

2022  
PRESENTATION TO  
SAN LEANDRO  
CITY COUNCIL

San Leandro  
Improvement Association  
(SLIA)



# 2022 BOARD OF DIRECTORS

## EXECUTIVE OFFICERS

**Emily Griego, Chair**

*San Leandro Chamber of Commerce*

**Matt Holmes, Vice Chair**

*San Leandro Chamber of Commerce*

**Long Van Nguyen, Treasurer**

*VN Village Center*

**Angele Sweet, Secretary**

*Friend + Sweet Landscape Design*

## STAFF

**Morgan Mack-Rose**

*Executive Director*

## DIRECTORS

**Katie Bowman**

*City of San Leandro*

**Councilmember Deborah Cox**

*City of San Leandro*

**Tobias Liebermann**

*BART*

**Robert Jones**

*Robert Jones & Assoc.*

**Justin Osler**

*The Martin Group*

**Kimberly Pace**

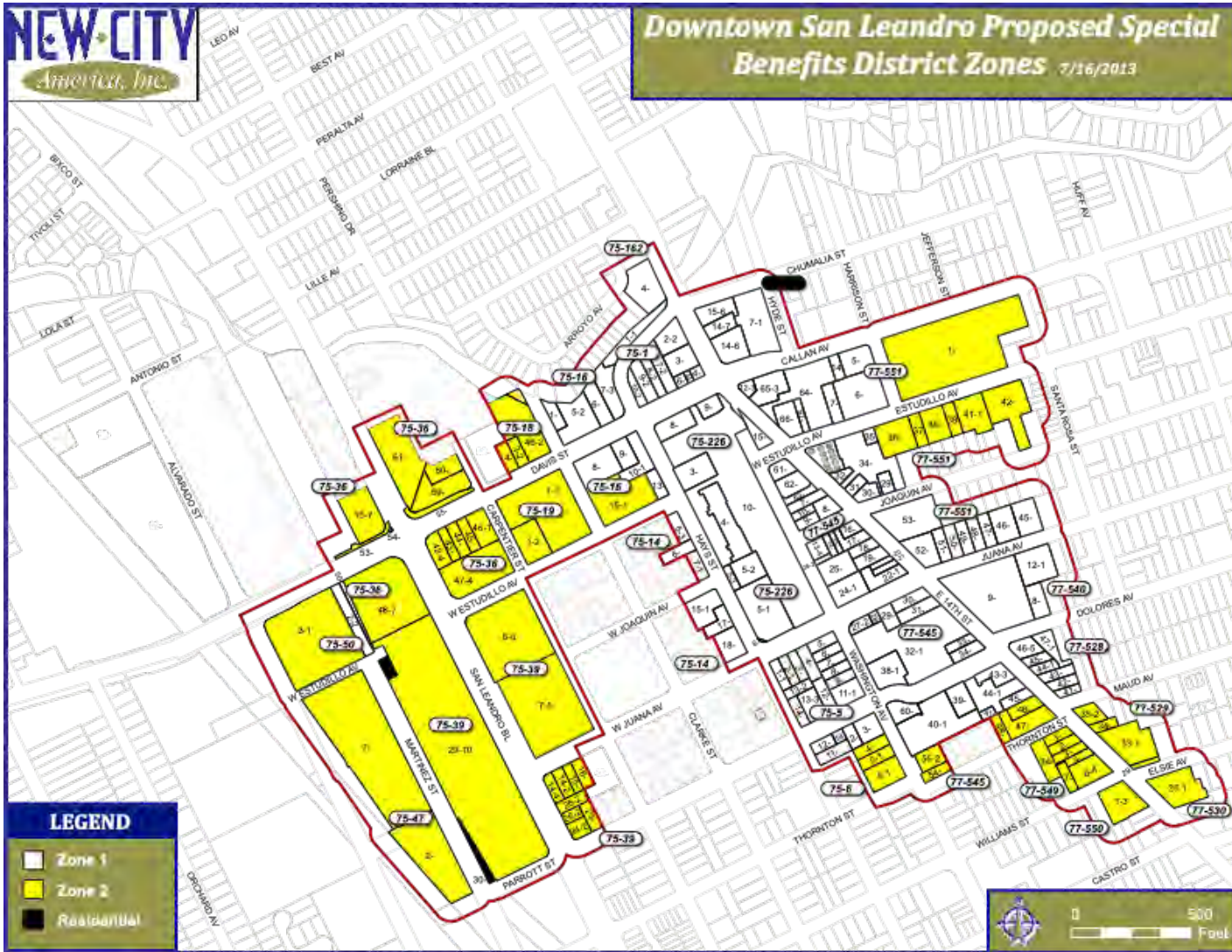
*Boys & Girls Club of San Leandro*

**Betty Shon**

*Westlake Realty Group | SLTC LLC*

**Councilmember Pete Ballew**

*City of San Leandro (alternate)*



**Downtown San Leandro  
Community Benefit District  
(CBD)**  
Established in 2013  
Sunsets in 2028

**Includes**

- Private
- Public (e.g., BART, City of SL)
- Non-Profit (e.g., Churches)

**Excludes**

- Single Family Residential

# 2020-21 FY Assessment Revenue

## \$434,989

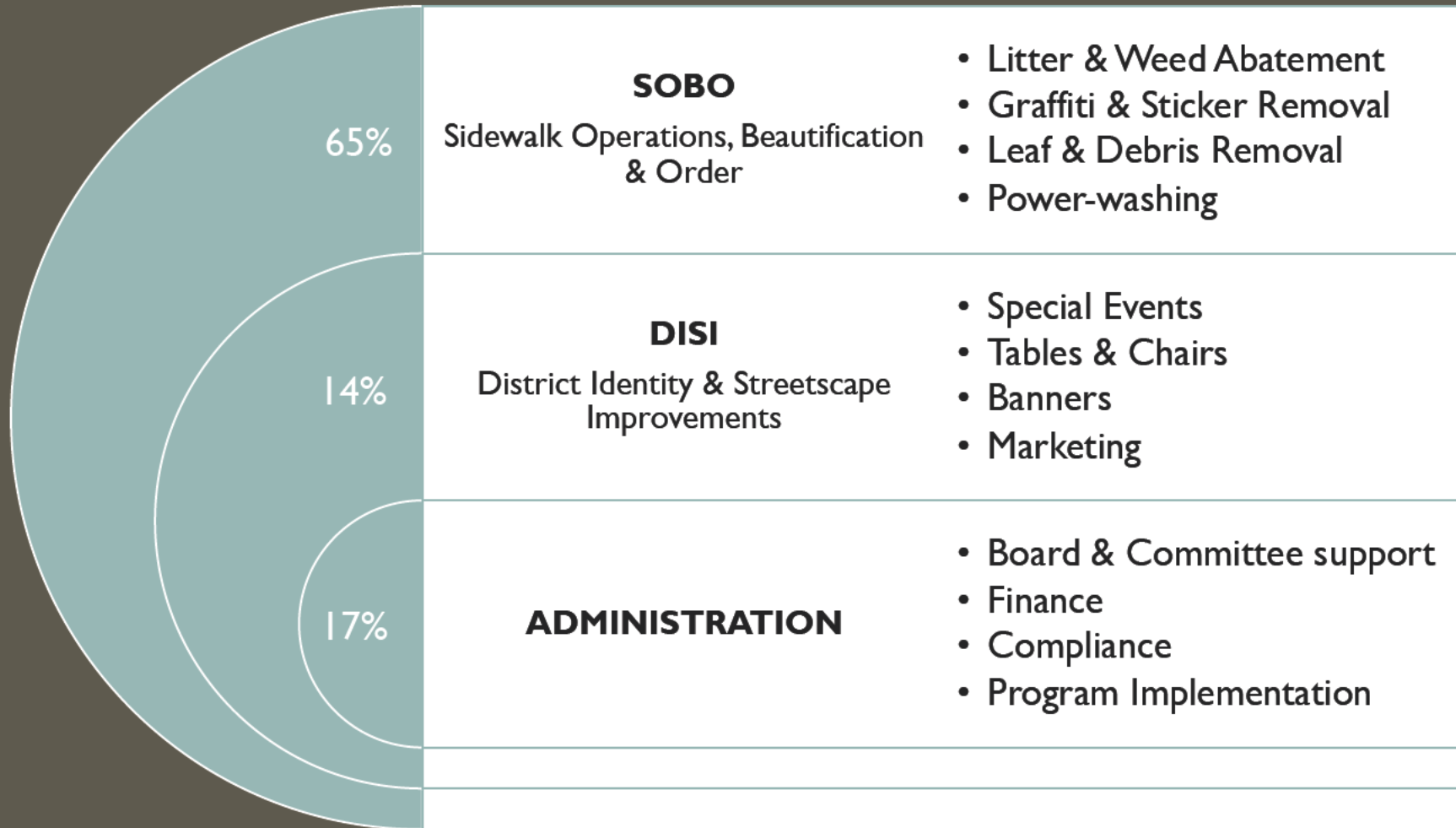
Properties are assessed based on size NOT value:

- Linear frontage
- Lot size/footprint of the parcel
- Building square footage (excluding tenant only parking structures)
- Future residential condos constructed on public rights of way

Collected by  
County  
Assessor

Transferred to  
City of San  
Leandro

Disbursed to  
CBD



+4% assumed delinquency rate.



# NEW DISTRICT BRANDING SYSTEM



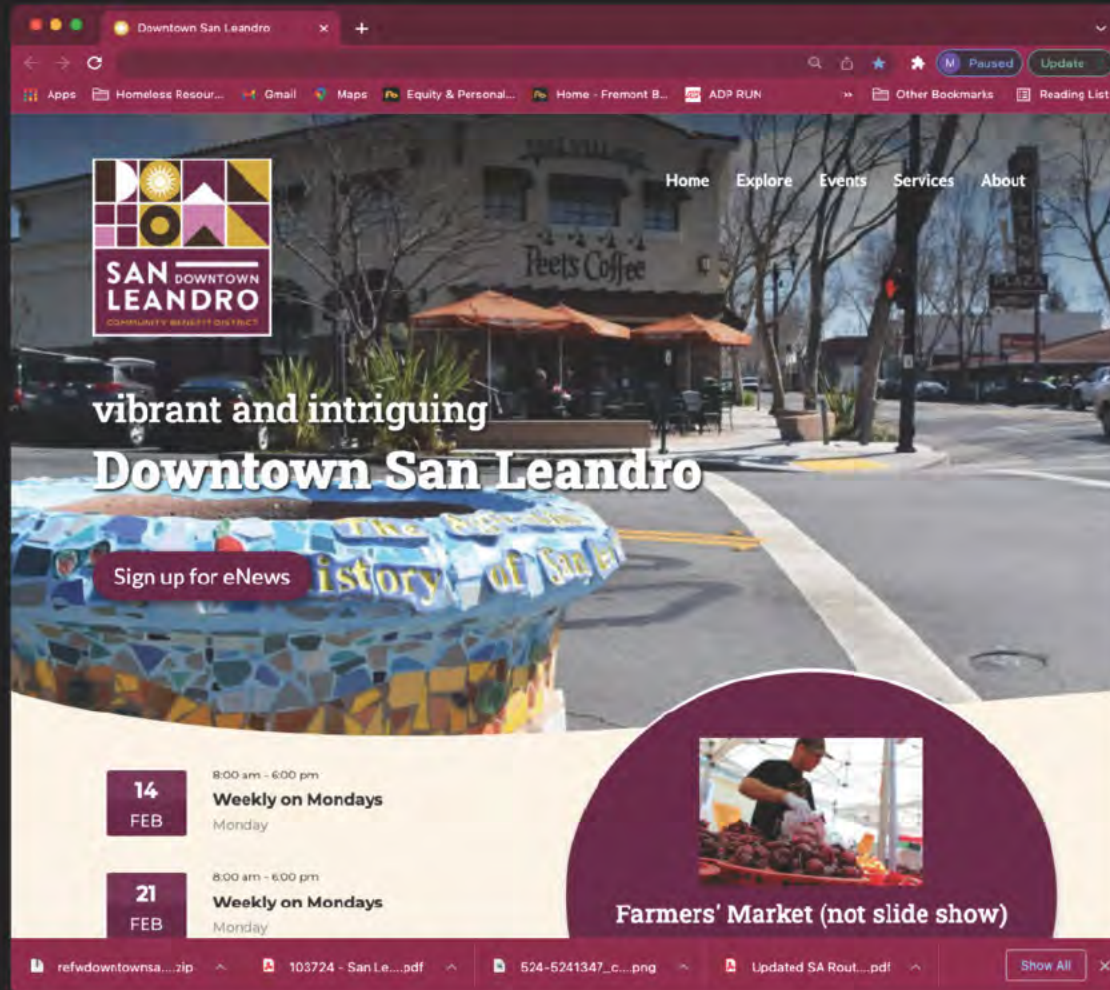




# NEW WEBSITE COMING IN MARCH!

## Featuring

- Downtown community calendar.
- “Plan Your Day” with transportation and parking information.
- Ambassador services information.
- Searchable business directory.
- Links to relevant organizations.





# 2021 Cleaning Ambassador Statistics



2,497 Bags



1,091 Bags



640 Graffiti  
& Stickers



655 Biological  
69 Needles



1,536  
Hot  
Spots



482 Carts  
Returned



773  
Hospitality  
Contacts



**CLEANING  
AMBASSADOR  
SERVICES**

*Cleaning Ambassadors  
are here to help!*

- Sidewalk sweeping, litter and debris removal
- Power washing food spills and stains on sidewalks and public plazas
- Graffiti, sticker, and handbill removal
- Feces and urine removal from sidewalks and building frontage

Help Line  
**(415) 404-8463**  
Daily, 7:30am - 3:00pm

To report downed trees, storm drain issues, abandoned vehicles, or other hazardous concerns, please visit [www.my-sl.city](http://www.my-sl.city)



## Current Patrol Schedule

Daily 12:30 pm – 9 pm

## Safety Ambassador Metrics

- Welfare Checks
- Ordinance Violations
- De-escalation Incidents
- Safety Escorts
- Business Contacts
- Hospitality Contacts



**SAFETY  
AMBASSADOR  
SERVICES**

*Safety Ambassadors  
are here to help!*

- De-escalation of non-emergency situations
- Report suspicious behavior or vehicles
- Report a public nuisance  
*Public drinking or smoking,  
sleeping on sidewalks, etc.*
- Wellness check on unsheltered neighbors

Help Line  
**(415) 404-8463**  
Afternoons and Evenings

If someone is in immediate danger, or  
there is a crime in progress, call **911**.





## SUSTAINABLE BAY-FRIENDLY ENHANCEMENTS

Replanting bulb-outs on Parrott and W. Juana Streets with drought tolerant, bay-friendly plants.

In partnership with Office of City Manager, Department of Public Works, and Friend + Sweet Landscape Design.

Over 70 volunteers including San Leandro Rotary, High School Service Clubs, Girl Scouts, and SLHS Eco Club.

In-kind donations from 85 Degrees Bakery and The Slice House.

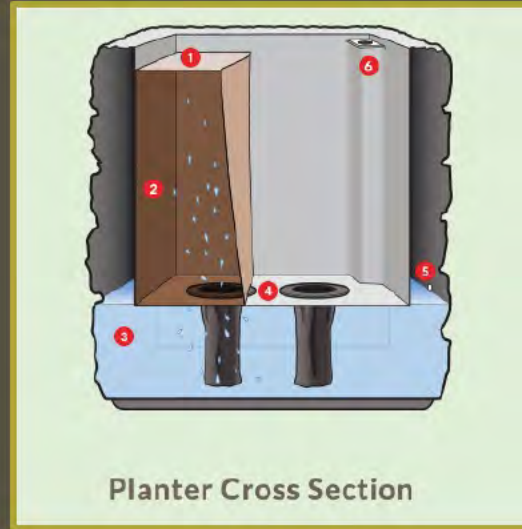




## SUSTAINABLE BAY-FRIENDLY ENHANCEMENTS

Installation of vibrant, self-watering planters.

Dramatic reduction of water consumption, carbon emissions, and labor costs.



July watering reduced from 4x per week to 2x per month!

Winter watering once every 4-6 weeks!





# COMING THIS SPRING SOLAR POWERED BIG BELLY SMART-CANS

Pilot program funded by a \$100,000  
grant from Amazon.

3 Double Stations  
10 Single Stations











## OUTPOURING OF COMMUNITY SUPPORT

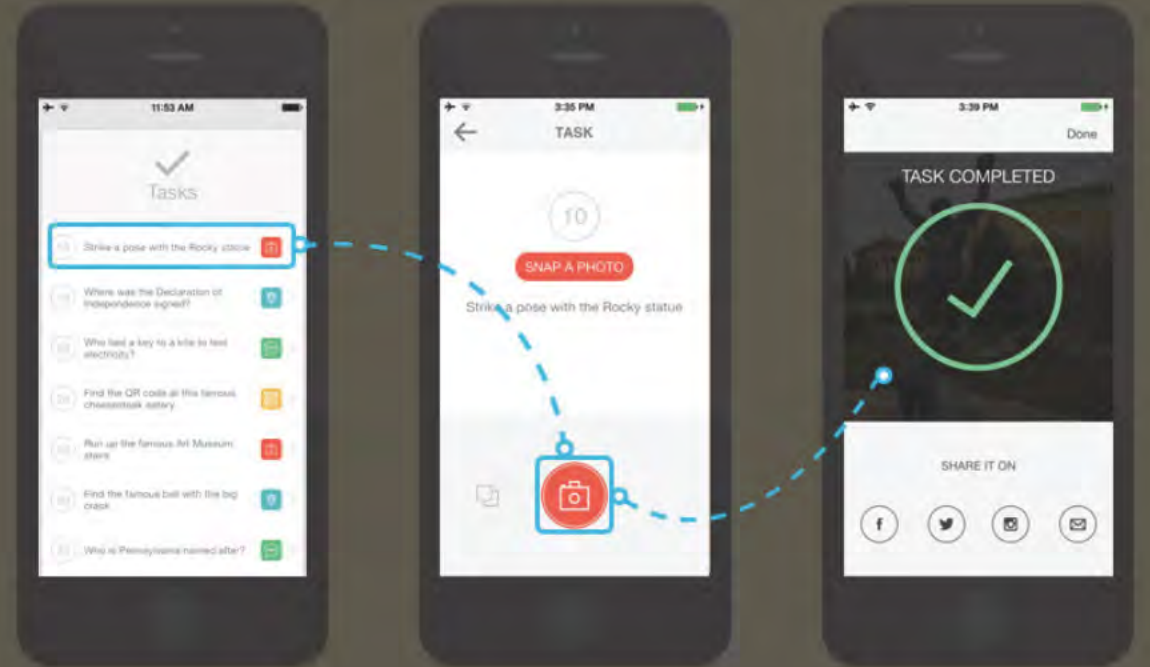
- Community donations totaling \$12,178!
- Sponsorships totaling \$26,000!
- 15 Nutcrackers repaired by downtown merchant Jorge Monzon.
- Gate510 providing secure storage free of cost.
- Community donations were used for repairs and will help fund a new, more durable solution to replace unreparable, and discontinued nutcrackers.

# 2022 DOWNTOWN EVENTS

April 23<sup>rd</sup> Family Earth Day  
in partnership with Community Impact Lab



September 17<sup>th</sup> (re)Discover Downtown  
Mobile Scavenger Hunt





## CONCEPTS IN DEVELOPMENT

### Makers Market

Etsy meets Farmers Market  
for local makers.



### Global Eats Restaurant Week

BARTable/WALKable San Leandro;  
A destination city for dining.



¿Preguntas?