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# **Downtown Pleasanton Property and Business Improvement District Formation**

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**Feasibility Study**

November 2024

## **SECTION 1: EXECUTIVE SUMMARY**

The purpose of this study is to determine the need for services and the feasibility of establishing a Property and Business Improvement District (PBID) to provide needed services within a proposed boundary in the City of Pleasanton (City). With over 100 PBIDs established throughout California, PBIDs have become a popular means of generating stable funding for additional, needed services. A PBID in the downtown area of Pleasanton would provide the resources to market Downtown Pleasanton through events, maintaining and improving the physical environment and general cleanliness, enhancing safety and security, funding capital improvements, and potentially increasing property values. Formation of a PBID will provide funding for essential services necessary to meet Downtown Pleasanton's needs.

Civitas, in conjunction with the City, conducted outreach to property owners to determine what concerns they have regarding the long-term prosperity of their communities and the services that are needed to improve these areas. Outreach has taken place in the form of a survey emailed and mailed to property owners within the proposed district, one open house for property owners, two steering committee meetings, and one presentation to the Pleasanton Downtown Association Board of Directors to gauge support for the proposed district.

Based on feedback resulting from these meetings and the survey, limited support was shown for the formation of the proposed district. However, this support was not universal, and property owners have expressed interest in additional education around PBIDs to better understand the process, benefit to the area, and services to be provided. Substantially more outreach and education efforts are necessary to garner optimal support for a successful PBID formation. This study is intended to provide information and further educate property owners within the proposed district.

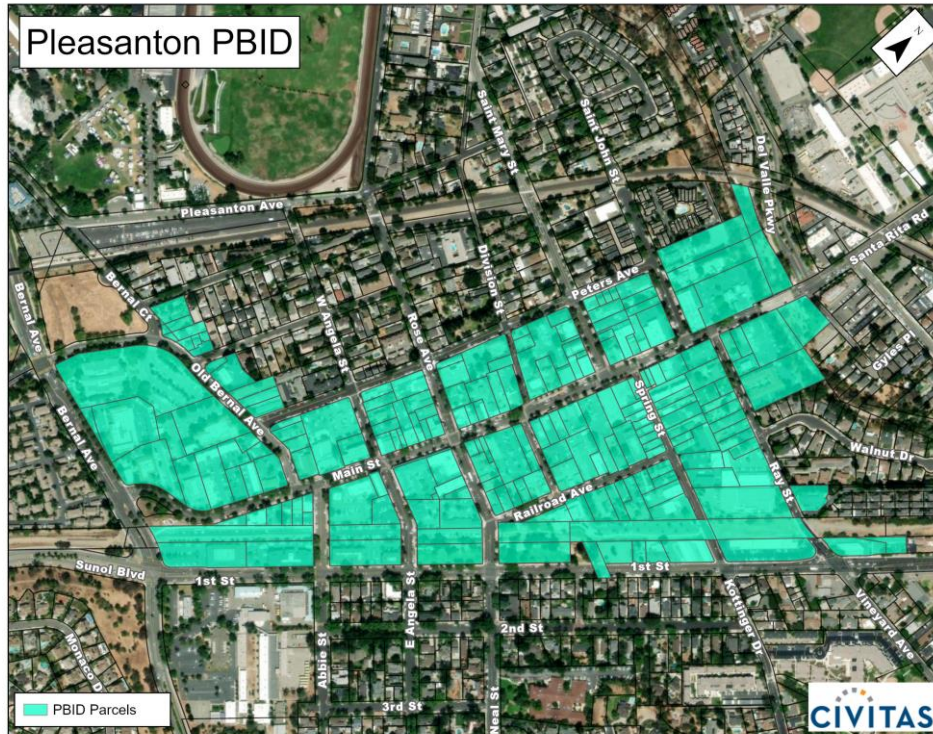
## **SECTION 2: BACKGROUND**

In recent months, Civitas has worked with the City to conduct discussions about forming a PBID to finance current programming managed by the Pleasanton Downtown Association and explore additional services in Downtown Pleasanton. Funds were allocated by the City to hire Civitas to examine the needs of the area and to subsequently draft a Feasibility Study gauging property owner support. Should the City and property owners within the proposed boundary decide to move forward with PBID formation, Civitas will provide a proposal and assist with the formation process. This report is a summary of stakeholder meetings and the first steps, as well as potential next steps, in the process to form a PBID in the downtown area of Pleasanton.

## **SECTION 3: METHODOLOGY**

Several methods were used to gather information:

- The City and Civitas identified the area for a potential PBID, as shown on the map on the following page:



- A survey was distributed to property owners within the proposed district to gather information about property demographics and offer the opportunity to learn more or participate in the PBID formation process. The survey was conducted online, but property owners were also given the option of completing a paper survey. The survey also aimed to identify the desired services among property owners and gauge property owner willingness to pay the assessment to fund the desired services;
- Additional outreach was conducted to property owners within the proposed PBID boundary through an open house held on November 18, 2024, with two timeframes for property owners to further gauge support levels and deliver educational information. The postcard can be found in Appendix II;
- Two Steering Committee meetings were held on October 10<sup>th</sup> and October 16<sup>th</sup>, 2024 to discuss the parameters of the proposed PBID and coordinate outreach efforts to property owners; and
- One presentation was given to the Pleasanton Downtown Association Board of Directors at its August 20, 2024 meeting to provide educational information and answer questions about the proposed district.

The outreach process yielded some support among property owners within the proposed district. However, responses to the survey distributed to property owners were not universally supportive. Many property owners expressed interest in learning more about PBIDs and the benefits that a PBID in Downtown Pleasanton could provide to the area before supporting the formation process. Additional outreach to property owners will need to be conducted to further secure support for the proposed PBID. The survey can be found in Appendix III.

This study examines these findings in detail, highlighting the need for continued property owner outreach and comprehensive education for both property owners and the community to advance a successful PBID formation process.

## SECTION 4: LEGAL MECHANISMS

The primary method of forming PBIDs within the State of California is the Property and Business Improvement District Law of 1994, California Streets and Highways Code section 36600 et seq. (94 Law).

The International Downtown Association estimates that more than 2,500 Property and Business Improvement Districts (PBIDs) currently operate throughout North America. PBIDs are a time-tested tool for property owners who wish to come together and obtain collective services which benefit their properties.

PBIDs provide supplemental services in addition to those provided by local government. They may also finance physical and capital improvements. These improvements, maintenance and activities are concentrated within a distinct geographic area and are funded by a special parcel assessment. Services and improvements are only provided to those who pay the assessment.

Although funds are collected by the local government, they are then directed to a private nonprofit. The nonprofit implements services and provides day-to-day oversight. The nonprofit is managed by a Board of Directors representing those who pay the assessment, to help ensure the services meet the needs of property owners and are responsive to changing conditions within the PBID.

PBIDs all over the globe have been proven to work by providing services that improve the overall viability of commercial districts, resulting in higher property values, lease rates, occupancy rates, and sales volumes.

Key provisions of the law include:

- Allows a wide variety of services which are tailored to meet specific needs of assessed properties in each individual PBID;
- Requires property owner input and support throughout the formation process;
- Requires written support on both a petition and ballot from property owners paying 50% of proposed assessments;
- Allows for a designated, private nonprofit corporation to manage funds and implement programs, with oversight from property owners and the City;
- Requires limits for assessment rates to ensure that they do not exceed the amount owners are willing to pay; and
- Requires the PBID to be renewed after a certain time period, making it accountable to property owners.

## SECTION 5: PROPOSED DISTRICT PARAMETERS

The following parameters represent a sample Service Plan of a PBID in Downtown Pleasanton, developed based on feedback from the survey, Steering Committee meetings, and open houses:

### TERM

The proposed Downtown Pleasanton Property and Business Improvement District (DPPBID) could have a five (5) year life beginning January 1, 2026 through December 31, 2031. After the five (5) year term, the DPPBID may be renewed again for up to ten (10) years if property owners support continuing the programs.





**MANAGEMENT**

The Pleasanton Downtown Association will serve as DPPBID Owners’ Association to provide improvements and activities for the DPPBID. The City will enter into a contract with the Owners’ Association regarding the provision of improvements and services for the DPPBID. Property owners paying the assessment will sit on the Board of Directors and have the ability to determine how funds are spent within the designated programs. The Owners’ Association is charged with managing funds and implementing programs in accordance with the Management District Plan and must provide annual reports on activities and expenditures to the City, which is also available to property owners.

**ASSESSMENT RATE**

Three different assessment scenarios are considered for the DPPBID, as illustrated below. The varying scenarios will be presented to affected property owners to achieve varying annual budgets.

The annual cost to the parcel owner is based on parcel lot size, benefit zone, and parcel use. Tax-exempt parcels such as non-profits, parking lots, and government owned parcels will be assessed at 50% of the standard commercial assessment rate. Parcels with single-family residential uses will not be assessed. The initial annual assessment rate scenarios for the DPPBID are:

Scenario #1			
Parcel Type	Annual Assessment Rate (\$/sq ft)		
	Zone 1	Zone 2	Zone 3
Commercial Uses	\$0.0500	\$0.0375	\$0.0250
Non-Profit/Parking Lots/Government	\$0.0250	\$0.01875	\$0.0125
Single-Family Residential Uses	Not Assessed		

Scenario #2			
Parcel Type	Annual Assessment Rate (\$/sq ft)		
	Zone 1	Zone 2	Zone 3
Commercial Uses	\$0.1000	\$0.0750	\$0.0500
Non-Profit/Parking Lots/Government	\$0.0500	\$0.0375	\$0.0250
Single-Family Residential Uses	Not Assessed		

Scenario #3			
Parcel Type	Annual Assessment Rate (\$/sq ft)		
	Zone 1	Zone 2	Zone 3
Commercial Uses	\$0.1500	\$0.1125	\$0.0750
Non-Profit/Parking Lots/Government	\$0.0750	\$0.05625	\$0.0375
Single-Family Residential Uses	Not Assessed		

**PROPOSED BUDGET**

The following budgets are examples of how funds may be allocated in the initial year of the DPPBID’s term. Budget categories may require adjustments up or down to continue the intended level of services. The Owners’ Association will have the authority to re-allocate up to fifteen percent (15%) of the total service budget between categories. The proposed budget below references scenarios #1, #2, and #3 in the assessment rate section above.

Service	Scenario #1		Scenario #2		Scenario #3	
	%	2026 Budget	%	2026 Budget	%	2026 Budget
Marketing, Special Events & Business Development	45%	\$47,124.83	45%	\$94,249.67	45%	\$141,374.50
Enhanced Maintenance & Safety	25%	\$26,180.46	25%	\$52,360.93	25%	\$78,541.39
Capital Improvements, Wayfinding, & Art Installations	15%	\$15,708.28	15%	\$31,416.56	15%	\$47,124.83
Administration	10%	\$10,472.19	10%	\$20,944.37	10%	\$31,416.56
Contingency/Reserve	3%	\$3,141.65	3%	\$6,283.30	3%	\$9,424.96
City Collection Fee	2%	\$2,094.44	2%	\$4,188.87	2%	\$6,283.31
<b>TOTAL</b>	<b>100%</b>	<b>\$104,721.85</b>	<b>100%</b>	<b>\$209,443.70</b>	<b>100%</b>	<b>\$314,165.55</b>

## PROPOSED SERVICES

### Marketing, Special Events & Business Development

The DPPBID will have a unified marketing, special events, and business development program that will collaborate with property owners within the DPPBID boundaries to market and promote the DPPBID to the public as a single destination with a rich collection of attractions, businesses, events, and services. The DPPBID will coordinate exciting and fun events for the Downtown area. Further, the marketing and special events program will garner positive media coverage and frequent communications with parcel owners and tenants. The business development program will seek to attract and retain tenants for the assessed parcels.

The marketing and special events program may include, but is not limited to:

- The development and distribution of visitor guides, press releases, e-newsletters, e-calendars, and a dedicated DPPBID website to enhance communication and engagement with the community;
- Funding the purchase and installation of decorative lighting, holiday décor, and other decorative adornments throughout the DPPBID, designed to celebrate various shopping seasons while presenting a cohesive image of community personality and identity;
- Execution of marketing research to identify trends and opportunities;
- Organization of special events that foster community interaction and coordination of necessary street closures that facilitate activities; and
- Similar projects aimed at increasing visitation and commerce on assessed parcels, ultimately contributing to a vibrant and economically thriving DPPBID.

The business development program may include, but is not limited to:

- Retail and business recruitment activities to encourage businesses to locate on assessed parcels;
- Marketing and branding efforts to increase awareness of the assessed parcels;
- Cooperative marketing efforts with property owners within the DPPBID to increase visitation and commerce on the assessed parcels;
- Market research and maintenance of a business databases;

- Advocacy for business-friendly policies on behalf of assessed parcels;
- Providing staff who will serve as a liaison between property owners, brokers, tenants, businesses, and government agencies to facilitate growth and retail development on assessed parcels; and
- Creating an active evening and weekend environment to increase commerce on assessed parcels.

### **Enhanced Maintenance & Safety**

The enhanced maintenance program will make Downtown Pleasanton cleaner, more accessible, and more attractive to potential tenants and customers. The DPPBID maintenance activities to be provided constitute and create special benefits to assessed parcels. The DPPBID will work with the City to encourage a clean and aesthetically pleasing environment. The safety program's goal is to increase usability of assessed parcels and address issues which discourage property owners, tenants and customers from visiting assessed parcels, ultimately providing unique, special benefits to assessed parcels. Safety services will focus on making Downtown Pleasanton a safer place to do business.

A maintenance program may include, but is not limited to:

- Pressure washing sidewalks and gum removal;
- Regular litter removal services and installation and management of additional receptacles, including garbage, debris, and leaves;
- Landscape improvements and maintenance, such as weeding, mulching, planting of trees and flowers and subsequent trimming and upkeep; and
- Similar services designed to maintain a clean, attractive environment.

A safety program may include, but is not limited to:

- Enhancing lighting and linkages to improve the pedestrian experience and increase access to assessed parcels at all times of day and night;
- Provide directions and assistance to pedestrians in need throughout Downtown to assist them in accessing the assessed parcels;
- Support crime prevention on assessed parcels by working closely with the City's Police Department;
- Partnerships with local law enforcement to provide property and business owners direct communication with local law enforcement;
- Working with property owners and local agencies to address blighted areas; and
- Respond and work to reduce nuisance behaviors which can deter tenants and customers on assessed parcels.

### **Capital Improvements, Wayfinding, & Art Installations**

The capital improvements, wayfinding and art installations will be funded to make the district more accessible, inviting and useable. The program will use a multi-faceted approach to planning, design and management of public spaces to become a clean, safe and beautiful community. DPPBID dollars will be leveraged to create a unique sense of place. The capital improvements, wayfinding and art installations program may include, but is not limited to:

- Directional, wayfinding and gateway signage that establishes a sense of place, promotes patronage and activity, and connects the parcels of the DPPBID service area with the larger community;
- Bus benches, landscaping features, and trash receptacles will enhance comfort and aesthetics in public spaces, encouraging longer visits and greater community interaction;
- Pedestrian and bike amenities that promotes sustainable transportation options and make it easier for residents and visitors to navigate the DPPBID;
- Point of interest tours that highlights the DPPBID and enrich the visitor experience;



- Demonstration "pop up" efforts to attract additional event promoters into the DPPBID, showcasing local talent and fostering a vibrant atmosphere;
- Identifying and pursuing grant opportunities or otherwise fund capital improvements in public spaces around the DPPBID which feature and celebrate the community's distinctive history and vitality;
- Collaboration with public and private entities for parking development and availability, enhance visitor convenience, and support infrastructure improvements that align with property owner needs; and
- Enhanced street amenities that improve the streetscape and create a more inviting environment that promotes safety and accessibility.

### **Administration**

The administration portion of the budget will be utilized for administrative costs associated with providing the services. Those costs may include rent, telephone charges, legal fees, accounting fees, postage, administrative staff, insurance, and other general office expenses.

### **Contingency/Reserve**

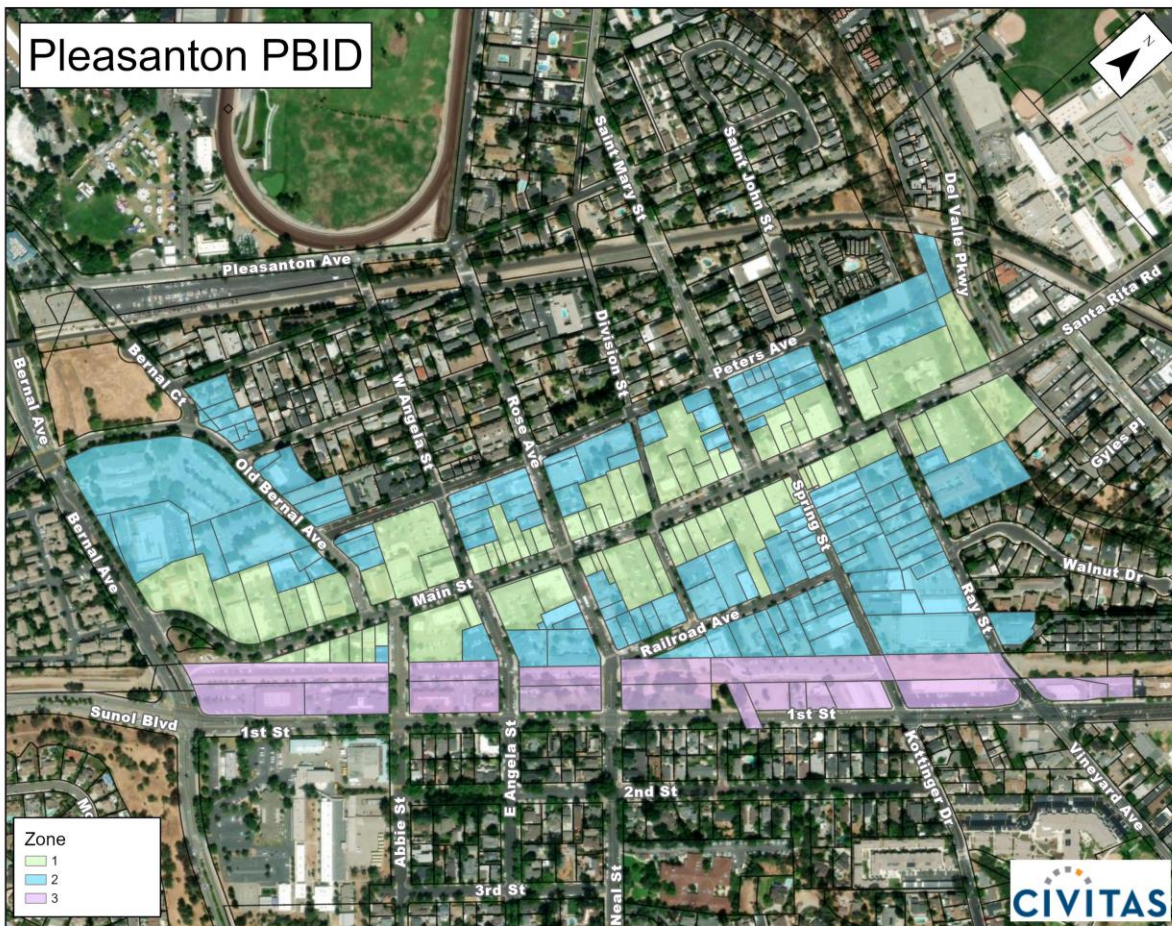
The contingency line item is included as a buffer to account for delinquent assessments. If any funds allocated to contingency are collected, they may be used as a reserve. Changes in parcel data, increasing service costs, delinquencies, and other issues may change the revenue and expenses. The reserve, if any, is intended to buffer the organization for unexpected changes in revenue and allow the DPPBID to fund other program expenses or renewal costs. If at the end of the DPPBID's term there are funds remaining and property owners wish to renew, those funds may be used for the costs of renewing the DPPBID.

### **City Collection Fee**

The City shall retain a fee equal to two percent (2%) of the amount of the assessment collected to cover the costs of collection and administration for the City.



The map below illustrates DPPBID proposed boundaries.



## SECTION 6: CONCLUSION AND NEXT STEPS

After assessing the financial benefits of forming a PBID in Downtown Pleasanton, it is our opinion that forming the DPPBID poses an exciting opportunity to generate a stable source of revenue for Downtown Pleasanton property owners. However, significantly more education is needed among property owners in order to achieve the level of engagement necessary to generate majority support for the formation of the DPPBID.

### **Support Analysis**

An analysis was conducted to evaluate the level of support among property owners regarding the proposed DPPBID. Approximately 14% of the engaged property owners, weighted by the proportion of the total assessment they would pay, expressed support for the DPPBID. However, it is important to note that 13% of this supportive group represents the City of Pleasanton's weighted vote reflecting its property ownership in the proposed DPPBID. An additional 19% of respondents indicated that they are leaning toward support- a signal that requires further education and outreach is needed to solidify their position. The remaining 12% of participating property owners are either undecided, leaning toward opposition, or fully opposed to the formation of the DPPBID. These results underscore the need for targeted outreach and education efforts to address concerns and build broader support among property owners within the boundaries of the proposed

DPPBID. The figures represent the property owners that have explicitly stated their level of support. It is safe to assume the remaining 55% are unknown until outreach is continued.

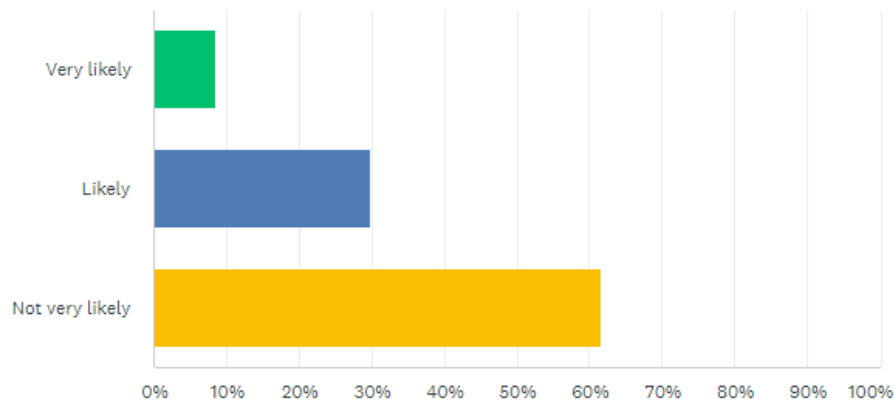
**Survey**

In addition to the support analysis, a survey of property owners was also conducted to gauge sentiments regarding certain DPPBID characteristics such as desired services, challenges facing the Downtown Pleasanton area, and more. In one key question, property owners were asked what they saw as a “continual challenge” for Downtown Pleasanton. An analysis of survey responses for this question revealed that public parking emerged as the top concern, followed closely by property vacancies. Services of a “clean and safe” nature were not indicated as a primary priority, with some respondents expressing overall satisfaction with the current level of services provided by the City.

In another key question of the survey, participants were provided with a list of possible services that the DPPBID could provide, and were asked to indicate which services felt most important to the respondents. Placemaking was identified as the lowest priority, along with transportation/micro mobility shuttle initiatives. Business attraction and recruitment services, litter abatement and additional receptacles, and destination branding and marketing services received the most indicators of priority. However, these areas were also highly polarizing, with nearly equal numbers of respondents marking them as non-priorities. The only program that achieved broad consensus of importance was holiday lighting and décor.

The following question in the survey also presented the prospective services for the DPPBID, but instead asked respondents to rank the services by level of priority. Interestingly, despite the lower emphasis on “clean and safe” services in the previous question, the responses highlighted that property safety and lighting programs were seen as the highest priority for property owners that participated. Transportation/micro mobility shuttle initiatives and placemaking, and dog waste stations ranked as the lowest priorities, aligning with the indicators from the previous question.

Finally, the survey asked respondents to indicate the likelihood of supporting the formation of the DPPBID, should the DPPBID be designed to provide the services indicated as important in the survey. The responses to this question served as a critical litmus test for the DPPBID’s formation viability. 61.7% of respondents indicated they were “Not Very Likely” to support the DPPBID’s formation, while 29.79% were “Likely” and 8.51% were “Very Likely” (see chart below). These results suggest significant outreach efforts are needed to shift perceptions and build support for a successful formation.





At the conclusion of the survey, there was a prompt to allow participants to provide open-ended feedback. Responses further reflected negative sentiment toward the DPPBID formation. Many respondents expressed satisfaction with existing City services, and indicated a misunderstanding that the DPPBID would replace, rather than supplement, the Pleasanton Downtown Association's funding. Some property owners also expressed concerns about passing the DPPBID assessment costs onto tenants, and were hesitant to impose additional fees.

The survey served as an invaluable resource to guide the efforts towards formation of the DPPBID going forward. The takeaway of these survey responses is clear: enhanced education and outreach are essential to address misconceptions, highlight the benefits of DPPBID formation, and generate broader support among property owners within the DPPBID. The survey indicated an encouragingly high level of support, with 38.3% of respondents showing that they would be "likely" or "very likely" to support the DPPBID formation; this figure is based on individual respondents, and does not reflect assessment value or how an official DPPBID vote would be weighed. Furthermore, while the support analysis reflects that approximately 14% of assessed value from engaged property owners support the PBID; it is anticipated that this figure will likely increase following additional outreach and consensus building. If the DPPBID is desired by key stakeholders, it is highly recommended that outreach continue, and the support analysis metrics which reflect assessed value reaches approximately 30-40% before a formation process is initiated.

If the DPPBID project moves forward, the following steps must be taken in order to form the DPPBID.

#### 1. CREATION OF FORMATION RESOURCES

The beginning of any successful formation process is the development of the project's infrastructure. The parameters of the project must be outlined to provide clear objectives and assignments to the appropriate parties. The Steering Committee will lead the project's education and outreach program to enhance the requisite support for the project.

#### 2. BUDGET CONFIRMATION

Civitas will work with the Steering Committee to ensure that the appropriate properties have been identified and compiled into a database. The Steering Committee may adjust the assessment scenarios or budget determined during the feasibility phase, which will then need to be confirmed by the City.

#### 3. OWNER OUTREACH & EDUCATION

Continued owner outreach and education is a critical component of the formation process. Civitas will work with the Steering Committee to continue an effective outreach and education program. The program will include educating property owners within the boundaries of the DPPBID, as well as seeking their input on strategies for formation and DPPBID parameters.

#### 4. DISTRICT PLAN & ENGINEER'S REPORT DEVELOPMENT

As parameters for the DPPBID are being solidified during the outreach process, Civitas will draft the required documents for DPPBID formation. The Service Plan drafted by Civitas in collaboration with the Steering Committee will eventually become the basis for the Management District Plan (Plan). Once district parameters have been finalized, the Plan and a sample petition will be drafted. The Plan and sample petition will undergo a review process by the Steering Committee and City staff. Civitas will make final edits to the Plan and petition. The Plan will also include an Engineer's Report. The California Constitution provides that only special benefits are assessable and requires that an Engineer separate the general benefits from the special benefits conferred on a parcel in an assessment district. The Engineer must ensure special benefits are truly particular and



distinct, and fairly appointed among the assessed parcels, therefore the Engineer must quantify special and general benefits conferred on parcels and the public-at-large due to activities and improvements provided by an assessment district.

#### 5. PETITION DRIVE

Before the hearing process can begin, a successful petition drive must be completed. Property owners representing over fifty percent (50%) of the total assessments to be paid must submit petitions in favor of DPPBID formation to complete the petition drive. This step includes identifying key property owners and collecting signed petitions. This process is led by the Steering Committee, whose outreach efforts prior to the petition process have primed the support needed to complete the petition drive. Civitas will assist City staff to act as a monitor of the petition support threshold.

#### 6. INITIAL HEARING

The initial hearing, referred to as the Resolution of Intention (ROI), is the first hearing held by the Pleasanton City Council regarding DPPBID formation. Civitas will work with City staff to prepare for the ROI and provide the necessary documents to complete this step.

#### 7. NOTICE/PROPOSITION 218 BALLOT & PROTEST PERIOD

Shortly following the adoption of the ROI, a mailed notice and assessment ballot must be sent to all property owners proposed to be assessed. Civitas will draft the notice and assessment ballot and work with City staff to mail the notice to property owners. Mailing of the notice starts the mandatory forty-five (45) day window which must occur before the public hearing may be held. During the time between the mailed notice and assessment ballot and the close of the public hearing, property owners in opposition to DPPBID may submit protests against formation of DPPBID. If property owners representing over fifty percent (50%) of the total assessments to be paid protest formation of the DPPBID, the DPPBID shall not be formed.

#### 8. FINAL PUBLIC HEARING & BALLOT COUNT

The public hearing, or Resolution of Formation (ROF), is the final step in the DPPBID formation process. The Pleasanton City Council must hold the public hearing and allow for public comment and shall direct tabulation of assessment ballots submitted and not withdrawn to determine whether there is a majority protest against the assessment. If there is no majority protest by property owners, the City Council may adopt the ROF levying DPPBID assessments and forming the DPPBID.

If formed, the assessment will be collected by the County of Alameda in conjunction with property taxes. In order for the assessment to be on the property tax bill per the County's billing system, the formation process must be completed no later than July 31<sup>st</sup> for the DPPBID to begin January of the upcoming calendar year.

In the event that the City and Pleasanton Downtown Association do not wish to proceed with the formation of the DPPBID, there exists an opportunity for the City and the Pleasanton Downtown Association to explore the option of converting the existing Downtown Pleasanton Business Improvement District from a district formed pursuant to the Parking and Business Improvement Area Law of 1989 to one formed under the 94 Law. However, this option would still require the same level of stakeholder education and engagement necessary to achieve the desired support.



## APPENDIX I: FORMATION PROCESS TIMELINE

The following timeline is a sample timeline of a PBID formation based on similar projects.

Action	Date
Phase I – Feasibility (4 months)	
<b>Initiate project</b>	August 1, 2024
Compile District data: Mapping, Study Area Research, Ownership Landscape Analysis, Data Acquisition	August 2024
Civitas Presentation to PDA Board	August 20, 2024
Identify Steering Committee	September 2024
Send Survey	September 2024
Steering Committee meetings: discuss & determine PBID parameters; <i>ongoing</i>	August – November 2024
<b>Property owner meetings:</b> ongoing outreach and consensus building	September – November 2024
Develop initial draft Service Plan; <i>ongoing review</i>	September – November 2024
<b>Open House</b>	November 18, 2024
Develop Feasibility Report; <i>ongoing review</i>	November 2024
Phase II – Formation (8 months)	
<b>Develop initial draft Management District Plan (MDP)</b>	February 2025
Steering Committee & City staff review and approval of MDP	February 2025
Submit Final MDP to Engineer; draft Engineer’s Report	February 2025
Final MDP + Engineer’s Report and Petition approved by City staff	March 2025
<b>Property owner meetings: Petition drive</b>	April 2025
<b>City Council</b> Authorize City to sign Petition & Ballot for City-owned properties	April 2025
Submit Petitions totaling over 50% of assessment to City	April 2025
<b>City Council – Initial Hearing</b> Resolution of Intention ( <i>can be on consent calendar</i> )	May 2025
<b>Mail</b> Ballot / Notice of Public Hearing - <b>typically mailed 1-2 days after ROI is adopted.</b>	May 2025
<b>City Council – Public Hearing &amp; Resolution of Formation</b> <i>Must be held at least 45 days after Notice/Ballot are mailed</i>	June 2025
Deadline to complete District renewal for tax rolls	July 2025
New District begins collecting assessment	January 1, 2026

Front

# Open House Invitation

NOVEMBER 18, 2024

**What?** The City of Pleasanton is exploring the formation of a Property and Business Improvement District (PBID) in Downtown Pleasanton. We are contacting you because your property is currently within the proposed boundaries.

**Why?** Owners within the PBID work together, through the Pleasanton Downtown Association, to make significant area improvements, attract tenants and new businesses, and support the area overall. PBIDs can have many functions, all of which are aimed at promoting growth and improving the area. District operations are determined by the property owners who fund it.

We invite you to an Open House to learn more on **Monday, November 18, 2024, from 10 am - 1 pm and 3 - 5 pm**

Location: **Pleasanton Veterans Memorial Hall at 301 Main Street, Pleasanton, CA 94566**

Economic Development Division | (925) 931-5038 | [econdev@cityofpleasantonca.gov](mailto:econdev@cityofpleasantonca.gov)

RSVP



Back



## We Need Your Input!

We ask you to participate in a survey because your property would be located in the PBID boundaries. To access the survey, open the camera app on your phone and scan the QR code below or go to:

<https://www.surveymonkey.com/r/DowntownPleasantonPBID>



The survey will take 5 minutes to identify the improvements and activities that are most important to Downtown Pleasanton property owners

**Your input will help make the Downtown Pleasanton PBID formation a success!**

Welcome to the Downtown Pleasanton PBID Exploration Survey!

**The City of Pleasanton is studying the formation of a Property and Business Improvement District (PBID). We have asked you to participate in this survey because your property is currently within the proposed boundaries. Please take a moment to complete this survey - your input is important!**

\* 1. What is the address (or APN if available) of the property you own/rent/lease?

2. What do you see as a continual challenge for Downtown Pleasanton? **Select all that apply**

- Litter/Trash/Trash Can Maintenance
- Cleanliness/Dirty Sidewalks
- Graffiti
- Vacancies
- Vandalism/Property Crime
- Placemaking/Common Space
- Landscaping Maintenance/Beautification
- Wayfinding Signage
- Public Parking
- Lighting, Benches, etc
- Other (please specify)

\* 3. The following is a list of possible services the Downtown Pleasanton PBID could provide. Which of the following do you feel are important to the district?

	Not Important	Least Important	Somewhat Important	Important	Very Important
Landscape Improvements & Maintenance - i.e. Flower Bowls, Trees, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Powerwashing Sidewalks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beautification/Image Enhancement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Litter Abatement and Additional Receptacles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dog Waste Stations with Bags	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enhance Wayfinding Signage/Artistic Signage/Landmark Signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Placemaking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Destination Branding and Marketing Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business Attraction and Recruitment Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Holiday Lighting & Décor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transportation/Micro Mobility Shuttle Programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Property Safety and Lighting Program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. What other services or improvements would you like to see in the Downtown Pleasanton District?



\* 5. Please prioritize the following services by ranking them from 1 to 3, where 1 is the highest priority and 3 is the lowest priority. How willing are you to pay an assessment to fund each service?

	1	2	3
Landscape Improvements & Maintenance - i.e Flower Bowls, Trees, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Powerwashing Sidewalks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beatification/Image Enhancement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Litter Abatement Additional Receptacles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dog Waste Stations with Bags	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enhance Wayfinding Signage/Artistic Signage/Landmark Sign	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Placemaking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Destination Branding and Marketing Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business Attraction and Recruitment Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Holiday Lighting & Décor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transportation/Micro Mobility Shuttle Programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Property Safety and Lighting Program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you have additional comments about the answers above, please put them here

\* 6. How likely are you to support the formation of the Downtown Pleasanton PBID if it were designed to provide the services you identified as important in question 3?

- Very likely
- Likely
- Not very likely



\* 7. How would you prefer to receive information about the formation of a PBID in Downtown Pleasanton? This could include attending an open house, receiving information via email or mail, participating in public workshops, etc. Please specify your preferred method(s).

8. Are there any additional comments about the formation of a Downtown Pleasanton PBID you would like to share?

9. Contact Information: *This information will only be used for purposes related to the Downtown Pleasanton PBID efforts.*

Name	<input type="text"/>
Company Name	<input type="text"/>
Email Address	<input type="text"/>
Mailing Address	<input type="text"/>
City, State, Zipcode	<input type="text"/>
Phone Number	<input type="text"/>