



November 7th, 2018

To: Downtown Ontario Property Owners

SUBJECT: Downtown Ontario "Special Benefits District" Survey

Please respond by Friday, November 30th, 2018

For many years, the City of Ontario has desired to work with Downtown Ontario property owners to unlock the economic potential of Downtown. In July, the City Manager approved a contract with New City America to work with property owners to investigate and assist in the formation of a new Downtown Ontario Community Benefit District (CBD). Efforts of this type, by and among property owners, have been utilized by a number of cities as a vehicle for revitalization of historic downtown areas across the country.

Through an initial survey process, we are seeking feedback from Downtown Ontario property owners to gauge their level of support for a proposed Downtown Ontario Community Benefit District (CBD). The proposed CBD would fund improvements and services over and above those currently provided by the City of Ontario. From the results submitted, we are hoping to better understand the type of special benefit services and improvements that most interest you. Any special benefit assessments paid by property owners will solely fund improvements to the public rights of way directly surrounding those properties. The Downtown Ontario CBD funds cannot, by law, be used outside of the new district boundaries nor can they replace existing City-funded services.

Please take time to complete the survey and submit no later than Friday, November 30th, 2018. The survey is short and easy and there are multiple ways to take it.

- Go to www.newcityamerica.com and click on "New Districts/Surveys" then click on the Downtown Ontario *Survey Monkey* link.
- Complete the attached two page form and:
 - fax it to (619) 239-7105



Corporate Office ■ Little Italy ■ 710 W. Ivy Street ■ San Diego, CA 92101 ■ Fax 619-239-7105
San Francisco Bay Area Office ■ 954 Lee Avenue ■ San Leandro CA ■ 94577 ■ 888 356-2726
New England Office: 42 Pearl Street ■ New Bedford MA ■ 02740
mail@newcityamerica.com ■ www.newcityamerica.com ■ Facebook: New City America, Inc.

- Scan and e-mail it to monica@newcityamerica.com
- Or mail it in the enclosed self-addressed stamped envelope to:
New City America, 710 W. Ivy Street, San Diego, CA 92101

The survey is an important and necessary first step in the investigation process as it enables us to set the proposed boundaries of the district and prioritize the special benefits desired by the property owners. Based on the results of the survey, a determination regarding the feasibility of the CBD's formation will be made by the Downtown Ontario CBD Steering Committee. In the future, the survey will also help us develop an initial benefit service plan and cost estimates. **It is important to remember that this is a property owner-driven initiative; in other words, you and the other property owners decide what services and improvements you value and if you are willing to pay for them.**

Currently, it is not possible to provide specific information regarding the cost of any assessment. Assessments will be based on the planned services and improvements and take into consideration the linear frontage of your parcel, parcel size, and building square footage. The CBD Steering Committee will determine the costs to every benefitting parcel. If the Steering Committee agrees that support exists to move to the CBD formation, this will culminate in a vote of the Downtown Ontario property owners in the summer of 2019.

The survey results will be summarized and used for the CDB process. Please contact our consultant, Marco Li Mandri at (888) 356-2726 or by e-mail at marco@newcityamerica.com should you have any additional questions regarding the survey or the creation of the proposed Downtown Ontario Community Benefit District. For more information regarding the CBD from the City of Ontario's perspective, please contact Brad Gates, Business Operations Director, City of Ontario, at (909) 395-2397 or by e-mail at: bgates@ontarioca.gov.

Sincerely,



Marco Li Mandri
Project Manager
Downtown Ontario CBD Investigation
New City America
www.newcityamerica.com

**SURVEY OF DOWNTOWN ONTARIO PROPERTY OWNERS
PURSUANT TO THE INVESTIGATION AND FORMATION OF A
DOWNTOWN ONTARIO COMMUNITY BENEFIT DISTRICT**

Please respond by November 30th, 2018

*You may also complete this survey online at www.newcityamerica.com
(click on "New Districts/Surveys" and select the Downtown Ontario Survey Monkey link)
PLEASE CIRCLE THE ANSWER THAT BEST REFLECTS YOUR OPINION*

GENERAL QUESTIONS

1. How long have you owned your property at this address in Downtown Ontario?
 - a. Less than 2 years
 - b. 3 - 9 years
 - c. 10 - 24 years
 - d. 25 - 49 years
 - e. 50 or more years

2. Do you believe that the image of Downtown Ontario as portrayed in the media over the past few years has had any impact on your property values?
 - a. Yes, positive
 - b. Yes, negative
 - c. Not at all
 - d. No opinion

3. In the last year, have you visited or attended any of the following in Downtown Ontario? (select all that apply)
 - a. Special events (i.e. Route 66)
 - b. Museums (OHMA & CCMA)
 - c. Library
 - d. Ontario Town Square (i.e. concerts, movies)
 - e. Holiday events (i.e. July 4, Christmas on Euclid)
 - f. None of the Above

BEAUTIFICATION, ORDER AND CLEANLINESS

4. Would you support *property owner funded* regular sidewalk and gutter sweeping services and more frequent pressure washing of Downtown sidewalks?
 - a. Yes
 - b. No
 - c. No Opinion

5. Would you support *property owner funded* planting, trimming and maintenance of trees, flowers and shrubs throughout the Downtown area to beautify the community?
 - a. Yes
 - b. No
 - c. No Opinion

SAFETY AND SECURITY

6. In terms of safety and security, do you feel that Downtown Ontario is.....?
 - a. Safe & orderly
 - b. Relatively safe, may suffer from unsafe image
 - c. Unsafe

7. Would you support *property owner funded* special benefit safety ambassadors for Downtown Ontario as an enhancement for safety and security?
 - a. Yes
 - b. No
 - c. No Opinion

