

Study Session
Proposed business improvement district
South San Francisco

City Council
January 8, 2025

Grand Ave



Discussion Items

- Community engagement efforts
- Steering Committee
- District Boundary Map
- Potential services and direction
- PBID vs BID
- Assessments
- Timeline & Next Steps



DOWNTOWN

OUTREACH



BOUNDARY MAP



POTENTIAL SERVICES



ASSESSMENTS

NEXT STEPS



DOWNTOWN

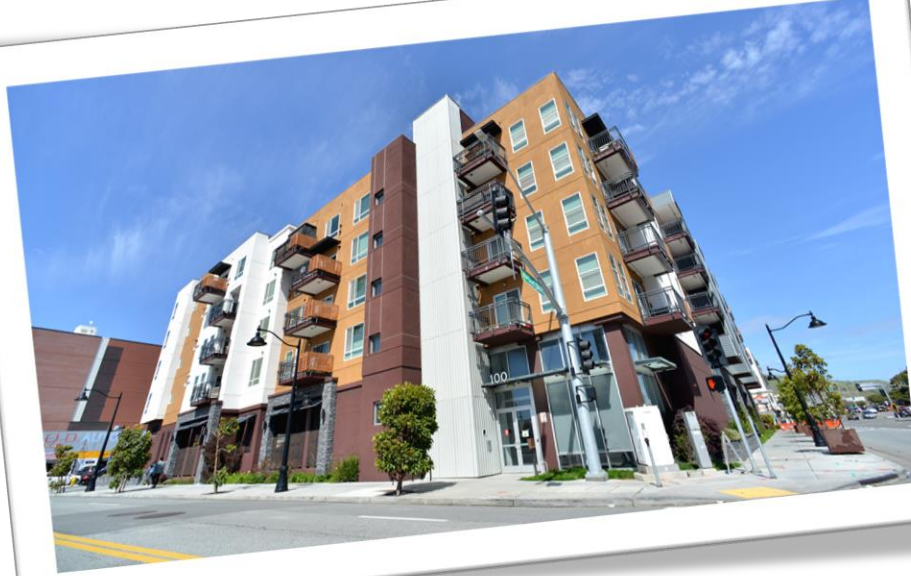
OUTREACH

BOUNDARY MAP

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NEXT STEPS



DOWNTOWN

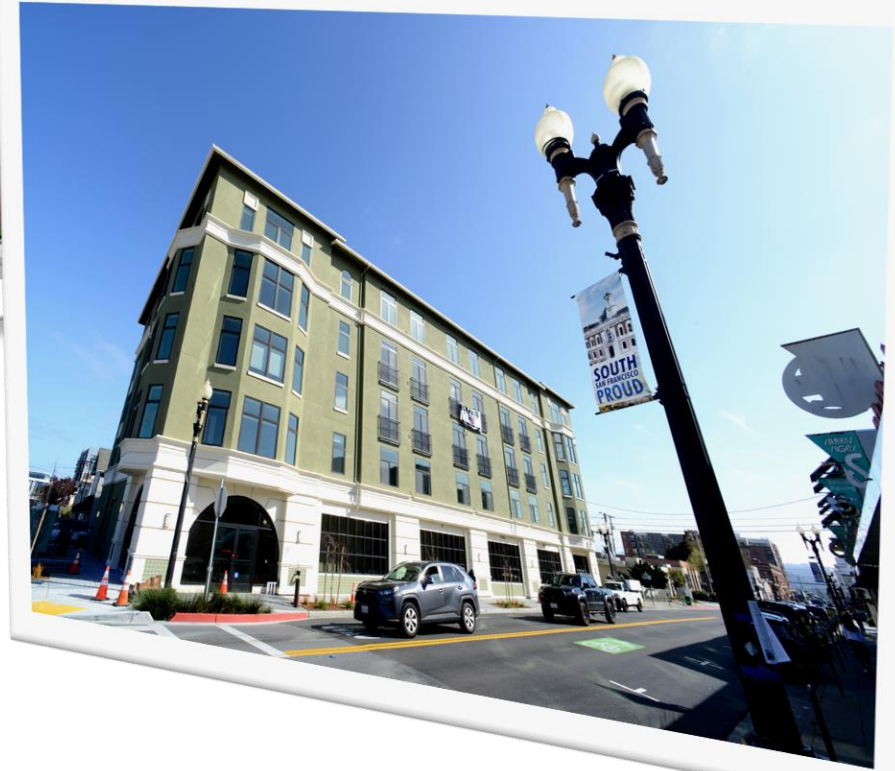
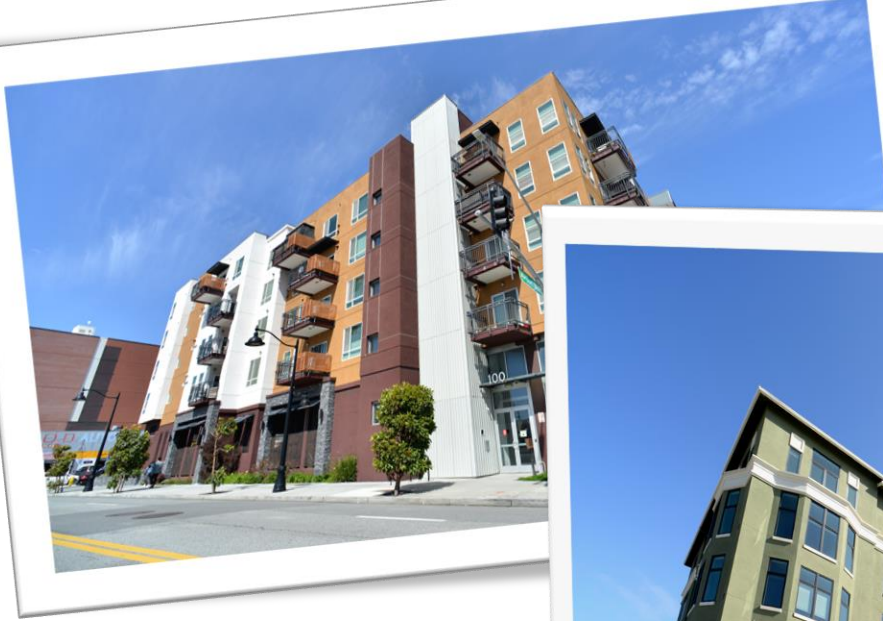
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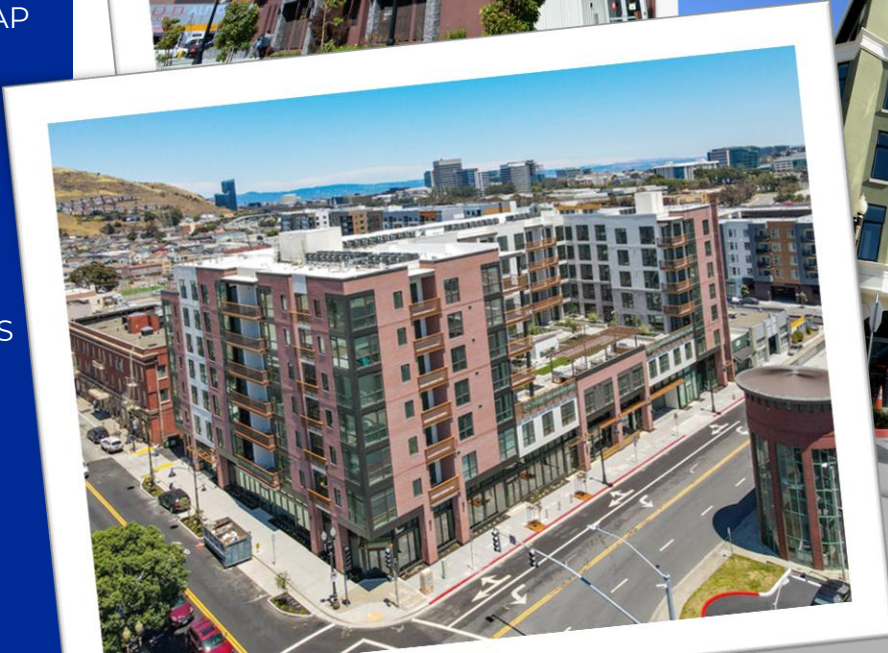
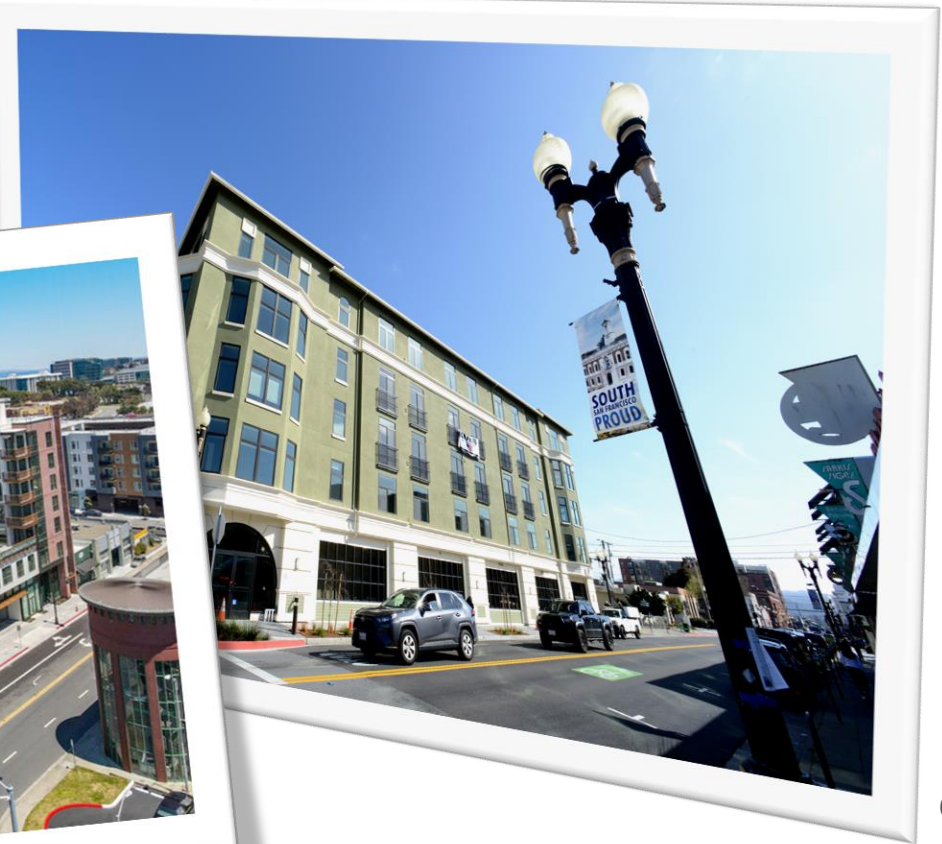
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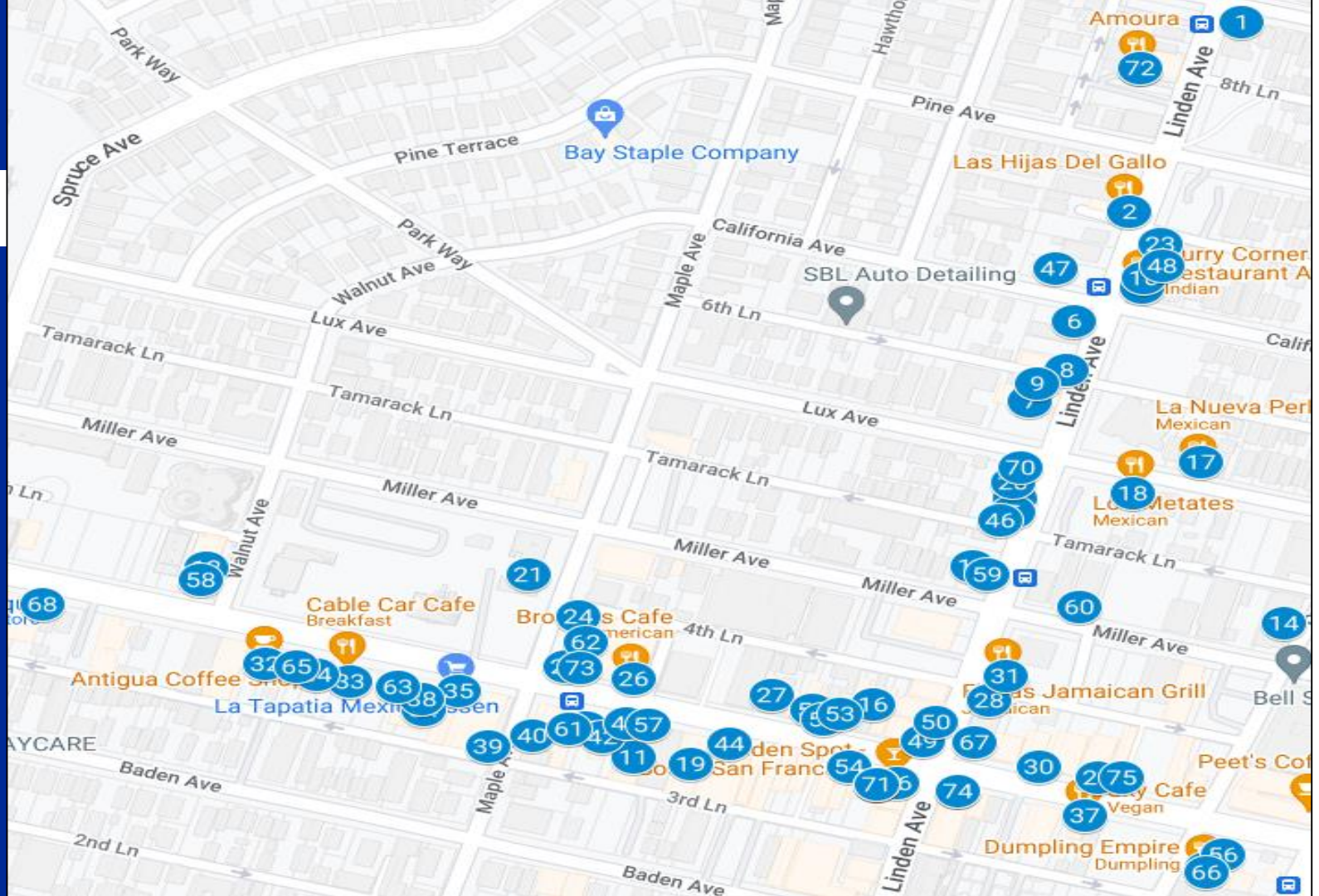
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- Business walks with City staff, partner agencies, and Community Strong Strategies
- Contacted business owners or managers and provided survey information with iPad and links, asked about business climate, priorities

- **All residents:** Text Survey (August 21 - August 23), **216 responses**
- **All residents:** Mayor newsletter (July 12), **88 responses**
- **Business Stakeholders:** Emailed and hand-delivered, **36 responses**
- **Property Owner Stakeholders:** Emailed, **12 responses**

The screenshot displays the FlashVote interface for a survey titled "Survey Results: Downtown". At the top, there's a navigation bar with "FlashVote" logo, "For Governments", "For Residents", "Blog", and "Log In" buttons. Below the navigation, a banner reads "FlashVote helps you make a difference in your community". The main content area shows the survey title "Survey Results: Downtown" with a share icon. A sub-header states "Survey Info - This survey was sent on behalf of the City of South San Francisco to the FlashVote community for South San Francisco CA." Below this, it notes "These FlashVote results are shared with local officials".

On the right side, there's a "Mayor's Update" section with a green background, the City of South San Francisco seal, and a photo of a man. The text says "Hello Nathan!" and "It's hard to believe we're already halfway through the summer, but there's still plenty of summer fun ahead including Grandfriends at the Teglia Senior Center, Movie Night in the Park, and South San Francisco Police Association's Pickleball Tournament! Here's your update for the week~".

The survey results section includes a "Filter results by" dropdown set to "All Responses". Key statistics are shown in a grid:

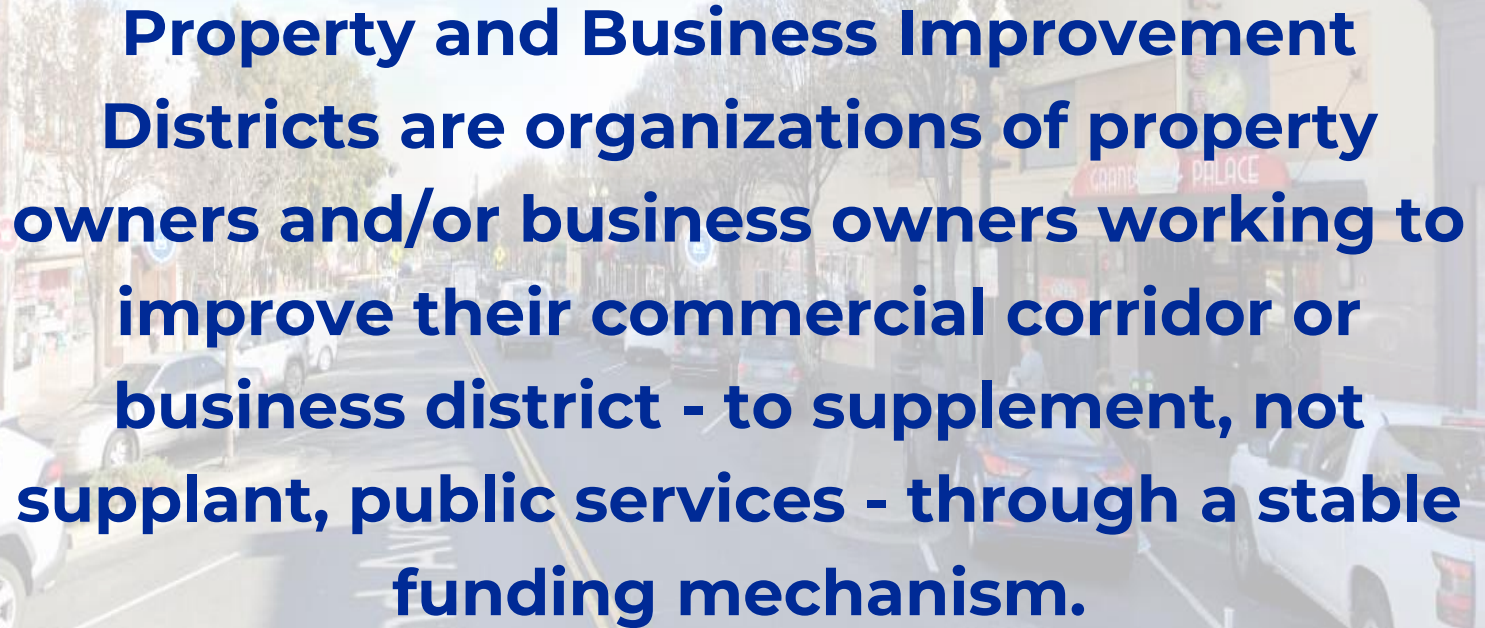
- 216 Total Participants**: 195 of 412 initially invited (47%), 21 others. Margin of error: ± 7%.
- Applied Filter: All Responses**
- Response Time (hours)**: A bar chart showing response times from 1 to 20 hours, with a peak around 1-2 hours.
- Survey Dates**: Started: Aug 21, 2024 11:06am PDT; Ended: Aug 23, 2024 11:00am PDT; Target Participants: All South San Francisco.

At the bottom right, there's a "Stickers are here!" section with a "South City" sticker and a call to action: "Share Your Ideas About Downtown. Many of you have shared your ideas about improving our downtown area, and we want to know more! Take our to let us know how we can make our downtown better for everyone."

Our new South City stickers designed by [unreadable]

Common Themes

- A need for more restaurants and food establishments
- More activation and events to enhance space and attract customers & families
- Beautification and Cleanliness (sidewalks)
- Parking is important, availability and enforcement

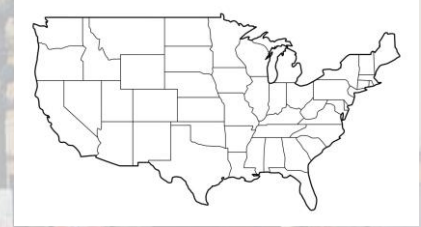


Property and Business Improvement Districts are organizations of property owners and/or business owners working to improve their commercial corridor or business district - to supplement, not supplant, public services - through a stable funding mechanism.

Over 2,500 PBIDs in North America

Common successes:

- Improved property values
- Increased sales
- Reduced crime
- Enhanced physical appearance
- Increased numbers of people using downtown for a variety of purposes
- Speaking with one voice – creating the collective clout



BIDS/PBIDs

OUTREACH

BOUNDARY MAP

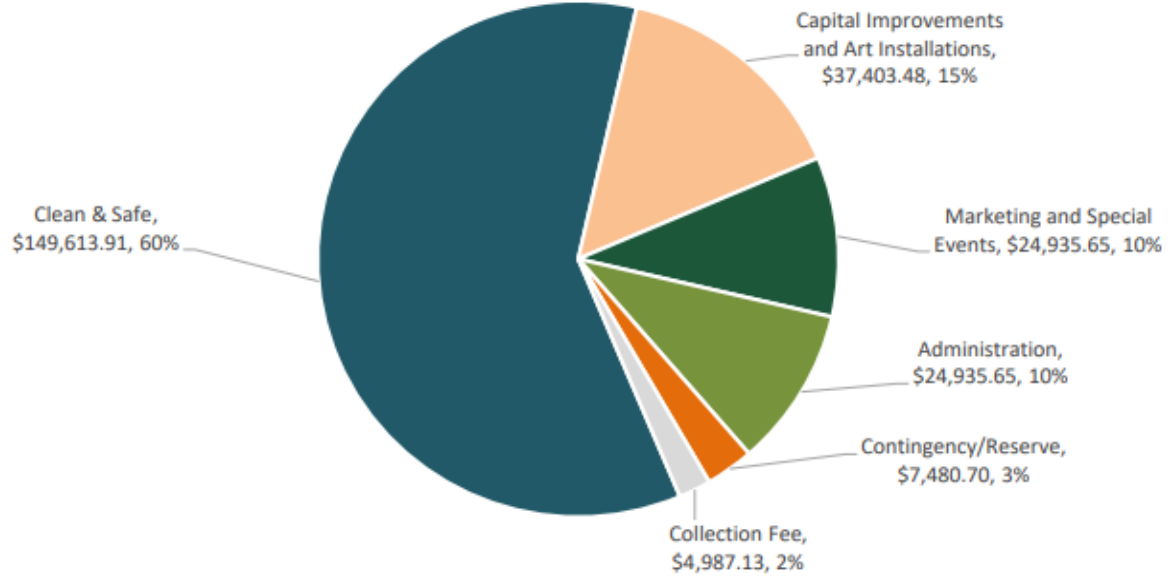
POTENTIAL SERVICES

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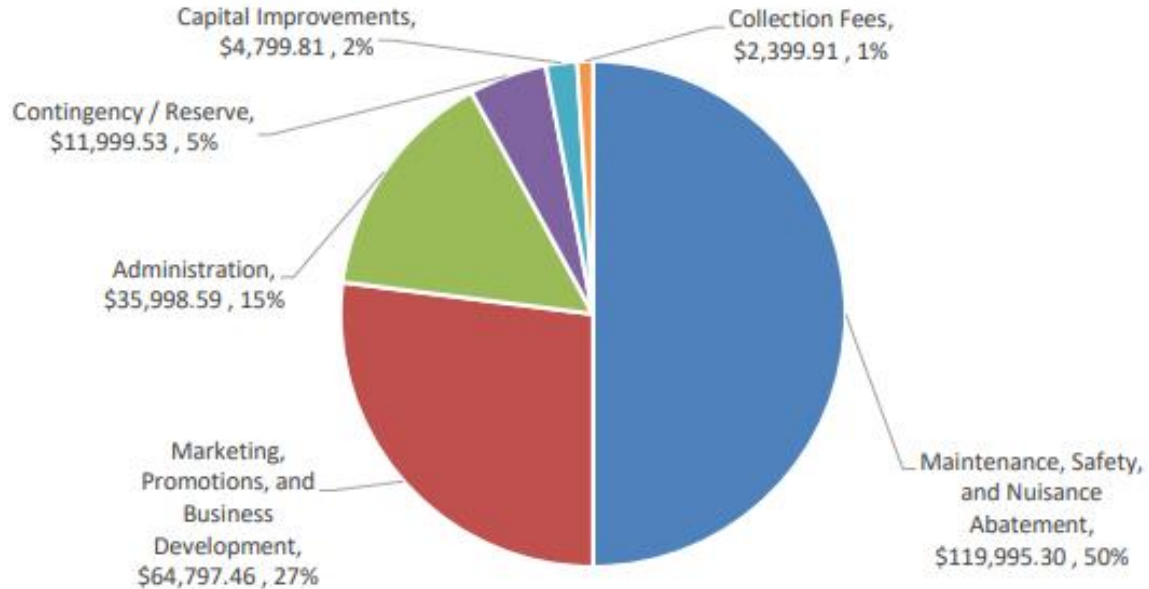
Total Assessment Budget: \$249,356.52



Parcel type	Square Footage Assessment rate (sq. ft.)	Linear Frontage Assessment rate (ln. ft.)
Commercial	\$0.10	\$5.00
Non-profit	\$0.04	\$2.00

Downtown Richmond (PBID)

Annual Assessment Budget- \$239,990.60



Parcel type	Assessment rate (per square foot)
Commercial	\$0.15
Non-profit Housing	\$0.08

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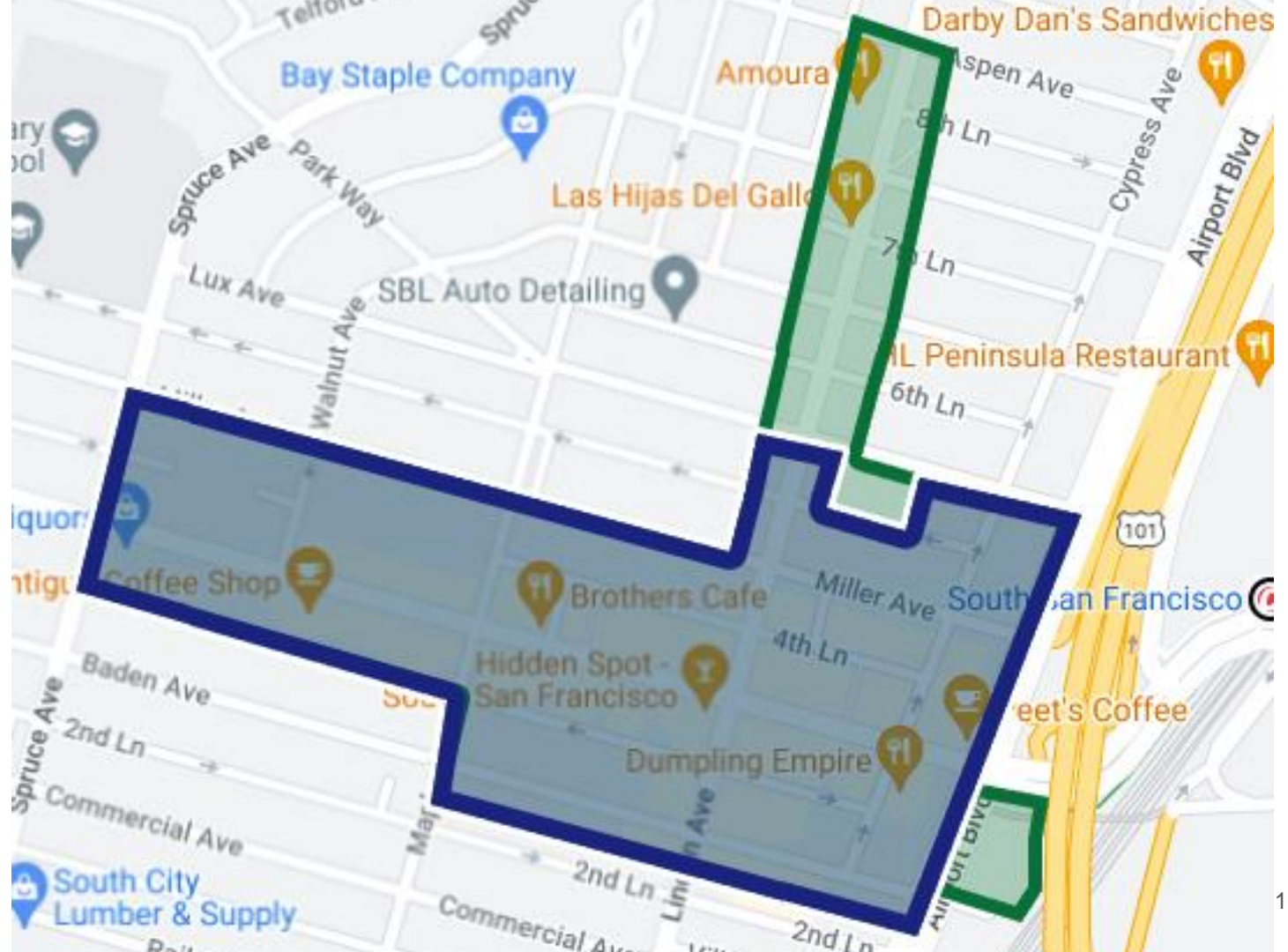
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Potential Services Discussed Based on Outreach

Beautification and Cleanliness	<ul style="list-style-type: none">• Ambassador Clean Team• More frequent pressure washing and trash removal• Art (murals, planters, utility boxes)
Attracting customers from biotech cluster and new housing	<ul style="list-style-type: none">• Capitalizing on growing biotech workforce and new downtown residents to visit downtown• Shuttle service during promotions
Supporting parking challenges	<ul style="list-style-type: none">• Wayfinding signage• Valet parking for events• Increased shuttle service
More events and activation	<ul style="list-style-type: none">• More annual cultural and food events• Activation of public, open spaces (lighting, benches, kiosks)

DOWNTOWN

Assessment Categories

OUTREACH

Commercial	Local merchants and small businesses
Government (enterprise)	Government-owned properties that generate revenue (City parking lots, for ex)
Government (traditional)	Government-owned properties (City Hall, public spaces, for ex)
Non-profit	Operating non-profits (places of worship, EAC, for ex)
Residential	All housing except single-family homes
Residential (affordable)	Units deed as affordable

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Preliminary assessments based on smaller boundary map

BUDGET - HIGH

EXPENDITURES	TOTAL BUDGET	% of Budget
Maintenance and Beautification	\$150,000	50.00%
Marketing, Branding, Special Events	\$125,000	41.67%
Management	\$25,000	8.33%
Total Expenditures	\$300,000	100.00%
REVENUES		
Assessment Revenues	\$292,500	97.50%
Other Revenues (1)	\$7,500	2.50%
Total Revenues	\$300,000	100.00%

(1) Other non-assessment funding to cover the cost associated with general benefit.

ASSESSMENTS

- 50 hrs weekly @ \$40.00 \$104,000 the rest for beautification
- Includes contract service

NEXT STEPS

DOWNTOWN

Preliminary assessments based on smaller boundary map

BUDGET - LOW

EXPENDITURES	TOTAL BUDGET	% of Budget
Maintenance and Beautification	\$100,000	50.00%
Marketing, Branding, Special Events	\$75,000	37.50%
Management	\$25,000	12.50%
Total Expenditures	\$200,000	100.00%
REVENUES		
Assessment Revenues	\$195,000	97.50%
Other Revenues (1)	\$5,000	2.50%
Total Revenues	\$200,000	100.00%

(1) Other non-assessment funding to cover the cost associated with general benefit.

- 30 hrs weekly @ \$40.00 \$62,400 the rest for beautification
- Includes contract service

ASSESSMENTS

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Next Steps

Gain additional consensus on potential services	Summer 2025
<ul style="list-style-type: none">• Draft Management District Plan• Engineer's Report	Fall 2025
Property Owner Petition Drive	Q1 2026
<ul style="list-style-type: none">• City Council considers approval of Resolution of Intention and calls for Public Hearing• Assessment ballots mailed to all assessed property owners	April 2026
<ul style="list-style-type: none">• City Council Public Hearing, Tabulation of ballots (45 days later)	June 2026
Services begin	January 2027

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**Events to continue in
2025 downtown through
partnerships and grants**

Questions?

QUESTIONS