

# **Community Benefit District Resolution of Formation**

Resolution of Formation for the Santa Rosa  
Railroad Square CBD and Levying the  
Assessment in Connection Therewith

City Council – November 5, 2019

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# Background

## 1. Ordinance No. 2018-004 Adopted

- On March 20, 2018, Ordinance ORD-2018-006 added Article V to City Code Chapter 6-56, enabling the establishment of CBDs

## 2. Resolution No. RES-2019-141 Adopted

- On September 10, 2019, following the submittal of a sufficient number of qualified petitions by district property owners, Council adopted a Resolution of Intention to establish the district (RES-2019-141), triggering the ballot process.

## 3. Ballot Packets Mailed

- On September 12, 2019 CBD ballot packets were mailed to property owners.
- The District may be established, and assessments levied for the Fiscal Year 2019-2020, if a majority of the weighted returned ballots vote in favor of the formation.

# Placemaking

Gateway to downtown  
Festival and outdoor event space  
Prominent area historic district



# Business Attraction

Established businesses revamping  
New businesses joining  
New flagged hotel





# Proposed CBD Assessment Basis

1. Linear Frontage
2. Building Square Footage
3. Lot Square Footage



# First Year Annual Budget

Special Benefit Category	Year 1 Budget	% of Budget
<b>Sidewalk Operations/Civil Sidewalks</b> includes safety, cleanliness, beautification, and the maintenance of an attractive appearance of the District	\$157,642	68%
<b>District Identity/Streetscape Improvements</b> Includes branding and advertising, seasonal decorations and events, art, potential valet service and public space design and development	\$30,137	13%
<b>Program Management/Administration</b> Staff and administration, insurance, rent, legal, and accounting	\$41,729	18%
<b>Contingency/Reserve</b> Delinquencies, City and County fees, and reserves	\$2,318	1%
<b>Total First Year Budget</b>	<b>\$231,826</b>	<b>100%</b>

# Ballot Process

## 1. Weighted Ballots

- Weight is determined by the dollar amount each property owner will be paying. Owners of the largest properties/buildings/lot size/street frontage and within a specific benefit zone, will be subject to paying more, and therefore have their votes count in proportion to what they will pay.
- Council may impose an assessment if there is a weighted majority in favor.

## 2. Public Hearing Ballot Tabulation

- At the conclusion of the public hearing, all ballots will be delivered to the City Clerk.
- Ballots will be available at the hearing should owners appear and desire to cast their ballot; ballots previously cast by owners wishing to withdraw their vote will be removed from tabulation.



# Ballot Process

## 3. Tabulation Process

- **Ballot Extraction:** numerically ordered envelopes opened and ballots removed.
- **Ballot Inspection:** ballots inspected for signature and clearly marked vote.
- **Recording of Vote:** ballot number and yes or no vote will be read aloud and entered into a spreadsheet.
- **Interpretation of Ballot Marks:** The City Clerk and City Attorney will make rulings on interpretation of ballot choices as needed, as well as questions re: validity of ballots cast with questions.

## 4. Report of Results

- Upon tabulation of all ballots, and prior to the adjournment of the City Council meeting, the City Clerk will report ballot results, and the Council may then take action on the motion.

# CBD: Recommendation

It is recommended by the Planning and Economic Development Department that the Council

- hold a public hearing to consider oral and written testimony regarding the formation of a community benefit improvement district, and tabulate all assessment ballots returned to the City pursuant to procedures set forth in the Resolution of Intention; and
- if the assessment balloting does not result in a majority protest, then approve the Resolution Forming the Santa Rosa Railroad Square Community Benefit District and Levying and Collecting of the Assessment in Connection Therewith.