



January 12, 2026

To: Downtown Vacaville Property Owners – SECOND NOTICE

SUBJECT: Survey for a new Downtown Vacaville “Property Business Improvement District”
Please respond by Friday, January 23rd, 2026

Dear Property Owner:

Approximately a month ago, we mailed out a survey to all property owners in Downtown Vacaville to seek feedback to some key questions about Downtown. We have not received a response from you or your property manager and are requesting that you take a few minutes to complete the attached survey so we can gauge support. Thanks for your cooperation in this important issue.

In the past several years, Downtown Vacaville has been undergoing exciting changes. With new businesses, and more investment from the public and private sectors on the way, businesses and property owners are now asking what the future holds for this attractive and growing Downtown Vacaville. To continue the positive momentum in Downtown Vacaville, the City has asked New City America, a California based company who specializes in business district development, to aid the Downtown Vacaville community to investigate whether property owners would be willing to consider supporting a new Downtown Vacaville Property Business Improvement District (PBID), which would fund special benefits for Downtown Vacaville stakeholders. **Special benefits are those services that are in addition to what the City of Vacaville is currently providing to the District.**

The positive momentum from the recent private investments (residential units and new businesses) into Downtown makes this the right moment for property owners to work with the City to plot a course for the area’s continued growth and success. Key to that success is the creation of a sustainable funding mechanism to market and promote Downtown, attract new businesses, underwrite current and new events, maintain and expand public spaces, clean and beautify Downtown sidewalks, respond to homeless issues, manage landscaping and parking. Downtown Vacaville is at a pivotal point, and the Downtown community must ask itself, **what will the District look, feel and be like in 5,10, or 15 years?**

With development opportunities, and a growing business base of longtime and new restaurants, shops and services, Downtown Vacaville has the potential to evolve into a vibrant Downtown



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neighborhood that serves property owners, businesses, and residents alike. A new Downtown Vacaville PBID Steering Committee is being created to work with businesses, residents and Downtown property owners to investigate this process and determine support for this proposed Downtown Vacaville PBID.

Based on the results received from the returned surveys, we are hoping to better understand the type of special benefit services and improvements that interest property owners. Any special benefit assessments paid through a property assessment district will only fund improvements and enhanced services that directly benefit assessed properties. **The Downtown Vacaville PBID funds cannot, by law, be used outside of the new district boundaries nor can they replace existing City-funded services. Please complete the survey and return by Friday, January 23, 2026. There are multiple ways to complete it.**

- Go to www.newcityamerica.com, go to header “Where We Work” and click on “New Districts/Formations” then click on the *Downtown Vacaville Survey Monkey* link, or
- Complete the attached survey and return by:
 - Fax to (619) 239-7105
 - E-mail to monica@newcityamerica.com
 - Mail in the enclosed self-addressed envelope

The survey is a critical first step in exploring the feasibility of creating a Downtown Vacaville PBID. New City America will use the results to assess the support for forming the district, in partnership with the Downtown Vacaville PBID Steering Committee.

The survey results will also guide the Downtown Vacaville PBID *Steering Committee* in determining a proposed service plan and proposed assessment costs to every benefitting parcel, to be voted on by Downtown Vacaville property owners in the Spring of 2026. **It is important to remember: This is a property owner-driven process—meaning, property owners will ultimately decide which services matter most and whether to fund them.**

The Downtown Vacaville PBID Steering Committee will meet regularly throughout this process. *Note that the Downtown Vacaville PBID Steering Committee meetings are open to all business and property owners in Downtown Vacaville.* Please contact Don Burrus or Slater Matzke at the City of Vacaville Economic Development Dept. by emailing them at Don.Burrus@cityofvacaville.com. or Slater.Matzke@cityofvacaville.com, to receive the meeting invitations and details.

Please contact our consultant, Marco Li Mandri at (888) 356-2726 or by email at marco@newcityamerica.com should you have any additional questions regarding the survey or the creation of the proposed Downtown Vacaville Property Business Improvement District.

SURVEY OF DOWNTOWN VACAVILLE PROPERTY OWNERS
INVESTIGATION AND FORMATION OF A
DOWNTOWN VACAVILLE PROPERTY BUSINESS IMPROVEMENT DISTRICT

Please return survey by Friday, January 23, 2026

GENERAL QUESTIONS (Please circle the best answer)

1. How long have you owned your property in Downtown Vacaville?
 - 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 Vacaville 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

ECONOMIC DEVELOPMENT AND MARKETING

3. Would you support *property owner funded* events, marketing, promotions, social media and branding programs or campaigns to bring new business, new development and attract new tenants to Downtown Vacaville?
 - a. Yes
 - b. No
 - c. No Opinion
4. Would you support *property owner funded* projects to create additional public spaces, public art, and other placemaking elements in Downtown Vacaville?
 - a. Yes
 - b. No
 - c. No Opinion
5. Would you support *property owner funded* management and maintenance of those public spaces to provide musical and artistic programs to everyone in Downtown Vacaville?
 - a. Yes
 - b. No
 - c. No opinion
6. Would you support *property owner funded* parking and wayfinding strategies and programs to improve the parking experience of customers, such as upgrading the City parking lots and alleyways to create additional parking?
 - a. Yes
 - b. No
 - c. No Opinion

BEAUTIFICATION AND CLEANLINESS

7. Would you support *property owner funded* planting, trimming and maintenance of trees, flowers, hanging plants and shrubs throughout the Downtown Vacaville District?
 - a. Yes
 - b. No
 - c. No Opinion

8. Would you support property owner funded special lighting programs that would allow brighter sidewalks as well as ornamental lighting programs throughout Downtown:
 - a. Yes
 - b. No
 - c. No opinion
9. Would you support *property owner funded* regular sidewalk and gutter sweeping services and more frequent pressure washing of Downtown Vacaville sidewalks OR working with the city to allow for new trash enclosures for dumpsters?
 - a. Yes
 - b. No
 - c. No Opinion

PUBLIC SAFETY

10. In terms of security and public safety, do you feel that Downtown Vacaville is.....?
 - a. Safe & orderly
 - b. Relatively safe, may suffer from unsafe image
 - c. Unsafe
11. Would you support *property owner funded* special benefit services to work with the City of Vacaville to respond to homeless, panhandling, and loitering issues within Downtown Vacaville?
 - a. Yes
 - b. No
 - c. No Opinion
12. Would you be interested in serving on the Downtown Vacaville PBID Steering Committee to assist with the potential development of a PBID plan over the next few months?
 - a. Yes
 - b. No
 - c. No Opinion

Property Owner Name: _____

Authorized Representative's Name: _____

Property Site Address(es): _____

Mailing Address: _____

Phone: _____ E-Mail: _____

Please return the completed survey by Friday, January 23, 2026, in the self-addressed envelope or via fax to (619) 239-7105 or via scan e-mail to monica@newcityamerica.com. You may also complete the survey online at www.newcityamerica.com/new_districts.

THANK YOU FOR TAKING THE TIME TO COMPLETE THIS SURVEY
WE WILL CIRCULATE THE RESULTS FROM THE RESPONDENTS AT THE END OF THE INVESTIGATION PROCESS.