



City of Sacramento City Council

915 I Street, Sacramento, CA, 95814
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Meeting Date: 7/19/2011

Report Type: Public Hearing

Title: Stockton Boulevard Property and Business Improvement District (PBID) No. 2011-02
(Noticing Not Required]

Report ID: 2011-00329

Location: District 5 and 6

Recommendation: Conduct a public hearing and, upon conclusion, direct the City Clerk to: 1) tabulate the assessment ballots submitted and not withdrawn before the hearing closed, and 2) report back as a Consent item on July 26, 2011 with the tabulation results.

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Presenter: Sini Makasini, Administrative Analyst, , (916) 808-7967, Finance Department

Department: Finance

Division: Public Improvement Finance

Dept ID: 06001321

Attachments:

- 1-Description/Analysis
- 2-Background
- 3-Schedule of Proceedings
- 4-Proposed District Map

City Attorney Review

Approved as to Form
Jeffrey C. Heeren
7/7/2011 2:57:06 PM

City Treasurer Review

Prior Council Financial Policy Approval or
Outside City Treasurer Scope
Russell Fehr
6/22/2011 4:36:33 PM

Approvals/Acknowledgements

Department Director or Designee: Leyne Milstein - 6/27/2011 10:31:40 AM

Assistant City Manager: Cassandra Jennings - 7/7/2011 2:08:24 PM



Description/Analysis

Issue: A majority of property owners along the Stockton Boulevard commercial corridor proposed to renew the Stockton Boulevard Property and Business Improvement District (District) for a ten (10) year term. In response, the City Council adopted a resolution that (1) directed staff to mail assessment ballots and notices of public hearing to the owners of real property within the proposed District and (2) set July 19, 2011, as the date for a public hearing on the proposed District and assessment.

At the conclusion of the hearing, the City Clerk will tabulate the assessment ballots submitted and not withdrawn to determine whether there is a majority protest against the assessment (i.e., whether a majority of the property owners who submit ballots are opposed to the District and assessment).

Staff will report the results of the tabulation at the City Council meeting on July 26, 2011. If there is no majority protest from ballots submitted and not withdrawn, staff will recommend that the City Council adopt a resolution declaring the results of the majority protest proceedings and establishing the District.

Policy Considerations: The goal of the District is to continue to improve the safety and security, advocacy/administration and economic development, and image enhancement of the Stockton Boulevard commercial corridor.

Environmental Considerations:

California Environmental Quality Act (CEQA): The renewal of a district does not constitute a project under CEQA and is therefore exempt from review pursuant to Guidelines Section 15378(b)(4).

Sustainability: There are no sustainability considerations applicable to the formation or renewal process and administration of an assessment district.

Commission/Committee Action: None.

Rationale for Recommendation: The actions are required by the California Streets and Highways Code Part 7 (beginning with Section 36600) of Division 18.

Financial Considerations: Financing will be provided by the levy of assessments upon real property that benefit from improvements and activities of the District. The District does not issue bonds.

The total assessment for FY2011/12 is projected at \$284,435. If the District is renewed, the City of Sacramento will be participating as a property owner in the District. The City owns 11 parcels within the District and will have a total first-year annual assessment of

\$4,268. Future assessment rates may be subject to an increase of no more than 3% annually. Funds are currently budgeted for continued participation in the District.

Emerging Small Business Development (ESBD): None. No goods or services are being purchased with this action.

BACKGROUND

The Stockton Boulevard PBID 2006-05 (existing District) was approved by City Council on June 13, 2006, in accordance with the PBID Area Law of 1994, and became effective on January 1, 2007. A majority of the property owners within the proposed Stockton Boulevard PBID No. 2011-02 (District) would like to renew the District for a ten (10) year term to continue funding for the following services in the Stockton Boulevard commercial corridor:

- Safety and Security Program
- Image Enhancement
- Advocacy, Administration, and Economic Development

The District’s Board of Directors has prepared the Management Plan (Plan), which is on file with the Public Improvement Financing Division, which has been designated by the City Clerk as the custodian of such records. The Plan is a comprehensive document which describes the process of forming the District and providing the services identified by the property and business owners.

Assessment Budget

If the District is renewed, the total District budget for the first year (FY2011/12) of its ten-year operation is a base of \$284,435. The annual assessments are based upon the calculation of the total parcel square footage and linear front footage. Assessment rates may be subject to an increase of no more than 3% per year at the discretion of the District Board of Directors.

Stockton Boulevard PBID FY2011/12 Budget

Program	Budget	% of Total
Security and Safety Program	\$105,241	37.00
Image Enhancement	\$71,109	25.00
Administration	\$51,198	18.00
Advocacy	42,665	15.00
Contingency / PBID Renewal	\$25,633	5.00
Total	\$284,435	100.00

Public Hearing and Tabulation of Assessment Ballots

On May 17, 2011, City Council directed staff to complete the actions necessary to renew the District. On May 19, 2011, staff mailed out assessment ballots and notices of public hearing to the owners of property in the proposed District. Ballots must be submitted no later than the close of the public hearing to be counted. At the close of the public hearing, the assessment ballots will be tabulated to determine whether a majority protest exists. If a majority protest exists—that is, if the ballots submitted in opposition to the assessment exceed the ballots submitted in favor of it—then the proceedings to levy the assessment will terminate. Staff will report back with the tabulation results at the July 26, 2011, City Council meeting.



**SCHEDULE OF PROCEEDINGS
STOCKTON BOULEVARD
PROPERTY AND BUSINESS IMPROVEMENT DISTRICT NO. 2011-02**

February 15, 2011	Submit map, database, draft plan, draft petition to City
March 11, 2011	Petition Drive Kick-off
March 22, 2011	City Manager Signature Authority – City Council
April 15, 2011	Receive Signed Petitions
May 17, 2011	Resolution of Intention to Renew – City Council
May 19, 2011	Record Boundary Map Mail, Publish Notice of Hearing, Management Plan, and Ballot
July 19, 2011	Public Hearing and Tabulation of Ballots – City Council
July 26, 2011	Ballot Results – City Council
July 28, 2011	Record Notice of Assessment and Assessment Diagram
August 2011	Assessment Roll to County

