

CONSENT CALENDAR

June 17, 2025

TO: Members of the City Council

FROM: Mayor Adena Ishii (Author), Vice Mayor Kesarwani (Co-Sponsor),
Councilmember Bartlett (Co-Sponsor)

SUBJECT: Parking Business Improvement District (BID) Formation Update, Lorin and
Gilman Commercial Districts

RECOMMENDATION

Adopt a resolution enabling the City Manager to reallocate the dedicated funds for Parking Business Improvement District (BID) formation activities in the Lorin and Gilman commercial districts to grants that will be disbursed directly to the Lorin and Gilman commercial district merchant associations. The grants will be disbursed in annual amounts, and phased as follows: \$10,000 each for years one and two, and \$5,000 in year three for a total amount not to exceed \$25,000 per district over three years.

This approach will continue to advance the initiative's original goal to support both the Lorin and Gilman Districts by funding supplemental commercial district improvements, such as enhanced infrastructure and expanded programming, including the production of district-wide marketing efforts and events.

BACKGROUND

On March 23, 2021, Councilmembers Bartlett (D3) and Kesarwani (D1) advanced Agenda Item Number 9: *Establish a Parking Benefits District (PBD) in the Adeline Corridor Fiscal Year 2022 Budget Referral, Supplemental 1* which was amended to include the Gilman District and updated to reflect the cost of consulting services for the formation of two parking business improvement districts. The item passed unanimously and was funded in the FY 2022 budget process. In 2024, the City of Berkeley released a proposal seeking firms specializing in the formation of Business Improvement Districts (BIDs) and Parking Benefit Districts (PBDs) for the Lorin Business District and Gilman Business District for an amount not to exceed \$70,000.¹

City staff reviewed and selected a vendor for the original proposal in June of 2024, but were unable to execute the contract due to a disagreement on boilerplate contract language and terms with the vendor. In August 2024, the RFP was recirculated with a pared back scope for an informal bid with the total contract amount lowered to just

¹ City of Berkeley, [RFP 24-11650-C: Bid Proposal – Lorin Gilman Parking Benefit Districts](#), January 24, 2024.

under \$50,000. The City received three informal proposals for Parking BID formation services in the Gilman and Lorin Districts from qualified firms on October 31, 2024.

CURRENT SITUATION AND ITS EFFECTS

Parking Benefits Districts (PBDs) are defined geographic areas, typically in commercial areas or along commercial corridors in which a majority of the revenue generated from on and off-street City owned parking facilities within the district is returned to the district to finance neighborhood improvements, programing, and activities. In Parking Benefit Districts, a Parking District Board or Advisory Committee can utilize a percentage of parking revenues generated within the district to make neighborhood improvements that improve quality of life and neighborhood safety. The study areas proposed for Parking BID establishment in Berkeley consist of various commercial, residential and light industrial parcels and are outlined in the inset figures Lorin Business District map (Figure A) and Gilman Business District map (Figure B). Both the Lorin and Gilman Districts are led by volunteer-run merchant organizations composed of dedicated local business and property owners.

Figure A: Proposed Lorin Parking Improvement District Boundary



Figure B: Proposed Gilman Parking Improvement District Boundary



Existing Merchant Organizations –

Lorin Business Association and the Gilman District

The Lorin Business Association (LBA) includes businesses, nonprofits, artists, and property owners located along Adeline Street from Ashby Avenue to the Oakland border. The Association seeks to promote economic vitality by promotion of positive business and commercial activity, streetscape improvements and the arts. The LBA

meets monthly and maintains a calendar of events, with a website:
<https://www.lorinberkeley.org/aboutus>.

The Gilman District of West Berkeley is home to a wide range of businesses, services and amenities that attract visitors from across the Bay Area. Situated in the northwest section of Berkeley, the Gilman District is a dynamic mix of manufacturing, light industry, art studio space, retail, and food establishments. It is also home to recreational sports fields and an urban farm that hosts various family and community programs. District events including the annual Gilman Street Fair are supported by the volunteer members of the Gilman District Association. The Association meets routinely and maintains a website with event and business listings: <https://www.gilmandistrict.org/>.

Parking BID Formation Activities Undertaken to Date

On March 21, 2021 a budget referral to *Establish a Parking Benefits District (PBD) in the Adeline Corridor* was amended in *Supplemental 1* to include the Gilman District and updated to reflect the cost of consulting services for two business districts. In January of 2022, a referral to the City Manager to *Establish a Framework for Parking Benefits Districts in the Gilman and Lorin Commercial Districts* was adopted and given demand number DMND0003998 in the referral catalogue system. This demand was ranked third in the 2024 Re-weighted Range Voting or “RRV” process by Berkeley’s City Council² and is currently indicated as 95% complete and marked for removal in the 2025 RRV process.³

On January 24, 2024, RFP *Specification No. 24-11650-C for Lorin & Gilman Parking Benefit District(s) Formation Services* was released and received one responsive bid. City staff reviewed and selected a vendor for the original proposal, but were unable to execute the contract due to a disagreement on boilerplate contract language and terms with the vendor.⁴ Without a qualified second responsive bidder to the \$70,000 proposal, in August 2024 the RFP was repositioned, with a pared back scope for informal bid with the total contract amount lowered to just under \$50,000. With this new approach, the City received three informal proposals from qualified firms on October 31, 2024.

In reviewing the informal proposals, and in consultation with the other city departments, a new direction for supporting both commercial districts in the near term was developed. Based on discussions across staff sections in the late fall of 2024, new information was gleaned from parking studies undertaken by the Public Works Department on parking utilization and meter rates citywide known as ‘passport data’. The data dashboard composed of the passport data details citywide parking utilization and parking rates, and points to the need to more comprehensively study the expansion of *goBerkeley*, the

² Berkeley City Council, [City Council Referral Prioritization Process Using Re-Weighted Range Voting \(RRV\)](#), Item 26 (Page 5), May 14, 2024.

³ Berkeley City Council, *2025 City Council Referral Prioritization Process Using Re-Weighted Range Voting (RRV)*, Item 1 (Page 38), March 11, 2025.

⁴ City of Berkeley, Council Item 5, City Attorney, [Contract: Amira Jackmon Attorney at Law, for Lorin and Gilman Parking Benefit District Formation Services](#), June 6, 2024.

citywide dynamic pricing parking program, rather than develop localized parking benefit districts. In addition, the results of this study which is ongoing, could lead to adjustments in parking rates and the proliferation (or removal) of parking meters in both the Lorin and Gilman areas indicated in the Parking BID formation exercise. A change in meter rates in both or either the Gilman or Lorin could significantly impact any projected parking revenue funds that might be dedicated to the future Parking BIDs. Additionally, the consultants working on developing the passport data dashboard indicated that a parking benefit district in these areas likely would not be “profitable” (that is, provide value to the merchant districts for local site-specific improvements) for 10-15 years. In addition, a parking spot will need to cost at least \$1 per/hour to cover the cost of pay stations and enforcement within a Parking BID’s boundaries. Currently, the meter rates in these areas vary between \$0.50 and \$1.00 per hour.

With this new information, the Parking BID establishment exercise for the Gilman and Lorin districts is premature, given the need to first complete additional curb management studies citywide. At this time, both the Lorin and Gilman districts would benefit more from direct grants to their respective organizations in the near term. That way, the respective merchant organizations may pursue tailored local activities including events, and supplemental clean/green efforts quickly.

After consultation with the business district leadership in both the Lorin and Gilman, and a survey of the current state of the city’s parking revenue funds – and a new understanding of the length of time it might take for a newly established Parking BID to generate revenue for the district (approximately 10-15 years), it is now proposed that the dedicated Parking BID establishment funds be redirected from underwriting Parking BID formation services to direct phased grants to the Lorin and Gilman districts. It is also proposed that the grants will be annual amounts, and phased as follows: \$10,000 each for years one and two, and \$5,000 in year three for a total amount not to exceed \$25,000 per district over three years. Should this recommended resolution be approved by council both district organizations would need to complete the necessary forms to receive their first tranche of funding in FY25.

FINANCIAL IMPLICATIONS

The original amount budgeted for the Parking BID formation services in both the Lorin and Gilman districts was \$70,000 in FY22. \$50,000 of that funding is still encumbered and would be reallocated and disbursed over three Fiscal Years 2025, 2026, and 2027.

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS

None.

CONTACT PERSON

Mayor Adena Ishii
Andrea Bernal

(510) 981-7100
Abernal@berkeleyca.gov

Attachments:

1: Resolution

Exhibit A: Commercial District Direct Grant Funding Application (Sample Form)

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

Redirect Parking Business Improvement District (BID) Formation Funds

WHEREAS, a budget referral to *Establish a Parking Benefits District (PBD) in the Adeline Corridor* was amended in *Supplemental 1* to include the Gilman District and updated to reflect the cost of consulting services for two business districts (adopted March 21, 2021); and

WHEREAS, a referral to the City Manager to *Establish a Framework for Parking Benefits Districts in the Gilman and Lorin Commercial Districts* (adopted January 18, 2022) provided a framework for establishing the parking benefit districts; and

WHEREAS, RFP *Specification No. 24-11650-C for Lorin & Gilman Parking Benefit District(s) Formation Services* (released January 24, 2024) received one responsive bid; and

WHEREAS, the original bidder could not get into contract, so the project scope was pared back and informally re-released for a total contract amount just below \$50,000; and

WHEREAS, and the city received three proposals from qualified firms for the modified scope on October 31, 2024; and

WHEREAS, at the same time citywide parking revenue studies were undertaken and have indicated that a parking benefit district in these areas will likely not provide value to the merchant districts for local site-specific improvements for 10-15 years; and

WHEREAS, a new direction for supporting both commercial districts in the near term is needed in the form of direct grant funding; and

WHEREAS, grant funding disbursed directly to the Gilman and Lorin commercial districts will support the timely development and implementation of local projects prioritized by district leaders.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is enabled to reallocate \$50,000 of the dedicated funds for Parking Business Improvement District (BID) formation activities in the Lorin and Gilman commercial districts to grants that will be disbursed directly to the Lorin and Gilman commercial district merchant associations.

BE IT FURTHER RESOLVED that the grants will be disbursed in annual amounts; and phased as follows: \$10,000 each for fiscal year 2024/25 and 25/26, and \$5,000 in fiscal year 26/27, for a total amount not to exceed \$25,000 per district over three years.



Capacity Building for Berkeley’s Merchant Associations Grant Application FYs 25, 26, 27

Gilman and Lorin Districts – grants are to provide capacity building totaling \$25,000 (\$10,000 each, in years 1 and 2, \$5,000 each in year 3) for the Gilman and Lorin District merchant associations to support economic development in their respective commercial areas.

Distribution of funds will be contingent upon the following criteria:

1. Establishment of representative community advisory board reflecting the diversity of businesses, agencies, nonprofits and resident stakeholders who function as the leadership entity for fund management;
2. Obtainment of a merchant associations non-profit status; or partnership with an existing entity to enable fiscal sponsorship until nonprofit status is obtained (demonstrated engagement with a 'fiscal agent');
3. Ability to deploy funds within in the district boundaries within two years' time after receipt of funds. Should the organization fail at timely deployment of funds, the funds must be returned to the City of Berkeley.
4. Eligible expenditures include a range of district services and improvements including but not limited to:
 - Organization Capacity Building (website development, board meetings, strategic plan development, board member recruitment)
 - Support for permitting for festivals and outdoor dining & commerce
 - Marketing and media outreach
 - Production and publicity of district events
 - Development and Installation of Placemaking features
 - Streetscape improvements & graffiti removal
 - Banners
 - Outdoor lighting
 - Street furniture
 - Public art
 - Landscaping
 - Wayfinding signs

5. The undersigned agree to the above terms and criteria.

SIGNED: _____ DATE SUBMITTED: _____

DISTRICT NAME (CIRCLE ONE): LORIN GILMAN

SUBMITTED BY: INCLUDE NAME, EMAL & ADDRESS OF SUBMITTING PARTY: _____

SEND COMPLETED APPLICATION FORM TO: City Manager c/o Office of Economic Development, 2180 Milvia 5th Floor, Berkeley, CA 94704, loedmailbox@cityofberkeley.info.

1. DISTRICT ORGANIZATION - GOALS & OBJECTIVES

--

2. PROGRAM DESCRIPTION

--

3. TIMELINE FOR EXPENDITURES

ACTIVITY	PROJECTED DATE

4. BUDGET – OVERVIEW FOR PLANNING PURPOSES ONLY

ITEM DESCRIPTION	PRICE	TOTAL
TOTAL		

5. ORGANIZATIONAL INFORMATION - Representative community advisory board

NAME	Organization	Address (including email)

NAME	Organization	Address (including email)

6. Distribution of funds information: *Complete information of Fiscal Agent*

- City of Berkeley Vendor Number: _____
- Payment information/mailling address or indicate "hold check for pick up":
