



**2023**

**ANNUAL REPORT  
TO CITY COUNCIL**

***“DOWNTOWNS ARE TOO  
BIG TO FAIL.”***

***Brent Toderian***

***Toderian Urbanworks***

# 2022

**A YEAR OF IMPLEMENTATION**

## **DOWNTOWN SAN LEANDRO COMMUNITY BENEFIT DISTRICT**

- Established in 2013, requires renewal in 2028.
- Administered by San Leandro Improvement Association (SLIA), a 501c3 not-for-profit organization.
- SLIA Board comprised primarily by property owners or their designees, and 1/3 or fewer "At-Large" members.



# 2022

**A YEAR OF IMPLEMENTATION**

**SAN LEANDRO IMPROVEMENT ASSOCIATION  
CURRENT BOARD OF DIRECTORS**

**Angele Sweet, President**

Owner, Friend+Sweet Landscape Design

**Matt Holmes, Vice-President**

Principal, Retail West, LLC

**Betty Shon, Secretary**

Real Estate Svcs Manager,  
Westlake Realty Group

**Long V. Nguyen, Treasurer**

Founder/Managing Partner,  
VN Village Center

**Emily Griego, Immediate-Past President**

CEO, San Leandro Chamber of Commerce

**Pete Ballew\***

City Council Member, City of San Leandro

**Xouhoa Bowen**

City Council Member, City of San Leandro

**Katie Bowman**

Economic Dev. Manager,  
City of San Leandro

**Deborah Cox**

Former City Council Member, City of San  
Leandro

**Jennifer Delgadillo**

Manager, Fieldwork Brewing Co. San  
Leandro

**Kevin Dilling**

Owner, Santos Robinson Mortuary

**Virginia Harrington**

Public Sector Manager, Waste Management

**Robert Jones**

Owner, Robert Jones & Associates

**Tobias Liebermann**

Principal Property Dev. Officer, BART

**Kevin Norman**

Associate Principal,  
DES Architects + Engineers

**Justin Osler**

Co-Managing Principal, The Martin Group

**Kimberly Pace**

CEO, Boys & Girls Club of San Leandro

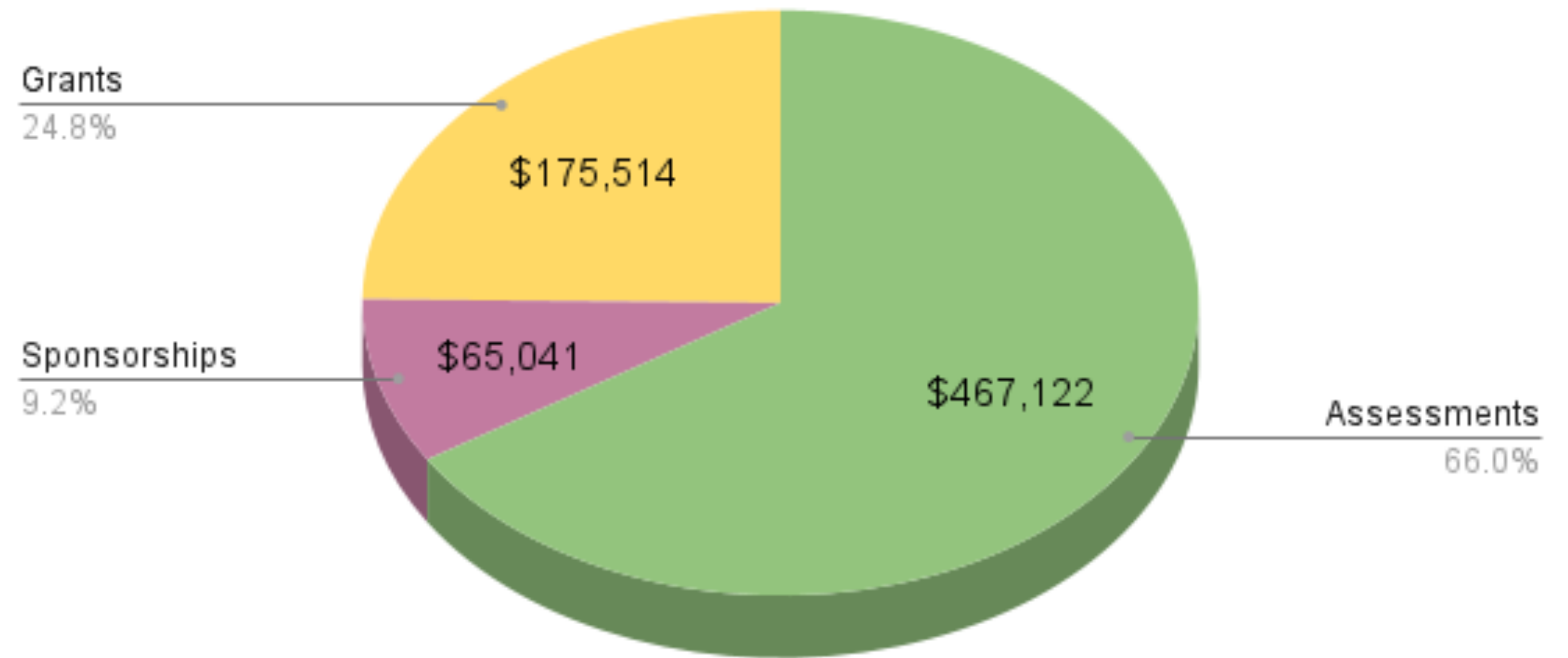
\*Alternate

# 2022

## A YEAR OF IMPLEMENTATION

- Assessment revenue is the primary source of District revenue.
- All property owners in the District are assessed, including public and non-profit agencies, with the exception of single family residences.
- Assessments are calculated using the physical measurements of the property not by property value.
- Annual increases are currently capped at 3%, which is challenging when the annual CPI is 5+%.

### FY 2022 Revenue

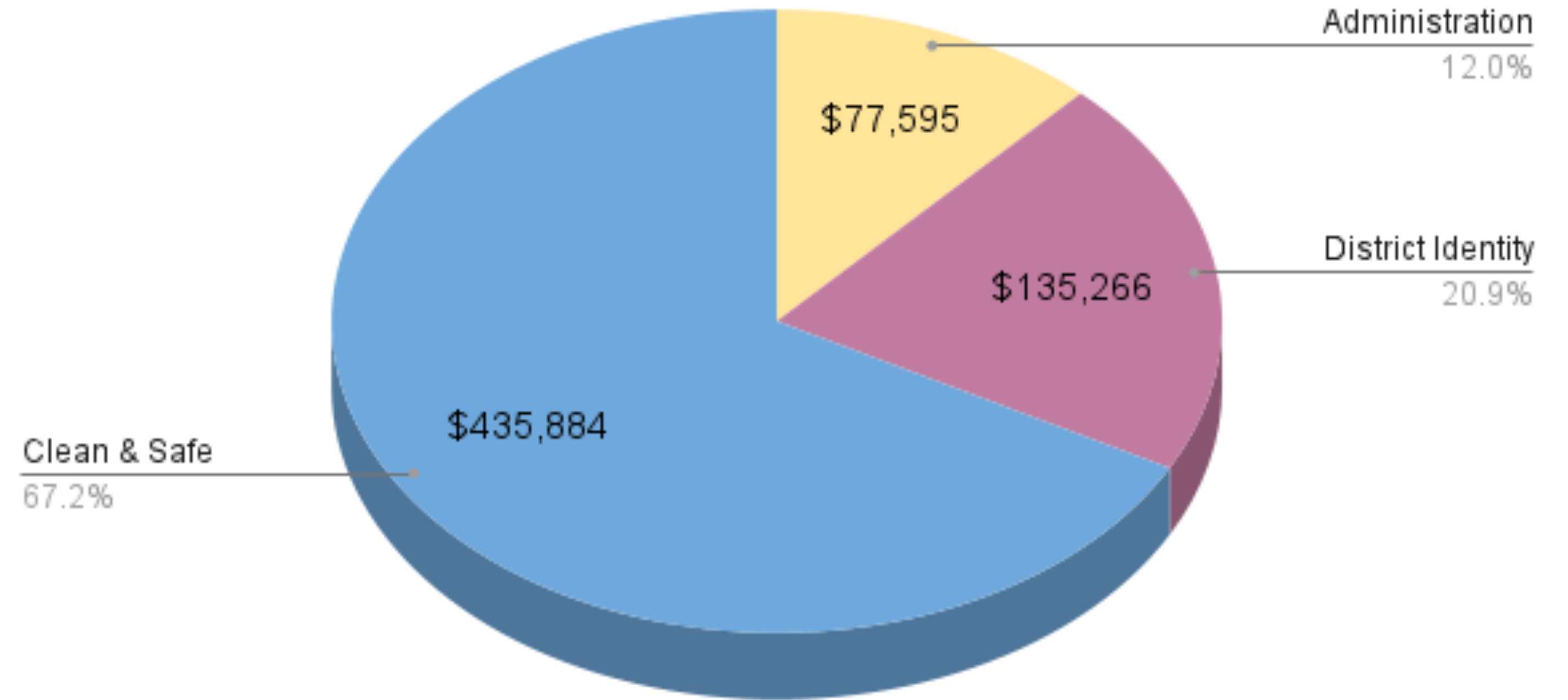


# 2022

## A YEAR OF IMPLEMENTATION

- **Administration** includes rent, communications, CPA, staff, etc.
- **District Identity** includes social media, branding, special events, staff, etc.
- **Clean & Safe** is primarily the Ambassador Services Program, planter maintenance, rent, staff etc.

### FY 2022 Expenses



# 2022

## A YEAR OF IMPLEMENTATION



# 2022

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## AMBASSADOR SERVICES OUTREACH CAMPAIGN

**SAN DOWNTOWN LEANDRO**  
COMMUNITY BENEFIT DISTRICT

### Our Ambassadors Are Here To Help!

Litter, Debris, and Graffiti Removal  
De-Escalation of Non-Emergency Situations  
Wellness Checks on Unsheltered Neighbors

Call Our Help Line  
**(415) 404-8463**

[www.downtownsanleandro.com](http://www.downtownsanleandro.com)

Window/Big Belly Clings

**SAN DOWNTOWN LEANDRO**  
COMMUNITY BENEFIT DISTRICT

### Safety Ambassador Services

**We are here to help!**

- De-escalation of non-emergency situations
- Report suspicious behavior or violence
- Report a public nuisance
- Public drinking or smoking
- Sleeping on sidewalks, et
- Wellness checks on unsheltered neighbors
- Safety escort to vehicle

**Help Line (415) 404-8463**  
Daily 12:30 p.m. to approximately 9 p.m.  
Ambassador@downtownsanleandro.com  
[www.DowntownSanLeandro.com](http://www.DowntownSanLeandro.com)

**Cleaning Ambassador Services**

**We 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
- Assistance relocating unsheltered sleepers from businesses

**Help Line (415) 404-8463**  
Daily from 7 a.m. - 3:30 p.m.  
Ambassador@downtownsanleandro.com  
[www.DowntownSanLeandro.com](http://www.DowntownSanLeandro.com)

**SAN DOWNTOWN LEANDRO**  
COMMUNITY BENEFIT DISTRICT

**We are here to help!**  
Call Our Help Line **(415) 404-8463**

The Ambassador Services Help Line is available daily from 7 a.m. until approximately 9 p.m.  
If someone is in immediate danger or there is a crime in progress, call 911.

Service Cards & Magnets

**SAN DOWNTOWN LEANDRO**  
COMMUNITY BENEFIT DISTRICT

### Your Ambassador Team Was Here

**We:**

- Pressure washed
- Removed graffiti
- Removed illegal dumping
- Removed bio-hazard
- Relocated sleeper/panhandler
- Other \_\_\_\_\_

The Ambassador Services Help Line is available daily from 7 a.m. until approximately 9 p.m. Please contact us at 415-404-8463 should you need further assistance.

We love feedback, help us improve:  
Ambassador@downtownsanleandro.com

[www.DowntownSanLeandro.com](http://www.DowntownSanLeandro.com)

Service Post-Its

# 2022

A YEAR OF IMPLEMENTATION

## AMBASSADOR SERVICES OUTREACH CAMPAIGN



**WE CAN HELP WITH**

- REPORTING SUSPICIOUS VEHICLES AND INDIVIDUALS
- REPORTING SAFETY HAZARDS
- DE-ESCALATION OF NON-EMERGENCY SITUATIONS
- ADDRESSING PUBLIC NUISANCES SUCH AS PUBLIC DRINKING AND SMOKING
- WELLNESS CHECKS AND DISTRIBUTION OF DONATED FOOD TO UNSHELTERED NEIGHBORS

**CALL US AT (415) 404-8463**



OUR DOWNTOWN SAFETY  
AMBASSADORS ARE

# HERE TO HELP



**WE'RE HERE  
WE CARE**

**CALL US AT (415) 404-8463**

FOR WELLNESS CHECKS AND  
DISTRIBUTION OF DONATED FOOD TO  
OUR UNSHELTERED NEIGHBORS



"Hello, Last night I was rear ended in the intersection of Estudillo and E. 14th St. My back tire was punctured and inoperable. Out of nowhere came Ty and Umani. They were so helpful and kind. They changed my tire. They made sure I got home safe. (I live close to the site of the accident) The Safety Ambassadors are such an asset for our city, especially because of people like Ty and Umani. Thank you! - Vicky B."



# 2022

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## Safety Ambassador

### Program Highlights

- **95% success rate at de-escalating incidences without SLPD support**
- **Delivering volunteer lunches to most vulnerable in the district**
- **Began promoting safety escort service this month**
- **Proactively reporting hazards to the City**
- **Supporting special events**
- **Hand-delivering communications to businesses (i.e. grant opportunity fliers)**
- **Wellness checks and calling for EMS when needed**

# 2022 Safety Stats



373  
Agressive  
Panhandling



835  
Ordinance  
Violations



1295 Welfare  
Checks



1685 Meals  
Distributed



9978  
Business  
Contacts



350  
De-escalations



950 Graffiti  
& Stickers



962 Carts  
Returned



1052  
Hospitality  
Contacts



33  
EMS/PD



# 2022

A YEAR OF IMPLEMENTATION



## 2022 Cleaning Stats



268 Business  
Contacts



1116 Welfare  
Checks



168  
De-escalations



96 Meals  
Distributed



36 EMS/PD



662 Hot Spot  
Spills



1180  
Carts  
Returned



10619  
Elements



508  
Hospitality  
Contacts



653  
Leaf Bags



3291  
Trash Bags



1577  
Graffiti  
& Stickers



1219  
Biological



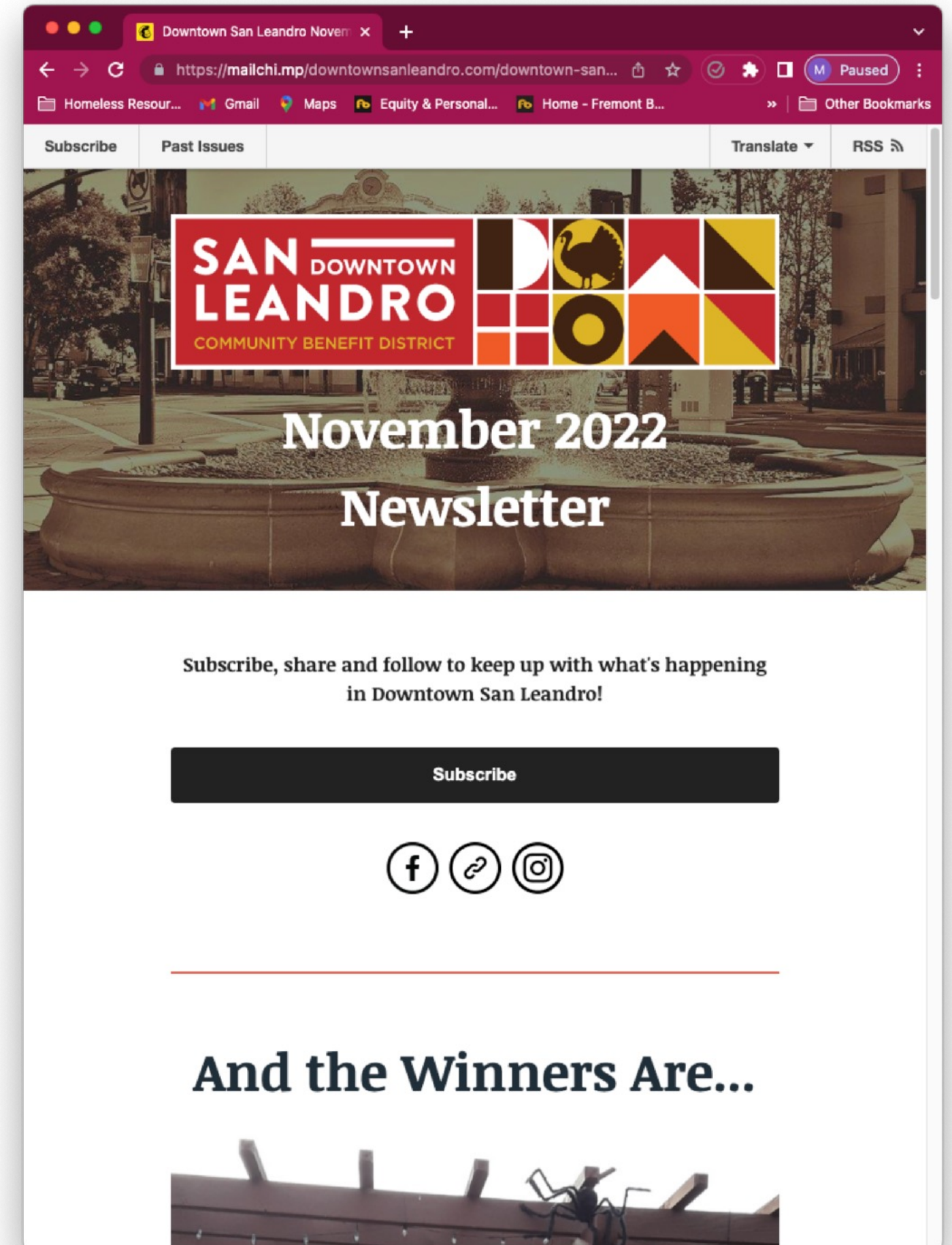
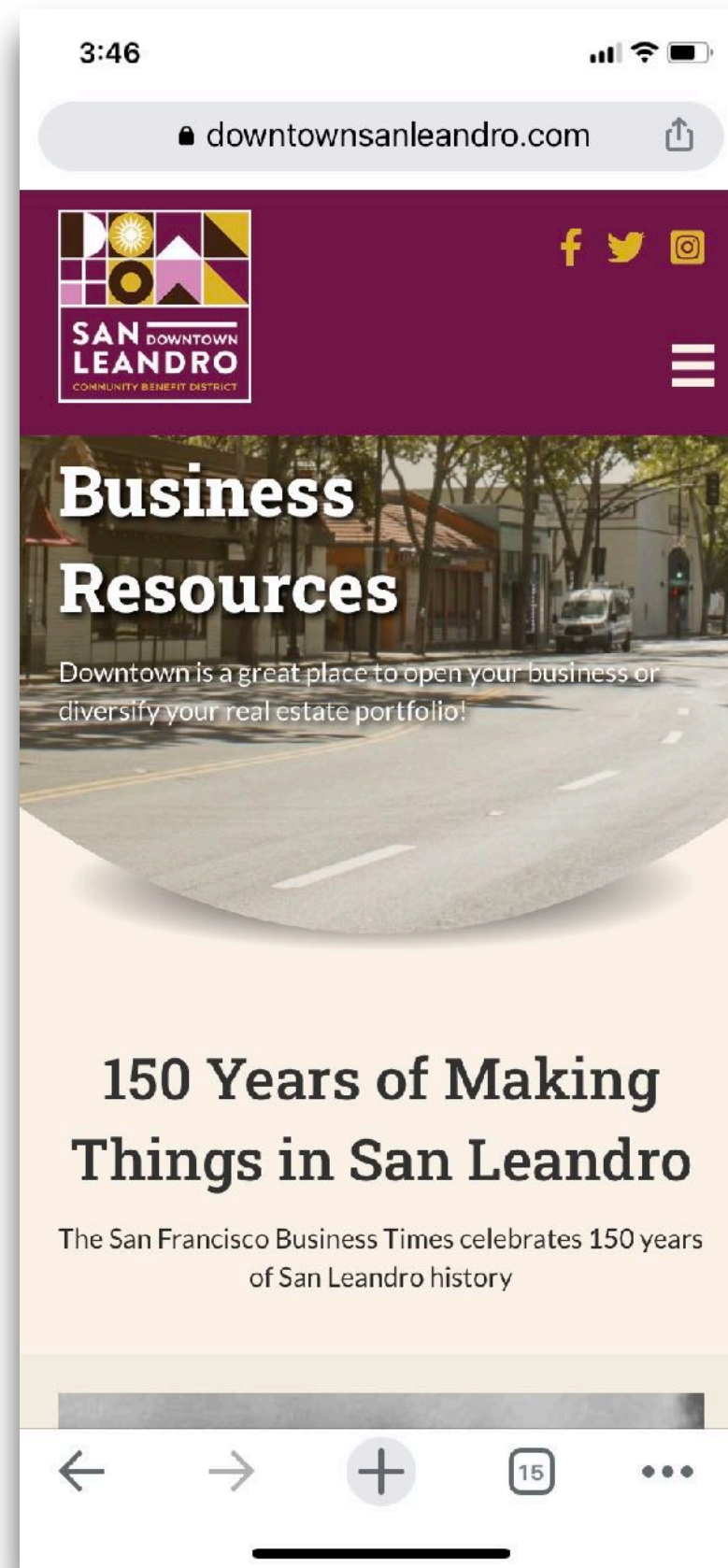
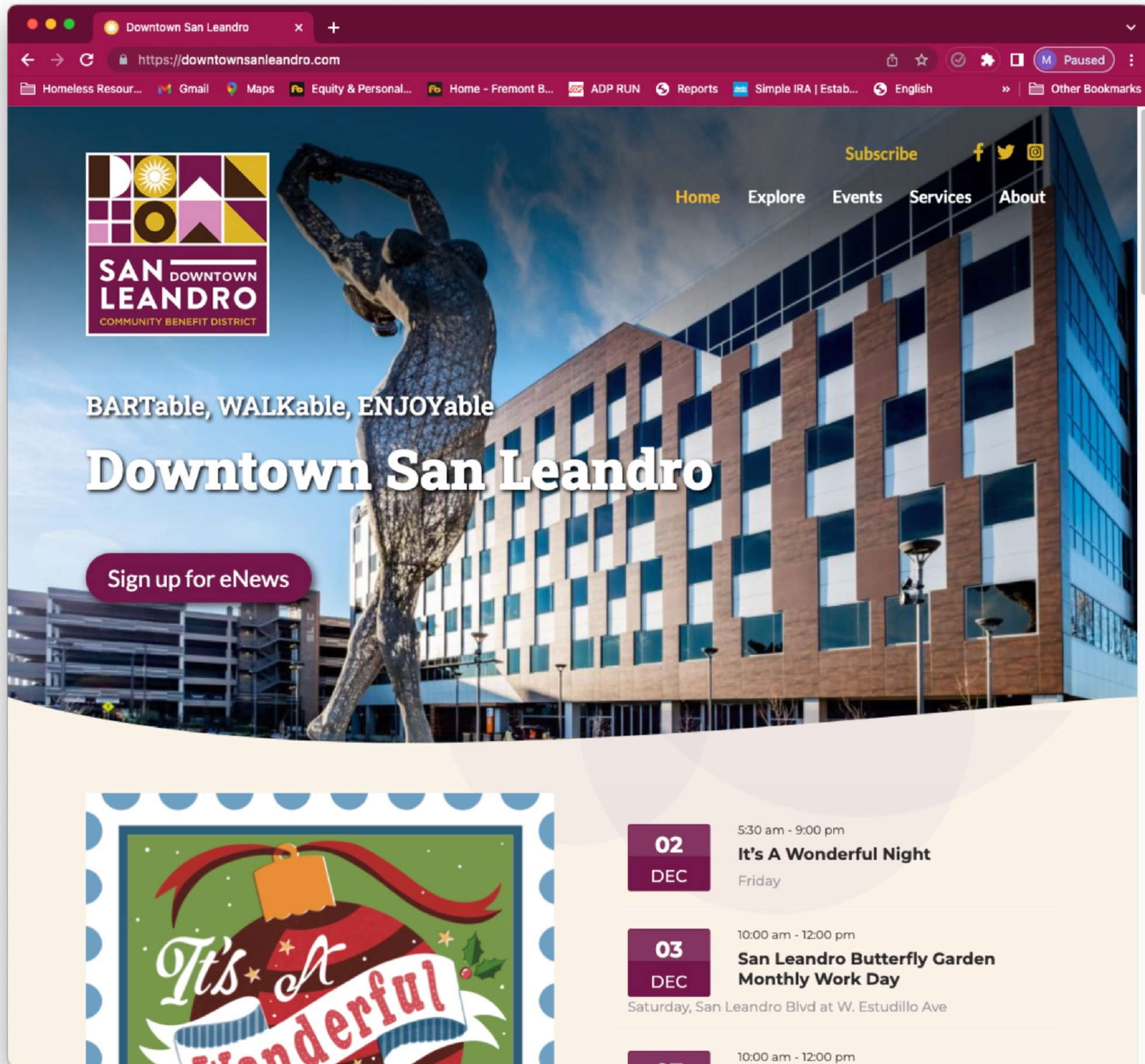
239 hrs  
Pressurewashing



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## WEBSITE REDESIGN & E-NEWSLETTER



# 2022

## A YEAR OF IMPLEMENTATION

### COMMUNITY EVENTS RETURNED TO DOWNTOWN!



**SAN LEANDRO DOWNTOWN**

**FREE**

**DOWNTOWN FAMILY EARTH DAY FESTIVAL**

Saturday, April 23  
10 am - 12 pm  
Casa Peralta, 384 W. Estudillo Ave.

**EARTH DAY**

**THIS SATURDAY!**

**TOY SWAP**

Especially for kids 10 and under!  
Bring a Toy, Take a Toy • Make your own bird feeder  
Eco-Story Time • Seed Planting • Tote-Decorating and more!



**FREE!**

**(re)DISCOVER DOWNTOWN SAN LEANDRO**

MAKERS MARKET • LIVE MUSIC  
SCAVENGER HUNT • LOCAL FOOD  
TEEN & KID ZONE

[DowntownSanLeandro.com](http://DowntownSanLeandro.com)

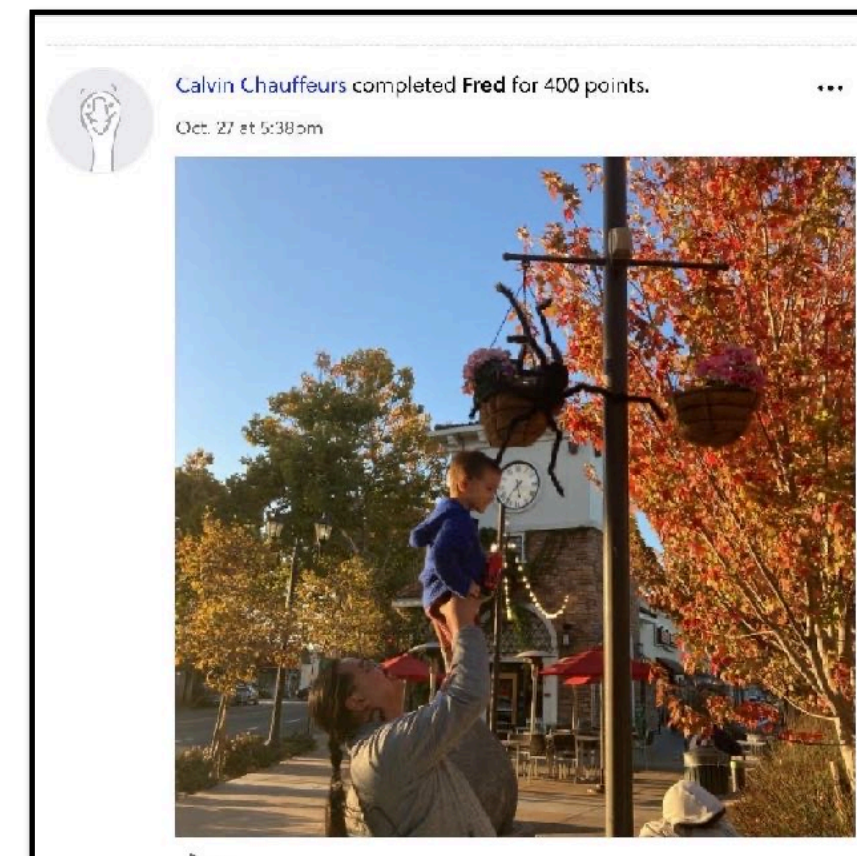
**SEPT 17TH** | **11AM - 5PM**

W JUANA AVE @ E 14TH ST, SAN LEANDRO

PRESENTED BY

**SAN LEANDRO DOWNTOWN** | **GATE 510** | **GHIRARDELLI CHOCOLATE**

**CENTRO CALLAN** | **WATER SOURCE FORUM** | **Rotary Club of San Leandro** | **sled**



**25th Anniversary** | **FREE Community Event!**

**San Leandro Downtown Association**

**Presents**

**It's A Wonderful Night**

**Friday, December 2nd**  
**5:30 PM - 9 PM**

**Downtown San Leandro**  
**E. 14th @ W. Juana Ave.**

Tree Lighting at 6:30 in Estudillo Plaza  
Light Show • Holiday Market  
Music & Holiday Entertainment  
Photo ops with Santa!

**Sponsored By**

**@dwtmsanleandro** | [DowntownSanLeandro.com/holiday](http://DowntownSanLeandro.com/holiday)

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## A YEAR OF IMPLEMENTATION



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# 2023

LOOKING AHEAD

**SLIA BOARD ADOPTED STRATEGIC PRIORITIES  
2023-24**

**IMPROVE OWNER  
AND TENANT  
ENGAGEMENT  
WITH  
DOWNTOWN  
BENEFIT DISTRICT**

**ENGAGE CITY,  
OWNERS AND  
TENANTS WITH  
INCREASED  
SECURITY  
EFFORTS**

**INCREASE  
COMMUNITY  
ENGAGEMENT  
THROUGH  
SOCIAL MEDIA &  
EVENTS**

**PARTNER WITH  
CITY TO IDENTIFY  
NEEDED CODES &  
ENFORCE  
EXISTING CODES**

# 2023

## LOOKING AHEAD

### FILTERS & AUGMENTED REALITY





# 2023

LOOKING AHEAD

## 2023 EVENTS FOR DOWNTOWN



**SAN LEANDRO**  
**FAMILY EARTH DAY**  
**FESTIVAL**

APRIL 15

384 W. ESTUDILLO AVE, SAN LEANDRO  
11 AM - 2 PM



The poster features a central graphic of a globe with a wind turbine blade cutting through it. The text is in green and white, with a blue border.



**SAN LEANDRO**

**CHERRY**  
**FESTIVAL**

June 3rd, 2023

10 am | Cherry Parade  
11 am - 6pm | Cherry Festival

The poster has a teal background with a dark red border. It features a detailed illustration of a cherry branch with red cherries and green leaves. The text is in white and dark red.



*San Leandro*  
*Craftbeer & Music*  
*Festival*

16 SEPTEMBER 2023  
DOWNTOWN SAN LEANDRO

The poster has a yellow and orange sunburst background. It features illustrations of two brass instruments (trumpets) at the top and a wooden barrel at the bottom. The text is in green and black.



**It's a Wonderful Night!**

**DECEMBER 1ST**

San Leandro Downtown Association  
**SAN LEANDRO**  
COMMUNITY BENEFIT DISTRICT

The poster has a blue background with a pattern of colorful pinwheels and stars. It features a small illustration of an elf in a red suit. The text is in white and orange.



**ARIAT 80,000 Sq Ft Lease**



**Ike's 2023**



**Fieldwork Brewery 8/30/22**



**IHOP Late Q1 2023?**



**Centro Callan Q4 2024**



**Dave's Hot Chicken 11/17/22**