

December 7th, 2020

To: Oakland Chinatown Property Owners

SUBJECT: Proposal for a new Oakland Chinatown "Community Benefit District" – Survey of Property Owners **Please respond by Monday, January 11th, 2021**

For many years, the business and property owners of Oakland Chinatown been working together through the Chinatown Chamber of Commerce and other groups to unlock the economic potential of this historic and dynamic mixed-use community. Chinatown has gone through many challenges, including the COVID-19 virus, the resulting shutdowns of businesses, schools and key community services, restricted hours and seating for restaurants as well as the demonstrations and damages that have occurred over the past few years. These interruptions have been difficult for all.

Many other business districts throughout the state and nation are feeling the economic impacts of the virus and are planning for their recovery. Together we can create the financial and organizational infrastructure to minimize these impacts and set a course for continued growth & prosperity in the district.

As we head into 2021, things are looking more hopeful for the community, the City and the region. One of the ways that we can begin to bring business, commerce and livability back to Chinatown is through a mechanism that will provide additional supportive services over and above what the City of Oakland provides. Cleaning, security, promotions through Social Media, public relations, community events, creation of new public spaces, business development services will benefit everyone. The question is how do we achieve that?

Recently, the Board of Directors of the Chinatown Chamber of Commerce received a grant to contract with New City America (who has a record of forming 89 similar BIDs or Community Benefit Districts nationwide), to work with business and property owners to investigate and assist in the formation of a new Oakland Chinatown Community Benefit District ("OCCBD"). Our most recent successful Community Benefit District formed was this past September in Los Angeles' Chinatown community.

Through the enclosed initial survey, we are seeking feedback from Oakland Chinatown property owners to gauge their level of support for this proposed Chinatown Oakland Community Benefit District. The proposed CBD would fund improvements and services over and above those currently provided by the City of Oakland. With the results submitted from these returned surveys, we are hoping to better understand the type of special benefit services and improvements that 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 Oakland Chinatown CBD funds cannot, by law, be used outside of the new CBD district boundaries nor can they replace existing City-funded services.

Please take time to complete the survey and submit no later than Monday, January 11th, 2021. 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 Oakland Chinatown *Survey Monkey* link.

- Complete the attached two-page survey and:
 - fax it to (619) 239-7105
 - Scan and e-mail it to monica@newcityamerica.com
 - Or mail it in the enclosed self-addressed envelope to:
New City America, 2011 W. California Street, San Diego, CA 92110

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 Oakland Chinatown 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 once an agreed upon plan has been scoped and priced.*

Currently, it is not possible to provide specific information regarding the cost of any assessment. Any proposed assessments will be based on the planned services and improvements, their type and frequency, and take into consideration the linear frontage of your parcel, the parcel area, and building square footage. The Oakland Chinatown CBD Steering Committee, which will meet via zoom video monthly and they will ultimately determine the costs to every benefitting parcel. If the CBD Steering Committee agrees that enough support exists to move to the CBD formation, this will culminate in a petition and then a mail ballot vote of the Oakland Chinatown area property owners in the summer of 2021. Please note that the CBD Steering Committee meetings are open to all business and property owners in Oakland Chinatown with all COVID 19 provisions in place.

The survey results will be summarized and used for the CBD process and the results should be sent out to everyone in early January. Please contact our consultant, Marco Li Mandri at (888) 356-2726 or by e-mail to Marco at marco@newcityamerica.com should you have any additional questions regarding the survey or the creation of the proposed Chinatown Oakland Community Benefit District. For more information regarding the CBD from the Chinatown Chamber of Commerce, please contact Jessica Chan, Executive Director. Jessica can be reached at: (510) 893-8979 or to OaklandCTChamberED@gmail.com.

List members of the Steering Committee and their property or organizational affiliations.

Asian Pacific Environment Network Alvina Wong
 Oaklandish - Angela Tsay
 Family Bridges Corinne Jan
 Wa Sung - Community Service Club and Former OCCC Executive Director Karen Dea
 BART - Yvette McCoy
 Gateway Bank
 Wellington Property - Rick da Silva
 Oakland Chinatown Chamber of Commerce - Carl Chan

**SURVEY OF CHINATOWN PROPERTY OWNERS
PURSUANT TO THE INVESTIGATION AND FORMATION OF A
OAKLAND CHINATOWN COMMUNITY BENEFIT DISTRICT**

Please respond by Monday, January 11th, 2021

*You may also complete this survey online at www.newcityamerica.com
(click on "New Districts/Surveys" and select the Chinatown Oakland Survey Monkey link)*

PLEASE CIRCLE THE ANSWER THAT BEST REFLECTS YOUR OPINION

GENERAL QUESTIONS

1. How long have you owned your property in the Chinatown Oakland district?
 - 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 Chinatown 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 AND DEMONSTRATIONS

3. In terms of security and public safety, do you feel that Chinatown Oakland 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 Chinatown Oakland?
 - 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 Chinatown Oakland?
 - a. Yes
 - b. No
 - c. No Opinion

BEAUTIFICATION AND CLEANLINESS

6. Would you support *property owner funded* daily sidewalk and gutter sweeping services, graffiti removal within 24 hours and more frequent pressure washing of Chinatown Oakland 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 Chinatown Oakland District, to beautify the community?
 - a. Yes
 - b. No
 - c. No Opinion

ECONOMIC DEVELOPMENT AND MARKETING

8. Would you support *property owner funded* marketing, promotions, social media and branding programs or campaigns to help existing businesses in the post COVID era and attract new tenants to Chinatown?
 a. Yes b. No c. No Opinion
9. Would you support *property owner funded* special events such as Holiday décor, street festivals, etc. to improve the identity and bring positive attention and promotion to cultural facilities in Chinatown?
 a. Yes b. No c. No Opinion
10. Would you support *property owner funded* parking mitigation strategies and programs to improve the parking experience of condo residents and 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 Chinatown 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*?

Property Owner Name: _____

Authorized Representative's Name: _____

Property Site Address(es): _____

(Please fill out address and property type for multiple properties on additional sheets)

Property Type: (Please Check) Retail _____ Office _____ Residential _____ Mixed Use _____

Mailing Address: _____

Phone: _____ E-Mail: _____

Please return the completed survey in the enclosed by Monday, January 11th, 2021, 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 SURVEY RESULTS VIA MAIL AND THROUGH THE CHINATOWN
 CHAMBER WEB SITE IN LATE JANUARY**