

DOWNTOWN CAMPBELL PBID & BID FEASIBILITY

January 14, 2026

WHAT IS AN ASSESSMENT DISTRICT?

- Assessment districts are financing mechanisms used to provide revenue for a variety of local improvements and services that enhance (but do not replace) existing municipal services
- In California, Business Improvement Districts (BID) and Property Based Improvement Districts (PBIDS) are most common
- Self-imposed and self-governed and must be supported by private sector property owners and businesses
- Works in the same way as a common area maintenance (CAM) agreement in shopping malls and office parks
- Makes business districts more competitive by providing a managed, maintained and marketed environment

WHAT IS THE DIFFERENCE BETWEEN A BID AND PBID?

BID

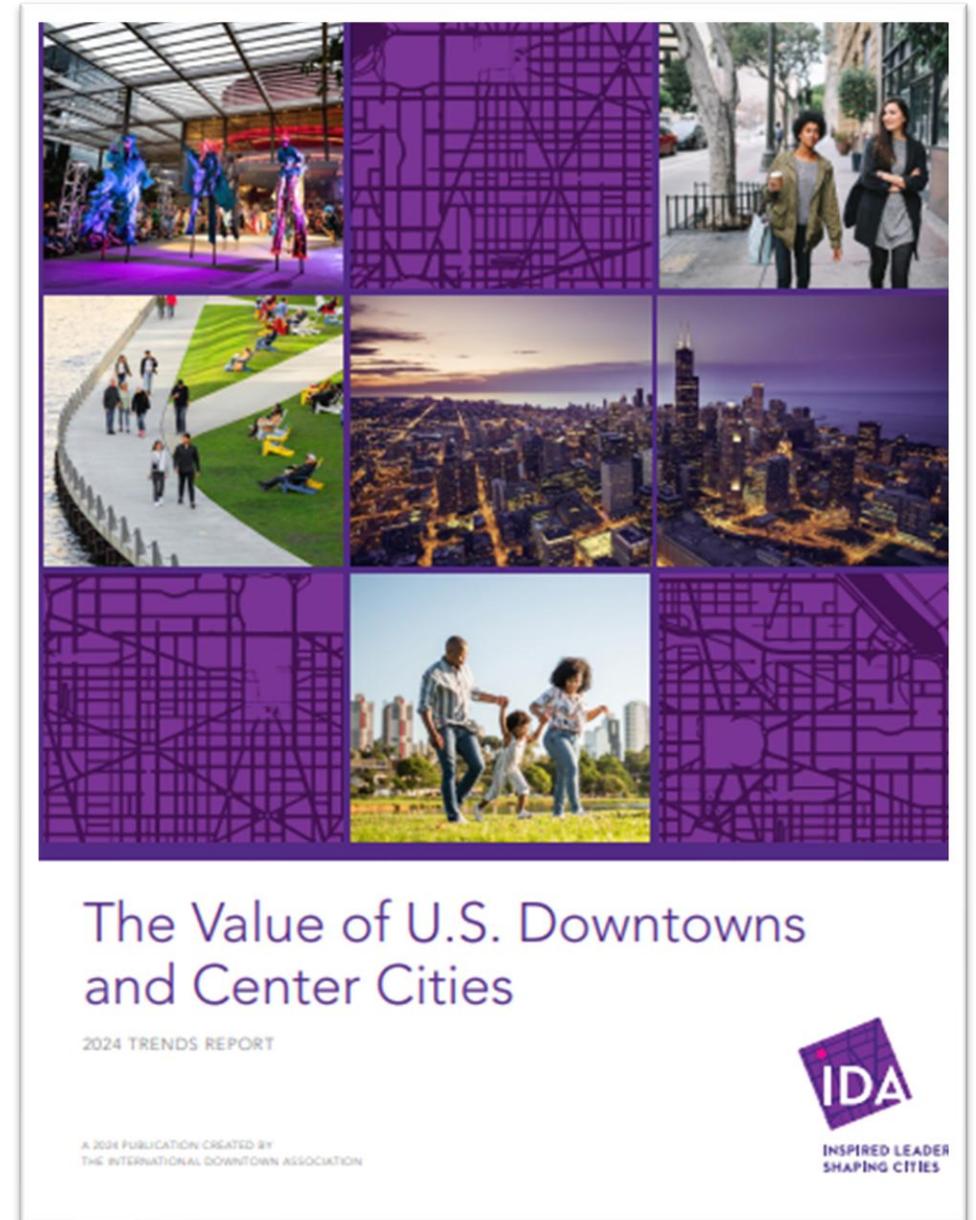
- An additional assessment on a business' business license tax
- Established by a vote of all businesses within a geographic boundary
- Annual total assessment can vary year over year due to fluctuation in number of businesses within the district
- Annual rate increases are possible but not automatic and require City Council approval

PBID

- Assesses real property
- Established by a vote of all property owners within a geographic boundary
- Annual total assessments are relatively stable as the assessment is on real property
- Annual rate increases are possible but not automatic and require City Council approval

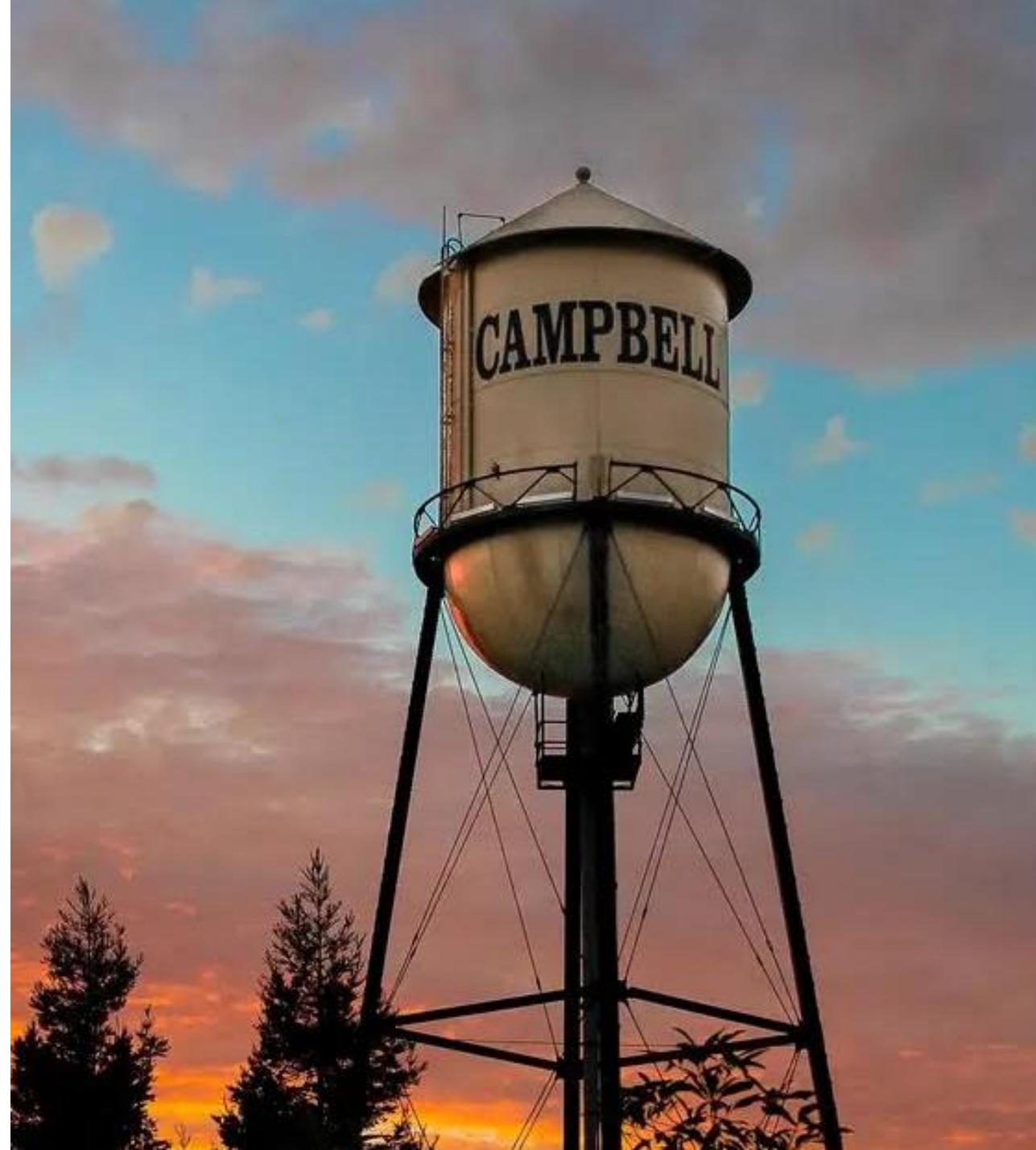
BRIEF HISTORY OF ASSESSMENT DISTRICTS

- Concept started in U.S. in 1970s
- Now more than 2,500 throughout North America
- Urban assessment districts started with focus on clean & safe services, then diversified into other services
- Today assessment districts are part of sophisticated downtown management organizations



WHY INVEST IN ASSESSMENT DISTRICTS?

- Multiple service options
- Reliable source of revenue
- Leverages other improvement resources & influence
- Costs relate to benefits – inherently fair
- Governed by those who pay – accountability
- Encourages private sector management
- Requires stakeholder support
- Renewal rate 99%





Basic PBID/BID “Dos”

- Provide *supplemental* services unique to a certain district
- Should be self-imposed and self-governed by those who pay (property owners, business owners)
- Work in partnership with local governments
- Authorized by state statute, and formally adopted by City government



Basic PBID/BID “Don’ts”

- Do not replace *basic* government services
- While local government has fiduciary oversight, PBIDs/BIDs are not considered part of local government
- Are not an organization or entity themselves; rather they are tool that is most commonly managed by a 501(c)(3) or (6) nonprofit organization; programs managed by staff and/or contractors

EXISTING SANTA CLARA COUNTY ASSESSMENT DISTRICTS

- San Jose
 - San Jose Downtown Association (BID & PBID)
 - The Alameda Business Association (CBID)
 - Willow Glen CBID
 - Japantown BID
 - Monterey Road Corridor BID
 - Tully Road BID
- Downtown Morgan Hill Improvement District (PBID)
- Sunnyvale Downtown Association (BID)

COMMON PBID/BID SERVICES

- Public Safety
- Cleaning & Maintenance
- Beautification & Landscaping
- Marketing & Communication
- Advocacy
- Placemaking Enhancements
- Programming & Events
- Small Business Support
- Capital Improvements
- Parking & Mobility



PUBLIC SAFETY

- Hospitality “ambassadors”
- Uniformed on-street safety staff
- Homeless outreach
- Non-emergency response
- Coordination with local law enforcement



CLEANING & MAINTENANCE

- Sweep & power wash sidewalks
- Litter and biohazard pick-up
- Hotspot removal
- Graffiti removal



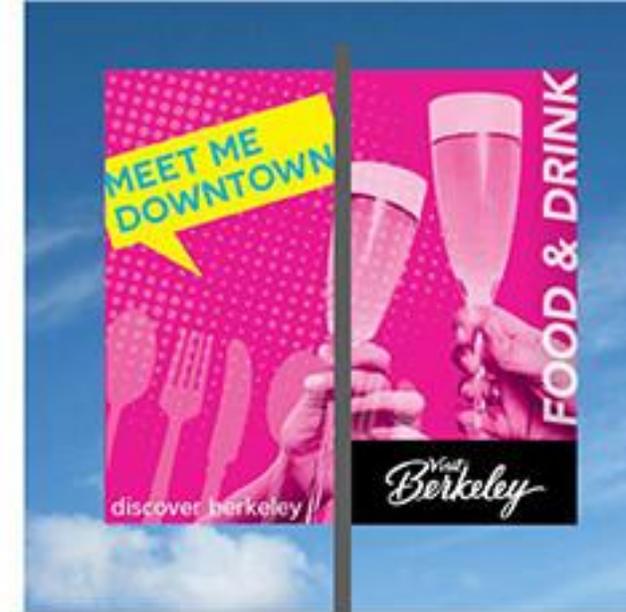
BEAUTIFICATION & LANDSCAPING

- Weed removal
- Sidewalk/tree well landscaping
- Flower planters, baskets
- Tree canopy care



MARKETING & COMMUNICATIONS

- District-wide advertising
- Community relations
- Branding of Downtown & sub-districts



ADVOCACY

- “Collective voice” for downtown
- Downtown-specific advocacy
- Develop policy priorities and positions



PLACEMAKING ENHANCEMENTS

- Public art, murals
- Parklets
- Holiday lighting/decorations



PROGRAMMING & EVENTS

- Programming & activation of public spaces
- Theme & historical events
- Special events & festivals
- Hospitality services during large events



SMALL BUSINESS SUPPORT

- Business retention & recruitment
- Storefront renovation
- Retail promotions



CAPITAL IMPROVEMENTS

- Enhanced lighting
- Wayfinding & signage
- Streetscapes
- Benches, kiosks, banners & amenities



PARKING & MOBILITY

- Coordinated parking management
- Improve parking ease of use – i.e., signage, technology
- Promote transit & mobility alternatives



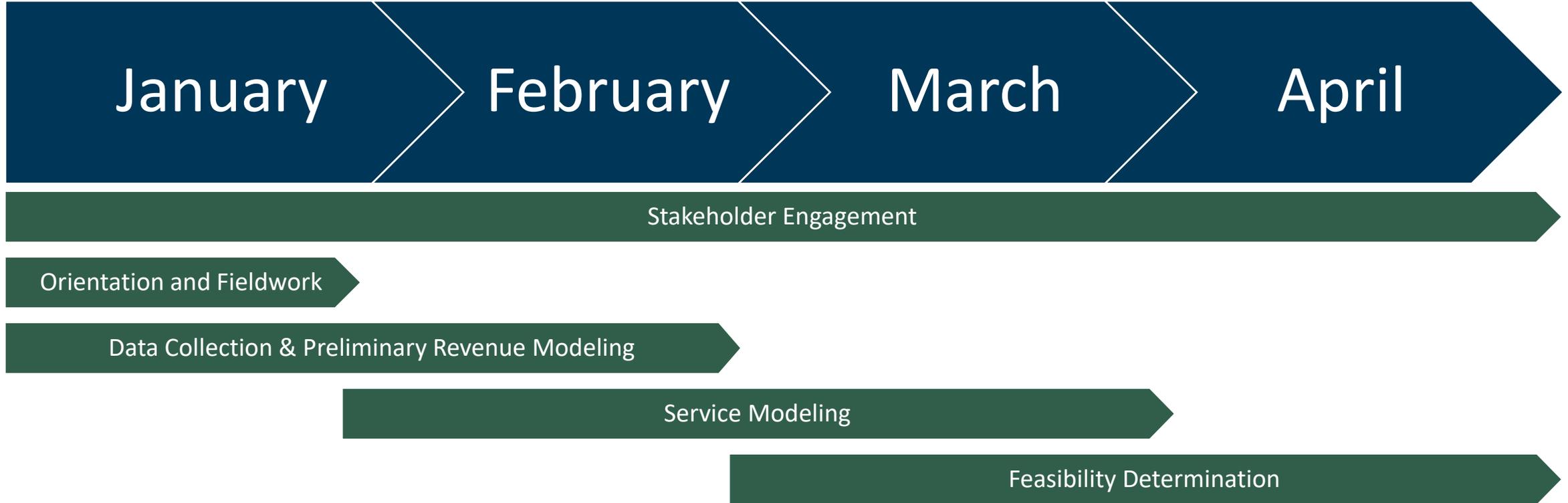
PBID/BID SERVICES PRIORITY SETTING EXERCISE

What PBID/BID services would *you be willing to pay for*?

Please rank the potential PBID/BID services from 1 – 10, based on your willingness to pay for them (**1 = most important, 10 = least important**).

If you are not willing to pay for a service, leave it blank.

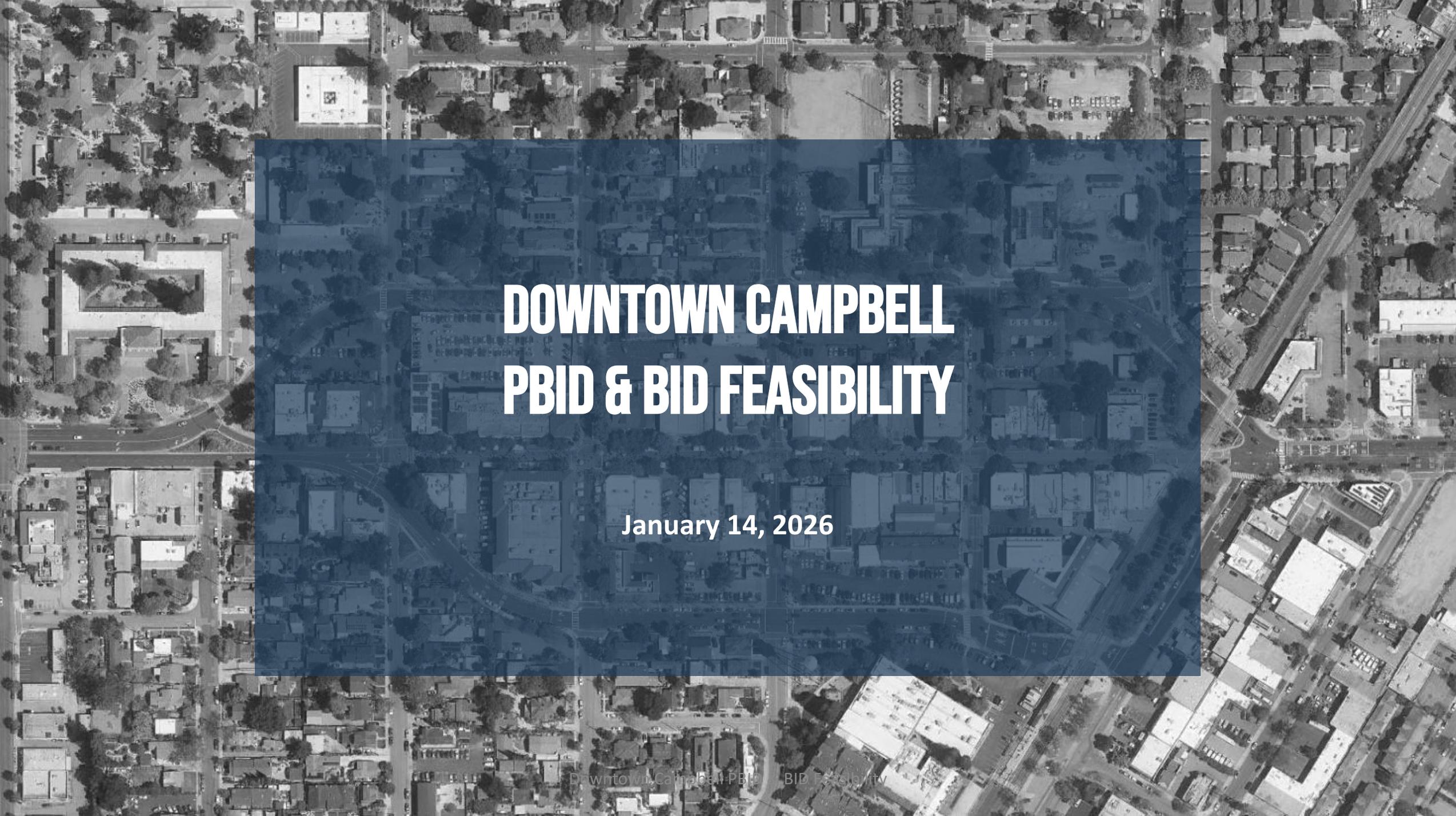
PROCESS & TIMELINE



WHAT HAPPENS IF FORMING AN ASSESSMENT DISTRICT IS FEASIBLE?

Formation of BID and PBID requires a formal legislative process. Below is a general overview of those steps:

- Feasibility findings shared with stakeholders
- District Formation Steering Committee created
- Identification of Base Level of Services
- Creation of a Management Plan (BID and PBID) and Engineer's Report (PBID only)
- Formal Petition and Ballot Process
- City Council Hearings



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