

BIDs: A Refresher and an Update

By: *Tim Seufert, Managing Director*

Business Improvement Districts (BIDs) continue to be a popular tool for funding certain services. New formations and renewals of existing BIDs, often with expanded boundaries, continue at a brisk pace.

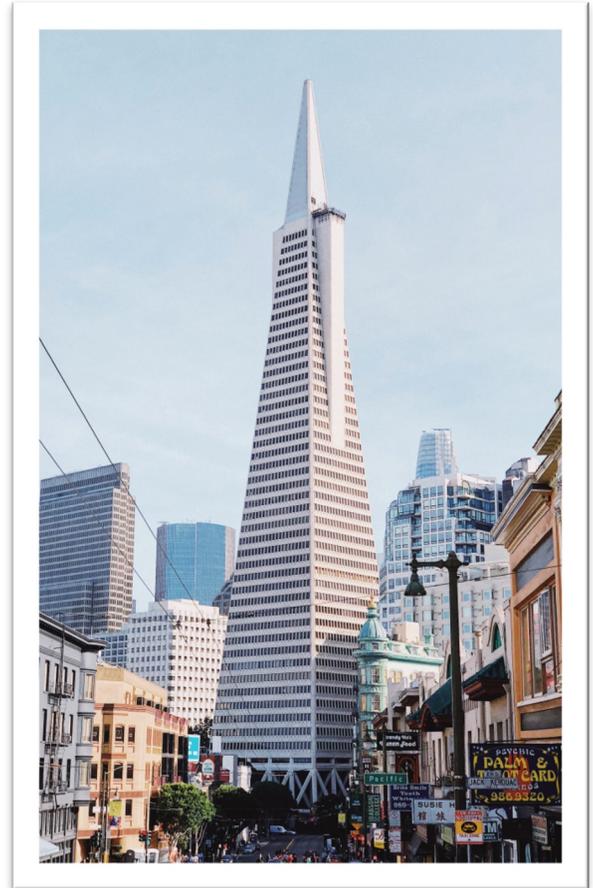
BIDs often provide enhanced services geared toward promoting a safer, cleaner and more inviting business environment. In a recent review of BIDs, from Los Angeles to Chicago to New York, the seven most common services provided were:

1. Sidewalk cleaning, including regular sweeping and periodic pressure washing
2. Graffiti removal
3. Trash removal
4. Security patrols
5. Landscaping improvements/maintenance
6. Business retention
7. Marketing of special events

A wide range of other services are provided including homeless outreach and assistance, bus or transit stop maintenance, snow removal, beautification, and holiday lighting and décor. Unique in California, the BID in the City of Emeryville provides shuttle services between the BART station and major stops throughout the City.

More than half of the BIDs reviewed utilize one or more zones when deploying services. These zones may be based on location, type of property or business, or other factors. Most BIDs use some combination of property type, lot size, building size and linear front footage in the calculation of the annual assessments.

BIDs can be “business-based” or “property-based,” though the latter is more popular given a number of factors



including secure collection of assessments. California’s Property and Business Improvement District Law of 1994 (“PBID Law”) dictates the duration of the State’s BIDs: five years at initial formation, and 10 years for renewals. However, charter cities have the power to incorporate and modify certain aspects of PBID Law into their municipal code, such as duration and authorized services (as does San Francisco). The average term found in our sample was just over eight years for new districts, and almost nine years for renewals.

A couple of property-based BIDs have been challenged in California courts, underscoring the need for a well-vetted plan based on solid assessment engineering principles. If you need help with your BID, contact NBS at contactnbs@nbsgov.com.

Improving Community Livability: A Civil Servant's Role in Public Engagement

Building Relationships with Property Owners | Part 3

By: Danielle Wood, Associate Director

In most communities, public engagement becomes a priority in a time of elections or crisis. It is true that elections boost public engagement and communities come together in crisis.

However, if you are starting public engagement at this time... you are already too late. Public engagement is a critical element to the improvement of communities and requires conscious and continuous effort by its members and civil servants alike.

According to Partners for Livable Communities, "livability" is the

"Politics ought to be the part-time profession of every citizen who would protect the rights and privileges of free men."

Dwight D. Eisenhower

sum of the factors that add up to a community's quality of life – including the built and natural environments, economic prosperity, social stability and equity,

educational opportunity, and cultural, entertainment and recreation possibilities. Increasing the livability in a community relies on a shared vision and high level of involvement from a broad cross section of the community. Civil servants play a critical role by making sure the public knows what government does to increase the livability of a community and how its members can participate in the process.

EDUCATE! Educating the community on the role of local government is a daunting task, and needs to begin at a very basic level for all ages, not just for the youth.



- Consider a monthly briefing at a council or board meeting, a Politics 101 or an update on what civil servants are doing for the community.
- Use group events to share the vision and long-term goals of the community. Ask for input, possibly community surveys and special public meetings to provide the public an opportunity to express their vision for their community. Promote these events and make them a continuous component of improving the community.
- Establish a public engagement liaison (often the position is called a PIO, or Public Information Officer) to communicate

Article continues on next page



Stormwater Funding

Stormwater continues to be an increasing challenge for communities to grapple with, for technical as well as funding reasons. The recent passage of Senate Bill 231 opened the door a bit, but it is not what was anticipated. Nevertheless, the NBS team is assisting cities with these challenges across the State, from Long Beach in the south to Roseville in the north.

Our most recent publication, *Stormwater: A Ten-Step Funding Plan*, is now available. Please send an email to contactnbs@nbsgov.com for a hard copy.

Public Engagement | Continued from previous page

with the public using Social Media, idea-exchange sessions, town hall meetings, or unstructured in-person contact such as booths at community events. Dedicate staff to greet and handle introductions to new visitors at sanctioned community meetings.

GET INVOLVED! Share the passion that inspires most civil servants: Making a difference. Encourage the public to come forward with new ideas and possibly create the next great government program.

- Establish specialized commissions for input into local matters and important issues. Committees for parks, libraries, local events, and the arts provide a great opportunity for public participation. Members of these committees can have voting rights and set terms as well.
- Provide internships for all demographics from seniors to teenage students. Internships are a great way for the public to develop professional networks and a better understanding of the roles civil servants play in improving communities.
- Create awards and special recognition for public participation in local government.

Public involvement in local government provides a direct correlation to increased livability and quality of life in the community. Civil servants must create opportunities and facilitate methods for all voices to be heard.

Recommended Resources:
 National League of Cities — *Authentic Youth Civic Engagement Guide*
 Aspen Institute — *Civic Engagement-Long Haul*



**Getting to YES:
 Successful Revenue
 Enhancement Strategies**

It is obvious—revenues are the lifeblood of local governments. Therefore, this edition of NBS University, which occurs every other year, will feature a number of topics that relate to revenue and the challenges thereof.

Recognizing the importance of revenues, the Municipal Managers Association of Northern California (MMANC) and the Municipal Managers Association of Southern California (MMASC) are co-sponsoring NBS University 2018.

There will be four intensive learning sessions in one day, starting with an initial primer on municipal revenues:

1. Navigating fiscal stress and negative fiscal impacts
2. Case Study: How to pass a revenue measure
3. Case Study: A water/wastewater rate increase
4. Bonus session — Stormwater Funding: A Ten-Step Plan

The daylong seminar will be held December 5 in Southern California and again on December 6 in Northern California. Lunch is included. A number of expert speakers will provide perspective, including Charles Heath from TBWB and Dan Schaaf from Schaaf & Wheeler, as well as Kim Boehler, Greg Clumpner, Greg Davidson, Stephanie Parson and Tim Seufert from NBS.



2018

SAVE THE DATE: DEC 5 SOCAL | DEC 6 NORCAL

Details at www.nbsgov.com/university/

NBS Promotes



Congratulations to Adina McCargo who was recently promoted to Manager with NBS. She has nearly two

decades of experience with a broad range of Special Financing Districts (SFDs). All of us at NBS appreciate Adina’s dedication and experience, and are grateful for her many years of service at NBS; please join us in congratulating her.



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Upcoming Conferences:

American Water Works Association: June 11 – 14. MANDALAY BAY CONVENTION CENTER, Las Vegas, NV

Florida Association of Special Districts (FASD) Annual Conference: June 11 – 14. ROSEN PLAZA HOTEL, Orlando, FL

Florida Government Finance Officers Association (FGFOA) Annual Conference: June 16 – 20. MARRIOTT WORLD CENTER, Orlando, FL

League of California Cities Annual Conference: September 12 – 14. LONG BEACH CONVENTION CENTER, Long Beach, CA

California Special Districts Association (CSDA) Annual Conference: September 24 – 27. RENAISSANCE INDIAN WELLS RESORT & SPA, Indian Wells, CA

Municipal Management Association of Southern California (MMASC) Annual Conference: October 17 – 19. RENAISSANCE INDIAN WELLS RESORT & SPA, Indian Wells, CA

Municipal Management Association of Northern California (MMANC) Annual Conference: October 22 – 24. TENAYA LODGE, Yosemite National Park

INSIDE: FEATURED ARTICLES

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Stormwater Funding

NBS University | Coming December 2018

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