

April 20, 2009

To: Property Owners in the West San Carlos Business District

SUBJECT: Creation of a new district called, **The West San Carlos Community Benefit Improvement District (CBID) of San Jose**

PLEASE RESPOND TO THIS IMPORTANT DOCUMENT BY FRIDAY, MAY 22nd, 2009

Dear West San Carlos Property Owner:

As a property owner in the West San Carlos Business District, we are certain you have come to recognize what a great community it is and what a tremendous future it has. Our great vehicular and pedestrian access, relatively new infrastructure and good commercial mix is a model for other business districts in San Jose.

However, business could be better, the sidewalks could be cleaner, the streetscapes could more attractive, parking could be better managed, and our promotions and events could be more intense, all in an effort to strengthen our West San Carlos brand and ultimately raise the value of our properties.

Over the past few years, the business and property owners in other communities in the region have supported the revitalization of their respective communities by embracing a tool known as a Community Benefit Improvement District (CBID). This new approach, is an *assessment* district that have given business and property owners in San Francisco, Santa Cruz, Oakland, Berkeley, Palo Alto and soon in West San Carlos, San Jose and Redwood City, the funding they need to pay for special benefits and lead their own community revitalization.

This CBID **investigative effort** in West San Carlos is the result of an effort by the San Jose Redevelopment Agency and has the support of Councilman Pierluigi Oliverio.

West San Carlos business owners have been organized into the West San Carlos Business Association or many years now. While the West San Carlos Business Association has done a very good job of keeping our district relatively in the spot light, we believe that we need to take this district to the next level. Property and business owners are now meeting and moving forward constructively to respond to the following issues:

- The need for creating a system of daily sidewalk sweeping and steam cleaning throughout the West San Carlos business district and its related district streets;

- The need for many more trash receptacles than are currently in the business district
- The need to monitor, remove, and consolidate news racks in the district;
- The need for sidewalk repair, planter maintenance and tree trimming at higher standards than are currently being provided by the City;
- The need for improved streetscapes and coordinated design;
- The need to improve the overall image of the West San Carlos business district and branding it as a great place to work, shop, eat, live and stroll.

These are issues that cannot be resolved by the City of San Jose, but rather must be handled at the community level.

This proposed West San Carlos CBID would be funded through an assessment levied on each and every parcel in the finalized and approved boundaries of the district.

Affected property owners would determine the exact costs of funding these special benefit services and determine which services would be funded.

All properties, public and private, commercial, residential and non-profit would be included in this new assessment district and will be required to participate financially upon approval.

The West San Carlos CBID investigation and formation process takes a few significant steps including:

- 1) *a survey of property owners (see attached);*
- 2) *setting boundaries of the district;*
- 3) *prioritizing special benefit services;*
- 4) *development of a services plan;*
- 5) *adoption of the services plan which lays out special benefit services to be funded, costs of those enhanced services and the boundaries of the district;*
- 6) *a petition drive endorsing the plan;*
- 7) *a mail ballot vote of the property owners, conducted by the City of San Jose, to establish the district.*

Ideally, the entire process should be completed by June 2010. We ask that you take a moment to fill out the attached property owner survey and fax it back to us as soon as possible. **Our survey due date is Friday, May 22nd.** Please fax all completed surveys directly to the New City America office at (619) 239-7105.

Alternatively, you may mail the completed survey back in the self-addressed envelope enclosed.

The survey results will be summarized and mailed out as soon as we receive a reasonable number of responses. Please call our office should you have any questions regarding the survey or the proposed West San Carlos Community Benefit Improvement District.

Sincerely,

Names to be listed

SURVEY OF WEST SAN CARLOS
PROPERTY OWNERS PURSUANT TO THE INVESTIGATION AND FORMATION OF
A WEST SAN CARLOS COMMUNITY BENEFIT IMPROVEMENT DISTRICT
(Please respond by fax or mail by Friday May 22nd)

*You may also download copies of this survey online by going to:
www.newcityamerica.com and click on "New Districts/Surveys"*

GENERAL QUESTIONS

1. How long have you owned your property at this address in the West San Carlos Business District
- | | |
|----------------------|---------------------|
| a. Less than 2 years | d. 25 - 49 years |
| b. 3 - 9 years | e. 50 or more years |
| c. 10 - 24 years | |

PUBLIC SAFETY RELATED

2. In terms of security and public safety, do you feel that the West San Carlos business district is.....?
- | | | |
|---------------------|------------|---|
| a. Safe and orderly | b. Unsafe; | c. Safe, however suffers an image as an unsafe district |
|---------------------|------------|---|
3. Would you support *property owner funded* special benefit security services for the West San Carlos business district over and above the services provided by the San Jose Police Dept.?
- | | | |
|--------|-------|---------------|
| a. Yes | b. No | c. No Opinion |
|--------|-------|---------------|
4. Would you support *property owner funded* special benefit services, which would prioritize dealing with those people demonstrating "questionable behavior" in the public rights of way?
- | | | |
|--------|-------|---------------|
| a. Yes | b. No | c. No Opinion |
|--------|-------|---------------|

BEAUTIFICATION AND CLEANLINESS

5. Would you support the initiation of regular *property owner funded* regular sidewalk and gutter sweeping services in the West San Carlos business district?
- | | | |
|--------|-------|---------------|
| a. Yes | b. No | c. No Opinion |
|--------|-------|---------------|
6. Would you support *property owner funded* regular planting, trimming and maintenance of trees and shrubs throughout the West San Carlos business district to beautify the community?
- | | | |
|--------|-------|---------------|
| a. Yes | b. No | c. No Opinion |
|--------|-------|---------------|

ECONOMIC DEVELOPMENT, PARKING, AND MARKETING THE DISTRICT

7. Would you support *property owner funded* planning and economic development related services to give input to proposed land use and zoning changes that would impact the district?
- | | | |
|--------|-------|---------------|
| a. Yes | b. No | c. No Opinion |
|--------|-------|---------------|

8. Do you believe that increased availability and turnover of parking is an issue that should be addressed by joint efforts of the new West San Carlos CBID and the City of San Jose?
 - a. Yes
 - b. No
 - c. No Opinion

9. Would you support *property owner funded* marketing and promotional campaigns to bring new commerce and attract new tenants to the West San Carlos business district?
 - a. Yes
 - b. No
 - c. No Opinion

10. Would you support *property owner funded* special events to improve the identity of the West San Carlos district as well as bring positive attention to the area?
 - a. Yes
 - b. No
 - c. No Opinion

11. Would you be interested in serving on the West San Carlos Community Benefit Improvement District Steering Committee as we develop the plan over the next few months?
 - a. Yes
 - b. No
 - c. No Opinion

Please fill out the following information:

Property Owner Name: _____

Authorized Representative's Name: _____

Property Site Address(es) owned or representing: _____

Mailing Address: City/State/Zip: _____

Phone/Fax: _____

E-Mail: _____

Comments: _____

Please return the completed survey in the enclosed self-addressed envelope.

Thank you for taking the time to fill out this survey.

Survey results can also be faxed to:

NEW CITY AMERICA INC., at (619) 239-7105

Please respond by Friday, May 22nd to New City America Inc.

Marco Li Mandri, West San Carlos CBID Project Manager