

# PROJECT DESCRIPTION

## [SERVICES PROVIDED]

- Develop Parcel Database
- Develop Alternative Assessment Methodologies
- Draft and Develop Operating Parameters
- Prepare Management Plan
- Prepare Petition
- Mail and Tabulate Protest Ballots
- Record Notice and Diagram
- Submit Assessments to Alameda County

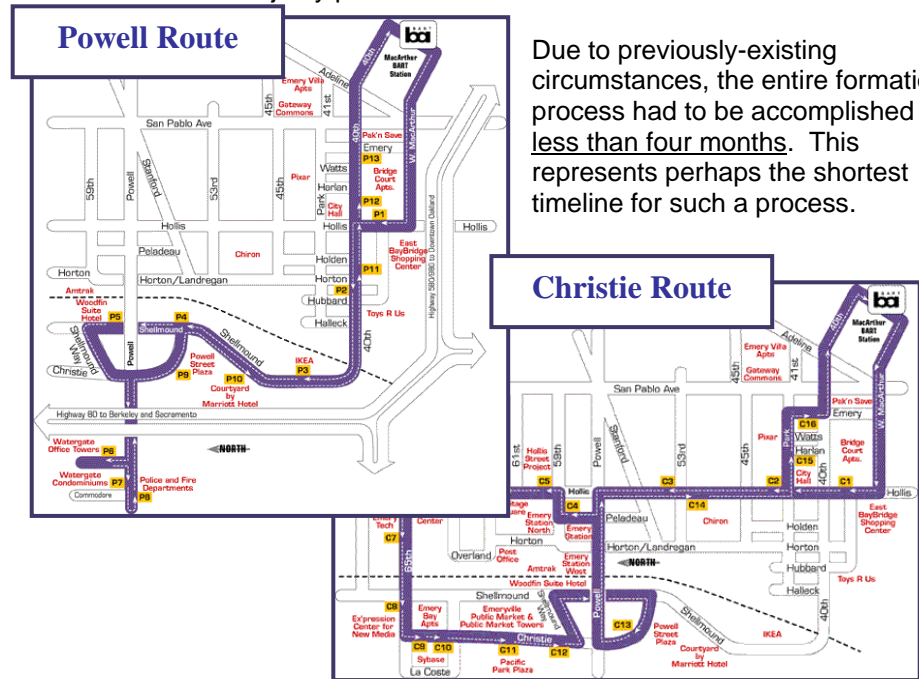
## PROPERTY-BASED BUSINESS IMPROVEMENT DISTRICT FORMATION City of Emeryville, Alameda County, California



# EMERY GO-ROUND

The City of Emeryville chose **NBS** from five competitive firms to form a Property-Based Business Improvement District (PBID) for transportation services. This was likely the first such PBID in California to fund shuttle and transit services. The innovative shuttle, known as the Emery-Go-Round, is a model program carrying over 600,000 riders per year at no cost to the riders.

**NBS** managed the entire PBID formation process, from developing the Management Plan to submitting the assessments to the County Tax Collector. This included meeting with the non-profit Transportation Management Association, interested parties, developing and analyzing the parcel database, developing the Plan and the method of assessment, and organizing the petition submittals. From there, **NBS** mailed out protest ballots to all commercial property owners. Over 65% of those ballots were returned but a majority protest was not achieved.



Due to previously-existing circumstances, the entire formation process had to be accomplished in less than four months. This represents perhaps the shortest timeline for such a process.

## [CLIENT CONTACT]

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