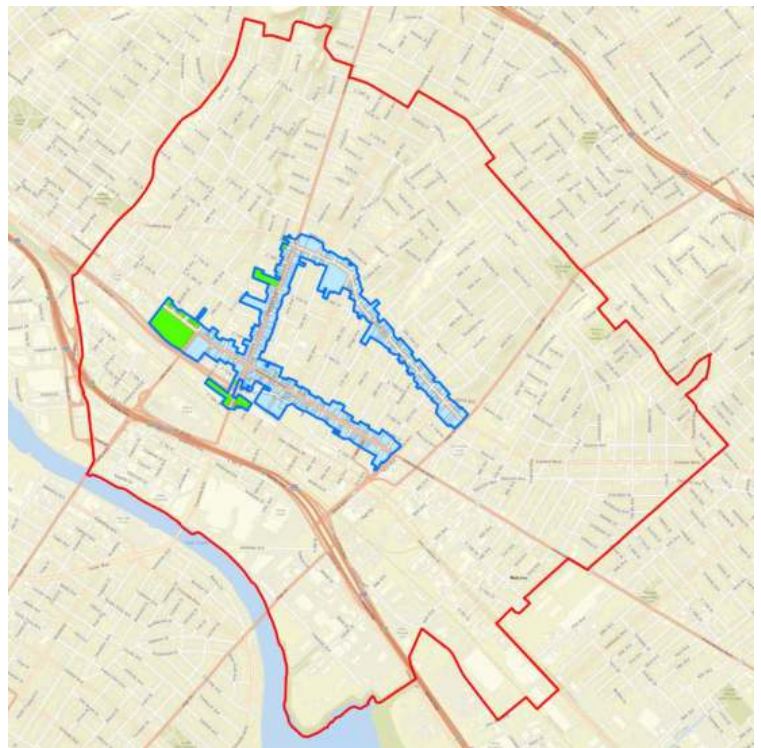
The BID consists of a variety of property land uses, including retail, restaurant, office, apartment, single-family residential, public, and non-profit properties. Properties within the BID are classified to a land use category according to the assigned land use code as shown on the County Assessor’s latest secured property tax roll, or visual inspection of the property.

General Benefit: Improved Aesthetics and Economic Activity from Maintenance Program

As a result of the BID improvements, maintenance, and activities, there will be a level of general benefit to pedestrians and others who do not live in or intend to access property within the BID. There will be pedestrian traffic generated from property outside of the BID that will utilize the maintained sidewalks to pass through the BID and access property located outside of the BID boundaries. In addition to accessing property located outside of the BID, there will also be a level of pedestrian activity that will utilize the maintained sidewalks for leisure and fitness activities. Pedestrians will incorporate the maintained and safe sidewalks into their leisure and fitness routines, thus making the BID sidewalks serve as a pass-through portion of their overall route traveled. The benefit provided to property and pedestrians, because of the maintained sidewalks serving as a pass-through corridor, needs to be quantified.

People walk for a variety of reasons, whether the reason is to commute to work, run errands, shop, leisure activities, fitness, or some other purpose. To enhance the overall walking experience, pedestrians will seek out and utilize sidewalk facilities that provide a safe place to walk as well as an environment that provides a certain amount of visual interest. In 2015, the Alameda County Transportation Commission (ACTC) published its Comprehensive Circulation Study (CCS) for Downtown Oakland and Access to/from West Alameda (ACTC, 2015), which included detail about how people travel in Downtown Oakland. The study showed that approximately 18% of trips occur by walking.

The BID lies essentially in the middle of the 94601 Zip Code boundary, easily accessible to this population. Applying the ACTC study data of 18% of trips, where the typical travel mode of transportation was walking, to the population of the 94601 Zip Code, approximately 9,705 people within proximity of the BID utilize walking as their typical mode of transportation. The table below provides the estimated number of persons within the 94601 Zip Code that would utilize walking as the typical mode of transportation:



| Area | Population ³ | Population w/Walking as Typical Mode of Transportation ⁴ |
|----------------|-------------------------|---------------------------------------------------------------------|
| Zip Code 94601 | 53,916 | 9,705 |

To further identify the non-BID population within close proximity of the BID, the population residing within the BID needs to be quantified and excluded from the total walking population figure of 9,705. According to statistics compiled by the American Community Survey, Esri, and the Bureau of Labor Statistics, the average persons per household within the 94601 Zip Code is 3.35. Based on this average household size and the 653 residential units within the BID, it's estimated that 2,188 people reside within the BID boundaries. Applying the ACTC's study walking travel mode percentage of 18% to the BID population, 394 people within the BID boundaries use walking as their primary mode of transportation. Therefore, the adjusted total surrounding neighborhood area population, located outside of the BID boundaries, that uses walking as the primary mode of transportation is 9,311 people.

| Area | Population | Population w/Walking as Typical Mode of Transportation ⁵ |
|------------------------------|---------------|---------------------------------------------------------------------|
| Zip Code 94601 | 53,916 | 9,705 |
| Less BID Boundary Population | (2,188) | (394) |
| Non-BID Totals: | 51,728 | 9,311 |

³ Per the American Community Survey, Esri, and the Bureau of Labor Statistics

⁴ Population multiplied by 18%.

⁵ Population multiplied by 18%.

However, in order to obtain a better picture of the overall level of general benefit provided by the BID improvements, maintenance, and activities, the pedestrian traffic that utilizes walking as the typical mode of transportation that will seek out and use sidewalks within the BID’s boundaries to access property outside of the BID’s boundaries must be considered.

The Summary of Travel Trends, 2009 National Household Travel Survey (NHTS) prepared by the U.S. Department of Transportation Federal Highway Administration (FHWA, 2011) analyzed the number of person trips by various modes of transportations such as private vehicle, transit, walking, or some other means of transportation. According to the Urban Area data extracted from the 2009 NHTS database, of the annual 31,966 (in millions) total person trips made using walking as the primary mode of transportation (FHWA, 2011), 27.31% of the trips were identified as social, recreational, and other activities not provided within the boundaries of the BID.

| Trip Purpose | Number of Walking Trips (in millions) |
|----------------------|---------------------------------------|
| Transporting Someone | 2.35% |
| Social/Recreational | 23.47% |
| Don't Know/Other | 1.49% |
| Total | 27.31% |

Applying this percentage of non-BID related activity to the non-BID surrounding population of 9,311 that utilizes walking as the typical mode of transportation, 2,543 people use the maintained BID improvements to engage in general benefit activity.

| Description | Population |
|----------------------------------------------------------------------------|------------|
| Non-BID population utilizing walking as the typical mode of transportation | 9,311 |
| % of NHTS study trips representing activities outside of the BID | 27.31% |
| Non-BID population engaging in general benefit activities | 2,543 |

The number of persons engaging in general benefit activities represents 4.72% of the total area population of 53,916, previously identified above, and is therefore considered to be general benefit.

| | |
|--------------------------------------------|--------------|
| Maintenance Program General Benefit | 4.72% |
|--------------------------------------------|--------------|

Therefore, the general benefit provided by the Maintenance Program is 4.72%, and the special benefit from the Maintenance Program is 95.28%. This means that only 95.28% of the budgeted costs of the Maintenance Program may be assessed to property owners within the BID.

General Benefit: Increased Economic Activity from Promotion Program

Although the Promotion Program is designed to specifically highlight the BID, and market businesses/high density residential buildings and special events within it, one can imagine a degree of spillover benefits accruing to non-BID businesses that operate near the boundaries of the BID. As expressed by the Appellate Court in *Beutz v. County of Riverside* (2010), “... courts of this state have long recognized that virtually all public improvement projects provide general benefits.”

Promotional efforts of the BID will invariably draw shoppers and diners to the BID, who are also likely to explore the broader area and patronize businesses outside the boundary of the BID. In lieu of a detailed study showing what effects the marketing efforts of the BID have on nearby businesses not within the BID, we liberally estimate the general benefit resulting from the Promotion Program to be 5.00%. Therefore, the special benefit is estimated to be 95.00%. This means that only 95.00% of the budgeted costs of the Promotion Program may be assessed to property owners within the BID.

| | |
|------------------------------------------|--------------|
| Promotion Program General Benefit | 5.00% |
|------------------------------------------|--------------|

5.5 Apportioning Special Benefit

Each parcel that has a special benefit conferred upon it, as a result of the provision of the BID services and activities, was identified and the proportionate special benefit derived by each identified parcel was determined in relationship to the entire costs of the services and activities.

The total costs of maintenance and operation, less the amount of general benefit identified, will be assessed to the parcels within the BID based on the special benefit points assigned to each parcel. To assess special benefit appropriately, it is necessary to take into account the various characteristics of each property.

5.5.1 PARCEL FACTORS

As part of the special benefit analysis of various property characteristics were analyzed including street frontage, lot size, building size, and land use. Given that the special benefits derived from the BID services and activities are improved aesthetics and increased economic activity, it was determined linear street frontage, lot square footage, building square footage, and land use are the most appropriate property characteristics. Each parcel’s linear street frontage, lot square footage, building square footage, and land use were used as the primary assessment variables for the assignment of parcel factors.

Land Use Factor

Properties in the BID are assigned a land use category, as further outlined below, and may be reassigned if a property’s land use changes in subsequent years.

Commercial Property consists of parcels owned or leased by a profit-making entity (including property leased by a profit-making entity on a property owned by a public entity) and primarily used for commercial purposes including, but not limited to, retail, offices, restaurants, hotels/motels, medical/dental offices, and undeveloped property zoned for commercial use.

Residential (5+ Units) Property consists of high-density apartment buildings with five or more units used exclusively for residential rental purposes.

Residential (< 5 Units) Property consists of low-density residential buildings with less than five units.

Public/Non-Profit Property consists of parcels owned or used as follows:

- parcels owned by a state, regional, or city government entity and used for public purposes including, but not limited to, police/fire stations, parks, schools, and government office buildings.

- parcels owned by, or leased to, a public utility.
- parcels owned or primarily operated by non-profit entities, including churches, etc. The Unity Council will make the determination of a parcel’s non-profit status on an annual basis.

Land Use Factor for Each Property Land Use

The assignment of benefit points is based on the fact that each of the BID programs provide certain benefits, as detailed above and as shown in the following table:

| | | <i>Programs</i> | |
|-----------------|-----------|--------------------------------|------------------------------|
| | | <i>Maintenance⁶</i> | <i>Promotion⁷</i> |
| Benefits | Aesthetic | Economic | |
| | Economic | | |

The Maintenance Program will provide improved aesthetic and increased economic benefits; and the Promotion Program will provide increased economic benefits.

Maintenance Program: Aesthetic and Economic Benefits

All assessable land uses receive an improved aesthetic benefit from the Maintenance Program and are assigned one (1.00) Aesthetic Benefit Point. Commercial Property and Residential (5+ Units) Property each benefit economically from the Maintenance Program; therefore, these two property types will be assigned (1.00) Economic Benefit Point.

The total Maintenance Program Land Use Factor assignment for each property land use is shown in the following table:

| Property Land Use | Aesthetic Benefit Points | Economic Benefit Points | Total Maintenance Land Use Factor |
|---------------------------------|---------------------------------|--------------------------------|------------------------------------------|
| Commercial Property | 1.00 | 1.00 | 2.00 |
| Residential (5+ Units) Property | 1.00 | 1.00 | 2.00 |
| Residential (<5 Units) Property | 1.00 | 0.00 | 1.00 |
| Public/Non-Profit Property | 1.00 | 0.00 | 1.00 |

⁶ The assessable costs for the Maintenance Program will be apportioned to all property within the BID.

⁷ The assessable costs for the Promotion Program will only be apportioned to Commercial Property and Residential (5+ Units) Property.

Promotion Program: Economic Benefits

Commercial Property and Residential (5+ Units) Property each benefit economically from the Promotion Program; therefore, these two property types will be assigned (1.00) Economic Benefit Points.

The total Promotion Program Land Use Factor assignment for each property land use is shown in the following table:

| Property Land Use | Economic Benefit Points | Total Promotion Land Use Factor |
|---------------------------------|-------------------------|---------------------------------|
| Commercial Property | 1.00 | 1.00 |
| Residential (5+ Units) Property | 1.00 | 1.00 |
| Residential (<5 Units) Property | 0.00 | 0.00 |
| Public/Non-Profit Property | 0.00 | 0.00 |

By taking other parcel factors into account, a more complete picture of the proportional special benefits received by each parcel within the BID is presented. Therefore, frontage factors, lot factors, and building factors were calculated and assigned for each parcel in the BID, according to the formulas below.

Frontage Factor: Maintenance Program

Given the linear nature of the services provided under the Maintenance Program, each parcel within the BID was assigned a frontage factor based upon its linear street frontage. To create a factor to account for the many variations in street frontages throughout the BID, the average frontage for properties within the BID was considered. Utilizing the average street frontage of 126 feet, a frontage factor was calculated for each parcel based upon the actual linear street footage for the parcel divided by 126. This quotient will then be multiplied by three to give the frontage factor a higher weight since most of the improvements under the Maintenance Program will be provided in a linear fashion. For example, the maintenance services will be performed along a property's frontage. In addition, all pedestrian traffic must travel along the frontage of a property (often the entire frontage) but may only experience a small portion of the lot square footage. Accordingly, a greater weight is allocated to the frontage factor:

$$\text{Parcel's Frontage Ft} \div \text{BID's Average Frontage Ft (126 Frontage Ft)} \times 3 = \text{Parcel's Frontage Factor}$$

Lot Factor: Maintenance Program

A lot factor was calculated for each parcel to account for the varying lot sizes throughout the BID. To create a factor to account for the many variations in the lot sizes, the average lot size for properties in the BID was considered. Utilizing the average lot square footage for parcels within the BID of 11,610, a lot factor was calculated for each parcel, based upon the actual lot square footage for the parcel divided by 11,610:

$$\text{Parcel's Lot Sq Ft} \div \text{BID's Average Lot Sq Ft (11,610 Sq Ft)} = \text{Parcel's Maintenance Lot Factor}$$

Lot Factor: Promotion Program

A lot factor was calculated for each Commercial Property and Residential (5+ Units) Property to account for the varying lot sizes throughout the BID. To create a factor to account for the many variations in the lot sizes, the average lot size for Commercial Property and Residential (5+ Units) Property in the BID was considered. Utilizing the average lot square footage for these property types within the BID of 8,884, a lot factor was calculated for each parcel, based upon the actual lot square footage for the parcel divided by 8,884:

$$\text{Parcel's Lot Sq Ft} / \text{Commercial Property and Residential (5+ Units) Property Average Lot Sq Ft (8,884 Sq Ft)} = \text{Parcel's Promotion Lot Factor}$$

Building Factor: Promotion Program

A building factor was calculated for each Commercial Property and Residential (5+ Units) Property to account for the varying building sizes throughout the BID. To create a factor to account for the many variations in the building sizes, the average building size for Commercial Property and Residential (5+ Units) Property in the BID was considered. Utilizing the average building square footage for these property types within the BID of 6,193, a building factor was calculated for each parcel, based upon the actual building square footage for the parcel divided by 6,193:

$$\text{Parcel's Building Sq Ft} / \text{Commercial Property and Residential (5+ Units) Property Average Building Sq Ft (6,193 Sq Ft)} = \text{Parcel's Building Factor}$$

5.5.2 SPECIAL BENEFIT POINTS CALCULATION

Maintenance Special Benefit Points

The formula below shows the total Maintenance Special Benefit Points calculation for each parcel within the BID:

$$\text{Parcel's Total Maintenance Special Benefit Points} = \text{Parcel's Frontage Factor} + \text{Parcel's Maintenance Lot Factor} \times \text{Parcel's Maintenance Land Use Factor}$$

Promotion Special Benefit Points

The formula below shows the total Promotion Special Benefit Points calculation for each parcel within the BID:

$$\text{Parcel's Total Promotion Special Benefit Points} = \text{Parcel's Promotion Lot Factor} + \text{Parcel's Building Factor} \times \text{Parcel's Promotion Land Use Factor}$$

5.5.3 SPECIAL CONSIDERATIONS: PUBLICLY OWNED PARCELS

Any publicly owned parcels that benefit from the services and activities cannot be exempt from the assessment. The special benefits accruing to these types of parcels must be determined using the same kind of formulas and benefit point assignment as applied to privately owned parcels. This requirement is clearly conveyed in Proposition 218, which states in part, “... *Parcels within a district that are owned or used by any agency, the State of California or the United States shall not be exempt from assessment unless the agency can demonstrate by clear and convincing evidence that those publicly owned parcels in fact receive no special benefit.*” Publicly owned parcels have been categorized and assigned special benefit points using the same methodology as privately owned parcels, as previously described.

6. BALANCE TO BE ASSESSED

6.5 Maintenance Program Budget

The general benefit, which is the percentage of the total Maintenance Program budget—excluding allocated Administration costs—that must be funded through sources other than assessments, is 4.72% of the total Maintenance Program budget. The special benefit, which is the percentage of the Maintenance Program budget that may be funded by assessments, is 95.28%.

| Description | Budget |
|-------------------------------------------------------|---------------------|
| Total Maintenance Program Costs | \$531,536.44 |
| Administration Costs ⁸ | 101,097.58 |
| Less: General Benefit Contribution | (25,070.43) |
| Total Maintenance Program Costs to be Assessed | \$607,563.59 |

6.6 Promotion Program Budget

The general benefit, which is the percentage of the total Promotion Program budget—excluding allocated Management costs—that must be funded through sources other than assessments, is 5.00% of the total Promotion Program budget. The special benefit, which is the percentage of the Promotion Program budget that may be funded by assessments, is 95.00%.

| Description | Budget |
|-----------------------------------------------------|---------------------|
| Total Promotion Program Costs | \$93,146.93 |
| Administration Costs ⁹ | 17,716.43 |
| Less: General Benefit Contribution | (4,657.34) |
| Total Promotion Program Costs to be Assessed | \$106,206.02 |

⁸ Allocated based on the proportion of the total budget attributable to the Maintenance Program.

⁹ Allocated based on the proportion of the total budget attributable to the Promotion Program.

7. ASSESSMENT RATE DEVELOPMENT

7.1 Assessment per Special Benefit Point

7.1.1 MAINTENANCE PROGRAM ASSESSMENT

The assessment per Maintenance Special Benefit Point is calculated by dividing the total Maintenance Program costs to be assessed by the total Maintenance Special Benefit Points assigned to the parcels within the BID. The following formula provides the assessment per Maintenance Special Benefit Point calculation:

$$\begin{aligned} & \text{Total Maintenance Program Costs to be Assessed / Total Maintenance Special Benefit Points =} \\ & \text{Assessment Rate per Maintenance Special Benefit Point} \\ & \mathbf{\$607,563.59 / 2,154.87 = \$281.95} \end{aligned}$$

The Maintenance Special Benefit Points have been calculated in relation to the total Maintenance Program costs to be assessed. No assessment will be imposed on any parcel that exceeds the reasonable cost of the proportional special benefit conferred on the parcel.

7.1.2 PROMOTION PROGRAM ASSESSMENT

The assessment per Promotion Special Benefit Point is calculated by dividing the total Promotion Program costs to be assessed by the total Promotion Special Benefit Points assigned to the parcels within the BID. The following formula provides the assessment per Promotion Special Benefit Point calculation:

$$\begin{aligned} & \text{Total Promotion Program Costs to be Assessed / Total Promotion Special Benefit Points =} \\ & \text{Assessment Rate per Promotion Special Benefit Point} \\ & \mathbf{\$106,206.02 / 450.00 = \$236.01} \end{aligned}$$

The Promotion Special Benefit Points have been calculated in relation to the total Promotion Program costs to be assessed. No assessment will be imposed on any parcel that exceeds the reasonable cost of the proportional special benefit conferred on the parcel.

7.2 Method of Assessment Spread

The method of assessment is based upon a formula that assigns the proportional special benefit to each parcel. The formula below provide a summary of the assessment calculation:

$$\begin{array}{lcl} \text{Parcel's 2021/22 Maximum} & & \text{Parcel's Maintenance Special Benefit Points x \$281.95} \\ \text{Allowable Assessment} & = & + \\ & & \text{Parcel's Promotion Special Benefit Points x \$236.01} \end{array}$$

7.3 Equivalent Assessment Rates per Parcel Characteristic

The following table shows the equivalent assessment rates per frontage foot, lot square foot, and building square foot for each property land use category in the BID. These rates are based on the Balance to be Assessed shown in Section 6 of this report. The total assessment for each property in the BID is the sum of the frontage, lot, and building assessments:

| Property Land Use | Rate per Frontage Foot | | Rate per Lot Square Foot | | Rate per Building Square Foot |
|---------------------------------|------------------------|---|--------------------------|---|-------------------------------|
| Commercial Property | \$13.38656 | + | \$0.07514 | + | \$0.03811 |
| Residential (5+ Units) Property | 13.38656 | + | 0.07514 | + | 0.03811 |
| Residential (<5 Units) Property | 6.69328 | + | 0.02428 | + | 0.00000 |
| Public/Non-Profit Property | 6.69328 | + | 0.02428 | + | 0.00000 |

7.4 Cost of Living Inflation

Each year, beginning with FY 2022/23, the BID may increase maximum assessment rates by up to 3% per year. In no event shall the maximum assessment rates decrease. The assessment shall be levied at rates necessary to generate sufficient revenue to meet the estimated costs to fund the Improvements, as long as the actual assessment rates do not exceed the maximum assessment rates for that fiscal year.

7.5 Method of Collection

The assessments will be collected annually on the County Treasurer & Tax Collector’s (the “Treasurer”) secured property tax roll. The assessments will be subject to the Treasurer’s assigned due dates and late penalties. However, the City may choose to collect the assessments in an alternate manner (including directly billing the property owner) as may be deemed appropriate or necessary by the City.

7.6 Data for Annual Assessment Calculations

Each year, as part of the assessment calculation procedures, the Unity Council shall determine the land use type for each parcel based on the County Assessor's use code or other appropriate supplementary information. The parcel characteristics of lot square footage and building square footage shall similarly be based on the County Assessor's secured rolled data for the applicable year and may be supplemented with other reliable data sources. The frontage of each parcel shall be determined by reference to County Assessor's parcel maps or, if necessary, to GIS data.

Assessment amounts may change over time in accordance with changes to parcel characteristics including land use type and building square footage.

7.7 Appeals

If a property owner believes the data used to calculate their assessment is inaccurate or that the identified land use type is incorrect, the property owner may submit, in writing, a request for review to the Unity Council. The property owner shall provide documentation needed to support the request for review. The Unity Council shall review the request and provide a response to the property owner. The property owner must be current in the payment of all assessments when filing the request for review.

and must remain current during the review process. The property owner should continue to pay all amounts owed according to the County's due dates.

If the review results in changes to any parcel characteristics used to compute the assessment, the Unity Council shall recalculate the assessment. When recalculating the assessments, the assessment rates actually applied in such fiscal year shall be used. Only the assessment for the parcel or parcels subject to review shall be recalculated.

If the recalculated assessment is less than the amount submitted to the County on the secured property tax roll, the difference shall be credited back to the property owner. This credit shall be limited to the current fiscal year and the prior fiscal year, if applicable. The "fiscal year" shall follow the County's fiscal year for property taxes, from July 1 to June 30. The applicable fiscal year shall be determined by the date the request for review is submitted to the Unity Council.

For example, if a request for review is submitted to the BID during Fiscal Year 2022/23, the Fiscal Year 2022/23 and 2021/22 assessments will be reviewed. The property owner credit shall be limited to any difference calculated for Fiscal Year 2022/23 (the current fiscal year) and Fiscal Year 2021/22 (the prior fiscal year).

The credit may be provided in the form of a check to the property owner, an adjustment to the current year's property tax roll (if possible), or a credit to the succeeding year's assessment thereby reducing the amount placed on the secured property tax roll for such year.

If the recalculated assessment is greater than the amount submitted to the County on the secured property tax roll, the Unity Council shall apply the recalculated assessment to the succeeding year's property tax roll and no adjustments shall be made to the prior or current fiscal years' assessments.

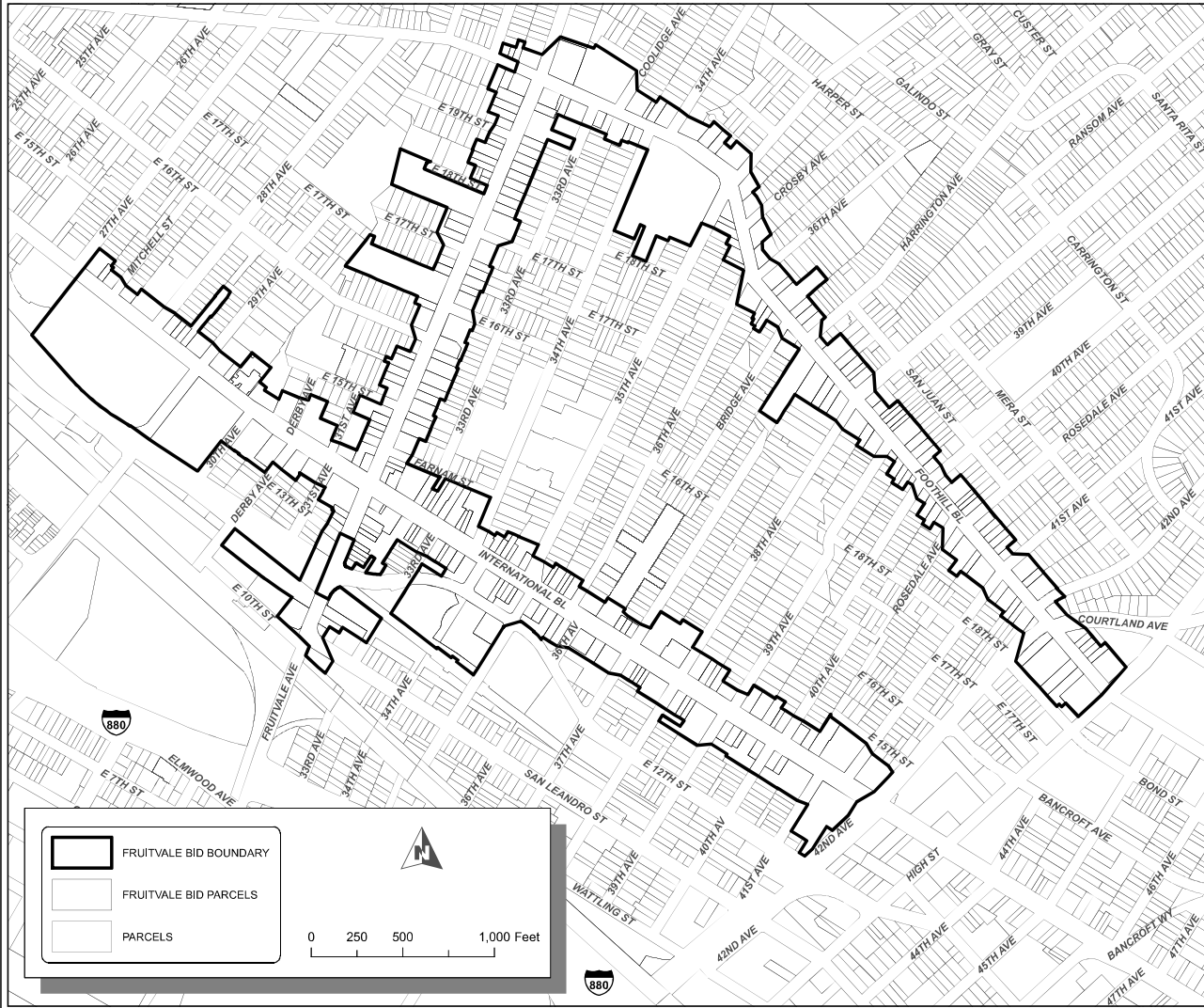
If a property owner is dissatisfied with the Unity Council's decision on their appeal, the property owner may appeal the matter further to the City, who shall make a conclusive determination and whose decision shall be final.

8. APPENDICES

8.1 Proposed Boundary Map

PROPOSED BOUNDARIES OF FRUITVALE BUSINESS IMPROVEMENT DISTRICT

CITY OF OAKLAND
COUNTY OF ALAMEDA
STATE OF CALIFORNIA



FILED IN THE OFFICE OF THE CITY CLERK THIS ____ DAY OF _____, 20__.

CITY CLERK
CITY OF OAKLAND
COUNTY OF ALAMEDA

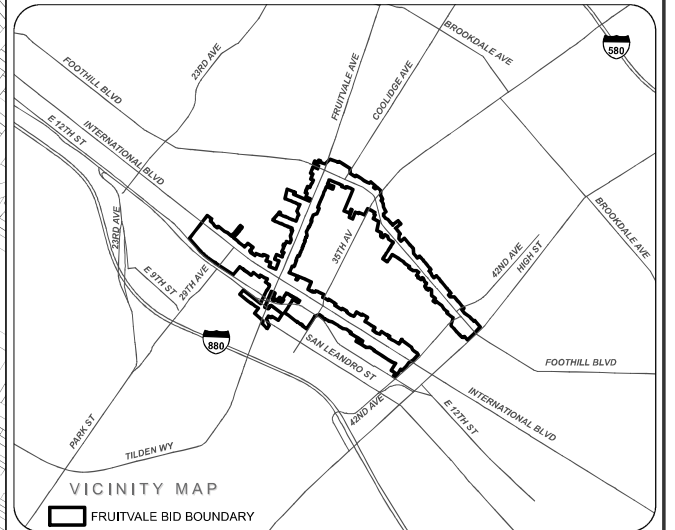
I HEREBY CERTIFY THAT THE WITHIN MAP SHOWING PROPOSED BOUNDARIES OF FRUITVALE BUSINESS IMPROVEMENT DISTRICT, CITY OF OAKLAND, COUNTY OF ALAMEDA, STATE OF CALIFORNIA, WAS APPROVED BY THE CITY COUNCIL OF THE CITY OF OAKLAND AT A REGULAR MEETING THEREOF, HELD ON THE ____ DAY OF _____, 20__, BY ITS RESOLUTION NO. _____.

CITY CLERK
CITY OF OAKLAND
COUNTY OF ALAMEDA

FILED THIS ____ DAY OF _____, 20__, AT THE HOUR OF ____ O'CLOCK __M, IN BOOK _____ OF MAPS OF ASSESSMENT AND COMMUNITY FACILITIES DISTRICTS AT PAGE _____ IN THE OFFICE OF THE COUNTY RECORDER IN THE COUNTY OF ALAMEDA, STATE OF CALIFORNIA.

COUNTY RECORDER
COUNTY OF ALAMEDA

FOR PARTICULARS OF THE LINES AND DIMENSIONS OF ASSESSOR PARCELS, REFERENCE IS MADE TO THE MAPS OF THE ASSESSOR, COUNTY OF ALAMEDA, STATE OF CALIFORNIA.



Source: Alameda County GIS
Geographic Coordinate Reference: GCS North American 1983
Projection: NAD 1983 StatePlane California III FIPS 0403 Feet



8.2 Assessor's Parcel Listing

**Fruitvale Business Improvement District
Fiscal Year 2021/22 Maximum Assessments**

| APN | Address | Land Use Type | Street Frontage | Lot Area | Bldg Area | Frontage Factor (Maintenance) | Lot Factor (Maintenance) | Maintenance Special Benefit Points | Maintenance Assessment | Lot Factor (Promotion) | Building Factor (Promotion) | Promotion Special Benefit Points | Promotion Assessment | Total 2021/22 Maximum Assessment |
|-----------------|-------------------------|-------------------------|------------------|------------------|------------------|----------------------------------|-----------------------------|---------------------------------------|---------------------------|---------------------------|--------------------------------|-------------------------------------|-------------------------|----------------------------------------|
| 033-2196-005-00 | 3431 INTERNATIONAL BLVD | Commercial | 32.00 | 3,200 | 3,997 | 0.76 | 0.28 | 2.07 | 583.79 | 0.36 | 0.65 | 1.01 | 237.35 | 821.14 |
| 033-2196-006-00 | 3445 INTERNATIONAL BLVD | Commercial | 25.00 | 2,500 | 3,818 | 0.59 | 0.22 | 1.62 | 456.09 | 0.28 | 0.62 | 0.90 | 211.93 | 668.01 |
| 033-2196-007-01 | 1243 35TH AVE | Commercial | 294.33 | 9,004 | 5,461 | 6.99 | 0.78 | 15.53 | 4,377.38 | 1.01 | 0.88 | 1.90 | 447.34 | 4,824.72 |
| 033-2196-021-05 | 3407 INTERNATIONAL BLVD | Residential (5+ Units) | 316.13 | 13,772 | 23,976 | 7.50 | 1.19 | 17.38 | 4,900.78 | 1.55 | 3.87 | 5.42 | 1,279.64 | 6,180.42 |
| 033-2196-024-00 | 3451 E 12TH ST | Public/Non-Profit | 246.99 | 16,245 | 38,780 | 5.86 | 1.40 | 7.26 | 2,047.67 | - | - | - | - | 2,047.67 |
| 033-2196-025-00 | 3401 E 12TH ST | Public/Non-Profit | 276.24 | 51,984 | 60,531 | 6.56 | 4.48 | 11.04 | 3,111.35 | - | - | - | - | 3,111.35 |
| 033-2197-001-00 | 3501 INTERNATIONAL BLVD | Commercial | 152.00 | 5,198 | 9,152 | 3.61 | 0.45 | 8.11 | 2,287.22 | 0.59 | 1.48 | 2.06 | 486.89 | 2,774.11 |
| 033-2197-002-00 | 3509 INTERNATIONAL BLVD | Commercial | 50.00 | 4,995 | 5,000 | 1.19 | 0.43 | 3.23 | 911.93 | 0.56 | 0.81 | 1.37 | 323.26 | 1,235.19 |
| 033-2197-004-00 | 3529 INTERNATIONAL BLVD | Commercial | 42.50 | 6,366 | 6,648 | 1.01 | 0.55 | 3.11 | 878.12 | 0.72 | 1.07 | 1.79 | 422.49 | 1,300.61 |
| 033-2197-005-00 | 3545 INTERNATIONAL BLVD | Commercial | 197.64 | 7,187 | 7,150 | 4.69 | 0.62 | 10.62 | 2,994.78 | 0.81 | 1.15 | 1.96 | 463.43 | 3,458.22 |
| 033-2197-015-03 | 1242 35TH AVE | Commercial | 248.59 | 13,292 | - | 5.90 | 1.14 | 14.09 | 3,973.34 | 1.50 | - | 1.50 | 353.14 | 4,326.48 |
| 035-2351-005-02 | 4280 FOOTHILL BLVD | Commercial | 274.56 | 18,518 | 2,030 | 6.52 | 1.59 | 16.23 | 4,574.81 | 2.08 | 0.33 | 2.41 | 569.34 | 5,144.15 |
| 035-2351-009-00 | 4246 FOOTHILL BLVD | Residential (< 5 Units) | 33.50 | 4,680 | 1,086 | 0.80 | 0.40 | 1.20 | 337.88 | - | - | - | - | 337.88 |
| 035-2351-010-00 | 4240 FOOTHILL BLVD | Residential (< 5 Units) | 35.00 | 3,500 | - | 0.83 | 0.30 | 1.13 | 319.26 | - | - | - | - | 319.26 |
| 035-2351-011-00 | 4236 FOOTHILL BLVD | Residential (< 5 Units) | 35.00 | 3,500 | 1,034 | 0.83 | 0.30 | 1.13 | 319.26 | - | - | - | - | 319.26 |
| 035-2351-012-00 | 4230 FOOTHILL BLVD | Residential (< 5 Units) | 35.00 | 3,500 | 1,110 | 0.83 | 0.30 | 1.13 | 319.26 | - | - | - | - | 319.26 |
| 035-2351-013-00 | 1918 COURTLAND AVE | Commercial | 188.59 | 5,500 | 2,410 | 4.48 | 0.47 | 9.90 | 2,791.70 | 0.62 | 0.39 | 1.01 | 237.97 | 3,029.67 |
| 035-2352-001-02 | 4201 FOOTHILL BLVD | Public/Non-Profit | 37.52 | 11,927 | - | 0.89 | 1.03 | 1.92 | 540.77 | - | - | - | - | 540.77 |
| 035-2352-002-04 | 4215 FOOTHILL BLVD | Public/Non-Profit | 300.00 | 35,100 | 17,776 | 7.12 | 3.02 | 10.14 | 2,860.37 | - | - | - | - | 2,860.37 |
| 035-2352-005-02 | 4233 FOOTHILL BLVD | Residential (< 5 Units) | 120.00 | 13,800 | 2,120 | 2.85 | 1.19 | 4.04 | 1,138.32 | - | - | - | - | 1,138.32 |
| 035-2352-006-03 | 4237 FOOTHILL BLVD | Residential (5+ Units) | 130.00 | 13,600 | 8,790 | 3.09 | 1.17 | 8.51 | 2,400.79 | 1.53 | 1.42 | 2.95 | 696.31 | 3,097.10 |
| 035-2352-008-01 | 4265 FOOTHILL BLVD | Commercial | 322.80 | 26,310 | 524 | 7.66 | 2.27 | 19.86 | 5,599.03 | 2.96 | 0.08 | 3.05 | 718.96 | 6,317.99 |
| | | | 41,197.42 | 3,784,955 | 1,955,780 | 978.00 | 326.00 | 2,154.87 | \$607,563.59 | 225.00 | 225.00 | 450.00 | \$106,206.02 | \$713,769.61 |