



October 17th, 2018

To: Railroad Square/Santa Rosa Property Owners

SUBJECT: Proposal for a new Railroad Square "Special Benefits District" – Survey of Property Owners **Please respond by Friday, November 16th, 2018**

For many years, the business and property owners of Railroad Square worked together through the Railroad Square Association to unlock the economic potential of this historic commercial district. With the opening of the new SMART train in Railroad Square and the eventual quick access to the San Francisco job center, Railroad Square is on the verge of seeing more new development in the next ten years, than it has seen in the last 50 years.

In July, property owners in Downtown Santa Rosa around Courthouse Square, voted overwhelmingly to assess themselves to fund special benefit services that will soon provide regular sidewalk cleaning, marketing and promotion Downtown, a mobility plan that ties Downtown to the SMART station and will provide ongoing security for the businesses in and around Courthouse Square. Now it is Railroad Square's turn to consider such an independent funding mechanism.

In July, the City Manager approved a contract with New City America (who also formed the Courthouse Square/Downtown Community Benefit District, to work with property owners to investigate and assist in the formation of a new Railroad Square Community Benefit District (CBD).

Through an initial survey process, we are seeking feedback from Railroad Square property owners to gauge their level of support for a proposed Railroad Square Community Benefit District (CBD). The proposed CBD would fund improvements and services over and above those currently provided by the City of Santa Rosa. 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 Railroad Square CBD funds cannot, by law, be used outside of the new district boundaries nor can they replace existing City-funded services.



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.

Please take time to complete the survey and submit no later than Friday, November 16th, 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 Railroad Square *Survey Monkey* link.
- Complete the attached two-page form and:
 - fax it to (619) 239-7105
 - 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 Railroad Square 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, their type and frequency and take into consideration the linear frontage of your parcel, parcel size, and building square footage. The Railroad Square CBD Steering Committee, which met for the first time earlier this month, will determine the costs to every benefitting parcel. If the CBD Steering Committee agrees that support exists to move to the CBD formation, this will culminate in a vote of the Railroad Square property owners in the summer of 2019. Please note that the CBD Steering Committee meetings are open to all business and property owners in Railroad Square.

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 Marco at marco@newcityamerica.com should you have any additional questions regarding the survey or the creation of the proposed Railroad Square Community Benefit District. For more information regarding the CBD from the Railroad Square Association’s point of view, please contact RSA President, Mike Montague at mike@teevax.com, or from the City of Santa Rosa’s perspective, please contact Rafael Rivero, Economic Development Specialist, City of Santa Rosa, at 707.543.3460 or by e-mail at: rrivero@srcity.org.

Sincerely,



Marco Li Mandri
Project Manager
Railroad Square CBD Investigation
New City America
www.newcityamerica.com

**SURVEY OF RAILROAD SQUARE PROPERTY OWNERS
PURSUANT TO THE INVESTIGATION AND FORMATION OF A
RAILROAD SQUARE COMMUNITY BENEFIT DISTRICT**

Please respond by November 16th, 2018

*You may also complete this survey online at www.newcityamerica.com
(click on "New Districts/Surveys" and select the Railroad Square 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 Railroad Square?
 - 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 Railroad Square 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

PUBLIC SAFETY

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

4. Would you support *property owner funded* special benefit safety ambassadors or private security for Railroad Square?
 - a. Yes
 - b. No
 - c. No Opinion

5. Would you support *property owner funded* special benefit services to respond to homeless, panhandling, and loitering issues within the Railroad Square?
 - a. Yes
 - b. No
 - c. No Opinion

BEAUTIFICATION AND CLEANLINESS

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

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

ECONOMIC DEVELOPMENT AND MARKETING

- 8. Would you support *property owner funded* marketing and promotions campaigns to bring new business and attract new tenants to Railroad Square?
a. Yes b. No c. No Opinion

- 9. Would you support *property owner funded* special events to improve the identity and bring positive attention to Railroad Square?
a. Yes b. No c. No Opinion

- 10. Would you support *property owner funded* public relations, social media, and branding efforts to improve the identity and bring positive attention to Railroad Square?
a. Yes b. No c. No Opinion

- 11. Would you support *property owner funded* parking mitigation and strategies to improve the parking experience of customers, such as valet or leasing of office parking spaces for evening hours?
a. Yes b. No c. No Opinion

- 12. Would you be interested in serving on the Railroad Square CBD Steering Committee to assist with the potential development of a CBD plan over the next few months?
a. Yes b. No c. No Opinion

- 13. Are there other services or improvements not listed above that you would support with *property owner funding*?

Property Owner Name: _____
Authorized Representative's Name: _____
Property Site Address(es): _____
Mailing Address: _____
Phone: _____ E-Mail: _____

Please return the completed survey in the enclosed by Friday, November 16th, 2018, in the self-addressed envelope, or you may fax it to (619) 239-7105 or scan and e-mail it to monica@newcityamerica.com fill it out on line at www.newcityamerica.com/new districts

**THANK YOU FOR TAKING THE TIME TO COMPLETE THIS SURVEY
WE WILL CIRCULATE THE RESULTS FROM THE RESPONDENTS BY DECEMBER**