



January 2<sup>nd</sup>, 2019

To: Downtown Millbrae Property Owners

SUBJECT: Downtown Millbrae "Special Benefits District" Survey  
**Please respond by Friday, February 1<sup>st</sup>, 2019**

For many months now, the Millbrae City Council has desired to work with its Downtown property owners to unlock the economic potential of this vibrant and growing area. In September, a contract with New City America was approved to work with property owners to investigate and assist in the formation of a new Downtown Millbrae Community Benefit District (CBD).

Millbrae's location on the Peninsula, along with its architectural charm along Broadway and El Camino, its concentration of businesses in Downtown, and its proximity to the southern-most BART station and Caltrain connection, makes it a prime location. Specifically, Millbrae is an ideal location for new business development, new mixed-use development, and as a regional destination location.

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

Please take the time to complete the survey and submit no later than Friday, February 1<sup>st</sup>, 2019. The survey is short and easy and there are multiple ways to take it.

- Go to [www.newcityamerica.com](http://www.newcityamerica.com) and click on "New Districts/Surveys" then click on the Downtown Millbrae *Survey Monkey* link.
- Complete the attached two-page form and:



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](mailto:mail@newcityamerica.com) ■ [www.newcityamerica.com](http://www.newcityamerica.com) ■ Facebook: New City America, Inc.

- fax it to (619) 239-7105
- Scan and e-mail it to [monica@newcityamerica.com](mailto: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 Millbrae 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.**

**More importantly, the proposed CBD will be formed based upon the decision of the Steering Committee, which is open to all Downtown property owners.**

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. If the CBD is conceptually supported during this investigative stage, the CBD Steering Committee will determine the costs to be assessed 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 Millbrae 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 Marco at [marco@newcityamerica.com](mailto:marco@newcityamerica.com) should you have any additional questions regarding the survey or the creation of the proposed Downtown Millbrae Community Benefit District. For more information regarding the CBD from the City of Millbrae's perspective, please contact Elisa Tierney, Housing and Economic Development Manager, City of Millbrae, at (650) 259-2329 or by e-mail at: [etierney@ci.millbrae.ca.us](mailto:etierney@ci.millbrae.ca.us)

Sincerely,



Marco Li Mandri  
Project Manager  
Downtown Millbrae CBD Investigation  
New City America

[www.newcityamerica.com](http://www.newcityamerica.com)

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

***Please respond by February 1<sup>st</sup>, 2019***

*You may also complete this survey online at [www.newcityamerica.com](http://www.newcityamerica.com)  
(click on "New Districts/Surveys" and select the Downtown Millbrae 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 Millbrae?
  - 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 Millbrae 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 Downtown Millbrae is.....?
  - a. Safe & orderly
  - b. Relatively safe, may suffer from unsafe image
  - c. Unsafe
  
4. Would you support *property owner funded* special benefit services to respond to homeless, panhandling, and loitering issues within the Downtown?
  - a. Yes
  - b. No
  - c. No Opinion

**BEAUTIFICATION AND CLEANLINESS**

5. 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
  
6. 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

**ECONOMIC DEVELOPMENT AND MARKETING**

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

8. Would you support *property owner funded* special events to improve the identity and bring positive attention to the Downtown?  
a. Yes                                      b. No                                      c. No Opinion
9. Would you support *property owner funded* public relations, social media, and branding efforts to improve the identity and bring positive attention to the Downtown?  
a. Yes                                      b. No                                      c. No Opinion
10. 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
11. Would you be interested in serving on the Downtown Millbrae 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
12. Are there other services or improvements not listed above that you would support with *property owner funding*?

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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, February 1<sup>st</sup>, 2019, in the self-addressed envelope, or you may fax it to (619) 239-7105 or scan and e-mail it to [monica@newcityamerica.com](mailto:monica@newcityamerica.com) fill it out on line at [www.newcityamerica.com/new](http://www.newcityamerica.com/new) districts

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