05

Office of the City Manager

CONSENT CALENDAR
November 17, 2026

To: Honorable Mayor and Members of the City Council

From: Paul Buddenhagen, City Manager

Submitted by: Eleanor Hollander, Manager, Office of Economic Development

Subject: Authorizing the City Manager to Sign the Telegraph Business Improvement District (TBID) Petition and Ballot on Behalf of the City of Berkeley

RECOMMENDATION

Adopt a Resolution:

1. Authorizing the City Manager to approve and sign the "Preliminary Petition to Re-establish the Telegraph Property-Based Business Improvement District (BID)" on behalf of City-owned properties in the proposed Telegraph BID area; and

2. In the event the petition is successful in generating a ballot process to re-establish a Telegraph BID, authorizing the City Manager to vote YES on any ballots on behalf of City-owned properties in the proposed Telegraph BID area.

SUMMARY

The current Telegraph Property and Business Improvement District (TBID or "the District") is scheduled to expire on December 31, 2027. The TBID provides "clean, safe and beautification" services, communications, marketing, and economic development, and related management to assessed parcels within the District which constitute and convey a special benefit to assessed parcels in the Telegraph area. The Telegraph Property and Business Management Corporation (TPBMC), as the District's Owners' Association, has begun the legal process to renew and reestablish the TBID for a slightly expanded geographic area. The first step of that process requires that petitions representing more than 50% of the total amount of the proposed assessment be submitted to the City Clerk. If petitions representing more than 50% of the total assessment are received, then the City Clerk will send ballots to all of the proposed assessees within the TBID boundaries. If there is no majority protest at the conclusion of the ballot process, City Council may adopt a resolution renewing, and expanding the reestablished TBID.

The City of Berkeley owns one parcel included in the proposed renewed TBID. The new annual assessment will be approximately $95,403.95. This accounts for approximately 5.7% of the TBID's overall assessment budget.

FISCAL IMPACTS OF RECOMMENDATION

Under the provisions of Proposition 218 in the California Constitution, government agencies must pay assessments for the special benefits they receive from Property and Business Improvement District (PBID) activities, maintenance, and improvements. Payment is collected from private property owners through property tax bills typically submitted in November and February of each Fiscal Year (July 1 – June 30). Payments would be due from non-property tax-paying entities such as the City (and the University) at roughly the same time. The City's initial assessment payment in FY 2028 would be $95,403.95. The City's assessment is paid annually through the Off-Street Parking Fund (627-54-622-665-3002-000-474-639990).

The TPBMC Board would have the authority to raise the assessment as much as three percent per year to keep pace with inflation and other program costs.

In addition to assessments, the City will be asked to pay for the "general benefit" portion of the budget. As required by state law, the general benefits of an assessment district must be quantified so that the cost of the activities that are attributed to general benefit can be deducted from the amounts assessed against each specially benefitted parcel. In most California cities where there is a general benefit cost associated with a PBID, the municipality pays that portion of the budget. The engineer's report commissioned for the reestablishment of the TBID calculates that the general benefit for the district will be $24,960. The City already makes an annual grant to TBID, through the Public Commons for Everyone Initiative (PCEI), which exceeds this amount, so there will be no new fiscal impacts related to funding the general benefit in the renewed TBID.

The Public Commons for Everyone Initiative (PCEI) contract, which is funded by the Public Works Department and executed by the Office of Economic Development (OED) has historically paid the costs associated with the TBID's general benefit rate (in FY27, the cost was $30,711 in FY 28 the total cost will be $77,659 - which is composed of $24,960 "general benefit to the public" and $52,699 "general benefit to the parcels"). The annual PCEI contract is $49,139 annually and will cover a great deal of the general benefit cost (including the full 'general benefit to the public' cost) even with the renewed district rates.

Together assessments on City-owned property and general benefit payments (covered by the PCEI contract) will total $143,543 in the first year (FY28) and will continue for the following 10 years.

CURRENT SITUATION AND ITS EFFECTS

The renewal of the Telegraph BID is a Strategic Plan Priority Project, advancing our goals to:

- provide state-of-the-art, well-maintained infrastructure, amenities, and facilities.
- foster a dynamic, sustainable, and locally-based economy.

A property and business improvement district or “PBID” or “BID” is a benefit assessment district formed and renewed by property owners to provide enhanced services within the established boundaries. These services are undertaken in coordination with services provided by local government, are concentrated within a distinct geographic area, and are paid for by means of a special assessment on property within the district’s boundaries. A nonprofit corporation owners’ association representing assessed property owners is responsible for providing these services.

The Telegraph Business Improvement District or “TBID” was formed in 1998, pursuant to California’s “Property and Business Improvement District Law of 1994” and renewed in 2003, 2008 and 2017 by property owners. The TBID is set to expire at the end of calendar fiscal year or “FY” 2027, unless it is reestablished for another term (proposed for 10 years) by Telegraph property owners and the City of Berkeley.

After re-establishment the TBID will continue to deliver enhanced services throughout the Telegraph area. There are two benefit zones that make up the TBID acknowledging the different levels of benefit and services provided to property owners. The map within the attached Management District Plan (Exhibit A) illustrates the TBID boundary and benefit zones.

District Re-establishment Process
As allowed by state law, the existing TBID is working to re-establish itself for another ten-year term, and a fifth term since its initial establishment in 1998. Upon receipt of petitions signed by property owners representing greater than 50% of the District’s budget (Exhibit B), the City of Berkeley will initiate a ballot procedure to officially reestablish the Telegraph BID. The City Clerk will mail ballots to all affected property owners. The majority of ballots returned, as weighted by assessments to be paid, must be in favor of the BID in order for the City Council to consider approval and reestablishment of the Telegraph BID.

Governed by the Telegraph Property & Business Management Corporation (TPBMC) board of directors, the re-established TBID work program would continue to provide both environmental and economic enhancements for parcels in the district. As described in the newly updated and adopted *TBID Management District Plan* (Exhibit A), the proposed TBID would provide funding for enhanced maintenance, hospitality, beautification, placemaking, business support and attraction, event and marketing programs, above and beyond those services provided by the City of Berkeley.

Assessments and Financing Method
Property owners, merchants, and other Telegraph stakeholders have emphasized that an assessment formula for the District needs to be fair, balanced, and commensurate with benefits received. Each property owner will pay based on benefits received. The

variables used for the annual assessment formula are based on parcel size, building size, parcel type, and benefit zone.

The annual assessment on property throughout the renewed TBID is based on the benefit each property receives from the proposed services. Because of the difference in pedestrian and vehicle traffic between the zones, Zone 2 will receive fifty percent (50%) of services provided by the District compared to Zone 1. Thus, the assessment rate for Zone 2 is fifty percent (50%) of the Zone 1 rate. In addition, properties with residential, government and tax-exempt uses will pay an adjusted rate. Annual assessments are based upon an allocation of land use type, program costs, benefit zone, and a calculation of lot square footage plus building square footage.

Levy of assessments upon real property that benefit from improvements and activities is calculated like so:

[Assessment Rates] * [Lot + Building Square Footage]

The initial rates of assessment, by parcel type and zone, are listed in Table 1 below.

Table 1. Initial Assessment Rate

Parcel Type	Zone 1 – Parcel or Lot Size (sq. ft.) + Building Size (sq. ft.)	Zone 2 – Parcel or Lot Size (sq. ft.) + Building Size (sq. ft.)
Commercial	$0.428682	$0.214341
Multi-Family Residential	$0.342945	$0.171473
Private Property Tax-Exempt / Public	$0.154325	$0.077163

Assessment rates may be increased by up to 3% per year to account for inflation and program cost increases, subject to the review and approval of the TPBMC Board of Directors.

General *Benefit Allowance*

An allowance is made for general benefits that the district may provide to either the parcels outside the district boundary or to the public at large. Any PBID services that are found to provide general benefit cannot be paid for with assessment revenue. A certified engineer has estimated that the general benefit from services accounts for $78,000 of the estimated budget, combined with other revenue, results in a total assessment budget for year one of the renewed TBID of $2,000,000 (including property assessments, general benefit and other revenue).

Government-Owned Property

Under “The Right to Vote on Taxes Act” (also known as Proposition 218) all public agencies are required to pay the same assessments for public property that apply to private property unless they can demonstrate by clear and convincing evidence that the public property does not receive a benefit. The Management District Plan provides that the City of Berkeley and other public entities will benefit from and therefore be assessed

for all PBID services. The City owns one property within the district: the Telegraph Channing Garage at 2431 Channing Way. The FY28 assessment for that property under the revised formula will be $94,404, which represents an increase of $39,138 over the FY2027 assessment ($55,266).

Management District Plan and Budget
The Management District Plan outlines the main areas of focus for the TBID:

- Public Realm: Cleaning, Hospitality, Activation;
- Marketing & Events;
- Economic Vitality;
- Leadership & Advocacy; and
- Management and Contingency.

The total anticipated assessment budget is $2,000,000 and the split between the focus areas is outlined in *Table 2: Assessment Budget and Revenues*.

Table 2. Assessment Budget and Revenues		
EXPENDITURES	**Budget**	**% of Budget**
Public Realm: Cleaning, Hospitality, Activation	$1,235,000	62%
Marketing & Events	$302,000	15%
Economic Vitality	$180,000	9%
Leadership & Advocacy	127,000	6%
Management and Contingency	$156,000	8%
Total Expenditures	$2,000,000	100%
REVENUES		
PBID Assessments	$1,872,000	94%
General Benefit	$78,000	4%
Other Revenues *	$50,000	2%
Total Revenues	$2,000,000	100%

* Revenues from contract services, events, and other sources

The Management District Plan provides for services above and beyond those currently provided by the City of Berkeley. TBID and its renewal consultant team conducted property owner focus group and individual meetings with property and business owners and developed service priorities based on the information and opinions collected via this outreach and aligned with the TBID's Strategic Plan (Exhibit C). The information from each step of this process was integrated and culminated in the development of the Management District Plan (Exhibit A).

The following are descriptions of District programs:

1. **Public Realm**: Substantially increase direct services and champion a higher standard for the public realm. Including Clean, Safe & Crisis Response, Stewardship & Community Care, and Public Infrastructure including public space activation initiatives and streetscape beautification programs. The budget for the "Public Realm" program is $1,235,000 or 62% of the total assessment budget.

2. **Marketing & Events**: Substantially increase marketing, events, and data to support district businesses. Including Branding and Data to effectively utilize audience data to support district businesses and increase foot traffic. The budget for marketing and events is $302,000 or 15% of the total assessment budget.

3. **Economic Vitality**: Substantially increase economic growth through research, information, and active public spaces and facilities. Including Retail and Business support and responsive public relations support and focused capacity to advance economic development programs. The budget for the economic vitality program is $180,000 or 9% of the total assessment budget.

4. **Public Leadership & Advocacy**: Increase TBID's role as a valued convener, partner, champion, and co-leader. The budget for the public leadership program is $127,000 or 6% of the total assessment budget.

5. **Management & Leadership** (and contingency): Substantially increase presence and impact through board, resources, and visible leadership. The budget for the management program is $156,000 or 8% of the total assessment budget.

City Services
The Office of Economic Development, in consultation with a variety of City departments, has developed a list of baseline services (Exhibit D) that are currently provided within the TBID and will continue through the duration of the renewed District's term.

Collection
TBID assessments appear as a separate line item on the annual Alameda County property tax bills. The TPBMC will directly invoice property owners which are not included in the Alameda County property tax billing systems.

Governance
The TBID will continue to be managed by the Telegraph Property and Business Management Corporation Board of Directors. A majority of the board is composed of property owners and/or their representatives within the TBID. The determination of annual adjustments in assessment rates will be subject to the annual review and approval of the TPBMC Board of Directors.

Duration
The TBID will have a ten (10) year service period beginning January 1, 2028 through December 31, 2037 with collections spanning FYs28-37. Near the end of the term, the petition, ballot, and City Council hearing process must be repeated for the TBID to be renewed.

BACKGROUND

The TBID was initially formed in 1998 for a five-year period, renewed in 2003 for a second five-year period, and renewed in 2008 for a ten-year period and then was expanded and renewed again in 2017 for a ten year period. The TBID finances services and improvements that maintain and improve the streetscape and public areas in the Telegraph District, improves the pedestrian experience for workers, visitors and residents, and attracts new businesses and development. TBID activities are over and beyond baseline services provided by the City. The enabling legislation and service period for the TBID established in 2017 is set to expire on December 31, 2027. This effort would reestablish the TBID for another 10-year term – with collections coinciding with the start of the 2028 Fiscal year (July 1, 2027).

To prepare for the renewal of the TBID, the TBID retained the services of Uncommon Bridges to update the organization's strategic plan. With priorities gained from the TBID's Board of Directors, stakeholder focus groups and responses to a community improvement survey, the adopted *TBID Strategic Plan* (June 2026) and the proposed new TBID *Management District Plan* will offer support for the environmental and economic enhancement services outlined above. As with all Business Improvement Districts, these additional TBID funded services would augment, not replace, the City's existing level of "baseline" services.

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS

By maintaining and enhancing the district, the TBID creates shopping opportunities for residents and visitors alike while encouraging alternative forms of transportation. The District includes the area immediately south of the University of California, Berkeley campus and therefore provides essential commercial goods and services to the student body. TBID ambassadors and environmental enhancements all contribute to making the Telegraph district a more pleasant destination. Because the District is well served by public transportation and biking infrastructure, these services indirectly support environmental sustainability goals of encouraging alternative transportation choices.

RATIONALE FOR RECOMMENDATION

This private/public partnership will continue the significant resources for the maintenance and economic vitality of the Telegraph area that has had a positive transformational effect on the physical and economic health of Berkeley's Telegraph District and the greater southside area.

ALTERNATIVE ACTIONS CONSIDERED
None.

CONTACT PERSON
Vincent McCoy, Office of Economic Development, 510-981-7043
Eleanor Hollander, Office of Economic Development, 510-981-7536

Attachments:
1: Resolution
Exhibit A: Management District Plan, Assessment Table, and Engineer's Report for the Renewal of the Telegraph Business Improvement District (October 2026)
Exhibit B: Preliminary Petition to Re-establish the Telegraph Business Improvement District (October 2026)
Exhibit C: TBID Strategic Plan (June 2026)
Exhibit D: Baseline City Services Agreement (October 2026)

RESOLUTION NO. ##,###-N.S.

AUTHORIZATION TO SIGN THE TELEGRAPH BUSINESS IMPROVEMENT DISTRICT OR "TBID" PETITION AND BALLOT ON BEHALF OF THE CITY

WHEREAS, under the provisions of Proposition 218 in the California Constitution, government agencies receiving benefit must pay assessments in Property-Based Business Improvement Districts (PBIDs), just like private property owners; and

WHEREAS, the Telegraph Property and Business Management Corporation (TPBMC) undertook a Strategic Planning Process involving input from stakeholders across the District; and

WHEREAS, the District's Strategic Plan (Exhibit C) envisioned increased services to address the cleanliness, safety and economic development in the District; and

WHEREAS, the TPBMC dedicated extensive resources to determine the best method to generate funding to implement their plan and concluded that continuing the property-based business improvement district (BID) in Berkeley's Telegraph District was the best method; and

WHEREAS, the TBID Board developed and approved a District Management District Plan, Assessment Table, and a corresponding Engineer's Report (Exhibit A) and a Baseline City Services Agreement (Exhibit D) and are now moving forward with a petition process to authorize a ballot that would reestablish the TBID for a term of 10 years.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to approve and sign the "Preliminary Petition to Re-establish the Telegraph Business Improvement District" document (Exhibit B) on behalf of City-owned property in the proposed Telegraph BID area; and

BE IT FURTHER RESOLVED that in the event the petition is successful in generating a ballot process to reestablish the Telegraph BID for a term of 10 years, the City Manager is authorized to vote YES on any ballots on behalf of City-owned property in the proposed Telegraph BID area.

Exhibits
A: *Management District Plan, Assessment Table, and Engineer's Report* for the Renewal of the Telegraph Business Improvement District or TBID (October 2026)
B: Preliminary Petition to Re-establish the Telegraph Business Improvement District (October 2026)
C: Telegraph BID Strategic Plan (June 2026)
D: Baseline City Services Agreement (October 2026)

Telegraph Business Improvement District
Management Plan

DRAFT: October 2026

EXECUTIVE SUMMARY

The Telegraph Property and Business Improvement District (TBID), managed by the Telegraph Property and Business Management Corporation (TPBMC), is a benefit assessment district established in 1998 to provide improvements, maintenance, and activities that provide a special benefit to assessed parcels. Building on three decades of success, Telegraph property and business owners seek to renew the district for an additional 10 years beginning in 2028.

Name

Telegraph Property and Business Improvement District, D.B.A. Telegraph Business Improvement District (TBID).

Primary Services

TBID provides the following improvements and activities to benefit its properties:

- Public Realm: Cleaning, Hospitality, Activation
- Marketing & Events
- Economic Vitality
- Leadership & Advocacy
- Management

General Boundary Description

TBID provides activities and improvements to benefit properties roughly, between Bancroft Way and Dwight Way and between College Avenue and Dana Street, while extending west to Fulton Street between Bancroft Way and Durant Avenue, as well as south along both sides of Telegraph as far as Derby Street.

Term

The term of the reauthorized TBID will be January 1, 2028, through December 31, 2037.

Budget

The total budget for its first year of operations is approximately $2,000,000, with $1,872,000 from TBID assessments, as detailed below.

EXPENDITURES	Budget	% of Budget
Public Realm: Cleaning, Hospitality, Activation	$1,235,000	62%
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TABLE OF CONTENTS

Executive Summary ____ *1*

Table of Contents ____ *2*

The District ____ *2*

History 3
Strategic Plan 3

Summary of Improvements and Services ***6***
Governance and Term 6
First-Year Operating Budget 7

District Boundaries & Service Zones ***8***
Geographical Boundary Description 8
District Map 9
Benefit Zones Matrix or other zone considerations 8

improvements and assessment Budget ***10***
2028 PBID Assessment Budget 10

Assessment Methodology ***10***

TPBID Governance & Operations ***12***

Appendices / Attachments ***13***

THE DISTRICT

Purpose

The Telegraph Property and Business Improvement District (TBID), managed by the Telegraph Property and Business Management Corporation (TPBMC), is a benefit assessment district whose goal is to provide improvements, maintenance, and activities that constitute and convey a special benefit to assessed parcels, first established in 1998 under the California Property and Business Improvement District Law of 1994 (commencing with Section 36600 of the California Streets and Highways Code). The Telegraph Business Improvement District (TBID) encompasses the historic commercial and cultural corridors anchoring the southern edge of the UC Berkeley campus along the iconic Telegraph promenade. To support this vibrant community, the district provides dedicated street cleaning, safety, hospitality, placemaking, and district marketing services.

Building on three decades of success, Telegraph property and business owners seek to renew the district for an additional 10 years beginning in 2028.

Strategic Planning

Between September 2025 and June 2026, TBID worked with Uncommon Bridges to develop a 5-year strategic plan through three phases: assessment, planning, and implementation. The first phase was a thorough assessment of current conditions, based on input from many stakeholders – including business and property owners, residents, TBID board members, UC Berkeley students, and institutional partners – through surveys, focus groups, individual interviews, walking tours, and facilitated discussions.

The assessment highlighted several issues to be addressed toward the district's long-term success:

- Iconic History & Reputation
- Reconciling Transience with Regional Destination Appeal
- Property Owner Disconnection
- Resetting the Bar for Public Safety Perceptions and the Social Crisis
- Transportation and Congestion
- Institutional Advocacy and Development Barriers

It was clear that Telegraph stakeholders and the TBID needed to focus on the following areas for the future success of the Telegraph neighborhood. To introduce and implement this bold new Strategic Plan, designed to preserve the unique soul of Berkeley while aggressively cultivating its future as a bustling, year-round destination, TBID is leaning into the following high-impact strategies.

- Boosting the Public Realm: Shifting from temporary fixes to permanent, high-quality investments that elevate the cleanliness, safety, and visual appeal of our shared spaces. We want our streets bursting with energy and community life day and night.
- Seizing Year-Round Opportunities: Building a resilient, non-stop district calendar that celebrates our eclectic culture, locks in steady foot traffic through academic breaks, and ensures that our economy thrives every single day of the year.
- Championing Economic Vitality: Deepening our commitment to the small business economy by marketing Telegraph's unique character, aggressively reducing vacancies, and attracting diverse commercial investments.
- Bold Leadership and Advocacy: Elevating our role as a trusted convener to cut through bureaucratic red tape, align private and institutional partners, and champion swift, decisive action.

With the 2027 reauthorization of the district approaching, the 2027-2032 TBID Strategic Plan articulates stakeholder consensus around organizational and district priorities. It is the foundation on which to build a consensus-driven Management Plan for a successful reauthorization of the Telegraph Property-based Business Improvement District. As required by California State Law, this Management District Plan has been created to support the renewal of TPBID.

History

Property owners and Berkeley Stakeholders initially approved the formation of the Telegraph Property and Business Improvement District (TPBID) in 1998 for a five-year term to provide needed improvements and activities to assessed property owners. TPBID was successfully renewed for another five-year term in 2003, a ten-year term in 2008, and underwent an expansion and a ten-year renewal in 2017 to set up the reauthorization in 2027.

Since its ten-year renewal in 2017, the Telegraph Property and Business Improvement District (TBID) has driven a profound historical impact by directly reinvesting 100% of its collected assessments back into the corridor. Supported by an annual operating budget of approximately $1 million funded by property owners, the City of Berkeley, and the University of California, the TBID's targeted initiatives have successfully revitalized the neighborhood's economy, safety, and infrastructure.

Economically, its marketing and events have accelerated local business growth, notably funneling over $100,000 directly into 16 neighborhood restaurants during the Fall 2024 and Spring 2025 student orientations and expanding digital reach past the 10,000 Instagram follower milestone.

From an infrastructure and care perspective, the district achieved a major milestone by opening and beautifully wrapping a new 24/7 public restroom in February 2025, alongside driving community-wide beautification. Most critically, the TBID has transformed public safety and community care through its Clean & Safe Ambassador program; by deploying 240 hours of weekly service and equipping ambassadors with specialized Mental Health First Aid, NARCAN, and de-escalation training, the district has humanely elevated crisis response, safely resolved neighborhood conflicts, and provided a more compassionate approach to supporting unhoused residents.

In 2025, a strategic planning process led by the TBID Board of Directors and other community stakeholders determined that the District could expand its services and programming to better meet the neighborhood’s needs.

2027 – 2032 TBID Strategic Plan

Vision:
Telegraph is the soul of Berkeley: a welcoming crossroads where iconic history meets discovery and bold expression.

Mission:
As the gateway to the world gateway to the world's best public university, the Telegraph BID champions the district's unique character and prosperity through advocacy, leadership, and collaborative stewardship.

Values:

- Stewardship: Focused on economic impact.
- Collaboration: Genuine partnership across the community.
- Authenticity: Emphasizing genuine community connection.
- Leadership: Elevating vision while generating value.
- Community Care: A high-priority focus on local support

Goals & Objectives
TBID’s Strategic Plan outlines five priorities for special emphasis in shaping Telegraph’s future in the years ahead.

PUBLIC REALM
Substantially increase direct services and championing of a higher standard
Goal: The Telegraph corridor is a delightful and attractive promenade embodying vitality, safety, and community caring.

Objectives:

A. Substantially reduce the visibility of *garbage* in Telegraph's public areas.
B. Meaningfully upgrade the district's standards for *cleanliness, public safety, and visual appeal*, through direct services and beautification.
C. Conceive, champion, and activate *public gathering spaces* that are attractive to the district's clientele of all ages.
D. Actively champion *transportation and parking* policies and physical infrastructure that ensure the district's easy access and safety, day and night.

E. Actively participate in community partnerships in support of services and community *care for those in need*.

MARKETING & EVENTS

Substantially increase marketing, events, and data

Goal: Telegraph takes its rightful place at the forefront of people's minds as where Berkeley's enviable international reputation began and where it lives.

Objectives:

A. Elevate *Telegraph's brand* to further reflect the soul of Berkeley and define Telegraph as central to the Berkeley experience.
B. Expand *visual markers* of the brand throughout the district, including unique infrastructure, gateway signage, street furniture, and banners.
C. Establish revenue generating *events* that are self-sustaining, expand capacity, and drive visitors to Telegraph and its businesses.
D. Develop and effectively utilize audience *data*.
E. Assess, revise, and maintain a robust and consistent calendar of *marketing campaigns, events, and activations* to draw new and existing visitors to Telegraph, elevating the district's reputation, brand, and small business economy.

ECONOMIC VITALITY

Substantially increase support for economic growth through research, information, and actively managing public spaces and facilities.

Goal: The Telegraph District is a thriving, year-round destination where a vibrant mix of retail, dining and high-quality public spaces naturally attract and serve a broader clientele.

Objectives:

A. Work toward a role in day-to-day *activation and maintenance of key public spaces*, including certain University- and City-owned parks and public areas.
B. Pursue a role in managing the *Telegraph-Channing Garage*, including parking management, retail leasing, and day-to-day operations.
C. Become active in *retail retention, recruitment, and development* through research, data, vision, branding, and curation.
D. Optimize the district's *business atmosphere and cultural relevance* to capture the full economic potential of campus visitors while expanding Telegraph's commercial appeal.

LEADERSHIP

Increase TBID's role as a valued convener, partner, and co-leader

Goal: TBID is a valued convener of businesses, neighbors, the city and university to steward Telegraph's transformation with its evolving soul intact.

Objectives:

A. TBID leverages its partnerships to build a collective narrative about the district's cultural character and future development.
B. TBID is recognized as a meaningful influencer in helping businesses, the city, and university make progress on their shared plans for the Telegraph neighborhood.
C. TBID is known as a primary go-to resource supporting and advocating for business and property owner investments that support the Telegraph vision.
D. TBID reconciles merchant priorities with the district's needs.
E. TBID leads advocacy in support of Telegraph's vision for urban design, transportation, public safety, and real estate development.

ORGANIZATIONAL DEVELOPMENT

Substantially increase TBID presence and impact, with an engaged and high-profile board, more resources, and more visible leadership of the district.

Goal: TBID substantially broadens the organization's impact as a champion, manager, and steward of the public realm for the next 10 years.

Objectives:

A. TBID doubles its collection and analysis of useful data about business, property, and community assets showcasing the

district and the organization's value.

B. The Business Improvement District is renewed with appropriate scope and resources.
C. TBID's board is visible, engaged and impactful, reflecting the organization's leadership role in the district.
D. TBID is a trusted resource with extensive relationships, making connections between public, private and nonprofit interests, and continuously engaging its always changing audience.
E. TBID's non-assessment revenues grow substantially as business, property, government, philanthropic and individual interests recognize TBID's effectiveness.

SUMMARY OF IMPROVEMENTS AND SERVICES

Current Services

Currently, TBID's operating budget of approximately $1 million is funded by district property owners, including the University of California and the City of Berkeley. This supports five core service areas.

- *Clean, Safe, & Crisis Response:* Delivers 240 hours per week of year-round field deployment dedicated to street cleanliness, graffiti mitigation, and specialized crisis de-escalation support.
- *Stewardship & Community Care:* Provides dedicated care, performs district-wide weed abatement, refreshes public fixtures, and offers direct guidance to community members navigating quality-of-life or public-safety issues.
- *Public Infrastructure:* Manages and maintains the 24/7 public restroom facility at Channing Way, installs sidewalk planters and public art projects, and installs holiday lighting and seasonal décor.
- *Events & Marketing:* Drives immediate foot traffic to local merchants through targeted campaigns, including Telegraph Boba Day, Second Sundays, student orientation promotions, and robust district-themed social media growth.
- *Public Leadership & Advocacy:* Conducts routine engagement with local officials to drive funding and infrastructure priorities, represents district interests in public policy groups, and provides strategic stakeholder feedback on neighborhood housing and mixed-use development projects.

Elevating the District

Established almost 30 years ago, TBID is preparing for its first reauthorization in a decade. TBID's next chapter must focus on strengthening the organization to meet Telegraph's changing needs. Its strategic plan provides a foundation for the organization to establish and maintain a higher standard for the public realm and to support meaningful economic growth by attracting a larger and more diverse clientele to the district's businesses and its increasingly outstanding public spaces and facilities.

To operationalize this vision and deliver high-impact results, TBID will implement the following targeted organizational upgrades:

- *Organizational Capacity:* Align operations with industry standards and add strategic program leaders
- *Community Focus:* Elevate board leadership, prioritize business engagement, and heighten district advocacy
- *Program Upgrades:* Negotiate institutional service contracts, upgrade ambassador services, strengthened research and analytics, build event infrastructure, and secure recurring non-assessment revenue

Improvements & Services for 2027 – 2038

The reauthorized TBID will provide the following improvements and services to district property owners:

- *Public Realm:*
  Substantially increase direct services and champion a higher standard for the public realm.
  - *Clean, Safe & Crisis Response:* approximately 400 hours per week of year-round field deployment dedicated to street cleanliness, graffiti mitigation, and specialized crisis de-escalation support. This represents a 75% increase in daily cleaning services and expanded afternoon and evening services.
    - *Target cleaning service levels: Manual cleaning and debris removal (daily); Mechanical sidewalk cleaning (5 days per week); Landscaping and weed abatement (weekly); Graffiti and handbill removal (daily).*
    - *Target Safety & Hospitality services: Walking patrols 3pm – 10pm daily; On-call incident response; Daily business safety check-ins; Special event support and visitor engagement.*
  - *Stewardship & Community Care:* Provides dedicated maintenance and support to foster a welcoming and attractive environment in the District. Daily and routine services include refreshing public fixtures, clearing sidewalk obstructions, addressing disruptive behavior, coordinating public safety efforts, and enhancing social service delivery.
  - *Public Infrastructure:* Implements public space activation initiatives and streetscape beautification programs. Improvements and services include maintenance of the Telegraph-Channing 24/7 public restroom facility, sidewalk planters along the commercial corridor, public art projects, and annual holiday lighting and seasonal décor.
- *Marketing & Events:* Substantially increase marketing, events, and data to support district businesses.
  - *Marketing:* Continue to expand robust district-themed social media platforms to elevate Telegraph's visibility. Provide direct marketing support for businesses with content marketing programs, digital media technical assistance, targeted campaigns, and paid partnerships. Produces and sponsors visitor outreach through digital advertising, the Telegraph Berkeley website, and local promotional platforms.
  - *Events:* Sponsor, coordinate, and produce year-round events, entertainment, and activities to drive foot traffic and

attract visitors. Planned events include public street fairs, sidewalk entertainment, holiday and promotional activities, merchant-led events, and student programming.
    - *Branding:* Elevate Telegraph's brand through media and visual markers throughout the district. Implements place-based branding strategies that build broad appeal for the district as a shopping, dining, and cultural destination.
    - *Data:* Develop and effectively utilize audience data to support district businesses and increase foot traffic.
- *Economic Vitality:* Substantially increase economic growth through research, information, and active public spaces and facilities.
    - *Retail:* Provide research, data, vision, branding, and curation to support retail retention, recruitment, and development.
    - *Business support:* proactive outreach that informs and engages businesses, and hands-on assistance to leverage resources and navigate business challenges. Responsive public relations support and focused capacity to advance economic development programs.
- *Public Leadership & Advocacy:* Increase TBID's role as a valued convener, partner, and co-leader.
    - *Convener:* Expand TBID's role as a go-to resource and convener for business and property owners, advancing a collective vision for the district's growth and prosperity.
    - *Champion:* Actively support Telegraph's vision for urban design, transportation, public safety, and real estate development through information, organizing, and advocacy.
- *Management & Leadership:* Substantially increase presence and impact through board, resources, and visible leadership.
    - *Management:* Continue to efficiently deploy TBID resources to benefit the district's properties and businesses with excellent fiscal oversight, performance measurement, and public reporting.
    - *Non-assessment Revenues:* Leverage TBID assessments by growing non-assessment revenues through direct service contracts, grants, revenue-producing events, and other sources.

Governance and Term

The Telegraph Property and Business Improvement District is formally managed and administered by the Telegraph Property and Business Management Corporation (TPBMC). The TPBMC serves as the designated, private non-profit entity (Owners' Association) legally tasked by the City and the district's property owners with executing day-to-day operations, managing programmatic deployments, and overseeing contract fulfillment. The corporation directly interfaces with operational partners, such as managing the core clean and safe ambassador services contract.

The TPBMC is governed by a dedicated Board of Directors responsible for strategic decision-making, annual budgeting, and approving permitted assessment rate increases.

The Telegraph Property and Business Improvement District will be reauthorized for ten additional years (2027 – 2037).

The Telegraph PBID is expected to be renewed by July 2027 for inclusion of parcel assessments on the County of Alameda 2027/28 tax roll with an implementation date of the Management District Plan on January 1, 2028. Consistent with State law, the PBID will have a 10-year life through December 31, 2037.

DISTRICT BOUNDARIES & SERVICE ZONES

Geographical Boundary Description

The TPBID generally includes parcels in the Telegraph area of the City of Berkeley. The service area includes approximately 254 properties with 185 property owners and two zones. The TPBID boundary is illustrated by the map below. A larger map is provided in Appendix 3 and is available on request by calling (916) 437-4300 or (800) 999-7781.

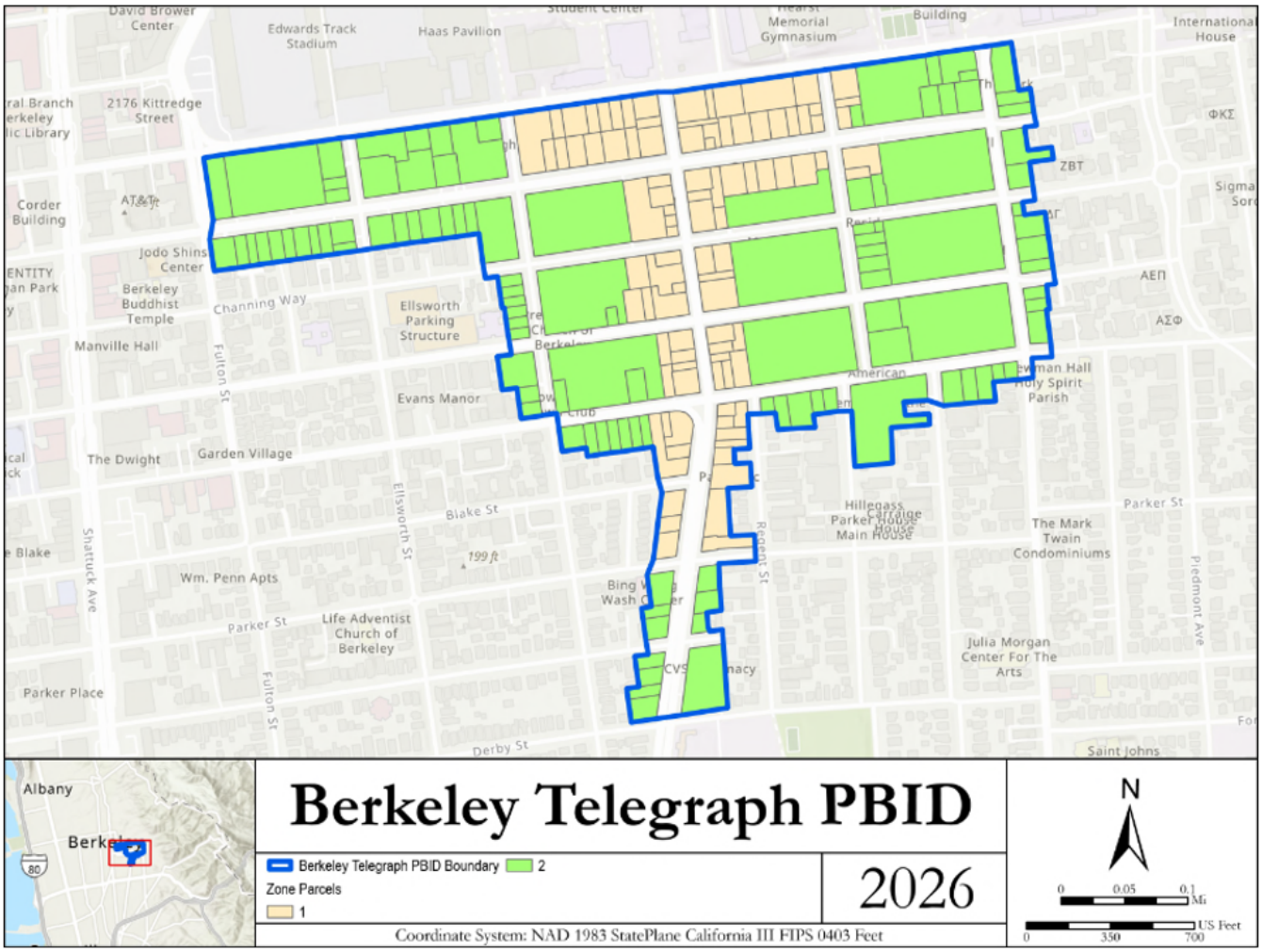
Benefit Zones Matrix

The TBID assessment methodology distinguishes between Benefit Zone 1 and Benefit Zone 2. Both Zone 1 and Zone 2 will receive the same categories of TBID services. Zone 2 parcels will receive a reduced level and frequency of services to reflect lower relative service intensity or special benefit.

Average Weekly Services	Zone 1	Zone 2
Cleaning Ambassadors	163 Hours	82 Hours
Hospitality Ambassadors	100 Hours	50 Hours
Litter removal / sweeping	4 X Daily	2 X Daily

Pressure washing	20 block faces	Daily Spot Washing
Graffiti removal	Daily as needed	Daily as needed
Debris removal	Daily as needed	Daily as needed
Business contacts	100	TBD per shift
Crisis Response & Outreach	Daily	Daily
Reporting/service requests	Daily	Daily
Walking Patrols	72 Hours	36 Hours

District Map



IMPROVEMENTS AND ASSESSMENT BUDGET

2028 PBID Assessment Budget

The following table outlines the estimated operating budget for the initial year and service plan allocation. The budget is an estimate based on the cost to deliver the planned improvements and services. These baseline allocations shall remain generally the same throughout the term of the district. The TPBMC Board of Directors oversees the operating budget to ensure alignment with this plan but may reallocate funds between service categories to account for operational constraints and cost fluctuations.

EXPENDITURES	Budget	% of Budget
Public Realm: Cleaning, Hospitality, Activation	$1,235,000	62%
Marketing & Events	$302,000	15%
Economic Vitality	$180,000	9%
Leadership & Advocacy	127,000	6%
Management and Contingency	$156,000	8%
Total Expenditures	$2,000,000	100%
REVENUES		
PBID Assessments	$1,872,000	94%
General Benefit	78,000	4%
Other Revenues *	$50,000	2%
Total Revenues	$2,000,000	100%

* Revenues from contract services, events, and other sources

Revenue is proposed to come primarily from BID assessments, supplemented by existing contract services, and substantial increases in grants, donations, and event revenue. The improvements and services funded by the PBID assessment will be provided directly and exclusively to assessed parcels, Non-assessment funds may be allocated to specific service categories or special projects by the TPBMC Board of Directors. The annual funding allocations may shift to align with changes in non-assessment revenue. For example, the total Marketing & Events budget may increase or decrease in line with the amount of anticipated event revenue.

Budget Adjustments

The TPBMC Board of Directors shall review and approve the annual operating budget at a public board meeting before the end of each fiscal year on June 30. The PBID Assessment rates will be subject to an annual increase effective at the beginning of the fiscal year by a vote of the Board of Directors of the Telegraph Property and Business Management Corporation. The maximum annual assessment rate increase will reflect the annual change in the Consumer Price Index (CPI) for All Urban Consumers in San Francisco-Oakland-San Jose or 3%, whichever is more. If for any reason the percentage change is negative, the maximum allowable assessment would not be decreased by reason of such negative percentage change and would remain at the amount as computed on the previous fiscal year regardless of any CPI adjustment. The annual assessment cannot exceed the actual costs to operate the Telegraph BID in any given year.

Based upon a maximum possible annual assessment increase of 3%, beginning July 1, 2027, the total annual maximum assessment revenue each year for each of the 10 years is shown in the following table.

EXPENDITURES	Maximum Annual Assessments (3%)
FY 2027/2028	$1,650,000
FY 2028/2029	$1,699,500
FY 2029/2030	$1,750,485
FY 2030/2031	$1,803,000
FY 2031/2032	$1,857,090
FY 2032/2033	$1,912,802
FY 2033/2034	$1,970,186
FY 2034/2035	$2,029,292
FY 2035/2036	$2,090,171

FY 2036/2037	$2,152,876

ASSESSMENT METHODOLOGY

General vs. Special Benefits Resolution:

The improvements, maintenance, and activities to be provided by the District constitute and convey special benefits directly to the assessed parcels, according to California Assessment Law (see *Telegraph PBID Engineer's Report*, September 2026).

Assessment Factors

Each parcel will be assessed based on proportional special benefits received. The variables used for the annual assessment formula are parcel size, building size, parcel type, and benefit zone. These variables are all appropriate measures of the proportional special benefit because the need for services, level of services, and quantity of services are all relative to these variables; thus the special benefit provided to each parcel by the services can be proportionally measured using these variables.

The actual annual rate applied to parcels is as shown below:

Parcel Type	Zone 1 – Parcel Size (sq. ft.) + Building Size (sq. ft.)	Zone 2 – Parcel Size (sq. ft.) + Building Size (sq. ft.)
Commercial	$0.428682	$0.214341
Residential	$0.342945	$0.171473
Private Property Tax-Exempt / Public	$0.154325	$0.077163

Classification of Land Uses

Residential parcels are those parcels containing any number of dwelling units and have no other land use than for residential purposes. Residential parcels will receive and benefit from all of District's improvements, maintenance and activities. Residential parcels in the TPBID typically have a high population density and heavy pedestrian traffic, creating a high benefit from services. These parcels will benefit by being cleaner, safer, and better marketed to potential residents, thus attracting new residents and retaining existing residents.

Private property tax-exempt parcels will receive and benefit from the District's services. However, because they do not have a commercial component, private property tax-exempt parcels (as shown on the County Assessor's records) will be assessed at the rate for the appropriate zone as shown in the table above. These parcels will benefit in that they will be cleaner, safer, and better marketed, but they benefit to a lesser degree than parcels occupied by for profit businesses because they do not enjoy the benefits of increased profits resulting from increased commerce.

Pursuant to Article XIII D of the California Constitution, "parcels within a district that are owned or used by any agency, the State of California or the United States shall not be exempt from assessment unless the agency can demonstrate by clear and convincing evidence that those publicly owned parcels in fact receive no special benefit." No public agency has made such a demonstration; however, because they do not have a commercial profit-making component, public parcels (as shown on the County Assessor's records) will be assessed at a lower rate commensurate to the benefits received. These parcels will benefit in that they will be cleaner and safer, but they benefit to a lesser degree than parcels occupied by for profit businesses because they do not enjoy the benefits of increased profits resulting from increased commerce. Public parcels within the District include parcels occupied by public schools.

The district is designed to benefit commercial, residential, private property tax-exempt, and public parcels. There are several mixed-use parcels in the District, with commercial and single-family residential components. Consistent with the benefit derived from services, the commercial portion of mixed-use parcels shall be assessed; the residential portion shall be assessed at the residential rate. The assessment for each parcel was determined based upon the portion of the parcel/building that is commercial. Mixed use parcels were identified and apportioned through City parcel data.

Benefit Zones

The Total Assessment was allocated to two benefit zones as shown on the map in Appendix III. The boundaries of each benefit zone were narrowly drawn to include all parcels that receive a direct advantage from the same level of services and improvements. Each benefit zone will receive a different level of services based on the needs and conditions in that zone, and historic service allocations to that zone. The benefit zones ensure that "properties that receive the same proportionate special benefit pay the same assessment." Because the frequency and quantity of services and improvements directly relate to the cost of the services and improvements, in this District "the relative cost of an improvement is a reliable measure of relative benefit conferred." For instance, Zone 1 has higher pedestrian and vehicle traffic than Zone 2 and thus will benefit from more frequent and intense services. Because of the difference in pedestrian and vehicle traffic between the zones, Zone 2 will receive fifty percent (50%) of the cleaning ambassador services provided

by the District compared to Zone 1. Thus, the assessment rate for Zone 2 is fifty percent (50%) of the Zone 1 rate. Similarly, Zone 2 will receive and specially benefit from half of the Communications and Economic Development services and all related administration.

How assessments will be paid, collected, and distributed

As provided by State Law, the TPBID assessment will appear as a separate line item on annual property tax bills prepared by the County of Alameda. Parcels that do not receive property tax bills will be invoiced by the TPBID on behalf of the City. Property tax bills are generally distributed in the fall, and payment is expected by lump sum or installment. The County of Alameda shall distribute funds collected to the City of Berkeley, which shall forward them to the TPBID. Existing laws for enforcement and appeal of property taxes, including penalties and interest, apply to the TPBID assessments.

Assessments appeals process

If any property owner believes the data used to calculate the assessment is inaccurate for any reason, the property owner shall submit, in writing, a request for review to the City. The property owner shall provide documentation to support the request for review. The City or its designated consultant shall review the request and provide a response to the property owner. The property owner must be current in the payment of all assessments when filing the request for review and must remain current during the review process. (Further detail is provided in the *Telegraph PBID Engineer's Report*, September 2026.)

TPBID GOVERNANCE & OPERATIONS

The Owners' Association

The Telegraph Property and Business Improvement District is formally managed and administered by the Telegraph Property and Business Management Corporation (TPBMC). The TPBMC serves as the designated, private non-profit entity (Owners' Association) legally tasked by the City and the district's property owners with executing day-to-day operations, managing programmatic deployments, and overseeing contract fulfillment. The corporation directly interfaces with operational partners, such as managing the core clean and safe ambassador services contract.

Board Composition

The TPBMC is governed by a dedicated Board of Directors responsible for strategic decision-making, annual budgeting, and approving permitted assessment rate increases. To ensure balanced, equitable leadership across the corridor, the board shall adopt governance structures and bylaws that dictate a diverse board composition. Governance structure shall support proportional representation from key district stakeholders, including:

- Large Property Owners (including major institutional entities such as the University of California, Berkeley and City of Berkeley)
- Independent Retailers and Merchants
- Commercial Stakeholders, Non-Profits, and Residents within the district

Public Oversight, Reporting & Compliance

TPBMC operates under transparency rules and public oversight guidelines set by the State of California. The association is legally required to submit a comprehensive Annual Report to the City Council for each fiscal year. This report enforces fiscal and operational transparency by detailing:

- Proposed changes (or confirmation of no changes) to the district boundaries.
- Documentation of the exact service types to be delivered in line with the Management District Plan, including street and sidewalk cleaning, beautification, marketing, promotions, decoration, and public restroom maintenance.
- Itemized operational budgets detailing total revenues, assessment values, and projected expenditures.
- Formal board approvals regarding assessment rate modifications.

TPBMC further operates withing the requirements of the Brown Act (commencing with Section 54950 of the Government Code), and the California Public Records Act (commencing with Section 6250 of the Government Code).

Regular monthly board meetings shall comply with public notice requirements and be held at an open location within the district. The TPBMC shall record and publish reports on board actions, TBID activities, and financial records.

Delinquency and Disestablishment

The district operates under established legal mechanisms pursuant to the California Property and Business Improvement District Law of 1994 to manage non-payment and safeguard property owner rights:

- Delinquency Protocols: Because assessments are collected via the regular county property tax roll, non-payment triggers standard statutory tax lien consequences. Delinquent assessments are subject to the same penalties, interest, and enforcement procedures as regular ad valorem property taxes.
- Disestablishment Procedures: Property owners retain democratic recourse through an established annual 30-day window

(the anniversary of the district's creation). During this statutory period, property owners have the right to submit formal petitions to the City Council to initiate dissolution proceedings for the district, ensuring long-term accountability to those who fund it.

APPENDICES / ATTACHMENTS

- Assessment Roll
- Certified Engineer's Report
- City Base Level Services Agreement

ASSESSMENT ID	ASSESSOR'S PARCEL NUMBER	ZONE	OWNER	BUILDING SQUARE FEET	LOT SQUARE FEET	ASSESSMENT RATE	PARCEL TYPE	ASSESSMENT TOTAL
1	055 -1835-004-02	2	FITZER TIMOTHY A	5,814	7,125	$0.214341	Commercial	$2,773.36
2	055 -1835-007-00	2	BERKELEY TELEGRAPH LLC & 2640 TELEGRAPH AVE LLC	4,480	6,072	$0.214341	Commercial	2,261.72
3	055 -1835-009-01	2	2650 TELEGRAPH LP	35,823	10,886	$0.214341	Mixed Use	8,082.05
4	055 -1835-018-00	2	TAM RICHARD W & ZHANG TAO T	1,200	435	$0.214341	Commercial	350.45
5	055 -1835-019-00	2	IGNACIO ERIC D & LAGASCAIGNACIO CYNTHIA M TRS	1,226	435	$0.171473	Residential	284.82
6	055 -1835-020-00	2	GOLD BONNIE & PAYNE DAVID E TRS	1,226	435	$0.171473	Residential	284.82
7	055 -1835-021-00	2	BOLT DIANNA	1,226	435	$0.171473	Residential	284.82
8	055 -1835-022-00	2	SUN CHII YUN & KAREN K	1,226	435	$0.171473	Residential	284.82
9	055 -1835-023-00	2	RIVERA PAUL J & MARY Q	1,226	435	$0.171473	Residential	284.82
10	055 -1835-024-00	2	CHUANG PATRICK C & HSIUNG YINGSHENG	1,226	435	$0.171473	Residential	284.82
11	055 -1835-025-00	2	SHARMA VINEET & SHUCHI	1,226	435	$0.171473	Residential	284.82
12	055 -1835-026-00	2	MEYYAPPAN MURUGAPPAN & RAMANATHAN SIVAKAMI TRS	1,226	435	$0.171473	Residential	284.82
13	055 -1835-027-00	2	LI MARK K & CHEUNG KATHY M TRS	1,226	435	$0.171473	Residential	284.82
14	055 -1835-028-00	2	CHEN ZIXIN	1,226	435	$0.171473	Residential	284.82
15	055 -1835-029-00	2	LIM ING Y & KANWIT ELIZABETH D TRS	1,226	435	$0.171473	Residential	284.82
16	055 -1835-030-00	2	ILB HILLS LLC	1,226	435	$0.171473	Residential	284.82
17	055 -1835-031-00	2	XIA JING	1,226	435	$0.171473	Residential	284.82
18	055 -1835-032-00	2	EPSTEIN LYNN & BASSEIN SUSAN	1,226	435	$0.171473	Residential	284.82
19	055 -1835-033-00	2	ANANTHARAM VENKATACHALAM	1,226	435	$0.171473	Residential	284.82
20	055 -1835-034-00	0	2628 TELEGRAPH AVE ASSOCIATION	0	0	$0.000000	Exe - Common Area	0.00
21	055 -1836-006-03	2	WONG FRANKLIN C & WONG HENRY F TR ETAL	1,176	13,711	$0.214341	Commercial	3,190.89
22	055 -1836-008-02	2	AVENUE T PROPERTY LLC	1,921	5,474	$0.214341	Commercial	1,585.05
23	055 -1836-031-00	2	2616 TELEGRAPH AVENUE LLC	21,328	8,655	$0.214341	Mixed Use	5,261.55
24	055 -1837-001-00	1	TELEGRAPH BLAKE ST LLC	44,637	10,200	$0.428682	Mixed Use	19,153.41
25	055 -1837-002-00	1	ZION PROPERTIES LLC	8,610	7,500	$0.428682	Commercial	6,906.06
26	055 -1837-003-00	1	2588 TELEGRAPH AVENUE LLC	6,248	10,209	$0.428682	Commercial	7,054.81
27	055 -1838-001-02	1	MAJIDI SHAHLA TR	12,230	12,992	$0.428682	Commercial	10,812.21
28	055 -1838-002-01	1	GLENN BUILDING	46,634	19,700	$0.428682	Mixed Use	24,309.01
29	055 -1838-013-00	2	BERKELEY MULTIFAMILY II PROPERTY OWNER LLC	9,602	6,725	$0.171473	Residential	2,799.63
30	055 -1838-014-00	2	MGH MANAGEMENT LLC	5,045	6,725	$0.171473	Residential	2,018.23
31	055 -1838-015-00	2	VALUES INC INVESTMENT CO	13,914	6,190	$0.171473	Residential	3,447.29
32	055 -1838-016-00	2	DWIGHT BLAKE APARTMENTS	6,046	6,187	$0.171473	Residential	2,097.62
33	055 -1838-017-00	2	LUNDIN JANE TR	2,577	6,120	$0.214341	Commercial	1,864.12
34	055 -1838-018-00	2	LUNDIN JANE TR	3,353	5,514	$0.214341	Commercial	1,900.56
35	055 -1838-020-00	1	RUE ELL ENTERPRISES INC	2,849	3,621	$0.428682	Commercial	2,773.57
36	055 -1838-021-00	1	P G & E CO 135-1-12-2	2,203	5,080	$0.428682	Commercial	3,122.09
37	055 -1838-022-00	2	NGUYEN LILY L & NGUYEN LOI & LE YVONNE TRS	791	1,111	$0.171473	Residential	326.14
38	055 -1838-023-00	2	INFUSION & WELLNESS CENTER LLC	873	1,111	$0.171473	Residential	340.20
39	055 -1838-024-00	2	HONG JAMIE J & JIN ETAL	838	1,111	$0.171473	Residential	334.20
40	055 -1838-025-00	2	MASON ELIZABETH F & JAMES W ETAL	858	1,111	$0.171473	Residential	337.63
41	055 -1838-026-00	2	HOM KENNETH F & MEI J TRS	1,337	1,111	$0.171473	Residential	419.77
42	055 -1838-027-00	2	NEMIROVSKY FELIX	1,348	1,111	$0.171473	Residential	421.65
43	055 -1838-028-00	2	FENG SAMUEL & HUANG HSINYI C TRS	1,155	1,111	$0.171473	Residential	388.56
44	055 -1838-029-00	2	DAI GEORGE S & LUNA Y TRS & DAI CORNELIA	1,262	1,111	$0.171473	Residential	406.90
45	055 -1838-030-00	2	SHYR JURIYAN & HOU DANIEL	1,343	1,111	$0.171473	Residential	420.79
46	055 -1838-031-00	0	DWIGHT DANA PARTNERSHIP	0	0	$0.000000	Exe - Common Area	0.00
47	055 -1839-001-02	1	SODA KING LLC	7,559	3,997	$0.428682	Commercial	4,953.84
48	055 -1839-003-03	1	GORDON JOHN K & MITCHELL JANIS L TRS & GORDON ETAL	5,307	5,891	$0.342945	Residential	3,840.30
49	055 -1839-004-00	1	CHU FAMILY LLC	20,450	6,900	$0.428682	Commercial	11,724.44
50	055 -1839-005-00	1	TELEGRAPH REGENT LLC	9,836	5,115	$0.428682	Commercial	6,409.22
51	055 -1839-015-02	1	CLARA&SONIA LLC	5,376	6,380	$0.428682	Commercial	5,039.58
52	055 -1839-016-01	1	GORDON JOHN K & MITCHELL JANIS L TRS & GORDON ETAL	6,018	3,555	$0.428682	Commercial	4,103.77
53	055 -1839-019-01	1	GDCB BERKELEY PROPCO LLC	112,562	18,779	$0.428682	Mixed Use	45,334.29
54	055 -1839-020-00	1	2539 TELEGRAPH LLC	63,094	16,679	$0.428682	Mixed Use	27,946.70
55	055 -1839-021-00	1	REGENT TERRACE LLC	37,169	11,603	$0.428682	Mixed Use	18,227.39
56	055 -1840-001-01	2	LIEBERT BRUCE E TR & CARLYN M TR	2,400	9,430	$0.214341	Commercial	2,535.65

ASSESSMENT ID	ASSESSOR'S PARCEL NUMBER	ZONE	OWNER	BUILDING SQUARE FEET	LOT SQUARE FEET	ASSESSMENT RATE	PARCEL TYPE	ASSESSMENT TOTAL
57	055 -1840-024-01	2	CALIF ANN CONF METH CH	28,077	45,895	$0.214341	Commercial	15,855.22
58	055 -1840-032-00	2	GIORDANO ARLENE A	5,473	6,069	$0.214341	Commercial	2,473.92
59	055 -1840-035-00	2	WHANG WILLIAM W & ALICE J TRS	905	490	$0.171473	Residential	239.20
60	055 -1840-036-00	2	HSIA SAMSON & ALICIA TRS	1,034	490	$0.171473	Residential	261.32
61	055 -1840-037-00	2	NAVARROCACERES LILIANA	563	490	$0.171473	Residential	180.56
62	055 -1840-038-00	2	GOFF EDWARD TR	557	490	$0.171473	Residential	179.53
63	055 -1840-039-00	2	KWOK VICTOR Y	1,147	490	$0.171473	Residential	280.70
64	055 -1840-040-00	2	YU JULIA & YU JEAN J TR	993	490	$0.171473	Residential	254.29
65	055 -1840-041-00	2	HAROUN ANSAR M & NASRA TRS	957	490	$0.171473	Residential	248.12
66	055 -1840-042-00	2	HUANG LI L	905	490	$0.171473	Residential	239.20
67	055 -1840-043-00	2	ELA PROPERTIES LLC	1,034	490	$0.171473	Residential	261.32
68	055 -1840-044-00	2	LIN RICHARD K & DORIS M	563	490	$0.171473	Residential	180.56
69	055 -1840-045-00	2	MAKHIJANI MEENA S	557	490	$0.171473	Residential	179.53
70	055 -1840-046-00	2	KPARTNERS LLC	1,147	490	$0.171473	Residential	280.70
71	055 -1840-047-00	2	HU HANG L & TYNG J	993	490	$0.171473	Residential	254.29
72	055 -1840-048-00	2	HU TYNG J & HANG L	957	490	$0.171473	Residential	248.12
73	055 -1840-049-00	2	SUNKU RAVINDRA & ROOPA R ETAL	1,349	490	$0.171473	Residential	315.34
74	055 -1840-050-00	2	SU VINCENT P & INGRID ETAL	1,034	490	$0.171473	Residential	261.32
75	055 -1840-051-00	2	MAUS MARLON TR	1,426	490	$0.171473	Residential	328.54
76	055 -1840-052-00	2	DELENGOCKY TAYSON	1,098	490	$0.171473	Residential	272.30
77	055 -1840-053-00	2	LEUNG VELIA N	552	490	$0.214341	Commercial	223.34
78	055 -1840-054-00	2	LEUNG VELIA N	255	490	$0.214341	Commercial	159.68
79	055 -1840-055-00	0	COMMON AREA OF TR 6567 35 THRU 54	0	0	$0.000000	Exe - Common Area	0.00
80	055 -1842-001-00	2	WANG ANGELA	3,099	3,944	$0.171473	Residential	1,207.68
81	055 -1842-002-00	2	NCR PROPERTIES LLC	7,456	7,865	$0.171473	Residential	2,627.13
82	055 -1842-004-01	2	DOTP 2530 LLC	10,478	14,963	$0.171473	Residential	4,362.44
83	055 -1842-005-00	2	CHIU EDMUND S & BONNETTE S TRS	4,866	5,000	$0.171473	Residential	1,691.75
84	055 -1842-006-00	2	SATELLITE AFFORDABLE HOUSING ASSOCIATES	15,650	5,580	$0.171473	Residential	3,640.36
85	055 -1843-026-03	2	BERKELEY SCHOOL THEOLOGY	75,956	81,818	$0.077163	NonProfit	12,174.27
86	055 -1846-001-01	2	2501 BENVENUE LLC	29,352	13,300	$0.171473	Residential	7,313.65
87	055 -1846-002-00	2	WU SUE H	16,026	8,700	$0.171473	Residential	4,239.83
88	055 -1846-003-00	2	2644 BERKELEY LLC	23,948	8,940	$0.171473	Residential	5,639.39
89	055 -1846-004-00	2	FERGUSON JAMES I & ARLENE M TRS	8,077	3,850	$0.171473	Residential	2,045.15
90	055 -1846-005-00	2	HAKAM ALAEDDIN & FOUDEH SOUSSAN TRS ETAL	5,134	4,800	$0.171473	Residential	1,703.41
91	055 -1867-012-00	2	ROMAN CATHOLIC WELFARE CORPORATION OF OAKLAND	0	10,125	$0.214341	Commercial	2,170.20
92	055 -1867-013-00	2	DISANO JOSEPH R TR & DISANO JOSEPH R TR	8,714	5,000	$0.171473	Residential	2,351.58
93	055 -1867-014-00	2	NATEGHIAN FARAMARZ TRUST	6,599	5,000	$0.171473	Residential	1,988.91
94	055 -1868-010-00	2	UNIVERSITY LUTHERAN CHAPEL OF BERKELEY CALIF	6,534	6,750	$0.077163	NonProfit	1,353.04
95	055 -1868-011-00	2	2415COLLEGE LLC	26,580	13,100	$0.171473	Residential	6,804.03
96	055 -1868-013-00	2	BEAR HAVEN LLC	14,924	13,100	$0.171473	Residential	4,805.35
97	055 -1868-014-00	2	MIN ROY & EDWARD ETAL	4,645	2,450	$0.171473	Residential	1,216.60
98	055 -1869-011-00	2	ALPHA BETA HALL	10,549	10,150	$0.171473	Residential	3,549.31
99	055 -1869-013-01	2	REGENTS OF THE UNIVERSITY OF CALIFORNIA	47,694	19,592	$0.077163	NonProfit	5,191.97
100	055 -1870-008-00	2	2701 DURANT LP	21,210	7,500	$0.171473	Residential	4,922.98
101	055 -1870-009-00	2	BALAJI EQUITY MANAGEMENT LLC	10,550	7,725	$0.171473	Residential	3,133.66
102	055 -1870-010-00	2	BREIT SH BERKELEY LLC	33,315	18,670	$0.214341	Commercial	11,142.51
103	055 -1871-001-03	2	AMI LLC &	16,441	10,140	$0.214341	Commercial	5,697.39
104	055 -1871-002-03	2	AMI LLC &	4,284	9,192	$0.214341	Commercial	2,888.46
105	055 -1871-003-00	2	DELTA DEUTERON BLDG ASN	12,372	13,000	$0.171473	Residential	4,350.60
106	055 -1871-004-01	2	RUSHTON RICHARD P & WITT S R & LAVELLE P ETAL TRS	4,164	9,100	$0.171473	Residential	2,274.41
107	055 -1871-006-00	2	REGENCY DURANT LLC	30,890	10,400	$0.171473	Residential	7,080.11
108	055 -1871-011-00	2	YEE DAVID	6,759	5,000	$0.171473	Residential	2,016.35
109	055 -1871-012-00	2	TRUST BENEFIT CHRISTIAN SCIENCE ORGANIZATION UC BE	8,324	5,000	$0.077163	NonProfit	1,320.56
110	055 -1871-013-00	2	ESLAMI AHMAD A	5,684	3,000	$0.077163	NonProfit	670.08
111	055 -1871-015-01	2	UNIVERSITY Y W C A	22,443	13,000	$0.077163	NonProfit	4,825.54
112	055 -1871-019-01	2	REGENTS OF THE UNIVERSITY OF CALIFORNIA	102,794	69,192	$0.077163	NonProfit	13,270.90

ASSESSMENT ID	ASSESSOR'S PARCEL NUMBER	ZONE	OWNER	BUILDING SQUARE FEET	LOT SQUARE FEET	ASSESSMENT RATE	PARCEL TYPE	ASSESSMENT TOTAL
113	055 -1871-020-00	2	AMI LLC &	0	7,150	$0.214341	Commercial	1,532.54
114	055 -1872-011-00	2	RAAJ BERKELEY OWNER LLC	0	6,970	$0.214341	Commercial	1,493.96
115	055 -1872-012-00	2	ROYSTON APARTMENTS LP	26,394	12,500	$0.171473	Residential	6,669.26
116	055 -1872-013-00	1	RAAJ BERKELEY OWNER LLC	0	4,500	$0.428682	Commercial	1,929.07
117	055 -1872-014-00	1	RAAJ BERKELEY OWNER LLC	70,484	15,370	$0.428682	Commercial	36,804.03
118	055 -1872-021-01	2	REGENTS OF THE UNIVERSITY OF CALIFORNIA	325,482	117,029	$0.077163	NonProfit	34,145.34
119	055 -1873-001-01	2	REGENTS OF THE UNIVERSITY OF CALIFORNIA	306,140	129,242	$0.077163	NonProfit	33,595.25
120	055 -1873-014-00	2	BERKELEY MULTIFAMILY II PROPERTY OWNER LLC	26,708	7,875	$0.171473	Residential	5,930.04
121	055 -1873-015-00	2	REGENTS OF THE UNIVERSITY OF CALIFORNIA	0	7,813	$0.077163	NonProfit	602.87
122	055 -1873-016-00	2	REGENTS OF THE UNIVERSITY OF CALIFORNIA	0	6,073	$0.077163	NonProfit	468.61
123	055 -1873-017-00	2	REGENTS OF THE UNIVERSITY OF CALIFORNIA	0	6,115	$0.077163	NonProfit	471.85
124	055 -1873-018-00	2	REGENTS OF THE UNIVERSITY OF CALIFORNIA	0	3,896	$0.077163	NonProfit	300.63
125	055 -1873-019-00	2	REGENTS OF THE UNIVERSITY OF CALIFORNIA	85,906	1,658	$0.077163	NonProfit	6,756.67
126	055 -1874-012-00	2	FIRST CHURCH CHRIST SCIENTIST	17,609	26,250	$0.077163	NonProfit	3,384.28
127	055 -1874-013-00	2	VEDANTA SOCIETY BERKELEY	5,239	18,000	$0.077163	NonProfit	1,793.18
128	055 -1874-023-01	2	REGENTS OF THE UNIVERSITY OF CALIFORNIA	324,989	120,071	$0.077163	NonProfit	34,342.03
129	055 -1875-006-00	1	RUE ELL ENTERPRISES INC	4,200	4,500	$0.428682	Commercial	3,729.53
130	055 -1875-007-00	1	SARACHAN KENNETH	18,170	8,510	$0.428682	Commercial	11,437.23
131	055 -1875-008-00	1	THELMA & LOUISE NO 2 LLC	54,788	8,740	$0.428682	Mixed Use	22,461.95
132	055 -1875-009-01	2	REGENTS OF THE UNIVERSITY OF CALIFORNIA	149,804	122,137	$0.077163	NonProfit	20,983.70
133	055 -1875-024-00	1	SUM YUN C & NGAN C TRS	11,380	10,500	$0.428682	Commercial	9,379.55
134	055 -1875-025-00	1	GEE JEW Y TR	3,694	4,720	$0.342945	Residential	2,885.54
135	055 -1875-026-00	1	TELEGRAPH PARTNERS LLC	5,210	4,720	$0.428682	Commercial	4,256.81
136	055 -1875-027-00	1	MILANO PROPERTIES LTD LLC	3,200	2,560	$0.428682	Commercial	2,469.21
137	055 -1875-028-02	1	PELLEGRINO PASQUALE TR	5,304	5,100	$0.428682	Commercial	4,460.00
138	055 -1875-029-00	1	GILLMAN SCOTT C TR & GILLMAN LINDA ETAL	7,590	7,590	$0.428682	Commercial	6,507.39
139	055 -1875-030-01	1	2506 HASTE STREET PARTNERS LLC	3,162	5,511	$0.428682	Commercial	3,717.96
140	055 -1875-040-01	2	REGENTS OF THE UNIVERSITY OF CALIFORNIA	335,005	121,500	$0.077163	NonProfit	35,225.15
141	055 -1875-043-00	1	2503 HASTE STREET OWNER LLC	10,546	2,134	$0.428682	Commercial	5,435.68
142	055 -1875-044-00	1	2503 HASTE STREET OWNER LLC	2,636	534	$0.428682	Commercial	1,358.92
143	055 -1875-045-00	1	2503 HASTE STREET OWNER LLC	79,511	16,090	$0.342945	Residential	32,785.91
144	055 -1875-046-00	0	COMMON AREA LOT 1 PM 11017	0	0	$0.000000	Exe - Common Area	0.00
145	055 -1876-001-00	1	TREVOR JAMES II	3,700	3,700	$0.428682	Commercial	3,172.24
146	055 -1876-009-01	2	REGENTS OF THE UNIVERSITY OF CALIFORNIA	71,994	63,635	$0.077163	NonProfit	10,465.50
147	055 -1876-011-00	1	FUENTES TOMAS R TR	18,416	13,000	$0.428682	Commercial	13,467.46
148	055 -1876-012-00	1	2369 TELEGRAPH LLC	3,600	4,000	$0.428682	Commercial	3,257.98
149	055 -1876-013-02	1	BERKELEY MULTIFAMILY I PROPERTY OWNER LLC	44,984	9,900	$0.428682	Mixed Use	20,798.18
150	055 -1876-015-00	1	RUEGG & ELLSWORTH	24,185	13,000	$0.428682	Commercial	15,940.53
151	055 -1876-016-00	1	RUE ELL ENTERPRISES INC	9,663	6,500	$0.428682	Commercial	6,928.78
152	055 -1876-017-00	1	RUEGG & ELLSWORTH	41,634	10,377	$0.428682	Mixed Use	18,386.58
153	055 -1876-019-01	1	RUE ELL ENTERPRISES INC	9,625	9,750	$0.428682	Commercial	8,305.71
154	055 -1876-021-01	1	2538 DURANT PROPCO LLC	80,520	12,792	$0.428682	Mixed Use	32,146.34
155	055 -1876-022-00	1	ALLEN HYE K & KIM JOE TR	4,520	4,500	$0.428682	Commercial	3,866.71
156	055 -1876-023-00	1	RUEGG & ELLSWORTH	9,150	7,600	$0.428682	Commercial	7,180.42
157	055 -1877-001-00	1	CORE BERKELEY BANCROFT LLC	81,831	13,130	$0.428682	Mixed Use	33,262.79
158	055 -1877-002-00	1	DOYLE ELAINE M TR	2,971	2,500	$0.342945	Residential	1,876.25
159	055 -1877-003-00	1	ST JOSEPH ARIM FOUND	5,189	4,000	$0.342945	Residential	3,151.32
160	055 -1877-004-00	1	ST JOSEPH ARIM FOUND	1,946	6,500	$0.154325	NonProfit	1,303.43
161	055 -1877-005-00	1	KURDYS DOUGLAS & SHAWVER LOIS TRS	10,781	6,500	$0.342945	Residential	5,926.44
162	055 -1877-006-00	1	GROWERS PROPERTIES NO 52	17,823	9,750	$0.342945	Residential	9,456.03
163	055 -1877-007-00	1	LANDIS FAMILY LLC	20,622	9,750	$0.342945	Residential	10,415.93
164	055 -1877-008-00	1	RUE ELL ENTERPRISES INC	8,916	10,790	$0.428682	Commercial	8,447.60
165	055 -1877-009-00	1	DURANT PLACE	8,153	6,760	$0.428682	Commercial	6,392.93
166	055 -1877-010-03	1	GOODHUE NEIL B & DIANE C TRS	2,800	2,430	$0.428682	Commercial	2,242.00
167	055 -1877-010-06	1	GOODHUE NEIL B & DIANE C TRS	3,575	4,520	$0.428682	Commercial	3,470.18
168	055 -1877-011-00	1	2509 DURANT LLC	10,295	10,000	$0.428682	Commercial	8,700.09

ASSESSMENT ID	ASSESSOR'S PARCEL NUMBER	ZONE	OWNER	BUILDING SQUARE FEET	LOT SQUARE FEET	ASSESSMENT RATE	PARCEL TYPE	ASSESSMENT TOTAL
169	055 -1877-012-01	1	JANGMI LLC	5,100	4,950	$0.428682	Commercial	4,308.25
170	055 -1877-013-00	1	BERKELEY MULTIFAMILY I PROPERTY OWNER LLC	46,750	16,900	$0.428682	Mixed Use	23,889.00
171	055 -1877-014-00	1	TENG VIVI	2,790	3,900	$0.428682	Commercial	2,867.88
172	055 -1877-016-01	1	LEGACY BANCROFT PROPERTY OWNER LLC	24,830	15,600	$0.428682	Commercial	17,331.60
173	055 -1877-019-02	1	MARK AT BERKELEY LLC	148,355	28,405	$0.428682	Mixed Use	62,955.03
174	055 -1878-001-00	1	RAISING CANES RESTAURANTS LLC	10,395	10,000	$0.428682	Commercial	8,742.96
175	055 -1878-002-00	1	AYYAD FUAD & MUNA I	9,740	4,160	$0.428682	Commercial	5,958.67
176	055 -1878-003-00	1	2340 TELEGRAPH PROPERTY LLC	49,442	12,000	$0.428682	Mixed Use	22,473.93
177	055 -1878-004-00	1	FORTUNEWORLD INC	9,581	6,500	$0.428682	Commercial	6,893.63
178	055 -1878-005-01	1	RUE ELL ENTERPRISES INC	23,907	13,000	$0.428682	Commercial	15,821.35
179	055 -1878-007-01	1	2425 DURANT AVENUE LLC	10,394	9,750	$0.342945	Residential	6,908.29
180	055 -1878-010-00	1	LANDIS FAMILY LLC	19,590	9,750	$0.342945	Residential	10,062.01
181	055 -1878-012-00	1	LANDIS FAMILY LLC	6,363	6,500	$0.342945	Residential	4,411.31
182	055 -1878-017-00	1	VALHAUS LP	9,730	6,500	$0.428682	Commercial	6,957.50
183	055 -1878-018-00	1	REGENTS OF THE UNIVERSITY OF CALIFORNIA	8,810	0	$0.428682	Commercial	3,776.68
184	055 -1878-018-00	1	REGENTS OF THE UNIVERSITY OF CALIFORNIA	19,200	13,000	$0.154325	NonProfit	4,969.28
185	055 -1878-019-00	1	KUANG DIANA Q ETAL	5,057	6,500	$0.428682	Commercial	4,954.27
186	055 -1878-020-00	1	ZENGS BERKELEY LLC	13,905	6,500	$0.428682	Commercial	8,747.25
187	055 -1878-021-00	1	RUE ELL ENTERPRISES INC	16,472	6,500	$0.428682	Mixed Use	8,627.53
188	055 -1878-022-00	1	RUE ELL ENTERPRISES INC	37,492	6,500	$0.428682	Mixed Use	15,296.48
189	055 -1878-023-00	1	PAIGE ROGER & NORMA TRS & HERBERT JOSEPH & CA ETAL	1,482	1,625	$0.342945	Residential	1,065.53
190	055 -1878-024-00	1	PAIGE ROGER & NORMA TRS & HERBERT JOSEPH & CA ETAL	1,449	1,625	$0.342945	Residential	1,054.21
191	055 -1878-025-00	1	PAIGE ROGER & NORMA TRS & HERBERT JOSEPH & CA ETAL	440	1,625	$0.342945	Residential	708.18
192	055 -1878-026-00	1	PAIGE ROGER & NORMA TRS & HERBERT JOSEPH & CA ETAL	440	1,625	$0.342945	Residential	708.18
193	055 -1878-027-00	0	COMMON AREA OF PM 7559 23 THRU 26	0	0	$0.000000	Exe - Common Area	0.00
194	055 -1878-029-00	1	STILES HALL	5,244	0	$0.154325	NonProfit	809.28
195	055 -1878-030-00	1	REGENTS OF THE UNIVERSITY OF CALIFORNIA	7,162	0	$0.428682	Commercial	3,070.22
196	055 -1878-031-00	1	REGENTS OF THE UNIVERSITY OF CALIFORNIA	173,641	32,521	$0.154325	NonProfit	31,816.03
197	055 -1879-001-00	1	KICK-AXE PROPERTIES	15,699	5,000	$0.428682	Commercial	8,873.28
198	055 -1879-002-00	1	SARACHAN KENNETH	7,920	8,000	$0.428682	Commercial	6,824.61
199	055 -1879-003-00	1	RUE ELL ENTERPRISES INC	2,250	2,250	$0.428682	Commercial	1,929.07
200	055 -1879-004-00	1	CAMOU TELEGRAPH AVENUE PROPERTIES LLC	2,250	2,250	$0.428682	Commercial	1,929.07
201	055 -1879-005-00	1	AAG INVESTMENTS LLC	3,140	1,998	$0.428682	Commercial	2,202.57
202	055 -1879-006-01	1	CITY OF BERKELEY	189,867	32,685	$0.428682	Commercial	95,403.95
203	055 -1879-022-03	2	REGENTS OF THE UNIVERSITY OF CALIFORNIA	212,654	106,755	$0.077163	NonProfit	24,646.46
204	055 -1880-001-00	1	SPECTRUM TELEGRAPH COMMONS LLC & POINT V APPL ETAL	29,312	6,325	$0.428682	Mixed Use	12,833.95
205	055 -1880-004-00	1	CREATIVE PROPERTY TELEGRAPH LLC	2,189	2,280	$0.428682	Commercial	1,915.78
206	055 -1880-005-01	1	ENT KENNETH E & GREGORY W TRS	43,902	15,570	$0.428682	Mixed Use	21,094.98
207	055 -1880-007-00	2	ENT KENNETH E & GREGORY W TRS	6,348	5,670	$0.171473	Residential	2,060.76
208	055 -1880-011-00	2	FIRST CHURCH FOUNDATION	3,465	3,871	$0.171473	Residential	1,257.92
209	055 -1880-015-02	2	FIRST PRESBYTERIAN CHURCH OF BERKELEY	108,028	91,149	$0.077163	NonProfit	18,101.31
210	055 -1880-021-03	2	REGENTS OF THE UNIVERSITY OF CALIFORNIA	58,355	11,946	$0.077163	NonProfit	5,424.61
211	055 -1880-021-04	2	REGENTS OF THE UNIVERSITY OF CALIFORNIA	0	9,570	$0.077163	NonProfit	738.45
212	055 -1880-022-01	1	2414 TELEGRAPH LLC	34,834	16,325	$0.428682	Mixed Use	18,170.33
213	055 -1881-001-00	1	SARACHAN KENNETH & BROWN LAURIE	9,521	8,500	$0.428682	Commercial	7,725.27
214	055 -1881-002-00	1	GORDON JOHN K & MITCHELL JANIS L TRS & RIPSTE ETAL	14,675	5,000	$0.428682	Commercial	8,434.31
215	055 -1881-003-00	1	LIPPETT PETER E TR	12,648	3,500	$0.428682	Commercial	6,922.35
216	055 -1881-004-00	1	VIRGINIA COLLEGE ASSOCIATES LP	26,794	10,300	$0.428682	Mixed Use	13,730.12
217	055 -1881-005-00	1	GRACE ONE LLC	4,173	6,450	$0.428682	Commercial	4,553.88
218	055 -1881-007-00	2	REGENTS OF THE UNIVERSITY OF CALIFORNIA	11,068	10,409	$0.077163	NonProfit	1,657.22
219	055 -1881-012-00	2	TOWN & GOWN CLUB	5,819	6,500	$0.214341	Commercial	2,640.46
220	055 -1881-017-01	2	REGENTS OF THE UNIVERSITY OF CALIFORNIA	0	57,327	$0.077163	NonProfit	4,423.51
221	055 -1881-018-00	1	2442 HASTE STREET LLC	0	6,750	$0.342945	Residential	2,314.88
222	055 -1882-001-00	2	CHURCH IN BERKELEY	21,330	21,750	$0.077163	NonProfit	3,796.94
223	055 -1882-002-00	2	ANDREONI THOMAS L & STANTON KAREN J TRS	4,918	5,130	$0.171473	Residential	1,722.96
224	055 -1882-003-00	2	HASHEMI HOMAYOUN & GOVASHIRI HOMA TRS	4,207	6,120	$0.171473	Residential	1,770.80

ASSESSMENT ID	ASSESSOR'S PARCEL NUMBER	ZONE	OWNER	BUILDING SQUARE FEET	LOT SQUARE FEET	ASSESSMENT RATE	PARCEL TYPE	ASSESSMENT TOTAL
225	055 -1883-001-00	2	COLLIER PAMELA A & BATTI GREGORY A TRS	3,590	4,900	$0.171473	Residential	1,455.80
226	055 -1883-002-00	2	GUERARD JACQUES H TR	3,672	4,400	$0.171473	Residential	1,384.13
227	055 -1883-004-00	2	WEN WILLIAM K TR	6,598	4,050	$0.171473	Residential	1,825.84
228	055 -1883-005-00	2	2414 DANA ST L P	5,974	4,050	$0.171473	Residential	1,718.84
229	055 -1883-006-00	2	GODS ETERNAL PURPOSE LLC	5,243	4,050	$0.171473	Residential	1,593.50
230	055 -1883-030-00	2	SCHWARTZ AYSEGUL A TR	600	1,417	$0.171473	Residential	345.86
231	055 -1883-031-00	2	MA KENNETH & JANICE L TRS	600	1,417	$0.171473	Residential	345.86
232	055 -1883-032-00	2	CHIEN CHARLES & SHERI I	600	1,417	$0.171473	Residential	345.86
233	055 -1883-033-00	0	COMMON AREA OF PM 6816 30 THRU 32	0	0	$0.000000	Exe - Common Area	0.00
234	055 -1884-001-00	2	FIRST CONGREGATIONAL CHURCH OF BERKELEY	35,344	39,000	$0.077163	NonProfit	8,796.09
235	055 -1884-012-00	2	TWENTY THREE HUNDRED DURANT PARTNERSHIP	5,296	14,300	$0.214341	Commercial	4,200.22
236	055 -1884-013-00	2	LEWIS DEMITRIA M & PAULOS ANDRIANA E TRS	8,862	7,800	$0.171473	Residential	2,857.08
237	055 -1884-014-00	2	SHI ZHOUZHENG & LI JIA TRS	4,264	6,500	$0.171473	Residential	1,845.73
238	055 -1884-015-00	2	BERKELEY ARCHITECTURAL HERITAGE ASSOCIATION	7,825	10,400	$0.171473	Residential	3,125.09
239	055 -1884-016-00	2	FIRST CONGREGATIONAL CHURCH OF BERKELEY	0	6,500	$0.214341	Commercial	1,393.22
240	055 -1884-017-00	2	FIRST CONGREGATIONAL CHURCH OF BERKELEY	2,670	6,500	$0.214341	Commercial	1,965.51
241	055 -1884-018-00	2	FIRST CONGREGATIONAL CHURCH OF BERKELEY	0	6,500	$0.077163	NonProfit	501.56
242	055 -1885-001-02	2	TRINITY UNITED METHODIST CHURCH OF BERKELEY	0	11,700	$0.214341	Commercial	2,507.79
243	055 -1885-001-03	2	WESLEY HOUSE BERKELEY LLC	20,422	10,000	$0.171473	Residential	5,216.54
244	055 -1885-001-04	2	TRINITY UNITED METHODIST CHURCH OF BERKELEY	41,723	43,250	$0.077163	NonProfit	9,354.29
245	055 -1885-002-01	2	BERKELEY CITY CLUB	0	13,000	$0.214341	Commercial	2,786.43
246	055 -1885-002-02	2	BERKELEY CITY CLUB	54,501	22,900	$0.214341	Commercial	16,590.19
247	055 -1885-008-00	2	BERKELEY CANTERBURY FOUNDATION INC	7,420	10,000	$0.171473	Residential	2,987.05
248	055 -1885-009-00	2	RECTORS ETC OF ST MARKS	15,691	21,738	$0.077163	NonProfit	2,888.12
249	055 -1885-010-00	2	RECTORS ETC OF ST MARKS	48,830	24,404	$0.171473	Residential	12,557.63
250	055 -1886-002-01	2	2300 2310 ELLSWORTH LLC	72,800	16,000	$0.171473	Residential	15,226.77
251	055 -1886-003-00	2	2312 ELLSWORTH LLC	6,400	5,000	$0.171473	Residential	1,954.79
252	055 -1886-004-00	2	VERO PROPERTIES LLC	14,884	5,000	$0.171473	Residential	3,409.56
253	055 -1886-017-03	2	REGENTS OF THE UNIVERSITY OF CALIFORNIA	0	19,760	$0.077163	NonProfit	1,524.73
254	055 -1886-025-01	2	REGENTS OF THE UNIVERSITY OF CALIFORNIA	85,533	103,242	$0.077163	NonProfit	14,566.39
Totals	**Totals**			**5,533,256**	**2,935,937**			**$1,681,824.07**

CITY OF BERKLEY

Preliminary Engineer's Report For:

Telegraph Property-Based Business Improvement District

September 2026

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TABLE OF CONTENTS

1. Introduction 1

1.1 TPBID Background 1

1.2 Duration and Renewal 1

1.3 Assessment Law and Legislative Context 1

1.4 Judicial Guidance for Assessments 3

2. Plans and Specifications 5

2.1 Description of the TPBID Boundaries 5

2.2 Description of the Improvements, Services, and Activities 5

3. Estimate of Costs 7

3.1 Clean, Safe and Beautification Cost Estimate 7

3.2 Communications and Economic Development Cost Estimate 7

3.3 Management and Administration Cost Estimate 8

4. Special and General Benefits 9

4.1 Introduction 9

4.2 Identification of Benefit 9

4.3 Separation and Quantification of General Benefit 9

4.4 Special Benefit 15

5. Assessment Methodology 17

5.1 Base Formula 17

5.2 Residential Parcels 19

5.3 Private Property Tax-Exempt / Public Parcels 19

5.4 Public Parcels 19

5.5 Mixed Use Parcels 20

5.6 Benefit Zones 20

5.7 Changes in Data 20

6. Assessment Notice 21

7. Time and Manner for Collecting Assessments 22

7.1 Annual Maximum Assessment Rate Inflation 22

7.2 Future Changes to Parcel Characteristics and Land Use 22

7.3 Data for Annual Assessment Calculations 23

7.4 Appeals 23

7.5 Method of Collection 24

8. Engineer's Letter 25

Appendix I – Maximum Annual Assessment Rates 27

Appendix II – PBID Law 28

Appendix III – Boundary Map 43

Appendix IV – Parcel Assessment Calculations 44

Appendix V – Budget by Zone 45

Appendix VI – Baseline Services 46

TABLE OF TABLES

Table 1. Clean, Safe, & Beautification 12
Table 2. Communications & Economic Development 13
Table 3. Management & Administration 14
Table 4. Total General Benefit to Parcels 14
Table 5. Total General Benefit 15
Table 6. Total Special Benefit to Parcels 16
Table 7. Assessment Rates Calculation 18
Table 8. Maximum Assessment Rates 19
Table 9. Annual Maximum Assessment Budget 25

1. Introduction

1.1 TPBID Background

The Telegraph Property and Business Improvement District ("TPBID" or the "District") is a benefit assessment district formed to provide improvements, maintenance, and activities that constitute and convey a special benefit to assessed parcels. TPBID was formed in 1998 and renewed in 2003, 2008, and 2018. This Engineer's Report has been prepared in connection with the proposed renewal of TPBID pursuant to Property and Business Improvement District Law of 1994 (Streets and Highways Code section 36600 et seq.), Article XIII D of the California Constitution, and the Proposition 218 Omnibus Implementation Act.

The TPBID generally includes parcels in the Telegraph area of the City of Berkeley, as detailed in the Appendix III assessment diagram included in this Engineer's Report. The purpose of the District is to provide improvements, maintenance, and activities that constitute and convey special benefits to assessed parcels. The District will provide Clean, Safe, and Beautification services; Communications and Economic Development; and related Management and Administration directly and only to assessed parcels within its boundaries.

1.2 Duration and Renewal

Assessments for the TPBID will be levied upon approval of the District's renewal to fund the TPBID Services and Activities over the next ten years. The first year of levies will be Fiscal Year 2027-2028 and the final year of levies will be Fiscal Year 2036-2037. Renewal of the TPBID requires property owners representing more than fifty percent (50%) of the total proposed assessment to submit petitions in support of the renewal. This is followed by a property owner ballot proceeding, in which more than fifty percent (50%) of the ballots returned, weighted according to the assessment amount, must be in favor of renewal. Near the end of the ten-year term, the petition, ballot, and City Council hearing process must be repeated for the TPBID to be renewed again.

1.3 Assessment Law and Legislative Context

The TPBID was formed and will be renewed pursuant to a state law that took effect in January of 1995. The Property and Business Improvement District Law of 1994, Streets and Highways Code Section 36600 et seq., which was signed into law by Governor Pete Wilson, ushered in a new generation of Property and Business Improvement Districts in California.

Key provisions of the Property and Business Improvement District Law of 1994 include the following:

- 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 renewal process;
- Requires written support on both a petition and ballot from property owners;

- 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 be renewed after a certain time period, making it accountable to property owners.

The assessment is also subject to the substantive and procedural requirements described in Section 4, Article XIII D of the California Constitution ("Article XIII D"), and would be assessed and collected by the City of Berkeley. The assessment is authorized pursuant to the Property and Business Improvement District Law of 1994, Article XIII D, and the Proposition 218 Omnibus Implementation Act, commencing with Section 53750 of the California Government Code, collectively referred to herein as the "Assessment Law."

In 1996, California voters adopted Proposition 218, known as the "Right to Vote on Taxes Act," which added Articles XIII C and XIII D to the California Constitution. Article XIII D established substantive and procedural requirements on agencies for levying assessments, being levies on real property by an agency for a special benefit conferred upon the real property. "Special benefit" is defined in Article XIII D as "a particular and distinct benefit over and above general benefits conferred on real property located in the district or to the public at large."

In 1996, California voters adopted Proposition 218, known as the "Right to Vote on Taxes Act," which added Articles XIII C and XIII D to the California Constitution. Article XIII D established new substantive and procedural requirements on agencies for levying assessments, being levies on real property by an agency for a special benefit conferred upon the real property. "Special benefit" is defined in Article XIII D as "a particular and distinct benefit over and above general benefits conferred on a real property located in the district or to the public at large."

Article XIII D imposes five basic substantive requirements on assessments:

(1) All parcels that will have a special benefit conferred upon them and upon which an assessment will be imposed must be identified;
(2) The general benefits must be distinguished from the special benefits conferred on the parcels;
(3) The proportionate special benefit derived by each identified parcel must be determined in relationship to the entirety of the capital cost of a public improvement, the maintenance and operation expenses of a public improvement, or the cost of the property-related service being provided;
(4) The amount assessed to a parcel must not exceed the reasonable cost of the proportional special benefit conferred on that parcel and must not include any costs attributable to the general benefit; and
(5) Parcels within a district that are owned or used by any agency, the State of California or the United States shall not be exempt from assessment unless the agency can demonstrate by

clear and convincing evidence that those publicly owned parcels in fact receive no special benefit.

Article XIII D also imposes procedural requirements on assessments, which include preparing an engineer's report, providing written notice of the proposed assessment and public hearing to property owners, holding a public hearing, and providing for a protest ballot proceeding. This Engineer's Report has been prepared to support the proposed renewal of the TPBID and the levy of assessments in accordance with the Assessment Law.

1.4 Judicial Guidance for Assessments

Since the initial passage of Proposition 218, several court rulings have helped provide context and direction with respect to the procedures and requirements of Article XIII D for levying assessments. Several of the key concepts from these rulings are summarized below.

1.4.1 GENERAL BENEFIT

Article XIII D requires an agency to separate the general benefits from the special benefits conferred on the identified parcels because only special benefits are assessable.

The Court of Appeal in *Golden Hills Neighborhood Assn., Inc. v. City of San Diego* (2011) ("*Golden Hills"*) clarified this concept by stating, "*Separation and quantification of general and special benefits must be accomplished by apportioning the cost of a service or improvement between the two and assessing property owners only for the portion of the cost representing special benefits*."[1]

The Court of Appeal in *Beutz v. County of Riverside* (2010) ("*Beutz"*) noted that the trial court took judicial notice of the Legislative Analyst's Office pamphlet titled "Understanding Proposition 218" which states an agency must "*estimate the amount of special benefit landowners would receive from the project or service, as well as the amount of 'general benefit.' This step is needed because Proposition 218 allows local government to recoup from assessments only the proportionate share of cost to provide the special benefit.*"[2]

The Court in *Beutz* furthered this idea stating, "*Separating the general from the special benefits of a public improvement project and estimating the quantity of each in relation to the other is essential if an assessment is to be limited to the special benefits*." [3]

The Court of Appeal in *Silicon Valley Taxpayers' Association Incorporated v. Santa Clara County Open Space Authority* (2008) clarified that general benefits are not restricted to benefits conferred only on persons and property outside the assessment district but can include benefits both conferred on real property located in the district or to the public at large. The court defined the "public at large" as comprising all members of the public, including those who live, work, and shop within the district, and not simply transient visitors.[4]

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[1] *Golden Hill Neighborhood Assn., Inc. v. City of San Diego (2011) 199 Cal.App.4th 416, 438.*
[2] *Beutz v. County of Riverside (2010) 184 Cal.App.4th 1516, 1532.*
[3] *Beutz v. County of Riverside (2010) 184 Cal.App.4th 1516, 1532.*
[4] *Silicon Valley Taxpayers' Assn., Inc. v. Santa Clara County Open Space Authority (2008) 44 Cal.4th 431, 452.*

The Court of Appeal again reiterated the need to separate, quantify and apportion costs to general benefits from the improvements in *Broad Beach Geologic Hazard Abatement District v 31506 Victoria Point LLC* (2022), stating, *"The District cites no authority, and we are aware of none, suggesting that an agency's subjective intent determines the need to account for general benefits."*[5]

1.4.2 BENEFIT-BASED NOT COST-BASED

In *Town of Tiburon v. Bonander* (2009) ("*Tiburon"*), the Court of Appeal clarified the idea that assessments must be apportioned based upon benefit rather than cost. The Court stated, "*Proportionate special benefit is the basis upon which a project's total assessable costs are apportioned among parcels within an assessment district.*"[6]

The assessment on a particular property cannot be based on the relative cost of the improvements to the property, but rather on the special benefit conferred on such property. The Court in *Tiburon* also stated, "*an assessment represents the entirety of the cost of the improvement or property-related service, less any amount attributable to general benefits (which may not be assessed), allocated to individual properties in proportion to the relative special benefit conferred on the property*."[7]

1.4.3 MEASURING AND APPORTIONING SPECIAL BENEFIT

The Court in *Tiburon* acknowledged the difficulty of trying to precisely assign and measure special benefit, stating, "*Any attempt to classify special benefits conferred on particular properties and to assign relative weights to those benefits will necessarily involve some degree of imprecision.*"[8]

The Court in *Tiburon* went on to say that a formula assigning equal weight to different special benefits *"may be a legally justifiable approach to measuring and apportioning special benefits,* [but] *it is not necessarily the only valid approach. Whichever approach is taken to measuring and apportioning special benefits, however, it must be both defensible and consistently applied*."[9]

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[5] *Broad Beach Geologic Hazard Abatement Dist. v. 31506 Victoria Point LLC (2022) 81 Cal.App.5th 1068.*
[6] *Town of Tiburon v. Bonander (2009) 180 Cal.App.4th 1057, 1077–1078.*
[7] *Town of Tiburon v. Bonander (2009) 180 Cal.App.4th 1057, 1077–1078.*
[8] *Town of Tiburon v. Bonander (2009) 180 Cal.App.4th 1057, 1088.*
[9] *Town of Tiburon v. Bonander (2009) 180 Cal.App.4th 1057, 1088.*

2. Plans and Specifications

2.1 Description of the TPBID Boundaries

The TPBID generally includes parcels in the Telegraph area of the City of Berkeley, as detailed in the assessment diagram included in this Engineer's Report. The District is generally bound to the north by Bancroft Way, to the northeast by Fulton Street, to the east by Dana St, to the southeast by Telegraph Ave, to the south by Derby St, to the Southwest by Telegraph Ave, and to the west and northwest by College Ave.

The TPBID boundaries include two zones, identified as "Zone 1" and "Zone 2" on the assessment diagram included in Appendix III.

2.2 Description of the Improvements, Services, and Activities

The renewed TPBID will provide supplemental improvements, services, and activities that are above and beyond those provided by the City and other government agencies. None of the improvements, maintenance, and activities to be provided by the TPBID are provided by the City or other government agencies. The improvements, services, and activities will be provided directly and only to assessed parcels; they will not be provided to parcels that are not assessed. Each and every improvement, service, and activity is unique to the TPBID, thus the benefits provided are particular and distinct to each assessed parcel. Both Zone 1 and Zone 2 will receive the same categories of TPBID services. Zone 2 parcels will receive a reduced level and frequency of Zone 1 services. All TPBID services provided to assessed parcels are above and beyond the baseline services provided by the City of Berkeley as shown in Appendix VI.

2.2.1 CLEAN, SAFE, AND BEAUTIFICATION

During this term, the TPBID will use a multi-faceted approach to planning, design and management of public spaces to maintain a clean, safe, and beautiful district. The clean, safe, and beautification program will focus on continuing to make the TPBID a cleaner and safer place to do business. Programs will include: ambassador services, graffiti and sticker removal, manual sidewalk cleaning and sidewalk pressure washing, hazardous waste cleanup, gutter and storm drain cleaning, street sweeping, litter removal, enhanced landscaping and landscape maintenance, small infrastructure improvements, tree lights, placemaking, seasonal decorations, and other special projects as they relate to "clean, safe, and beautification."

2.2.2 COMMUNICATIONS & ECONOMIC DEVELOPMENT

The Communications and Economic Development program will work closely with property owners to identify and represent their needs and concerns, and keep them informed of the TPBID's efforts on behalf of the assessed parcels. The TPBID will provide a unified voice to represent the best interests of the assessed parcels. The program will represent the parcels' best interests at the local government level, with the City Council, city staff, and various other public agencies whose operations impact the assessed parcels. If needed, the communications and economic development program staff will work with state and federal

agencies whose operations impact the assessed parcels. Additional programs may include but are not limited to: stakeholder communications that support the TPBID's agenda and attract visitors provided via email newsletters, social media, a proactive public relations strategy, and a TPBID website. As Telegraph evolves, communication strategies will evolve to preserve and grow Telegraph's role as a destination in the region. The Telegraph Property and Business Management Corporation ("TPBMC") will continue to be the go-to business organization, playing a strong leadership role to create a forward-thinking, innovative, and business-friendly environment. Marketing and hospitality efforts may be undertaken to raise awareness of the TPBID as a place to dine, shop, and do business. All marketing services will be designed and intended to specially benefit the assessed parcels via increased commerce, occupancy rates, and lease rates. Communications and Economic Development funds shall not be used for lobbying efforts such as attempting to influence legislation or candidates for office.

2.2.3 MANAGEMENT AND ADMINISTRATION

The management and 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, other general office expenses, and City and County administration costs. In addition, the management and administration budget will include a contingency line item to account for uncollected assessments, if any. If there are contingency funds collected, they may be held in a reserve fund or utilized for other programs, administration or renewal costs at the discretion of the TPBMC. Policies relating to contributions to the reserve fund, the target amount of the reserve fund, and expenditure of money from the reserve fund shall be set by the TPBMC. The reserve fund may be used for the costs of renewing the TPBID.

3. Estimate of Costs

The estimated costs of installation, implementation and provision of the TPBID improvements, services, and activities as described in Section 2 are outlined below. Each year, as part of the TPBID assessment levy calculation process, the costs and expenses are reviewed and the annual costs are projected for the following fiscal year.

3.1 Clean, Safe and Beautification Cost Estimate

The estimated Clean, Safe, and Beautification cost budget for the first operating year of the TPBID renewal (July 1, 2027, through June 30, 2028) will be funded by assessment revenues for the assessment-funded special benefit costs, and will be funded by non-assessment revenues for general benefit cost items. The budget is as follows:

Table 1. Clean, Safe, & Beautification Budget and Revenue Summary

Description	Zone 1 Budget	Zone 2 Budget	2027/28 Total Budget
Assessment-funded special benefit costs	$766,029.82	$418,303.41	$1,184,333.24
General benefit costs[1]	0.00	0.00	51,136.76
Total Clean, Safe, and Beautification costs	**$766,029.82**	**$418,303.41**	**$1,235,470.00**

[1]General-benefit costs are funded from sources other than parcel assessments and therefore are shown only in the total column

3.2 Communications and Economic Development Cost Estimate

The estimated Communications and Economic Development cost budget for the first operating year of the TPBID renewal (July 1, 2027, through June 30, 2028) will be funded by assessment revenues for the assessment-funded special benefit costs, and will be funded by non-assessment revenues for general benefit cost items. The budget is as follows:

Table 2. Communications & Economic Development Budget and Revenue Summary

Description	Zone 1 Budget	Zone 2 Budget	2027/28 Total Budget
Assessment-funded special benefit costs	$300,049.81	$163,847.22	$463,897.03
General benefit costs[1]	0.00	0.00	17,226.97
Total Communications and Economic Development costs	**$300,049.81**	**$163,847.22**	**$481,124.00**

[1]General-benefit costs are funded from sources other than parcel assessments and therefore are shown only in the total column

3.3 Management and Administration Cost Estimate

The estimated Management and Administration cost budget for the first operating year of the TPBID renewal (July 1, 2027 through June 30, 2028) will be funded by assessment revenues for the assessment-funded special benefit costs, and will be funded by non-assessment revenues for general benefit cost items. The budget is as follows:

Table 3. Management & Administration Budget and Revenue Summary

Description	Zone 1 Budget	Zone 2 Budget	2027/28 Total Budget
Assessment-funded special benefit costs	$144,955.29	$79,155.26	$224,110.55
General benefit costs[1]	0.00	0.00	9,295.45
Total Management and Administration costs	**$144,955.29**	**$79,155.26**	**$233,406.00**

[1]*General-benefit costs are funded from sources other than parcel assessments and therefore are shown only in the total column*

4. Special and General Benefits

4.1 Introduction

Pursuant to Article XIIID, all parcels that receive a special benefit conferred upon them as a result of the public services shall be identified, and the proportionate special benefit derived by each identified parcel shall be determined in relationship to the entire costs of the project.

4.2 Identification of Benefit

The provisions of services and necessary related administrative expenses incurred in providing and managing the TPBID services will provide benefits to both those properties within the boundary of the TPBID and to the surrounding area. The benefits conferred to property within the boundary of the TPBID from the services are described below. This report does not consider any general enhancement of property value.

4.2.1 ENHANCED CLEANLINESS, SAFETY, AND BEAUTIFICATION

The Clean, Safe, and Beautification program is intended to improve the overall cleanliness, safety, appearance, accessibility, and functionality of the District. Cleaner sidewalks and public-facing areas, visible ambassadors, graffiti and litter removal, enhanced landscaping, and related services create a more welcoming and usable environment. These improved conditions are expected to support pedestrian activity, access, commerce, tenancy, occupancy, and continued investment throughout the District.

4.2.2 ENHANCED ECONOMIC ACTIVITY

Communications, stakeholder coordination, marketing, and economic-development activities are intended to strengthen the District's identity, increase awareness of District businesses and destinations, and support overall economic vitality. These activities help connect stakeholders, communicate District initiatives, attract customers and visitors, and promote continued commerce, tenancy, occupancy, and investment throughout the District.

4.3 Separation and Quantification of General Benefit

Section 4 of Article XIIID of the California Constitution provides that once a local agency which proposes to impose assessments on property has identified those parcels that will have special benefits conferred upon them and upon which an assessment will be imposed, the local agency must next "separate the general benefits from the special benefits conferred," and only the special benefits can be included in the amount of the assessments imposed. A general benefit is an overall and similar benefit to the public at large resulting from the services to be provided by the assessments levied.

4.3.1 GENERAL BENEFIT TO THE PUBLIC-AT-LARGE

The public-at-large within the District will receive general benefits as a result of the improvements, services, and activities being provided directly to parcels. State law[10] indicates that "Activities undertaken for the purpose of conferring special benefits upon property to be assessed inherently produce incidental or collateral effects that benefit property or persons not assessed." However, "the mere fact that special benefits produce incidental or collateral effects that benefit property or persons not assessed does not convert any portion of those special benefits or their incidental or collateral effects into general benefits." Further, "the value of any incidental or collateral effects that arise from the improvements, maintenance or activities of a property-based district and that benefit property or persons not assessed shall not be deducted from the entirety of the cost of any special benefit or affect the proportionate special benefit derived by each identified parcel." Thus, although there may be some incidental benefit to the public using the assessed parcels, that incidental benefit is not considered a general benefit because it is inherently produced by activities that constitute and convey special benefits to the assessed parcels.

The prior TBID Engineer's Report used surveys conducted in other districts have found that on average, approximately 98.72% of pedestrian traffic within TPBID boundaries is engaged in business on assessed parcels within the District, while approximately 1.28% is simply passing through. The calculated 1.28% of traffic passing through does not have any connection to the assessed parcels, and therefore does not represent a special benefit to the assessed parcels. The calculated 1.28% will, however, receive a derivative and indirect general benefit as a result of the improvements, maintenance, and activities being provided in the District that they are passing through. Therefore, it is estimated that 1.28% of the benefit created by the District's improvements, services, and activities is provided to the public-at-large. To ensure that the assessment dollars do not fund general benefits to the public-at-large, that portion of the cost of improvements, maintenance, and activities will be paid for with funds not obtained through assessments. Using the 1.28% figure, based on the 2027 budget, the value of this general benefit to the public-at-large is $24,960, ($1,950,000*.0128).

To ensure that the assessment dollars do not fund general benefits to the public at large, that portion of the cost of improvements, maintenance, and activities attributable to general benefit to the public will be paid for with funds not obtained through assessments. Therefore, based upon intercept surveys, the total value of the general benefit provided to the public at large not utilizing the assessed parcels is 1.28% of the total budget, or $24,960.

4.3.2 GENERAL BENEFIT TO NON-ASSESSED PARCELS

Although they are only provided directly to the assessed parcels, the District's improvements, services, and activities may confer general benefits upon non-assessed parcels within and surrounding the District. One study examining property values in PBID areas found "no evidence of spill-over impacts (either good or bad) on commercial properties located just outside the BID's boundaries;" however, the California Court of Appeals has stated that "services specifically intended for assessed parcels concomitantly confer collateral general benefits to surrounding properties." It is reasonable to conclude that increased cleanliness, safety,

[10] *Cal. Streets & Highways Code § 36601(h)(2)–(4).*

and development, improved beautification, and communications within the District will have an impact on non-assessed parcels immediately adjacent to or within the District boundaries. Although the legislature has indicated that "the value of any incidental or collateral effects that arise from the improvements, maintenance, or activities of a property-based district and that benefit property or persons not assessed shall not be deducted from the entirety of the cost of any special benefit," the California Court of Appeals has noted that "the characterization of a benefit may depend on whether the parcel receives a direct advantage from the improvement…or receives an indirect, derivative advantage resulting from the overall public benefits of the improvement." Those derivative and indirect impacts are considered general benefits and will be quantified and separated. In this Engineer's opinion, because improvements, maintenance, and activities are provided only within the District and on its perimeter, parcels separated from the District by at least one intervening parcel will not receive spill over benefits. Parcels separated by at least one intervening parcel will not benefit because they are physically removed from the actual location of services provided and do not face serviced parcels.

As mentioned above, the total District service budget for 2027 is $1,950,000. After reducing the budget by the general benefit to the public ($24,960), the remaining benefit to parcels is $1,925,040. All parcels within and adjacent to the District have been assigned a benefit factor to mathematically represent the proportional special and general benefit and quantify the value of each. Since all assessed parcels within the District benefit from and receive all of the District's services, they have been assigned a benefit factor of 1.0. Parcels adjacent to the District have been assigned benefit factors as described in detail below. Because the improvements, maintenance, and activities are generally provided along streets within the district, linear frontage is an appropriate measure of the relative general benefit received by adjacent parcels and will be used in the below calculations.

4.3.3 GENERAL BENEFITS: ENHANCED CLEANLINESS, SAFETY, AND BEAUTIFICATION

Section 4.2.1 identifies the overall benefits expected to result from the Clean, Safe, and Beautification program. This section separates and quantifies the portion of those benefits that may be received by non-assessed parcels within or adjacent to the District

"Clean, Safe and Beautification" services will be provided directly and only to assessed parcels. Within the District boundaries, services will be provided along both sides of each street, with parcels along each side receiving 50% of the benefit provided by the service. Along the District perimeter, services will only be provided to the side of the street that fronts assessed parcels within the District boundaries. It is, however, reasonable to conclude that parcels abutting the non-serviced side of the street will receive spill-over benefits.

To determine the amount of general benefit to adjacent parcels (those situated along the non-assessed side of the perimeter), we begin with the 50/50 standard ratio of benefit to each side of the street. Because the non-assessed side of the street will not be serviced, it will receive less than the standard 50% benefit. We estimate that one-half (50%) of the benefit to each side of the street is the services themselves, while the other half (50%) is as-a-result of the services. Further, we estimate that because the perimeter parcels will not be directly serviced, their benefit as a result of the services will be approximately one-half (50%) of that received by serviced parcels. It is therefore our professional estimation that the non-

assessed side of the street will receive twelve and one half percent (12.5%) of the standard benefit created by these services provided to the perimeter of each zone (one-half of the 25% of the benefit as-a-result of the services). The following table calculates the amount of benefit provided to parcels by the District "clean, safe, and beautification" programs and separates that benefit value between special benefits provided to the assessed parcels and general benefits indirectly received by non-assessed parcels.

Table 4. Clean, Safe, & Beautification General Benefit to Parcels

Location & Use	Linear Front Footage[1]	Benefit Factor[2]	Benefit Units[3]	Benefit Percent[4]	Benefit Value[5]	Special Benefit	General Benefit
Inside Commercial	6,117.00	1.000	6,117.00	46.30%	$564,702.35	$564,702.35	$0.00
Inside Residential	1,638.00	1.000	1,638.00	12.40%	151,215.05	151,215.05	0.00
Inside Private Property Tax-Exempt / Public	5,074.00	1.000	5,074.00	38.41%	468,415.84	468,415.84	0.00
Inside Non-Assessed	73.00	0.125	9.13	0.07%	842.39	0.00	842.39
Adjacent Commercial	941.00	0.125	117.63	0.89%	10,858.77	0.00	10,858.77
Adjacent Residential	309.00	0.125	38.63	0.29%	3,565.74	0.00	3,565.74
Adjacent Private Property Tax-Exempt / Public	1,632.00	0.125	204.00	1.54%	18,832.64	0.00	18,832.64
Adjacent Non-Assessed	106.00	0.125	13.25	0.10%	1,223.20	0.00	1,223.20
Subtotal	**15,890.00**		**13,211.63**	**100.00%**	**$1,219,655.98**	**$1,184,333.24**	**$35,322.75**

[1] Linear Front Footage = The total linear footage for each parcel location & use
[2] Benefit Factor = The benefit ratio described in the paragraph above for each parcel location & use
[3] Benefit Units = The linear feet multiplied by the benefit factor for each parcel location & use
[4] Benefit Percentage = The benefit units for each parcel location & use divided by the total benefit units for the District
[5] Benefit Value = The total "Clean, Safe, & Beautification" budget less General Benefit to the Public-at-Large multiplied by the benefit percentage for each parcel location & use

4.3.4 COMMUNICATIONS & ECONOMIC DEVELOPMENT

Unlike "clean, safe and beautification", Communications and Economic Development services are not physically provided within the District. Rather, the Communications and Economic Development program is focused on projects to enhance the overall economic status of the District. Although the programs will only feature assessed parcels, it is reasonable to conclude that there will be a minor, derivative and indirect benefit to non-assessed parcels. Because these services are highly focused, and are not physically provided along streets, it is our estimation that the non-assessed will receive a general benefit equal to ten percent (10%) of the standard benefit. Based on this estimation, non-assessed would have a benefit factor of 0.10 (1.00 x 10%).

Table 5. Communications & Economic Development General Benefit to Parcels

Location & Use	Linear Front Footage[1]	Benefit Factor[2]	Benefit Units[3]	Benefit Percent[4]	Benefit Value[5]	Special Benefit	General Benefit
Inside Commercial	6,117.00	1.000	6,117.00	46.57%	$221,190.90	$221,190.90	$0.00
Inside Residential	1,638.00	1.000	1,638.00	12.47%	59,230.13	59,230.13	0.00
Inside Private Property Tax-Exempt / Public	5,074.00	1.000	5,074.00	38.63%	183,475.99	183,475.99	0.00
Inside Non-Assessed	73.00	0.100	7.30	0.06%	263.97	0.00	263.97
Adjacent Commercial	941.00	0.100	94.10	0.72%	3,402.66	0.00	3,402.66
Adjacent Residential	309.00	0.100	30.90	0.24%	1,117.34	0.00	1,117.34
Adjacent Private Property Tax-Exempt / Public	1,632.00	0.100	163.20	1.24%	5,901.32	0.00	5,901.32
Adjacent Non-Assessed	106.00	0.100	10.60	0.08%	383.30	0.00	383.30
Subtotal	**15,890.00**		**13,135.10**	**100.00%**	**$474,965.61**	**$463,897.03**	**$11,068.59**

[1] Linear Front Footage = The total linear footage for each parcel location & use.
[2] Benefit Factor = The benefit ratio described in the paragraph above for each parcel location & use.
[3] Benefit Units = The linear feet multiplied by the benefit factor for each parcel location & use.
[4] Benefit Percentage = The benefit units for each parcel location & use divided by the total benefit units for the District.
[5] Benefit Value = The total Communications & Economic Development budget less General Benefit to the Public-at-Large multiplied by the benefit percentage for each parcel location & use.

4.3.5 MANAGEMENT & ADMINISTRATION

The management and administration budget item relates to the improvements, maintenance, and activities to be provided. These costs have been allocated proportionally based upon the special and general benefit provided by each category, as detailed in the table below.

Table 6. Management & Administration General Benefit to Parcels

Service Provided	Special Benefit Value to Parcels	General Benefit Value to Parcels	Total Benefit to Parcels
"Clean, Safe, & Beautification"	$1,184,333.24	$35,322.75	$1,219,655.98
Communications & Economic Development	463,897.03	11,068.59	474,965.61
TOTAL	**$1,648,230.27**	**$46,391.33**	**$1,694,621.60**
% of Benefit to Parcels	97.26%	2.74%	100.00%
Administration Budget	**$224,110.55**	**$6,307.85**	**$230,418.40**

4.3.6 TOTAL GENERAL BENEFIT TO PARCELS

Based upon the above evaluations, the total value of the general benefit provided to non-assessed parcels adjacent to and within the District is shown on the following page.

Table 7. Total General Benefit to Parcels

Service Provided	General Benefit to Parcels
"Clean, Safe, & Beautification"	$35,322.75
Communications & Economic Development	11,068.59
Management & Administration	6,307.85
TOTAL	**$52,699.18**

4.3.7 TOTAL GENERAL BENEFIT

Based upon the foregoing analysis, in this Engineer's professional estimation, the total value of the general benefit provided to the public-at-large, adjacent parcels, and non-assessed parcels within the District is shown below.

Table 8. Total General Benefit

Service Provided	General Benefit to Public	General Benefit to Parcels	Total General Benefit
"Clean, Safe, & Beautification"	$15,814.02	$35,322.75	$51,136.76
Communications & Economic Development	6,158.39	11,068.59	17,226.97
Management & Administration	2,987.60	6,307.85	9,295.45
TOTAL	**$24,960.00**	**$52,699.18**	**$77,659.18**

4.3.8 NON-ASSESSMENT FUNDING

The programs funded by the District receive additional non-assessment funding in the form of grants, corporate sponsorships, event income, and other miscellaneous funds. These funding sources are anticipated to equal or exceed the amount of general benefit conferred annually by the District's improvements, maintenance, and activities, $77,659.18. These non-assessment funds will be used to pay for the general benefit provided by the District's improvements, maintenance, and activities, ensuring that parcel assessments will only be used to provide special benefits and "any additional costs of providing general benefits [are] not included in the amounts assessed."

4.4 Special Benefit

The improvements, maintenance, and activities to be provided by the District constitute and convey special benefits directly to the assessed parcels. Assessment law requires that "the proportionate special benefit derived by each identified parcel shall be determined in relationship to the entirety of the capital cost of a public improvement, the maintenance and operation expenses of a public improvement, or the cost of the property related service being provided." Further, "no assessment shall be imposed on any parcel which exceeds the reasonable cost of the proportional special benefit conferred on that parcel." Special benefit "includes incidental or collateral effects that arise from the improvements, maintenance, or activities of property-based districts even if those incidental or collateral effects benefit property or persons not assessed."

To determine the total special benefit value to be conveyed to the assessed parcels, we deduct the general benefit value ($77,659.18) from the total value of the improvements, maintenance, and activities ($1,950,000.00). The remaining $1,872,340.88 is considered the special benefit to assessed parcels (the "Total Assessment"). The Total Assessment represents the total value of the special benefit to be provided by the improvements, maintenance, and activities. The Total Assessment has been proportionally divided among the assessed parcels so that no assessment exceeds the reasonable cost of the proportional special

benefit conferred on a parcel. The assessment rate has been designed to ensure that "properties that receive the same proportionate special benefit pay the same assessment."

Table 9. Total Special Benefit to Parcels

Service Provided	Total Benefit Value	General Benefit Value	Special Benefit to Assessed Parcels
"Clean, Safe, & Beautification"	$1,235,470.00	$51,136.76	$1,184,333.24
Communications & Economic Development	481,124.00	17,226.97	463,897.03
Management & Administration	233,406.00	9,295.45	224,110.55
TOTAL	**$1,950,000.00**	**$77,659.18**	**$1,872,340.82**

5. Assessment Methodology

5.1 Base Formula

Each parcel will be assessed based on proportional special benefits received. The variables used for the annual assessment formula are parcel size, building size, parcel type, and benefit zone. These variables are all appropriate measures of the proportional special benefit because the need for services, level of services, and quantity of services are all relative to these variables; thus the special benefit provided to each parcel by the services can be proportionally measured using these variables.

5.1.1 DETERMINATION OF ASSESSMENT RATES

“Because not all parcels in the district are identical in size, some will receive more special benefit than others.” Each of the variables used relates directly to the service level and special benefit provided to each parcel. Parcel square footage is the size of the parcel, measured in square feet. Building square footage is the size of any building on the parcel, measured in square feet. Size is an appropriate measure of proportional special benefit because it relates directly to the quantity of services provided to the parcel, the highest and best use of a parcel, and reflects the long-term value implications of the District. The larger a parcel or building, the more services and benefit the parcel will receive.

Because not all parcels in the District are identical in use, some will receive more special benefit than others. For example, a school parcel will benefit to a lesser degree than a commercial parcel, because it will not enjoy the benefits of increased commerce resulting from the services. Further detail on the benefit to each parcel type follows. To determine the assessment rates, the assessed parcels were classified by the estimated benefit each type of parcel receives, the estimated special benefit value of the services provided to each type was determined based on historic cost of service provision, and an assessment rate that is proportional to the estimated benefit received by each parcel type was determined.

To determine the assessment rates needed to fully fund the estimated special benefit budget, the estimated special benefit value for each parcel type in each benefit zone was divided by the corresponding total assessable parcel and building square footage. The resulting rates are shown in the table below.

Table 10. Initial Assessment Rates Calculation

Parcel Group	Initial Size Budget		Parcel + Building Square Footage		Initial Assessment Rate ($/sqft/yr)
Zone 1 Commercial	$1,045,989.84	÷	2,199,767.80	=	$0.47550
Zone 1 Residential	$108,226.49	÷	284,507.00	=	$0.38040
Zone 1 Private Property Tax-Exempt / Public	$56,818.59	÷	331,923.00	=	$0.17118
Zone 2 Commercial	$117,051.52	÷	492,330.14	=	$0.23775
Zone 2 Residential	$198,625.15	÷	1,044,296.00	=	$0.19020
Zone 2 Private Property Tax-Exempt / Public	$345,629.23	÷	4,038,195.48	=	$0.08559

The proposed assessment rates, shown in the table below, are set below the rates needed to fully fund the budget and will result in an initial revenue shortfall. These lower rates reflect anticipated development within the District, which is expected to expand the assessable base and generate additional assessment revenue in future years.

Table 11. Actual Assessment Rates Calculation

Parcel Group	Assessment Total		Parcel + Building Square Footage		Actual Assessment Rate ($/sqft/yr)
Zone 1 Commercial	$943,000.00	÷	2,199,767.80	=	$0.42868
Zone 1 Residential	$97,570.33	÷	284,507.00	=	$0.34295
Zone 1 Private Property Tax-Exempt / Public	$51,224.14	÷	331,923.00	=	$0.15433
Zone 2 Commercial	$105,526.44	÷	492,330.14	=	$0.21434
Zone 2 Residential	$179,068.20	÷	1,044,296.00	=	$0.17147
Zone 2 Private Property Tax-Exempt / Public	$311,598.02	÷	4,038,195.48	=	$0.07716

5.1.2 SUMMARY OF ASSESSMENT RATES

Therefore, the actual annual rate applied to parcels is as shown below. All assessment rates may be subject to an increase of no more than three percent (3%) per year. Maximum annual assessment rates are shown in Appendix 1.

Table 12. Maximum Assessment Rates

Parcel Type	Zone 1 – Parcel Size (sq. ft.) + Building Size (sq. ft.)	Zone 2 – Parcel Size (sq. ft.) + Building Size (sq. ft.)
Commercial	$0.428682	$0.214341
Residential	$0.342945	$0.171473
Private Property Tax-Exempt / Public	$0.154325	$0.077163

5.2 Residential Parcels

Residential parcels are those parcels containing any number of dwelling units and have no other land use than for residential purposes. Residential parcels will receive and benefit from all of District's improvements, maintenance and activities. Residential parcels in the TPBID typically have a high population density and heavy pedestrian traffic, creating a high benefit from services. These parcels will benefit by being cleaner, safer, and better marketed to potential residents, thus attracting new residents and retaining existing residents. Residential parcels are zoned exclusively residential, although they may have a commercial component if their owners aim to profit from tenant rents; however, parcels specifically containing multiple land uses are explained in section 5.5.

5.3 Private Property Tax-Exempt / Public Parcels

Private property tax-exempt parcels will receive and benefit from the District's services. However, because they do not have a commercial component, private property tax-exempt parcels (as shown on the County Assessor's records) will be assessed at the rate for the appropriate zone as shown in the table above. These parcels will benefit in that they will be cleaner, safer, and better marketed, but they benefit to a lesser degree than parcels occupied by for profit businesses because they do not enjoy the benefits of increased profits resulting from increased commerce. Parcels which are partially property tax-exempt will be assessed the property tax-exempt rate on the portion of the parcel that is exempt, and the applicable commercial or residential rate on the remainder. The portion of the parcel that is property tax-exempt was determined by property tax bills.

5.4 Public Parcels

Pursuant to Article XIII D of the California Constitution, "parcels within a district that are owned or used by any agency, the State of California or the United States shall not be exempt from assessment unless the agency can demonstrate by clear and convincing evidence that those publicly owned parcels in fact receive no special benefit." No public agency has made such a demonstration; however, because they do not have a commercial profit-making component, public parcels (as shown on the County Assessor's records) will be assessed at a lower rate commensurate to the benefits received. These parcels will benefit in that they will

be cleaner and safer, but they benefit to a lesser degree than parcels occupied by for profit businesses because they do not enjoy the benefits of increased profits resulting from increased commerce. Public parcels within the District include parcels occupied by public schools.

5.5 Mixed Use Parcels

The district is designed to benefit commercial, residential, private property tax-exempt, and public parcels. There are several mixed-use parcels in the District, with commercial and single-family residential components. Consistent with the benefit derived from services, the commercial portion of mixed use parcels shall be assessed; the residential portion shall be assessed at the residential rate. The assessment for each parcel was determined based upon the portion of the parcel/building that is commercial. Mixed use parcels were identified and apportioned through City parcel data.

5.6 Benefit Zones

The Total Assessment was allocated to two benefit zones as shown on the map in Appendix III. The boundaries of each benefit zone were narrowly drawn to include all parcels that receive a direct advantage from the same level of services and improvements. Each benefit zone will receive a different level of services based on the needs and conditions in that zone, and historic service allocations to that zone. The benefit zones ensure that “properties that receive the same proportionate special benefit pay the same assessment.” Because the frequency and quantity of services and improvements directly relate to the cost of the services and improvements, in this District “the relative cost of an improvement is a reliable measure of relative benefit conferred.” For instance, Zone 1 has higher pedestrian and vehicle traffic than Zone 2, and thus will benefit from more frequent and intense services. Because of the difference in pedestrian and vehicle traffic between the zones, Zone 2 will receive fifty percent (50%) of the cleaning ambassador services provided by the District compared to Zone 1. Thus, the assessment rate for Zone 2 is fifty percent (50%) of the Zone 1 rate. Similarly, Zone 2 will receive and specially benefit from half of the Communications and Economic Development services and all related administration.

5.7 Changes in Data

It is the intent of this Engineer’s Report that each parcel included in the District may be clearly identified. Every effort has been made to ensure that all parcels included in the District are consistent in the boundary description, the boundary map, and the assessment calculation table. However, if inconsistencies arise, the order of precedence shall be: 1) the assessment calculation table, 2) the boundary map, and 3) the boundary description.

If the ownership, parcel size, building size, or type of a parcel, changes during the term of this District, the assessment calculation may be modified accordingly.

6. Assessment Notice

During the hearing process, an Assessment Notice will be sent to owners of each parcel in the TPBID. The Assessment Notice provides an estimated assessment. The final individual assessment for any particular parcel may change, up or down, if the parcel size, building size, parcel type, and benefit zone differ from those used to calculate the amount found on the Assessment Notice. A list of parcels and the characteristics used to calculate the amount found on the Assessment Notice is provided within Appendix IV.

7. Time and Manner for Collecting Assessments

As provided by State Law, the TPBID assessment will appear as a separate line item on annual property tax bills prepared by the County of Alameda. Parcels that do not receive property tax bills will be invoiced by the TPBID on behalf of the City. Property tax bills are generally distributed in the fall, and payment is expected by lump sum or installment. The County of Alameda shall distribute funds collected to the City of Berkeley, which shall forward them to the TPBID. Existing laws for enforcement and appeal of property taxes, including penalties and interest, apply to the TPBID assessments.

7.1 Annual Maximum Assessment Rate Inflation

Each parcel's maximum assessment for a Service and Activity is determined by multiplying the maximum assessment rate per special benefit point by the parcel's total special benefit points for that particular Service and Activity. If the total special benefit points for all assessable parcels in the District change in future years, the maximum allowable annual assessment rate per special benefit point for each Activity and Service will not be recalculated. The maximum allowable annual assessment rate per special benefit point, plus the annual cost of living inflator, will remain fixed. The actual annual assessment rate per special benefit point will be calculated by dividing the fiscal year's total cost for each Service and Activity to be assessed by the total special benefit points for each Service and Activity, not to exceed the maximum allowable annual assessment rate per special benefit point for each Service and Activity for that fiscal year. The maximum allowable assessment rate per special benefit point is escalated each year on July 1 by the annual change in the February-to-February Consumer Price Index for all Urban Consumers, for the San Francisco-Oakland-Hayward, CA region, not to exceed 3% annually, beginning July 1, 2028.

In any given year, the assessments may be at any rate sufficient to meet the estimated budget and levied without undertaking an assessment ballot proceeding, as long as the actual assessment rate per special benefit point does not exceed the Maximum Assessment Rate per special benefit point for that fiscal year. If the change in CPI effective for any fiscal year is determined to be negative, the maximum assessment rate will remain unchanged from the previous fiscal year. The actual assessment rate may vary from year to year but will be no higher than the maximum rate.

In any given year, the assessments may be levied at any assessment rate sufficient to meet the estimated budget, as long as the actual assessment rate does not exceed the Maximum Assessment Rate for that fiscal year.

7.2 Future Changes to Parcel Characteristics and Land Use

Future changes to any of the parcel characteristics and land use classifications detailed in Section 4 will cause possible changes in the total assessment revenue. The assessment revenue for any given year will be the product of the District's parcel characteristics, land use classification, the resulting special benefit points and the budget in effect for such fiscal year. Development within the District that converts a previously undeveloped parcel to a developed land use, for example, will lead to possible increased assessment revenue, even if the assessment rate per special benefit point is not increased. By way of

example, when a previously undeveloped parcel develops into a single-family residential land use classification, the parcel will no longer be assessed as an undeveloped land use, but rather as a single-family residential parcel with the updated land use classification.

7.3 Data for Annual Assessment Calculations

Each year, as part of the assessment calculation procedures, the City or its designated consultant shall determine the land use and front footage for each parcel based on the County Assessor's use code or other supplementary information made available and deemed reliable. In the event the County Assessor's data is deemed to be unreliable, the City or its designated consultant shall utilize other sources of data including but not limited to City records, County Assessor's parcel maps, GIS data, and online research. Assessment amounts for each parcel may change over time in accordance with changes to parcel characteristics including land use classification and front footage.

7.4 Appeals

If any property owner believes the data used to calculate the assessment is inaccurate for any reason, the property owner shall submit, in writing, a request for review to the City. The property owner shall provide documentation to support the request for review. The City or its designated consultant shall review the request and provide a response to the property owner. The property owner must be current in the payment of all assessments when filing the request for review and must remain current during the review process.

If the review conducted by the City or its designated consultant results in the approval for changes to any parcel characteristics or land use classifications used to compute the assessment, the City or its designated consultant shall recalculate the assessment. When recalculating the assessment, the assessment rates actually applied in such fiscal year shall be used. Only the assessment for the parcel or parcels subject to review shall be recalculated.

If the recalculated assessment for the parcel or parcels being reviewed is less than the amount submitted to the County on the secured property tax roll, the difference shall be credited back to the property owner in a manner approved by the City. This credit shall be limited to the current fiscal year and the prior fiscal year, if applicable. The "fiscal year" shall follow the County's fiscal year for property taxes, from July 1 to June 30. The applicable fiscal year shall be determined by the date the request for review is submitted to the City.

The credit may be provided in the form of a check issued to the property owner, an adjustment to the current year's property tax roll (if possible), or a credit to the succeeding year's assessment thereby reducing the amount placed on the secured property tax roll for such year.

If the recalculated assessment is greater than the amount submitted to the County on the secured property tax roll, the City or its designated consultant shall apply the recalculated assessment to the succeeding year's property tax roll and no adjustments shall be made to the prior or current fiscal years' assessments.

In any dispute over parcel characteristic data used to compute assessments, the City or its designated consultant shall make a conclusive determination and its decision shall be final.

7.5 Method of Collection

The assessments will be collected annually on the Alameda County secured property tax roll. The assessments will be subject to the County's assigned due dates and late penalties. However, the City Manager (or his/her designee) may choose to collect the assessments in an alternate manner (including directly billing the property owner) as may be deemed appropriate or necessary by the City or as allowed by law.

8. Engineer's Letter

Pursuant to the Property and Business Improvement District Law of 1994, Section 36600 of California's Streets and Highways Code (the "1994 Act"), it is proposed that the Telegraph Property-Based Business Improvement District (the "District") be renewed. If renewed, assessments would be collected for up to 10 years (July 1, 2027 – June 30, 2038). Expenditure of those collected assessments can continue for up to six months after the end of the assessment collection period (December 31, 2038), at which point the District would then be terminated, if not further renewed.

This Engineer's Report presents the plans and specifications describing the improvements, services, and activities, an estimate of the costs of the improvements, maintenance, and activities for the District for the 2027/28 Fiscal Year. The Engineer's Report also includes an assessment diagram showing the area and properties to be assessed, and an assessment of the estimated costs of the Services and Activities, assessing the net amount upon all assessable lots and/or parcels within the District in proportion to the special benefit received in accordance with the PBID Law, Article XIIID of the Constitution of the State of California ("Article XIIID") and the Proposition 218 Omnibus Implementation Act ("Implementation Act"), (the PBID Law, Article XIIID, and Implementation Act are collectively referred to as the "Assessment Law").

The following maximum assessment is authorized in order to pay the estimated costs of the District improvements, services and activities to be paid by the assessable real property within the boundaries of the District in proportion to the special benefit received. The annual maximum assessment budget for the first operating year of the District is as follows:

Table 13. Annual Maximum Assessment Budget

Year	"Clean, Safe, & Beautification"	Communications & Economic Development	Management & Administration	Total Assessment	General Benefit (Non-Assessment Funded)	Total Budget	Surplus/Shortfall
2028	$1,235,470.00	$481,124.00	$233,406.00	**$1,687,987.14**	**$77,659.18**	**$1,950,000.00**	**($184,353.68)**
2029	$1,272,534.10	$495,557.72	$240,408.18	**1,738,626.75**	**79,988.95**	**2,008,500.00**	**($189,884.29)**
2030	$1,310,710.12	$510,424.45	$247,620.43	**1,790,785.55**	**82,388.62**	**2,068,755.00**	**($195,580.82)**
2031	$1,350,031.43	$525,737.19	$255,049.04	**1,844,509.12**	**84,860.28**	**2,130,817.65**	**($201,448.25)**
2032	$1,390,532.37	$541,509.30	$262,700.51	**1,899,844.39**	**87,406.09**	**2,194,742.18**	**($207,491.70)**
2033	$1,432,248.34	$557,754.58	$270,581.52	**1,956,839.72**	**90,028.27**	**2,260,584.44**	**($213,716.45)**
2034	$1,475,215.79	$574,487.22	$278,698.97	**2,015,544.92**	**92,729.12**	**2,328,401.98**	**($220,127.94)**
2035	$1,519,472.26	$591,721.83	$287,059.94	**2,076,011.26**	**95,511.00**	**2,398,254.04**	**($226,731.78)**
2036	$1,565,056.43	$609,473.49	$295,671.74	**2,138,291.60**	**98,376.33**	**2,470,201.66**	**($233,533.73)**
2037	$1,612,008.13	$627,757.69	$304,541.89	**2,202,440.35**	**101,327.61**	**2,544,307.71**	**($240,539.74)**
10-Year Total	**$14,163,278.97**	**$5,515,547.47**	**$2,675,738.21**	**$19,350,880.81**	**$104,367.44**	**$19,455,248.25**	**($2,113,408.39)**

The assessment methodology adheres to local and state laws. In making the assessments contained herein pursuant to the Law, Article XIIID of the Constitution of the State of California and the Proposition 218 Omnibus Implementation Act, commencing with Section 53750 of the Government Law (collectively referred to as the "Assessment Law"):

1. I identified all parcels which will have a special benefit conferred upon them from the installation, implementation and maintenance of the improvements, maintenance, and activities described in Section 4 to this Engineer's Report (the "Specially Benefited Parcels"). For particulars as to the identification of said parcels, reference is made to the Proposed Boundary Map, a copy of which is included in Section 8 of this Engineer's Report.
2. I have assessed the costs and expenses to install, implement and maintain the improvements, maintenance, and activities upon the Specially Benefited Parcels. In making such assessment:
    a. The proportionate special benefit derived by each Specially Benefited Parcel from the installation, implementation and maintenance of the improvements, maintenance, and activities was determined in relationship to the entirety of the costs;
    b. No assessment has been imposed on any Specially Benefited Parcel which exceeds the reasonable cost of the proportional special benefit conferred on such parcel from the installation, implementation and maintenance of improvements, maintenance, and activities; and
    c. Any general benefits from the installation, implementation and maintenance of improvements, maintenance, and activities have been quantified and separated from the special benefits and only special benefits have been assessed.

I, the undersigned, respectfully submit the enclosed Engineer's Report and, to the best of my knowledge, information and belief, the Engineer's Report, Assessments, and the Proposed Boundary Map herein have been prepared and computed in accordance with the Assessment Law.

By:_____

John G. Egan

Assessment Engineer

R.C.E. 14853

APPENDIX I – Maximum Annual Assessment Rates

The table below illustrates the maximum annual assessment rate by parcel type with the assumption that the rates will be increased annually by three percent (3%) with approval of the TPBMC Board. The maximum rates listed are a required disclosure and not the anticipated course of action.

Year	Commercial Zone 1	Commercial Zone 2	Residential Zone 1	Residential Zone 2	Nonprofit / Government / School Zone 1	Nonprofit / Government / School Zone 2
2028	$0.42868	$0.21434	$0.34295	$0.17147	$0.15433	$0.07716
2029	$0.44154	$0.22077	$0.35323	$0.17662	$0.15896	$0.07948
2030	$0.45479	$0.22739	$0.36383	$0.18192	$0.16372	$0.08186
2031	$0.46843	$0.23422	$0.37475	$0.18737	$0.16864	$0.08432
2032	$0.48248	$0.24124	$0.38599	$0.19299	$0.17369	$0.08685
2033	$0.49696	$0.24848	$0.39757	$0.19878	$0.17891	$0.08945
2034	$0.51187	$0.25593	$0.40949	$0.20475	$0.18427	$0.09214
2035	$0.52722	$0.26361	$0.42178	$0.21089	$0.18980	$0.09490
2036	$0.54304	$0.27152	$0.43443	$0.21722	$0.19549	$0.09775
2037	$0.55933	$0.27967	$0.44747	$0.22373	$0.20136	$0.10068

APPENDIX II – PBID Law

***** This document is current through the 2016 Supplement *****

(All 2015 legislation)

STREETS AND HIGHWAYS CODE

Division 18. Parking

Part 7. Property and Business Improvement District Law of 1994

Cal Sts & Hy Code Div. 18, Pt. 7 (2016)

CHAPTER 1. General Provisions [36600 - 36617]

ARTICLE 1. Declarations [36600 - 36604]

36600. Citation of part

This part shall be known and may be cited as the “Property and Business Improvement District Law of 1994.”

36601. Legislative findings and declarations; Legislative guidance

The Legislature finds and declares all of the following:

(a) Businesses located and operating within business districts in some of this state’s communities are economically disadvantaged, are underutilized, and are unable to attract customers due to inadequate facilities, services, and activities in the business districts.

(b) It is in the public interest to promote the economic revitalization and physical maintenance of business districts in order to create jobs, attract new businesses, and prevent the erosion of the business districts.

(c) It is of particular local benefit to allow business districts to fund business related improvements, maintenance, and activities through the levy of assessments upon the businesses or real property that receive benefits from those improvements.

(d) Assessments levied for the purpose of conferring special benefit upon the real property or businesses in a business district are not taxes for the general benefit of a city, even if property or persons not assessed receive incidental or collateral effects that benefit them.

(e) Property and business improvement districts formed throughout this state have conferred special benefits upon properties and businesses within their districts and have made those properties and businesses more useful by providing the following benefits:

(1) Crime reduction. A study by the Rand Corporation has confirmed a 12-percent reduction in the incidence of robbery and an 8-percent reduction in the total incidence of violent crimes within the 30 districts studied.

(2) Job creation.

(3) Business attraction.

(4) Business retention.

(5) Economic growth.

(6) New investments.

(f) With the dissolution of redevelopment agencies throughout the state, property and business improvement districts have become even more important tools with which communities can combat blight, promote economic opportunities, and create a clean and safe environment.

(g) Since the enactment of this act, the people of California have adopted Proposition 218, which added Article XIII D to the Constitution in order to place certain requirements and restrictions on the formation of, and activities, expenditures, and assessments by property-based districts. Article XIII D of the Constitution provides that property-based districts may only levy assessments for special benefits.

(h) The act amending this section is intended to provide the Legislature's guidance with regard to this act, its interaction with the provisions of Article XIII D of the Constitution, and the determination of special benefits in property-based districts.

(1) The lack of legislative guidance has resulted in uncertainty and inconsistent application of this act, which discourages the use of assessments to fund needed improvements, maintenance, and activities in property-based districts, contributing to blight and other underutilization of property.

(2) Activities undertaken for the purpose of conferring special benefits upon property to be assessed inherently produce incidental or collateral effects that benefit property or persons not assessed. Therefore, for special benefits to exist as a separate and distinct category from general benefits, the incidental or collateral effects of those special benefits are inherently part of those special benefits. The mere fact that special benefits produce incidental or collateral effects that benefit property or persons not assessed does not convert any portion of those special benefits or their incidental or collateral effects into general benefits.

(3) It is of the utmost importance that property-based districts created under this act have clarity regarding restrictions on assessments they may levy and the proper determination of special benefits. Legislative clarity with regard to this act will provide districts with clear instructions and courts with legislative intent regarding restrictions on property-based assessments, and the manner in which special benefits should be determined.

36602. Purpose of part

The purpose of this part is to supplement previously enacted provisions of law that authorize cities to levy assessments within property and business improvement districts, to ensure that those assessments conform to all constitutional requirements and are determined and assessed in accordance with the guidance set forth in this act. This part does not affect or limit any other provisions of law authorizing or providing for the furnishing of improvements or activities or the raising of revenue for these purposes.

36603. Preemption of authority or charter city to adopt ordinances levying assessments

Nothing in this part is intended to preempt the authority of a charter city to adopt ordinances providing for a different method of levying assessments for similar or additional purposes from those set forth in this

part. A property and business improvement district created pursuant to this part is expressly exempt from the provisions of the Special Assessment Investigation, Limitation and Majority Protest Act of 1931 (Division 4 (commencing with Section 2800)).

36603.5. Part prevails over conflicting provisions

Any provision of this part that conflicts with any other provision of law shall prevail over the other provision of law, as to districts created under this part.

36604. Severability

This part is intended to be construed liberally and, if any provision is held invalid, the remaining provisions shall remain in full force and effect. Assessments levied under this part are not special taxes.

ARTICLE 2. Definitions [36606 - 36616]

36606. "Activities"

"Activities" means, but is not limited to, all of the following that benefit businesses or real property in the district:

(a) Promotion of public events.

(b) Furnishing of music in any public place.

(c) Promotion of tourism within the district.

(d) Marketing and economic development, including retail retention and recruitment.

(e) Providing security, sanitation, graffiti removal, street and sidewalk cleaning, and other municipal services supplemental to those normally provided by the municipality.

(f) Other services provided for the purpose of conferring special benefit upon assessed businesses and real property located in the district.

36606.5. "Assessment"

"Assessment" means a levy for the purpose of acquiring, constructing, installing, or maintaining improvements and providing activities that will provide certain benefits to properties or businesses located within a property and business improvement district.

36607. "Business"

"Business" means all types of businesses and includes financial institutions and professions.

36608. "City"

"City" means a city, county, city and county, or an agency or entity created pursuant to Article 1 (commencing with Section 6500) of Chapter 5 of Division 7 of Title 1 of the Government Code, the public member agencies of which includes only cities, counties, or a city and county, or the State of California.

36609. "City council"

"City council" means the city council of a city or the board of supervisors of a county, or the agency, commission, or board created pursuant to a joint powers agreement and which is a city within the meaning of this part.

36609.4. "Clerk"

"Clerk" means the clerk of the legislative body.

36609.5. "General benefit"

"General benefit" means, for purposes of a property-based district, any benefit that is not a "special benefit" as defined in Section 36615.5.

36610. "Improvement"

"Improvement" means the acquisition, construction, installation, or maintenance of any tangible property with an estimated useful life of five years or more including, but not limited to, the following:

(a) Parking facilities.

(b) Benches, booths, kiosks, display cases, pedestrian shelters and signs.

(c) Trash receptacles and public restrooms.

(d) Lighting and heating facilities.

(e) Decorations.

(f) Parks.

(g) Fountains.

(h) Planting areas.

(i) Closing, opening, widening, or narrowing of existing streets.

(j) Facilities or equipment, or both, to enhance security of persons and property within the area.

(k) Ramps, sidewalks, plazas, and pedestrian malls.

(l) Rehabilitation or removal of existing structures.

36611. "Management district plan"; "Plan"

"Management district plan" or "plan" means a proposal as defined in Section 36622.

36612. "Owners' association"

"Owners' association" means a private nonprofit entity that is under contract with a city to administer or implement improvements, maintenance, and activities specified in the management district plan. An owners' association may be an existing nonprofit entity or a newly formed nonprofit entity. An owners' association is a private entity and may not be considered a public entity for any purpose, nor may its board members or staff be considered to be public officials for any purpose. Notwithstanding this section, an owners' association shall comply with the Ralph M. Brown Act (Chapter 9 (commencing with Section 54950) of Part 1 of Division 2 of Title 5 of the Government Code), at all times when matters within the subject

matter of the district are heard, discussed, or deliberated, and with the California Public Records Act (Chapter 3.5 (commencing with Section 6250) of Division 7 of Title 1 of the Government Code), for all records relating to activities of the district.

36614. "Property"

"Property" means real property situated within a district.

36614.5. "Property and business improvement district"; "District"

"Property and business improvement district," or "district," means a property and business improvement district established pursuant to this part.

36614.6. "Property-based assessment"

"Property-based assessment" means any assessment made pursuant to this part upon real property.

36614.7. "Property-based district"

"Property-based district" means any district in which a city levies a property-based assessment.

36615. "Property owner"; "Business owner"; "Owner"

"Property owner" means any person shown as the owner of land on the last equalized assessment roll or otherwise known to be the owner of land by the city council. "Business owner" means any person recognized by the city as the owner of the business. "Owner" means either a business owner or a property owner. The city council has no obligation to obtain other information as to the ownership of land or businesses, and its determination of ownership shall be final and conclusive for the purposes of this part. Wherever this part requires the signature of the property owner, the signature of the authorized agent of the property owner shall be sufficient. Wherever this part requires the signature of the business owner, the signature of the authorized agent of the business owner shall be sufficient.

36615.5. "Special benefit"

"Special benefit" means, for purposes of a property-based district, a particular and distinct benefit over and above general benefits conferred on real property located in a district or to the public at large. Special benefit includes incidental or collateral effects that arise from the improvements, maintenance, or activities of property-based districts even if those incidental or collateral effects benefit property or persons not assessed. Special benefit excludes general enhancement of property value.

36616. "Tenant"

"Tenant" means an occupant pursuant to a lease of commercial space or a dwelling unit, other than an owner.

ARTICLE 3. Prior Law [36617- 36617.]

36617. Alternate method of financing certain improvements and activities; Effect on other provision

This part provides an alternative method of financing certain improvements and activities. The provisions of this part shall not affect or limit any other provisions of law authorizing or providing for the furnishing of improvements or activities or the raising of revenue for these purposes. Every improvement area

established pursuant to the Parking and Business Improvement Area Law of 1989 (Part 6 (commencing with Section 36500) of this division) is valid and effective and is unaffected by this part.

CHAPTER 2. Establishment [36620 - 36630]

36620. Establishment of property and business improvement district

A property and business improvement district may be established as provided in this chapter.

36620.5. Requirement of consent of city council

A county may not form a district within the territorial jurisdiction of a city without the consent of the city council of that city. A city may not form a district within the unincorporated territory of a county without the consent of the board of supervisors of that county. A city may not form a district within the territorial jurisdiction of another city without the consent of the city council of the other city.

36621. Initiation of proceeding; Petition of property or business owners in proposed district

(a) Upon the submission of a written petition, signed by the property or business owners in the proposed district who will pay more than 50 percent of the assessments proposed to be levied, the city council may initiate proceedings to form a district by the adoption of a resolution expressing its intention to form a district. The amount of assessment attributable to property or a business owned by the same property or business owner that is in excess of 40 percent of the amount of all assessments proposed to be levied, shall not be included in determining whether the petition is signed by property or business owners who will pay more than 50 percent of the total amount of assessments proposed to be levied.

(b) The petition of property or business owners required under subdivision (a) shall include a summary of the management district plan. That summary shall include all of the following:

(1) A map showing the boundaries of the district.

(2) Information specifying where the complete management district plan can be obtained.

(3) Information specifying that the complete management district plan shall be furnished upon request.

(c) The resolution of intention described in subdivision (a) shall contain all of the following:

(1) A brief description of the proposed improvements, maintenance, and activities, the amount of the proposed assessment, a statement as to whether the assessment will be levied on property or businesses within the district, a statement as to whether bonds will be issued, and a description of the exterior boundaries of the proposed district, which may be made by reference to any plan or map that is on file with the clerk. The descriptions and statements do not need to be detailed and shall be sufficient if they enable an owner to generally identify the nature and extent of the improvements, maintenance, and activities, and the location and extent of the proposed district.

(2) A time and place for a public hearing on the establishment of the property and business improvement district and the levy of assessments, which shall be consistent with the requirements of Section 36623.

36622. Contents of management district plan

The management district plan shall include, but is not limited to, all of the following:

(a) If the assessment will be levied on property, a map of the district in sufficient detail to locate each parcel of property and, if businesses are to be assessed, each business within the district. If the assessment will be levied on businesses, a map that identifies the district boundaries in sufficient detail to allow a business owner to reasonably determine whether a business is located within the district boundaries. If the assessment will be levied on property and businesses, a map of the district in sufficient detail to locate each parcel of property and to allow a business owner to reasonably determine whether a business is located within the district boundaries.

(b) The name of the proposed district.

(c) A description of the boundaries of the district, including the boundaries of benefit zones, proposed for establishment or extension in a manner sufficient to identify the affected property and businesses included, which may be made by reference to any plan or map that is on file with the clerk. The boundaries of a proposed property assessment district shall not overlap with the boundaries of another existing property assessment district created pursuant to this part. This part does not prohibit the boundaries of a district created pursuant to this part to overlap with other assessment districts established pursuant to other provisions of law, including, but not limited to, the Parking and Business Improvement Area Law of 1989 (Part 6 (commencing with Section 36500)). This part does not prohibit the boundaries of a business assessment district created pursuant to this part to overlap with another business assessment district created pursuant to this part. This part does not prohibit the boundaries of a business assessment district created pursuant to this part to overlap with a property assessment district created pursuant to this part.

(d) The improvements, maintenance, and activities proposed for each year of operation of the district and the maximum cost thereof. If the improvements, maintenance, and activities proposed for each year of operation are the same, a description of the first year's proposed improvements, maintenance, and activities and a statement that the same improvements, maintenance, and activities are proposed for subsequent years shall satisfy the requirements of this subdivision.

(e) The total annual amount proposed to be expended for improvements, maintenance, or activities, and debt service in each year of operation of the district. If the assessment is levied on businesses, this amount may be estimated based upon the assessment rate. If the total annual amount proposed to be expended in each year of operation of the district is not significantly different, the amount proposed to be expended in the initial year and a statement that a similar amount applies to subsequent years shall satisfy the requirements of this subdivision.

(f) The proposed source or sources of financing, including the proposed method and basis of levying the assessment in sufficient detail to allow each property or business owner to calculate the amount of the assessment to be levied against his or her property or business. The plan also shall state whether bonds will be issued to finance improvements.

(g) The time and manner of collecting the assessments.

(h) The specific number of years in which assessments will be levied. In a new district, the maximum number of years shall be five. Upon renewal, a district shall have a term not to exceed 10 years. Notwithstanding these limitations, a district created pursuant to this part to finance capital improvements

with bonds may levy assessments until the maximum maturity of the bonds. The management district plan may set forth specific increases in assessments for each year of operation of the district.

(i) The proposed time for implementation and completion of the management district plan.

(j) Any proposed rules and regulations to be applicable to the district.

(k) (1) A list of the properties or businesses to be assessed, including the assessor's parcel numbers for properties to be assessed, and a statement of the method or methods by which the expenses of a district will be imposed upon benefited real property or businesses, in proportion to the benefit received by the property or business, to defray the cost thereof.

(2) In a property-based district, the proportionate special benefit derived by each identified parcel shall be determined exclusively in relationship to the entirety of the capital cost of a public improvement, the maintenance and operation expenses of a public improvement, or the cost of the activities. An assessment shall not be imposed on any parcel that exceeds the reasonable cost of the proportional special benefit conferred on that parcel. Only special benefits are assessable, and a property-based district shall separate the general benefits, if any, from the special benefits conferred on a parcel. Parcels within a property-based district that are owned or used by any city, public agency, the State of California, or the United States shall not be exempt from assessment unless the governmental entity can demonstrate by clear and convincing evidence that those publicly owned parcels in fact receive no special benefit. The value of any incidental, secondary, or collateral effects that arise from the improvements, maintenance, or activities of a property-based district and that benefit property or persons not assessed shall not be deducted from the entirety of the cost of any special benefit or affect the proportionate special benefit derived by each identified parcel.

(l) In a property-based district, the total amount of all special benefits to be conferred upon the properties located within the property-based district.

(m) In a property-based district, the total amount of general benefits, if any.

(n) In a property-based district, a detailed engineer's report prepared by a registered professional engineer certified by the State of California supporting all assessments contemplated by the management district plan.

(o) Any other item or matter required to be incorporated therein by the city council.

36623. Procedure to levy assessment

(a) If a city council proposes to levy a new or increased property assessment, the notice and protest and hearing procedure shall comply with Section 53753 of the Government Code.

(b) If a city council proposes to levy a new or increased business assessment, the notice and protest and hearing procedure shall comply with Section 54954.6 of the Government Code, except that notice shall be mailed to the owners of the businesses proposed to be assessed. A protest may be made orally or in writing by any interested person. Every written protest shall be filed with the clerk at or before the time fixed for the public hearing. The city council may waive any irregularity in the form or content of any written protest. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing. Each written protest shall contain a description of the business in which the person subscribing the protest is

interested sufficient to identify the business and, if a person subscribing is not shown on the official records of the city as the owner of the business, the protest shall contain or be accompanied by written evidence that the person subscribing is the owner of the business or the authorized representative. A written protest that does not comply with this section shall not be counted in determining a majority protest. If written protests are received from the owners or authorized representatives of businesses in the proposed district that will pay 50 percent or more of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protests to less than 50 percent, no further proceedings to levy the proposed assessment against such businesses, as contained in the resolution of intention, shall be taken for a period of one year from the date of the finding of a majority protest by the city council.

(c) If a city council proposes to conduct a single proceeding to levy both a new or increased property assessment and a new or increased business assessment, the notice and protest and hearing procedure for the property assessment shall comply with subdivision (a), and the notice and protest and hearing procedure for the business assessment shall comply with subdivision (b). If a majority protest is received from either the property or business owners, that respective portion of the assessment shall not be levied. The remaining portion of the assessment may be levied unless the improvement or other special benefit was proposed to be funded by assessing both property and business owners.

36624. Changes to proposed assessments

At the conclusion of the public hearing to establish the district, the city council may adopt, revise, change, reduce, or modify the proposed assessment or the type or types of improvements, maintenance, and activities to be funded with the revenues from the assessments. Proposed assessments may only be revised by reducing any or all of them. At the public hearing, the city council may only make changes in, to, or from the boundaries of the proposed property and business improvement district that will exclude territory that will not benefit from the proposed improvements, maintenance, and activities. Any modifications, revisions, reductions, or changes to the proposed assessment district shall be reflected in the notice and map recorded pursuant to Section 36627.

36625. Resolution of formation

(a) If the city council, following the public hearing, decides to establish a proposed property and business improvement district, the city council shall adopt a resolution of formation that shall include, but is not limited to, all of the following:

(1) A brief description of the proposed improvements, maintenance, and activities, the amount of the proposed assessment, a statement as to whether the assessment will be levied on property, businesses, or both within the district, a statement on whether bonds will be issued, and a description of the exterior

boundaries of the proposed district, which may be made by reference to any plan or map that is on file with the clerk. The descriptions and statements need not be detailed and shall be sufficient if they enable an owner to generally identify the nature and extent of the improvements, maintenance, and activities and the location and extent of the proposed district.

(2) The number, date of adoption, and title of the resolution of intention.

(3) The time and place where the public hearing was held concerning the establishment of the district.

(4) A determination regarding any protests received. The city shall not establish the district or levy assessments if a majority protest was received.

(5) A statement that the properties, businesses, or properties and businesses in the district established by the resolution shall be subject to any amendments to this part.

(6) A statement that the improvements, maintenance, and activities to be conferred on businesses and properties in the district will be funded by the levy of the assessments. The revenue from the levy of assessments within a district shall not be used to provide improvements, maintenance, or activities outside the district or for any purpose other than the purposes specified in the resolution of intention, as modified by the city council at the hearing concerning establishment of the district.

(7) A finding that the property or businesses within the area of the property and business improvement district will be benefited by the improvements, maintenance, and activities funded by the proposed assessments, and, for a property-based district, that property within the district will receive a special benefit.

(8) In a property-based district, the total amount of all special benefits to be conferred on the properties within the property-based district.

(b) The adoption of the resolution of formation and, if required, recordation of the notice and map pursuant to Section 36627 shall constitute the levy of an assessment in each of the fiscal years referred to in the management district plan.

36626. Resolution establishing district

If the city council, following the public hearing, desires to establish the proposed property and business improvement district, and the city council has not made changes pursuant to Section 36624, or has made changes that do not substantially change the proposed assessment, the city council shall adopt a resolution establishing the district. The resolution shall contain all of the information specified in Section 36625.

36627. Notice and assessment diagram

Following adoption of the resolution establishing district assessments on properties pursuant to Section 36625 or Section 36626, the clerk shall record a notice and an assessment diagram pursuant to Section 3114. No other provision of Division 4.5 (commencing with Section 3100) applies to an assessment district created pursuant to this part.

36628. Establishment of separate benefit zones within district; Categories of businesses

The city council may establish one or more separate benefit zones within the district based upon the degree of benefit derived from the improvements or activities to be provided within the benefit zone and may impose a different assessment within each benefit zone. If the assessment is to be levied on businesses, the city council may also define categories of businesses based upon the degree of benefit that each will derive from the improvements or activities to be provided within the district and may impose a different assessment or rate of assessment on each category of business, or on each category of business within each zone.

36628.5. Assessments on businesses or property owners

The city council may levy assessments on businesses or on property owners, or a combination of the two, pursuant to this part. The city council shall structure the assessments in whatever manner it determines corresponds with the distribution of benefits from the proposed improvements, maintenance, and activities, provided that any property-based assessment conforms with the requirements set forth in paragraph (2) of subdivision (k) of Section 36622.

36629. Provisions and procedures applicable to benefit zones and business categories

All provisions of this part applicable to the establishment, modification, or disestablishment of a property and business improvement district apply to the establishment, modification, or disestablishment of benefit zones or categories of business. The city council shall, to establish, modify, or disestablish a benefit zone or category of business, follow the procedure to establish, modify, or disestablish a property and business improvement district.

36630. Expiration of district; Creation of new district

If a property and business improvement district expires due to the time limit set pursuant to subdivision (h) of Section 36622, a new management district plan may be created and the district may be renewed pursuant to this part.

CHAPTER 3. Assessments [36631 - 36637]

36631. Time and manner of collection of assessment; Delinquent payments

The collection of the assessments levied pursuant to this part shall be made at the time and in the manner set forth by the city council in the resolution levying the assessment. Assessments levied on real property may be collected at the same time and in the same manner as for the ad valorem property tax, and may provide for the same lien priority and penalties for delinquent payment. All delinquent payments for assessments levied pursuant to this part may be charged interest and penalties.

36632. Assessments to be based on estimated benefit; Classification of real property and businesses; Exclusion of

residential and agricultural property

(a) The assessments levied on real property pursuant to this part shall be levied on the basis of the estimated benefit to the real property within the property and business improvement district. The city council may classify properties for purposes of determining the benefit to property of the improvements and activities provided pursuant to this part.

(b) Assessments levied on businesses pursuant to this part shall be levied on the basis of the estimated benefit to the businesses within the property and business improvement district. The city council may classify businesses for purposes of determining the benefit to the businesses of the improvements and activities provided pursuant to this part.

(c) Properties zoned solely for residential use, or that are zoned for agricultural use, are conclusively presumed not to benefit from the improvements and service funded through these assessments, and shall not be subject to any assessment pursuant to this part.

36633. Time for contesting validity of assessment

The validity of an assessment levied under this part shall not be contested in any action or proceeding unless the action or proceeding is commenced within 30 days after the resolution levying the assessment is adopted pursuant to Section 36626. Any appeal from a final judgment in an action or proceeding shall be perfected within 30 days after the entry of judgment.

36634. Service contracts authorized to establish levels of city services

The city council may execute baseline service contracts that would establish levels of city services that would continue after a property and business improvement district has been formed.

36635. Request to modify management district plan

The owners' association may, at any time, request that the city council modify the management district plan. Any modification of the management district plan shall be made pursuant to this chapter.

36636. Modification of plan by resolution after public hearing; Adopting of resolution of intention

(a) Upon the written request of the owners' association, the city council may modify the management district plan after conducting one public hearing on the proposed modifications. The city council may modify the improvements and activities to be funded with the revenue derived from the levy of the assessments by adopting a resolution determining to make the modifications after holding a public hearing on the proposed modifications. If the modification includes the levy of a new or increased assessment, the city council shall comply with Section 36623. Notice of all other public hearings pursuant to this section shall comply with both of the following:

(1) The resolution of intention shall be published in a newspaper of general circulation in the city once at least seven days before the public hearing.

(2) A complete copy of the resolution of intention shall be mailed by first class mail, at least 10 days before the public hearing, to each business owner or property owner affected by the proposed modification.

(b) The city council shall adopt a resolution of intention which states the proposed modification prior to the public hearing required by this section. The public hearing shall be held not more than 90 days after the adoption of the resolution of intention.

36637. Reflection of modification in notices recorded and maps

Any subsequent modification of the resolution shall be reflected in subsequent notices and maps recorded pursuant to Division 4.5 (commencing with Section 3100), in a manner consistent with the provisions of Section 36627.

CHAPTER 3.5. Financing [36640- 36640.]

36640. Bonds authorized; Procedure; Restriction on reduction or termination of assessments

(a)The city council may, by resolution, determine and declare that bonds shall be issued to finance the estimated cost of some or all of the proposed improvements described in the resolution of formation adopted pursuant to Section 36625, if the resolution of formation adopted pursuant to that section

provides for the issuance of bonds, under the Improvement Bond Act of 1915 (Division 10 (commencing with Section 8500)) or in conjunction with Marks-Roos Local Bond Pooling Act of 1985 (Article 4 (commencing with Section 6584) of Chapter 5 of Division 7 of Title 1 of the Government Code). Either act, as the case may be, shall govern the proceedings relating to the issuance of bonds, although proceedings under the Bond Act of 1915 may be modified by the city council as necessary to accommodate assessments levied upon business pursuant to this part.

(b) The resolution adopted pursuant to subdivision (a) shall generally describe the proposed improvements specified in the resolution of formation adopted pursuant to Section 36625, set forth the estimated cost of those improvements, specify the number of annual installments and the fiscal years during which they are to be collected. The amount of debt service to retire the bonds shall not exceed the amount of revenue estimated to be raised from assessments over 30 years.

(c) Notwithstanding any other provision of this part, assessments levied to pay the principal and interest on any bond issued pursuant to this section shall not be reduced or terminated if doing so would interfere with the timely retirement of the debt.

CHAPTER 4. Governance [36650 - 36651]

36650. Report by owners' association; Approval or modification by city council

(a) The owners' association shall cause to be prepared a report for each fiscal year, except the first year, for which assessments are to be levied and collected to pay the costs of the improvements, maintenance, and activities described in the report. The owners' association's first report shall be due after the first year of operation of the district. The report may propose changes, including, but not limited to, the boundaries of the property and business improvement district or any benefit zones within the district, the basis and method of levying the assessments, and any changes in the classification of property, including any categories of business, if a classification is used.

(b) The report shall be filed with the clerk and shall refer to the property and business improvement district by name, specify the fiscal year to which the report applies, and, with respect to that fiscal year, shall contain all of the following information:

(1) Any proposed changes in the boundaries of the property and business improvement district or in any benefit zones or classification of property or businesses within the district.

(2) The improvements, maintenance, and activities to be provided for that fiscal year.

(3) An estimate of the cost of providing the improvements, maintenance, and activities for that fiscal year.

(4) The method and basis of levying the assessment in sufficient detail to allow each real property or business owner, as appropriate, to estimate the amount of the assessment to be levied against his or her property or business for that fiscal year.

(5) The estimated amount of any surplus or deficit revenues to be carried over from a previous fiscal year.

(6) The estimated amount of any contributions to be made from sources other than assessments levied pursuant to this part.

(c) The city council may approve the report as filed by the owners' association or may modify any particular contained in the report and approve it as modified. Any modification shall be made pursuant to Sections 36635 and 36636. The city council shall not approve a change in the basis and method of levying assessments that would impair an authorized or executed contract to be paid from the revenues derived from the levy of assessments, including any commitment to pay principal and interest on any bonds issued on behalf of the district.

36651. Designation of owners' association to provide improvements, maintenance, and activities

The management district plan may, but is not required to, state that an owners' association will provide the improvements, maintenance, and activities described in the management district plan. If the management district plan designates an owners' association, the city shall contract with the designated nonprofit corporation to provide services.

CHAPTER 5. Renewal [36660- 36660.]

36660. Renewal of district; Transfer or refund of remaining revenues; District term limit

(a) Any district previously established whose term has expired, or will expire, may be renewed by following the procedures for establishment as provided in this chapter.

(b) Upon renewal, any remaining revenues derived from the levy of assessments, or any revenues derived from the sale of assets acquired with the revenues, shall be transferred to the renewed district. If the renewed district includes additional parcels or businesses not included in the prior district, the remaining revenues shall be spent to benefit only the parcels or businesses in the prior district. If the renewed district does not include parcels or businesses included in the prior district, the remaining revenues attributable to these parcels shall be refunded to the owners of these parcels or businesses.

(c) Upon renewal, a district shall have a term not to exceed 10 years, or, if the district is authorized to issue bonds, until the maximum maturity of those bonds. There is no requirement that the boundaries, assessments, improvements, or activities of a renewed district be the same as the original or prior district.

CHAPTER 6. Disestablishment [36670 - 36671]

36670. Circumstances permitting disestablishment of district; Procedure

(a) Any district established or extended pursuant to the provisions of this part, where there is no indebtedness, outstanding and unpaid, incurred to accomplish any of the purposes of the district, may be disestablished by resolution by the city council in either of the following circumstances:

(1) If the city council finds there has been misappropriation of funds, malfeasance, or a violation of law in connection with the management of the district, it shall notice a hearing on disestablishment.

(2) During the operation of the district, there shall be a 30-day period each year in which assessees may request disestablishment of the district. The first such period shall begin one year after the date of establishment of the district and shall continue for 30 days. The next such 30-day period shall begin two years after the date of the establishment of the district. Each successive year of operation of the district shall have such a 30-day period. Upon the written petition of the owners or authorized representatives of real property or the owners or authorized representatives of businesses in the area who pay 50 percent or

more of the assessments levied, the city council shall pass a resolution of intention to disestablish the district. The city council shall notice a hearing on disestablishment.

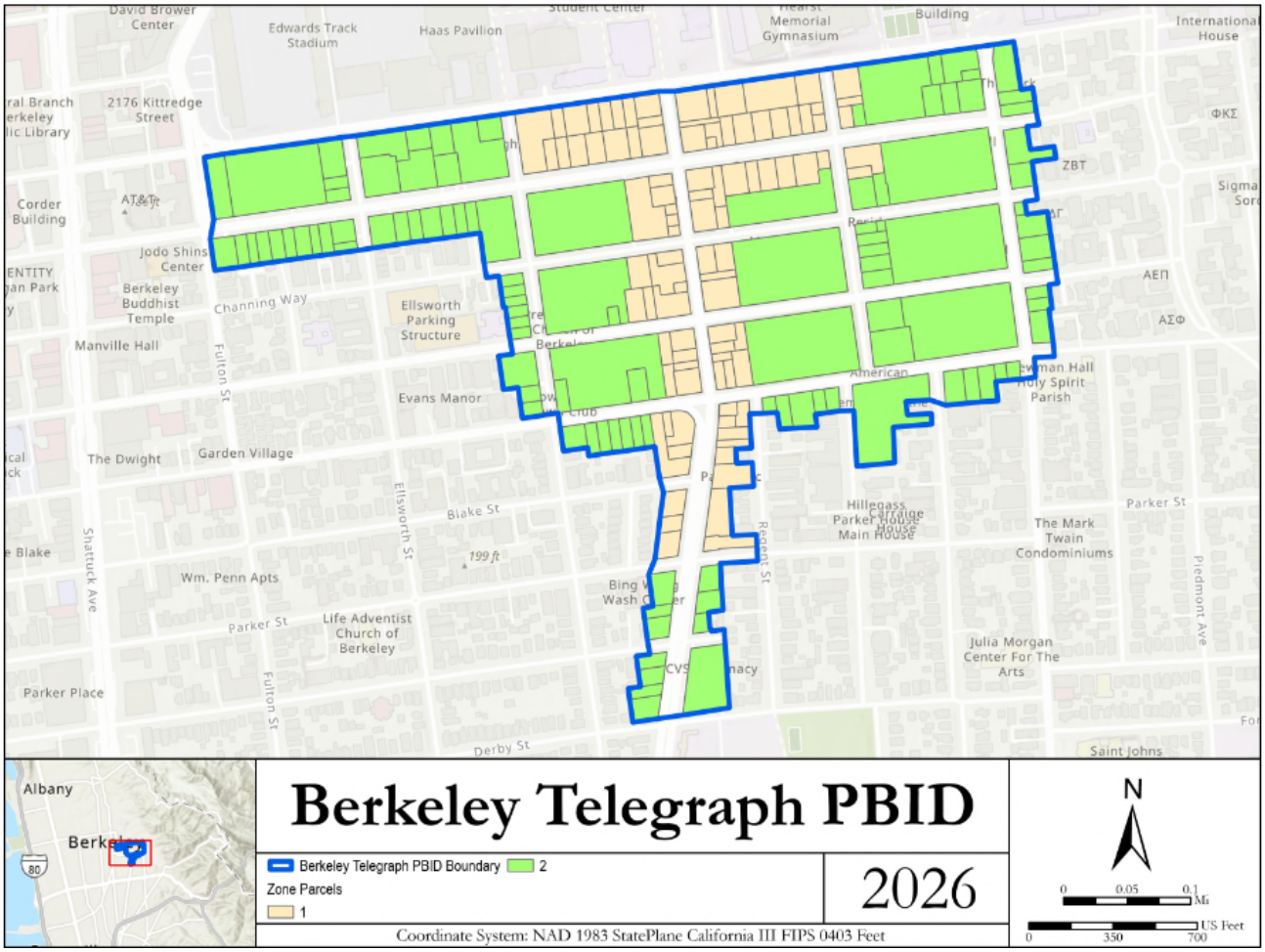
(b) The city council shall adopt a resolution of intention to disestablish the district prior to the public hearing required by this section. The resolution shall state the reason for the disestablishment, shall state the time and place of the public hearing, and shall contain a proposal to dispose of any assets acquired with the revenues of the assessments levied within the property and business improvement district. The notice of the hearing on disestablishment required by this section shall be given by mail to the property owner of each parcel or to the owner of each business subject to assessment in the district, as appropriate. The city shall conduct the public hearing not less than 30 days after mailing the notice to the property or business owners. The public hearing shall be held not more than 60 days after the adoption of the resolution of intention.

36671. Refund of remaining revenues upon disestablishment or expiration without renewal of district; Calculation of refund; Use of outstanding revenue collected after disestablishment of district

(a) Upon the disestablishment or expiration without renewal of a district, any remaining revenues, after all outstanding debts are paid, derived from the levy of assessments, or derived from the sale of assets acquired with the revenues, or from bond reserve or construction funds, shall be refunded to the owners of the property or businesses then located and operating within the district in which assessments were levied by applying the same method and basis that was used to calculate the assessments levied in the fiscal year in which the district is disestablished or expires. All outstanding assessment revenue collected after disestablishment shall be spent on improvements and activities specified in the management district plan.

(b) If the disestablishment occurs before an assessment is levied for the fiscal year, the method and basis that was used to calculate the assessments levied in the immediate prior fiscal year shall be used to calculate the amount of any refund.

APPENDIX III – Boundary Map



APPENDIX IV – Parcel Assessment Calculations

APPENDIX V – Budget by Zone

The table below illustrates the approximate annual assessment expenditures by program and zone, assuming that the budget increases by three percent (3%) per year and that there are no adjustments to the budget allocations.

Year	"Clean, Safe, Beautification" Zone 1	"Clean, Safe, Beautification" Zone 2	Communication & Economic Development Zone 1	Communication & Economic Development Zone 2	Management & Administration Zone 1	Management & Administration Zone 2	Total Zone 1	Total Zone 2
2028	$799,105.22	$436,364.78	$311,192.26	$169,931.74	$150,967.61	$82,438.39	$1,261,265.08	$688,734.92
2029	$823,078.37	$449,455.73	$320,528.02	$175,029.70	$155,496.64	$84,911.54	$1,299,103.03	$709,396.97
2030	$847,770.72	$462,939.40	$330,143.87	$180,280.59	$160,161.54	$87,458.89	$1,338,076.12	$730,678.88
2031	$873,203.84	$476,827.58	$340,048.18	$185,689.00	$164,966.38	$90,082.66	$1,378,218.41	$752,599.24
2032	$899,399.96	$491,132.41	$350,249.63	$191,259.67	$169,915.37	$92,785.14	$1,419,564.96	$775,177.22
2033	$926,381.96	$505,866.38	$360,757.12	$196,997.46	$175,012.84	$95,568.69	$1,462,151.91	$798,432.54
2034	$954,173.42	$521,042.37	$371,579.83	$202,907.39	$180,263.22	$98,435.75	$1,506,016.47	$822,385.51
2035	$982,798.62	$536,673.64	$382,727.22	$208,994.61	$185,671.12	$101,388.82	$1,551,196.96	$847,057.08
2036	$1,012,282.58	$552,773.85	$394,209.04	$215,264.45	$191,241.25	$104,430.49	$1,597,732.87	$872,468.79
2037	$1,042,651.06	$569,357.07	$406,035.31	$221,722.38	$196,978.49	$107,563.40	$1,645,664.86	$898,642.85

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APPENDIX VI – Baseline Services

City Of Berkeley Baseline Services in the Telegraph Property-Based Business Improvement District Area

The Baseline Services listed below are provided by the City of Berkeley ("City") in the Telegraph Business Improvement District ("TBID") area. The Telegraph Baseline Services listed below are provided by the City Manager's Office, Department of Public Works, the Police Department, the Department of Parks, Recreation and Waterfront, the Office of Economic Development, and the Department of Health, Housing and Community Services. From time to time, the City may need to adjust the level of Telegraph Baseline Services due to resource constraints and staffing availability. Also, funding for portions of these services comes through non-City grant sources and may be subject to budget pressures outside of City control.

Department of Public Works

PW provides the following services within the Telegraph BID boundaries:

Street Mechanical Sweeping: Mechanical sweeping services are provided once a month in the following areas: Carleton Street, Dana Street, Durant Avenue (Fulton to Dana), and Ellsworth Street.

Additional Sidewalk Sweeping or pressure washing: Staff are assigned to sweep or wash as scheduled as overtime funding becomes available for special events, holiday fairs and football games.

Public Trash Receptacle Maintenance: Public trash receptacles are emptied daily. Repair of trash receptacles are scheduled as needed and generally completed within two weeks.

Street and Traffic Signal Maintenance: Street lights are re-lamped or replaced as needed and via regular preventative maintenance. Traffic signals undergo annual inspection and are repaired and maintained as needed. Reports of maintenance activities can be provided upon request.

Public Graffiti Removal: Public areas for graffiti removal performed by PW staff upon Service Request. Service Requests for graffiti on public property are generally responded to within seven (7) working days upon notification. In the event Public Works lacks sufficient staff to perform graffiti removal, the City will furnish the TBID with the necessary graffiti removal supplies and paint.

Curb Painting and Sign Maintenance: Maintenance of curb and street markings and of traffic, warning, and informational signs will be prioritized and scheduled based on the City Traffic Engineer's professional assessment of condition, visibility, and safety need. Markings are generally evaluated for renewal approximately every eighteen (18) months and service requests are addressed in order of priority as determined by the City Traffic Engineer and or delegate.

Illegal Dumping and Unattended Property Removal: Illegal dumping within the public right of way is either removed by Public Works staff, or the responsible party is located and charged with removing it through the Code Enforcement process. Public Works is generally able to remove illegally dumped items within three business days.

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Parking Services: Parking garage operations and maintenance of metered areas (pay stations) within the boundaries of the Telegraph BID.

Sidewalk Repairs: Minor sidewalk repairs such as grinding or patching within 7 business days. Permanent repairs will be made in coordination with Engineering and the property owner. Tree well work will be coordinated with Forestry.

Stormwater System Maintenance: Semi-annual cleaning of stormwater systems in commercial areas including gutters and storm drains.

Sewer Maintenance: Maintenance of sewer infrastructure and 24-hour service response for backups, overflows, emergencies.

Street Signage: Replacement of street signage that is no longer legible or visible, as resources allow.

Protest or Demonstration Assistance: At the request of BPD, PW staff assist with traffic and pedestrian control during large protests and demonstrations. PW staff may also secure public fixtures to prevent damage.

Commercial Business Emergency Board-ups: PW staff will perform emergency board-ups during extreme weather or other emergencies adequate to ensure public safety. Otherwise, private property owners bear the responsibility to make vandalization repairs and secure against breaches. Berkeley Police will notify PW's restoration contractor to assist with private property board ups if needed due to vandalism, fire (or other emergency).

Berkeley Police Department

The TBID area is covered primarily by Police Beat 7.

Community Services Bureau – Bicycle Officers: The Community Services Bureau (CSB) of the Berkeley Police Department is composed of a Lieutenant, Sergeant, and Community Services Officer (CSO). This team serves as a point of contact for both businesses and residents. The CSB focuses on identifying and addressing ongoing public safety concerns using a problem-oriented policing framework that emphasizes collaborative, tailored interventions that serve the community and the individual.

The Bicycle Team's primary responsibility is to provide patrol coverage in the city's business districts and other areas identified as high priority based on community concerns and department data. While their core focus remains in retail districts, this team also functions as the Department's most flexible resource. As such, they regularly support search warrant operations, assist with community events, and fill unstaffed patrol beats. The Bicycle Team applies a problem-solving approach to policing, prioritizing long-term, community-based solutions in locations within the TBID.

The availability of these resources depends on the department's staffing level and the city's overall public safety needs.

Department of Parks, Recreation and Waterfront (Parks Division)

Within the TBID boundaries the Parks Division maintains the landscaping at the median at the intersection of Dwight and Telegraph and over 500 municipal street trees.

Landscape Maintenance Gardener Unit: Staff perform routine and responsive maintenance activities including but not limited to the following:

- As needed graffiti abatement;
- Mowing, edging, and trimming;
- Weed abatement;
- Removal of unattended property; and
- Collection of litter and debris.

Urban Forestry Unit: The unit plants new trees in empty tree wells, and elsewhere in the area (resources permitting), removes dead and diseased trees, prunes trees and roots, responds to emergency calls (e.g., fallen trees and branches), and provides other maintenance as needed.

City Manager's Office

Office of Economic Development (OED) - OED provides a range of services to Telegraph area businesses, cultural institutions, property owners and potential investors. OED staff provide permit assistance, site location assistance, marketing assistance and access to economic data. OED staff also work closely with TBID staff and provide staffing support for the Telegraph PBID Owners' Association Board of Directors.

Neighborhood Services Division-*Homeless Outreach/Homeless Response Team*: Homeless Outreach services are available to persons who are homeless and wanting assistance with securing community resources. These services are designed to assist people who are having difficulty using housing, financial, medical, and social services resources. The Homeless Response Team prioritizes health and safety issues and unavoidable operational impacts when triaging requests for outreach across the City. *Housing and Homeless Services Programs*: The City contracts with community agency partners to provide homeless people in the Telegraph District with a range of services including showers, case management and access to emergency, transitional and permanent housing opportunities. *Code Enforcement Unit*: This unit enforces the Berkeley Municipal Code against a wide range of Municipal Code violations in the Telegraph District, and coordinates with other departments to enforce other code violations (Fire, Building, Zoning, etc.) as needed. The enforcement activities of this unit are typically complaint driven.

Department of Health Housing and Community Services

Homeless Outreach: Homeless Outreach services, provided by community agency partners with whom the Department contracts are available to persons who are homeless and wanting assistance with securing community resources. These services are designed to assist people who are having difficulty using housing, financial, medical, and social services resources.

PETITION TO RENEW THE TELEGRAPH PROPERTY-BASED BUSINESS IMPROVEMENT DISTRICT

(Pursuant to Sec. 36600 et seq. of the Calif. Streets and Highway Code)

This is a petition to initiate special assessment proceedings to renew the Property-based Business Improvement District (PBID) in accordance with the Property and Business Improvement District Law of 1994, California Streets and Highways Code Sections 36600 et seq., for the purpose of undertaking and implementing the Management District Plan, a summary of which is attached.

Legal Owner: City Of Berkeley
Owner % of Total Assessment: 5.67%

APN:	**Parcel Address *(if known)***	**2028 Parcel Assessment**
055- -1879-006-01	2431 Channing Way	$95,403.95
		Annual Total $95,403.95

To complete your Petition please:
1) Check your affirmation YES,
2) Print your name, e-mail and phone number below, and
3) Sign and date below.

☐ YES, I approve of the proposed maximum assessment of $95,403.95 on the parcel(s) identified on this preliminary petition.

(Print) Name and Title of Owner of Record or an Authorized Representative *Email address* *Phone No.*

Signature of Owner of Record or the Representative Legally Authorized and Entitled to Sign this Petition *Date*

Please return this Preliminary Petition signed and dated to:

Telegraph Property & Business Mgmt. Corp.
2437 Durant Ave Suite 206
Berkeley, CA 94704



Telegraph Business Improvement District

Strategic Plan 2027 - 2032

TELEGRAPH BERKELEY 2032

Imagine it's 2032, and you are returning to the Telegraph district after some time away.

You notice many positive changes, including ...

- A dramatic gateway monument on Telegraph Avenue, along with a matching monument rising above the Dwight Triangle and coordinated banners all along Telegraph, Durant, and throughout the district.
    - The Telegraph-Channing garage is fresh, clean, and inviting appearance. Parking availability is clear, and pricing is easy to understand. 2-hour spaces are available on the ground floor, with longer-term parking on upper floors. The parking areas are clean and free of litter or graffiti. The stairways are well-lit stairway, and vibrant businesses line the ground floor arcade.
        - A Berkeley Street Fair boasts multiple branded stages, many bands, and tons of vendors. Everyone seems to be participating.
            - The sidewalks are bustling with people, there are few visible trash cans lining the streets, you don't see much litter or graffiti, most storefronts are open for business, and many have a fresh coat of paint or other signs of pride.
                - The many students frequenting the district are joined by long-term Berkeleyans and tourists.
            - The district feels more like a community and celebrates a spirit that is just as bright as its iconic reputation.
        - Monthly merchant meetings are entertaining events where folks share information and problem solve, with lots of laughter and recognition of striving entrepreneurs.
    - The new People's Park is surrounded by handsome new residential buildings while the park itself is teeming with people. There are people playing ping pong, foosball, checkers, and other games. Musicians perform regularly and sell seasonal treats. Park Concierges keep an eye on everything, encourage play, and make sure things are working smoothly.
- District stalwarts like Moe's Books and Rasputin Music are thriving and joined by newer neighbors who also appear successful.

Dear Neighbors, Merchants, and Friends,

We are standing at a transformative moment for Telegraph. Our district is evolving rapidly, shaped by new housing, a growing resident base, and a shared hunger to see Telegraph thrive. This is our moment to be fiercely opportunistic —capturing this momentum to bust open new possibilities, and radically enhance the quality of life for everyone who steps foot in our district.

The Telegraph Business Improvement District is proud of what we have achieved together. Through close collaboration between small businesses, property owners, the city, and the university, we have effectively managed our commercial core through major transitions. We are now introducing a bold new Strategic Plan designed to preserve the unique soul of Berkeley while aggressively cultivating its future as a bustling, year-round destination.

To turn this vision into reality, we are leaning into these high-impact strategies:

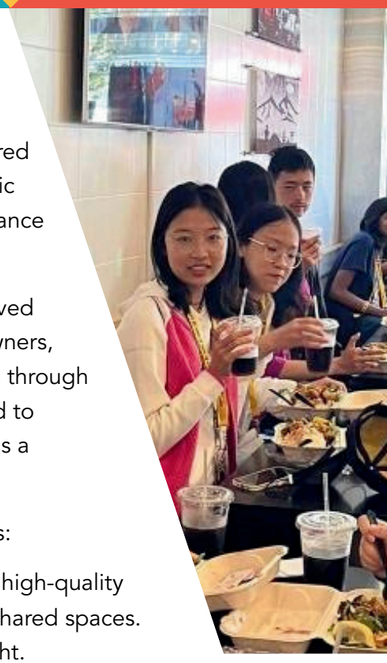
- **Boosting the Public Realm:** Shifting from temporary fixes to permanent, high-quality investments that elevate the cleanliness, safety, and visual appeal of our shared spaces. We want our streets bursting with energy and community life day and night.
- **Seizing Year-Round Opportunities:** Building a resilient, non-stop district calendar that celebrates our eclectic culture, locks in steady foot traffic through academic breaks; ensuring that our economy thrives every single day of the year.
- **Championing Economic Vitality:** Deepening our commitment to the small business economy by marketing Telegraph's unique character, aggressively reducing vacancies, and attracting diverse commercial investments.
- **Bold Leadership and Advocacy:** Elevating our role as a trusted convener to cut through bureaucratic red tape, align private and institutional partners, and champion swift, decisive action.

This plan is more than a road map; it is an active commitment to honor the legacy of Telegraph while seizing every opportunity to build a legendary future. The potential right now is limitless. We invite you to join us in championing the character, culture, and relentless prosperity of our community.

Onward!

Alex Knox
Executive Director

Kevin Gordon
Board President





ABOUT THE ORGANIZATION & STRATEGIC PLANNING PROCESS

The Telegraph Business Improvement District (TBID) encompasses the historic commercial and cultural corridors anchoring the southern edge of the UC Berkeley campus along the iconic Telegraph promenade. To support this vibrant community, the district provides dedicated street cleaning, safety hospitality, and district marketing services.

Between September 2025 and June 2026, TBID worked with Uncommon Bridges, a leading firm in the place-management industry, to develop this strategic plan through three phases: assessment, planning, and implementation.

Phase 1: Assessment
The first phase was a thorough assessment of current conditions, based on input from many stakeholders – including business and property owners, residents, TBID board members, UC Berkeley students, and institutional partners – through surveys, focus groups, individual interviews, walking tours, and facilitated discussions.

The assessment highlighted several issues to be addressed toward the district's long-term success:

- Iconic History & Reputation
- Reconciling Transience with Regional Destination Appeal
- Property Owner Disconnection
- Resetting the Bar for Public Safety Perceptions and the Social Crisis
- Transportation and Congestion
- Institutional Advocacy and Development Barriers

Phase 2: Planning
In response to these findings, TBID revisited and updated its vision, mission, and core values to ensure they accurately reflect the district's current realities and desired future.

A series of planning work sessions with board members and community partners helped align stakeholders on the organization's strategic priorities for emphasis in the years ahead: Leadership, Economic Vitality, the Public Realm, Marketing & Branding, and Organizational Development. The work groups discussed critical issues and defined aspirational goals and measurable objectives in pursuit of the district's vision.

Phase 3: Implementation
In the final phase, TBID staff, board members, and community leaders developed practical implementation actions and critical first steps to make this plan possible. This comprehensive process positions TBID to effectively serve its stakeholders and strengthen Telegraph for years to come.

2027 Reauthorization
With the 2027 reauthorization of the district approaching, this strategic plan articulates stakeholder consensus around organizational and district priorities. It is the foundation on which to build a consensus-driven Management Plan for and successful reauthorization of the Telegraph Property-based Business Improvement District.





TBID STRATEGIC PLAN



VISION

Telegraph is the soul of Berkeley:
a welcoming crossroads where iconic history
meets discovery and bold expression.

MISSION

As the gateway to the world's best public university,
the Telegraph BID champions the district's unique character and
prosperity through advocacy, leadership, and collaborative stewardship.

VALUES

STEWARDSHIP Focused on economic impact.

COLLABORATION Genuine partnership across the community.

AUTHENTICITY Emphasizing genuine community connection.

LEADERSHIP Elevating vision while generating value.

COMMUNITY CARE A high-priority focus on local support.

STRATEGIC DIRECTIONS

Increase role as a valued convener, partner, and co-leader

Substantially increase direct services and champion a higher standard

Substantially increase marketing, events, and data

Substantially increase economic growth

Substantially increase presence and impact



GOALS

2027 - 2032

LEADERSHIP

TBID is a valued convener of businesses, neighbors, the city and university to steward Telegraph's transformation with its evolving soul intact.

PUBLIC REALM

The Telegraph corridor is a delightful and attractive promenade embodying vitality, safety, and community caring.

MARKETING & EVENTS

Telegraph takes its rightful place at the forefront of people's minds as where Berkeley's enviable international reputation began and where it lives.

ECONOMIC VITALITY

The Telegraph District is a thriving, year-round destination where a vibrant mix of retail, dining and high-quality public spaces naturally attract and serve a broader clientele.

ORGANIZATIONAL DEVELOPMENT

TBID substantially broadens the organization's impact as a champion, manager, and steward of the public realm for the next 10 years.



LEADERSHIP

Increase role as a valued convener, partner, and co-leader.

Goal

TBID is a valued convener of businesses, neighbors, the city and university to steward Telegraph's transformation with its evolving soul intact.

Objective

A. TBID leverages its partnerships to build a **collective narrative** about the district's cultural character and future development.

B. TBID is recognized as a **meaningful influencer** in helping businesses, the city, and the university make progress on their shared plans for the Telegraph neighborhood.

C. TBID is known as a **primary go-to resource** supporting and advocating for business and property owner investments that support the Telegraph vision.

D. TBID reconciles **merchant priorities** with the **district's needs**.

E. TBID will lead **advocacy** in support of Telegraph's vision for urban design, transportation, public safety, and real estate development.

Metrics

- Public awareness of TBID impact and district priorities
- Advocacy agenda is in place and visibly active
- Demand for advocacy support and public relations assistance



PUBLIC REALM

Substantially increase direct services and champion a higher standard.

Goal

The Telegraph corridor is a delightful and attractive promenade embodying vitality, safety, and community caring.

Objective

A. Substantially reduce the visibility of **garbage** in Telegraph's public areas.

B. Meaningfully upgrade the district's standards for **cleanliness, public safety, and visual appeal** through direct services and beautification.

C. Conceive, champion, and activate **public gathering spaces** that are attractive to the district's clientele of all ages.

D. Actively champion **transportation** and **parking** policies and **physical infrastructure** that ensure the district's easy access and safety, day and night.

E. TBID will actively participate in community partnerships in support of **services** and **community care** for those in need.

Metrics

- Number of waste bins on sidewalks and public areas
- People using gathering spaces
- Number of waste bin infractions



MARKETING & EVENTS

Substantially increase marketing, events, and data.

Goal

Telegraph takes its rightful place at the forefront of people's minds as where Berkeley's enviable international reputation began and where it lives.

Objective

A. Elevate **Telegraph's brand** to further reflect the soul of Berkeley and define Telegraph as central to the Berkeley experience.

B. Expand **visual markers** of the brand throughout the district, including unique infrastructure, gateway signage, street furniture, and banners.

C. Establish **revenue-generating events** that are self-sustaining, expand capacity, and drive visitors to Telegraph and its businesses.

D. Develop and effectively utilize audience **data**.

E. Assess, revise, and maintain a robust and consistent **calendar** of marketing campaigns, events, and activations to draw new and existing visitors to Telegraph, elevating the district's reputation, brand, and small business economy.

Metrics

- Visible brand markers
- Earned media reflecting brand narrative
- Net revenue from TBID run events
- Attendance at all events in the district



ECONOMIC VITALITY

Substantially increase economic growth through research, information, and active management of public spaces.

Goal

The Telegraph District is a thriving, year-round destination where a vibrant mix of retail, dining and high-quality public spaces naturally attract and serve a broader clientele.

Objective

A. TBID will work toward a role in day-to-day activation and maintenance of **key public spaces**, including certain University- and City-owned parks and public areas.

B. TBID will pursue a role in managing the **Telegraph-Channing Garage**, including parking management, retail leasing, and day-to-day operations.

C. TBID will become active in **retail retention**, **recruitment**, and **development** through research, data, vision, branding, and curation.

D. TBID will optimize the district's **business atmosphere** and **cultural relevance** to capture the full economic potential of campus visitors while expanding Telegraph's commercial appeal.

Metrics

- Storefront occupancy and turnover rate
- Number of People in People's Park
- Parking occupancy in the Telegraph-Channing Garage
- Retail occupancy & sales in the Telegraph-Channing Garage



ORGANIZATION

Substantially increase presence and impact, through board engagement, resources, and visible leadership.

Goal

TBID substantially broadens the organization's impact as a champion, manager, and steward of the public realm for the next 10 years.

Objective

A.TBID doubles its collection and analysis of useful **data** about business, property, and community assets, showcasing the district and the organization's value.

B.The Business Improvement District is **renewed** with appropriate scope and resources.

C.TBID's **board** is visible, engaged, and impactful, reflecting the organization's leadership role in the district.

D.TBID is a **trusted resource** with extensive relationships, making connections between public, private, and nonprofit interests, and continuously engaging its always-changing audience.

E.TBID's **non-assessment revenues** grow substantially as business, property, government, philanthropic, and individual interests recognize TBID's effectiveness.

Metrics

- District data points tracked
- Votes in favor of TBID renewal
- Total non-assessment revenue





CURRENT OPERATIONS

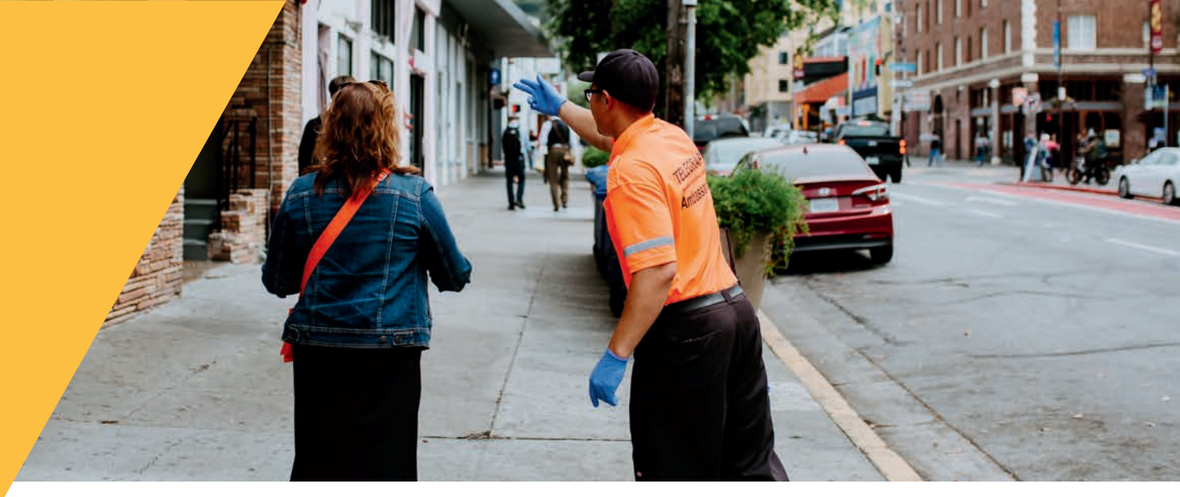
The Telegraph PBID is a special benefit district in which 100% of collected assessments are reinvested directly into the Telegraph corridor to enhance the district. Currently, it is supported by an annual operating budget of approximately $1 million, which is funded by district property owners, including the University of California, and the City of Berkeley.

The PBID runs five core service areas:

- **Clean, Safe, & Crisis Response:** Delivers 240 hours per week of year-round field deployment dedicated to street cleanliness, graffiti mitigation, and specialized crisis de-escalation support.
- **Stewardship & Community Care:** Provides dedicated care for, performs district-wide weed abatement, refreshes public fixtures, and offers direct guidance to community members navigating quality of life or public safety issues.
- **Public Infrastructure:** Manages and maintains the 24/7 public restroom facility at Channing Way, installs sidewalk planters and public art projects, and installs holiday lighting and seasonal décor.
- **Events & Marketing:** Drives immediate foot traffic to local merchants through targeted campaigns, including Telegraph Boba Day, Second Sundays, student orientation promotions, and robust district-themed social media growth.
- **Public Leadership & Advocacy:** Conducts routine engagement with local officials to drive funding and infrastructure priorities, represents district interests in public policy groups, and provides strategic stakeholder feedback on neighborhood housing and mixed-use development projects.

ELEVATING OUR DISTRICT

Established 20 years ago, TBID is preparing for its first reauthorization in a decade. TBID's next chapter must focus on strengthening the organization to meet Telegraph's changing needs. This strategic plan provides a foundation for the organization to establish and maintain a higher standard for the public realm and to support meaningful economic growth by attracting a larger and more diverse clientele to the district's businesses and its increasingly outstanding public spaces and facilities.



IMPLEMENTATION

To operationalize this vision and deliver high-impact results, TBID will implement the following targeted organizational upgrades.

Organizational Capacity:

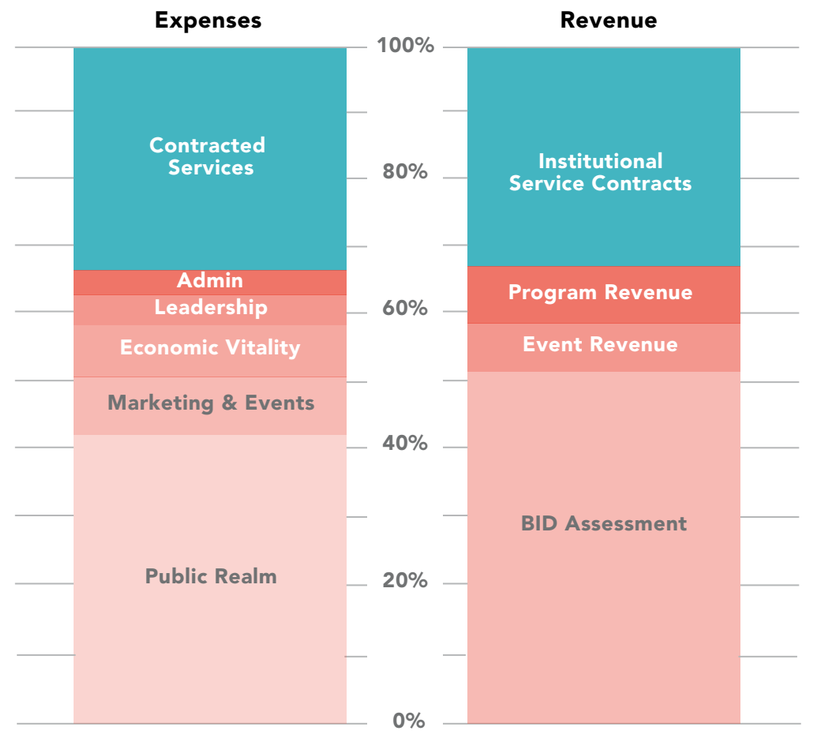
- Align operations with industry standards
- Add strategic program leaders

Community Focus:

- Elevate board leadership
- Prioritize business engagement
- Heighten district advocacy

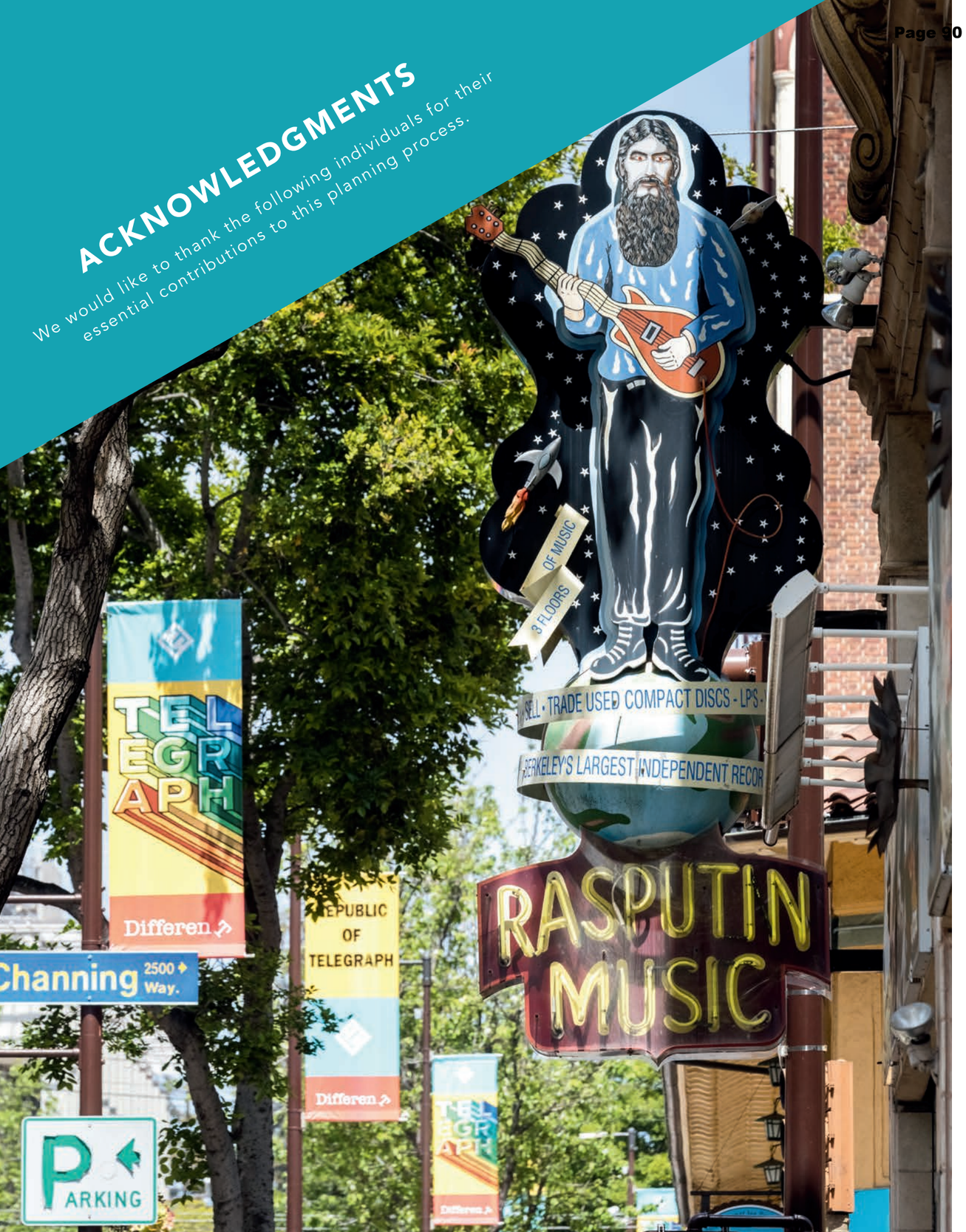
Program Upgrades:

- Negotiate institutional service contracts
- Upgrade ambassador services
- Strengthen research & analytics
- Build event infrastructure
- Secure recurring non-assessment revenue



ACKNOWLEDGMENTS

We would like to thank the following individuals for their essential contributions to this planning process.



Telegraph Business Improvement District (TBID) Board of Directors

- Kevin Gordon, Gordon Commercial, TBID President
- Jen Loy, University of California, Berkeley, TBID Vice President
- Vincent McCoy, City of Berkeley, TBID Treasurer
- Craig Becker, TBID Secretary
- Ali Eslami, Property Owner
- Doris Moskowitz, Moe's Books
- Ito Ripsteen, Vine Street Investments
- Steve Ruegg, Rue-Ell Enterprises
- Swami Prasannatmananda, Vedanta Society Berkeley

TBID Leadership & Staff

- Alex Knox, Executive Director
- Jerico Osnas-Paguio, Director of Marketing & Events
- Clarence Williams, Operations Manager
- Twilver Earle, Team Leader
- Jaffar Mendieta, Block by Block

TBID Steering Committee

- Candi Lee, Residential & Student Service Programs
- Erik Bigglestone, Games of Berkeley
- Wilson Wong, Kip's Bar & Cali's Sports Bar

Facilitation Team, Uncommon Bridges

- Brian Douglas Scott, Founding Partner
- Skylar Benson, Project Manager
- Carson Bridges, Project Associate
- Mike Stewart, Advisor
- Jacqueline Robinette, Advisor

Community Members

- Adolfo Guzman, Student
- Beth Rosener, Berkeley Chamber of Commerce
- Blaine Merker, Gehl Studio
- Brian Beckley, Beck's Shoes
- Daryn Singh, Kathmandu Market
- Doug Miller, The Tap Haus
- Gavin Silva, Student
- Ivy Zhang, Student
- Jeffrey Church, Visit Berkeley
- John Polyzoides, Chromata Real Estate
- John Caner, Downtown Berkeley Association
- Laksh Lakireddy, Vindium Real Estate
- Lori Katz, Amoeba Music
- Michael Heinstein, Mosaic Boulders
- Orlando Williams, Event Coordinator
- Paulina Unrue, Student
- Peter Lee, Fun Park
- Stephen Choi, Wow Wow Hawaiian Lemonade
- Tasnima Proma, Student
- Tram Dyck, Nom Nom Bahn Mi

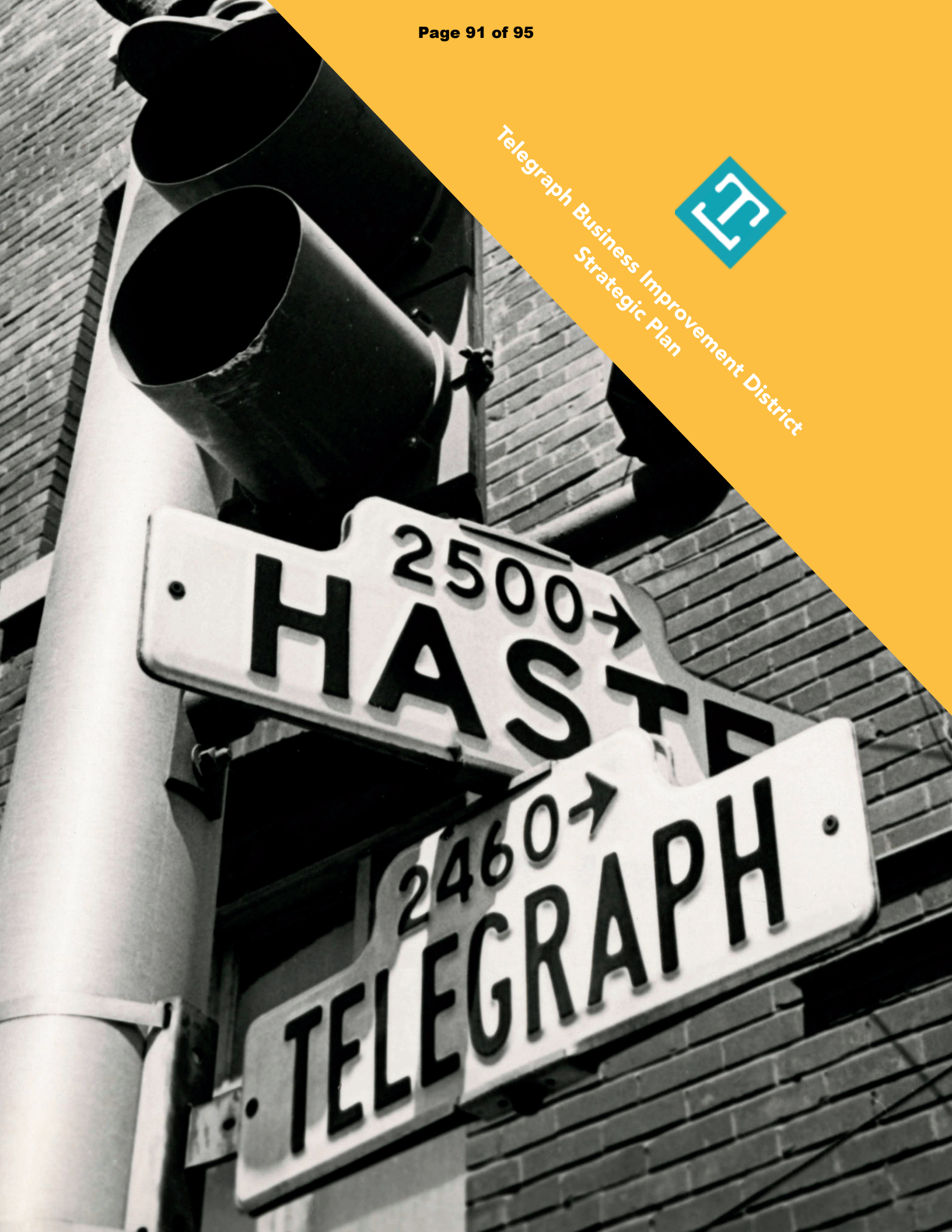
University of California, Berkeley

- Amanda Der, ASUC External Affairs VP Chief of Staff
- Ari Neulight, Homeless Outreach Coordinator
- Calvin Yang, ASUC External Affairs VP
- Mako Ushihara, Residential & Student Service Programs
- Raphael Breines, Capital Strategies
- Ruben Lizardo, Government & Community Relations

City of Berkeley

- Eleanor Hollander, Office of Economic Development
- Elliot Schwimmer, Public Works
- Eric Panzer, Councilmember Humbert's Office
- Jordan Klien, Planning & Development
- Joy Brown, Public Works
- Mark Helmbrecht, Public Works
- Reuel Cooke, Office of Economic Development
- Sara Cerami, Councilmember Lunaparra's Office
- Terrance Davis, Public Works
- Wahid Amiri, Public Works

Telegraph Business Improvement District
Strategic Plan



City Manager's Office

October 14, 2026

Mr. Alex Knox
Executive Director
Telegraph Property & Business Management Corporation
(dba) Telegraph Business Improvement District
2437 Durant Avenue, Suite 206
Berkeley, CA 94704

Dear Mr. Knox:

The City of Berkeley is supportive of The Telegraph Property & Business Management Corporation (TPBMC)'s work to reestablish the Telegraph Property and Business Improvement District (TPBID or TBID) in the Telegraph area. We understand that reestablishing the TBID would ensure the resources available for Telegraph revitalization and build the capacity of the TBID/City partnership in promoting a safe, clean and economically vital campus-adjacent Telegraph Area.

The City has historically provided a set of base-level or "baseline" services in the Telegraph area, as outlined in the attached document. Each relevant City department and division was asked to describe their services and staff is committed to continuing to deliver these services in a consistent and professional way into the future subject to funding availability. As the economy continues to fluctuate there may be times when monetary constraints cause the City to reduce budgets affecting base-level or baseline services.

If you have any questions, please feel free to contact me or David White for further discussion or clarification.

Sincerely,

Paul Buddenhagen
City Manager

CC: David White, Deputy City Manager
Eleanor Hollander, Economic Development Manager

2027

City Of Berkeley Baseline Services in the Telegraph Business Improvement District Area

The Baseline Services listed below are provided by the City of Berkeley ("City") in the Telegraph Business Improvement District ("TBID") area. The Telegraph Baseline Services listed below are provided by the City Manager's Office, Department of Public Works, the Police Department, the Department of Parks, Recreation and Waterfront, the Office of Economic Development, and the Department of Health, Housing and Community Services. From time to time, the City may need to adjust the level of Telegraph Baseline Services due to resource constraints and staffing availability. Also, funding for portions of these services comes through non-City grant sources and may be subject to budget pressures outside of City control.

Department of Public Works (PW)

PW provides the following services within the Telegraph BID boundaries:

Street Mechanical Sweeping: Mechanical sweeping services are provided once a month in the following areas: Carleton Street, Dana Street, Durant Avenue (Fulton to Dana), and Ellsworth Street.

Additional Sidewalk Sweeping or pressure washing: Staff are assigned to sweep or wash as scheduled as overtime funding becomes available for special events, holiday fairs and football games.

Public Trash Receptacle Maintenance: Public trash receptacles are emptied daily. Repair of trash receptacles are scheduled as needed and generally completed within two weeks.

Street and Traffic Signal Maintenance: Street lights are re-lamped or replaced as needed and via regular preventative maintenance. Traffic signals undergo annual inspection and are repaired and maintained as needed. Reports of maintenance activities can be provided upon request.

Public Graffiti Removal: Public areas for graffiti removal performed by PW staff upon Service Request. Service Requests for graffiti on public property are generally responded to within seven (7) working days upon notification. In the event Public Works lacks sufficient staff to perform graffiti removal, the City will furnish the TBID with the necessary graffiti removal supplies and paint.

Curb Painting and Sign Maintenance: Maintenance of curb and street markings and of traffic, warning, and informational signs will be prioritized and scheduled based on the City Traffic Engineer's professional assessment of condition, visibility, and safety need. Markings are generally evaluated for renewal approximately every eighteen (18) months and service requests are addressed in order of priority as determined by the City Traffic Engineer and or delegate.

Illegal Dumping and Unattended Property Removal: Illegal dumping within the public right of way is either removed by Public Works staff, or the responsible party is located and charged with removing it through the Code Enforcement process. Public Works is generally able to remove illegally dumped items within three business days.

Parking Services: Parking garage operations and maintenance of metered areas (pay stations) within the boundaries of the Telegraph BID.

Sidewalk Repairs: Minor sidewalk repairs such as grinding or patching within 7 business days. Permanent repairs will be made in coordination with Engineering and the property owner. Tree well work will be coordinated with Forestry.

Stormwater System Maintenance: Semi-annual cleaning of stormwater systems in commercial areas including gutters and storm drains.

Sewer Maintenance: Maintenance of sewer infrastructure and 24-hour service response for backups, overflows, emergencies.

Street Signage: Replacement of street signage that is no longer legible or visible, as resources allow.

Protest or Demonstration Assistance: At the request of BPD, PW staff assist with traffic and pedestrian control during large protests and demonstrations. PW staff may also secure public fixtures to prevent damage.

Commercial Business Emergency Board-ups: PW staff will perform emergency board-ups during extreme weather or other emergencies adequate to ensure public safety. Otherwise, private property owners bear the responsibility to make vandalization repairs and secure against breaches. Berkeley Police will notify PW's restoration contractor to assist with private property board ups if needed due to vandalism, fire (or other emergency).

Berkeley Police Department (BPD)
The TBID area is covered primarily by Police Beat 7.

Community Services Bureau – Bicycle Officers
The Community Services Bureau (CSB) of the Berkeley Police Department is composed of a Lieutenant, Sergeant, and Community Services Officer (CSO). This team serves as a point of contact for both businesses and residents. The CSB focuses on identifying and addressing ongoing public safety concerns using a problem-oriented policing framework that emphasizes collaborative, tailored interventions that serve the community and the individual.

The Bicycle Team's primary responsibility is to provide patrol coverage in the city's business districts and other areas identified as high priority based on community concerns and department data. While their core focus remains in retail districts, this team also functions as the Department's most flexible resource. As such, they regularly support search warrant operations, assist with community events, and fill unstaffed patrol beats. The Bicycle Team applies a problem-solving approach to policing, prioritizing long-term, community-based solutions in locations within the TBID.

The availability of these resources depends on the department's staffing level and the city's overall public safety needs.

Department of Parks, Recreation and Waterfront (Parks Division)
Within the TBID boundaries the Parks Division maintains the landscaping at the median at the intersection of Dwight and Telegraph and over 500 municipal street trees.

Landscape Maintenance Gardener Unit: Staff perform routine and responsive maintenance activities including but not limited to the following:

- As needed graffiti abatement;
- Mowing, edging, and trimming;
- Weed abatement;
- Removal of unattended property; and
- Collection of litter and debris.

Urban Forestry Unit: The unit plants new trees in empty tree wells, and elsewhere in the area (resources permitting), removes dead and diseased trees, prunes trees and roots, responds to emergency calls (e.g., fallen trees and branches), and provides other maintenance as needed.

City Manager's Office

Office of Economic Development (OED)

OED provides a range of services to Telegraph area businesses, cultural institutions, property owners and potential investors. OED staff provide permit assistance, site location assistance, marketing assistance and access to economic data. OED staff also work closely with TBID staff and provide staffing support for the Telegraph PBID Owners' Association Board of Directors.

Neighborhood Services Division

Homeless Outreach/Homeless Response Team: Homeless Outreach services are available to persons who are homeless and wanting assistance with securing community resources. These services are designed to assist people who are having difficulty using housing, financial, medical, and social services resources. The Homeless Response Team prioritizes health and safety issues and unavoidable operational impacts when triaging requests for outreach across the City.

Housing and Homeless Services Programs: The City contracts with community agency partners to provide homeless people in the Telegraph District with a range of services including showers, case management and access to emergency, transitional and permanent housing opportunities.

Code Enforcement Unit: This unit enforces the Berkeley Municipal Code against a wide range of Municipal Code violations in the Telegraph District, and coordinates with other departments to enforce other code violations (Fire, Building, Zoning, etc.) as needed. The enforcement activities of this unit are typically complaint driven.

Department of Health Housing and Community Services

Homeless Outreach: Homeless Outreach services, provided by community agency partners with whom the Department contracts are available to persons who are homeless and wanting assistance with securing community resources. These services are designed to assist people who are having difficulty using housing, financial, medical, and social services resources.