

# PBID RENEWAL FAQ

## **Where are we in the PBID renewal process?**

We are currently in the assessment ballot phase. On May 24, Long Beach City Council approved a resolution of intent for property owners to formally vote on renewing the PBID for the next ten years. In addition to setting a date for the hearing and approving receipt of previously signed petitions requesting a ballot vote, council also authorized the city manager to sign and return the city's ballot in favor of the new district. As a reminder, commercial and residential property owners in April approved putting the PBID renewal to a ballot vote. The required signatures (50% + 1 of assessments) were exceeded.

## **What is the next step?**

During the week of May 24, the city is expected to mail an official assessment ballot with voting instructions to all property owners in Downtown. Commercial and residential property owners should expect to receive it during the beginning of June. Property owners will be asked to send back a signed ballot before the July 19 City Council meeting.

## **Where do I send the assessment ballot?**

The city requires ballots be mailed back to the city or delivered in person to the City Clerk, 411 W. Ocean Blvd, 11th floor. On July 19, the city is expected to open and count the ballots in an open council session.

## **If I've already sent back my signed petition to approve renewal of the PBID, do I still need to vote by ballot?**

YES. These are two separate requirements set by the state, so it's important to return your official assessment ballot.

## **Can I send in my ballot electronically?**

No. The city requires ballots be returned via mail or dropped off in person to the City Clerk's office prior to the close of the Public Hearing to be counted.



## **Where do I send the signed assessment ballot?**

The city requires ballots to be mailed back or delivered in person to the City Clerk's Office, 411 W. Ocean Blvd, 11th floor. A return envelope is provided for your convenience. On July 19, the city is expected to open and count the ballots in an open council session. DLBA is encouraging property owners to have their ballots in the Clerk's office by July 18 to ensure they are received in time. Per city guidelines, ballots received after the close of the public hearing will not be considered even if the postmark on an envelope is dated on or before July 19, 2022.

## **If the PBID is approved by property owners, what is the next step?**

The city council would ratify the vote and the new district and assessments would begin on January 1, 2023 for the next ten years.

## **Who at DLBA can I contact for any questions?**

Please fill out our online form located on the PBID section of the DLBA website, or reach out to Austin Metoyer, (AustinM@dlba.org).

## **How common are PBIDs?**

The International Downtown Association estimates that more than 1,000 Property Based Improvement Districts (PBIDs) currently operate throughout the United States and Canada. There are 10 different Business Improvement Districts in the City of Long Beach. Since the creation of California's Property and Business Improvement District Law in 1994, more than 100 new PBIDs have been established in California downtowns, including Sacramento, Oakland, Los Angeles, Santa Monica and San Diego.

## **What is the advantage of a PBID?**

By combining resources, Downtown property owners, businesses and residents are able to benefit from a wide variety of enhanced services that keep Downtown safe, clean and vital. Services are accountable to Downtown stakeholders (property owners, businesses and residents) who provide direct oversight of the annual PBID budget, work program and assessments.

## **What is the PBID renewal process?**

First, commercial and residential property owners receive a petition and the PBID management plan outlining the boundaries, services and costs of the proposed district. Second, if the petition is successful, ballots are then provided to property owners with anticipated assessment rates for their parcel(s) for the first year of the district. If the ballot phase of the process receives a majority vote from owners, the Long Beach City Council can then ratify the district renewal. The renewal process would be completed in the June/July timeframe.

## **How much will it cost?**

A property owners cost depends on the zone in which the property is located and the type of ownership. The Premium Zone, where there is greater pedestrian traffic, includes a higher level of services and associated assessments. Properties in the Standard Zone are assessed at lower rates. In addition, assessments for commercial properties reflect a greater level of services than residential-owned properties. Property owners can expect an average of 34% increase heading into the new PBID. However, the assessment increase can range from 10 percent to 200 percent, depending on the characteristics and location of the property. See the Management Plan for specific assessment rates and please reach out to DLBA staff for your assessment increase.

## **What are some of the key changes in the proposed new PBID?**

The additions feature several enhancements to the established clean and safe program including a new homeless outreach component; a new Business Navigator role to help with the City permitting processes; increased frequency of pressure washing in the Standard Zone to once every four weeks from once every six weeks; new tree trimming and landscaping; and retaining capacity in place management, and marketing and events.

## **Why continue the PBID for Downtown Long Beach?**

The Downtown Long Beach PBID was established by property owners in 1998 and has been renewed twice - once in 2003 and again in 2012. The existing PBID will expire at the end of 2022 and must be replaced by a new PBID if enhanced services are to continue. Acknowledging the myriad changes wrought by the pandemic, the PBID is perhaps more critical than ever to deliver steady, enhanced services that ensure a clean, safe, and enjoyable experience in Downtown Long Beach.

## **What are the proposed boundaries?**

For the proposed PBID renewal, the district encompasses the core of Downtown Long Beach, including approximately 70 blocks that are bounded approximately by Shoreline Drive to the south, Golden Shore to the west, and Alamitos Avenue to the east. The northern boundary is 3rd Street along the western part of the district, 8th Street in the central part and 4th Street along the eastern part. The district is being expanded to the north along the Pacific Avenue corridor to 8th Street, and to include the Convention Center building and major walkways.

Based on feedback, the proposed PBID also includes a change from Standard to Premium zone for the area north of 6th Street and south of 8th Street, and between Pacific Ave and Long Beach Blvd (See Boundary/Zone map on website).

## **How were the boundaries and zones decided?**

Initial district boundaries were developed, changed and approved by owners between the 1998 formation and the 2012 PBID renewal. The Premium and Standard zones were developed based on foot traffic and impact in a given area. Higher foot traffic and impacted areas were determined to be the Premium Zone; lower foot traffic and impacted areas were determined to be the Standard Zone.

## **How were expanded boundaries determined in the proposed plan?**

Expansion and change of service boundaries were determined based on property owner outreach and feedback during the Downtown PBID Strategic Planning process and early formation planning. In addition, property owner requests for Clean and Safe services further supported the need to revise a few areas in the district.

## **How is the PBID petition and ballot process distributed and tabulated?**

Petitions are mailed out to property owners by NBS Consulting, the engineering firm tasked with developing the Engineer's Report that outlines the Assessments and Methodology. Petitions are collected by DLBA and then provided to the City Clerk's Office to verify signatures and that the necessary threshold for signature gathering is met. The ballots will be mailed out by NBS Consulting and returned directly to the City of Long Beach. Ballots are tabulated by NBS Consulting with City of Long Beach staff the night of the City Council Public Hearing and announced during the same meeting.

## **What are some of the priorities for the proposed the PBID Renewal?**

The following priorities were developed through an extensive strategic planning process undertaken in the first half of 2021. This included input gained from interviews, round table discussions, leadership meetings and an online survey of more than 500 Downtown stakeholders.

### **A Clean and Safe Downtown is Fundamental to Success**

During a recent strategic planning process for the Downtown Long Beach Alliance (DLBA) – the PBIDs Owners Association – downtown stakeholders identified improving safety and increasing services for individuals experiencing homelessness as the two top priorities for Downtown over the next five years. A clean and safe experience is fundamental to any downtowns success and converging influences brought on by COVID-19 have diminished the sense of safety and exacerbated issues for the unhoused population in Downtown Long Beach, and in downtowns throughout the country. The PBID- funded clean and safe teams are a well respected staple of Downtown Long Beach and have been increasingly recognized for their service during the pandemic. The PBID renewal budget proposes an infusion of resources into this program to meet the growing needs.





## **The PBID Is More Important Than Ever in Challenging Economic Times**

The pandemic presented unprecedented disruption to downtowns, particularly to the traditional economic engines of central business districts – office employment and retail. In addition to the clean and safe fundamentals, one of Downtown stakeholders' top priorities is to fill vacant storefronts. DLBA's economic development team continues to work hard to support existing businesses and connect them to available resources. Moving through the pandemic and beyond, PBID-funded 7 economic development services will be critical for ensuring Downtown Long Beach remains competitive by supporting the Downtown office and retail markets, harnessing new entrepreneurial activity, and providing a vibrant overall experience for residents, employees, and visitors.

## **The PBID is Accountable to Those Who Pay**

By combining resources, Downtown property owners, businesses and residents are able to benefit from a wide variety of enhanced services that keep Downtown safe, clean and vital. Services are directly accountable to Downtown stakeholders as decisions on the annual PBID work program, budget and assessments are made by affected property owners, businesses and residents.

## **The PBID Helps Unify Downtown and Makes Us More Influential**

With the PBID, Downtown speaks with a unified voice to guide a variety of policies and issues affecting Downtown Long Beach. The PBID fosters a sense of community and brings business and resident interests together to focus on improving Downtown.



## **Who can I contact if I have any questions?**

Go to the **PBID** section on the **DLBA website** ([www.dlba.org/pbid](http://www.dlba.org/pbid)) and submit the online question form or reach out to the DLBA office at **562-436-4259**.