



TO: Santa Rosa Railroad Square Community Benefit District Property Owner

FROM: Acting City Clerk on behalf of City of Santa Rosa

DATE: September 13, 2019

SUBJECT: Notice of Public Hearing on October 29, 2019, to establish the Santa Rosa Railroad Square Community Benefit District, to be known as the Santa Rosa Railroad Square CBD, and the levy and collection of assessments for Fiscal Year 2019-2020

Dear Santa Rosa Railroad Square Property Owner:

Enclosed please find your official ballot regarding the establishment of the proposed Santa Rosa Railroad Square CBD ("District") and the levy of assessments on properties within the District. As a property owner, you have the right to vote in favor or against the establishment of the District and the levy of assessments on properties within the District. If established, the District will be in effect in perpetuity or until the Santa Rosa City Council receives a written petition requesting disestablishment signed by property owners who pay at least thirty percent or more of the assessments levied in the District.

The Santa Rosa City Council will conduct a Public Hearing on Tuesday, October 29, 2019, at 5:00 p.m., or as soon thereafter as the matter may be heard, at Santa Rosa City Hall, Council Chambers, 100 Santa Rosa Avenue, Santa Rosa, CA 95404, regarding the establishment of the District and the levy of assessments on properties within the District. At this hearing, the City Council will hear testimony regarding the proposed assessments. To be counted, ballots must be received by the City Clerk prior to the conclusion of public testimony.

Per City of Santa Rosa's Community Benefit District Ordinance (Chapter 6-56, Article 5) of the Santa Rosa Municipal Code, and State Proposition 218, official ballots are being mailed to affected property owners. The City Council may establish the District and levy assessments for the Fiscal Year starting July 1, 2019, if, at the close of the Public Hearing, a majority of the weighted returned ballots vote in favor of the formation. Weight is determined by the dollar amount that each property owner will be paying into the proposed District. The City Council will not impose an assessment if there is a weighted majority protest. A majority protest exists if, upon the conclusion of the Public Hearing, the weighted ballots submitted in opposition to the assessment exceed the ballots submitted in favor of the assessment. The City's ballots representing the City's property ownership within the boundaries of the District may be considered in tabulation of the balloting.

Planning & Economic Development Department
100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404
SRCity.org/PED | SRCity.org/Biz



The results of the balloting will be tabulated and announced before the conclusion of the October 29, City Council meeting.

The assessment ballots will be treated as public records during and after tabulation of the ballots.

BACKGROUND

On September 10, 2019, District property owners met the requirements of the Community Benefit District Ordinance by submitting qualified petitions requesting the initiation of proceedings to establish the District. A Santa Rosa Railroad Square Community Benefit District Management District Plan, certified by a qualified District Assessment Engineer, was prepared and submitted to the Santa Rosa City Clerk. This Plan is available on the City's website at www.SRCity.org/CBD.

On the same date, the Santa Rosa City Council adopted a Resolution of Intention (Council Resolution RES-2019-141) to establish the District. The Resolution of Intention states that the assessment proposed to be levied and collected for Fiscal Year 2019-2020 is \$233,122.00. The amount to be levied and collected for the subsequent years may be increased by a vote of the property owner Board of Directors by an amount not to exceed five percent (5%) per year.

The methodology used for the assessment is calculated based on a given property's linear frontage, lot size square footage, and building square footage excluding building square footage attributed to affordable housing within a developed parcel. Future residential condominiums constructed within the District will have a separate calculation, as identified in the management District Plan included in this packet. A more detailed breakdown of the assessment methodology can be found in Section 4 of the Management District Plan.

The purpose of the assessment is to promote the economic vitality/revitalization and physical maintenance of mixed use and business districts in Santa Rosa.

ASSESSMENT BALLOT PROCEDURES

Enclosed with this notice you will find:

- Assessment ballot
- Pre-addressed and stamped return envelope to return signed ballot

A digital copy of the fully executed Resolution of Intention, the Santa Rosa Railroad Square Community Benefit District Management District Plan, and District Assessment Engineer's Report can be found on the City's website at www.SRCity.org/CBD.



The following is a summary of the procedures governing the return and tabulation of the ballots:

- The Santa Rosa Acting City Clerk will mail the notices and ballots. The counting of the ballots will be conducted by the Acting City Clerk.
- A ballot is being sent to the owner of each parcel identified in the Santa Rosa Railroad Square Management District Plan and verified by the District Assessment Engineer's Report (found at the website link above). The ballot will be sent to the parcel property owner address on file with the County Assessor's Office. If the ballot is returned as undeliverable within 21 days of mailing, the City Clerk's Office will attempt to determine a correct owner and/or address and re-send the ballot.
- Only ballots with original signatures (no photocopies of signatures) will be accepted. Ballots will NOT be counted if the ballot:
 - Is a photocopy without an original signature;
 - Is unsigned; or
 - Lacks an identifiable "yes" or "no" vote.
- Ballots must be cast by the property owner, or the person(s) authorized to vote on behalf of the property owner.
- Ballots are requested to be mailed in the pre-addressed and stamped return envelope enclosed with the ballot. If a ballot is hand delivered, it must be delivered to the Acting City Clerk prior to the conclusion of the public testimony on the proposed assessment at the October 29, 2019, Public Hearing.

Should you have any questions, please contact:

City of Santa Rosa Economic Development
Division Telephone: (707) 543-3460
Email: economicdevelopment@srcity.org
Website: www.srcity.org/CBD

CITY OF SANTA ROSA
SANTA ROSA RAILROAD SQUARE COMMUNITY BENEFIT DISTRICT
PROPERTY OWNER BALLOT

09/13/19

This ballot is for the property owners of the parcel(s) identified below by Assessment Parcel Numbers (APN), which parcel(s) are located within the proposed Santa Rosa Railroad Square Community Benefit District in the City of Santa Rosa. Please advise the City of Santa Rosa as soon as possible at (707) 543 - 2424, if the information set forth below is incorrect.

This ballot may be used to express either support for or opposition to the proposed Santa Rosa Railroad Square Community Benefit District assessment. In order 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 Acting City Clerk of City of Santa Rosa either by mail or in person to: Office of the City Clerk, 100 Santa Rosa Avenue, Room 10, Santa Rosa, CA, 95404, Attn: Santa Rosa Railroad Square Community Benefit District.

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

Personal Delivery: If in person, fold and insert the ballot in the enclosed self-addressed envelope, seal the envelope provided and deliver to the City Clerk's office (address shown above) or deliver to the Acting City Clerk at the public hearing on the Santa Rosa Railroad Square Community Benefit District.

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 ACTING CITY CLERK PRIOR TO THE CONCLUSION OF THE PUBLIC TESTIMONY ON THE PROPOSED ASSESSMENT OF THE PUBLIC HEARING ON THE SANTA ROSA RAILROAD SQUARE COMMUNITY BENEFIT DISTRICT, WHICH IS SCHEDULED FOR OCTOBER 29, 2019 AT 5:00 PM IN THE CITY COUNCIL CHAMBER, SANTA ROSA CITY HALL, 100 SANTA ROSA AVENUE, SANTA ROSA, CALIFORNIA 95404. You are invited (but not required) to attend the public hearing and to provide oral or written testimony to the Council in connection with the hearing. To cast this ballot, check the appropriate box below (either yes or no), sign the ballot at the bottom, and return.

This ballot will not be opened by the City until tabulation and will be a public record once opened. Ballots will be accepted and tabulated pursuant to the City's "PROCEDURES FOR THE COMPLETION, RETURN, AND TABULATION OF ASSESSMENT BALLOTS," which are available from the Office of the City Clerk.

Please mark in the box below to cast your vote:

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

This is an annual assessment that is proposed to be levied to fund the services and activities described in the enclosed Management District Plan ("MDP"). The amount shown below is the proposed Fiscal Year 19-20 assessment against each listed parcel. Information about future assessments can be found on page 29 of the MDP and the methodology used to establish the assessment can be found on page 28 of the MDP. Reference is made to the enclosed Management District Plan and Resolution of Intention, which are incorporated into this notice.

Owner:	APN:	Assessment
Sample Owner:	010-000-000-000	\$1,000.00
Total Santa Rosa Railroad Square Community Benefit District Assessment Amount (Votes Cast)		\$1,000.00

I certify under penalty of perjury under the laws of the State of California that I am the owner of the above-listed parcels or the authorized representative of the owner and that I am authorized to cast this ballot.

 Name (Printed)

 Signature